II. Community Design Standards

New and existing development must incorporate design elements and an urban form that recalls the best qualities of the older neighborhoods and the historic downtown in Woodland. These qualities include houses on lots of various sizes oriented toward the street; relatively narrow streets with landscaped parkways between the curb and the sidewalk; large canopy trees in the parkway; the use of alleys or detached garages located at the rear of the lot; an emphasis on pedestrian, bicycle and bus transportation; and the integration of several activities within close proximity, including schools, housing, shopping and recreational facilities. The advantages of this design approach include an increased sense of neighborhood and community; reduced emphasis on the automobile and greater use of bicycles, buses, and walking for neighborhood circulation; and a more aesthetically pleasing streetscape.

The Design Standards that follow describe a range of attractive elements that are required in the design of new and existing development. They are intended to help advance the objectives and policies of the General Plan, which emphasizes a return to a more pedestrian-friendly design for neighborhoods and superior design for commercial developments. Specific plans prepared for new areas will contain project-specific design guidelines. While design guidelines in specific plans may be more detailed and cover additional topics, specific plan projects must at a minimum be consistent with these overall Community Design Standards.

Purpose

The Design Standards in this section are intended to emphasize high quality and superior development in the City. These Design Standards address the following topics:

- Site planning and architectural design standards for new residential, commercial, and industrial development and modifications to existing buildings.
- Landscaping and screening techniques to preserve and enhance views along a corridor.

- Signs for new development
- Landscaping and signage at entryways.
- Streetscape improvements such as street trees, landscaped medians and street furnishings to help improve the appearance of the corridor.

In addition to providing design standards for site design, architecture and landscaping in development, a number of specific issues are also addressed. These include techniques for screening storage areas, providing adequate signage at freeway interchanges, and strategies for dealing with "corporate" style architecture. The goal of these Design Standards is to improve the quality and appearance of development in the City of Woodland.

How to Use These Design Standards

Each design topic is divided into *standards*, which are mandatory elements and techniques that must be incorporated into the design of all new and existing development, and *recommended elements*, which describe desirable features that should be carefully considered in the design of a project. Although the recommended elements are not required, in practice a development project cannot achieve the objectives of these Design Standards without also incorporating many of these optional elements. Before proceeding with the design of a project, a prospective applicant should first carefully review these Design Standards with City staff. Minor exceptions may be approved by the Community Development Director upon finding that the proposed design solution achieves the overall objectives of these Design Standards.

Neighborhood Design

Standards

1. Incorporate design elements and an urban form that recalls the best qualities of the older and historic neighborhoods in Woodland. These qualities include:
    - Houses on lots of various sizes oriented toward the street;
    - Relatively narrow streets with landscaped parkways between the curb and the sidewalk;
    - Large canopy trees in the parkway;
    - The use of alleys or detached garages located at the rear of the lot (see Figure 6);
    - An emphasis on pedestrian, bicycle and bus transportation;
    - The integration of several activities within close proximity, including schools, housing, shopping and recreational facilities.
    - Superior architectural design and quality construction.

2. Provide a clear neighborhood focal point, such as a park, school or other open space and community facility, designed to promote pedestrian convenience. The best way to accomplish this is through the use of a modified grid system (See Figure 4). The purpose of the modified grid is to meet the following standards:
   - Create clear, direct and logical connections within a neighborhood and among neighborhoods;
   - Promote walking, bicycling and transit use;
   - Discourage high-speed and high-volume traffic;
   - Accommodate a range of complementary land uses that provide for the everyday needs of residents.

3. A rigid system of streets arranged in a grid may not achieve all of the City's objectives for variety and choice in new residential subdivisions, nor would a system composed of primarily curvilinear and cul-de-sac streets. For this reason, new areas may incorporate a combination of grid, cul-de-sacs and curvilinear streets or other street design elements, consistent with the purpose and intent of these Guidelines.

4. An example of a modified grid street system is shown on Figure 4. For purposes of these Design Standards, the modified grid is composed of the following hierarchy of streets:

   Arterial Streets. Arterial streets generally form a perimeter grid consistent with the rhythm of blocks in existing neighborhoods. The primary function of arterial streets is to provide a high level of mobility with limited access to adjoining properties.

   Collector Streets. Collector streets provide north-south and east-west connections through a neighborhood roughly mid-way between the intersections formed by arterial streets. Collector streets provide a balanced function of land access and mobility.

   Local Streets. Local streets are oriented generally in a north-south or east-west direction and may include a mixture of grid, cul-de-sacs or curvilinear alignments so long as a logical and comprehensible street pattern is maintained.

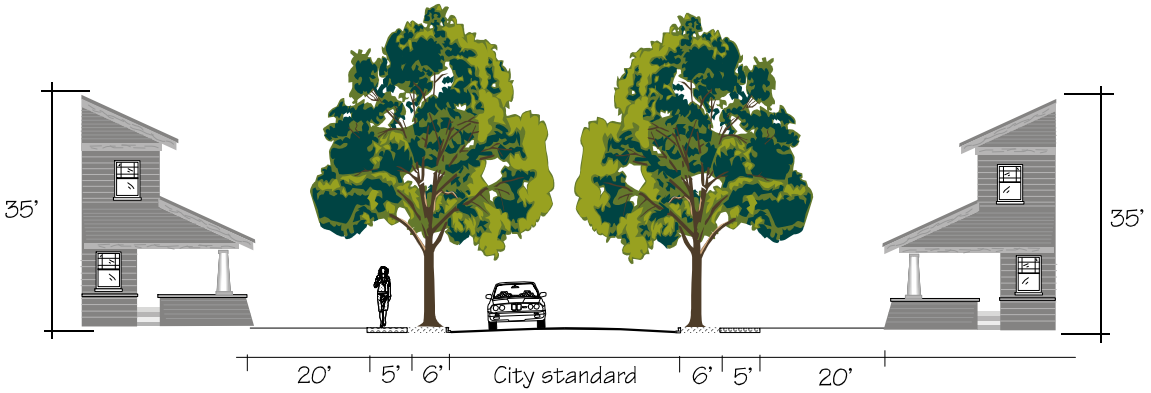
5. Neighborhood serving commercial uses, community centers, schools, child care facilities and other public- and quasi-public land uses to be located within easy walking distance to the neighborhood they are intended to serve.

6. Residential streets that provide access to dwellings should not be wider than the City's adopted street standard. Parkways at least six feet in width to be provided between a paved sidewalk and the back of curb (6 feet inside dimension). Street trees to be provided at a rate of one tree per lot within the landscape parkway and should

be a variety that typically develops a large-scale canopy that will extend partially over the street. A list of desirable street trees is provided in the Appendix.

7. Walls along and within the perimeter of a residential neighborhood often create a "walled-in" feeling to the streetscape in which buildings turn their backs to the street. In some cases, sound walls are necessary to mitigate the impact of traffic noise on nearby residences. Minimize walls not needed for sound attenuation. Alternatives to a continuous sound wall along arterial streets are shown on Figure 5.

8. Incorporated bikeways and pedestrian paths throughout new residential neighborhoods to connect residential areas with schools, parks, neighborhood-serving commercial areas and transit stops.



Tree-lined street with parkway planter strip between street and sidewalk.

Recommended Elements

9. Custom home developments are encouraged to provide architectural and neighborhood variety. Residential Planned Developments (PDs) in accordance with Section 25-12-01 of the Zoning Ordinance will also be considered on a case by case basis.

10. Multi-family residential development in new areas to be located within convenient access to transit stops and bicycle routes.

Figure 4
Hierarchy of Streets
Forming a Modified Grid

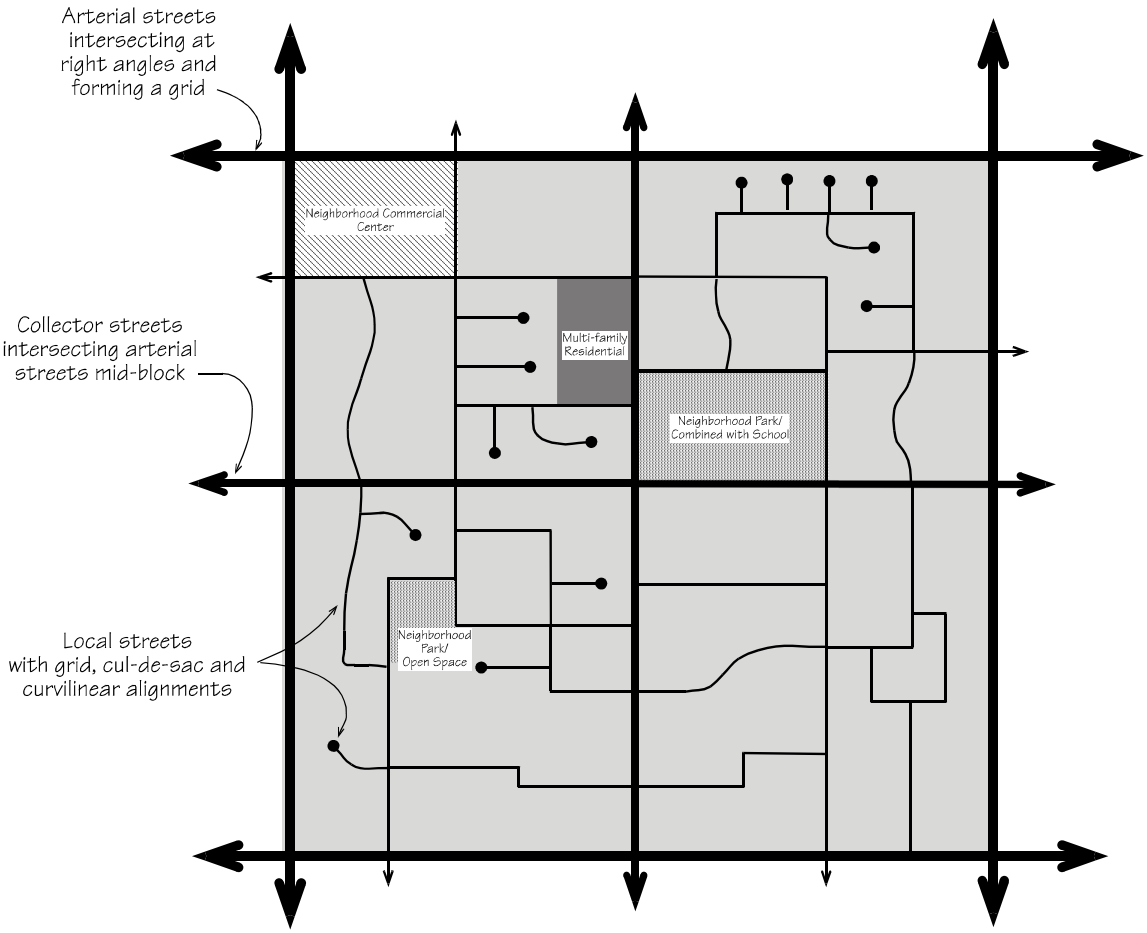
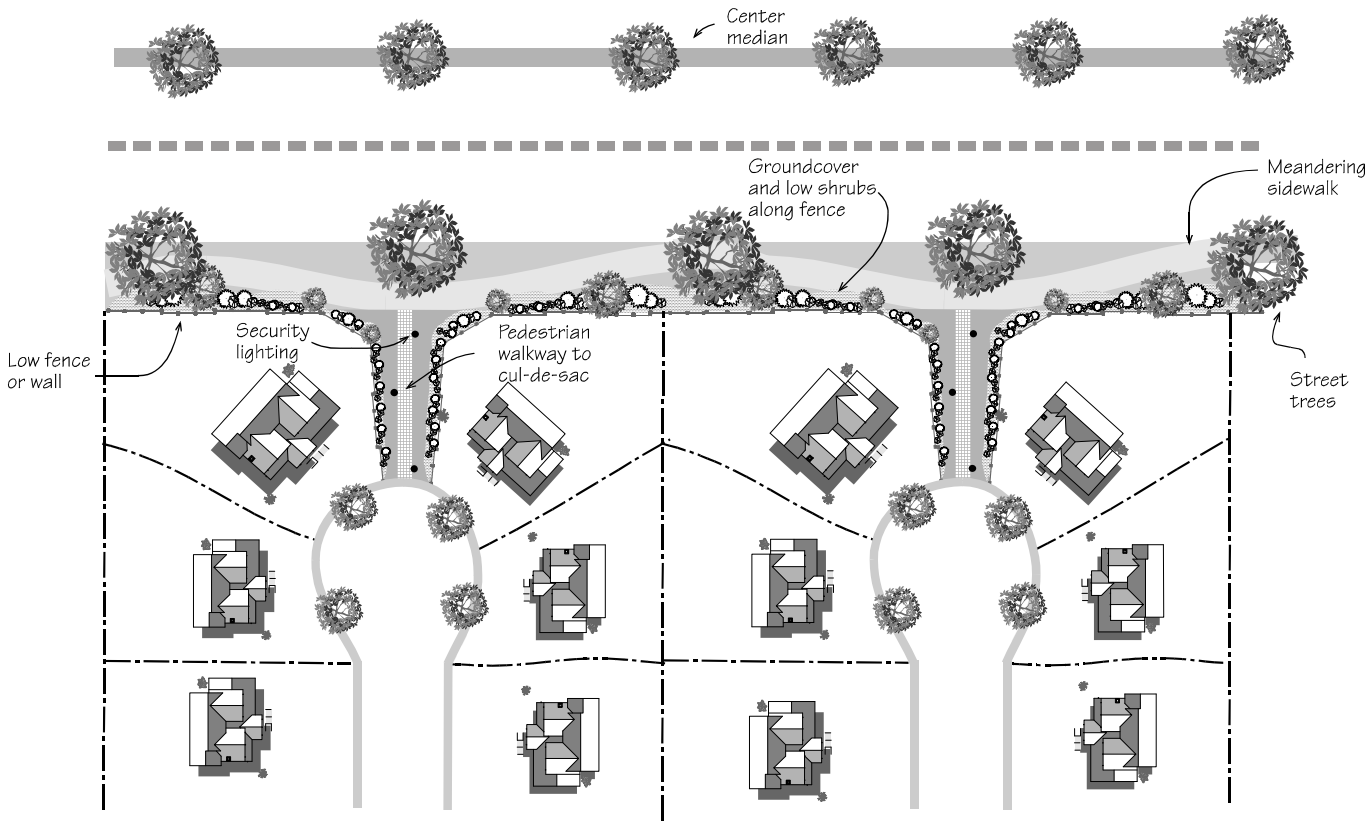
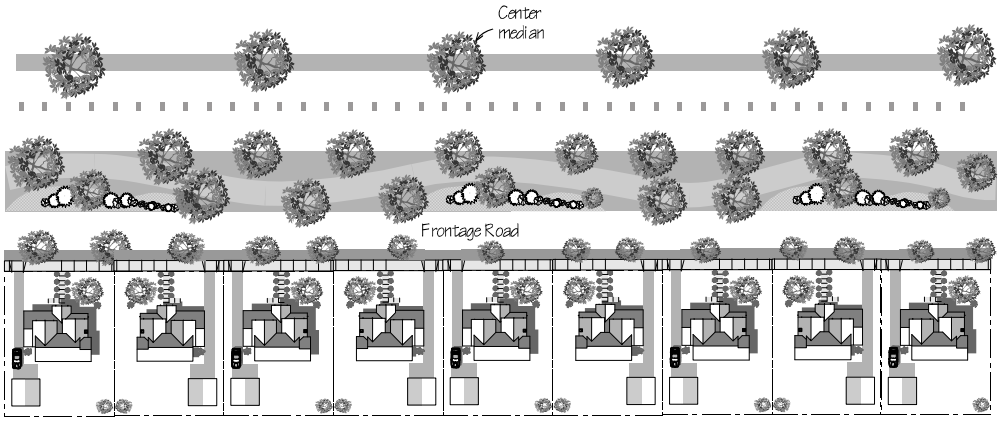


Figure 5

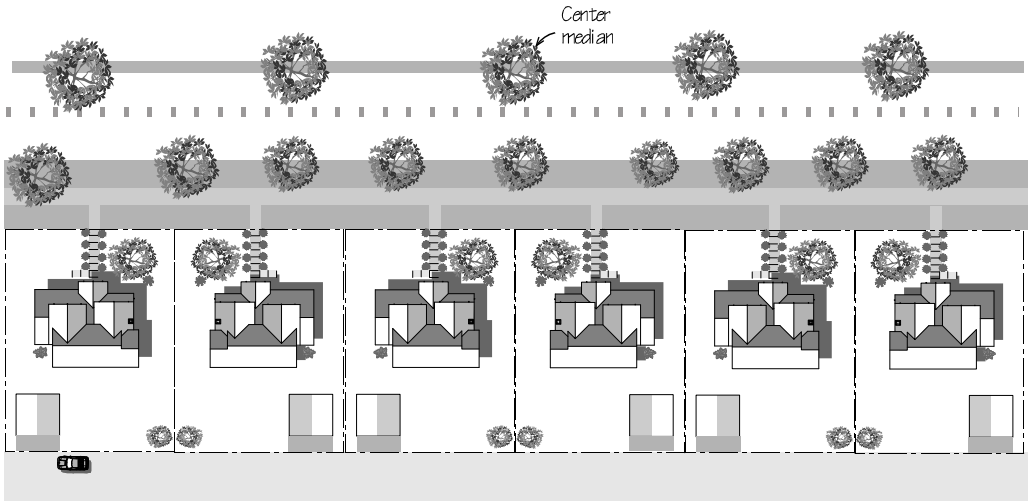
Options For Walls Along Arterials



Cul-de-sacs



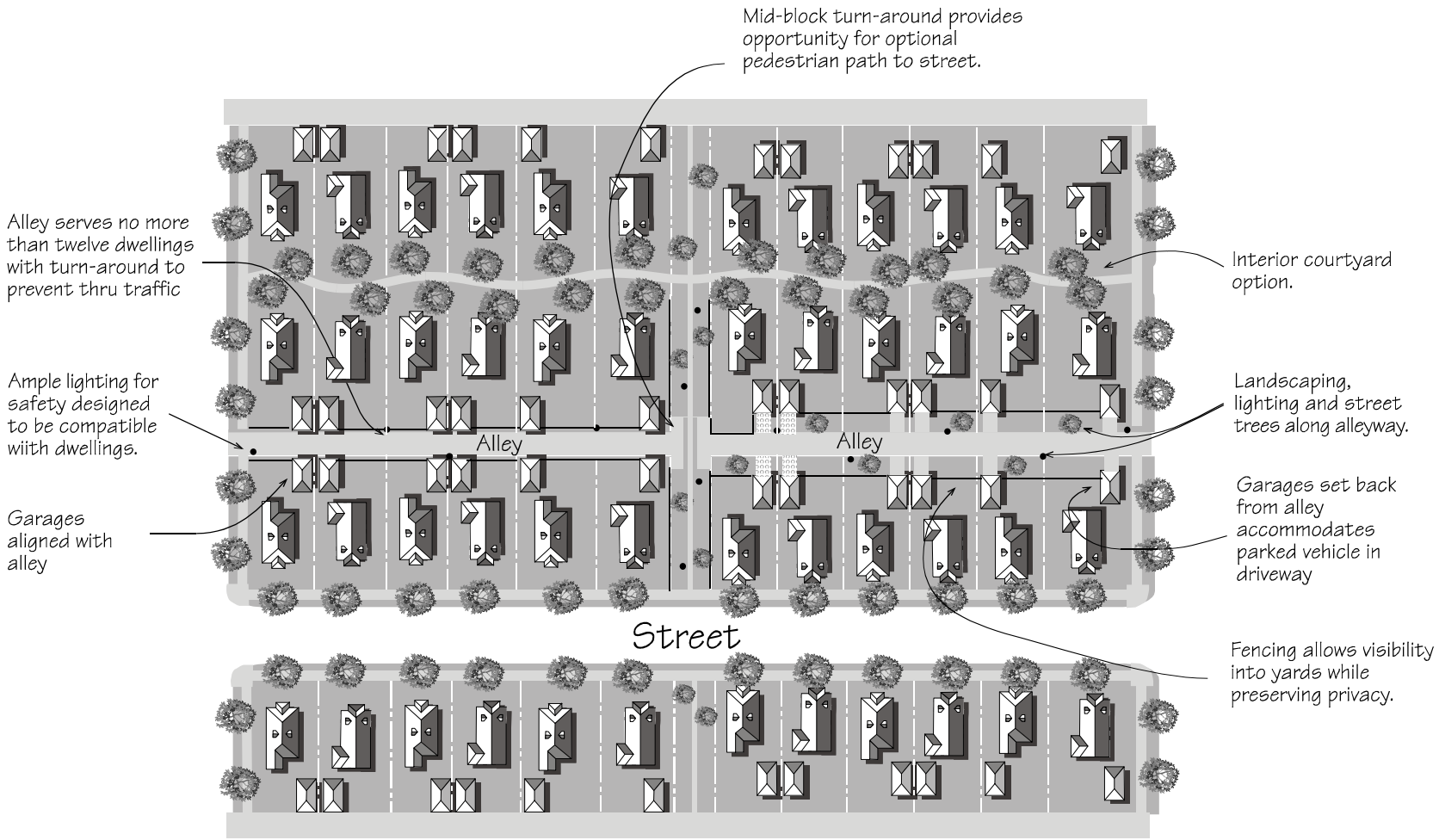
Frontage Road
Option



Access to Garages
From Alley

Figure 5
(cont'd)

Figure 6
Alley Design Concept



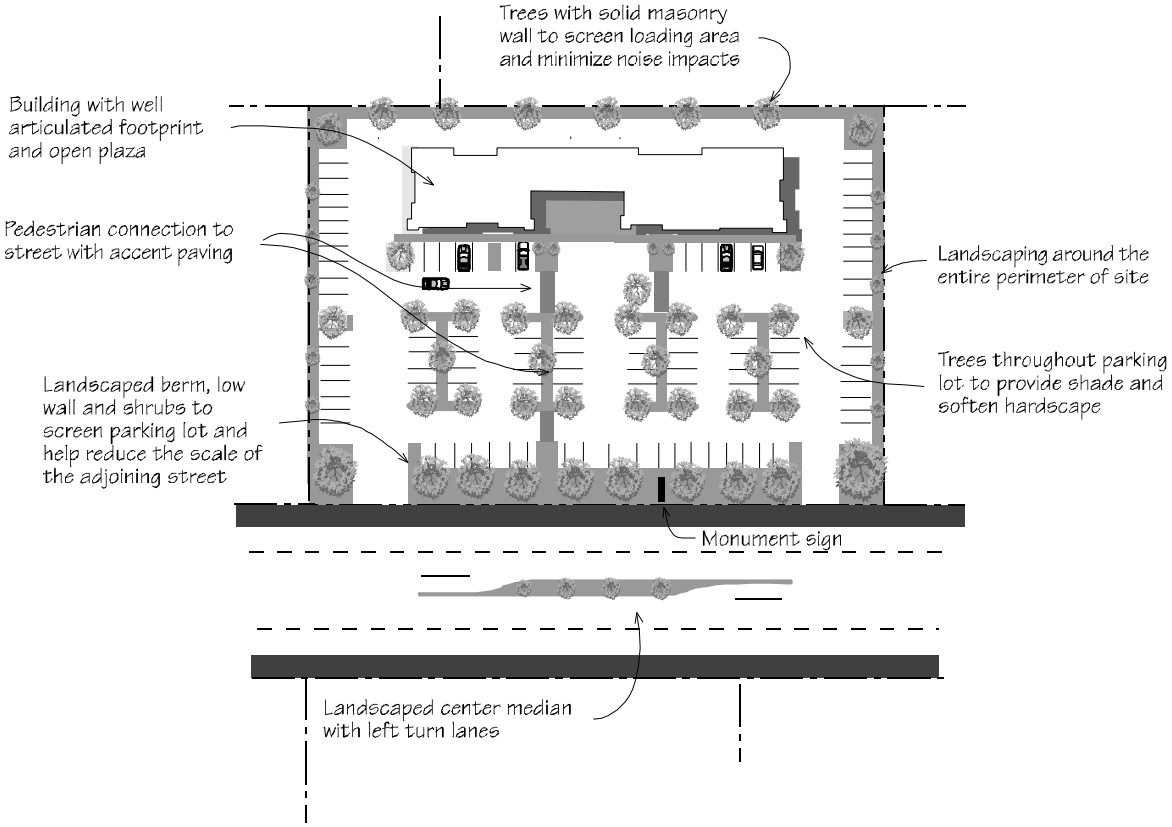
Design Standards for Commercial Development

Site Planning for Commercial Development

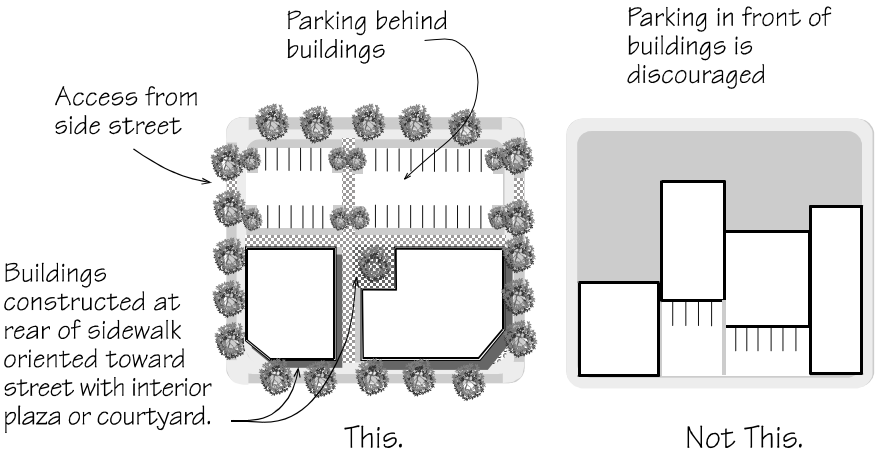
Standards

1. Emphasize a strong relationship to the adjoining street(s) and promote pedestrian circulation and access between the buildings and the street, between the buildings and transit stops and between building sites. Separate the pedestrian access from vehicular access, where feasible, and emphasized with textured paving (integral colored stamped concrete), landscaping, and lighting.

2. Arrange new commercial buildings on a site to create outdoor "rooms" or courtyards. When this type of arrangement is not practical, link buildings on a site visually through architectural style, colors and materials, signage, landscaping, design details such as light fixtures, and the use of an arcade, trellis or other open structure.



3. In commercial blocks where infill development is contemplated and the pattern of existing development has resulted in a majority of buildings constructed at the back of the adjoining sidewalk, this pattern will be emphasis in new development. In such cases, parking is placed behind the building so that there are no spaces or vehicular access points parallel to the sidewalk located between the sidewalk and the front building face.



4. Orient the main entrance towards the adjoining major corridor. Exceptions may include commercial or office "centers" that orient around parking or shared open space. In such cases, the building's major facade is parallel to the street.

5. Landscaping and accent paving (integral colored stamped concrete) will be used to define and beautify a project's entrance as viewed from the street. Clearly defined vehicular entrance to a project and provide adequate sight distance for vehicles and pedestrians.

6. Covered walks, seating areas and other features will be used to create a pleasing pedestrian experience.

7. Provide outdoor seating adjacent to restaurant and near takeout food places and sidewalk vendors.

8. Provide weather protection for pedestrians at building entrances and over pedestrians paths such arcades, awning, canopies, porches, and overhangs.

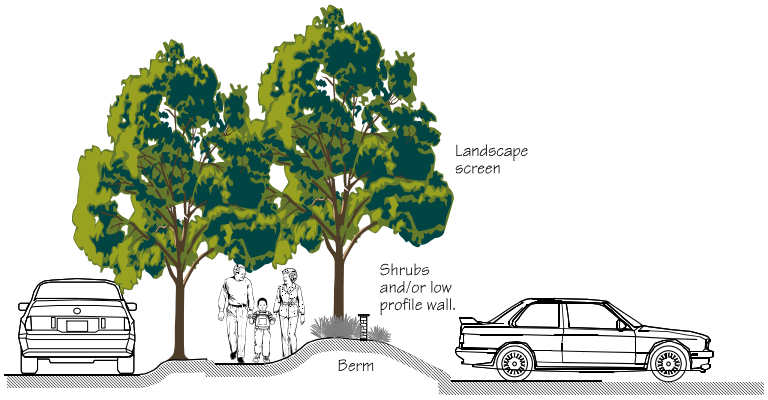
9. Incorporate seating opportunities in the design of planters and walls.

10. Incorporate public art into the development of at all commercial and industrial projects. Public art is subject to the review of the Planning Commission or other such body established by the City Council. (City Council to review Public Art policy from Woodland Art Center)

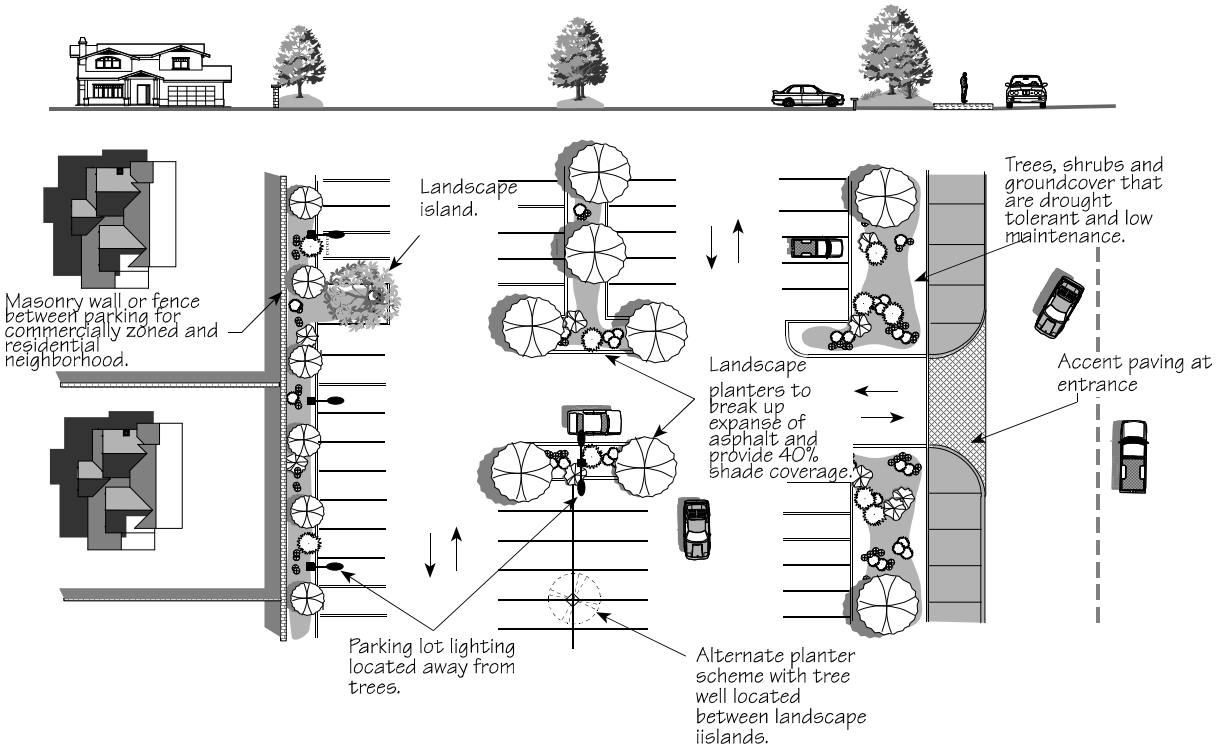
11. Drive-thru facilities (for banks, fast-food restaurants, etc.) will not face a public street. Stacking areas for vehicles to be screened from view and be designed as an integral component of the on-site circulation system.

12. When commercial building sites are developed in phases, landscape with hydro-seed, sod or other suitable plant materials on all vacant building pads.

13. Screen and visually subordinate parking to the development. Parking lots will not overwhelm the appearance of a site, or views from the site, and incorporate landscaping for all areas not used for vehicle storage, access, or circulation. Plants, berms and low walls, or a combination of these features, will be used to help screen parking from adjoining streets.



14. Landscape both on the interior and around the perimeter of the parking lot. In general, planters to be provided at intervals sufficient to achieve an overall canopy of trees and have minimum dimensions of six feet by eight feet. However, there is flexibility to this requirement to reflect site constraints, especially on smaller parcels



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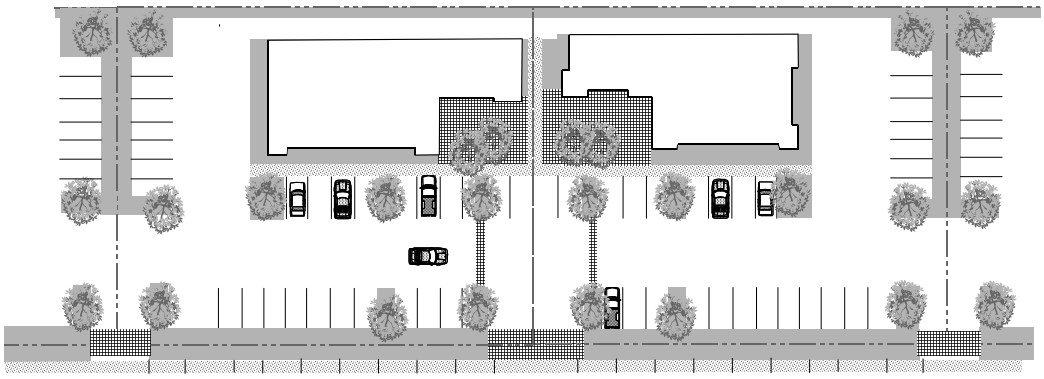
15. Common driveways to more than one commercial site are encouraged and utilized whenever possible.



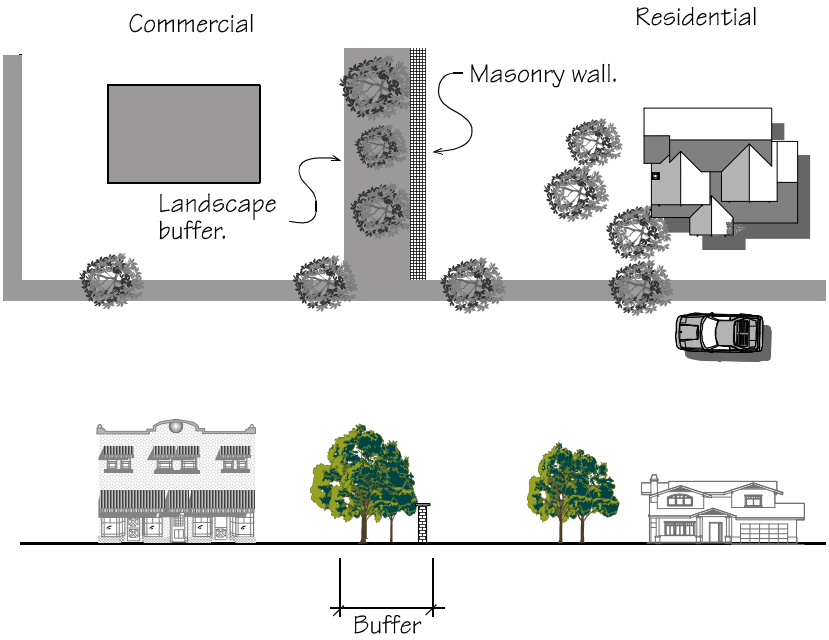
Shared parking and common driveways reduces driveway cuts.

16. Locate parking lot access points as far as possible from the intersection so that adequate on-street stacking is provided. Limit the number of driveways serving a site to the minimum number necessary for adequate circulation.

17. Locate loading areas at the rear of a building where they will be screened from view and where noise, odors and other potential nuisance impacts to surrounding properties can be minimized. Incorporate into the circulation plan for the site access to loading and storage areas and provide separation from pedestrian and auto circulation.

18. Design parking lots in a manner that accommodates safe pedestrian access between buildings on the site and between buildings and the street. This can be accomplished through the use of separate walkways with textured paving (integral colored stamped concrete), trellises to accent and clearly define crosswalk areas, and accent landscaping. The off-street parking serving the development shall be divided into multiple 'lots', as necessary, so that no single 'lot' has more than 200 parking spaces. The 'lots' shall be separated from each other by a visually aesthetic buffer, such as a landscape area including a landscape street or landscape pedestrian trellis.

19. Employ appropriate buffering techniques where commercial or industrial development abuts residential uses. These techniques include increased building setbacks, screening and landscaping, or some combination of these.



20. Trash receptacles must be fully enclosed with masonry materials that are architecturally compatible with the design of the buildings. Enclosures must be landscaped and screened on three sides and built to City specifications. Locate trash enclosures conveniently for collection and maintenance.

21. When new construction is proposed near existing structures, harmonize the new development with the old. Compatible with the surrounding neighborhood in terms of height, bulk, and design of the development.

22. Parking and security lights shall not be taller than the buildings within the development, or a maximum of 20 feet above grade whichever less is.

Architecture for Commercial Development

Standards

1. Design elements and qualities that are to be incorporated into new construction include:

    - Variety of surface texture
    - Wall articulation and relief
    - Large windows at street level for commercial buildings that provide display areas and allow shoppers to see inside the store
    - Roof overhangs proportional to the scale of the adjoining building wall; arcades.
    - Regular rhythm of windows
    - Significant landscaping that complements the buildings
    - A comprehensive sign program that is incorporated into the design of the project.
    - Detailing such as tile accents, pop-outs or window trim.

2. Large buildings that convey a "box-like" appearance are generally unattractive as commercial buildings. Employ the following design techniques to help reduce the box-like appearance of large scale, bulky buildings:

    - Vary the plane of exterior walls in depth (recessed or projected) or direction.
    - Vary the height of the building so that the mass is broken into smaller distinct massing elements.
    - Varying the roof line to break up the apparent mass of the building.
    - Provide articulation to the various components of a building's façade through the use of color, the arrangement of façade elements, or changes in materials.
    - Incorporating reveals, recesses, projections, cornices, trim elements, and other architectural features to provide visual interest.
    - Incorporate landscaping and architectural detailing at ground level to lessen the bulk of the building.
    - Avoid long, blank walls at the ground floor level. Windows, trellises, wall articulation, arcades, changes in material and other features help provide visual interest.

Commercial buildings.

3. Architectural scale, for purposes of these Standards, is the relationship between the size of the new buildings and the size of surrounding buildings. Scale also refers to how the size of the building relates to the size of a human being (human scale). The apparent scale of a building to be reduced through the proper use of window patterns, roof overhangs, equipment bays that screen unsightly elements, awnings, moldings, fixtures, the use of darker or subdued colors, upper story setbacks, building and roof articulation and other details.

4. Tall dominating structures to be broken up by creating horizontal emphasis through the use of trim, by adding awnings, eaves or other ornamentation, and by using a combination of complimentary colors.

5. Reduce the appearance of large buildings by breaking up the facade into smaller components through the use of recessed facades and articulation in the building mass.

6. The roofline at the top of a structure will not run in a continuous plane. Offsets should be provided in the plane of the roof at intervals proportional to the overall length of the façade.

7. Large blank walls to be avoided. Where large blank walls adjacent to pedestrian areas are unavoidable, they will be treated with architectural detailing and landscaping or other elements such as artwork to help soften their impact. Wall surfaces will incorporate reveal patterns, changes in materials, relief, columns, or recessed areas to create shadows and a sense of depth. All building elevations should be designed.

8. Commercial centers to be designed with a consistent architectural theme that employs elements to visually unify the buildings and signage. Buildings constructed on outlying pads to maintain the architectural character of the site.

9. Building elevations to be distinct and not appear “generic” or as a “franchise building”. Buildings that are stylized in an attempt to utilize the building as advertising are not allowed.

10. Colors or logos identified with an individual company should be employed as accent features to a building and can not be incorporated as a main architectural feature. Exposed neon or other similar devices are not allowed.

11. Corporate style architecture, such as that often seen with fast-food restaurants and service stations, often employs bright colors and materials to enhance visibility and a style that can be characterized as “generic” and “franchise”. All new and existing development within the City shall be subject to these Design Standards and shall be designed to be compatible with the character and scale of Woodland. Bright and contrasting colors and other attention-getting architectural devices (including paint or other surface applications) are not allowed.

Not this.

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12. Large areas of bright, intense colors are not allowed. While more subdued colors work best for the overall color, brighter accent colors are appropriate for trim, windows, doors and key architectural elements. Bold stripes of color are not an adequate substitute for architectural detailing. The use of tile or similar materials for addition color can be used.

13. Wherever possible, the number of colors on a building to be minimized. Smaller commercial buildings should generally have no more than three exterior colors.

14. Earth tones to be employed for the body of the building. Examples include shades of brown, beige, tan, brick, and gray (color samples are available for inspection at the City Planning Department). Generally, colors appearing on a building to be complimentary with contrasts provided by detailing or trim with primary colors, provided that tile or other similar upgrade in construction materials are employed..

15. Provide pronounced shadows created by deep roof overhangs to add depth and visual interest.

16. Exterior materials for commercial buildings to include masonry, plaster, stucco, textured block and brick. Other materials will be considered on a case by case basis. Foam construction or similar materials (E.I.F.S) is allowed only for architectural ornamentation only and used at least 10 feet above grade.

Examples of exterior materials for commercial buildings.

17. Concrete construction for commercial buildings may be used only when accompanied by elements that help provide articulation and visual interest. Those elements include:

    - Texturing of the concrete surface to simulate rough or split-faced block.
    - Trim or other suitable exterior materials (Ornamental masonry veneers)
    - Integral color to be provide within the concrete

18. Painting of concrete block is prohibited. Painting on clay and concrete roofing tiles or shake roofs is also prohibited.

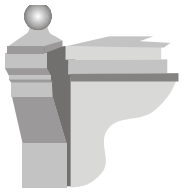
19. Roof design for commercial buildings shall be integrated with the architectural design of the building and shall not detract from that design.

20. Suitable roofing materials could include concrete tile, slate, or metal standing seam with baked enamel colors. Other materials will be reviewed on a case by case basis.

21. Roof materials should be functional, durable and consistent with the quality of materials employed on the buildings they serve.

22. Roof design will not appear as an afterthought or read like a "hat" sitting on top of the building. Roof design shall be integrated with the design of the building and proportional in size and scale to the mass of the building. If a utilitarian roof system is utilized, it shall be concealed by the use of parapet walls, mansards, etc.

23. Elements such as parapet caps, projecting cornices, and corner details to be used to define the edge of a flat roof.



Cornice detail adds richness to the appearance of commercial buildings.

24. Service station islands or other open canopies to be integrated architecturally and compatible with the character of the building(s) on the site. Thick architecturally treated columns and pitched roofs to match the main structure to be utilized.

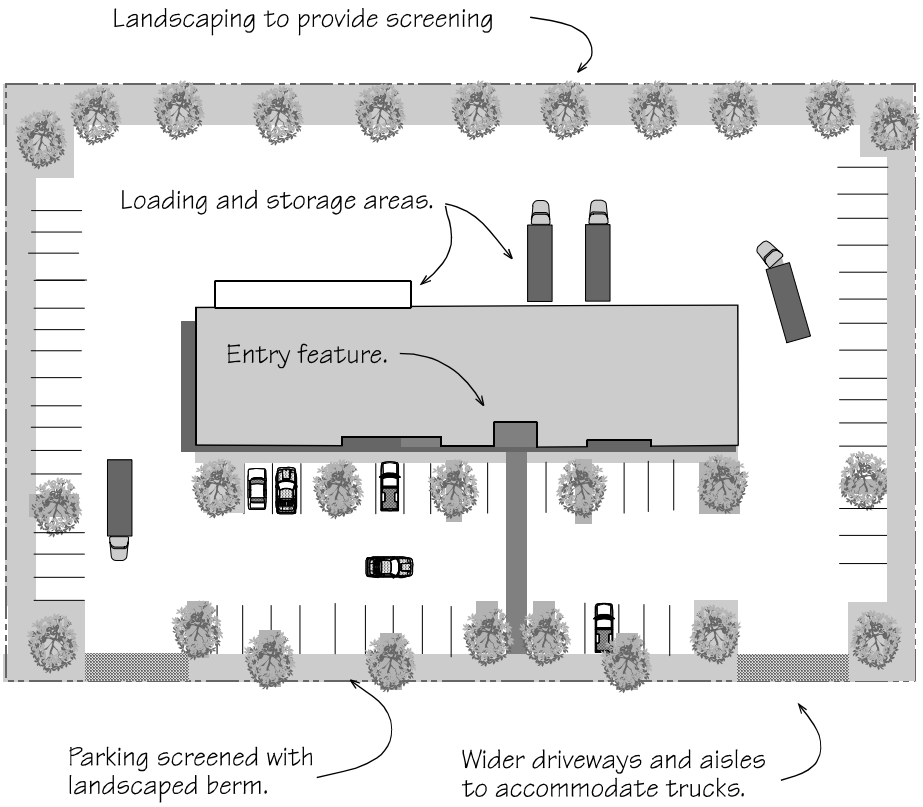
Design Standards for Industrial Development

Site Planning for Industrial Development

Standards

1. Site planning for industrial development principles:

    - Controlled site access;
    - Service and loading areas located at the rear or side of the building and screened from view;
    - Safe and convenient vehicular access in which truck access is separated from visitor/employee parking;
    - Emphasis on the main entrance to the building;
    - Landscaping within parking lot areas and in areas visible from the public right of way.



2. Building setbacks to be proportionate to the scale of the buildings. Larger structures to be set back further on the lot to provide balance with open space and so that buildings do not impose upon neighboring properties and public right-of-ways.

3. Large expanses of parking will be avoided. Landscaping, including trees, shrubs and ground cover to be provided throughout parking areas in accordance with City standards.

4. Lighting within parking areas shall be provided in accordance with City Standards and other Design Standards.

5. All parking areas to be visually screened from the street view. Landscaped berms and shrubs, combined with low walls, will be used to screen parking areas.

6. Entrances to parking and loading areas to be clearly marked with appropriate directional signage.

7. On-site circulation to be designed so that vehicles are not required to enter the street to move from one area to another.

8. Loading facilities to be located at the rear or side of the building and screened from view. When loading facilities are located on the front of the building they will be adequately screened and designed so that the loading areas do not dominate the view from the street. Landscaped berms and shrubs, combined with low walls, will be used to screen loading facilities.

9. Loading areas to be designed so that delivery trucks do not have to back onto the street for access.

10. Landscaping to be used to define areas on the site and emphasize the entrances to buildings, parking lots, and loading areas. The use of vines on walls will be used to soften the appearance of large building walls.

Architecture for Industrial Buildings

Standards

1. Desirable design elements and qualities that will be incorporated into new industrial development include:
   - Variety of surface texture for all building elevations.
   - Wall articulation and relief (off sets in wall surface planes, awnings, trellises, etc.).
   - Significant landscaping that complements the buildings, both along the building and property lines.

- Projection that helps identify the entrance.

2. Entries to industrial buildings will resemble a quality office appearance and be architecturally integrated with the mass and composition of the building.

3. Large industrial buildings often convey a "box-like" appearance. The following design techniques to be employed to help reduce the box-like appearance of large scale, bulky buildings:

   - Provide articulation to the various components of a building's façade through the use of color, the arrangement of façade elements, changes in materials, or off sets in wall surface planes.
   - Incorporating recesses, projections, trim elements and other architectural features to provide visual interest.
   - Incorporate landscaping and architectural detailing at ground level to lessen the bulk of the building.
   - Incorporating indentations, color bands, vertical seams, textured walls and articulated surfaces.

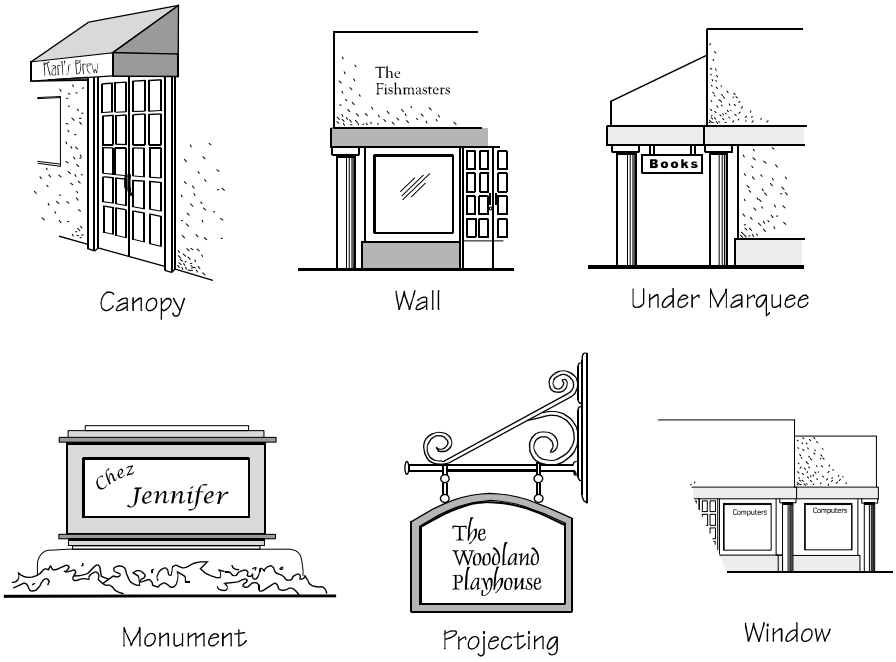
4. All roof top equipment to be screened from view by materials compatible with those of the building.

Signs

Standards

1. All signs to be consistent with the City of Woodland sign ordinance in addition to the Design Standards in this section.

2. Provisions for the placement of signs to be considered in the design of commercial buildings. Signs to bear a direct relationship to the overall design and character of a commercial building and be compatible in size, scale, colors and materials with the architectural style of the building(s).



Signs should be integrated with the style and character of the project.

3. All signage to be compatible with the building and site design relative to colors, materials and placement, and will respect established architectural and/or historical character.

4. All signs to be constructed of high quality materials such as stone, brick, cast concrete, tile or similar materials. Bear metal or wood, painted plywood, cloth or other non-durable materials shall be reviewed on a case by case basis.

5. For commercial development with multiple tenants, a comprehensive sign program for the entire center is required. Such development can utilize a single monument sign on each street frontage that identifies the overall name of the center. Signs for individual tenants to be incorporated into the design of the project consistent with the other guidelines and standards for signage contained in these Design Standards and the City Sign Ordinance.

6. Signs to be designed with permanent (non-changeable) graphics that are either back-lit or illuminated by means of recessed light fixtures at the sign base. Back-lit sign letters fixed directly to the sign face are encouraged over other types of lettering. Flashing, LED, video display, or message-board signs are not allowed.

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7. Internally-illuminated sign cabinets for ground signs are strongly discouraged. The placement of sign cabinets on building walls is prohibited.

8. Signage must identify the business or commercial center. Trade slogans are not allowed as permanent signage. Logos are allowed provided they do not exceed 4 square feet in area. Larger size logos can be allowed provided the logo displays exceptional craftsmanship and quality of materials, such case to be reviewed on a case-by-case basis. Large expanses of painted corporate colors shall be considered as part of the logo and part of the signage.

9. Stark contrasts in sign colors to be avoided.

10. Monument-type signs are preferred for business identification whenever possible. Pole and pylon signs are not allowed. Where several tenants occupy the same site, individual wall mounted signs are appropriate in combination with a monument sign identifying the development address. Monument signs shall be no taller than eight feet and shall be integrated with landscaping around the base.

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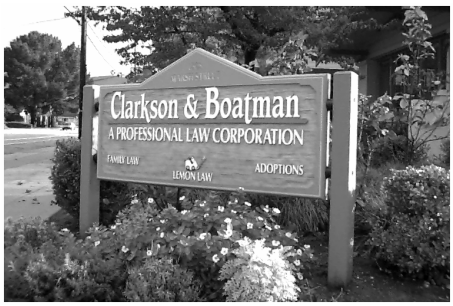
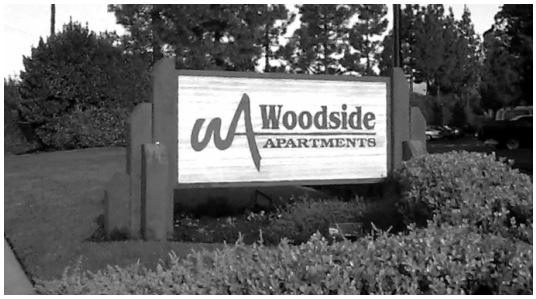
11. Monument signs shall be designed to complement the architectural style of the buildings they serve and shall utilize high quality materials such as brick, stone, tile, cast concrete or similar masonry materials. A cabinet sign placed on a base does not meet the intent of these standards. Cabinet signs may be allowed provided the entire cabinet exclusive of the sign face is encased in the above mentioned materials or if the overall design of the sign is unique and meets the intent of these standards.





Recommended Elements

12. In commercial and retail districts, hanging signs and awning signs should be used to provide information for pedestrians.

13. Custom signs which are unique and creative are encouraged, provided that the style of the sign complements the style and design of the building.

Freeway Signs

The City's Highway Commercial (C-H) Zones are all located adjacent to the I-5 and SR 113 rights of way and freeway interchanges. As such the CH Zones are all located along Major Corridors and Entryways and improved sign design and aesthetics are called for by the General Plan and these Standards.

Freeway signs shall be approved by the Planning Commission through the Comprehensive Sign Plan approval process and shall address all aspects of project signage including local street monument signs, directory signs and building signs. Previous freeway sign approvals, which do not meet these standards, will become nonconforming and therefore subject to the amortization requirements of the Sign Ordinance.

Standards

14. Signage at freeway interchanges to be compatible with the scale and character of the development it serves. Monument signs are the preferred style for all types of signs and sign structures

15. Freeway oriented signs to consolidate multiple tenants onto a single sign face and should be no taller than 60 feet. The overall height of freeway signs and their support structures shall be determined on a case by case basis utilizing readability and sign visibility analysis, the presence of visual obstructions, number of anchor tenants proposed, etc. The Planning Commission will review the analysis presented by the applicant and render a judgment as to whether the proposed sign heights and areas are appropriate. Signs should be no higher than necessary for adequate visibility.

16. Number of Freeway Oriented Ground Sign Structures: Interchange areas or groups of adjoining CH Zoned parcels should have no more than one multi-use sign structure. A second structure may be considered for large parcels or groups of parcels exceeding 20 acres provided there is a minimum of 300 feet of separation between the structures and they offer an improved aesthetic appearance (less sign clutter). The applicant must demonstrate the need for and benefits of having more than one structure.

17. Sign Structure Locations: The placement of freeway oriented ground sign structures shall be determined by the City and the initial developer of an interchange area or CH Zoned group of parcels. This process will be developer driven and structures may be on or off-premise within a contiguous group of Highway Commercial Zoned parcels or a business center. Sign structure placement shall be coordinated to avoid visual conflicts and the need for taller structures and larger signs. Structure placement can affect sign height and area requirements.

18. Sign Areas: Sign areas will conform to the Sign Ordinance and Comprehensive Sign Plan approval process.

19. Recommended Sign Structure Designs & Materials of Construction include:

- All sign structures will incorporate similar design features including a distinctive sign base or support posts, a sign copy area (body) and distinctive pediment and cap.
- Monument style sign structures are the preferred type for all freeway signs. These structures will typically incorporate a solid masonry base with an upper stucco or aggregate finished area for individual tenant signs and are topped with a decorative masonry or cast stone pediment and cap.
- Other types of sign structures such as those with the poles covered with a steel skin featuring a veneer brick, tile, cast stone, terra cotta or stucco like finish will be considered on a case by case basis provided there are special circumstances which would warrant such a design. These types of signs shall also include a textured surface area for sign copy topped with a decorative pediment and cap.
- All sign structures whether pole or monument styles will have consistent design features in order to provide a distinctive recognizable community image. All such sign structures shall have a sign base with a brick or stone finish. Pole mounted sign structures shall have the poles covered with brick, stone, stucco or a similar veneer treatment extending the full height of the sign or to the base of the pediment area.
- All sign structures are to have a design theme consistent with the architectural design of the business center or group of parcels that the sign structures serve. The structures will also be expected to exhibit architectural quality finished surfaces, with detailed trim and ornamentation to provide varying surfaces, colors and textures with an overall sculptured or molded appearance.
- Project monument signs located on and oriented toward local streets to be consistent with the Freeway Sign Structures in terms of design and materials. These signs should not exceed 6-8 feet in height and fit below the canopy of trees along the street frontage.
- Sign panel areas and letter surface areas to be solid with no open areas or gaps between individual business signs.

20. Recommended Design Elements include:

- Sign structure designs to incorporate the City of Woodland's standard City Logo incorporating the outline of an Oak Tree with the Words "City of Trees" at the top of the sign (pediment). City Logo to be illuminated.
- The design of supporting structures for pole mounted signs to be architecturally integrated with the size and proportions of the sign.
- If two sign structures are approved for the same business center they to be coordinated in terms of design and materials have a consistent design theme and incorporate similar types and sizes of sign copy.
- Signs will maintain a 1-foot wide margin around the edges of the background or letter surface area.
- In the event embossed sign panels are approved they will have a 1-foot minimum width trim band around the outer edges of the panel area.

21. Sign Copy: Individual signs shall be pan channel letters with or without individual logos mounted on a stucco or textured surface background area.

22. Sign Colors: Colors for sign background and supporting structures to be muted, such as earth tones, bronze anodized metal or the natural colors embodied by brick, natural stone, or terra cotta. Bright colors tend to make large objects appear larger. Reflective colors can not be used for signs or sign structure finishes. Primary colors may be used for individual letters and logos when they are corporate colors and do not violate the intent of these guidelines.

23. Local Directory Signs: Applicants may prepare local street directory sign plans for signs intended to help direct travelers to projects located across the freeway or down the street from the off ramps taken. These plans to be submitted for review and approval along with other elements of Comprehensive Sign Plans. The signs may contain project theme elements such as logos, distinctive graphics, etc.

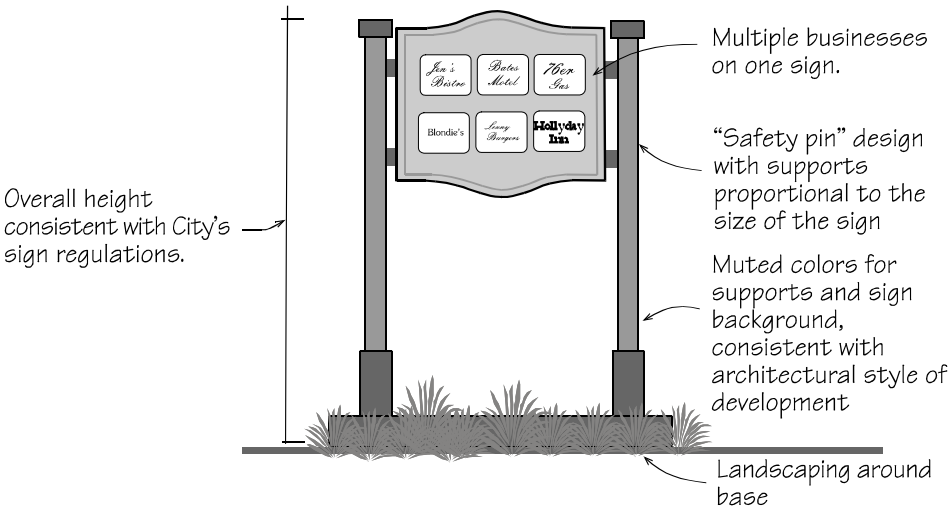
24. Sign Setbacks: Freeway oriented signs will conform to Sign Ordinance standards.

25. Sign Illumination: Freeway signs to be given a wall wash type lighting with fixtures that are either ground mounted or incorporated into the sign. All lighting to be shielded to not produce a glare to the freeway or other adjoining use. Individual signs and sign panels may be interior illuminated. Exposed bulbs and tubing are not allowed.

Recommended Elements

26. Techniques that may be considered in determining the appropriate height and location of freestanding freeway signs include:

- Suspending a likeness of the sign from a crane.
- Using computer simulations to simulate how the sign will appear when constructed.
- Working with the property owners to determine a mutually agreeable program for signage at freeway interchanges.



This.

Not This.

14. Bright colors tend to make large objects appear larger. Colors for sign background and supporting structures to be muted, such as earth tones and bronze anodized metal.

Landscaping, Walls, Screening and Lighting

Landscaping

In addition to these standards, all projects must comply with the City of Woodland's Landscape Ordinance.

1. Landscaping will achieve the following objectives, as relevant to a particular project.

    - Enhance the aesthetic appearance of development.
    - Help buffer the transition between residential and abutting non-residential development.
    - Help control erosion.
    - Screen incompatible land uses.
    - Preserve the visual integrity of neighborhoods and commercial districts, and enhance pedestrian and vehicular traffic and safety by clearly distinguishing walkways and access points.
    - Provide shade in parking areas.

2. Some commonly used planting design concepts include:

    - Grouping specimen trees and providing rows at major focal points and entries.
    - Flowering vines on walls and arbors.
    - Pots, vases, window boxes and raised planters.
    - Trees to create canopy and shade, especially in parking areas and along pedestrian ways.
    - Flowering trees or seasonal flowers to provide color.
    - Berms, plantings and low walls to screen parking areas.

3. Landscaping and other open spaces to be integrated into the overall site design for a project. Landscaping will enhance and complement the design of the building(s), preserve and enhance views, provide buffers, transition areas and screening.

4. A recommended landscape palette is included in the Appendix to these guidelines. All plant materials for each project must be approved by City staff to ensure consistency with the soil composition in different parts of town, such as high levels of boron or alkalinity.

5. Front yard landscaping to be installed in all new residences, with at least one tree located on private property and one located in a parkway strip between the sidewalk and the curb. Corner lots will provide four trees, two for each street frontage.

6. Landscaping can employ drought-tolerant varieties of plants.

7. Native and other mature trees to be preserved and incorporated into the design of a project, to the extent practical.

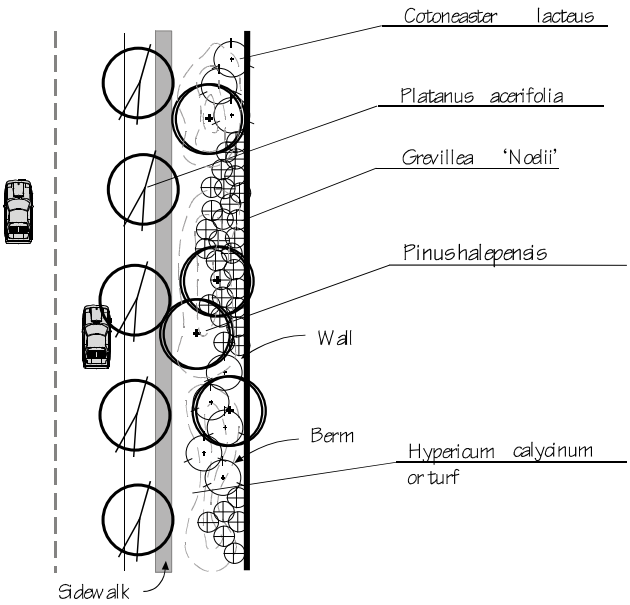
8. A combination of deciduous and evergreen trees to be used to provide a variety of texture, color, and form in planting areas.

9. Trees with large canopies are required in parking lots, with accent trees at entries.

Walls and Screening

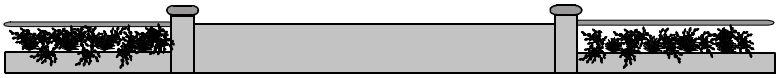
Standards

10. Screen walls to be designed to be compatible with the style and materials of the architecture of a site. Landscaping to be used in combination with such walls which covers at least 50% of the both sides of the wall within five years. Berms to be incorporated into such landscaping. A conceptual landscaping plan that accomplishes these goals is provided below.



11. Long expanses of walls or fences to be interrupted with offsets and provided with accents to prevent monotony. Landscape pockets and pedestrian access through walls should be provided.

Staggered wall surface helps break linearity.



Planter incorporated into wall provides relief from flat surface.

Variation in height of wall with foundation planting to help soften its appearance.

Materials that give texture to walls

Examples of Screen/Sound Walls

12. Walls should be kept as low as possible in commercial areas so long as their effectiveness for screening and/or privacy is not impaired.

13. Screening of outdoor storage will generally be solid, with a minimum height of six feet, in accordance with the City's fence height regulations. Vinyl-coated chain link fencing with slats may be appropriate for screening when not visible from the street in industrial zones. Chain link fencing is prohibited in commercial areas.

14. Exposed chain link fencing may be used in industrial areas when not visible from the street. Blacken tube steel fence or similar design will be used along street frontages.

15. The use of barbed-wire or "razor wire" fencing is prohibited in commercial areas and may be considered in industrial areas, only where security of outdoor storage is a problem. Such outdoor storage areas will be screened the appropriate landscaping.

16. Where screening is required, a combination of elements will be used, including solid fences, walls, landscaped fences, landscaped berms and other landscaping.

Lighting

Standards

17. Lighting to be provided in accordance with the City of Woodland lighting regulations.

18. Lighting to be designed to confine the light within the site boundaries and to provide safety and security. All building entrances and pedestrian ways to be adequately lighted.

19. Light fixtures to be designed to be architecturally compatible with the main structures on a site.

20. Lighting to be shielded from neighboring properties and directed at a specific task or target. Exposed bulbs are prohibited.

21. Up-lighting of building elements, details and trees to be provided.

Design Standards for Streets, Streetscape Improvements and Entryways

Major corridors include Interstate 5, State Highway 113, Main Street, Gibson Road, East and West Streets, Kentucky and Pioneer Avenues and County Roads 98 and 102. Each corridor is described briefly below, followed by a short summary of the more important design issues associated with each. Specific guidelines for new development and modifications to existing development follow the discussion of design issues.

Interstate 5 and State Highway 113

Interstate 5 is a major north-south freeway through the central portion of California and connects Woodland with Sacramento to the south and Redding to the north. Through Woodland, I-5 consists of two travel lanes separated by a wide median. The highway enters the City from the east and turns north where it intersects Highway 113 north of Main Street. Within the City, I-5 is elevated above grade at the Main Street and East Street interchanges, which carry large volumes of traffic and afford many first-time visitors their first impression of the City. Elsewhere the highway is at grade with surrounding development.

Land uses along the highway consist primarily of large commercial and industrial buildings. State Highway 113 is a four-lane freeway that connects Woodland with the City of Davis and Interstate 80 to the south. Highway 113 is elevated at its interchange with Main Street.

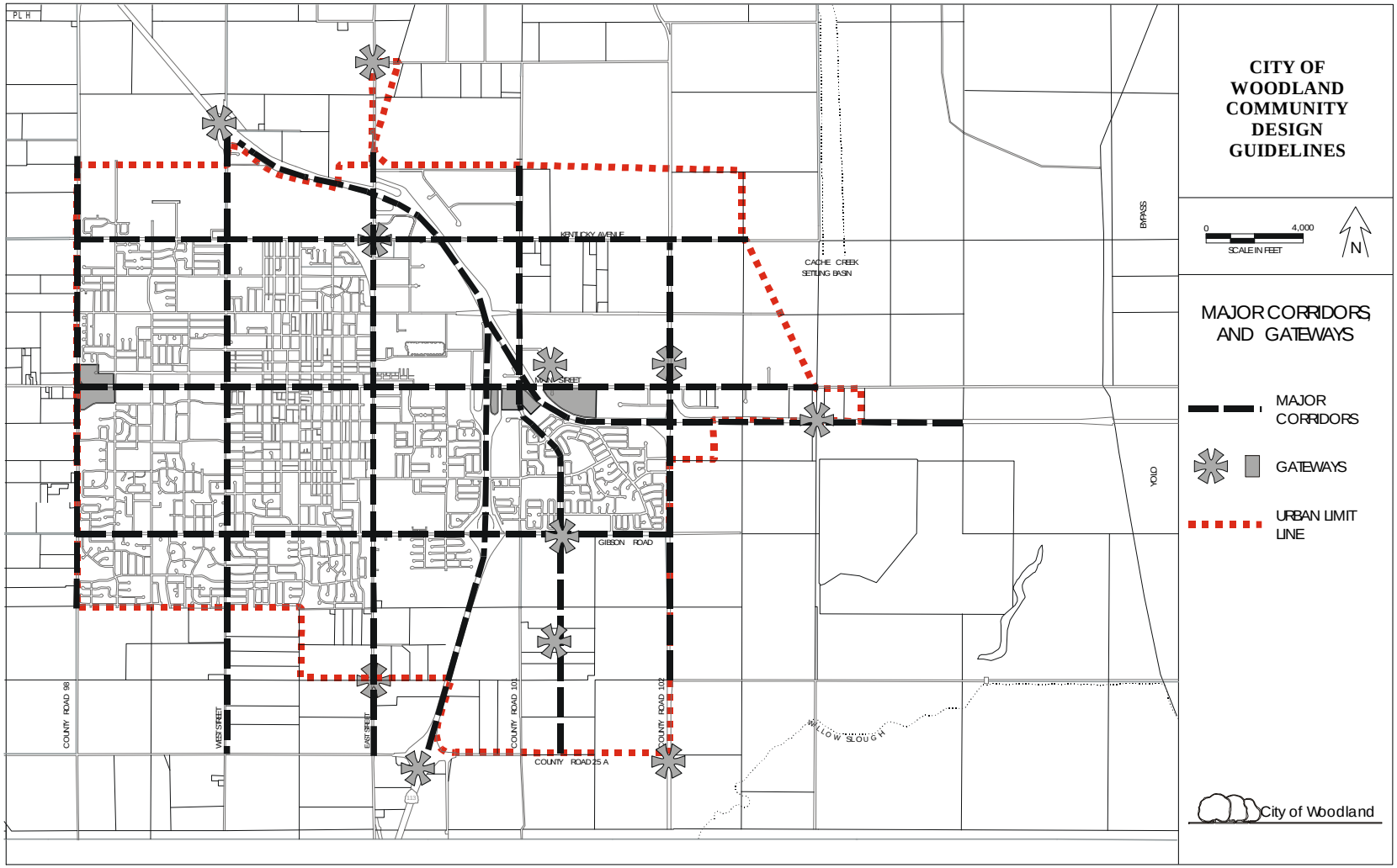
Highway 113 connects with I-5 in Woodland just north of Main Street. Commercial land between the two freeways along Main Street has been developed with highway oriented commercial uses to take advantage of the large volume of traffic passing by. Land uses along Highway 113 include residential, commercial, and industrial businesses that back up to the right-of-way. In the south portion of the City, Highway 113 crosses the Spring Lake area designated for new residential development.

Design Issues

Design issues associated with the I-5 and Highway 113 corridors include:

- Screening of large industrial and commercial buildings, parking, and storage areas that back up to the freeway.
- Lack of Landscaping
- Lack of an entryway statements at entrances to the City.
- Adequate buffering of new residential neighborhoods from freeway noise.

Figure 3 - Major Corridors and Gateways



Main Street

Main Street is the primary east-west commercial street in Woodland as well as an important entryway. Main Street is four lanes except in the downtown; landscaped medians have been installed in portions of Main Street east and west of downtown. Land uses along Main Street include both small and large commercial and industrial uses. A railroad right-of-way parallels East Main Street on the north side of the right-of-way.

Design Issues

- Screening of industrial buildings and parking areas.
- Lack of landscaping along the railroad right-of-way.
- Lack of street trees and landscaped medians in some areas.
- "Corporate" architecture and color, especially for fast-food restaurants.
- Potential for additional "big box" development.

Gibson Avenue

Gibson Avenue is a primary east-west residential and commercial street in Woodland as well as an important entryway at County Road 102. Gibson Avenue is four lanes with landscaped medians having been installed in portions of Gibson Avenue east of East Street, in conjunction with the Mall and the Southeast Area. Land uses along Gibson Avenue include both residential and commercial, the County Fair Mall and Gibson Plaza. The southern boundary of the Yolo County Fair grounds runs along Gibson Avenue.

Design Issues

- Adequate buffering of residential neighborhoods from road noise.
- Lack of landscaping along the County Fair Grounds.
- Lack of entryway feature at County Road 102..
- "Screening of industrial buildings along East Street.
- Potential for additional "big box" development.

County Roads 102 and 98, Pioneer Avenue, and West Street

County Road 102 is a two-lane road that runs north-south through the east end of the City. The I-5 interchange with County Road 102 provides the most direct freeway access to the industrial properties in the northeast quadrant of the City. County Road 102 also serves new residential expansion areas in the southeast quadrant of the City. Pioneer Avenue is four-lane road that runs north-south through the eastern end of the City. Pioneer Avenue links the industrial properties in the northeast quadrant of the City with the residential expansion areas the southeast quadrant of the City.

County Road 98 is a north-south road that forms the western boundary of the City. The intersection with Main Street is the principal entrance to the City from the west. In addition, County Road 98 provides access to residential neighborhoods north and south of Main Street. West Street is a north-south road and creates a principal intersection with Main Street.

Design Issues

- Landscaping and wall treatment for new residential development.
- Landscaping of existing screen walls along Road 98.
- Need for signage and landscaping at entries.

Gibson Road and Kentucky Avenue

Gibson Road serves both residential and commercial land uses and is the principal east-west arterial south of Main Street. A segment of Gibson Road west of Highway 113 has street trees and planted medians to help reduce the scale of the road and create a more pedestrian friendly environment. Kentucky Avenue serves both residential and commercial land uses and is the principal east-west arterial north of Main Street.

Design Issues

- Landscaping and street trees are needed bordering new residential neighborhoods.
- Medians

East Street

East Street is an important north-south arterial that provides access to I-5 on the north side of the City. This important entryway is the route most southbound travelers take when entering the City from the north. A railroad right-of-way parallels East Street to the west. The East Street Corridor specific plan, adopted in 1998, provides guidance for the important design and development considerations along East Street.

Design Issues

The range of design issues raised by this corridor and entryway include:

- Lack of screening and landscaping along the railroad right-of-way.
- Lack of street trees.
- Need for landscaping and signage that define the entrances to the City, especially at freeway off ramps.
- Need for under grounding of utilities.

Guidelines for Corridors and Entryways

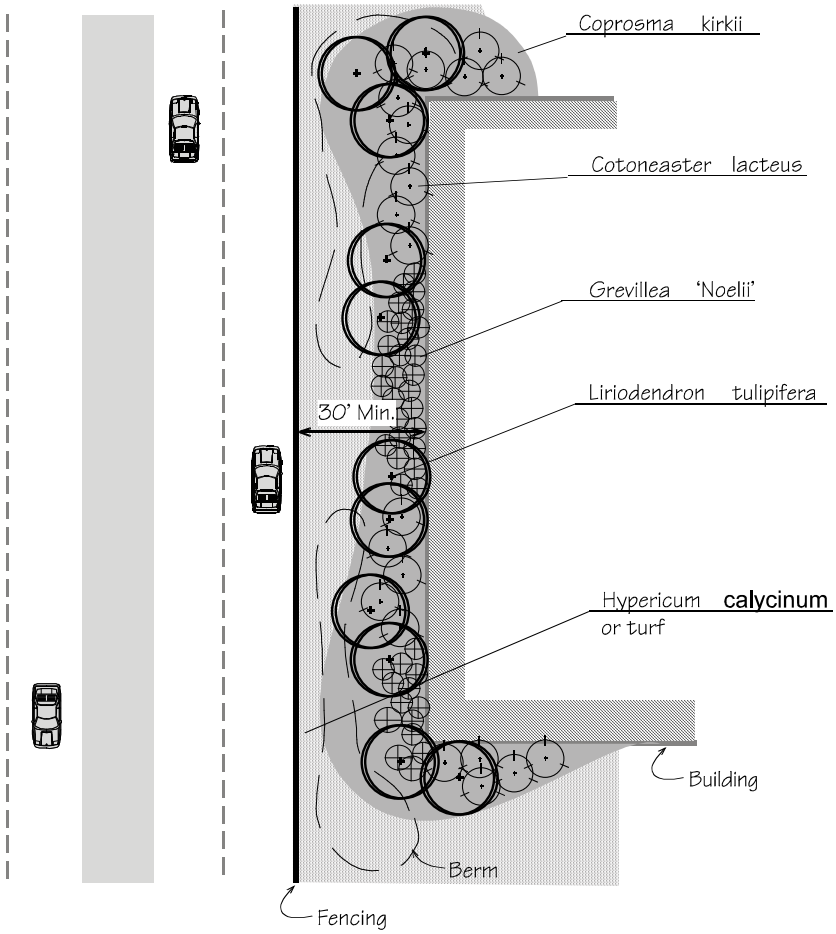
Standards

1. Screen walls to be designed to be compatible with the style and materials of the architecture of a project. Decorative walls are required. Landscaping to be used in combination with such walls and on both sides of wall. Long expanses of walls or fences to be interrupted with offsets and provided with accents to prevent monotony. Landscape pockets and walls to be provided. (see guidelines for screening, walls and landscaping)

2. Bicycle and pedestrian paths to be incorporated into the street design for major corridors.
3. Street trees to be installed along major corridors and landscaped medians are required where they can be accommodated within the right-of-way. Landscaped medians to be extensively landscaped.

4. The City will consider acquiring a landscaping easement from the railroad and install landscaping and entryway features along the north side of the Main Street and the west side of the East Street right-of-way.

5. All exterior parking, loading, storage areas, trash receptacles and other service facilities to be screened with a combination of fencing/walls and landscaping. Landscaping employed for screening will include fast-growing trees that provide sufficient height to screen buildings. Examples are identified in the plant palette in the Appendix. A landscaping concept plan for the areas at the rear of properties along the I-5 freeway is shown below.

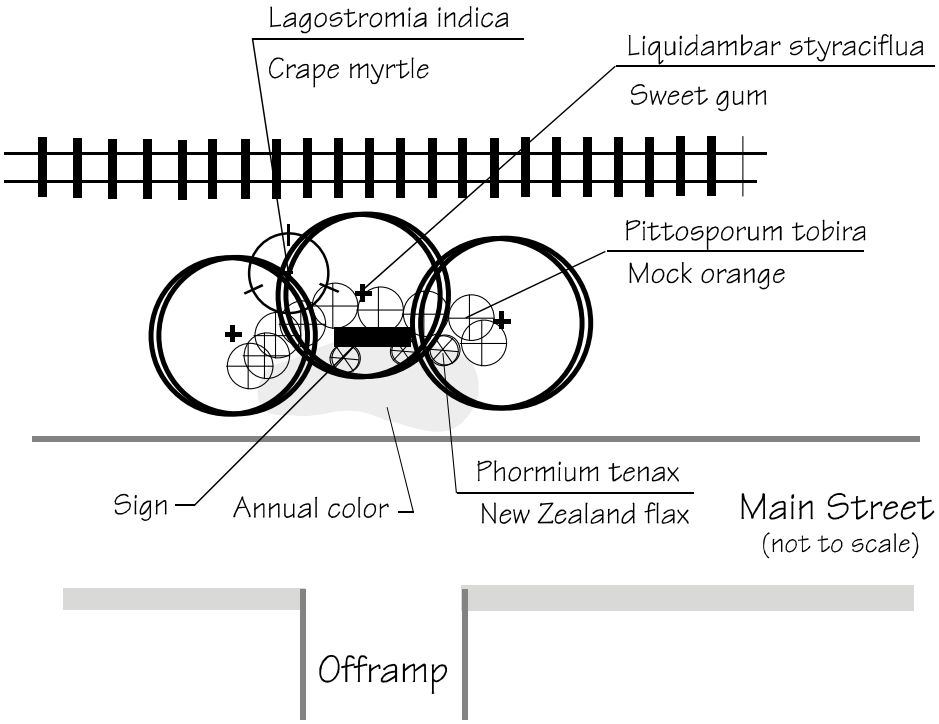


Landscaping Along
the I-5 Freeway

6. All sides of a building (including the elevation facing the freeway) will receive architectural detailing that helps break up the mass of the building walls. (See architectural standards).

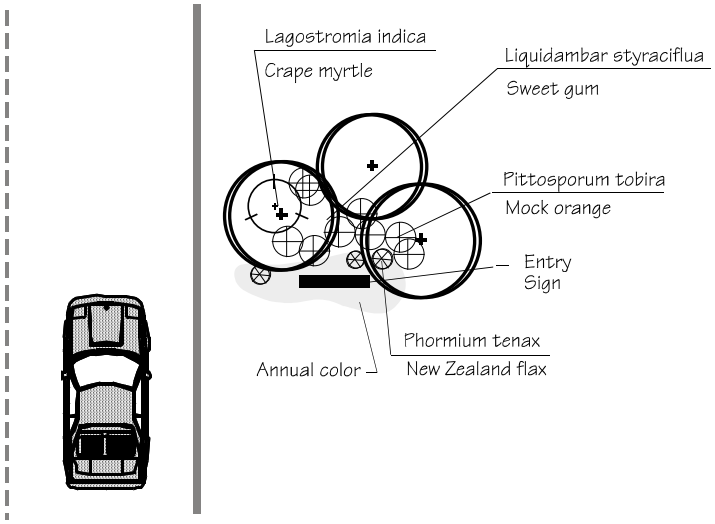
7. Colors and materials employed on large buildings adjacent to the freeway will help reduce the scale of the building. Generally, more muted colors such as earth tones should be used for the body of the building, with lighter trim and accent colors. Bright colors and pastels to be avoided. (See architectural standards).

8. Landscaping and entry signage should be installed facing freeway off ramps.



Landscaping conept for freeway offramps

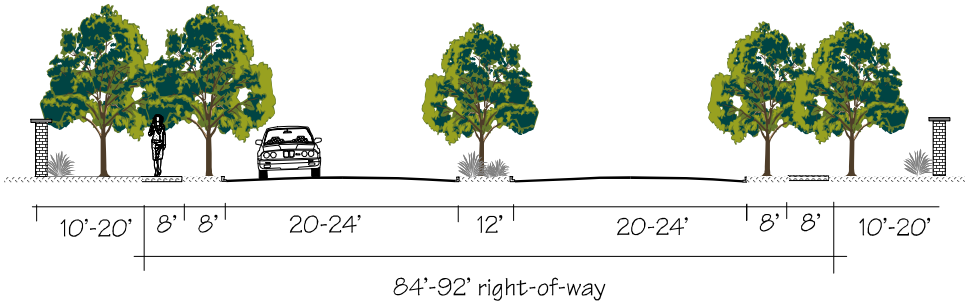
9. A landscaped entry statement with signage welcoming visitors to Woodland to be installed at the east and north entrances to the City along the I-5 corridor and State Highway 113. Landscaped entry statement with signage to be installed along off ramps exiting these two corridors and at listed gateways (See Figure 3).



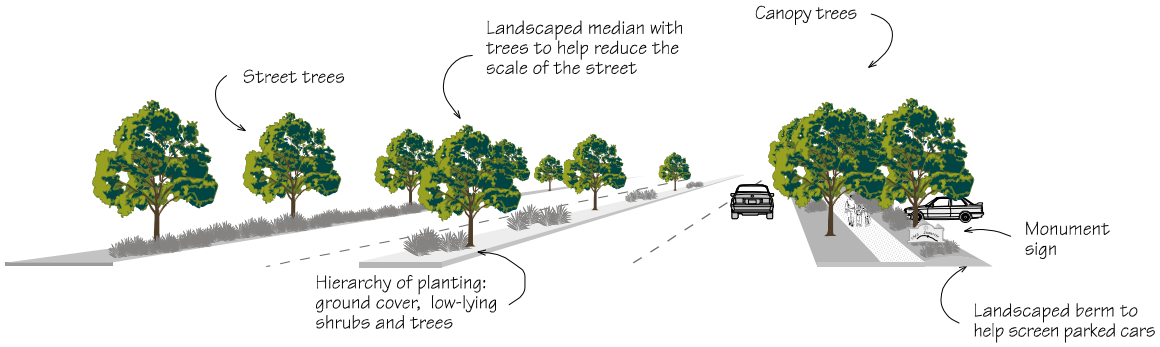
Entry Landscaping
and Signage

10. Street furniture (benches, lighting, fountains, public art, etc.) to be incorporated into streetscape improvements at appropriate locations, such as the entrance to residential neighborhoods and commercial and industrial developments, adjacent to parks and open space areas, and at bus stops.

11. The scale of arterial streets such as Main Street can be reduced through the use of street trees and landscaped medians. Street trees to be provided at appropriate intervals in accordance with City standards. Street trees to be carefully chosen to provide shade while allowing visibility to storefronts and minimizing organic litter.



Arterial street section with landcaped median and planter strips.



Landscaped medians and street trees help reduce the scale of arterials and create a more pedestrian-friendly streetscape.

12. The intersection of Main Street and County Road 98 is one of the main entrances to the City. Overhead utilities and signage, combined with older commercial and light industrial development, combine to make the entry uninviting. Improvements to this key entry are needed to announce the entrance to the City in a positive way. These improvements to include:

- Landscaping consistent with the ultimate configuration of the intersection.
- Landscaping should include low-lying shrubs and groundcover to maintain adequate site distance.

- Consolidated signage, including a "Welcome to Woodland" sign.
- Placing overhead utilities underground.
- Providing landscaping or other treatment to the older commercial businesses at the northeast corner of the intersection.

13. The intersection of Main Street and County Road 102 is another important entry to the City that will receive special attention. Improvements to this intersection will include:

- Adding street trees along Main Street west of County Road 102 and landscaping within the railroad right-of-way.
- Providing landscaping or other screening to parking and storage areas.
- Installing additional medians in County Road 102 where the right-of-way permits.

Entryway Overlay Zone

For the area designated with an Entryway Overlay Zone (EOZ) - Interstate 5 and County Road 102 Entryway, the following are architectural design requirements for all development (see overlay map):

Purposes

To provide Entryway Design elements reminiscent of historic Woodland, using more traditional design elements and colors dating from the 1880s.

Standards

The exterior design of the building to fit the image of "Historic Woodland" and less contemporary in appearance. Building elevation shall traditional materials, forms, colors, and massing.

Masonry materials

A. Stone or Split faced block, i.e. Richardsonian Romanesque: 619-621 Main Street, Ludy's Barbecue, Pacos Restaurant - formerly Yolo County Saving Bank.

B. Brick (new or used) i.e. Classic Brick: Woodland Opera House, East Street Court - formerly the old rice mill, Capital Hotel. Painted brick is not allowed.

C. Tilt-up concrete panels only with textured treatment for exterior portions of the panels (pattern applied into the concrete and not a spray-on texture application). Tilt-up panels with aggregate surfaces or masonry veneers.

D. Stucco (rusticated) Spanish Colonial Revival: Woodland Elks Lodge, Woodland Post Office, and Kraft Bros. Funeral Home.

Windows shall include following historic design concepts:

A. Arched windows with windowsill type pop-outs

B. Multi-pane glass panels to provide a more traditional look.

C. Transom windows above doors and other entryways.

Roofs shall use the following material:

A. Spanish or concrete tile

B. Metal roof are allowed only as a special design feature which compliment the building

C. Structures with historic style parapet walls will be allowed. The roof and roof mounted equipment must be adequately screened.

Architectural Historic Entryway Elements consistent with Downtown Historic Buildings

A. A distinctive arch reminiscent of the Opera House for the walls and windows at the corners of the building.

B. Large metal trellises provide architectural relief and vertical elements. The trellises have arches, which continue the historic theme.

C. Other Elements include: Colonnade, Porte cochere, public art

D. Columns, arches, Windows with molded cornices, masonry trim and detail, articulation of the building foot print, relief elements, vertical elements, office projections,

Colors: Provided a distinctive color palette with more historic colors and tones (3 colors minimum).

Existing metal buildings

Only those parcels with existing metal structures 5,000 square feet or greater will able to enlarge the existing metal structures and/or add additional structures using metal construction materials. These regulations apply to structures which exceed forty percent (40%) of the gross floor area or two thousand (2,000) square feet, whichever is less.

Standards

Design and Improvements (subject to design review):

The following are design priorities for expansion of existing metal buildings. The larger the expansion more of the priorities will be required.

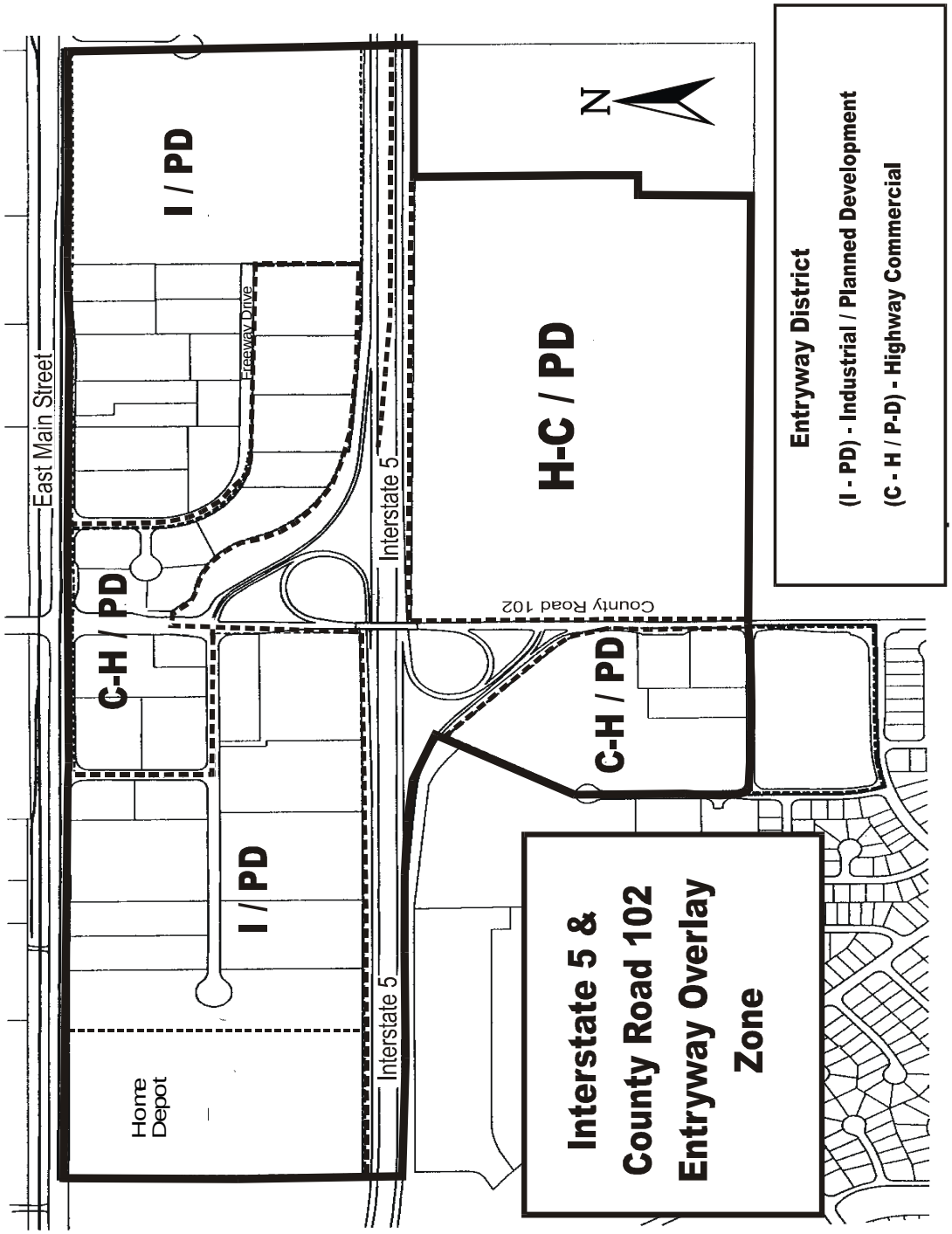
1. Landscaping and irrigation along frontages.

2. Parking lot construction and parking lot landscaping and irrigation

3. Wainscoting, windows, decorative or ornamental metal, enhanced exterior color palette Awnings, and improved signage.

Enforcement

Compliance with the provisions of these Design Standards will be enforced through the building permit and development review processes in the same manner as conditions of project approval. Non-compliance shall be abated in accordance with the applicable sections of the City of Woodland Municipal Code, including, but not limited to, provisions for the abatement of a nuisance.


East Main Street
I / PD
Freeway Drive
C-H / PD
I / PD
Home Depot
Interstate 5
Interstate 5
H-C / PD
County Road 102
C-H / PD
N
Entryway District
(I - PD) - Industrial / Planned Development
(C - H / P-D) - Highway Commercial
Interstate 5 & County Road 102 Entryway Overlay Zone