

Development Standards and Design Guidelines

As discussed in the preceding chapter, the physical character of the two developed segments of the corridor (i.e., the Mission Hill and Westside zones) are quite different, reflecting both the difference in use and the quality of the architectural resources. Generally, the Mission Hill zone is characterized by a fairly consistent and high quality residential development pattern that includes numerous buildings with significant historic and architectural value. In contrast, the Westside zone is generally characterized by a strip commercial development pattern that is lacking in both consistency and quality. Given these differences, the focus of the Plan is on supporting the preservation and enhancement of the existing patterns and resources in the Mission Hill zone, while encouraging significant redevelopment and revitalization of the Westside zone.

The effect of the existing strip commercial development pattern on the physical environment is one of fragmentation caused by driveways and parking lots, an array of signs competing for the driver's eye, and predominantly single-story structures that are not in scale with the street. The development standards and design guidelines in this Plan are intended to support the long-term transformation of the physical character of the Westside zone to provide a more attractive and pedestrian-friendly commercial district. The key physical changes encouraged along Mission Street include:

- development of buildings that are more in scale with the wide street,
- creation of a more consistent building setback that gives definition to the corridor
- relocation of parking behind buildings and in structures
- reduction in the number of driveways with access from Mission Street
- creation of a broader and more protected pedestrian environment with linkages to the adjoining residential areas

I. Site Development Standards

A. Mission Street C-C “Community Commercial District”

Section 24.10.700 of the Santa Cruz Municipal Code sets standards for the C-C “Community Commercial District”. The Urban Design Plan supplements and modifies that section with the following standards. Those topics not specifically addressed below are still subject to the standards set forth in the City Code.

The purpose of the Mission Street C-C District is to establish standards for development of a wide variety of commercial, service and residential uses along the Mission Street corridor while providing a desirable street character that welcomes both pedestrian and vehicular access. These standards are designed both to improve existing uses and encourage new developments in a manner that maintains a harmonious balance between local- and visitor-serving commercial uses and adjoining residential neighborhoods.

1. Permitted Uses

Uses permitted under the standard C-C zone are generally appropriate for the Mission Street corridor. However, the intent of the Plan is to narrow the range of uses typically allowed in a C-C zone in order to provide better protection for the character and economic vitality of the corridor. Specifically, the intent is to encourage uses that will be consistent with the establishment of a more attractive and pedestrian-friendly environment, a more balanced mix of local- and visitor-serving commercial uses, and a more complementary mix of retail, service, entertainment, and residential uses.

In order to move the corridor away from past tendencies to be dominated by auto-oriented, strip commercial development, a number of land use restrictions are recommended for the Mission Street C-C District, including:

- The number of gas stations shall be capped at current levels.
- No new drive-thru businesses.
- No new industrial or manufacturing uses.
- No new ground floor residential uses.

Generally, those uses that are considered most appropriate for the Mission Street C-C District will have most, if not all, of the following characteristics:

- Provide goods and services that cater to the daily needs of the local community.
- Provide visitor-serving services that are dependent on highway visibility/frontage (i.e., gas stations and motels).
- Are compatible with the creation of an attractive, pedestrian-friendly commercial district.
- Are not primarily auto-oriented.
- Are not industrial or manufacturing in nature.

Within the Mission Street C-C District the land use and development character already varies in response to the dual, local- and visitor-serving functions of the corridor. Generally, the more auto-oriented, visitor-serving uses should continue to be located in the western portion of the C-C district, from Olive Street to Swift Street. In order to maintain a pedestrian scale and neighborhood orientation, the segment from Laurel Street to Olive Street should have primarily local-serving businesses.

2. Building Height

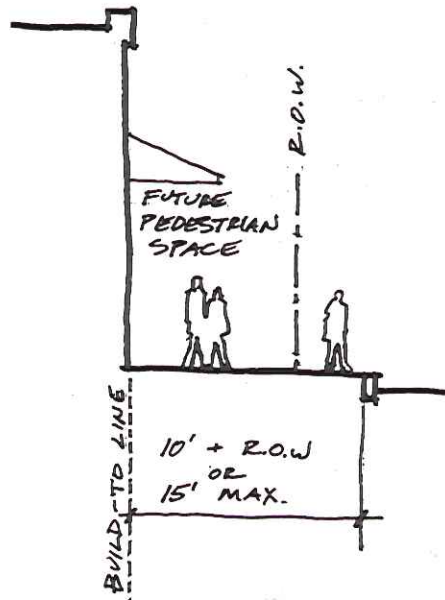
- a. **Maximum Height** - Three (3) story limit, forty (40) feet maximum. For two-story buildings the maximum height is thirty (30) feet.
- b. **Minimum Height** - In order to promote a pleasing sense of spatial enclosure that is in scale with the corridor, the minimum height of new development shall be 20 feet. Although not required, minimum

two-story development is strongly encouraged.

- c. Architectural elements such as bell towers, spires, turrets, cupolas, chimneys, dormers, flag poles, etc. are limited to 15% of the roof area and may extend 10 feet above the maximum height limit, subject to Design Permit review.
- d. Roof equipment and non-habitable mechanical penthouses may extend 10 feet above the maximum height limit, but shall be limited to 10% of the roof area and set back at least 20 feet from the primary façade.

3. Building Design and Orientation

To the maximum extent feasible, the primary façade of any principal building shall be oriented parallel to Mission Street. The primary building entrance shall be visible and directly accessible from Mission Street.



Build-To lines create new pedestrian space.

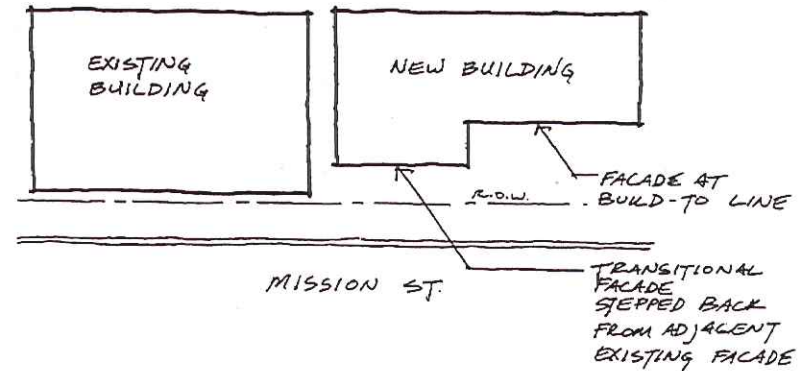
4. Streetfront Build-To Lines and Setbacks

a. Build-To Lines

- (1) In order to establish a more consistent definition to the corridor, while also providing for adequate pedestrian zones, new development and major remodels shall be built to a line parallel to the Mission Street right-of-way, and either 15 feet from back of curb or 10 feet from the right-of-way line, whichever is less.
- (2) Second stories must maintain the same setback as the ground floor, but third stories may be built to the build-to line or stepped back.
- (3) A minimum of 60% of the Mission Street frontage of each lot shall be occupied by a building at the required build-to line.
- (4) Front facades may contain recessed entries encompassing up to one third of the length of the front building wall.
- (5) In cases where existing structures on adjacent parcels are set back less than the required build-to line, flexibility may be allowed to create a graceful transition between existing and new structures. For example, such conditions occur at the Bay-

Mission Market (northwest corner of Bay & Mission streets) and the Esperanza Market (northwest corner of Laurel and Mission streets) sites. At such locations, two adjacent buildings could be connected with a facade that steps or changes in setback depth, with straight segments of facade remaining parallel to the street.

- (6) For corner parcels, the building shall be built to the build-to line along Mission Street and the street right-of-way line along the secondary street in order to frame, and give definition to the intersection. The corner of the building may be recessed from front and side property lines on a diagonal. The recess may be cut back up to six feet from the corner of the property as measured along the property lines. The recessed corner may include just the ground level, or ground floor and upper levels.



A stepped back facade forms a transition between existing facade and new facade at build-to line.

b. Setbacks

(1) Side Yard Setbacks

New buildings and major remodels must be built to at least one side property line.

(2) Rear Yard Setbacks

In instances where the rear of a parcel is adjacent to a residential district, new development or major remodels shall maintain:

- A 25-foot minimum setback from the rear property line for the first and second stories, and
- A 35-foot minimum setback from the rear property line for a third story.

c. Encroachments

- (1) Architectural features such as balconies, bay windows, turrets, and special entry features shall be permitted to encroach up to three (3) feet over front and/or side street build-to lines, but be no less than twelve (12) feet above the sidewalk surface.
- (2) Awnings shall be permitted to encroach up to six (6) feet over front and/or side street sidewalk areas, but be no less than twelve (12) feet above the sidewalk surface.

- (3) Signs shall be permitted to encroach up to four (4) feet over front and/or side street sidewalk areas, but be no less than eight (8) feet above the sidewalk surface.
- (4) If architectural features, awnings, or signs are to encroach into the Caltrans right-of-way, the Caltrans approval process must be followed.

B. Mission Street P-A “Professional and Administrative Office District”

Section 24.10.1200 of the Santa Cruz Municipal Code sets standards for the P-A “Professional and Administrative Office District”. The intent of the Urban Design Plan is to maintain and enhance the existing “residential” scale and character of the Mission Street P-A District. Thus, no significant changes are proposed in the development standards set forth in the City’s Municipal Code.

As suggested by the name of the zoning district, professional and administrative offices are the principal use in along the corridor. While not altering the list of permitted or conditionally permitted uses, the City should ensure that new uses are compatible and consistent with the physical character of the corridor. The focus of the Plan is on enhancing and enforcing design guidelines that are more responsive to and protective of the important historical and architectural resources along the corridor.

Generally, building heights, massing and setbacks in the Mission Hill Zone should be consistent with the existing historic structures:

- Building heights will be generally one and two story to match the existing residential scale.
- Building massing generally will consist of simple volumes centered on their lots with projections for front porches, bay windows and dormers.
- Buildings will be set back from the street to allow a front yard as is typical of the residential character in this area.
- Buildings will incorporate gable and hip style roofs to match existing historic homes.

The existing development regulations for the district are as follows:

Provisions	Requirement
☐ Height of Buildings – Maximum	
☐ Principal (stories and feet)	2 & 25
☐ Accessory (stories and feet)	1 & 15
☐ Minimum lot area (net – square feet)	5,000
☐ Front yard (feet)	10 ¹
☐ Rear yard (feet)	5 ²
☐ Side yard (feet)	
☐ Interior (feet)	0 ²
☐ Exterior (feet)	10 ¹
☐ Distance between buildings on same lot (feet)	10

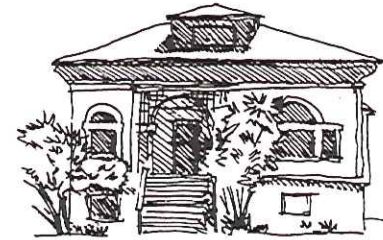
¹Except that the front yard and the exterior side yard may be reduced to not less than six (6) feet, for a portion not to exceed fifty (50%) percent of the building frontage, and providing that a total of ten (10) square feet of front yard is provided for each lineal foot of total lot frontage.

²Except where abutting an R- District, then not less than the minimum yard required for the adjacent yard in the R- District.

II. Architectural Design Guidelines

A. Mission Street P-A “Professional and Administrative Office District”

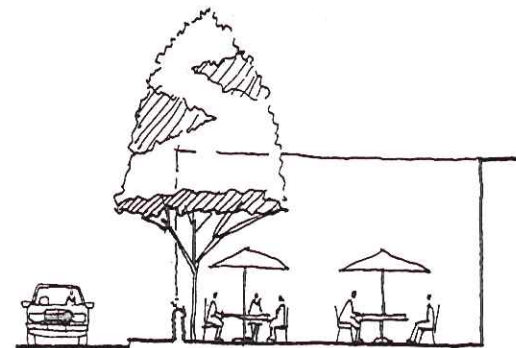
1. Registered historic building facades should be maintained true to their historic character. Renovations and maintenance should be encouraged to preserve the character of these buildings consistent with the requirements of the Historic Alteration Permit.
2. Renovation of older buildings with architectural merit should be encouraged, even if building is not registered. (Refer to pages 46-47, Building Use/Contribution to Urban Quality plan.)
3. New buildings constructed within the Mission Hill Zone should reflect the same scale, massing, and building forms as the historic residential structures, and utilize a design vocabulary that is consistent with the historic structures with regard to articulation, detailing and materials.



Preserve the character of distinctive historic buildings.

B. Mission Street C-C “Community Commercial District”

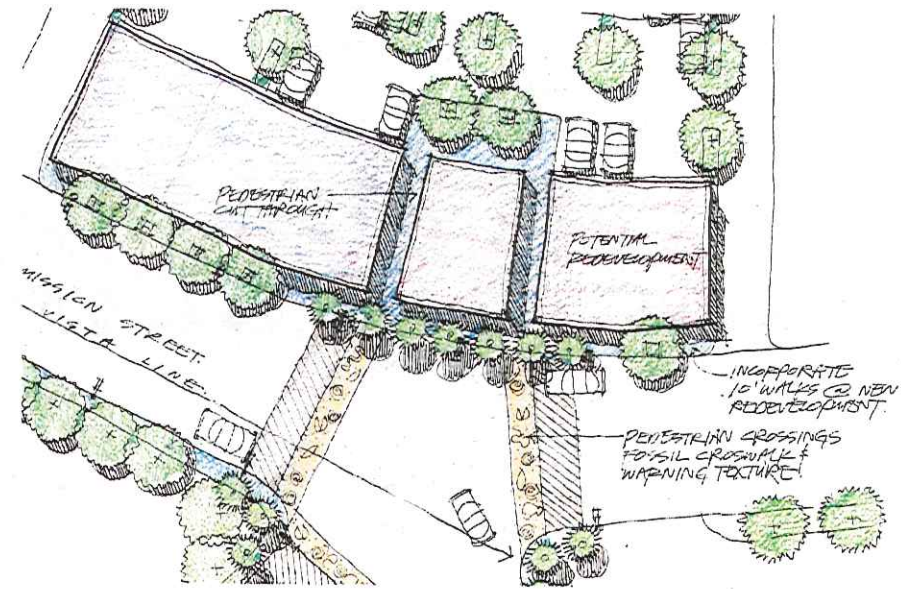
1. General
 - a. Buildings in the C-C District should be generally structured to improve the pedestrian presence on Mission Street:
 - (1) Buildings should be massed for maximum façade exposure to Mission Street and minimizing space



Protected pedestrian patios adjacent to Mission St. enhance pedestrian friendliness.

dedicated to parking on the Mission Street frontage (concentrate parking more to side- and rear-lots).

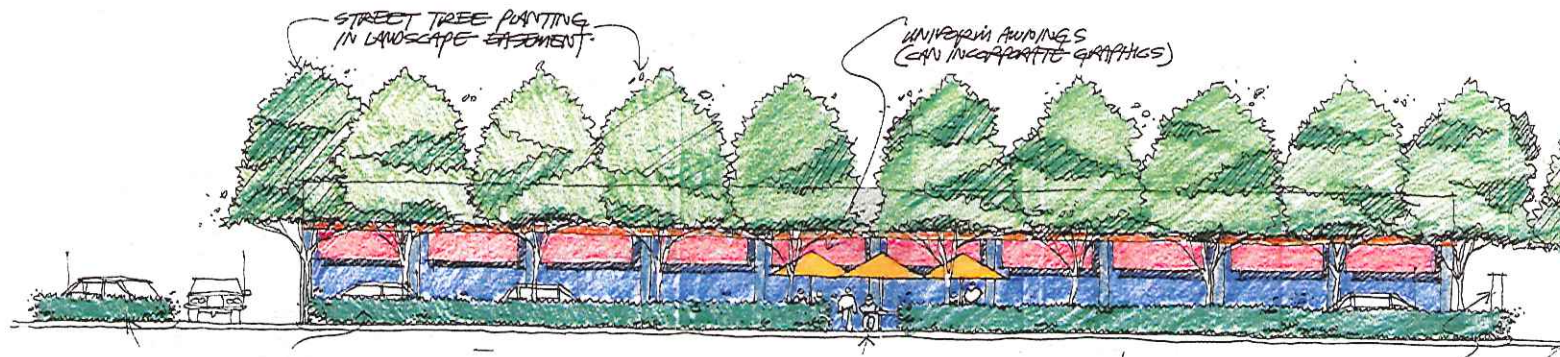
- (2) Reduce building setback from what is now typical of this zone. 15' from back of curb is recommended as a future goal to allow for ample pedestrian zone.
 - (3) Add pedestrian amenities such as: patios, courtyards and seating areas; landscaping; site furnishings; water features; and public art elements.
 - (4) Add graphics or mural art to enhance uniqueness of business.
- b. New construction and redeveloped properties at key intersections, such as Mission @ Bay and Mission @ Almar/Younglove, should be designed to add definition to these “special activity nodes” and to enhance pedestrian activity and presence on Mission Street.



New buildings at activity nodes should have continuous facades with narrow breaks for driveways and pedestrian passageways.

- (1) Building heights should be a minimum of 2 stories and sited at the build-to lines for both street frontages;
- (2) Building massing along Mission Street should provide continuous facades within these activity nodes allowing only narrow breaks for driveways or pedestrian passageways.
- (3) “Cut-a-way” (i.e., recessed) building entrances should be placed at the building corners nearest the intersection to focus attention and activity at the meeting of the two streets
- (4) Buildings should be designed to incorporate pedestrian-oriented uses such as cafes, restaurants, and retail that will enhance pedestrian presence and activity.
- (5) Unify the street-facing facades of existing mini-malls through coordinated



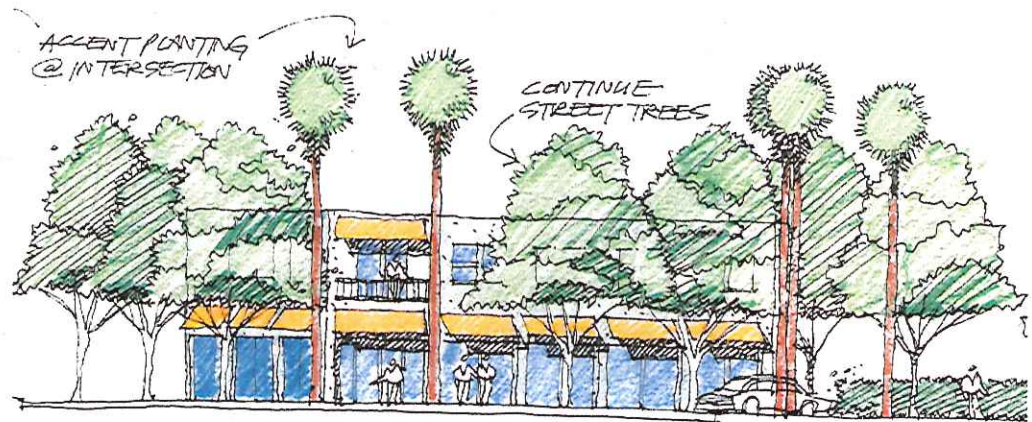


Unify mini-mall facades with improved signage, awnings, planting and painting.

signage, lighting, awnings or painting programs.

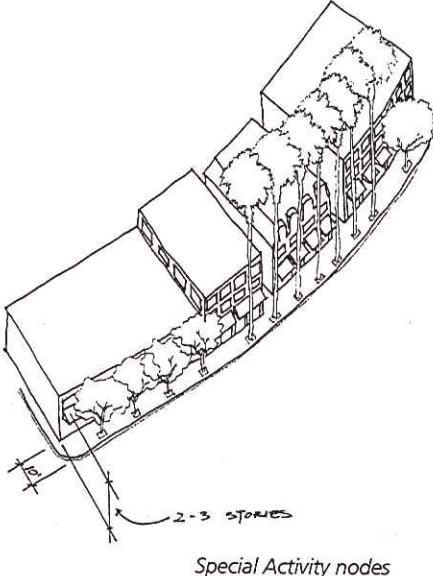
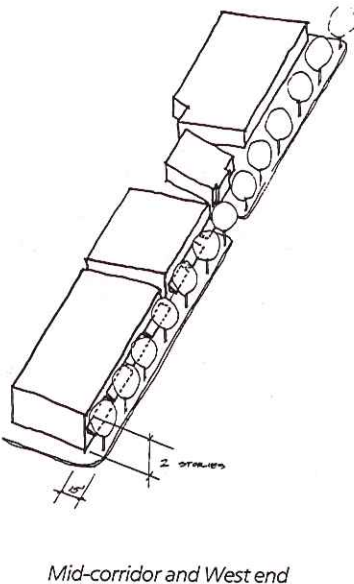
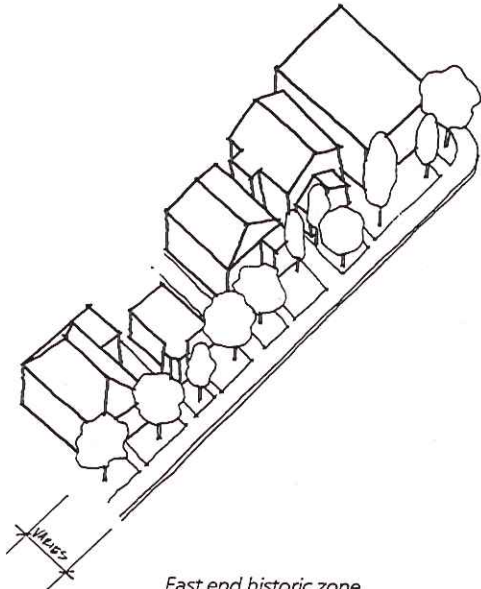
2. Building Massing and Facades

- a. Building massing generally should be rectangular. Unusual, highly contrasting forms are not appropriate for buildings along Mission Street.
- b. Buildings should receive equal design treatment on all building elevations visible from public streets and adjoining Mission Street properties.
- c. Parapets should be used to hide roof-mounted equipment and be designed to be integral with the building design.
- d. Corner buildings should

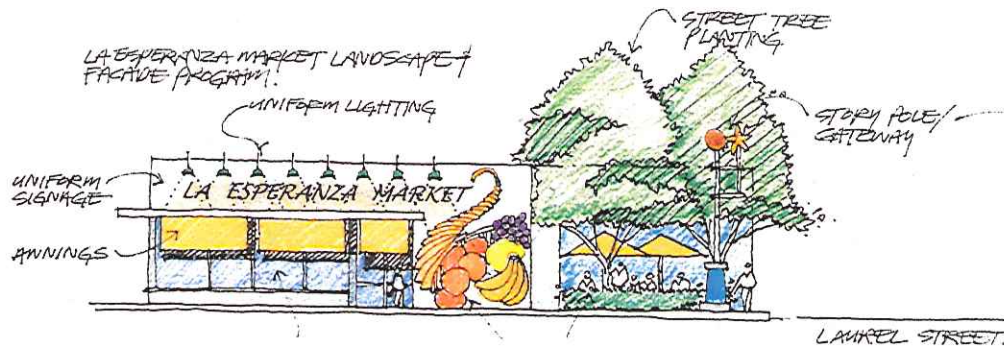


ALMAY @ MISSION

Design new buildings to accommodate mixed uses and pedestrian friendly ground floors.



- include design features that soften and highlight the corner of the building, such as “cutaway” corner entries.
- e. Building additions that enlarge the original footprint or profile of a building should be designed with consideration of the impacts to the original shape, mass, materials and finishes of the building.
 - f. Additions should not mix architectural styles by imposing new design motifs that compromise the stylistic integrity of the original building.
 - g. Facades wider than thirty (30) feet are recommended to have some form of vertical modulation every twenty-five (25) feet or less.
 - h. Design buildings to have pedestrian-oriented uses (retail, cafés, restaurants, community services) at the ground level. Design characteristics for ground floor areas should include:
 - (1) High ceilings (14'-17').
 - (2) Large picture windows with transoms.
 - (3) 15'-20' bays with heavy dividing columns.
 - (4) Awnings



Redesign facades of existing contemporary buildings to enhance pedestrian experience.

- (5) Design 1-2 levels over ground floor for office or residential use with smaller punched openings repeating bay rhythm below and with flat roofs using simple or articulated cornices.

3. Windows, Doors and Other Openings

- a. Commercial storefronts should include substantial, street-oriented glazing that reveal activity within shops and restaurants and engage the interest of passersby.
- b. Ground level, street-oriented façades should include a minimum of 60% of the wall area in transparent window surface. Upper story facades should incorporate glazing into 30 to 50% of the wall plane.
- c. Street-fronting ground floor glazing should have a sill height not exceeding 30 inches as measured from the adjoining sidewalk surface.
- d. Reflective or obscure glazing is not permitted. Sun control should be accomplished using exterior shading devices such as awnings.
- e. Enclosed display window areas should be provided on street-oriented facades where actual window cannot be provided.
- f. Windows should consist of discrete openings in the wall surface, rather than large, continuous walls of glass.
- g. Building entrances should be distinct and easily recognizable. This distinction may be created by:
 - (1) Differentiating the size, shape, and scale of the entry from other wall openings;

- (2) Recessing and/or articulating the entry;
- (3) Setting entrances at building and/or block corners; and
- (4) Adding overhead shelter, such as an awning or canopy.

4. Materials and Colors

- a. The use of high quality exterior building materials that are durable and easy to maintain is encouraged.
- b. Lighter, more neutral colors are preferred over dark valued and highly saturated colors. Highly saturated and bright colors should be used sparingly, as accents.
- c. Major building surfaces should be lighter values of warm, neutral hues (tans, creams, greys, etc.). The natural colors of surface materials are often preferable to paint.
- d. Exterior trim and architectural detail, such as cornices, window and door trim, should be painted a contrasting color to distinguish them from wall surfaces. The use of subtly contrasting, but complementary colors is appropriate.

5. Lighting

- a. Commercial building façade lighting generally needs to address two zones: the pedestrian lighting zone and the signage lighting zone. In order to ensure a safe and attractive pedestrian environment, particular attention should be paid to lighting of the pedestrian zone. Downlighting generally should be used to illuminate pedestrian areas, with particular attention to building entrances, doors and windows. Signage lighting should generally be quite focused, and not overlit, allowing the majority of the parapet area to remain dark. Signs can be backlit (i.e., lighting behind raised lettering), externally lit with focused spot lights, or internally lit (as long as the background is opaque or dark and only the letters are illuminated).
- b. Lighting fixtures should be designed to be compatible with the building design, and should highlight important building features when used. Careful consideration should be given to aspects of lighting design such as color of light, intensity of light, and overall visual impact of night lighting.

EVALUATION CRITERIA




HIGH TO MODERATE CONTRIBUTING USE

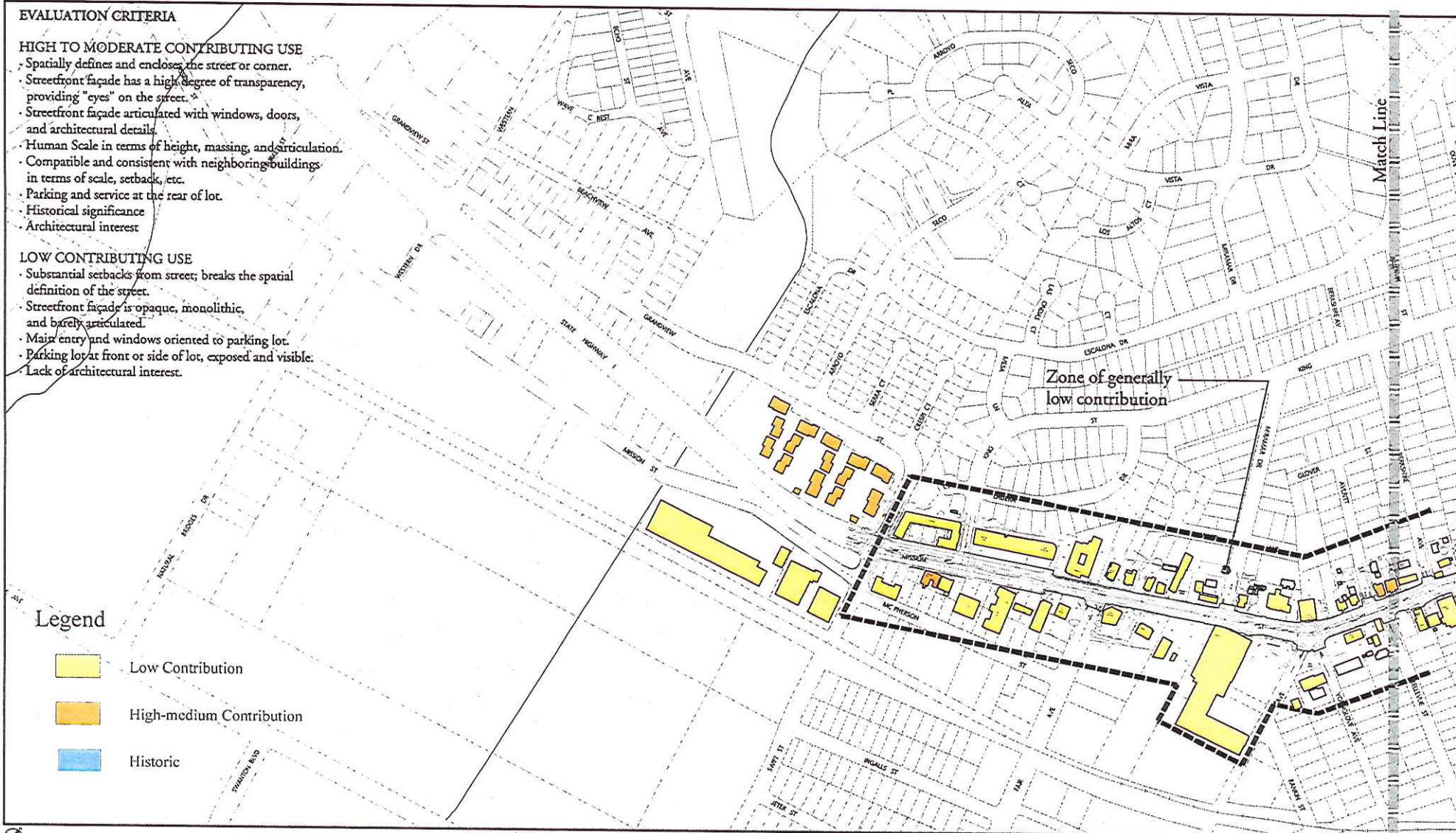
- Spatially defines and encloses the street or corner.
- Streetfront façade has a high degree of transparency, providing "eyes" on the street.
- Streetfront façade articulated with windows, doors, and architectural details.
- Human Scale in terms of height, massing, and articulation.
- Compatible and consistent with neighboring buildings in terms of scale, setback, etc.
- Parking and service at the rear of lot.
- Historical significance
- Architectural interest

LOW CONTRIBUTING USE

- Substantial setbacks from street; breaks the spatial definition of the street.
- Streetfront façade is opaque, monolithic, and barely articulated.
- Main entry and windows oriented to parking lot.
- Parking lot at front or side of lot, exposed and visible.
- Lack of architectural interest.

Legend

-  Low Contribution
-  High-medium Contribution
-  Historic



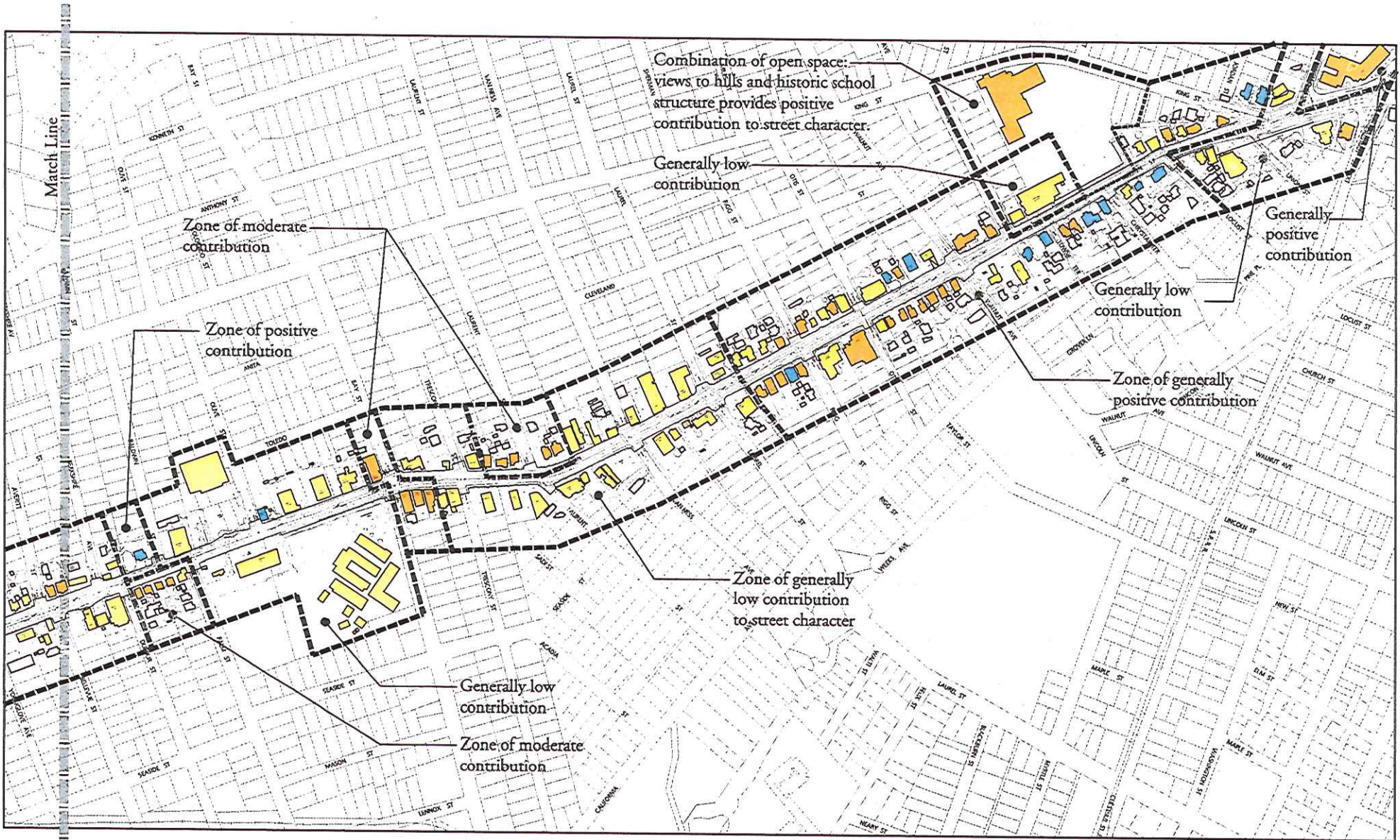
Building/ Use Contribution to Urban Quality

Wallace Roberts & Todd
San Francisco, California

The Sibbet Group
San Francisco, California

Pacific Group
Burlington, California

Alta Transportation
San Anselmo, California



III. Parking

Parking will be a critical factor in the successful redevelopment and revitalization of the Mission Street corridor. In order to be successful, two parking related issues must be addressed: ensuring adequate parking to support desired development, and deploying and designing parking in a manner that supports the development of an attractive, pedestrian-friendly mixed use district.

Due to the limited right-of-way width, Mission Street generally has no on-street parking at present, and is not projected to in the future. There are also no public parking lots along the corridor. This lack of public parking puts a great strain on businesses along the corridor to provide on-site parking. The need to accommodate all parking on-site, in turn, creates significant limitations on the amount of development that can occur, which ultimately affects landowner interest in redevelopment and revitalization efforts.

Providing adequate on-site parking is complicated by two factors that are residual effects of the corridor's residential origins: typically small parcel sizes, and inefficient residential development patterns. The small parcel sizes constrain not only the amount, but also the configuration, of parking on each site. Similarly, the typical residential setbacks for front and side yards further constrain the area available for parking when residential structures are converted for other uses.

Due to the narrow width of many parcels, there are a significant number of curb cuts for driveways. The numerous driveways not only consume a great deal of valuable land area, they are also extremely disruptive to the character and quality of the pedestrian environment, and generate a high number of turning movements by cars entering and exiting driveways along Mission Street.

The location and design of parking areas also affects the character of the area. The combination of space limitations and an orientation to the automobile has resulted in many uses along the corridor having placed parking between the curb and the front door creating an unpleasant pedestrian environment. In addition, the

space limitations result in most of the parking areas having little or no landscaping, which further detracts from the quality of the environment. If the corridor is to become an attractive and thriving destination, it will be important to remedy these aesthetic issues as well as the functional issues.

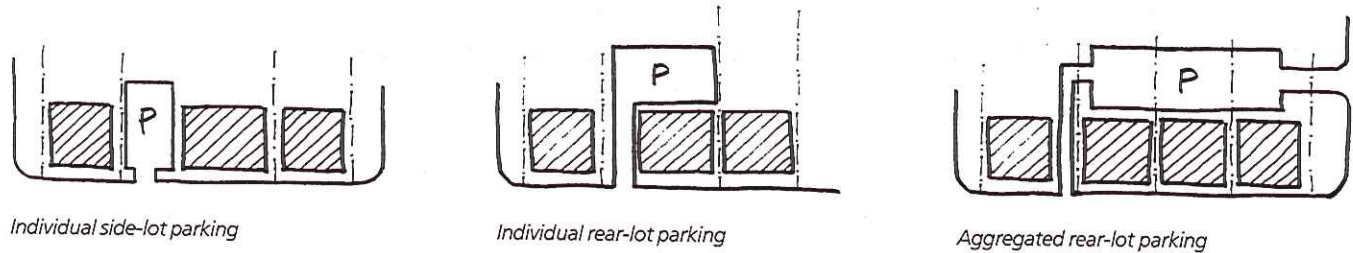
In order to address the need for parking along the corridor, an integrated three-pronged strategy is proposed:

- Increase the amount of parking by introducing public parking along the corridor;
- Increase the potential for on-site parking through improved site planning efficiency; and
- Reduce the demand for parking by enhancing other modes of transportation.

A. Parking Strategies

1. Public Parking

- a. The City should purchase land and develop public parking facilities as an incentive for redevelopment and revitalization of the corridor.
- b. Public parking should be strategically located to provide convenient service to the largest segment of the corridor. Ideally public parking lots should be located approximately 1/2 mile apart.
- c. The introduction of surface lots for public parking would be helpful in the near term, but the City should explore the feasibility of including structured parking as part of a mixed-use redevelopment project.
- d. The City should explore the feasibility of establishing an In-Lieu Parking Fee Program to support the development and maintenance of public parking facilities.
- e. The City should explore the feasibility of establishing a parking district for the Mission Street corridor that would be established for the development and maintenance of public parking facilities, and the collection and administration of in-lieu fees.



Individual side-lot parking

Individual rear-lot parking

Aggregated rear-lot parking

2. On-site Parking

- a. Encourage the assembly and redevelopment of adjacent parcels where existing development patterns inhibit efficient site utilization for development and/or parking.
- b. Encourage landowners to enter joint-use or “shared” parking agreements that allow uses with different peak hours of operation to utilize off-street parking facilities provided by another building or use.
- c. Decrease the number of curb cuts and driveways by encouraging joint access easements and the use of common driveways for adjacent sites.
- d. Where possible, parking lots on adjacent parcels should have vehicular and pedestrian connections between adjacent developments in order to facilitate circulation and sharing of parking.

3. Reduce Requirement for On-site Parking

- a. Encourage transit use in the area by physically enhancing transit stops and increasing the frequency of transit service along the corridor.
- b. The City and University should work to increase the frequency of the shuttle service between Mission Street, the University, and the Downtown.
- c. Prepare a parking management program that provides greater flexibility in parking requirements, including actions such as:
 - (1) Increasing the number of spaces for compact cars.

- (2) Reducing the number of covered parking spaces.
 - (3) Allowing an increase in the number of tandem spaces for mixed use development.
 - (4) Increasing the amount of off-site parking.
- d. Prepare a parking management program that provides for reductions in normal parking requirements for actions/conditions such as the following:
- (1) The consolidation of multiple lots under single ownership
 - (2) A joint-use/shared parking agreement between properties within 300 feet of each other
 - (3) A reciprocal access agreement between adjacent properties
 - (4) Uses located within one-quarter mile of a transit stop
 - (5) Non-automobile use programs (e.g., staggered work hours, employee bus passes, van/carpool programs, etc.)
 - (6) Primarily neighborhood serving uses
 - (7) Cooperative parking in mixed use developments
 - (8) Conversion of vehicle spaces to bicycle parking
- e. Provide parking reductions for incorporation of a significant amount of pedestrian amenity in the form of plazas, courtyards, seating areas, fountains, etc. The maximum reduction would be one parking space per 200 square feet of pedestrian area.
- f. Allow payment of in-lieu fee as substitute for a portion, or all, of on-site parking requirement.

B. Parking Design Guidelines

1. For new development, surface parking is permitted only within side and rear yards. Whenever possible, parking should be located behind a building and not adjacent to a public street. Side lot parking should not exceed 40% of the Mission Street frontage of any parcel, or 50 feet, whichever is smaller.
2. Surface parking areas shall be screened from view from street by buildings, or when that is not possible, by attractive low walls or fences, trellis structures, and/or generous landscaping. Walls used for screening

purposes should be designed to be architecturally compatible with the building design. Landscape materials such as shrubs and vines should be planted on the public street side of the wall, to soften its appearance.

3. Driveway width should be kept to a minimum, consistent with the needs of maneuverability and safety. Generally, one-way driveways should be no greater than 12 feet in width, and two-way driveways should be no greater than 24-feet in width. Placement of streetlights, signs, street trees, and other street furniture near driveways should allow for adequate clearance for truck turning radii.
4. Parking lot design in new development and major renovations shall provide for a driveway connection to adjacent parcels where uses are compatible and said connection is practical. In the event that an immediate connection is not feasible, the design will allow for future connection (i.e., the connection will either be stubbed out, or, at the very least, no permanent structures will be built or trees planted in the planned easement).

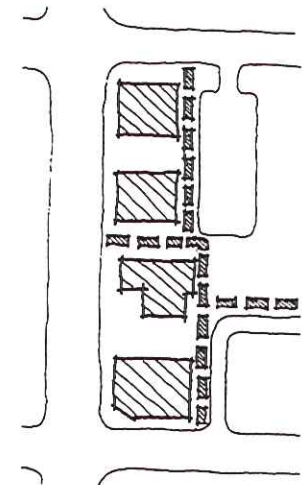
IV. Circulation

The Mission Street corridor is now, and will continue to be, a busy vehicular thoroughfare. The intent of the Plan is to attempt to create better balance between vehicular, pedestrian and bicycle traffic along the corridor, so that people will feel comfortable in the area when not in their cars.

A. Circulation Enhancement Strategies

1. Decrease the number of curb cuts along Mission Street as a means of reducing traffic conflicts and enhancing pedestrian safety / environment.
2. Reduce the amount of parking fronting on Mission Street and increase the amount of side-lot and rear-lot parking areas as a means of de-emphasizing vehicular functions and enhancing the pedestrian environment along Mission Street. Aggregation of rear-lot areas of multiple properties can be used to facilitate this.

3. Reduce service vehicle traffic conflicts in neighborhoods and restrict it to the Mission Street business zone through enhanced service access and neck-downs at neighborhood streets.
4. Enhance pedestrian safety at intersections through crosswalk and warning texture designs, signage improvements and, as appropriate, flashing lights at key school crossings.
5. Enhance pedestrian circulation network by providing increased rear-lot cut-throughs and connections to existing alleys, stairways and creek corridors as feasible.
6. Enhance bicycle circulation at the west end of the corridor by providing:
 - a. Class II bike lanes on Mission Street from King Street to Swift Street;
 - b. Class II bike lanes on Highway 1 from Swift Street to the City Limits,
 - c. A Class I multi-purpose path on south side of Highway 1 in broad landscape area.
 - d. Construct bike lanes on King Street as an alternative parallel route to Mission Street.



Enhanced pedestrian network off Mission Street

V. Signage

The Mission Street corridor is punctuated by a large and diverse array of signs, including regulatory, directional, and commercial signs. As a State Highway and major commercial thoroughfare, these signs tend to be geared primarily to vehicular traffic. The competition waged by these signs for the drivers' attention, has resulted in an increasingly cluttered and confusing visual environment. Signs seem to be getting larger, brighter, and more numerous in an attempt to break through the visual chaos.

The intent of the Plan guidelines is to bring greater visual order and calm to the corridor and create a more attractive streetscape. Part of that effort will involve controls on the number and location of signs. The other part will involve controlling the size and character of signs.

Rather than gearing all signs to vehicular traffic, the guidelines support the creation of signage whose scale and character reflects a more pedestrian environment. One of the unintended effects of large signs that are geared to moving vehicles is that they implicitly encourage higher traffic speeds because drivers do not have to slow to read them. One of the key objectives of the Plan is to better manage traffic so the corridor is not

inhospitable to pedestrians. Smaller, higher quality signs can have a traffic-calming effect in that they create a higher level of visual interest that encourages drivers to move more slowly through the neighborhood so they can take in the details of their surrounding.

A. Signage Improvement Strategies

1. City/State Traffic Signage

- a. The City should work with Caltrans to coordinate signage programs in order to reduce redundancy in information and the number of public street signs.
- b. The City should work with Caltrans to consolidate city and state traffic signs on the new street light standards in order to reduce the variety of signage types and mounting positions.
- c. A new system of pedestrian/bicycle-scale signage should be created to enhance the pedestrian environment and enhance safety for pedestrian and bicycle circulation.

2. Private Businesses

- a. For private businesses, encourage signs that take on the character of the subject business whether it be the architectural character of the building or utilizing an icon symbolic of the type of business (e.g., a shoe for a shoe repair shop, bicycle wheel for a bike store, etc.)
- b. For strip malls, signage should be consolidated into one standard where all businesses are grouped onto one panel.
- c. Signs attached to or painted on buildings should use a uniform font type on different applications on the same building, and should also be responsive to the character of the subject business.
- d. For strip malls, signage applied to the building should be on uniform sized panels for the different businesses if applied to the façade or should be done consistently on the awnings if a uniform awning system is used.

- e. The City should undertake a concerted effort to have all non-conforming signs in the Mission Street corridor either removed or altered to conform to the standards in this plan as set forth in Section 24.12.380 of the City's Municipal Code.

B. Signage Design Guidelines

1. General

Signs should:

- a. Complement a building, being consistent with its architectural style
- b. Be located in areas of the facade originally designed to serve this function
- c. Use icons, symbols or logos rather than only words whenever possible
- d. Not cover architectural details or ornamental elements
- e. Not be internally illuminated, unless they have an opaque or dark background and only the letters are illuminated
- f. Not rotate or include other types of movement
- g. Not include flashing, blinking, or strobe lights.

C. Signage Development Standards

1. General

- a. In no case shall signs obstruct sight lines for vehicles or pedestrians.
- b. A combination of no more than two types of signs (freestanding, wall, or projecting) are permitted per building.

2. Freestanding Signs

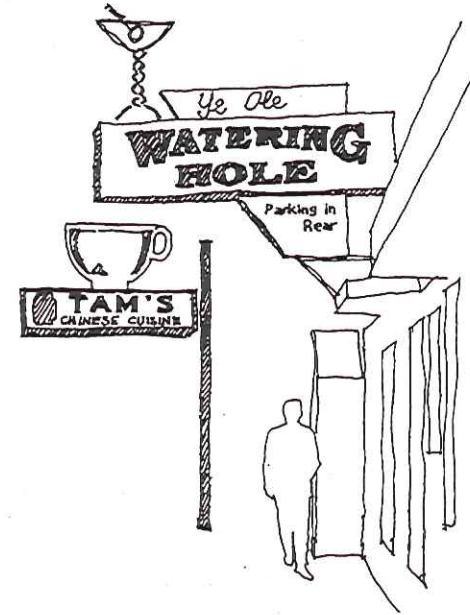
a. Freestanding signs 4 feet or less in height:

- (1) Shall be permitted on any parcel in the Mission Street C-C District
- (2) May be one-half square foot per lineal foot of frontage with a maximum area of thirty-two square feet
- (3) Shall be located wholly on the same parcel as the business whose sign it is
- (4) Shall not exceed one per parcel

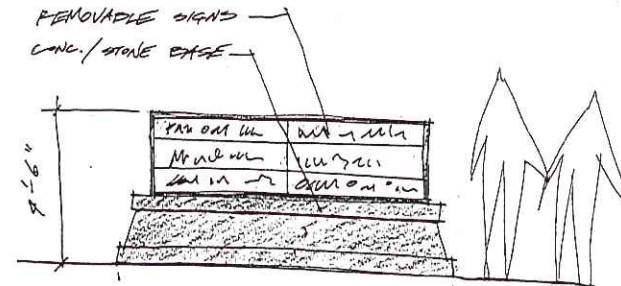
b. Freestanding signs over 4 feet in height are generally not permitted with the Mission Street C-C District.

However, with design permit approval, signs over four feet in height:

- (1) Shall have a maximum area of one (1) square foot per one (1) lineal foot of building wall up to a total of one hundred (100) square feet.
- (2) Shall not exceed the height of the roofline and in no case be higher than 20 feet above finish grade
- (3) Shall maintain a minimum clearance of eight (8) feet.
- (4) Shall not exceed one sign per parcel.



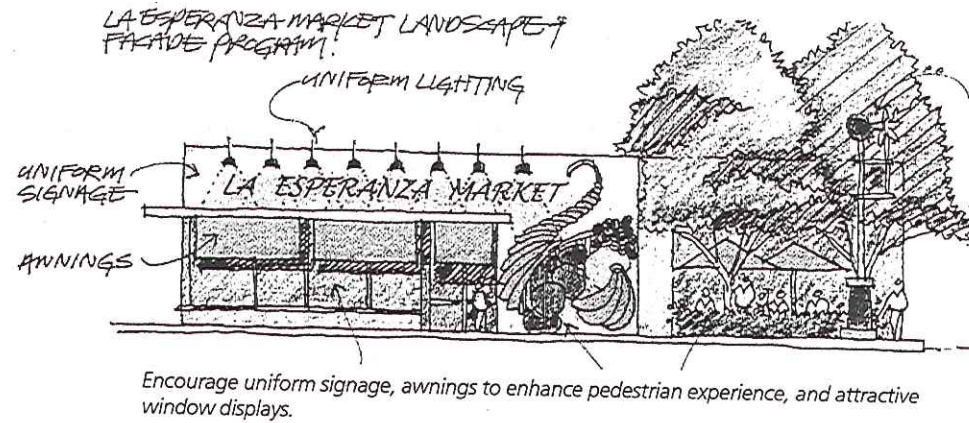
Encourage creative signage that takes on the character of the business.



Grouped commercial signage



Existing conditions include inconsistent fonts and obscured windows.



3. Wall Signs

Wall signs shall:

- a. Not extend above the top level of the wall upon which it is painted or attached
- b. Not extend more than twelve inches from the building face
- c. Have a maximum area for each building face as indicated in Table 2, Section 24.12.390.

4. Window Signs

Window signs shall:

- a. Be limited to no more than 25 percent of the window area, and
- b. Be considered part of the allowable wall sign area.

5. Projecting Signs

Projecting signs shall:

- a. Have a minimum vertical clearance of 8 feet
- b. Have a maximum height of 15 feet above the sidewalk

- c. Extend no more than 4 feet out from the main wall surface, and have a 6-inch minimum space between sign and building
- d. Not extend above the roof edge or top of parapet
- e. Have a maximum area of 25 square feet with no single sign face exceeding 12 square feet
- f. Not be mounted on wall areas above the first floor (i.e., ground level), unless they are mounted on a parapet extension of a one-story building.
- g. Be self-supporting without use of cable or other supports. Ornamental brackets designed as a part of the sign design may be allowed if they are complementary with the building sign design.

6. Canopy Signs

Canopy signs shall:

- a. Be painted directly onto the awning material
- b. Be limited to two awning surfaces (e.g., front, side, top)
- c. Not exceed fifty percent (50%) of the total awning/canopy area
- d. Be considered part of the total allowable area of wall signs of the wall to which it is attached
- e. Be no more than one foot in height.

7. Roof Signs

Roof signs are prohibited.

VI. Landscape

A. *Mission Street P-A "Professional and Administrative Office District"*

1. The landscape treatments in the Mission Hill Zone should be consistent with the existing landscape character in this district particularly in the continuation and enhancement of the "Santa Cruz Garden"



(i.e., a mix of distinctive Santa Cruz specimen trees should be planted in a haphazard pattern in the front yard zones of the properties in the zones indicated on the Landscape Concept Plan).

2. Filling in between the more random Santa Cruz Garden clusters and where garden wall conditions allow, short street tree segments should be planted in a 4' landscape easement adjoining the sidewalk.
3. Encourage additional garden wall and fence treatments along the sidewalk to delineate private gardens in the tradition of the existing historic properties.
4. Install pedestrian level street lights along the back of landscape easement.

B. Mission Street C-C "Community Commercial District"

1. Plant street trees in a 4' landscape easement adjoining the sidewalk in the segments indicated on the Landscape Concept Plan.
2. Install pedestrian level streetlights along the back of sidewalk, or where there is adequate R.O.W.

C. Special Conditions

1. Utilize medians and extra right-of-way widths in special conditions areas (Between King & Chestnut on the east end and just east of Swift) to plant additional street tree rows.
2. Where close building setbacks occur with sidewalk widths greater than 8', plant street trees in tree grates 2' from back of curb (as has been done in front of Mission Hill Junior High School).
3. Install pedestrian level streetlights along the back of sidewalk.
4. Where mature trees exist, every effort will be made to preserve the trees as part of the project design.

Special Activity Nodes - Primary (Bay and Almar/Younglove):

4. Plant palm tree clusters at these key intersections to highlight them as special activity nodes.
5. Install pedestrian level streetlights along the back of sidewalk.

6. Install low vine-covered walls or low clipped hedges (30"-36") to form a separation from outdoor pedestrian gathering areas and the sidewalk along Mission Street.

Special Activity Nodes - Secondary (Laurel, Walnut):

7. Highlight these nodes by supplementing random existing specimen trees.
8. Install pedestrian level streetlights along the back of sidewalk.
9. Install low vine-covered walls or low clipped hedges (30"-36") to form a separation from outdoor pedestrian gathering areas and the sidewalk along Mission Street.