

SECTION 6565.18. STANDARDS FOR THE DESIGN OF COMMERCIAL STRUCTURES ON MIDDLEFIELD ROAD IN NORTH FAIR OAKS. The following design standards shall apply to parcels along Middlefield Road (areas zoned C-1/NFO and C-2/NFO) in North Fair Oaks. These standards are intended to be used in combination with the Design Standards and Guidelines described in Chapter 7 of the North Fair Oaks Community Plan, with particular emphasis on Section 7.2, Design of the Private Realm.

A. Site Planning

1. Locate development on a parcel so that: (1) commercial uses abut the front property line, with the exception of recessed entryways, and directly face the street, (2) pedestrians have direct access to retail uses from the street, and (3) storage areas are located toward the rear of the parcel (see Figure 1).
2. Perpetuate the existing pattern of small scale commercial development by requiring 25-foot or 50-foot wide building or storefronts within larger buildings which face the street (see Figure 2).
3. On corner parcels, locate development on both property lines; however, encourage the corner to be recessed up to a maximum of six (6) feet from the front and side property lines in order to create: (1) pedestrian plazas, (2) increased site distances, (3) prominent building entrances, and (4) more architecturally-interesting buildings (see Figure 3).

B. Mixed-Use Development

Encourage mixed-use development with commercial uses on the ground level and offices and/or residences on upper levels (see Figure 4).

C. Architectural Styles

Encourage architecture that strongly enhances the overall appearance of the street and allow varying architectural styles.

D. Building Scale and Height

Harmonize building scale and height of commercial buildings with any adjacent residential buildings (see Figure 5).

E. Building Facades

1. Design building facades with doors, windows, walls, and/or other elements that proportionately fit together and are humanly scaled in order to create a harmonious composition where no one element dominates or overwhelms another.

2. Encourage the use of door and window canopies and awnings (see Figure 6).
3. Encourage recessed entryways (see Figure 7).
4. Require that transparent windows which are seen by pedestrians be at least sixty (60) percent of the length of the building facade facing the street.
5. Prohibit opaque or reflective window tints and glazes.
6. Require all ground floor commercial uses to have non-reflective glass windows fronting onto sidewalks. When windows face southwest and west, they should be framed with protruding vertical and/or horizontal elements such as lintels, sills, and awnings to provide adequate protection from glare.
7. Encourage the use of special architectural features on corner building, including corner entries at ground level and projecting windows, towers, turrets, and cupolas on the corners of upper levels (see Figure 8).

F. Materials and Colors

Use building materials and colors that are compatible with the design of the building and enhance surrounding development. Minimize the use of materials and colors that are highly contrasting and reflective.

1. Use building materials of durable quality.
2. Use exterior building materials that are in harmony with surrounding neighborhood and enhance the building style, e.g., red brick or other masonry, painted or stained wood, or textured painted stucco surfacing materials. Prohibit the use of unfinished cinder or cement block or corrugated metal siding when visible from a public street or residential use (see Figure 9).
3. Minimize the use of colors that are brilliant, deep, highly contrasting and reflective (e.g.: pink, orange, blue, purple) by allowing them: (1) for only design and/or accent purposes, and (2) to cover no more than twenty-five (25) percent of any one exterior side of a building.

G. Off-Street Parking

1. Where possible, locate off-street parking at the rear of the parcel and behind buildings (see Figure 10).
2. Screen off-street parking when visible from a public street or residential use (see Figure 11).

3. Encourage the use of common driveways providing access to more than one parcel (see Figure 11).

H. Signs

1. Limit the number, location, size, design, lighting, materials, and colors of signs so that they are compatible with the building style (see Figure 12).
2. Require the content and design of signs, illustrations, and murals painted on exterior building walls to be compatible with the building and the surrounding environment.

I. Landscaping

Encourage the growing of:

1. Vines on walls and trellises; and
2. Flowers in planter boxes to enhance the appearance of blank walls when visible from a public street or residential use (see Figures 13 and 14).

J. Lighting

Require exterior lighting fixtures, standards, and all exposed accessory lighting to be compatible with building design (see Figure 15).

K. Utilities

Install new distribution lines underground.

L. Mechanical Equipment.

Require mechanical equipment to be screened with parapets or the roof form. Encourage roofs that are integral to the structure of the building and the design of the façade, rather than ornamental.