

# Community Design Guidelines

Planning and Redevelopment Department



311 Vernon St.  
Roseville, CA 95661  
[www.roseville.ca.us/planning](http://www.roseville.ca.us/planning)



# Community Design Guidelines for the City of Roseville

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## Background

The Community Design Guidelines were originally adopted by the City of Roseville in 1995 to implement the goals and policies of the Community Form and Community Design components of the 2010 General Plan. These goals and policies, in combination with the principles and guidelines identified in the Community Design Guidelines document, were intended to support and strengthen the important role that land use and design play in creating a city that is characterized by attractive and functionally efficient development.

The General Plan identifies the Community Design Guidelines as the primary implementation measure for the goals and policies of the Community Design component and for enhancing the community's identity through establishment of common design elements and expectations.

## Purpose Of The Community Design Guidelines

The Community Design Guidelines are intended to provide design professionals, property owners, commissioners, staff, and residents with a clear and common understanding of the City's expectations for the planning, design, and review of development proposals in Roseville, and to increase the community's awareness and appreciation of design considerations.

The design guidelines are oriented toward performance-based criteria that indicate an intent or goal and suggest possible methods of achieving the goal. Given the wide range of circumstances and potential solutions, designers are given flexibility and are encouraged to use their creativity and expertise to satisfy the stated design objectives. The City does not advocate a particular architectural style or styles, and will consider all applications on their own merit. All projects will be reviewed against the design and technical guidelines identified in this document.

## Community Design Visioning Committee

In 2007, the City Council authorized the formation of the Community Design Visioning Committee (CDVC). The CDVC was a ten-member ad-hoc advisory committee charged with reviewing the City's existing design policies and guidelines with a specific focus on neighborhood commercial centers, multi-family residential, and creating new guidelines for compact residential development. The CDVC was tasked with reaffirming the policies and guidelines already in place in the General Plan and Community Design Guidelines, or to make recommendations for modifications where necessary so that the City's vision aligned with the community's expectations.

Following a series of public workshops and design policy charrettes, the CDVC forwarded its recommendations along with a revised Community Design Guidelines document format to the City Council for adoption in March 2008. The guidelines for commercial, multi-family, and compact residential development contained herein represent the recommendations of the CDVC. The guidelines in the remaining sections of the document pertaining to office, industrial, and other special planning areas were outside the scope of review of the CDVC and remain as adopted with the 1995 document. However, these existing unchanged guidelines have been reformatted and integrated into the updated document format.

## Design Character

Roseville's overall design character is not defined by any existing or designated themes, elements, or development types; the City's character can best be portrayed by its diversity. The City is composed of a number of individual and often separated areas, each having its own unique qualities. These qualities relate to a number of elements including the age, use, type, style, and design of development. It is diversity and variety that will continue to define the character of the community.

While the City promotes diversity and variety, there is a desire for consistency in the quality of development. The City's General Plan and various specific plans include a focus on promoting high quality development and design. The term "high quality" is, however, variable and cannot be quantified or easily defined.

It is the intent of the design guidelines to provide a framework that identifies the general elements that Roseville considers important in its definition of high quality design. Roseville has long promoted design principles that encourage diversity, balance aesthetic and functional considerations, and attempt to integrate the natural and built environments. The City recognizes the significance of not only where differing land uses are placed, but how the development of those uses interfaces with respect to design.



## Community Design Principles

In establishing community-wide design goals and policies, the General Plan directed the drafting of design guidelines as the principal implementing document for achieving Roseville's design objectives. The following design principles were established to identify the primary concepts and/or principles that underlie the development and subsequent application of these guidelines.

- Promote diversity through innovative, unique and creative design solutions and architectural styles.
- Integrate the natural and built environments by preserving and enhancing significant natural features with particular emphasis on native oak trees and woodlands.
- Promote development that supports a variety of transportation modes and facilitates pedestrian mobility, convenience, and safety.
- Balance the aesthetic and functional considerations of design.
- Emphasize functional relationships and integration of the community rather than separation and barriers between adjacent developments and uses.
- Foster designs which result in the conservation and efficient use of natural resources.

## Organization

The document is organized into different sections based on the proposed type of project. There are separate sections for Commercial, Office & Industrial, Multi-family, and Compact Residential, in addition to addressing Central Roseville and other Special Planning Areas. The Central Roseville area (i.e., Vernon Street, Old Town, Oak Street) is undergoing a comprehensive planning effort through the specific plan process. The design intent and vision for this area will ultimately be established through the specific plan design guidelines. For this reason, the Downtown Roseville guidelines have been relocated to Appendix C, and will ultimately be removed from the Community Design Guidelines document pending approval of the Downtown Specific Plan. Until that time, the guidelines contained within Appendix C shall govern.

Within each section, there are subsections containing design criteria that relate to various aspects of site design and development, circulation and parking, landscaping and architecture. Each subsection is organized to include the following elements:

## Design Guidelines

The design guidelines provide a list of specific recommendations and requirements for inclusion in project design and are those design attributes that can be evaluated on a graded scale for level of compliance (i.e., 1-5).

## Technical Guidelines

The technical guidelines identify specific design attributes or measures that are more prescriptive in nature and should be incorporated into a project design. The technical guidelines are typically evaluated on a yes/no or not applicable scale.

## Graphics

Each section within the Design Guidelines is supplemented by annotated drawings and photographs that are intended to provide visual support for the corresponding design and

technical guidelines. It should be noted that the photographs provided in each subsection were selected to illustrate a specific desirable (or undesirable) design attribute. The photographs are not intended to favor one product or development type over another. Where a conflict exists between an image (with associated annotation) and the text, the textual guideline shall govern.

Many of the design and technical guidelines will apply to all types of projects, as a majority of the design concepts are universal in their applicability. Each section does, however, contain guidelines that are unique to that particular project type.

**Photos and annotations are intended to visually support design and technical guidelines.**



## How To Use The Design Guidelines

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The Community Design Guidelines are meant to be used in conjunction with other documents that contain more specific regulations regarding the details of development within the City. Throughout the design guidelines, references are made to other documents that contain additional guidelines and standards, or increased detail regarding a particular topic, including the following:

### General Plan

#### Specific Plans:

- Southeast Roseville Specific Plan
- Northeast Roseville Specific Plan
- Northwest Roseville Specific Plan
- North Central Roseville Specific Plan
- Del Webb Specific Plan
- North Roseville Specific Plan
- Stoneridge Specific Plan
- Highland Reserve North Specific Plan
- West Roseville Specific Plan
- Riverside Gateway Specific Plan

### Municipal Code

#### Specific Plan Landscape Design Guidelines

### Zoning Ordinance

#### Northeast Roseville Specific Plan Sign Guidelines

### Sign Ordinance

#### Woodcreek Oaks Sign Guidelines

### Tree Preservation Ordinance

#### North Roseville Area Design Guidelines

### Transportation Systems Management Ordinance

#### Bikeway Master Plan

### Water Efficient Landscape Requirements

#### Americans with Disabilities Act

### Engineering Improvement Standards

#### California Title 24

As of 2008, Roseville has ten specific plan areas and several other special planning areas within the City that have developed design guidelines for site, architectural, landscaping and other aspects of design. If a project is located within one of the specific plan areas, the indicated document should be referenced, as more restrictive or detailed requirements will be the requirement for design. However, if other design-related documents are silent, the guidelines contained herein shall apply. If a conflict exists between other design-related documents and the guidelines contained herein, the more restrictive shall apply.

To effectively use this document, the project location and project type must be determined. The location will determine the applicable reference documents containing additional guidelines and standards, and the project type (commercial, office, industrial, compact residential, or multi-family) will determine the particular section of the Community Design Guidelines applicable to the proposed project. It is recommended that familiarity be achieved with all sections of this document to gain a full understanding of the goals to be achieved through the application of the design guidelines.



## Design Review Process And Applicability Of Design Guidelines

The Community Design Guidelines apply to all projects subject to design review as outlined in the Zoning Ordinance. It is intended that the design guidelines continue to be an integral part of the design review process in Roseville, and that the application of the standards contained in this document will continue to lead to a consistency in design quality and in determining compliance with the City's design principles. Given the qualitative and evolving nature of design, the ultimate determination of compliance with the design guidelines lies with the Design Committee, Planning Commission, and City Council.

The Design Committee (DC) is the primary body responsible for reviewing non-residential and multi-family Design Review Permits in cases where a land use entitlement (e.g., Conditional Use Permit, Variance, zone changes, General Plan Amendment, etc.) is not required or requested. The DC consists of two (2) members appointed by the City Council and one (1) sitting Planning Commissioner, who serves as the DC chairperson. In instances where a land use entitlement is required or requested in association with a Design Review Permit, the Planning Commission shall be the approving authority. The Planning Commission is also the designated approving authority for Major Project Permits.

### "Priority Shalls"

As guidelines, this document will not regulate with the same rigidity as an ordinance. Rather, it will indicate the City's intent regarding the various components of design. However, while the Guidelines are intended to promote flexibility in achieving a desired end result, the Guidelines identify required design elements through the use of "shall statements." Many of the "shall statements" are required by an underlying City Ordinance, policy, or standard. Where the term "should" is used in the document, it is a guideline that is strongly encouraged. In further establishing community design expectations, several other guidelines use the phrase "shall" rather than "should." These "shall statements" (that are not required by an

## Application and Review Process

Application  
Submittal

Project  
Evaluation  
Meeting  
(P.E.M.)

Resubmittal

Planning  
Commission  
or  
Design Committee  
Approval

# Community Design Guidelines Introduction

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are referred to as “priority shall statements” and are identified with an asterisk (\*). “Priority shalls” are obligatory and represent desired end results that can be achieved through various means, as further described in the following Design Guidelines. Where conflicts occur between this document and an ordinance or adopted policy, the ordinance and/or policy shall govern.

## Statement of Design Intent

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The Community Design Guidelines are intended to allow flexibility in achieving quality design, and will be implemented through a clear process that ensures quality design is achieved in the final product. In general, the guidelines do not require the inclusion of specific design elements. The majority of the individual guidelines are “shoulds,” meaning that the guideline is strongly encouraged, but not explicitly required. However, because the Guidelines promote flexibility, it becomes the responsibility and creative challenge of project proponents to develop an overall design concept that is responsive to the overall intent and vision embodied in the guidelines as a whole.

The **Statement of Design Intent** is a maximum two page description prepared by a project proponent and submitted with an application package that describes in further detail the overall design concept for the proposal. The Statement of Design Intent provides an opportunity for project proponents to identify strengths, unique features, or other innovations that distinguish the project. It also provides an opportunity to:

- 1) outline key challenges that may limit the ability to meet the full intent of the design guidelines, such as site constraints, market conditions, or other considerations, and
- 2) describe how the project balances these key challenges with the community’s expectations for design quality.

The Statement of Design Intent is intended to give project reviewers and decision makers a more thorough understanding of the project at the onset of the review process.



The following terms are used to describe certain elements of site design and building architecture and are generally defined as stated. Terms used in the Design Guidelines but not defined here shall have the same meaning as that contained in the Roseville General Plan or Zoning Ordinance.

<b>arcade</b>	An arched roof or covered passageway.
<b>arch</b>	A curved structure supporting its own weight over an open space such as a door or window.
<b>architecture</b>	The practice of designing and building structures.
<b>articulation</b>	Variation in depth of the building plane, roof line, materials and/or height of a structure that breaks up a plain, monotonous area and creates patterns of light.
<b>asymmetry</b>	The balanced arrangement of different architectural elements without a common axis.
<b>balance</b>	An aspect of rhythm achieved by matching different symmetrical and asymmetrical elements which when perceived as a whole display harmony or equilibrium.
<b>berm</b>	A mound or wall of earth that may be landscaped to create a screen or barrier.
<b>bikeway</b>	A term that encompasses bicycle lanes, bicycle paths, and bicycle routes.
<b>bollard</b>	A raised planter; a type of light standard; or, a structure that prohibits vehicle access to a pathway or other area.
<b>buffer</b>	The act of softening or mitigating the effects of one use on another. Usually achieved by a combination of distance, landscaping or physical barriers.
<b>character</b>	Special physical features of a structure or area that set it apart from its surroundings and contribute to its individuality.
<b>commercial projects</b>	Those projects intended for businesses engaged in the retail sale of goods and services, and as further defined in the Roseville General Plan and Zoning Ordinance.
<b>compatible</b>	Projects that give the appearance of existing together without conflict with respect to site, architecture and landscaping design.
<b>coping</b>	The capping or top course of a wall, sometimes protecting the wall from weather.
<b>cornice</b>	A decorative horizontal member or top course that crowns a wall or architectural composition.
<b>design</b>	To create, fashion, and arrange elements or details. The creation and execution of aesthetic and functional elements.

<b>design review</b>	The comprehensive evaluation of a development and its impact on neighboring properties and the community as a whole, from the standpoint of site and landscape design, architecture, materials, colors, lighting and signs, in accordance with a set of adopted guidelines and standards.
<b>diversity</b>	A quality of a site, city or region in which are found a variety of architectural styles, natural landscapes and/or land uses.
<b>eaves</b>	The lower border of a roof that overhangs the wall.
<b>emphasis</b>	The use of different elements, features and patterns, including landscaping, to call attention to a feature or place such as a building entrance or focal point.
<b>facade</b>	The exterior face of a building which is given special architectural treatment.
<b>fenestration</b>	The arrangement, proportioning and design of windows and doors in a building.
<b>footprint</b>	The outline of a building at all of those points where it meets the ground.
<b>frieze</b>	A sculptured or richly ornamented band on a building.
<b>frontage</b>	The area on a piece of property that lies adjacent to the street; the area between the street and the main entrance to the building; the front facade of a building where the main entrance is located.
<b>gable roof</b>	A double sloping roof that creates a gable at each end.
<b>gateway</b>	A point along a roadway entering a city, or other defined planning area, at which a motorist gains a sense of having left the previous environs and of having entered the city or planning area.
<b>guidelines</b>	General statements of policy direction around which specific details are established.
<b>hip roof</b>	A roof having four uniformly pitched sides.
<b>industrial projects</b>	Those projects intended for businesses engaged in warehousing, manufacturing, assembly and related enterprise, and as further defined in the Roseville General Plan and Zoning Ordinance.
<b>landmark</b>	Refers to a building, site, object, structure or significant tree, having historical, architectural, social, or cultural significance: A visually prominent or outstanding structure or natural feature that functions as a point of orientation or identification.

<b>landscaping</b>	The planting of trees, shrubs and groundcovers that have been suitably designed, selected, installed and maintained so as to permanently enhance a site or roadway.
<b>mansard roof</b>	A roof with two slopes on each side, the lower slope being much steeper.
<b>masonry</b>	Wall construction of materials such as stone, brick, adobe and concrete
<b>mass</b>	The three dimensional form of a building. Massing often results from the combination of interior space requirements and the exterior architectural features.
<b>mullion</b>	A slender vertical member that forms a division between units of a window, door or screen.
<b>multi-family projects</b>	Those projects consisting of a building or buildings designed to house three or more families living separately from each other (i.e. apartments, condos).
<b>muntin</b>	An element of a window; A strip separating panes of glass in a sash.
<b>office projects</b>	Those projects intended to provide professional office space for businesses, governmental agencies and individuals, and as further defined by the Roseville General Plan.
<b>palette</b>	In building architecture, the set of colors to be used on a particular building or group of buildings. In landscape architecture, the set of planting materials to be used in the landscape design.
<b>parapet</b>	The part of a wall that rises above the edge of the roof.
<b>parking ratio</b>	The number of parking spaces provided per a specific number of square feet of floor area. (e.g. 1:150, 1:200)
<b>pattern</b>	The arrangement of building materials or features into a pattern designed to add texture, scale, balance and/or character to a building.
<b>pedestrian scale</b>	The relating of the structures in the built environment to the size of a person.
<b>proportion</b>	The relationship between elements taken as a whole or in comparison to each other. Often expressed as a ratio.
<b>rhythm</b>	The regular or harmonious recurrence of elements, shapes, features or colors usually in a proportional arrangement.
<b>roof-mounted equipment</b>	Heating and air conditioning units, or other mechanical equipment mounted on the roof of a building.
<b>sash</b>	The framework in which panes of glass are set in a window or door.

<b>scale</b>	The measurement of the relationship between objects. Usually expressed in terms of a building or element possessing human or pedestrian proportions. Also refers to the relationship between different architectural elements of a building and their relationship to the building itself.
<b>setbacks</b>	The depth of an area along the entire width of a parcel within which no building or structures may be permitted except as required for public utilities.
<b>shake</b>	Split wood shingles.
<b>shall</b>	Refers to a guideline that is obligatory as required by an adopted ordinance, policy, or priority established by the Community Design Visioning Committee. That which is obligatory or necessary.
<b>should</b>	Signifies a guideline that is strongly encouraged.
<b>soffit</b>	The underside of a part or member of a building.
<b>streetscape</b>	The appearance achieved along an arterial or collector street from implementation of a comprehensive, unified landscape plan requiring similar landscape components and elements between adjacent parcels.
<b>symmetry</b>	The balanced arrangement of similar elements around a common axis.
<b>texture</b>	The surface characteristics of the exterior facade of a building created through the use of similar or differing materials and patterns usually expressed in terms of softness, smoothness or roughness.
<b>tile</b>	A flat or curved piece of fired clay, stone, or concrete usually used for roofs, floors or walls and as an ornamental element.
<b>transom</b>	A horizontal crossbar in a window, over a door, or between a door and a window. A window above a door or other window built on and commonly hinged to a transom.
<b>trellis</b>	A frame or latticework used as a screen or as a support for climbing plants to create a screen.
<b>uniform building code</b>	A national, standard building code that sets forth minimum standards for construction.
<b>urban design</b>	The practice of giving form, beauty and function to an area or city through the establishment of guidelines that express a concern for the location, mass, and design of various urban components.
<b>view corridor</b>	The line of sight with respect to height, width, and distance of an observer looking toward an object of interest; the route that directs the viewers attention.

## Design Goals

The Commercial Design Guidelines are intended to accomplish the following goals:

**Goal:** Foster project designs that create and enhance a sense of identity and place.

**Goal:** To promote site designs that preserve, enhance, and incorporate the natural features of a site as an element within the overall design.

**Goal:** Create and promote usable, active, and thriving public spaces.

**Goal:** Ensuring project designs that are attractive and safe for customers, yield a variety of retail and business opportunities, and contribute to creating active gathering places for the community.

**Goal:** Creating projects of superior architectural and visual interest, while recognizing the need for balance between form, function, and economic limitations.

**Goal:** Creating project designs that are transit and pedestrian friendly.

**Goal:** Ensure community longevity by designing projects that will endure over time.

**Goal:** Incorporate environmentally sustainable features into project design.

**Goal:** Consider and respond to the relationship and context of adjacent projects.



## I. Site Design Guidelines

Site planning respects and enhances the natural environment, connects the project to its surroundings, promotes walkability, ensures effective access and circulation, includes green design features, and provides for services and storage.

### A. Site Planning and Building Siting

#### Design Guidelines

**CC-1** Buildings should be arranged to define, connect, and activate pedestrian edges and public spaces.

**CC-2** Buildings should be arranged to provide convenient access to transit stops.

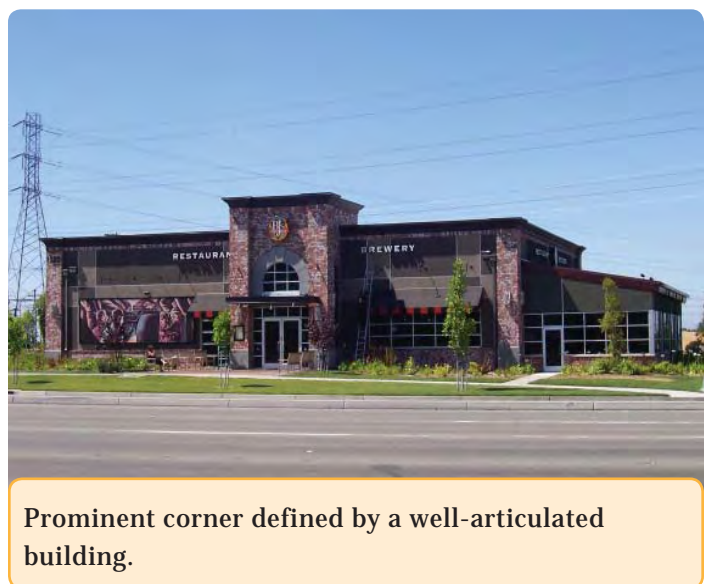
**CC-3** The relationship and orientation of buildings to arterial and other prominent roadways should be considered to enhance street frontage.

**CC-4** Consideration should be given to the orientation of service bays, drive-thru lanes, pickup windows, and other utilitarian building functions toward the street.

- If drive-thru lanes must be adjacent to the street, they shall be screened through the use of low walls and/or landscaping.
- If pickup windows must be oriented toward the street, they shall be de-emphasized through screening and/or architectural treatment.

**CC-5** Projects on the corners of prominent intersections should be treated as community gateways and should be of the highest design quality.

- Gas station canopies, fast-food restaurants with drive-thrus, and other services should be located away from the corner.
- Corners should be defined with appropriate retail uses and architectural treatment.
- Buildings on Signature Corners should be located at the back of the landscape corridor to provide massing and visual interest to frame the intersection.





**CC-6** Buildings should be placed on project sites to create a transition to surrounding uses and enhance community character.

- When adjacent to single family residences, side and rear setbacks shall allow for a sufficient planter area adjacent to the property line to buffer impacts and screen undesirable views.
- Noise attenuation, when required, should be provided through a combination of sound barriers, landscaping, and setbacks.
- Projects with two story buildings should have larger setbacks than those with single story buildings.

**CC-7** Building coverage may be affected by site constraints including, but not limited to, native oak or heritage trees, wetlands, topography, easements or other natural or physical site constraints.

## Technical Guidelines

**CC-8** When a project is proposed in phases, each phase shall be designed to function independently, without reliance on improvements included in subsequent phases.

- When future phases are graded at the time of initial site grading, they shall be treated to prevent erosion, consistent with the Storm Water Pollution Prevention Program adopted for the project. The appearance of future phases that have been graded should also be considered. Hydroseeding is encouraged.
- When subsequent phases are under construction, they shall be fenced sufficiently to avoid conflicts between the occupied phases and construction traffic, and to protect the public safety.



# Design Guidelines for Commercial Development

## B. Edge and Boundary Treatment

### Design Guidelines

**CC-9** Landscaping, public spaces, art and/or other “gateway” features should be used to define the entryways into the project.

**CC-10** Entryway features should reflect the overall architectural identity or character of the development.

**CC-11** Consistent with General Plan policy, pedestrian, bicycle and vehicle linkages to adjacent developments and uses should be provided.

### Technical Guidelines

**CC-12** Consistent with General Plan policy, commercial sites that abut single family residential areas shall provide a minimum 6-foot high masonry wall along the boundary except at pedestrian access points and in cohesively designed mixed-use projects.

**CC-13** Compatibility of the uses shall be considered to determine the appropriateness of providing fencing between commercial and other land uses.

- Fencing between commercial uses and open space is discouraged. When necessary, such fencing should be an open type (such as wrought iron or post and cable) to allow for continuous views to the open space, unless needed to screen undesirable views.
- Fence materials and colors should complement the building design and the prevailing materials and design in the vicinity of the project.
- Materials and finishes should be durable and easily maintained, resistant to graffiti and water staining, and be able to withstand the local climatic variations.



Water fountain and landscaping define the project entry.



Wrought iron fencing maintains visual connectivity with open space.

## C. Topography and Grading

### Design Guidelines

**CC-14** Natural topography should be integrated into site design to the extent feasible.

**CC-15** Grade changes should be transitioned through landscaped slope banks and/or terraced retaining walls up to four feet in height where possible.

**CC-16** Retaining walls should reflect the overall identity or character of the development. Innovative wall designs are encouraged.

**CC-17** Finished slopes should taper or terrace to match the existing grades and the grades on adjacent streets.

**CC-18** Grade changes and berming should be used in conjunction with landscaping to screen undesirable views.

### Technical Guidelines

**CC-19** Retaining walls should not exceed six feet in height.

- Retaining walls over six feet in height, when necessary, should be terraced with room provided for landscaping.

**CC-20** Grading plans for sites with native oak trees should be designed to protect the long term survival of the trees.

- Grading within the protected zone of any native oaks tree shall comply with the requirements of the Tree Preservation Ordinance.
- Abrupt grade changes and extreme grade differentials around the trees should be avoided.
- Storm drains and other drainage outfalls should be located outside of the protected zone of native oak trees.



Terraced retaining walls are plastered and painted to match the building design and provide room for landscaping.

## D. Green Site Design

### Design Guidelines

**CC-21** Consistent with the City's Stormwater Treatment Manual, surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.

- Use of permeable paving, pavers, turf stone, brick, and decomposed granite is encouraged.
- Use of natural topographic features or built swales for filtration of site drainage is encouraged.

### Technical Guidelines

**CC-22** Roof drains and parking lot run-off should be routed through turf or other landscaping.



# Design Guidelines for Commercial Development

## E. Access, Circulation, and Parking

### Design Guidelines

**CC-23** Vehicular access to the site, internal circulation, and on-site parking should be adequately designed. The following guidelines should also be considered:

- Short term parking for delivery of mail and small parcels that does not impede circulation should be provided.
- Shared access drives between adjacent parcels are encouraged to minimize the number of curb cuts.
- Reciprocal access easements for vehicles and pedestrians, and shared parking facilities between compatible adjacent uses are encouraged.

**CC-24** - For larger commercial shopping centers, customer parking behind the main building or buildings is discouraged unless there is convenient access to the store or stores.

**CC-26** Shopping cart return areas should be adequate to the size and use of the project and should be conveniently located. Cart return areas shall not eliminate required parking spaces or conflict with pedestrian or vehicle circulation.

**CC-27** Paving material for driveways, drive aisles, and walkways should be consistent with the architectural style of the buildings and should incorporate similar accent elements.

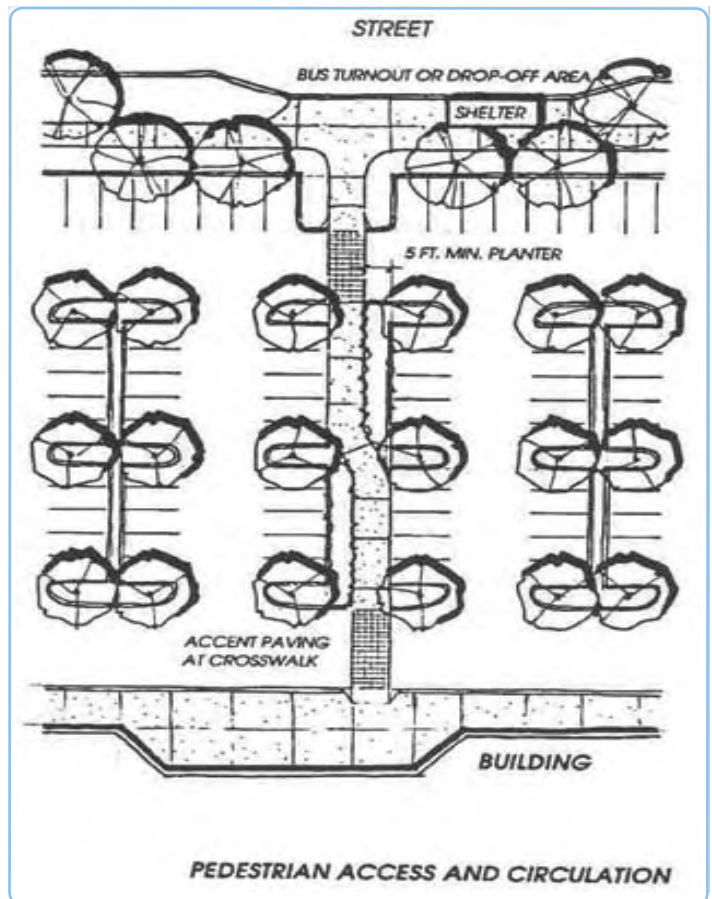
- Stamped and/or colored concrete or other decorative accent is encouraged.

**CC-28** Site circulation should allow for and facilitate emergency access to the site and all buildings.

- Speed bumps are strongly discouraged as they impede emergency response.
- Long, straight drives are discouraged to prevent speeding, which conflicts with pedestrian safety.



Sidewalk separated from the drive aisle and bordered by landscaping provides safe, convenient, and comfortable path for pedestrians.



**CC-29** Recycling drop off areas, when required by State law, shall comply with the Zoning Ordinance regulations for such areas, and should be conveniently located to encourage their use and avoid conflict with pedestrian and vehicle circulation.

## Technical Guidelines

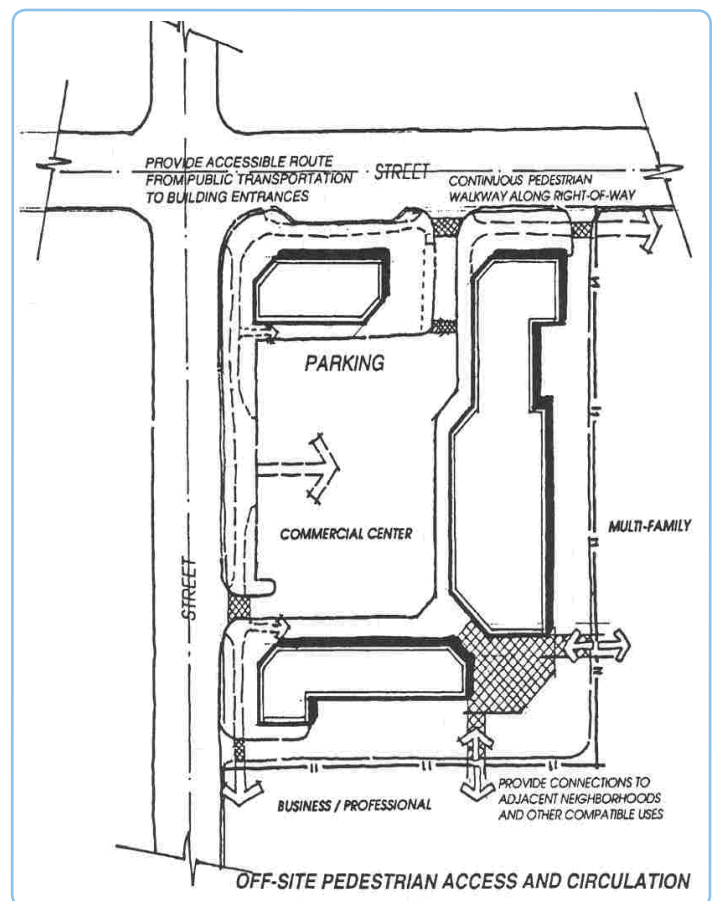
**CC-30** Drive through aisles for fast food restaurants shall provide a minimum of 180 feet of stacking distance (measured from the pickup window) that does not conflict with the on-site parking and circulation system. Other similar operations such as car washes and automatic teller machines shall provide a minimum of 100 feet of stacking.

**CC-31** Street and drive aisle widths, throat depths, stacking distances, and parking shall comply with current City standards.

- Required number of parking spaces shall be provided, as defined in the Zoning Ordinance.
- Compact parking spaces, when provided, shall not exceed thirty percent of the number of required parking spaces, and should be dispersed throughout the parking lot and not concentrated or grouped in one area.
- All pedestrian circulation walks shall be designed to provide access to the disabled in compliance with the American's with Disabilities Act (ADA), California Title 24 and the City's Improvement Standards.
- Bicycle racks or lockers shall be provided in the quantity required by the Zoning Ordinance and should be located in highly visible and convenient areas.
- Projects that are required to prepare and gain approval of a Transportation Management Plan shall provide the required and optional elements as stipulated in the TSM Ordinance.

**CC-32** Sidewalk corridors (i.e., designated pedestrian "spines") in parking lots should have a minimum of five feet of 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.

**CC-33** Consistent with the Bikeway Master Plan and various specific plans, commercial projects may be required to provide bikeway improvements, including (but not limited to) connections to bike trails, on-street bike lanes, and/or Class 1A trails within the project's landscape frontage.



# Design Guidelines for Commercial Development

## F. Service and Storage

### Design Guidelines

**CC-34** Consideration should be given to loading, delivery, and transfer of merchandise. Loading areas should be provided when appropriate.

**CC-35** Drive-thru lanes adjacent to roadways should be screened from view through a combination of low screen walls ("knee walls"), berming, and landscaping.

**CC-36** Services and storage, including garbage collection, recycling, fire, and utilities should be adequately planned.

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

### Technical Guidelines

**CC-37** Trash enclosure location, dimensions, and design shall comply with current City standards.

- All refuse containers shall be placed within screened storage areas or enclosures.
- Refuse containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries, and main pedestrian paths.
- Enclosures should be located to provide easy access for users, adequate space for servicing by refuse trucks, and visibility for safe vehicle circulation.
- Enclosure materials and colors should be consistent with, and complimentary to, building materials and finishes.
- A minimum three 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.

**CC-38** Perimeter planting areas needed to provide screening should be a minimum of five feet wide.

Architecturally integrated screenwall effectively screens loading dock from street.



Low screen walls and landscaping effectively screen drive-thru from view.



Refuse enclosure material and color is consistent with, and complimentary to, building.

## II. Architectural Guidelines

Architecture creates visual interest, character and identity for the project while maintaining a relationship to the human scale and the natural environment.

### A. Architectural Design Concept

#### Design Guidelines

**CC-39** Overall character of the development should be defined through the use of a consistent design concept.

- Building design should be consistent with the defined architectural style and should incorporate the architectural embellishments commonly associated with that style.
- Facades should be designed to include authentic architectural elements.

**CC-40** Projects that consider and compliment the context of adjacent and surrounding projects, but are original in design and avoid duplication (“copy cat” effect) are highly encouraged.



# Design Guidelines for Commercial Development

## B. Form and Massing

### Design Guidelines

**CC-41** Variation of wall planes, rooflines, and building form should be considered to create visually engaging designs.

- Architectural elements such as varied roof forms, articulation of the facade, breaks in the roof, walls with texture materials and ornamental details, and landscaping should be incorporated to add visual interest.
- Architectural elements such as fenestrations and recessed planes should be incorporated into façade design. Large areas of flat, blank wall and lack of treatment are strongly discouraged.
- Roof height, pitch, ridgelines, and roof materials should be varied to create visual interest and avoid repetition. Architectural style should be considered when designing the roof plan.
- Stairs and other entry access requirements such as wheelchair ramps and elevators should be integrated into the overall project design.

**CC-42** Proportional relationship between adjacent buildings and between the building and the street should be maintained.

- Unit/building layout should ensure the gradual transition of building height and mass.
- Pedestrian scaled entry should be a prominent feature of the front elevation.

**CC-43** Landscaping and architectural detail at the street level should be used to soften the edge of the building and enhance the pedestrian scale and streetscape.

**CC-44** Main building entries should be emphasized through building articulation and form to allow easy identification from the street and parking lot, and convenient access for pedestrians.

- Building entry zones should be clearly defined through the use, or combined use, of elements such as accent paving, accent planting, color pots and bollards.



- Architectural detail such as windows, awnings, trellises, articulation, arcades, landscape planters, and material changes at the street level should be used to soften the edge of the building and enhance pedestrian scale.

### Technical Guidelines

**CC-45** Setbacks shall comply with the requirements of the Zoning Ordinance and building codes where applicable.

## C. Use of Exterior Building Materials and Color

### Design Guidelines

**CC-46** Variation in color and materials should be considered to create visually engaging designs.

- High quality and durable materials, such as stone, brick, and cementitious siding are encouraged.
- Creative use of plaster and stucco finishes that add visual depth and texture is highly encouraged.
- Creative and appropriate use of color is encouraged.
- Use of color should be consistent with the overall architectural style or theme of the project.
- Variation in exterior treatment of adjacent buildings is encouraged.

**CC-47\*** Architectural treatment shall be applied to all elevations of a building facing public areas. Options include elements such as color, materials, or form drawn from the design of the primary frontage. (Public areas is defined to include streets, parking lots, open space, and adjacent residential developments.) Consideration should be given to the level of visual access in determining the level of detail required on a particular elevation.

- Elevations of buildings facing a street should be given particular emphasis.
- Elevations of buildings on corners should include treatment on walls facing the street, and should incorporate design features such as variation in wall plane, variation in building mass, and window placement.

**CC-48** Architectural features that enhance the façade or building form are encouraged.

- Architectural features such as decorative moldings, windows, awnings and landscaped elements such as lattices that add detail to a facade are encouraged.

### Technical Guidelines

**CC-49** Columns, wall plane projections, and other visual relief should provide visual depth and shade and shadow interest.

## D. Green Building Design

### Design Guidelines

**CC-50** Green building design should be considered in the project.

- Natural climate control features such as roofs with larger overhangs and trellises or deciduous trees over south-facing windows are encouraged to reduce energy demand.
- Use of windows for natural light indoors as much as possible is encouraged. Windows should be placed for cross-ventilation and airflow to promote natural cooling.
- Building materials that are less hazardous and/or are made from recycled materials are encouraged.
- Building designs that incorporate opportunities for renewable energy production such as solar panels are encouraged.
- Use of native vegetation is encouraged to reduce water consumptions for landscaping.
- Use of recycled water is encouraged for landscaping.



## III. Public Space Guidelines

The design of public spaces provides safe, active and accessible gathering places in the community that encourage social interaction and a sense of community.

### A. Streetscape Design

#### Design Guidelines

**CC-51\*** Projects shall address bicycle and pedestrian needs in their design. Options to achieve this include, but are not limited to:

- Providing physical separation from streets and drive aisles through landscaping to encourage walking.
- Providing pedestrian amenities such as appropriate signage, street furniture, landscaping and pedestrian-scale lighting.
- Promoting walkability by providing pedestrian linkages between stores, public spaces, parking areas, and adjacent projects.
- Providing pedestrian pathways through parking lots separated from drive aisles.

**CC-52** Streetscape design should include the following elements:

- Primary street trees that provide shade for pedestrians, soften and frame the street, and define the public space.
- Secondary trees that complement and support the primary trees in form and function,
- Accent trees that are used to define entrances, add variety in form and color, or highlighting other focal points of the street.
- Primary, secondary and accent shrubs which are used to form the understory and further define entrances and provide screening of parked cars where necessary.



# Design Guidelines for Commercial Development

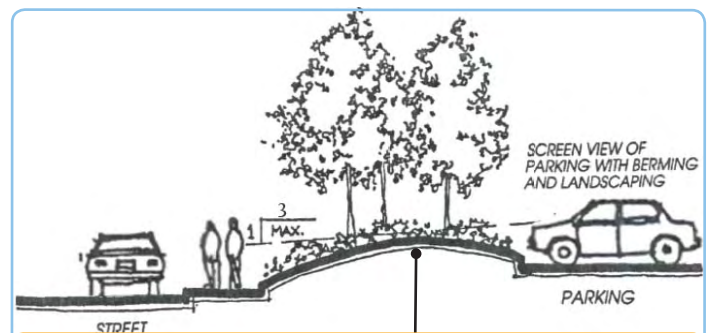
- Groundplane treatment, groundcovers and seasonal color plantings.
- Hardscape elements such as pavers, planters, bus stops, sidewalks, benches, bollards, bike paths, site access paths, and street lights.

**CC-53** Pedestrian and bicycle friendly projects should be designed to encourage walking and bicycling.

- Traffic calming elements such as enhanced paving and bulb-outs at intersections should be provided. Other traffic calming measures should be explored.

**CC-54** Utilities and mechanical equipment should be screened from public view.

- Ground-mounted HVAC units should be located away from activity areas and screened from public view through landscaping and/or screen walls.
- Public utility infrastructure and other utility components should be oriented away from public view to the extent possible and screened with evergreen shrubs to the extent allowed by the utilities.
- Ground or wall mounted equipment should be located out of public view to the extent possible and screened or placed in an enclosure to the extent allowed by the utility companies.
- Screening for equipment shall be integrated into the building and roof design and use compatible materials, colors and forms. Wood lattice or fence like coverings are inappropriate for screening and are discouraged.
- Roof mounted equipment, including but not limited to air conditioners, fans, vents, antennas, and microwave dishes shall be setback from the roof edge, or placed behind a parapet or in a well so that they are not visible to motorists or pedestrians on the adjacent streets.



Combination of landscaping and berms used to screen views of parked vehicles from the street.



## Technical Guidelines

**CC-55** When not already established by a specific plan or other document, and where practical given existing conditions, the minimum landscape setback should be 20 feet, measured from the ultimate back of curb.

# Design Guidelines for Commercial Development

## B. Landscaping

### Design Guidelines

**CC-57\*** Landscaping shall be used extensively throughout the project to achieve multiple objectives. Objectives to be achieved through landscaping may include:

- Adding texture to walls and other vertical surfaces;
- Screening undesirable views;
- Strengthening the pedestrian scale;
- Buffering pedestrian walkways from the street and buildings;
- Providing shade in public spaces and parking lots;
- Assisting in neighborhood way finding;
- Softening transitions between horizontal and vertical planes;
- Providing a visual and noise buffer; and
- Relieving the visual appearance of large expanses of hard surfaces.

**CC-58\*** Layered landscaping and a mix of deciduous and evergreen trees shall be incorporated in the landscape design.

- The plant palette should emphasize massing and form rather than individual or small groupings of shrubs and trees.

**CC-59** Tree placement should provide shading of sidewalks, and outdoor public spaces.

**CC-60** Native planting or compatible species of drought-tolerant plants should be used as much as possible to reduce water consumption, consistent with the City's Water Efficient Landscape Requirements.

- Turf shall not be used in median strips or within the protected zone of any native oak tree, or as provided in the Roseville Water Efficient Landscape Requirements.
- Turf should be limited to accent areas, activity areas, or in parkway areas between sidewalks and street curbs.
- Plants should be grouped according to their water needs and irrigated separately from other groupings with dissimilar water needs.

**CC-61** Visual surveillance of common open space, parking areas, or building entries should not be obscured through landscaping.

**CC-62** Landscape designs should consider adjacent site landscaping, either existing or planned, and enhance rather than duplicate the landscaping effort.

**CC-63** Plant selection should consider site geology and soil conditions and provide suitable mitigation to ensure successful establishment of the introduced landscaping.

**Trees provide shade for outdoor spaces; layered landscaping enhances pedestrian environment.**



**Insufficient landscaping contributes to an undesirable pedestrian environment.**



## Technical Guidelines

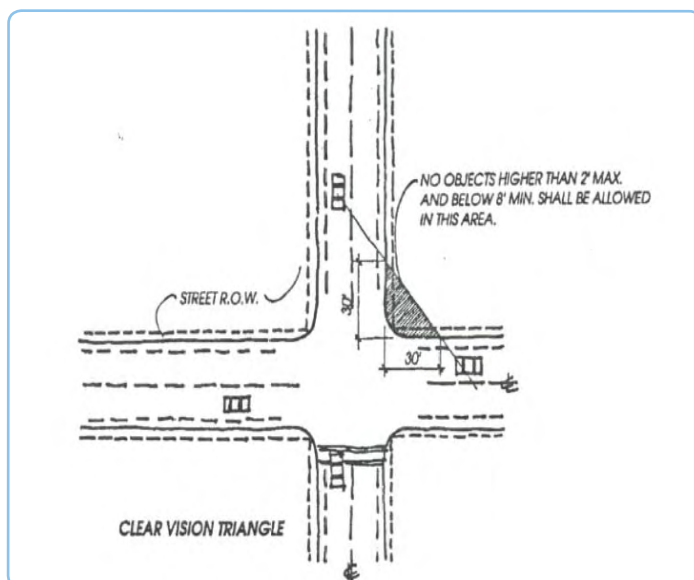
**CC-64** Trees should shade at least 50% of the paved parking areas as measured at 15 year maturity based on the tree species and mid summer sun angle conditions. The shade values for various tree species are located in the specific plan landscape guidelines. Shade calculations shall be made in accordance with the Parking Lot Shade Diagram in Appendix C.

**CC-65** Plant materials shall be selected and located to avoid conflicts with the underground or above ground utilities.

**CC-66** Trees and shrubs planted at all intersections and driveways shall be selected and located to maintain safe sight line distances per the City's Clear Vision Triangle as defined in the Zoning Ordinance.

**CC-68** Tree selection and placement should allow for sufficient root space adjacent to paved surfaces. The following minimum planter widths (measured inside curbs) should be provided:

- Eight feet for large canopy trees (may be reduced to five feet with deep root barriers and irrigation)
- Six to eight feet for medium to large canopy trees
- Six feet for medium to small canopy trees
- Four feet for small canopy trees



**CC-69\*** Planters shall be protected from vehicles by use of raised curbs or wheel stops.

**CC-70** Trees should be a minimum of fifteen gallon size. It is recommended that larger sized trees be incorporated for accent or activity areas.

**CC-71** Shrubs should be a minimum of one gallon in size; however, a mix of one gallon and five gallon shrubs is encouraged. Screen plantings may require five gallon minimum sizes in order to provide immediate effectiveness. Shrub ground covers may be specified in either liner or one gallon sizes.

**CC-72** Landscape plans should be prepared by a licensed landscape architect and shall be prepared in accordance with the Water Efficient Landscape Requirements.

**CC-73** Slopes for landscaped areas should not exceed three to one, and the minimum slope shall be two percent.

**CC-74** The protected zone of native oak trees located in landscaped areas shall be treated with a bark or other appropriate organic groundcover.

**CC-75** The top and toe of slopes within landscaped areas shall be setback a minimum of two feet from fences, walls, property lines, street curbs, pedestrian/ bike paths or other hardscape surfaces in order to prevent drainage across these surfaces.

# Design Guidelines for Commercial Development

## C. Plazas and Outdoor Spaces

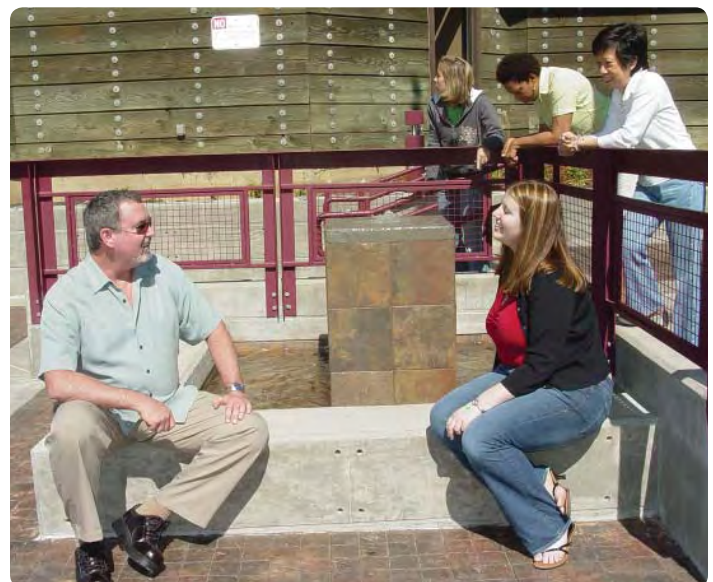
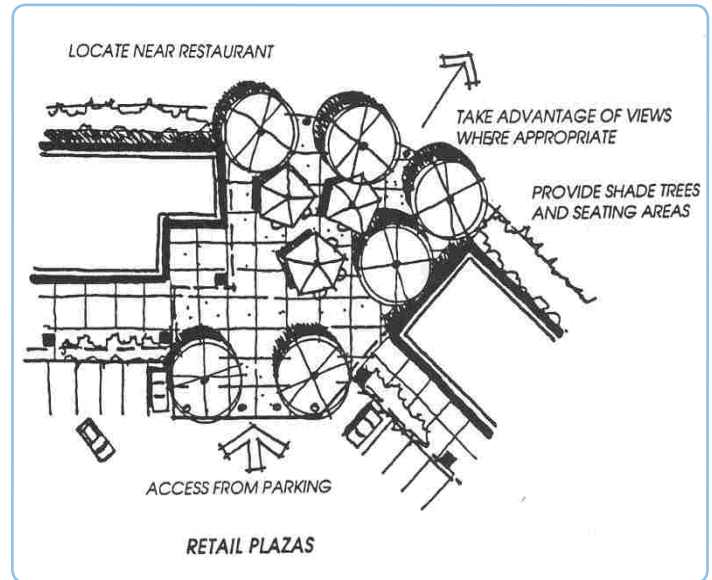
### Design Guidelines

**CC-76** Active use of outdoor spaces should be encouraged.

- Plazas or other outdoor activity spaces used for sitting, eating, strolling, and gathering should be designed into the project.
- When provided, orientation and size of plazas and open areas should support active use.
- Plaza design should emphasize the active nature of these spaces and incorporate some combination of accent materials, site furniture, shade structures, accent lighting, interesting colors, textures and forms, and art, graphics or other focal elements.
- Plaza design should provide amenities for varying light and climate conditions, protection from sun and wind, moveable furniture, climate control elements, children's play areas, and performance areas.
- Outdoor furniture should be selected not only for its functional and aesthetic qualities but also for the quality of materials and finishes that provide long term durability and resistance to vandalism.
- The relationship between indoor and outdoor spaces and uses should be considered in plaza and outdoor space designs.

**CC- 77** Where multiple buildings are proposed, buildings should be arranged to create pedestrian plazas and gathering spaces.

**CC- 78** The relationship between indoor and outdoor spaces and uses should be considered in plaza and outdoor space designs.

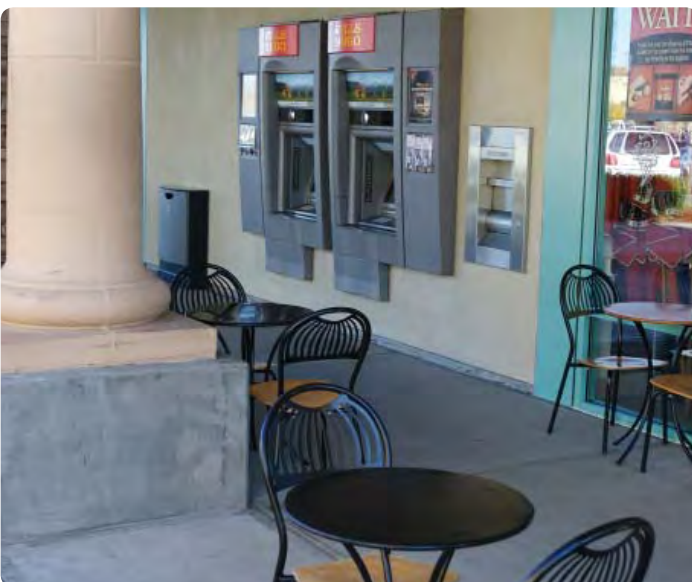


## D. Defensible Space

### Design Guidelines

**CC-79** Crime Prevention Through Environmental Design (CPTED) best practices including, providing opportunities for natural surveillance, territorial reinforcement, and access control should be incorporated into project design.

- Consideration of building orientation, placement of windows, building and site entrances and exits, and parking lot design should be given to increase opportunities for natural surveillance (“eyes on the street”).
- Activity areas (e.g., plazas) should be located in highly visible locations to encourage use and discourage unwanted activity.
- Buildings and structures should be thoughtfully located to avoid creation of hiding places.
- ATMs should be located close to activity areas or building entries to enhance visual surveillance and increase safety.
- The concept of access control should be reinforced through the use of low fences, walls and landscaping, and enhanced paving as appropriate.



# Design Guidelines for Commercial Development

## E. Lighting

### Design Guidelines

**CC-80** Pedestrian-scale lighting should be incorporated in outdoor areas such as pedestrian walkways, plazas, and parking areas.

**CC-81** Pedestrian-scale lighting should be integrated into building and landscape design.

- Light fixtures should be compatible with the architectural style, materials, color, and scale of the project.
- Main entries/storefronts should have the highest level of illumination followed by pedestrian walking areas.

**CC-82** Safety and security in the project and its immediate surroundings shall be enhanced through lighting design.

**CC-83** Energy efficiency and overall effect should be considered for lighting design.

**CC-84** Exterior lighting should reinforce the architectural features and blend into the landscape. Special lighting may be used to highlight unique design elements or art features.

### Technical Guidelines

**CC-85** Lighting that is less than 10 feet in height is considered pedestrian scale.

**CC-86** Lighting sources shall have cut off lenses and should be located to avoid light spillage and glare on adjacent properties and in private spaces.

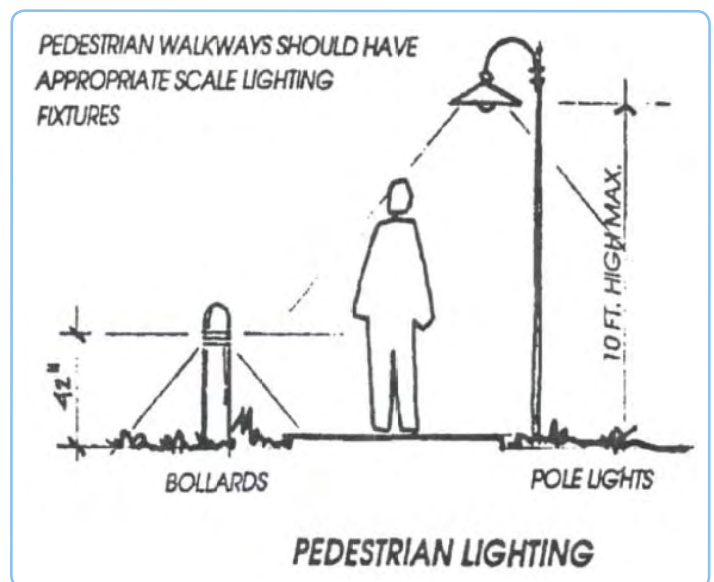
**CC-87** Project addresses shall be clearly displayed and illuminated for easy identification by emergency response personnel.

**CC-88** Pedestrian-scale light fixtures shall be of durable and vandal resistant materials and construction.

**CC-89** Streets, entry drives, drive aisles, and parking areas shall have a minimum illumination level of 1.0 footcandle at the pavement surface.

**CC-90** Pole mounted lighting should be spaced for maximum energy efficiency and be no taller than 25 feet.

**CC-91** Pedestrian walks should have minimum maintained illumination levels of 0.5 footcandles at the walking surface.



## F. Public Art

### Design Guidelines

**CC-92** Art features are encouraged public spaces.

**CC-93** When provided, art features should be consistent with the overall design concept.

- The use of sculptures, murals, water elements, carvings, frescoes, mosaics, and mobiles is highly encouraged.
- Artwork should be located as to be visible by the public, and relate to the project in scale and concept.

**CC-94** When and where provided, art features should enhance the quality and use of the public space.

### Technical Guidelines

**CC-95** The design and materials of the artwork should be durable against weather and vandalism, and should not require extensive maintenance.

- Art that is to be offered to the City shall be done so in accordance with established City policy in effect at the time.

## G. Signage

### Design Guidelines

**CC-96** Thoughtfully integrated design themes and styles for project signage are encouraged and should be integrated into the overall design of the project.

**CC-97** Sign type and locations should be consistent throughout the project and the sign materials and graphics should complement the project design.

### Technical Guidelines

**CC-98** Project signage shall conform to the Roseville Sign Ordinance.

**CC-99** Building and site addressing shall be illuminated and comply with applicable City addressing policies.

- Directional signs should be designed to be unobtrusive yet accessible since they display important directional information.







## Design Goals

The Office and Industrial Design Guidelines are intended to accomplish the following goals:

**Goal:** To seek site designs that preserve, enhance, and incorporate the natural features of a site as an element within the overall design.

**Goal:** To require project designs to incorporate pedestrian and transit linkages within the project, with adjacent properties, and with the City as a whole.

**Goal:** To promote designs that achieve a balance between appearance and function, where form and function rely on each other for a successful project design.

**Goal:** To establish a streetscape presence and appearance through setbacks, landscaping, building placement and architecture that defines the pedestrian and vehicle corridor, and presents an appealing and continuous theme along a sidewalk or street.

**Goal:** To encourage designs that show awareness of and consideration for the energy requirements of a proposed design with respect to heating, cooling and material selection at a particular location.

**Goal:** To encourage original building designs that are tailored to the site and discourage generic or trademark buildings and site designs.

**Goal:** To encourage designs that add to the character of the community by providing opportunities for Integration of the project with the adjacent properties, the neighborhood, and the City.

**Goal:** To promote designs that consider, and respond appropriately, to adjacent uses.



## I. Site Design Guidelines

Site planning respects and enhances the natural environment, connects the project to its surroundings, promotes walkability, ensures effective access and circulation, includes green design features, and provides for services and storage.

### A. Site Planning and Building Siting

**OI-1** Buildings should be clustered to define, connect, and activate pedestrian edges and public spaces and to provide convenient access to transit stops.

**OI-2** The relationship and orientation of buildings to arterial and other prominent roadways should be considered in project design.

**OI-3** Buildings should be placed on project sites to create a street presence and enhance community character.

- When adjacent to single family residences, side and rear setbacks shall allow for a sufficient planter area adjacent to the property line to buffer impacts and screen undesirable views.
- When necessary, setbacks should be used to provide sound attenuation by creating space for the placement of sound barriers.
- Projects with two story buildings should have larger setbacks than those with single story buildings.

### Technical Guidelines

**OI-4** If a project is proposed in phases, each phase shall be designed to function independently, without reliance on improvements included in subsequent phases.

- If future phases are graded at the time of initial site grading, they shall be hydroseeded with groundcover to enhance the site's appearance and prevent erosion.
- When subsequent phases are under construction, they shall be fenced sufficiently to avoid conflicts between residents and guests of the occupied phases and construction traffic, and to protect the public safety.

**OF-5** Building coverage may be affected by site constraints including, but not limited to, native oak or heritage trees, wetlands, topography, easements or other natural or physical site constraints.



## B. Edge and Boundary Treatment

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### Design Guidelines

**OI-6** Landscaping, public spaces, art and/or other “gateway” features should be used to define the entryways into the project.

**OI-7** Entryway features should reflect the overall architectural identity or character of the development.

**OI-8** Consistent with General Plan policy, provide pedestrian, bicycle and vehicle linkages to adjacent developments and uses.

### Technical Guidelines

**OI-9** Consistent with General Plan policy, project sites that abut single family residential areas shall provide a minimum 6-foot high masonry wall along the boundary except at pedestrian points.

**CC-10** The appropriateness of providing fencing between office or industrial and other land uses will be determined based on the compatibility of the uses.

- Fencing between office uses and open space is discouraged. When necessary, such fencing should be an open type (such as wrought iron or post and cable) to allow for continuous views to the open space.
- Fence materials and colors should complement the building design and the prevailing materials and design in the vicinity of the project.
- Materials and finishes should be durable and easily maintained, resistant to graffiti and water staining, and be able to withstand the local climatic variations.

## C. Topography and Grading

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### Design Guidelines

**OI-11** Natural topography should be integrated into site design to the extent feasible.

**OI-12** Grade changes should be transitioned through landscaped, slope banks where possible. Landscape banks are preferred as opposed to retaining walls.

**OI-13** Retaining walls should reflect the overall identity or character of the development. Innovative wall designs are encouraged.

**OI-14** Finished slopes should taper or terrace to match the existing grades and the grades on adjacent streets.

**OI-15** Grade changes and berming should be used in conjunction with landscaping to screen undesirable views.

### Technical Guidelines

**OI-16** Retaining walls should not exceed six feet in height.

**OI-17** Grading plans for sites with native oak trees should be designed to protect the long term survival of the trees.

- Grading within the protected zone of any native oaks tree shall comply with the requirements of the Tree Preservation Ordinance.
- Grading should be avoided in the protected zone. Abrupt grade changes and extreme grade differentials around the trees should be avoided.
- Storm drains and other drainage outfalls should be located outside of the protected zone of native oak trees.

## D. Green Site Design

### Design Guidelines

**OI-18** Consistent with the City's Stormwater Treatment Manual, surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.

- Use of permeable paving, pavers, turf stone, brick, and decomposed granite is encouraged.
- Use natural topographic features or built swales for site drainage, provide pervious or semi-pervious pavement, etc.

### Technical Guidelines

**OI-19** Roof drains and parking lot run-off should be routed through turf or other landscaping to treat storm water runoff and allow percolation.

## E. Access, Circulation, and Parking

**OI-20** Vehicular access to the site, internal circulation, and parking lot designs should consider the following:

- Short term parking for delivery of mail and small parcels that does not impede circulation should be provided.
- Shared access drives between adjacent parcels are encouraged to minimize curb cuts.
- Reciprocal access easements for vehicles and pedestrians, and shared parking facilities between compatible adjacent uses are encouraged.
- Drive through aisles for automatic teller machines shall provide a minimum of 100 feet of stacking distance that does not conflict with the on-site parking and circulation system.
- The determination of adequate stacking for project entry driveways shall account for security gates, checkpoints and guard shacks if applicable.
- Conflicts between truck traffic and employee and visitor parking should be minimized.

**OI-21** Office and Industrial site design should promote walkability and pedestrian linkages between stores, public spaces, and adjacent projects.

- Pedestrian pathways through parking lots separated from drive aisles are highly encouraged.

**OI-22** Paving material for driveways, drive aisles, and walkways should be consistent with the architectural style of the buildings and should incorporate similar accent elements.

- Stamped and/or colored concrete or other decorative accent is encouraged.

**OI-23** Site circulation should allow for and facilitate emergency access to the site and all buildings.

- Speed bumps are strongly discouraged as they impede emergency response.
- Long, straight drives are discouraged to prevent speeding and conflicts with pedestrians.

Surface water and pollutant runoff is reduced by maximizing the use of pervious surfaces and vegetative ground cover



**OI-24** Recycling drop off areas, when required by State law, shall comply with the Zoning Ordinance regulations for such areas, and should be conveniently located to encourage their use and avoid conflict with pedestrian and vehicle circulation.

## Technical Guidelines

**OI-25** Street and drive aisle widths, throat depths, stacking distances, and parking shall comply with current City standards.

- Required number of parking spaces shall be provided for all units, as defined in the Zoning Ordinance.
- Compact parking spaces, when provided, shall not exceed thirty percent of the number of required parking spaces, and should be dispersed throughout the parking lot and not concentrated or grouped in one area.
- For larger commercial shopping centers, parking behind the main building or buildings is discouraged unless there is a public entry to the store or stores.
- All pedestrian circulation walks shall be designed to provide access to the disabled in compliance with the American's with Disabilities Act (ADA), California Title 24 and the City's Improvement Standards.

- Bicycle racks or lockers shall be provided in the quantity required by the Zoning Ordinance and should be located in highly visible and convenient areas at residential units and common areas.
- Projects that are required to prepare and gain approval of a Transportation Management Plan shall provide the required and optional elements as stipulated in the TSM Ordinance.

**OI-26** Sidewalk corridors in parking lots should have a minimum of five feet of landscaping on at least one side of the walkway or alternating from one side to the other to provide shade and scale for pedestrians.

**OI-27** Office and Industrial projects may be required to provide bikeway development as part of the street and/or street corridor improvements or open space connections.

- Bikeway design shall conform to the criteria set forth in the City's Improvement Standards, the Bikeway Master Plan, and the California Highway Design Manual.

Separated bicycle pathways through projects connect to larger trail system and provide comfortable and safe environments for pedestrians and bicyclists.



# Design Guidelines for Office and Industrial Development

## F. Services and Storage

### Design Guidelines

**OI-28** Loading docks and service areas should be screened from public view and adjacent incompatible land uses by a combination of building design and/or layout, masonry walls, grade separations and/or dense landscaping.

**OI-29** Drive-thru lanes adjacent to roadways should be screened from view through a combination of low screen walls (“knee walls”), berming, and landscaping.

**OI-30** Services and storage, including garbage collection, recycling, fire, and utilities should be planned.

- Outdoor storage shall be screened from public view through a combination of building design, landscaping and berming, and/or location.
- Perimeter planting areas needed to provide screening should be a minimum of five feet wide.

### Technical Guidelines

**OI-31** Trash enclosure location, dimensions, and design shall comply with current City standards.

- All refuse containers shall be placed within screened storage areas or enclosures.
- Refuse containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries, and main pedestrian paths.
- Enclosures should be located to provide easy accessibility for users, adequate room for servicing by refuse trucks, and should not hinder visibility for vehicle circulation.
- Enclosure materials and colors should be consistent with, and complimentary to, building materials and finishes.
- A minimum three 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.



Service bays with roll up doors are oriented internally and away from the street frontage.



Drive-thru lane and pick-up window screened from view.



## II. Architectural Guidelines

Architecture creates visual interest, character and identity for the project while maintaining a relationship to the human scale and the natural environment.

### A. Architectural Design Concept

#### Design Guidelines

**OI-32** Overall character of the development should be defined through the use of a consistent design concept.

- Building design should be consistent with the defined architectural style and should incorporate the architectural embellishments commonly associated with that style.
- Facades should be designed to include authentic architectural elements.

**OI-33** Architectural design concepts of neighboring projects should be considered.

- The project may adopt a consistent or contrasting approach.
- Buildings should be designed to conform to their surroundings with respect to height and scale.
- Repetition and duplication (“copycat effect”) of architecture should be avoided.

Landscaping at the street level softens the edge of the building and enhances the pedestrian scale and streetscape.



### B. Form and Massing

#### Design Guidelines

**OI-34** Variation of wall planes, rooflines, and building form should be considered to create visually engaging designs.

- Architectural elements such as varied roof forms, articulation of the facade, breaks in the roof, walls with texture materials and ornamental details, and landscaping should be incorporated to add visual interest.
- Architectural elements such as fenestrations and recessed planes should be incorporated into façade design. Large areas of flat, blank wall and lack of treatment are strongly discouraged.
- Roof height, pitch, ridgelines, and roof materials should be varied to create visual interest and avoid repetition. Architectural style should be considered when designing the roof plan.
- Stairs and other entry access requirements such as wheelchair ramps and elevators should be integrated into the overall project design

**OI-35** Proportional relationship between adjacent buildings and between the building and the street should be maintained.

- Unit/building layout should ensure the gradual transition of building height and mass.
- Pedestrian scaled entry should be a prominent feature of the front elevation.

**OI-36** Landscaping and architectural detail at the street level should be used to soften the edge of the building and enhance the pedestrian scale and streetscape.

# Design Guidelines for Office and Industrial Development

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**OI-37** Main building entries should be emphasized through building articulation and form to allow easy identification from the street and parking lot, and convenient access for pedestrians.

- Building entry zones should be clearly defined through the use, or combined use, of elements such as accent paving, accent planting, color pots and bollards.
- Architectural detail such as windows, awnings, trellises, articulation, arcades, landscape planters, and material changes at the street level should be used to soften the edge of the building and enhance pedestrian scale.

## Technical Guidelines

**OI-38** Setbacks shall comply with the requirements of the Zoning Ordinance and building codes where applicable.



## C. Use of Exterior Building Materials and Color

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### Design Guidelines

**OI-39** Variation in color and materials should be considered to create visually engaging designs.

- High quality and durable materials, such as stone, brick, and cementitious siding are encouraged.
- Creative use of plaster and stucco finishes that add visual depth and texture is highly encouraged.
- Creative and appropriate use of color is encouraged.
- Use of color should be consistent with the overall architectural style or theme of the project.
- Variation in exterior treatment of adjacent buildings is encouraged.

**OI-40** Architectural treatment should be applied to all elevations of a building and may include elements such as color, materials, or form drawn from the design of the primary frontage.

- Rear and side elevations of buildings facing a street should be given particular emphasis.
- Side and back walls of units/buildings on corners should include treatment on walls facing the street, and should incorporate design features such as wall plane projections and other visual relief, variation in building mass, and window placement.



**OI-41** Architectural features that enhance the façade or building form are encouraged.

- Architectural features such as decorative moldings, windows, dormers, and landscaped elements such as lattices that add detail to a facade are encouraged.

## Technical Guidelines

**OI-42** Columns, wall plane projections, and other visual relief should provide visual depth and shade and shadow interest.

## D. Green Building Design

### Design Guidelines

**OI-43** Green building design should be considered in the project.

- Natural climate control features such as roofs with larger overhangs and trellises or deciduous trees over south-facing windows are encouraged to reduce energy demand.
- Use of windows for natural light indoors as much as possible is encouraged. Windows should be placed for cross-ventilation and airflow to promote natural cooling.
- Building materials that are less hazardous and/or are made from recycled materials are encouraged.
- Building designs that incorporate opportunities for renewable energy production such as solar panels are encouraged.
- Use of native vegetation is encouraged to reduce water consumption for landscaping.
- Use of recycled water is encouraged for landscaping, where available.



## III. Public Space Guidelines

The design of public spaces provides safe, active and accessible gathering places in the community that encourage social interaction and a sense of community.

### A. Streetscape Design

#### Design Guidelines

**OI-44** Safe and comfortable pedestrian environments should be provided in the project.

- Physical separation from streets and drive aisles should be provided through landscaping to encourage walking.
- Pedestrian amenities such as appropriate signage, street furniture, landscaping and pedestrian-scale lighting should be provided.
- Wider sidewalks should be provided to allow for two persons to walk comfortably side-by-side.

**OI-45** Streetscape design should include the following elements:

- Primary street trees that provide shade for pedestrians, soften and frame the street, and define the public space.
- Secondary trees that complement and support the primary trees in form and function,

- Accent trees that are used to define entrances, add variety in form and color, or highlighting other focal points of the street.
- Primary, secondary and accent shrubs which are used to form the understory and further define entrances and provide screening of parked cars where necessary.
- Groundplane treatment, groundcovers and seasonal color plantings.
- Hardscape elements such as pavers, planters, bus stops, sidewalks, benches, bollards, bike paths, site access paths, and street lights.

**OI-46** Pedestrian and bicycle friendly projects should be designed to encourage walking and bicycling.

- Traffic calming elements such as enhanced paving and bulb-outs at intersections should be provided. Other traffic calming measures should be explored.

**OI-47** Utilities and mechanical equipment should be screened from public view.

- Ground-mounted HVAC units should be located away from activity areas and screened from public view through landscaping and/or screen walls.



- Public utility infrastructure and other utility components should be oriented away from public view to the extent possible and screened with evergreen shrubs to the extent allowed by the utilities.
- Ground or wall mounted equipment should be located out of public view to the extent possible and screened or placed in an enclosure to the extent allowed by the utility companies.
- Screening for equipment shall be integrated into the building and roof design and use compatible materials, colors and forms. Wood lattice or fence like coverings are inappropriate for screening and are discouraged.
- Roof mounted equipment, including but not limited to air conditioners, fans, vents, antennas, and microwave dishes shall be setback from the roof edge, placed behind a parapet or in a well, or painted to match their background, so that they are not visible to motorists or pedestrians on the adjacent streets.

## Technical Guidelines

**OI-48** When not already established by a specific plan or other document, and where practical given existing conditions, the minimum landscape setback should be 20 feet, measured from the ultimate back of curb.

**OI-49** A combination of landscaping, berming, and screen walls to a height of three feet should be used to screen views of parked cars adjacent to the streetscape.



## B. Landscaping

### Design Guidelines

**OI-50** Landscaping should be used extensively throughout the project for multiple objectives, such as:

- Screening buildings and adding texture to walls;
- Screening undesirable views;
- Strengthening the pedestrian scale;
- Buffering pedestrian walkways from the street and buildings;
- Providing shade in public spaces and parking lots;
- Assisting in neighborhood way finding;
- Softening transitions between horizontal and vertical planes;
- Providing a visual and noise buffer; and
- Breaking up hard surfaces.

**OI-51** Layered landscaping and a mix of deciduous and evergreen trees should be incorporated in the landscape design. The plant palette should emphasize massing and form rather than individual or small groupings of shrubs and trees.

**OI-52** Tree placement should provide maximum shading of parking areas, sidewalks, and outdoor public spaces.



# Design Guidelines for Office and Industrial Development

**OI-53** Trees should shade at least 50% of the paved parking areas as measured at 15 year maturity based on the tree species and mid summer sun angle conditions. The shade values for various tree species are located in the specific plan landscape guidelines. Shade calculations shall be made in accordance with the Parking Lot Shade Diagram in Appendix C.

**OI-54** Native planting or compatible species of drought-tolerant plants should be used as much as possible to reduce water consumption.

- Use of turf is not permitted in median strips or within the protected zone of any native oak tree, or as provided in the Roseville Water Efficient Landscape Requirements.
- Turf should be limited to accent areas, activity areas, or in parkway areas between sidewalks and street curbs.
- Plants should be grouped according to their water needs and irrigated separately from other groupings with dissimilar water needs.

**OI-55** Visual surveillance of common open space, parking areas, or building entries should not be obscured through landscaping.

**OI-56** Landscape designs should consider adjacent site landscaping, either existing or planned, and enhance rather than duplicate the landscaping effort.



## Technical Guidelines

**OI-57** Plant materials shall be selected and located to avoid conflicts with the underground or above ground utilities.

**OI-58** Trees and shrubs planted at all intersections and driveways shall be selected and located to maintain safe sight line distances per the City's Clear Vision Triangle as defined in the Zoning Ordinance.

**OI-59** Plant selection should consider site geology and soil conditions and provide suitable mitigation to ensure successful establishment of the introduced landscaping.

**OI-60** All required landscaping improvements shall be continually preserved and maintained to professional maintenance industry standards.

- Plant materials that have died or are in a visible state of decline shall be replaced to meet the requirements of the original landscape plan approval.
- All proposed tree work on native oak trees that is considered to be a regulated activity under the Tree Preservation Ordinance shall require approval of a tree permit.

**OI-61** Tree selection and placement should allow for sufficient root space adjacent to paved surfaces. The following minimum planter widths (measured inside curbs) should be provided:

- Eight feet for large canopy trees
- Six to eight feet for medium to large canopy trees
- Six feet for medium to small canopy trees
- Four feet for small canopy trees

**OI-62** Planters shall be protected from vehicles by use of raised curbs or wheel stops.

**OI-63** Trees should be a minimum of fifteen gallon size. It is recommended that larger sized trees be incorporated for accent or activity areas.

**OI-64** Shrubs should be a minimum of one gallon in size; however, a mix of one gallon and five gallon shrubs is encouraged. Screen plantings may require five gallon minimum sizes in order to provide immediate effectiveness. Shrub ground covers may be specified in either liner or one gallon sizes.

**OI-65** Landscape plans should be prepared by a licensed landscape architect and shall be prepared in accordance with the Water Efficient Landscape Requirements.

**OI-66** Slopes for landscaped areas should not exceed three to one, and the minimum slope shall be two percent.

**OI-67** The protected zone of native oak trees located in landscaped areas shall be treated with a bark or other appropriate organic groundcover.

**OI-68** The top and toe of slopes within landscaped areas shall be setback a minimum of two feet from fences, walls, property lines, street curbs, pedestrian/bike paths or other hardscape surfaces in order to prevent drainage across these surfaces.

## C. Plazas & Outdoor Spaces

### Design Guidelines

**OI-69** Active use of outdoor spaces should be encouraged.

- Plazas or other outdoor activity spaces used for sitting, eating, strolling, and gathering should be designed into the project.
- Where multiple buildings are proposed, buildings should be clustered to create pedestrian plazas and gathering spaces.
- Plaza design should emphasize the active nature of these spaces and incorporate some combination of accent materials, site furniture, shade structures, accent lighting, interesting colors, textures and forms, and art, graphics or other focal elements.
- Plaza design should provide amenities for varying light and climate conditions, protection from sun and wind, moveable furniture, climate control elements, children's play areas, and performance areas.
- Furniture should be selected not only for its functional and aesthetic qualities but also focus on the quality of materials and finishes that provide long term durability and resistance to vandalism.
- The relationship between indoor and outdoor spaces and uses should be considered in plaza and outdoor space designs.



# Design Guidelines for Office and Industrial Development

## D. Defensible Space

### Design Guidelines

**OI-70** Crime Prevention Through Environmental Design (CPTED) best practices including, providing opportunities for natural surveillance, territorial reinforcement, and access control should be incorporated into project design.

- Consideration of building orientation, placement of windows, building and site entrances and exits, and parking lot design should be given to increase opportunities for natural surveillance (“eyes on the street”).
- Activity areas (e.g., plazas) should be located in highly visible locations to encourage use and discourage unwanted activity.
- Buildings and structures should be thoughtfully located to avoid creating hiding places.
- ATMs should be located close to activity areas or building entries to enhance visual surveillance and increase safety.
- The concept of access control should be reinforced through the use of low fences, walls and landscaping, and enhanced paving as appropriate.



## E. Lighting

### Design Guidelines

**OI-71** Pedestrian-scale lighting should be incorporated in outdoor areas such as pedestrian walkways, plazas, play lots and parking areas.

**OI-72** Pedestrian-scale lighting should be integrated into building and landscape design. Light fixtures should be compatible with the architectural style, materials, color, and scale of the project.

**OI-73** Safety and security in the project and its immediate surroundings shall be enhanced through lighting design.

**OI-74** Energy efficiency, color rendition, and overall effect should be considered for lighting design.

**OI-75** Exterior lighting should reinforce the architectural features and blend into the landscape. Special lighting may be used to highlight unique design elements or art features.

**OI-76** Main entries / storefronts should have the highest level of illumination followed by pedestrian walking areas.



## Technical Guidelines

**OI-77** Lighting that is less than 10 feet in height is considered pedestrian scale.

**OI-78** Lighting sources shall have cut off lenses and should be located to avoid light spillage and glare on adjacent properties and in private spaces.

**OI-79** Project addresses shall be clearly displayed and illuminated for easy identification by emergency response personnel.

**OI-80** Pedestrian-scale light fixtures shall be durable and vandal resistant.

**OI-81** Streets, entry drives, drive aisles, and parking areas shall have a minimum illumination level of 1.0 footcandle at the pavement surface.

**OI-82** Pole mounted lighting should be spaced for maximum energy efficiency and be no taller than 25 feet for office projects and 35 feet for industrial projects.

**OI-83** Pedestrian walks should have minimum maintained illumination levels of 0.5 footcandles at the walking surface.

## F. Public Art

### Design Guidelines

**OI-84** Art features should be incorporated into public spaces where possible.

**OI-85** When provided, art features should be consistent with the overall design concept.

- The use of sculptures, murals, water elements, carvings, frescoes, mosaics, and mobiles is highly encouraged.
- Artwork should be located as to be visible by the public, and relate to the project in scale and concept.

**OI-86** When and where provided, art features should enhance the quality and use of the public space.

### Technical Guidelines

**OI-86** The design and materials of the artwork should be durable against weather and vandalism, and should not require extensive maintenance.

Art that is to be offered to the City shall be done so in accordance with established City policy in effect at the time.



# Design Guidelines for Office and Industrial Development

## G. Signage

### Design Guidelines

**OI-87** Thoughtfully integrated design themes and styles for project signage that conforms to the Roseville Sign Ordinance are highly encouraged.

**OI-88** Sign type and locations should be consistent throughout the project and the sign materials and graphics should complement the project design.

### Technical Guidelines

**OI-89** Building and site addressing shall be illuminated and comply with applicable City addressing policies.



# Design Guidelines for Multi-family Residential Development



## Design Goals

The Multifamily Residential Design Guidelines are intended to accomplish the following goals:

**Goal:** Foster project designs that create and enhance a sense of community and neighborhood.

**Goal:** Create and promote usable public spaces.

**Goal:** Being respectful of, and creating designs that reinforce, the relationship between public and private space.

**Goal:** Creating neighborhoods of superior architectural and visual interest.

**Goal:** Creating project designs that are transit and pedestrian friendly.

**Goal:** Ensure community longevity by designing projects and neighborhoods that will endure over time.

**Goal:** Incorporate environmentally sustainable features into project design.

**Goal:** Consider and respond to the relationship and context of adjacent projects.



# Design Guidelines for Multi-family Residential Development

## I. Site Design Guidelines

Site planning respects and enhances the natural environment, connects the project to its surroundings, promotes walkability, ensures effective access and circulation, includes green design features, and provides for services and storage.

### A. Site Planning and Building Siting

#### Design Guidelines

**MF-1** Units/lots should be clustered to define public open spaces and activity areas.

**MF-2** Parks and open space should be integrated into the overall design of the project.

- Open space and recreational areas should be designed as an integral part of the project, not as an afterthought.
- Open space areas should be planned as a community amenity.
- Greater visual, pedestrian and bicycle connectivity, use and access should be encouraged.

**MF-3** Buildings should be placed to create a street presence and enhance neighborhood character.

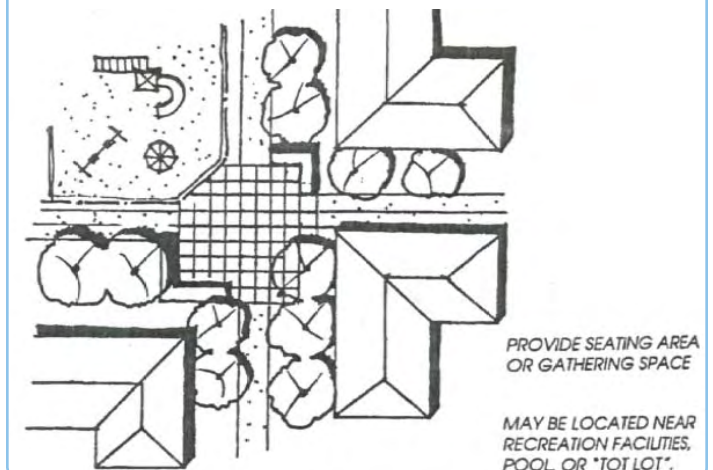
- Building setbacks should be varied to break building mass facing the street and provide additional landscape opportunities.
- When adjacent to single family residences, side and rear setbacks shall allow for a sufficient planter area to buffer impacts and screen undesirable views.
- When necessary, setbacks should be used to provide sound attenuation by creating space for the placement of sound barriers.

#### Technical Guidelines

**MF-4** Projects proposed in phases shall be designed to function independently, without reliance on improvements included in subsequent phases.

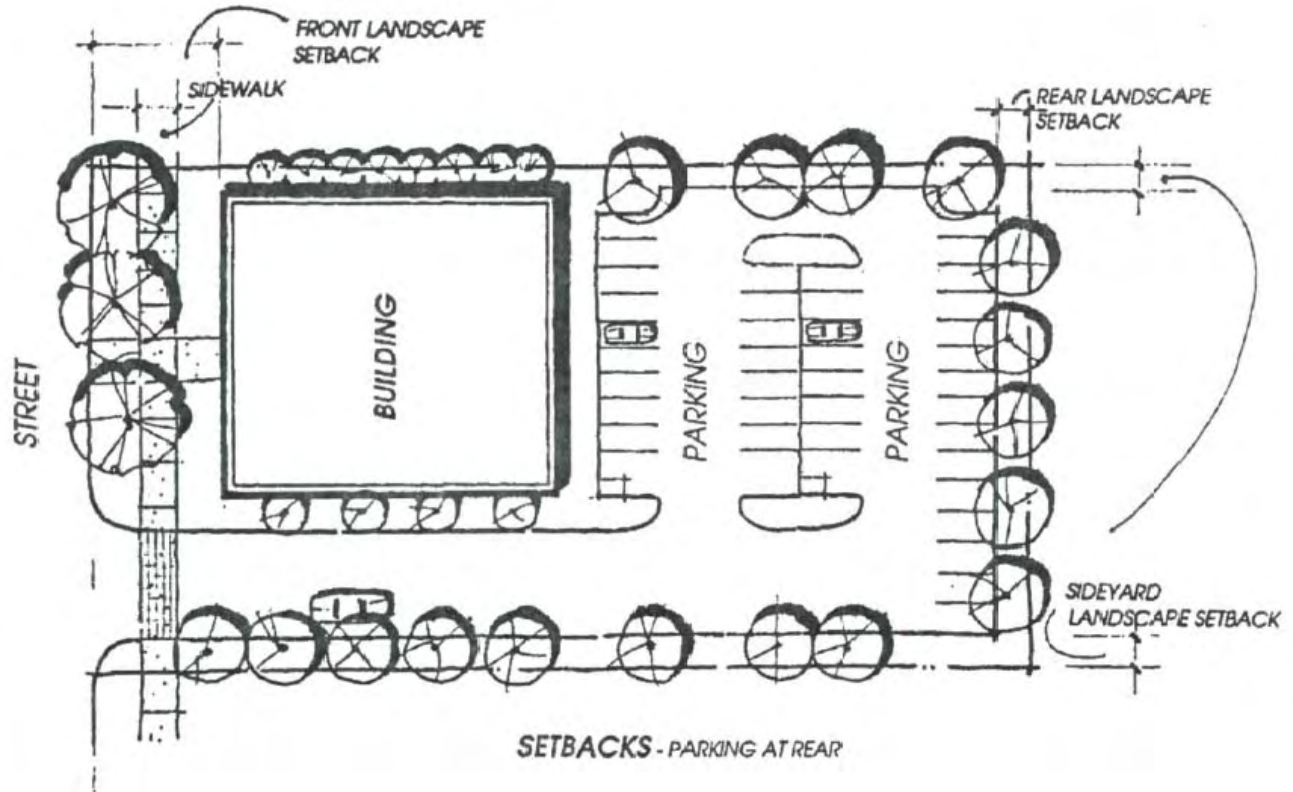
- Future phases graded at the time of initial site grading shall be hydroseeded with groundcover to enhance the site's appearance and prevent erosion.
- Subsequent phases shall be fenced sufficiently to avoid conflicts between residents, guests, and construction traffic.

#### Multi-family Courtyard



# Design Guidelines for Multi-family Residential Development

## Setbacks - Parking at Rear



Parking is provided in back, pushing the buildings forward and activating the streetscape.



# Design Guidelines for Multi-family Residential Development

## B. Edge and Boundary Treatment

### Design Guidelines

**MF-5** Major intersections and corners should be treated as neighborhood/project entryways.

- Unit/building configuration should maintain visual and physical connections.
- Landscaping, public spaces, and/or “gateway” features should be used to define the entryways into the project.

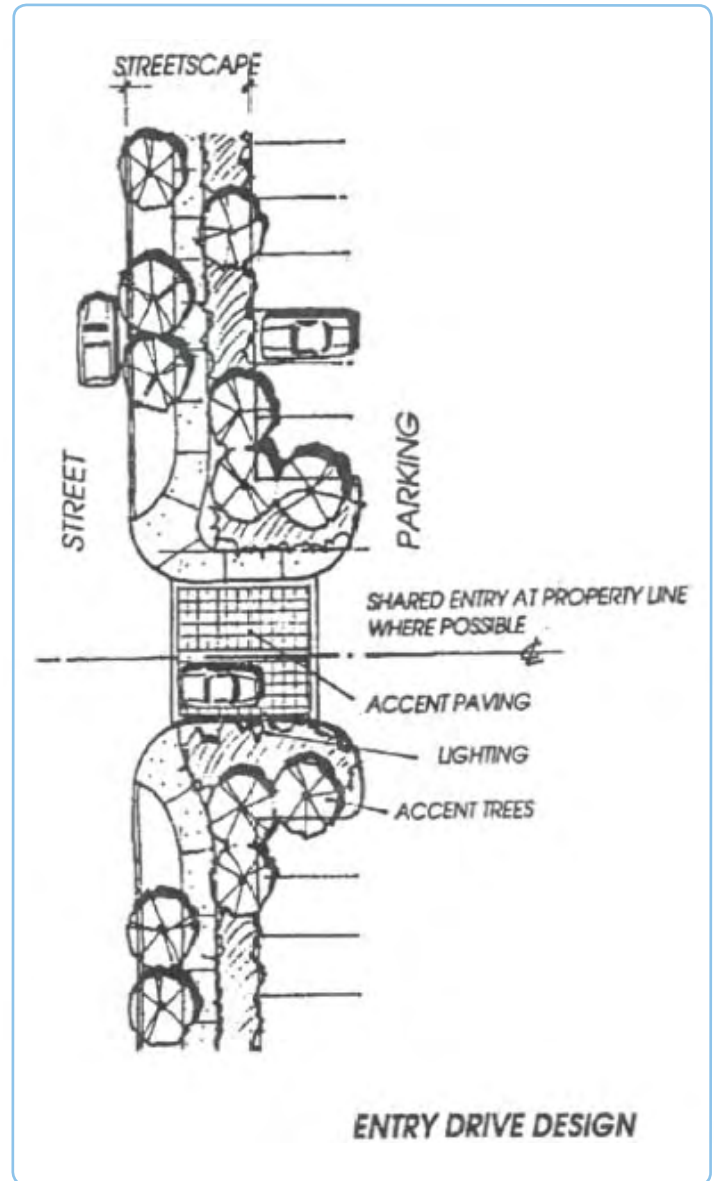
**MF-6** Entryway features should reflect the overall architectural identity or character of the development.

**MF-7** Consistent with General Plan policy, provide pedestrian, bicycle and vehicle linkages to adjacent developments and uses.

**MF-8** Cluster buildings to define, connect and activate pedestrian edges and public spaces and to locate convenient transit stops.

**MF-9** Projects should provide fencing as appropriate between adjacent land uses.

- Projects abutting single-family residential areas should provide fencing along the boundary except at pedestrian access points. The compatibility of adjacent land uses should be considered in choosing appropriate fencing materials and design.
- Fencing between multi family uses and open space is discouraged. When necessary, such fencing should be an open type (such as wrought iron) to allow for continuous views to the open space.
- Fence materials and colors should complement the building design and the prevailing materials and design in the vicinity of the project.
- If masonry walls are used, integral color block is preferred.
- Materials and finishes should be durable and easily maintained, resistant to graffiti and water staining, and be able to withstand the local climatic variations.



Enhanced paving, landscaping, walls, and monument signage create an attractive project entry.

## C. Topography and Grading

### Design Guidelines

**MF-10** Natural topography should be integrated into site design to the extent feasible.

**MF-11** Retaining walls should be compatible with the overall identity or character of the development. Innovative wall designs are encouraged.

**MF-12** Finished slopes should taper or terrace to match the existing grades and the grades on adjacent streets.

**MF-13** Grade changes and berming should be used in conjunction with landscape to screen undesirable views.

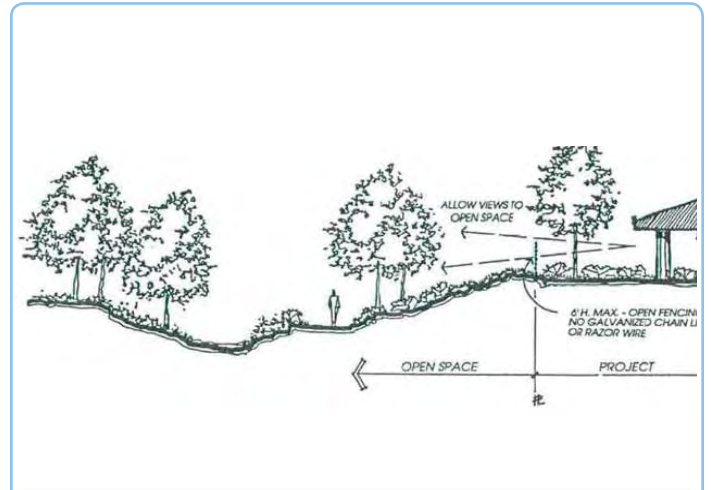
### Technical Guidelines

**MF-14** Retaining walls should not exceed six feet in height.

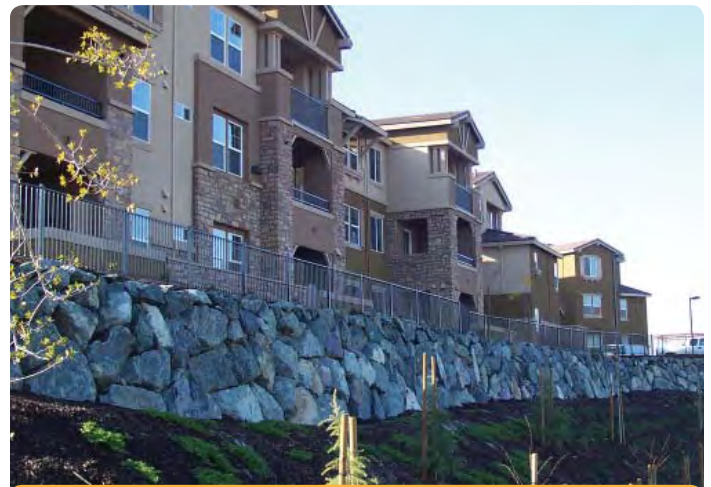
- Retaining walls over six feet in height, when necessary, should be terraced with room provided for landscaping.

**MF-15** Grading plans for sites with native oak trees should be designed to protect the long term survival of the trees.

- Grading within the protected zone of any native oaks tree shall comply with the requirements of the Tree Preservation Ordinance.
- Abrupt grade changes and extreme grade differentials around the trees should be avoided.
- Storm drains and other drainage outfalls should be located outside of the protected zone of native oak trees.



Natural grades connect project site to open space areas, without creating barriers by use of retaining walls



Innovate wall design and open-style fencing create an attractive interface to open space.



# Design Guidelines for Multi-family Residential Development

## D. Green Site Design

### Design Guidelines

**MF-16** Consistent with the City's Stormwater Treatment Manual, surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.

- Use of permeable paving, pavers, turf stone, brick, and decomposed granite is encouraged.
- Use of natural topographic features or built swales for filtration of site drainage is encouraged.

### Technical Guidelines

**MF-17** Consistent with the City's Stormwater Treatment Manual, roof drainage should be routed through turf or other landscaping to treat storm water runoff and allow percolation.



## E. Access, Circulation, and Parking

### Design Guidelines

**MF-18** Vehicular access to the site, internal circulation, and parking should be provided in accordance with Zoning Ordinance requirements.

- Guest and disabled parking should be evenly and conveniently distributed throughout the project
- Shared access drives between adjacent parcels are encouraged to minimize curb cuts.
- Reciprocal access easements for vehicles and pedestrians, and shared parking facilities between compatible adjacent uses are encouraged.
- Short term parking should be provided at the main entry to the leasing office and at building entries.

**MF-19** Consistent with General Plan policy, safe and convenient pedestrian and bicycle connections and networks should be provided on site.

- Sidewalks and/or green-belt connections for pedestrians and bicyclists should be provided between schools and parks that are not adjacent to major streets.
- Transit connections should be accommodated where appropriate.

**MF-20** Paving material for driveways, drive aisles, and walkways should be consistent with the architectural style of the units/buildings and should incorporate similar accent elements.

- Stamped and/or colored concrete or other decorative accent is encouraged.

**MF-21** Site circulation should allow for and facilitate emergency access to the site and all buildings.

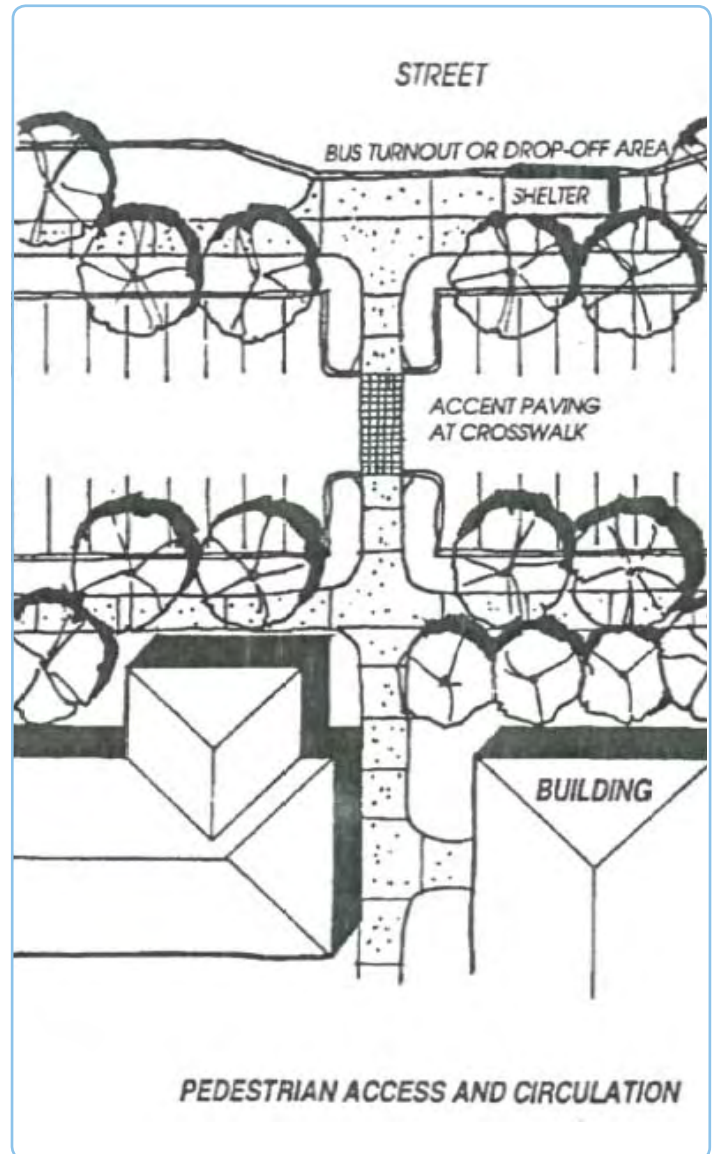
- Speed bumps are strongly discouraged as they impede emergency response.
- Long, straight drives are discouraged to prevent speeding and conflicts with pedestrians.

## Technical Guidelines

**MF-22** Street and drive aisle widths, throat depths, and stacking distances, and parking shall comply with current City standards.

- Required number of parking spaces shall be provided for all units, as defined in the Zoning Ordinance.
- All pedestrian circulation walks shall be designed to provide access to the disabled in compliance with the American's with Disabilities Act (ADA), California Title 24 and the City's Improvement Standards.
- Bicycle racks or lockers shall be provided in the quantity required by the Zoning Ordinance and should be located in highly visible and convenient areas at residential units and common areas.

**MF-23** Consistent with the Bikeway Master Plan and various specific plans, multi-family projects may be required to provide bikeway improvements, including (but not limited to) connections to bike trails, on-street bike lanes, and/or Class 1A trails within the project's landscape frontage.



# Design Guidelines for Multi-family Residential Development

## F. Service and Storage

### Design Guidelines

**MF-24** Services and storage, including garbage collection, recycling, fire, and utilities should be planned.

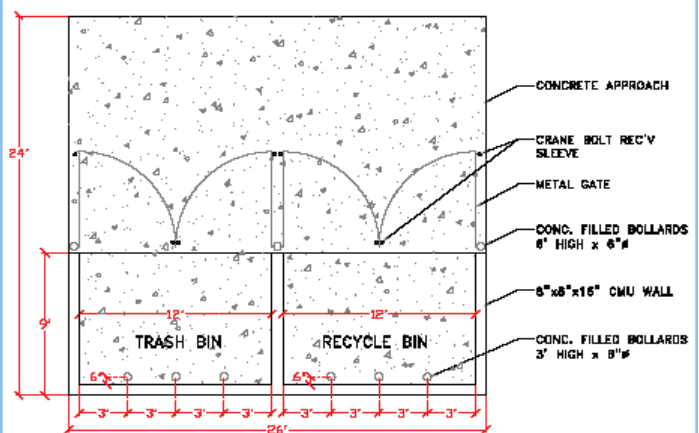
### Technical Guidelines

**MF-25** Trash enclosure location, dimensions, and design shall comply with current City standards.

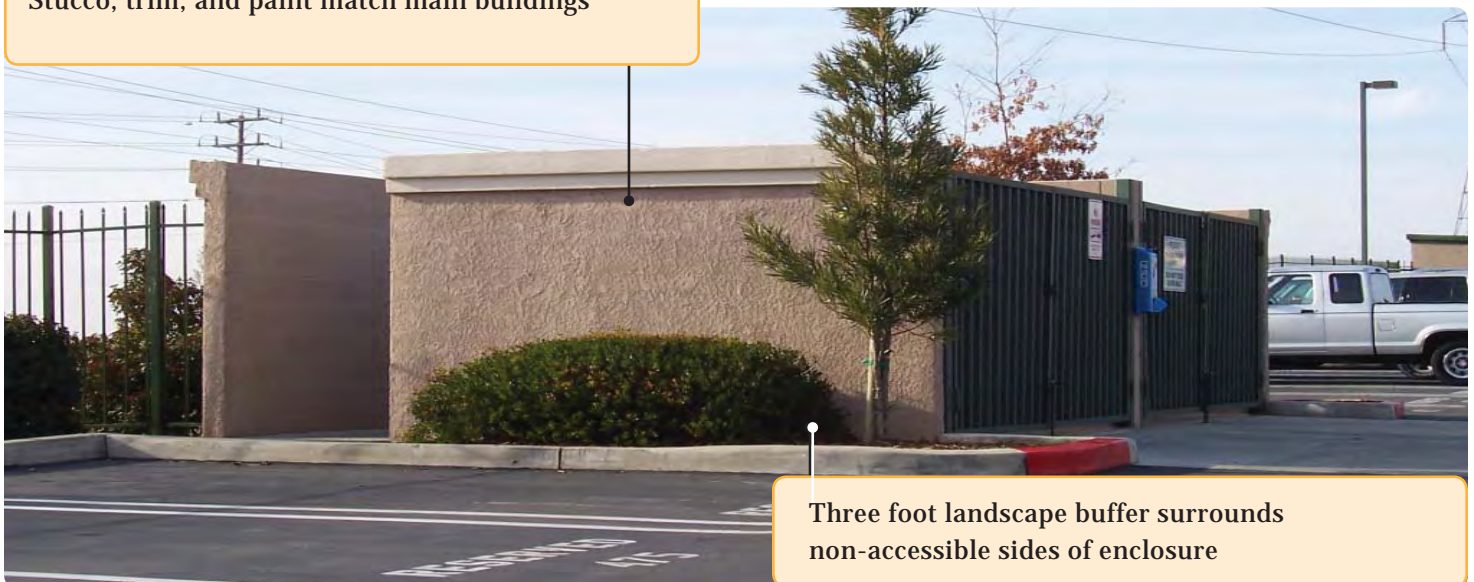
- All refuse containers shall be placed within screened storage areas or enclosures.
- Refuse containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries, and main pedestrian paths.
- Enclosures should be located to provide easy accessibility for users, adequate room for servicing by refuse trucks, and should not hinder visibility for vehicle circulation.

- Enclosure materials and colors should be consistent with, and complimentary to, building materials and finishes.
- A minimum three 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.

Trash Enclosure Detail



Stucco, trim, and paint match main buildings



Three foot landscape buffer surrounds non-accessible sides of enclosure

## II. Architectural Guidelines

Architecture creates visual interest, character and identity for the project while maintaining a relationship to the human scale and the natural environment.

### A. Architectural Design Concept

#### Design Guidelines

**MF-26** Overall character of the development should be defined through the use of a consistent design concept.

- Building design should be consistent with the defined architectural style and should incorporate the architectural embellishments commonly associated with that style.

**MF-27** Projects that consider and compliment the context of adjacent and surrounding projects, but are original in design and avoid duplication (“copy cat” effect) are highly encouraged.



### B. Form and Massing

#### Design Guidelines

**MF-28** Variation of wall planes, rooflines, and building form should be considered to create visually engaging designs.

- Architectural elements such as varied roof forms, articulation of the facade, breaks in the roof, walls with texture materials and ornamental details, and landscaping should be incorporated to add visual interest.
- Balconies and small decks with landscaping should be incorporated into 2-story or higher buildings to reduce the visual impact of tall structures.
- Architectural elements such as fenestrations and recessed planes should be incorporated into façade design. Large areas of flat, blank wall and lack of treatment are strongly discouraged.
- Semi-private areas such as covered front porches and/or courtyards are highly encouraged.
- Roof height, pitch, ridgelines, and roof materials should be varied to create visual interest and avoid repetition. Architectural style should be considered when designing the roof plan.
- Stairs and other entry access requirements such as wheelchair ramps and elevators should be integrated into the overall project design.



Variation in roofline, wall plane, and materials creates visually engaging design.

# Design Guidelines for Multi-family Residential Development

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**MF-29** Proportional relationship between adjacent buildings and between the building and the street should be maintained.

- Unit/building layout should ensure the gradual transition of building height and mass.
- Pedestrian scaled entry should be a prominent feature of the front elevation.
- Building entry zones should be clearly defined through the use, or combined use, of elements such as accent paving, accent planting, color pots and bollards.
- Architectural detail such as windows, awnings, trellises, articulation, balconies, patios, landscape planters, and material changes at the street level should be used to soften the edge of the building and enhance pedestrian scale.

**MF-30** Placement and configuration of parking areas, garages, and carports should be considered.

## Technical Guidelines

**MF-31** Setbacks shall comply with the requirements of the Zoning Ordinance and building codes where applicable.



## C. Use of Exterior Building Materials and Color

---

### Design Guidelines

**MF-32** Variation in color and materials should be considered to create visually engaging designs.

- High quality and durable materials, such as stone, brick, and cementitious siding are encouraged.
- Creative use of plaster and stucco finishes that add visual depth and texture is highly encouraged.
- Creative and appropriate use of color is encouraged.
- Use of color should be consistent with the overall architectural style or theme of the project.
- Variation in exterior treatment of adjacent buildings is encouraged.

**MF-33\*** Architectural treatment shall be applied to all elevations of a building. At a minimum, all windows, doors, and other wall openings shall be trimmed consistent with the architectural style. The use of multiple colors is highly encouraged, and field and trim colors used on the front elevation should be extended to all elevations. Wall plane variation, building mass variation, and window placement should also be considered.

**MF-34** Architectural features that enhance the façade or building form are encouraged.

- Architectural features such as decorative moldings, windows, shutters, dormers, chimneys, balconies and railings, and landscaped elements such as lattices that add detail to a facade are encouraged.

## D. Green Building Design

### Design Guidelines

**MF-35** Green building design should be considered in the project.

- Natural climate control features such as roofs with larger overhangs and trellises or deciduous trees over south-facing windows are encouraged to reduce energy demand.
- Use of windows for natural light indoors as much as possible is encouraged. Windows should be placed for cross-ventilation and airflow to promote natural cooling.
- Building materials that are less hazardous and/or are made from recycled materials are encouraged.
- Building designs that incorporate opportunities for renewable energy production such as solar panels are encouraged.
- Use of native vegetation is encouraged to reduce water consumptions for landscaping.
- Use of recycled water is encouraged for landscaping.



Deciduous trees in front of south-facing windows.



Native vegetation reduces water consumption.

## III. Public Space Guidelines

The design of public spaces provides safe, active and accessible gathering places in the community that encourage social interaction and a sense of community.

### A. Streetscape Design

#### Design Guidelines

**MF-36\*** Projects shall include bicycle and pedestrian friendly environments in their design. Options to achieve this include, but are not limited to:

- Providing physical separation from streets and drive aisles through landscaping to encourage walking.
- Providing pedestrian amenities such as appropriate signage, street furniture, landscaping and pedestrian-scale lighting.
- Providing wider sidewalks to allow for two persons to walk comfortably side-by-side.
- Providing traffic calming elements such as enhanced paving and bulb-outs at intersections.
- Providing parking bays and other on- and off-street parking.

**MF-37** Utilities should be screened from public view.

- HVAC units should be located away from private outdoor space such as porches and patios, and screened from public view through landscaping and/or screen walls.
- Utility meters and other equipment should be screened with landscaping or low screen walls.
- Public utility infrastructure and other utility components should be oriented away from public view to the extent possible and screened with evergreen shrubs to the extent allowed by the utilities.



Separated sidewalks and street trees provide for a comfortable pedestrian environment.



Air conditioner units screened behind landscaping and screen walls enhance the pedestrian environment.

# Design Guidelines for Multi-family Residential Development

**MF-38** Loading, service, and storage areas should be screened from public view through a combination of building design and/or layout, masonry walls, grade separations and/or dense landscaping.

- Ground or wall mounted equipment should be located out of public view to the extent possible and screened or placed in an enclosure to the extent allowed by the utility companies.
- Screening for roof-mounted equipment shall be integrated into the building and roof design and use compatible materials, colors and forms. Wood lattice or fence like coverings are inappropriate for roof screening and are prohibited.
- Roof mounted equipment, including but not limited to air conditioners, fans, vents, antennas, and microwave dishes shall be setback from the roof edge, placed behind a parapet or in a well so that they are not visible to motorists or pedestrians on the adjacent streets.

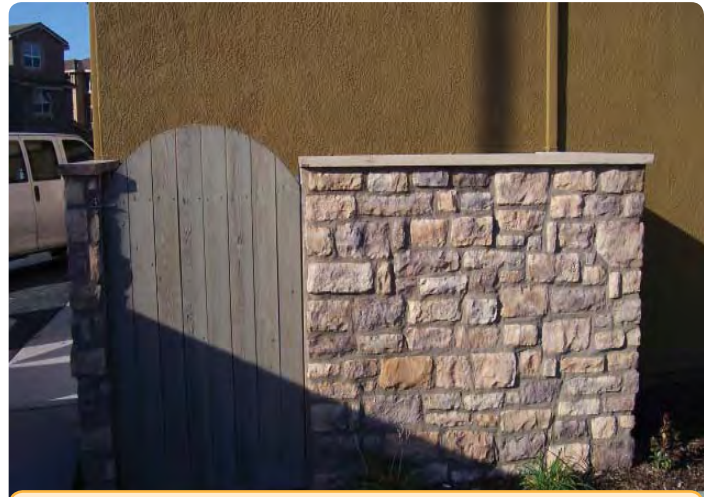


**MF-39** When adjacent to other parcels, perimeter planting areas where needed to provide screening should be a minimum of five feet wide.

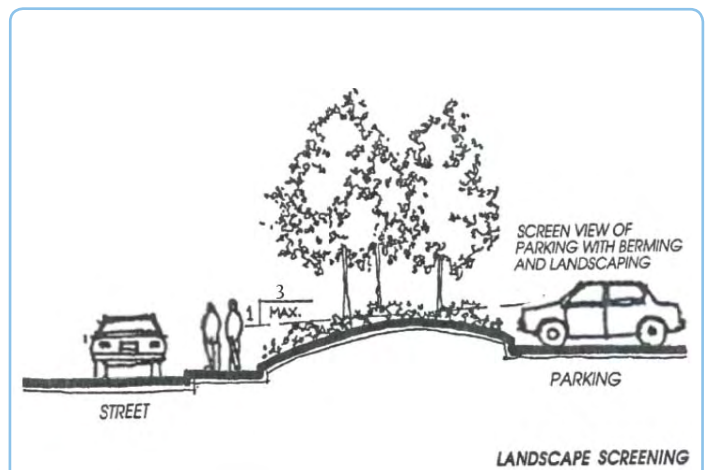
## Technical Guidelines

**MF-40** When not already established by a specific plan or other document, and where practical given existing conditions, the minimum landscape setback should be 20 feet, measured from the ultimate back of curb.

**MF-41** A combination of landscaping, berming, and screen walls to a height of three feet (measured from height of street curb) should be used to screen views of parked cars adjacent to the streetscape.



Utility meters effectively screened from view.



Combination of landscaping and berms used to screen views of parked vehicles from the street.

# Design Guidelines for Multi-family Residential Development

## B. Public/Private Spaces and Separation

### Design Guidelines

**MF-42** Visual and physical connection between private and public space should be maintained to encourage natural surveillance while creating separation between the street and living areas. Consideration should be given when living areas are in close proximity to street.

- Clear definition of the semi-private space should be maintained from the public space such as sidewalks and parks through the use of decks, patios, porches, low walls, and/or landscaping.

**MF-43** Active use of outdoor spaces should be encouraged

- Relationship between indoor and outdoor spaces and uses should be considered in unit designs.



Separated sidewalks and extensive landscaping are effectively used to define the public, semi-private, and private spaces. The extensive use of landscaping, pedestrian scale lighting, and an attractive building form and color palette effectively enhance the streetscape



Photo courtesy of KTG Group, Inc.

## C. Landscaping

### Design Guidelines

**MF-44\*** Landscaping shall be used extensively throughout the project to achieve multiple objectives. Objectives to be achieved through landscaping may include:

- Adding texture to walls and other vertical surfaces;
- Screening undesirable views;
- Strengthening the pedestrian scale;
- Buffering pedestrian walkways from the street and buildings;
- Providing shade in public spaces and parking lots;
- Assisting in neighborhood way finding;
- Softening transitions between horizontal and vertical planes;
- Providing a visual and noise buffer; and
- Relieving the visual appearance of large expanses of hard surfaces.

**MF-45\*** Layered landscaping and a mix of deciduous and evergreen trees shall be incorporated in the landscape design. Plant palettes should emphasize massing and form rather than individual or small groupings of shrubs and trees.

**MF-46** Tree placement should provide maximum shading of sidewalks and outdoor public spaces.

**MF-47** Native planting or compatible species of drought-tolerant plants should be used as much as possible to reduce water consumption.

- Turf is not permitted in median strips or within the protected zone of any native oak tree.
- Limit turf to accent areas, activity areas, or in parkway areas between sidewalks and street curbs.
- Group plants according to water needs and irrigate accordingly.

**MF-49** Visual surveillance of common open space, parking areas, or dwelling entries should not be obscured through landscaping.

**MF-50** Landscape designs should consider and enhance adjacent site landscaping.

### Technical Guidelines

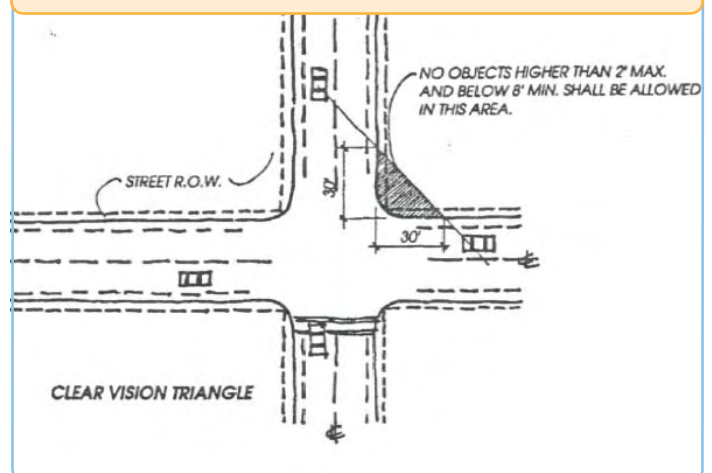
**MF-51** Plant materials shall be selected and located to avoid conflicts with the underground or above ground utilities.

**MF-52** Trees and shrubs shall be selected and located to maintain safe sight line distances per the City's Clear Vision Triangle.

Landscaping screens internal drive aisles, provides shading, and enhances pedestrian environment.



Landscaping shall be designed to maintain safe line of sight distances as illustrated below.



# Design Guidelines for Multi-family Residential Development

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**MF-53** Plant selection should consider site geology and soil conditions. Soil should be amended as necessary to ensure establishment.

**MF-54** Carports or trees should shade at least 50% of the paved parking areas as measured at 15 year maturity based on the tree species and mid summer sun angle conditions. The shade values for various tree species are located in the various specific plan landscape guidelines. Shade calculations shall be made in accordance with the Parking Lot Shade Diagram in Appendix C.

**MF-55** On private property, tree selection and placement should allow for sufficient root space adjacent to paved surfaces. The following minimum planter widths (measured inside curbs) should be provided:

- Eight feet for large canopy trees (may be reduced to five feet with deep root barriers and irrigation)
- Six to eight feet for medium to large canopy trees
- Six feet for medium to small canopy trees
- Four feet for small canopy trees

**MF-56\*** Planters shall be protected from vehicles by use of raised curbs or wheel stops.

**MF-57** Trees should be a minimum of fifteen gallon size. It is recommended that larger sized trees be incorporated for accent or activity areas.

**MF-58** Shrubs should be a minimum of one gallon in size; however, a mix of one gallon and five gallon shrubs is encouraged. Screen plantings may require five gallon minimum sizes in order to provide immediate effectiveness. Shrub ground covers may be specified in either liner or one gallon sizes.

**MF-59** Landscape plans should be prepared by a licensed landscape architect and shall be prepared in accordance with the Water Efficient Landscape Requirements.

**MF-60** Slopes for landscaped areas should not exceed three to one, and the minimum slope shall be two percent.

**MF-61** The protected zone of native oak trees located in landscaped areas shall be treated with a bark or other appropriate organic groundcover.

**MF-62** The top and toe of slopes within landscaped areas shall be setback a minimum of two feet from fences, walls, property lines, street curbs, pedestrian/ bike paths or other hardscape surfaces in order to prevent drainage across these surfaces.



## D. Plazas, Parks, and Play Lots

### Design Guidelines

**MF-63** Required site amenities, parks, plazas, and play areas should be provided in centrally and conveniently located places for neighbors/residents.

**MF-64** Common outdoor gathering areas should incorporate a mix of active and passive amenities.

**MF-65** Recreational amenities such as playground equipment, shaded areas, picnic tables, barbecue grills, exercise equipment, and sports facilities should be provided in common outdoor space to encourage community activity and use.



Tot lot centrally and conveniently located to encourage use and foster interaction.



Pool and recreation area provide active and passive amenity.

## E. Defensible Space

### Design Guidelines

**MF-66** Crime Prevention Through Environmental Design (CPTED) best practices including, providing defensible space, opportunities for natural surveillance, territorial reinforcement, and access control should be incorporated in unit/building design.

**MF-67** The concept of private space and control of access points should be reinforced through the use of low fences, walls and landscaping, as appropriate.

**MF-68** Window placement between units should balance privacy and natural surveillance.



Low walls and landscaping transition grades provide separation between public and semi-private space.

# Design Guidelines for Multi-family Residential Development

## F. Lighting

### Design Guidelines

**MF-69** Pedestrian-scale lighting should be incorporated in outdoor areas such as pedestrian walkways, plazas, play lots and parking areas.

**MF-70** Pedestrian-scale lighting should be integrated into building and landscape design. Light fixtures should be compatible with the architectural style, materials, color, and scale of the project.

**MF-71** Safety and security in the project and its immediate surroundings shall be enhanced through lighting design.

**MF-72** Energy efficiency, color rendition, and overall effect should be considered for lighting design.

**MF-73** Exterior lighting should reinforce the architectural features and blend into the landscape. Special lighting may be used to highlight unique design elements or art features.

### Technical Guidelines

**MF-74** Lighting that is less than 10 feet in height is considered pedestrian scale.

**MF-75** Lighting sources shall have cut off lenses and should be located to avoid light spillage and glare on adjacent properties and in private spaces.

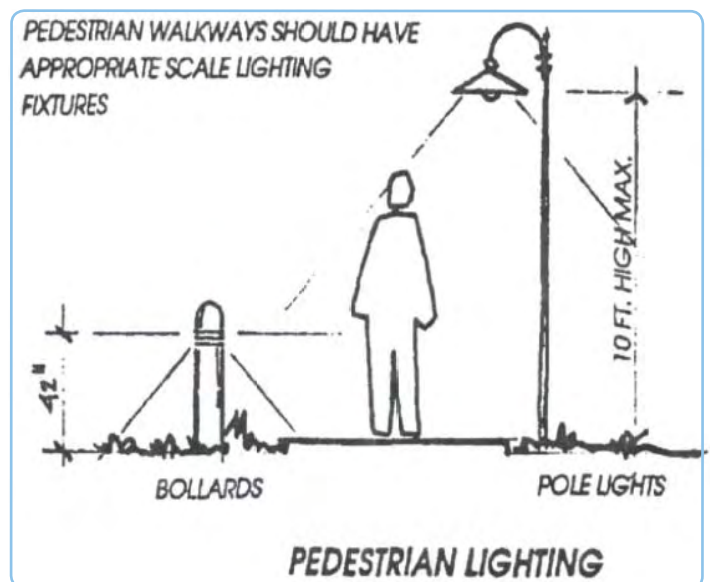
**MF-76** Project addresses shall be clearly displayed and illuminated for easy identification by emergency response personnel.

**MF-77** Pedestrian-scale light fixtures shall be of durable and vandal resistant materials and construction.

**MF-78** Streets, entry drives, drive aisles, and parking areas shall have a minimum illumination level of 1.0 footcandle at the pavement surface.

**MF-79** Pole mounted lighting should be spaced for maximum energy efficiency and be no taller than 25 feet.

**MF-80** Pedestrian walks should have minimum maintained illumination levels of 0.5 footcandles at the walking surface.



## G. Public Art

### Design Guidelines

**MF-81** Art features are encouraged in public spaces.

**MF-82** When provided, art features should be consistent with the overall design concept.

**MF-83** When provided, art features should enhance the quality and use of the public space.

### Technical Guidelines

**MF-84** Art features should be made of durable and vandal resistant material.



## H. Signage

### Design Guidelines

**MF-85** Thoughtfully integrated design themes and styles for project signage that conforms to the Roseville Sign Ordinance are highly encouraged.

**MF-86** Sign type and locations should be consistent throughout the project and the sign materials and graphics should complement the project design.

### Technical Guidelines

**MF-87** Building and site addressing shall comply with applicable City addressing policies.

- Consistent with the limitations identified within the Sign Ordinance, a lighted directory sign that shows building and apartment numbers shall be placed at each project entrance to direct visitors to their desired destination.





## Introduction

### Use and Purpose of the Compact Residential Design Guidelines

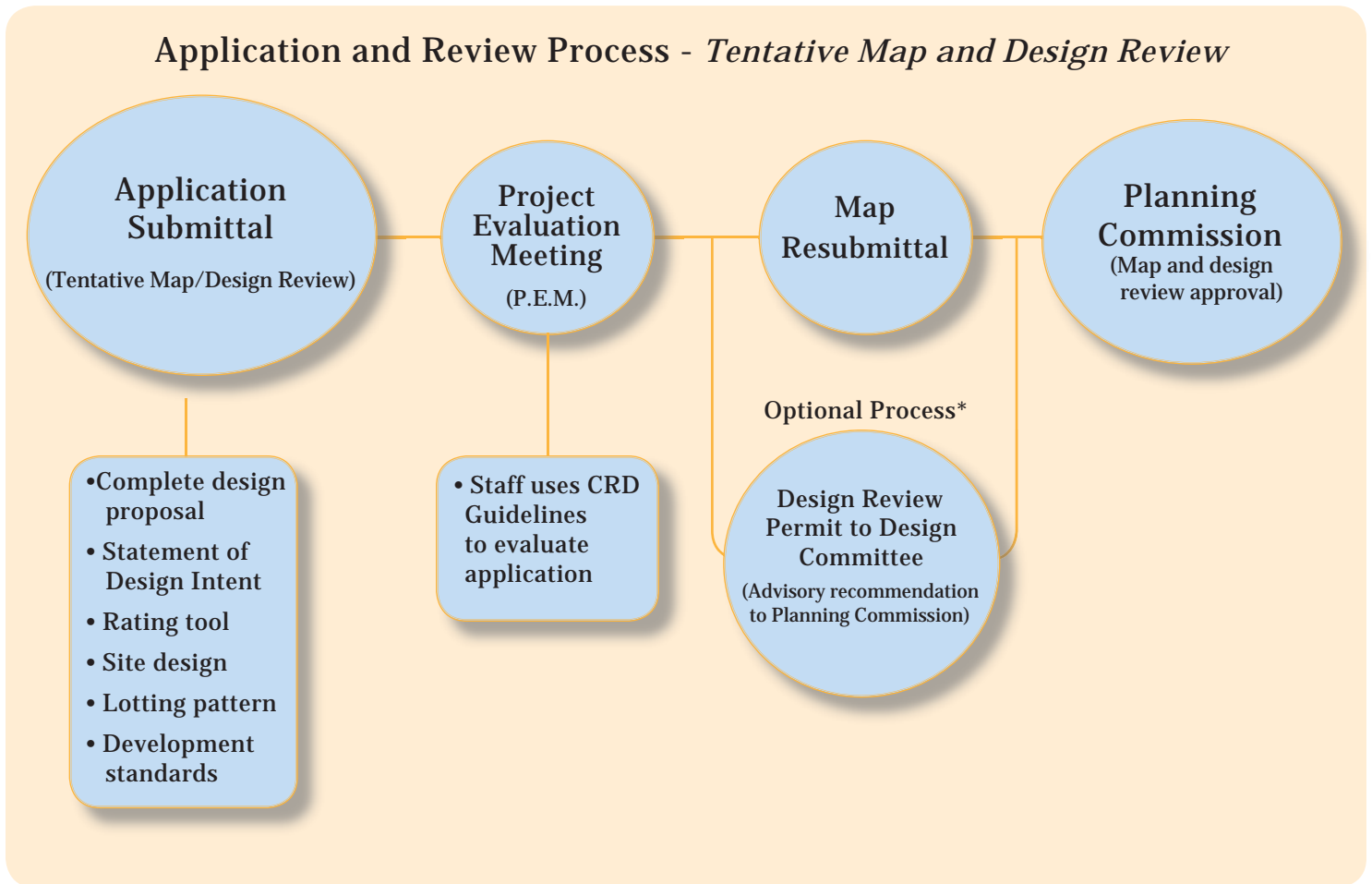
The Compact Residential Design Guidelines are intended to allow flexibility in achieving quality design, and will be implemented through a clear process that ensures quality design is achieved in the final product. The guidelines are a list of best practice design options that are consistent with the community's preferences as expressed in the Community Form and Design components of the General Plan.

The flexibility and choice provided by the Guidelines is intended to support developers in designing a range of product types targeting varying price points. Using the guidelines as an inventory of options, developers can creatively design quality products at varying price points that are consistent with the design character and expectations of the Roseville community.

With the exception of key "priority shalls" and other ordinance requirements, the guidelines do not require the inclusion of specific design elements. The majority of the individual guidelines are "shoulds," meaning that the guideline is strongly encouraged. However, because the Guidelines promote flexibility, it becomes the responsibility and creative challenge of project proponents to develop an overall design concept that meets the minimum intent established through the "priority shalls" and is also responsive to the overall intent and vision embodied in the guidelines as a whole. The City encourages the use of aesthetic and design innovation in responding to the unique topographical, economic, land use, and economic conditions found throughout Roseville.

Many of the guidelines suggest project designers be consistent with their choices. Once a given approach or design style is chosen, it is suggested that the approach be executed so that it meets its original purpose and is functional. For example, if a front porch is desired, the Guidelines recommend that the porch be functional by providing usable dimensions. The project application process is consistent with





the goals of flexibility, creativity and innovation. The applicant will describe their overall design approach, explain the key considerations regarding the project site and economic context, and highlight any innovative design elements. The application review process would then be influenced by project proponents, City staff, and decision makers about how to best achieve quality design.

## Applicability and Implementation

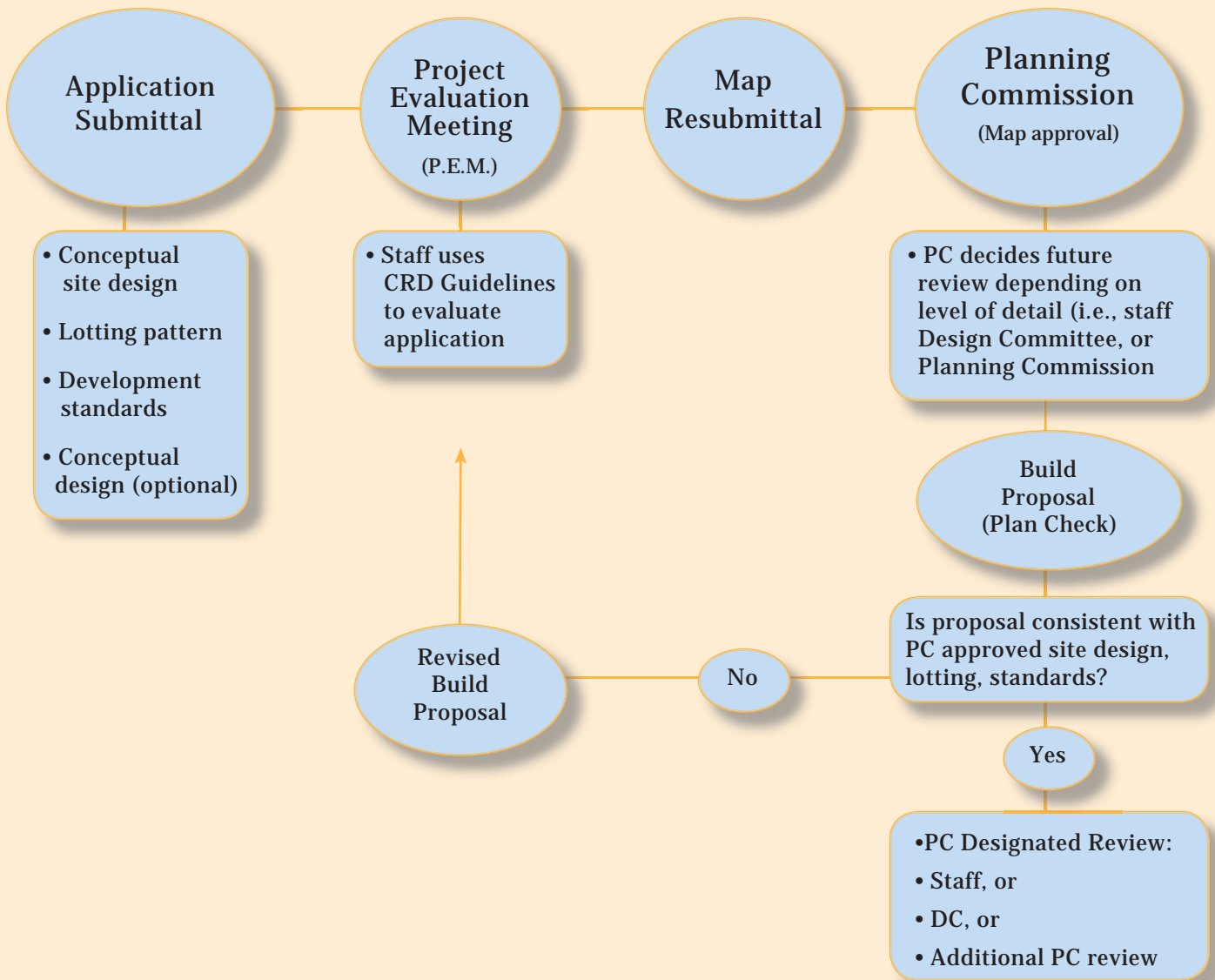
The Compact Residential Development (CRD) Guidelines apply to, and design review is required for:

- A. Attached or detached single-family product types on property with a General Plan land use designation of Medium Density Residential or higher (seven dwelling units per acre or higher, as depicted on the General Plan Land Use Map).
- B. Projects on property zoned Small Lot Residential (RS) where modifications to the RS Supplemental Design Standards\* are requested by an applicant.

\* Supplemental Design Standards are codified in the Zoning Ordinance (19.10.040) and require minimum design measures to address design issues associated with small-lot subdivisions. The Supplemental Design Standards are as follows:

1. Front Yard Stagger: Two (2) feet between adjacent residential units, measured from the front yard setback.
2. Stagger for Third Car Garage: Two (2) feet between third car bay and two car garage.
3. Two Story Unit Mix: No more than three (3) two story units may be located adjacent to one another regardless of street frontage.
4. Separation Between Second Story Elements: A minimum of twenty (20) feet shall be provided between second story elements of adjacent two story dwellings.

## Application and Review Process - Tentative Map Only



*\* In the event staff and the project proponent are not in agreement regarding a project's consistency with the CRD Guidelines, the Design Review Permit for Residential Subdivision could be forwarded by either party to the Design Committee for a third-party opinion. In the event a project is forwarded to the Design Committee, the Design Committee shall provide an advisory recommendation to the Planning Commission for consideration. The Planning Commission shall serve as the final approving authority unless appealed to the City Council.*

It is recommended that Tentative Map applications for Compact Residential Developments be processed concurrently with a Design Review Permit for Residential Subdivision. Tentative Map applications may be processed independently; however, the product type will require subsequent design review. Tentative Subdivision Maps and Design review Permits for Residential Subdivision shall be reviewed and approved by the Planning Commission.

## City's Response to the Regional Need for Compact Housing

In 2002 the Sacramento Council of Governments (SACOG), in partnership with the region's six counties and cities, launched the Blueprint Project. The Blueprint Project is a comprehensive program that strives to examine how transportation planning and funding could be better linked to land use planning, and to explore alternatives to current land use/transportation patterns for future growth through 2050.

The starting point for the Blueprint process was the Base Case Study, a projection of how the area would grow if current local government growth and land-use plans are followed through to the year 2050. Land use and demographic projections show that the six-county region that includes Sacramento, Placer, El Dorado, Yuba, Sutter and Yolo counties will remain an attractive place to live and is likely to grow dramatically. One of the most startling figures to arise from the study is that there will be an estimated 1.7 million more people in the Sacramento Region in 2050 than there were in 2000. As the area grows to over 3.6 million residents, the number of homes will more than double from 713,000 to over 1.5 million. Of interesting note is the Blueprint Project's conclusion that households with children under age 18 will drop approximately 20 percent, while families without children (including "empty nesters") will increase by an estimated ten percent. This trend will affect the type and preferred location of homes.

The SACOG Board of Directors adopted the "Preferred Blueprint Scenario" in December 2004, which is a vision for growth in the Sacramento region that promotes compact, mixed-use development and more transit choices as an alternative to low-density development. The "Preferred Scenario" depicts how more compact development patterns and planning for transit options might result in less overall acres developed and less traffic congestion. In particular, the "Preferred Scenario" emphasizes land use patterns that place future residents closer to jobs, and promotes a variety of transportation modes.

In May 2005, the Roseville City Council adopted "Implementation Strategies to Achieve Blueprint Project Objectives" ("Implementation Strategies"). The Implementation Strategies examined expectations, solutions, and ways to educate the public and decision-makers on options to implement the Blueprint Principles over the 45-year Blueprint planning horizon.

The need for more compact residential development is identified as one of the Blueprint's seven key growth principles. A key recommendation of the City's Blueprint Implementation Strategies is to revise the City's Community Design Guidelines to encourage attractive and efficient compact building design. The design guidelines identified herein are intended to accomplish that goal.

## Overview

The following guidelines are categorized as "**Design Guidelines**" and "**Technical Guidelines**."

Design guidelines are those that can be evaluated on a graded scale for level of compliance. The technical guidelines are typically evaluated on a yes/no or not applicable scale. The Compact Residential Guidelines are organized by the following topics:

Section I - Site Design Guidelines

Section II - Unit Layout Options

Section III - Architectural Guidelines

Section IV - Public Space Guidelines



## Design Goals

The Compact Residential Development Design Guidelines are intended to accomplish the following goals:

**Goal:** Promote and enhance a sense of community and neighborhood.

**Goal:** Create and maximize the amount of usable public spaces.

**Goal:** Respect and reinforce the relationship between public and private space.

**Goal:** Enhance architectural and visual interest of neighborhoods and buildings.

**Goal:** Build transit and pedestrian friendly environments.

**Goal:** Ensure longevity of neighborhoods that will endure over time.

**Goal:** Consider the relationship and context of adjacent projects.



## I. Site Design Guidelines

Site planning respects and enhances the natural environment, connects the project to its surroundings, promotes walkability, ensures effective access and circulation, encourages green design features, and provides for services and storage.

### A. Site Planning and Building Siting

#### Design Guidelines

**CR-1** Where appropriate, units/lots should be clustered to define public open spaces and activity areas.

**CR-2** Required parks and open space should be integrated into the overall design of the project:

- Open space and recreational areas should be designed as an integral part of the project, not as an afterthought.
- Open space areas should be planned as a community amenity. Single-loaded streets should be incorporated into project design adjacent to open space areas to the extent feasible to reinforce open space as a community amenity.
- Layouts with backs of units/lots facing the open space should be avoided. The elevations of units that do back to open space should consider the relationship and incorporate appropriate architectural treatment.
- Greater visual, pedestrian and bicycle connectivity, use and access should be encouraged.

**CR-3** Buildings should be placed on lots to create a street presence and enhance neighborhood character.

- Front and side yard setbacks may be varied to break building mass facing the street and provide additional landscape opportunities on corner lots.

Units clustered around common open areas to create gathering places and urban relief.



Integrally designed play area reinforces park as community amenity



Variation in setbacks on a corner lot to allow for additional landscaping opportunities.



## B. Edge and Boundary Treatment

### Design Guidelines

**CR-4** Major intersections and corners should be treated as neighborhood entryways.

- Lot/unit configuration should maintain visual and physical connections.
- Landscaping, public spaces, and/or “gateway” features should be used to define the entryways into the project.

**CR-5** Entryway features should reflect the overall architectural identity or character of the development.

**CR-6** Consistent with General Plan policy, provide pedestrian, bicycle and vehicle linkages to adjacent developments and uses.



Features at entryways to define pedestrian areas and aid way finding.

Separated bicycle pathways through projects create a comfortable environment and safe connections for pedestrians and bicyclist.



# Design Guidelines for Compact Residential Development

## C. Topography and Grading

### Design Guidelines

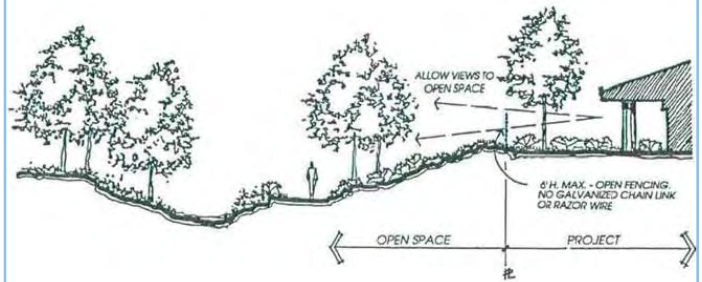
**CR-7** Grade changes should be transitioned through landscaped, sloped banks where possible. Landscape banks are preferred as opposed to retaining walls.

**CR-8** Retaining walls should be compatible with the overall identity or character of the development. Innovative wall designs are encouraged.

### Technical Guidelines

**CR-9** Retaining walls, when necessary, should not exceed six feet in height.

### Grade Changes



Natural grades connect project site to open space areas, without creating barriers by use of retaining walls.

Gradual slopes, landscaping and retaining walls combined to maintain natural grades on site.



Low retaining wall and split face keystone construction to blend into the landscape.

**Goal:** Enhance architectural and visual interest of neighborhoods and buildings.

Hollywood driveway incorporates semi-pervious paving to allow more percolation and reduce surface run-off.



Use of vegetative ground cover.



## D. "Green" Site Design

### Design Guidelines

**CR-10** Surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.

- Use of permeable paving, pavers, Hollywood Drives, turf stone, brick, and decomposed granite is encouraged.

### Technical Guidelines

**CR-11** Consistent with the City's Stormwater Treatment Manual, roof drainage should be routed through turf or other landscaping to treat storm water runoff and allow percolation.

# Design Guidelines for Compact Residential Development

## E. Access, Circulation, and Parking

### Design Guidelines

**CR-12** Vehicular access to the site, internal circulation, and parking should be provided in accordance with Zoning Ordinance requirements.

- Small pockets of additional off-street parking are encouraged.

**CR-13** Consistent with General Plan policy, safe and convenient pedestrian and bicycle connections and networks should be provided on site.

- Sidewalks and/or green-belt connections for pedestrians and bicyclists should be provided between schools and parks that are not adjacent to major streets.
- Transit connections should be accommodated where appropriate.

**CR-14** Enhanced paving material for driveways and walkways is encouraged.

- Scored/stamped and/or colored concrete or other decorative accent is encouraged.



Pockets of off-street parking distributed on the site to supplement on-street parking.



Pockets of on-street parking with landscaped areas to define streetscape.

## F. Service and Storage

### Design Guidelines

**CR-15** Services and storage, including garbage collection, recycling, fire, and utilities should be thoughtfully located.

- Storage and residential trash containers should be accommodated and screened in garage and yard space.



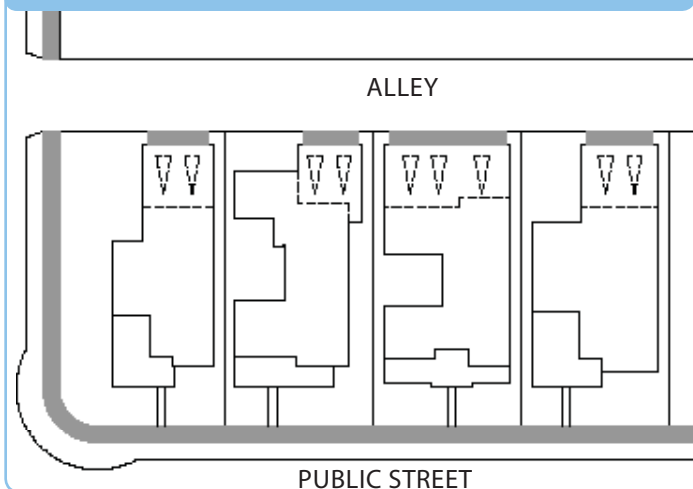
Score lines and a salt finish increase the visual interest of this motorcourt driveway.

## II. Unit Layout Options

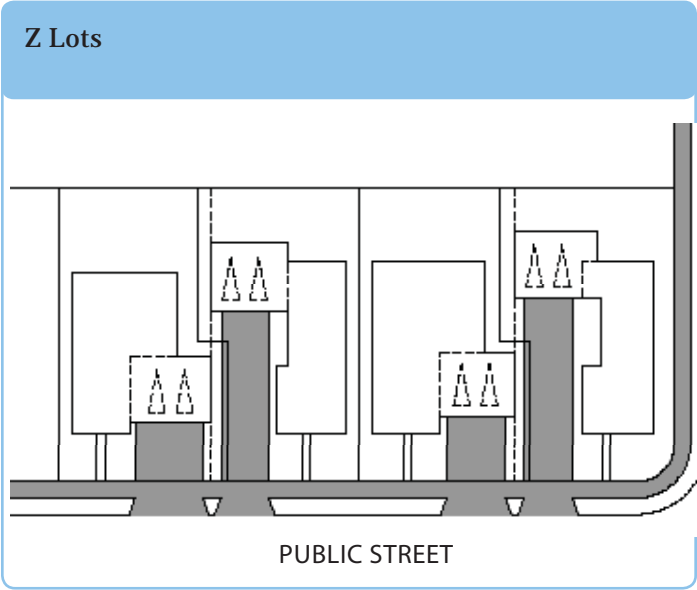
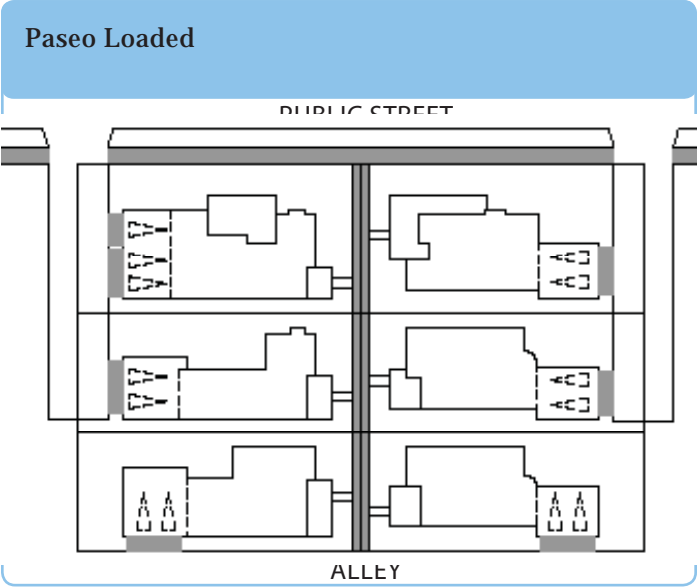
The following illustrations identify five typical product types commonly associated with compact residential development projects in the 7.0 dwelling unit per acre range and above. This list is not intended to be all-inclusive, as other product types may be desirable depending on market trends, site constraints, or other considerations. Alternative layouts that meet the goals and intent of the Compact Residential Design Guidelines are encouraged.



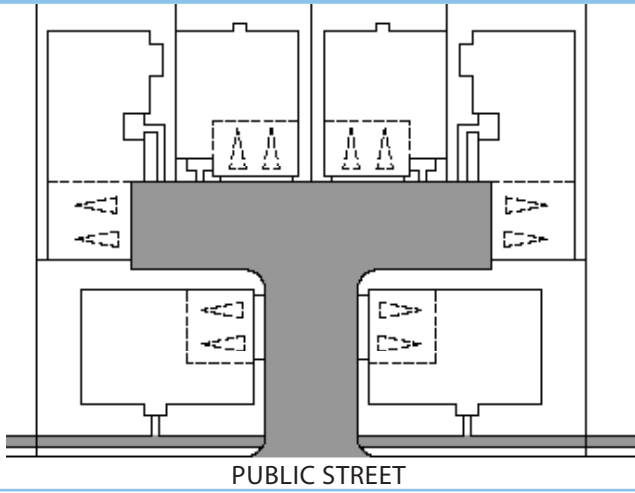
Alley Loaded



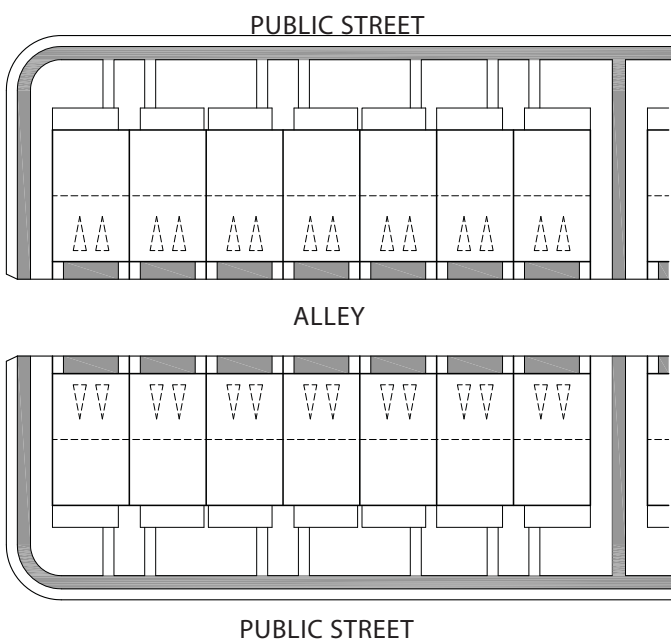
# Design Guidelines for Compact Residential Development



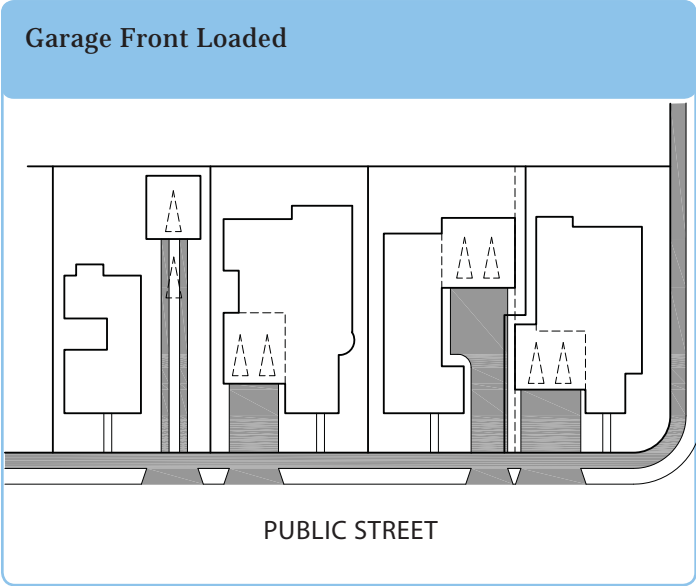
## Courtyard



## Attached Townhome



# Design Guidelines for Compact Residential Development



## III. Architectural Guidelines

Architecture creates visual interest, character and identity for the project while maintaining a relationship to the human scale and the natural environment.

### A. Architectural Design Concept

#### Design Guidelines

**CR-16** The overall character of the development should be defined through the use of a variety of cohesive architectural styles.

- Unit design should be consistent to the defined architectural style, for example, Spanish, Mediterranean or Colonial, and should incorporate the architectural embellishments commonly associated with that style.

**CR-17** Architectural design concepts of neighboring projects should be considered.

- The project may adopt a consistent or contrasting approach.



This craftsman home maintains architectural integrity by incorporating architectural features indicative of the style, including exposed rafters and decorative brackets, front porch beneath the extension of the roof, deeply overhanging eaves, and low-pitched gabled roofs.



# Design Guidelines for Compact Residential Development

Variation in roofline and wall plane, color and materials.



Well articulated entry visible from the street that is scaled to the building to enhance the design quality.

## B. Form and Massing

### Design Guidelines

**CR-18** Variation of wall planes, rooflines, and building form should be provided to create visually engaging designs.

- Architectural elements such as varied roof forms, articulation of the facade, breaks in the roof, walls with texture materials and ornamental details, and landscaping should be incorporated to add visual interest.
- Balconies and small decks with landscaping should be incorporated into 2-story or higher buildings to reduce the visual impact of tall structures.
- Architectural elements such as fenestration and recessed planes should be incorporated into façade design. Large areas of flat, blank wall and lack of treatment are strongly discouraged.
- Semi-private areas such as covered front porches and/or courtyards are highly encouraged.
- Roof height, pitch, ridgelines, and roof materials should be varied to create visual interest and avoid repetition.
- Architectural style should be considered when designing the roof plan.

Usable balcony on the upper floor and front porch overlooking the street to provide transition between public and private spaces.



Grade separation; porch with usable dimensions.

**CR-19** Proportional relationship between adjacent buildings and between the building and the street should be maintained.

- Unit layout should ensure the gradual transition of building height and mass.
- Pedestrian scaled entry should be a prominent feature of the front elevation.

**CR-20** Placement and configuration of parking and garages should be considered to break building mass facing the street.

- Garage placement and setback may be varied to break the visual mass of buildings and improve streetscape appearance. Designs that push the living area toward the street and de-emphasize the garage are highly encouraged.
- Visual dominance of the garage to the front street should be reduced by providing a variety of driveway orientations and types, including angled, side entry, or Hollywood driveways, and/or detached garages.
- Alternative front-loaded garage designs are encouraged, including tandem, detached, and side entry. Single car garages may be considered.

## Technical Guidelines

**CR-21** Sloped roofs should incorporate a minimum of 12 inches of overhang where feasible, and architecturally appropriate, and unless otherwise dictated by applicable building code.

**CR-22** Required number of parking spaces shall be provided for all units, as defined in the Zoning Ordinance.

**CR-23** If incorporated into the design, porches, patios, and courtyards should have functional and usable dimensions.



Variation in garage placement, driveway widths, and concrete scoring to create a more engaging streetscape.



Garage placement in the alley bring living areas closer to the street.



Functional porch dimensions promotes active use.

# Design Guidelines for Compact Residential Development

## C. Use of Exterior Building Materials and Color

### Design Guidelines

**CR-24** Variation in color and materials should be considered to create visually engaging designs.

- High quality and durable materials, such as stone, brick, and cementitious siding are encouraged.
- Creative use of plaster and stucco finishes that add visual depth is highly encouraged.
- Creative and appropriate use of color is encouraged.
- Use of color should be consistent with the overall architectural style or theme of the project.
- Variation in exterior treatment of adjacent buildings is encouraged.



**CR-25\*** Architectural treatment shall be applied to all elevations of a building. At a minimum, all windows, doors, and other wall openings shall be trimmed consistent with the architectural style. The use of multiple colors is highly encouraged, and field and trim colors used on the front elevation should be extended to all elevations .

- Materials and/or building form drawn from the design of the primary frontage to other elevations is also encouraged, but not required.



These paseo units utilize a variety of colors, siding material, stucco, plasters, bollard lighting and stone veneer, creating a visually stimulating pedestrian environment.



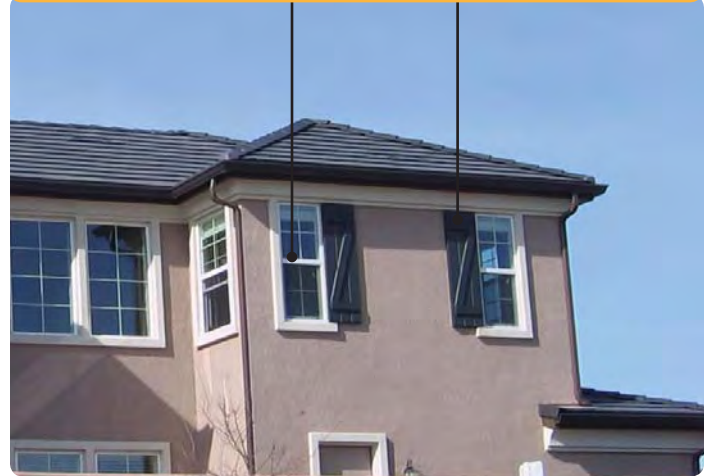
Bold, rich colors create visual interest. Smooth and rough plaster/stucco finishes provide texture variation.

# Design Guidelines for Compact Residential Development

The street-facing elevation of this unit incorporates window trim and a mid-floor trim element.



The street-facing elevation of this unit incorporates window trim and shutters, and utilizes mutton-style windows.



*The rear elevations of the units depicted in the photographs face a roadway and meet the minimum intent of the Compact Residential Development Guidelines by treating the windows and wall openings with trim and using multiple colors.*

The street-facing elevations of these units incorporates varied wall planes and massing, varied roof pitches, and enhanced window trim and shutters.



# Design Guidelines for Compact Residential Development

**CR-26** Architectural features that enhance the façade or building form are encouraged.

- Architectural features such as decorative moldings, windows, shutters, dormers, chimneys, balconies and railings, and landscaped elements such as lattices that add detail to a facade are encouraged.
- Materials, design, height, and length of courtyard or other integrally designed fences or walls should be compatible with the architectural style, and materials of the primary structure.

Architectural details on windows, roofline and exterior wall surfaces to enhance design quality.

Dimensional composition shingle roof adds texture for lower cost.

Windows trimmed on all elevations.

Divided light garage door windows add visual interest

Trimmed gable vent.

Durable cementitious siding used to create a variety of textures.



# Design Guidelines for Compact Residential Development



**CR-28\*** Consistent with the architectural style, all openings (windows, vents, doors, etc.) shall incorporate trim or other relief (e.g., sills, shutters, etc.).

**CR-29** Building heights should be varied to break up monotonous roof lines, with particular emphasis given to units adjacent to major streets.

Variation in wall planes, roof lines and treatment of windows adds visual relief and enhances design quality facing a major street.

This unit's presentation to the street corner lacks visual interest by not incorporating wall plane variation, windows or other features.



Monotone color with no variation; window out of proportion to wall plane and not trimmed; attic vent not trimmed.

# Design Guidelines for Compact Residential Development

## D. Green Building Design

### Design Guidelines

**CR-30** Green building design should be architecturally integrated if used in the project.

- Natural climate control features such as roofs with larger overhangs and trellises or deciduous trees over south-facing windows are encouraged to reduce energy demand.
- Use of windows for natural light indoors as much as possible is encouraged. Windows should be placed for cross-ventilation and airflow to promote natural cooling.
- Building materials that are less hazardous and/or are made from recycled materials are encouraged.
- Building designs that incorporate opportunities for renewable energy production such as solar panels are encouraged.
- Use of native vegetation is encouraged to reduce water consumption for landscaping.
- Use of recycled water is encouraged for landscaping, where available.

Solar panels integrated into the roof tiles to generate renewable energy and blend into the building design.



Native, drought tolerant landscaping in public and private areas to reduce overall water consumption.



## IV. Public Space Guidelines

The design of public spaces provides safe, active and accessible gathering places in the community that encourage social interaction and a sense of community.



### A. Streetscape Design

#### Design Guidelines

**CR-31** Safe, comfortable and pedestrian friendly environments should be provided in the project.

- Use landscaping to provide physical separation from streets to encourage walking.
- On front-loaded units, separate walkways (separated from driveways) should connect the public sidewalk to the front entry.
- Pedestrian amenities such as signage, street furniture, landscaping and pedestrian-scale lighting should be provided on internal and external streets where appropriate.
- On residential streets, wider sidewalks should be provided within the existing right of way to allow for two persons to walk comfortably side by side

*Pedestrian scale lighting is defined as less than ten feet, see CR- 53.*



# Design Guidelines for Compact Residential Development

Separated sidewalk with planter strip.

Bulbouts at intersections.

Decorative pedestrian scale lights enhance streetscape.



On-street parking.

Enhanced paving helps increase driver awareness of intersection.



Separated walkway from driveway links entry to sidewalk.

# Design Guidelines for Compact Residential Development

**CR-32** Pedestrian and bicycle friendly streets should be designed to encourage walking and bicycling.

- Traffic calming elements such as enhanced paving and bulb-outs at intersections should be provided. Other traffic calming measures should be explored on residential streets.
- Parking bays and other on-street parking should be explored on residential streets.
- Mid-block pedestrian crossings, bulb-outs and enhanced paving should be provided on higher volume roadways, subject to approval by the Public Works Department.

**CR-33** Consideration shall be given to the placement of equipment and utilities to improve the aesthetics and function of outdoor spaces.

- HVAC units should be located away from private outdoor space such as porches and patios to the extent feasible, and screened from public view through landscaping and/or screen walls.
- Utility meters and other equipment should be screened with landscaping or low screen walls to the extent feasible or allowed by utility providers.

**CR-34** Block length in subdivision design and its impact on pedestrian convenience and comfort should be considered.

Wide sidewalks, separation from street, landscaping, lighting and traffic calming measures such as bulb-outs at intersections, narrow streets and on-street parking to enhance pedestrian safety and walking environment.



# Design Guidelines for Compact Residential Development

## B. Public/Private Spaces and Separation

### Design Guidelines

**CR-35** Visual and physical connection between private and public space should be maintained to encourage natural surveillance while creating separation between the street and living areas. Consideration should be given when living areas are in close proximity to street. Some options include:

- Vertical grade separation. If this option is chosen, it shall be a minimum of 24 inches.
- Low landscaping and/or walls to create visual separation.

**CR-36** Front doors and entries of units should be visible from the street. Clear definition of the semi-private spaces such as decks, patios, and porches should be maintained from the public space such as sidewalks and parks.

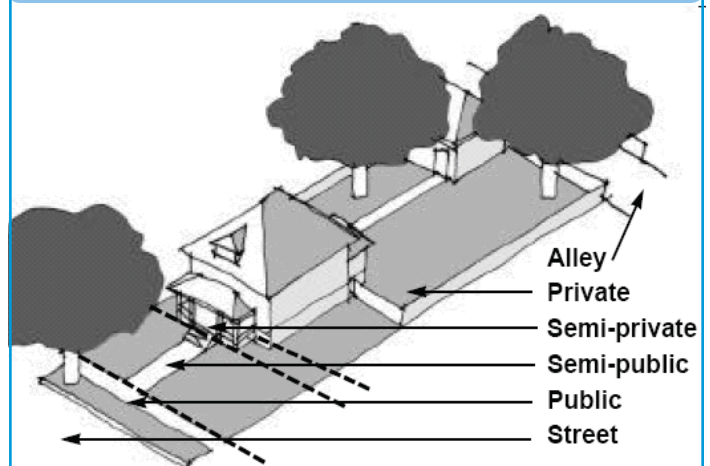
**CR-37** Active use of outdoor spaces should be encouraged.

- Relationship between indoor and outdoor spaces and uses should be considered in unit designs.

**Raised foundation, usable porch and windows looking on to the street to provide natural surveillance of public areas.**



Public/Private Space



## C. Landscaping

### Design Guidelines

**CR-38\*** Landscaping shall be used extensively throughout the project to achieve multiple objectives. Objectives to be achieved through landscaping may include:

- Adding texture to walls and other vertical surfaces;
- Screening undesirable views;
- Strengthening the pedestrian scale;
- Buffering pedestrian walkways from the street and buildings;
- Providing shade in public spaces and parking lots;
- Assisting in neighborhood way finding;
- Softening transitions between horizontal and vertical planes;
- Providing a visual and noise buffer; and
- Relieving the visual appearance of large expanses of hard surfaces.

**CR-39\*** Layered landscaping and a mix of deciduous and evergreen trees shall be incorporated in the landscape design.

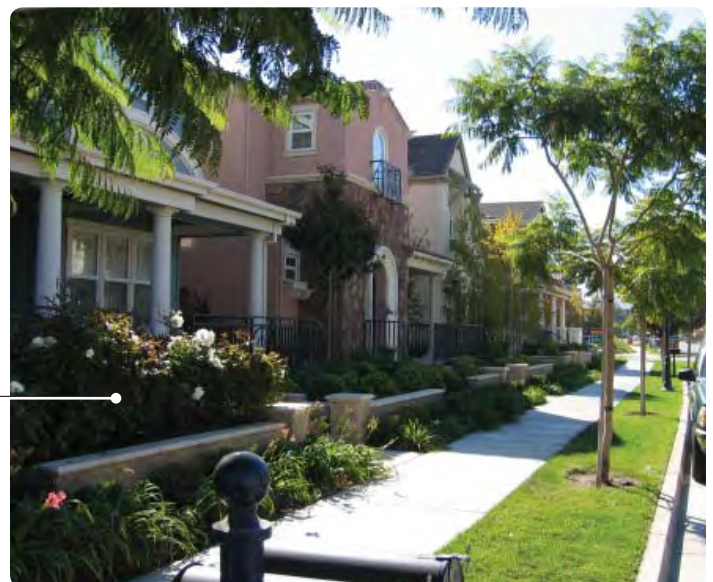
**CR-40** Tree placement should provide maximum shading of streets, sidewalks, and outdoor public spaces.

**CR-41** Landscape plans shall be consistent with the City's Water Efficient Landscape Requirements (such as having a plant selection that is well suited or adaptable to the climate of this region and providing an annual irrigation program with a minimum four (4) season water schedule.)

**CR-42** Visual surveillance of common open space, parking areas, or dwelling entries should not be obscured through landscaping.

Pathways, lighting and other landscape features to encourage use of public areas.

Pedestrian scale lighting and meandering pathways.



Layered landscaping creates a transition from public spaces into private areas and compliments the building design.

Find the Water Efficient Landscape Requirements at:  
[www.roseville.ca.us/eu/water\\_utility/water\\_conservation](http://www.roseville.ca.us/eu/water_utility/water_conservation)

# Design Guidelines for Compact Residential Development

*"Parks and recreation promotes individual and community wellness that enhances the quality of life for all citizens."*

*National Parks & Recreation Society*

**Clustering of units around outdoor activity and play areas to allow for natural surveillance and visual connection with living areas.**



## D. Plazas, Parks and Play Lots

### Design Guidelines

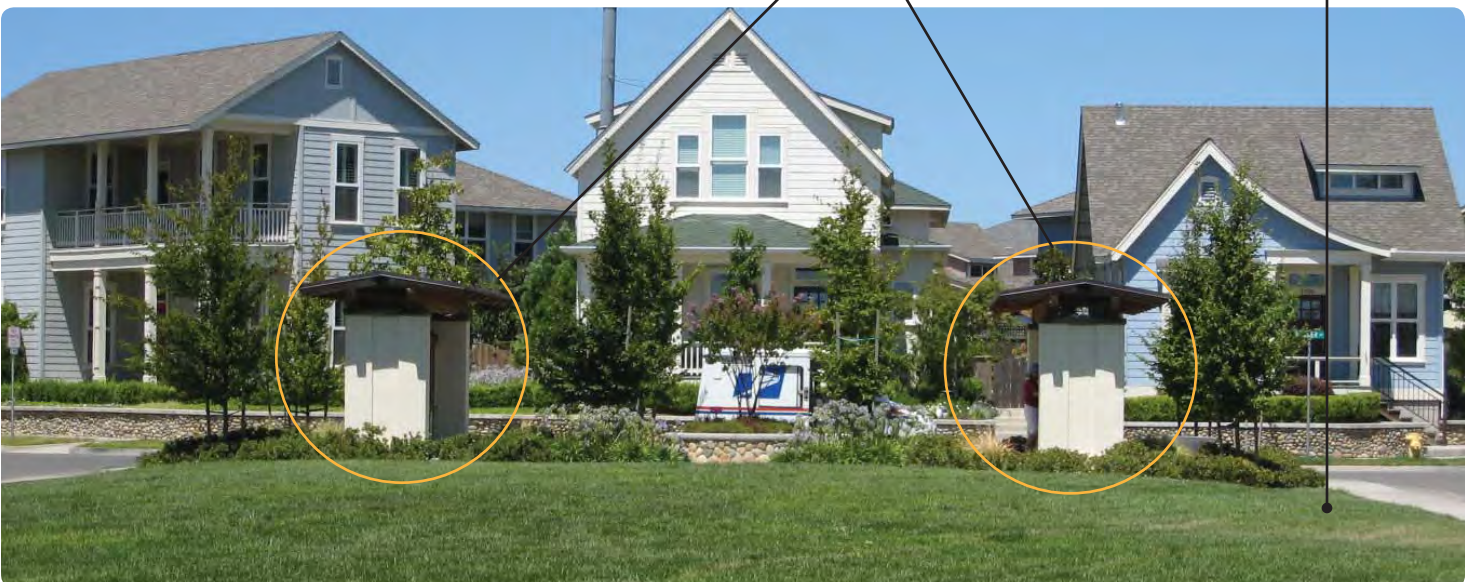
**CR-43** Required site amenities, parks, plazas, and play areas should be provided in centrally and conveniently located places for neighbors/residents.

**CR-44** Common outdoor gathering areas should incorporate a mix of active and passive amenities.

**CR-45** Recreational amenities such as playground equipment, shaded areas, picnic tables, barbecue grills, exercise equipment, and sports facilities should be provided in required common outdoor space to encourage neighborhood activity and use.

**Pockets of green space dispersed around the project site encourage active use and community gathering while providing visual relief.**

**Mailboxes centrally located adjacent to activity areas fosters interaction and sense of community.**



## E. Defensible Space

### Design Guidelines

**CR-46** Crime Prevention Through Environmental Design (CPTED) best practices including, providing defensible space, opportunities for natural surveillance, territorial reinforcement, and access control should be incorporated in unit design.

**CR-47** The concept of private space and control of access points should be reinforced through the use of low fences, walls and landscaping, as appropriate.

**CR-48** Window placement should balance privacy and natural surveillance.

- Use of divided light windows is encouraged for the side elevations of units with reduced side yard setbacks that face the street.
- Alley-loaded products should incorporate living area windows or other activity areas such as balconies facing the alley to allow for natural surveillance of common areas.



Landscaping and low walls to differentiate public from private space.

**Crime Prevention Through Environmental Design (CPTED)** is a crime prevention philosophy based on the theory that proper design and manipulation of the built environment can lead to a reduction in the fear and incidence of crime. CPTED focuses on three crime prevention strategies that can be effectively merged with project design:

**Natural Access** deals with controlling the movement of individuals into and out of a project site. Access control is typically accomplished by combining existing site topography with thoughtful design of pedestrian walkways, vehicular paths of travel (exits & driveways), landscaping, fencing, and signage.

**Natural Surveillance** occurs by designing the placement of physical features, activities and people in such a way as to maximize visibility ("eyes on the street") and foster positive social interaction among legitimate users of private and public space. Potential offenders feel increased scrutiny and limitations on their escape routes.

**Territorial Reinforcement** stresses an environment designed to clearly delineate private space creates a sense of ownership. "Owners" have a vested interest in their immediate surroundings and are more likely to challenge intruders or report them to the police. The sense of owned space also creates an environment where "strangers" or "intruders" stand out and are more easily identified.

Windows facing activity area create "eyes on activity area."



Access to this outdoor space is controlled with fencing and landscaping. The units have been clustered around this activity area to allow for natural surveillance and neighbor interaction.

# Design Guidelines for Compact Residential Development

## F. Lighting

### Design Guidelines

**CR-49** Pedestrian-scale lighting should be incorporated in outdoor areas such as pedestrian walkways, plazas, parks, play lots and parking areas.

**CR-50** Pedestrian-scale lighting should be integrated into building and landscape design. Light fixtures should be compatible with the architectural style, materials, color, and scale of the project.

**CR-51** Safety and security in the project and its immediate surroundings shall be enhanced through lighting design.

**CR-52** Energy efficiency and effect on color should be considered for lighting design.

**CR-53** Exterior lighting should reinforce the architectural features and blend into the landscape. Special lighting may be used to highlight unique design elements or art features.

### Technical Guidelines

**CR-54** Lighting that is less than 10 feet in height is considered pedestrian scale.

**CR-55** Lighting sources shall have cut off lenses and should be located to avoid light spillage and glare on adjacent properties and in private spaces.

**CR-56** Pedestrian-scale light fixtures shall be of durable and vandal resistant materials and construction.

**CR-57** Streets, alleys, and parking areas shall have a minimum illumination level of 1.0 footcandle at the pavement surface for increased safety and adequate identification.

**CR-58** Pedestrian walks shall have minimum illumination levels of 0.5 footcandles as a maintained minimum at the walking surface to identify any ground level changes or changes in walking conditions.

Pedestrian-scale lighting integrated into the landscaping to provide safe and comfortable walking environment.



## G. Public Art

### Design Guidelines

**CR-59** Art features should be incorporated into public spaces where possible.

**CR-60** When provided, art features should enhance the quality and use of the public space.

### Technical Guidelines

**CR-61** Art features should be made of durable and vandal resistant material.





## Introduction

Until the early 1960's Roseville's primary development centered in an area bordered on the east by Sunrise Avenue, on the west by Atkinson Street, on the north by Alta Vista Ave. and on the South by Cirby Creek. At that time, commercial uses were concentrated on Vernon Street, in Old Town, along Riverside Avenue, and on Atlantic Street. To a lesser degree commercial activity also occurred on Douglas Boulevard. Industrial development was focused on Church St. and Lower Vernon Street, as both border the Southern Pacific railroad yards. Each of these commercial and industrial use areas has an intermittent mix of residential units within the corridor, and residential neighborhoods located immediately adjacent.

As Roseville has expanded, these older commercial and industrial centers have experienced a wide range of alterations. These include, street widenings, construction of new buildings in place of demolished ones, remodelings and adaptive-reuse of existing buildings and residences for various uses. All these factors have made development in these areas distinctly unique from the planned development of specific plan areas in the City. These unique commercial, industrial and other infill areas are historically important to the City of Roseville.

In order to encourage new development and improvement in these infill areas, and to rejuvenate their active economic stature in the community, these areas have been identified as Special Planning Areas. These areas could derive significant economic and aesthetic benefit from in depth analysis of the land use, zoning and physical constraints that confront them. While such an analysis is outside the scope of this design guidelines document, the need for future study of these and other areas is identified.

The Community Design Guidelines identifies the following areas, subject to further boundary refinement and the potential addition of other areas, as Special Planning Areas. This designation indicates the City's desire to conduct an in depth analysis that would lead to development and adoption of a master plan or specific plan that addresses land use, zoning, design, infrastructure and other issues for these areas:

- Douglas Boulevard - West of 1 80 to Riverside Ave.
- Atlantic Street - Branstetter Street to Harding Blvd.
- Church Street - Washington Blvd. to Atkinson St.

## Implementation

New development in these Special Planning Areas is subject to the Community Design Guidelines until such time as specific guidelines are drafted and adopted for each area. However, it is recognized that certain physical constraints exist that do not apply to other areas, and flexibility in the application of development standards may be considered.



## Special Planning Areas Descriptions

### Douglas Boulevard - West of I-80

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**Context:** The Douglas Boulevard corridor, west of Interstate 80, serves as a main entry to Central Roseville. More recent commercial development begins at the east end, near the freeway (including Roseville Square) and gradually becomes more residential in scale, with residential to office conversions becoming dominant as the boulevard ends at Vernon Street.

This change in scale along the street is accompanied by the narrowing of the street from four lanes to two lanes at the intersection of Judah Street. Where the street corridor was widened, a number of properties have lost front and/or side yard space. Thus, some residences and/or businesses are much closer to the street than originally planned.

Development of these properties for commercial or residential to office conversion uses today's development standards for the given zones present here, has been difficult due to reduced lot sizes. With the exception of where Douglas passes between Royer and Saugstad parks, the boulevard has few trees and little landscaping to relieve the dominance of paved concrete. Sidewalks are present along most of the corridor, but there are areas near the west end, where pedestrian traffic would benefit from the addition of sidewalks.

**Intent:** The intent of future guidelines for this area should be to insure that this segment of Douglas Boulevard presents a comfortable welcoming procession as it leads into Downtown Roseville and that new development be compatible with adjacent residential neighborhoods.

Roseville has grown over many years and the resultant image it presents should reveal this development. The remodeling and/or renovation of existing buildings which are structurally sound and of historical interest is encouraged. As many of the existing buildings along Douglas Boulevard are residences and the corridor has become more commercial in nature,

residential conversions to commercial or office uses are encouraged here. A variety of styles and businesses is encouraged as this corridor should remain eclectic in nature.

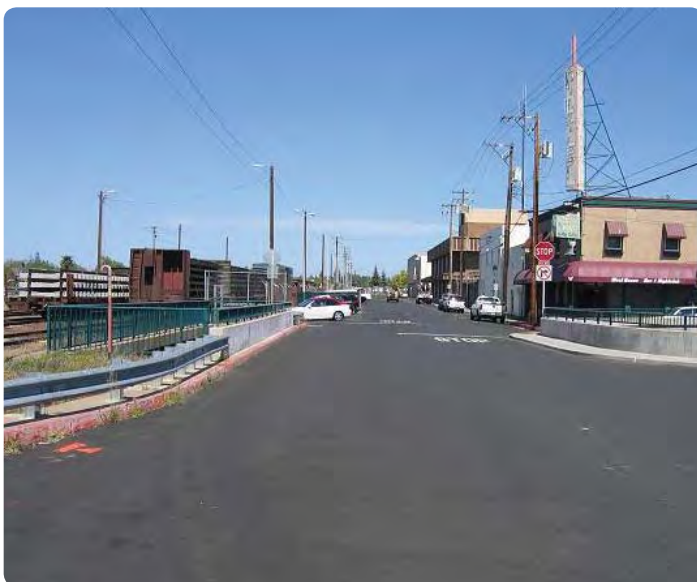
In order to encourage the improvement of infill properties, flexibility in development standards may be considered regarding remodeling and improvements. Special consideration regarding parking, landscaping and refuse collection requirements may be considered for properties severely constrained by the widening of Douglas Boulevard.

Establishment of a streetscape appearance along the boulevard should be a priority. Through extensive tree and shrub planting and the addition of continuous, accessible and pleasant to use sidewalks, needed shade, natural beauty and character would be added to the corridor. In addition, foot traffic, which already occurs frequently here would be further encouraged and enhanced.



## Atlantic Street - I-80 to Branstetter Street

**Context:** Atlantic Street (from Interstate 80 to Branstetter Street) is a corridor which serves as a main entry to Central Roseville from the north end of the City. Commercial uses, spaced wide apart, dominate the north end of the street; gradually the street grows more heavily residential as it progresses south, and finally as it approaches Branstetter, the street passes Adelante school before becoming commercial again. With the construction of Interstate 80, Atlantic Street no longer was located on the main route to the Sierras, and within the past thirty years, the street's commercial activity has become more industrial in nature. Many of the buildings and residences along the street are in disrepair. Landscaping along the east side of Atlantic Street is sparse with sidewalks haphazardly scattered along the street. Railroad tracks run along the entire west side of Atlantic Street. A series of historically planted cedar trees, located between the street and the railroad tracks, add beauty, shade and continuity to the streetscape. Many structures have been remodeled over and over for so many years that they no longer bear resemblance to any definable style or era. Generally speaking, any sense of style, identity or place has been lost and very few common elements remain to provide any continuity along the street.



**Intent:** The intent of future guidelines for this area should be to insure that Atlantic Street serves as an inviting entrance corridor into Downtown Roseville and that new commercial uses be compatible with adjacent residential neighborhoods.

Roseville has grown over many years and the resultant image it presents should reveal this development. The remodeling and/or renovation of existing buildings which are structurally sound and of historical interest is encouraged.

In order to encourage the improvement of properties which have severe limitations due to size or shape, flexibility in development standards should be considered regarding remodelings and improvements to these 'infill' properties.

A variety of styles and business types is encouraged as the corridor should remain eclectic in nature. Residential conversions to commercial/office use, and other types of adaptive reuse projects are encouraged. New multi family residential projects are encouraged.

Establishment of a streetscape appearance along Atlantic St. should be a priority. Through extensive tree and shrub planting and the addition of continuous, accessible and pleasant to use sidewalks, needed shade, natural beauty and character would be added to the corridor. In addition, foot traffic, which already occurs frequently here would be further encouraged and enhanced.

The presence of the railroad should be emphasized and spotlighted in any redevelopment which occurs along the west side of Atlantic street.

## Church Street - Atkinson Street to Washington Boulevard

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**Context:** Church Street, from Washington Boulevard to Atkinson Street, is a corridor which serves as a secondary entry into Central Roseville from the south west end of the City. It also provides an important link between Denio's Roseville Auction and the old town and downtown areas. The principal continuing feature along Church Street is the Southern Pacific Railroad yard which runs along most of the eastern side of the street. Commercial and industrial uses dominate the end of the street near Atkinson St. and gradually transitions into a mix of residential and commercial uses as it progresses north. A number of vacant properties can be found along the corridor.

Church Street currently serves as a main access to the rail yards for Southern Pacific employees. It is anticipated that the street will become more heavily trafficked in the future with the construction of Roseville's Intermodal Railroad Station near the north end of the street and with the possible re routing of traffic from nearby Main Street to Church Street.

The Church Street corridor would benefit from physical improvements. Many of the buildings along the street would benefit from rehabilitation, repair or remodeling. Landscaping is sparse along the corridor. Though pedestrian traffic is frequent, sidewalks are in poor repair and are haphazardly scattered along the street.



**Intent:** The intent of future guidelines for this area should be to insure that Church Street be improved to present a more pleasurable experience as one walks or drives along this corridor. Church Street will continue to serve nearby residents and railroad workers, and in the future the proposed intermodal train station may introduce tourist traffic to this thoroughfare.

Roseville's history has been founded on the presence of the railroad. Residents are proud of this heritage and wish to acknowledge its presence in the City. Therefore, it is important, that along Church Street, the railroad be visually open to view from the street. Screening the railroad yards from public view is not desirable. Landscaping its borders along Church Street should serve as a frame from which passers by can observe railroad activity beyond.

Because of the poor condition of many of the buildings along Church Street, new construction is encouraged here. Remodeling and maintenance of substantial buildings is encouraged.

In order to encourage the improvement of properties which have severe limitations due to size or shape, flexibility in development standards should be considered regarding remodelings; and improvements to these infill properties. A variety of styles and business types is encouraged as the corridor should remain eclectic in nature.

Establishment of a streetscape, appearance along Church St. should be a priority. Through extensive tree and shrub planting and the addition of continuous, accessible and pleasant to use sidewalks, needed shade, natural beauty and character would be added to the corridor. In addition, foot traffic, which already occurs frequently here would be further encouraged and enhanced.

The presence of the railroad should be emphasized and spotlighted in any redevelopment which occurs along the east side of Church Street.

## **Reference Documents for Additional City Design Standards, Policies and Guidelines**

The following is a list of adopted and draft plans, ordinances and guidelines that contain important information necessary for the preparation of a development proposal in Roseville. These documents contain standards, policies and guidelines that apply based on the location and circumstances associated with a development proposal. All of the listed documents are available from the Planning Department unless otherwise noted. A fee is charged for most of the documents. All of the documents are available on the City's website at [www.roseville.ca.us/planning](http://www.roseville.ca.us/planning).

### **1. Roseville General Plan Roseville 2020**

The General Plan is a comprehensive, long term policy document that contains the goals, policies and standards for the physical, economic and environmental growth of Roseville. The General Plan is the framework by which all development is evaluated. The General Plan should be consulted for all development proposals to be sure that the project is in harmony with its goals and policies.

### **2. Roseville Municipal Code**

The Municipal Code contains all of the laws and procedural information that allows Roseville to operate as a City. The City Charter, rules governing the City Council and all the other boards and commissions, and many other ordinances are contained in the Municipal Code.

### **3. Roseville Zoning Ordinance**

The Zoning Ordinance contains development standards, use restrictions, and procedural information that regulates development in each of the specified zones within the City. Items such as setback requirements, parking ratio requirements, permitted uses in a particular zone, and the Use Permit permitting process are contained in the Zoning Ordinance. The Zoning Ordinance must be consulted to ensure that the applicable requirements for the zone in which development is proposed are complied with.

### **4. Roseville Sign Ordinance**

The Sign Ordinance regulates the placement of signs within the City. To avoid the visual clutter that can sometimes result from unregulated signage, Roseville has chosen to adopt a sign ordinance. If signs are proposed for a project, the Sign Ordinance shall be consulted for the size, area, number, type and location of signs allowed. In addition, the appropriate procedure, either a Planned Sign Permit Program and/or a Standard Sign Permit must be determined.

### **5. Roseville Tree Preservation Ordinance**

The Tree Preservation Ordinance contains regulations related to native oak trees and other designated heritage trees located in Roseville. If development is proposed on property where native oaks or heritage trees are present, the Tree Preservation Ordinance must be consulted and the applicable requirements must be incorporated into the project. In most cases a tree permit will be required if any regulated activities are proposed to occur within the protected zone of native oaks or heritage trees.

### **6. Transportation Systems Management Ordinance**

The Transportation Systems Management (TSM) Ordinance requires all employers in Roseville who employ 50 or more employees at a common work location to prepare and gain approval of a TSM plan. The TSM plan contains mandatory and optional measures that are designed to reduce peak hour single occupant vehicle trips. Employers with 50 or more employees must implement trip reduction measures totalling 20% or more, and employers employing 200 or more must agree to implement measures totalling 30% or more.

### **7. Roseville Water Efficient Landscape Requirements**

The Water Efficient Landscape Requirements contain standards relating to the installation and irrigation of new and/or rehabilitated landscaping. This document contains water conservation measures that limit the total amount of water that may be applied to landscaped areas in a given year. This document should be consulted for guidance on the various aspects of landscape and irrigation to make sure that all proposed landscaping incorporates the water efficiency requirements. (See also: Chapter 14.09 of the Roseville Municipal Code Water Conservation and Drought Mitigation Ordinance)

### **8. Roseville Improvement Standards**

The Roseville Improvement Standards contain design details and specifications relating to street improvements, right of way widths, water, sewer and drainage facilities, and numerous other public and private facilities. This document should be referenced by civil engineers, landscape architects and site planners to ensure coordinated development of required facilities for all projects. This document is available online or from the Public Works Department.

### **9. Roseville Electric Requirements and Specifications**

Complete information on requirements and specifications relating to the Electric Department's landscape design and construction are contained in:

- Roseville Electric Department's Requirements for Landscape Designs;
- Roseville Electric Department's Specifications for Commercial Construction and Residential Trenching

### **10. Specific Plans**

The various specific plan documents contain goals and policies that, together with their accompanying development agreements, regulate the development and use of property within the boundaries of the plan area. If development is proposed on property located within a specific plan's boundaries, then the proposed project must comply with the guidelines contained in the specific plan. If, however, the specific plan is silent on a particular issue, then the Community Design Guidelines shall apply for that issue.

The following Specific Plans have been adopted:

- a. Southeast Roseville Specific Plan
- b. Northeast Roseville Specific Plan
- c. Northwest Roseville Specific Plan
- d. Northcentral Roseville Specific Plan
- e. Del Webb Specific Plan
- f. North Roseville Specific Plan
- g. Stoneridge Specific Plan
- h. Highland Reserve North Specific Plan
- i. West Roseville Specific Plan
- j. Riverside Gateway Specific Plan

### **11. Specific Plan Landscape Design Guidelines**

The various specific plan landscape design guidelines documents contain guidelines regulating the treatment of the landscape corridors and medians along and within the roadways in the particular specific plan area. In addition, a list of recommended plants and treatment of special areas within the plan area is provided. If the property proposed for development is located within a specific plan, the appropriate landscape design guidelines document must be consulted.

## **12. Northeast Roseville Specific Plan Sign Guidelines**

This document regulates the treatment of signage within the boundaries of the Northeast specific plan area. These sign regulations are in addition to those contained in the Sign Ordinance and are specific to the area defined in this document. Where they are more restrictive than the Sign Ordinance, they shall govern. This document should be consulted if signage is proposed associated with new development in the Northeast specific plan area.

## **13. Woodcreek Oaks Sign Guidelines**

This document regulates the treatment of signage within the boundaries of the Woodcreek Oaks area of the Northwest specific plan area. These sign regulations are in addition to those contained in the Sign Ordinance and specific to the area defined in this document. Where they are more restrictive than the Sign Ordinance, they shall govern. This document should be consulted if signage is proposed associated with new development in the Woodcreek Oaks area of the Northwest specific plan area.

## **14. North Roseville Area Design Guidelines**

The North Roseville Area Design Guidelines contain design criteria covering areas such as site design, landscaping, building architecture, signage, and lighting that is specific to property located in the North Industrial Planning Area. The North Industrial Planning Area is composed of properties with mainly light industrial and industrial land use and zoning. This document should be consulted if the property to be developed is located in the North Industrial Planning Area.

## **15. Bikeway Master Plan**

This document was developed at the direction of the General Plan Circulation Element to meet State standards for the planning and implementation of an integrated bikeway system. The Bikeway Master Plan addresses routing of bike trails throughout the City, and connections from those trails to neighborhoods, activity centers, housing and employment areas, and service centers. This document should be referenced for bike trail routes and connections to be incorporated into new development.

## **16. Americans With Disabilities Act**

A federal document that requires the design of projects to provide access for disabled persons.

## **17. California Title 24**

A state document that requires the design of projects to provide access for disabled persons.

## **18. Stormwater Quality Design Manual**

The Stormwater Quality Design Manual for Sacramento and South Placer Regions provides locally-adapted information for design and selection of three categories of stormwater quality control measures: source control, runoff reduction and treatment control.

Applicability of Other Reference Documents

	Infill	SE Specific Plan	NE Specific Plan	NW Specific Plan	NC Specific Plan	Del Webb Specific Plan	North Industrial Planning Area	NR Specific Plan	SR Specific Plan	HRN Specific Plan	WR Specific Plan	RG Specific Plan
General Plan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Zoning Ordinance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sign Ordinance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Improvement Standards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Specific Plan Document		SE	NE	NW	NC	DW		NR	SR	HRN	WR	RG
Specific Plan Landscape Guidelines		SE	NE	NW	NC	DW		NR	SR	HRN	WR	RG
Specific Plan Sign Guidelines		SE	NE	NW	NC	DW		NR	SR	HRN	WR	RG
North Roseville Area Design Guidelines							✓					
Community Design Guidelines	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SE - Southeast Roseville Specific Plan  
 NE - Northeast Roseville Specific Plan  
 NW - Northwest Roseville Specific Plan  
 NC - Northcentral Roseville Specific Plan  
 NR - North Roseville Specific Plan

SR - Stoneridge Specific Plan  
 HRN - Highland Reserve North Specific Plan  
 WR - West Roseville Specific Plan  
 RG - Riverside Gateway Specific Plan

## Parking Lot Shading Requirements

### Parking lot areas subject to the 50% shading requirement are as follows:

1. Parking stalls;
2. All vehicular back up areas.

### Parking areas not subject to the shading requirement include:

1. Truck loading areas in front of overhead doors;
2. Truck maneuvering and parking areas separate from other vehicle parking areas;
3. Driveways;
4. Surfaced areas not accessible for vehicle parking, driving or maneuvering;

### Shading requirements shall be calculated as follows:

1. Shade shall be calculated according to the percentage of shade coverage of the canopy, determined by the location of the tree within the parking lot. Refer to the parking lot shading diagram.
2. The shade percentage figures are based on the canopy spread of the tree 15 years from planting. The tree is assumed to be planted from 15 gallon containers.
3. Overlapping shade is not calculated twice. Therefore, spacing trees closer than their designated spread will not provide more shade value.

### Example of Shade Calculation

Tree	Interior Planter - 100%	South, East and West - 50%	Corner and North - 25%
Celtis sinensis	3 x (962) = 2,886	NA	NA
Lagerstroemia indica	NA	5 x (157) = 785	NA
Magnolia grandiflora	NA	2 x (481) = 962	2 x (240) = 480
Pyrus calleryana	NA	2 x (354) = 708	2 x (177) = 531
Calculated Total	2,886+	2,455 +	1,011 = <b>6,352</b>

Required Total  
Area of Paving: 12,422 square feet

Area required to be shaded: 12,422 x 50% = 6211 square feet    6,352 > 6,211  
Shade provided exceeds amount required. Thus, shading requirements are satisfied.

**Tree Sizes, Shade Percentages and Square Footages for Calculating Shade Coverage**

Tree	Interior Planter - 100%	South, East and West - 50%	Corner and North - 25%
Large Trees 30' - 35'	962 sq. ft.	481 sq. ft.	240 sq. ft.
Medium to Large Trees 25' - 30'	707 sq. ft.	354 sq. ft.	177 sq. ft.
Medium to Small Trees 20' - 25'	491 sq. ft.	246 sq. ft.	123 sq. ft.
Small Trees 15' - 20'	314 sq. ft.	157 sq. ft.	79 sq. ft.







## Historic Old Town

### Introduction

In 1874 the first structures were built at the junction of the Central Pacific and California Central railroads. The Pacific-Lincoln Church Main Street triangle on the north side of the now Southern Pacific tracks became the center for commercial and business activity in Roseville, reaching its zenith during the 1920's. This area vied for importance with the subsequently developed Vernon Street area until 1950 when the closure of Lincoln Street, brought about by the completion of the Seawell underpass, hastened the decline of Old Town as a major commercial center.

### Historic Architecture

The historic buildings in the district are of typical commercial and merchant building stock, some of which were originally constructed in the Victorian styles. Most of the buildings have been altered throughout time, yielding a district which gives evidence of quite a variety of styles ranging from early 1900's wood frame "Western style" to the Deco-Modern of the 30's and 40's.

Period revival styles were popular in the 1920's and 1930's. They found expression with eclectic, vaguely spanish details, often with a hint of tile at the parapets. This sort of detailing can be seen in the original design of the McRae Building.

The evidence of these historic styles that is visible in the buildings remaining in Old Town Roseville today exhibits a modest, vernacular design approach to building which lacks the over abundance of elaborate ornamentation often seen in the historic buildings found in larger cities.

Projects proposed in Old Town should be submitted to the Historic Old Roseville Association for review and consultation prior to project approval.

### Old Town Historic District Design Goal

It is the goal of the Design Guide for the Old Town Historic District to encourage designs that respect the existing design styles and the materials used to achieve them, and to preserve, enhance and compliment those styles and materials in all rehabilitations, renovations and new construction in the district.

### General Design Intent:

- To encourage designs for rehabilitations and renovations that reflect the style of the original building or the style of the era in which the building was remodeled, and that new construction be consistent with the historic character of the district.
- To encourage the preservation and enhancement of the attributes that make the historic district special, and to encourage positive changes that improve the aesthetic and pedestrian aspects of the district.
- To encourage the preservation and strengthening of the traditional streetscape appearance by requiring all new buildings, and renovations and rehabilitations where feasible, to be located adjacent to the sidewalk with walls perpendicular to the street and the appearance of a multiple story facade with a parapet and traditional storefront.



# Design Guidelines for Downtown Roseville - Historic Old Town

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- To encourage designs for all rehabilitation, renovation or new storefronts that conform to the historical pattern and contribute to the creation of an inviting, urban, pedestrian oriented commercial district.
- To encourage the use of traditional high quality commercial grade materials (such as brick, ceramic tile, and stone veneers) for their appropriateness to the historic context, their durability and their graceful aging, and to facilitate the successful integration of compatible contemporary designs and the innovative use of materials within the historic context.
- To encourage the retention and rehabilitation of existing historic and period signage, and the addition of new high quality signage that is compatible and consistent with the historical context of the district.
- To encourage parking, landscaping, lighting and service and utility treatments and locations that are carefully designed to enhance the historical and pedestrian orientation of the district.

## Components of Design

**Intent:** To ensure the consideration and careful integration of the following design concepts and components into project designs in Historic Old Town:

- Preservation and enhancement of the historic character of the district. Historically appropriate streetscape treatment. Traditional storefront designs. Quality building materials, finishes and architecture. Preservation of historic signs and suitable new signs. Site components (Parking, landscaping, lighting, and services and utilities).

## A. Historic Character

**Intent:** To encourage site and building designs that preserve and incorporate the historic attributes of a particular site or building and that reinforce and enhance the historic character of the district.

- Many of the existing structures in Historic Old Town have been remodeled since their initial construction. These buildings provide examples of subsequent eras in design and construction. Where, as determined by the Design Review Commission, the remodeling adds



to the historic character of the district, the buildings shall be rehabilitated to conform with the period of the remodel and not to the original design.

- The removal or alteration of any historic material or architectural features should be held to a minimum.
- New construction details should approximate the character of details found in the historic district. However, reproduction of historic building details on new buildings is discouraged.

## B. Streetscape Treatment

**Intent:** To encourage designs that are consistent with and complimentary to the traditional streetscape appearance in Old Town.

- In any new construction, the immediate frame of reference should be the immediately adjacent buildings.
- Front building facades should be constructed at the street front property line without landscaped front setbacks. The front and side walls should be parallel to the property lines.
- Odd and irregularly shaped polygonal and circular buildings are discouraged as they disrupt the continuity of the streetscape.
- Building heights should reinforce the traditional street wall and be multiple story in scale with parapets and without sloped roofs visible from the street frontage.

- The existing scale, building height pattern, and floor to floor ratios of Old Town should be maintained. Although many existing storefronts are in reality one story buildings, their parapets approximate the height of a second floor.
- Standard contemporary floor to floor heights may need to be increased to avoid extreme contrast between new construction and existing older buildings. Sidewalk level commercial spaces should have a minimum ceiling height of ten feet from the floor.
- Arranging windows to give the illusion of greater floor to floor height is a method to blend a new building into the existing context.

- As much original material and detail should be retained in the restoration as possible. Wood or stone steps, stone sills, and other elements that contribute to the character of storefronts' entries should be preserved.
- Where the original design cannot be determined or where financial considerations preclude full scale restoration of a storefront that has already been altered, a design that is not a pure restoration but that is in keeping with the design of the rest of the building may be appropriate.

## C. Storefront Design and Pedestrian Considerations

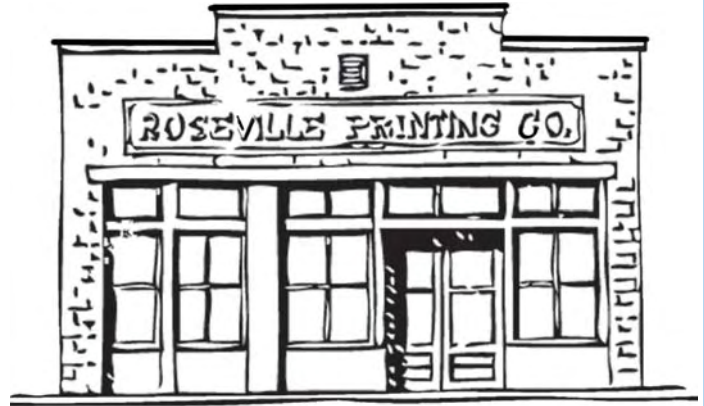
**Intent:** To encourage traditional storefront designs that contain the following elements:

- The historically appropriate placement, size, materials, and construction of doors and windows,
- Recessed entries that are oriented toward the main streets with visible display windows;
- Covered walkways; and,
- An overall pedestrian scale at the street level.
- The historical prototype storefront in Historic Old Town provides a decorative base panel in the wall area below the storefront windows. Traditionally this sill area is finished with durable commercial grade materials such as glazed ceramic tile, brick or high quality stone veneers or wood panels with moldings.
- Where original, old storefronts remain, they should be repaired, restored and preserved, and their design components should not be altered.
- Where storefronts have been altered, they should be restored if possible. The original design should be determined by examining photographs from the period, which are on file at the Carnegie Library, and by investigating any original architectural fabric that remains beneath the earlier changes.

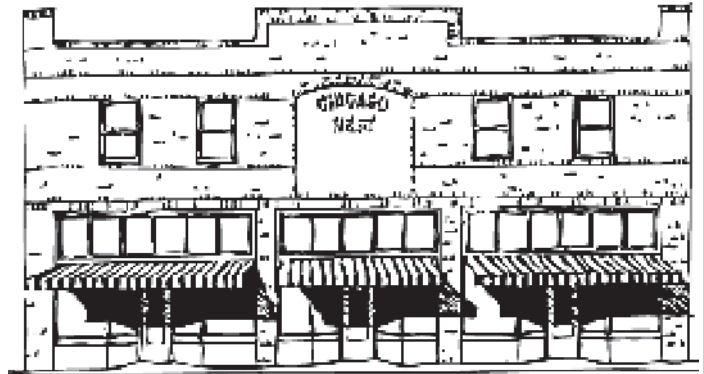


## Suitable Storefront Prototypes

Victorian era, single story commercial structure with parapet (false front). Example: Roseville Printers. Although this is really a one story building, the false front or parapet approximates the height of a second floor. Large fixed glass windows with wood frames are subdivided by slender intermediate mullions. Transom windows span above display windows and entry doors. Window sills are low. Recessed entry doors are wooden with glass panels. Signage is simple and lettering is appropriate to the historical era of the structure.



Two story brick masonry structure. Example: Chicago West Building. Of unpainted brick masonry, this building has large storefront windows with glass transom windows above. The recessed shop entries and storefronts are shaded by canvas awnings that extend over the sidewalk space. Upper floor windows are wood frame, double hung sash that are well separated by expanses of wall.



Remodeled 1930's style structure with "modern style" connotations. Example: The Owl Club. This two story structure with smooth cement plaster finish has glazed ceramic tile at the street level. Storefront windows are large with typical transom windows above. Shop entries are recessed. A traditionally crafted sheet metal canopy detailed appropriately for the era of the building is used to shade the sidewalk and display windows.



- A contemporary storefront with simple lines sympathetic to the rest of the building design may be acceptable. The general proportions, materials, colors, rhythm of solids to voids, repetition of design elements, and direct expression (the effect of verticality or horizontality) common to the street should be followed in designing new storefronts.
- Use of materials not in existence when a storefront was built is discouraged in its restoration.
- Deteriorated architectural features should be repaired rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in the composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of original features, substantiated by physical or pictorial evidence rather than on conjectural designs or the availability of different architectural features from other buildings.
- Distinctive, stylistic features or examples of skilled craftsmanship, which characterize historic structures and often predate the mass production of building materials should be preserved.
- All structures should be recognized as products of their own time. Alterations to create an earlier appearance are discouraged.
- Contemporary design for additions to existing structures or landscaping should be compatible with the size, scale, color, and materials of the structure, and the character of the district. The additions or alterations to the structure should be done in such a manner that if they were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.
- The original proportions of wall openings on a building facade should be retained.
- Historically, storefront glazing areas were as large as possible given the constraints of the technology of the times. New construction in the historic district should respond to the aesthetics that is a result of these historic construction traditions.
- Blocking of existing openings to accommodate standard sash, glass sizes or doors, to hide ceilings lowered beneath the tops of existing windows, or

for other reasons in conflict with historic consistency is discouraged.

- Projections into the right of way such as balconies, bay windows, and projecting signs that are consistent with the existing design context will be evaluated on a case by case basis, and where approved, will require an encroachment permit.
- Access ramps and facilities for disabled persons should be designed to coordinate with the overall building design in location, materials and finishes and landscaping. "Tacked-on" wheelchair ramps are not allowed.

### Store Front Windows

**Intent:** To ensure that street level windows are consistent with the traditional storefront design of large, transparent windows that allow for displays that will draw the interest of passing pedestrians.

- Storefront designs should incorporate the following important design elements for windows, proper placement on the building, suitable style, and appropriate proportions. (See graphic "Suitable Storefront Prototypes" for more detailed guidance).
- The historical prototype for a storefront sash consists of thin metal vertical division bars which break up the glass. Wood or aluminum muntins are used to combine two or more large sheets of glass to make larger composite windows, surrounded by substantial wood trim. This assembly creates a visual frame for the activity and displays behind the storefront.



- In restoration, the original number of panes in glassed areas should be used.
- Glass in windows, doors, and transoms should be clear except where documentary evidence indicates the original use of colored glass. Dark tinted or reflective glass is discouraged.
- Plastic materials, such as corrugated plastic panels, obscured glass panels or opaque glazing should not be used in place of clear glass unless they can be successfully integrated into the overall building design and the historic context.
- Windows with small panes are not appropriate to buildings constructed in the late nineteenth and early twentieth centuries. Windows divided into many small panes of glass are discouraged in Historic Old Town.
- Irregular, polygonal, circular and trapezoidal shaped windows are not appropriate to the historic context and are discouraged.
- For new construction, materials similar to the historic tradition are encouraged. Granite veneer, glazed ceramic tile, brick veneers or detailed and finished exterior cement plaster finishes are acceptable. Wood panels and moldings may be appropriate to the design of some specific buildings.
- Synthetic stone veneers, plywood panels and other residential finish materials, highly reflective surfaces such as opaque or reflective spandrel glass panels, corrugated exposed concrete block, and metal siding are difficult to successfully incorporate into a quality design and are discouraged.
- Existing transoms with many small panes of glass are common to buildings in this area. Transom windows should not be obscured on the exterior, covered with siding or filled with materials other than glass.
- Where they still exist, the original window framing materials; sills, lintels, frames, sash, muntins, and glass of windows and transoms should be preserved.
- Decorative wood or metal lintels, brackets, and any other window or doorway trim should be preserved and restored where possible.
- For new construction and renovation aluminum "division bar" components similar to the historic

prototype are available. These elements combined with wood sash or wood frame sash alone are the preferred frame material.

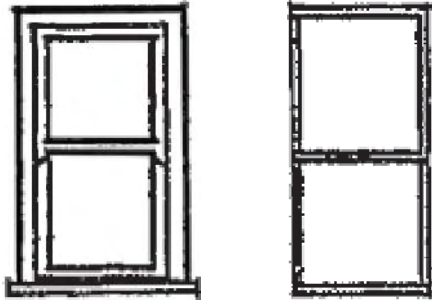
- For new construction only, aluminum storefront framing may be an acceptable contemporary alternative, however, care must be taken that mullions are spaced so that window proportions are pleasing and appropriate.
- Finishes for aluminum sash should be dark bronze or black anodized finish or a darker colored enamel. Metallic finishes including clear anodized aluminum are not permitted.

### Upper Floor Windows

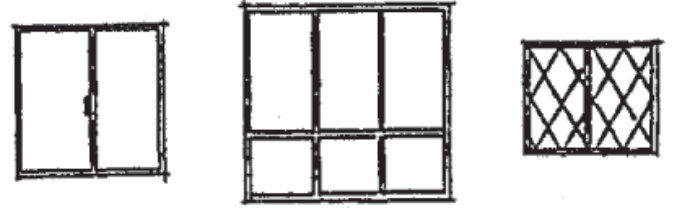
**Intent:** To reinforce the historical pattern or historical prototype for commercial buildings in Old Town which commonly had individual double-hung windows spaced along the exterior wall at the upper floors, in contrast to the typically open and continuous storefront glazing below.

- New windows should be consistent with the historical prototype of a commercial wood frame double hung window of vertical proportions either alone or combined in sets of three or four windows to form larger composite windows.
- Continuous "strip" or butt glazing, or contemporary aluminum storefront "curtain wall" construction, typical of office buildings and convenience stores are not acceptable.
- Finishes for aluminum windows at upper floors should be dark tones. Dark anodized bronze or black or colored enamel finishes are acceptable.
- Where aluminum screens are to be used they should be set in wood sash which matches the frames and sash of the windows.
- In restoration, the original number of panes in glassed in areas should be used.
- Reflective or dark tinted glass is inappropriate to the district and is discouraged.
- Windows that are residential in quality, proportion, or design are not allowed. Residential type windows with snap in fake muntin bars applied to the interior of the window in an effort to create the look of decoratively divided windows, and aluminum sliding windows are not allowed.

## Suitable Upper Floor Windows



## Unsuitable Upper Floor Windows



## Incorporates recessed entryway.

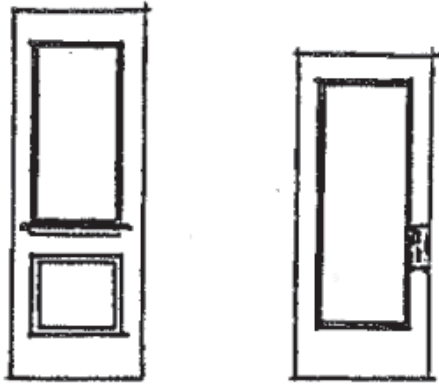


## Entries

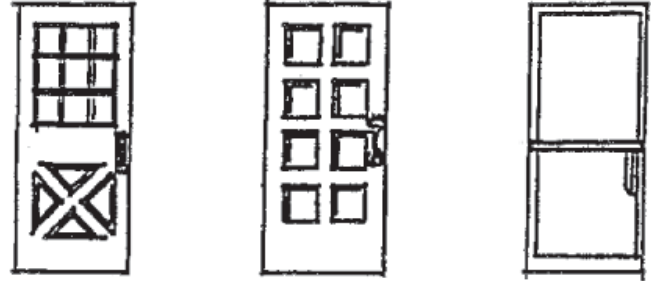
**Intent:** To encourage storefront designs that incorporate entries that are consistent with the historic pattern of the street frontage, strengthen the pedestrian oriented character of the street, and improve accessibility.

- Designs for new construction and renovations should maintain the pattern of the street by incorporating recessed entryways to shops and upper floor residences and businesses.
- Existing recessed storefront entries and display areas should be retained and renovated.
- The original doorway elements, including sills, lintels, frames, as well as the doors, should be retained. When they must be replaced, the replacements shall duplicate the original in design and materials.
- The main entry to a building should be articulated for easy identification and must relate directly to the main street frontage.
- Doors should be of commercial quality compatible with the historic character of the district. Doors with glazed panels are preferred for increased transparency.
- Wood frame commercial grade glazed doors can be compatible, but residential wood panel doors, hollow core flush veneer doors and heavily carved theme doors (e.g. "mediterranean style") are not permitted.

## Suitable Storefront Doors



## Unsuitable Storefront Doors



- While some types of metal doors may be compatible, contemporary aluminum narrow stile storefront doors and other types of hollow metal commercial doors that are incompatible with the context of the historic district are discouraged.
- Entries to upper floors should have access directly from the main street frontage, should be integrated into the overall composition of the building facade, and be compatible with the design of the storefront of which they are contributing elements.
- Rear entries to residential uses should be developed as secondary access points and should not be designed as the main building entry.
- Secondary rear building entries are encouraged. Landscaping, awnings, lighting, signs and paving are elements that should be used to develop an attractive rear facade.
- Primary access to buildings via parking garages is not allowed.
- Emergency exit doors and side exit doors should be designed with high quality materials and screened with landscaping (when feasible) when not located on the street facade.

## Walkway Coverings

**Intent:** To encourage the provision of walkway coverings and distinctive designs that further enhance the storefront and streetscape, contribute to a pleasing pedestrian environment, and are traditional to the historic district.

- Where they still exist, awnings or other types of walkway coverings should be retained or should be replaced with new materials consistent with the original in design.
- Awnings should be coordinated for color, pattern and height with nearby awnings. Variety in awning or canopy colors throughout the district is encouraged.
- Materials for walkway coverings traditionally include canvas, metal or wood frame canopies. Materials and colors should be appropriate to the design of the building and carefully coordinated with the overall building facade design. Variety in awning design and color is encouraged.
- Glossy or leatherette finished vinyls, wood shake and composition shingles, and aluminum pre fabricated awnings are not compatible with historic storefronts and should be avoided.
- Glass awnings and glass canopies are, in general, not in keeping with the prevailing character of the historic district. Their inclusion will require careful consideration in order to integrate them successfully into the historic building facades.
- With an encroachment permit, sidewalk canopies and awnings in the historic district may project a maximum of six feet into the public right of way (so long as they do not project into the street area) with a minimum of eight feet of clearance to the sidewalk below.

## Site Furnishings

**Intent:** To encourage site furnishings and pedestrian amenities such as benches, tables, drinking fountains, art works, color pots and urns within plazas, courtyards and at rear building entries that are compatible with and enhance the character of Old Town.

- Site furnishings should be compatible with the style and character of the building and its site.
- Designs should be simple and contemporary, and should be of appropriate scale, quality and durability for use in a public space. Historic reproductions and period pieces should represent the appropriate era.

## Paving and Finishes

**Intent:** To enhance the appeal of Historic Old Town to pedestrians by creating interesting visual patterns and textures.

- Special paving treatments should be used to accentuate pedestrian ways between buildings and within blocks, plazas, parking areas and rear building entrances.
- The preferred material is concrete paving with a high quality surface finish and decorative scoring. Quarry tile, brick paving, clay or concrete unit pavers are acceptable alternative materials.
- Non genuine paving materials that imitate historical paving finishes, such as imitation cobblestone and brick, are discouraged.

Historic detailing was preserved.



## D. Building Materials, Finishes and Architecture

**Intent:** To encourage high quality designs that are consistent with the existing historic design context, and incorporate the following:

- Durable, high quality finishes.
- Commercial grade materials.
- Historically appropriate detailing and installation.
- New materials that are complimentary to the historic context.
- Historical or period building elements should be retained or replaced with materials appropriate to the historical design context.
- For modifications to existing buildings, materials should be retained and restored. Existing finished materials should not be painted over (such as unpainted brick masonry).
- Unfinished or generic residential finish materials such as plywood siding, aluminum siding, aluminum awnings and exposed concrete block are discouraged. While use of these materials is not prohibited, it is difficult to successfully incorporate these types of materials into a quality design.
- All visible building facades should be treated with equal importance. Historically, however, the front building facade commonly receives more attention with higher quality finish materials and more ornamentation than an interior side or rear facade.
- Alley facades or walls need not necessarily be of the same materials and finishes as the street facade, however, the materials and detailing should still be of high quality for these highly visible areas.
- Special design emphasis on corner buildings is encouraged. The building's prominence should be enhanced by increasing the height of a portion, or developing more complicated forms, or richer and stronger decoration.
- The use of fake materials such as synthetic stone and imitation brick is not acceptable.

## Color and Texture

**Intent:** To encourage the innovative use of color and texture, create visual interest and enhance the streetscape appearance.

- Building complexes consisting of more than one building should incorporate a variety of color themes that are compatible and yet allow for visual interest and diversity.
- In general, building body colors tend to be light colored above the street level. This focuses attention below to the pedestrian zone and provides a back drop. Upper stories should be lighter colors, neutral shades are preferred in most cases.
- Base colors at the lower levels of the building adjacent to the sidewalk may be of dark more intense hues.
- Color schemes should avoid the extremes where the values are all the same or very similar, or where the values are inappropriate to the context such as fluorescent or “day glo” colors.
- Large, uninterrupted and unarticulated monochromatic expanses of wall are generally discouraged.

## Masonry Buildings

- New brick buildings shall not be painted.
- Brick masonry is the dominant building material in the historic district. Brick should be treated and maintained in a manner that will preserve it and should not be treated in a manner that will deface it or accelerate deterioration.
- Brick masonry should not be covered by synthetic brick or stone, asbestos or wood shingles, wood or aluminum siding, or other synthetic materials.
- When deteriorating brick must be replaced, replacements should match the old brick in color, texture, size, and coursing technique.
- Repainting is preferred to cleaning brick that has previously been painted

## Roofs

- Roofs retaining their original shapes should be maintained. In some cases where roof shapes have been altered, restoration to original appearance may be possible and is encouraged.
- Contemporary roofing materials are acceptable. Where roofs are visible, roofing materials should be dark or neutral tones.
- Pseudo-mansard roofs applied to storefronts are incongruous with the historic character and are not permitted.
- New commercial buildings should not have exposed roofing. Parapets should be used to screen roofing and roof top elements. Fake “Mansard” roofs of metal, wood shakes, ceramic tile or any other material applied to storefronts are discouraged.

## E. Historic and New Signs

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**Intent:** To encourage signage and graphic design that is consistent with and compliments the historic character of Historic Old Town, is of pedestrian scale, attracts business and contributes to the quality of the historic commercial environment.

- All existing and proposed signs in the district are subject to the regulations contained in the Roseville Sign Ordinance.
- Existing historic signs should be retained, preserved and restored where possible.
- The most common materials for projecting signs are enameled sheet metal with neon. Other types of materials, wood or metal, may also be acceptable.
- Signs that display the symbol, slogan, or trademark of national brands of soft drinks or other products that do not form the bulk of the business transacted on the premises may be allowed if they are executed in a graphic style (that is the lettering, colors and illustration) and with content appropriate to the traditions of the Historic Old Town historic district. (e.g. an appropriate era “Coca Cola” sign, or a wall mural for locally grown produce may be appropriate)
- Traditional, symbolic, three-dimensional signs (such as a barber pole or a pawn shop symbol) are encouraged.

## Design Guidelines for Downtown Roseville - Historic Old Town

- Graphic imagery, ie. logos, lettering style, colors, product illustrations or cartoons etc. shall be compatible with the period in which the building was built. Simple contemporary graphic styles may also be appropriate, as well as period revival styles of text. Simple graphic imagery and minimal text is encouraged.
- Signage graphics shall be compatible with the historic period of the building design and detailing.
- A business name, logo or symbol may be used as a projecting sign. When designing new signs or restoring existing projecting signs, lettering styles, colors and materials should be consistent with the historic prototypes existing in the district.
- A business name or logo and address number applied to an awning valance or canopy fascia is acceptable. Lettering style should be appropriate to the building design and era of construction.
- Materials may be wood, metal, neon or other historically appropriate combinations of materials. Internally illuminated plastic letters or cabinet signs are discouraged.
- Sign lighting should be adequate to provide illumination for the sign, but subdued and indirect so as not to create excessive glare. Under canopy signs should be illuminated with concealed fixtures.
- The use of neon or other exposed lighting when it is carefully and appropriately incorporated into the signage design is encouraged.
- All multi tenant and multi building projects shall develop a planned sign permit program that defines guidelines for existing and future tenants that are consistent with the design concept of the building.
- Directional signs located in landscaped areas or small wall mounted signs are acceptable for directional signage.
- Directories and parking lot entrance signs placed in landscaped areas should be subtly illuminated by landscape lighting.

A variety of signage can enhance the character of Historic Old Town



## F. Site Components

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**Intent:** To encourage practical designs for the incorporation of necessary site, service and utility components.

### Parking

**Intent:** To ensure that parking areas are carefully and appropriately designed and sited.

- Parking areas for automobiles should be located and designed to minimize conflicts with pedestrians and to minimize the impact to the traditional streetscape appearance.
- Parking areas should be located behind or to the side of buildings and accessed from the side streets and not directly from the main streets.
- Parking areas should be designed to provide efficient circulation, avoid dead ends and have planter pockets containing trees and shrubs to provide shading and screening.
- Where practical, adjoining uses should share parking to minimize the number of parking lots, reduce the hardscape area, and minimize the number of driveways.
- Parking areas should contain at least two varieties of trees, with at least one type being a large, high branching canopy tree to provide shade, and the other an accent or delineator tree to act as a guide to circulation patterns and to highlight entries. Accent trees should complement the selected shade trees and should provide visual interest in form and/or flower.
- Enhanced paving is encouraged at driveway entries to create a sense of arrival. Materials should reflect the historical style and character of the adjacent streetscape as they serve to link these spaces and contribute to the continuity of the district's fabric.
- Parking areas shall be screened from view through the use of plantings or an architectural treatment integral to the overall building design.

### Landscaping

**Intent:** To encourage the use of trees, shrubs, groundcovers and annualflowers to accentuate the streetscape and storefront, and other outdoor gathering spaces.

- Historically, there was minimal landscape treatment adjacent to public sidewalks in the Old Town area. However, small "window box" type planting beds at entries to buildings are appropriate to the historic context and are encouraged.
- Landscaping should be used for shading in parking areas, for buffering and screening purposes, and to accent pedestrian ways and public open spaces.
- Landscape improvements that increase the utilization and appearance of alleys and rear yard spaces as pedestrian linkages and quiet outdoor plaza as well as for their traditional usage for deliveries and secondary rear building access are encouraged.
- Driveways, small plaza , courtyards, and pedestrian corridors within each block of the core area should be landscaped as extensively as possible. Accent planting beds, bollards and color pots with flowering annuals are encouraged.
- All new and rehabilitated landscape areas shall comply with the Roseville Water Efficient Landscape Requirements. Use of turf and non drought tolerant plants shall be minimized.

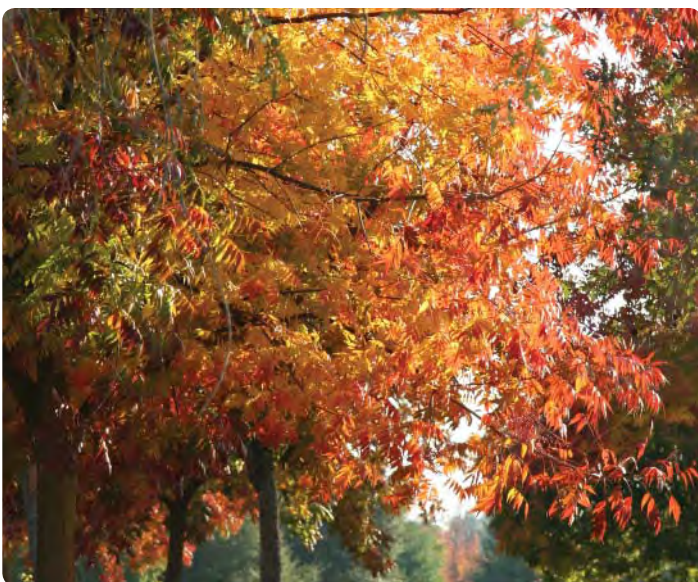


- Canopy trees should be used in public areas, plazas and courtyards to create “outdoor rooms” and to define spaces.
- Accent evergreen and flowering accent trees should be incorporated in appropriate locations to highlight positive features and to add visual interest to the landscape.
- Shrubs should be clustered in masses or large groupings and shall be located as not to interfere with vehicular or pedestrian sight lines.
- Plant material selections and locations should demonstrate consideration of varying site and soil conditions, water requirements of selected species, solar orientations and relationships to buildings and viewsheds.
- Where large expanses of blank wall or fencing are unavoidably exposed, they should be screened with upright shrubs and trellised vines. Trellises should be constructed of substantial, durable materials. Typical redwood lath trellis is not permitted.
- Parcels that abut railroad right of ways which are not integral to the use and function of the project should be screened along this boundary with a landscape setback or buffer which includes evergreen trees, shrub massing, groundcover and/or a security structure, such as a chain link fence.

## Lighting

**Intent:** To encourage lighting designs that achieve the following objectives:

- Adequate lighting levels that ensure pedestrian safety; Fixtures appropriate to the historic design context, and, discrete and unobtrusive lighting that provides visual interest.
- Lighting should be skillfully designed and located, functional, safe and provide a visually stimulating system. Lights should be shielded or indirect fixtures and downward directed, and shall be located to avoid glare or excessive light spillage onto adjacent sites.
- Lighting should, to the extent possible, utilize display window lighting. New exterior lighting should be appropriately sized and located to achieve the intended purpose, and utilize high quality fixtures appropriate to the historical design context.
- Under canopy and entry lighting should be placed to illuminate the pedestrian walkway which may be shaded from street lights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- Lighting should provide subtle, indirect general illumination with fixtures that are compatible with and complement the design and period of the building style.
- Exposed bulb fixtures should have low watt bulbs. External flood lighting should be arranged so that the light sources are screened from view.
- Low watt spotlights from below, neon, or even small discrete white string lights may be used to accentuate building features.



## Suitable Lighting Fixtures



## Unsuitable Lighting Fixtures



- Shop windows should be well lit by fixtures that are appropriate to the era in which the building was constructed or by simple contemporary fixtures.
- Landscaped areas and walkways should be illuminated with pedestrian oriented fixtures.
- Bollards (low post mounted single fixtures) as well as building mounted shaded fixtures, shaded pedestal fixtures, or pole fixtures are recommended.
- Fixtures should be of designs that are appropriate to the years during which the buildings in the historic district were constructed or simple contemporary styles. "Thematic" reproductions such as "Wild West styles" are inappropriate.
- Landscape lighting strategies include spot lighting

of trees, lighting of shrubs from below with light sources shielded from view, and placing shielded walkway lights along paths and in planting areas.

- Landscape lighting fixtures should be concealed source fixtures except pedestrian oriented accent lights. Spot lighting of trees, uplighting of shrubs, path lights, step lights and wall lights are encouraged.
- Parking areas should be illuminated with pole mounted fixtures or with building mounted fixtures of a similar design.
- Shaded pedestal fixtures, bollards, and pole mounted fixtures in parking areas should have heights of a pedestrian scale.

### Services and Utilities

**Intent:** To ensure that designs incorporate the practical placement of necessary service and utility structures and equipment such as trash enclosures, backflow preventers, transformers and heating and cooling units.

- Utilities and services should be located and screened to be inconspicuous to the extent allowed by the utilities.
- All trash enclosure locations shall provide adequate servicing access with service access oriented off of alleys or secondary streets.
- Trash enclosure design should be integrated with the building design through the use of compatible materials and detailing.
- Trash enclosure design, location and access shall comply with the specifications established by the Environmental Utilities Department.
- Trash enclosures, loading, storage and service areas as well as site equipment such as transformers and irrigation equipment should be screened from view from adjacent properties, public streets and building entries. Locations should be carefully evaluated in terms of visual prominence as well as functional requirements.
- Chain link fencing, or chain link with redwood slats do not meet City enclosure design requirements and are not permitted screening materials.
- Whenever possible businesses and buildings should develop joint facilities for trash enclosures.
- Surface mounted exposed conduit or electrical lines are not allowed. Electrical switchgear, meters, etc. should be screened to the extent allowed by the utilities whenever possible.
- Site equipment such as transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers etc. should be screened from view at both the front and rear of buildings by landscaping or an approved enclosure to the extent allowed by the utilities.
- Backflow prevention devices shall be located as not to pose any danger to public safety.
- Backflow preventers should be screened so as not to be visible from the adjacent street or walkways through the use of plant materials, decorative screens, or incorporation into project design. Screens should reflect the style and character of the architecture. Plant materials and screens shall avoid conflicts with the clear vision triangle for motorists or pedestrians.
- Parapets can screen much of the roof mounted equipment if items are properly located. Air conditioners, fans, vents, antennae, and other roof top equipment shall be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian walking down the opposite side of the street.
- Existing mechanical equipment such as air conditioners, ventilation devices, ductwork, fans, located on roof tops shall be screened from view with a structure constructed of materials and colors to match the building and integrated into the overall building design.
- Water spigots (hose bibs) with removable handles should be provided at all street frontages to facilitate cleaning and maintenance of storefronts.



## Vernon Street District

The “strip” development along Vernon Street began in the 1920’s with major growth occurring during the 1940’s. The variety of building facades that line the street give evidence of the many different building technologies that have been available over the past 70 years of Vernon Street’s evolution.

While there are not many “historic” structures per se, the streetscape contains a number of interesting “period” buildings which display a tendency toward the modern style design of the 1930’s and 1940’s. The older blocks, composed of ordinary merchant building stock, present a continuous street facade and the comfortable scale and feel of a traditional small town “downtown” with growing cultural and civic facilities.

### Vernon Street District Design Goal

It is the goal of the Design Guidelines for the Vernon Street area to encourage designs that contribute to an “active and accessible commercial corridor in Roseville’s “Downtown,” emphasize Vernon Street’s small town ambiance, and support the traditional “Main Street” image of Vernon Street.

### General Design Intent

- To encourage quality restorations and ensure that buildings that enhance the character of Vernon Street be restored to conform with the period of the remodeling or the original design, whichever provides the best evidence of the design and construction practices of the era and reflects the history of the district.
- To encourage new projects and renovations that are sensitive to the existing floor to floor heights pattern, the two story scale of Vernon Street’s commercial buildings and the harmony of the traditional street wall, and to ensure that these characteristics are retained.



- To encourage the use of traditional, high quality, commercial grade materials (such as brick, ceramic tile, and stone veneers), especially at the street level, and to facilitate the successful integration of compatible contemporary designs appropriate to the building traditions of the era in which the building is to be renovated.
- To encourage the retention and rehabilitation of existing historic and period signage and the addition of new high quality signage that is compatible and consistent with the district.
- To encourage parking, landscaping, lighting and service and utility treatments and locations that

are carefully designed to enhance the pedestrian orientation of the district.

## Components of Design

**Intent:** To ensure the consideration and careful integration of the following design concepts and components into project designs for new construction and renovations in the Vernon Street district.

- Preservation and enhancement of the character of the district.
- Historically appropriate streetscape treatment.
- Traditional storefront designs.
- Building materials, finishes and architecture.
- Historic and new signs.
- Site components (parking, landscaping, lighting, and services and utilities).

## Traditional Downtown Character

**Intent:** To encourage building and site designs that preserve and incorporate the positive attributes of a particular building or site and that reinforce and enhance the character of the district.

## A. Streetscape Treatment

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**Intent:** To encourage project designs that strengthen the continuity of the existing traditional streetscape appearance on Vernon Street.

- New and restored buildings should be consistent with the established building prototype and streetscape appearance for Vernon Street.
- For new construction and rehabilitations the immediate frame of reference should be the immediately adjacent buildings.
- Building heights should reinforce the traditional street wall and be multiple story in scale with parapets that conceal the roof and all roof equipment from the main street frontage.
- Buildings should be located at the street front property line with the front facade and main entry facing the street.
- Parking areas should not face onto Vernon Street so they do not disrupt the pattern of the street wall.

## B. Storefront Design and Pedestrian Considerations

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**Intent:** To encourage traditional storefront designs that contain the following elements:

- The appropriate placement, size, materials, and construction of doors and windows.
- Recessed entries that are oriented toward the main streets with visible display windows.
- Covered walkways .
- An overall pedestrian scale at the street level.
- The historical prototype storefront on Vernon Street provides a decorative base panel below the windows. The sill area should be finished with durable commercial materials such as glazed ceramic tile, masonry veneer, terrazzo, opaque glass “Vitrolite” panels, or high quality stone veneers.
- In remodeling of existing buildings, the original proportions of wall openings should be retained.
- Blocking of existing openings to accommodate standard sash, glass sizes or doors, or to hide ceilings lowered beneath the tops of existing windows, or for any other reason, is discouraged.

## Store Front Windows

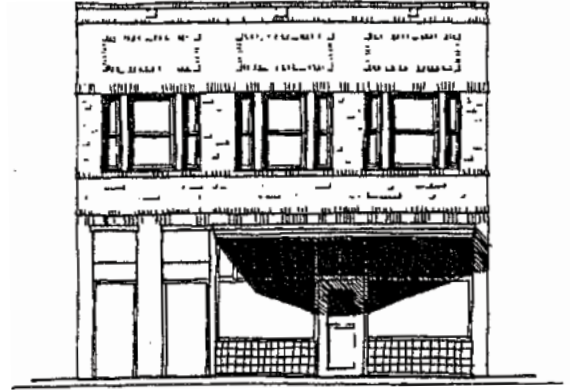
**Intent:** To ensure that street level windows are consistent with the traditional storefront design of large, transparent windows that allow for displays that will draw the interest of passing pedestrians.

- Storefronts should have display windows that are transparent, have low sills and clear glazing that allows unobstructed views of window displays.
- Glass in windows, doors, and transom windows above doors shall be clear except where documentary evidence indicates the original use of colored or obscured glass. Dark tinted or reflective glass will not be allowed for street level windows.
- Existing materials should be retained and restored. Existing finished surface materials (such as unpainted brick masonry) shall not be painted over.
- For renovations and remodels, the original sills, lintels, frames, sash, muntins, and glass of windows and transoms shall be preserved.

## Suitable Storefront Prototypes

### Two story brick masonry structure

This building facade is of unpainted brick masonry with large street level storefront windows, recessed shop entries and secondary upper floor entry doors. The rhythm and spacing of the upper floor windows is in the traditional pattern with several windows grouped together in each wall opening with each grouping well separated from the next set of windows by a solid expanse of wall. This facade only lacks an appropriate sidewalk canopy.



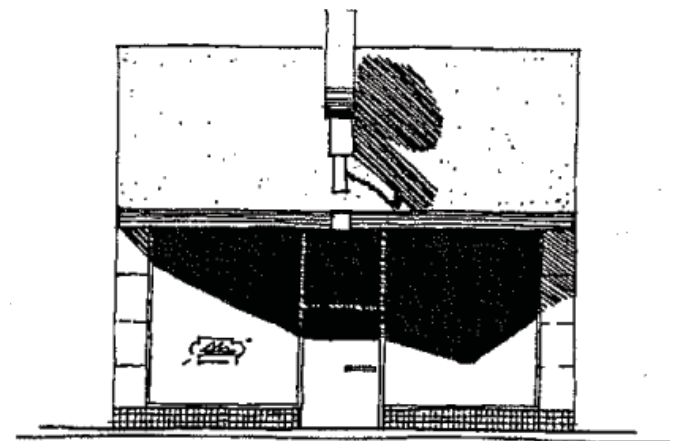
### Single story structure with parapet

Although this is really a one story building, the false front or parapet approximate the height of a second floor. Multiple recessed storefronts at the street level are separated from the upper portion of the facade by the traditional projecting metal sidewalk canopy.



### Contemporary single story structure

The basic elements of the traditional storefront have been successfully reinterpreted in a contemporary manner. The parapet approximates the height of a two story building and blocks out the roof and mechanical equipment from view. The storefront display windows are large and unobscured. Exterior materials are substantial, durable, commercial grade finishes such as glazed ceramic tile and cement plaster. The contemporary sidewalk canopy aligns with canopies at the adjacent buildings.



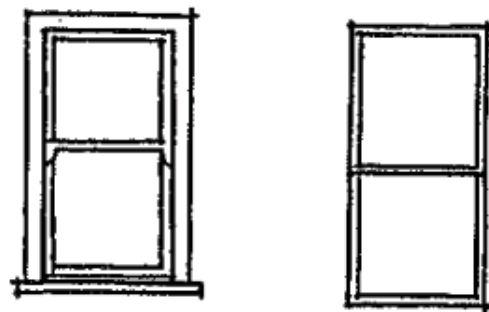
- The historical prototype for storefront sash consists of thin metal vertical division bars which break up the glass. Wood or aluminum muntins; are used to combine two or more sheets of glass to make large composite windows, surrounded with substantial wood window trim. This assembly creates a visual frame for the activity and displays behind the storefront.
- In restoration, the original number of panes in glassed areas should be used.
- In general, windows divided into many small lites do not have a historical precedence and are not permitted.
- New aluminum sash should be an acceptable contemporary alternative, however, care must be taken that mullions are spaced so that window proportions are pleasing and appropriate.
- Finishes for aluminum sash are traditionally clear anodized. Clear anodized and light colored enamel finishes are allowed, however, dark bronze or black anodized finishes are discouraged.
- Existing transom windows should be retained and renovated. In addition, the reinstallation of transom windows in buildings that have been remodeled if transom windows were a part of the original building facade is encouraged. Transoms should be glazed with clear glass. Interior shading devices may be used.
- Plastic materials, such as corrugated plastic panels, obscured glass panels or opaque panels should not be used in place of clear glass.
- Irregular, polygonal, circular and trapezoidal window shapes are inappropriate to the district and are not permitted.

### Upper Floor Windows

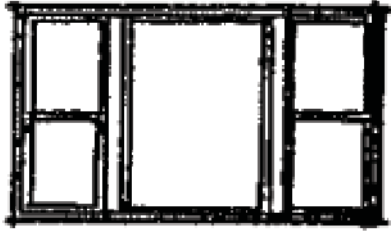
**Intent:** To reinforce the traditional pattern or prototype for commercial buildings on Vernon Street which commonly had individual double hung windows spaced along the exterior wall at the upperfloors, in contrast to the typically open and continuous storefront glazing at the street level below.

- The historical prototype for these windows is a commercial wood frame double hung window of vertical proportions either alone or combined in sets of three or four windows to form larger composite windows. New windows should be consistent with this model.
- In restoration, the original number of panes in new glassed areas should be maintained
- Contemporary aluminum "single hung" window units are an acceptable alternative if the sash cross section and the proportions are appropriate.
- Windows that are residential in proportions and sash quality are inappropriate. Aluminum "sliding" windows and windows with "snap in" fake muntin bars applied to the interior of the window are also inappropriate.
- Finishes for aluminum windows at upper floors should be dark tones, dark anodized bronze or black or colored enamel finishes are acceptable.
- Continuous "strip" glazing or contemporary aluminum "curtain wall" construction typical of speculative office buildings is discouraged.

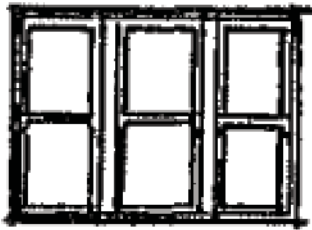
#### Suitable Upper Floor Windows



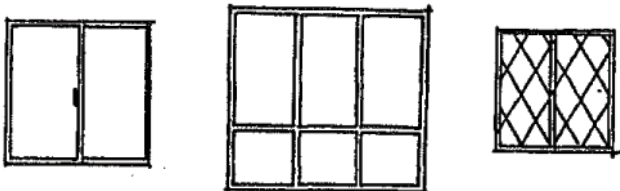
## Suitable Upper Floor Windows



## Suitable Upper Floor Windows



## Unsuitable Upper Floor Windows



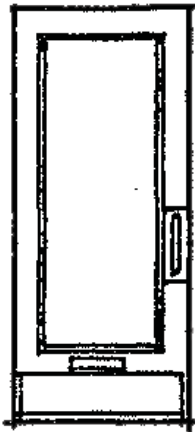
## Entries

**Intent:** To strengthen the pedestrian oriented character of the street, improve accessible and preserve and enhance the pattern of the streetscape and storefront.

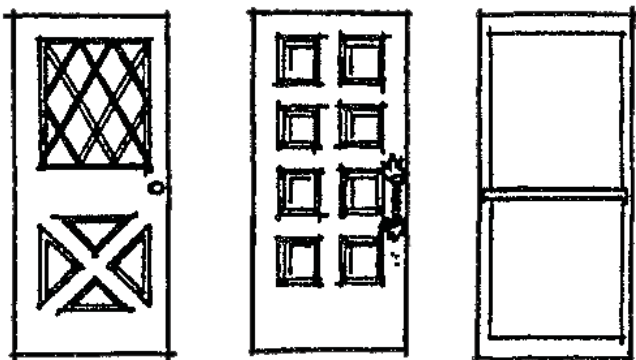
- The main entry to a project should be clearly identified and should relate to the main street.
- Doorways should be integrated into the overall composition of the building facade and should be compatible with the design of the storefront of which they are contributing elements.
- Existing recessed storefront entries, display cases and vitrines should be retained and, where appropriate, renovated. Traditional paving materials at these areas such as terrazzo or ceramic tile should be retained or replaced in kind.
- Storefront entries should be recessed and incorporate display areas. Special paving in entry and storefront areas should be of terrazzo, ceramic tile, colored concrete or other traditional materials.
- In general, doors should be glazed to increase transparency. Either aluminum or wood commercial grade glazed doors are allowed.
- Residential wood panel doors, hollow core flush veneer doors and heavily carved "theme" doors (ie, "mediterranean" style or "country" style) are not permitted.
- Front entries to upper floors should be located on the main street frontage, and the stairways should be contained within the building.
- Rear entries are encouraged, but should be developed as secondary access points and should not function as primary building entries. Landscaping, awnings, lighting, signs and paving are elements that should be used to develop an attractive rear facade.
- The rear of buildings should be an attractive area for pedestrian access to Vernon Street by providing small landscaped courtyards and areas for outdoor eating and relaxation.
- Primary access to buildings via internalized pathways from parking lots or garages is discouraged.

- Access ramps and facilities for disabled persons should be designed to coordinate with the overall building design in location, materials and finishes, and landscaping. "Tacked on" wheelchair ramps are not permitted.
- Emergency exit doors and side exit doors should be designed with high quality materials. The placement of these elements on the building facade should be given careful consideration.

## Suitable Storefront Doors



## Unsuitable Storefront Doors



## Walkway Coverings

**Intent:** To encourage distinctive designs for walkway coverings that further enhance the storefront and streetscape, contribute to a pleasing pedestrian environment, and are traditional to the downtown.

- Where they still exist, canopies or other types of walkway coverings should be retained or replaced consistent with the original design and materials.
- While the most common type of canopy on Vernon Street is constructed of metal, canvas awnings or glass canopies may also be appropriate with the style and context of the buildings on Vernon Street.
- Canopy colors should be carefully coordinated with the overall building facade design. Traditional materials and designs are encouraged. Variety in awning design and color is encouraged.
- Sidewalk canopies and awnings on Vernon Street may be allowed to project a maximum of six feet beyond the property line with a minimum of eight feet of clearance to the sidewalk below and require approval of an encroachment permit. Canopies and awnings shall not project over the street.
- Large, bulbous awnings are inappropriate to the character of the district and are not permitted. Acrylic and glossy vinyl awnings, canopies constructed of wood shakes, composition shingles or other residential materials, or aluminum "mobile home" awnings are not permitted.

## Site Furnishings

**Intent:** To encourage site furnishings and pedestrian amenities such as benches, tables, drinking fountains, art works, color pots, and urns within plazas, courtyards and rear buildings entries that are **compatible with** and enhance the district.

- Site furnishings should be compatible with the style and character of the building and its site.
- Designs should be simple and contemporary, and should be of appropriate scale, quality and durability for use in a public space. Historic reproductions and period pieces should represent the appropriate era.

## Paving and Finishes

**Intent:** To enhance the pedestrian nature of the district and improve the visual image of the downtown area.

- Special paving treatments should be used to accentuate pedestrian walkways between buildings and within blocks, plazas and rear building entrances.
- The preferred material is concrete paving with a high quality surface finish and decorative scoring. Quarry tile, brick paving, clay or concrete unit pavers are acceptable alternative materials.
- Non genuine paving materials that imitate historical paving finishes, such as imitation cobblestone and brick are inappropriate and discouraged.

## C. Building Materials, Finishes and Architecture

**Intent:** To encourage designs that are consistent with the traditional design context, and incorporate the following:

- Durable, high quality finishes.
- Commercial grade materials.
- Appropriate detailing and installation.
- New materials that are compatible to the existing design context.
- Historical or period building elements should be retained or replaced with materials compatible with the design context.
- Building heights should be in scale with adjacent buildings, should reinforce the traditional streetscape appearance, and shall comply with the height limits established by the Zoning Ordinance.
- Standard contemporary floor to floor heights may need to be increased to avoid extreme contrast between new construction and existing older buildings. Sidewalk level commercial spaces should have a minimum ceiling height of ten feet from the floor.
- Arranging windows to give the illusion of greater floor to floor height is another way to blend a new building into the existing context.

- Odd and irregularly shaped polygonal and circular buildings are not permitted as they disrupt the continuity of the streetscape.
- All visible building facades should be treated with equal importance. Historically the front building facade commonly received more attention with higher quality finish materials and more ornamentation than an interior side or rear facade.
- Special emphasis on corner buildings is encouraged. The building's prominence may be enhanced by increasing the height of a portion, or developing more complicated forms, or richer and stronger decoration.
- Synthetic stone veneers, plywood panels and other residential finish materials, highly reflective surfaces, exposed concrete block, corrugated metal siding, opaque spandrel glass panels set in aluminum frames are difficult materials to successfully incorporate into a design appropriate to the streetscape.
- Materials should be durable and of high quality. Use of fake materials such as synthetic stone and imitation brick, unfinished or generic residential finish materials such as plywood siding, aluminum siding, aluminum awnings and exposed concrete block are discouraged.
- New brick masonry shall not be painted.
- Finishes should be of consistent quality and detailing on all exposed street elevations. While the type, of finish materials need not be the same on



all facades, the quality of installation and detailing should be high in all cases. "Front facade only" architecture is not allowed.

## Color and Texture

**Intent:** To encourage the innovative use of color and texture, create visual interest and enhance the streetscape appearance.

- In general, building body colors tend to be light colored above the street level. This focuses attention below to the pedestrian zone and provides a back drop.
- Base colors at the low levels of the building adjacent to the sidewalk may be of dark more intense hues. Upper stories should be lighter colors, neutral shades are preferred in most cases.
- Avoid extreme color schemes where the values are all the same or very similar, or fluorescent or "day glo" colors.
- Building complexes consisting of more than one building should incorporate a variety of color themes that are compatible and yet allow for visual interest and diversity.
- Large, uninterrupted and unarticulated monochromatic expanses of wall are generally discouraged.

## Historic Building Elements

**Intent:** To preserve and restore original building elements and preserve the traditional design character of the neighborhood.

- For buildings existing in their original state, renovation must be consistent with the original construction and style. Historic or period building elements must be retained or replaced in kind.
- For previously remodeled buildings where the remodeling adds to the character of the street, the buildings are to be restored to conform with the period of the remodeling and not to the original design.
- For new projects the design must be compatible with and respect the existing context, however, contemporary materials are acceptable and innovative design is encouraged.
- Some elements that should be retained or replaced

in kind include:

- neon projecting signs
- sidewalk canopies
- cornices and moldings
- terrazzo and tile entry paving
- transom windows
- vitrines (display cases such as at jewelry stores) and display windows
- marquees
- period materials, details and fixtures

## Roofs

**Intent:** To ensure consistency with the traditional streetscape and storefront appearance, and compliment the prototype commercial building on Vernon Street which has a roof obscured by parapet walls.

- New commercial buildings should have parapets that screen roofing and roof top elements
- Roofs retaining their original shapes should be maintained. In some cases where roof shapes have been altered, restoration to original appearance may be possible and is encouraged.
- For renovation of buildings where roofing is exposed, new roofing materials should be dark in color.
- Roof materials such as wood shakes, ceramic mission tile and corrugated metal are discouraged.
- False mansard roofs of metal, wood shakes, ceramic tile or any other material are not allowed.



## D. Historic and New Signs

**Intent:** To encourage signage and graphic design that is consistent with and compliments the character of Vernon Street, attracts business and contributes to the quality of the commercial environment.

- All existing and proposed signs in the district are subject to the regulations contained in the Roseville Sign Ordinance..
- Existing historic and period signage should be retained and restored where possible, and new high quality signs that are compatible with the design context should be provided.
- The most common materials for projecting signs are enameled sheet metal with neon. Other types of materials, wood or metal, may also be acceptable.
- Signs that display the symbol, slogan or trademark of national brands of soft drinks or other products that do not form the bulk of the business transacted on the premises may be allowed if they are executed 'in a graphic style (i.e. color, lettering and illustrations) and with content appropriate to the traditions of the downtown. (For example: a "period" "Coca Cola" sign may be an acceptable addition to a cafe signage.)
- Traditional symbolic, three dimensional signs (such as a barber pole or a pawn shop symbol) are encouraged.
- Graphic imagery, ie. logos, lettering style, colors, product illustration or cartoons, etc. should be compatible with the era in which the building was constructed. Simple contemporary styles may also be appropriate as well as period revival styles of text.
- Simple graphic imagery and minimal text is encouraged. Signage designed in the tradition of the existing three dimensional neon projecting signs that are so numerous and prominent on Vernon Street is encouraged.
- Internally illuminated plastic "cabinet" signs, sheet plywood signs and other flat signs without three-dimensional character are discouraged unless they can be incorporated successfully into the overall building design concept.
- A business name, logo or symbol may be used as a projecting sign as provided in the Sign Ordinance.

When designing new signs or restoring existing projecting signs, lettering styles, colors and materials must be consistent with the historic prototypes existing in the district. Internally illuminated cabinet signs are not acceptable.

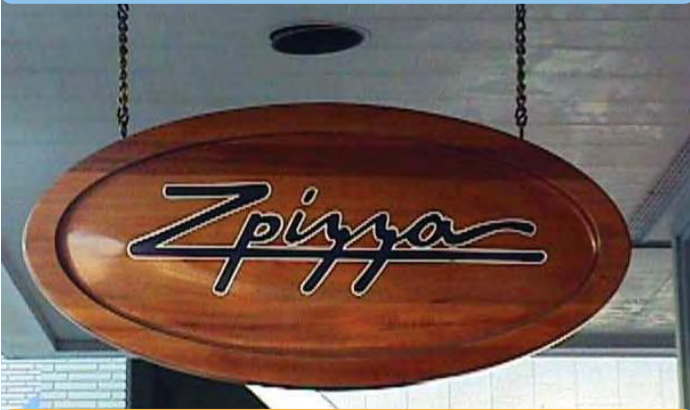
- A business name or logo and address number applied to an awning valance or canopy fascia is appropriate. Lettering style should be appropriate to the building design and era of construction.
- Materials shall be wood, metal, neon or other historically appropriate combinations of materials. Internally illuminated plastic letters or cabinet signs are discouraged.
- A business name or logo and address number may be permanently applied or lettered directly onto window glass or glass in doors or may be a sign placed in the window. Sign materials and lettering style should be appropriate to the historic context. Neon, painted lettering or wooden signs may be

### Sign Location Examples



Flat Sign

## Sign Location Examples



Under Canopy Sign



Traditional Projecting Neon Sign



Canopy Sign

acceptable.

- Some good examples of existing signs that display these attributes and are well designed, memorable and delightful include: The Dainty Pastry Shop sign with its neon wedding cake.
- Sign lighting should be adequate to provide illumination for the sign, but subdued and indirect so as not to create excessive glare. Under canopy signs should not be internally illuminated and should be illuminated with concealed fixtures.
- The use of neon or other exposed lighting when it is carefully incorporated into the signage design is encouraged.
- All multi tenant and multi building projects must develop a planned sign permit program that defines guidelines for all existing and future tenants.
- Directional signs should be designed to be low profile and unobtrusive.
- Directories and parking lot entrance signs placed in landscaped areas should be subtly illuminated by landscape lighting.



Window Sign

## E. Site Components

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**Intent:** To encourage practical designs for the incorporation of necessary site, service and utility components.

### Parking

**Intent:** To ensure that parking areas are carefully and appropriately designed and sited.

- Parking areas should be located behind or to the side of buildings and accessed from the side streets and not directly from Vernon Street.
- Parking areas should be located and designed to minimize conflicts with pedestrians and to minimize the impact to the traditional streetscape appearance.
- Where practical, adjoining uses should share parking to minimize the number of parking lots, reduce the hardscape, area, and minimize the number of driveways.
- Parking areas should be designed to provide efficient circulation, avoid dead ends, have an efficient parking space and circulation pattern, and have planter pockets containing trees and shrubs to provide shading and screening.
- Parking areas should contain at least two varieties of trees, with one type being a large, high branching canopy tree to provide shade, and the other an accent or delineator tree to act as guides to circulation patterns and to highlight entries. Accent trees should complement the selected shade trees and should provide visual interest in form and/or flower.
- Parking areas should be screened from view through the use of plantings or an architectural treatment integral to the overall building design.
- Enhanced paving is encouraged at driveway entries to create a sense of arrival. Materials should reflect the style and character of the adjacent streetscape as they serve to link these spaces and contribute to the continuity of the district's fabric.

### Landscaping

**Intent:** To encourage the use of trees, shrubs, groundcovers and annual flowers to accentuate the streetscape, storefront, and other outdoor gathering spaces.

- Landscape improvements that increase the utilization and appearance of alleys and rear yard spaces as pedestrian linkages and quiet outdoor plazas as well as for their traditional usage for deliveries and rear secondary building access are encouraged.
- Plant materials used within public area zones should unite individual parcels with the streetscape, create favorable microclimate conditions and add texture and color.
- Canopy or street trees should be used in public areas, plazas and courtyards to create "outdoor rooms" and to define spaces.
- Evergreen background and flowering accent trees should be incorporated in appropriate locations to highlight positive features and to add visual interest to the landscape.
- Plant material selections, locations and irrigation systems shall consider site variables such as slope, soil conditions, water requirements of selected species, solar orientations and relationships to buildings and viewsheds.
- Shrubs should be clustered in masses or large groupings and shall be located to address safety concerns and not interfere with vehicular or pedestrian sight lines.
- Parcels that abut railroad rights of way which are not integral to the use and function of the project shall be screened along this boundary with a landscape setback or buffer which includes evergreen trees, shrub massing, groundcover and/or security structure, such as chain link fencing.
- Where large expanses of blank wall or fencing are unavoidably exposed, they should be screened with upright shrubs and trellised vines. Trellises shall be constructed of substantial, durable materials.

## Lighting

**Intent:** To encourage lighting designs that achieve the following objectives:

- Adequate lighting levels that ensure pedestrian safety; Fixtures appropriate to the existing design context, and, Discrete, unobtrusive lighting that provides visual interest.
- Lighting should be skillfully designed and located to be functional, and provide a safe and visually stimulating system. Lights should be shielded or indirect fixtures, downward directed, and located to avoid excessive light spillage onto adjacent sites.
- New exterior lighting should be appropriately sized and located to achieve the intended purpose. Fixture design must be compatible and complement the design and period of the building style.
- Building entrances should be accentuated with thoughtfully designed and located lighting, while other building features are more subtly lighted.
- The building street number shall be illuminated so as to be visible from the street.
- Under canopy and entry lighting should be placed to illuminate pedestrian walkways which may be shaded from street lights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- Light fixtures that imitate designs from historical eras that are inappropriate (eg “Wild West”) or foreign countries (“Mediterranean style”) are not

allowed. Fixtures that are residential in scale and quality are not acceptable for commercial buildings.

- Pedestrian walkways should be illuminated with pedestrian scaled and oriented fixtures. Bollards, shaded pedestal fixtures, building mounted fixtures and ground mounted lights are encouraged.
- Parking lots should be illuminated with pole mounted fixtures and/or building mounted fixtures of a similar design.
- Low profile shaded pedestal fixtures or indirect bollards, and pedestrian scale pole mounted fixtures at parking areas are recommended.
- Landscape lighting fixtures should be concealed-source fixtures except pedestrian-oriented accent lights. Spot lighting of trees, uplighting of shrubs, path lights, step lights and wall lights are encouraged where appropriate.

## Services and Utilities

**Intent:** To ensure that designs incorporate the practical placement of necessary service and utility structures and equipment such as trash enclosures, backflow preventers, transformers and heating and cooling units.

- Utilities and services should be located and screened to be, inconspicuous to the extent allowed by the utilities.
- Trash enclosure design, location and access shall comply with the specifications established by the Refuse Department.
- Trash enclosure design should be integrated with the building design through the use of compatible materials and detailing.
- Whenever possible, businesses and adjacent buildings should develop joint facilities for trash enclosures.
- Surface mounted exposed conduit or electrical lines are not allowed. Electrical switchgear, meters, etc. must be screened or housed in an enclosure, to the extent allowed by the utilities.
- Parapets can screen much of the roof mounted equipment if items are properly located. Air conditioners, fans, vents, antennae, and other roof



top equipment must be set back from the roof edge sufficiently to be out of the line of site so that they may not be seen by a pedestrian walking down the opposite side of the street.

- Mechanical equipment located on roof tops of existing buildings undergoing major remodeling and/or expansion shall be screened from view by substantial, durable materials that are compatible with the building design. Wooden lattice or fence-like coverings are generally not appropriate with the context of this commercial district and therefore are not allowed.
- Site equipment such as transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers etc. should be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures to the extent allowed by the utilities.
- Backflow prevention devices shall be located as not to pose any danger to public safety.
- Backflow preventers should be screened so as not to be visible from the adjacent street or walkways through the use of plant materials, decorative screens or incorporation into project designs. Screens should reflect the style and character of the architecture. Plant materials and screens shall not block views for motorists or pedestrians.
- Equipment locations should be carefully evaluated in terms of visual prominence as well as functional requirements.
- Site equipment should be vandal resistant and designed to prevent unauthorized use.
- Water spigots (hose bibs) with removable handles should be provided at all street front facades to facilitate cleaning and maintenance of storefronts.

## Judah Street Neighborhood

This quiet neighborhood of traditional style residences is undergoing conversion to professional offices and neighborhood commercial uses. The streetscape consists mostly of California Bungalows (1905-1925) and a few later "Provincial Style" homes (1919 -1935) along with the older Victorians that were built in the later 1800's.

Important components of the character of this area are the residential and pedestrian scale within the neighborhood, the street tree canopy that frames the streets, and the mid-block alley ways that lead to detached garages. These elements and the patterns that they create should be preserved and enhanced by new construction, rehabilitations and conversions in the district.

### Judah Street Neighborhood Design Goal

It is the goal of the Design Guidelines for the Judah Street Neighborhood that designs for new construction and conversions of multi-family residential, neighborhood commercial, and office projects ensure compatibility with adjacent properties, be complimentary to the existing design context and preserve the pleasant and diverse character of the neighborhood.

### General Design Intent

- To ensure that designs for new construction, remodeling and conversions enhance the residential scale and character of the neighborhood.
- To encourage designs that are sensitive to the existing streetscape pattern in the neighborhood and that strengthen the continuity of the traditional pattern.
- To ensure that materials appropriate to the building traditions of the era in which the building was built or renovated are used, and replacement of obsolete materials with contemporary materials and construction methods support and complement the attributes of the existing context.
- To encourage sign designs that respect the residential scale and character of the neighborhood and are compatible with the setting.

- To ensure that site components such as parking, landscaping, lighting and services and utilities are complimentary to the residential character of the district.

### Components of Design

**Intent:** To ensure the consideration and careful integration of the following design concepts and components into designs for new construction, rehabilitations and conversions in the Judah Street neighborhood.

- Preservation and enhancement of the character of the district;
- Appropriate streetscape treatment,
- Traditional building facade design;
- High quality and appropriate building materials, finishes and architecture;
- Appropriately designed and scaled new signs; and,
- Site components (Parking, landscaping, lighting, and services and utilities).

### Traditional Neighborhood Character

**Intent:** To encourage designs for new construction and renovations that are compatible with the adjacent buildings and the existing residential scale and character of the district.

- Buildings should be residential in scale, have a front setback consistent with adjacent buildings, and face the street.
- The overall massing of building forms must relate to the small scale intimate nature of the existing residential context.
- Building masses should be broken up into smaller elements that conform to the rhythm of solids and voids of this traditional residential streetscape which is made up of individual buildings set apart from each other by landscaped side yards.
- In general, polygonal and circular buildings are inappropriate to the character of the district and are discouraged.

## A. Streetscape Treatment

**Intent:** To encourage designs that strengthen the continuity of the existing residential streetscape appearance of the Judah Street neighborhood.

- Street trees should be provided where lacking or missing. Tree species should be consistent with the existing street trees that are large canopy shade trees that frame the street and provide shade for pedestrians.
- Sidewalks should be separated from the curb a minimum of five feet for the planting of street trees and groundcovers.
- Front yard setbacks should be consistent with the established pattern of the front setbacks of the adjacent buildings.
- Setbacks that disrupt the character of the district and the appearance of the streetscape are discouraged.
- Buildings should not be set back from the street frontages by parking areas.

## B. Building Facade Design and Pedestrian Considerations

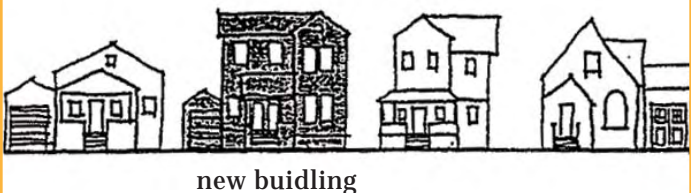
**Intent:** To encourage designs that are compatible with the traditional building facades in the district, and encourage the preservation of the pedestrian scale that exists in the neighborhood.

- The placement, size and construction of windows and doors should be consistent with the residential character of the neighborhood.
- The front and side walls of new construction should be parallel to the property lines.
- Pedestrian access should be provided that connects rear yard parking areas to the front entry and the sidewalk at the street.
- Landscaping, awnings, lighting, signs and accent paving are elements that should be used to develop attractive front and rear facades.
- Building heights should be in scale with the height of adjacent buildings.

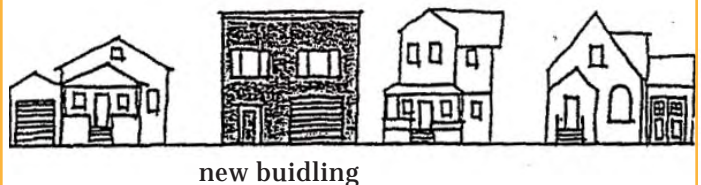
### Streetscape Treatment



New building blends with others on the block.



New building does not fit well with others.



## Windows

**Intent:** To ensure that windows are transparent in order to create a safer and more interactive environment, and to ensure that new and replacement windows are compatible with the building style.

- Windows should be traditional style residential windows in proportion, scale, design and materials, and have clear glazing.
- Window proportions should be vertical rather than horizontal, however, appropriate proportions and number of panes will vary depending upon the style of the individual building and the context.
- Wood frame double hung or casement windows are preferred. The use of metal sash should be confined to new construction. In this case high quality aluminum, single hung or casement windows are encouraged.
- In restoration, the original number of panes in glassed areas should be used.
- Aluminum frame sliding windows as replacement windows on these hand crafted older buildings are not appropriate to the residential character and not allowed.
- Metallic finishes, such as clear anodized aluminum, are not allowed. A dark anodized finish or colored enamel is acceptable for aluminum frame windows.
- Aluminum "strip" windows or large expanses of glass are not allowed.
- Some larger scale storefront display windows at the street level may be appropriate for retail uses, such as corner markets, in mixed use developments.
- Irregular, polygonal, circular and trapezoidal window shapes are discouraged. Radius top windows may be acceptable if compatible with the building design.

## Entries

**Intent:** To ensure the decorative treatment of entryways on the street and the predominant placement pattern of entry way features such as doors, stairs, and porches, and to concentrate activity and pedestrian circulation at the main street.

- The main entry to a project should be clearly identified and should relate directly to the main street frontage.
- All projects should have walkways from the sidewalk to the front/main entry.
- Rear and secondary entries should be subordinate to the front or street entrance. Secondary doorways should be carefully integrated into the overall building design.
- New and replacement doors should be compatible with the character of the neighborhood and the residential quality of the buildings.
- Residentially scaled and detailed solid wood or glazed doors of many styles and types may be appropriate. Inappropriate types of doors include: hollow core flush veneer doors, heavily carved "theme" doors (ie. "mediterranean" style) and aluminum frame storefront entry doors.
- Front porches are encouraged and should be elevated.
- Primary access to buildings via internalized pathways from parking lots or garages is discouraged.
- Emergency exit doors and side exit doors should be designed with high quality materials. The placement of these elements on the building facade should be given careful consideration.
- Access ramps and facilities for disabled persons should be designed to coordinate with the overall building and site design in location, materials, finishes and landscaping treatment. "Tacked on" wheelchair ramps are not permitted.

## Site Furnishings

**Intent:** To encourage site furnishings and pedestrian amenities such as benches, tables, drinking fountains, artwork, bollards, color pots and urns within plazas, courtyards and rear building entries that are compatible with the neighborhood.

- Site furnishings and pedestrian amenities should be compatible with the style and character of the building, its site and the neighborhood.
- Designs should be simple and traditional and shall be of a scale and quality appropriate to the project. Historic reproductions should represent the appropriate era.

## Paving and Finishes

- Special paving treatments should be used to accentuate pedestrian walkways between buildings and within blocks, courtyards, parking areas and rear building entrances.
- The preferred paving material is concrete with a high quality surface finish and decorative scoring. Brick paving, and clay or concrete unit pavers are acceptable alternatives.
- Non genuine paving materials that imitate historical paving finishes, such as imitation cobblestone and brick, are discouraged.

## Walls and Fences

- Walls and fences, where needed to separate properties and/or buffer different uses, should be constructed of materials that provide an effective level of buffering and/or screening.

## C. Building Materials, Finishes and Architecture

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**Intent:** To encourage the use of high quality building materials and to incorporate quality materials, finishes and architecture into designs that complement the residential context.

- Materials should be traditional, high quality residential materials. Fake materials such as synthetic stone, imitation brick, vinyl or aluminum “wood look” siding are inappropriate and discouraged.
- Historic or period building elements should be retained or replaced with materials compatible with the design context.
- Exterior materials and finishes should be of a residential grade with durable high quality finishes and include details appropriate for existing period buildings.
- Unfinished or generic finish materials such as plywood siding, aluminum siding, aluminum awnings and exposed concrete block are difficult to successfully incorporate into a quality design and are discouraged.
- Commercial and industrial materials such as aluminum curtain wall construction, metal roofing, tilt up and cast in place concrete construction or exposed structural steel constructions are, in general, inappropriate for the residential context and are discouraged.
- Finishes should be of consistent quality and detailing on all elevations. “Front facade only” design is discouraged. Alley elevations visible from the street require particular attention.
- A corner building’s prominence should be enhanced by increasing the height of a portion, or developing more complicated forms, or richer and stronger decoration.
- Innovative designs and use of materials and finishes that achieve compatibility with the existing neighborhood are encouraged.

## Color and Texture

**Intent:** To encourage the creative and innovative use of color and texture, create visual interest and enhance the streetscape appearance.

- In general, building body colors in the district tend to be light. New colors should be compatible with the existing color schemes.
- Base colors at the lower levels of the building adjacent to the sidewalk may be of dark more intense hues. This focuses attention below to the pedestrian zone and provides a back drop. Upper stories should be lighter colors, neutral shades are preferred in most cases.
- Building complexes consisting of more than one building should incorporate a variety of color themes that are compatible and yet allow for visual interest.
- Large, uninterrupted and unarticulated monochromatic expanses of wall are generally discouraged. They should be broken up with the use of color or texture.
- Fluorescent or “day-glo” colors are inappropriate to the district and discouraged.
- New brick masonry buildings should not be painted.
- If previously painted, existing brick buildings should be repaired and properly repainted. Sandblasting is strongly discouraged.

## Historic Building Elements

- Existing buildings: the removal or alteration of any historic architectural feature is discouraged. Deteriorated features shall be repaired or replaced by new materials that match the material being replaced in composition, design, color, texture and other visual qualities.
- Previously remodeled buildings: When original design can be documented, buildings undergoing rehabilitation should attempt to correct building features that deviated from the buildings original design period or composition (ie if a mansard roof was added to a “Craftsman” style building in the 60’s and the roof structure is being replaced it should be replaced with a traditional “Craftsman” gable roof).

## Roofs

- Original roof lines and shapes should be maintained. Alterations and additions should be consistent with the existing building design.
- The design of roofs for new buildings should be consistent with the small scale and residential materials that are prevalent in the neighborhood. The residential prototype has a sloped, exposed roof. Parapets are inappropriate and not allowed .
- False mansard roofs are discouraged.
- For larger scale new projects the overall massing should reflect the small scale of the residential context. Large, unarticulated expanses of roof are discouraged. Large roof areas should be designed to have roof forms that are broken up into smaller, traditional design elements.
- Roofs should be of traditional residential materials including wood shingles and shakes, composition fiberglass shingles or clay tiles.
- Colored standing seam metal roofs, glazed ceramic tile or imitation roofing materials including concrete shingles and imitation mission tile are inappropriate and are discouraged.

### D. Signs

**Intent:** To ensure that signs in this neighborhood are designed and located to be unobtrusive and modest.

- All existing and proposed signs are subject to the requirements of the Roseville Sign Ordinance.
- New signage should be of high quality and compatible with the project design and the district with respect to design, materials, placement, size and type.
- Where proposed, directional signs and other signs such as “one way”, etc. should be as unobtrusive as possible. The graphics should be similar to the building signage graphics. Colors should be subdued.
- Illuminated signs should be lit from a concealed source. Internally illuminated or neon signs are discouraged.

Example of projecting shingle sign.



Example of monument sign.



## E. Site Components

**Intent:** To ensure practical designs for the incorporation of necessary site, service and utility components.

### Parking Areas

**Intent:** To ensure parking areas are carefully and appropriately designed and sited.

Parking areas should be located behind or to the side of buildings.

Where practical, adjoining uses should share parking to minimize the number of parking lots, reduce the hardscape area, and minimize the number of driveways.

- The design of parking areas shall conform to the minimum aisle and parking space dimensions contained in the Zoning Ordinance, avoid dead ends, and have an efficient circulation and parking space pattern.
- Driveway improvements and other vehicular access requirements of new development should be sensitive to the traditional if not historic character of the neighborhood and its existing features, and incorporate similar treatments.
- Enhanced paving is encouraged at driveway entries to create a sense of arrival. Materials should reflect the style and character of the adjacent streetscape as they serve to link these spaces and contribute to the character of the neighborhood.

### Landscaping

**Intent:** To encourage the use of trees, shrubs, groundcovers and annual flowers in landscape designs that are traditional and simple, and consistent with the residential character of the neighborhood.

- Landscape improvements that increase the utilization and appearance of alleys and rear yard spaces as pedestrian linkages and quiet outdoor plazas as well as for their traditional usage for deliveries and rear secondary building access are encouraged.
- Areas where the project site abuts the street, and public open spaces such as alleys, courtyards, parking areas and pedestrian walkways should be incorporated into the landscape design.

- Landscape materials selection, location and irrigation systems should consider site variables such as slope, water needs of selected species, solar orientation, soil conditions, and relationships to buildings and viewsheds.
- The existing street trees and parkways are to be preserved. Any new street improvements should continue this pattern.
- New planting in this area should be consistent with existing vegetation and should in no way disturb or endanger the growth of existing street trees.
- In order to preserve the distinguished traditional atmosphere of this neighborhood through the use of plant materials, canopy street trees should be 24" box size or larger at planting.
- The street frontages of buildings in this neighborhood shall be set back from the street by traditional landscaped yards.
- Driveways, courtyards and pedestrian walkways within each block should be landscaped as extensively as possible.
- Parking lots should be designed with ample planter pockets to plant trees and shrubs and achieve the 50% shading requirement.
- Parking areas should contain at least two varieties of trees, with one type being a large, high branching canopy tree to provide shade, and the other

Example of traditional landscaped yard on Judah St.



# Design Guidelines for Downtown Roseville - Judah Street

an accent or delineator tree to act as guides to circulation patterns and to highlight entries. Accent trees should compliment the selected shade trees and should provide visual interest in form and/or flower.

- Shrubs should be clustered in masses or large groupings and should be located as not to interfere with vehicular or pedestrian sight lines.
- Where large expanses of blank wall or fencing are unavoidably exposed, they should be screened with upright shrubs or trellised vines. Trellises shall be constructed of substantial, durable materials, and may incorporate redwood lath lattice if compatible with the overall project design.
- Parking areas should be screened from view through the use of landscape berms and planting, or an architectural treatment integral to the overall building design.
- Incorporation of drought tolerant alternative planting schemes that fit in with the traditional residential landscape context are encouraged as an alternative to the extensive use of turf for front lawns in parkways.

## Lighting

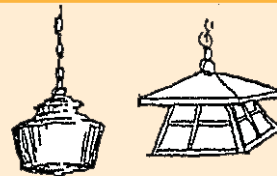
**Intent:** To encourage lighting designs that provide adequate light levels to ensure pedestrian safety. Fixtures that are compatible with and compliment the existing design context; and, lighting that is discrete and indirect while providing visual interest.

- New exterior lighting should utilize appropriate high quality fixtures.
- Lights should be of a design and be placed so as not to cause glare or excessive light spillage onto adjacent sites.
- All exterior lighting should be shielded or indirect fixtures, downlights in soffits or overhangs, or shaded fixtures that provide downward directed lighting.
- Walkway and entry lighting should be placed to illuminate the pedestrian walkway which may be shaded from street lights. These fixtures should be recessed down lights, or pendant fixtures set in the soffit or other wall mounted shaded fixtures.

- Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- Decorative lighting such as spotlights, neon, or white string “twinkle” lights are discouraged.
- Exposed bulb fixtures such as “carriage lamps” may be used but should have a 25 watt maximum lamp. External flood lighting should be arranged so that the light sources are screened from view.
- Designs appropriate to the years during which the buildings were constructed are recommended. Simple contemporary designs are also recommended. Fixtures should be residential in style and of pedestrian scale.

### Example of suitable light fixtures

#### Simple contemporary wall and ceiling fixtures of residential scale



Authentic reproduction fixtures: victorian, revival style or draftsman as appropriate to the structure.

#### Residentially scaled bollards or path lights with downward directed light. Maximum of 3' - 6' high.



- Landscaped areas and walkways should be illuminated with pedestrian oriented fixtures. Bollards (low, post mounted single light fixtures), shaded pedestal fixtures, or pedestrian scale pole fixtures are encouraged. Landscape lighting strategies include spot lighting of trees, lighting of shrubs from below with light sources shielded from view, and placing shielded walkway lights along paths and in planting areas.
- Fixtures should be of designs that are appropriate to the years during which the buildings were constructed. Thematic reproductions such as “Colonial style” or designs that have “foreign” connotations such as “Olde England” are not appropriate and are discouraged.
- Parking lots should be illuminated with low bollard type fixtures that are supplemented with building mounted fixtures.
- Directories and directional signs for parking and building access should be subtly illuminated.
- Backflow prevention devices shall be installed in conformance with all applicable codes and ordinances and shall be located as not to pose any danger to public safety.
- Backflow preventers should be screened so as not to be visible from the adjacent street or walkways through the use of plant materials, decorative screens or incorporation into project designs. Screens should reflect the style and character of the architecture. Plant materials and screens must not block views for motorists or pedestrians.
- Surface mounted exposed conduit or electrical lines are not permitted. Electrical switchgear, meters, etc. should be screened or housed in an enclosure to the extent allowed by the utilities.
- Site equipment such as transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., should be screened from view at both the front and rear of buildings by landscaping or an approved enclosure to the extent allowed by the utilities.

### Services and Utilities

**Intent:** To ensure that designs incorporate the practical placement of necessary service and utility structures and equipment such as trash enclosures, backflow preventers, transformers and heating and cooling units.

- Utilities and services should be located and screened to be inconspicuous to the extent allowed by the utilities.
- All service access should be oriented off of alleys or secondary streets.
- Trash enclosures and service and utility equipment locations should be carefully evaluated in terms of visual prominence as well as functional requirements.
- Trash enclosure design, location and access shall comply with the specifications established by the Refuse Department.
- Trash enclosure design should be integrated with the building design through the use of compatible materials and detailing. Landscape screening for trash enclosures is desirable.
- Adjacent businesses should develop joint facilities for trash enclosures whenever possible.
- Roof mounted equipment shall be thoughtfully located. Air conditioners, fans, vents, antennae, and other roof top equipment shall be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian on the opposite side of the street or this equipment must be screened from view. Screening materials should be substantial durable materials, compatible with the design and materials of the building.
- Site equipment should be vandal resistant and designed to prevent unauthorized use.