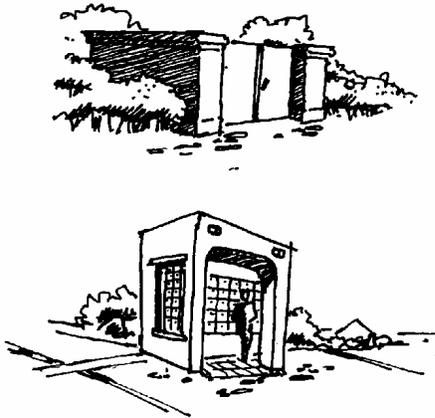


IV. Large Retail/Wholesale Development

Introduction Guidelines in this section focus on those solutions that apply to retail, wholesale, and other uses which are typically a single use and which require a 'large volume' building structure. Examples of these include: large grocery stores, membership warehouses, building material supply centers, athletic sports supply stores, furniture stores, discount stores, office supply centers, movie theaters, and recreation centers. It is recommended that these guidelines should be reviewed in detail after making a complete review of 'All Development' (Section I) and 'Office, Commercial, Park Industrial Development'. (Section III)

A. Land Use and Site Design

1. Site Planning



a. Auxiliary Structures/Uses (IV.A.1.a)

Intent - Reduce the impact of auxiliary functions and structures when they adjoin a lower intensity use to address neighborhood concerns.

Related Policy Link - CCD Policy 1 (1.5); CCD Policy 6

Solution One - Use architectural and landscape design methods to mitigate the impact of loading and storage areas, blank walls, HVAC units, garbage receptacles, etc. Use:

- Decorative walls, earth berms, and plants located to screen the structure/use area
- Evergreen trees every 20 feet, or grouped together as a higher level screen

2. Open Space and Common Areas

a. Existing Public Amenities (IV.A.2.a)

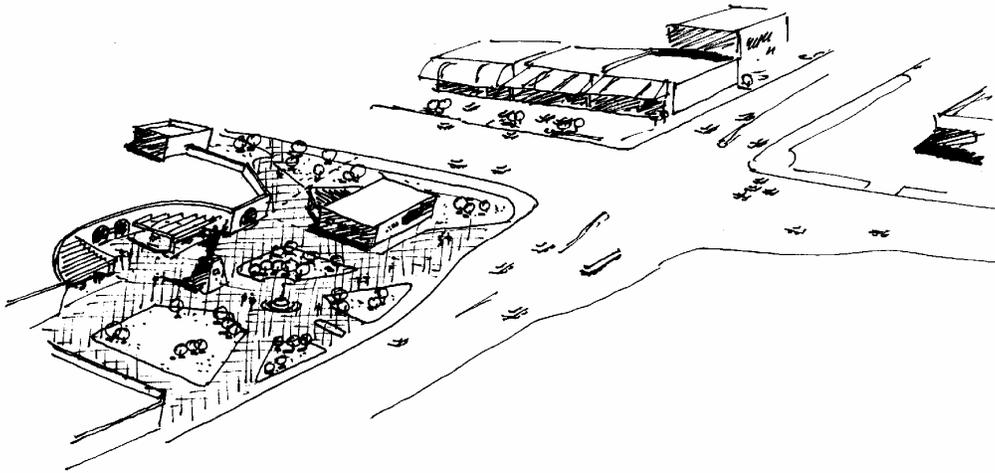
Intent – Increase the visual impact and benefit of existing public amenities such as plazas, courtyards, pedestrian seating areas, shaded transit stops, kiosks, public art, pocket parks, and playgrounds.

Related Policy Link - CCD Policy 1

Solution – Enhance existing public amenities in new development:

- Expand open space and landscape themes into new development
 - Extend new pedestrian systems to connect with amenity areas
 - Utilize paving, landscape, and construction materials of comparable quality and character to the existing amenity
- (See the illustration on the following page.)

IV. Large Retail/Wholesale Development



3. Vehicular Circulation and Parking

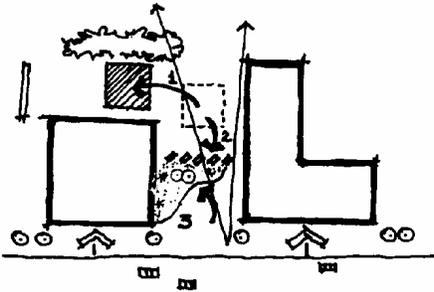
a. Outdoor Storage Areas (IV.A.3.a)

Intent - Make storage areas/yards less visible to the visitor and user.

Related Policy Link - CCD Policy 1 (1.5); CCD Policy 4

Solution – Locate storage areas in less obtrusive locations:

- Place storage areas between two or more buildings if several buildings are to occupy the site
- Place storage areas on those sides of the building which do not have customer entrances
- If storage areas are visible from the street, or from adjoining properties, adopt methods to reduce their impact as outlined in IV.A.1.a, “Auxiliary Structures/Uses”



4. Pedestrian and Alternative Transportation Modes

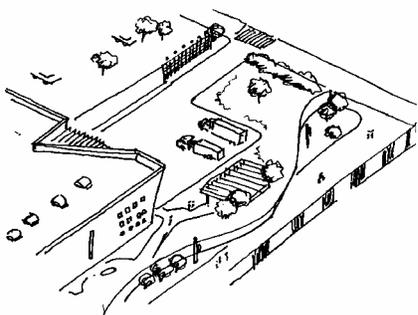
a. Pedestrian Access From Parking (IV.A.4.a)

Intent - Create convenient, safe, and efficient access to large building entry areas from parking, pedestrian routes, and transit stops.

Related Policy Link - CCD Policy 4

Solution – Locate parking so as not to obstruct access.

- Parking should be sited at the rear and sides of building
- Avoid siting parking between the front of the principal building and the nearest abutting street



b. Access to Buildings (IV.A.4.b)

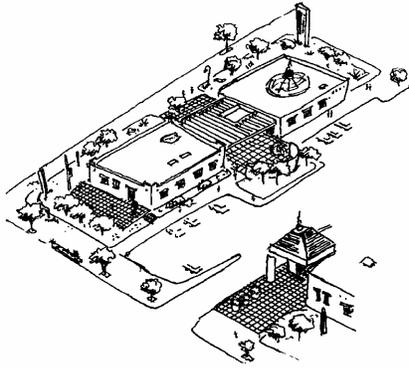
Intent – Maximize user access and avoid unused and neglected areas of a building façade.

Related Policy Link - CCD Policy 4 (4.5)

IV. Large Retail/Wholesale Development

Solution – Provide many access routes and entrances to the development

- Provide for pedestrian and bicycle access
- Make entrances convenient for access from parking areas and transit stops



c. Pedestrian Amenities (IV.A.4.c)

Intent - Offer attractive and inviting pedestrian scale features, spaces, and amenities.

Related Policy Link - CCD Policy 4 (4.2)

Solution - Provide two or more of the following public amenities:

- Plazas and courtyards
- Pedestrian seating areas
- Public art and fountains
- Pocket parks and play areas
- Shaded transit stops and information kiosks

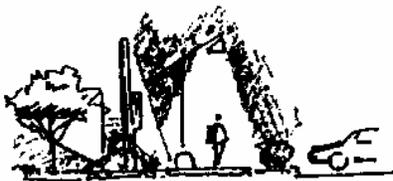
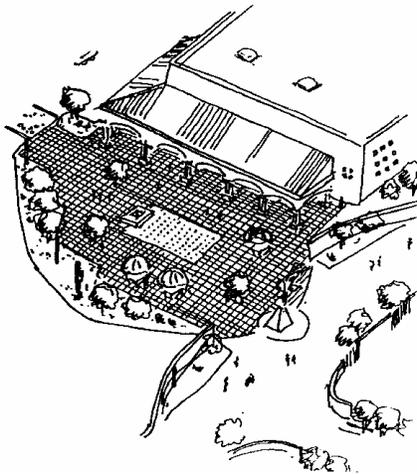
d. Pedestrian Systems (IV.A.4.d)

Intent - Establish safe, convenient, and attractive pedestrian walkway systems for large retail establishments which connect all uses within the development to the surrounding neighborhoods and commercial areas.

Related Policy Links - CCD Policy 4 (4.2)

Solution - The pedestrian system should contain the following:

- Walkways (eight feet minimum width), tree planting and landscaped strips (six feet minimum width) along all public streets
- Sidewalks (eight feet minimum width) that connect public sidewalks to the main public entrance on each principal building
- Interconnecting focal points of pedestrian activity such as bus stops, street crossings, and building entrances
- A shaded 'promenade' connecting transit facilities to the retail center
- Enhancement of all major pedestrian linkages with landscape areas that provide shade trees or shade structures, shrubs, benches, and groundcover along the majority of their length
- Awnings, arcades or canopies at customer entrances of a size appropriate to the scale of the building and illuminated at night
- Sidewalks (eight feet minimum width) along the full length of the facade, that reveal the customer entrance. Landscape enhancements should be provided where there are no canopies
- Pedestrian ways distinguished from vehicular areas by materials such as brick, concrete pavers, scored or patterned colored concrete



IV. Large Retail/Wholesale Development

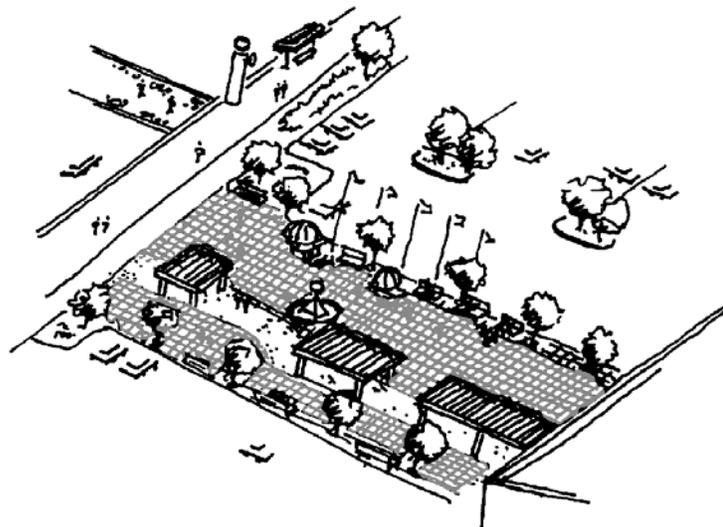
e. Customer Seating Areas (IV.A.4.e)

Intent - Provide convenient and easily accessible customer seating.

Related Policy Link - CCD Policy 4 (4.2)

Solution - Locate seating designed for pedestrians of all abilities in heavily trafficked areas:

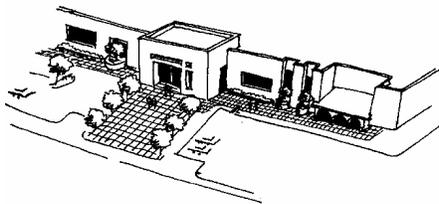
- In pedestrian plazas
- Along principal entryways
- Within sight of, and easily visible from, areas of greatest activity



5. *Mixed-Use Opportunities and Use Transitions* See 'All Development' section.

B. Community Character and Design

1. *Spatial and Functional Relationships*



a. Large Building Facades (IV.B.1.a)

Intent - Reduce the apparent scale and uniformity of facades to make large buildings seem more inviting.

Related Policy Link – CCD Policy 4; CCD Policy 6

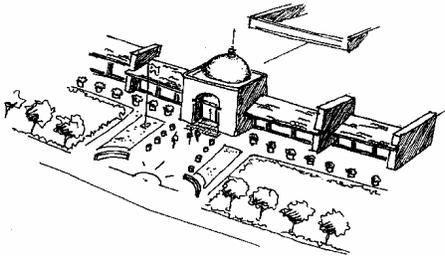
Solution - Articulate facades using the following methods:

- If the facade is over 100 feet in length, incorporate wall projections or recesses of 3 foot depth for every 100 feet of facade. Extend these over 20 percent of the façade
- Use animating features such as arcades, display windows, and entry awnings along at least 60 percent of the facade

IV. Large Retail/Wholesale Development

2. Form/Scale/Material/Color *a. Entryway Design Element (IV.B.2.a)*

Intent - Entryway design elements of large retail buildings should enhance the character of the building and reinforce the orientation and ease of access by customers.



Related Policy Link – CCD Policy 6

Solution - Provide a highly visible public entry sequence by utilizing a combination of at least three of the following:

- Canopies, porticos, and peaked roofs
- Overhangs, projections, and raised corniced parapets
- Arcades, arches, and entry courts
- Recesses, tile work, and moldings
- Planter and wing walls integrated with building

b. Compatibility & Context (IV.B.2.b)

Intent - Make large retail/wholesale buildings more compatible with surrounding neighborhoods.

Related Policy Link - CCD Policy 5 (5.1, 5.2)

Solution One - Use textures, colors, and materials similar to those of the neighboring residential development:

- High quality materials such as brick, tile or stone, in concentrated or localized areas
- Generally subtle, low reflectance, neutral or earth tones (Brighter, metallic or fluorescent colors should be reserved for use as accents.)
- Interesting textures and materials at eye-level and below
- Shadow lines at residential eaves level
- Site windows at low level
- Rooflines to reflect the geometries of nearby rooflines/parapets

Solution Two - Avoid ‘industrial’ materials such as:

- Smooth-face concrete block
- Tilt-up concrete panels
- Pre-fabricated steel panels
- Neon tubing

3. Buffering/Screening/Landscape Design See ‘All Development’ section.

4. Signage and Lighting See ‘All Development’ section.

5. Grading, Drainage, and Wash Treatment See ‘All Development’ section.