

CHAPTER VI: COMMUNITY DESIGN



## 6.1 COMMUNITY DESIGN CONCEPT

### Context

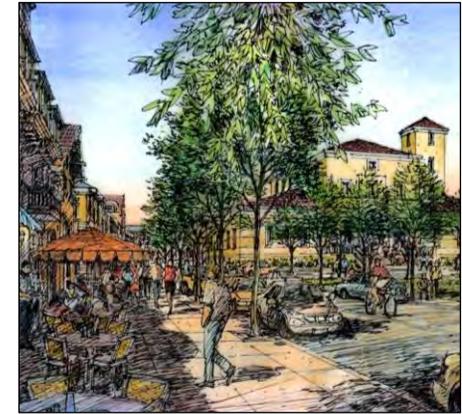
This chapter is intended to define the type of community envisioned for Placer Vineyards. This chapter sets the goals, policies, and design guidelines that ensure the creation of a safe, high quality, and livable environment for the existing and new residents of Placer Vineyards. The “Community Design” chapter along with those standards and guidelines in other chapters of the Specific Plan are intended to ensure a cohesive and unique character for Placer Vineyards, while allowing flexibility for individual property owners to develop their own unique brand of housing types and distinct neighborhoods.

The contents of this chapter shall be used in concert with the standards and guidelines found elsewhere in the Specific Plan. Refer also to the following chapters of the Specific Plan for information regarding the design of the Placer Vineyards community:

- ◆ Chapter III, “Land Use,” introduces the land use plan and describes the land uses in the community;
- ◆ Chapter V, “Transportation and Circulation,” provides the design standards and guidelines related to the design of the streets and trails within the Placer Vineyards site;
- ◆ Chapter VII, “Parks and Open Space,” describes the parks and open space network for Placer Vineyards;
- ◆ Chapter VIII, “Public Utilities and Services,” provides information on the design of the infrastructure system serving the Plan Area as well as the schools, sheriff, fire protection, government services and other community serving facilities;
- ◆ Chapter IX, “Implementation,” discusses the administration and implementation steps required to achieve the goals and regulations set forth in this Specific Plan;
- ◆ Appendix A, “Land Use and Development Standards,” further defines the intensity and density of development and permitted uses allowed in each of the land use districts; and
- ◆ Appendix B, “Recommended Plant List,” provides a list of the recommended trees, shrubs, vines, and ground covers for Placer Vineyards.

### Purpose

In general, the standards and guidelines of the Specific Plan are intended to be consistent with adopted County goals and policies. This chapter of the Specific Plan establishes specific standards for the Plan Area that may be unique or different from the *Placer County Design Guidelines* and *Placer County Landscape Design Guidelines*. This chapter addresses the overall vision for Placer Vineyards and will serve to implement and direct development specific to the Placer Vineyards site.



Application of these standards and guidelines ensures that development that may occur over an extended period of time is high quality. The Placer Vineyards development will result in distinct neighborhoods and development areas with unique site and landscape characteristics. Different areas of the site will be united by a common network of streets, trails, and greenways; connected by common access to an extensive system of parks, open space, schools, employment, public facilities, and urban centers; and united by a townscape vocabulary achieved through the consistent treatment of common site and building design elements.

## COMMUNITY DESIGN

The standards and guidelines in this chapter address the common design elements, the centers, and unique residential neighborhoods in Placer Vineyards. It is organized into the following sections:

### 6.2 Community-Wide Design Elements

- 6.2.1 Landscape Design
- 6.2.2 Streetscapes
- 6.2.3 Community Gateways
- 6.2.4 Signage Systems
- 6.2.5 Lighting

### 6.3 Centers of Activity

- 6.3.1 Design of Activity Centers
- 6.3.2 Town Center
- 6.3.3 Village Centers
- 6.3.4 Commercial Centers
- 6.3.5 Base Line Road Regional Commercial Corridor
- 6.3.6 Neighborhood Commercial Centers

### 6.4 Residential Neighborhoods

- 6.4.1 General Lot Design Standards
- 6.4.2 Residential Design
- 6.4.3 Walls, Fences and Screening

The standards and guidelines in this chapter will be used to assist Planning staff, the Planning Commission, and Board of Supervisors in evaluating the merit of development proposals. To aid in the interpretation of policies and guidelines in this chapter, the following rules apply:

- ♦ Policy statements and design standards express a County requirement and use the terms, “shall” or “must.”
- ♦ Design guidelines are qualitative and express a design intent through descriptions and illustrations, with flexibility for interpretation so long as the intent of the guidelines is upheld. Guideline statements use the words “should,” “may,” “encouraged,” and “discouraged.”

- ♦ Guidelines that employ the word “should” are intended to express the County’s desire and expectation. An alternative measure or approach may be considered, however, if it meets or exceeds the intent of the design guideline. Guidelines that include “may” allow for flexibility and expresses that alternative measures or approaches can be used to satisfy the intent.
- ♦ Guideline statements using the words “encouraged” or “discouraged” are meant to express, respectively, a more or less desirable design solution.

Should individual projects differ in some respects but stay substantially consistent with the intent of these design standards, minor deviations may be allowed. These determinations will be made at the discretion of the Planning Director or the Planning Commission. For design items that are specified in exhibits, text, and/or adopted goals and policies of the Specific Plan, modifications may require an amendment to the Specific Plan. Minor changes to an approved project that are consistent with original approvals may be approved by the Planning Director. Refer to Chapter IX, “Implementation,” for the administrative procedures to follow.

## 6.2 COMMUNITY-WIDE DESIGN ELEMENTS

This section outlines the goals and policies applicable to plan elements that are to be consistent across the entire Plan Area. For certain elements (i.e. parks, open space, streets) the text may also refer to design standards contained in other associated chapters of this Specific Plan.

### 6.2.1 LANDSCAPE DESIGN

The designed landscape creates the framework for common elements that knit the community together. These elements are intended to bring cohesiveness to the community, to engage the natural vegetation and topography of the site, to enhance the livability and identity of the community, and to provide transitions to adjacent sites and land uses.

- Goal 6.1** Provide a consistent and visually cohesive landscape throughout the Plan Area as well as provide identity to individual neighborhoods.
- Goal 6.2** Define and maintain a landscape and architectural style for the Plan Area.
- Goal 6.3** Provide for views from the road to community features such as creeks, wetlands, major tree groves, and other open space on the site

**Goal 6.4** Put in place a designed landscape that utilizes a plant palette that is visually attractive, varied and either uses recycled or reclaimed water or minimizes water use.

**Policy 6.1 Landscape Design and Landscape Master Plan.**

*In order to ensure the implementation of a cohesive image for the community, a detailed Landscape Master Plan shall be developed and approved by the County. This Master Plan shall address the design of streetscapes, entries, and other image features. The Landscape Master Plan shall define the public landscape areas of the community. The Landscape Master Plan shall be guided by the following features:*

1. *The landscape design treatment for Placer Vineyards shall consider the context, historical land use, and ecology of the region. Design elements consistent with the historic rural image of the area are encouraged.*
2. *Use landscape materials, trees, shrubs, and ground cover that are native to the area, have low water use, and fit into the local environmental conditions. Refer to Appendix B, "Recommend Plan List."*
3. *The streetscape designs described in the following sections of this chapter and the conceptual design figures that accompany them will be further refined and modified during the preparation of the Landscape Master Plan.*

**Policy 6.2 View Protection.**

*Landscape elements shall be designed to create vistas and frame views of important community features, such as natural site features, significant buildings, or landmarks.*

**Policy 6.3 Natural Resource Preservation**

*Where possible, open space areas shall interconnect with the oak woodlands, grasslands, wetlands, and other natural resources in the Plan Area.*

**Policy 6.4 Recommended Plant Palette.**

*Appendix B of this Specific Plan contains a list of plants recommended for use in Placer Vineyards. This list, as well as the plants listed in the Placer County Landscape Design Guidelines, should be used when designing open space, landscape buffer corridors, streetscapes, gateways and parks. Plant similar to those listed in the table may also be used, subject to County review and approval.*

## 6.2.2 STREETS CAPES

The streetscape is one of the major visual elements that can help tie the community together in a consistent theme and quality of experience. Streetscape design is concerned with the design of the “public realm” or the area that stretches from the public streets to the building face. Streetscape design includes the selection of landscaping along the street and front yards and includes pedestrian amenities along the public right-of-way such as seating, lighting, and pedestrian furniture. Streetscape design guidelines apply to street corridors and along landscape buffers, medians, and gateways.

Trees are a major component of the streetscape design and livability of the Placer Vineyards community. Trees provide an attractive setting for walking and bicycle use, shade the sidewalks, street surface, and adjoining buildings; and improve the air quality and overall environment of the neighborhood. The streetscape design within the Plan Area is intended to provide a unified design and character for the project.

The guidelines presented in this section complement the roadway design standards found in Chapter V.

**Goal 6.5** Create an attractive and inviting setting for the “public realm” that supports an active and vital mixed-use community. Features will include trees, shrubs, and ground cover planting, as well as trails, paths, monument signs, and other architectural amenities.

**Goal 6.6** Design streetscapes along thoroughfares and arterials with a more spacious character to the public realm, consistent with the size and width of the street corridor, the volume and speed of traffic, and the amount and type of pedestrian activity on the street. Consider safety, access and traffic control regulations for maintenance personnel in the design of median landscaping along thoroughfares and arterials.

**Goal 6.7** Create a canopy of tree coverage throughout the Placer Vineyard that established a strong and attractive community identity and provides shade.

**Policy 6.5 Landscape Corridors on Major Streets**

*Street landscape corridors will be developed along thoroughfares and arterials (i.e., Watt Avenue, Dyer Lane, and 16<sup>th</sup> Street; see Figures 6.1 and 6.2) and along major collector streets.*

## COMMUNITY DESIGN

1. *These parkways are wide and heavily landscaped with double rows of street trees, ground cover, and flowering accent vegetation.*
2. *Walkways shall be designed as joint-use pedestrian and bicycle paths running through the parkway.*
3. *The streetscapes shall also provide linkages to neighboring open spaces, parks, schools, and major activity nodes, allowing for pedestrian and bicycle circulation as well as for other passive recreational and educational opportunities.*
4. *The corridors will have walks and trails separated from the streets. Landscaping will be expanded at entries to the development and blended in with the adjoining park sites and open space areas.*

### **Policy 6.6 Street Landscape Corridor Design.**

*Street landscape corridors shall be designed with different plant palettes to give a unique character to the streets. Landscaping along roadway corridors shall provide a unifying element to a neighborhood. Refer to Appendix B for a list of recommended streetscape trees, shrubs, vines, and ground covers, and Figures 6.1 through 6.2 for sample street corridor designs for Base Line Road and Watt Avenue.*

1. *Thoroughfares: Base Line Road, Watt Avenue and Arterial Streets: Dyer Lane and 16th Street. Thoroughfares (see Figures 5.3-A, B) will have a 50-foot landscaped setback buffer and 14-foot planted median throughout the project area. Arterial streets (see Figure 5.3-D and E) will include a 35-foot landscape setback on both sides of the street and a 14-foot planted median. Landscape buffers will include earthen berms and plants, deciduous trees, evergreen trees, and drought-tolerant shrubs and ground covers. Berms and plants, such as 3-4-foot tall hedges, should be used to screen parking areas and/ or sound walls.*

*For thoroughfares and arterial streets, a row of trees for shade with drought-tolerant shrubs and ground covers will be planted in the road medians. Low drought-tolerant plants shall be installed as temporary landscaping in the future BRT right-of-way on Watt Avenue. Deciduous and evergreen canopy trees will be planted between curbs and sidewalks, with evergreen screen trees placed between sidewalks and residential walls. Landscaping shall provide for a consistent use of plant materials for the thoroughfares and each arterial street.*

*Unless recycled water is used for irrigation, irrigated turf will be limited to 25% of the total landscape corridor area. Turf areas will be limited to accent areas near intersections, project signage, buildings, and areas between the back of the curb and sidewalks.*

2. *Major Collector Streets: Palladay Road, Tanwood Avenue, 14th Street. Select collector streets, as shown in Figure 5.3, Section F, will be landscaped with a 20-foot landscape setback area. A single, large deciduous canopy tree or other thematic landscape combination should be established per street. The same tree or repetition of trees will be planted within landscaped areas on both sides of the street at regular intervals for the entire road segment. In addition, other planting will consist of drought-tolerant ground covers, vines, and shrubs to screen walls or fences that abut the collector street landscape areas.*
3. *Minor Collector Streets and Local Streets. Local streets will be landscaped with a single, large deciduous canopy tree planted at regular intervals (at approximately 25-30-foot intervals or at a distance that provides appropriate spacing for the type of tree selected) on both sides of the street for the entire length of the road. In addition, other planting will consist of ground covers, vines, and shrubs to screen walls that “side-on” to local streets (see Figure 5.3, Sections G, H, R1 through R3, R5, and R6 for typical street cross sections).*
4. *Residential Alleys. All unpaved alley setback areas shall be landscaped.*

### **Policy 6.7 Street Tree Design.**

*Street tree planting throughout Placer Vineyards will vary depending on the type and size of each street and the desired character of the individual neighborhoods. Street tree conditions will serve as visual screens and buffers from development.*

1. *In general, street trees shall be planted at regular intervals, or in groupings with spacing dependent on tree size at full growth, to create a shaded canopy along the pedestrian travel way (see Appendix B for a recommended plant palette).*
2. *Street tree planting shall also be modified to incorporate existing trees and native oaks, when possible.*
3. *Street trees along major roadways shall be larger, scaled in relation to the street corridor and automobile travelers. Along thoroughfare and arterial streets, the dominant tree specified will be used 70% of the time.*
4. *Neighborhood streets shall be designed to include one row of large deciduous canopy trees.*

Figure 6.1 - Conceptual Base Line Road Landscape Corridor

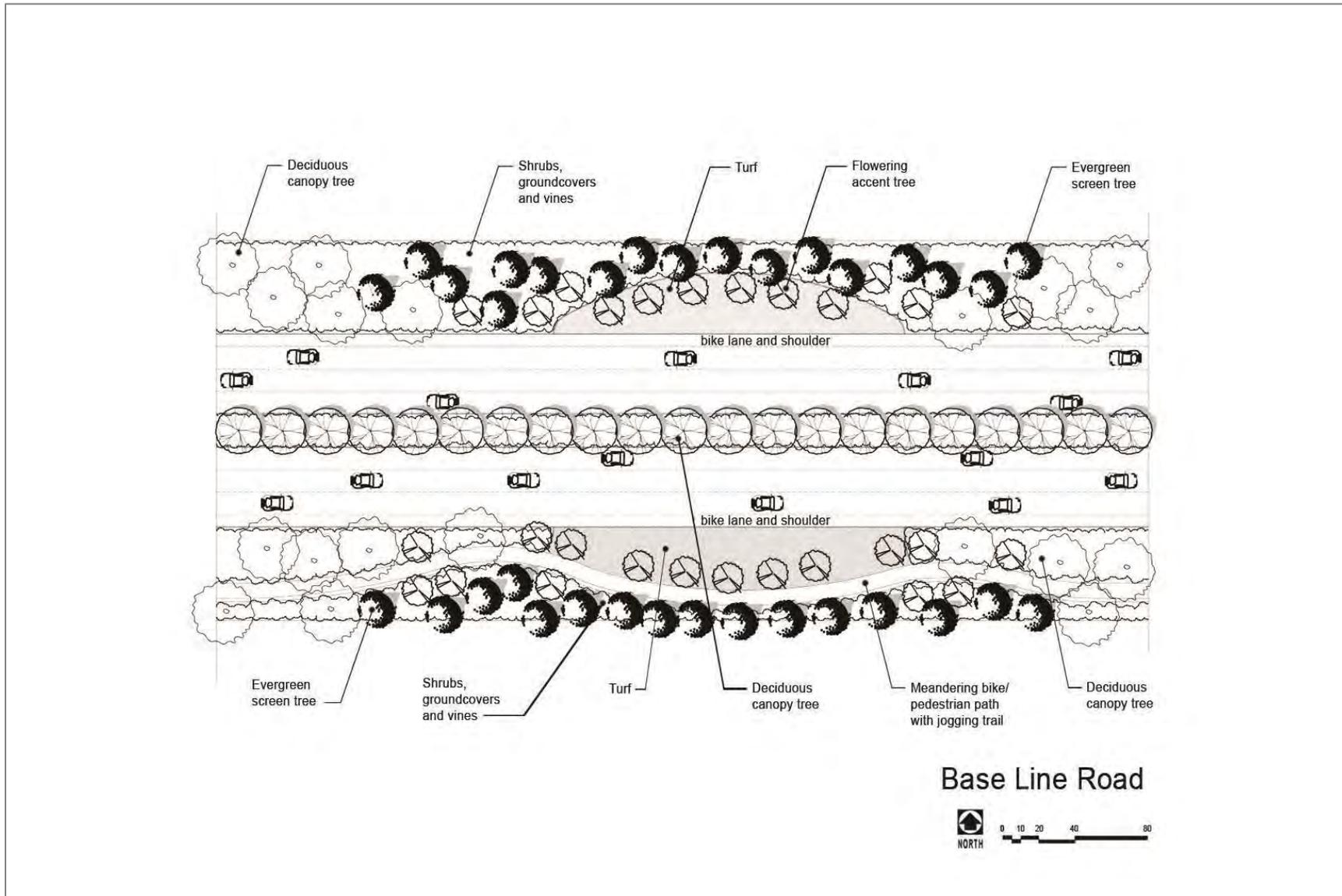
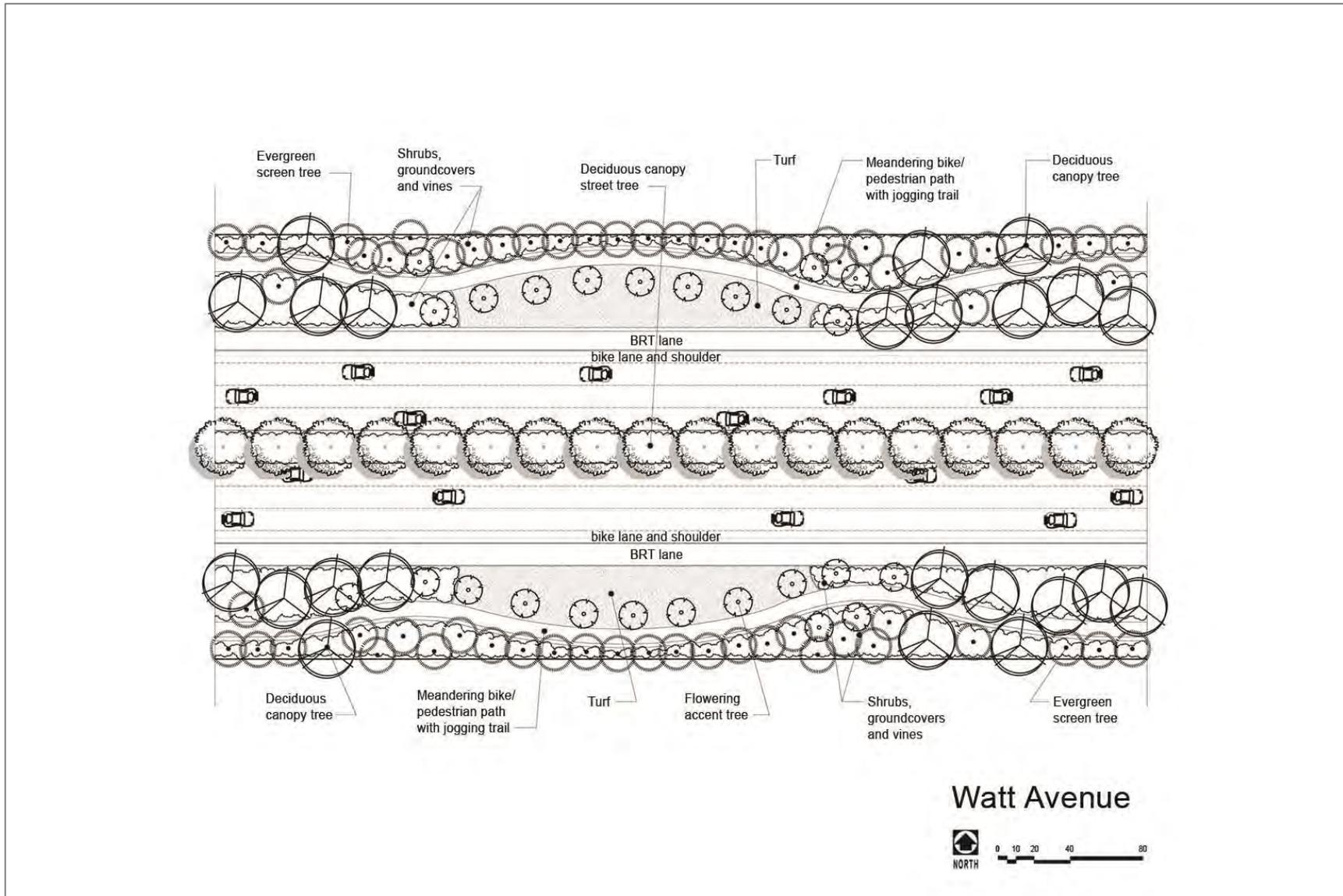


Figure 6.2 - Conceptual Watt Avenue Landscape Corridor



### Street Tree Design Guidelines

1. The size and spacing of street trees can help identify the street classification and function. In general, thoroughfares and arterials should be landscaped with larger canopy street trees and spaced accordingly. Collectors should be planted with different, smaller tree species, and local neighborhood street trees should be planted with yet another tree type.
2. Deciduous canopy trees and low ground cover should be placed in landscaped areas between the curb and sidewalk, while evergreen trees, shrubs, and vines should be located in landscaped areas between the sidewalk and walls or buildings. Trees should be planted with sufficient spacing to create full coverage and to allow for mature growth.
3. Street tree selection and plant locations should vary along the major thoroughfares, such as Watt Avenue and Dyer Lane, to create a naturalistic feel to the street corridors.
4. Tree selection should reflect the unique character of each neighborhood or street. Trees should be planted to ensure the spatial continuity of the street. Street trees should provide a large canopy with shape as well as color, variety, and accent.
5. Accent trees with color and seasonal flowering should be planted in clusters that exhibit interest and highlight intersections, entry points, or important destinations.
6. Street tree selection should reflect the environmental characteristics of the region. Low maintenance and drought-tolerant species are recommended.
7. Selected street trees species should have the ability to thrive in urban conditions where tree roots are often impacted by sidewalks and other obstacles such as underground utility lines and vaults.

### Sidewalk and Street-Side Trail Design Guidelines

General guidelines for sidewalks and Class I bike paths along major streets include:

1. Highly visible and lighted crosswalks should be located at all major intersections. Alternative surface materials are encouraged at crosswalks;
2. Sidewalks on major streets should have a minimum clear path of 5 feet in Placer Vineyards for pedestrian and wheelchair access;
3. Streetscape elements such as seating, benches, bike racks, signage, fire hydrants, news racks, bus shelters, lighting, planters, trees, and utility poles and boxes should be located in landscape lots or sidewalks. It is desirable to combine these elements when feasible;
4. Privately maintained areas adjacent to sidewalks should enhance the public space. Materials used for walls, fences, and pavement should be coordinated with and complement the streetscape design; and
5. Streetscape elements and paving materials should be of high quality to minimize maintenance. The quality of material and surface pattern contributes to the pedestrian experience.

## COMMUNITY DESIGN

### 6.2.3 COMMUNITY GATEWAYS

The gateways into the community help define separate and distinct areas of the project, while providing for a sense of arrival. Placer Vineyards is designed with a series of community and neighborhood entry points. The entryway concept provides a hierarchy of entryway experiences and, when coordinated with the street system, will help orient visitors and community residents to the site. Entryway designs should complement the overall image and style of the Placer Vineyards community, and will be further defined in the *Landscape Master Plan*. Placer Vineyards will incorporate primary entries at major arterials throughout the project and minor entry points at other streets (see Figure 6.4).

**Goal 6.8** Create attractive gateway features that help establish a distinct identity for the Placer Vineyards community and its neighborhoods and helps orient visitors to the site.

**Goal 6.9** Use a consistent application of elements such as landscaping, signage, fencing, and lighting at key entrances to the community.

**Policy 6.8 Community Gateway Signage.**

*Community gateway signage will consist of monument signs set in median or on one or both sides of the street. These monument signs shall be located outside the right-of-way when they are proposed along the sides of streets and may be incorporated into walls or other architectural features to emphasize the transition. A complete signage program design for Placer Vineyards will be developed as a part of the Landscape Master Plan (see Policy 6.1).*

**Policy 6.9 Minor Entries.**

*Minor entries shall be located outside the right-of-way at intersections to the internal street system to identify and mark the transition into residential neighborhoods in Placer Vineyards. Entries are small-scale landscape or architectural features, signs, or monuments at the street corners that may include special lighting, flowering plants, or public art. These features are smaller in scale than community entries and serve as landmarks that give special identity and character to each residential neighborhood or block.*

**Policy 6.10 Community Gateway Theme.**

*All entries shall include thematic architectural or landscape design elements that incorporate a special landmark feature or public art to identify destinations in the community, representative of the Placer Vineyards character. Public art shall be subject to Design/ Site Review approval.*

**Policy 6.11 Northern Community Gateways and Entries.**

*The primary northern entries will be provided on Base Line Road at Dyer Lane, 16th Street, Watt Avenue, and East Dyer Lane. Minor entries will be located at other additional collector roadways intersecting Base Line Road, as indicated in Figure 6.3.*

**Policy 6.12 Southern Community Gateways and Entries.**

*South of the project site, primary entries will be located along the Sacramento/ Placer County Line at 16th Street, Tamwood Avenue, and at Watt Avenue where it intersects with Dry Creek (see Figure 6.3).*

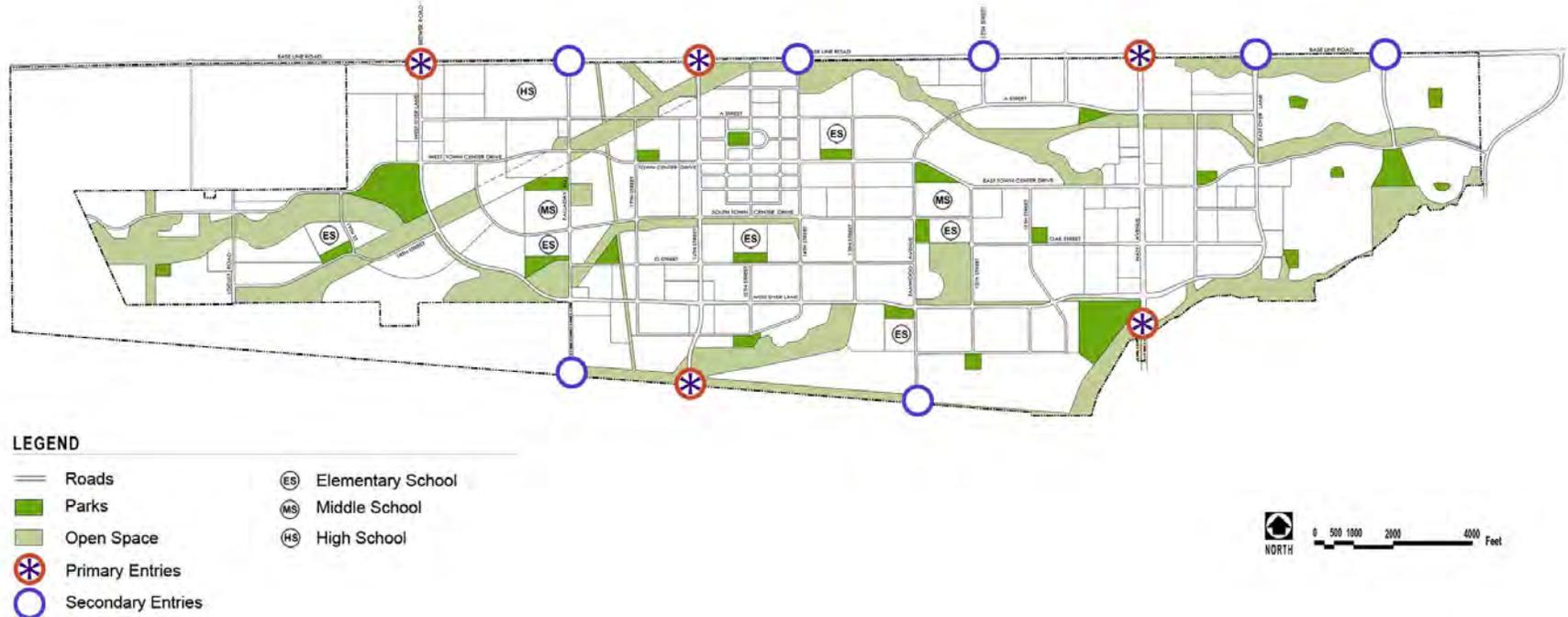
**Policy 6.13 Lighting of Entryway Signs.**

*Lighting of entry signs shall consist of either indirect lighting with the light source at ground level or internal halo-type lighting. In both cases, the lighting source shall not be visible from traveled roadways.*



*Entries may be identified using landmark features or public art*

Figure 6.3 - Community Gateway Site Location Diagram



## COMMUNITY DESIGN

### Design Guidelines for Community Gateways and Entries

1. Entries should be designed to represent the character of Placer Vineyards.
2. Entries should be treated with similar materials, colors, and forms.
3. Entries should be designed to highlight the transition into Placer Vineyards with taller vertical elements.
4. Entry walls should be designed as low-profile monument signs.
5. The ground plane entering into the Placer Vineyards neighborhood core should be highlighted from the street with colored and textured paving.
6. Landscape materials, oak trees, and other planting should be formal groupings, to reinforce the signage and entryway features.
7. Landscaping should be carefully placed to avoid obscuring signage.
8. Up-lights and halo-lit signs and monuments should be integrated into entryway features.
9. Primary entry signs are not intended to be used for individual business advertisement.
10. Entry signs will be designed not to interfere with vehicle sight distances.



*Community Gateway monument sign design*



*Use ground cover, shrubs and other plants to integrate monument signs into the overall site landscape*



*Minor entryway sign used to identify a residential neighborhood or district*

### Design Guidelines for Minor Entries

1. Minor entries should be designed with a consistent visual theme using similar materials, landscaping, lighting, and architectural forms.
2. The minor entries should be incorporated into the landscape areas outside the street rights-of-way. Features may include landscaping, signage, lighting, decorative walls, and other architectural forms that provide transition.
3. Designs should incorporate pedestrian streetscape elements and landscape materials that represent the area's urban, mixed-use character.
4. Surface textures and colored paving materials may be incorporated into the ground surface.
5. At the entry into mixed-use areas, land uses and building corners should exhibit a more active and pedestrian retail environment. Within the town center and commercial areas, entries should incorporate larger building setbacks, corner entry plazas, and storefront windows and doorways.
6. Minor entry signs should be designed to be low-profile, monument-type signs that do not interfere with vehicle sight distance.
7. Minor entry signs are not intended to be used for individual business advertisement.

**6.2.4 SIGNAGE SYSTEMS**

Signs and landmark features located throughout the Plan Area will help to establish a coordinated and consistent quality, character, and image for Placer Vineyards and aid residents and visitors in navigating through the community.

The intent of creating a system of permanent signs is to convey information regarding the names of streets, neighborhoods, particular locations, and community facilities. Permanent signs include community entry signs and features, neighborhood signs and entry landmarks, street signs, directional signs, and business identification signs. The complete signage program design for Placer Vineyards is not addressed in this Specific Plan but will be developed for review and approval by Placer County separately in more detail at a later date.

**Goal 6.10** Create a coordinated and consistent quality of signage for the Placer Vineyards community.

**Policy 6.14 General Sign Requirements.**

*All signage shall be subject to the approval of a sign permit by the Placer County Planning Department and shall conform with the sign standards of the Placer County Zoning Ordinance (see Sections 17.54.170 through 17.54.200), unless this is superseded by the adoption of a separate signage program for Placer Vineyards.*

**6.2.5 Lighting**

Lighting throughout the Plan Area is an integral part of the overall community image and character. In addition to reinforcing the character of the town center, village centers, parks, and the streetscape, lighting helps to increase the safety and security of residents and users. The lighting design for Placer Vineyards is guided by the following goals and policies.

**Goal 6.11** Provide sufficient lighting to increase the safety and security of residents and visitors to Placer Vineyards on its streets, parks, and pedestrian pathways. Provide lighting that is attractive and compatible with other design features in the community.

**Goal 6.12** Maintain the spirit and intent of the Dark Skies standards (the ability to view the night sky) by protecting against glare and excess lighting; providing safe roadways for motorists, cyclists, and pedestrians; and promoting efficient and cost-effective lighting.

**Policy 6.15 General Lighting Requirements.**

*Lighting shall be designed and located to meet minimum, necessary ambient light levels for any given location consistent with public safety standards.*

1. *Lighting shall occur at intersections, areas of major pedestrian activity, and building entries, and generally shall be minimized elsewhere.*
2. *Street lighting shall be directed and regularly spaced, and shall project light down to the road surface and away from the building.*
3. *Decorative pedestrian-scaled lighting fixtures shall be used in the town center, village centers, commercial centers, parks, and other major pedestrian activity areas.*
4. *The selection and design of lighting fixtures shall minimize glare and excess spillage onto neighboring properties. All*

5. *street lights shall utilize cut-off fixtures to minimize visibility from adjacent areas of the community and public use areas.*
6. *No lighting shall blink, flash, or be of unusually high intensity or brightness.*
7. *Lighting fixtures shall be energy efficient and provide a balance between energy efficiency and pleasing light color and coverage. Avoid low-pressure sodium fixtures. Acceptable light sources include mercury vapor, metal halide, and similar sources.*

**Policy 6.16 Street Lights.**

*Street lights on Base Line Road and Watt Avenue shall be simple cobra-head light fixtures, located particularly at major intersections. Street lights for collectors and local streets should be decorative fixtures that are compatible with the character of the Placer Vineyards streetscape. The selection of street lights for Placer Vineyards will be addressed in the Landscape Master Plan.*



*Cobra-head street lights shown in the background*

## COMMUNITY DESIGN

1. **Color:** The color of street light poles and fixtures shall be consistent throughout the community. All specified metals shall utilize anodized coatings, rather than painted colors.
2. **Materials:** Street light poles shall be either metal or wood fixtures.
3. **Town Center:** Street lighting in the town center shall consist of ornamental street lights flanking the roadways. Street lights shall be located in parallel pairs along the length of the street, spaced to provide illumination levels of 0.5 footcandle, and shall not exceed 14 feet in height.
4. **Village Centers:** Village centers shall use a design in the same design family as the ornamental street lights in the town center, however, each village center shall utilize a light fixture designed to give the center a unique character and identity.
5. **Base Line Road and Watt Avenue:** Street lights on Base Line Road and Watt Avenue shall be simple, single-or double-arm, cobra-head lights, spaced as required to maintain illumination levels of 1.75 footcandle, and shall not exceed 40 feet in height.
6. **Arterial Streets:** Street lights on arterial streets shall be selected decorative fixtures, spaced, as required, to maintain illumination levels of 1.0 footcandle on alternating sides of the street, and shall not exceed 25 feet in height.
7. **Collector and Local Residential Streets:** Street lighting on collector and local streets in residential neighborhoods shall be ornamental or decorative street light fixtures,



Ornamental streetlights in the town center



Banners on decorative, arterial streetlights

Residential streetlight



Streetlights and bollard lights along a pedestrian path

spaced, as required, to maintain illumination levels of 0.5 footcandle on alternating sides of the street, and shall not exceed 14 feet in height.

8. **Neighborhood Entries:** Street lights at neighborhood entries shall consist of ornamental or decorative fixtures flanking the roadway, located in pairs, and shall not exceed 14 feet in height.

### **Policy 6.17 Pedestrian Oriented Lighting.**

Pedestrian oriented lighting will be provided within the town center, village centers, Ornamental streetlights in the town center commercial centers, parks, and major pedestrian activity areas. Pedestrian lighting shall consist of smaller pole fixtures, spaced to maintain illumination levels of 0.5 footcandle, and shall not exceed 14 feet in height.

### **Design Guidelines for Pedestrian Oriented Lighting**

1. Bollard light fixtures are also recommended along pedestrian paths of travel as an alternative to pole-mounted light fixtures.
2. With the exception of sports lighting, wood poles are recommended in parks and open spaces and along major pedestrian paths, in keeping with the more rural and rustic theme for Placer Vineyards.
3. Specialized pedestrian lighting should be used to distinguish differences in individual neighborhoods and areas within Placer Vineyards.
4. Pedestrian lighting should be incorporated into the landscape design along major pedestrian paths of travel at appropriate intervals to provide lighted coverage.

5. Bus shelters, telephone kiosks, and other site furnishings should be adequately lighted for security and functionality. Light sources shall be included in the structure of the furnishings.
6. Pedestrian lighting should be durable and easily maintained and of sufficient intensity to provide lighting without spilling over onto road rights-of-ways and adjoining properties, or conflicting with street lighting.

**Policy 6.18 Recreation Areas and Athletic Facilities**

*Lighting for athletic fields and court facilities shall be designed to minimize illumination and spillage onto neighboring uses and residential areas. Athletic facility lighting shall be provided only in the two community park facilities and the town center recreation center. Mercury vapor or metal halide lamps, mounted 30-50 feet high, are recommended.*

**Policy 6.19 Public Parking Lot Lighting.**

*Parking lot lights shall be no higher than necessary to provide efficient lighting of the parking areas and shall not exceed 25 feet in height for larger parking lots, including the base. Illumination levels shall be maintained at 1.0 footcandle. Spacing between light poles shall be determined by the required level of illumination.*

1. *The fixture design style and colors shall be compatible with the architectural design of the site.*
2. *Within the town center and village centers, the design and color of parking lot light fixtures, shall be consistent with the design of street lights.*

**Policy 6.20 Landscape Lighting.**

*Landscape lighting shall be limited to important landscape areas, entryway features, signage, or pedestrian areas.*

1. *The design of landscape light fixtures shall be hidden from direct view unless designed as an integral part of the area's design.*



*Parking lot lighting design examples*



*Bollard light fixture integrated into site landscaping*

2. *The light source shall be shielded from direct view at night, with the emphasis on the object or area being lighted. Up-lighting and mood lighting in trees and landscaping can be effective design feature for special entries, signs, water features, and landmarks.*
3. *Landscape light fixtures shall be durable and easily maintained. For ease of maintenance, landscape light fixture types and lamps shall be consistent with landscape design and street lighting for each neighborhood.*

**Policy 6.21 Service Areas and Security Lighting.**

*Lighting in services areas shall be designed to avoid spillover onto adjacent properties and activity areas, and shielded from direct view of the light source at night.*

1. *Building-mounted flood light fixtures shall not be used unless the light source is completely shielded from public view.*
2. *Low-pressure sodium fixtures or other lighting types that contrast excessively with lighting in the surrounding use area shall be avoided unless completely shielded from public view. Mercury vapor, metal halide, and similar fixture types are permitted.*

**Policy 6.22 Building Identification and Street Number Lighting.**

*Lighting of building identification and street numbers on buildings shall be used to help locate buildings during evening hours.*

1. *Lighting of street identification or numbers shall be internally lit, back lit, or externally lit. External spot lighting is preferred.*
2. *Street number lighting shall be subdued and not contrast excessively with the surrounding area lighting.*

## COMMUNITY DESIGN

- Numbers and lighting shall be conveniently placed near the building entry and shall be visible from the street and adjoining parking lots.
- Buildings placed back from and not visible from the street may use freestanding lighted monuments or small pedestrian pole lights with mounted street numbers to identify the street address of the buildings from the street.

### 6.3 ACTIVITY CENTERS

The centers of activity are the community gathering places that are specially designed to serve the Placer Vineyards community. See Figure 6.4 for the location of activity centers. Activity centers include the town center (see Section 6.3.3), the village centers (see Section 6.3.4), the regional commercial centers along Base Line Road (see Section 6.3.5), and the neighborhood commercial centers (see Section 6.3.6).

Special treatment is given to the design of these mixed-use neighborhood sites, with emphasis placed on creating a safe and pedestrian friendly setting with easy and convenient access by multiple means of transit. Commercial and other non-residential properties located within the centers of activity shall require Design/Site Review. All buildings and improvements proposed within the activity centers are subject to approval of a Design/Site Review agreement as outlined in Section 7.52.070 of the *Placer County Zoning Ordinance* and to Appendix A, “Land Use and Development Standards.”

#### 6.3.1 GENERAL GOALS AND POLICIES FOR ACTIVITY CENTERS

- Goal 6.13** Design elements that accommodate pedestrians and cyclists shall be equally treated or take precedence over elements that primarily accommodate automobiles, especially in the town center, village centers, neighborhood centers and access areas leading into parks, schools and other public facilities. Retail centers and commercial areas shall be designed to provide maximum pedestrian accessibility.
- Goal 6.14** Provide a range of housing close to commercial centers with paths that connect them.
- Goal 6.15** Create attractive and comfortable outdoor, pedestrian activity areas that are adjacent to buildings, entries, and along major commercial streets.

#### ***Policy 6.23 Pedestrian Orientation***

*Design elements that accommodate pedestrians and cyclists shall be equally treated or take precedence over elements that primarily accommodate automobiles, especially in the town center, village centers, neighborhood centers and access areas leading into parks, schools and other public facilities. Retail centers and commercial areas shall be designed to provide maximum pedestrian accessibility.*

#### ***Policy 6.24 Density within Centers of Activity.***

*The town center, village centers, and Base Line Road commercial corridor should be established at sufficient densities to support express bus transit from Placer Vineyards and other neighborhood areas in the region.*

- Goal 6.16** Design parking areas that are in scale with and are visually subordinate to the developments they serve.

#### ***Policy 6.25 Parking Lot Shading.***

*New parking lots serving non-residential developments shall include tree planting designed to result in 50% shading of parking lot surface areas within 15 years per the requirements of the Placer County Landscape Design Guidelines (latest edition). These shading requirements shall apply to all impervious surfaces on which a vehicle can drive including parking stalls, drives, and maneuvering areas within the property.*

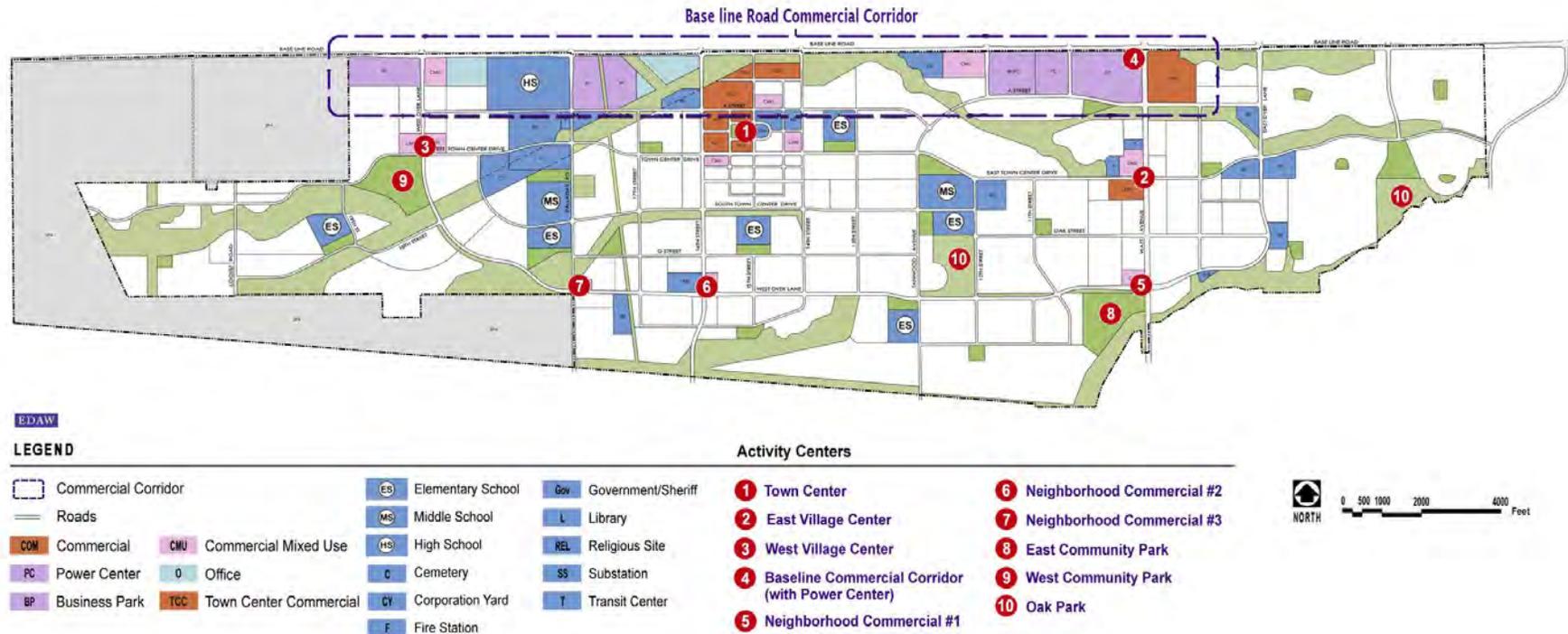
- Goal 6.17** Design buildings whose architectural character contributes to the vitality and attractiveness of the districts, neighborhoods, shopping centers, and work places in the community.

- Goal 6.18** The heights of buildings shall be related and proportional to the activities and surrounding context in which they are located.

#### ***Policy 6.26 Building Heights.***

*Taller buildings will be located along the major commercial nodes, at the town center and within the office and commercial areas along Base Line Road. Lower story buildings and less intense development will be located adjacent to existing neighborhoods in the Special Planning Area to provide appropriate transitions to more intense development at the center and along the major transportation corridors in the Plan Area*

Figure 6.4 - Activity Centers Site Diagram



## COMMUNITY DESIGN

### 6.3.2 GENERAL DESIGN GUIDELINES FOR ACTIVITY CENTERS

#### PEDESTRIAN-ORIENTED SITE DESIGN GUIDELINES

The overall site design should be organized to encourage pedestrian use and activity.

1. Ground-floor commercial buildings should be oriented to plazas, parks, and pedestrian-oriented spaces and streets rather than to interior blocks or parking lots.
2. Street-level windows and numerous building entries, including arcades, porches, bays, and balconies are encouraged.
3. Walls of commercial establishments without an entry or a pedestrian route shall include windows and display areas, or should be lined with retail shops to provide visual interest to pedestrians.
4. Entries to small shops and offices should be sited to directly open onto a pedestrian-oriented street. Buildings with multiple retail tenants should have numerous street entries.
5. Commercial centers should be designed to include pedestrian connections to surrounding neighborhoods.
6. Transit stops, where provided, should be conveniently located within each center and designed as an integral part of the site. Bus transit stops should include amenities that create an attractive and comfortable



*Stores oriented around a public plaza create a setting for pedestrian activity*



*Street-level windows, architectural details and furniture provide interest along the street*



*Transit stop designed for comfort and convenient access*

## BUILDING DESIGN GUIDELINES

Development should be designed to provide varied and interesting building façades and provide variety without creating a chaotic image. Facades should vary from one building to the next to avoid an overly unified frontage. Continuous covered walkways should be provided whenever possible.

### Architectural Details

Provide architectural detailing that gives buildings human scale, visual interest, and distinctiveness through the following:

1. Use a variety of architectural elements such as arcades, recessed exterior balconies, changes in the façade treatment, window awnings, canopies, and other building elements that create visual interest through light and shadow.
2. Use special architectural features to accentuate building entries.
3. Avoid large blank walls at the building base along pedestrian walkways and entries. The building base should be articulated with changes in materials, color, and finishes, window and door patterns, and use of special building entrance features.
4. Coordinate the design of exterior elevations, roofs, and details to create a consistent overall design pattern within a buildings and development site.
5. Articulate wall and window surface places with setbacks, recesses, trim, reveals, or other design detail to add visual interest, scale, and changes in light and shadow to building façades.

6. Screen all utility boxes and rooftop equipment to provide attractive views on the street or from adjacent taller buildings. Avoid use of chain-link fences as rooftop screening.
7. Use high-quality finishes and materials that contribute to creating a unified building character and ensure a consistent design quality, particularly on surfaces adjacent to pedestrian spaces.



*Architectural treatments at the corner define the entry area*



*Walls and window surfaces articulated with recesses, trims, reveals and signage*

### Build-to-Line

The build-to-line establishes a minimum percentage of building space (retail uses, public uses, or active spaces) facing the street with a minimum percentage of windows, doorways, and entry spaces facing onto the sidewalk. Activity spaces opening onto the street, enhance the pedestrian character of the street, provide for visual surveillance into the public realm, and increase the safety and security of the area.

The “Town Center” section of this chapter establishes a set of build-to-lines and their requirements for the town center. Commercial/ Mixed-Use sites in the village centers and neighborhood centers should also establish build-to-lines.

### Materials

Materials used should reflect the style and overall character of buildings. Permanent, long-lasting, low-maintenance building materials are encouraged. These may include stone, stucco, brick, high-quality wood products, steel panel, or flange steel.

### Use of Color

Colors should be used to bring together materials used in the design of the site and can complement the building architecture. Colors should be used to give distinct character to different buildings and different tenants within large building complexes.

### Cornices

When used, cornices should have contrasting colors and materials to the wall surface areas next to them

## COMMUNITY DESIGN

### Roofs Forms:

Roof form should be used to identify and articulate different buildings and distinguish different tenants within a larger building complex.

### Towers

Tower elements may be incorporated into building designs to create identity when appropriate to the building aesthetic. They can provide a change in scale at the street corners or be sited in between buildings to provide focal points and transitions between spaces or buildings in a multi-tenant complex. Tower elements should be used sparingly and not conflict with the rhythm of vertical elements on the block.

### Windows

The shape, size, and placement of windows are major design elements that help establish the style and character of a building's design. Windows, located at the ground floor, along major pedestrian commercial streets, should be large display windows that have a transparent quality, connecting the activities within to the pedestrian experience outside. On upper floors, window design elements such as shutters, canopies, recesses, and other elements should be used to add variety to the building design fronting the street.

### Canopies, Awnings, and Arcades

Canopies, awnings, and arcades should be used along pedestrian streets to add an additional layer of variety, depth, and interest to building façades. Canopies, awnings, and arcades help identify and articulate major entries, cast shadows on the building façades, and may be used to carry additional signage.



*Varied roof heights, tower elements, and arcades help differentiate tenants within a larger building complex*



*Variations in the placement of windows, entries, arcades and awnings help articulate the building facade*

### Signage

Signs should be designed as an extension of the architecture of a building or site and should complement the building or site materials, colors and rhythm of walls, windows, parapets, and other architectural design features. Signage should provide information and identification of shops and tenants, should not be used as advertisement, and are subject to the standards in Policy 6.14 and the standards and requirements of Section 17.54.170 of the *Placer County Zoning Ordinance*. Refer to Section 6.2.4 for signage design guidelines.

Wall signs located on multi-tenant centers shall be designed to be compatible with each other through the coordination of sign type, size, placement, illumination, color, and/or font.

### Lighting

Refer to Section 6.2.5 for lighting design guidelines.



*Signage should be designed as an extension of the architecture of a building or site*

**CIRCULATION AND PARKING DESIGN GUIDELINES**

Centers should be designed with internal circulation systems that allow for easy, efficient, and safe, slow speed vehicular movement with well-defined pedestrian and bicycle paths.

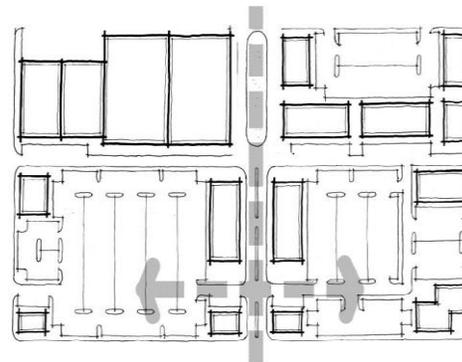
1. Parking areas should be designed with separate vehicular and pedestrian circulation paths and include traffic calming design features. Alternative surface materials are encouraged to differentiate pedestrian circulation paths.
2. On-site pedestrian amenities and bicycle parking should be provided at convenient locations to site destinations with direct, safe, and convenient access to adjoining path and trail systems.
3. Off-street parking should be located at the rear of buildings with separated walkways leading to the street and entryways.
4. Dispersion of parking into smaller units is encouraged.
5. Parking lots of commercial centers and public use areas should contain landscaped areas with large shade trees of sufficient size and shading to surrounding parking spaces (see Policy 6.25).
6. Shared parking arrangements and driveway access between adjoining commercial and office projects are encouraged. Parking standards may be relaxed to facilitate shared parking (see Policy 3.20 for parking reductions in Commercial/Mixed-use sites).



*Parking areas should provide clearly defined pedestrian access, separated from vehicular traffic*

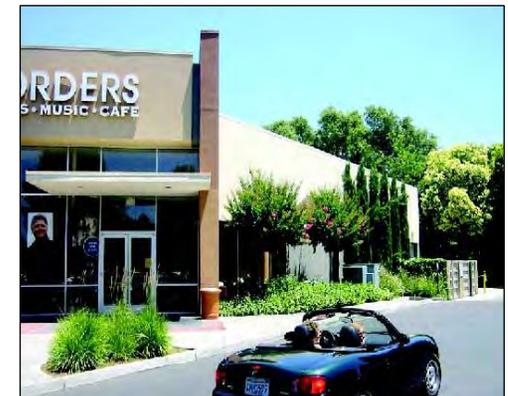


*Place bicycle facilities, seating, and other pedestrian amenities convenient to public destinations*



*Shared parking arrangements and driveways between adjoining commercial and office projects is encouraged*

7. Park and ride lots are provided primarily in the transit center and town center. Other commercial sites are also encouraged to provide smaller park and ride lots as a shared parking use incorporated into the overall parking design.
8. Service areas and loading functions should be integrated into the circulation pattern to minimize conflicts with vehicles and pedestrians. Service areas should be screened from public view with fencing, walls, and landscaping, or a combination of these elements.



*Screen service area and mechanical equipment with landscaping, walls, or a combination of these*

## COMMUNITY DESIGN

### 6.3.3 TOWN CENTER

The Placer Vineyards town center is located in the “heart” of the community, just south of Base Line Road from 16th Street, extending east to 14th Street. The town center provides a “traditional” small-town core and acts as the community focal point for Placer Vineyards. The urban design vision for the town center is focused on a traditional grid street pattern, organized around a town green. The town center is intended to be pedestrian in scale with large tree-shaded streets and retail and civic uses oriented to the street.

The town center is designed as a pedestrian-friendly streetscape environment with buildings located behind wide sidewalks. This streetscape environment allows outdoor eating, display areas, and public art exhibits and features angled street parking for easy access to local shops and stores. Shared parking areas are located within the middle of each block with buildings oriented toward the street and the town green.

**Goal 6.19** Create a mixed-use, pedestrian-friendly town center, including residential developments that are higher density and mixed-use; loft spaces; professional offices; traditional retail stores, neighborhood-serving retail, and services; entertainment uses, such as movie theaters and live entertainment venues, restaurants, and cafes; and a range of public uses, including a library, and civic buildings for government offices, community meetings, and public gatherings.

#### **Policy 6.27 Town Center Design.**

*The town center shall be designed to serve as the public, institutional, and social focal point for the community. The town center will contain:*

- ◆ *A site for a centrally located government center and sheriff station that anchors and serves as a visual landmark for the town green,*
- ◆ *A library site, and*
- ◆ *A religious site.*

#### **Policy 6.28 Town Center Design Standards.**

*Within the town center, the following standards shall apply. Refer also to Appendix A, Section 3.4 for Town Center Commercial development standards.*

1. *At least 70% of the frontage at a build-to-line shall be occupied by a building with the façade placed at the back of the sidewalk (see Figure 6.6, “Town Center Design Framework” for the location of build-to-lines for the town center).*

2. *At least 70% of the façade of the first floor of all buildings in the town center on the blocks with build-to-lines shall have transparent storefront glass, windows, entries, doorways or other active spaces fronting onto the public streets and sidewalks.*
3. *Buildings in the town center shall be a minimum of 25 feet in height.*

#### **Policy 6.29 Town Center Sidewalk Design.**

*Sidewalk designs shall be guided by Figures 6.8 through 6.11 and the following:*

1. *Any sidewalk that fronts on to commercial development shall maintain a minimum 6-foot wide clearance for pedestrian traffic.*
2. *All sidewalks shown in street section T2 shall be a minimum of 16' in width. Sidewalks shown in street section T3 shall be a minimum of 12' in width. All other sidewalks shall be guided by widths shown in the appropriate street sections.*
3. *Sidewalks at outdoor eating areas shall be a minimum of 16' in width unless buildings are designed to inset a portion of the outdoor eating area onto the commercial development site.*
4. *The width of sidewalks as part of the overall Town Center design will be reviewed during the Design/Site Review process.*

#### **Policy 6.30 Parking in the Town Center.**

*The following parking standards apply to the town center (refer also to Appendix A, Section VI: “Parking Standards”):*

1. *For mixed-use projects, parking may be shared between uses, as defined in Policy 3.20.*
2. *Within the town center, all on-street parking will be used in the calculation of parking requirements for all land uses. Calculation of on-street parking includes all parallel parking and diagonal parking along the subject parcel boundaries.*

3. *Off-street common parking areas shall be located in the middle of most blocks where feasible. Reciprocal access and use agreements shall be recorded between property owners of the businesses that use the parking facility.*
4. *Off-street parking lots shall be screened with shrubs, trees, landscaped berms, and low fences, walls, or other landscape design elements.*
5. *Parking structures, if required or desired, shall be architecturally incorporated into the design of surrounding buildings and landscaping in the town center.*
6. *Parking structures facing onto the retail streets shall incorporate ground-floor retail uses along the street.*



*Town Center Site Location Diagram*

Figure 6.5 - Town Center Illustrative Site Plan

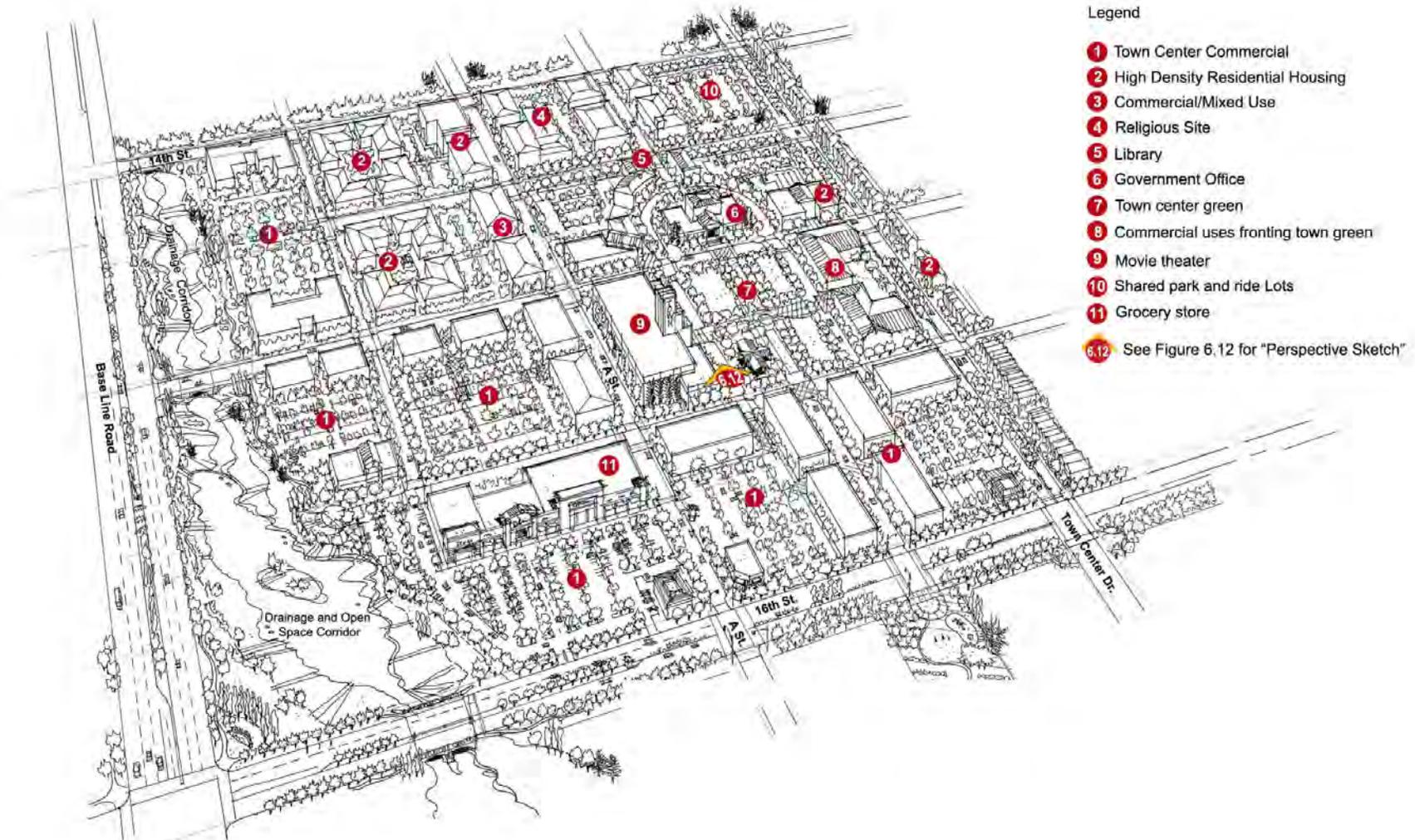


Figure 6.6 - Town Center Design Framework

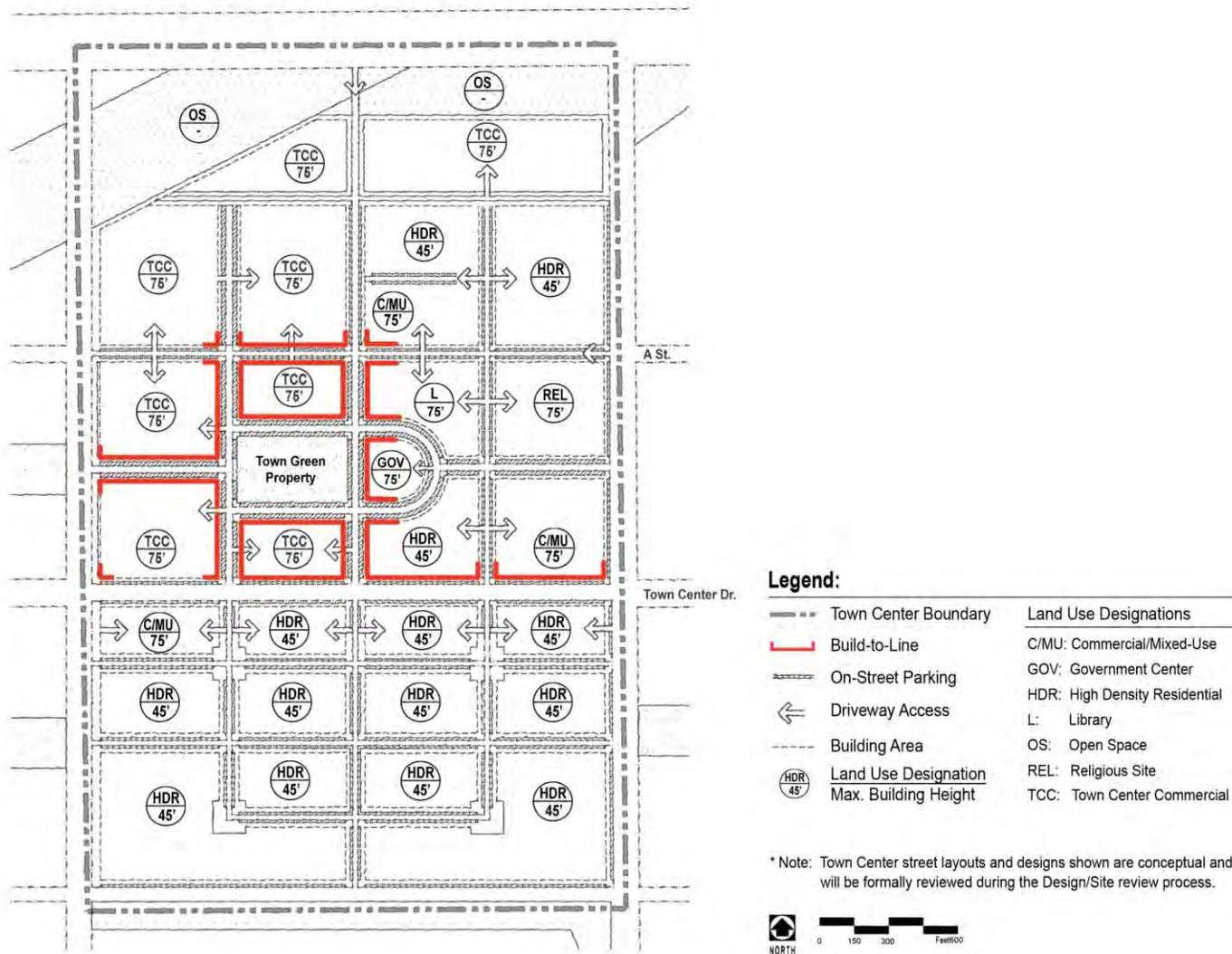


Figure 6.7 - Town Center Massing

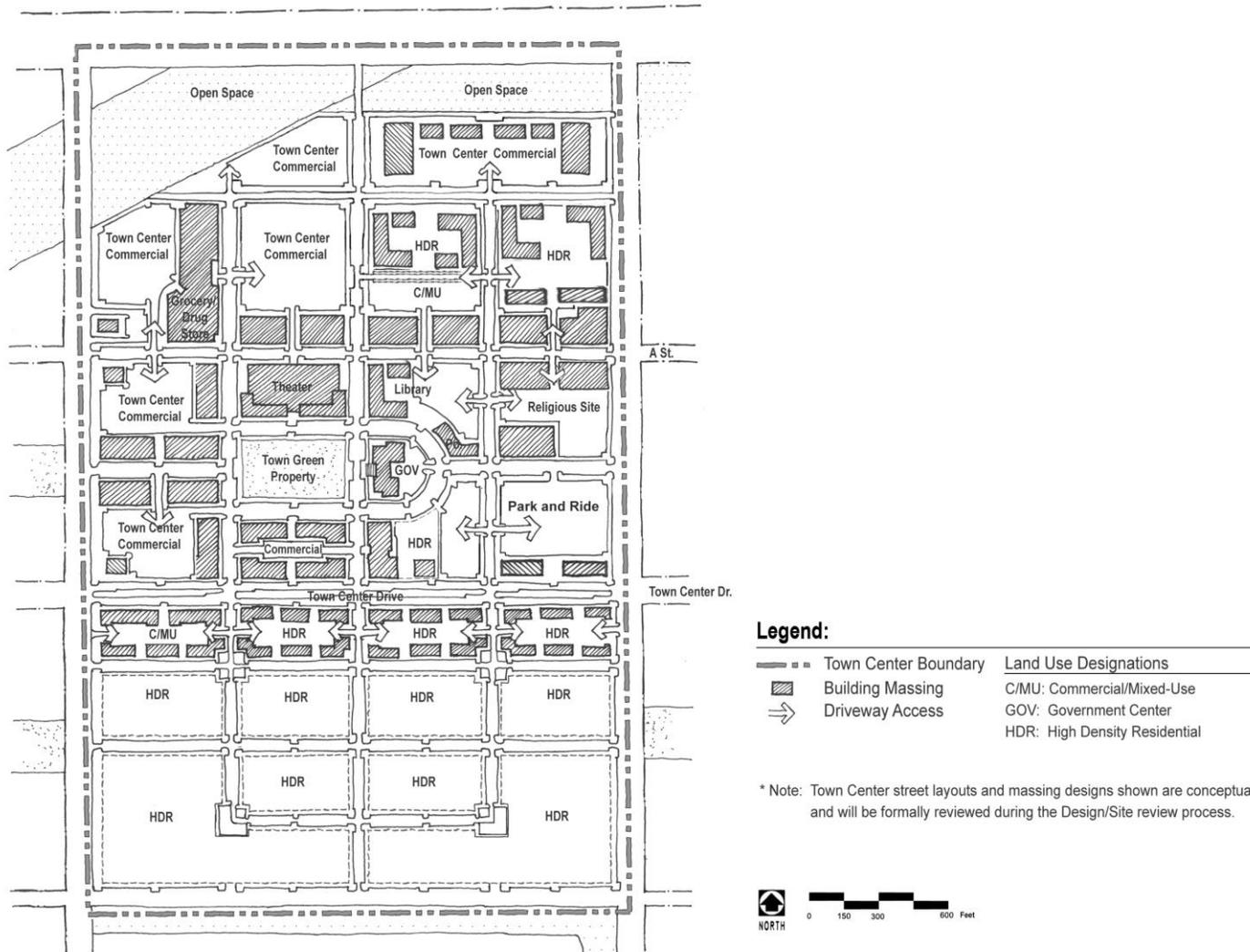


Figure 6.8 - Town Center Parking and Streetscape

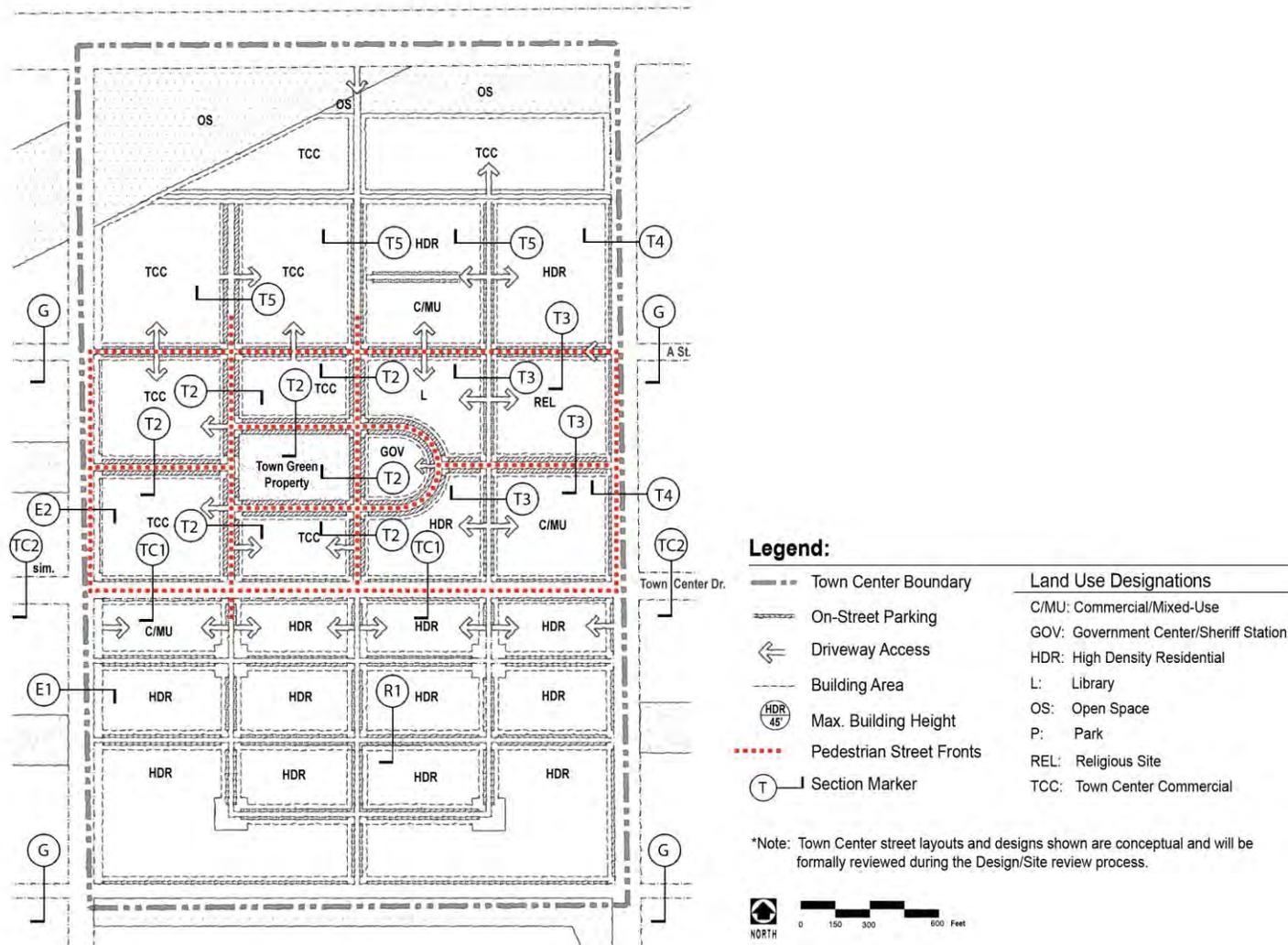


Figure 6.9 - Town Center Street Section

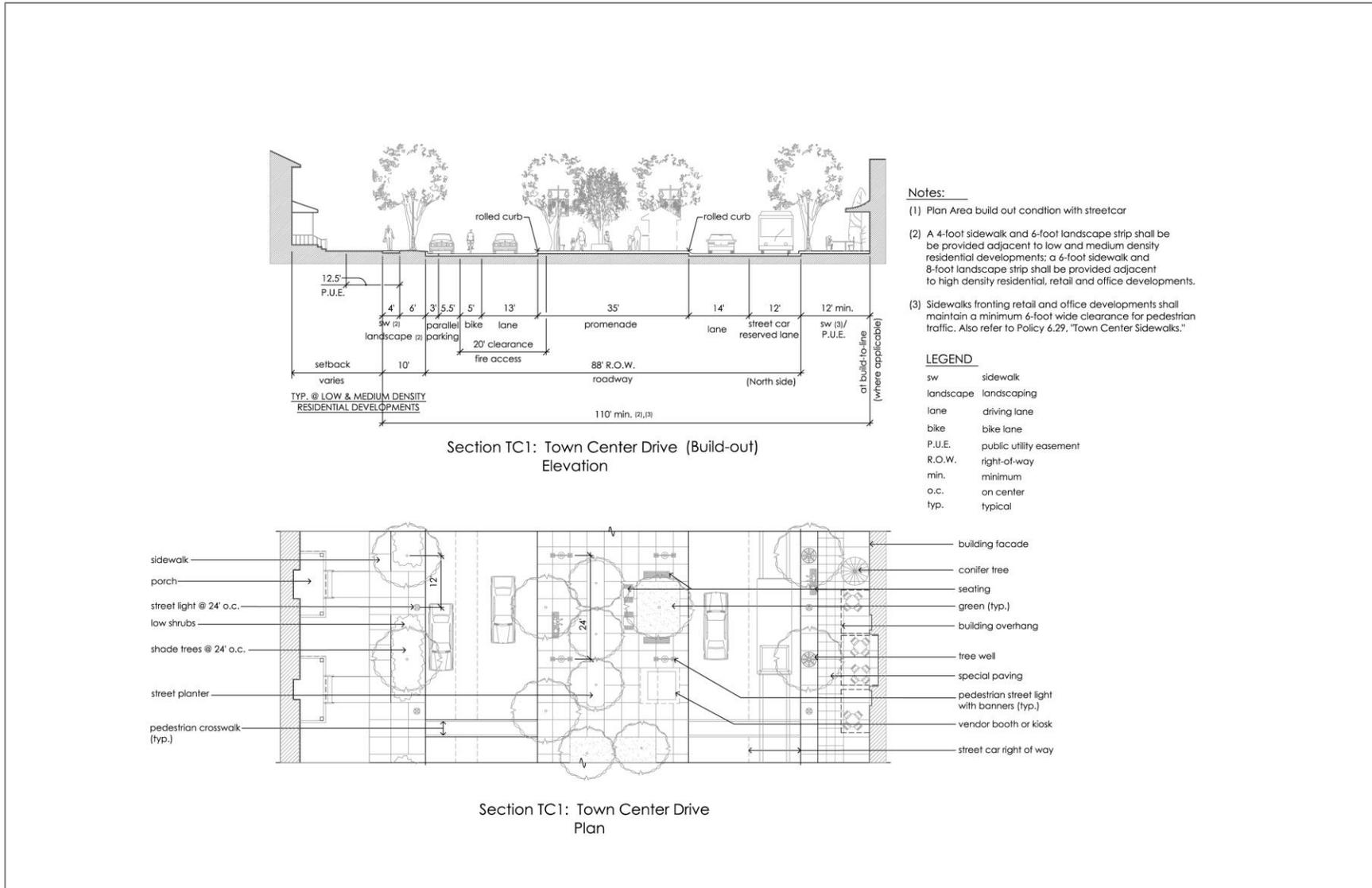


Figure 6.10 - Town Center Street Section

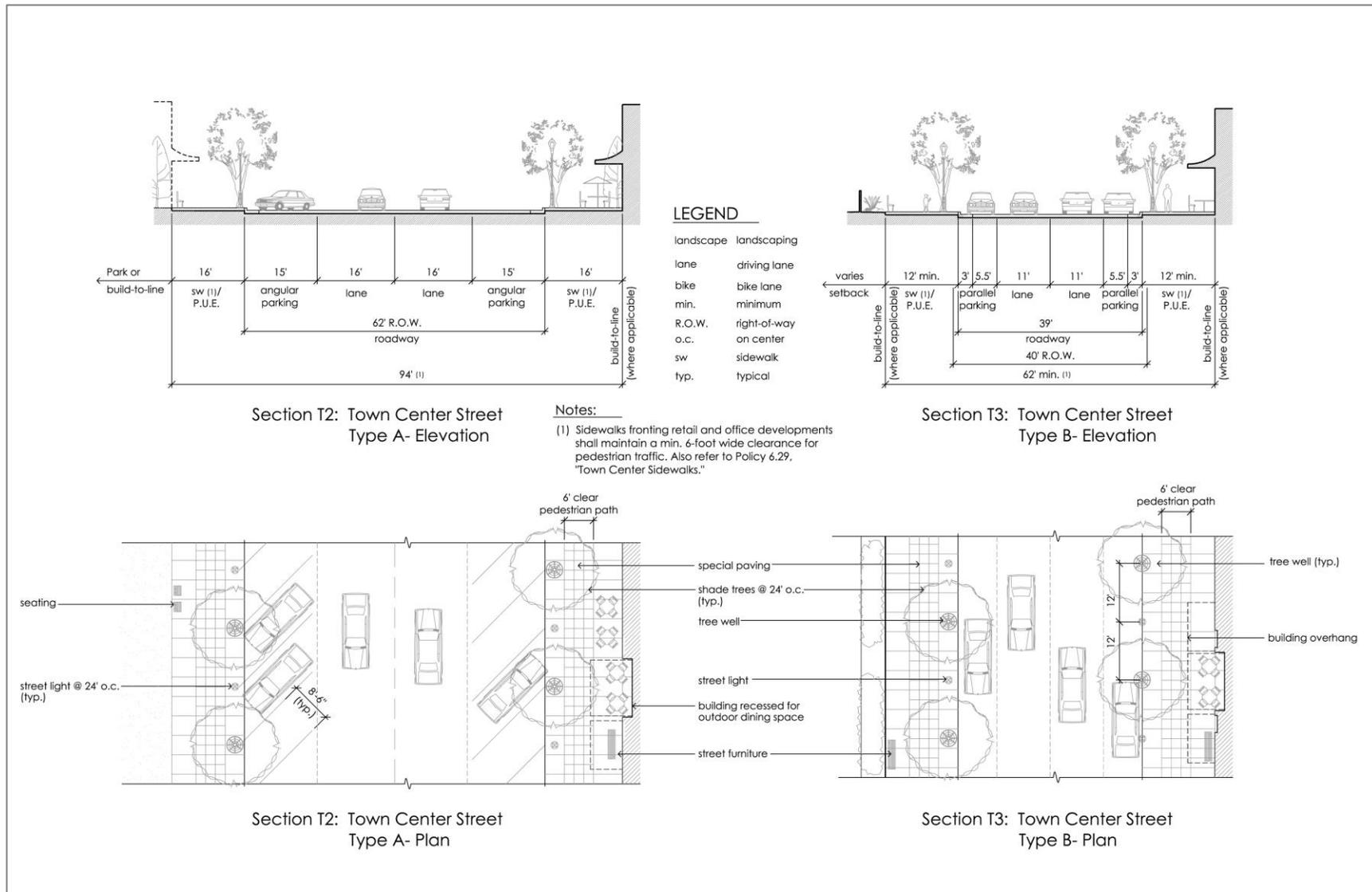


Figure 6.11 - Town Center Street Section

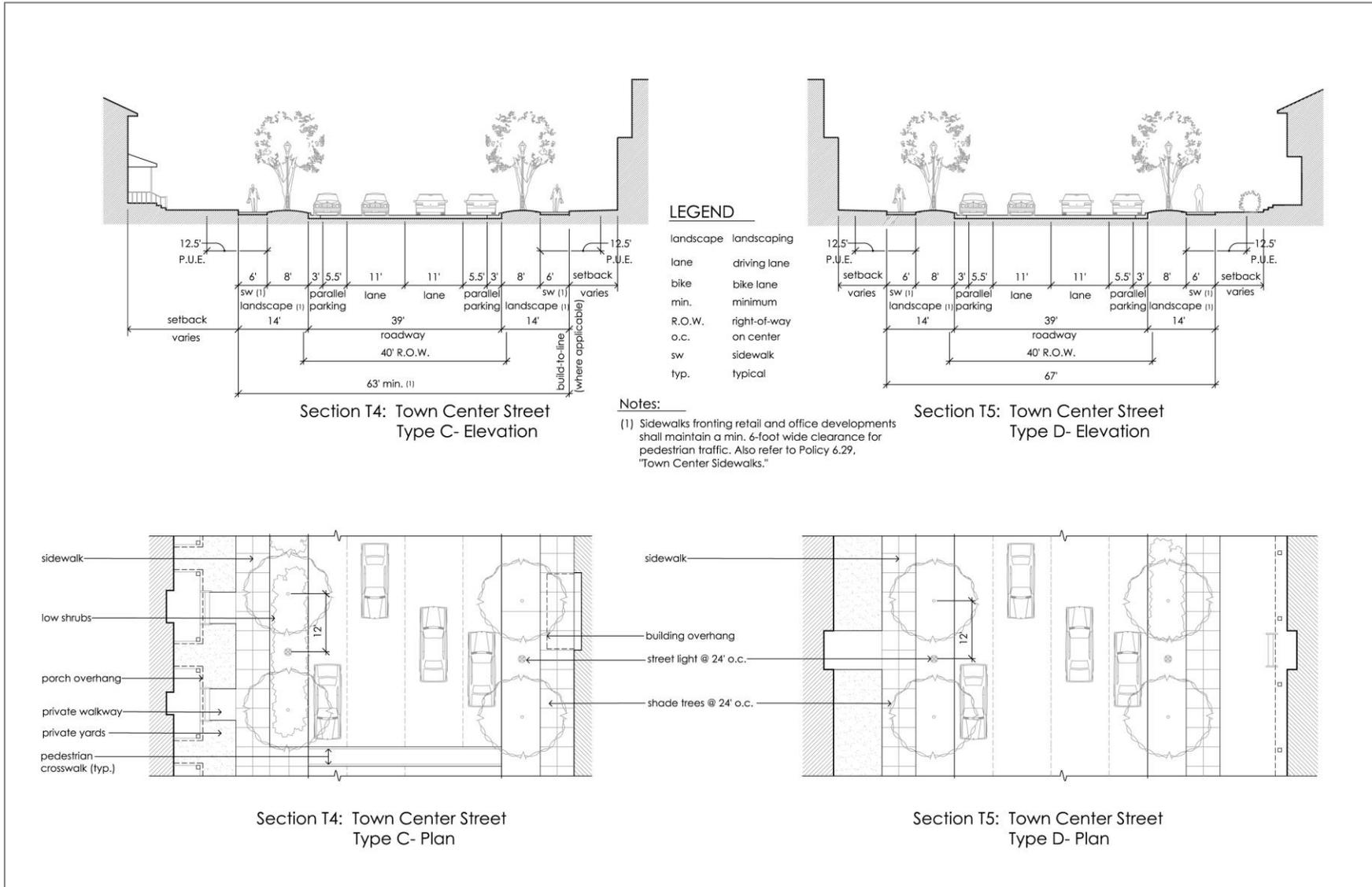


Figure 6.12 - Town Center Perspective Sketch



## COMMUNITY DESIGN

### TOWN CENTER SITE AND BUILDING ORIENTATION DESIGN GUIDELINES

Recognizing that the build-out of the town center will occur over a 20-30 year time frame, development within the town center shall be guided by the following.

1. The town center is centered on a “town green,” designed as an urban park and intended to function as the formal outdoor, public gathering place for the community. Refer also to Chapter VII for a description and conceptual diagram of the town green.
2. The town green should provide convenient pedestrian access and circulation from other areas of the town center, comfortable seating areas protected from the sun, and other pedestrian amenities, such as large-canopy shade trees, water features, public art, and a small outdoor band shell or space equipped for portable performance set-up for public events.
3. Buildings in the town center fronting onto the public-streets and town green are encouraged to be surrounded with outdoor eating and dining areas with cafes, coffee shops, restaurants, and other food services located on the periphery. See Figure 6.8 for a conceptual massing diagram.
4. The town center should consist of compact districts contained within a regular grid street pattern to create small, walkable blocks in the commercial core. In general, blocks should typically be about 300 feet in length.
5. In limited areas, parcels may be aggregated to form larger development sites to accommodate a variety of retail and office uses in the town center and to better serve the community shopping needs, such as, a grocery store, hospital site, or department store. Refer to Appendix A, “Land Use and



*A mix of first and second story uses in the town center*



*Illustration of build-to-line*



*Town center commercial street articulated with the use of planters, bollards, and decorative paving*

Development Standards,” for commercial site design standards.

6. In the event that a large site aggregation occurs, driveways and pedestrian linkages serving these large parcels should be located mid-block to better integrate the development into the urban pattern and preserve the street grid.
7. Buildings on larger aggregated sites should be organized to fit into the overall urban character of the town center and avoid large parking areas separating the retail use from the town center core.
8. Commercial streets surrounding the town green should be designed with diagonal parking and corner bulb-outs to increase pedestrian safety and access across streets.
9. Sidewalks should be designed with appropriate and coordinated pedestrian furniture, including seating, trash receptacles, pedestrian lighting, newspaper racks, bicycle parking areas, drinking fountains, signs, information kiosks, and bus shelters.
10. Additional landscape amenities may be provided as decorative elements such as landscape planters for flowers, specialized ground cover, corner bulb-outs, flower boxes along outdoor eating areas, and hedge planting used to screen surface parking lots.
11. Pedestrian and bicycle paths should be designed appropriately to provide for safe pedestrian access, circulation, and connections to surrounding residential neighborhoods.

12. A mix of ground-floor and second-story uses is encouraged, particularly adjacent to the town green. Second-story uses are encouraged at street intersections and to terminate vistas along the major axis of the town green.
13. Street elevations within the town center should reflect varying styles and should not be limited to one particular theme or style. The scale and massing of the elevations should have a pedestrian scale, creating visual interest, variety, and avoiding continuous blank walls.
14. All sides of buildings visible to the public should be designed as active, interesting façades. Service areas and façades that are not generally visible from the public streets and open spaces may be simpler in design treatment.

**TOWN CENTER BUILDING DESIGN GUIDELINES**

The overall building style of the town center should be developed to use traditional materials and building forms to create an architectural character that is unique to Placer Vineyards.

**Roofs Forms**

Roof forms should be used to identify and articulate different buildings and distinguish different tenants within a larger building complex. Roof forms in the town center may include flat roofs, pitched and hipped roofs, and other distinctive roof shapes and forms. Pedestrian areas should be enhanced by shed and gabled roof elements that extend into the pedestrian realm as arcades to provide cover and shade. Dormer elements are encouraged to provide an added layer of detail, shadow, and variety to roof forms. Use of contrived or fake mansard roof elements to screen roof top equipment should be avoided.



*Varied architectural features and outdoor furniture accent the mix of ground-story and second story uses*



*A tower element can enhance the identity of the Town Center and serve as a public focal point or landmark*

**Cornices**

Varied cornice elements help to give the town center a “built-over-time” appearance.

**Canopies, Awnings and Arcades**

Canopies, awnings, and arcades should be used to provide the patrons of the town center with protection from the weather during winter rainy months and hot summer months, to identify and articulate the pedestrian way and major entries, or to carry additional signage.

**Towers**

Tower elements situated and massed appropriately can enhance the town center’s identity and character. Towers can serve as focal points and transitions between spaces. One larger tower should be incorporated in the design of one of the town center community buildings to identify it with a landmark, visible from the surrounding community.

**Windows**

Window sizes and proportions should be appropriate to the individual building styles and uses. Window forms and shapes may vary from building to building to subtly reflect a “built-over-time” appearance in the town center.

**Use of Color**

Colors should be consistent within the town center district. Colors should be used to bring together materials used throughout the town center, to complement the building architecture— stone, concrete, wood, stucco, glass, fabrics, or other materials. Colors should be used to give distinct character to different buildings and different tenants within large building complexes.

## COMMUNITY DESIGN

### Materials

Materials used should reflect the style and overall character of buildings. The materials used for the Placer Vineyards town center should be high quality, long lasting, and low maintenance. Use of the following materials in the town center is encouraged:

- ◆ Stone,
- ◆ High-quality wood products,
- ◆ Brick,
- ◆ Steel,
- ◆ Smooth stucco finishes, and
- ◆ Glass

Use of the following materials in the town center is discouraged:

- ◆ Heavy stucco finishes,
- ◆ Contrived stone veneers (stucco stone),
- ◆ Unfinished tilt-up wall panels,
- ◆ Large unbroken window walls,
- ◆ Exposed concrete block walls, and
- ◆ Exposed aggregate walls



*A variety of materials – brick, stone, stucco and glass are encouraged to be used in the Town Center*



*Signage and lighting in the Town Center should reflect the overall character and theme of the site*

### Signage

Signs in the town center should reflect its overall character and theme and preserve the integrity of the building's architecture. The form, size and fonts used in the town center signage systems should vary from building to building and tenant to tenant to create visual interest and give the effect of a cumulative building process. Pedestrian-scale permanent monument signs are also encouraged at information kiosks to guide the visitor from one point to another throughout the town center and the Plan Area.

Generally, the main identification signs should be mounted flush to the building façade. Projecting signs extending over pedestrian walkways designed as iconic symbols of the retail use are encouraged. Freestanding monument signs within the town center core area are discouraged. Neon signage, if used, should be artistically applied as a contrasting element in the building façade.

### Lighting and Pedestrian Furniture

Pedestrian-scale street lights shall be provided at an appropriate spacing within the town center, located at street intersections, parking lot access points, pedestrian alleyways, and walkways. Streetlights should be equipped with standards for hanging decorative banners, flags, and flower baskets.

### 6.3.4 VILLAGE CENTERS

Two mixed-use village centers are planned for Placer Vineyards. One village center is located on the east side of the Plan Area, along Watt Avenue. The second village center is located on the west side on Dyer Lane. These village centers are pedestrian-oriented, mixed-use activity nodes, providing retail sales and services to the immediate surrounding neighborhoods.

Village centers are intended to provide a unique, small cluster of activities, with offices and residential uses above ground-floor retail uses. Streets and pedestrian and bicycle paths connect the village centers to surrounding residential neighborhoods. Buildings are clustered around small neighborhood plazas, greens, or gathering places where local residents can meet for activities and events.

Village centers are intended to provide a mix of uses with office or residential uses either adjacent to or above ground-floor, neighborhood-serving, retail activities. Potential village center retail sales and services may include uses such as delis, grocery stores, specialty food stores, drug stores, cafes, and restaurants, bakeries and donut shops, laundry facilities, hair salons and barber shops, gas stations, video stores, and offices.

**Goal 6.20** Provide two village centers in Placer Vineyards.

**Policy 6.31 Village Centers.**

*Village centers are higher density centers surrounded by high-density residential neighborhoods and located within one-quarter mile walking distance of lower density residential neighborhoods. Two mixed-use, pedestrian-oriented village centers will be created in Placer Vineyards. The east village center is located at the intersection of Watt Avenue and Town Center Drive. The west village center is located at the intersection of West Dyer Lane and Town Center Drive.*

*Village centers incorporate civic and public uses such as a public green or plaza, day care uses, religious facilities, a post office, transit stops, and other similar uses that support civic activity and community life.*

**Policy 6.32 Transit Access**

*Village centers shall be transit-oriented activity nodes. Bus turnouts, shelters, and clear pedestrian paths from the street to the commercial centers, transit centers, parks, and other public facilities should be incorporated into the design of the village centers.*



*Village Center Site Location Diagram*

## COMMUNITY DESIGN

### WEST VILLAGE CENTER

The west village center, located along Dyer Lane and Town Center Drive, provides a cluster of mixed-use commercial and higher intensity residential uses in the vicinity of surrounding residential neighborhoods and a range of public facilities, the new high school, and local religious facilities. The west village center also provides connections to open space corridors and roadways.

A range of locally serving retail uses are encouraged in the west village center. Such uses include restaurants and cafes, grocery stores, drug stores, delis and specialty food stores, hair salons and barber shops, laundry and dry cleaning services, video stores, hardware stores, wine stores, liquor stores, gas stations, bakeries, ice cream shops, shoe stops, appliance stores and repair shops, and other neighborhood serving goods and services. In addition, the west village center provides opportunities for a range of small offices and professional services such as dentists and doctors and accounting and real estate offices.

The west village center is designed as a mixed-use, pedestrian-and transit-oriented (bus stop) center. It is designed with higher density residential uses or offices over ground-floor retail uses, located within a 5-minute walk (roughly one-quarter mile) from the surrounding neighborhoods.

Figure 6.13 - West Village Center Conceptual Site Design



#### Legend

- 1 Community Park
- 2 CMU Site
- 3 Medium Density Residential
- 4 High Density Residential

**EAST VILLAGE CENTER**

The east village center, located at the intersection of Watt Avenue and Town Center Drive, will feature a range of locally serving retail uses and services and include a transit center and fire station. The east village center is larger than the west village center and is intended to create a higher density, pedestrian-and transit-oriented, mixed-use node of activity.

A range of locally serving retail uses are encouraged in the east village center. Such use include neighborhood retail goods and services, restaurants and cafes, grocery stores, drug stores, delis and specialty food stores, hair salons and barber shops, laundry and dry cleaning services, video stores, hardware stores, wine stores, liquor stores, gas stations, bakeries, ice cream shops, shoe stops, appliance stores, repair shops, and other similar neighborhood-serving goods and services. In addition, the east village center provides opportunities for a range of small offices and professional services such as dentists and doctors, accounting and real estate offices, public and quasi-public uses, and facilities such as day care, religious facilities, outdoor plaza, and gathering places.

The transit center provides a major bus stop and park-and-ride facilities for a bus transfer station and future bus rapid transit (BRT) service planned for Watt Avenue. It also provides connections to a streetcar system with services to the town center and to an internal bus system that will provide links to the neighborhoods, major community facilities, schools, and the town center.

Direct pedestrian and bicycle access is provided from surrounding residential neighborhoods and along adjacent open space corridors.

**Figure 6.14 - East Village Center Conceptual Site Design**

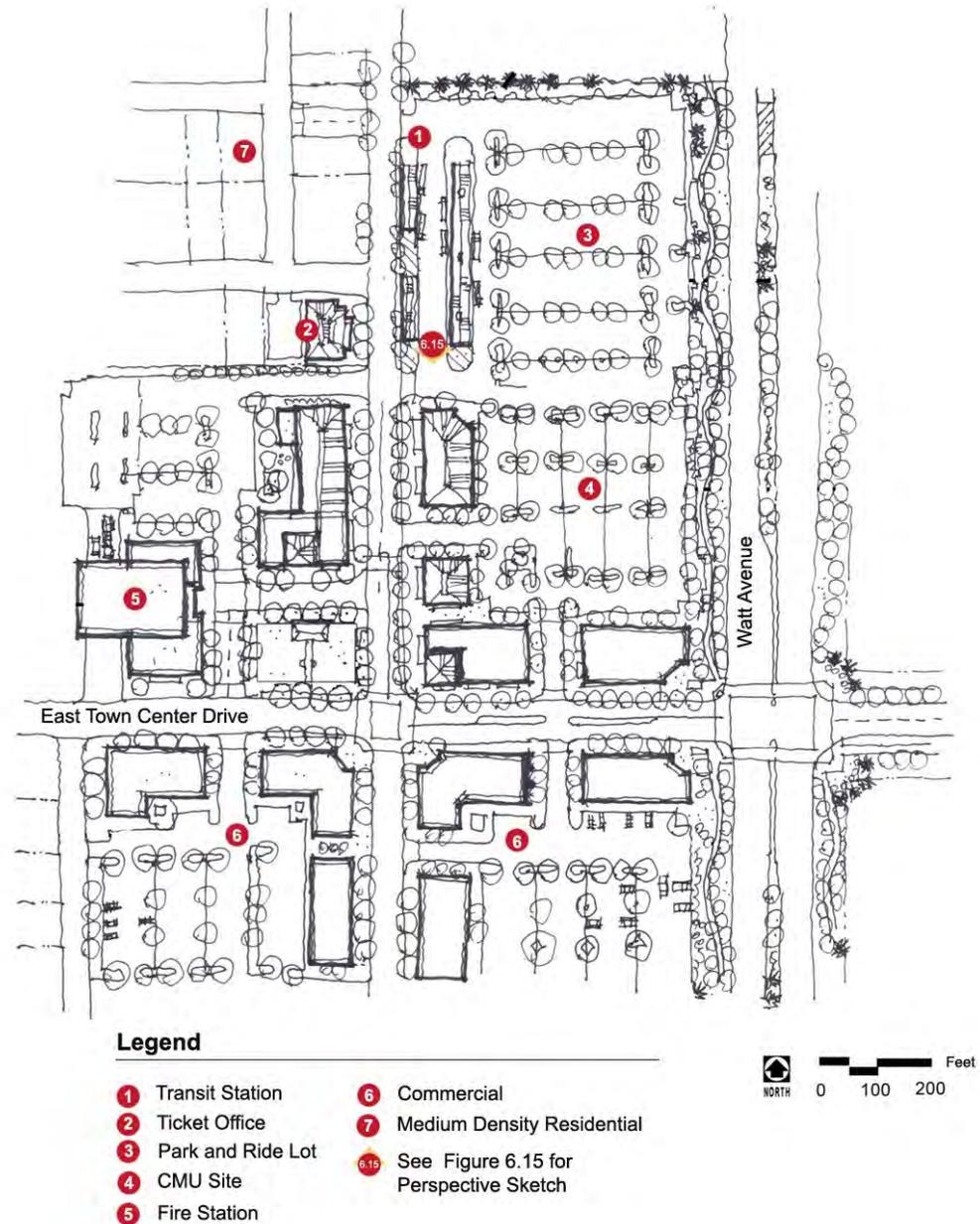
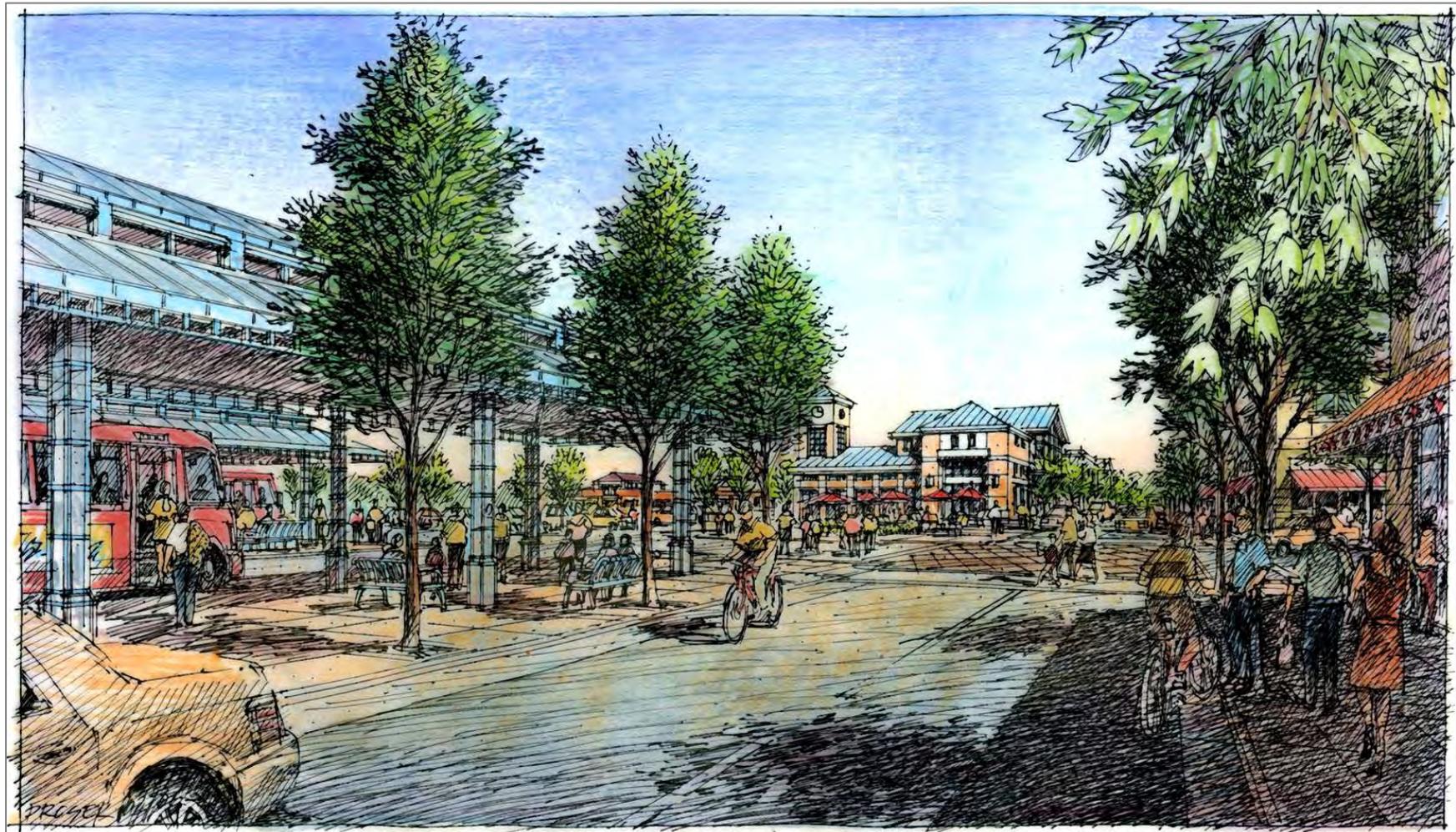


Figure 6.15 - East Village Center Perspective Sketch



## GENERAL VILLAGE CENTER DESIGN GUIDELINES

### Streetscape Design Guidelines

Walkways in the mixed-use village centers should be designed to create a pedestrian-friendly environment, should be urban in character, and should be designed with the following features:

1. Wide sidewalks designed to support the active pedestrian environment with adequate widths for strollers and wheelchairs to pass one another on the same walkway.
2. Curb ramps and design features to emphasize the pedestrian movement across traffic lanes at key intersections of thoroughfares, arterials, and collector streets.
3. Textured or colored pavement highlighted with clear white striping and bulb-outs or curb extensions at major crossings, used to improve the visibility and safety of pedestrians.
4. Attractive and consistent signage and pedestrian-scale lighting to create a sense of place and identity within Placer Vineyards.
5. Comfortable and coordinated street furniture.

### Site Design Guidelines

1. Village centers are encouraged to provide higher intensity housing and commercial uses within a convenient, 5-minute walking distance from the center.
2. The village center should be organized to provide convenient walking connections from the surrounding neighborhoods.



*A pedestrian plaza gives identity and a gathering spot for the Village Center*



*Landscaping and street furniture create a pedestrian-scale environment for the Village Center*

3. The building and site design of the village center should create a pleasant and enjoyable place that makes walking attractive and preferable to driving. The pedestrian experience should include large-canopy street trees, landscaped spaces, and seating areas.
4. Streets and pedestrian paths should be interconnected with the surrounding neighborhood to encourage walking and cycling and distribute traffic to minimize volumes on local streets.
5. Transit stops should be located in the core of the village center with shelters, seating and other pedestrian amenities all in close proximity to other village center uses.
6. Parking for the village centers should be clustered in smaller parking courts behind buildings, away from the main public view, and should allow for shared use by all village center land uses and property owners.
7. For mixed-use projects, parking may be shared between uses, as defined in Policy 3.20.
8. Pedestrian amenities, landscaping, furniture, signs, and lighting should conform to a common landscape design theme to help provide a consistent village image and character. The theme should strive to create a consistent and pedestrian-scale treatment to buildings and the landscape without being overly historical in approach, or relying on styles that may become outdated in the near future.

## COMMUNITY DESIGN

### Building Design Guidelines

1. Each village center should have its own unique design elements that distinguish it from other village centers.
2. Buildings in the village center should be designed with a consistent theme or architectural character, using a similar family of building materials, building styles, design elements, and use of color and details. Earth tones and natural materials are encouraged.
3. Buildings should be clustered close to street sidewalks and provide multiple windows and entries on the ground floor to activate the pedestrian space and increase the safety and visual control of the street.
4. Use of architectural elements that create a more active street life and pedestrian scale at the street level are encouraged. Such elements include ground-floor commercial windows; entries; awnings, overhangs, and arcades; outdoor seating, eating areas, and sidewalk seating; street trees for shade; pedestrian-scale lighting; signage; public art; and other streetscape elements.



*Building materials, colors, and architectural features should be coordinated to give a unique identity to the village center*



*Buildings with architectural elements on the ground floor and street furniture close to the sidewalks provide interest and activity for the pedestrian*

### 6.3.5 BASE LINE ROAD REGIONAL COMMERCIAL CORRIDOR

The Base Line Road commercial corridor is intended to provide services and promote a balance of employment in the region, as well as generate revenue for the County. It includes business parks, offices, regional commercial centers, and a power center.

**Goal 6.21** Provide attractive commercial development and a mix of uses along Base Line Road that provide employment, attract economic development, a diverse base of tenants, and is easily accessible to the community.

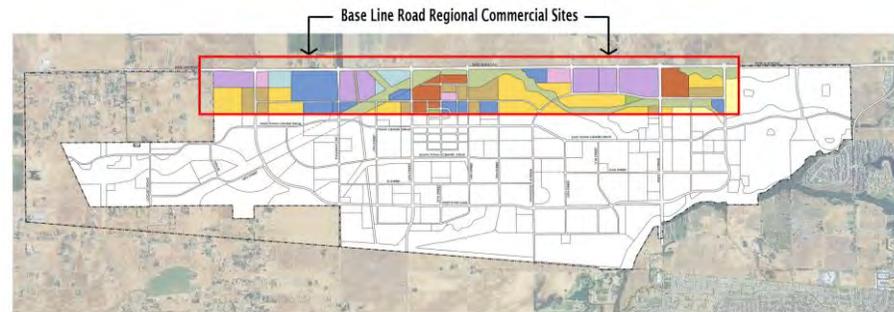
**Policy 6.33 Base Line Road Commercial Corridor.**

*The Base Line Road commercial corridor offers products, services, and employment catering to the broader Placer Vineyards region. It is guided by the following standards:*

1. *The Base Line Road commercial corridor will provide easy access and transportation connections to neighborhood areas;*
2. *Direct access connections shall be avoided from Base Line Road (see Policy 5.12, Access within the Development Site);*
3. *Structures in the Plan Area (not including parking and landscaping uses) located immediately south of lands in active rice farming or lands under the Williamson Act contract, shall be setback 200-feet from the existing Base Line Road northern edge of pavement (see Policy 3.28 and Figure 3.4).*

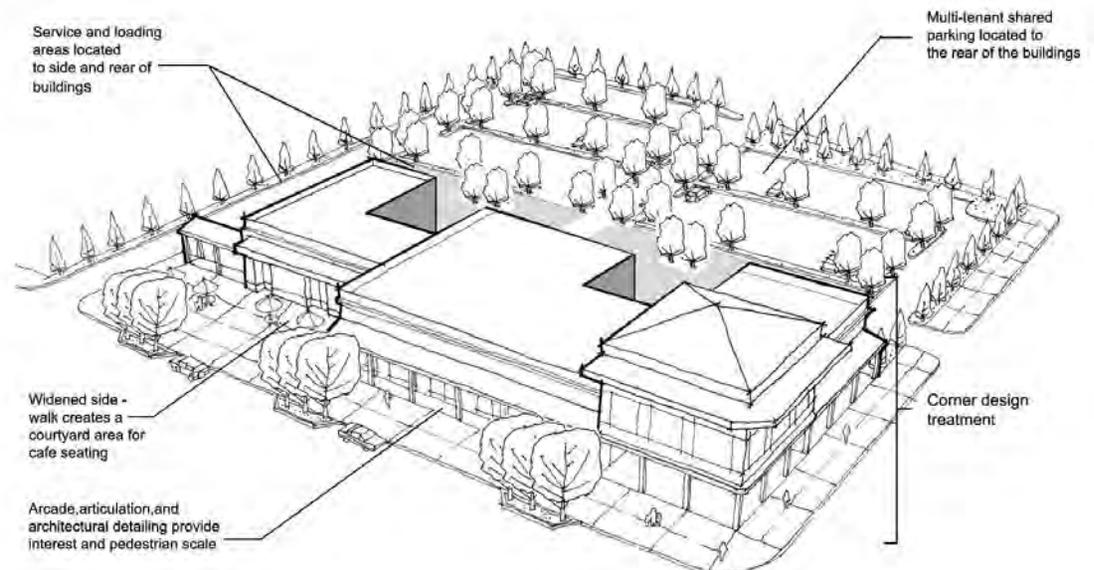
**Policy 6.34 Commercial Center Design.**

*Commercial buildings located next to Base Line Road and a 50-foot landscape corridor shall provide buffers internally in the Plan Area to the noise and traffic generated on Base Line Road.*



*Regional Center Site Location Diagram*

**Figure 6.16 - Conceptual Commercial Center Site Design**



## COMMUNITY DESIGN

### ***Policy 6.35 Location of the Power Center.***

*A Power Center will be strategically located in the Base Line Road commercial corridor at the southwest corner of Watt Avenue and Base Line Road to supply large-volume goods and services.*

### **Design Guidelines for Regional Commercial Centers**

1. Encourage buildings to be clustered to allow for internal courtyards and landscaping that minimizes views of parking areas and allows separation of parking and vehicular traffic from the pedestrian experience. Place buildings in close proximity to high-use pedestrian and transit streets to shorten the distance between transit and building entrances.
2. Design for site accessibility
  - a. Provide wide sidewalks and walkways from parking areas and transit stops.
  - b. Provide bicycle facilities, seating, and other pedestrian amenities at a convenient location to building destinations.
  - c. Use textured, colored pavement, and on side streets with no thru-traffic. signage to delineate pedestrian areas and bikeways from vehicular areas.
  - d. Provide plenty of shade along sidewalks, commercial frontage, and access routes
3. Design commercial sidewalks at a comfortable width to allow for adequate pedestrian access and visibility between adjoining retail storefronts and outdoor activity.



*Cluster buildings around courtyards to insulate the pedestrian from the traffic and view of the parking areas*



*Delineate pedestrian walkways from vehicular surfaces*

- a. Design sidewalks with appropriate and coordinated pedestrian furniture including seating, trash receptacles, pedestrian lighting, newspaper racks, bicycle parking areas, drinking fountains and signs.
  - b. Establish an internal primary street front but allow variations in the placement of buildings that front directly onto commercial sidewalks. This variation is intended to accommodate building entries or additional café seating, landscape courtyards, and plaza spaces that function as outdoor spaces and encourage pedestrian activity.
4. Give special design treatment to street corners which are the most visible areas of the site and natural focal points. Buildings are encouraged to be placed at street-corner intersections.
  5. Organize buildings on larger aggregated sites to avoid large parking areas that separate the pedestrians from their destinations.
    - a. On-street parking is encouraged within the parking lots of regional commercial sites or on side streets with no thru-traffic.
    - b. Shared parking is encouraged on multi-tenant sites.
    - c. Plant deciduous canopy trees in parking lots and provide shade along sidewalks (see Policy 6.25 for parking lot shading requirement).
  6. Separate access for loading from the primary driveway access. Loading areas and trash containers are encouraged to be located behind buildings or to the sides of buildings, accessed by service alleys, or screened by walls and landscaping.

**6.3.6 NEIGHBORHOOD COMMERCIAL CENTERS**

Neighborhood commercial centers are intended to provide a range of neighborhood-oriented retail services and products to the residential neighborhoods immediately surrounding them. These centers are sized to allow major tenants, such as supermarkets, drug stores, and hardware stores, as well as convenience service stations, fast-food restaurants, and support office uses, including real estate, insurance and dental offices.

Generally sited on the corners of major arterial and collector intersections, neighborhood commercial centers are located near higher density residential uses, public/ quasi-public uses, and parks and open space.

More than just convenience retail centers, neighborhood commercial centers provide focal points of activity within the local neighborhood. Designed to encourage pedestrian access, they serve as local gathering places that enable other forms of neighborhood activity and interaction to occur.

**Goal 6.22** Provide local neighborhood services within the community designed to be easily accessible and pedestrian friendly.

***Policy 6.36 Neighborhood Commercial Centers.***

*Neighborhood commercial centers are mixed-use core areas that provide local services and retail to serve the surrounding neighborhoods. These centers will provide neighborhood commercial needs, offering professional services, public/ quasi-public facilities, high density residential uses, and easy access to transit services.*

***Policy 6.37 Pedestrian Access.***

*Neighborhood commercial centers shall be designed to encourage pedestrian access along the face of commercial buildings and along public sidewalks.*

***Policy 6.38 Auto Access.***

*Auto access connections shall be designed to slow and discourage cut-through traffic with the use of traffic calming devices, stop signs, or delineated pedestrian crossings and other features.*

***Policy 6.39 Transit Access.***

*Bus turnouts, shelters, and clear pedestrian paths from the street to the major commercial tenants shall be incorporated into the design of neighborhood centers.*



*Neighborhood commercial area with outdoor seating along pedestrian walkway*



*Mixed-use neighborhood commercial center integrated into the surrounding residential neighborhood*

**Design Guidelines for Neighborhood Commercial Centers**

1. Covered walkways and awnings should front on to major anchor stores and connect with other multi-tenant retail shops.
2. Bicycle and pedestrian trails should be provided to allow convenient access between neighborhood commercial centers and surrounding residential neighborhoods.
3. Buildings should be oriented to and located next to pedestrian walkways and street edges. Parking should be placed behind or to the side of buildings to minimize its appearance.
4. Pedestrian-scale street lights shall be provided at appropriate spacings, at street intersections, within parking lots, and along pedestrian alleyways and walkways. Street lights should be equipped with standards for hanging decorative banners, flags, and flower baskets. The maximum height for street lighting shall be 14 feet.
5. For mixed-use sites, parking may be shared between uses, as defined in Policy 3.20.
6. Loading access should be separated from the primary driveway access. Loading areas and trash containers should be located behind buildings, to the sides of buildings, accessed by service alleys, or screened by walls and landscaping.

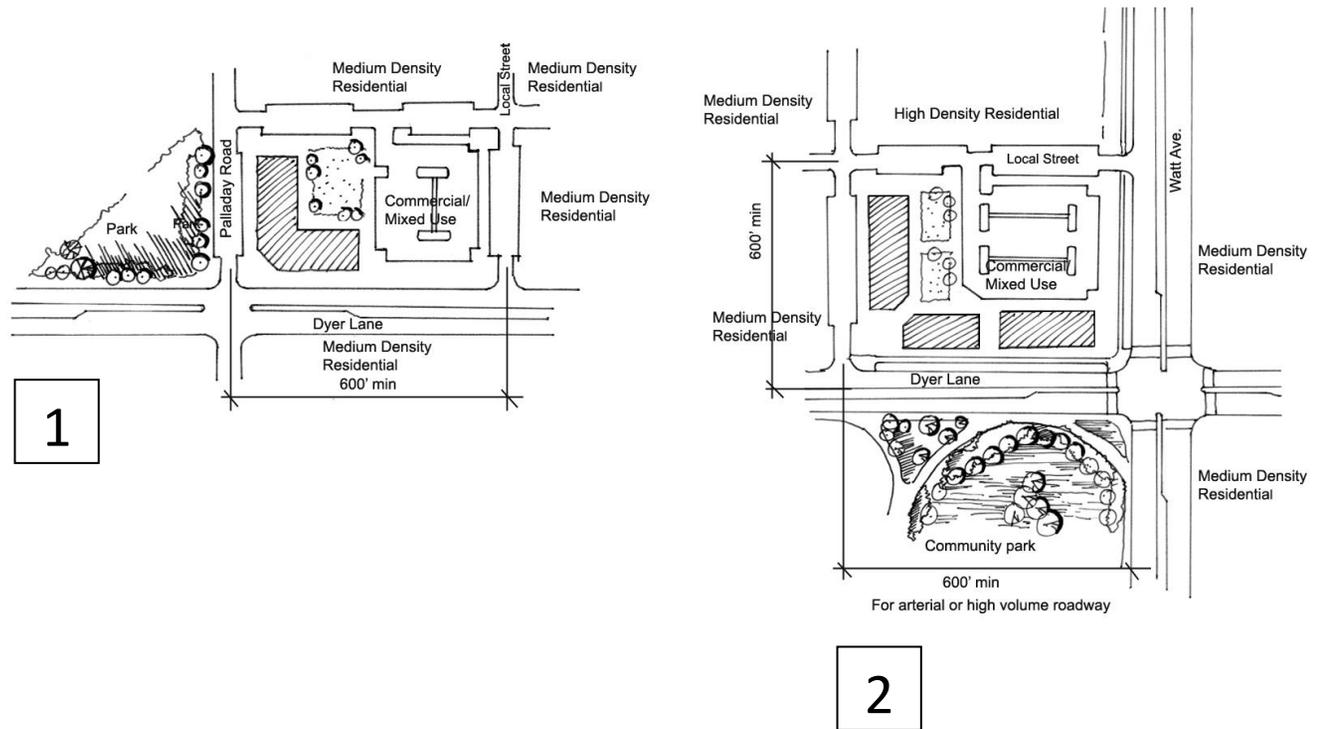
COMMUNITY DESIGN

**Figure 6.17 -- Conceptual Access Diagram into Neighborhood Commercial Sites**

The following diagrams address recommended access into commercial/mixed-use sites for two test sites in the Plan Area. Access into commercial sites should be avoided on arterial and major roadways and should instead be provided from secondary streets. The recommended minimum spacing from an intersection to a development driveway encroachment onto a major arterial or collector street is 600 feet. Minimum distances onto a local collector or low-volume road segments shall be 300 feet.



*Neighborhood Commercial Center Key Diagram*



## 6.4 NEIGHBORHOOD DESIGN

Placer Vineyards is organized as an assembly of neighborhoods, each designed with distinct site attributes, anchored with community-serving amenities, and connected through a system of roadways and greenways. The following design guidelines are intended to promote quality design and a cohesive residential environment for a wide array of single-family (detached and attached) and multi-family housing types. It also provides guidance for the siting of homes in relationship to the street, to open space, and to other neighborhood features.

- Goal 6.23** Create distinct districts and neighborhoods that help define a sense of place and character within the larger Placer Vineyards community.
- Goal 6.24** Design new development that is attractive, functional, and adds to the creation of a sense of place for the Placer Vineyards community.

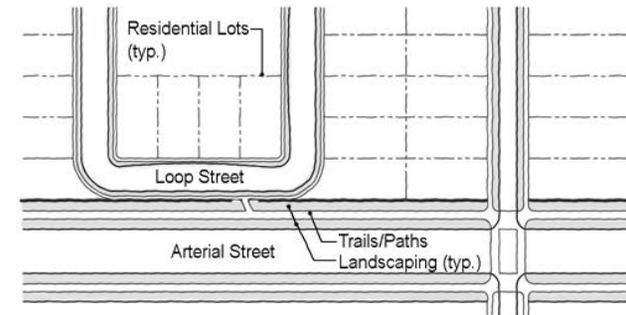
### 6.4.1 GENERAL LOT DESIGN

- Goal 6.25** Promote lot design and development standards that respond to the unique characteristics of the site and provides the basic organizing framework for each development, but allows flexibility to accommodate a wide range of land use and housing types, styles, and design solutions.
- Goal 6.26** Encourage new, creative, and imaginative site designs that provide a variety of solutions to land use types throughout Placer Vineyards.

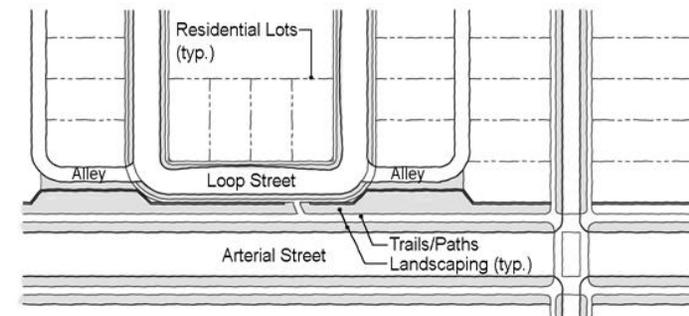
**Policy 6.40 Lot and Development Standards.**

*All development in Placer Vineyards shall comply with the intensities found in Table 3.3 in Chapter III, "Land Use," and in Appendix A, "Land Use and Development Standards."*

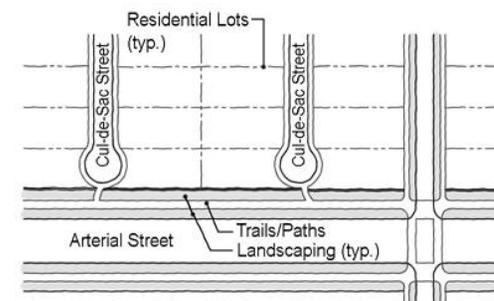
**Figure 6.18** Lotting Conditions Adjacent to Major Roadway



*Plan A: Lots Fronting on Loop Road with Alley Access*



*Plan B: Lots Fronting on Loop Road*



*Plan C: Open Ended Cul-de-Sac Options*

## COMMUNITY DESIGN

### Design Guidelines for Residential Lotting

1. Residential lotting adjacent to major roadways should minimize the need for continuous sound walls through the use of a variety of road and lot configurations. Possible alternative lotting and road configurations are provided in Figure 6.18. Also refer to policies 6.43 through 6.49.
2. Residential lots should be organized in block layouts that encourage walking, biking and use of alternative modes of transportation.
  - a. Neighborhoods should be organized into smaller recognizable subareas, where feasible, with schools and neighborhood parks as focal points.
  - b. Residential blocks and streets should be organized in a pattern that reduces regional thru-traffic.

### 6.4.2 RESIDENTIAL DESIGN

The Placer Vineyards Plan is based on the concept of interconnected residential, commercial, and open space areas. Neighborhood residential policies encourage connections to collector streets between the properties of different parcels and between phases of the same parcel. This concept of interconnections is represented in Figures 6.19, 6.20, and 6.21.

- Goal 6.27** Develop residential areas as open and linked neighborhoods that encourage alternative modes of transportation—walking, biking, and transit use—with a school or neighborhood park located within easy walking distance of the surrounding community as the focal point.
- Goal 6.28** Create an interconnected community that increases the opportunity for pedestrians to make shortcuts by providing points of access from residential neighborhoods.
- Goal 6.29** Provide a diversity of neighborhood streetscapes and architectural designs. Variety in design character helps to reduce the visual repetitiveness of neighborhoods and contributes to a sense of scale that relates to the street and de-emphasizes the automobile as the dominant visual component in the physical landscape.

### ***Policy 6.41 Residential Neighborhood Site Design.***

*Residential neighborhood site design shall provide opportunities for pedestrian and bicycle connections to core areas and other neighborhoods.*

1. *Streets shall be laid out in a pattern that allows for internal connections between adjacent residential neighborhoods without having to drive to an exterior thoroughfare or arterial street.*
2. *Residential developments shall be compatible with and connect to the broader community.*
3. *Residential developments shall avoid using sound walls, when possible, or site designs that insulate or separate the development.*
4. *Residential development shall be designed to have single-loaded streets, located along parks, drainage ways and open space areas. Single loaded streets shall always be provided adjacent to the Dry Creek corridor. Frontages without single-loaded streets may also be approved under certain conditions. Potential conditions when side-on or back-on lot designs next to parks or open space may be approved are:*
  - a. *In small housing development areas where fronting streets is difficult or infeasible, and*
  - b. *Frontages along drainage corridors when frequent openings (i.e. open-ended cul-de-sacs and pedestrian ways) are provided.*

*When homes are planned to back onto parks, drainage ways, and open space areas, rear lot conditions shall not extend more than 400-feet without being broken with an open-ended cul-de-sac or pedestrian accessway.*

### ***Policy 6.42 Gated Developments.***

*Gated developments are allowed but not encouraged in the Plan Area. Gated developments will only be allowed at the discretion of the County. When evaluating gated development proposals, the County will ensure that the development is well integrated into the fabric of the Specific Plan and that public pedestrian connection areas through the gated community are provided to adjacent developments and open space areas. The County will also ensure that the design and location of the gates will provide safe and sufficient circulation for emergency service providers and the ability for vehicles to turn around in front of the gate to prevent them from backing out into the adjacent roadways. Gated communities must be designed to ensure that through streets are provided, connecting adjacent neighborhoods and developments and that overall traffic circulation within Placer Vineyards is accommodated.*

Figure 6.19 - Conceptual Residential Interconnections Diagram



COMMUNITY DESIGN

Figure 6.20 - Residential Site Design Example (DISCOURAGED)



Figure 6.21 - Residential Site Design Example (ENCOURAGED)

