

Commercial Development

Esparto should be a vital, active place with a mix of complementary commercial uses. The goal for Esparto is to revitalize the commercial uses to facilitate pedestrian activity. Retail, service businesses and dining establishments are particularly appropriate for this use.

Height, massing and scale should reflect the existing town, and should be not greater in height than existing downtown buildings in the Esparto community.

All commercial sites, especially in the downtown areas, buildings shall be located near the street perimeter. Such siting reinforces the streetscape and helps to provide additional screening for large parking areas. Decorative sidewalks, paving, street furniture, traditional street lighting, and landscaping is encouraged in the downtown areas.

Buildings in the downtown commercial area should exhibit similar features as the traditional “Main Street” in new, innovative ways. Storefront buildings should have the following features:

- Display windows at the sidewalk edge
- High quality construction and materials
- Awnings shading features and storefront level
- Accentuated/Recessed entries
- Pedestrian oriented signs/clearly delineated

Buildings in the downtown area shall align with the sidewalks edge, define the pedestrian zone and provide a sense of scale and visual interest for the pedestrian. This pattern of development is essential to enhance the vibrancy of the downtown area.

All development in the downtown area shall provide interest at the street level to enhance the pedestrian experience.

- Buildings along the downtown area shall have a zero front setback.
- Primary building facades should be parallel to the front property line except where significant vistas, plazas, or courtyards are provided.
- Outdoor spaces that result in unusable space between buildings shall be prohibited.

Ground floor levels of buildings shall incorporate the following design features:

- Display windows and cases
- Outdoor dining areas
- Public displays of art
- Canopies/Awnings and Trellises
- Landscaping, shade trees and benches

Existing mature trees shall be incorporated into the design of the project to the maximum extent feasible. Any removal of existing trees shall be brought to ECAC.



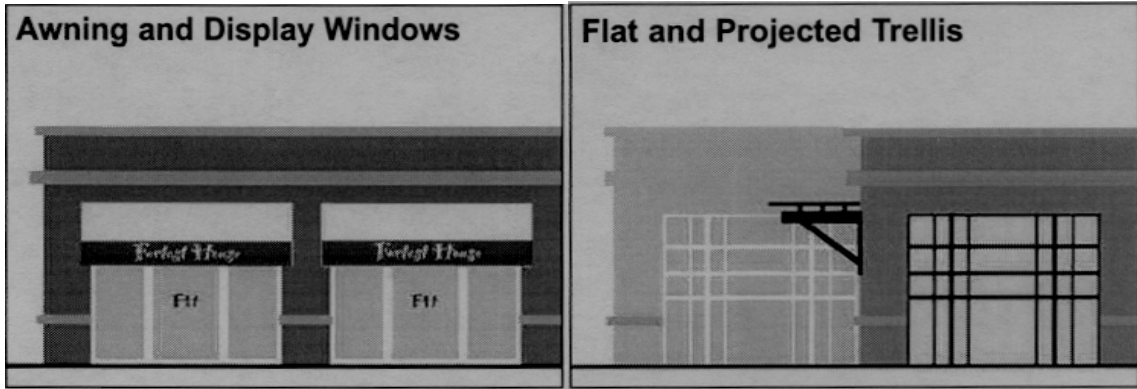
Lack of trees is undesirable.

Implementation of a streetscape plan for principal pedestrian and gateway streets that includes coordinated street trees, directional signage, furniture, lighting and improved pedestrian street crossings are desired.

- New commercial buildings shall be set back a minimum of 20 feet from adjoining residential neighborhoods.
- Lights shall be hooded, and located and designed to not shine offsite.
- Rooftop mechanical and service equipment shall be screened using fencing, landscaping, walls, or a combination thereof.

- Buildings should be oriented so that the entrances are clearly identifiable and directly accessible from a sidewalk. Buildings should be accessible for pedestrians and public transit users, not just people driving private automobiles.
- Buildings shall be oriented to allow for the use of common driveways, especially along arterial streets, where a reduction in the number of curb openings will enhance the streetscape and promote traffic safety.
- Service areas (loading, docks, refuse collection areas and similar facilities) which could be sources of odor, noise, and smoke, or could be visually objectionable, should not be located in highly traveled areas.
- Sidewalks and plazas shall be made comfortable for use by pedestrians through the use of landscaping, overhangs, and canopies in order to provide shade and non-heat absorbing materials.
- Where the development is located on an established bus route, bus turnouts and shelters should be incorporated in the site design.
- Site Planning for commercial development should emphasize a strong relationship to the adjoining street, between the buildings and transit stops and between the building sites. Pedestrian access should be separate from vehicular access, where feasible, and emphasized with textured paving, landscaping and lighting.
- Whenever possible, new commercial buildings should be arranged on a site to create outdoor “rooms” or “courtyards”. When this type of arrangement is not practical, buildings on a site should be linked visually through architectural style, colors and materials, signage, landscaping, design details such as light fixtures, and the use of an arcade, trellis or other open structure.

In commercial areas where in-fill development is contemplated and the pattern of existing development has resulted in a majority of buildings constructed at the back of the adjoining sidewalk, new development should continue this pattern. In such cases, parking should be placed behind the building so that there are no spaces or vehicular access points parallel to the sidewalk located between the sidewalk and the front building face.



In general, commercial buildings on a site should be oriented with the main entrance toward the adjoining street. Exceptions may include commercial or office space that are oriented around the parking or shared open space. The design of these projects should also consider the appearance from the streets. In such cases, the building should have its major façade parallel to the street.

Shopping centers shall have covered walks, seating areas and other features to help create a pleasing pedestrian experience.

Opportunities for public use should be incorporated into the design of public spaces.



Drive-thru facilities (for banks, fast-food restaurants, etc.) must not face a public street. Stacking areas for vehicles shall be screened from view and be designed as an integral component of the on-site circulation system.

Conformable and attractive street furniture that is accessible to the physically disabled should be provided in public spaces for public enjoyment and comfort. Street furniture may include seating and tables, drinking fountains, trash receptacle, information kiosks, and directories.

Parking

Parking should be screened and visually subordinate to the development. Parking lots should not overwhelm the appearance of the site, or views from the site and should incorporate landscaping for all areas not used for vehicle storage, access or circulation. Plants, berms and low walls, or a combination of these features should be used to help screen parking from adjoining streets.

Parking lots shall be landscaped both on the interior and around the perimeter. In general, a planter should be provided at intervals sufficient to achieve an overall canopy of trees and should generally have minimum dimensions of six feet by eight feet. However, there should be flexibility to this requirement to reflect site constraints, especially on smaller parcels.

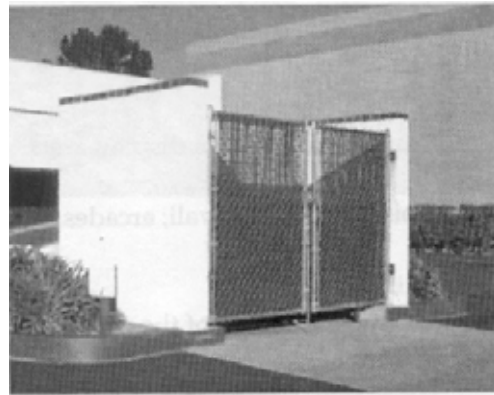
- All parking lots shall provide landscaping and shall be setback a minimum of 10 feet from the street. The setback area shall be landscaped to screen parked vehicles from public view.
- Landscaping shall be interspersed throughout a parking lot to soften the appearance of the paved area.
- Common driveways that provide access to more than one commercial sites are encouraged and shall be utilized whenever possible.
- Parking lot access points should be located as far as possible from the intersection so that adequate on-street stacking is provided. The number of driveways serving a site should be limited to the minimum number necessary for adequate circulation.
- The use of landscaping and accent paving can help define the beauty of a project entrance as viewed from the street. The vehicular entrance to a project should be clearly defined and provide adequate site distance for vehicles and pedestrians
- When commercial building sites are developed in phases, vacant building pads shall be landscaped with hydro-seed, sod, or other suitable plant materials.
- Existing mature trees shall be incorporated into the design of the project to the maximum extent feasible.

Trash and Dock Sites

Loading from view and where noise, odors and other potential nuisance impacts to surrounding properties may be minimized. Access to loading and storage areas should be incorporated into the circulation plan for the site and should provide separation from pedestrian and auto circulation.



Undesirable



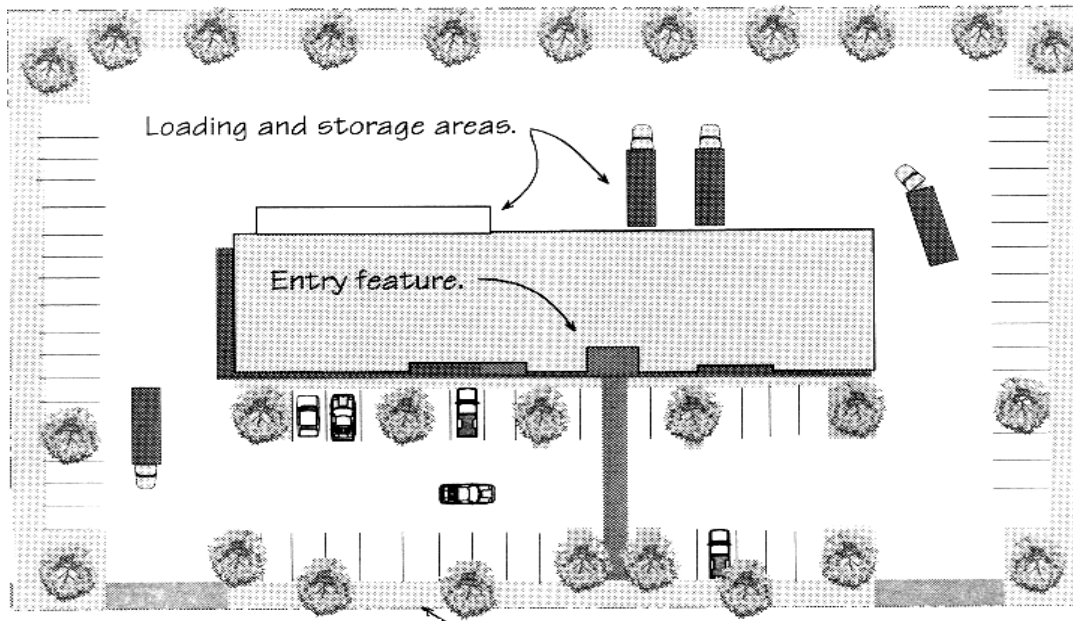
Desirable

Trash areas shall be screened and located away from adjoining residential neighbors.

Industrial Design

Site Planning for industrial development should address the following principles as shown below:

- Controlled and shared site access whenever feasible.
- Service and loading areas located at the rear or side of the building and screened from public view.
- Safe and convenient vehicular access in which truck access is separated from visitor/employee parking uses.
- Emphasis on the main entrance to the building with designated pedestrian access to the main entrance of the building.
- Landscaping within the parking lot areas and in areas visible from the public right-of-way. Berms shall be constructed along the public right of ways to provide visual relief from the street.
- Signage, landscape and building framing a business entry and primary street.



1. Building setbacks should be proportionate to the scale of the buildings. Larger structures should be set back further on the lot to provide balance with open space and so that buildings do not impose upon neighboring properties. Large expanses of parking areas shall be avoided.

2. Access to new light industrial development fronting on Highway 16, shall make use of common driveways to the extent feasible. Views from Highway 16 and adjoining land uses shall be considered when siting industrial buildings.

3. Access to industrial projects shall be through established truck routes, and other major roads and not through residential areas.

4. The storage and delivery of hazardous materials shall be consistent with the requirements of the Esparto Fire District and Yolo County.



5. The visual presence of parking and loading areas should be de-emphasized in planning and design. Examples include, tree selection, lighting, furniture, signage, decorative walls, arbors, pylons, trellises, and other design elements as follows:



6. Streetscapes should reinforce urban design concepts for the business center. This includes creation of gateway elements, defining focal points, framing views and edges, and highlighting architectural features.

7. Parking should be to the rear or side of buildings to allow them to front on public streets.

8. Loading areas should be located to rear or inside side yards.

9. For corner parcels, parking should be from primary streets and service areas from secondary streets.

10. Landscaping should contribute to the “sense of place”. It should enhance the definition and distinctiveness of courtyards and other public places.



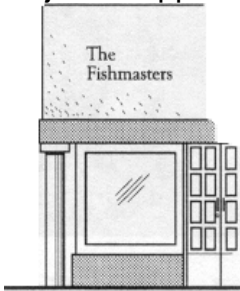
Signs and Signage



The standards and guidelines set forth in this section shall apply to properties within the Community Commercial (C-2) and General Commercial (C-3) Zones in Esparto.

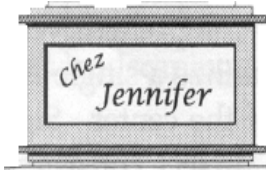
All proposed signs consistent with the guidelines stated herein shall require approval of a building permit.

Signs not consistent with the guidelines stated herein, shall be subject to approval by the Planning and Public Works Director.

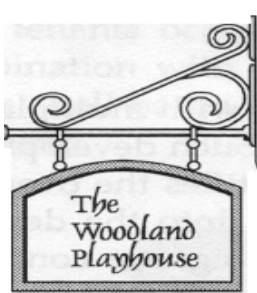


Non-conforming signs within the Community Commercial (C-2) and General Commercial (C-3) are encouraged to comply with these sign provisions.

New buildings in the Esparto Downtown should be designed with consideration for the incorporation of signage and lighting.



New buildings and additions must be designed to allow for signs appropriate in scale and location to the use and the neighborhood. Signs shall be architecturally integrated with their surroundings in terms of size, shape color texture, and lighting so that they are complementary to the overall design of the building.



Signs shall be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience.

Design elements such as window patterns (vertical and horizontal rectangles, arches, squares, etc.) will help determine the sign shape that will suit the building.

Signs that encroach or project over the public right-of-way shall be subject to approval of an encroachment permit.

Exterior building lighting should be used to accentuate the building design and the overall ambiance of the Downtown with emphasis on the following features:

- Highlight architectural details and features with lighting integrated into the building design.
- Façade lighting should provide for a sense of vibrancy and safety without resulting in excessive light and glare.
- The innovative use of lighting is encouraged.
- Energy conservation and efficiency should be considered.

Placement

The architecture of the building often identifies specific locations for signs, and these locations should be used.

- The size of signs shall be in proportion to the size of their location
- Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square frontage allowed in the zoning code.
- To minimize irreversible damage to masonry, all mounting and supports should be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- Signs that are replaced on stucco exteriors can result in unattractive “patched areas”. These potential maintenance problems shall be addressed during the approval process for the sign replacement.

All signage shall be compatible with the building and site relative to colors, materials and placement, and shall respect established architectural and/or historical character desired by Esparto.

All signs are to constructed of **high quality materials** such as stone, wood, cast concrete, tile or similar materials. Bare wood, metal or other non durable materials shall be reviewed on a case by case basis.

For commercial development with **multi tenants**, a comprehensive sign program for the entire center is required. Such development shall use a single monument style sign on each street frontage that identifies then overall name of the center.. Signs for individual tenants shall be incorporated into the design consistent with the guidelines and standards for signage in these guidelines.

Signs shall be designed with permanent [non-changeable] graphics that are either back-lit or illuminated by means of a recessed light fixtures at the sign base. Back-lit sign letters fixed directly to the sign face are encouraged over cabinet signs or other type signs of lettering.

Flashing or message board signs are not allowed.

Freeway Signs

- Signage at the State highway shall be compatible with the scale and character of the development it serves.
- Monument signs are preferred to identify individual businesses.
- Pole mounted signs are not acceptable such are used on freeways.

