V. COMMUNITY DESIGN ELEMENT

Purpose

This Community Design Element is intended to address the built and natural environment. This includes the image and character of Lakeport's neighborhoods; the quality of buildings, streets, and public spaces; the community's historical attributes; and the importance Clear Lake has in defining the character of the City.

Community design is about community building. It is broader in scope than the mere appearance of a building; it concerns the built character, order, and sense of place of the area. It is the interrelationship between various components (buildings, transportation systems, open space, vistas, interaction of humans between each other and the natural environment, heritage, and economics) that, when put together, make up a total community. Good community design is building communities that are safe for children to walk to school and for the elderly to cross the street. It is how to maintain the downtown as a place where local residents, as well as visitors want to go to shop, dine, and interact with each other. It balances the often conflicting goals of respect for the environment with economic gain. It creates places for people to feel comfortable with each other and with the built environment.

Aspects of Community Design in the Built Environment

RESIDENTIAL DEVELOPMENT

Residential districts in Lakeport provide residents with a wide array of lifestyles and home choices. Over 18 percent of the housing units in Lakeport are mobile homes, most located within mobile home parks. Residential areas in the northwest portion of the City and within the Sphere of Influence are predominately large-lot rural residential neighborhoods. Residential areas near the city-center follow a more traditional small lot residential development pattern with grid streets, minimal building setbacks, and residential densities in excess of 7 units per acre.

As the residential population of Lakeport continues to grow, additional housing units and residential neighborhoods will be developed both as infill, and as new construction around the periphery of the existing developed areas of Lakeport. Future patterns of growth will have a significant impact on the character and sense of place of the City.

Safe, comfortable housing is, of course, a key element of a livable community. New development must respect the scale and intensity of adjacent older neighborhoods. New development should provide physical connections through streets, lanes and/or trails wherever possible so that pedestrians, bicycles, automobiles, and other forms of transit can move safely and easily between local destinations, and between home and work.

RURAL RESIDENTIAL DEVELOPMENT

Much of the existing residential development within the Lakeport Sphere of Influence and around the periphery of the City limits is rural in nature, with homes located on relatively large lots (1 acre and larger). These areas, commonly referred to as "Conventional Subdivisions" include residential developments where all the land is divided into houselots and streets, with the only open space typically being undevelopable wetlands, steep slopes, floodplains, and stormwater management areas.

These two figures represent land use patterns in a typical conventional subdivision. Most of the land on the project site is parceled into private lots, which leaves very little land left over for habitat preservation and open space.

Figure 8a, Conventional Subdivision Layout

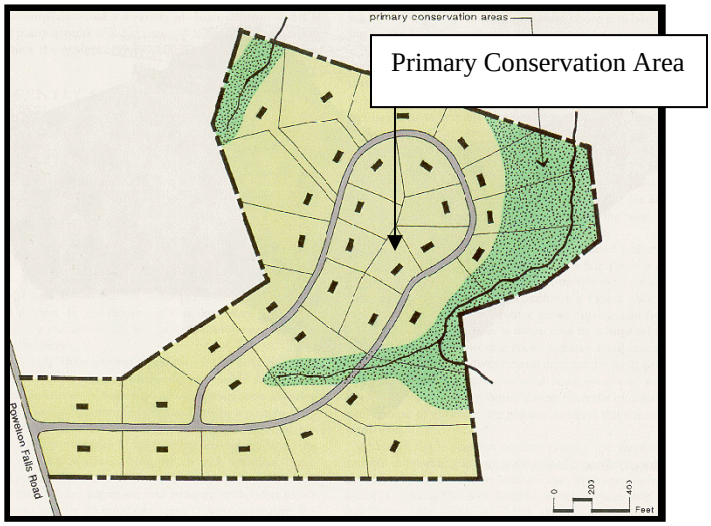
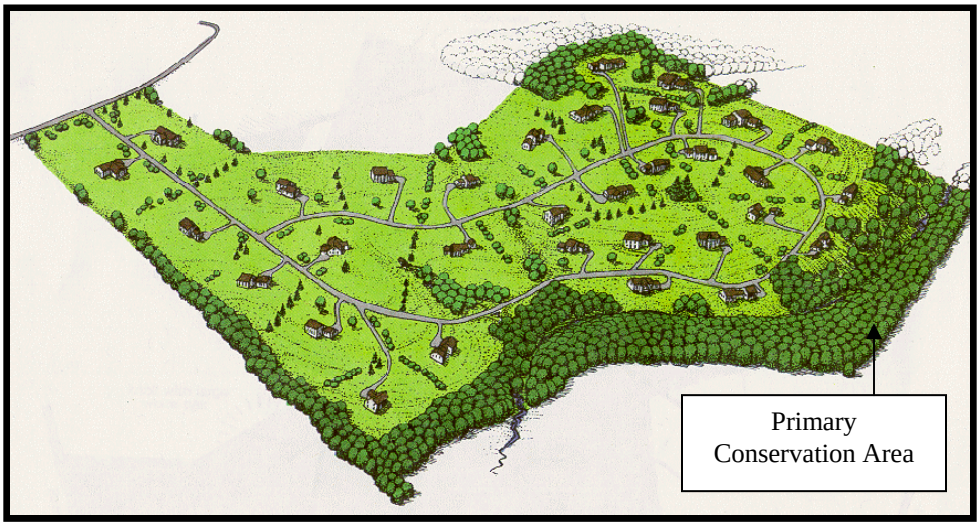


Figure 8b, Conventional Subdivision Layout



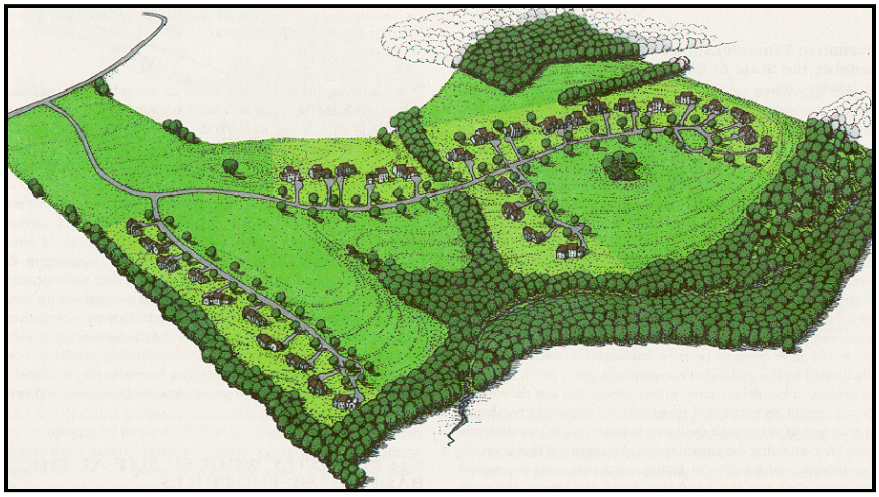
Images from Rural by Design, Randall Arendt, et al.

As future development takes place around the periphery of Lakeport, and within the Sphere of Influence, every attempt should be made to cluster residential lots where feasible. Future subdivision of large parcels or tracts of land for residential development should attempt to protect and enhance the natural environment. Primary sensitive conservation areas such as bodies of water, easements, floodplains, steep slopes, wetlands, and wooded areas should be preserved and protected from encroaching residential development. Site designs, lot layouts, and the positioning of roads and infrastructure should also respect natural buffers, historical components, landmarks, prime views, land contours and public vistas. Properly designed clustered residential development should allow every lot to front publicly owned and preserved open space.

These two figures represent clustered residential development patterns. By placing smaller lots relatively close together, large amounts of contiguous open space are preserved, which allows for improved habitat conservation, greater public access, and a network of trails which would not be possible in a conventional subdivision.

Figure 9a, Clustered Residential Subdivision

Figure 9b, Clustered Subdivision Layout



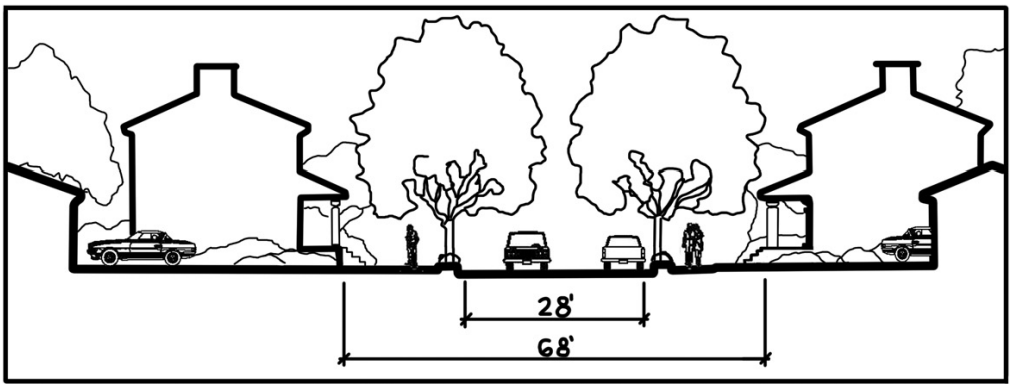
Images from Rural by Design, Randall Arendt, et al.

TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Wherever practical, new residential neighborhoods and new residential developments in and around Lakeport should follow traditional neighborhood design guidelines. Traditional neighborhoods are characterized by the following traits:

- Streets are arranged on the grid system, rather than curvilinear streets with cul-de-sacs or flag lots.
- Roads are generally narrower than conventional subdivisions, and have curbs, bike lanes, and a planting strip between the road and the sidewalk.
- Development standards are flexible to allow for a variety of lots sizes, minimal setbacks, and zero lot lines.
- Where practical, garages should be placed to the rear of the parcel, accessible through an alleyway.
- Homes should be oriented towards the streets and common areas and have front porches and verandas.
- Generous planting of street trees.
- Parks and schools should be established within or near these types of residential neighborhoods.

Figure 10, Traditional Neighborhood Design Street Section



Street design can have a tremendous impact on the character and pedestrian friendliness of a neighborhood. Street trees provide shade, enhance the walking experience, and provide a safety buffer between vehicles and pedestrians. Narrow street widths act as a traffic calming measure, additionally enhancing the walkability of neighborhoods.

Traditional residential neighborhoods are particularly appropriate near or adjacent to mixed-use developments, civic facilities, schools, and parks.

INFILL, REDEVELOPMENT, AND OLDER AREA REVITALIZATION

Infill and reuse opportunities will become increasingly important as compact development within the existing urban area continues. Compact development maximizes the efficient use of land and infrastructure and avoids the intrusion of urban uses on the natural landscape. Infill and reuse strategies must also be major components of economic development and redevelopment planning. Infill uses, by definition, are additions to the existing community and must respect the pre-existing uses, patterns, and community aesthetics. Wherever possible, infill strategies should create areas which contain mixtures of complementary uses that are within safe, easy and convenient walking distance of each other.

COMMERCIAL DEVELOPMENT

Over the next 20 years Lakeport will continue to grow and expand its economic base and commercial land uses. Much like residential neighborhoods, commercial areas must serve unique purposes and adapt to suit the existing conditions and future needs of the community and the neighborhood in which they are located. The placement, design, density, and orientation of new commercial development within Lakeport will have an impact on the future character of the City.

There are a variety of forms that commercial development can take, and each has corresponding effects on other types of land uses, traffic, air quality, pedestrian accessibility, and aesthetic quality.

LINEAR DEVELOPMENT

Linear commercial development, or strip development, typically focuses on lining new offices and businesses along a single major roadway. This type of growth creates a "strip" of commercial uses, typically encompassing both sides of a roadway. Characteristics of linear development include the following:

- Parking is situated in the front of the building, with lots generally running the length of the building
- Buildings are set back relatively far back from the roadway to allow for larger parking areas in front of the development.
- Parking lots are provided for individual buildings, increasing the total amount of land needed for new developments.
- Landscaping improvements must cover a large linear area around the front and sides of lots, increasing the amount of landscaping needed to effective screen and shield buildings.

Figure 11
Linear Commercial Development

NODAL DEVELOPMENT

Nodal, or clustered, commercial development groups offices and businesses around major intersections, allowing for a more concentrated pattern of growth. By clustering similar or complimentary land uses, nodal development allows for such conveniences as shared parking and access, pedestrian friendly site design, common public open spaces, and reduced overall land consumption. Characteristics of nodal development include the following:

- Parking is set to the rear of buildings to reduce impacts on the streetscape and improve the visual aesthetic quality of the development.

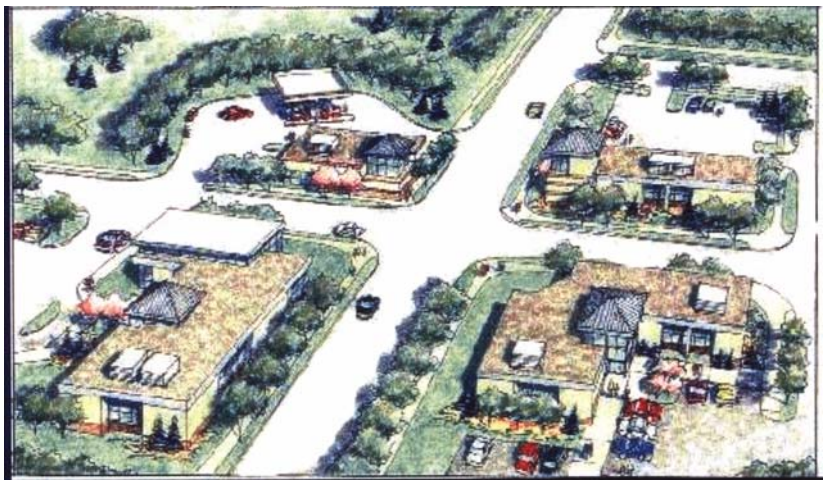
- Building setbacks are reduced, allowing for businesses to locate closer to the street. This allows for greater building visibility and more convenient pedestrian access.

- Shared parking facilities result in a lower overall land consumption than what is normally found with traditional linear commercial development.

- Landscape improvements typically consume less space.

- Businesses and offices which compatible or complimentary uses located within the same development improve the consumer draw to that location and have positive economic ripple effects.

Figure 12, Nodal Commercial Development



In 1985, California joined a growing national movement to improve the quality of life in America's towns, cities and neighborhoods by restoring the economic health of Main Streets historic, traditionally designed central business districts. Developed by the National Trust for Historic Preservation's National Main Street Center, the Main Street Approach organizes a district's comprehensive revitalization efforts into a four-point framework: organization, promotion, design, and economic restructuring. This framework ensures the district's place as the heart of a community.

A certified local Main Street program must meet stringent criteria set forth by California Main Street as well as complete an application and pass an on-site assessment conducted by the state program. California Main Street does not provide funding; the program provides training; information, research, and referral services, and technical assistance.

The program is focused on enhancing the economic, social, cultural, and environmental well-being of historic and traditional commercial districts located in California's diverse cities, towns, and neighborhoods, California Main Street has helped communities build strong broad-based organizations to implement and manage the revitalization process.

DOWNTOWN COMMERCIAL DEVELOPMENT

Lakeport has been able to maintain its small town charm and attraction to visitors in part by maintaining the vitality of its downtown. The downtown commercial area's landscaping, history, retail opportunities, pedestrian accessibility, and proximity to Clear Lake are all positive attributes that create the cultural and economic core of the City for both residents and visitors.

The Downtown Master Plan, adopted in 1989, established urban design guidelines specifically for downtown Lakeport; the area defined by Martin St. to the south, Seventh St. to the north, Forbes St. to the west, and Clear Lake to the east. The purpose of the Plan is to revitalize the downtown and strengthen its role within the community. Key goals of the Downtown Master Plan include:

- To increase property values through construction of new commercial and multifamily residential development and renovation of existing structures.

- To provide facilities and amenities for the downtown which encourage pedestrian movement and special events.

- To preserve and enhance historic buildings and sites.

- To retain Lakeport's small town character while accommodating growth and economic development.

- To improve retail sales volumes of downtown businesses.

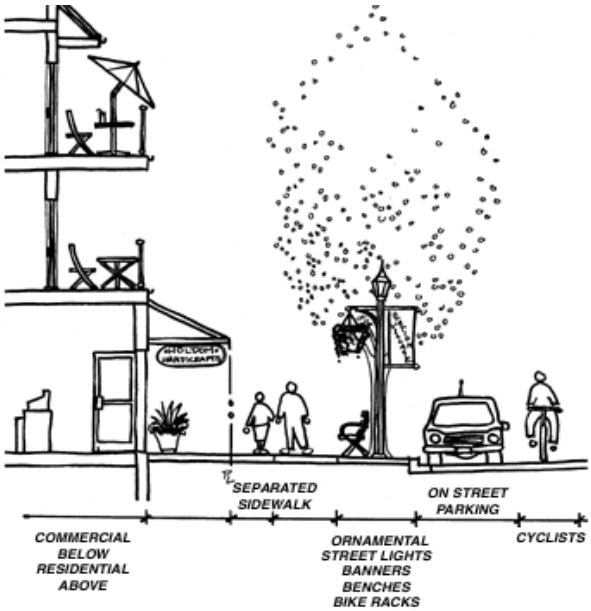
MIXED-USE DEVELOPMENT

Figure 13, Mixed Use Development

In addition to downtown and pure commercial developments, the City may seek to include mixed-use developments in some areas. Mixed-use areas will include those developments consisting of more than one type of land use. Typical types include combinations of multi-family residential and office, multi-family residential and commercial retail, or commercial institutional.

Mixing land uses (commercial, residential, recreational, educational, and others) in neighborhoods or places that are accessible by bike and foot can create vibrant and diverse communities. Mixed land uses are critical to achieving great places to live, work, play, shop, and meet friends. Mixed land uses also convey substantial fiscal and economic benefits. Commercial uses in close proximity to residential areas often have higher property values and therefore help increase local tax revenues. Mixed-use developments also reduce the amount of land consumed through shared parking arrangements, and vertical rather than horizontal building expansion.

Figure 14, Mixed Use Street Section



Mixed Use Development

Mixed-use development combines ground-floor retail with upper-story offices or residential. Buildings have varied, interesting facades with frequent doors, windows, and architectural styles appropriate to the regional character. Buildings are set at the street, with on-street parking, or close to the street (as shown in Figure 14), with a modest amount of diagonal parking in front. This maintains a close relationship between the street, sidewalk, and buildings, and keeps the street and sidewalk as a pedestrian-friendly realm. In contrast, modern, suburban-style retail development surrounds low, monotonous buildings with large parking lots, discouraging walking.

Lighting

Exterior lighting for pedestrian areas, building facades, and landscape design features should be complementary in style, color, and lamping with public street and pedestrian lighting. It is not necessary to duplicate light fixtures used on city streets but fixtures proposed for building exteriors should work effectively with street lighting. The following policies for architectural lighting are intended to improve the lighting of public and private development throughout the city.

Lighting should serve functional, safety, and aesthetic purposes. Light can be used to identify important civic buildings, thus giving cohesion to the physical structure of the community; to convey a private image for commercial or residential development; and to increase the use of public places at night. The objectives of a lighting program for Lakeport are:

- Encourage an abundance of high-quality outdoor lighting to give important areas of the city vitality and sparkle at night.
- Have on-site lighting contribute to site security.
- Have on-site lighting complement and reinforce the architecture.
- Have on-site parking area lighting fixtures and illumination levels be consistent throughout the city.
- Prevent on-site lighting from casting glare onto adjacent parcels and streets.
- Encourage lighting design that is in conformance with energy saving guidelines.

OBJECTIVES, POLICIES, & PROGRAMS

OBJECTIVE CD 1: TO PRESERVE AND ENHANCE THE QUALITY AND CHARACTER OF EXISTING AND FUTURE RESIDENTIAL NEIGHBORHOODS IN LAKEPORT.

Policy CD 1.1: **Higher Densities.** New residential development should be built at higher densities in clustered development patterns that minimize infrastructure requirements and maximize open space**.**

Program CD 1.1-a: Integrate development into natural areas by clustering development and/or adjusting site plans to preserve wetlands, steep slopes, and notable stands of trees or other vegetation. Natural features should function as site amenities. Use incentives such as flexible lot size and configuration to encourage preservation and add amenity value.

Program CD 1.1-b: Through implementation of the City's Subdivision Ordinance, Zoning Ordinance, and design review process; encourage new residential developments to use Traditional Neighborhood Design.

Program CD 1.1-c: Encourage the use of the PD Combining District in the City's Zoning Ordinance.

Policy CD 1.2: **Public Access.** Site design should maximize public access to and create opportunities for use of shoreline areas in locations contiguous to the lake, stream, or wetland where such access would not jeopardize habitats and other environmental attributes of the water body.

Program CD 1.2-a: Development review of proposed projects shall identify opportunities for increasing public access to Clear Lake, wetlands, streams, and creeks in the Planning Area.

Program CD 1.2-b: Public access easements to Clear Lake, streams and wetlands (where appropriate) between properties, shall be required at ½ mile intervals where feasible.

Policy CD 1.3: **Redevelopment.** Promote re-investment in and upgrade of existing neighborhoods through redevelopment of small, underutilized parcels, modification and alteration of older housing stock, and improvements to streets and sidewalks to increase property values.

Program CD 1.3-a: Provide incentives such as permit streamlining for projects which improve existing residential neighborhoods.

Policy CD 1.4: **Sidewalk Improvements.** Sidewalks, walkways or walking paths should be provided along streets in established neighborhoods, where sidewalks have not been previously constructed. Sidewalk width should be ample to safely and comfortably accommodate pedestrian traffic and, where practical, match existing sidewalks.

Policy CD 1.5: **Care of Vacant Property.** Vacant property should be maintained (landscaped, pruned, mowed, and litter removed) or screened to prevent adverse visual, economic, and health/safety impacts on the surrounding area.

Policy CD 1.6: **Visual Compatibility.** Architecture of new structures in established areas should be visually compatible with other structures on the site and with adjacent development.

Policy CD 1.7: **Architectural Character.** Maintain and enhance the architectural character and rural heritage of existing neighborhood areas and the Lakeport community as a whole.

Program CD 1.7-a: Inventory and map significant historic buildings and areas within the Lakeport area.

Program CD 1.7-b: Through the design review process, protect designated architecturally and/or historically significant areas.

OBJECTIVE CD 2: TO PROMOTE COMMERCIAL DEVELOPMENT DESIGNS WHICH FOSTER ECONOMIC GROWTH, REDUCE LAND CONSUMPTION, AND COMPLIMENT ADJACENT LAND USES.

Policy CD 2.1: **Pedestrian and Bicycle Access.** Ensure safe and convenient pedestrian and bicycle access to commercial areas.

Program CD 2.1-a: Buildings should be sited so that entries and front facades face the public sidewalk; loading docks and vehicular entrances shall be located to the side or rear.

Program CD 2.1-b: Pedestrians and bicycles should be accommodated through the appropriate placement of walkways, bike racks, and rain-sheltered entrances to buildings.

Policy CD 2.2: **Clustered Commercial Development.** The City shall encourage clustered commercial development nodes and discourage "Strip" commercial development

Program CD 2.2-a: The City should provide flexibility in site design standards; such as allowing for shared parking facilities.

Policy CD 2.3: **Development Near Major Intersections.** Commercial development should be clustered near major intersections.

Policy CD 2.4: **Neighborhood-Serving Commercial.** Small-scale neighborhood serving commercial developments shall be encouraged.

Policy CD 2.5: **Compatibility with Surrounding Land Uses.** Ensure that commercial developments are compatible with surrounding land uses.

Program CD 2.5-a: When located adjacent or near to residential areas, buildings should respect the residential character by avoiding long, uninterrupted expanses of wall and roof planes, and by incorporating architectural features such as covered entries or porches, cupolas, towers, arbors or pergolas, etc. which add variety and interest to larger buildings.

Program CD 2.5-b: Where commercial development abuts residential or other non-commercial uses, appropriate visual and noise buffers shall be included in the site design, such as increased setbacks or landscaped screening.

Policy CD 2.6: **Location of Parking.** Parking areas are encouraged to be provided to the rear or side of buildings and include trees that reach a mature height of at least twenty feet whenever feasible.

Policy CD 2.7: **Energy Efficiency.** The siting and design of buildings shall promote energy-efficiency and solar access, and shall minimize impacts on other nearby uses.

OBJECTIVE CD 3: TO ENCOURAGE INFILL DEVELOPMENT WHERE APPROPRIATE.

Policy CD 3.1: **Infill Development.** The City should work to encourage appropriate infill development throughout the City of Lakeport.

Program CD 3.1-a: The City should consider permit streamlining, fee waivers, and other means to facilitate infill development and ease the application review process.

Policy CD 3.2: **Compatibility of Infill Development.** Infill development should match the scale, design, and character of the surrounding neighborhood and adjacent structures.

Policy CD 3.3: **Funding of Infill Development.** The City should explore using redevelopment funds and other forms of public/private financing arrangements to fund infill development projects.

OBJECTIVE CD 4: TO MAINTAIN AND CONTINUE TO PROMOTE A VIBRANT, HEALTHY, PEDESTRIAN ORIENTED DOWNTOWN COMMERCIAL DISTRICT AS THE HEART OF THE CITY.

Policy CD 4.1: **Downtown Specific Plan.** The City should prepare and adopt a Downtown Specific Plan.

Policy CD 4.2: **Design Review.** Implement programs such as facade improvement programs and design review, which maintain and enhance Downtown's historic character and commercial vitality.

Policy CD 4.3: **Preservation of Existing Public Buildings.** Retain existing public offices and facilities Downtown, including the Carnegie Library, the old Courthouse, and City Hall.

Policy CD 4.4: **Downtown Development of Entertainment and Retail.** Endeavor to locate new entertainment and retail facilities in the downtown area through redevelopment, public/private partnerships and other development tools.

Policy CD 4.5: **Small Town Character.** Retain the small town character of the downtown area by:

- Maintaining and enhancing the historic character and design of buildings, the pedestrian scale and orientation of the downtown area;

- Endeavor to ensure that future development along the lakefront does not block views of the lake from public streets and recreation areas, nor reduce public access to the waterfront.

Policy CD 4.6: **High Density.** Continue the pattern of concentrating high density residential and commercial development in the downtown area.

Policy CD 4.7: **Public Amenities.** Enhance public areas and amenities in the downtown area to make them more inviting and to improve their function and role as the focal point of the community.

Policy CD 4.8: **Lakefront Access.** Improve and develop pedestrian paths and access between the downtown area and the lakefront.

Policy CD 4.9: **Public Open Space.** Continue to preserve and acquire additional public open space through dedications, the purchase of fee title or easements.

Policy CD 4.10: **Public Art.** Provide art in public places and parks.

Program CD 4.10-a: Work with the Lake County Arts Council and the arts community to establish an "art in public places" program.

Policy CD 4.11: **Landscaping.** Landscaping should be used to enhance the overall community appearance and should be reviewed as an integral part of all development applications. Plant materials should be used in a logical, orderly manner to define spaces and to relate to buildings and structures.

Program CD 4.11-a: Revise the Zoning Ordinance to include landscape standards.

Program CD 4.11-b: Establish a tree planting program with incentives to encourage private property owners to plant trees in front of their properties, according to the street tree concepts established in the Community Design Element.

Policy CD 4.12 **Residential Uses.** Residential land uses in the Central Business District should be secondary and complimentary to commercial and retail land uses.

Program CD 4.12-a: Revise the Zoning Ordinance to establish specific development criteria for the development of mixed-use and residential uses within the Central Business District. Residential development should be smaller in scale than adjacent commercial development and should not be a prominent feature along the Main Street pedestrian walkway.

OBJECTIVE CD 5: TO ENCOURAGE A MIXING OF LAND USES.

Policy CD 5.1: **Overlay Designation.** Amend the Zoning Ordinance to include an overlay designation which permits special applications of land use and building design standards to allow for mixed-use developments.

Policy CD 5.2: **Specific Plans and Planned Unit Developments.** Encourage the use of specific plans and planned unit developments which allow and plan for mixed use development.

Policy CD 5.3: **Locations of Mixed-Use Developments.** Encourage mixed-use development near the downtown area and near existing and future employment centers.

Policy CD 5.4: **User-Friendly Access.** Require pedestrian-friendly streetscapes, landscaping, public open spaces, and pathways throughout mixed-use areas to facilitate walking and bicycling.

OBJECTIVE CD 6: TO PROVIDE ADEQUATE PARKING FACILITIES THROUGHOUT THE CITY WHICH CONSUME THE MINIMUM AMOUNT OF LAND POSSIBLE AND DO NOT DETRACT FROM THE VISUAL QUALITY OF THE CITY.

Policy CD 6.1: **Flexible Parking Standards.** Establish flexible parking standards in the Zoning Ordinance to facilitate a more effective utilization of parking space. Consider flexible standards for mixed use developments comprising, for example: multifamily housing with office or retail uses; shared parking facilities for commercial uses; the establishment of a parking fund and parking-in-lieu fees; and requiring a portion of the parking site area devoted to landscaping.

Policy CD 6.2: **Street Frontage.** Locate parking facilities wherever possible to the rear of the development, so that the building facade is contiguous with the street frontage and parking areas are hidden from the street.

Policy CD 6.3: **Joint Parking Facilities.** Require joint parking facilities for commercial, retail, office and mixed uses wherever feasible.

Policy CD 6.4: **Buffering Parking Areas.** Buffer common parking areas from view from public streets.

Policy CD 6.5: **Bicycle and Motorcycle Parking.** Provide areas suitable for bicycle and motorcycle parking in all new parking facilities in excess of five spaces.

Policy CD 6.6: **RV Parking.** Provide parking facilities for recreational vehicles in commercial and residential areas which are properly landscaped and screened. Consider revising the Zoning Ordinance to prohibit parking of recreational vehicles in the front yard (that yard or area within the front one half of the lot) of residential areas.

Policy CD 6.7: **Parking Supply.** Provide an adequate supply of parking spaces in the downtown area.

Program CD 6.8-a: Prepare and periodically review a Parking Management Plan for the downtown area to analyze the current and future need for parking space and to develop programs which efficiently manage parking facilities. Include the following priorities in the Parking Management Plan:

- First priority - short term for short term users such as retail customers;
- Second priority - long-term off-street spaces on the periphery of the downtown area for all-day users such employees and business owners; and
- Third priority - recreational vehicles, including boats, personal watercrafts, etc.

Program CD 6.8-b: Revise the Zoning Ordinance to establish flexible parking standards in the downtown area to facilitate a more effective utilization of parking space. Consider such factors as: joint parking facilities; proximity to bicycle parking areas; and proximity to off street parking areas.

Program CD 6.8-b: Additional parking should not be required for retail businesses in the downtown area that remodel, renovate or expand their facilities unless additional land on site is available. Require the payment of a parking-in-lieu fee as appropriate.

Program CD 6.8-c: Require City and County employees to park in the long-term parking spaces.

Policy CD 6.8: **Parking Lot Feasibility.** Evaluate the feasibility of building a public parking lot or garage through the establishment of a Parking Assessment District in the downtown area.

OBJECTIVE CD 7: TO IMPROVE LANDSCAPING, SIGNAGE AND PUBLIC OPEN SPACES THROUGHOUT THE CITY.

Policy CD 7.1: **Defined Points of Entry.** Clearly define the points of entry to the City through use of distinctive signs, street lighting, and street trees.

Program CD 7.1-a: Establish at the entry points to the City, distinctive signs which are lighted and placed in a landscaped area.

Policy CD 7.2: **Public Open Space.** Revise the development review process to ensure that a meaningful amount of useable public open space is incorporated into commercial, retail, mixed use and office development. Require a Public Open Space Plan for commercial developments in excess of 3/4 acre. (Usable public open space is space which is accessible to the public and can be utilized for walking, sitting, etc. versus space that exists only to provide visual relief.)

Program CD 7.2-a: Revise the Zoning Ordinance to establish a specific standard for public open space for all non-residential development in excess of 3/4 of an acre.

Policy CD 7.3: **Landscaping Appearance.** Landscaping should be used to enhance the overall community appearance and should be reviewed as an integral part of all development applications. Plant materials should be used in a logical, orderly manner to define spaces and to relate to buildings and structures.

Program CD 7.3-a: Continue to enforce the Zoning Ordinance, which includes landscape standards. Require older commercial areas to provide landscaping and to maintain existing landscaping.

Policy CD 7.4: **Tree Preservation.** Facilitate the preservation of existing native trees, the planting of additional street trees, and the replanting of trees lost through disease, new construction or by other means. Achieve continuity of streets through the use of repetition of similar trees and shrubs. (Additional policies and programs relating to trees are consolidated in the Conservation, Open Space and Parks Elements)

Policy CD 7.5: **Xeriscaping.** Utilize drought resistant landscaping such as xeriscape. Limit the amount of turf or lawn area of the site and require use of water conserving irrigation systems.

Policy CD 7.6: **Signage.** Facilitate the installation of attractive and functional signs.

Program CD 7.6-a: Revise the sign ordinance to encourage good design in signage. The ordinance should consider the following items:

- *Visual Compatibility.* Each sign should consider visual compatibility with the surroundings. Each sign should be designed to complement the architectural and landscape styles of the main buildings or buildings with respect to visual elements such as construction materials, color, or other design details.

- *Scale of Signage.* The scale of signs, letters, and symbols should be appropriate to their use, whether to catch the eye of a passing motorist or strolling window shopper. Color should be used carefully. Limited use of

several colors with strong contrast between background and signing is recommended to make the signs easily readable.

- *Quality of Signage.* Signs should be constructed with quality materials and in a craftsman-like manner to ensure both an attractive appearance and a durable project.

- *Public Signage.* Public signing and graphics for traffic control and public information should be consistent throughout the city. Special colors and consolidation of signs on special frames could add a positive element to the streetscape.

- *Prohibited Signage.* Promotional banners, balloons or similar promotional devices should not be allowed, except when used on a temporary basis to celebrate a specific event approved by the city. Moving, flashing, or sound emitting signs should be prohibited. Exposed lamps or tubing, except neon, should be discouraged. All conduit, wiring, transformers, raceways, and all fastening devices for sign, face, side, and exposed structures should be concealed from public areas. An effort should be made to reduce copy down to the minimum necessary to convey the message.

- *Temporary Signage.* Temporary development, real estate, and leasing signs should be permitted only during the development phase for the purpose of identifying the business or company developing and leasing the parcel.

Policy CD 7.7: Lighting Fixtures. Utilize the following guidelines for the review of exterior lighting fixtures:

- Night lighting of buildings should be done in a selective fashion and should be indirect in character with no source of light visible.

- Keynote special features such as towers and decorative cornices. Emphasize repetitive elements such as columns.

- Use light to articulate architectural composition, such as spotlighting vertical elements of a vertical building and illuminating roof eaves.

- Use interior light sources as part of the total design. Architectural lighting should articulate and animate the particular building design.

- *Height.* Light standard heights should be related to the lighting need of the use: street lights up to 30 feet high; parking areas up to 18 feet high; walkways and malls up to 15 feet high; planting areas up to 3 feet high.

- *Function.* Lighting for pedestrian movement should illuminate changes in grade, path intersections, seating area, and any other areas along a path

which, left unlit, would cause the user to feel insecure. As a rule of thumb, one foot candle per square foot is adequate. Building-mounted light fixtures should be used judiciously. Their primary purpose should be to illuminate pedestrian spaces. Subtle accent lighting of unique architectural elements should be considered. The arbitrary lighting of building facades and roofs should be prohibited.

- *Hazards.* Light posts should be located in such a manner that they will not become safety hazards to pedestrians or vehicles. Lights should not blink, flash or change intensity. Shatterproof or vandal resistant coverings are recommended for low-level lighting where there is danger of breakage. Lighting should not intrude on adjacent property or cause glare into drivers' eyes. Any light source over 10 feet high should incorporate a cut-off shield to prevent light spill. Service area lighting should be contained within the service yard boundaries and enclosure walls. No light spillover should occur outside the service area. The light source should not be visible from the street.

- *Energy*. Lighting systems should be energy efficient.

Policy CD 7.8: **Aesthetic Character.** Install a variety of planters, benches, tree grates, bike racks, and trash receptacles to enhance the aesthetic character of the downtown area. Select street furniture that relates well to the historic character of the Downtown. Place street furniture in landscaped areas so as not to impede pedestrian movement.

Policy CD 7.9: **Alternative Energy.** The City shall encourage and make maximum use of energy from alternative sources, including, but not limited to solar power, wind power, hydropower, and water pumping.