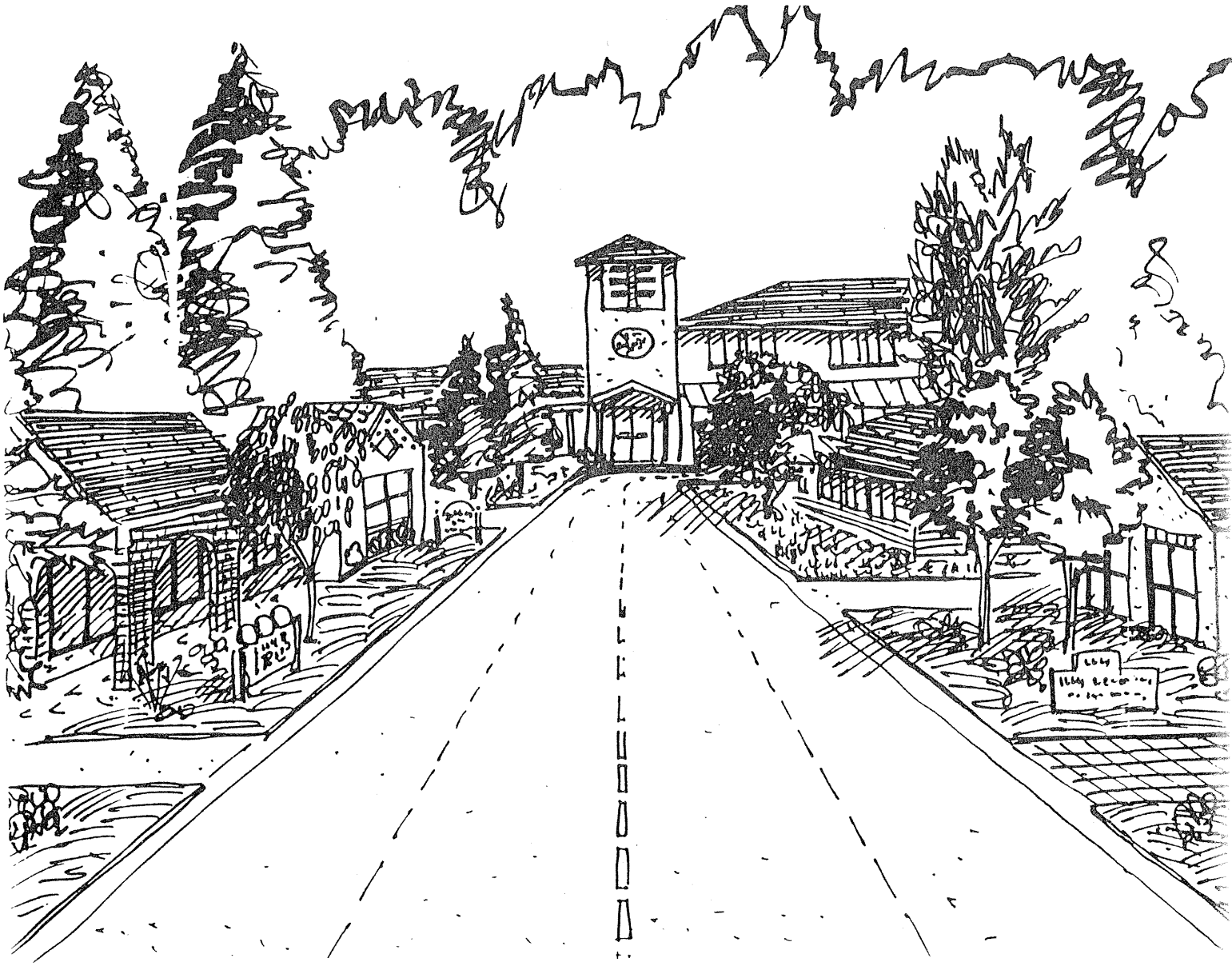
CITY OF SCOTTS VALLEY



Mount Hermon Road Downtown Design Guidelines

December 1995

Mt. Hermon Road Design Guidelines

(Adopted by City Council October 18, 1995; Amended December 6, 1995)

Photographs, color samples and pictures assembled by the Design Guidelines subcommittee are on file in the Scotts Valley Planning Department. The photographs, color samples and pictures chosen by the subcommittee illustrate architectural features considered to be consistent with the Mt. Hermon Road Design Guidelines.

Scotts Valley City Council:

Mayor Michael Shulman
Bart Cavallaro
Peggie Lopez
Joe Miller
David Schmidt

Design Guidelines Subcommittee:

Sheryl Ainsworth, Planning Commission
Ed Allender, Resident
Cliff Barrett, Design Review Board
John Bodine, Design Review Board
Verna Brown, Planning Commission
Peggy Lopez, City Council
Joe Miller, City Council

Kathryn Caldwell, Senior Planner
Robert J. Hanna, Planning Director

Cover Design:

Teall Messer, Architect
Christopher Riordan, Planning Dept Volunteer

Mt. Hermon Road Downtown Design Guidelines

There are several ways to unify the Mt. Hermon Road commercial core and create an area which invites shoppers, protects the natural and man-made features which distinguish Scotts Valley, and accentuates the theme which identifies Scotts Valley as an urban forest. The purpose of this document is to establish guidelines for the development of buildings and property in the emerging commercial downtown areas along Mt. Hermon Road.

These guidelines provide the Design Review Board, architects, and designers criteria for new development and remodeling which, when followed, should expedite the review and approval of projects within the downtown area shown on the map at the end of these Guidelines.

I. Landscaping:

A. **Trees** are important in this "Mountain Community" which considers itself an "Urban Forest". Trees can beautifully accompany commercial architecture, but overuse can darken and obscure store fronts, as well as create maintenance problems. The following suggestions are provided:

(1) Trees should be placed in locations which do not obscure the identity of the merchants. They could be placed beside and between structures and along blank walls. In some instances, trees are appropriate even within 6 or 8 feet of the storefront, provided that branches are kept trimmed above the signs.

(2) Trees should not darken store fronts. They could be selected to provide moderate or filtered shade and should be trimmed regularly for openness. Trees which create deep shade should not be used. Deciduous trees mixed with evergreens can create seasonal interest. Examples of appropriate trees for this purpose include, but are not limited to:

-magnolias
-ornamental pears
-sycamores
-ginkos
-red buds

(3) Tree canopies in parking areas away from storefronts are encouraged. Shade trees in parking areas attract shoppers. Suggestions for trees include:

-oaks, deciduous and evergreen
-evergreen magnolias (Russett or Samuel Sommers)
-redwoods
-alders

including underground hard pipe, timer/clock with water sensor which will automatically turn off the water during or following rains, valves malfunction, etc.

(14) When recycled municipal water is available for irrigation systems, drip irrigation is acceptable only for small areas; large areas must use a conventional irrigation system as described above. Appropriate filters, dirty water valves and backflow preventors must be examined and installed as required with tertiary water in landscaped areas.

(15) Planters in parking lots should include extended curbs 18-24" wide to allow cars to overhang the planter area and not adversely affect the landscape materials.

(16) To maintain the landscape quality, an on-going maintenance program is encouraged.

II. Access: Pedestrian and bicycle paths are an important element in the urban forest concept. Proper development and maintenance of these elements can stimulate businesses, reduce traffic congestion and protect the air quality in Scotts Valley.

A. **Pedestrian and bicycle access should be designed to encourage their use.**

(17) All new developments and 50% or more remodels should be designed to accommodate pedestrians and bicyclists.

(18) Access to water features should be preserved for pedestrians and bicyclists.

(19) Pedestrian and bicycle path designs should be spatially defined by buildings, trees and lighting.

(20) Pedestrian paths should be designed to include one or more 'bulges'. These could contain trees, benches, and public art.

(21) Pedestrian and bicycle paths should be designed to take advantage of viewpoints.

(22) Pedestrian paths should follow natural walking routes.

(23) Covered pedestrian walkways to connect inside/outside spaces are encouraged.

(24) Improved pedestrian and bicycle pathways should be constructed among buildings to encourage access between centers without the use of the automobile.

(25) Secured bicycle storage/parking facilities should be provided at convenient locations in the parking areas and discourage the use of bicycles through the core of commercial buildings.

(33) Front yards between parking and building fronts, plazas, arcades, pedestrians walkways and parking lots.

(34) Small parks and courtyards can be included in site plans to serve as open spaces where people can relax or recreate and enjoy public art.

(35) Artistic street/parking lot and pathway light fixtures rather than standard lights could be used. The urban forest theme could be carried through in art work in elbows and/or at the base of light standard fixtures.

(36) Walkways/pathways can include trees that form a tunneling or canopy effect, interesting surface material and benches of unusual materials and design with art work included in the frame work, and interesting lighting.

(37) Resting areas with fountains, sculpture, flowers beds, areas of shade and unique trellises and seating are encouraged.

(38) Streets and curbing can use different paving materials such as rocks inset in concrete to distinguish uses/areas.

(39) Intersections should include surfaces of contrasting materials such as cobblestones, brick to identify crossing areas.

IV. Architectural Features include proper siting of buildings, common areas and parking lots. Architectural features also include consideration of design elements, such as architectural style, rooflines, windows, materials and colors which emphasize and accent the urban forest motif.

A. **Siting - General Considerations**:

(40) Identify and preserve the most beautiful features of the sites such as domestic trees. (Willow Pond trees; oak trees on properties adjacent and south of Bean Creek Road between Camp Evers and the Scotts Valley Middle School; oak grove at the former Skypark Airport terminal west of Blue Bonnet Lane)

(41) The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.

(42) Buildings can be placed to encourage community life through livable common areas, comfortable access, and a human scale.

(53) Outdoor spaces should be placed on the south side of buildings to maximize sun exposure. Partially enclose these with trees, fences, arcades, trellised walks, building wings.

(54) Building courtyards can be designed to encourage active use. Livable courtyards include indoor-outdoor transitions, such as porches or verandas, multiple access points, and openings/views onto wider spaces.

E. **Elements - Style**

(55) Buildings should have consistent architectural treatment with character, variety and interest that is carried out on all elevations. In addition, the architecture should consider the visual impact of the roof and roof-top equipment from surrounding hillsides.

(56) Large post and beam design with open beam overhangs and interiors is desired. This will give structures appearance of stability and breaks up monotony. This enhances the theme of the urban forest and adds balance to trellises, awnings and canopies. Heavy beam design (i.e. 12 x 16, increasing relative to the size of the building) mixes well with larger trees. Box beams may be acceptable. Post should be a minimum of 12".

(57) Long continuous walls and or tall flat walls are not recommended. Walls longer than thirty (30) feet should have 3-dimensional architectural relief giving the appearance of depth through the use of trellis, dormers, bay windows, awnings, etc., in addition to changes in materials.

(58) Interiors may use exposed beams, rafters, trusses and large posts along with an abundance of natural light, i.e. skylights, plenty of regular windows, including gable-end windows and glass french doors with true divided light.

(59) Buildings should be efficient and functional for human activity and give the appearance of friendliness, strength and stability.

(60) Buildings should be laid out in a comfortable geometric pattern for each traffic flow--pedestrian and vehicular, and for easy identification of individual businesses.

(61) Buildings need to have aesthetic style and value--pleasing and appealing. Art is recommended to enhance the structure.

(62) Avoid styles inconsistent with the urban forest motif such as Spanish style, Mediterranean and south-west desert themes.

(74) To maintain the architectural quality, an on-going building maintenance program is encouraged.

V. Signs & Lighting:

A. **Individual business signs** should be kept to a minimum and designed to relate to the exterior design of the building in order to enhance the architecture and identify the business entrance.

(75) Signs on the face of structures should not cover important features of the building or cross transitions between features.

(76) Business signs should generally be located close to the entrance of the business to highlight the entryway.

(77) A Planned sign program for several businesses on a parcel is recommended.

(78) Signs should be painted and/or carved wood, wrought iron, cutout, non-reflective metal lettering, or glass (including stained glass). Metal "can" signs are not recommended. Indirect illumination should generally be used such as "goose necked" light fixtures.

(79) Monument signs should be designed and maintained so as to integrate with the natural beauty of the surrounding area.

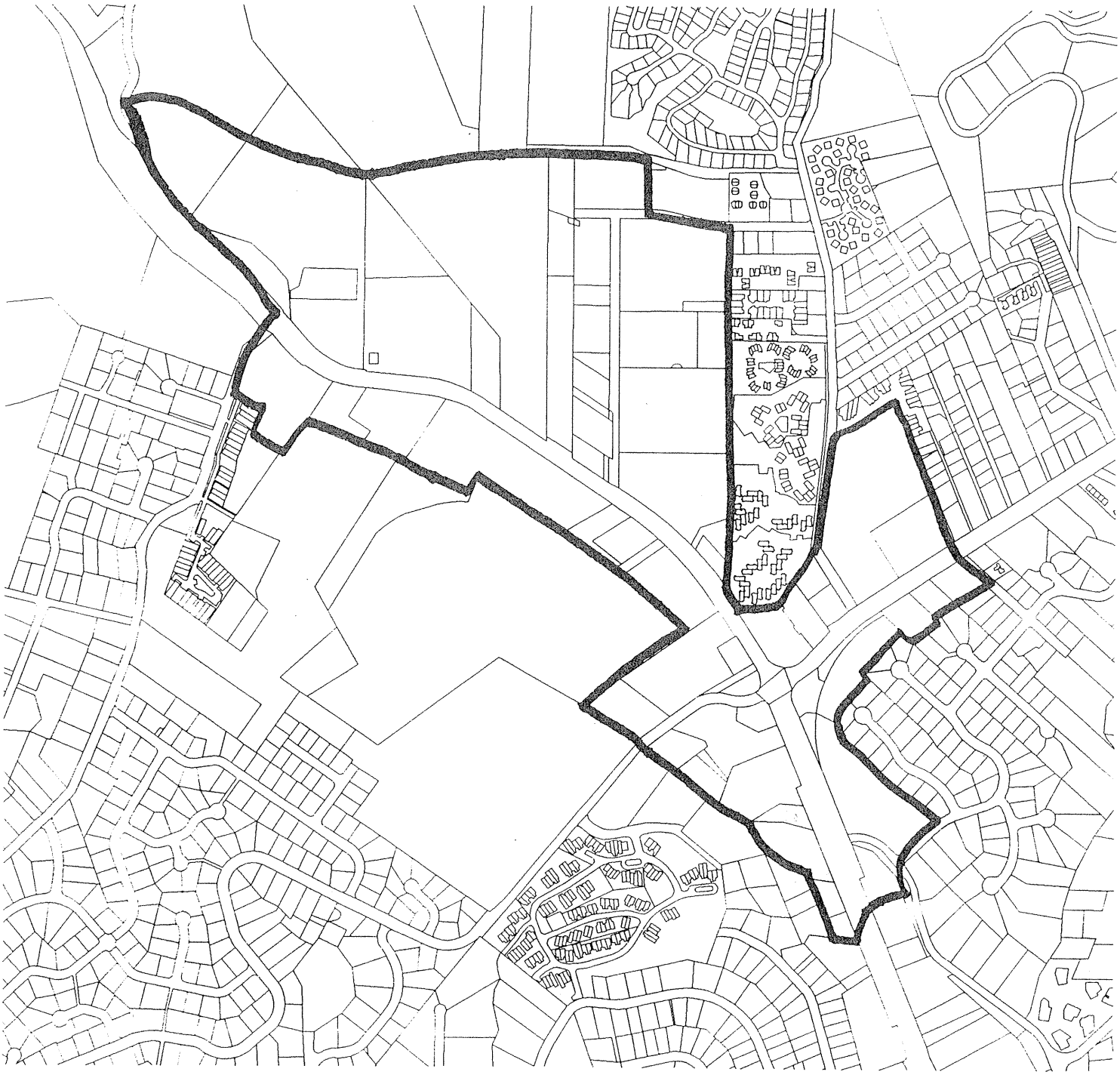
B. **Lighting should be minimized** while being appropriate and adequate for the security of the businesses, safety of people and identification of targeted areas and features.

(80) Soffit lighting or occasional goose necked light fixtures could be used to highlight all sides of a structure in order to make commercial developments visible at night or in inclement weather.

VI. Applicability

These guidelines pertain only to projects that require Design Review Board approval. Designers of projects subject to Design Review approval will consider pertinent sections of the guidelines in the proposed changes which must go before the Design Review Board. Designers of projects that do not require Design Review Board approval are encouraged to consider these guidelines and incorporate elements into the plans where feasible.

Mt. Hermon Road Design Guidelines for Commercial & Public Properties



MT. HERMON ROAD DESIGN GUIDELINES

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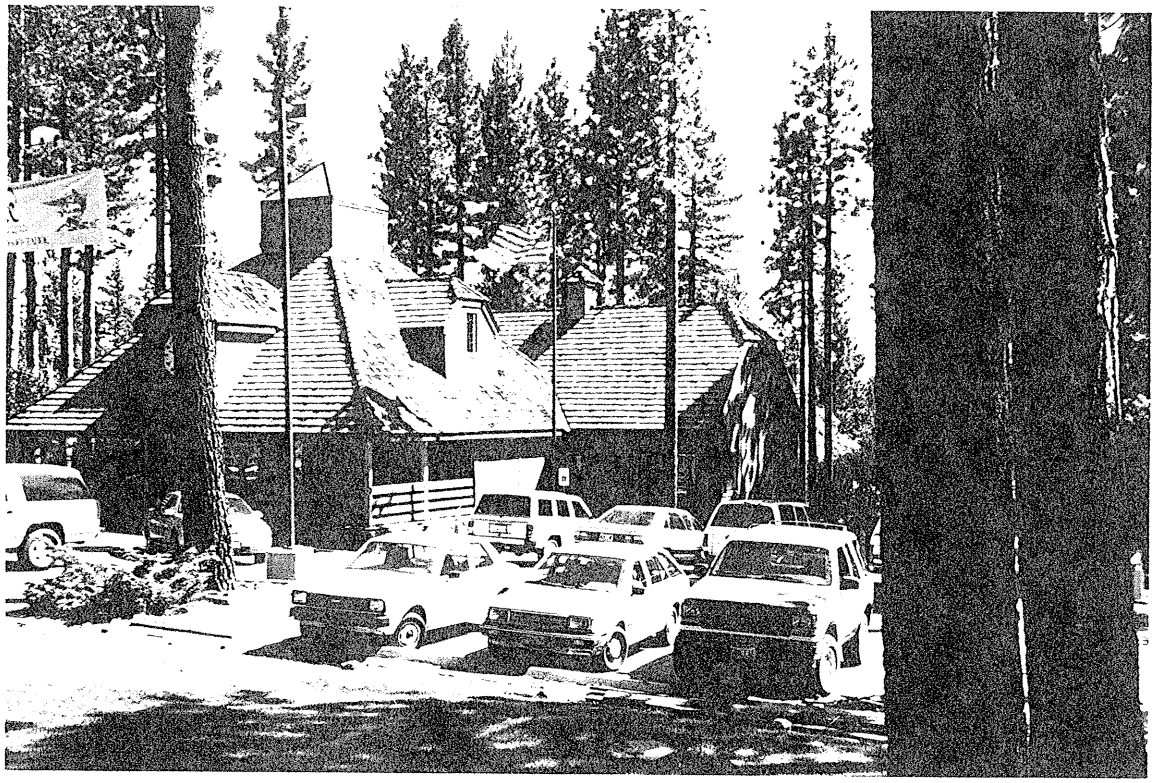
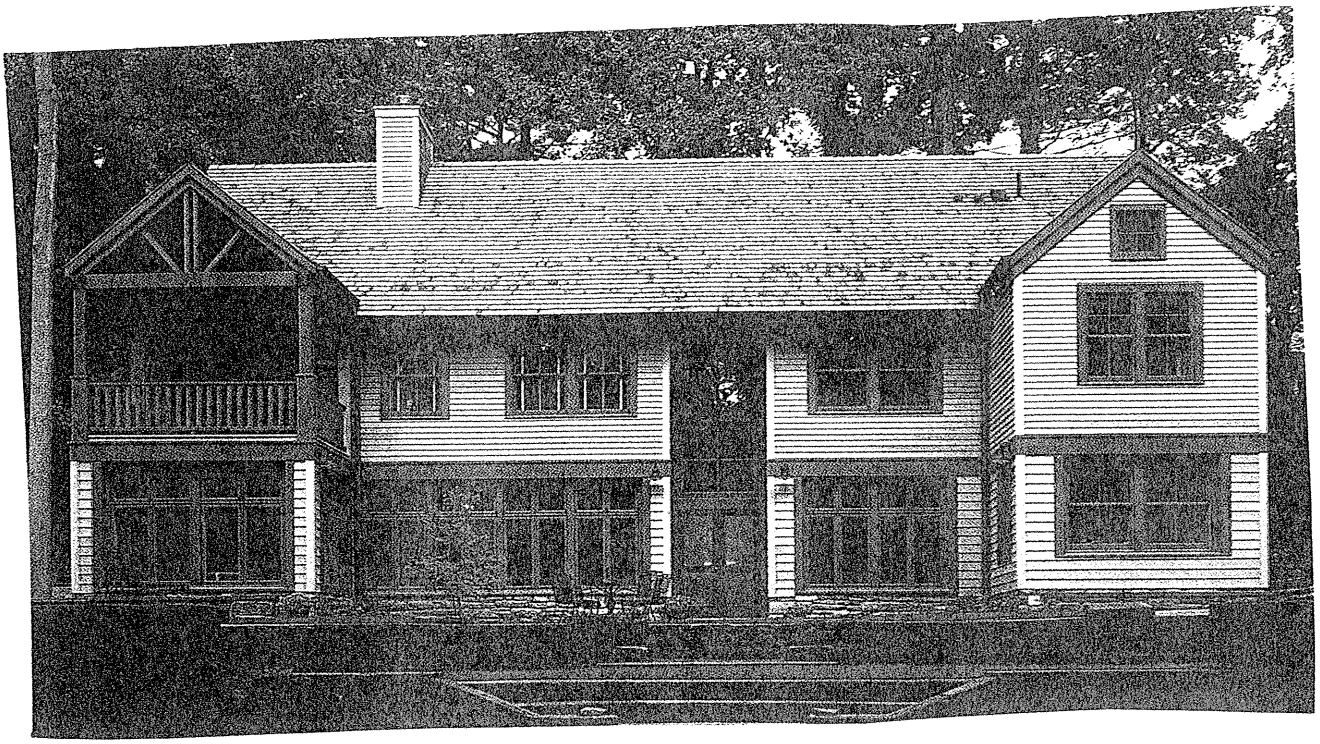
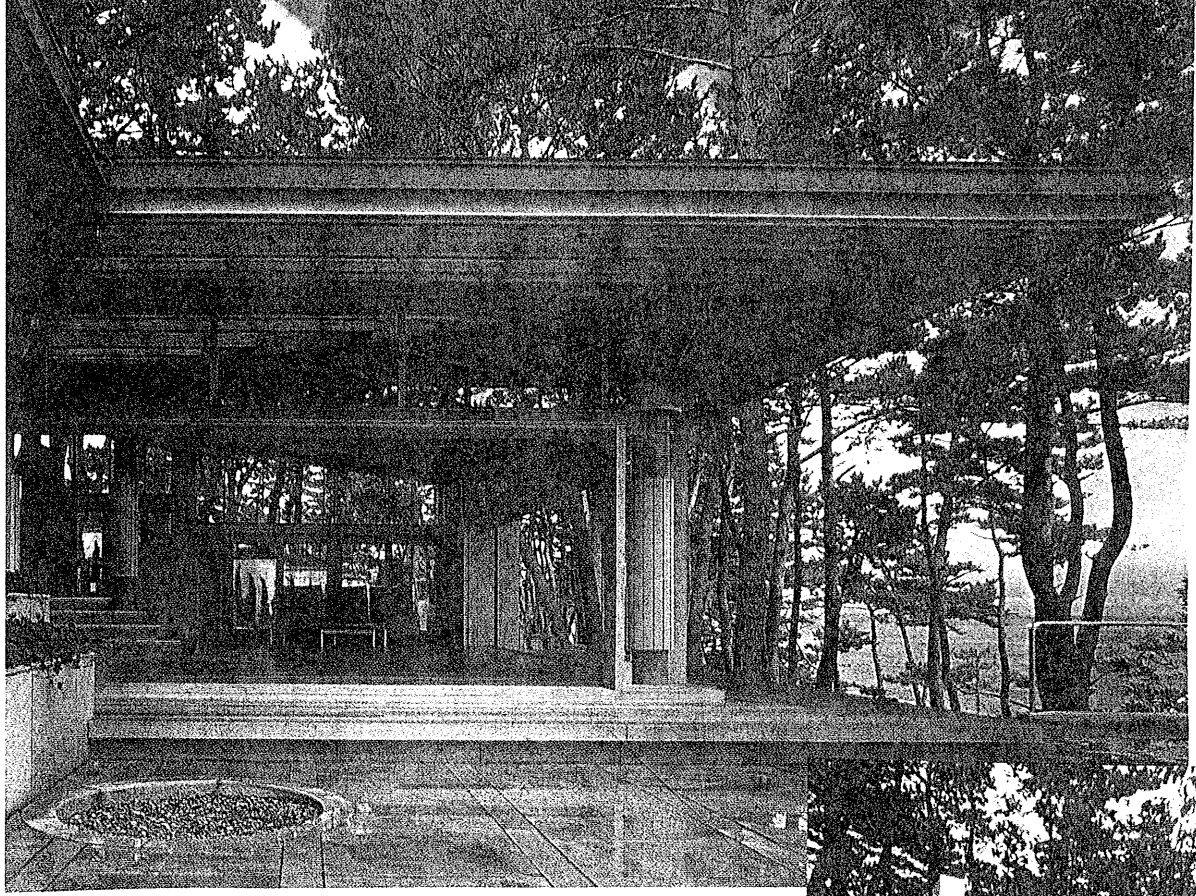
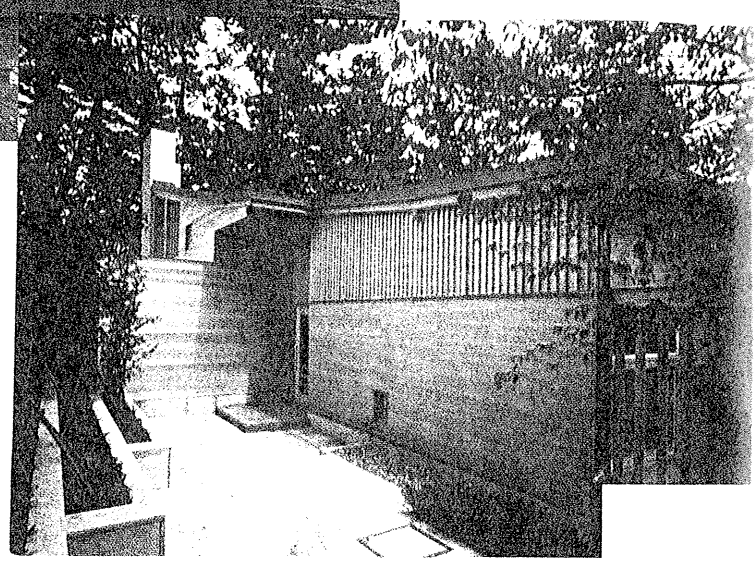


INCLUDE AN ART ELEMENT IN THE ARCHITECTURE

VARY THE ROOFLINES