Design Guidelines and Standards for Mixed Use Districts

Pertaining to East Grand Avenue and a portion of El Camino Real

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Introduction

The primary purpose and goal of these Guidelines are to encourage the use of design that will distinguish the character and appearance of the East Grand Avenue corridor and a portion of El Camino Real in order to enhance economic vitality and incorporate mixed use activity. Please note that Design Guidelines and Standards for Design Overlay Districts 2.4 and 2.11, pertaining to the vicinities of the Village area and Traffic Way can be found in preceding sections.

These guidelines and standards are divided into five sections: a section for general guidelines for all districts; and a section defining each individual district to encourage distinctive neighborhoods with diverse yet compatible design. The applicable districts are:

- GATEWAY MIXED USE (GMU)
- FAIR OAKS MIXED USE (FOMU)
- HIGHWAY MIXED USE (HMU)
- INDUSTRIAL MIXED USE (IMU)

The pictures, drawings, and diagrams in this document are intended to illustrate an example or objective of the Guidelines. They are not intended to illustrate how to meet City Code requirements. In any case where the guidelines conflict with those found in the City Code, the City Code shall control. Concept plans are included at the end of these Design Guidelines and Standards for Mixed Use Districts as an additional resource in guiding future development.
I. GENERAL GUIDELINES AND STANDARDS

This section outlines guidelines and standards that are applicable to all districts (GMU, FOMU, HMU, IMU).

General Guidelines provide direction for project review taking into consideration the flexibility built into Code requirements (eg. allowable range of setbacks or deviations allowed through the Planed Unit Development process for mixed uses,) and to allow for project feasibility and design that contributes to community character.

Careful consideration should be given to both building and site design elements that contribute to the overall revitalization of the districts. Toward this end, project submittals for significant commercial or mixed use projects should include all of the following items:

❖ Color and material boards
❖ Computer renderings
❖ Models
❖ Depiction of the mass and scale of the project in relation to the surrounding uses.

Models are an important tool in project approval

Streetscape Considerations

1. In addition to these Guidelines, applicants are advised to consult the E. Grand Avenue Enhancement Plan (please refer to subsequent sections of these Guidelines) and the E. Grand Avenue Improvement Plan (located at the Public Works Department) for street improvement and enhancement requirements. Sidewalk paving, lighting, street furniture, fixtures and features shall be consistent with these plans.

2. Street landscaping, underground utilities and screening as well as building form significantly impact corridor enhancement. The photos to the right depict how buildings, trees and utilities can contribute or detract from a streetscape.

Landscape strips define pedestrian areas
3. Street trees shall be incorporated where functional circulation will not be obstructed. Street trees and sidewalk planters within the public right of way should be supplemented with private street yard planting, landscape strips or feature areas to enhance appearance and/or encourage outdoor uses in pedestrian oriented areas (GMU and FOMU districts).

GENERAL GUIDELINES AND STANDARDS

Site Design

1. Direct views from buildings to the street or courtyard areas instead of toward the neighbors.

2. Streetscape improvements shall conform to the established sidewalk and paving standards. Lighting and street furniture, fixtures and feature designs shall be consistent with the E. Grand Ave. Enhancement Plan and Improvement plans approved by the City.

3. Include specially treated pedestrian walkways to connect parking areas to buildings.

Examples of pedestrian walkway through parking lot in Colorado Springs. When feasible, walkways should connect to the main entrance.

Example of landscaping that forms pedestrian access.

(Example from State of Oregon’s Transportation and Growth Management Program.)
Screening

1. All accessory structures or functions, including off-street parking, loading docks, and trash containers shall be designed as part of the overall project or building with consideration given to long term maintenance.

![A properly screened dumpster using materials from the principal building.](image)

2. Screening of mechanical equipment and service areas must be achieved through architectural solutions and/or landscaping. Substantial design features (a parapet wall may not be adequate) are required for roof forms to conceal equipment such as heating, ventilation, and air conditioning units.

Signage and Awnings

Sign Guidelines are intended to promote functional and attractive ways to identify business and services as well as to express local community history and character.

1. Signage shall be architecturally integrated into project design and provide for clearance necessary for compliance with the Americans with Disabilities Act (A.D.A.).

![Poles can accommodate lighting for pedestrians and motorists as well as signage, resulting in reduced clutter and improved safety](image)

2. Signs shall meet all requirements of the Development Code (16.60) and the provision of these guidelines and standards. If a conflict exists, the most restrictive requirements shall apply.

3. Signs should be located symmetrically in relation to façades and fit in with the architectural features of the building.

4. Centers or buildings with multiple tenants should include identification of the primary building or center as primary signage and individual tenant signs coordinated and minimized to the size necessary for business identification.

5. For the GMU and FOMU districts:

a. Wall signs should be located above the entry to the building to better relate to pedestrian traffic. Additional signage, such as suspended signs, are encouraged to reflect City character and pedestrian scale.
b. Signs are encouraged on awnings or canopies and placed where they may be seen by pedestrians as well as by passing vehicle traffic.

c. Directional signage for parking lots, transit, pedestrian connections or similar uses is encouraged to be located in conjunction with light poles with approval from Directors of Community Development and Public Works.
II. GATEWAY MIXED USE (GMU)

Purpose of this Design Overlay District
The primary purpose in applying these guidelines for this district is to facilitate build out in a district emphasizing mixed- multi-family residential and commercial use with an emphasis on financial services, restaurants and retail uses. A continued development of a larger scale store-front commercial gateway area will accommodate buildings with distinctive design on a larger scale than elsewhere in the City.

Gateway entrance sign on East Grand Ave. (GMU)

Special Considerations

A Concept Enhancement Plan for the GMU is included in Attachment "A" to facilitate the goals for the district. The Plan shows identified enhancement elements including potential areas for improved and enhanced pedestrian access areas, encouraged uses and shared parking.

Site Design
1. Buildings should enclose streets, plazas or paseos and contribute to well defined and walkable blocks. Building placement, streetscape elements and landscaping each define the public realm. Consideration should be given to connectivity between adjacent developments.

2. Projects should integrate porches, balconies, decks and seating areas that are located to promote pedestrian use of the street edge by providing weather protection, comfort, security, and safety. Design shall incorporate handicap accessible access, considerations for walkers (e.g. lockers), bicyclists (e.g. bike racks) and transit patrons.
Outdoor eating area in the GMU that is enclosed by decorative railings contributes to the streetscape.

3. Parking shall be located away from E. Grand Avenue and shared by multiple owners/uses.

4. The desired configurations and locations for off-street parking lots, in order of preference, are:

a. Shared double loaded aisle to side or rear of building partially on-site and part off-site on neighboring parcel.

b. Shared off-site or public parking lot within 500 feet.

c. Double loaded aisle to side, rear, above or below of building on-site.

Parking behind building.

Example of compact development with shared parking.
Building Design

1. Buildings shall be two to three stories, with active fronts (e.g. articulated entries, detailed facades). A three-story component may be appropriate within a project located on a large lot and when it can be appropriately integrated considering adjacent buildings and uses. The maximum height of a building should not exceed 35 feet except if additional height is needed to accommodate a design feature that contributes to both the character of the building and the surrounding area, and if upper-floors are recessed and/or massing is well articulated. For example, an additional story or tower element on a building at a key intersection may delineate a corner landmark building.

Lower level buildings or elements provide a transition to surrounding development

2. Ground floors should have clear articulation and a tall ceiling height (e.g. 10-15 feet.), and have a high percentage fenestration (arrangement of windows/doors – 40-60% of the facade). Awnings and overhangs are encouraged.

A variety of architectural styles may be accommodated with an emphasis on simple-plane (limited jogs) form with street-front articulation by shop fronts and entry areas (ground floor) and balconies (upper floors.)

Plazas can provide aesthetic and economic value to successful developments.
3. Emphasize three-dimensional detailing on facades such as cornices, window moldings, and reveals to cast shadows and create visual interest on the façade.

a) Avoid blank solid end walls or side walls visible from public view.

Examples of building detailing

b) Use a repetitive rhythm of windows, doors, and other wall features in relation to adjacent uses to tie together paths for pedestrian safety and continued interest.

c) Incorporate corner landmarks, where feasible; or emphasize corner entrances through building design.

d) Roofs should include parapets or cornice features for visual effect. Peaked roofs may be appropriate for corner landmarks.

4. The number of colors used on a building or project should be kept to a minimum, to include a base body color, trim color and accent colors.

5. Color and materials samples shall be submitted as part of the permitting process. The use of florescent, “neon” or “day-glo” colors on building facades is not encouraged.

6. Color palettes should be compatible with those of adjoining buildings.
Examples of Architectural Elements

Plaza area in the GMU district with public area and detailed façade

Façade articulation and street furniture example in the GMU district

GATEWAY MIXED USE (GMU)

Architectural design, signage and canopies help continuity in the streetscape

Examples of how architectural design, signage and canopies help continuity in the streetscape
Architectural Concepts
This graphic depicts design elements discussed for the Gateway Mixed Use District (GMU). This concept plan is not a proposed development and only is included to illustrate one of many forms of mixed use development.

Redevelopment alternative for the southwest intersection of Elm and E. Grand Ave. using maximum allowable build-out scenario consistent within the GMU district. This concept incorporates mixed use plaza development with two and three-story buildings. Lower-story commercial and upper-story residential development front E. Grand Avenue. This concept incorporates a parking structure with parking on top of the largest building. Screened parking is also located at the back of the development.
III. FAIR OAKS MIXED USE (FOMU)

Purpose of this Design Overlay District

The primary purpose of this district is to encourage the use of design that will complement the neighboring Gateway Mixed Use district and provide a transition to the Highway Mixed Use district. The FOMU district encourages uses that related to home improvement, design and entertainment retail and service uses. The Fair Oaks Theatre, numerous restaurants, and financial services are also an integral part of this district. Development and redevelopment within this district should be compatible with these uses. A substantial opportunity for multiple-family mixed use development is evident in this area.

Site Design

1. Buildings should function to form small courtyards, plazas or paseos. Define the public realm with proper building placement, streetscape elements and landscaping. Generally development is on a smaller scale compared to the GMU district and should be compatible with adjacent residential uses.

2. Streetscape improvements such as lighting and street furniture, fixture and feature designs may diverge from adjacent districts if approved by the City.

Special Considerations

A Concept Enhancement Plan is included in Attachment "B" to facilitate the goals for the district. The Plan shows areas planned for pedestrian and vehicular connectivity and shared parking.
3. Parking shall be located away from E. Grand Avenue and shared by multiple uses or adjacent developments. Development of a connecting aisle or alley behind buildings fronting the south side of E. Grand Avenue is encouraged.

4. Parking lots should include specially treated pedestrian walkways to connect parking areas to buildings.

5. The desired configurations and locations for off-street parking lots, in order of preference, are:
   a. Shared off-site or public parking lot within 500 feet, measured by marked pedestrian paths.
   b. Shared double loaded aisle to side or rear of building partially on-site and part off-site on neighboring parcel.
   c. Double loaded aisle to side or rear of building on-site

**Building Design**

1. Buildings shall be one to three stories, with active fronts. A distinction should be made to differentiate horizontal or vertical mixed use.

2. Ground floor should have appropriate fenestration (arrangement of windows/doors – e.g. 40% of the building facade). Awnings and overhangs are encouraged.
1. A variety of architectural styles may be accommodated with an emphasis on incorporation of residential elements. Two and three story buildings should be stepped back from the ground floor.

2. Color and materials samples shall be submitted as part of the permitting process.

3. Color palettes should complement those of adjoining buildings.

Examples of Architectural Elements

Residential above commercial
(Portland, OR)

A mixed use development in Lake Oswego Oregon with ground floor retail and upper story offices or housing. Residences can be accessed by side courtyards with parking in the rear.
Architectural Concepts
This graphic depicts design elements discussed for the FOMU. This concept plan is not a proposed development and only is included to illustrate one of many forms of mixed use development.

Redevelopment alternative for the intersection of So. Halcyon and E. Grand Ave. (looking west) incorporating the Fair Oaks Theatre, using the maximum allowable build-out scenario for the FOMU district. This concept incorporates mixed use development with mostly two-story buildings with one 3-story element. Buildings orient toward the intersection and range from approximately 4,300–16,000 square feet. (Adjacent existing buildings are shown for the purposes of comparison and scale.)
IV. HIGHWAY MIXED USE (HMU)

*This section pertains to HMU beyond the D-2.11 Design Overlay

Purpose of this Design Overlay District
The primary purposes of this district are to encourage the use of design that will transition into the neighboring Village districts while incorporating a variety of uses including automobile retail and services, restaurants and visitor serving establishments.

For the properties denoted with the Economic Development symbol (E), permitted use shall be limited to visitor serving uses, specifically hotel/motel development. All other Permitted uses and Minor Use Permitted uses shall be considered subject to Conditional Use Permit, and approved if one of the following findings can be made:

- Visitor Services are not feasible due to site specific building and/or property configuration and conditions; or

- Adequate opportunities for visitor services and lodging are available at other undeveloped or underdeveloped sites without the property in question.

Site Design

1. Buildings and sales uses shall be oriented to the public street while storage, parking and accessory uses shall be oriented away from the street to interior areas of the site.

2. Landscaping should retain existing trees and add feature areas or strips of planting to achieve screening and softening of structures and parking and highlight pedestrian walkways and public areas. Street trees shall be incorporated where functional circulation will not be obstructed.

3. The desired configurations and locations for off-street parking lots, in order of preference, are:

   a. Shared single or double loaded aisle to side or rear of building partially on-site and partially off-site on neighboring parcels.
b. Onsite single or double loaded to side, rear, above or below buildings.
c. Single or double loaded aisle in front of building(s) with substantial landscaping.
d. Shared off-site or public parking lot within 500 feet.

4. Where drive-through retail is located on the corner, the drive-through lane should not be placed within the building front or street side setback. Play area equipment should be integrated into the building architecture and placed to the side or rear rather than in the front setback area. *Site layout for drive through uses should place parking and driveways away from pedestrian areas. (Oregon.)*

**HIGHWAY MIXED USE (HMU)**

**Building Design**

1. Buildings shall be one or two story, horizontally massed, and small to moderate scale structures, with pedestrian features evident from public streets, particularly East Grand Avenue.

2. To the extent feasible, architectural details reflecting elements of pre-WWII are encouraged to be integrated into project design.

3. New buildings should incorporate traditional materials and reflect agrarian features.

*Example of traditional brick façade*

4. Color and materials samples shall be submitted as part of the ARC process. The use of florescent, “neon” or “day-glo” colors is discouraged.

5. Color palettes should be compatible with those of adjoining buildings.
Architectural Concepts for development or redevelopment
These graphics depict design elements discussed for Highway Mixed Use (HMU). These concept plans are not proposed developments and only are included to illustrate some of many forms of mixed use development.

A redevelopment alternative at El Camino Real and So. Halcyon/Faeh Street (looking south) showing a hotel and offices adjacent to an existing restaurant.

A redevelopment alternative at El Camino Real and So. Halcyon/Faeh Street (looking north) showing a live/work complex and offices adjacent to an existing restaurant.
A mixed use alternative for the entry to the HMU district on E. Grand Ave.
(looking south from the off-ramp of FWY 101)

A hotel alternative for the south side of E. Grande near the intersection of Oak Street
V. INDUSTRIAL MIXED USE (IMU)

Purpose of this Design Overlay District

Guidelines and standards for the IMU are intended to encourage agrarian style development to accommodate industrial and service commercial uses.

Example of agrarian style building in the IMU.

Site and Building Design

1. All new projects or renovations shall adhere to site development standards of the Development Code.

2. Buildings and sales uses shall be oriented to the public street while storage and accessory uses shall be oriented away from the street to interior areas of the site.

3. All accessory structures including service buildings and enclosures for service areas, trash containers or outdoor storage shall be designed as part of the overall project or building. Screening of mechanical equipment and service areas must be achieved through architectural solutions and/or landscaping.

4. Buildings fronting El Camino shall orient to the street and provide landscaping along the street frontage. Parking may be accommodated in the front setback area. No outdoor display shall be located directly on the El Camino frontage without substantial landscape screening.

5. The desired configurations and locations for off-street parking lots, in order of preference, are:
   a. Shared double loaded aisle to side or rear of building partially on-site and partially off-site on neighboring parcels.
   b. Single or double loaded aisle in front of building(s) with substantial screen landscaping.

6. Buildings should be generally one or two-story. Building materials may include metal and concrete with agrarian style building articulation features and façade treatments.