City of Scotts Valley

COMMERCIAL AND INDUSTRIAL DESIGN REVIEW GUIDELINES

Adopted by the City Council on July 1, 1998

PREFACE

The purpose of the Commercial and Industrial Design Review Guidelines is to assure that the City of Scotts Valley's goals, objectives and scenic forest theme are implemented whenever possible, and specifically to assist architects, developers and builders in designing nonresidential structures in Scotts Valley. s

The valley floor is characterized by a wide mix of commercial, industrial, and residential uses, reflecting various development eras and architectural styles. Several areas are slated for redevelopment and, due to the area's proximity to the Santa Clara Valley, development pressures throughout the City continue to escalate. In contrast, the commercial area is surrounded by heavily wooded hillsides, leading to the scenic and recreational opportunities of the Santa Cruz Mountains.

The General Plan recognizes the importance of blending development with the area's natural scenic qualities. It also promotes a small town atmosphere. The goal of the General Plan is to create a park-like community characterized by high quality development, safe and easy pedestrian, bicycle and automobile access, extensive landscaping and attractive streetscapes where existing trees and topographic features are incorporated into the urban design.

These guidelines have been prepared in order to promote an integrated community identity reflective of this goal. The policies set forth in the Guidelines are not intended to discourage unique and inventive design solutions; rather they embody the intent of the criteria that are used by the City in reviewing proposed development.

Special Note:

This document applies to all non-residential projects within the City of Scotts Valley. In addition to guidelines, this document includes Scotts Valley Municipal Code ordinances and General Plan policies. Compliance with Municipal Code ordinances and General Plan policies is mandatory. These required items are shown in italics and the source from which they are taken is cited. Compliance with guidelines, which are not Municipal Code requirements and General Plan policies, are strongly encouraged.

UNIFYING ELEMENTS

The following design elements are intended to promote an inviting commercial/industrial district and a citywide sense of place regardless of architectural diversity. These elements should be incorporated into new design, whenever possible.

- Awnings and large overhangs/eaves
- Shade Umbrellas (suggested color: forest green)
- Stone and/or wood exterior building materials
- Outdoor seating areas
- Raised planter beds
- Planters with perimeter seating
- Courtyards, trellises, and arbors
- Benches (forest green color wrought iron arm rests and base is suggested)
- Pedestrian paths (brick pavers, terra cotta color stamped concrete)
- Decorative lighting (compatible design with Scotts Valley Drive light posts and fixtures; forest green color suggested)
- Accents and accessories (suggested color: forest green)
- Retaining walls (heavy timber, tan split-face block, or concrete interlocking block softened with over-hanging evergreen vegetation)
- Landscaped median strips (stamped terra cotta color concrete medians are suggested in areas where landscaping is not feasible)
- Trash receptacles (stone finish or forest green iron work with forest green rainproof lid/cover)
- Recirculating Fountains

DESIGN CONSIDERATIONS

SITE PLANNING

- *Site plans should be designed to respect viewsheds and scenic corridors. (See attached map.) (GP Section OSA-388 and GP Figure OS-1)*
- *Public art should be incorporated into site and project design, where appropriate. (GP Section CA-36.3)*
- When the natural topography of a site is altered, grading and tree removal should be minimized. To reduce abrupt grade differentials and alleviate the need for high retaining walls, the finished grade should be gently sloped or terraced. *All grading shall comply with SV Municipal Code Grading Ordinance Section 15.06.et.seq.*
- A project should be designed to fit the natural conditions of the site, rather than altering the site to accommodate the development.
- The project should be designed to preserve the existing topography, riparian corridors, trees, and other mature vegetation.
- Incorporate existing wetlands and waterways into the design of proposed development.
- The street orientation, building placement, and use of shade should be designed to maximize energy efficiency.
- Buildings should be placed to encourage common areas, community access, and a human scale.
- Buildings should not obscure views from public rights of ways of ridgelines, significant visual features, or community landmarks. (see attached map)
- Buildings should face onto common areas in order to encourage the presence of people at all hours.
- Buildings should be visibly connected with walkways, courtyards, and trellises. Outdoor space should consistently be perceived as living space, and where practical, should include landscaping with trees, planters, arbors, and hedges, outdoor seating, other aesthetically pleasing elements, and trash receptacles.
- All outdoor equipment and storage shall be located in the least visible area of the lot, relative to public travelways, with appropriate screening and landscaping.

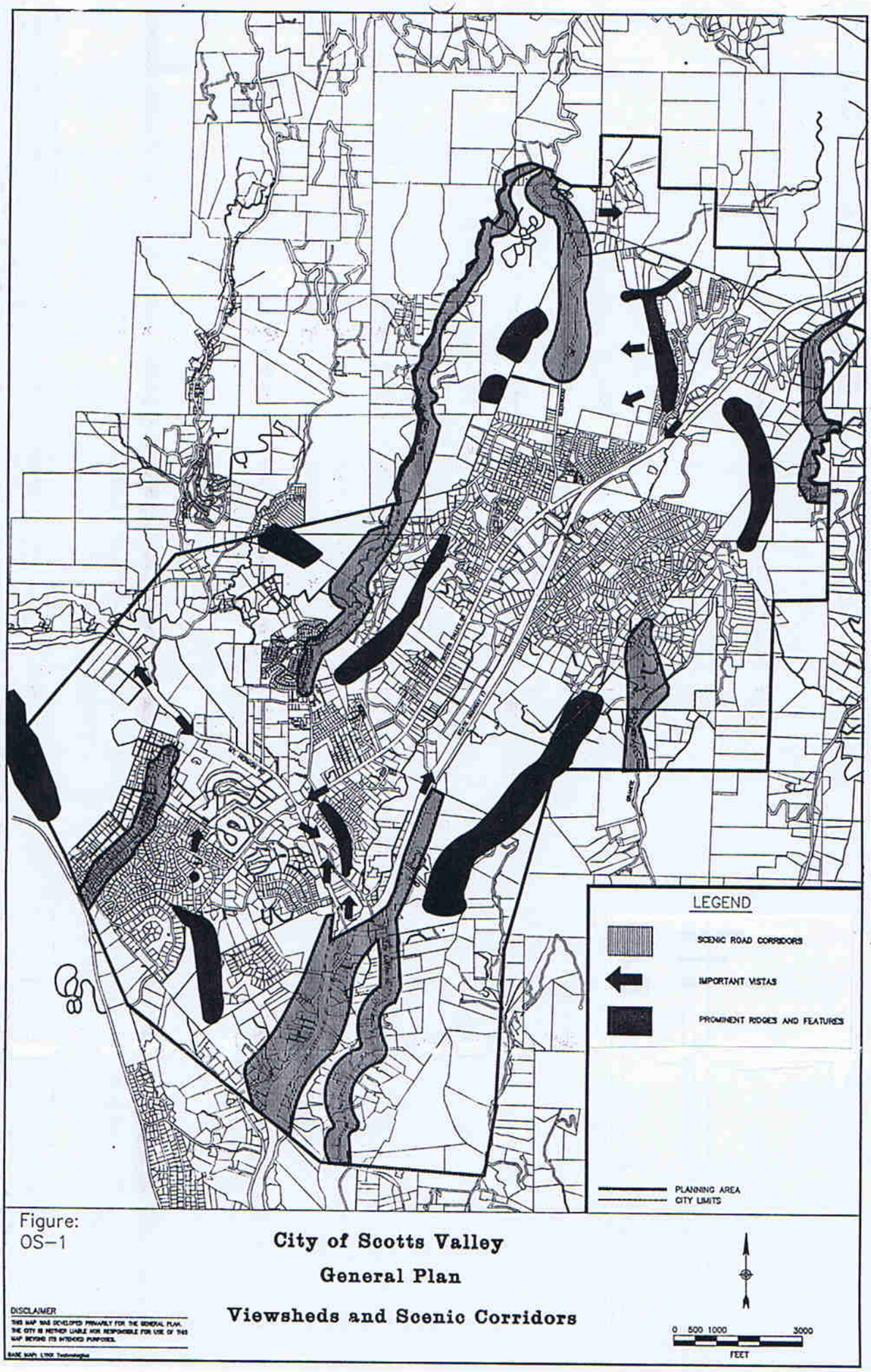

Figure:
OS-1

City of Scotts Valley

General Plan

Viewsheds and Scenic Corridors

DISCLAIMER

THIS MAP WAS DEVELOPED PRIMARILY FOR THE GENERAL PLAN. THE CITY IS NEITHER LIABLE NOR RESPONSIBLE FOR USE OF THIS MAP BEYOND ITS INTENDED PURPOSES.

BASE MAP: LTKY Technologies

CONCERN FOR PEDESTRIANS

- Projects should be designed to encourage safe pedestrian circulation between buildings, through parking areas, along walkways, to the street and to public transportation.
- Pedestrian and bicycle paths should be separated from auto thoroughfares for safety and to allow for a more pleasant buffer between different modes of transportation.
- In commercial and industrial areas, bicycle-parking facilities should be conveniently located, safe, and secure.

PARKING

- *All off-street parking areas shall be designed in accordance with SV Municipal Code Section 17.44.030.*
- Maximize use of landscape islands in parking areas for aesthetics, shade, and safety. *Landscaping shall provide for a minimum of one shade tree for every four parking stalls. SV Municipal Code Section 17.44.030.G.7.*
- Parking lot rows should have landscape islands at both ends.
- Incorporate parking along the sides and rear of buildings to minimize the size of the parking area along streets and in front of buildings.
- Encourage subsurface parking, as well as the use of parking structures.
- Break up asphalt with paving accents at parking lot entrances and pedestrian walkway areas. Accents may include colored, textured or stamped concrete, or brick or stone pavers.
- Parking areas should be designed to utilize smaller scattered lots to avoid large lots that dominate the site and viewshed.
- Parking lots should be divided with landscaped areas, fencing, earth berms, and planted islands with canopy-type trees to visually separate larger lots into smaller parking areas.
- Parking lots should utilize landscaping to buffer views of parking lots from rights-of way.
- Driveways, travel lanes, and parking spaces should be utilized for vehicle travel and parking only, and should not be used for product storage or display.

- Compact parking spaces should be located on the periphery of the parking area.
- Required loading spaces should be separated from vehicle parking areas and should be located in the least visible area of the site.
- Define entryways with landscape medians.

LIGHTING

- *Illumination shall be at the lowest level consistent with adequate identification and readability, and the light source shall not be directly visible. (SV Municipal Code Section 17.56.020)*
- *Lighting shall be carefully controlled for security, aesthetics, safety and identification without interfering with nearby land uses. (GP Section LA-43)*
- Lighting fixtures (freestanding, ground or building mounted) should compliment the architectural style of the building.
- Building design should incorporate natural lighting to the greatest extent possible.

TRASH ENCLOSURES

- *Any new development shall include adequate, accessible and convenient areas for collecting and loading recycling materials. (SV Municipal Code Section 13.16)*
- *All recycling and trash receptacles shall be enclosed and screened. (SV Municipal Code Section 17.44.020 (10) and Figure 17.44.020*)
- Trash enclosures should be screened with dense, evergreen vegetation, when appropriate.
- Trash enclosures should be sized properly so as to take into consideration any foreseeable future increases in the size and quantity of trash and recyclable materials.
- Trash enclosure color and materials should be similar to and compatible with surrounding structures.
- Trash enclosures should be located to minimize visual impacts, where noise and odors will not be a disturbance, and which will not interfere with parking and circulation.

BUILDING DESIGN

GENERAL

- Buildings should have a harmonious relationship within the neighborhood. This can be accomplished by utilizing appropriate design themes and sense of scale, compatible rooflines, and harmonious colors, textures and building materials.
- Buildings should have consistent architectural treatment with character, variety and interest carried out on all elevations. Building architecture should be designed to consider the visual impact of roofing and rooftop equipment from surrounding hillsides.

BULK

- Buildings should be designed to avoid boxy, bulky, or blocky appearances. Alleviate uninterrupted flat surfaces by varying rooflines and setbacks, breaking buildings into segments, and incorporating landscaping into building design.
- Building facades should be varied in placement and size to create interest, articulation, and human scale through the use of dormers, roof ridge jogs, overhangs, recessed doorways, bay windows, and entry courts.
- Exterior walls greater than 20 feet in height should be setback from lower levels to reduce the structure's appearance of bulk.

FINISH, TEXTURE AND COLOR

- Earthtone colors should be used. Use of primary colors is discouraged for other than minor accent features.
- Texture, color and relief should be incorporated to add variety and interest, especially when stone, stucco, steel, or concrete are used in the building exterior.
- Wood, stone or a combination should be incorporated in exterior building design.
- Avoid southwest desert themes, Spanish style architecture, and the use of T-1-11 siding.

ROOF LINES

- Avoid continuous mansard roofs and long flat roofs.
- Rooflines should cascade or be broken into sections for variety and interest in architecture.
- Incorporate large overhangs and covered walkways, especially with post and beam style construction.
- The incorporation of a strong visual roof element or a dominant roof feature, such as a dormer, tower, turret, clock tower or cupola, is highly recommended.

MECHANICAL EQUIPMENT

- No mechanical equipment shall extend above a building's roofline or parapet unless screened in a manner that compliments the design color and materials of the building. Electrical and gas meters shall be architecturally screened from view.
- Mechanical and utility equipment and meters should be screened from view with compatible building materials and design.
- All vents, gutters, down spouts, flashing, electrical conduits, etc. are to be painted to match the color of the adjacent surface, unless the applicant can show that alternative colors for the features are more compatible with the building.
- Electrical transformers shall be either placed underground or architecturally screened with building materials and/or landscaping.

LANDSCAPING

- *A minimum of 10% of the total site area shall be landscaped and permanently maintained. (GP Section LA-34 and LA-56 and SV Municipal Code Sections 17.20.040 J, 17.22.040 K, 17.24.040 J, 17.26.050 L)*
- *Landscape Maintenance Agreements shall be recorded to ensure that landscaping is maintained. (GP Section LA-56)*
- *Maximize the use of native, drought-tolerant, fire and freeze resistant vegetative species. (GP Section OSA-389)*
- *Use of vegetation that may contribute to the spread of fire is discouraged. (GP Section SA-478)*
- *Landscape design shall utilize water conservation features. (GP Section PSA-565 and City Resolution #1413)*
- Use berms, plantings and hedges to screen parking areas from views of streets while allowing filtered views of the buildings beyond.
- Landscaping shall enhance the building design and public views and spaces, while providing a transition to soften the effects of building and paved areas.
- Include a balance of evergreen trees to soften aesthetic impacts and provide year round foliage and deciduous trees for variety and color.
- Locate larger specimen trees in informal groups and rows at major focal points of the site.
- Choose trees that create a canopy and shade, especially along walkways and in parking areas. Avoid trees with a propensity to drop vascular fluid.
- Use flowering trees and shrubs, including a mixture of annuals and perennials in informal groups to provide variety and colorful plantings as focal points.
- Incorporate hardscape materials such as large rocks and boulders, river rock, cobblestones, tile, and terra cotta colored stamped concrete.

FENCING

- Walls or fences visible from streets or attached to buildings shall be of a material, finish, color, and detail that complements the surrounding buildings architecture.
- Fences shall be subtle earth tone colors that blend in with the natural surroundings.
- Chain link fences with or without redwood slats and long uninterrupted walls should be avoided.
- The visual impact of fences and retaining walls should be softened or screened with evergreen vegetation.

SIGNS

- *All signs shall comply with the City Sign Ordinance. Refer to SV Municipal Code Section 17.56 Et. Seq. and 17.50.030 D3.*

PROCESS

- Projects that require Design Review approval include review by City staff and formal action by the City Planning Commission. This process is described on the attached chart.

HELPFUL DOCUMENTS AND RESOURCES

(Available at the City of Scotts Valley Planning Department)

- City of Scotts Valley General Plan
- City of Scotts Valley Zoning Ordinance (Municipal Code Chapter 17)
- Mt. Hermon Road Downtown Design Guidelines
- City of Scotts Valley Grading Ordinance (Municipal Code Section 15.06)
- City of Scotts Valley Hillside Zoning Regulations (Municipal Code Section 17.40)
- City of Scotts Valley Tree Protection Ordinance (Municipal Code Section 17.44.080)
- City of Scotts Valley Off-Street Parking Ordinance (Municipal Code Section 17.44.030)
- City of Scotts Valley Recycling Ordinance (Municipal Code Section 13.16)
- City of Scotts Valley Commercial and Industrial Performance Standards (Municipal Code Section 17.44.020)
- City of Scotts Valley Residential Design Handbook
- Scotts Valley Planning Department Application Overview Pamphlet
- City Council Resolution on Water Conservation #1413
- City of Scotts Valley Design Review Procedures, including Standards for Review and Required Findings (Municipal Code Section 17.50.030)
- City of Scotts Valley Design Review Pamphlet
- Uniform Building Code

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