memorandum

To: The Arcata Community
From: Ben Noble
Subject: Building Facade and Roof Design Standards for the Gateway Code

Attached to this memorandum are proposed building facade and roof design standard for the Gateway Code. The standards are described at a high level and will be further developed and refined with guidance from the Planning Commission and City Council, with consideration of public input gathered through these meetings. Proposed standards reflect prior public input and draft Gateway Plan policies related to building design.

At the January 19, 2023 virtual workshop you will have the opportunity to provide input on the proposed standards. You can also provide feedback through an on-line survey. The City will consider this input and prepare recommended standards for Planning Commission review. You will have an opportunity to review and comment on this recommendation prior to Planning Commission review. Based on Planning Commission feedback and direction, draft building facade and roof design standards will be prepared for the Gateway Code. You will be able to review and comment on the draft standards as part of the Gateway Code review process.

The attached building facade and roof design standards will complement other standards in the Gateway Code. In particular, the Gateway Code will require projects to comply with building massing standards that will prohibit monolithic blocks and break larger buildings into small volumes. Other standards will also address building placement, parking access and location, landscaping, fencing and screening, utilities and equipment, and other topics.

The attached standards address the following topics:

- Facade Articulation
- Building Entries
- Roof Forms
- Windows and Doors
- Ground-floor Frontages for Non-residential Uses
- Materials and Colors
- Garage Entries and Doors

For each topic, an intent statement describes what the proposed standards aim to achieve. The proposed standards reference images included in the Building Design Lookbook. These images illustrate different design strategies and are intended to facilitate a discussion of the proposed standards. These photographs are not meant to represent the desired form and character of development in the Gateway Area.

For some topics other possible standards are described. These other standards can be found in some form-based codes, but are not currently proposed for the Gateway Code.

At the January 19 workshop, the City will ask for your feedback on the proposed standards. Do you have thoughts on the proposed standards that we should consider as they are further developed and refined? Do you have other ideas for how the Gateway Code can best achieve the intent statements? Your input is valuable and we look forward to hearing from you.

PROPOSED BUILDING FAÇADE AND ROOF DESIGN STANDARDS FOR THE GATEWAY CODE

Prepared for public discussion at the January 19, 2023 Virtual Workshop. Example images are found in the separate Building Design Lookbook.

1. Facade Articulation

Intent:

- Create street-facing building facades that are varied and interesting with human-scale design details.
- Incorporate architectural elements that reduce the perceived mass and box-like appearance of buildings.

Proposal: Require projects to select a specified number of options from a list to satisfy facade articulation requirement. Projects may choose which options to use. Options may include the following:

- Contrasting material and/or color (images 1, 2, 7)
- Bay windows (images 1, 14, 17, 31)
- Building wall modulation (images 3, 19)
- Awnings and canopies (images 3, 14)
- Balconies (images 4, 40, 42)
- Cornices and decorative horizontal accent lines (images 5, 6, 34)
- Recessed windows (image 5)
- Juliet balconies (images 6, 16)
- Rounded building walls (images 6, 15)
- Shade/screening devices (images 7, 9, 33)
- Projecting or recessed vertical accents (images 13, 21)
- Variation in window size and pattern (images 9, 19, 42)
- Green walls (image 14)
- Columns (image 15)
- Ground level porches and patios (22, 35)
- Sills, lintels, boxes, and other window ornamentation (images 24, 36, 38)
- Art on walls (images 28, 32)
- Projecting window frames (images 29, 37)
- Fine-grain building materials such as bricks and shingles (image 39)

2. Building Entries

Intent:

- Support cohesive neighborhoods and social interaction with outward facing buildings.

- Support a pedestrian-oriented public realm with an attractive and welcoming streetscape character.

Proposal:

- For buildings facing a public street or open space, require at least one entrance every 100 feet for ground-floor non-residential uses and 200 feet for ground-floor residential uses. (images 23, 28, 33, 38)
- Require corner buildings to provide an entrance facing both streets or have a single corner entrance accessible to both streets. (images 22, 26)
- For units adjacent to a public street that are accessed through ground level individual entrances (e.g., townhomes), require the entrances to face the street. Require entrances to be emphasized with a porch, covered entry, or recessed entry. (images 8, 24, 35)
- For buildings with an entrance that provides access to two or more units, require the primary entrance to be emphasized with a roofed projection, a recessed bay, a projecting vertical mass, or other specified technique. (images 10, 17, 22, 28, 32)
- For projects with ground-floor commercial uses, require entrances to be clearly visible from the street with visual prominence. Projects may select options from a list to satisfy this requirement. (images 27, 29)

3. Roof Forms

Intent:

- Ensure that roof forms are varied are designed with architectural interest.
- Reduce the perceived mass of buildings as they meet the sky.

Proposal:

Require visual interest in roof forms. Projects may select specific methods from a list of options. Options may include:

- Combining multiple street-facing roof forms (image 5)
- Multiple hierarchical roof forms (image 17)
- Varied building or facade height (images 8, 16, 27, 41)
- Changes in street-facing facade plane (images 8, 20, 31)
- Visible green roof or roof landscaping (image 11)
- Visible roof decks (image 18)
- Varied roof types such as shed and gable roofs (images 23, 25)
- Overhanging eaves (image 24)
- Dormers and gables (image 30)
- Repeating roof forms (image 30)
- Decorative cornice and parapet treatments (image 40)
- Upper level step backs (image 42)

4. Windows

Intent:

- Create visual interest and provide relief for flat walls.
- Ensure long-term durability with quality materials.
- Prevent glare and ensure transparency of ground-floor openings.

Proposal:

- Require windows for residential uses to have trim at least one-half inch in depth or be recessed at least two inches from the plane of the surrounding exterior wall. (images 5, 22)
- Require window designs to differentiate the various components of the building such as ground-floor retail spaces, stair towers, corners, or residential units. (images 12, 33)
- Prohibit window films, mirrored glass, and spandrel glass along the ground-floor frontage.

5. Ground-Floor Frontages for Non-Residential Uses

Intent:

- Support an active and welcoming pedestrian environment.
- Create an environment that will help attract and retain successful local businesses.

Proposal:

- Prohibit street-facing ground-floor building walls 30 feet or longer without a window, door, or other similar building opening. (images 13, 15)
- Require the ground-floor street-facing building walls of non-residential uses to provide transparent windows or doors with views into the building for a minimum of 65 percent of the building frontage located between 3 and 7 feet above the sidewalk. (images 2, 29)
- Allow exceptions with landscaping requirement where transparency is infeasible (e.g., mechanical rooms, parking garages).

Other design details that could be regulated, but that are not proposed, include the following:

- Minimum ground-floor height (image 7)
- Finished level above sidewalk
- Minimum entry inset
- Required entry cover/protection (e.g., awning)
- Bulkhead dimensions
- Minimum tenant space depth
- Maximum ground-floor recess (images 4, 13)

6. Materials and Colors

Intent:

- Support variation in building materials and color and materials as a method to create visual interest, balance, and design diversity.
- Discourage uniform project designs and architectural styles.

Proposal:

- Allow projects to use varied exterior building materials and colors as one method to satisfy (in part) the facade articulation standard. (most images)
- Do not include any other material or color standard.

Other standards that could be included, but are not proposed, include the following:

- Identify allowed materials (e.g., wood, stucco, concrete, cement plaster, metal)
- Identify prohibited materials (e.g., unfinished or natural T1-11 siding, spray stucco)
- Require two or more primary materials on each building face (image 36 would conflict)
- Limit number of contrasting primary building materials (images 23, 35 could conflict)
- Specify durability requirements

7. Garage Entries and Doors

Intent:

- Minimize the visual dominance of garage entries and garage doors.
- Support a safe and inviting pedestrian environment

Proposal:

- Allow garage doors serving individual units to face a public street subject to standards the minimize their visual prominence. Standards include limitations on the percent of building frontage with garage doors, and required recess, trim, and landscaping. (images 30, 37)
- Require a landscape buffer and maximum height at the street for structured podium parking.

Other standards that could be included, but are not proposed, include the following:

- Prohibit garage doors serving individual units to face a public street (images 30 and 37 would conflict)
- Prohibit access to structured garage entrances from certain streets.

Building Design Lookbook

Prepared for the City of Arcata Gateway Code Public Engagement Process

January, 2023

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This Building Design Lookbook contains images illustrating different building façade and roof design strategies. These images show recent mixed-use and multifamily development projects, mostly in the San Francisco Bay Area. Most images are photographs of built projects; though some are renderings of projects that have not yet been constructed.

Each image includes notes that call out design features related to the following topics:

- Façade Articulation
- Building Entries
- Roof Forms
- Windows and Doors
- Ground-floor Frontages for Non-residential Uses
- Materials and Colors
- Garage Entries and Doors

Project images were selected to illustrate a range of design strategies, including aspects of building design that may be regulated through the Gateway Code. Project images are not intended to represent preferred architectural styles for the Gateway Area. In some cases, images may conflict with building massing standards anticipated to be included in the Gateway Code.

This Lookbook is a companion document to the Proposed Building Facade and Roof Design Standards Memorandum. This memorandum contains high-level level proposed standards for public discussion at upcoming virtual workshops and Planning Commission work sessions. The proposed standards reference images in this Lookbook to illustrate specific design strategies. Lookbook images are intended to clarify potential standards and help stimulate discussion of desired building façade and roof design standards for the Gateway Code.

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1. Contrasting stucco, wood, and metal exterior materials
2. Ground-floor entries to individual units oriented toward courtyard
3. Projecting bay windows

1. Continuous, unbroken horizontal roof form
2. Two contrasting primary exterior colors
3. Continuous ground-floor storefront transparency

1. Angled exterior building wall modulation
2. Projecting awning above windows on each upper level
3. Photovoltaic panels covering exterior building wall

1. Balconies with varied railing materials
2. Contrasting secondary color accents
3. Recessed ground-floor storefronts

1. Multiple intersecting street-facing roof forms
2. Decorative horizontal accent lines
3. Recessed windows

1. Juliet balconies
2. Cornices and color variation distinguishing building base, middle, and top
3. Rounded corner building element

1. Deep projecting sunscreens wrapping around building corner
2. Pattern of repeating vertical bays with contrasting color and material
3. Ground floor height greater than upper floors

1. Breaks in roof line from varied building height and front building wall modulation
2. Townhome entrances facing the street with elevated stoops
3. Changes in street-facing facade plane

1. Pattern of repeating vertical bays
2. Variation in window size and pattern
3. Variation in louvre size, pattern, and orientation

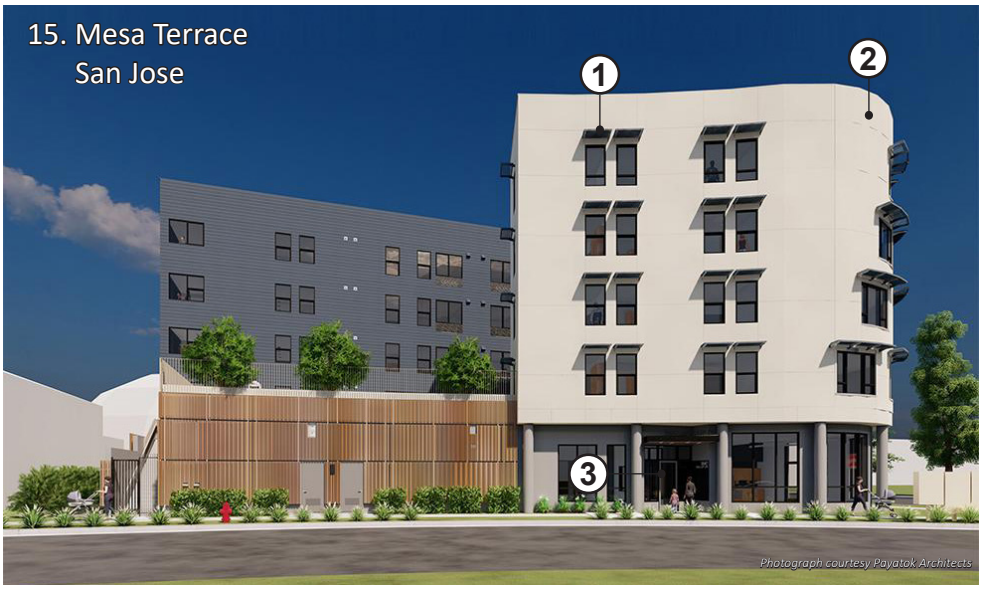
1. Rounded balconies above building entry
2. Contrasting material with upper level step back
3. Windows, colors, materials, and awnings differentiate building corner

1. Roof garden with cascading landscaping
2. Vertical terracotta lattice building skin
3. Visible mass timber structure

1. Bright accent color applied to recessed window groupings
2. Varied window dimensions
3. Base differentiated with ground floor windows

1. Second floor vertical fins
2. Glass facade
3. Recessed storefront below awning

1. Bay windows
2. Wooden trellis awning
3. Landscaping integrated into building facade



1. Street-facing upper level window awnings
2. Curved street-facing building wall
3. Lobby entrance

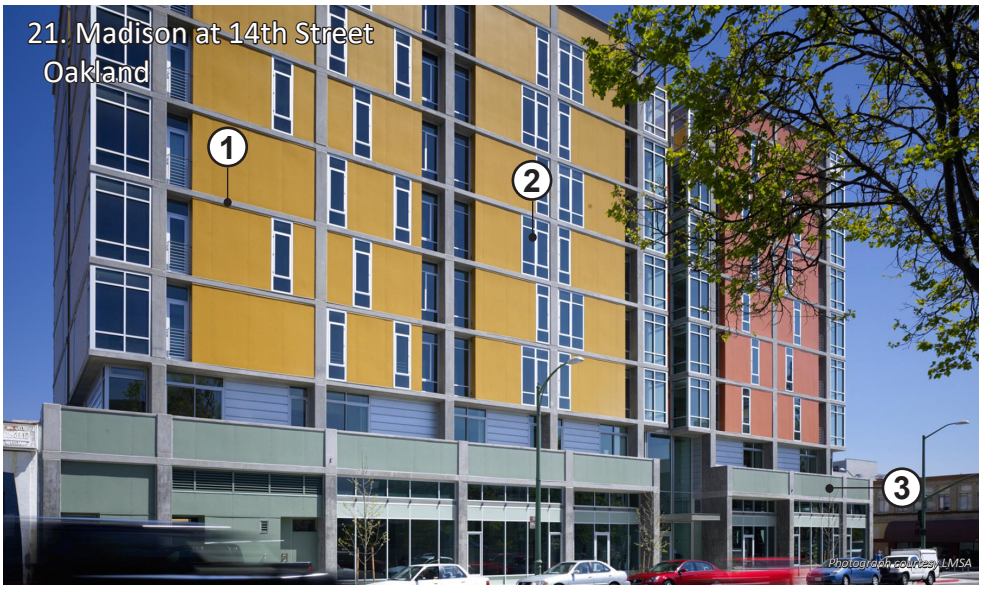
1. Building wall modulation creates roofline offset
2. Perforated metal screens
3. Juliet balconies

1. Varied horizontal and vertical projecting windows
2. Two hierarchical unbroken horizontal roof form
3. Building entry with awning sign

1. Multi-paned floor to ceiling windows with staggered pattern
2. Ground floor stepped back behind upper floor facades
3. Roof deck

1. Variation in window size and pattern
2. Entry awning between storefront and transom windows
3. Pattern of repeating vertical projections and recesses

1. Two contrasting primary colors distinguish building volumes
2. Vertically-oriented pattern of recesses and projections
3. Street-facing roofline breaks



1. Projecting vertical and horizontal accent lines
2. Vertically-oriented geometric window patterns
3. Contrasting color distinguished building base

1. Window trim
2. Usable outdoor entry area recessed from primary facade plan
3. Ground floor street-facing porches for individual units

1. Varied balcony railing material
2. Varied roof forms (shed and gable)
3. Five primary exterior building colors

1. Multiple intersecting street-facing roof forms
2. Garages accessed from behind building
3. Wooden window boxes and juliet balcony railings

1. Shed and flat roof forms
2. Matching ground-floor and upper-floor awning design
3. Repeating vertical balcony pattern

1. Front entry on side building wall
2. Two contrasting front facade colors and materials
3. Metal canopy

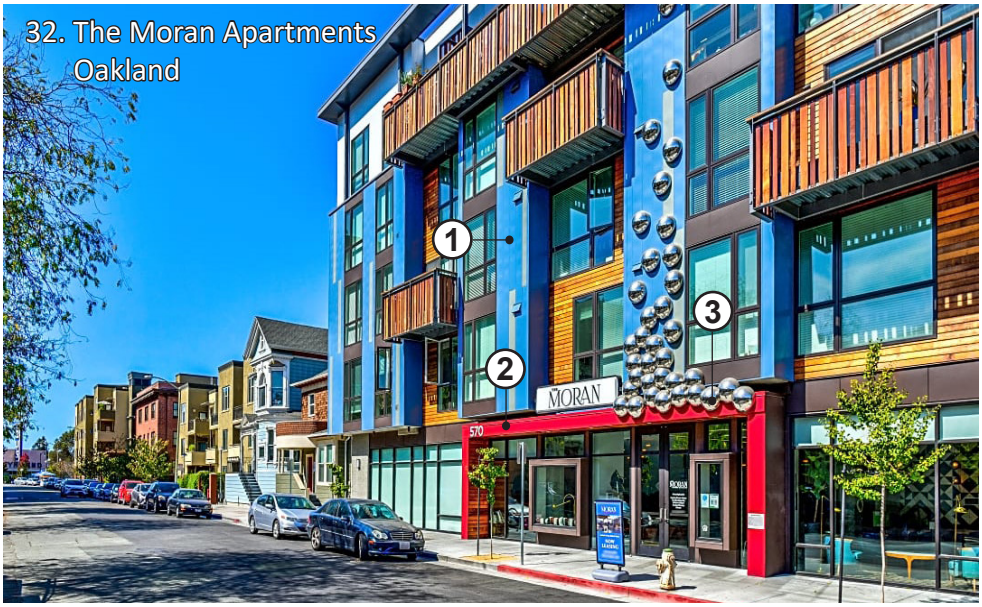
1. Breaks in roof line from facade modulation and varied heights
2. Recessed window groups with metal louvres
3. Recessed corner entry

1. Architectural sculpture integrated into facade wall
2. Ornamental downspouts integrated with facade design
3. Exterior lighting emphasizing building entry

1. Geometric pattern of projecting window frames
2. Ground floor height greater than upper levels
3. Color accent emphasizing building entry

1. Elevated first level of living space
2. Repeating gabled roof forms
3. Street-facing garage doors occupying two-thirds of ground floor facade

1. Projecting bay windows with color accents
2. Perforated metal panels emphasizing corner element
3. Street-facing roofline breaks



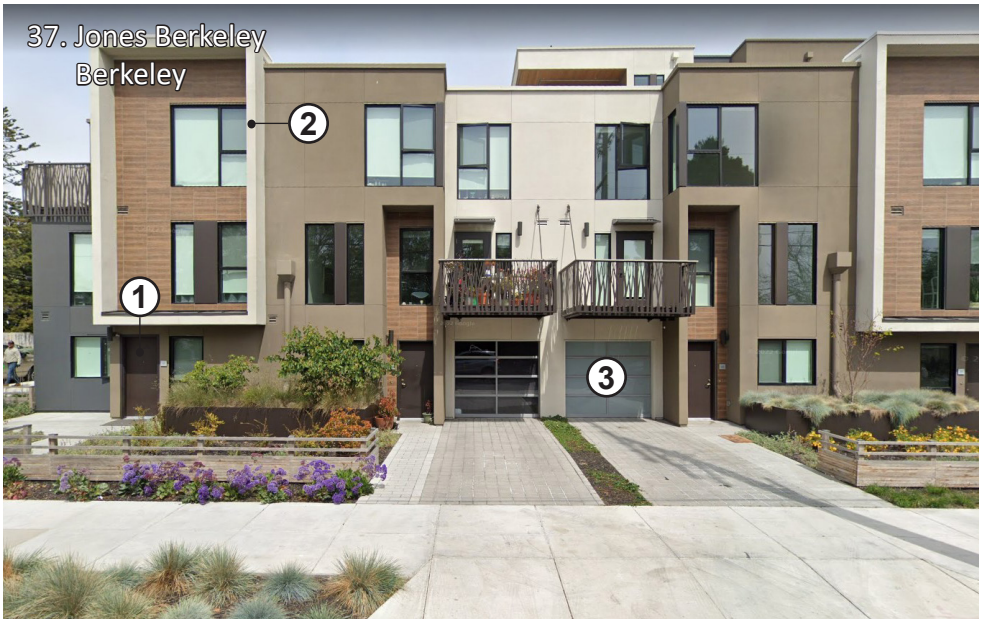
1. Contrasting facade materials and colors
2. Color accent emphasizing building entry
3. Reflective art feature attached to front facade

1. Canopy between transom and display windows
2. Combination of vertical and horizontal shading devices of varied size
3. Color and material variation separates volumes

1. Datum lines along full length of facade
2. Ground floor entrances facing street
3. Varied placement of perforated awnings

1. Five primary exterior building colors
2. Changes in facade height creates breaks in horizontal roof line
3. Ground floor unit entries facing the street

1. Uniform primary exterior building material and color
2. Wooden lattice awnings
3. Wooden window sills



1. Primary entry with recessed doors
2. Projecting frames and balconies provide depth to facade
3. Garage doors occupying one-third of ground-floor building frontage

1. Street-facing entries accessed from elevated stoops
2. Ground floor outdoor patio space with low wall along sidewalk
3. Window shutters, lintels, and window boxes

1. Fine-grained building material (brick)
2. Upper story decks
3. Ground-floor entrances facing the street

1. Roof decks
2. Recessed corner balconies
3. Flat roof cornice

1. Primary townhome entrances facing interior walkway
2. Variation in facade materials and color
3. Breaks in roof line from varied building height and front building wall modulation

1. Horizontal step back of upper floor for a portion of length of the facade
2. Recessed and projecting balconies of varied sizes
3. Varied window sizes