City of Plymouth

Scenic Corridor Design Guidelines

Adopted December 11, 2014

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1.1 INTRODUCTION AND USER'S GUIDE

A. Introduction

The City of Plymouth was incorporated as a City in 1917, after being first started as a mining camp in 1852 and established as a community in 1871. In addition to the community's rich mining history, Plymouth is nestled in the scenic foothills of the Sierra Nevada range. Plymouth is located in the heart of a widely recognized tourist destination: Gold Country and the Shenandoah Valley wine-growing region.

According to the 2010 census, the population of Plymouth is over 1,030 people. The city is likely to grow significantly over the next few decades due to recent annexations and development activity.

The timing of these guidelines seems appropriate given the potential for Plymouth growth and change, its proximity to Sacramento, and the status of Amador County as a significant tourist destination.

The Plymouth General Plan was adopted in 2009 and through the course of community dialogue during the General Plan process, residents of Plymouth and the immediately surrounding area expressed their pride in the community. They cited its small-town feel, views of the surrounding ridgelines, the openness within and around the community, the attractiveness of its natural setting in the foothills of the Sierra Nevada, and the relaxed living environment as the assets that make it a special place.

While there are economic benefits of new development, local residents do not want it to compromise the integrity of their treasured community attributes.

As commercial development occurs, residents expressed a desire to maintain the rural, small-town western character of the built environment. This may be accomplished by refining the current design review guidelines to incorporate more specific design standards along the Highway 49 scenic corridor. The General Plan specifies the need:

- For streetscape landscaping requirements to screen parking and vehicular use areas along the Highway 49 corridor.
- To adopt guidelines and standards relating to building height, parking areas, building form, signage, site landscaping and an architectural palette that replicates the rural western character.
- To have standards and guidelines in place so that as development occurs in Plymouth, it is well designed and the small-town rural atmosphere is reinforced.

B. Goals

The Design Guidelines are intended to promote a desired level of future development quality in Plymouth that will:

- Provide diversity in building design as well as improve the character of streetscapes.
- Provide guidance for the orderly development of the City and promote high-quality development.
- Implement the goals, objectives, and policies of the General Plan.
- Supplement the contents of the Plymouth Zoning Regulations on matters of design and aesthetics.
- Stimulate investment in and strengthen the economic vitality of areas within Plymouth.
- Ensure quality building design for residential, commercial, and industrial buildings, as well as enhance the surrounding environment.

The interpretation and implementation of the Design Guidelines should be based on the above points. Projects that are reviewed for compliance with the Design Guidelines should also meet the intent of these points.

The guidelines acknowledge the prevailing rural small-town character and development patterns in the Plymouth area today. The Design Guidelines do not seek to impose an overriding style or an artificial theme. However, they do seek to assist in promoting the positive design characteristics found in the region.

It is not the intent of the guidelines to eliminate design freedom or discourage innovative design. The goal is to promote quality designs that have been carefully considered. The Design Guidelines are intended to promote designs that have well-integrated features rather than tacked-on details. The guidelines complement the City's Zoning Regulations by providing good examples of appropriate design solutions and by providing design interpretations of the various mandatory regulations. The guidelines are, however, less quantitative than mandatory development standards and may be interpreted with some flexibility in their application to specific projects.

In some cases, the guidelines are mandatory versus discretionary. Mandatory guidelines contain language such as "shall," "must," or "will." When this type of language is encountered, the desired design direction is mandatory.

When the words "should," "encouraged," or "preferred" are used, the design direction is discretionary and subject to some interpretation. This concept will be covered in more detail in this chapter.

C. Applicability

The provisions of the Design Guidelines are applicable to development within the Scenic Corridor Overlay District, as defined by Section 19.66.030 of the City of Plymouth Zoning Code. While the zoning code may exempt certain minor site improvement activities, the guidelines apply to most commercial, industrial and mixed-use development activity with the district.

D. Design Review Process

Each applicant for a building permit or demolition permit that involves the construction of a new building or structure or exterior changes to an existing building or structure is required to first obtain design review approval from the City pursuant to Chapter 19.18 of the zoning code. Unless the project is exempt, the standards and guidelines contained within this document shall apply to all projects within the Scenic Corridor Overlay District that are subject to design review.

The City utilizes two design review processes. Major Design Review applies to most of the projects in the district. The entitlement requires the approval of the Planning Commission

following a public hearing. City staff will conduct design review as part of the pre-hearing process and advice and make recommendations to the Planning Commission in the Planning Commission staff report and during the hearing. Minor Design Review applies to the remaining projects that propose relatively small additions or modifications, typically to existing projects that have already received Major Design Review approval. This entitlement requires the Planning Director's approval.

At the onset of any project and prior to undertaking significant design efforts, it is strongly recommended that applicants meet with a staff member from the Planning Department. At this meeting, City staff can provide information on permits, processing timelines, required steps for project approval, and City codes and ordinances that may affect or apply to a particular project. In addition, the meeting can be useful to better understand project-specific design objectives.

E. How to Use Guidelines

These guidelines are intended to be used to influence the design of development of nonresidential land uses and all nonresidential and residential signs within the scenic corridor. The guidelines are organized and written to help achieve an envisioned design quality throughout the City of Plymouth.

People judge a place by the quality of the physical spaces they see around them in terms of function and attractiveness. The areas within the City of Plymouth are not only places for residential, commercial, governmental, and employment activities but are also statements about the community. Many areas in the city have been neglected, poorly designed, or are outdated. The role of the Design Guidelines is to help new development become points of pride and identity for Plymouth residents.

These guidelines should be used as a starting point for the creative design process and should not be looked upon as the only solution for design. Owners of properties should strive to be creative and innovative, and should be encouraged to look beyond franchise or boilerplate architectural and landscape architectural design treatments. It is encouraged that property owners involve City staff, community groups, and affected merchants and business owners in the design process prior to making a significant investment in design.

2 BUILDING DESIGN GUIDELINES

This chapter provides design guidelines and concepts that are applicable to all nonresidential development and nonresidential and residential signs built in Plymouth within the scenic corridor as identified by the zoning ordinance, to ensure the creation of good community design and quality development. The guidelines apply to all elements of a building's design.

A. Historic Context

Criteria: Projects constructed according to the design guidelines should preserve the historically important heritage of the city.

1. Buildings shall be designed in a manner that emulates the architecture styles and building forms associated with Plymouth's historic building stock and development heritage. For a list and description of the architectural styles that encouraged to accomplish this guideline, refer to Section 2.I, Architectural Styles.

2. Development should be designed with a unifying architectural theme, utilizing the following techniques:

    a. The architectural style should be evident on all elevations of the buildings.

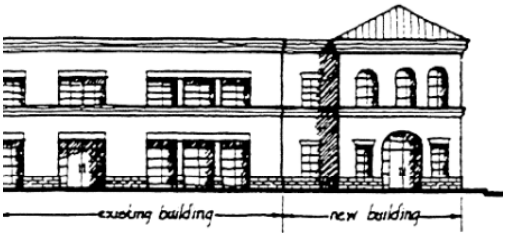
    b. Use awnings, reliefs, and fenestrations (windows and doors) to add distinction to the façade.

    c. Roofing should add character and style to the building.

    d. Avoid security grills, darkly tinted glass, and mirror-like films and other elements that create an uninviting presence.

3. Any pad or secondary buildings shall be designed to be compatible with and reflect the planned architectural style or theme of primary buildings.

4. All sides of the building shall be considered when designing buildings. Additional detail may be included on the primary façade, but other façades should have a similar level of design treatment when visible from public areas.



The height and scale of new buildings shall complement existing structures.

Vary the height of longer building frontages to make them appear to be divided into different storefronts.

B. Building Form and Mass

Criteria: Structures should be designed to a human scale, help create vibrant activity areas, and should complement adjoining properties.

1. The height and scale of new buildings, particularly on infill sites, shall complement existing structures in the vicinity while providing a sense of human scale and proportion.

2. New structures shall be designed to avoid blank façades, instead providing storefront windows, doors, entries, transoms, awnings, cornice treatments, and other architectural features designed to add visual interest.

3. Building mass/height shall relate to adjacent sites to allow maximum sun and ventilation, as well as protection from prevailing winds, and to enhance public views and minimize obstruction of views from adjoining structures.

4. Longer building frontages shall vary in height so that the building appears to be divided into different storefronts, consistent with a historic main street in the Sierra foothills.

C. Façade and Wall Proportion

Criteria: The design of façades and walls should be broken down into "human-scaled" components to create an inviting built environment.

1. Break down façades into a series of appropriately proportioned structural bays or components typically segmented by a series of columns, masonry piers, or other architectural treatments.

2. Long, blank, unarticulated wall façades that face public view are discouraged and should be divided into a series of structural bays (e.g., characterized by masonry piers that frame window and door elements).

3. Monolithic wall façades should be "broken" by vertical and horizontal articulation (e.g., sculpted, carved, or penetrated wall surface defined by recesses and reveals) characterized by: (a) breaks (reveals, recesses) in the surface of the wall itself; or (b) placement of window and door openings; or (c) the placement of balconies, awnings and canopies.

4. Flat, monolithic façades are strongly discouraged. A building façade shall employ both vertical and horizontal articulation. To ensure a minimal amount of horizontal articulation/undulation, no building wall on the primary building façade shall run more than 50 feet without employing one or more of the following:

    a. A 12-inch offset in wall plane

    b. A column or pier at least 1 foot wide and 8 inches deep

    c. A building corner or projection

D. Roofs

Criteria: The design of roofs should reflect the design of the buildings and the historic style of the area.

1. Full gabled, hipped, and shed roofs are encouraged.

2. Continuous mansard roofs or tacked-on brow mansard roofs are discouraged.

3. Long, unbroken, monotonous, horizontal rooflines are strongly discouraged. No roofline ridge or parapet shall run unbroken for more than 75 feet. Vertical or horizontal articulation is required.

4. Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are discouraged.

5. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.

6. Cornice lines of new buildings (horizontal rhythm element) should be aligned with buildings on adjacent properties to avoid clashes in building height.

7. Shade is an important and desirable feature. Roof overhangs which create useable shade on sidewalks areas are desirable. Clipped rooflines, which do not extend outward from the exterior walls, are discouraged.

E. Storefronts

Although the storefront is only one of the architectural features of a commercial development, it is the most important visual element to pedestrians. Emphasis should typically be placed on the display windows and their contents. The rest of the storefront should be designed in a simple manner in order not to compete with the displayed items, but rather to clearly project the product or service being offered inside.

Criteria: Storefronts should appear open, inviting, and engaging to the passerby.

1. Overall commercial projects should have details that are repeated across the face of the building (e.g., structural bays, transoms, bulkheads), integrating the storefront into the character of the entire façade of the commercial project.

2. Storefronts should be visually pleasing.

3. The main entry into a store should be emphasized at the street to announce a point of arrival in one or more of the following ways:

    a. Flanked columns, decorative fixtures, or other details

    b. Recessed within a larger arched or cased decorative opening

    c. Covered by means of a portico (formal porch) projecting from or set into the building face

    d. Punctuated by means of a change in roofline, a tower, or a break in the surface of the subject wall

4. Commercial storefront entries shall be recessed and/or sheltered by a covered arcade structure, canopy, or awning. This provides more area for display space and a sheltered transition area to the interior of the store, and emphasizes the entrance. The recessed entry should be well illuminated 24 hours a day.

5. Storefronts with no windows and small doors are strongly discouraged. Large window and door openings on commercial storefronts are very desirable, as they are more

Commercial storefront entries should employ shelter by utilizing a covered arcade, canopy, or awning.

inviting. Commercial storefronts shall have a minimum of 45% void (openings) to 55% solid (wall) ratio.

6. Doors to small retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of 50% glass area is encouraged.

7. Storefront windows should be as large as possible to maximize the visibility to the storefront displays and retail interior. Maximum bulkhead heights for new construction should be 36 inches.

8. The use of dark window tinting should be avoided. The use of clear glass (at least 88% sunlight transmission) on the first floor is required.

Large storefront windows maximize visibility.

F. Storefront Architectural Elements

Criteria: Storefronts should use architectural elements that contribute to the overall design of the buildings and convey a sense of quality.

1. Window appearance is an important characteristic of good architectural design. Attention should be paid to materials, placement, depth of recess, and ornamentation such as window grilles.

2. The incorporation of balconies or tower elements onto or within the building form is strongly encouraged for both practical and aesthetic value. Balconies should be integrated to break up large wall masses, offset floor setbacks, and add human scale to buildings.

3. Door treatment influences the perceived architectural quality of commercial buildings and the businesses within. Doors should be designed and constructed to be an integral part of the architecture of the building. Simple, clean doors that complement the architectural massing and form of commercial buildings are encouraged.

Shop doors should contain glass.

G. Materials and Colors

Criteria: Colors and materials should be used to add visual interest and appeal, and are compatible with the desired community character of a small western town.

1. Building architecture should incorporate a variety of high quality and attractive materials and accents.
2. Materials that enhance architecture:
    a. Stucco, smooth, sand, or light lace finish
    b. Clay or concrete roof tiles
    c. Native fieldstone
    d. Sandstone and flagstone
    e. Brick, as an accent material
    f. Wrought iron (rust-proof; anodized aluminum)
    g. Tile, as an accent material
    h. Slumpstone garden walls
    i. Split-face concrete block
    j. Wood
    k. Slump block (for building walls)
    l. Metal accents
3. Avoid these materials:
    a. Wood shingle on walls
    b. Log cabin look
    c. Plywood siding, including T-111
    d. Plastic tile
    e. Pipe railings
    f. Metal/concrete stairs
    g. Precision architectural concrete block
    h. Unlimited, bare aluminum window frames
4. Building materials should be evaluated and selected based on the following characteristics:

a. Durability

b. Reparability

c. Low toxicity

d. Recycled content

e. Locally sourced

f. Ability to be recycled or reused

g. Ease of maintenance

5. Use of Color

a. Building colors should be selected from or closely approximate/complement the colors included in the City's Earthtone color palette. To view the palette and the color's CMYK, RGB, and HEX attributes, please refer to Appendix A: City of Plymouth Earthtone Color Palette.

b. Color is one of the primary theme-conveying elements. In general, building background wall colors that are bright and reflective are discouraged.

c. Primary colors used on accents may be used to impart a festive quality to the buildings, especially in retail areas.

d. Franchise/corporate businesses should incorporate the architecture and color theme of the overall commercial project to form a consistent theme throughout.

H. Green Building Design

Criteria: Projects should incorporate renewable energy technologies and utilize materials and features to control heat gain and loss.

1. Building designs that incorporate opportunities for renewable energy production such as solar panels are encouraged. Active solar design components should be integrated into the architecture rather than be an after thought.

2. The City encourages the integration of solar arrays or other types of solar-based energy generation into all new roofing structures. Consider the pitch of roofs and orientation of the building when designing the project so as to maximize solar energy generation.
3. Light-colored materials, high-albedo (reflective) roofs, green roofs, windows, external shading, and larger eaves are encouraged to naturally control heat gain and heat loss in buildings.

I. Architectural Styles

Criteria: Buildings shall be designed in a manner that emulates the architecture styles and building forms associated with Plymouth's historic building stock and development heritage.

This section provides a description of the architectural styles that are encouraged in the Scenic Corridor Overlay District. The styles are closely associated with Plymouth's development history, especially as it pertains to the City's downtown commercial district along Main Street and the community's mining heritage. Each style description is comprised of a brief introduction to the style and a list of the style's character defining elements. The City encourages the authentic interpretation of the styles, utilizing as many of the character defining elements as possible.

The architectural styles that are encouraged in the Scenic Corridor Overlay District include:

1. Commercial Vernacular/Western Storefront
2. Contemporary Rustic
3. Craftsman

This section does not provide a comprehensive inventory of the architectural styles and expressions that are associated with the City's development. While use of the aforementioned list of styles is encouraged, building designs may utilize another style that claims historic precedent in the community.

1. Commercial Vernacular/Western Storefront

The Commercial Vernacular, or Western Storefront style is representative of the America's frontier communities. The style migrated westward from the Great Plains and the Midwest to California during the Gold Rush and was the most common commercial motif during the first several decades of American settlement. Commercial vernacular architecture is based on local needs and construction materials, and reflects local traditions. This style is mostly used for retail stores, and sometimes includes a second or third story with offices or residences.

Character Defining Elements:

- Square or rectangular floor plan
- One to three stories in height
- A flat top, stepped front cornice line/parapet
- Wooden siding with vertical battens
- Wooden sash windows
- Wooden doors that may have glazing
- A wooded or metal canopy or gallery, the later of which is supported by wood columns
- Simple detailing

2. Contemporary Rustic

The Contemporary Rustic style of architecture is symbolic of early 20th century attitudes that embraced the idea of the hardy outdoor life of American pioneers. It has its roots in the simple pioneer cabin common in mining towns of the mid-to-late 1800's. Embedded within the style is a desire to live up to the spirit of adventure and rugged determinism of those who had ventured out West. Later, rustic architecture evolved into a style common in buildings of the National Park Service and resort areas throughout the Rocky Mountain States. After World War II, the rustic style increased in popularity, particularly for vacation homes, hunting lodges, dude ranches, and tourist-related facilities. Today, the contemporary rustic vernacular can be seen in residential and commercial buildings throughout the western United States, from small log cabins to large resort lodges.

Character Defining Elements:

- Building material finishes often lack visual refinement, demonstrating the rough hewn appearance associated with early construction technologies
- Buildings are designed to blend in with their natural surroundings
- Extensive use of wood, stone, and other natural materials, reclaimed when possible
- Steeply pitched gabled roof elements clad in metal
- Widely overhanging eaves
- Wood clad ceilings with large, exposed wooden beams that extend through exterior walls to roof edges
- Prominent stone fireplaces
- Wood frame windows, doors, and interior paneling

3. Craftsman

The Craftsman style is derived from the English Arts and Crafts movement of the later part of the 19th century. Craftsman architecture was a popular style for residential construction throughout the United States, and a dominant style in California, between 1905 and 1930. Craftsman houses, often referred to as California bungalows, were inspired by the designs produced by two brothers, Charles and Henry Greene of Pasadena, California. This style emphasizes artful attention to detail and workmanship in both the exterior and interior of buildings.

Character Defining Elements:

- Rectangle floor plan
- Porch
- Sash windows
- Small pane window glazing over one large pane
- A dominant Low pitched, side gabled roof form, coupled with shallow cross gables over front façade elements, i.e. door, garage, upper story rooms
- Roof eave overhang
- Exposed roof beams
- Tall single wood door
- Stone or brick accent materials along the base of the building and the porch's piers

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3 SITE DESIGN GUIDELINES

This chapter provides site design guidelines that are applicable to retail, service, office, and light industrial sites within the Scenic Corridor Overlay District. The guidelines apply to most elements of a project's site design, including building placement, landscaping, and parking. Design guidelines applicable to building design, signs, and lighting are included in separate chapters.

This chapter works in conjunction with Chapter VI (Streetscape Guidelines) which addresses the street frontages of Highway 49, Main Street, and other public streets located within the district. Depending on the scope of a proposed project, improvements, such as the installation of sidewalks, landscaping and other public improvements, may be required.

A. Land Use Buffering

Criteria: Higher intensity land uses (e.g., commercial, industrial) should be screened from nearby residential land uses.

1. Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located as far as possible from adjacent residences and properly screened from view.

2. Nonresidential uses should be separated from residential uses as is necessary to maintain a stable living environment for the residents. This separation may be achieved with distance between buildings, masonry walls, landscaping, berms, building orientation, and activity limitations.

3. When adjacent commercial and residential uses can mutually benefit from connection, appropriate linkages (e.g., walkways, common landscape areas, building orientation, and unfenced property lines) are recommended.

4. Trees should be planted no farther apart than 40 feet on center, but may be required to be planted closer together depending on species, to screen parking lots and large commercial building walls in order to provide a visual barrier between commercial and residential uses.

Building located at the front setback line and attractive promenade located in front of shops.

B. Building Siting

Criteria: Building should be located on project sites so that building entries are easily accessed from the public sidewalk and parking lots do not dominate the site.

1. On all multi-building commercial sites over 10 acres, a minimum 15% of the total building frontage (of the entire project) should be located at the front setback line to create a continuous line of buildings at the back of the public pathway to create a more pleasant pedestrian experience.

2. Corner buildings should be placed close to or at the front of the property along one or both streets. Angled or sculpted building corners or open plazas are encouraged at corner locations to create an interesting public space.

3. On larger commercial sites over 5 acres, multiple buildings should be clustered to augment pedestrian activity. Plazas and pedestrian walkway areas are required within shopping centers.

4. When clustering of buildings is impractical, a visual and physical link should be established between buildings. These links can be accomplished through architecture, landscaping, and/or site planning.

C. Site Amenities

Criteria: Project should utilize coordinated site elements that establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design, to provide a cohesive environment and a more identifiable character.

1. Plazas and Courtyards

    a. Plaza design should be incorporated into commercial developments whenever possible.

    b. Retail shops, restaurants, offices, or other activity-generating uses should be located at the edges of plazas.

    c. Plazas should provide at least one sitting place for each 400 square feet of plaza in addition to any permitted

outdoor dining. Simple sitting niches with a view of the activities within the space are encouraged.

d. Entries to the plaza, and the overall plaza, should be well lighted so they do not create hiding places.

e. A focal element—simple plantings, fountain, public art, etc.—should be incorporated into the courtyard design.

f. Courtyards should be landscaped with a variety of plant materials. Shade trees or other elements providing relief from the sun are encouraged.

A fountain in this plaza provides seating and visual interest.

2. Site Features

a. Walls and fences should be kept as low as possible while performing their functional purpose.

b. Pedestrian-scale outdoor lighting is strongly encouraged.

c. The style and color of lighting should relate to the overall architectural design of the primary commercial structure. Colors should be selected from or closely approximate/complement the colors included in the City's Earthtone color palette. To view the palette and the color's CMYK, RGB, and HEX attributes, please refer to Appendix A: City of Plymouth Earthtone Color Palette.

d. Trash receptacle design should coordinate with other streetscape furnishings.

e. Fountains and/or other water features should be incorporated into commercial developments to attract pedestrians.

Plazas should provide places for sitting.

3. Landscaping

a. Use plantings to soften otherwise blank surfaces.

b. Vines planted on walls are strongly encouraged to hide flat wall surfaces and help reduce graffiti.

c. Pots and planters should be located where pedestrian flow will not be obstructed.

d. Pots and planters should be durable and have natural color tones that complement the adjacent structures.

D. Parking and Circulation Guidelines

Criteria: Parking lots should allow customers and deliveries to reach the site, circulate through the parking lot, and exit the site easily. Adjacent parking lots should be connected to one another or provisions should be made for future connections.

1. Parking Lot Design

   a. Parking space and aisle dimensions shall conform to City of Plymouth Zoning Regulations.

   b. Parking lots should be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives with little or no parking; and then parking aisles for direct access to parking spaces.

   c. A vehicle entering any commercial parking area in Plymouth shall not be required to enter a street to move from one location within the same parking facility or premises.

   d. Reciprocal access between adjacent commercial developments may be required to reduce the number of curb cuts along the Highway 49 frontage.

   e. Parking lots should be screened from the major street, behind buildings when possible.

   f. Measures should be considered to minimize vehicular speeds with parking areas such as minimizing long stretches of straight wide drive aisles; using textured pavement to “vibrate” cars that are moving at higher speeds and to indicate the location of pedestrian paths; and other acceptable methods.

   g. Parking lots should be divided into a series of connected smaller bays utilizing raised landscape strips at least 4 feet in width and raised walkways.

   h. Parking spaces shall be separated from the sides of buildings by a raised walkway (with a minimum 6-foot width).

i. Parking lots should be landscaped per the guidelines in Section 3.E.3.

2. Bicycle Parking

   a. At least one bicycle rack should be placed within 50 feet of the building entrance.

   b. Bicycle racks should be selected that are durable and visually subdued. Based on their performance, loop racks and ribbon bars are encouraged.

3. Commercial Entry Design

   a. A main entry drive should extend from the public street to the front cross aisle that passes in front of building façades.

   b. Entry drives should be flanked by an entry moment, sidewalks, and landscaping.

   c. A minimum 10-foot-wide landscaped area should be located between the public street and the first bisecting parking aisle.

4. Vehicular Circulation

   a. Commercial developments with over 50 parking spaces should coordinate access/egress points with median openings and existing driveways on the opposite side of the roadway.

   b. Entry drives should be located a minimum of 200 feet apart and at least 100 feet from any street intersection.

   c. Access drives on side streets are encouraged to maintain efficient traffic flow on Highway 49 and Main Street, and other public streets.

5. Pedestrian Circulation

   a. Encourage parking lot design so that pedestrians walk parallel to moving cars in parking aisles. Minimize the need for the pedestrian to cross parking aisles and landscape islands by connecting building entrances to the public sidewalk with designated pathways.

The pedestrian walkway should be framed by landscaping.

Berms and landscaping can be used to screen parking lots from public streets.

b. Emphasis on pedestrian crossings of driveways and major circulation aisles should be accentuated at building entries by extending pedestrian walkways into the parking aisle/lane and by using a different material such as decorative concrete or unit pavers.

c. All commercial projects should connect the on-site pedestrian circulation system and building entrance to the public sidewalk. At a minimum, this connection should:

   i. Be located on one side of the main entry drive aisle.

   ii. Be a minimum of 4 feet wide at all points including locations where signs, poles, fire hydrants, etc., are placed in the walkway.

   iii. Be raised and protected from the drive aisle by a 6-inch-high curb.

   iv. Be constructed of concrete or interlocking paving stone systems; asphalt sidewalk solutions are prohibited.

   v. Be framed by landscaping.

6. Screening

   a. Screening at driveways shall meet the clear vision triangle required by the parking regulations.

   b. TO screen parked cars from public streets, all parking lots shall incorporate screening at the street periphery. This requirement may be met by landscaping, fencings, walls, and/or berms. Screening should maintain a clear visual zone between 32 inches and 5 feet above grade.

   c. Screen walls shall incorporate vertical or horizontal undulation at least every 75 feet.

7. Paving

   a. It is encouraged that decorative paving treatments be incorporated into parking lots, driveway entries, and pedestrian walkways.

b. The design, materials, and colors of paved pedestrian areas should complement the architectural style of the primary buildings and should make a positive contribution to the aesthetic and function of the site. Colors should be selected from or closely approximate/complement the colors included in the City's Earthtone color palette. To view the palette and the color's CMYK, RGB, and HEX attributes, please refer to Appendix A: City of Plymouth Earthtone Color Palette.

c. The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete should be utilized to serve as a traffic-calming function to promote pedestrian safety and to minimize the negative impact of large expanses of black asphalt pavement on parking lots.

Rough paving will slow traffic down.

8. Loading and Delivery

a. Loading facilities should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are generally more appropriate at the rear of the site.

b. When commercial buildings back to residential properties, loading and delivery should be planned so that it will occur at the side of the building away from residences.

c. Appropriate setback and landscaping is encouraged to screen loading facilities from neighboring residential uses.

Decorative paving treatments should be encouraged for pedestrian walkways.

E. Landscaping

Criteria: Landscape areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Landscaping should continue patterns of landscaping in the surrounding area.

1. General Landscape Guidelines

a. Landscaping that makes a positive contribution to the aesthetics and function of both the specific site and the area is encouraged.

Loading and delivery at side and rear of building is encouraged.

b. Landscaped areas should generally incorporate a three-tiered planting system: (1) grasses and groundcovers, (2) shrubs, and (3) trees. All areas not covered by structures, service yards, walkways, driveways, and parking spaces should be landscaped.

c. Existing mature trees and other existing vegetation should be preserved and incorporated into landscape plans (native trees are protected by Chapter 8.20, of the Plymouth Municipal Code, Tree Preservation and Tree Removal Permits).

d. Site design should minimize the removal of mature trees and other mature vegetation. Where removal is necessary, all natural vegetation should be salvaged and replaced where possible.

Landscaping contributes to the aesthetics of the site.

e. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of 6-inch vertical-faced curbs. Simple concrete mow-strips separating turf and shrub areas are encouraged.

f. Landscaping around the entire base of buildings is encouraged to soften the edge between the parking lot and the structure. Landscaping should be accented at entrances to provide focus. Pots and planters are encouraged for this purpose.

g. The proposed plant materials should be drought-tolerant and hardy species. Proposed landscape treatment should consider the site's character and landscape.

h. All new trees should be double-staked and secured with a rubber or plastic strip or other approved commercial tie material. Wire ties should not be used.

i. Water conservation should be important criteria for plant material selection. Low-water plants that reflect and enhance the image of Plymouth are encouraged.

j. Landscaped areas should provide sufficient clearance to fire protection features (i.e., connections, hydrants, and backflow preventers). In areas where hydrants are

located, the canopy height of trees shall be a minimum of 6 feet and the clearance radius around the hydrant should be a minimum of 3 feet. In addition, plantings around fire apparatus shall be a minimum of 7 feet clear to allow for plant growth.

2. Irrigation

   a. Permanent and automatic landscape irrigation systems shall be provided for all newly planted landscape material.

   b. The landscape irrigation system should be designed to prevent runoff and overspray.

   c. Deep root irrigation is required for all trees whose top of root crown is higher than any adjacent paved areas. This requirement includes street trees planted in tree wells. A separate bubbler head to each tree is required.

3. Parking Lot Landscaping

   a. Well-landscaped parking lots are encouraged.

   b. Screen walls or landscaping should not be located where they block the sight lines of drivers entering, leaving, or driving throughout the site.

   c. Parking lots should include landscaping that accents the importance of driveways from Highway 49 right-of-way and Shenandoah Road, frames the major circulation aisles, and highlights pedestrian pathways.

   d. Landscape strips used to divide parking lots into smaller sections (see also C.1.g) should be a minimum of 4' in width.

   e. Landscape strips should be planted with a combination of groundcover or low shrubs and trees and designed to provide shade and maintain visibility.

   f. For security purposes, openings should be incorporated into the landscape design to provide clear views into and through the site. Landscaping should not create a solid, uninterrupted barrier, visually or

Landscaping that makes a positive contribution to the aesthetics and function of both the specific site and the area is encouraged.

Well-landscaped parking lots are desirable.

physically, as this can become a safety hazard for pedestrians.

g. Landscape strips can be designed as vegetated bioswales to filter and detain rainwater.

h. Curbed planting areas should have intermittent curb cuts to direct rainwater into the landscaped areas.

i. Parking lot landscaping in island areas with fire hydrants shall include a minimum canopy of 6 feet and a minimum clearance of 3 feet around the apparatus.

j. Shade trees should be provided at a ratio of one shade tree for every 10 car parking spaces in a parking lot and arranged to maximize shade coverage throughout the lot.

k. Parking lot landscaping should utilize native and/or drought tolerant plants.

F. Fencing and Screening

Criteria: Fencing and walls should be attractively designed to match the character of the surrounding area, and be constructed of high-quality materials. Fences and walls should provide security to private areas, screen unattractive uses from the community, and help reduce other unwanted nuisances such as noise, odor, dust, light, and glare from adjoining land uses. In general, high masonry walls should be avoided. See-through fences should be used along roadways to allow visual access to agricultural areas, open space corridors, and views.

1. Fencing Guidelines:

   a. Screening and fencing materials and colors should be consistent with and complementary to building materials, colors, and finishes. Colors should be selected from or closely approximate/complement the colors included in the City's Earthtone color palette. To view the palette and the color's CMYK, RGB, and HEX attributes, please refer to Appendix A: City of Plymouth Earthtone Color Palette.

b. Rustic rural fencing, including split rail fences and stone walls no more than three feet tall, located along the roadway is appropriate to the character of the corridor.

c. Acceptable fence materials include wood, wrought-iron metal fencing, stone, and mixed materials

d. Chain link and razor wire fences are discouraged.

e. Fencing along roadways should not significantly restrict the visual landscape or inhibit the perception of rural open space.

f. With a development or property, use of walls or other barriers that limit the connections between uses should be minimized.

g. Front yard fences should have a transparent appearance and visual openness, through use of picket, rail, grid, wrought iron or wire type of fencing. Fences and walls that isolate the front of the dwelling from the streetscape are discouraged.

h. Generally, fencing between non-residential uses and open space is discouraged. When necessary, such fencing shall be open view/transparent.

2. Screening Guidelines:

a. Utilities, outdoor storage and loading/service areas shall be screened from public view through a combination of building design, location, landscaping, berming, and/or fencing.

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4 GUIDELINES FOR SPECIFIC USE TYPES

This chapter provides designs for specific use types. The guidelines contained in this chapter are specifically written to address some of the more challenging—from a design perspective—commercial development types anticipated in Plymouth. For each of the commercial development types, the guidelines focus primarily on site organization and building design, but also include other specific guidance as appropriate. The following special consideration development types are included herein:

- Mini-malls
- Service stations
- Drive-through businesses
- Hotels and motels
- Large format retail

The design guidelines contained in this chapter are supplemental to the other chapters in this document. Therefore, each one of these specific development types shall meet all guidelines contained within this document.

A. Mini-Malls

The typical mini-mall development pattern is composed of a series of commercial tenants of varying sizes and types in rectangular, single-story structures. The mini-mall building typically faces the street and is oriented to the parking lot, which is located adjacent to the street. This section will apply to small and medium mini-mall commercial development, under 5 acres. Where possible, buildings should be placed at the front setback line so that building entries can be easily accessed from the front setback and the amount of parking is minimized between the building entrance and the public sidewalk.

1. Building to the front setback line along streets is encouraged.

2. Site Organization

a. Provisions of Chapter III (Site Guidelines) apply.

b. For corner lots, buildings should be placed at the back of the sidewalk, with a building entrance close to the corner when possible.

c. Parking should be distributed along the sides and rears of the buildings and should be minimized between the building and the street.

d. Parking lots should be shared with adjacent commercial uses where improved circulation can be achieved or excessive driveway cuts can be avoided by shared driveway openings.

e. Pedestrian amenities, seating areas, and building entries should be placed near corners and along streets.

3. Building Design

   a. Provisions of Chapter II (Building Design Guidelines) apply.

   b. Building design throughout the mini-mall should express a single architectural theme.

4. A raised pedestrian/walkway arcade should be provided immediately adjacent to the storefront. The walkway/arcade should be a minimum of 6 feet wide.

5. A raised pedestrian walkway adjacent to the storefront is encouraged.

B. Service Stations

Service stations are intensive uses that are characterized by large areas of paving that permit vehicles to maneuver freely. In recent years, service stations have grown beyond the simple gas station and now include car washes and convenience stores and restaurants. These uses have the potential to create significant adverse impacts for adjoining streets and properties.

Substantial paving can be expected and should be compensated for by perimeter landscaping. Convenience stores that sell gas shall meet the standards contained in this section.

Example of pedestrian friendly layout with bulb-outs and attractive landscaping along service station frontage.

1. Site Organization

    a. Provisions of Chapter 3, Site Design Guidelines, apply.

    b. Structures on the site should be spatially related; buildings should be organized into a simple cluster.

    c. The site shall be designed to accommodate circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscaped areas. All circulation proposals shall meet with the approval of the city engineer.

    d. Service and car wash bays should not face residential properties or the public street. Bay door and car wash openings should be oriented so as to reduce visibility from public view and should be oriented away from any adjacent sensitive uses.

    e. The site design for projects located at street corners should provide some structural or strong design elements to anchor the corner.

    f. Reverse orientation service stations are encouraged where the building is placed toward the corner.

2. Building Design

Provisions of Chapter 2, Building Design Guidelines, apply.

    a. The roofline and architecture of the pump canopies shall be stylistically consistent with the other buildings on the site.

b. The length of pump canopies should be minimized as much as possible. If the site allows, pump canopies shall be broken into two separate locations. This division reduces the effect of pump canopies dominating other buildings on the site.

c. Pump canopies shall not be internally illuminated. Light fixtures should be recessed into the canopy and no glare should be visible from the fixture.

d. All service bays should be provided with roll-up (or similar) doors, with all operating mechanisms located in the interior of the structure.

3. Special Requirements

a. Areas should provide self-service station sites to allow patrons to service vehicles with water and air. These facilities will need to be located where they do not obstruct the main circulation patterns of the site.

b. Car wash facilities should be designed to minimize machinery and blower noise levels. Facilities should be oriented away from adjacent nonresidential uses.

c. On automatic car wash sites, facilities should provide for vacuuming and drying of vehicles upon exiting the car wash building. These areas should be carefully oriented to avoid being a nuisance to nearby sensitive uses.

C. Drive-Through Businesses

The major design issues related to these types of establishments are site plans that promote efficient and well-organized vehicular access and on-site circulation while adequately buffering adjacent uses.

1. Site Organization

a. Provisions of Chapter 3, Site Design Guidelines, apply.

b. The drive-through lane should not be placed along the primary street frontage.

c. Parking lots should not be placed between the main entry to the restaurant and the public sidewalk.

d. Drive-through aisles should provide adequate on-site queuing distance to accommodate a minimum of three cars (90 feet) before the first stopping point (e.g., menu board, cashier window, automatic teller machine).

e. Drive-through aisles should have a minimum 25-foot interior radius for any curve.

f. Drive-through aisles should be screened from the view of street frontage.

g. When possible, pedestrian walkways should not cross the drive-through aisle. Where walkways cannot be avoided, they should have minimum 15-foot clear visibility and should be emphasized by textured paving.

h. Menu board speakers should be located so as to protect adjoining residential homes from excessive noise.

2. Building Design

a. Provisions of Chapter 2, Building Design Guidelines, apply.

b. All building elevations facing public streets, whether such elevations function as the front, side, or rear of the building, should be architecturally detailed and landscaped.

c. Buildings should incorporate some roof articulation. Flat roofs are discouraged.

d. Architecturally detailed drive-through businesses are preferred over standard franchise/corporate design.

Architecturally detailed drive-through businesses are preferred over standard franchise/corporate design.

The primary presence along major roadways should be the building and/or drive-under canopy.

D. Hotels and Motels

Criteria: Hotels and motels should be designed according to the historic western character of other hotels in the Sierra foothills region.

1. Site Organization

    a. Provisions of Chapter 3, Site Design Guidelines, apply.

    b. The primary presence along major streets should be the building or drive-under canopy and driveway approach, not a massive parking lot with the building setback a considerable distance from the road.

    c. Some short-term parking spaces should be provided near the office for check-ins and check-outs.

    d. Delivery and loading areas should be screened to minimize impact on sensitive uses.

    e. Mechanical equipment of all types, including swimming pool equipment, should be screened from public view.

    f. Recreational facilities such as swimming pools should be designed to offer privacy to facility users. Avoid putting the pool between the building and the street frontage.

    g. Avoid locating driveway, garage ramps, or loading and service areas where they interfere with the flow of pedestrian movement or impact the privacy of guestrooms.

    h. Utilize parking lots and other open spaces on the site to help buffer the hotel/motel from any adjacent incompatible uses that may have negative noise or visual impacts.

2. Building Design

    a. Provisions of Chapter 2, Building Design Guidelines, apply.

b. Long unarticulated wall façades are discouraged and should be divided into structural bays.

c. Walkway, stairway, and balcony railings and other similar details should be visually and stylistically consistent with the basic building design.

d. Guestrooms accessible from hallways within the hotel should be used for hotel/motel structures over two stories.

3. Special Requirements

a. Exterior corridors are prohibited on buildings over two stories located adjacent to residential uses.

b. Landscaping is encouraged in all street-front setback areas, along the building base, adjacent to entrances to hotels and motels, and along property lines visible from off-site or from customer access areas.

Typical large format store.

E. Large Format Retail

Large Format retail outlets are typically housed in large single-story structures that are more reminiscent of warehousing than traditional retail stores. The primary design issues related to large format retail are the need to successfully accommodate large parking areas and how to provide architectural interest to an otherwise plain, unadorned structure. The large format retail classification typically applies to stores that exceed 50,000 sf, but a smaller store, or retail center comprised of multiple smaller stores, that resemble a warehouse is also be subject to the guidelines included in this section.

Criteria: Large format retail should accommodate large parking areas and provide architectural interest.

1. Site Organization

    a. Provisions of Chapter 3, Site Design Guidelines, apply.

    b. Parking lots for large format retail stores should not occur entirely in front of the building. Place a minimum of 25% of the overall parking to the side or to the rear of the structure.

    c. The base of the large format building, except loading and/or service areas, should be completely surrounded on all four sides by landscaping or enhanced pedestrian pathways.

    d. Align the major site entry drive with the architectural façade of the most prominent on-site building whenever possible.

2. Building Design

    a. Provisions of Chapter 2, Building Design Guidelines, apply.

    b. The large format building should contain an identifiable base, extending 2 or more feet up from the finished grade. This base may incorporate texture variations or a projection or break in the wall color or material.

c. The base material should be highly resistant to damage, defacing, and general wear and tear. Precast decorative concrete, stone masonry, brick, and commercial-grade ceramic tile are examples of acceptable base material.

d. A variety of roof types are permitted. Distinct and interesting rooflines instead of flat-roofed structures are encouraged. A substantial cornice should be used at the top of a parapet wall or roof edge, providing a distinctive cap to the building façade.

e. Building wall articulation is required on the big-box store. Exterior wall treatments such as arcades, porticos, insets, colonnades, lower shed-roof structures, and wing walls can be used to successfully mitigate the appearance of the typical big-box building appearance.

f. Large format buildings designed with linear shops with entrances from the interior and exterior of the large format buildings to create a more human-scale setting are encouraged.

g. Outdoor storage areas at large format retailers should be incorporated into the architecture of the primary building. Screening materials and colors should be consistent with the overall theme of the building.

h. The building material on the base of the building should be resistant to damage. Masonry is suggested.

Outdoor storage areas should be incorporated into the architecture of the primary building.

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5 CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

This chapter aims to prevent crime by designing a physical environment that positively influences human behavior. CPTED strategies apply the following principles with the goal of creating safe and comfortable environments:

- Natural surveillance, also referred to as "eyes on the streets," to promote visibility and perception of safety.
- Natural access control, to control and direct access to permitted areas and deterring unauthorized or inappropriate access.
- Territorial reinforcement, to create a sense of ownership through a clear delineation between private and public space.
- Regular maintenance, to indicate that the space is being monitored.
- Shared facilities, to promote the shared use of facilities and encourage activities and the presence of people throughout the day.

A. Natural Surveillance

Criteria: The design and placement of physical features, activities, and people should maximize visibility of public spaces and foster positive social interaction among users of public space.

1. Entrances

a. Orient active portions of buildings and façades with windows to allow for surveillance of exterior areas, particularly plaza and other public spaces where people may gather.

b. Locate entryways such that they are visible to adjacent neighbors or passersby.

c. Security cameras should be used at strategic locations.

2. Site Amenities

Bicycle racks near building entrances deter bicycle theft.

Windows provide visual surveillance opportunities to keep public sidewalks safe.

Outdoor Seating in Plazas.

a. Bicycle racks, benches, and other pedestrian amenities should be located close to building entries and in an easily visible area.

3. Windows

Maximize windows to provide visibility of adjacent public spaces.

4. Landscaping

a. Design landscaping so as to not block views when grown to full maturity. Creating views through existing landscaping is preferred to removal.

b. Design water detention facilities as visual amenities and not hedges or fences to allow undesirable activities to be hidden.

c. Allow shrubbery to be no more than 3 feet in height for clear visibility in vulnerable areas.

5. Lighting

a. Provide adequate lighting for all public areas. Avoid overly bright light, which can reduce security by creating dark shadows and visibility issues.

6. Plazas

a. Locate plazas adjacent to sidewalks, pedestrian paths, retail, and outdoor dining areas to maximize visibility.

b. Provide seating in plazas to generate activity.

B. Access Control

Criteria: Design cues and placement of features of the environment should physically guide people coming and going from a space to intended areas and deter inappropriate access.

1. Entrances

a. Limit building entry points to locations where they are easily visible from public areas.

b. Use signs to direct patrons to building and parking entrances.

2. Pedestrian Paths

    a. Provide clear and continuous paths from every primary building entrance to all transit stops, sidewalks and crosswalks directly adjoining the site.

    b. Provide clear and continuous path that connects the main pedestrian access point to the site with the main entrance of the primary use structure on-site.

3. Fences, Gates and Walls, and Screening

    a. Use fences and walls to prevent or discourage public access to dark and unmonitored areas and/or dead-end areas.

    b. Permanent, fixed security grilles in front of windows are discouraged. If security grilles are necessary, they should be placed inside the building behind the window display area.

    c. The use of scissor grilles is discouraged since they communicate a message of high crime and cannot be integrated visually into the overall design of a building or storefront.

    d. Internal access to rooftops is encouraged in place of external ladders.

    e. Outdoor storage and service areas should be screened from view, secured and well organized. Visual clutter and open access to service areas (e.g., dumpsters) encourages criminal mischief.

f. Lockable trash and recycling enclosures are encouraged.

Screened, secured, and organized services.

Accentuated building entrance.

C. Territorial Reinforcement

Criteria: Users are encouraged to delineate and demonstrate ownership of private places, while potential offenders, perceiving this control, are discouraged from trespassing.

1. Entrances

    a. Accentuate building entrances with architectural elements, lighting, and/or landscaping.

    b. Clearly identify all building and residential units using street numbers that are easily observed from the street (numbers should be at least 3 inches high).

2. Plant materials

    a. Where pedestrian access is not desired, use thorny or thick plant materials in perimeter landscape areas to discourage cutting through parking areas, trampling vegetation, approaching ground-floor windows, or climbing fences and walls.

3. Ownership delineation

    a. Pavement treatments, landscaping, art, signage, screening, and fences are used as necessary to define ownership of property.

D. Maintenance

Criteria: Features in the environment should be well maintained to allow for the continued use of a space for its intended purpose, keep up an attractive appearance, and deter undesirable activities.

1. General Maintenance

    b. As part of project approval documents, inform property owners of the ongoing responsibility to keep parking areas, buildings, lighting, and landscaping properly maintained.

    c. All graffiti shall be removed by the owner and/or building manager as soon as possible.

d. All properties within Plymouth are subject to the code enforcement requirements contained with the Municipal Code.

2. Building Façades

a. Reduce the occurrences of blank building and perimeter walls through building design or the through the use of perimeter landscaping (e.g., foundation plantings or wall vines).

b. Where blank walls are unavoidable, use graffiti-resistant surface materials for blank walls.

3. Lighting

a. Use vandal-proof lighting. Light fixtures should be easy to maintain and be replaced as needed.

4. Landscaping

a. Select landscaping for durability and easy maintenance.

5. Signage

a. Require that all broken or faded signage, nonoperational lights, dead or overgrown landscaping, and other unsightly elements be removed from the site as a condition of project approval.

E. Shared Facilities

Criteria: Maximizing the use of parking lots encourages activities throughout the day. The presence of people can increase sense of safety and discourage criminal activity.

1. Parking

a. Connect adjacent parking areas through the use of reciprocal access agreements.

b. Provide pedestrian pathways for customer access between adjacent commercial projects.

c. Encourage the use of parking lots in off-peak hours for sport activities or farmers markets.

Farmers market held in a parking lot to encourage activities during off-peak hours.

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6 STREETSCAPE GUIDELINES

The streetscape guidelines aim to create a safe, comfortable, unified, and visually attractive environment. The guidelines apply to the following elements of the public right-of-way: street design, materials and furnishings, landscaping, access control, public signs and utilities. The guidelines should be used to enhance the scenic quality and pedestrian facilities of the project area while maintaining its rural character.

A. Street Design

Criteria: Streets within the project area will be designed to enhance connectivity, safety, and comfort for all street users.

1. General

    a. Streetscape design shall maintain and reinforce the rural, small-town western character of Plymouth.

    b. To ensure safe and appealing pedestrian environments, a landscaped buffer and/or curbside parking should be provided between pedestrian zones and vehicle driving zones. For specific guidelines pertaining to the landscaped buffer, please refer to the Sidewalks subsection.

Street design illustrating landscaping and furnishing zone and rural pathway (not to scale).

A "landscaping and furnishing zone" should be placed between the rural pathway and vehicular travel lanes..

2. Rural Pathways

   a. A rural pathway shall be installed along both sides of Highway 49 and all roads within the project area.

   b. The rural pathway shall be comprised of asphalt pavement that is separated from the roadway with a landscaped swale. The pathway shall be installed to meet ADA standards for accessibility.

   c. Rural pathways shall be a minimum of 10 feet in width to accommodate bicycles and pedestrians.

   d. Rural pathways should be kept clear of street furniture or other fixtures or obstructions.

   e. Street furnishings and landscaping must be contained within the "landscaping and furnishing zone" located between the rural pathway and vehicular travel lanes. See the following Section B (Street Furnishings) for guidelines on street furniture.

   f. The "furnishing and landscaping zone" shall include a landscaped drainage swale to accommodate stormwater flow and achieve a rural road aesthetic.

3. Crosswalks

   a. Major intersections (e.g., controlled intersections or the intersection of key streets) shall feature clearly marked crosswalks that measure at least 10 feet wide.

   b. Pedestrian crosswalks should be adequately lit, have clear sight distances, and be free of obstructions.

   c. All crosswalks shall employ ramps that comply with ADA standards.

   d. Employ enhanced crosswalk markings along high-volume crossings. Crosswalk markings may include textured and/or colored paving, painted striping, raised crosswalks, in-pavement flashers, and sign mounted flashers.

4. Travel Lanes

    a. Travel lanes should be as narrow as possible to slow vehicle speeds and reduce pedestrian crossing distances.

5. Consistency with Transportation Plans

    a. All project sites shall be designed to be consistent with the State Route 49 Plymouth Corridor Improvement Project, the City of Plymouth Circulation Plan, public improvement standards, and other applicable regulatory documents.

    b. All project frontages shall be designed as part of a "complete street" with vehicular and non-vehicular (e.g., for pedestrians and bicyclists) facilities constructed.

    c. All project sites shall take into consideration the ultimate right-of-way needed for future roadway widening as identified in the Plymouth Circulation Plan.

    d. All project sites shall accommodate non-vehicular pathways as identified in the Plymouth Circulation Plan.

B. Street Furnishings

Criteria: In addition to serving a utilitarian function, street furnishings should animate the public realm and help establish the character and cohesive identity of an area.

The section includes guidelines pertaining to the selection, design, character, and placement of street furnishings within the Scenic Corridor Overlay District. To assist with the selection of furnishings, two street furnishings palettes are provided (please see tables 6-1 and 6-2). The palettes include furnishings that will b Plymouth's rural and historic character. Whenever possible, the models included in the palettes should be used. If these models go out of production or are otherwise unavailable, models that closely approximate the appearance, maintenance, and durability of the specified models may be used.

1. General

    a. Street furnishings should be part of a uniform palette with a unified style, colors, and materials to establish a cohesive identity throughout the corridor.

    b. The following characteristics should be considered when selecting street furnishings:

        i. Usability

        ii. Comfort

        iii. Safety

        iv. Universal access

        v. Ease of maintenance

        vi. Durability

        vii. Nontoxic

        viii. Recycled content

        ix. Regionally sourced

        x. Resistance to graffiti and vandalism

c. Street furnishings should be grouped together within the landscape and furnishing zone to keep space clear for pedestrian travel.

2. Lighting along Public Streets

   a. Pedestrian lighting shall be placed on all streets and pedestrian paths at regular intervals to provide sufficient light for safety.

   b. Lamps should be energy-efficient and should not be overly bright. Bright white light should not be used since it will interfere with viewing of the nighttime sky.

   c. Lighting shall be consistent with the City's minimum lighting level standards to increase pedestrian safety.

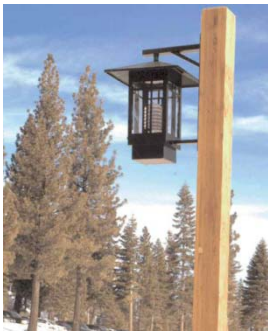
   d. Consider selecting poles with brackets to hang banners and/or flower baskets.

3. Trash/Recycling Receptacles

   a. Locate trash receptacles at intersections and adjacent to outdoor seating.

   b. Receptacles for recycling shall be provided adjacent to or integrated with all trash receptacles.

Table 6.1: Rustic Street Furnishing Palette

Street Light			
			
Custom Fixture, JH Baxter	Custom Fixture, JH Baxter	Custom Fixture, JH Baxter	Custom Fixture, JH Baxter

Benches		
		
Black Canyon Bench, Mountain Time Chairs	Camp Bench with Back, Rustic Furniture Mall	Dillan Rustic Garden Bench, Benches by the Bunches

Bike Racks	Bollards	
		
Recycled Bike Rack, BYO Park Equipment	Richmond Hardwood Bollard, Heritage Timber	Cedar Bollards, Idaho Wood Lighting

Trash Receptacles

Oak Trash Barrel,
The Barrel Mill

Waste Receptacle,
MGP Inc.

Solid Pine Trash Can,
Trash Can Station

Wood Trash Can,
Trash Can Station

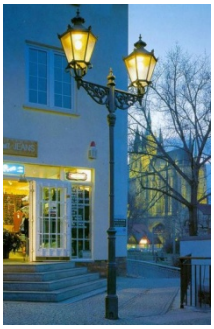
Planters

Split Barrel Planter,
MGP Inc.

Quarter Barrel Planter,
MGP Inc.

Rustic Barn wood Planter Boxes,
Cedar Creek Woodshop

Table 6.2: Historic Street Furnishing Palette

Street Light			
			
Carson City, Model 1843LED, Sternberg Lighting	Model 1483LED Roadway, Sternberg Lighting	Model D151-SS20, Amerlux	Model 465, Hellux

Benches		
		
Model CM-324, Victor Stanley	Model C-12, Victor Stanley	Livingston Bench, Thomas Steele

Bollards	Bike Racks	
		
Model R-7539, Reliance-Foundry	Model BK-4, Victor Stanley	Model R-8224, Reliance-Foundry

Trash Receptacles

Model PSA-32,
Victor Stanley

Model ES-142,
Victor Stanley

Model 152,
DuMor

"Plainwell" Model,
Landscape Forms

Planters

"Plaza" Model,
Landscape Forms

"Sorella" Model,
Landscape Forms

Cheung's Metal Tapered Planter,
Bellcor

Drought-tolerant landscaping.

C. Trees and Landscaping

Criteria: Trees and landscaping should be selected and placed to improve the corridor's appearance, buffer pedestrians from automobile traffic, provide shade coverage along rural pathways, and maintain visibility.

1. General

    a. Native and/or drought-tolerant species shall comprise 100% of all landscape areas and street tree species.

    b. Trees and landscaping shall be placed in locations that do not obstruct access to and views of building entrances and signage.

2. Street Trees

    a. Street trees should be planted in the furnishing and landscape zone. A uniform spacing should not be used for a more natural look.

    b. Select trees that provide shade and are not difficult to maintain.

3. Landscaping

    a. Low-level ground cover or shrubs should be used in the landscaping and furnishing zone of rural pathways so as to not impede visibility of pedestrians or approaching traffic.

    b. Drought-tolerant landscaping is encouraged.

D. Highway 49 Landscape Buffer

Criteria: With Highway 49 transecting Plymouth and developments adjacent to the highway, a landscape buffer should be provided.

1. Landscaping in Setback

    a. Landscaping should be utilized along the highway to buffer commercial development.

    b. Parking lots or structures may be provided adjacent to, but should not be placed in the required minimum 10-foot front setback landscape area.

c. The required 10-foot minimum front setback area should contain some evergreen trees

d. Plants with aggressive surface root systems that could damage paved areas are prohibited in setback areas.

2. Berming

a. Whenever possible, earth berming should be incorporated into the highway landscape buffer. The berm slopes should be gentle slopes of less than 3:1. Berms should not exceed 5 feet in height.

E. Public Signs

Criteria: Public signage guidelines are intended to ensure signs are attractive, clear, and consistent in theme, location, and design. In addition, public signs should be designed to help reinforce the rural character of the area.

1. General

a. Public signs should be co-located with other streetscape furniture, where possible, to enhance visibility and reduce visual clutter in the public realm.

b. Public signs should be designed as part of a coordinated palette of signage and street furniture to establish a cohesive identity throughout the scenic corridor.

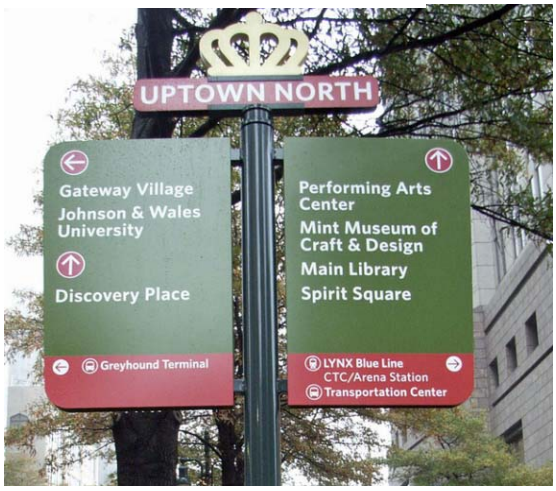
2. Gateways

a. Gateways that announce arrival into the City of Plymouth should be located at primary entrance points along Highway 49. Gateways may include any of the following elements: arches, pillars, welcome signs, public art, special landscaping, and paving.

3. Directional Signs

a. Directional signs should be placed at key locations to identify important landmarks and destinations such as public parking, parks, shopping, and civic destinations.

Gateway signs welcome visitors.



Directional signs identify important landmarks. A sign such as this one adds character and visual consistency to the area.

F. Utilities

Criteria: As new projects are constructed, utilities should be place underground to enhance the visual quality of the public realm.

1. Whenever possible, overhead utilities should be placed underground wherever major streetscape improvements are made.

2. Aboveground utility transformers and other equipment should be screened with structures, fences, rock walls, trellises and landscaping.

3. Unless not possible, transformers should be placed underground to minimize visual impacts.

4. Unless not feasible, on-site connections and utilities should be installed underground. If utilities and connections cannot be located belowground, these elements should be placed to reduce functional and aesthetic impacts.

7 SIGNAGE DESIGN GUIDELINES

This chapter provides design guidance so that project signs enhance the built environment and don't contribute to visual clutter. The primary purpose of signs is for business identity. The goal of sign design is to maintain moderate, attractive, and compatible styling so as not to conflict or distract from the architectural character of the area. The sign guidelines apply to both residential and commercial signs. The sign types addressed within this chapter are:

- Freestanding permanent signs
- Building-mounted signs (bracket, awning, canopy, under-canopy, wall, and window signs)
- Portable signs (A-frame signs)

A. General Sign Design

Criteria: Guidelines for general sign design ensure that signs enhance the built environment.

1. Signs should help create project identity.
2. Artistic and unique signs are encouraged.
3. Signs facing the street should be incorporated into the architectural design of the buildings.
4. Signs should serve both pedestrians and vehicles but should be scaled to the pedestrian user.
5. Signs should help orient the user and direct them to activities.
6. The maximum coverage of copy allowed on a sign shall be 80 percent of the sign face.

Well-organized signage complements architecture.

Multiple uncoordinated signs can contribute to visual clutter

B. Compatibility

Criteria: Guidelines for sign compatibility ensure that signs do not create visual clutter or confusion.

1. Each sign shall be designed to be compatible with and relate to the architectural style of the main building or buildings upon the site where such sign is located.

Signs coordinated in color and materials with building design

Simple and legible sign with one lettering style and two font sizes.

2. Each sign shall be compatible with the style and character of the existing improvements upon the lots adjacent to the site. Signs located on commercial sites but in a predominately residential area shall be unobtrusive and designed to be compatible with such residential area.

3. Signs located upon a lot with one main building or several buildings shall be designed to incorporate at least one of the predominant visual elements of such building or buildings, such as the type of construction materials, color, or other design detail.

4. The letter style to be used on a sign should be compatible with the architectural style of the building on or near which it is to be located. For those buildings that have been recently constructed and have no particular architectural style, simpler letter styles are desirable.

5. The City encourages a uniform sign program for all new commercial developments with multiple tenants so that all signs (e.g., building-mounted, freestanding, directional, portable) are organized, coordinated, and complement building architecture. Signs should similarly treat the following design elements:

    a. Letter size and style of copy

    b. Shape of total sign and related components

    c. Construction materials

    d. Sign/letter color

    e. Method used for supporting sign (wall or ground base)

C. Legibility and Visibility

Criteria: Guidelines for sign legibility and visibility ensure that all signs can be read clearly by street users.

1. Signs should be simple and easy to read.

2. Only one or two lettering styles should be used to ensure sign legibility, particularly for small signs.

3. Signs shall not be placed near intersections or driveway where they can block the view of vehicles that are making turning movements.

A. Color

Criteria: Guidelines for sign color are intended to ensure that color is thoughtfully used to enhance the sign, rather than detract from its legibility.

1. Sign colors should be selected from or closely approximate/complement the colors included in the City's Earthtone color palette. To view the palette and the color's CMYK, RGB, and HEX attributes, please refer to Appendix A: City of Plymouth Earthtone Color Palette.

2. The color(s) of a sign should be harmonious and complementary to the colors of the building on or near which it is to be located.

3. Limit the number of colors on any sign. While small accents of several colors may make a sign unique and attractive they shall not compete with the legibility of the sign.

4. Contrasting color should be used to enhance legibility. Light colors on a dark background or dark colors on a light background are most legible.

B. Illumination

Criteria: Guidelines for the illumination of signs are intended to ensure that signs are designed to minimize negative impacts on the surrounding right-of-way and properties.

1. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign.

2. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative impacts on pedestrians, automobiles, or adjacent residential units.

3. Externally illuminated signs are preferred and internally illuminated signs are discouraged.

Signs are externally illuminated and the light source is directed and shielded.

High-quality and durable metal sign.

Attractive directory sign with a solid architectural base covered with stone and tiles.

4. Signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color.

5. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

6. Bulbs used to light the sign face shall not be visible from the public right-of-way or adjacent property.

7. Light sources shall utilize energy-efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations (California Building Standards Code).

8. Electrical connections should not be visible.

9. Malfunctioning lighting features shall be promptly replaced.

C. Material

Criteria: Guidelines for sign material is intended to ensure that signs are designed from high-quality materials that can be easily maintained over time.

1. Sign materials should be harmonious and complementary to the materials of the building on or near which it is to be located.

2. Sign materials shall be durable.

3. Natural materials, such as stone, metal, and wood, are the preferred sign materials.

4. Highly reflective materials that cause reflection and glare should be avoided.

5. High-quality materials and application methods shall be used for window signs such as paint or vinyl film applied to the inside face of the window, or wood or metal panels with applied lettering.

D. Freestanding Signs

Criteria: Guidelines for freestanding signs are intended to ensure that the signs relate to and direct visitors to the building(s) that they serve.

1. The use of pole signs, particularly without a base or without landscaping, are discouraged.

2. The sign shall have a solid architectural base that supports the sign, covered with natural materials such as stone or brick, or the ground area beneath a sign shall be landscaped.

3. Freestanding signage should identify and accentuate site and/or building entries.

4. On-site directories and directional signs should be provided to help orient and direct the pedestrian around the site.

5. Quality directional signs and pavement markings should be provided at all parking, loading and receiving, and other special areas.

6. Landscaping should be provided at the base of the sign equal to the area of the sign. Landscaping should be complementary to and designed in concert with the landscaping for the overall site. The design of the landscaping should be such that natural growth will not obscure the sign from the public right-of-way.

Attractive directory signs are a positive site amenity.

H. Building-Mounted Signs

Criteria: Guidelines for building-mounted signs are intended to ensure that the signs relate to the building's design and direct visitors to building's tenants.

1. General

   a. The placement and method of sign attachment should be incorporated into the building's overall design.

   b. Signs should coordinate with building design, colors, materials, and scale. Signs should not dominate the building façade.

c. Signs that reflect the nature of the tenant's business through the use of shape design and graphics are encouraged.

2. Bracket Signs (AKA, Hanging Signs)

   a. Wooden hanging signs with spot lighting are suggested under covered walkways.

   b. Bracket signs should be placed only on ground floor façades, except for businesses located above the ground level with direct exterior pedestrian access.

   c. Sign supports and brackets shall be compatible with the design and scale of the sign.

   d. Bracket signs may project into the adjoining public right-of way with an encroachment permit.

3. Awning and Canopy Signs

   a. Awning and canopy signs should be an integral part of the awning or canopy to which they are attached or applied.

   b. The style of the awning/canopy should complement the architectural style of the building to which it is attached. Awnings should generally have a simple horizontal valance if located over rectangular or square window/door openings. Domed or barrel-shaped awnings are appropriate for buildings with arched window/door openings.

   c. Awnings should not be lighted from under the awning (back-lit) so that the awning appears internally illuminated. Lighting directed downward that does not illuminate the awning is allowed.

   d. Awnings should be regularly cleaned and kept free of dust and visible defects.

4. Under-Canopy Signs

    a. Under-canopy signs may be located over public right-of-way including sidewalks with an encroachment permit.

    b. No part of the sign may extend beyond the canopy.

    c. Under-canopy signs may be illuminated by indirect lighting or soft background lighting.

5. Wall Signs

    a. Flush-mounted signs should be positioned within architectural features, such as the panel above the storefront on the transom or flanking doorways.

    b. Wall signs should be compatible with the predominant visual architectural elements of the building façade.

    c. Wall signs should be placed to establish façade rhythm, scale, and proportion where such elements are weak. In many existing buildings that have a monolithic or plain façade, signs can establish or continue appropriate design rhythm, scale, and proportion.

    d. Wall signs should utilize a consistent proportion of signage to building scale, such as 1/3 text to 2/3 wall area or 1/4 text to 3/4 wall area.

    e. Cabinet or "can" signs are discouraged. Channel letters, reverse channel letters, and push pin letters are preferred.

    f. Wall sign raceways shall be concealed from public view (e.g., within the building wall or painted to match the exterior color of the building where the sign is located) or otherwise integrated with the design of the sign and building so as to not detract from the architectural character of the building.

    g. If a tenant's signage on one façade features multiple elements (e.g. logo and text), the elements shall be located and scaled with relationship to each other.

6. Window Signs

    a. Signs at storefronts may include permanent painted window signs that do not obstruct views into and out of the storefront.

    b. Painted signs and letters should present a neat and aligned appearance. The services of a skilled sign painter are strongly recommended.

    c. Window signs identifying hours of operation, menus, newspaper reviews, and other customer information should be framed, board-mounted, or plastic-laminated for a finished appearance.

    d. No more than 25% of the window shall be covered.

I. Portable Signs

Criteria: Guidelines for portable signs are intended to ensure that the signs are professional looking, do not interfere with site circulation, and are made from durable materials.

1. Portable signs, such as A-frame and sandwich board signs, should be professional looking.

2. The use of borders to "frame" a sign is encouraged.

3. Portable signs should maintain a minimum of 4 feet of clear sidewalk at all times.

4. The sign should be sufficiently weighted or anchored to prevent movement by wind or other elements.

5. A-frame signs should not be permanently affixed to any object, structure, or the ground.

6. A-frame signs should be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame, wooden A-frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions. Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for A-frame signs.

7. No A-frame or sandwich board sign should exceed 6 square feet per face or 5 feet in height. Sign area is calculated on one side only.

8. A-frame sign designs should be uncluttered, with a minimum of text. Logos and graphics are encouraged.

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8 LIGHTING DESIGN GUIDELINES

This chapter provides design guidelines related to building and site lighting applicable to projects site in Plymouth along the Highway 49 scenic corridor, including retail, service, office and light industrial uses. The intent is to ensure that safe outdoor environments are provided with sufficient lighting while avoiding excessive lighting levels that produce off-site glare. An important consideration for Plymouth is to maintain the ability to easily see the night sky from residential areas. Unlimited bright lighting from commercial areas will create light pollution that will interfere with this ability.

A. General Lighting Guidelines

Criteria: The type and location of lighting precludes direct glare onto adjoining properties, streets, or skyward.

1. Minimize the visual impact and amount of spillover light onto surrounding uses. High-mounted, widely spaced pole fixtures that illuminate large areas from a single source are discouraged.

2. Confine light spread to within site boundaries.

3. Lighting fixture placement should provide adequate illumination for outdoor areas such as parking, shipping and receiving, pedestrian walkways, and work areas.

4. The design of lighting fixtures and their structural support should be of a scale and architectural design compatible with on-site buildings. If possible, a light standard theme should be provided throughout the project.

5. If activities and operations occur during the night, low-level lighting versus high-mast lighting should be provided.

6. Bright white lights should be avoided since they can disrupt the visibility of the night sky. Mercury vapor lights and other cool white or blue lights should be avoided. Instead, use sodium lights, metal halide lights, or LED light with warm color temperatures.

Functional lights can be attractive.

Quality wall-mounted lights can add character.

Pedestrian-scale parking lot lighting is encouraged.

B. Building Lighting

Criteria: Building lights should help create secure, well-lit areas without producing off-site glare and unnecessarily high lighting levels.

1. Lighting sources should be shielded, diffused, or indirect to avoid glare to pedestrians and motorists. To minimize the total number of freestanding pedestrian-scale lighting fixtures, decorative wall-mounted lights are encouraged.

2. All project exterior lighting, with the exception of lighting for public streets, should be consistent with the architectural style of the commercial building. On each commercial project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.

3. Lighting should be designed to satisfy both functional and decorative needs.

4. As a security device, lighting should be adequate but not overly bright. All building entrances should be well lit.

5. Quality wall-mounted lights are desirable.

C. Parking Lot Lighting

Criteria: The type and location of lighting should adequately light parking areas without resulting in off-site impacts from light spill and glare.

1. The style of lighting standards in a parking lot should relate to the overall architectural design of the project.

2. Pedestrian-scale parking lot lighting is encouraged.

3. The parking lot lighting poles should use colors, such as black, brown, bronze, hunter green, or midnight blue. Loud distracting colors of poles such as white, yellow, pink, and orange are discouraged.

   Lighting systems designed for two levels are encouraged, with one system to be on during normal operational hours and one to be on at a reduced intensity level throughout late nonoperational hours and only when needed for security purposes.

9 GLOSSARY OF TERMS

The following glossary of terms is provided for those involved with design review. This document does not contain all of the words in this glossary; rather the list is provided for the non-designer to better understand the terminology used in the language of design review and architectural design. These definitions do not supersede the definitions contained in the Zoning Regulations.

access. The place or way by which pedestrians or vehicles have safe, adequate, and usable ingress and egress to a property or use.

accessory building or structure. A detached building or structure not for human habitation to which the building or structure is incidental to the principal use or facility and located on the same lot.

addition. Any construction that increases the size of a building, dwelling, or facility in terms of site coverage, height, length, width, or gross floor area, occurring after the completion of the original.

aesthetics. The science and philosophy of beauty. If something is aesthetic, it has beauty or is artistic.

alignment (architectural). The visual alignment and subsequent placement of architectural elements such as windows, cornice elements, soffits, and awnings from one structure to adjacent structures in order to promote blockscape continuity.

alley. Any public or private thoroughfare not more than 30 feet wide for the use of pedestrians or vehicles.

alteration. Any construction or substantial change in the exterior appearance of any building or structure.

arcade (architectural). An arched roof or covered passageway.

arch. A curved structure supporting its weight over an open space such as a door or window.

arterial street. The major street in the hierarchy. An arterial provides connections with major state and interstate roadways.

articulation. Describes the degree or manner in which a building wall or roofline is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors, or textures.

artifact. An object produced by workmanship or construction.

asymmetry. Lack of symmetry. (See symmetry.)

awning. A fixed cover, typically comprising cloth over a metal frame, that is placed over windows or building openings as protection from the sun and rain.

awning sign. A sign painted on, printed on, or attached flat against the surface of an awning.

balcony. A railed projecting platform found above ground level on a building.

baluster. The upright portion of the row of supports for a porch railing.

balustrade. A series of balusters surmounted by a rail.

bay (structural). A regularly repeated spatial element in a building defined by beams or ribs and their supports.

berm. A mound or embankment of earth.

blade/bracket sign. A small, pedestrian-oriented sign that projects perpendicular from a structure (bracket sign) or is hung beneath a canopy (blade sign).

blockscape. The aggregated façade wall composed of uninterrupted placement of individual urban-oriented structures located side by side along an entire block as opposed to individual buildings located within the block.

bollards. A series of short posts of metal or wood set at intervals to delimit an area or to exclude vehicles.

breezeway. A roofed passageway, open at two opposite ends, which connects two buildings.

building. The principal structure or structures of any site, including all projections or extensions thereof, and any ancillary structures and facilities.

building frontage. The building elevation that fronts a public street where customer access to the building is available.

building shadow. Shadow that is cast by a building.

bulkhead. The space located between the pavement/sidewalk and the bottom of a traditional storefront window.

bus or transit shelter. A small structure that has a roof and usually two or three sides designed for the protection and convenience of waiting transit passengers.

business frontage. The portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without building frontage, the building elevation providing customer access shall be considered the business frontage.

cabinet sign or can sign. A sign that contains all the text and/or logo symbols within a single enclosed cabinet, which may or may not be illuminated.

caliper. The diameter in inches of the tree trunk 3 feet above the base of the tree.

canopy. A projection over a niche or doorway; often decorative or decorated. The overhead spread of branches of a tree.

cantilever. A projecting beam or other structure supported only at one end.

carport. A permanent roofed structure, open on one or more sides, used or intended to be used for vehicle parking.

casement window. A window with hinges to the side and a vertical opening either on the side or in the center.

changeable copy sign. A sign designed to allow changing of copy manually.

channel letters. Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed directly to a structure.

civic event sign. A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

collector street. Functions to conduct traffic between major arterial streets and/or activity centers. It is a principal traffic artery within residential areas and carries relatively high traffic volume.

colonnade. A row of columns supporting a roof structure.

color. The aspect of things that is caused by differing qualities of the light reflected or emitted by them; usually used in terms of paint, die, or ink that imparts color onto a surface.

column. A vertical support, usually cylindrical, consisting of a base, shaft, and capital, either monolithic or built of drums the full diameter of the shaft.

common open space. Outdoor space provided for the use and recreation of all residents of a project.

concave. Curved inward.

convex. Curved outward.

copy. Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

corbelling. A projection from the face of a wall used to support a cornice or an arch.

cornice. The horizontal projection at the top of a wall; the top course or molding of a wall when it serves as a crowning member.

cupola. A small, usually domed, structure surmounting a roof.

curb cut. The elimination of a street curb to enable vehicles to cross sidewalks and enter driveways or parking lots.

curtain wall. A thin subordinate wall between two piers or other supporting members.

double-hung window. A window with an upper and lower sash arranged so that each slides vertically past the other.

dripline. The imaginary line surrounding a tree or shrub that is delineated where the rain would drip off the canopy of the tree. The outline cast by the shadow of a tree at high noon (when the sun is directly above the tree or shrub).

drystack. The placement (or stacking) of stones, bricks, or other hardened masonry materials on top of one another without the use of mortar. Also used to mean the placement (or stacking) of stones, bricks, or other hardened masonry materials on top of one another without the appearance that mortar was used.

eaves. The lower edge of a sloping roof; that part of a roof of a building which projects beyond the wall.

external illumination. The lighting of an object from a light source located a distance from the object.

façade. The exterior face of a building that is the architectural front, sometimes distinguished from other faces by elaboration of architectural or ornamental details.

fascia. The outside horizontal board on a cornice.

fenestration. The arrangement and design of windows in a building.

figurative sign. A sign that employs the use of a three-dimensional object to communicate the business product or services.

fixture. A design element considered to be permanently established or fixed in its built or natural environment.

focal point. A building, object, or natural element that stands out and serves as a point of focus, catching and holding the viewer's attention.

foundation. The base or substructure that supports a building.

frieze. Any long and narrow, nearly horizontal, architectural member, especially one that has a chiefly decorative purpose.

ghost sign. A painted wall sign that has purposely been made to look very old.

glare. Excessive brightness.

glazed brick. A brick that has been glazed and fired on one side.

hardscape. The use of hardened surfacing materials to create unique patterns of color, design, and texture in order to create visual interest. Also used to mean those areas that have received such improvements.

hip roof. A roof with four uniformly pitched sides.

infill. A newly constructed building or neighborhood within an existing developed area.

internally illuminated sign. A sign whose light source is located in the interior of the sign so that the rays go through the face of the sign or that is attached to the face of the sign and is perceived as a design element of the sign.

keystone. The central wedge-shaped stone of an arch that locks its parts together.

landscape. To improve the appearance of a piece of ground by contouring and planting. Also used to mean those areas that have received such improvements.

light trespass. Extraneous light on adjacent property, typically produced by stray light from outdoor lighting systems.

lintel. A horizontal support member that supports a load over an opening (as a window or door opening) usually made of wood, stone, or steel; may be exposed or obscured by wall coverings.

loading space. An area used exclusively for the loading and unloading of goods from a vehicle in connection with the use of the site on which such space is located.

lot. A parcel of land (in single or joint ownership) occupied or to be occupied by a main building and accessory buildings, or by a dwelling group and its accessory buildings, together with such open spaces and having its principal frontage on a street, road, highway, or waterway.

lumen. The rate of flow of light used to express the overall light output of a lamp.

mansard. Traditionally, a roof with two slopes on each side, the lower slope being much steeper. In contemporary commercial development, the second portion of the roof is replaced with a flat roof or an equipment well; these are referred to as mansard roofs but bear little resemblance to the original.

masonry. Wall construction of such material as stone, brick, and adobe.

mass. Describes three-dimensional forms, the simplest of which are cubes, boxes (or "rectangular solids"), cylinders, pyramids, and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types of assets. This composition is generally described as the "massing" of forms in a building.

During the design process, massing is one of many aspects of form considered by an architect or designer and can be the result of both exterior and interior design concepts. Exterior massing can identify an entry, denote a stairway, or simply create a desirable form. Interior spaces (or lack of mass) can be designed to create an intimate space or perhaps a monumental entry. Interior spaces create and affect exterior mass, and exterior mass can affect the interior space.

Mass and massing are inevitably affected by their opposite, open space. The lack of mass, or creation of perceived open space, can significantly affect the character of a building. Architects often call attention to a lack of mass by defining the open space with low walls or railings.

Landscape architects also use massing in design such as in grouping of plants with different sizes and shapes. These areas are intended to be perceived as a whole rather than as individual trees or shrubs. Plant masses can be used to fill a

space, define the boundary of an open area, or extend the perceived form of an architectural element.

molding. An ornamental strip used to decorate a surface.

monolithic. A single large flat surface (façade) without relief; a massive unyielding structure.

monument sign. Permanent signs where the entire bottom of the sign is affixed to the ground, not to a building.

mullion. The vertical framing member or divisional piece in a multi-paned window.

muntins. A thin framing member that separates the panes of a window sash or glazed doors.

neon sign. Glass tube lighting in which a combination of gas and phosphors is used to create a colored light.

ornamentation. Details added to a structure solely for decorative reasons (i.e., to add shape, texture, or color to an architectural composition).

parapet. A low wall generally running around the perimeter of a flat roof.

parkway. The public area between the curbing and the sidewalk.

pattern. The pattern of material can texture and be used to add character, scale, and balance to a building. The lines of the many types of brick bonds are examples of how material can be placed in a pattern to create texture. The natural texture of rough wood shingles exhibit texture by the nature of the material and by the pattern in which the shingles are placed.

pediment. The low triangular gable following the roof slopes over the front and rear of a building; also used to crown features such as doors and windows.

pergola. An arbor or a passageway of columns supporting a roof of trelliswork on which climbing plants are trained to grow.

perimeter walls. All walls surrounding a parcel shall be considered a perimeter wall.

permanent sign. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

pier. A stout column or pillar.

pilaster. A column attached to a wall or pier.

pitch. The slope of a roof expressed in terms of ratio of height to span.

plant-on. The attachment of materials to a surface as an afterthought; usually implying that such instances do not appear integrated within the original context.

pole sign. A sign mounted on a freestanding pole or other support so that the bottom edge of the sign face is 6 feet or more above finished grade.

pop-out. Applied to exterior walls, pop-outs create shadow patterns and depths on the wall surfaces.

portico. A porch or vestibule (lobby or passage between entrance and lobby) roofed and partly open on at least one side.

primary building façade. The particular façade of a building that faces the street to which the address of the building pertains.

projecting sign. A sign that protrudes. (See blade/bracket sign.)

proportion. Deals with the ratio of dimension between elements. Proportion can describe height-to-height ratios, width-to-width ratios, and width-to-height ratios, as well as ratios of massing. Landscaping can be used to establish a consistent rhythm along a streetscape, which will disguise the lack of proportion in building size and placement.

pylon. A monumental gateway.

rake. A board, molding, or eave along the sloping edge of a gable roof.

recess. An indentation, as in a wall.

reconstitution. The piece-by-piece reassembly of a building. Reconstitution on the original site replaces buildings damaged

by disasters such as war, earthquake, or flood, where most of its parts remain; reconstitution at a new site is usually the result of changes in land use and redevelopment programs.

reconstruction. The construction, on its original site, or a replica of a building or facility that no longer exists, based upon archeological, historical, documentary, and physical evidence. Both modern and traditional construction techniques may be used.

recycling, adaptive reuse. The reuse of older structures that would have otherwise been demolished, often involving extensive restoration or rehabilitation of the interior and/or exterior to accommodate the new use.

rehabilitation, renovation. The modification of or changes to an existing building in order to extend its useful life or utility through repairs or alterations, while preserving the features of the building that contribute to its architectural, cultural, or historical character.

relief. Carving raised above or carved into a background plane. Also called bas-relief.

remodeling. Any change or alteration to a building that substantially alters its original state.

restoration. The careful and meticulous return of a building to its appearance at a particular time period, usually on its original site, by removal of later work and/or replacement of missing earlier work.

retaining wall. A wall that retains a differential of 2 or more feet of earth.

return. A surface turned back from a principal surface, such as the side of a pilaster or the jamb of a window or door opening.

reveal. The vertical side section of a doorway or window frame.

rhythm (horizontal, vertical). The regular or harmonious recurrence of lines, shapes, forms, elements, or colors, usually within a proportional system.

ridge. The highest line of a roof where sloping planes intersect.

right-of-way. A strip of land that has been established by reservation, dedication, prescription, condemnation, or other means and is occupied by a road, walkway, railroad, utility distribution or transmission facility, or other similar use.

roofscape. The collective image of rooflines and roof styles of adjacent buildings and structures as seen against the sky.

rustication. A method of forming stonework with recessed joints and smooth or roughly textured block faces.

sash. The framework into which window panes are set.

scale (human). The measurement of the relationship of one object to another object. The scale of a building can be described in terms of its relationship to a human being. All components of a building also have a relationship to each other and to the building as a whole, which is the scale of the components. Generally, the scale of the building components also relate to the scale of the entire building.

The relationship of a building, or portions of a building, to a human being is called its relationship to human scale. The spectrum of relationships to human scale ranges from intimate to monumental. Intimate usually refers to small spaces or detail, which is very much in keeping with the human scale, usually areas around 8 to 10 feet in size. These spaces feel intimate because of the relationship of a human being to the space. The distance of 8 to 10 feet is about the limit of sensory perception of communication between people including voice inclination and facial expression. This distance is also about the limit of an upstretched arm reach for human beings, which is another measure of human scale. The components of a building with an intimate scale are often small and include details that break those components into smaller units.

At the other end of the spectrum, monumental scale is used to present a feeling of grandeur, security, timelessness, or spiritual well-being. Building types that commonly use the monumental scale to express these feelings are banks, churches, and civic buildings. The components of this scale also reflect this grandness, with oversized double-door entries, 18-foot glass storefronts, or two-story columns.

Landscape or hardscape elements can also bring human scale to a large building by introducing features such as a tree canopy, leaf textures, and fragrance.

Plants can complement the scale of the architecture, as when large trees are used next to tall buildings or small trees are used to accent a building component such as an entry.

screening. A method of visually shielding or obscuring a structure, or portion of, by a fence, wall, berm, or similar structure.

setback. The minimum horizontal distance between the lot or property line and the nearest front, side, or rear line of the building (as the case may be), including porches or any covered projection thereof, excluding steps.

shade (as related to color). The degree to which a color is mixed with black or otherwise darkened.

shake. Split wood shingles.

shed roof. A roof of only one slope (usually by extension)

siding. The finish covering on the exterior of a frame building (with the exception of masonry). The term cladding is often used to describe any exterior wall covering, including masonry.

sign. An object, device display or structure, or part thereof, situated outdoors or indoors, which is used to identify, display, or direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, design symbols, fixtures, colors, illumination, or projected image.

sill. The framing member that forms the lower side of an opening, such as a doorsill. A windowsill forms the lower, usually projecting, lip on the outside face of a window.

skyline. The upper outline or silhouette of a building, buildings, or landscape as seen against the sky.

soffit. The underside of a structure, such as the underside of a staircase, archway, or colonnade.

special event sign/banner. A temporary sign or banner that is intended to inform the public of a unique happening, action, purpose, or occasion (i.e., grand opening or community event).

specimen tree. A tree with a trunk diameter of 3 inches as measured 4.5 feet above the root crown of the tree (normally transported in a 48-inch box), which is large enough to make an immediate, significant contribution to a landscape planting.

storage yard. An open area adjacent to a principal service commercial or industrial use, intended for the keeping of equipment or materials incidental and necessary to the off-site conduct of such use.

storefront. The traditional "Main Street" façade bounded by a structural pier on either side, the sidewalk on the bottom, and the lower edge of the upper façade on top, typically dominated by retail display windows.

street wall. The edges created by buildings and landscaping that enclose the street and create space.

stucco. An exterior finish, usually textured, composed of Portland cement, lime, and sand, which are mixed with water.

surface materials. Can be used to create a texture for a building; textures range from the roughness of stone or a ribbed metal screen to the smoothness of marble or glass. Some materials, such as wood, may be either rough (such as wood shingles or resawn lumber) or smooth (such as clapboard siding).

symmetry. In architecture and landscape architecture, the balance of part by part, which may be precise repetition, or repetition in counterpart, of one element of a building or landscape in relation to another.

temporary sign. Any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area, or neighboring property.

texture. Refers to variations in the exterior façade and may be described in terms of roughness of the surface material, the patterns inherent in the material, or the patterns in which the material is placed. Texture and lack of texture influence the mass, scale, and rhythm of a building. Texture also can add

intimate scale to large buildings by the use of small detailed patterns, such as brick masonry.

three-dimensional signs. Signs that have a depth or relief on their surface greater than 6 inches.

tone (as related to color). A color or shade of color.

transom. The horizontal division or crossbar in a window; a window opening above a door.

trellis. A lattice on which vines are often trained.

trim. The decorative finish around a door or window; the architrave or decorative casing used around a door or window frame.

use. The purpose for which the land or a building is arranged, designed, or intended to be used or for which it is or may be used.

wall sign. A sign that is attached to or painted on the exterior wall of a structure, with the display surface of the sign approximately parallel to the building wall.

window sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign that faces a window exposed to public view that is located within 3 feet of the window is considered a window sign for the purpose of calculating the total area of all window signs.

xeriscape. A landscaping concept, intended to transform typical landscaping techniques, which began in Denver, Colorado. Xeriscape is a water-efficient landscape concept that involves landscaping with drought-tolerant plants that are either native to the region or suitable to the climate and then irrigating those plants appropriately.

Z-lot. A z-lot line development is similar to a zero lot line development; the only difference is that the property line is drawn as a "Z."

zero lot line. A zero lot line development provides for the placement of a detached single-family dwelling on one interior side yard with a zero required setback while maintaining a minimum 10-foot setback on the other side.

APPENDIX - CITY OF PLYMOUTH EARTHONE COLOR PALETTE

CREATIVE COLOR SCHEMES

Earth tone color schemes, color combinations, color palettes. For print and graphic design, CMYK color values.

Earth tone web color scheme. RGB + HTML color palette.

earthtone

EARTHTONE

	C	M	Y	K
A	30	50	60	80
B	20	30	40	50
C	10	15	30	30
D	20	70	90	70
E	15	50	90	50
F	5	20	40	20
G	10	80	100	50
H	0	55	100	10

earthtone

EARTHTONE

R	G	B	HEX
73	56	41	#493829
129	108	91	#816C5B
169	161	140	#A9A18C
97	51	24	#613318
133	87	35	#855723
185	156	107	#B99C6B
143	59	27	#8F3B1B
213	117	0	#D57500

I	0	5	50	5
J	55	25	85	70
K	50	5	80	25
L	25	0	40	5
M	55	30	20	50
N	30	15	10	30
O	20	10	10	10

EARTHTONE-I	EARTHTONE-D	EARTHTONE-G
EARTHTONE-F	EARTHTONE-H	EARTHTONE-A
EARTHTONE-F	EARTHTONE-J	EARTHTONE-E
EARTHTONE-L	EARTHTONE-A	EARTHTONE-J
EARTHTONE-F	EARTHTONE-D	EARTHTONE-M

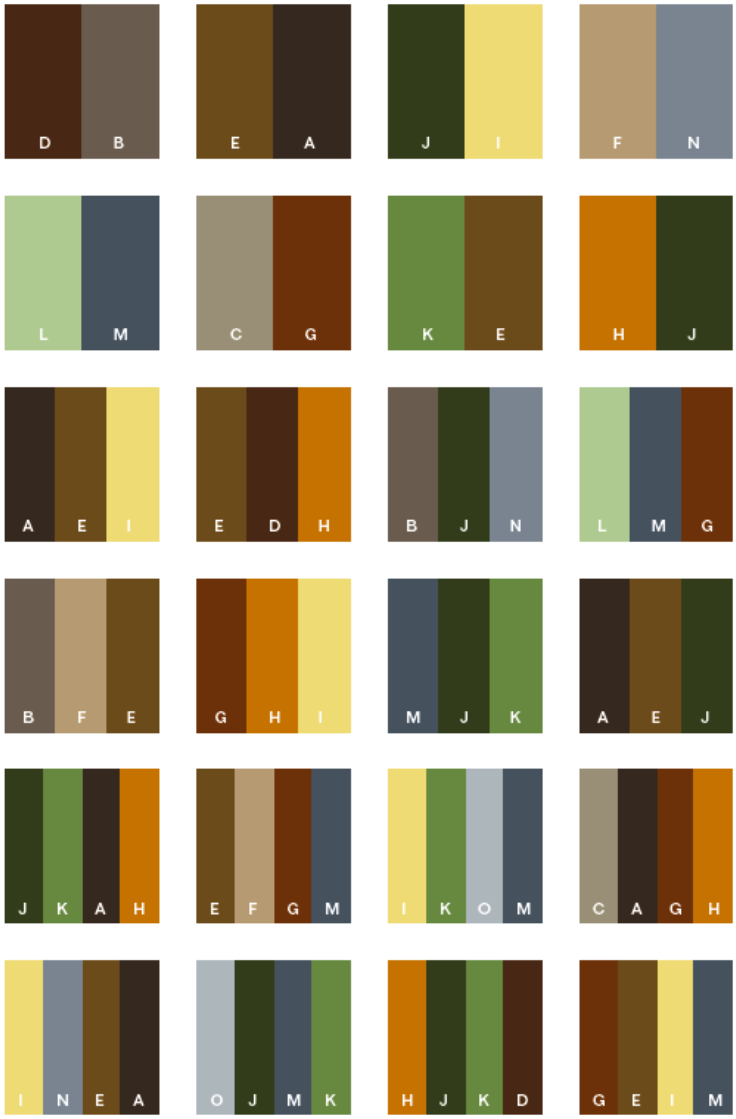
219	202	105	#DBCA69
64	79	36	#404F24
102	141	60	#668D3C
189	208	156	#BDD09F
78	97	114	#4E6172
131	146	159	#83929F
163	173	184	#A3ADB8

Description:
Earthtone colors come from natural things around us: brown soil, green leaf, cloudy sky, as well as the red sun. These palettes can create a warm, nature-friendly atmosphere.

Meanings:
Warm, safe, protective, sturdy, durable, rough

Implications:
Earthy, environmental, welcoming, bold

Associations:
Soil, forest, wood, countryside



EARTHTONE Color Combinations