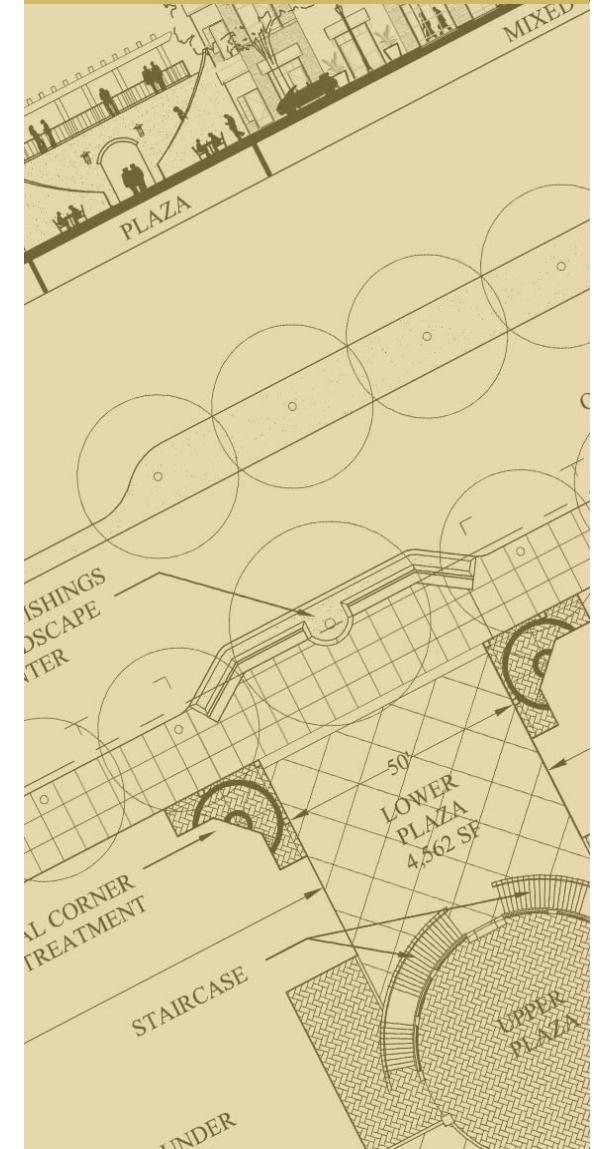


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Chapter 2:

Commercial & Commercial Mixed-Use Project Types



Purpose

As within other cities and urban areas in California and around the country, opportunities for commercial development in Chico have experienced a marked transition due to the prevailing economic downturn that has resulted in changing lifestyles, competing development projects, purchasing patterns, the distribution of merchandise, and innovations in transportation and communication.

As these changes occur, opportunities for new uses within existing commercial buildings are created (adaptive reuse) and future opportunities with new or infill commercial development may be available through mixed-use projects that more fully contribute to the overall vitality and attractiveness of a neighborhood or commercial area.

The purpose of this chapter is to offer design guidance for commercial and commercial mixed-use projects that result in rich aesthetics that reinforce a sense of place, a positive orientation to the street, and emphasize a pedestrian-scale.

Applicability and Use Types

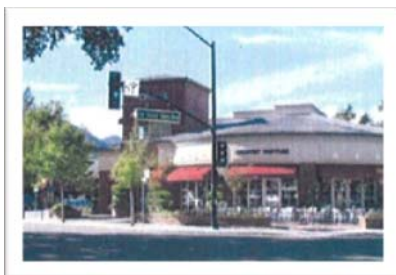
This section includes a listing of the project types with general descriptions for which the design guidelines in this section apply.

- ❖ Neighborhood Commercial
- ❖ Mixed-Use Neighborhood Commercial
- ❖ Community Commercial
- ❖ Community Services
- ❖ Community Mixed-Use
- ❖ Regional Commercial



Neighborhood Commercial

This project type is intended to serve daily needs of residents living in surrounding neighborhoods. Typical uses include small to medium sized grocery stores, drug stores, dry cleaners, and coffee shops. This category also allows for the integration of office and public/quasi-public uses, and may include residential development in accordance with General Plan density allowances.



Mixed-Use Neighborhood Commercial

This project type accommodates businesses, institutions, and service organizations serving the daily needs of nearby residents. Allowable uses include retail shops, small-scale financial, business and personal services, and small-scale restaurants. Residential uses are allowed above ground floor services in accordance with General Plan density allowances.



Community Commercial

This project type provides retail services, restaurant, and entertainment uses for a broader community market. Typical uses include a combination of general retail, restaurant, and office uses. This category may also include large retail stores, lodging, entertainment, public/quasi-public, indoor and outdoor recreational facilities, and may include residential uses in accordance with General Plan density allowances.



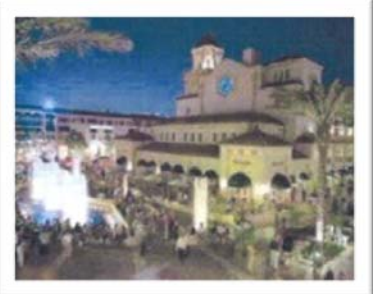
Commercial Services

This project type is intended to provide sites for more intensive commercial business not permitted in other commercial areas often because they attract high volumes of vehicle traffic. Allowable uses include automobile sales and services, building materials, nurseries, large equipment rentals, and similar uses. Offices not accessory to a permitted use are excluded. Small restaurants and convenience stores are allowed as ancillary uses, subject to appropriate standards.



Commercial Mixed-Use

This project type encourages the integration of retail and service commercial uses with office and/or residential uses. In mixed-use projects, commercial use is the predominant use on the ground floor. Parking for mixed-use projects may be combined or separated, depending on the characteristics of the project. This listing may also include hospitals and other public/quasi-public uses.



Regional Commercial

This project type provides for a horizontal or vertical mix of integrated retail, office, and residential uses that serve both the entire City and the region. Large retail stores, restaurants, public/quasi-public uses, and entertainment venues are common.

1 Site Design

Design Intent

To create an attractive project that is functional and accessible to pedestrians, bicyclists, and motorists by incorporating unique contextual features surrounding a given site.

The Site Design section includes the following subsections:

- 2.1.1** Building Placement and Orientation
- 2.1.2** Circulation and Vehicle Parking
- 2.1.3** Bicycle/Pedestrian Amenities

SITE DESIGN

Design Guidelines (DG)

DG 2.1.11 - Strengthen neighborhood identity by incorporating design elements that reflect the surrounding neighborhood or environment.

DG 2.1.12 - Foster a sense of security by allowing surveillance from the street and from neighboring structures.

DG 2.1.13 - A dominant element that is obvious from the street, and provides a clear and unobstructed pedestrian path.

Cross Reference: General Plan Policy CD-G-44.

2.1.1 BUILDING PLACEMENT AND ORIENTATION

🔑 Design Objective

Make a positive contribution to the streetscape with consideration of building scale in relation to adjacent streets and neighborhoods.



Pedestrian scaled lighting

Pedestrian scaled spaces increase usability

DG 2.1.11, 2.1.12 & 2.1.13



DG 2.1.11



DG 2.1.11

Design Guidelines (DG)

DG 2.1.21 - Include safe and convenient bicycle and pedestrian connections to near-by residential, commercial, and retail areas. Retrofit and remodel with such design features where feasible.

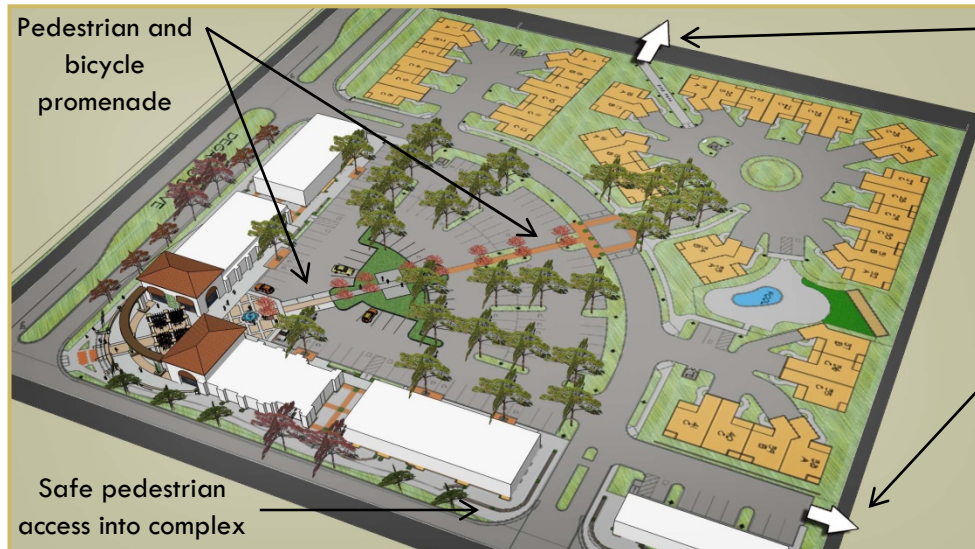
DG 2.1.22 - Provide highly identifiable and amply wide (such as a minimum of six-feet) sidewalks for safe and convenient customer access to primary building entrances and through parking lot areas.

DG 2.1.23 - Provide safe pedestrian and bicycle crossings across parking lot driveways. To delineate pathways, visible changes in texture and or color are recommended.

2.1.2 CIRCULATION AND VEHICLE PARKING

Design Objective

Support and provide design elements for safe and convenient movement of pedestrians, bicycles, and vehicles in new shopping areas.



DG 2.1.21, 2.1.22 & 2.1.23



DG 2.1.21- Contrasting colors and textures



DG 2.1.21 & 2.1.22

Safe bicycle and pedestrian access between residential and commercial

Safe vehicle, bicycle and pedestrian access between commercial developments

SITE DESIGN

Design Guidelines (DG)

DG 2.1.24 - Incorporate design features that include pedestrian, bicycle, and public transportation amenities.

DG 2.1.25 - Screen parking areas from street views and avoid elevating parking area grade above street grade.

DG 2.1.26 - Minimize the visual impact of vehicles by locating parking areas to the rear or sides of developments rather than along street frontages.

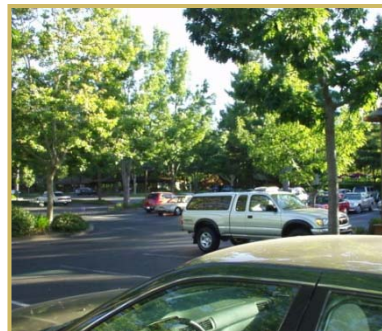
DG 2.1.27 - Minimize views of parking areas to allow the architectural significance of the buildings and landscaping to take precedence. Parking that exceeds the minimum required by City code is discouraged.

DG 2.1.28 - Provide shade trees per City code standards.

Cross Reference: Chico Municipal Code 19.70.060 B.1.



DG 2.1.24, 2.1.25, 2.1.26 & 2.1.27



DG 2.1.28



DG 2.1.25



Expansive, unshaded lots

Recommended

Not Allowed

Design Guidelines (DG)

DG 2.1.31 - Provide covered bicycle parking with compatible architectural design in all commercial developments.

DG 2.1.32 - Locate bicycle parking close to main entrances.

DG 2.1.33 - Clearly designate bicycle and pedestrian routes through parking lots by signage, special surface treatment, overhead features, shade, or landscaping.

DG 2.1.34 - Safely separate bicycle and pedestrian routes from motorist routes in parking lots, or otherwise clearly delineate by elevation changes, special surfacing, overhead features, treatments, or signage.

2.1.3 BICYCLE/PEDESTRIAN AMENITIES, PUBLIC SPACES, AND UTILITIES

Design Objective

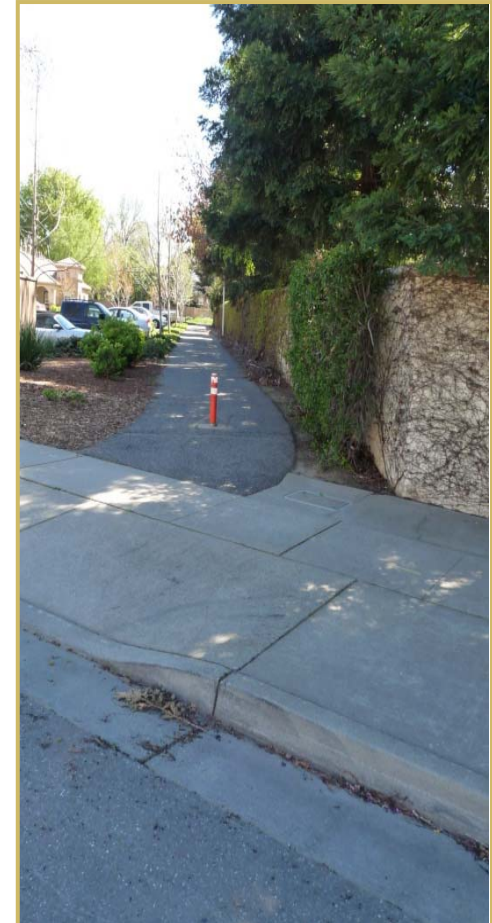
Provide convenient bicycle parking and enjoyable places for people to gather. Minimize public utility components from public views.



DG 2.1.33



DG 2.1.31 and 2.1.32 - Covered and secured bike parking



DG 2.1.34

Design Guidelines (DG)

DG 2.1.35 - Provide covered or shaded areas for customers and employees in commercial developments for uses such as work breaks, lunches, events, and meetings.

DG 2.1.36 - Maximize screening and buffering of trash enclosures, storage areas, expansive paving, service yards, and utility equipment from public view. Screening involves blocking views of the object with a structure, while buffering involves softening the visual impact of the unsightly object with landscaping or other aesthetic technique.

DG 2.1.37 - Place ground-mounted public utility equipment underground whenever determined to be feasible.

Cross Reference: Chico Municipal Code section 19.60.060 and 19.60.120.



DG 2.1.35- Shade trees and decorative paving enhance the pedestrian atmosphere



DG 2.1.35- Patrons at this lively corner café are shaded by the building's awning



DG 2.1.36- Unsightly utilities have been placed underground



DG 2.1.37- Trash containers are concealed behind a well designed trash enclosure and landscape

Design Guidelines (DG)

DG 2.1.38 - Place ground-mounted public utility equipment that cannot be placed underground in an obscure location, ideally within a building on the project site. Otherwise group together and screen utility equipment from view by architecturally compatible structures or fencing. Combine screening techniques with landscaping when determined appropriate.

Cross Reference: Chico Municipal Code Section 19.60.060 and .120.



DG 2.1.38



DG 2.1.38



DG 2.1.38

2 Architecture

Design Intent

A wide range of architectural styles and characteristics add to the overall image of the City's commercial districts. While variety in design is encouraged, contextual compatibility is the priority.

The Architecture section includes the following subsections:

2.2.1 Massing, Scale, and Form

2.2.2 Design Concept, Style, and Details - Facades and Roofs

2.2.3 Design Concept, Style, and Details - Building Materials and Colors

Design Guidelines (DG)

DG 2.2.11 - Use appropriate massing, fenestration, articulation, materials, and buffering to provide a pedestrian-level scale.

DG 2.2.12 - Create harmonious spatial relationships with buildings. Avoid repeating buildings with the same form and massing which can create an uninteresting and monotonous atmosphere. For projects containing a variety of building sizes, locate lower buildings closer to the street and taller buildings to the rear or interior of the site.

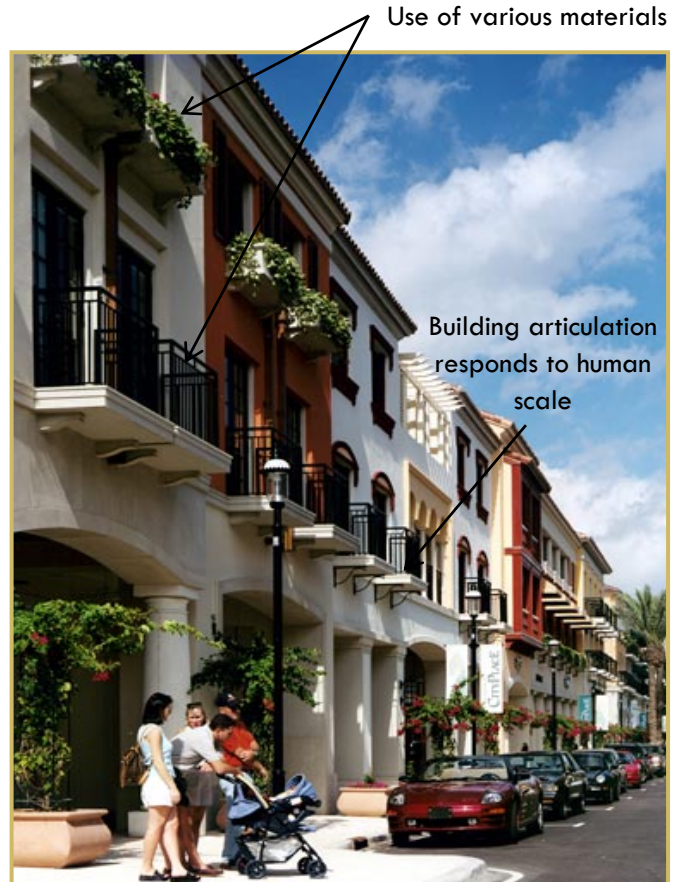
DG 2.2.13 - Minimize trademark building design elements that create “sameness”. Incorporate design elements that create unique identity and are complementary to surrounding architectural styles.

Cross Reference: General Plan Policy CD-G-39.

2.2.1 MASSING, SCALE, AND FORM

Design Objective

Provide a clear, pedestrian-level scale while complementing the massing and form of surrounding architecture.



DG 2.2.11 & 2.12



DG 2.2.13- Trademark buildings should complement surrounding architecture

Design Guidelines (DG)

DG 2.2.21 - Articulate a clear design concept in a written narrative statement to aid decision makers in understanding fundamental design elements of a project.

DG 2.2.22 - Incorporate varied building depth and shadow in order to avoid long, unarticulated elevations.

DG 2.2.23 - Create a sense of focus so people may easily find the entrance and incorporate as a dominant design element to create a sense of place. Roof overhangs, awnings, and wall recesses are examples of features that help define a sense of entry for a building.

DG 2.2.24 - Incorporate roof design as an integral component of the architecture to enhance the overall aesthetics. When roof elements are exposed, treat as integral to all elevations.

2.2.2 DESIGN CONCEPT, STYLE, AND DETAILS – FACADES AND ROOFS

Design Objective

Exhibit a clear architectural concept or style. Having a clear design concept can induce logical solutions to common design problems, where the solutions may follow the design concept.



Varied roof designs and building depths provide visual interest

Distinguished building entries along ground floor are easy to find

DG 2.2.22 & 2.2.24



DG 2.2.23



Gable roof
Flat roof
Hip roof

DG 2.2.24

Design Guidelines (DG)

DG 2.2.25 - Avoid continuous flat roofs with monotonous cornices or parapets.

DG 2.2.26 - Avoid mansard roofs or parapets which appear as “stuck on” or are not integrated onto the roof with equal design treatment on all sides. Treat parapet walls as an integral part of the building design on all elevations.

DG 2.2.27 - Group roof-mounted equipment and protrusions together to minimize their visual impact and include screening that is aesthetically compatible with the building architecture. Exceptions may be made for equipment that is designed to look ‘artful’ without the need for screening.

Roof integrated into design

Varied building depths and roof heights create interest



DG 2.2.25

Recommended

Continuous, monotonous roof

Long, unarticulated elevation



DG 2.2.26

Not Recommended

Design Guidelines (DG)

DG 2.2.28 - Minimize wall-mounted utility equipment from view, including electrical panels, gas meters, conduit, plumbing, and downspouts, and either integrate within the building structure or paint to match the facade.



Downspouts integrated with overall design

DG 2.2.28



Utilities located within the building

DG 2.2.28

Design Guidelines (DG)

DG 2.2.31 - Include variations in the depth of surfaces or changes in surface materials to add visual interest to walls.

DG 2.2.32 - Choose building colors and accent materials from a rich palette that enhances the streetscape, rather than simply blends with surrounding architecture, in order to avoid bland colors and frivolous ornamentation.

DG 2.2.33 - Carry the architectural scheme (form, materials, color and detailing) of each building throughout all elevations to achieve design continuity.

DG 2.2.34 - Avoid obscuring the scenic beauty of foothill and riparian backdrop locations with buildings that are oversized, extremely tall, or have materials or colors that draw attention from the natural view.

2.2.3 DESIGN CONCEPT, STYLE, AND DETAILS – BUILDING MATERIALS AND COLORS

🔑 Design Objective

Use building materials and colors that clearly support a project’s overall design concept and style.



DG 2.2.31, 2.2.33



DG 2.2.34



Consistent theme throughout project
DG 2.2.31, 2.2.32 & 2.2.33

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