

## Chapter 3.77

### COMMERCIAL DESIGN STANDARDS

*The Planning Department is assigned responsibility for administration of these design standards.*

#### Section 1. INTRODUCTION

The Comprehensive Plan recommends more attention to the design of new and redeveloping commercial and mixed use projects. The following Commercial Design Standards address the site development and building design necessary to achieve enhanced aesthetics, functionality, and pedestrian accommodation in areas along major roadways and near residential neighborhoods.

##### 1.1 Corridors

These standards are applied to property zoned B-1, B-3, H-2, and Planned Unit Developments (PUDs) with Corridor characteristics.

Corridors consist of linear commercial and mixed-use areas within neighborhoods and along arterial streets with typically shorter blocks interconnected to local street networks. Corridors are generally located in the area of the city developed prior to 1950. Development is integrated with and easily accessible from abutting residential neighborhoods. Small-scale Corridor development is, by tradition and design, pedestrian friendly with one to three story buildings oriented to the street and built up to the property line. Larger-scale Corridor development has historically been automobile-dependent and often lacks a uniform character with variation in setbacks, building size and vehicular access, circulation, and parking.

##### 1.2 Centers

These standards are applied to property zoned B-2, B-5, H-4, and Planned Unit Developments (PUDs) with Center characteristics.

Centers consist of commercial or mixed use development that is largely planned as one cohesive area, but may include adjacent commercial land and multiple land owners. Centers are generally located in areas of the city developed since 1950. Centers typically abut one or more arterials and are generally 5 to 100 acres in size. Centers are composed of a series of development “blocks” defined by perimeter streets and internal roadways. Internal roadways provide links to abutting streets along the perimeter of the site. Buildings are generally accessed via internal roadways. Defining features of well-designed Centers include human-scale building features, enhanced streetscapes, pedestrian amenities such as plazas, on-street parking, and clustering of buildings to promote walkability.

## **Section 2. WORK REQUIRING REVIEW**

The Commercial Design Standards apply to site design and exterior features of projects requiring building permits in B-1, B-2, B-3, B-5, H-2, H-4, and Planned Unit Developments (PUDs) whether the project is new construction, exterior remodeling of existing buildings, or site development that does not include buildings (such as parking lots). Interior aspects of new or existing construction do not require review under the Design Standards (although other building and zoning codes may apply). Projects in areas zoned B-2, B-5, H-4, and PUDs for which development plans were approved prior to January 1, 2015 are exempt from meeting these standards unless there is a “substantial redevelopment” of the site. “Substantial Redevelopment” shall mean a situation in which 50,000 square feet or more of floor area is proposed for demolition and/or has been demolished. Centers less than 10 acres or less than 500 feet in width may be considered as “Corridors” on a case-by-case basis and shall follow applicable design standards for Corridors (see Section 6).

The design standards apply accordingly:

- a. Minor Remodels or Additions (investing 50% or less of a property’s assessed valuation): Exterior features of the project shall not cause greater deviation from these design standards than currently exists.
- b. Major Remodels or Additions (investing more than 50% of a property’s assessed valuation): Exterior features of the project shall meet the applicable design standards that are feasible given existing site conditions.
- c. Review of Minor and Major Remodels or Additions: Review of minor and major remodels or additions should begin with a conference with staff to seek consensus on which are the applicable standards.

## **Section 3. APPLICATION AND REVIEW PROCESS**

Planning staff will review projects and administratively approve those which meet the Design Standards for site development and building design. If these Design Standards conflict with other Council-approved standards and policies, those standards and policies shall prevail without triggering the waiver process. See Section 8 for waiver and appeal process.

To facilitate this review process, the applicant shall submit the following items, as applicable:

Site Development Standards (with building permit application, preliminary plan, or amendment application):

- a. Electronic drawings to scale showing the site plan of the proposed project addressing all features required for site development standards.

Building Design Standards (with the building permit application):

- a. Site plan to scale showing the street elevations and the site plan of the proposed project.
- b. Samples or photographs of proposed major materials shall also be submitted. For remodeling projects, a photograph of the existing building and sufficient written or drawn description to understand the proposed changes may be substituted.

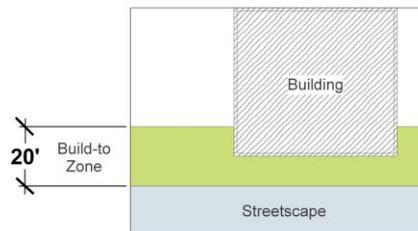
#### Section 4. DEFINITIONS

**Arterial Street:** Streets identified in the Comprehensive Plan as arterial streets.

**Articulation:** Methods of adding interest to long, homogenous building façades into smaller parts using architectural elements such as changes in wall or roof plane; changes of color, texture, or material; columns, ribs or pilasters; window and door openings; and balconies, awnings and canopies.

**Block face:** The street side of properties on one side of a street between two cross streets.

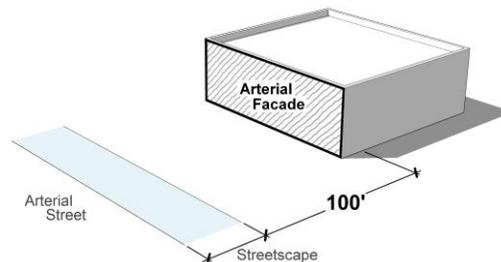
**Build-to Zone:** A defined range within which the street façade must be located. All elements of the street façade including alcoves, changes in wall plane, indentions for entrance displays, etc. shall be located within the Build-to Zone.



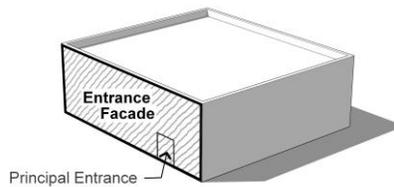
**Curb Line:** Measured at the back of curb. The curb line is the street edge of the streetscape. A curb line may be interrupted by an inset for on-street parking.

**Façade:** The exterior face or wall of a building. There are three specific types of façades in Commercial Design Standards:

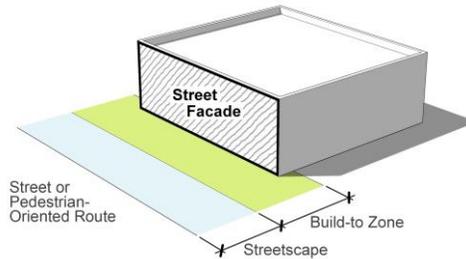
**Arterial Façade:** The façade of a building that is within 100 feet and parallel or roughly parallel to the streetscape of an arterial street.



**Entrance Façade:** The façade of a building that contains the principal entrance.



**Street Façade:** The façade of a building that is within the build-to zone of a street in Corridors or Pedestrian-Oriented Route and non-arterial perimeter street in Centers.



**Frontage:** For the purpose of this Chapter, “frontage” shall mean the part of the property along the front (street side) property line or streetscape line, whichever is further from the curb line. In Centers, the streetscape line of the Pedestrian-Oriented Route is always considered as frontage.

**Internal Roadways:** Public or private streets, roadways, driveways, and drive aisles that provide circulation and access in Centers.

**Large Footprint Building:** A building or attached buildings with one or more tenants with a floor area of 40,000 square feet or more on the first story. Permanently enclosed outdoor display areas shall count as floor area for the purpose of these design standards.

### **Net Frontage Length:**

**Corridors:** The net frontage length is determined by subtracting internal roadways, setbacks, easements, sight distance triangles, detention, minimum flood corridors, and other non-buildable areas from the total property length, as measured along the streetscape line (frontage).

**Centers:** The net frontage length is only calculated for the Pedestrian-Oriented Route and is determined by subtracting interruptions by driveways, internal roadways, and other non-buildable areas such as setbacks, easements, sight distance triangles, detention, minimum flood corridors, buildable areas less than 50 feet in depth, from the total property length, as measured along the streetscape line (frontage). Internal roadways have the option to include up to an additional 16 feet of width on either side of the curb of the internal roadway if a full streetscape is provided for at least 50 feet from the streetscape line of the Pedestrian-Oriented Route (typically perpendicular to the Pedestrian-Oriented Route). The additional width may be subtracted from the Net Frontage Length. See Section 9 for illustrative example.

**Pedestrian-Oriented Route:** The primary internal route for pedestrian circulation in Centers. This is the primary focus for concentration of floor area, building orientation, streetscapes, and pedestrian amenities within the site.

**Perimeter Streets:** Public or private streets on the perimeter of a Center development. Typically perimeter streets are arterials, however local or collector streets will occasionally serve as perimeter streets. Internal roadways that are roughly parallel to and are within close proximity to the Center's perimeter may be considered as Perimeter Streets on a case-by-case basis by the Planning Director.

**Primary Street:** Any arterial street, the street with higher traffic volume, the wider street, or the street with dominant established building orientation. Some corner properties will be abutting more than one primary street such as at the intersection of two arterials. Only applies to Corridor development.

**Principal Entrance:** The place of ingress and egress most frequently used by the public.

**Streetscape:** The streetscape is the area along a public or private street or drive between the curb line and the streetscape line. With the exception of historical street walls in Corridor development, the minimum streetscape requirement shall apply regardless of the available right-of-way. Where necessary, the streetscape shall extend onto private property to fulfill the minimum requirement. The streetscape is made up of two zones:

**Pedestrian Zone:** The pedestrian zone is the area where pedestrians walk parallel to the street. Depending on the streetscape's relation to the public ROW, this zone may include landscaping, planters, outdoor displays, outdoor café space, street furniture, and paving as long as the minimum free and clear area for pedestrian movement is provided. The **Free and Clear Area** is a hardscaped area which is a minimum of 5 feet wide and is located within the pedestrian zone of the streetscape. It facilitates a continuous pathway along the length of the street and should provide for transition to adjacent free and clear areas. The free and clear area shall be ADA accessible.

**Planting/Parking Zone:** The planting/parking zone is between the curb line and the Pedestrian Zone. This zone may include street trees, landscaping, street furniture, street and pedestrian lighting, special paving, on-street parking, bicycle parking, and transit stations.

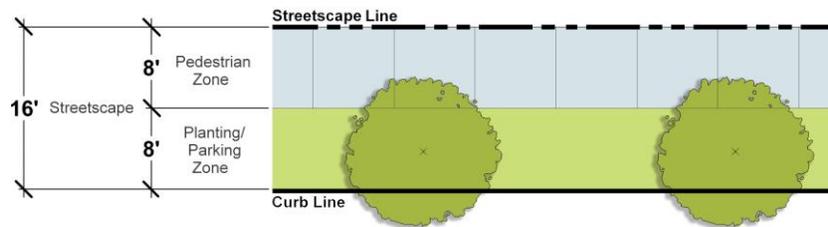
**Streetscape Line:** The development (frontage) side of the streetscape; opposite the curb line.

**Transparency:** The use of clear or slightly tinted glass. Opaque or reflective glass does not meet the requirements for transparency. Display windows that are at least 2 feet deep are permitted and may be counted toward the transparency requirement.

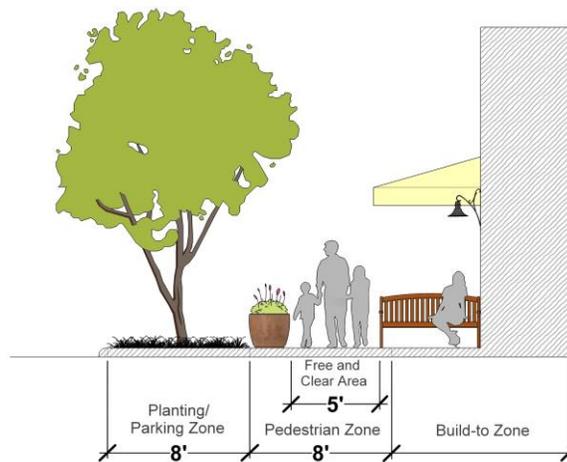
## Section 5. STREETScape

### 5.1 Standard Streetscapes

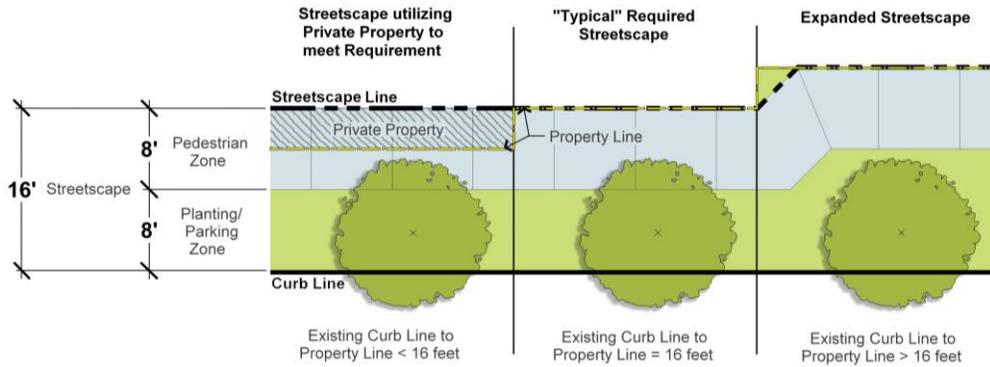
- a. The streetscape shall be at least 16 feet in width.
  1. The pedestrian zone shall be a minimum of 8 feet wide with a minimum 5-foot wide free and clear area.
  2. The planting/parking zone shall be a minimum of 8 feet wide.
  3. The minimum streetscape requirement shall apply regardless of the available right-of-way. Where necessary, the streetscape shall extend onto private property to fulfill the minimum requirement.
  4. Streetscape zones shall align with or transition to abutting streetscapes zones.
  5. Freestanding signs are prohibited in the streetscape.
  6. Street trees are required for all development. Street trees shall be planted in conformance with the Design Standards for Street Trees including any necessary relocation of sidewalks and utilities.



*Minimum Streetscape Dimensions, Plan*



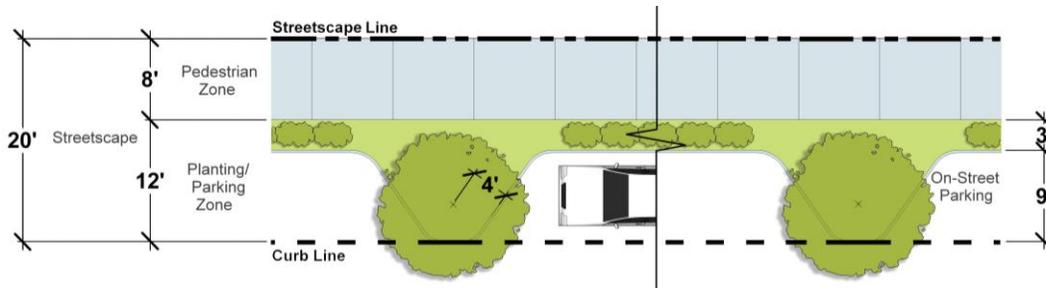
*Minimum Streetscape Dimensions, Section*



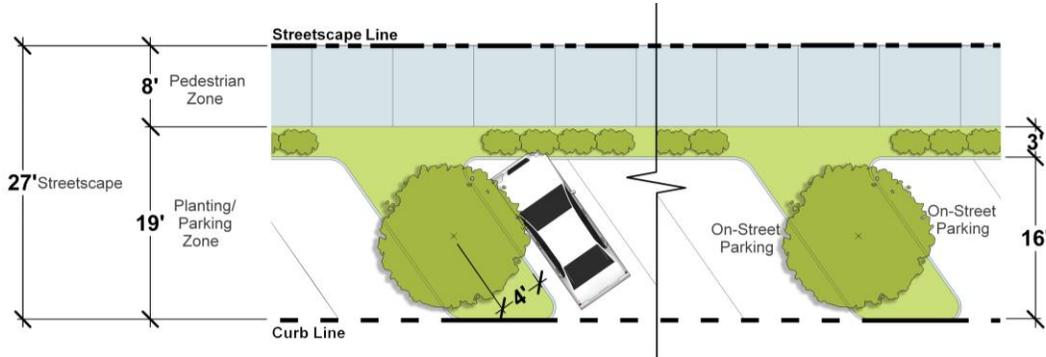
*Examples of Streetscapes with Varying Available Right-of-Way*

## 5.2 Streetscapes for On-Street Parking

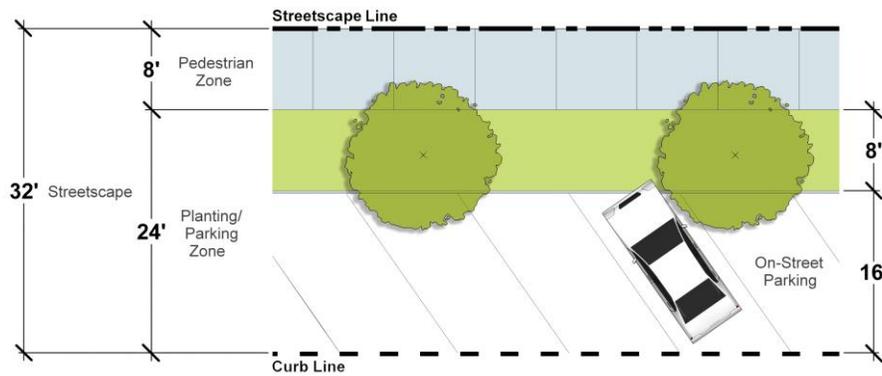
- a. Where on-street parking is provided, the planting/parking zone shall be wide enough to accommodate parking and vehicle over-hangs and door swings. On-street parking is encouraged along Pedestrian-Oriented Routes.
  1. For parallel parking, the planting/parking zone shall be a minimum of 12 feet wide with a minimum 3-foot wide planting area and a minimum 9-foot wide on-street parking area.
  2. For angled parking, refer to Figure PL-1 in Chapter 3.45. Add a minimum 3-foot wide planting area between the on-street parking and the pedestrian zone.
  3. On-street parking shall be interrupted by planting areas for street trees. Tree spacing is determined by Chapter 2.35. Planting areas for street trees shall have a minimum radius of 4 feet from the center of the tree.
  4. Required planting areas for street trees can be provided in a planting node or in a planting strip.
  5. Freestanding signs are prohibited in the streetscape.
  6. The streetscape shall follow the curb line, regardless of the varying relationship between the curb line and the property line. Occasionally, the curb line will be interrupted by on-street parking.



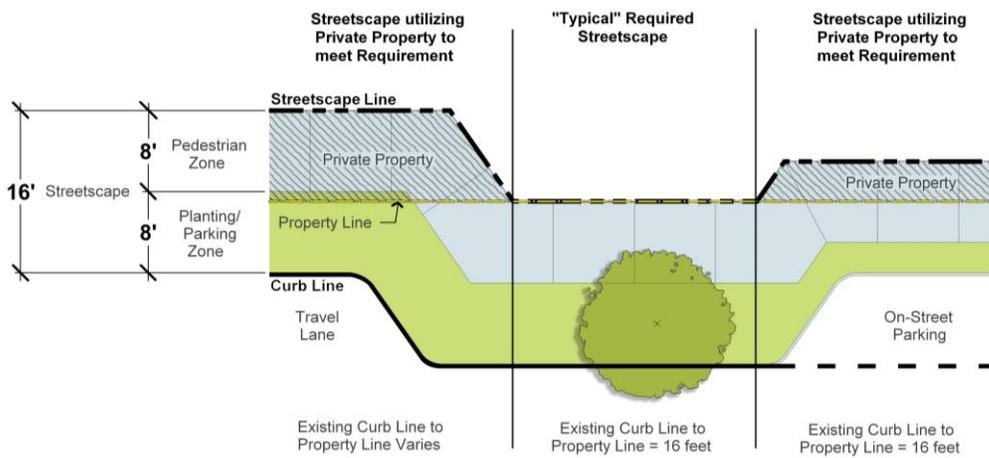
*Minimum Streetscape Dimensions where On-Street Parallel Parking is Provided*



*Minimum Streetscape Dimensions where On-Street Angled Parking is Provided*



*Example of Streetscape with Planting Strip*



*Examples of Streetscapes with Varying Curb Line*

### **5.3 Streetscapes for Historical Street Walls**

- a. In Corridors, where the streetscape is less than 16 feet wide because a historical street wall has been established (see Section 6.1), the pedestrian zone shall be a minimum of 5 feet wide to accommodate the minimum free and clear area. The planting/parking zone may be adjusted according to the circumstance.

### **5.4 Streetscapes for Pedestrian-Oriented Routes**

- a. In Centers, streetscapes are required on both sides of Pedestrian-Oriented Routes (see Section 6.2 for description of Pedestrian-Oriented Route).
  1. When abutting parking lots, the streetscape shall continue on both sides of the route. The streetscape for a Pedestrian-Oriented Route may be interrupted by internal roadways, but there shall be no less than 150 feet from centerline to centerline of the driveway or drive aisle. At corners of two intersecting Pedestrian-Oriented Routes, the two segments may be added together in order to meet the 150-foot minimum requirement.

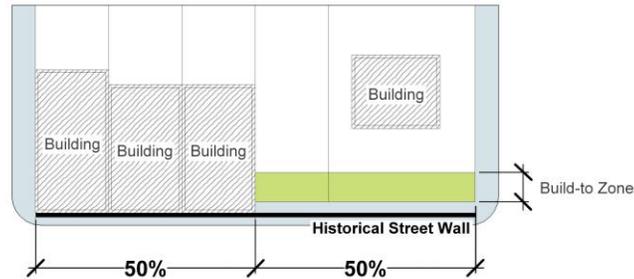
## **Section 6. SITE DEVELOPMENT STANDARDS**

### **6.1 Site Development Standards for Corridors**

Design standards strive to revive, repair, and enhance Corridor areas by creating attractive, pedestrian-oriented streetscapes, and by reinforcing the continuation of historical building patterns in B-1, B-3, and H-2 zoning districts and PUDs with Corridor characteristics, unless exempted as per Section 2.

- a. Build-to Zone:
  1. The Build-to Zone shall be between: 1) the front property line, ROW line, public access easement, or the streetscape line, whichever is a greater distance from the curb line; and 2) 20 feet from the front property line, ROW line, public access easement, or the streetscape line, whichever is a greater distance from the curb line.
  2. Street façades shall be built within the Build-to Zone.
  3. If 50 percent or more of the frontage of a block face is developed at the same line (+/- 2 feet) within the standard 20' Build-to Zone or up to the streetscape, then a historical street wall has been established and shall be continued. Where a historical street wall has been established, street façades shall align with the historical street wall. All elements of the street façade including alcoves, changes in wall plane, indentions for entrance displays, etc. shall be located within 20 feet of the historical street wall. Where the historical street wall is closer to the street than the standard Build-to Zone,

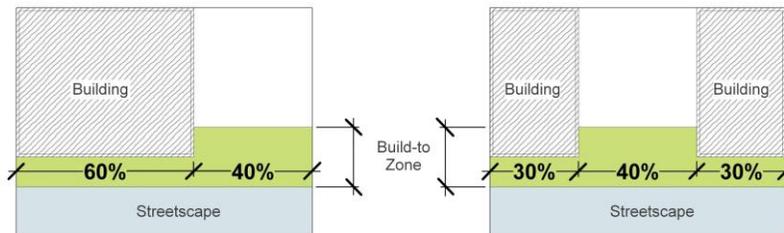
buildings shall be built up to the historical street wall. This may result in a streetscape width less than the standard.



*Example of Established Historical Street Wall*

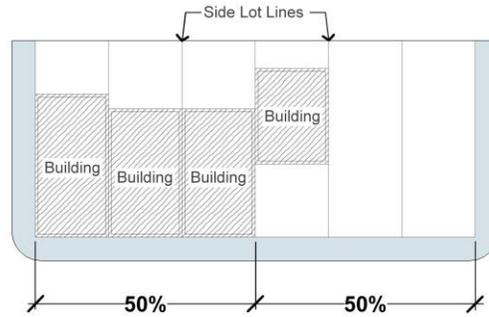
b. Net Frontage Length:

1. At least 60 percent of the net frontage length of the property must consist of street façade within the Build-to Zone. For corner lots with only one primary street, this may be reduced to 30 percent along the frontage of the street that is not a primary street. For corner lots with two primary streets, the net frontage length shall be 60 percent of the shorter of the two sides and the resulting length shall be the minimum requirement for both frontages. For corner lots with two primary streets and a historical street wall, the net frontage length may be reduced to 30 percent along the frontage of the street that does not contribute to the historical street wall. For sites with three or more primary streets, two sides shall follow the requirements of two primary streets above and one is exempt of the net frontage length requirement unless part of a historical street wall.



*Examples of Building Placement to Achieve Net Frontage Length*

2. In some areas, existing buildings are constructed from side lot line to side lot line, whether allowed by current zoning or not. In these areas, if 50 percent or more of the frontage of a block face is developed with zero or minimal side yards (2 feet or less), then a historical street frontage has been established and shall be continued. Where a historical street frontage has been established, 100 percent of the net frontage length of the property must consist of street façade within the Build-to Zone. One mid-block pedestrian access is allowed per block face. Pedestrian access ways shall be lighted and have a minimum width of 10 feet and a maximum width of 25 feet.



*Example of Established Historical Street Frontage*

c. Orientation:

1. On lots 150 feet deep or less, buildings shall be oriented to present the entrance façade to the primary street.

d. Additional Pedestrian Considerations:

1. To minimize interruptions of and conflicts with the pedestrian routes across abutting sidewalks, garage doors and service bays shall not open directly onto sidewalks, but instead shall be oriented toward alleys or toward the interior of the lot. One service bay shall be permitted facing a sidewalk if a building has no alley access.
2. Continuous building façades shall not exceed 150 feet in length unless contributing to a historical street wall.

e. Vehicular Access, Circulation, and Parking:

1. Off-street parking and drive-through lanes are prohibited within the Build-to Zone between the streetscape and the building.
2. No drive-throughs are permitted in the B-1 zoning district.

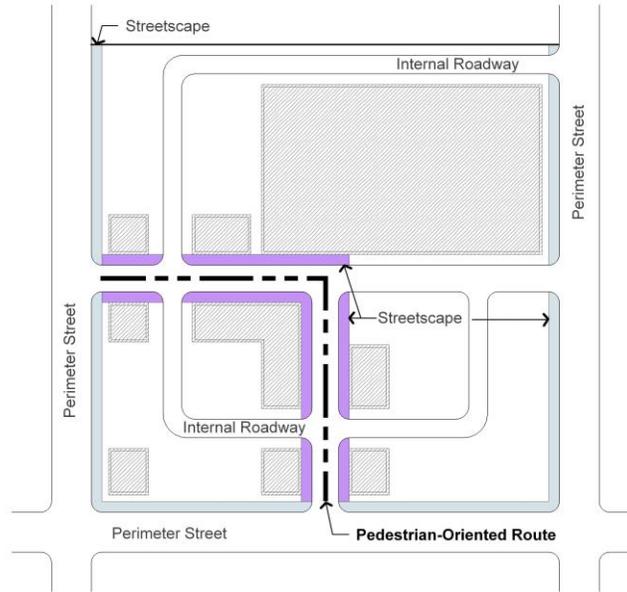
## 6.2 Site Development Standards for Centers

Design standards strive to enhance Centers by providing a Pedestrian-Oriented Route, pedestrian-friendly building arrangement, open space amenities, and defined streetscapes. Center standards are applied to Use Permits for land zoned B-2, B-5, and H-4 and PUDs with Center characteristics, unless exempted as per Section 2.

a. Pedestrian-Oriented Route:

1. A Pedestrian-Oriented Route shall be designated on the site plan. The following standards assume that the Pedestrian-Oriented Route is along an internal roadway. If

the Pedestrian-Oriented Route is desired along perimeter streets rather than along an internal roadway, the Planning Director may allow the Pedestrian-Oriented Route along primary streets and follow Site Development Standards for Corridors.



*Example of Center with Designated Pedestrian-Oriented Route*

2. Pedestrian-Oriented Routes shall connect to a perimeter street at two or more points; this could be the same perimeter street or more than one. It must be continuous from perimeter street to perimeter street or from perimeter street to another Pedestrian-Oriented Route.
  - i. If there is only one perimeter street abutting the Center, the Pedestrian-Oriented Route may terminate at an intersection with an internal roadway that connects to adjacent development or connects back to the perimeter street.
3. Pedestrian-Oriented Routes which are between buildings rather than along internal roadways shall be a minimum of 30 feet wide with a minimum 5-foot wide free and clear area. Thirty percent of the defined area between buildings along the Pedestrian-Oriented Routes shall consist of landscaping. In addition to landscaping, one shade tree is required per 50 feet of Pedestrian-Oriented Route between buildings.
4. At least 80 percent of the Center's floor area must be in buildings that abut a Pedestrian-Oriented Route. Isolated pad sites are allowed, but may not exceed 20 percent of the total floor area of the Center. Buildings set back no more than 100 feet from the streetscape line may also meet this requirement if a pedestrian amenity is located between the building and the Pedestrian-Oriented Route.

b. Build-to Zone:

1. The Build-to Zone shall be between: 1) the front property line, ROW line, public access easement, or the streetscape line, whichever is a greater distance from the curb line; and 2) 20 feet from the front property line, ROW line, public access easement, or the streetscape line, whichever is a greater distance from the curb line.
2. Street façades (see definition under “façades” in Section 3) shall be built within the Build-to Zones of Pedestrian-Oriented Routes.

c. Net Frontage Length:

1. At least 60 percent of the Net Frontage Length of a Pedestrian-Oriented Route must be two-sided (a street façade within the Build-to Zone along both sides of the route). Greens, squares, or plazas can contribute to the two-sided requirement if they are at least 20 feet in depth and abut a building. Segments of Pedestrian-Oriented Routes with inadequate depth for buildings (less than 50 feet buildable area) on one or both sides shall be exempt from the net frontage length calculation. See Section 9 for illustrative example.

d. Orientation:

1. Where a large footprint building abuts a Pedestrian-Oriented Route, it shall provide at least one customer entrance along the route. This customer entrance does not have to provide access to the “main tenant” of the structure, for example, it could be a single department or a separate leased space attached to or within the structure of the large footprint building.
2. Where all other buildings abut a Pedestrian-Oriented Route they shall have at least one entrance façade on the route.

e. Pedestrian Amenities:

1. Pedestrian amenities such as greens, squares, or plazas shall be provided. The minimum area of the amenities shall be 0.5 percent of the area of the commercial/mixed-use development with a minimum width and depth of 20 feet. Pedestrian amenities shall be accessible for use and enjoyment by pedestrians (this excludes private/fenced areas for outdoor dining) and shall abut a Pedestrian-Oriented Route. A building wall must abut at least one side. Indoor spaces may qualify as an amenity if they meet the minimum space requirements and function as public spaces with uses such as sitting, amusement, flexible space, events, etc.

f. Additional Pedestrian Considerations:

1. Continuous building façades shall not exceed 500 feet in length.

2. A minimum 16-foot wide lighted pedestrian access shall be provided between buildings to encourage safe and convenient walking between the storefronts and parking areas behind buildings.

g. Vehicular Access, Circulation, and Parking:

1. Off-street parking and drive-through lanes are prohibited within the Build-to Zone between the streetscape and the building.

## **Section 7. BUILDING DESIGN STANDARDS**

### **7.1 Articulation**

- a. Any arterial, street, or entrance façade (see definitions under “façades” in Section 4) exceeding 100 feet in length shall incorporate two or more of the following building elements every 40 feet:
  1. Changes in wall or roof plane with a depth or height of at least 2 feet.
  2. Changes of color, texture, or material.
  3. Columns, ribs, pilasters, or reveals at least 1 foot wide and 8 inches deep.
  4. Window or door openings.
  5. Balconies, awnings, or canopies.

### **7.2 Entrance Design**

- a. In Centers, principal entrances shall be clearly defined and distinguishable from the abutting street, pedestrian walkway, or parking lot by incorporating three or more of the following design elements:
  1. Architectural detailing such as brickwork or ornamental moldings.
  2. Recesses or projections from the building façade with a minimum depth of 3 feet.
  3. Parapet wall or roof raised a minimum of 3 feet above the adjoining structure.
  4. Pilasters projecting from the building façade a minimum of 8 inches and/or architectural or decorative columns.
  5. Arcades, colonnades, and galleries.
  6. Awnings and canopies.
  7. Integral planters or wing walls that incorporate landscape or seating.
  8. Display windows surrounding the entrance.

- b. Where there are many entrances to separate establishments, a continuous band of doors and windows along the entire visible elevation is a customary design approach. At least one entrance shall meet the entrance design requirement for each building.

### **7.3 Transparency**

- a. At least 50 percent of the area between 3 and 9 feet above grade of any street or entrance façade shall consist of windows, glass doors, or other transparent (clear or slightly tinted) building surfaces.
- b. At least 20 percent of the area between 3 and 9 feet above grade of any arterial façade without a public entrance shall consist of windows, glass doors, or other transparent (clear or slightly tinted) building surfaces.

### **7.4 Materials**

- a. For the first 20 feet above grade, arterial, street, and entrance façades (see definitions under “façades” in Section 4) shall be constructed of at least 50 percent heavy materials or glass. The first 20 feet above grade of all other building façades shall be constructed of at least 20 percent heavy materials or glass.
  - 1. Heavy materials include: Natural or manufactured stone; brick; precast or cast-in-place concrete or concrete masonry units; and other materials that are equivalent in appearance and durability.
- b. Non-durable materials such as EIFS and cement board are not allowed on the first 3 feet above grade of arterial, street, and entrance façades.

### **7.5 Parking Structures**

- a. Any ground-floor parking in structures shall be screened from sidewalks.
- b. Parking structures shall be designed with the appearance of horizontal floors, concealing sloped floors and ramps visible on street façades. (Entrance and exit ramps may be visible through openings on the ground floor.)

### **7.6 Equipment Screening**

- a. Rooftop mechanical equipment shall be screened with materials compatible with the main walls of the building if they are located within 150 feet of street right-of-way and within the public view or abutting a residential district. If equipment is not visible because of topography or building height, a screen may not be required. In no case shall the parapet wall or roof top enclosure be required to exceed the height of the mechanical equipment.

## Section 8. WAIVERS AND APPEAL

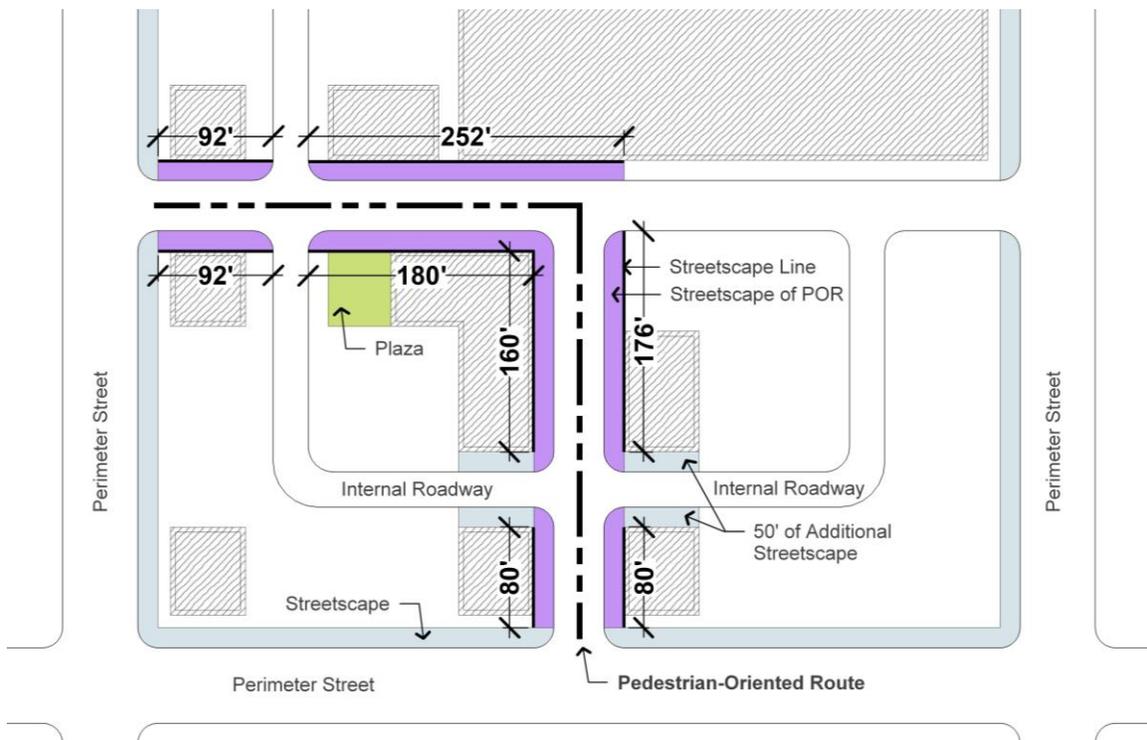
The applicant may request the Planning Director, the Appeals Board, or the City Council to waive strict conformance with the Commercial Design Standards (“Design Standards”) as provided in Chapter 1.00. Waivers of the Design Standards may be granted if it is determined that that the design enhances its setting and meets the overall intent and spirit of the Design Standards.

## Section 9. ILLUSTRATIVE EXAMPLE

### Net Frontage Length Calculation and Two-Sided Requirement for Centers

Step 1. Calculate Net Frontage Length. Determine the Net Frontage Length based on both sides of the Pedestrian-Oriented Route as illustrated in the top image.

Calculation:  $(92' + 252' + 92' + 180' + 160' + 80' + 176' + 80') = 1,112$  feet).

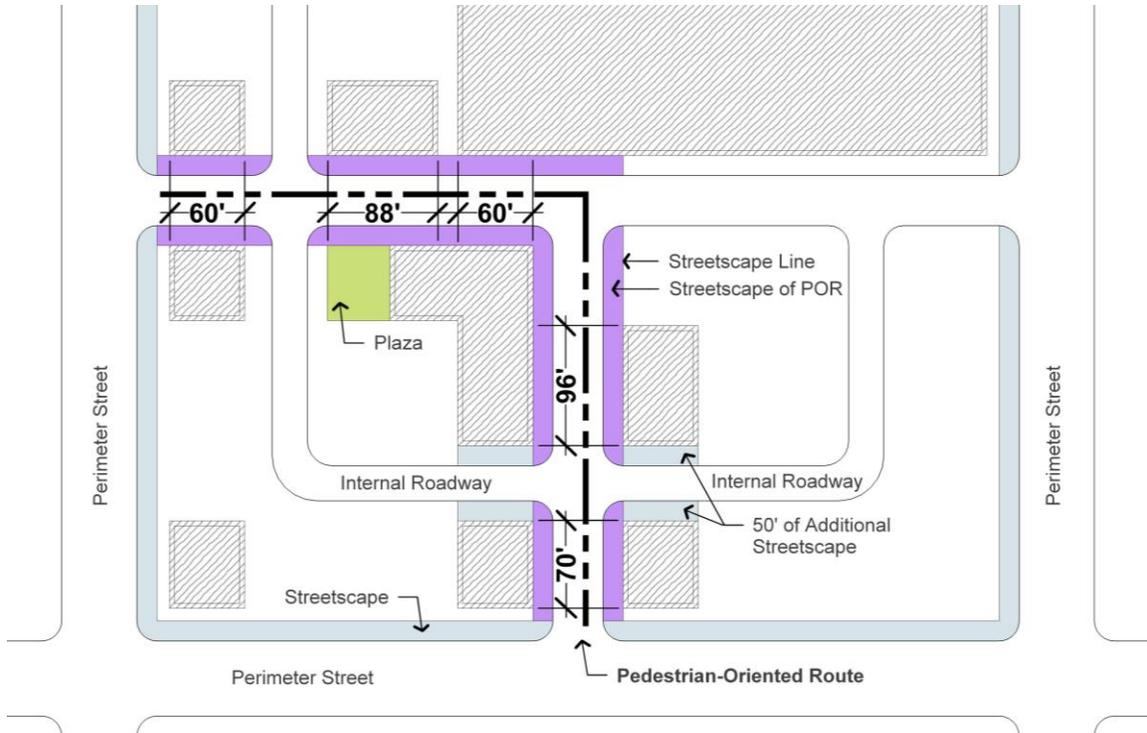


Step 1: Example of how to measure the Net Frontage Length in Centers

Step 2. Calculate Two-Sided Requirement. 60% of the total Net Frontage Length from Step 1:  $(1,112' \times 0.6) = 668$  feet. In this example, a minimum of 668 feet of frontage along the Pedestrian-Oriented Route needs to be two-sided.

Step 3. Confirm Site Plan Meets Two-Sided Requirement. Find the total length of building façades within the Build-to Zone that are directly across from each other along the Pedestrian-Oriented Route as illustrated in the bottom image.

Calculation:  $((60' \times 2) + (88' \times 2) + (60' \times 2) + (96' \times 2) + (70' \times 2)) = 748$  feet. In this example, 748 feet double-sided meets and exceeds the minimum requirement of 668 feet as calculated in Step 2.



*Step 3: Example of how to calculate the two-sided requirement in Centers*