

DESIGN | HEALDSBURG

Workshop 1 December 7, 2016



Today's Agenda

- Project Overview
- Presentation Part 1: What are Design Guidelines?
- Exercise 1: Essence of Healdsburg (Word Cloud)
- Presentation Part 2: Character and Context
 - BREAK
- Exercise 2: Character Areas and Issues
- Report Back
- Next Steps

Winter & Company Work



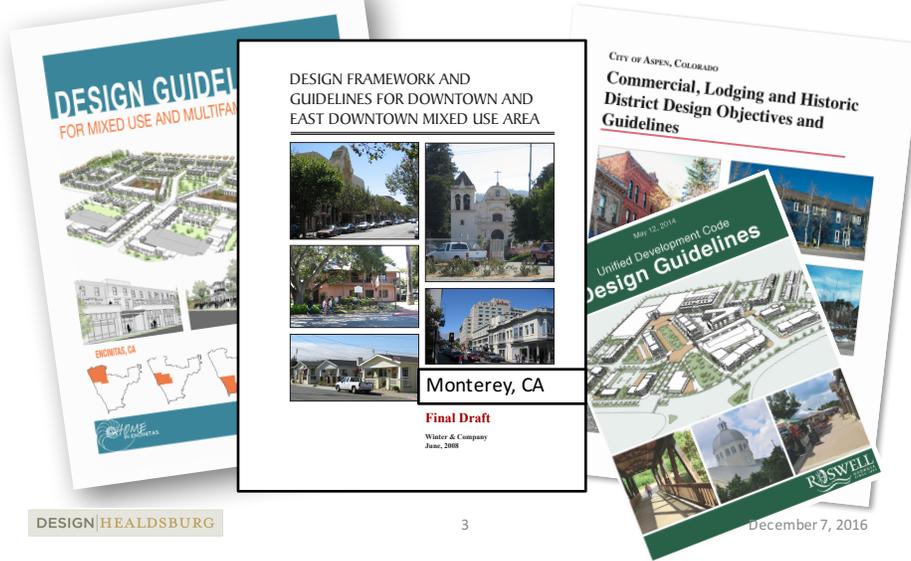
- Northern California Projects:
- Napa
 - Calistoga
 - Sausalito
 - Camel
 - Monterey

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Winter & Company Work



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Why Should a Community Have Design Guidelines?

- Provide consistency in design review
- Provide direction for those participating in design review
- Maintain and enhance community character

Why is Healdsburg Updating The Design Guidelines?

- Directive of the General Plan
- City Council identified the need to update design guidelines
- Maintain the community character and unique sense of place
- Ensure that desired community design character is maintained

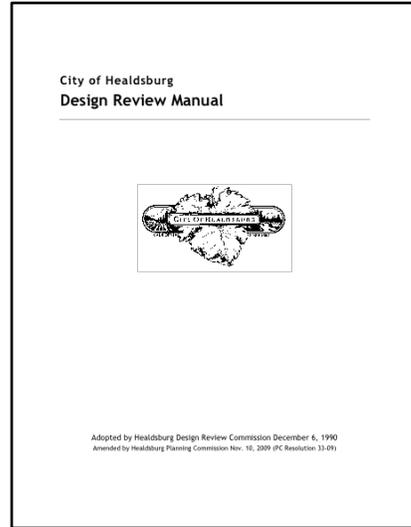
<h2 style="text-align: center;">Policy Base for Design Guidelines</h2> <ul style="list-style-type: none"> • General Plan • City's Municipal Land Use Code <ul style="list-style-type: none"> • Chapter 20.28 Article IV Design and Architectural Review <p style="text-align: center;">DESIGN HEALDSBURG</p>	<p style="text-align: center;">9 Community Design Policy Document</p> <p>CD-A-9 The existing low-profile character of Healdsburg Avenue between Powell Avenue and Grant Street shall be preserved, and new development in the area shall be in keeping with the scale and appearance of existing development.</p> <p>CD-A-10 The integrity of distinct and identifiable neighborhoods and districts shall be preserved and strengthened.</p> <p>CD-A-11 Landscaping shall be used in public and private development projects to enhance the city's visual qualities, provide shade and minimize glare.</p> <p>CD-A-12 Gates controlling access to residential subdivisions and multi-family residential development are discouraged.</p> <p>CD-A-13 Property owners shall maintain their property in a manner that avoids an unsightly appearance and reflects the desirable visual qualities of Healdsburg.</p> <p>GOAL CD-B Preservation and enhancement of the downtown and Healdsburg Plaza.</p> <p>Policies</p> <p>CD-B-1 The Plaza shall be preserved, reinforced and enhanced as the historic and cultural center of Healdsburg.</p> <p>CD-B-2 Parking in the downtown shall be located and designed to avoid interrupting facade continuity and dispersed to promote pedestrian access to downtown.</p> <p>CD-B-3 The visual enhancement of the downtown area is among the City's top priorities in order to protect its critical role in the community.</p> <p>IMPLEMENTATION MEASURES</p> <p>CD-1 Continue to apply the City's design review guidelines by requiring their incorporation into the design of development projects.</p> <p>CD-2 Revise and update the City's design review guidelines.</p> <p>CD-3 Aggressively enforce City regulations regarding abandoned vehicles, outdoor storage, and substandard or illegal structures and signs.</p> <p>CD-4 Work towards the removal of all billboards within the city.</p> <p>CD-5 Require the undergrounding of utilities by new development where feasible while seeking to avoid adverse impacts on trees or similar undesirable consequences.</p> <p>CD-6 Require the perimeter and interior of parking lots to be landscaped with shrubs and shade trees selected from a City-approved list of trees to improve aesthetics and to provide relief from solar radiation, heat and glare.</p> <p style="text-align: center;">9-2 Healdsburg 2030 General Plan</p>
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<h2 style="text-align: center;">Projects Already Subject to Design Review</h2> <ul style="list-style-type: none"> • Commercial, industrial, office and residential projects (2 or more units/site) that involve the development of vacant land • Change of use • Projects subject to review by Planning Commission • Signs that are part of a larger project subject to design review • Overlay districts (historic, hillside, development cluster) <p style="text-align: center;">DESIGN HEALDSBURG</p> <p style="text-align: center;">7 December 7, 2016</p>
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Project Overview

Project Summary

- Assess current Design Review Manual
- Articulate community vision for development
- Work in collaboration with
 - Community
 - City Council
 - City Commissions
- Training/Study Sessions
 - City Staff
 - Planning Commission



Project Overview

Purpose – Community Character

- Maintain community character
- Preserve natural beauty
- Promote attractive development
- Enhance community appearance
- Preserve historic resources



Project Overview

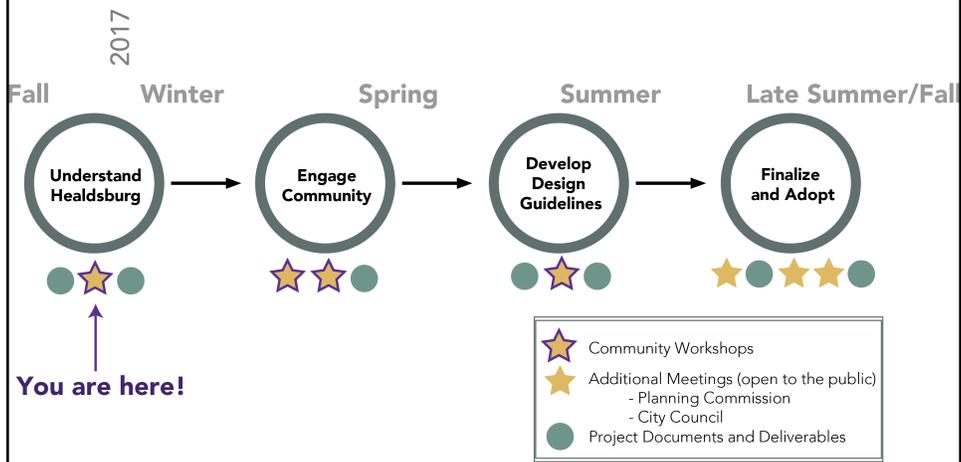
Purpose - Administrative

- Provides direction
 - Property owners
 - Design professionals
 - Contractors
- Provide consistency in design review
 - Planning Commission
 - Planning and Building staff



Project Overview

Overview of Project Schedule



Project Overview

Public Involvement

- Four (4) public workshops
- Focus groups
- Special meetings
 - Planning Commission
 - City Council
- On-line survey
- Social media/project website



Project Overview

Potential Topics To Address

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

What Are Design Guidelines?

Zoning standards (Code Requirements)



Design Guidelines



Current Design Review Manual

Includes:

- Guidelines and standards
- Building design
- Parking dimensional requirements
- Landscape design standards
- Fences and walls
- Sign standards
- Development standards for residential, commercial, industrial, infill development

Some Items Not Included:

- Sustainability
- Low Impact Development (LID) principles
- Gateway design
- Storefront design
- Accessory Dwelling Units (ADU)
- Historic Preservation

December 7, 2016

Approach

Guidelines Will:

1. Clearly represent community values
2. Identify purposes
3. Balance broad principles with specific examples
4. Improve reliability
5. Identify acceptable alternatives
6. Use graphics clearly
7. Be user friendly



Approach

Process Will:

1. Define the objectives
2. Describe the characteristics of the context
3. Inform the design guidelines document
4. Evaluate the guidelines
5. Provide training for:
 1. Planning Commission
 2. Staff

Approach

Format of Guidelines

- Consistent
- Easy to reference
- Hierarchical

Draft #2a: March 24, 2014

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**



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.

GUIDELINES FOR BUILDING MASS & SCALE IN ALL DISTRICTS

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

<p>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.</p>	<p>C Additional Information is provided as a lettered list beneath each guideline to describe specific approaches and strategies related to the guideline.</p>	<p>✓ A check mark on an illustration indicates an approach that is generally appropriate.</p>
<p>B Design Guidelines describe an intent or desired outcome. They are numbered by chapter for easy reference.</p>	<p>D Illustrations(s), including photographs and diagrams, are provided to support the design guidelines. They are numbered for cross-reference.</p>	<p>✗ An X mark on an illustration indicates an approach that is generally inappropriate.</p>
		<p>💧 A droplet indicates guidance related to stormwater management. See the sidebar on page 5 for more information.</p>

Figure 4: Sample Guideline Format

Approach

Address the Public Realm

Entryway Corridor
Character Area Public Realm

East Main	<table border="1"> <tr> <th>Sidewalk</th> <th>Planting Strip</th> <th>Bike Lane</th> <th>Parking</th> <th>Travel Lanes</th> <th>Median</th> </tr> <tr> <td>7'</td> <td>5'</td> <td>4'</td> <td>8.5'</td> <td>(4) x 10.5'</td> <td>6'</td> </tr> </table>	Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median	7'	5'	4'	8.5'	(4) x 10.5'	6'
Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median								
7'	5'	4'	8.5'	(4) x 10.5'	6'								
North 7th	<table border="1"> <tr> <th>Sidewalk</th> <th>Planting Strip</th> <th>Bike Lane</th> <th>Parking</th> <th>Travel Lanes</th> <th>Median</th> </tr> <tr> <td>7'</td> <td>5'</td> <td>4'</td> <td>8.5'</td> <td>(4) x 10.5'</td> <td>6'</td> </tr> </table>	Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median	7'	5'	4'	8.5'	(4) x 10.5'	6'
Sidewalk	Planting Strip	Bike Lane	Parking	Travel Lanes	Median								
7'	5'	4'	8.5'	(4) x 10.5'	6'								
West Main Parkway	<table border="1"> <tr> <th>Sidewalk</th> <th>Planting Strip</th> <th>Bike Lane</th> <th>Travel Lanes</th> <th>Median</th> </tr> <tr> <td>7'</td> <td>8'</td> <td>4'</td> <td>(4) x 11'</td> <td>10'</td> </tr> </table>	Sidewalk	Planting Strip	Bike Lane	Travel Lanes	Median	7'	8'	4'	(4) x 11'	10'		
Sidewalk	Planting Strip	Bike Lane	Travel Lanes	Median									
7'	8'	4'	(4) x 11'	10'									
Rouse	<table border="1"> <tr> <th>Shared Trail</th> <th>Planting Strip</th> <th>Travel Lanes</th> </tr> <tr> <td>12'</td> <td>10'</td> <td>(2) x 12'</td> </tr> </table>	Shared Trail	Planting Strip	Travel Lanes	12'	10'	(2) x 12'						
Shared Trail	Planting Strip	Travel Lanes											
12'	10'	(2) x 12'											

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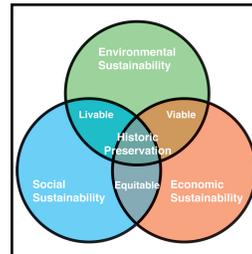
Bozeman, MT – Corridors Guidelines

December 7, 2016

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

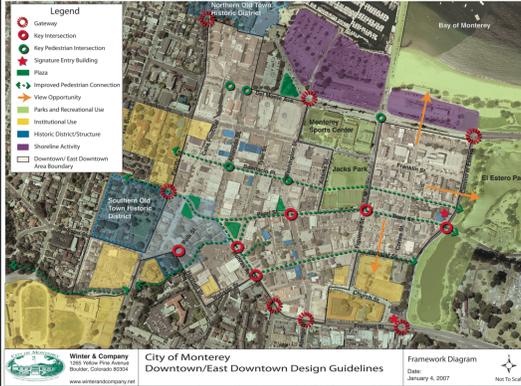
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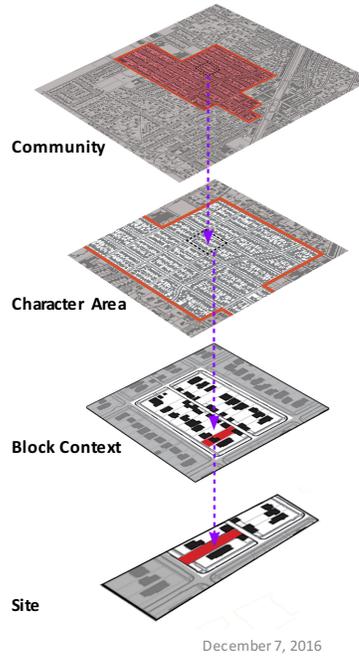
Approach

Address Context



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Approach

Starting Goals:

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



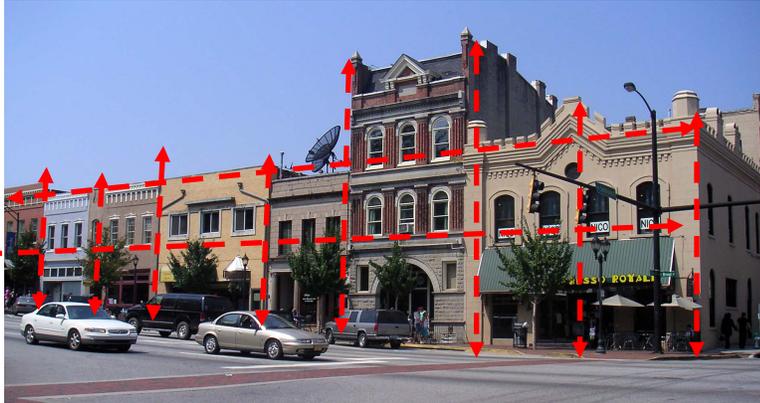
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Approach

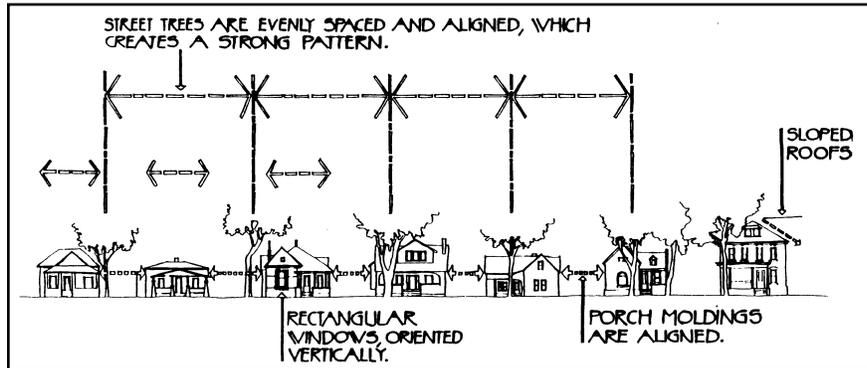
Describe Framework Features



Athens, GA

Approach

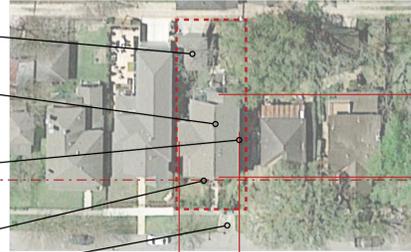
Address Residential Contexts



Approach

Learn from Local Successes

- ☑ Side wall articulation helps to minimize the width of the home
- ☑ One-story element on front facade minimizes perceived scale of home from street
- ☑ Aligned floor plates and ceiling heights are similar to neighboring homes
- ☑ Defined building entry & porch with access from sidewalk
- ☑ Fenced and landscaped front yard is consistent with surrounding context
- ☑ Alley accessed garage is consistent with the neighboring properties
- ☑ Building footprint/lot coverage is moderately larger than traditional surrounding context
- ☑ Length of side wall is moderately longer than traditional surrounding context
- ☑ Aligned with traditional setback
- ☒ Parking in the tree lawn without a side drive option is inconsistent with similar traditional properties



☑ Compa
☒ Incom

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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 facade. 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 facade to add visual interest and express traditional facade 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 facade 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 facade composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors.



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Potential Topics 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

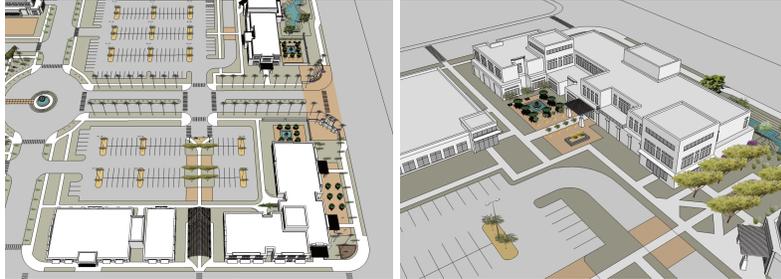
Potential Topics to Address

Mass & Scale



Potential Topics to Address

Corridors: Guidelines for Liner Buildings



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

Potential Topics to Address

Corporate Design



Potential Topics 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

Potential Topics to Address

Low Impact Development (LID)

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.



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



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



Potential Topics 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.

Potential Topics to Address

Adaptive Reuse



Potential Topics 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.

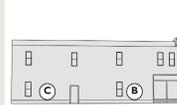
Location D. Less Visible Rear Wall: A compatible replacement or alteration may be acceptable. A higher level of flexibility in treatment may be considered.

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...

Primary Facade



Secondary Wall



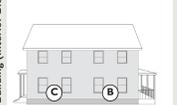
Rear Wall



Primary Facade



Secondary Wall



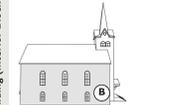
Rear Wall



Primary Facade



Secondary Wall



Rear Wall



Potential Topics to Address

Accessory Dwelling Units (ADU)



Help us understand YOUR
city!

Exercise 1

Essence of Healdsburg

Exercise 1: Essence of Healdsburg

WordCloud – Write 1 word/sticky note that describes the essence of Healdsburg. (Suggested time: 10 minutes)



Presentation Part 2

Character and Context

What is character?



What influences the character of an area?

Character is defined by experience:

- Land uses
- Built environment
- Open spaces
- Landscape
- Amenities
- Infrastructure/Transportation
- Activity level
- Visual landmarks
- Safety
- Noise levels
- Etc.....



Guidelines and Character Areas

The Design Contexts of Downtown Memphis

Legend

- Downtown Core
- Central Business Improvement District
- Downtown Core
- Downtown Core
- Downtown Core
- Downtown Core

Note: This map represents boundaries drawn as of January 2012; however, the Commission may amend the boundaries from time to time. Applicants should check with commission staff to confirm the latest boundary. The DMS may also make the adjustments to certain contexts for individual properties that may be along the edges of the individual context boundaries.

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Downtown Core

The Downtown Core is the heart of Memphis, containing the highest density and greatest concentration of buildings and activities in the city. Its skyline defines the city, as seen from the river and major highways.

The character of the Downtown Core is well-established, with a mix of building types and styles that provide diversity and interest, yet also with an overall sense of visual continuity that results from the repetition of similar building forms and materials as well as a shared orientation to the street and emphasis on the pedestrian. This sense of cohesiveness is to be expected as new development occurs. As the most "urban" part of the Central Business Improvement District, the Downtown Core should continue to convey this highly urban character. The objective is to build on the established features of the area, while encouraging high quality, creative designs that are uniquely Memphis.

Note that some locally-designated historic districts are embedded in the Downtown Core Context. For those special areas, the design principles in this section DO apply but, in addition, special consideration must be given to designing new buildings that are compatible with the historic buildings in that district.

Goals:

- Reinforce the established urban character of the area.
- Promote an active, pedestrian-friendly street level.
- Maintain a sense of visual continuity, while also providing accents to the basic character of the context.
- Encourage creative, high quality design.

As the most "urban" part of the Central Business Improvement District, the Downtown Core should continue to convey this highly urban character.

The Downtown Core is the heart of Memphis, containing the highest density and greatest concentration of buildings and activities in the city.

Reinforce the established urban character of the area.

Design Contexts and Memphis' Historic Districts
Note that locally-designated historic districts are subject to review by the Memphis Landmarks Commission.

Other historic places may be listed in the National Register only. In those cases, Preservation Commission review is not required; however, Downtown Memphis will apply preservation guidelines to projects in those areas that are to receive incentives.

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Exercise 2

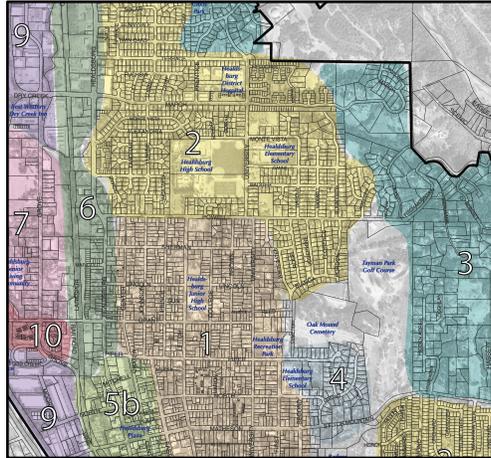
2a. Map Character Areas (15 minutes)

2b. Identify Features (30 minutes)

2c. Identify Issues (Extra Credit)

Report Back

Exercise 2a: Map Character Areas



EXERCISE 2A. MAP CHARACTER AREAS

Exercise 2a Instructions: The map below identifies eleven (11) preliminary Character Areas within Healdsburg. Each Character Area is based on existing urban design characteristics listed on Exercise 2a sheet. In some cases, multiple areas are designated with a single Character Area because they share some common characteristics. Discuss these boundaries with your group and work together to confirm and/or edit the map using the markers at your table. You can change a Character Area assigned to a given area, remove the boundaries if you believe they are inaccurate or create an entirely new Character Area. Be sure to discuss with your group prior to editing the map. Good luck!

TABLE #

1	[Image]
2	[Image]
3	[Image]
4	[Image]
5	[Image]
5b	[Image]
6	[Image]
7	[Image]
8	[Image]
9	[Image]
10	[Image]

Draft Character Areas Map

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Messy is good! Add your ideas!



Exercise 2c: Identify Issues (Extra Credit!)

For homework...

designhealdsburg.org

EXTRA CREDIT! TABLE # _____

EXERCISE 2C. IDENTIFY ISSUES

Time permitting, work with your group to identify key development-related issues in Healdsburg that should be addressed in this process. Consider the following questions as you develop your list:

- What design issues affect all of Healdsburg?
- What design issues affect specific Character Areas in Healdsburg?

Record the issues identified by your group in the space provided. If specific issues are raised regarding specific Character Areas or other subareas within Healdsburg, please note the area.

List issues identified by your group here! Categories to consider include, but are not limited to:

- Architectural Form/Detail
- Site Layout
- Infill Development
- Renovations/Additions (including ADU)
- Landscaping
- Historic Preservation

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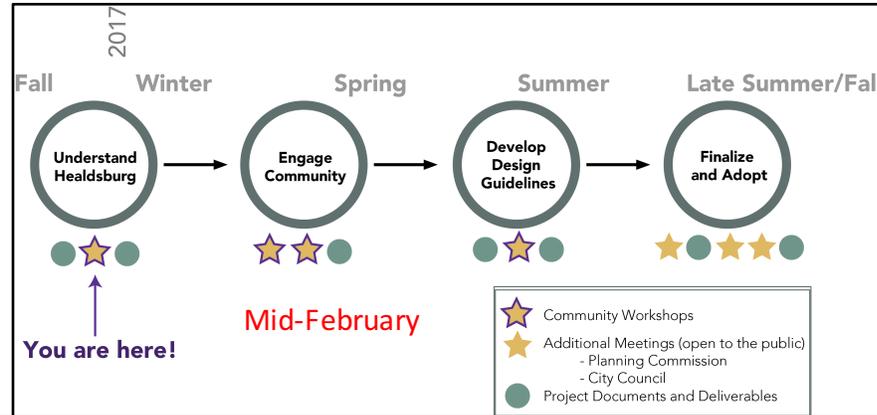
FOR MORE INFO:
designhealdsburg.org
707.473.4463



Next Steps

Workshops 2 and 3:

Envisioning future development
Anticipated Winter 2017



Thank you for coming!



FOR MORE INFO:
designhealdsburg.org
707.473.4463