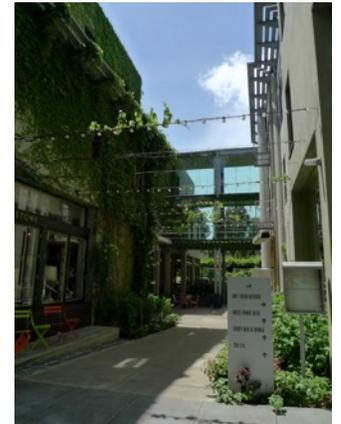


Healdsburg Design Review Manual Update



Today's Agenda

- Introduction of Project Team
- Design Guidelines Update Objectives
- Project Overview
- Approach
- Design Issues to Address
- Discussion

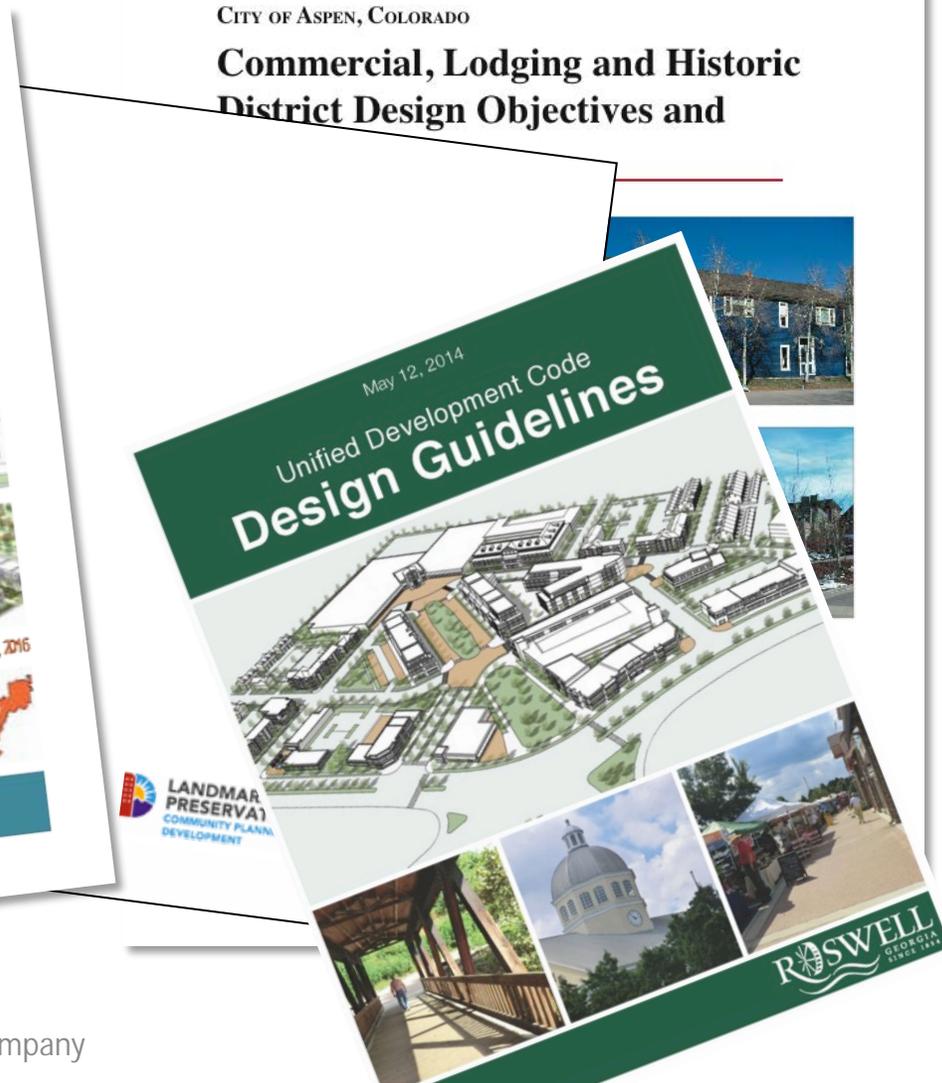
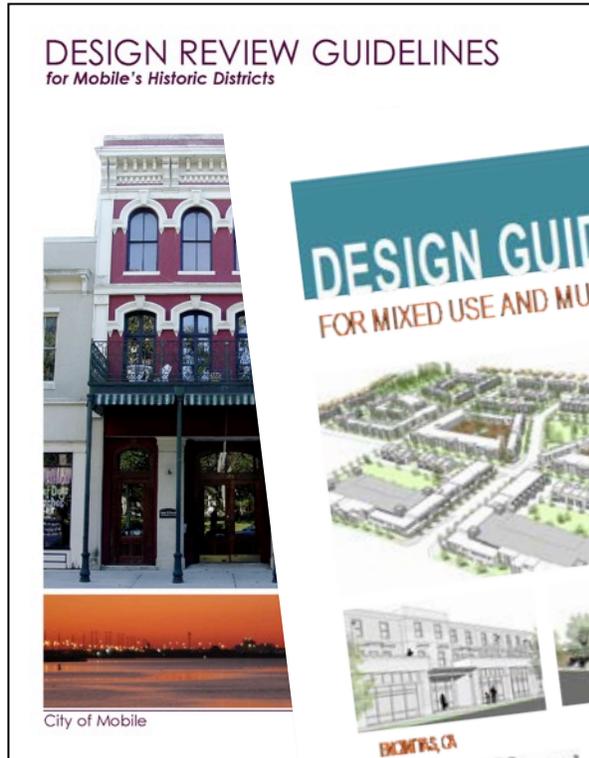
Winter & Company Work



Northern California Projects:

- Napa
- Calistoga
- Sausalito
- Carmel
- Monterey

Winter & Company Work



Results from Design Guidelines



Aspen, CO



Sausalito, CA



Aspen, CO

Results from Design Guidelines



Fort Collins, CO

Fort Collins, CO

Fort Collins, CO

Telluride, CO

Project Overview

Overall Objectives

- Maintain community character
- Reinforce Healdsburg's unique sense of place
- Encourage design quality
- Encourage sustainable design

Project Overview

Project Summary

- Collect input on issues with current Design Review Manual
- Collect input on community preferences for development
- Prepare comprehensive update to Design Review Manual
- Review with City Staff, Planning Commission
- Training/Study Sessions

Project Overview

Purpose of the Design Guidelines

- Establishes guidelines that are used by the Planning Commission and the Planning and Building Director to evaluate applications
- Provides direction for property owners and design professionals
- Preserves natural beauty
- Promotes attractive development
- Improves the appearance of the community, where possible
- Protects community character
- Preserves historic resources

Project Overview

Overview of Project Schedule



Project Overview

Public Involvement

- Two (2) Public Workshops – Steps 2 and 3 of project
 - Identify assets and character areas
 - Identify issues and objectives
 - Review Draft 1 of Design Guidelines
- Focus Groups: Designers and Contractors, Community Housing Committee
- On-line Survey
- Facebook

Project Overview

Potential Topics We May Address

- Healdsburg's Character
- Residential Design Guidelines
 - General Objectives, Architectural Guidelines, New Construction
 - Sustainability
 - Accessory Dwelling Units
 - Historic District
 - Architectural Style Guide, General Guidelines
- Guidelines for Commercial, Mixed Use and Industrial Areas
- Guidelines for the Public Realm
 - Outdoor Spaces, Paving, Art, etc.
- Parking Appearance
- Landscape Design and Low Impact Development (LID)
- Signs & Wayfinding
- Miscellaneous
 - Lighting, Storage and Service Areas, Mechanical/Utility Equipment, etc.
- Urban Design Districts

Approach

Process Must:

1. Engage the community
2. Define objectives
3. Describe contexts
4. Test the guidelines
5. Train users

Approach

Guidelines Must:

1. Clearly represent community values
2. Include intent statements
3. Balance broad principles with specific examples
4. Increase predictability
5. Indicate alternative solutions
6. Use graphics extensively/Be user friendly

Approach

Format of Guidelines

- Consistent
- Easy to reference
- Hierarchical

SAMPLE GUIDELINE FORMAT

To facilitate ease-of-use, the individual design guidelines in this document use a standard format. The format includes topic headings, intent statements related to the topic, numbered design guidelines, additional information about appropriate strategies and illustrations or diagrams. The diagram below uses a sample design guideline from Chapter 1 to illustrate each key element.

A → Building Guidelines for All Districts Building Mass & Scale



D → Organize building articulation to reflect traditional building dimensions.

Use moldings, columns, a change in material, or offset in the wall plane to define vertical modules.

B → **1.21 Establish a sense of human scale in the design of a building.**

C →

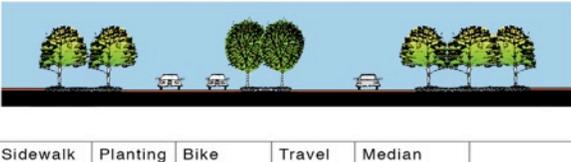
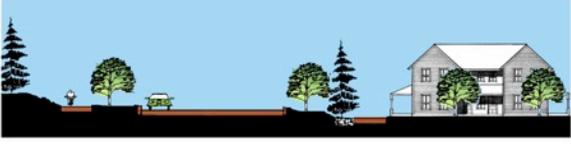
- a. Use materials that convey scale in their proportion, detail and form.
- b. Clearly define the ground floor with a canopy, change in materials or building step back.
- c. Step back a larger building mass from the street wall when possible to reduce looming effects.

KEY TO THE SAMPLE DESIGN GUIDELINE ABOVE

- A** **The Design Topic** is indicated with a heading at the top of each page. In some cases, a subtopic is included in black text at the right.
- B** **Design Guidelines** describe an intent or desired outcome. They are numbered by chapter for easy reference.
- C** **Additional Information** is provided as a lettered list beneath each guideline to describe specific approaches and strategies related to the guideline.
- D** **Illustration(s)**, including photographs and diagrams, are provided to support the design guidelines. They are numbered for cross-reference.
- ✓ **A check mark** on an illustration indicates an approach that is generally appropriate.
- ✗ **An X mark** on an illustration indicates an approach that is generally inappropriate.
- 💧 **A droplet** indicates guidance related to stormwater management. See the sidebar on page 5 for more information.

Approach

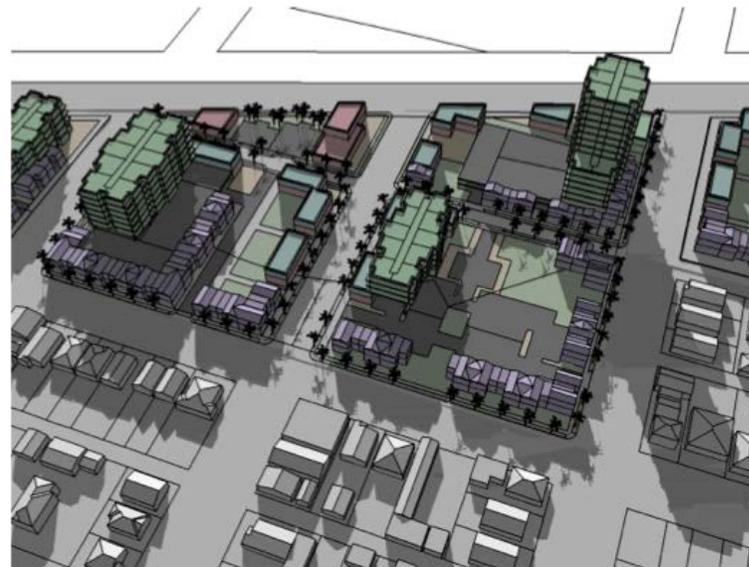
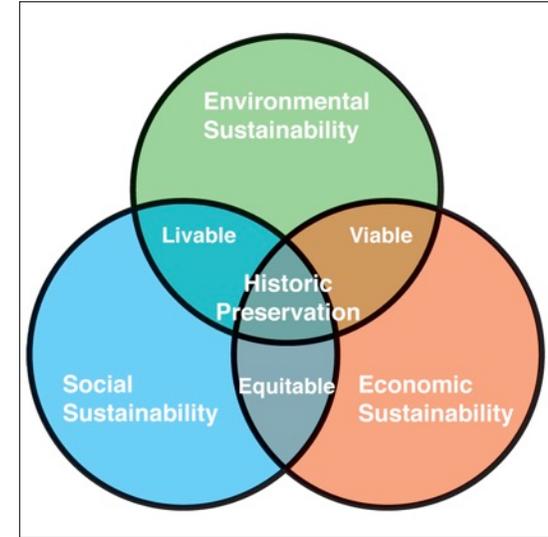
Address the Public Realm

Entryway Corridor Character Area Public Realm						
						
East Main	Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median
	7'	5'	4'	8.5'	(4) x 10.5'	6'
						
North 7th	Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median
	7'	5'	4'	8.5'	(4) x 10.5'	6'
						
West Main Parkway	Sidewalk	Planting Strip	Bike Lane	Travel Lanes	Median	
	7'	8'	4'	(4) x 11'	10'	
						
Rouse	Shared Trail	Planting Strip	Travel Lanes			
	12'	10'	(2) x 12'			

Approach

Promote Sustainability

- Site Plan
- Landscape Design
- Building Form & Orientation
- Building Systems



Sustainability design standards and guidelines help ensure that taller, higher density development in Galveston, Texas, considers view corridors and breezeways along the streets leading to established neighborhoods.

Galveston, TX

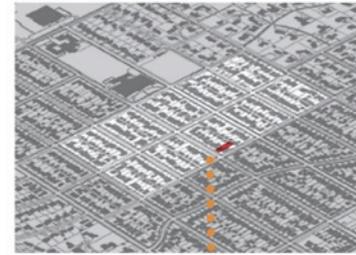
Approach Address Context

LEVELS OF CONTEXT CONSIDERATION

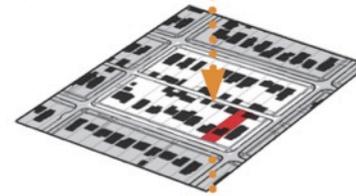
Designing In Context

A fundamental principle of the design guidelines is that improvement projects should be planned to be compatible with their context. In some areas, that context remains strongly anchored by historic buildings, landscapes and other early structures. In other parts of the district, the context is more contemporary, with individual historic buildings sometimes appearing as accents; in still other areas, no historic structures exist, although some archeological resources and historic development patterns remain.

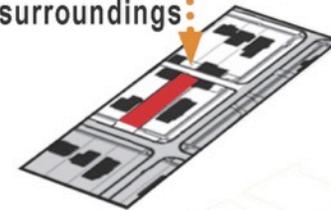
District-wide



Sub-area



Immediate surroundings



Designing in context means:

Relating to the setting at a broad, “experiential” level rather than literally copying the features of adjacent historic buildings is an essential part of designing in context. (However, it is very important that the key features of this “higher level” of the context be clearly articulated.) Designing in context also means being respectful of the cultural resources in the vicinity.

What is the purpose of “designing in context?”

It is not the intent to pretend that the historic district is frozen in time, but rather to express evolution and change while retaining one’s ability to interpret the historic character where it still exists.

Levels of Context Consideration

In the case of the St. Anthony Falls Historic District, context should be considered at these levels:

- District-wide – in terms of the qualitative features described earlier
- Sub-area – which focuses on the collection of buildings, sites and structures within the boundaries of the specific character area
- Immediate surroundings – properties adjacent to, facing or overlooking a specific site



Winter & Company
1265 Yellow Pine Avenue
Boulder, Colorado 80304
www.winterandcompany.net

City of Monterey
Downtown/East Downtown Design Guidelines

Framework Diagram
Date:
January 4, 2007

Approach

Address Context

Goals Typically Include:

1. Respect, and continue the existing context, or
2. Establish a new context, or
3. Some of each



Approach

Describe Framework Features



Athens, GA

Reflecting Traditional Building Widths

Historic commercial structures generally reflect the widths of the underlying lots. Designing a new structure to reflect this pattern will help maintain the visual continuity of historic commercial areas.

Traditional Building Widths

In Downtown Galveston and the Strand, traditional lot widths were generally rectangular, with the narrow side facing the street.

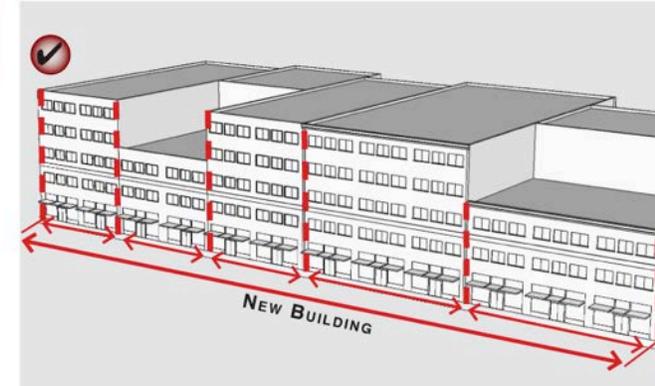
Traditional building widths often reflect this pattern, with a series of narrow building façades facing the street as illustrated at right.



New Construction Reflecting Traditional Building Widths

While a new structure may be wider than was historically typical, it should incorporate design features that break it down into smaller modules that suggest the underlying historic lot pattern as illustrated at right.

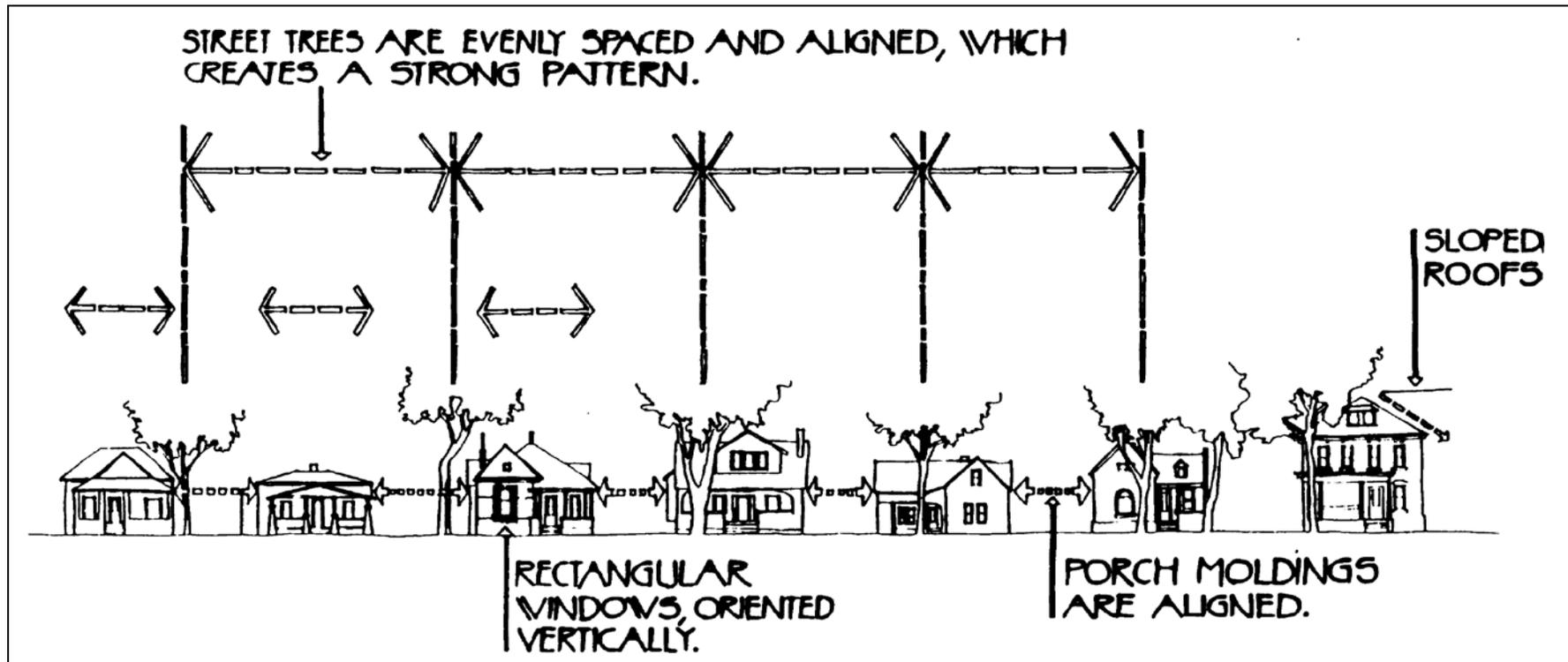
Changes in building configuration, articulation or design features can help visually break the structure down into smaller modules.



Galveston, TX- Design Guidelines

Approach

Address Residential Contexts



Approach

Learn from Local Successes

PLAN re:code LOS ANGELES MULTI-FAMILY CASE STUDIES | 2
Duplex / Triplex Buildings

1133 S. HAYWORTH AVENUE (Carthay Square)



STATISTICS

- » Lot Size = 6,498 square feet
- » Lot Width = 50 feet
- » Lot Depth = 130 feet
- » Building Coverage = 34% (2 structures)
- » Building Size = 3,831 square feet; 2 Units
- » Building Height = approx. 24-26 feet
- » FAR = 0.59
- » Parking = Detached 3-car garage with side driveway access, and rear surface carport
- » Side Wall Length = 55 feet
- » Front Setback = 24 feet
- » Side Setbacks = 5' and 0' (porte cochere)
- » Rear Setback = 50 feet
- » Transition Type = Abuts SF residential with 1-story garage buffer (no alley)

1228 STEARNS DRIVE (Carthay Square)



STATISTICS

- » Lot Size = 6,502 square feet
- » Lot Width = 50 feet
- » Lot Depth = 130 feet
- » Building Coverage = 33% (2 structures)
- » Building Size = 3,725 square feet; 2 Units
- » Building Height = approx. 22-24 feet
- » FAR = 0.57
- » Parking = Detached 3-car garage with side driveway access, and rear surface carport
- » Side Wall Length = 64 & 48 feet
- » Front Setback = 23 feet
- » Side Setbacks = 5 feet min
- » Rear Setback = 55 feet
- » Transition Type = Abuts SF residential with 1-story garage buffer (no alley)

PLAN re:code LOS ANGELES MULTI-FAMILY CASE STUDIES | 6
Attached Cottage Cluster Housing

628 N. PLYMOUTH BOULEVARD (Larchmont Heights)



STATISTICS

- » Lot Size = 13,210 square feet
- » Lot Width = 64 feet
- » Lot Depth = 206 feet
- » Building Coverage = 42%
- » Building Size = 7,024 square feet; 16 Units
- » Building Height = approx. 14-16 feet
- » FAR = 0.53
- » Parking = Rear surface parking with side driveway access
- » Side Wall Length = 114 feet
- » Front Setback = 12 feet
- » Side Setbacks = 2 feet min.
- » Rear Setback = 45 feet
- » Transition Type = Abuts SF housing and Quadplex (2-story structures)

1417 S. CRESENT HEIGHTS BOULEVARD (Faircrest Heights)



STATISTICS

- » Lot Size = 8,498 square feet
- » Lot Width = 85 feet
- » Lot Depth = 100 feet
- » Building Coverage = 69%
- » Building Size = 8,425 square feet; 8 Units
- » Building Height = approx. 28-32 feet
- » FAR = 1.00
- » Parking = Rear garage parking with alley access
- » Side Wall Length = 68 feet
- » Front Setback = 10 feet
- » Side Setbacks = 2 feet min.
- » Rear Setback = 0 feet
- » Transition Type = Abuts SF residential and Duplex/Triplex residential with alley and side street buffer



Approach

Provide Flexibility: Menus of Options

Options for Building Articulation

The design options described and illustrated below may be used individually, or in combination, to meet the intent of the design guidelines for building articulation on page 38. Note that other creative building articulation strategies may also be appropriate.

1. Wall Offsets

Wall offsets include notches or breaks in the building façade. They should generally extend the full height of the building and are most successful when combined with changes in roof form or building materials.



2. Wall Projections

Wall projections include pilasters, moldings or columns that generally rise the full height of the building façade to add visual interest and express traditional façade widths.



3. Step backs

Step backs are upper-story building setbacks that add visual interest and reduce the visual mass and scale or potential looming impacts of a larger building.



4. Variations in Material

Variations in material add visual interest and express traditional façade widths. Such changes may be vertical or horizontal and often follow a repeating pattern. See "Building Materials & Colors" on page 46 for more information.



5. Base, Middle, Cap Design

On a taller (over two stories) commercial or mixed use building, horizontal articulation techniques may be used in combination to express a traditional base, middle and cap façade composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors.



Figure 19: Options for Building Articulation

Design Issues to Address

Mass & Scale

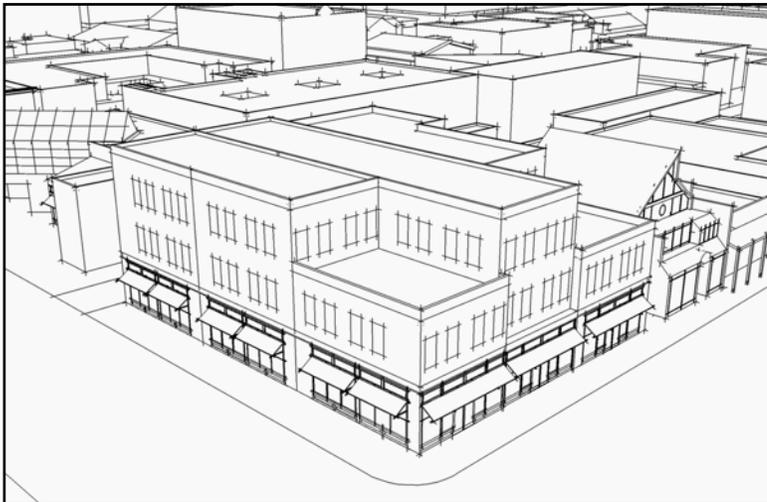


6.28 On sites comprising more than two traditional lot widths, the façade height shall be varied to reflect traditional lot width.

- Height should be varied every 60 ft. minimum and preferably every 30 ft. in keeping with traditional lot widths and development patterns.

6.29 On sites comprising two or more traditional lots, a building shall be designed to reflect the individual parcels. These methods shall be used:

- Variation in height of building modules across the site
- Variation in massing achieved through upper floor setbacks, the roofscape form and variation in upper floor heights
- Variation in building façade heights or cornice line



Design Issues to Address

Mass & Scale



Design Issues to Address

Street Level Interest

Visual Interest at the Street Level



Wall art provides visual interest.



A storefront provides visual interest.



Projecting columns provide visual interest.



Offering choices provides flexibility.



Glass and metal railings provide visual interest.



Planters provide visual interest.



Green space in front of townhouses provides visual interest.



Architectural details provide visual interest.

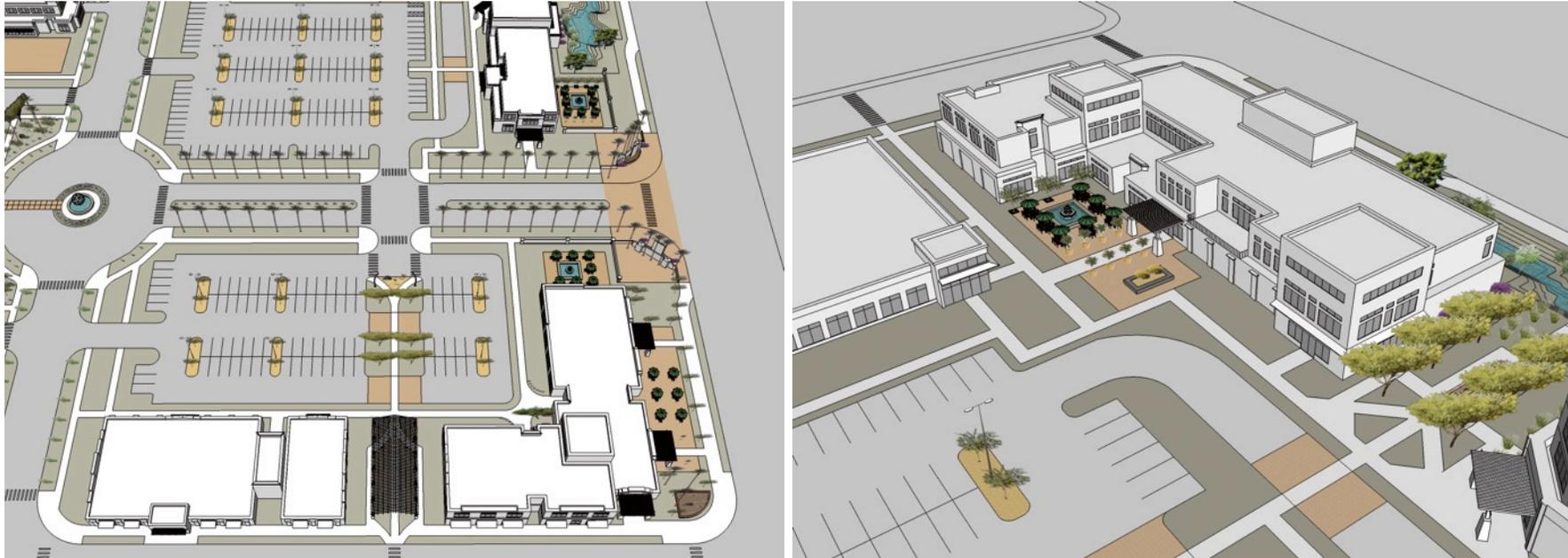


Changes in materials and wall offsets provide visual interest.

**Downtown Memphis,
TN**

Design Issues to Address

Corridors: Guidelines for Linear Buildings



These buildings address the street and interior parking lots. (Chandler, AZ)

Design Issues to Address

Corporate Design



Logo color is clearly subordinate



Logo color remains subordinate



Logo color just subordinate



Logo color predominates and is now a sign

Winter & Company



Design Issues to Address

Transitions to Sensitive Uses

- Landscaping
- Screening
- Transitional uses
- Transitional scale
- Connectivity
- Parcel size/ assembly
- Lot depth
 - Efficient building footprint
 - On-site parking
 - Access



Encinitas, CA

Design Issues to Address

Low Impact Development (LID)

FINAL DRAFT | OCTOBER, 2014



Incorporate stormwater management as site amenities.

73. Incorporate stormwater management systems as site amenities.

- a. Use rainwater as an amenity by directing stormwater to planted islands, bioswales, and other landscaping.
- b. Incorporate plazas, courtyards and patios into and around stormwater management systems whenever feasible.
- c. Reduce on-site run-off by using pervious paving and landscaping such as bioswales and planted islands.
 - » This is particularly appropriate for surface parking lots.
- d. Ensure that stormwater management systems do not adversely affect the character of historic sites and landscapes.

Stormwater Management



Bioswales and planted islands can be used in parking areas to reduce the amount of run-off that is created from surface parking lots.



Consider using pervious paving to reduce run-off.



Allow stormwater to serve a purpose, such as watering plants, before entering the storm drains.



Incorporate plazas, courtyards and patios into and around stormwater management systems whenever feasible.



Celebrate rainwater by directing it into planted islands, bioswales, and other landscaping.

Columbia, MO

Winter & Company

Design Issues to Address

Residential Infill

BUILDING MASSING

▶ Consider how building mass will fit with the neighborhood.

✓ Building mass, divided into modules, fits with neighborhood scale.



Preferred: Building mass is divided into modules, the roof plan is varied, and wall planes change in height and setback from property lines.

✗ Building mass appears out of scale with neighborhood.



Avoid: Building mass is unbroken, appearing greater in scale than others in the neighborhood.

On many streets, buildings have similar mass; this feature should be maintained. A building should be shaped to appear similar in scale to others in the neighborhood. Articulation of building facades, often using relatively simple forms, is an essential way to reduce the perceived scale of a building. Variation should occur horizontally and vertically.

11. Divide a large building mass into simple modules to reduce its perceived size.

- Avoid long, uninterrupted wall planes.
- Provide changes in wall height and setbacks along the sides of a property as well.
- Also vary the roof profile.

Building Massing Topics

Building Massing	15
Front Walls	16
Front Wall Variation	17
Side Walls	18
Side Wall Variation	19



This home combines horizontal and vertical massing articulations to reduce its perceived scale. Vertically the home steps down to a one story porch, and horizontally the side wall is stepped in away from the side lot line.



The mass of this larger home is broken into several distinct modules, resulting in attractive facade articulation, and allowing for further reduction of the perceived mass through variations in height and roof form.

Design Issues to Address

Adaptive Reuse



Design Issues to Address

Historic Preservation

WHICH AREAS ARE THE MOST SENSITIVE TO PRESERVE?

For many historic resources in Pittsburgh, the front wall is the most important to preserve intact. Alterations are rarely appropriate. Many side walls are also important to preserve where they are highly visible from the street. By contrast, portions of a side wall not as visible may be less sensitive to change. The rear wall is usually the least important (excepting free-standing, individual landmarks or certain civic and institutional buildings), and alterations can occur more easily without causing negative effects to the historic significance of the property.

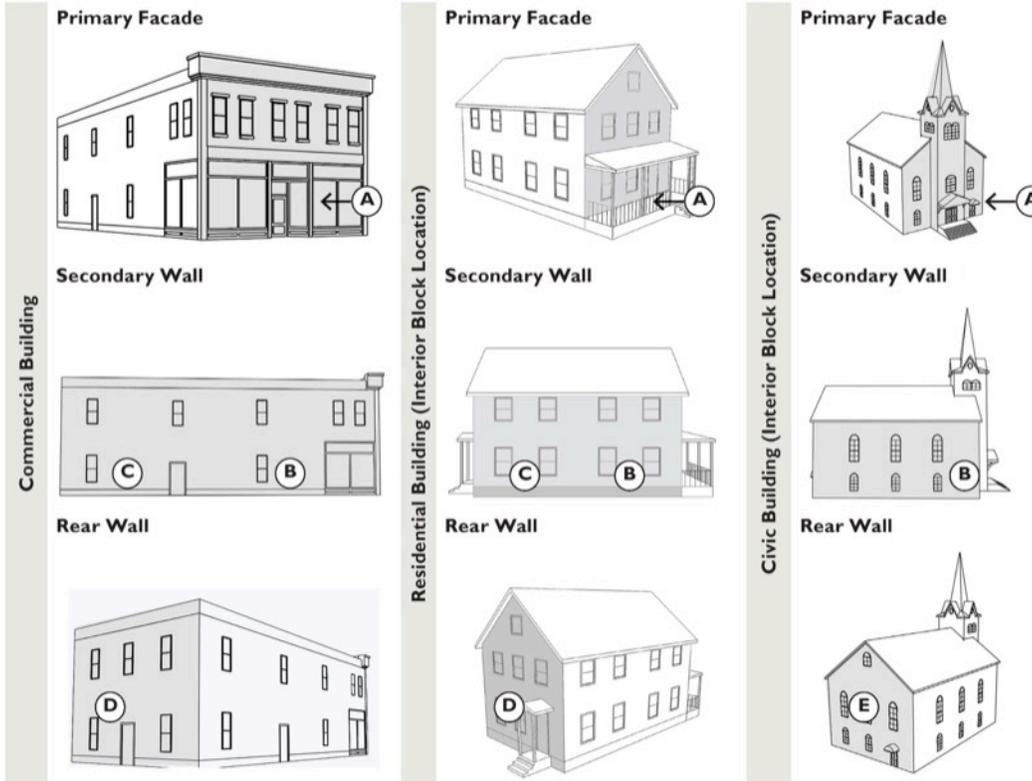
Location A. Primary Facade: Preservation and repair of features in place is the priority.

Location B. Highly Visible Secondary Wall: Preservation remains a high priority; however, some flexibility in treatment may be considered.

Location C. Less Highly Visible Secondary Wall: Preservation is still preferred; however, a compatible alteration may be acceptable. More flexibility in treatment may be considered.

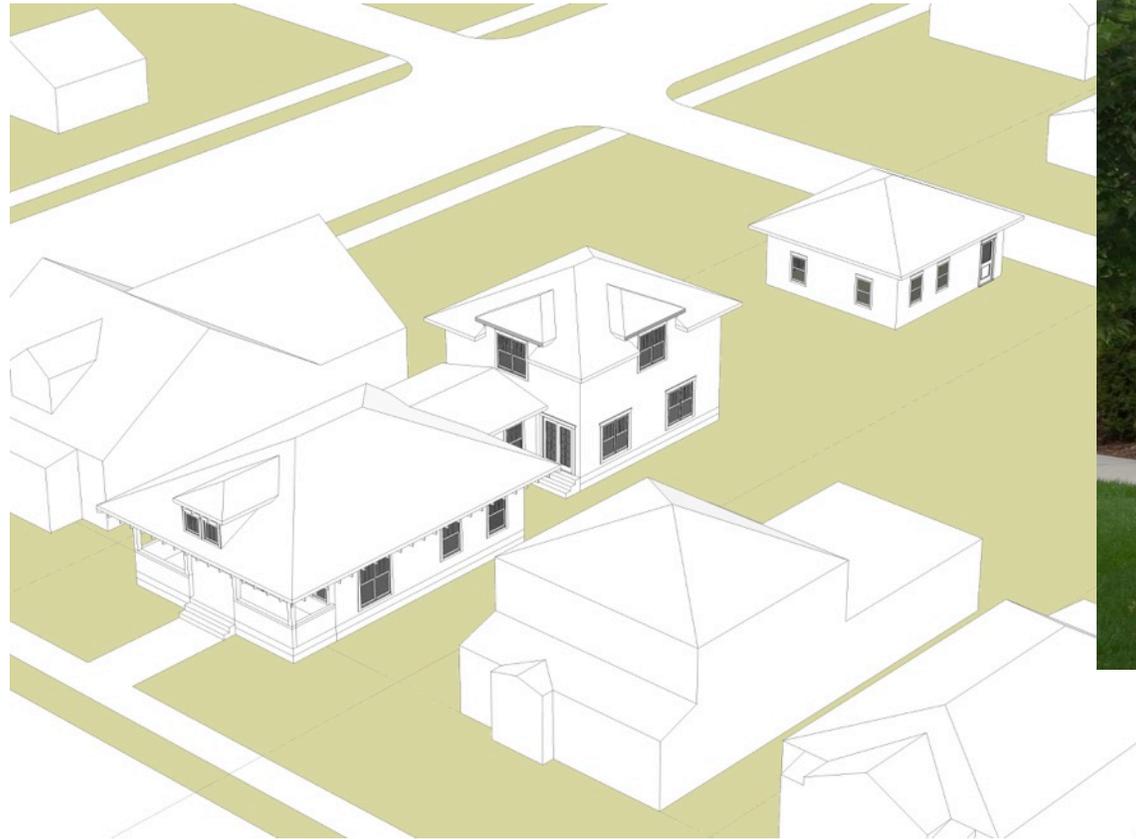
Location D. Less Visible Rear Wall: A compatible replacement or alteration may be acceptable. A higher level of flexibility in treatment may be considered.

Location E. Highly Significant Rear Wall: This applies to many cultural buildings of historic significance, such as churches, civic buildings and other landmarks that are designed to be viewed "in the round" or border a public space such as a park. Preservation and repair in place is the priority...



Design Issues to Address

Accessory Dwelling Units



Role of the CHC in the Update to the Design Guidelines

- Provide feedback related to housing, including ADUs
- Community workshop participation

Discussion/Q&A

- Can you identify some recent housing projects that you believe are particularly good examples of design? Examples that represent issues related to design in Healdsburg?
- Can you identify some particular issues related to housing design that should be considered?
- Can you identify some examples of design guidelines documents that you believe are particularly effective? Or simply describe some key features a design guidelines document should have?