

15-06-02 General Non-Residential Development Standards

B. General Building Locations & Setbacks.

4. **'Storefront Conservation' Development.** In an effort to conserve land, to encourage water conservation and to create development based upon C.P.T.E.D. (Crime Prevention Through Environmental Design) principles (natural surveillance, natural access control, territorial reinforcement, management and maintenance), the Planning Commission may allow storefront type development in appropriate commercial areas of the City. The Commission (irrespective of requirements in the underlying zone) may reduce building setback requirements with the use of approved Urban Conservation and Suburban Conservation setbacks and sidewalk zones, based upon the following criteria:
 - a. Setback areas must comply with 12 foot, 16 foot, 20 foot, or 24 foot approved cross-sections as designed and updated by the City from time to time. Setback areas are broken down into sidewalk zones specifically identified as the: 'Display Zone,' 'Clear Zone,' and 'Furniture Zone.' Approved sidewalk zones must consider the following standard design features as may be approved by the Planning Commission:
 - (1) **Display Zone** (located immediately adjacent to the building)
 - Display of goods, special sales, promotions, decorations for festivals, holidays, etc.
 - Outdoor seating areas and outdoor eating areas, as appropriate
 - Approved newspaper racks, community bulletin boards, etc.
 - Limited greenscape, i.e. potted plants, foundation plantings, water conservation plantings, etc.
 - Limited canopy overhangs for building entrances and eating areas.
 - Proper access to store entrance from sidewalk grade.
 - (2) **Clear Zone**
 - Walking zone for pedestrians
 - No obstacles
 - (3) **Furniture Zone** (adjacent to curb line)
 - Street trees w/ tree wells or ground covers
 - Small scale downlit street lights w/ banner attachments
 - Street Furniture, i.e. benches, trash receptacles, water fountains
 - Additional outdoor seating/eating areas, as appropriate
 - Other limited greenscape, i.e. potted plants, and water conservation plantings, etc.
 - b. In addition to the above requirements, **building and architectural design** shall be street-oriented ('eyes on the street') and shall consider the following design elements, as may be approved by the Planning Commission:
 - (1) Parking located to the rear of buildings, or to the side when deemed temporary or otherwise appropriate.
 - (2) Compliance with an overall area architectural theme, with projecting wall signs where appropriate.
 - (3) First level architectural articulation separate from above stories.
 - (4) Where possible, conformance to a structural module of 30 feet horizontal to 15 feet vertical.

- (5) Ample window placement (at least 50% of building elevation) to encourage 'eyes on the street.'
- (6) Building entrances directly onto the sidewalk.
- (7) Liberal use of balconies, stoops, insets, etc. to create additional interest and 'tie' to the street.
- (8) Walkways (paseos), courtyards, and small plazas should be considered where appropriate.
- (9) Other building design features which promote economic development and safe pedestrian activity, as approved by the Planning Commission.