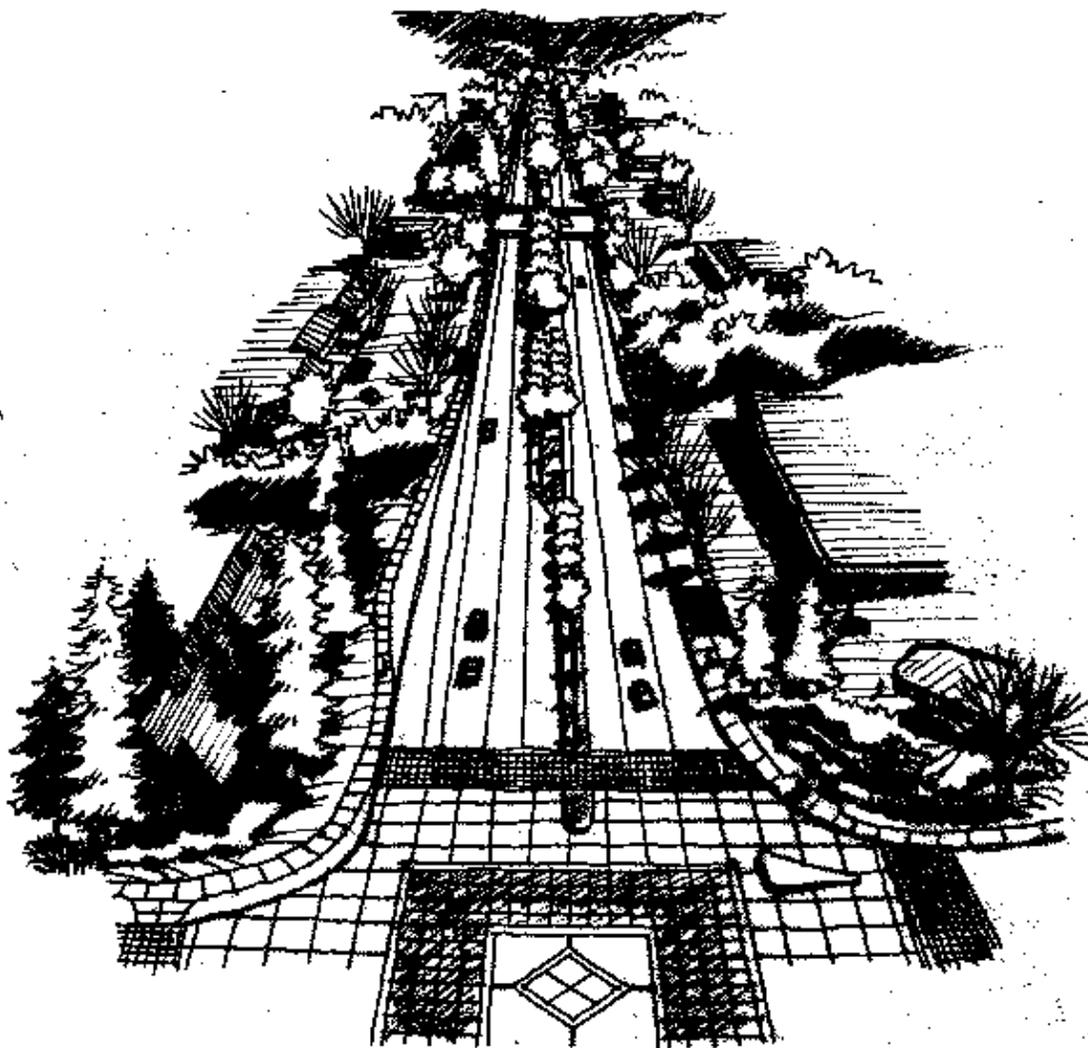


# CITY OF SARATOGA SARATOGA-SUNNYVALE ROAD GATEWAY

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## DESIGN GUIDELINES



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# INTRODUCTION

The Design Guidelines for the Saratoga-Sunnyvale Road Gateway have been prepared to guide new development or property re-development in the Saratoga-Sunnyvale Road Gateway district. The Saratoga-Sunnyvale Road Gateway streetscape improvement master plan has been adopted to address improvements within the public street right-of-way to create a new northern gateway to the City. These guidelines build upon that plan to address private sector redevelopment that is anticipated to occur adjacent to the public street right-of-way on private, commercially zoned property. Additionally, the guidelines provide direction for the design of mixed-use projects that introduce a component of residential uses within the Gateway district, as provided for in the General Plan housing element.

These design guidelines were developed in concert with the Saratoga-Sunnyvale Road Gateway master plan through a series of citizen Task Force meetings. Goals for the Gateway were identified at the initial Task Force meeting and further refined at successive meetings. An inventory of existing conditions and visual images that occur along Saratoga-Sunnyvale Road was prepared in the early stages of project development that served as the basis for a Visual Preference Survey. That survey allowed Task Force members to document their preferences as to what types of design elements reflected an appropriate character for Saratoga and the Gateway district. Draft guidelines and successive revisions to those drafts have resulted in this document addressing:

- Applicability;
- Gateway District Boundaries encompassing the C-V and C-N Commercial Zone districts;
- Goals for the Saratoga-Sunnyvale Road Gateway;
- Design Guideline Objectives and Guiding Principles, and Design Guidelines for:
  - Architecture and Materials
  - Commercial Retail Signage
  - Landscaping and Buffering
  - Fencing and Screening Walls
  - Lighting and Furnishings

# APPLICABILITY

These guidelines and development standards are intended to govern new development occurring in the Saratoga Sunnyvale Road Gateway District, as defined by the boundaries described in this design guideline document. The guidelines are not intended to apply to existing uses or development (structures and site improvements) but rather, to new development of mixed use, commercial or residential projects or substantial redevelopment of existing uses as described below.

1. These development standards and guidelines shall not require properties in the gateway to be redeveloped as mixed use;
2. These development standards and guidelines shall apply upon reconstruction of 50% or more of the building total floor area of an existing building, cumulative over a 5 year period;
3. If rebuilding in-kind replacement of a current use due to a natural disaster or catastrophic event, the provisions of these development standards and guidelines shall not apply.

# GATEWAY DISTRICT BOUNDARY



# GOALS FOR SARATOGA-SUNNYVALE ROAD

Goals established for Saratoga-Sunnyvale Road by the Saratoga Gateway Citizen Task Force are:

1. Create a memorable Gateway/Special Entry
2. Character and Image identifiable
3. Maintain business viability/commercial strength
4. User friendly
5. Improve Safety
6. Meet functional and other necessary requirements
7. Improve corridor consistency
8. Develop functional and character elements

Goals established for Saratoga-Sunnyvale Road by the Saratoga City Council are:

**A. *Successful Business Environment in the Saratoga-Sunnyvale Corridor***

- The primary planning and design objective for the Saratoga Gateway District is to organize buildings, parking, clear sight lines from the street to enhance business visibility of reasonable signage and internal site circulation to create convenient, community scaled commercial activity areas.

**B. *Enhance the Neighborhood Quality of Life***

- Create an attractive theme to the Gateway area, such as a village or “town” look, which will encourage a retail destination for the local community and make a friendly pedestrian environment for existing and future housing and commercial uses. New developments must minimize impacts to residential neighborhoods by positioning commercial development toward the front of the property along Saratoga-Sunnyvale Road, while using landscape buffers, setbacks, and reduced building heights near the single story neighbors to enhance privacy.

**C. *New Commercial Projects to be Consistent with the Rural Character of Saratoga.***

- The rural residential character of the City has been created and maintained through low residential densities, extensive landscaping along streets and the relatively low profile and height of structures. In commercial areas this can be achieved by the use of architectural features, materials and color to reduce bulk and mass. The use of traditional residential architectural design themes that can be transformed into effective commercial functions can be an effective method in which to achieve this goal.

***D. Gateway Design Guidelines to be Consistent with Existing Saratoga Zoning Regulations.***

- o The Gateway Design Guidelines need to focus on the look, feel and architectural quality of the Saratoga-Sunnyvale Corridor and are not intended to impose a surrogate set of defacto zoning regulations for one of several Commercial Districts within the City.

For the purpose of the Design Guidelines, the goals are expanded upon to further define the scope of the proposed guidelines through the addition of the following objectives and guiding principles for planning and design that support each goal.

The planning and design objective and guiding principles can be expressed in terms of the existing uses in the corridor and the potential future uses that might define a desirable future condition in the corridor.

# DESIGN GUIDELINE OBJECTIVE AND GUIDING PRINCIPLES

## 1. Planning and Design Objectives

- 1 The primary planning and design objective for the Saratoga Gateway District is to organize buildings, parking and internal site circulation to create convenient, comfortably-scaled commercial activity areas. (Goal A)
- 2 Allow for incorporation of residential uses to increase diversity in Saratoga's housing stock. (Goal D)
- 3 Preserve and protect Saratoga's pedestrian-friendly environment and enhance the quality of life by encouraging Commercial activity in the Gateway district. (Goal A, B)
- 4 Promote/encourage housing provisions consistent with General Plan for resident employees of the City of Saratoga businesses and service providers such as teachers. (Goal D)
- 5 Promote site design and other opportunities to encourage the display of public art. (Goal B)

## 2. Guiding Principles

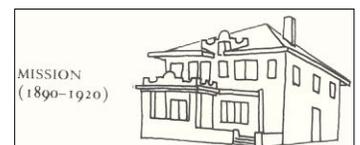
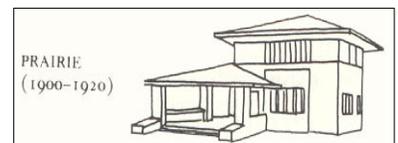
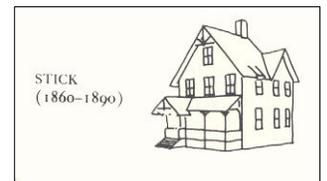
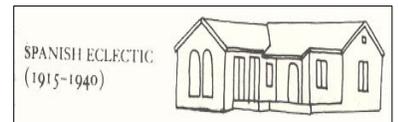
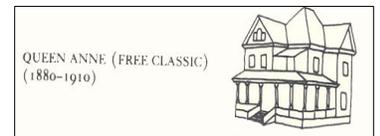
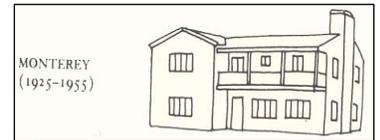
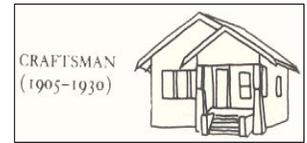
Guiding principles in support of those objectives include the following:

- 1 Encourage a diverse mix of complementary commercial uses (retail, restaurant, service, office) with residential uses located on upper floors and to the rear of the property. (Goal D)
- 2 Create a strong identity that represents the entire Saratoga Gateway District. This may be accomplished through the use of finishes or site elements that tie the different uses together. (Goal B, C)
- 3 Provide a variety of building sizes and building facade articulation to foster variety and mix in order to mitigate large-scale building masses. (Goal B, C)
- 4 Coordinate site development proposals to maximize site to site pedestrian connections. (Goal A)
- 5 Coordinate site development proposals to promote shared parking where possible. (Goal A)
- 6 Locate service and ancillary areas so that they can be visually screened from the view of residential occupants and are located away from Saratoga-Sunnyvale Road and pedestrian use areas. (Goal B,C)

- 7 Encourage site design where parking does not dominate site layout from Saratoga-Sunnyvale Road or from buildings. (Goal A)
- 8 Where appropriate, provide direct, continuous pedestrian routes from the street to building entries, across all large parking areas and between all activity areas of the Saratoga Gateway District. (Goal A, B)
- 9 Mitigate adverse impacts to existing neighboring uses and commercial uses. (Goal A,B,C)
- 10 Encourage commercial development toward the front of the property along Saratoga-Sunnyvale Road. (Goal A,B,C)
11. Any redevelopment projects shall provide sound walls and landscape screening in order to protect the privacy and quality of life of abutting residential land uses as provided for in these design guidelines. (Goal B)
12. Where feasible highly promote and encourage site-to-site circulation unless uses are incompatible. (GoalA,B)

# ARCHITECTURE AND MATERIALS

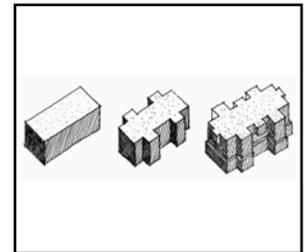
- 1 Encourage smaller-scale building floorplates with an appropriate scale and architectural style, consistent with early Californian architectural styles, (including, but not limited to, Craftsman, Queen Anne, Stick, and Mission) that conform to the look of the general area. (Goal B,C)
- 2 Buildings should relate specifically to Saratoga's residential areas and illustrate residential massing with low-pitched gable or hip roofs, dormer windows, etc. (Goal C)
- 3 In order to reduce the perceived scale of buildings, building masses shall be broken into smaller components. Large “boxes” with no articulation will not be allowed. (Goal C)
- 4 Building walls and rooflines should include articulation, with a change in surface materials, color or surface plane. All primary building entrances must be identified with architectural details such as towers, projections, varied roofs, trellis work, pergolas or covered entry ways. (Goal B,C)
- 5 Buildings should be designed with vertical breaks to create differentiation along the front facade. This can be done with indented balconies or/and articulation of massing or/and changes in material, texture, and color. (Goal C)
- 6 Corners of buildings should be highlighted with special design features to increase visual interest where appropriate. Entrances or display windows to the retail shops are encouraged at building corners that face street corner locations. (Goal B)
- 7 Rooflines should be varied in style and size to create interest. All buildings should include roof features such as pitched roofs, detailed parapets, or entry features. Rooftop mechanical equipment shall be screened on all sides. (Goal B,C)
- 8 Rooftop mechanical units, vents, and flues shall be screened. Screening rooftop mechanical equipment by means of pitched roof forms or penthouses is encouraged. (Goal B,C)
- 9 Service and loading areas should not be located immediately adjacent to residential uses or Saratoga Sunnyvale Road. (Goal B,C)



10 A specific color palette, list of materials, and common architectural features will be required for all development in the Saratoga Gateway District. This is intended to establish a common theme or style of architectural design for all buildings within the District. All buildings shall incorporate 360 degree (i.e. all building faces) use of materials and color. (Goals B,C)



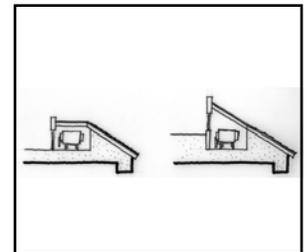
11 Colors for all buildings should be earth tones, neutrals and soft muted colors. The predominant color should be in the range of grays, beige through dark brown, terra cotta and sandstone, dark greens, or muted red. Bright intense colors are not allowed. Stark white or black is discouraged for use other than as trim. Un-muted primary colors are not allowed. (Goals B,C)



12 Finish materials for walls should be predominantly natural materials such as brick, textured block, stone, slate, stucco, wood, clap board siding or textured and colored concrete that closely resembles such materials. Accent materials may include canvas for awnings, metal trim, ceramic tiles, concrete castings, terra cotta, or stucco. Window and door trim should be bronzed or baked enamel colored finish that is complimentary to the color of the wall. Materials such as galvanized metal, glossy aluminum, smooth concrete, metal siding, vinyl, and reflective glass are not allowed. (Goals B,C)



13 Encourage canopies/awnings/arcades to define entrances and provide shelter along buildings. (Goal B)



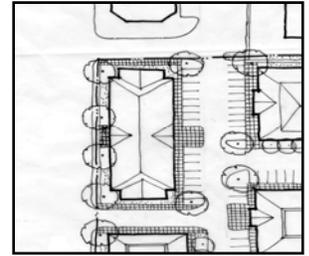
14 Building entrances should be set back from drive curblines to achieve public safety and entry articulation. (Goal B)

15 Building entrances should be identifiable from parking areas. (Goal A, B)

16 Building materials should include appropriate materials to achieve city council goals. Such materials should establish a single, recognizable style, consistent with early California, for all adjacent commercial areas. The rural residential character of the City should be maintained through low residential densities, extensive landscaping along streets and the relatively low profile and height of structures. In commercial areas this can be achieved by the use of architectural features, materials and color to reduce bulk and mass. The use of traditional residential architectural design themes that can be transformed into effective commercial functions can be an effective method in which to achieve this goal. (Goal B)

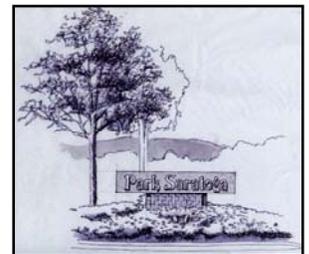


- 17 A predominance of masonry, wood and brick shall be used on ground levels of all buildings. (Goal B)
- 18 Reflective materials such as bright aluminum and glass are not allowed as the primary building material on exteriors. (Goal B)
- 19 Pedestrian amenities, such as benches, trash receptacles, outdoor dining and vendor carts on private property, are encouraged to be consistent with the theme established by Saratoga-Sunnyvale Road Gateway. (Goal B)



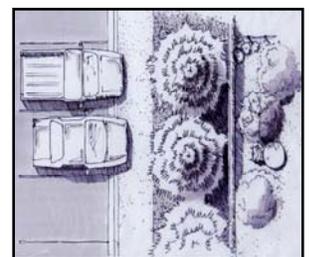
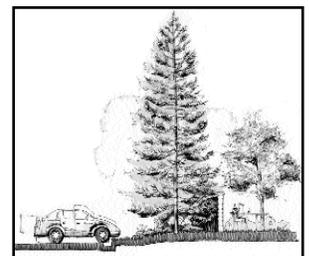
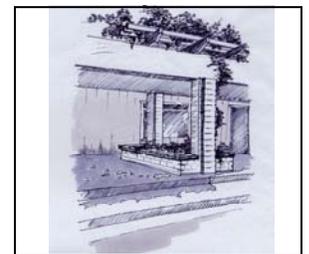
# COMMERCIAL RETAIL SIGNAGE

- 1 Signage should be visible but fit appropriately with building architecture. (Goal A,B,C,D)
- 2 Sign materials should be complementary and consistent with architectural materials. (Goal B,C)
- 3 No permanent billboards are allowed anywhere in the Saratoga Gateway District. (Goal D)
- 4 Monument signs shall exhibit the following design character: (Goal A,B,C,D):
  - Horizontal orientation.
  - External illumination is strongly encouraged.
  - Internally lit signs are subject to design review.
  - Limited to one monument sign per parcel.
  - Sign size “matched” to frontage length of parcel.
  - Must use natural materials.
  - Encourage monument signs to be designed consistent in size and appearance within the Gateway.
  - Monument signs are to be placed so that they are visible to passing motorists.
  - Must maintain adequate landscaping around the monument sign.
  - Commercial signs for the identification of multi-tenant projects or buildings should be ground mounted, internally or ground-lighted with a masonry base that is integrated with site landscaping.
  - Signage should be ground-lit or otherwise washed with light from a concealed light source.
- 5 Storefront/Shop signage (Goals A, B,C,D):
  - Prefer indirect illumination.
  - Sign area and intensity as per City code.
  - Individual storefront/shop signage at entries should be encouraged at a pedestrian scale, such as hanging signs under eaves, awning signs and building mounted signs.
- 6 Pursuant to City Code Section 15-30.060(k), the City may display banners on light poles including seasonal banners identifying the Gateway District. (Goal B)



# LANDSCAPING AND BUFFERING

- 1 Landscape islands should be provided in parking lots to interrupt consecutive runs of parking spaces. Landscape islands shall incorporate a mix of shade tree and shrub plant material to visually buffer internal site views from both ground and to provide shade. (Goal B,C)
- 2 Parking areas should incorporate low landscaping buffers to screen parked cars from adjacent streets. All head in parking adjacent to public right of way or residential areas shall be screened by one of the following: masonry wall, earthen berm, and/or dense shrub planting. (Goal B,C)
- 3 Landscaped parking islands and medians should constitute a substantial portion of the overall parking area to achieve an attractive commercial environment consistent with the Saratoga environment. (Goal B,C)
- 4 The use of landscaping should be encouraged to distinguish access points, break up parking and define pedestrian access and spaces. (Goal B,C)
- 5 Landscape layout and design should orient the pedestrian environment. (Goal B)
- 6 Street tree plantings shall be required where none exist along Saratoga-Sunnyvale Road to promote a consistent tree canopy, reduce perceived building heights and provide shade. Street trees shall be pruned and otherwise maintained to provide visibility of businesses and to encourage proper growth and height. (Goal B,C)
- 7 Private drives serving the internal circulation needs of proposed development shall require street tree plantings. (Goal B,C)
- 8 Shrubs, groundcovers and perennial plantings are encouraged between detached pedestrian walks and buildings. (Goal B,C)
- 9 Trellises with flowering vines and hanging flower baskets are encouraged at building entries to make the entry more easily identifiable, provide pedestrian scale and add visual interest. (Goal B,C)
- 10 Buffering between commercial or mixed use projects and adjacent residential uses shall incorporate the following: (Goal B,C)
  - Solid (decorative) masonry wall.
  - Exclusive landscape buffer area reserved for buffering purposes - no private outdoor use or other programmed activities are allowed within the buffer area.
  - Trees shall be 24" boxed size minimum.
  - Privacy issues shall be addressed through the citing of balconies and



windows above ground floor level adjacent to residential properties to protect the privacy of residential neighbors.

- Rear or side parking lots adjacent to residential uses shall be designed to address after hour security.

11 Buffering between commercial or mixed use development and other similar uses shall consist of a landscape area planted with trees, shrubs and groundcovers. (Goal B,C)

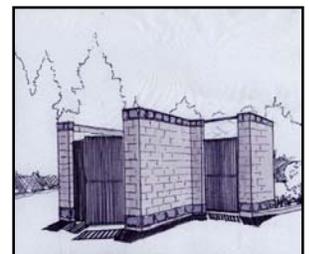
12 The following list of trees shall be considered for incorporation into the design of commercial parking lots. (Goal B,C)

The following trees may be used for site design but are not limited to:

<u>TREE NAME (BOTANICAL)</u>	<u>TREE NAME (COMMON)</u>	<u>FOLIAGE TYPE</u>
Acer platanoides varieties	Norway Maple	Deciduous
Carpinus betulus	European Hornbeam	Deciduous
Celtis sinensis	Chinese Hackberry	Deciduous
Ginkgo biloba	Maidenhair Tree	Deciduous
Lagerstroemia indica	Crape Myrtle	Deciduous
Laurus x. 'Saratoga'	Saratoga Laurel	Evergreen
Magnolia g. 'St. Mary'	Saint Mary Magnolia	Evergreen
Pistacia chinensis	Chinese Pistache	Deciduous
Pyrus calleryana	Flowering Pear	Deciduous
Tristania conferta	Brisbane Box	Evergreen
Tristania laurina	Swamp Myrtle	Evergreen

# FENCING AND SCREENING WALLS

- 1 Fencing materials in the Saratoga Gateway District shall consist of wood, wood and masonry combinations or wood with masonry columns to reflect the general residential character of the Saratoga community. (Goal B,C)
- 2 Fencing installations shall incorporate continuous landscaping at the base and edges of the fence to integrate the fence with site and landscaping. (Goal B,C)
- 3 Fencing is discouraged between properties of similar use. (Goal A,B,C)
- 4 Trash service and loading areas should incorporate masonry wall buffers to screen service areas from adjacent streets. All trash, service and loading areas shall be screened by a masonry wall or enclosure designed to be an integral and complementary extension of the building architecture. (Goal B,C)
- 5 Trash, service and loading areas should not be located adjacent to street frontages or adjacent to existing residential uses and will be screened from view from public streets. (Goal B,C)
- 6 Trash and recycling enclosures shall be of masonry construction using broken face, slump block, raked joints or other textural variation to provide shadow effects and other subtle visual interest. (Goal B,C)
- 7 Self closing gates shall be provided on all trash and recycling enclosures. (Goal B)
- 8 Concrete-filled bollards or other means of corner protection are encouraged to protect enclosures from vehicular traffic and loading damage. (Goal A)



## LIGHTING AND FURNISHINGS

- 1 Pedestrian lighting is encouraged throughout non-parking areas. A single “village” type thematic light fixture should be selected for the Saratoga Gateway District. (Goal A)
- 2 High-pressure sodium, wall pack and “barnyard” light types are discouraged. (Goal A,B,C)
- 3 All parking lot lighting shall be down cast “cut-off” type which will not cast glare on adjoining properties. A photometric study shall be required to document lighting levels at property line. Lighting should be directed away from existing residential property. (Goal B,C)
- 5 All pole lights shall use the same color and style of pole and fixture. (Goal B,C)
- 6 Site furnishings including benches, trash receptacles and bike racks should be complementary to the family of site furnishing elements designated for Saratoga-Sunnyvale Road gateway streetscape. (Goal B,C)
- 7 Bike racks shall be provided for new retail or mixed use development. (Goal B)
- 8 Site lighting shall be restricted to security lighting only after business hours. (Goal B,C)

