DESIGN | HEALDSBURG

Citywide Design Guidelines

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Final

Acknowledgements

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Note that photos in this document are from Healdsburg and a variety of other locations throughout the country. Photos are used to illustrate development that meets a particular design guideline; photos do not fulfill every design guideline in the document and should, therefore, be kept in the context of the topic at hand.

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Chapter 1
Introduction

Healdsburg is a special place with a unique identity that its citizens cherish. It is framed by stunning natural scenery, including mountains and valleys, forests, farms and vineyards. The Russian River also is a distinctive natural asset that runs through town. Residents sense a connection with these features daily, in a variety of ways—from streets and walkways, in outdoor places, when conducting business and from many homes.

In town, the built environment also is distinctly of Healdsburg. Many buildings speak of the city's agricultural roots and its role as an early commercial center in Sonoma County. These reflect use of regional materials and practical ways of building. Residents describe the built environment of Healdsburg as eclectic and low-key. And they note it is a collection of neighborhoods, each with its own special identity. These are aspects that the community values and seeks to retain. While much of Healdsburg exhibits these features, some buildings have appeared over the years that are less distinctive and could be from other places. These design guidelines are intended to promote design that instead is compatible with the city's design traditions.

IN THIS CHAPTER

PHOTOGRAPHS USED IN THIS DOCUMENT

This document includes photographs from around the country to illustrate specific design principles and guidelines. Photographs included in the design guidelines chapters are typically accompanied by a caption that references a specific guideline or principle that the photo illustrates. The photos do not necessarily illustrate development that will be appropriate in every context.

Today, change continues, which could alter the character of Healdsburg or be respectful of it. The challenge is to accommodate compatible development that builds from the design traditions of the community while promoting design excellence and creative new solutions. These design guidelines are provided to ensure that new development and improvements to existing properties occur in ways that meet the needs of individual property owners while also enhancing the existing character that defines Healdsburg.

The design guidelines address a wide range of building types, including commercial, industrial and residential construction. These building types appear in different contexts throughout the city, which the guidelines address as Character Areas. They recognize the appropriateness of improvements depends upon considering the setting. The guidelines also address some special contexts designated as historic districts.

Purpose of the Design Guidelines

Property owners and designers will use these guidelines when planning improvements and City staff, boards and commissions will use them in development review. The guidelines also serve an educational purpose to help residents understand the City's expectations for high quality design. The design guidelines seek to accomplish a variety of goals as described below.

Maintain Healdsburg's Unique Design Qualities

The design guidelines promote development consistent with Healdsburg's design traditions including respect for the natural environment and sustainability. New designs should continue to show diversity in style and form. This does not mean that contemporary designs are discouraged.

Support Healdsburg's Existing City Plans and Policies

The design guidelines work in concert with a variety of other City policy documents. See "Relationship to Zoning, Area Plans and Other Existing Policies" on page 9 for more information. Most importantly, these design guidelines support and implement the Healdsburg 2030 General Plan.

Provide Specific Guidance for Projects Based on Their Type and Location

The design guidelines respond to contexts and neighborhoods to provide specific considerations for development in each area of Healdsburg. These design guidelines also provide special considerations associated with different development types.

Guide the Design Review Process

The design guidelines are utilized by City staff, the Planning Commission, City Council, developers and the Healdsburg community to ensure future projects meet the community's vision for future development. The design guidelines will provide predictability to the design review process.

Application of the Design Guidelines

The design guidelines are applied to help promote the desired community character throughout Healdsburg and to respect Healdsburg's historic resources and natural landscape. The design guidelines apply citywide. In areas where adopted area plans exist, guidelines provided in those documents also continue to apply.

Guidelines Application Outside of Historic District

For areas not included within one of Healdsburg's designated historic districts and structures that are not designated as individual historic resources, the design guidelines are utilized by the Planning Commission and City staff to review new construction, renovations and other projects consistent with section 20.28 of the Land Use Code. Review of projects for consistency with the design guidelines will occur in accordance with the design review procedures outlined in the Land Use Code. Design review in Healdsburg is split into major and minor design review, based on project type. Minor design review applications are subject to review and approval by the Planning and Building Director, and major design review applications are subject to review and approval by the Planning Commission at a public hearing.

The Citywide Design Guidelines apply to all projects subject to Major and Minor design review as defined below. For all projects that are not subject to Minor or Major design review or not in Character Area 1, these guidelines only apply in an educational and advisory capacity with compliance being optional.

Consistent with Land Use Code 20.28.105 A, the following types of projects will require Minor design review, approved by the Planning and Building Director:

a. Minor changes to the exterior of existing non-residential buildings that require a building permit. This includes, but is not limited to significant façade changes, relocation of storefront doors and windows, etc.
b. A change of use in a non-residential building and site not involving substantial site changes.

REQUIRED FINDINGS

In order for a project application to be approved, the Planning and Building Director or the Planning Commission must reach the required findings, which are further described in the Healdsburg Land Use Code.

c. Changes to a non-residential site not involving major structural or site changes or changes of use. This includes site alterations such as construction of parking shade structures or other accessory structures.
d. Construction of or an expansion greater than 500 square feet to a one-family dwelling on a site uphill and visible from a scenic highway or road, or located within a scenic ridgeline corridor designated by the General Plan as determined by the Planning and Building Director.
e. Construction of one single-family dwelling within the Grove Street Neighborhood Plan.
f. Construction of new single-family dwellings where design review is required as a condition of approval of subdivision maps.
g. Within Character Area 1 (as identified in the Citywide Design Guidelines Chapter 4), construction of one single-family dwelling or a new second story addition, or significant change to the primary façade. A significant change to a primary façade is one that results in a substantive change to the appearance of the front of the building that is visible from the street. This could include enclosure of a front porch, removal of a window, demolition of some or all of the primary façade, an addition to the primary façade, a change in roof form or other similar alterations that fundamentally change the appearance of the primary façade.
h. Projects subject to minor design review by any other provision of the land use code.

Consistent with Land Use Code 20.28.105 B, the following types of projects will require Major design review, approved by the Planning and Building Director:

i. Commercial, industrial, office and residential projects (two or more residential units per site) which involve the development of vacant land with site and building improvements or involving major changes or additions to a previously developed site. Examples of these types of development projects include new warehouse buildings, multi-family residential buildings, hotels or major additions to existing structures.
j. Applications involving a change of use that requires substantial changes to a non-residential site and proposals for exterior building modifications. An example of this type of project would include changing of a site from a warehouse to an outdoor storage yard.

k. Projects subject to development approval by the Planning Commission, such as subdivisions, use permits and projects requiring the approval of variances, that also include a design review permit. An example of this type of project would include a tentative subdivision map which includes a specific housing type as part of the application, a Residential Master Plan or a Residential Visitor Lodging operation that includes modification or addition to the structures.
l. Signs that are part of a larger project subject to design review by the Planning Commission. An example of this type of project would include a master sign program for a new multi-unit commercial building.
m. Projects subject to major design review by any other provision of the land use code.

An explanation of the design review process can be found on page 7.

Guidelines Application Within Historic District

In addition to being reviewed by the Planning Department, certain projects within a designated historic district and certain projects proposing alterations to a designated historic building must also be reviewed by the City of Healdsburg Historic Committee, which is composed of the same members as the Planning Commission. When evaluating proposed work, the Historic Committee will review projects for consistency with these design guidelines. Refer to Chapter 8 for more detail.

How to Use the Design Guidelines

The design guidelines consist of nine chapters and the supplementary information provided in the Appendices. Since the document is organized by development type, users will likely focus primarily on the chapter that matches the type of project that is proposed. Readers should also utilize Chapter 4, "Healdsburg's Character Areas and Specific Area Plans" to aid in the interpretation of the design guidelines for the area in which the project is being proposed. The document also provides other information that is applicable to all development projects including Chapter 2: "Healdsburg's History and Design Character", Chapter 3: "Overarching Design Principles" and Chapter 7: "Design Guidelines for All Development Types." A chart illustrating which chapters should be utilized based on the type of project can be found on the following page.

Which Chapters Apply to My Project?

The following chart provides a list of the chapters in this document and a few potential project application types. If it is not clear which chapters should be consulted prior to submitting a project application, consult City staff.

		PROJECT TYPE:					
		Single-Family	*Small Scale Multi-Family*	*Large Scale Multi-Family*	*Other New Construction*		*Historic Structure*
CHAPTERS TO USE:		New Construction/ Renovation	Alteration, New Construction/ Renovation	New Construction	New Accessory Dwelling Unit (ADU)	Building Addition	Addition or Alteration to a Historic Property
1.	*Introduction*	✓	✓	✓	✓	✓	✓
2.	*Healdsburg's History and Design Character*	✓	✓	✓	✓	✓	✓
3.	*Overarching Design Principles*	✓	✓	✓	✓	✓	✓
4.	*Healdsburg's Character Areas*	✓	✓	✓	✓	✓	✓
5.	*Single-Family and Other Small-Scale Residential Development Design Guidelines*	✓	✓		✓		✓
6.	*Commercial, Industrial, Mixed Use and Large-Scale Multi-Family Development Design Guidelines*			✓		✓	✓
7.	*Design Guidelines for All Development Types*	✓	✓	✓	✓	✓	✓
8.	*Treatment of Historic Resources*				✓		✓
9.	*Public Realm Design Guidelines*		✓	✓		✓	
10.	*Appendices*	✓	✓	✓	✓	✓	✓

Flexibility in the Administration of the Design Guidelines

The design guidelines in this document are intended to allow for flexibility in how a project meets them. Unlike zoning, which typically provides measurable requirements that a project must meet, design guidelines are qualitative and focus on broader design objectives. As such, discretion and interpretation is typically required by staff or by a design review body to determine if a project is consistent with the guidelines. Flexible administration of the guidelines is needed to respond to unique site conditions and to encourage design creativity and variety. The guidelines in this document include intent statements under each topic. These statements describe the desired design objective, under which more specific guidelines are provided. Flexibility in interpretation of the guidelines is encouraged where a property owner identifies an alternative design solution that meets the intent of a guideline, but that may not be consistent with the specific guidelines text or the example photos included in the document.

Design Review Process

The City of Healdsburg requires design review for proposed projects focusing on the site and architectural design of any land use and permitted structures, and on features that affect the public interest and have an impact on the use and enjoyment of other properties. The design review process ensures that projects are compatible with other adopted documents including the Healdsburg General Plan and the Land Use Code. For more information regarding these documents, see “Relationship to Zoning, Area Plans and Other Existing Policies” on page 9.

Design review in Healdsburg is split into major and minor design review, based on project type. Minor design review applications are subject to review and approval by the Planning and Building Director, and major design review applications are subject to review and approval by the Planning Commission at a public hearing. Figure 1.1 on the following page illustrates the general design review process for projects that qualify for either major or minor design review.

Projects in designated historic districts must be found to exhibit compatibility with the architecture and character of the district. A proposal for alterations to a designated or undesignated historic structure must exhibit compatible changes to the structure and not degrade any distinguishing original qualities or character-defining features of the building.

DESIGN REVIEW PROCESS REGULATIONS

For more information regarding the design review process, refer to the Municipal Code, Chapter 20.28, Administration.

FIGURE 1.1: MAJOR AND MINOR DESIGN REVIEW

This is a general flow chart to illustrate the major steps in the review track, and does not show all of the steps or time frames in the review process. For more information, refer to the Healdsburg Municipal Code.

1. Pre-Application Process (Recommended, not required)

Pre-Application Conference with Community Development Center (CDC)

2. Application

Submit Application - forms available on the City's website; filed with CDC front counter. Contact the Planning and Building Division for further details.

3. Review & Approval

Minor Design Review Track

Administrative Review

Staff reviews for completeness and conformance with applicable zoning and building standards and these design guidelines; Planning Permit application is also routed to other applicable City departments for review and compliance with other City standards

Approved

Staff issues Letter of Determination

Not Approved

Applicant may appeal or modify project and resubmit plans

Major Design Review Track

Administrative Review

Staff reviews for completeness and conformance with applicable zoning and building standards, and these design guidelines; Planning Permit Application is also routed to other applicable City departments for review and compliance with other City standards

Planning Commission Public Hearing

The Planning Commission will review the proposed project using these design guidelines

Not Approved

Applicant may appeal or modify project and resubmit plans

Approved

4. Building Permit

City Staff will review final construction drawings to ensure they match design approval; if they match, a building permit will be issued. NOTE: Some projects do not require a building permit

5. Start Construction

Relationship to Zoning, Area Plans and Other Existing Policies

The design guidelines support existing plans and policies adopted by the City of Healdsburg. This document is intended to be consistent with existing policies and to implement them. Key policy and regulatory documents are summarized below.

Four of the documents listed in this section are Special Area Plans that have been adopted by the City. These include Specific Plans, Neighborhood Plans and plans for targeted areas in the city. Each of these plans includes design guidelines and/or development standards that must be followed when proposing a project in the specified area. While each list of topics covered in the plans differs and may not cover every topic in question for a development proposal, these topics were selected and are subsequently regulated because of extensive study and community input. Therefore, if an applicant desires to learn more about a topic that is not covered in the Special Area Plan, he/she may refer to this design guidelines document for more information; however, he/she is not required to follow the subsequent design guidelines. More information about these Specific Area Plans is provided in Chapter 4.

Healdsburg 2030 General Plan

The Healdsburg General Plan serves as a fundamental policy document of the City of Healdsburg to guide decision-making by the community about public and private land use and development that shapes Healdsburg's physical environment. The General Plan also defines Healdsburg's environmental, social and economic goals so that future planning and development supports a common set of goals that define Healdsburg's character. Special Area Plans and other policies must support the goals and policies of the General Plan.

Land Use Code

The Land Use Code, a portion of Healdsburg's Municipal Code, promotes the public health, safety and general welfare of the community. The Land Use Code provides a variety of policies that implement the Healdsburg General Plan as well as the City's Specific and Area Plans. The Land Use Code provides base standards for the physical development of Healdsburg that apply to all properties throughout the city. The Land Use Code also provides policies for the protection of historic resources in Healdsburg.

Unlike the Land Use Code's regulations that dictate exactly what a property owner can and cannot do with a property, the Citywide Design Guidelines focus on **how** a project is constructed. The

EXISTING PLANS AND POLICIES

The DesignIHealdsburg Citywide Design Guidelines support goals and policies that have already been adopted by the City of Healdsburg. Each of these are summarized in this section. For further information, visit the links to each of the plans below.

Healdsburg 2030 General Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/634

Central Healdsburg Avenue Area Plan (CHAP):
http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/772

Foss Creek Pathway Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/View/802

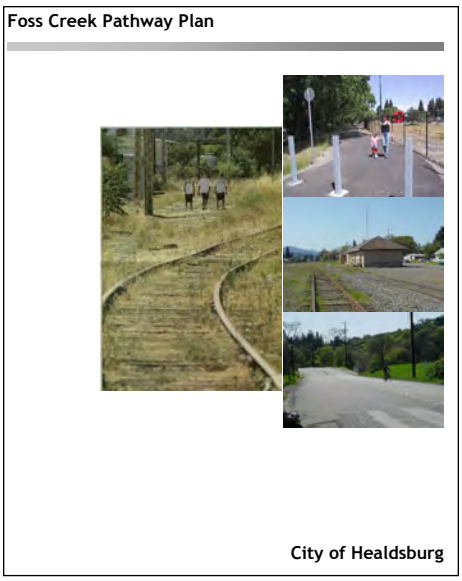
Area A Specific Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/767

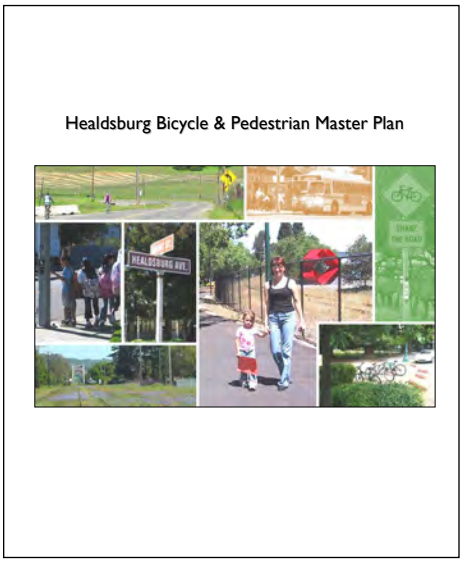
Grove Street Neighborhood Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/View/803

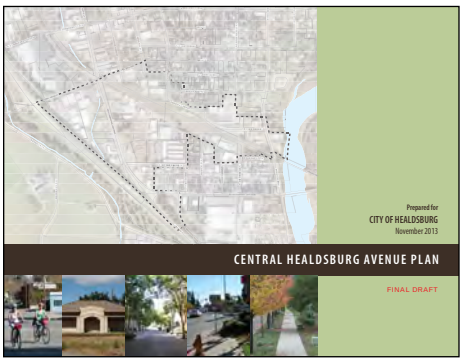
Saggio Hills Area Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/View/832

Healdsburg Bicycle and Pedestrian Master Plan:
http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/771

Healdsburg Housing Action Plan (HAP):
https://www.ci.healdsburg.ca.us/DocumentCenter/View/6637







Guidelines identify qualitative design objectives and design solutions that meet these objectives. For example, the Land Use Code identifies how many parking spaces a given project must provide. The Guidelines, however, provide solutions for designing a parking area to facilitate pedestrian mobility, safety, site integration, stormwater management and other design objectives.

Foss Creek Pathway Plan

This Plan establishes design standards for the construction of the Foss Creek Pathway, which runs alongside the Northwestern Pacific Railroad and Foss Creek between Front Street and the city's north boundary. This pathway will complete a 4.1-mile bicycle and pedestrian facility through the city by connecting to an existing bike lane on South Healdsburg Avenue. The Foss Creek Pathway will link major destinations within the city, including employment centers, recreation areas, Downtown and residential neighborhoods. Its location along Foss Creek will also provide enhanced access to this natural feature.

Healdsburg Bicycle and Pedestrian Master Plan

The Healdsburg Bicycle and Pedestrian Master Plan was developed as a component of the Sonoma County Transportation Authority (SCTA) 2008 Countywide Bicycle and Pedestrian Master Plan, but is also used as a standalone document by the City of Healdsburg. It assesses the needs of bicyclists and pedestrians in Healdsburg, identifies physical and programmatic improvements to support walking and biking, qualifies the City for various funding programs and acts as a resource when coordinating local and regional projects.

Central Healdsburg Avenue Area Plan (CHAP)

This plan provides a design framework that outlines appropriate land uses, a circulation network, open space plans and proposed utility placement, and a set of design principles for the development of public infrastructure and private investment in the Central Healdsburg Avenue and depot area, which is located south of Mill Street between Highway 101 and the Russian River. This Plan establishes a long-term vision for the Plan Area to activate this area and unify development decisions moving forward. The CHAP aims to beautify gateways, create pedestrian-friendly development, provide traffic calming measures and to economically enhance existing businesses in the Plan Area while attracting new uses and development. With the existing train station in the CHAP area and the future Sonoma-Marin Area Rail

Transit (SMART) service utilizing the train station, this document provides a vision for how the Plan Area will accommodate and take advantage of future train service.

Specific Plan for Area A

Intended to guide long-range development of Area A – 230 acres in the unincorporated area just north of the City of Healdsburg – and other unincorporated areas within the City's Urban Service Area, the Area A Specific Plan describes elements of appropriate development including land use, housing, open space, circulation, public facilities and urban design.

Grove Street Neighborhood Plan

This Plan provides a framework for future development along Grove Street between Grant Street and Dry Creek Road that recognizes the neighborhood's unique qualities. The Neighborhood Plan provides a design concept that recognizes the special character of the area, a planning framework for future development and a strategy for public facilities and services in the area.

Saggio Hills Area Plan

The Saggio Hills Area Plan, which addresses over 258 acres located east of Healdsburg Avenue and north of Parkland Farms, ensures that future development will be consistent with the goals and policies set forth in the Healdsburg General Plan. This area was identified in the Healdsburg General Plan as Subarea C and was annexed to the City in 2009. The Saggio Hills Area Plan outlines the implementation framework of the Healdsburg 2030 General Plan for the Saggio Hills geographic area.

Housing Action Plan (HAP)

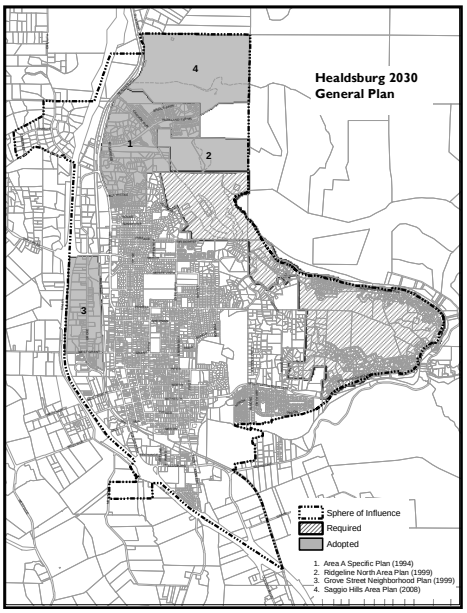
In 2018, the City of Healdsburg, with extensive public input, updated the Housing Action Plan (HAP). The HAP is intended to shape and direct future housing development in Healdsburg during the next Housing Element Cycle. The document recommended changes to existing policies, identified areas for further research, and established targets for the kinds of housing the community desired to be built. The HAP policies encourage development of mixed product types that represent creative density. Recognizing that housing is not just a quantitative issued, the HAP recommended the City's Design Guidelines be updated to ensure that new housing is complementary to the existing fabric and character of the community. These updated guidelines respond to that recommendation.

GENERAL PLANS AND SPECIFIC PLANS IN CALIFORNIA

A "General Plan" is required for all cities and counties in California by state law and serves as a "blueprint" for future development and use of its land and provides a foundation on which local land use decisions are based. A general plan must be comprehensive, long-term in scope and describe the desired physical development of the city and any land outside its boundaries, which in the City's judgment bears relation to its planning. A general plan is legally required to include the following seven elements: Land Use, Circulation, Housing, Conservation, Open Space, Noise and Safety.

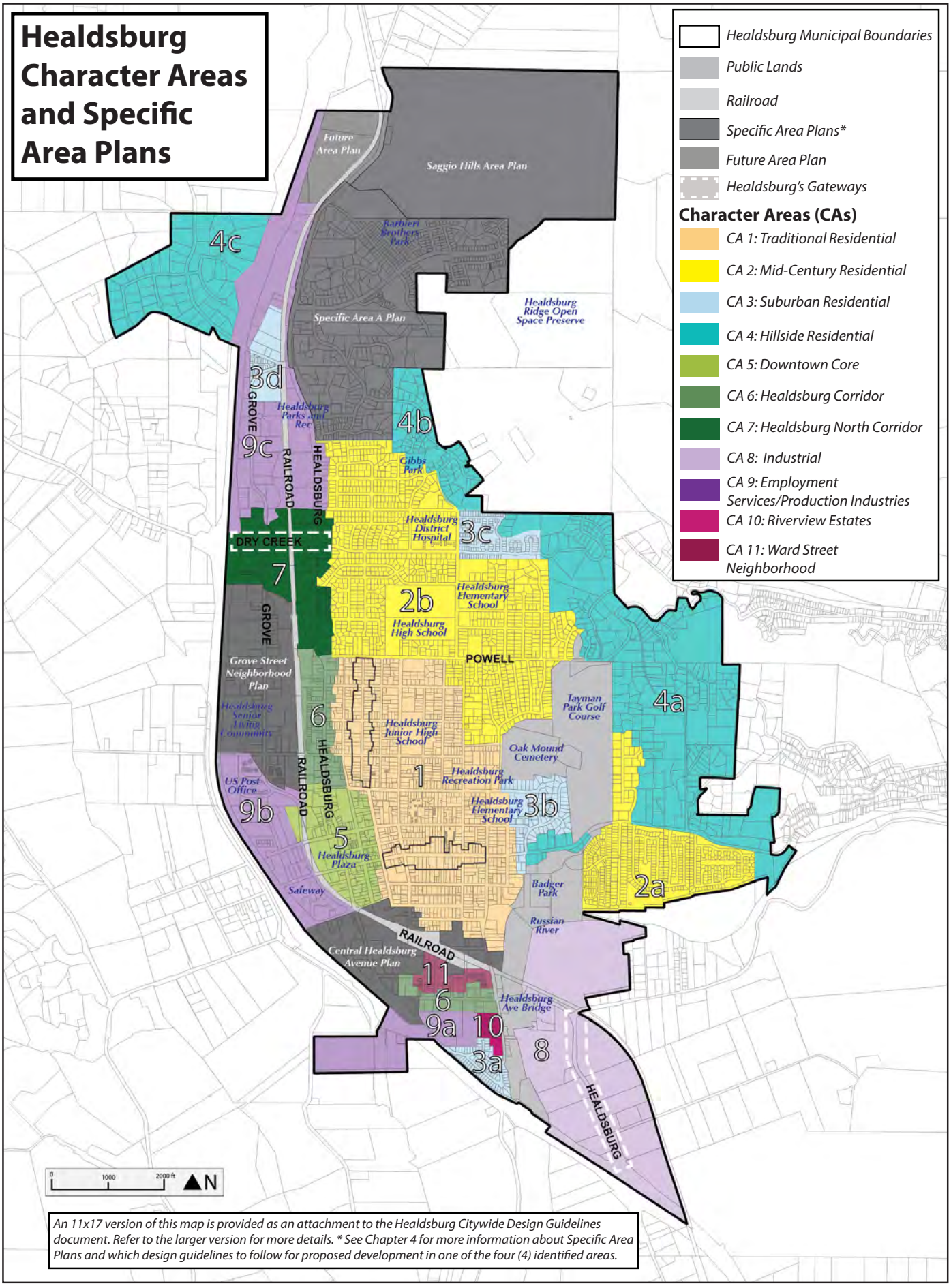
A specific plan is a "planning and regulatory tool made available to local governments by the State of California, that is intended to implement a city or county's general plan through the development of policies, programs and regulations which provide an intermediate level of detail between the general plan and individual development projects. As such, specific plans can only be adopted or amended if they are consistent with the jurisdiction's adopted General Plan.

To read more, consult the Healdsburg 2030 General Plan.



Healdsburg's Character Areas

This document divides Healdsburg into 11 different "Character Areas" in order to accurately address Healdsburg's various building uses, forms and architectural styles. The boundaries of these Character Areas were crafted based on careful review of the city and input collected in numerous public workshops. The boundaries of each Character Area indicate locations at which the quality and features of development change. These typically encompass a building's form and the relationship between the building and the public realm, but may also include public spaces on a site, landscaping and connectivity. The guidelines address development in each of the Character Areas by referencing the Character Areas throughout the document. Chapter 4 provides a more detailed look at each Character Area and provides information to assist in the interpretation of the design guidelines presented throughout the document.



*An 11x17 version of this map is provided as an attachment to the Healdsburg Citywide Design Guidelines document. Refer to the larger version for more details. * See Chapter 4 for more information about Specific Area Plans and which design guidelines to follow for proposed development in one of the four (4) identified areas.*

***Figure 1.2**: Healdsburg's Character Areas and Specific Area Plans*

Components of the Design Guidelines

The guideline topics presented in this document are developed in a consistent format and organization to facilitate ease-of-use. The format includes a topic heading, an intent statement related to the topic, numbered design guidelines, additional information about appropriate/inappropriate approaches, strategies or Character Area-specific information, and illustrations or diagrams that support the design guideline. In addition to an informative caption, illustrations and diagrams also include a checkmark (✓) or an "X" to identify whether a graphic shows an appropriate or inappropriate example. The diagram below identifies the key elements of a design guideline by using a sample from Chapter 5.

FIGURE 1.3: SAMPLE DESIGN GUIDELINE

A ***Design Topic***
Describes the topic area that the design guidelines fall within.

B ***Intent Statement***
Explains the desired outcome and provides a basis for the subsequent guidelines. The intent statement is the most important component for each design topic and may be met in ways other than the design guidelines. If no guidelines address a specific design issue, the intent statement will be used to determine appropriateness.

C ***Design Guideline***
Describes the design outcome. Guidelines are sequentially numbered in each chapter.

D ***Additional Information***
Provides bullet lists of appropriate and inappropriate strategies for meeting the intent of the guideline.

E ***Character Area Specific Statements***
Call-outs identify when a design guideline is especially important for a Character Area.

F ***Images***
Clarify the intent of the guideline by illustrating appropriate and inappropriate design solutions.

✓ ***Appropriate***
Images marked with a check illustrate appropriate design solutions.

X ***Inappropriate***
Images marked with an X illustrate inappropriate design solutions

Building Setback and Placement

The uniform alignment of buildings along traditional residential blocks provides a sense of enclosure and a comfortable pedestrian scale. When houses have similar setbacks, a visual continuity occurs. A new house should be placed to reflect the established setbacks along a block.

1.1 Locate a building within the range of established setbacks on a block.

a. Where front yard setbacks are uniform, align a new building with its neighboring buildings.

* This is particularly important in Character Area 1, where traditional residential buildings comprise the majority of development.

Locate a building within the range of established setbacks on a block.

Document Content

Design guidelines in this document are organized into the following chapters:

Chapter 1: Introduction

This chapter provides general information about the design guidelines, the design review process and background documents that created the foundation for this document. Chapter 1 also provides information about how to use the design guidelines document and how to interpret the components of the design guidelines.

Chapter 2: Healdsburg's History and Design Character

Chapter 2 highlights Healdsburg's development history, its unique design character and the charm of the City that attracts residents and visitors alike.

Chapter 3: Overarching Design Principles

This chapter provides a set of broad design principles for all development in Healdsburg regardless of the Character Area or type of development. The Overarching Design Principles promote excellent urban design that supports sustainability objectives and emphasizes creating pedestrian-friendly environments and design compatible with neighboring development.

Chapter 4: Healdsburg's Character Areas and Specific Area Plans

This chapter provides a more detailed description of each Character Area including an intent statement, maps and considerations for various design topics. References to design guidelines throughout the document are provided to guide readers to applicable information.

Chapter 5: Single-Family and Other Small-Scale Residential Development Design Guidelines

Chapter 5 presents the first set of development-specific design guidelines, which are divided into two sections – Site Design and Building Design. It is used for any single-family or small-scale residential development - such as an ADU or duplexes.

Chapter 6: Commercial, Industrial, Mixed Use and Large-Scale Multi-Family Development Design Guidelines

This chapter focuses on larger scale projects, such as multi-family, commercial, industrial and mixed use structures. This chapter addresses Site Design and Building Design.

Chapter 7: Design Guidelines for All Development Types

Chapter 7 provides design guidelines for all development types throughout the city. As such, every proposed project must refer to the guidelines in this chapter. This chapter will include a variety of specialized topics such as sustainability, Low Impact Development (LID) and public art.

Chapter 8: Treatment of Historic Resources

This chapter presents design guidelines for the treatment of existing historic resources. It focuses on the general treatment of a site and building, as well as specific features including the roof, siding, porches, doors, windows, foundations, materials and additions.

Chapter 9: Public Realm Design Guidelines

This chapter provides design guidelines for projects that are required to provide improvements in the public right-of-way when designing a private development. This could include making improvements to sidewalks, for instance.

Chapter 10: Appendices

The appendices include information that supports the design guidelines and other reference materials, such as definitions, an architectural style guide and a design checklist.

Chapter 2

Healdsburg's History and Design Character

Healdsburg's unique location nestled among rivers, creeks and agricultural lands established its charm long before it was incorporated as a city in 1867. Its appeal as a regional destination for tourists and a desirable location to call home has grown over the years. Healdsburg's uniqueness as an agricultural center is matched only by its architectural distinctiveness. Its diverse architectural styles and enjoyable outdoor spaces make Healdsburg a unique destination that attracts visitors year-round, and provides important community spaces for Healdsburg's residents.

Understanding Healdsburg's history, design character and recent development advances are crucial components to creating new development that respects Healdsburg's established, unique character, while also considering ways to encourage compatible new design.

IN THIS CHAPTER

Healdsburg's History

The following information regarding Healdsburg's history is from the Healdsburg Community Entryways Revitalization Plan and the Healdsburg Museum. More information can be found at: *http://www.healdsburgmuseum.org/home/healdsburg-history.asp*.

The City of Healdsburg has a rich history and a legacy of places, events and personalities that have contributed to its character today. This rich history provides opportunities to inform the design contexts and appropriate development in each Character Area.

For thousands of years, Western Wappo and Southern Pomo-speaking people lived on the bounty of this generous land and created some of the finest woven baskets in the world. The territory that is now Healdsburg was claimed in 1841 by Captain Henry Fitch, brother-in-law of Governor Mariano Vallejo, as part of Fitch's 48,800-acre Sotoyme Rancho. Fitch's Mexican land grant title was thrown into dispute when Mexico ceded California to the United States in 1848.

The Gold Rush of 1849 brought hordes of people to California gold country, many of whom drifted south, preferring a life of farming to failing in the mines. In 1851, would-be gold seeker Harmon Heald, a native of Ohio, left mining and built a cabin on the west side of the well-traveled path between San Francisco and the northern mines (now "Healdsburg Avenue"). Heald built a small general store and opened a post office in the store in 1854 around which a small settlement grew. In 1857, Heald hired a surveyor to lay out a central plaza with streets and 85 lots, and a town was born, incorporated in 1867, populated by 300 (non-Native) residents.

The American settlers in the 1860s found that they could grow virtually any crop in the fertile valleys around Healdsburg. In 1871, the railroad opened new markets for farm produce and established Healdsburg as a prosperous agricultural district. The recreational opportunities offered by the Russian River created a seasonal stream of vacationers, arriving by regularly scheduled passenger trains, boosting the local economy.

By the 1880s, the population of Healdsburg reached 2,000, and the major regional revenue besides tourism was derived from grapes, lumber and hops. The proliferation of farming, combined with the railroad, made sawmills and the canning and packing industry central to the local economy in the following decades. During the early 1900s, Healdsburg billed itself as "The Buckle of the Prune Belt." The bottom dropped out of Healdsburg's flourishing wine industry with Prohibition – the passage of the Volstead Act in 1919.

After Prohibition's repeal in 1933, many vineyards were replanted to prune orchards. Following World War II, with the huge growth of auto and truck transportation, much of the commerce of the city shifted to "strip" locations at the periphery of the community. By 1967, prunes were the most important industry in Healdsburg and remained the largest cash crop until the 1970s when many orchards reverted back to vineyards. In the latter half of the 20th Century, the economy of Healdsburg began to expand to include a growing component of visitor services. The wine-growing areas surrounding Healdsburg, as well as the rich recreational and natural environment, were visitor draws, and this growing activity began to have an effect on the downtown area. The continued growth of a variety of industries led to a population close to 11,000 people at the 2000 U.S. Census. Today, wine is the primary agricultural industry. Healdsburg has evolved from a simple farm town to a community which celebrates a rich agricultural past and an evolving, more sophisticated present.

Healdsburg's Architectural History and Character

The following text was taken from a publication titled "Historic Homes of Healdsburg: A Self Guided Tour," published in 1983.

The history and character of an area is often reflected in its architecture. The architectural record is not complete however, as the earliest types of local structures, the traditional Pomo dwellings and ceremonial buildings, exist only in facsimile because of their perishable building materials (willow rods, earth and foliage). The first structures built by the Euro-American settlers in the 1840s, adobe or split-log redwood dwellings, also have no remaining examples within the city limits. Those few adobes or hand-hewn cabins that were built in the area have for the most part been destroyed or covered over with clapboard.

Fortunately, there are numerous examples of the most common type of Homestead style architecture, usually small, single-gable dwellings that utilized planed redwood from the early sawmills and newly available machine-cut nails. As bachelor settlers married, and large families began to settle, those dwellings became larger, but remained unadorned, indicating that family resources were directed to areas other than home embellishment.

By the 1870s, the prosperity of local businesses and farms began to be reflected in more elaborate architecture. Some large Greek Revival style homes, embellished with classical columns serving as porch supports, and imitating the shape of a Greek temple, were built in that era. Several Italianate-style mansions, so named for their style model, the stoic formal stone villas of Italy, were also built between 1870 and 1890. These larger Italianates, with their characteristic decorative roof brackets, had their middle class counter-part in the small single-story Italianate, a foursquare dwelling with a hipped roof that formed the town's earliest tracts.

A very substantial middle class developed locally at the end of the 19th century, coinciding with the wild popularity of the visually exuberant Queen Anne style. The Queen Anne Cottage, a medium-sized home embellished with verandahs, circular bays, multi-gabled roofs and lavish decorative millwork, is therefore the most common type of Victorian dwelling remaining in Healdsburg. Several Queen Anne mansions were also built.

By the turn of the century popular taste began to tire of the excesses of the Victorian era and examples of Transitional style architecture, showing style influences of both Queen Anne and the less ornamental bungalow style, became common. The bungalow style, which originated in the west, was popular until about 1925 and often incorporated elements of the Craftsman style. Both made an effort to stress outdoor living styles utilizing sleeping porches and natural building materials such as stone or rustic siding. The Craftsman style bungalow is characterized by broad-based porch pillars, overhanging eaves and exposed exterior beams.

The effects of Prohibition on this hop and grape growing region, as well as the national depression of the 1930s, can be seen in the relatively few local examples of the low, sweeping, flat-roofed Prairie style, made nationally popular by Frank Lloyd Wright. However, several Mission and Mediterranean style civic or commercial structures were built between 1930 and 1935. They show the curved arches, red tile roofs and stucco-finished walls that became such a distinctive western style.

R/UDAT

The Regional/Urban Design Assistance Team (R/UDAT) Program, run by the American Institute of Architects (AIA) helps communities analyze their current status and design and plan for their community moving forward. In 1982, a R/UDAT team completed a growth management-focused analysis for Healdsburg and provided recommendations for the growth that would come to the city.

This R/UDAT report identified three ways that growth could occur in Healdsburg:

1. Emphasize Healdsburg as a bedroom community.
2. Emphasize high, tech clean-industry, Silicon-Valley-type spinoffs.
3. Emphasize the "destination tourist" industry.

The areas of potential growth for Healdsburg are not mutually exclusive, and the R/UDAT report also presented important considerations for each of the types of growth, including the need to fund and build new services for an expanded permanent population. With the considerations in mind, the R/UDAT report recommended that the emphasis be placed on tourism/service, since tourists do not require expanded school systems and do not make as many demands on the recreation, water and sewer systems. Tourists also bring attention to Healdsburg's charm and small-town feel, that focuses on the wine industry, rather than large-scale manufacturing, like other growth options would promote. To further the tourist industries, the report suggests that the City encourage commercial development in and around the Plaza that focuses on the wine country industry. In addition to fostering the wine-focused tourism industry, the R/UDAT report also mentions tourist attractions that should be given attention to support the tourism industry including:

- Russian River recreational activities
- Lake Sonoma (Warm Springs Dam)
- Alexander and Dry Creek vineyards
- Historical homes
- Plaza (as a town focal point)

Promoting a prolonged tourist experience in Healdsburg stands as the R/UDAT key recommendation for future growth. A tour of Valley wineries would encourage more visitors to come to the northern end of Sonoma County, making Healdsburg a logical destination for an overnight stay, bringing more economic benefits of tourism to Healdsburg.

Sonoma-Marin Area Rail Transit (SMART)

In the 21st century, regional trends continue to influence development in Healdsburg. The renaissance of passenger rail travel to the area is one of those forces. The Sonoma-Marin Area Rail Transit (SMART), a new transportation system in Marin and Sonoma Counties, will connect Healdsburg residents to other cities and will bring more tourists to Healdsburg. This will allow people to travel from San Francisco to Healdsburg by transit, instead of being dependent on cars or buses. When completed, SMART will serve a 70-mile corridor from Larkspur to Cloverdale, providing an alternate mode of transportation for Healdsburg residents to access jobs throughout the region, and for residents and tourists in the region to take advantage of recreation and leisure opportunities in Healdsburg and destinations along the way.

The SMART station in Healdsburg is a driving force behind the Central Healdsburg Avenue Plan, which seeks to bring new development and investment to the Plan Area. The SMART station will utilize existing areas of railroad tracks south of Healdsburg's downtown, while providing space for new development that capitalizes on the multi-modal transit station and brings new growth to Healdsburg. Ultimately, the SMART station will impact the function and form of the City moving forward, as it will become a key asset to Healdsburg and to the region.

Healdsburg Architecture Today

Today, Healdsburg exhibits a variety of neighborhoods with distinctly different street patterns and building types. The earliest neighborhoods still have gridded streets with many older traditional buildings. Other neighborhoods have curvilinear layouts, reflecting late twentieth century development fashions and sometimes in response to hilly topography. In these areas, building from the late Twentieth Century are typical. Arterial streets, with various mixes of commercial, industrial and residential building types, lead from the outskirts of the city to the downtown.

The Plaza remains the iconic heart of the community and the focus of downtown. Streets framing it are laid out in a grid pattern with storefronts built close to the sidewalk edge. Many of these are in historic styles, but more recent buildings are more contemporary interpretations of traditional commercial buildings. Most continue to reflect the basic form, orientation and street level character that commercial buildings have had for decades.

Many blocks exhibit a consistency in building form, setbacks and orientation to the street.

A downtown sidewalk and frequent storefronts provide a connection with the community.

Pride in craftsmanship is seen in buildings that display distinct architectural details.

A commercial property contributes to the streetscape with its detail and landscaping.

Stretching out from the downtown to the north and east are older residential neighborhoods, also on gridded streets. The earliest have buildings of recognized historic styles and others from the mid-Twentieth Century reflect the single-family Ranch form. To the west of the Plaza, uses are more varied, with sections of industrial character and others with large parcels of commercial and institutional facilities.

Some Common Themes

All these places combine in an eclectic mix of styles, lot layouts and uses, and this diversity is a key characteristic of Healdsburg. At the same time, while there is diversity, some common themes tie many places together into a cohesive whole. These are some of those themes:

Continuity of Development Patterns

While diversity exists among building and landscape designs, at a more basic level, many blocks have a consistency in building form, setbacks and orientation to the street. This is seen in single family neighborhoods where uniformly spaced houses with similar forms and materials contribute to a sense of visual continuity.

A Connection with the Community

Many properties address the public realm in ways that establish connections with their neighbors and signal that they are part of the community. A front porch that provides a place to sit and visit, a paseo through a commercial development and a storefront with a large expanse of glass that permits views inside are examples.

Traditional Building Materials

Modern, traditional and historic buildings share a palette of natural materials. Brick, stone, industrial metals, stucco and wood siding are typical. These appear in a variety of forms, but most have a sense of human scale. Even some newer materials, with matte finishes and muted colors, fit within this palette.

Pride in Craftsmanship

Those buildings most valued convey a sense of pride in craftsmanship. This appears in the details of a traditional storefront, the details of eave overhangs and garden fences.

A Gift to the Street

Properties often have unique interpretations of traditional building and landscape designs that provide accents in the urban environment. A decorative cornice on a storefront, an ornamental gate in a front yard, and a landscape buffer along an industrial site are examples.

These themes are among those that define Healdsburg today.

Chapter 3
Overarching Design Principles

The design guidelines in this document all seek to maintain the character of Healdsburg while providing opportunities for new development and assuring Healdsburg remains a desirable place to live. They promote maintaining traditional character, while encouraging creativity and contemporary design where appropriate. The following overarching design principles provide the foundation for the design guidelines. Each improvement project should help to achieve these principles.

IN THIS CHAPTER

Enhance the public realm.

Encourage creativity.

Achieve Design Excellence.

Each development proposal in Healdsburg should express excellence in design. This includes the use of high quality, sustainable materials; utilizing high quality construction methods; and paying attention to the details of the project and its design. Thoughtful designs should enhance the character of Healdsburg, be sensitive to its surrounding context and create an enjoyable pedestrian-oriented experience.

Enhance the Public Realm.

All development projects should contribute to enhancing the public realm. While the type of public realm differs based on the Character Area, all projects should provide visually interesting and engaging architecture, and public spaces, where appropriate. Sidewalks and public spaces should be designed to invite pedestrian and public use through thoughtful planning and design.

Maintain Healdsburg's Small-Town Character.

Healdsburg's charm is enhanced by its small-town character that is established through a picturesque downtown, a variety of historic resources and through its walkable core. New development should reflect and enhance this small-town character by creating design that enhances the public realm, that is appropriately scaled to its context and that provides pedestrian-focused features where possible.

Maintain Healdsburg's small-town character.

Design for Compatibility and Respond to Context.

Healdsburg's built environment is an eclectic mix of traditional historic buildings, contemporary new development, residential buildings nestled into the hills and industrial structures that host local industries. These building types, and many others, provide a unique sense of place and community in Healdsburg. New development should be sensitive to the existing built environment and should be designed to contribute to a cohesive built environment through the use of scale, massing, form, materials and other features.

Design for compatibility and respond to context.

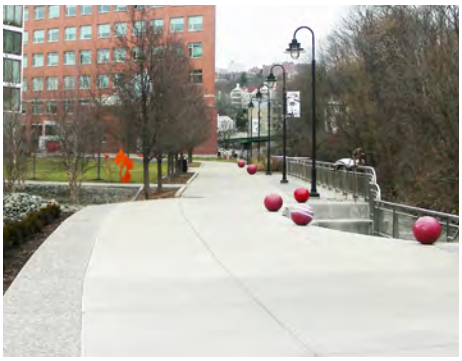
Encourage Creativity.

While the design guidelines establish expectations of compatible design, innovative design and creativity is also encouraged in new development in Healdsburg. A wide variety of building types and architectural styles are present throughout Healdsburg, making some areas of Healdsburg more appropriate to expressing creativity and new design. Exploring new ways of designing buildings, new ways to incorporate materials and new ways to make development sustainable are welcomed when the development contributes to a cohesive urban fabric in a compatible manner.

Achieve design excellence.

Maximize Connectivity within a Project.

Development proposals in Healdsburg should contribute to establishing a circulation system between the project and the public realm and within a project, where appropriate. Clearly distinguished and easily-accessible pathways should connect a development to the public realm. When large developments are being proposed, attention should be given to the possibility of creating mid-block paths that break up long walls and provide access for pedestrians. Vehicular-pedestrian conflicts and interruptions to public sidewalks should be avoided. Subdivisions should plan for interconnectivity to other existing and future developments.



Maximize connectivity within a project.

Support a walkable and bikable Healdsburg.

Promote preservation and adaptive reuse of Healdsburg's historic resources.

Enhance the built environment's relationship with Healdsburg's natural resources.

Support a Walkable and Bikable Healdsburg.

The City of Healdsburg prioritizes active uses of transportation such as biking and walking. New development should respect existing structures and amenities that provide paths and facilities for walking and biking. New development should also incorporate amenities that assist pedestrians and cyclists including bike racks, wayfinding signs and easily-navigable paving materials.

Promote Preservation and Adaptive Reuse of Healdsburg's Historic Resources.

Maintaining Healdsburg's historic resources is essential to preserving the City's unique character as they are a crucial part of the built environment. Development proposals near historic resources should not only consider design that is compatible with historic resources, but should consider the reuse of historic properties, when appropriate. Historic resources should be kept active, whether in their original use or in a new use that is appropriate to the existing structure and its context. There may be an opportunity to extend adaptive reuse to non-historic buildings.

Enhance the Built Environment's Relationship with Healdsburg's Natural Resources.

The City of Healdsburg is home to a diverse landscape and natural resources. Many existing buildings work with the natural landscape, highlighting its rolling hills, vineyards and tree-lined streets. New infill development should work with the built environment to take advantage of features including rivers and hills. New development should consider orienting to natural features, where appropriate, and creating public spaces that are enhanced by natural features.

Design for Sustainability.

The City of Healdsburg has prioritized sustainability through policy and practice. Development proposals should continue to promote sustainability in a variety of ways including reducing energy consumption, conserving resources, minimizing environmental impacts, and utilizing sustainable materials. The overall design of a new development should utilize passive design strategies when possible, such as the siting and orientation of a building and the location of windows to minimize or maximize sunlight and cross-ventilation. New development should also mitigate stormwater impacts through low impact development.

Be Mindful of Development Constraints.

Each development proposal is different and is tailored to the goals of the project and the opportunities and constraints of a site. While the design guidelines present conditions that are ideal for development, some development proposals and some Character Areas may call for a more relaxed interpretation of the design guidelines. For instance, industrial development proposals in Character Area 8: Industrial may need to provide access for large semi-trucks and equipment, so circulation and access may focus on those rather than on smaller vehicles. This development proposal would still address landscaping along the street edge and a building's orientation to the street, but the development details within a site would be more tailored towards the project's use and efficiency.

Design, passively and actively, for sustainability.

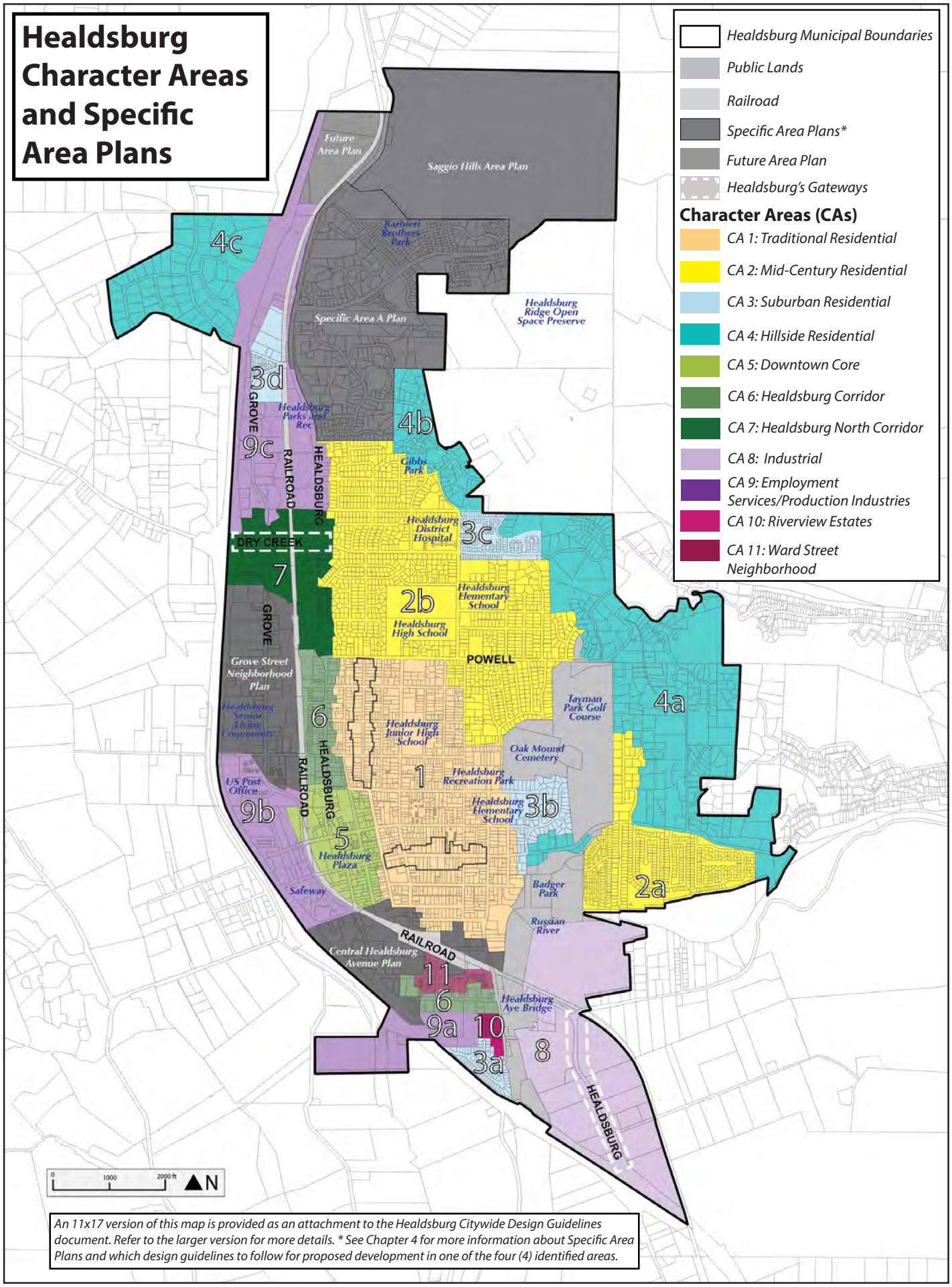
Chapter 4

Healdsburg's Character Areas and Specific Area Plans

Healdsburg is home to a variety of development contexts, each of which contributes to Healdsburg's unique character and small town charm. In order to address the intricacies of each context, 11 Character Areas are identified throughout the city, which merit special consideration. As shown on the map on page 32 some are only located in one area, and others are present in various locations. Each Character Area is distinguished by its distinctive design features, including site design, building placement, façade design and pedestrian and vehicular access.

The design features of each Character Area serve as cues for new development, and should be respected. In some areas, the existing design context is established and new development should relate to it. In other Character Areas, more flexibility is appropriate and in some cases, establishing a new character is planned. In these situations, there are typically a few established characteristics that tie a Character Area together, and flexibility is provided to the remainder of the design variables.

IN THIS CHAPTER



*An 11x17 version of this map is provided as an attachment to the Healdsburg Citywide Design Guidelines document. Refer to the larger version for more details. * See Chapter 4 for more information about Specific Area Plans and which design guidelines to follow for proposed development in one of the four (4) identified areas.*

How to Use This Chapter

The information in this chapter provides guidance for each specific Character Area in regards to its character-defining design variables. Each Character Area includes a description of the geographic location of the Area, a description of its current development character, images of current development and corresponding maps that illustrate the Area in context and in detail. Narrative text provides a detailed description of design variables that should be considered. Each key design variable also references general design guidelines that follow in the document.

The Character Areas map also identifies four (4) Specific Area Plans that guide development for designated parts of Healdsburg. Each of the Plans includes design guidelines to consult when a project is proposed in the area. Where the Plan's design guidelines do not cover a specific topic, this document can be consulted for more information. These Specific Area Plans are described in more detail at the end of this chapter.


Character Area 1


Character Area 2


Character Area 3


Character Area 4


Character Area 5


Character Area 6

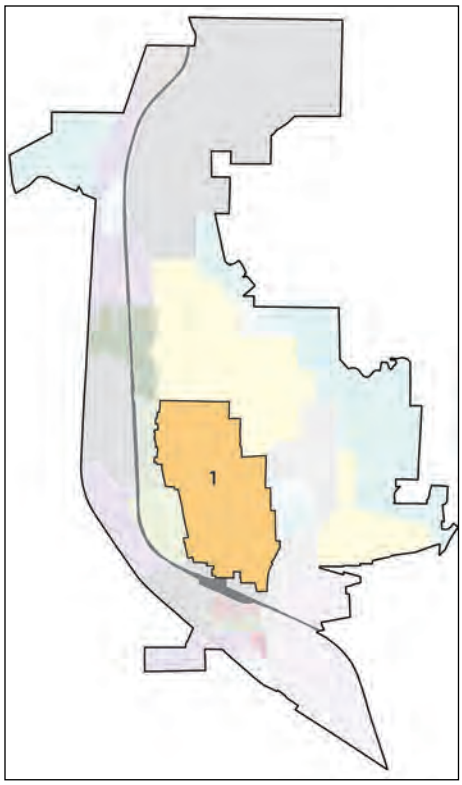

Character Area 7


Character Area 8


Character Area 9


Character Area 10


Character Area 11



KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Maintain current character
- Ensure high degree of compatibility with site development patterns and defining architectural features
- Locate a garage to the rear of the property
- Continue the established rhythm of front and side yards
- Reflect existing building orientation pattern of structures that are oriented to and parallel with the street
- Encourage construction that is designed to be compatible with the predominant pattern of one and two-story homes
- Incorporate a first-story element such as a projecting or recessed porch
- Articulate the front wall of a building with window proportions, spacing and transparency levels similar to those of traditional buildings.

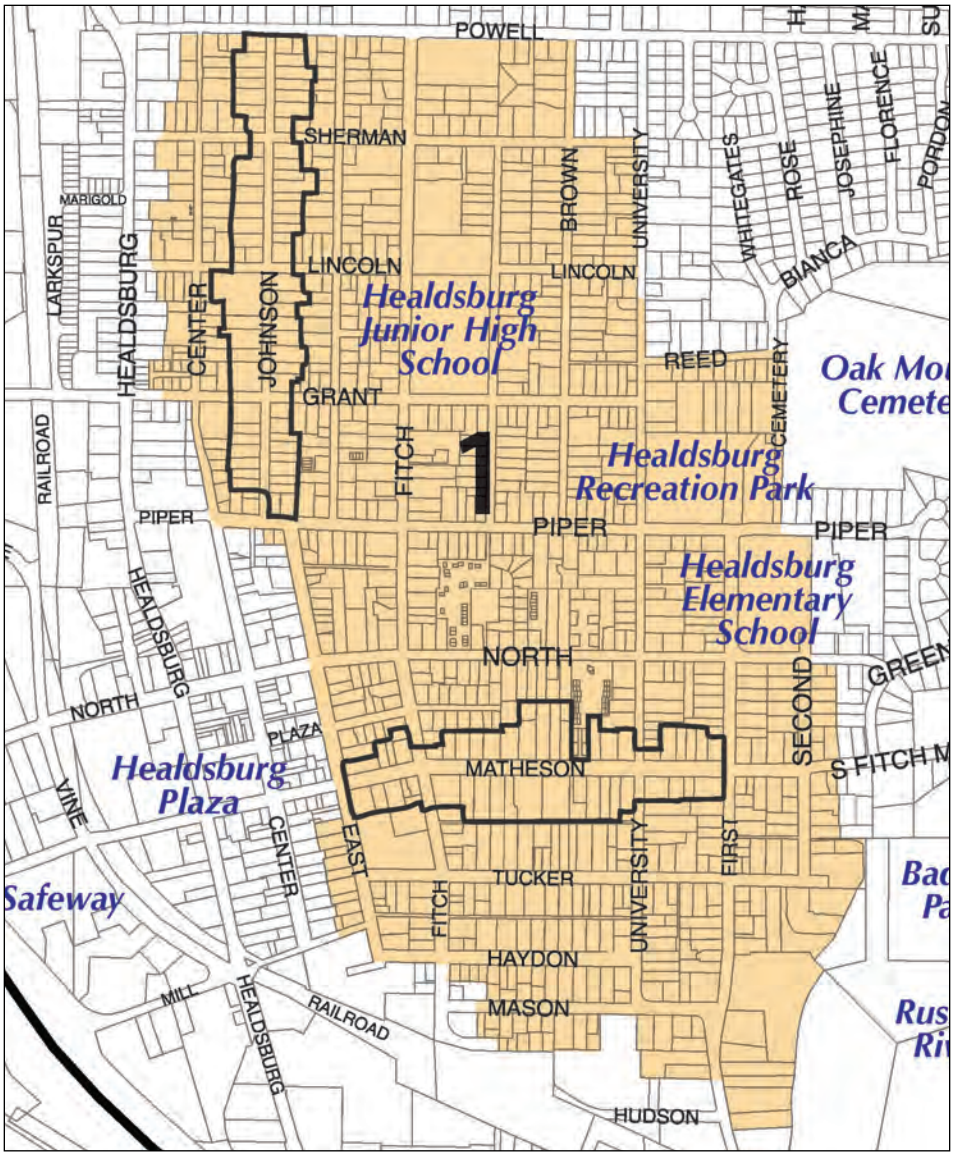
Character Area 1: Traditional Residential

Character Area 1 is located at the center of Healdsburg, roughly bound by Mason Street to the south, East and Center Streets to the west, Powell Street to the north, and Second and University Streets to the east. Primarily residential in use (with the exception of some institutional uses), this Character Area is the closest residential area to Downtown, and is also the location of Healdsburg's oldest housing stock.

Defined primarily by detached single-family homes, with a few small-scale multi-family residential developments, maintaining character is a high priority. In addition to the traditional, sometimes historic, single-family home, this Character Area is identified by its street grid and consistency in the general size of front and side yards. Front yards in Character Area 1 are small and well-maintained, many times including a pathway from the public realm to the front porch or entrance. Fences are sometimes placed along front property lines, but are low and transparent. Garages are located at the rear of the property. When alleys are available, parking is usually accessed from the alley. Homes in this Area are oriented toward and are parallel with the street.

Buildings in this Character Area are typically one or two stories. The entry faces the public realm or opens onto a porch that faces the public realm. Entries are also defined by a projecting or recessed porch. The front wall of the home is highly articulated and contains large windows. Roof forms in Character Area 1 are pitched.

Most buildings in Character Area 1 are one- or two-stories, as shown above. New buildings in Character Area 1 should be constructed to be of one- or two-stories to follow the established pattern.



Character Area 1 includes two designated historic districts.

Homes in Character Area 1 often include a first story element that faces the street, such as the porch shown above. New homes should incorporate a first-story element, where possible.

Existing buildings in Character Area 1 display a high degree of articulation along the street, as shown above. New buildings should continue to be designed to include a high degree of articulation that is similar to the articulation and transparency of existing traditional buildings.

Many parts of Character Area 1 display a consistent placement of the primary structure, creating a rhythm along the street, as shown above; new buildings should consider context to maintain the existing rhythm.

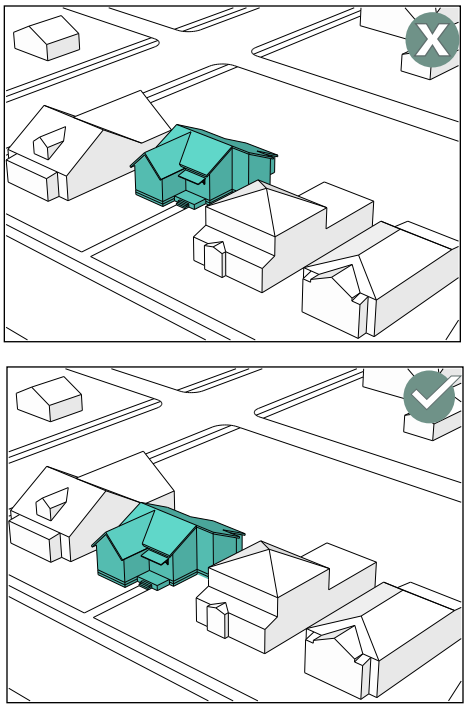


***Figure 4.1**: Locate a building within the range of established front and side yard setbacks on a block. The top photo illustrates an inappropriate front yard setback because it does not follow the established front and side setbacks; the bottom photo illustrates an appropriate placement of a new building that responds to the existing consistent front and side yard setbacks.*

Key Site Design Elements in Character Area 1: Traditional Residential

Building Placement

Place a building within the established range of front setbacks on a block, within the provisions of the zoning standards. While a range of setbacks exists, a building should not be set back a large distance from the public right-of-way. Front walls need not be consistently placed, but consistent spacing within the range on the block is an acceptable approach. Refer to design guideline 5.1 and Figures 4.1 and 5.1.

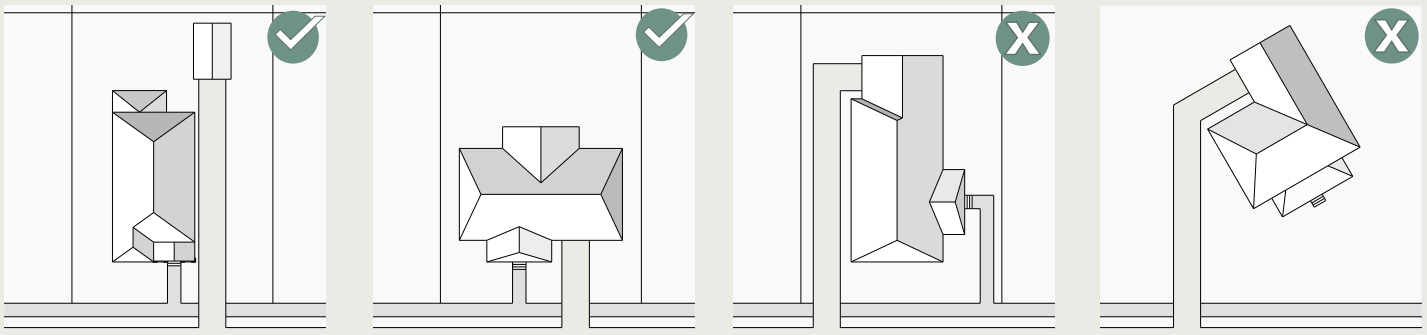
Side Setbacks

Provide side setbacks in the range of those seen on a block, within the provisions of the zoning standards. Side setbacks typically range from 2' to 12' in Character Area 1. In most cases a larger setback is provided on one side of a building to allow for vehicular access from the street and the side setback on the opposite side is relatively small. This pattern should be generally maintained. If vehicular access from the street is not possible, providing small setbacks on both sides of a building is appropriate. Where an alley is present and vehicular access is provided from the alley, the side setbacks should reflect the pattern of neighboring buildings. Refer to design guideline 5.1 and Figure 5.1.

Orientation

Ensure that all buildings are oriented to face the street. Buildings should also be oriented to be parallel to the street. Refer to design guidelines 5.6-5.9 and Figures 4.2, 5.1 and 5.4.

Figure 4.2: Building Orientation



Ensure that all buildings are oriented to face the street. Buildings should also be oriented to be parallel to the street.

Garage Placement

Place the garage behind the rear wall of the primary structure wherever feasible. If placing the garage entirely behind the primary structure is not feasible, set the garage back from the front wall of the structure so that it remains subordinate to the primary structure. A garage should never be flush with or project from the front wall of the primary structure. Refer to design guidelines 5.10 and 5.11, and Figures 4.3 and 5.7.

Front Yard Fences

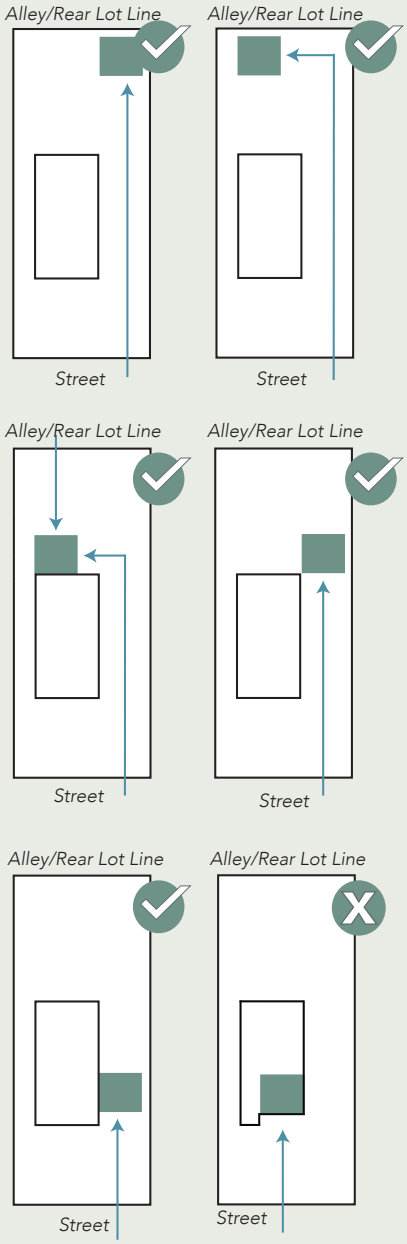
Fences may be considered in the front yard of a property in Character Area 1, if desired. However, the fence should be compatible with those in the Character Area. Most front yard fences in this Character Area are constructed of wood; while wood or a material that appears similar to wood are encouraged to be used, other materials are also acceptable. Front yard fences in this Character Area should be low in scale and allow visual permeability. Very low-scaled retaining walls at the back of the sidewalk edge are acceptable, if desired. These low-scaled retaining walls may also have a fence built on top of them, provided that the fence meets the relevant design guidelines. Refer to design guidelines 5.17-5.19.

Entry Connection

Provide a directly connected pedestrian pathway from a building entry to the sidewalk through the front yard. Where a small scale multi-family development is considered, each unit should be connected to an internal walkway system that ultimately connects to the public realm. Refer to design guidelines 5.4 and 5.5 and Figure 5.3.

Orient a building to face the street and provide a directly connected pedestrian pathway from a building entry to the sidewalk.

Figure 4.3: Garage Placement Options



The garage should be located behind the rear wall of the primary structure, where feasible. The bottom left diagram illustrates a location that is appropriate only when a rear location is not feasible.

Design a front facade to maximize transparency with a low solid-to-void ratio in keeping with the degree of fenestration typical in Character Area 1.

Provide a front porch at a one-story scale on the front wall of a building.

Design a roof to be moderately pitched in keeping with the roof forms seen in Character Area 1.

Design a building to be in harmony with the predominant character of one- and two-story homes.

Key Building Design Elements in Character Area 1: Traditional Residential

Front Façade Composition

Design a front façade to maximize transparency with a low solid-to-void ratio in keeping with the degree of fenestration typical of traditional buildings in Character Area 1. Highly articulate a façade and provide a high degree of architectural detail to provide visual interest from the public realm. Refer to design guidelines 5.30 and 5.31.

Front Porches

Provide a front porch at a one-story scale on the front wall of a building. Projected or recessed front porches are appropriate. A stoop may be considered if a porch is not feasible. Refer to design guidelines 5.39-5.42.

Roof Form

Design a roof to be moderately pitched in keeping with the roof forms seen in Character Area 1. Gabled or hipped roof forms are appropriate. Refer to design guidelines 5.43 and 5.44, and Figure 5.12.

Materials

Use a primary material for a building that is compatible with the wood siding and authentic stucco typically found in Character Area 1. If a substitute material is desired, choose a material that is similar in finish, texture and depth of detail as authentic stucco or wood siding. Refer to design guidelines 5.45 - 5.47, and Figure 5.13.

Scale

Design a building to be in harmony with the predominant character of one- and two-story homes. Refer to design guideline 5.48 and 5.49, and Figure 5.14.

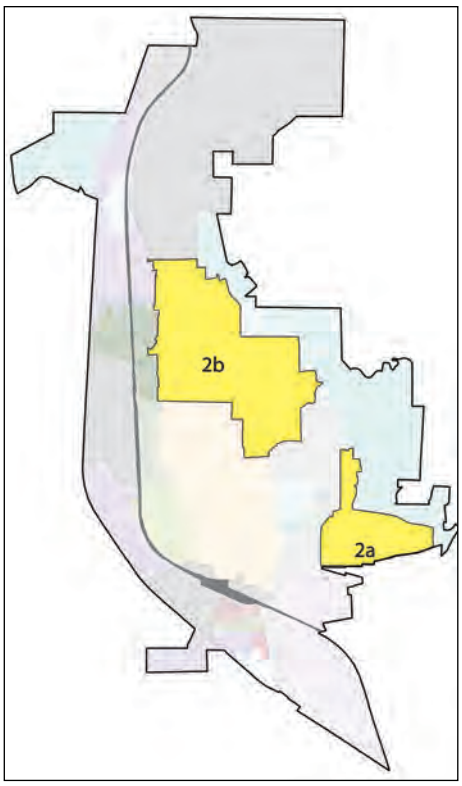
Massing

Consider locating the majority of a building's mass to the center and rear of the structure as opposed to the front of the building. Refer to design guideline 5.49 and Figures 4.4 and 5.14.

Figure 4.4: *This new building (shown in turquoise) is inappropriate because the form of the roof on the building contrasts too strongly with the surrounding context.*

Historic Resources

Character Area 1 is home to Healdsburg's two designated historic districts – the Johnson Street Historic District, which includes both sides of Johnson Street between Piper Street and Powell Avenue, and the Matheson Street Historic District, which includes both sides of Matheson Street between East Street and First Street. The homes in these historic districts are similar in appearance to many of the characteristics of traditional single-family homes as described above, but have been identified as historic and therefore are protected by their designation. Demolition of and alterations to existing buildings, and new development proposals in these historic districts requires approval by the Historic Committee. For guidelines related to the treatment of a historic resource, see Chapter 8: Treatment of Historic Resources.



KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Ensure considerable degree of compatibility with site development patterns
- Continue the established rhythm of front and side yards
- Reflect existing building orientation pattern of structures that are oriented to and parallel with the street
- Construct buildings that are one- to two-story
- Provide a pathway between the front entrance and the driveway or the public realm
- Minimize the visibility of garages from the street
- Where it is consistent with the existing context, permit garages closer to the street

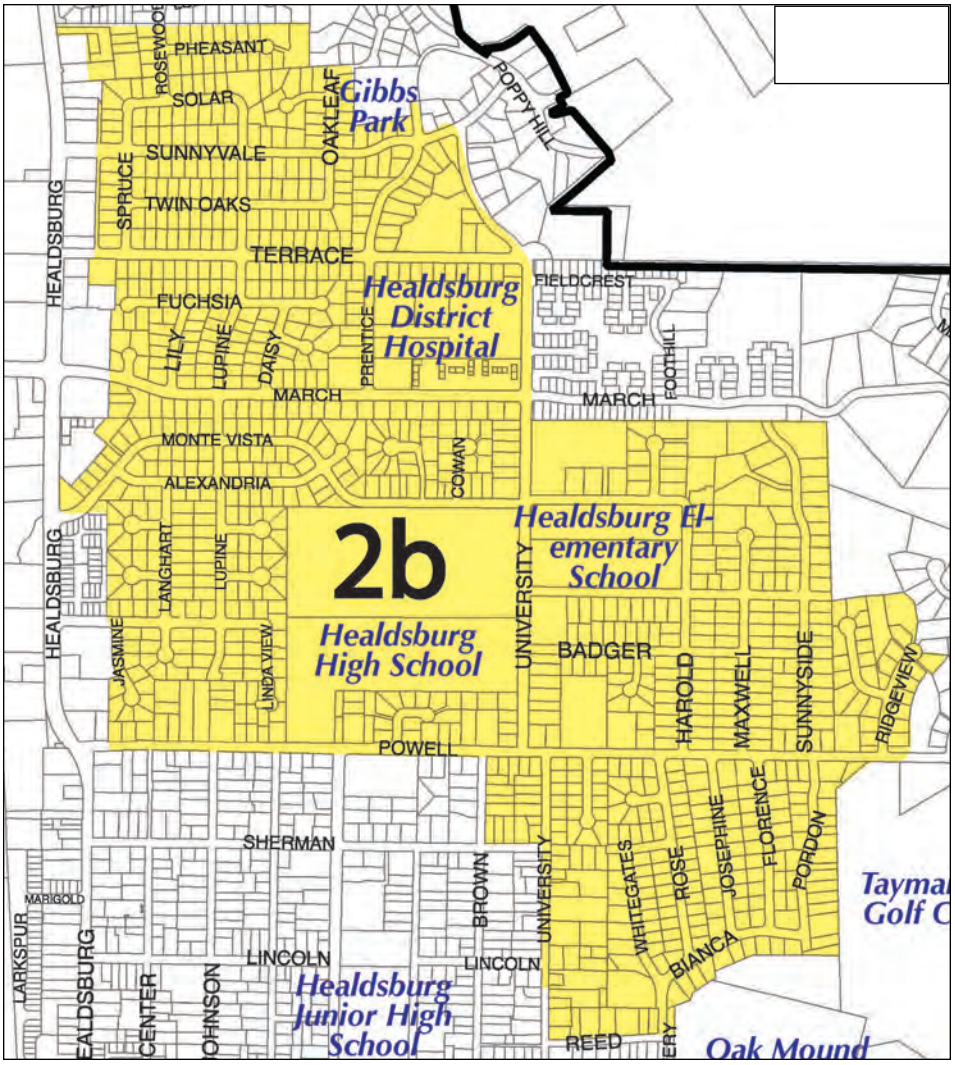
Character Area 2: Mid-Century Residential

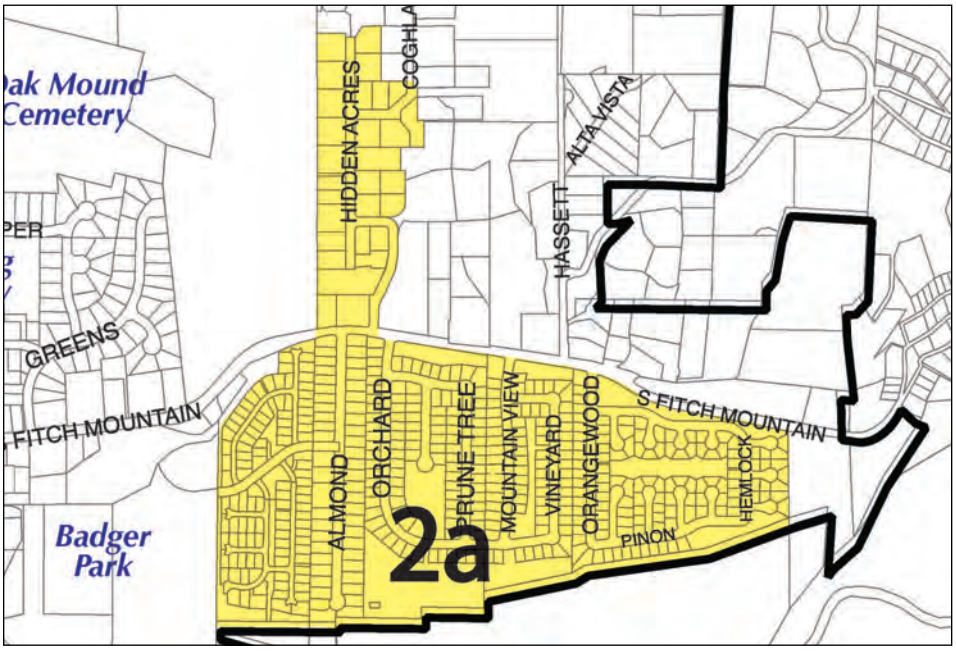
Two separate neighborhoods have Character Area 2 designations. The larger area (2b) is located north of Character Area 1, and is roughly defined by Powell Street to the south, Healdsburg Avenue to the west, Paul Wittke to the north and Sunnyside to the east. An additional, smaller area classified as Character Area 2 (2a) is located in the southeast of the City. It is approximately defined by South Fitch Mountain to the north, Hemlock Drive to the east, the Russian River/the City's boundary to the south, and Falcon Way to the west. A small portion of Character Area 2a extends north from South Fitch Mountain Road along Hidden Acres Road, incorporating parcels on either side of the road.

Character Area 2 primarily contains single-family homes with some small-scale multi-family development. Homes have modest setbacks which results in small front yards. Buildings are oriented toward the street with façades parallel to the street. Garages are attached and project forward of the entry or are set flush with the front wall. A pathway from the entrance connects to the driveway in 2a and to the driveway or the street in 2b.

Single-family homes in Character Area 2 are generally low- to medium-scale in height. Most are one story; however, some homes contain a partial second story that is located at the back of the structure or to one side. Typically, the front entrance is recessed and covered. The front wall of a house has a small amount of articulation (design elements that add visual interest) and low transparency (few windows) due to the location of the garage at the front of the building. Homes in this Area also have low-pitched roofs.

Note that Character Areas 2a and 2b are labeled differently for ease of geographical reference and do not indicate that separate design guidelines should be followed for each portion of Character Area 2.





Many existing homes in Character Area 2 are designed with a garage located flush with or projecting from the front wall, as shown above. New buildings in Character Area 2 can either reflect this style or locate the garage subordinate to the front wall, as long as the new development is consistent with the existing context.

The pattern of one to two-story buildings is common in Character Area 2 and should be reflected in new construction.

Character Area 2 displays a consistent placement of the primary structure along a street, as shown above. New homes should be located to continue the established rhythm along the street.

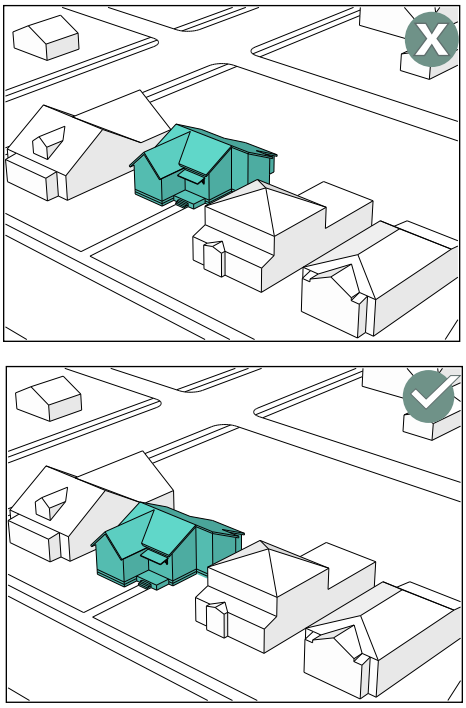


***Figure 4.5**: Locate a building within the range of established front and side yard setbacks on a block. The top photo illustrates an inappropriate front yard setback because it does not follow the established setback; the bottom photo illustrates an appropriate placement of a new building that responds to the existing consistent front yard setback.*

Key Site Design Elements in Character Area 2: Mid-Century Residential

Note that the following site design elements are applicable in Character Area 2a and 2b.

Building Placement

Place the building to be similar to front setbacks established on the block. The specific placement relative to the street varies based on location within Character Area 2. Refer to design guideline 5.1 and Figures 4.5 and 5.1.

Side Setbacks

Provide side setbacks that are similar to those on a block. Side setbacks should be very similar on each side of the building. Setbacks may differ somewhat on properties located on a curvilinear segment of a block. Refer to design guideline 5.1 and Figure 5.1.

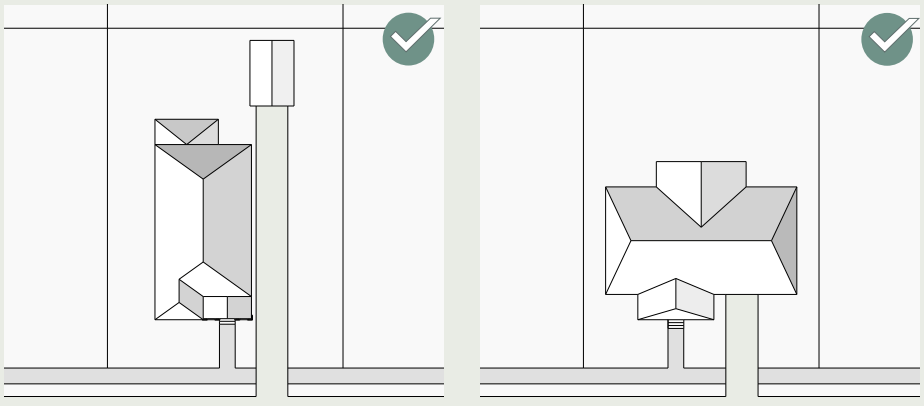
Orientation

Ensure that all buildings are oriented to face, and are parallel to, the street. Refer to design guidelines 5.6-5.9 and Figures 4.6, 5.1 and 5.4.

Garage Placement

In Character Area 2, garages are typically placed forward of the primary structure or flush (even) with the front wall. Placing a garage behind the front wall of the primary structure may be acceptable provided it does not significantly impact the visual continuity of the block. The overall visibility of a garage from the street should be minimized. Refer to design guidelines 5.10 and 5.11, and Figure 5.7.

Figure 4.6: Building Orientation



Ensure that all buildings are oriented to face and be parallel to the street. The models illustrate the preferred building orientation for Character Area 2.

Key Building Design Elements in Character Area 2: Mid-Century Residential

Note that the following building design elements are applicable in Character Area 2a and 2b.

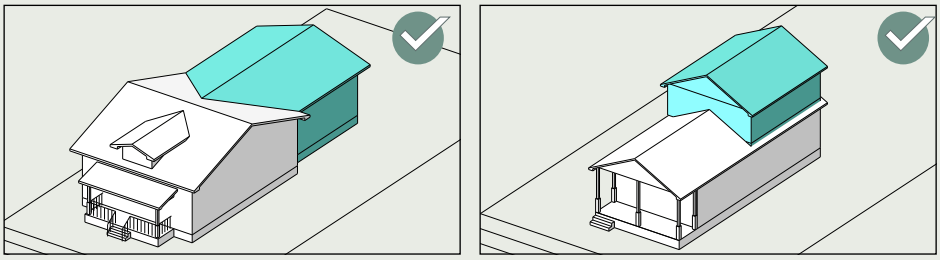
Scale

Design a structure to be one- to two-stories in Character Area 2. Refer to design guideline 5.48 and Figures 4.7 and 5.14.

Entry Connection

Provide a pedestrian pathway from a building entry to the driveway or to the sidewalk through the front yard. Refer to design guidelines 5.4 and 5.5 and Figure 5.3.

Figure 4.7: Building Scale and Massing

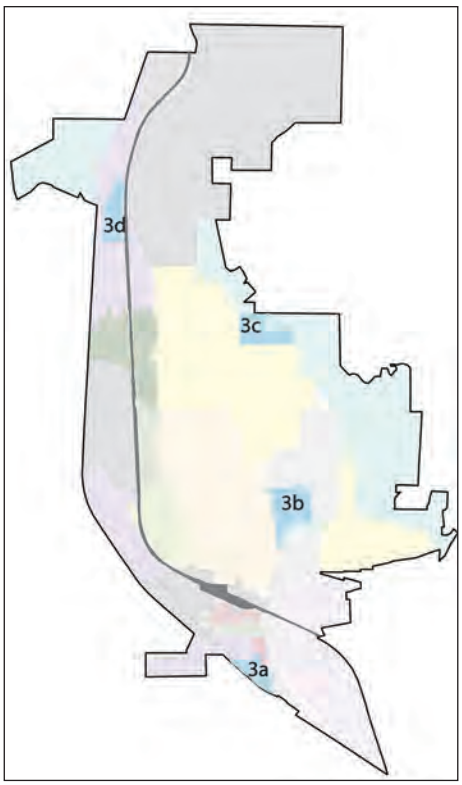


Design a structure to be one story in Character Area 2 where feasible. If a second story is desired, consider locating it to the rear of the structure and retaining a one-story scale at the front of the structure closest to the street. This will help maintain the established one-story scale along the street.

Design a structure to be one- to two-stories in Character Area 2.

PROTECTING SCENIC RIDGELINES

Note that additional development regulations exist for scenic ridgelines as identified in the Healdsburg General Plan, Figure 8. Development that impacts a scenic ridgeline is subject to design review.



KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Encourage flexibility in design for all infill projects
- Continue the established rhythm of front and side yards where there is one
- Reflect existing building orientation pattern of structures that are oriented to and parallel with the street
- Construct buildings that are one- or two-stories, depending on the context
- Minimize the visibility of garages from the street
- Where it is consistent with the existing context, permit garages closer to the street

Character Area 3: Suburban Residential

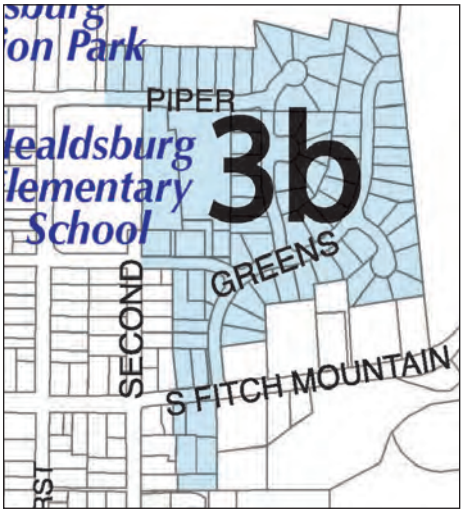
Character Area 3 is comprised of four small areas throughout Healdsburg, one of which is on the west side of the city and three of which are on the east side of the city. The northern-most district is a developing infill area adjacent to industrial uses located near the intersection of Chiquita Road and Grove Street; the second section is to the south and east adjacent to Healdsburg District Hospital and surrounded by other residential Character Areas;, the third section is farther south and is bordered by Oak Mound Cemetery, the Tayman Park Golf Course, Badger Park and Healdsburg's Elementary School; the final portion is located close to Healdsburg's southern tip, bordered by the Russian River, Highway 101 and commercial development.

Streets in Character Area 3 are often curvilinear, with some cul-de-sacs. The diverse street pattern creates a variation in lot sizes and shapes, although the majority of the lots are small to medium in size. Homes in Character Area 3 are minimally set back from the street. The modest front setback of a single-family home creates a small front yard, which is further minimized by the presence of a driveway from the front-loaded garage to the street. The remainder of the front yard is landscaped. Often, a pathway connects the front entrance to the driveway.

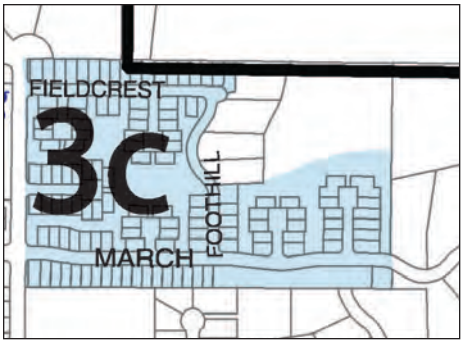
Typically the front-loaded, projecting garage defines the image of the house from the public realm, although there is some variety found in placement. A small front porch or stoop typically defines the main entryway. A steeply pitched roof is common. Few architectural details are used.

Note that Character Areas 3a, 3b, 3c and 3d are labeled differently for ease of geographical reference and do not indicate that separate design guidelines should be followed for each portion of Character Area 3.

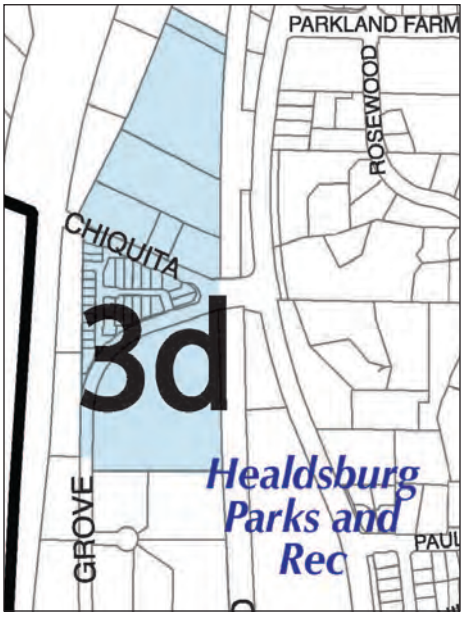
Existing homes in Character Area 3 are minimally set back from the street, but typically include a landscaped front yard, as shown above.



Often, a pathway connects the front entrance to the driveway in existing buildings in Character Area 3. New buildings should reflect this pattern by providing a pathway between the entryway and the street.



Existing buildings in Character Area 3 are typically one- or two-stories. New buildings should reflect their context and be built to be one- or two-stories.



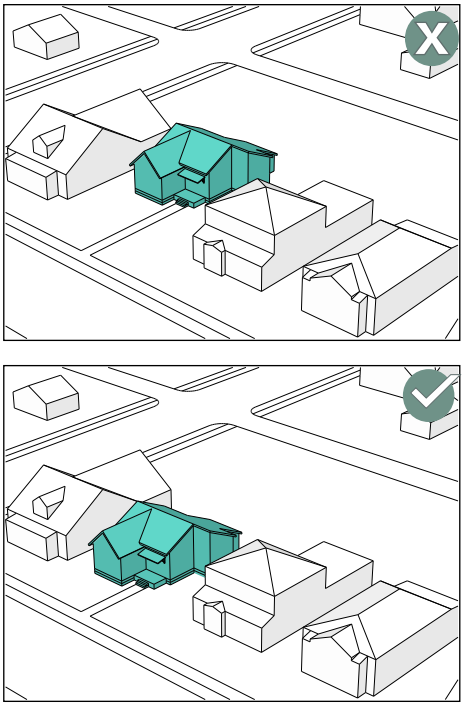


***Figure 4.8**: Locate a building within the range of established front and side yard setbacks on a block. The context in the above models illustrates a consistent front and side yard setback. The top photo illustrates an inappropriate front yard setback because it does not follow the established setback; the bottom photo illustrates an appropriate placement of a new building that responds to the existing consistent front yard setback.*

Key Site Design Elements in Character Area 3: Suburban Residential

Note that the following site design elements are applicable in Character Area 3a, 3b, 3c and 3d.

Building Placement

Place the building to be highly consistent with front setbacks established on a block, where consistency in existing building placement exists. The specific placement pattern varies based on location within Character Area 3. See design guideline 5.1 and Figure 4.8.

Side Setbacks

Provide side setbacks that are similar to those on the block, where consistency in side setbacks of existing buildings exists. Side setbacks should be very similar on each side of the building. Setbacks may differ on properties located on a curvilinear segment of a block. See design guideline 5.1 and Figure 5.1.

Orientation

Ensure that all buildings are oriented to face the street. Buildings should be oriented to be parallel to the street. See design guidelines 5.6-5.9 and Figure 5.4.

Garage Placement

In Character Area 3, garages are typically placed forward of the primary structure, flush (even) with the front wall, or in limited cases recessed behind the front wall. Most garages in Character Area 3d are located behind the primary structure. Where there is a high level of consistency in garage placement on a block, the building form should reflect that consistency, regardless of the garage placement. Where garage locations vary and building forms vary, more flexibility is permitted in the placement of the garage. See design guidelines 5.10 and 5.11, and Figures 5.6 and 5.7.

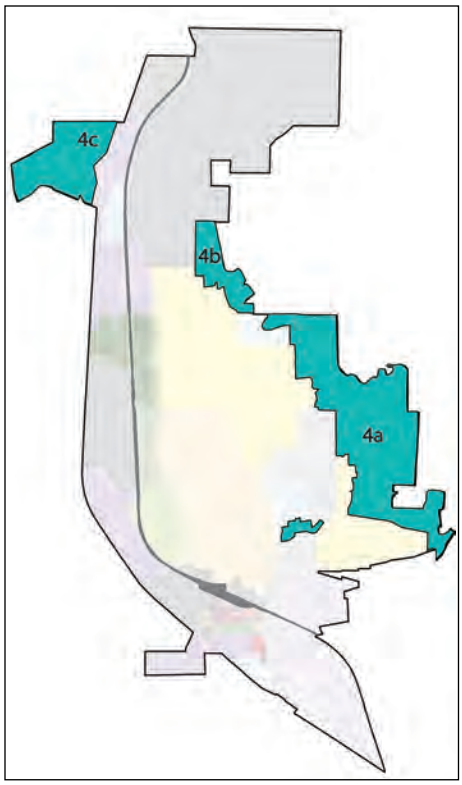
Key Building Design Elements in Character Area 3: Suburban Residential

Note that the following building design element is applicable in Character Area 3a, 3b, 3c and 3d.

Scale

Design a building to be one or two stories in Character Area 3a and 3b. In 3c and 3d, design the building to be two stories, where feasible, in keeping with the typical form. Refer to design guideline 5.48.

Design a building to be one or two stories in Character Area 3a and 3b. In 3c and 3d, design the building to be two stories in keeping with the typical form.



Character Area 4: Hillside Residential

Character Area 4 is located near the north and eastern boundaries of Healdsburg. The eastern-most part of Character Area 4 (4a) sits to the east of Character Areas 2 and 3, the Tayman Park Golf Course, and is bordered on the south by South Fitch Mountain Road. A small part of 4a encompasses a handful of parcels along South Fitch Mountain Road. Moving north, the next part of Character Area 4 (4b) sits east of Healdsburg Avenue and is southeast of Specific Area A and east of Character Area 2's northeastern border. Finally, the northern-most part of Character Area 4 (4c) sits to the west of Healdsburg Avenue and north of Chiquita Road, defined by the City's boundaries. Character Area 4 is defined by its rolling hills, expansive viewsheds and its agricultural character.

Character Area 4 is defined by single-family residential homes scattered throughout Healdsburg's hillsides. Curvilinear roads wind through the hills, creating irregularly shaped and sized lots. Because of this and the original design patterns, individual lots are typically medium to large in size.

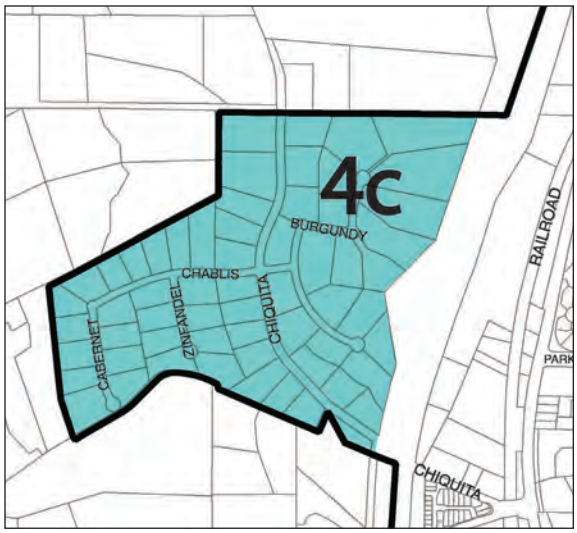
Homes in Character Area 4 are often large in size, but vary greatly in their characteristics including their placement on a site, their orientation, the connection between the home and the public realm and the landscape character of the yard. Variety is also found in architectural form and character. Building heights range from one to three stories, and architectural details and materials used on the structure span a wide spectrum.

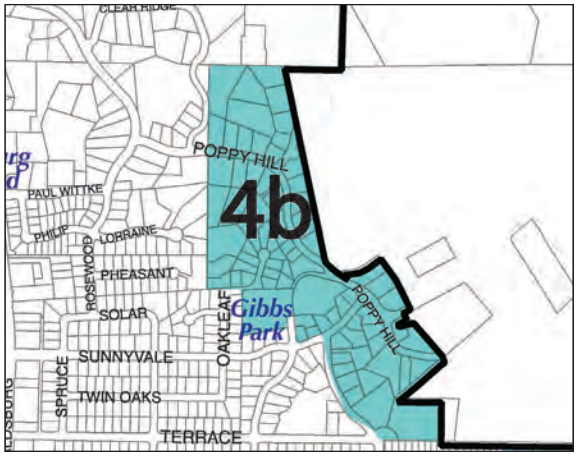
Note that Character Areas 4a, 4b and 4c are labeled differently for ease of geographical reference and do not indicate that separate design guidelines should be followed for each portion of Character Area 4.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

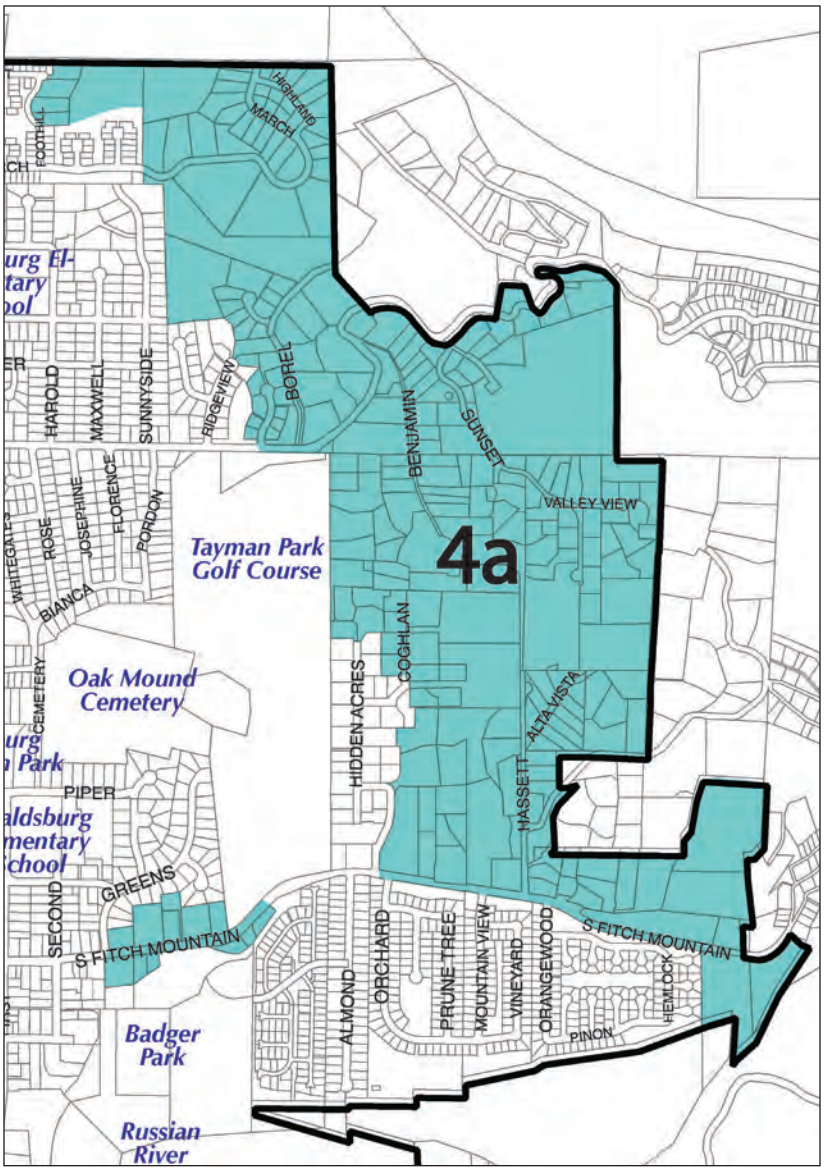
- Encourage creativity and flexibility in building design
- Maintain rural character
- Construct a building to be sensitive to the topography of the site
- Where a building is steeply uphill from the street and is highly visible, consider placing taller building components further back from the street

Existing homes in Character Area 4 exhibit a variety of sizes and placement on a lot.



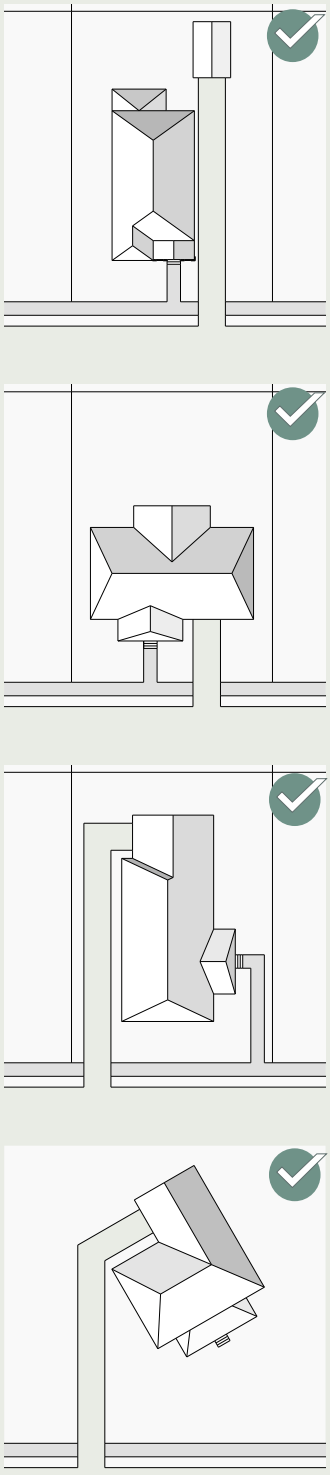


Connections between existing homes and the street vary due to the curvilinear roads and hills throughout Character Area 4.



Existing buildings are designed using a wide variety of architectural styles.

Figure 4.9: Building Orientation



The placement of the building relative to the street is flexible. While some cases may call for a building to be parallel to the street, the orientation of a building is also flexible.

Key Site Design Elements in Character Area 4: Hillside Residential

Note that the following site design elements are applicable in Character Area 4a, 4b and 4c.

Building Placement

Variety in front setbacks is appropriate. Refer to design guidelines 5.1 and 5.3, and Figure 5.1.

Side Setbacks

Promote flexibility in the size of side setbacks, and differentiation from one side of a building to the other. Refer to design guidelines 5.1 and 5.3, and Figure 5.1.

Orientation

Where a structure is clearly visible from the public street, orient it in the general direction of the street. The front wall of the building need not be parallel to the street. Refer to design guidelines 5.6-5.9 and Figures 4.9 and 5.4.

Key Building Design Elements in Character Area 4: Hillside Residential

Note that the following building design elements are applicable in Character Area 4a, 4b and 4c.

Scale

Design a building to be one or two stories in Character Area 4. If a building greater than two stories is desired, consider reducing the visible size of the third story relative to the lower stories to reduce the perceived height and massing. Refer to design guideline 5.48.

Roof Form

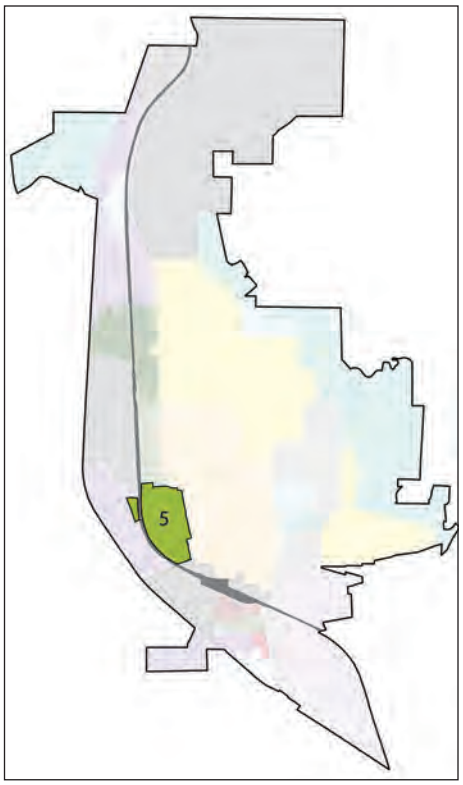
Design the roof form of the building to follow the contours of a site. Where a site is particularly hilly, design the roof to slope with the site and to avoid tall, unbroken walls or roof planes. Refer to design guideline 5.44 and Figure 5.12.

Topography

Design a building to conform to the contours of a hillside. Consider terracing a taller building to retain the natural hillside and maintain viewsheds in the area. Also consider placing taller building components further back from the street to avoid tall, unbroken wall planes. Refer to design guidelines 7.25 and 7.26.

PROTECTING SCENIC RIDGELINES

Note that additional development regulations exist for scenic ridgelines as identified in the Healdsburg General Plan, Figure 8. Development that impacts a scenic ridgeline is subject to design review.



Character Area 5: Downtown Core

Character Area 5, Healdsburg's Downtown Core, is defined by Mill Street to the south, Vine Street to the west, Piper Street to the North and East Street to the east.

As the historic center and current central business district, this Character Area is home to restaurants, stores, hotels, galleries, tasting rooms and many other functions. Buildings are typically built to the back of the sidewalk, with 0' side setbacks, creating a strong street wall; however, some buildings in this Character Area have small front or side setbacks that create open, outdoor amenity spaces. These occasional nooks and crannies add to the unique character of downtown Healdsburg. Buildings also create a high-level of pedestrian interest at the ground-floor level. Storefronts incorporate high levels of transparency along the sidewalk, and architectural detail and/or plantings are incorporated where windows or display cases are not utilized. A variety of architectural styles and materials are utilized.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Maintain current character
- Place a building very close to or at the back of the sidewalk, with 0' or minimal side setbacks
- Where a small setback is provided, it should be designed as an active amenity space
- Orient buildings to face the street
- Encourage building heights of two and three stories
- Reflect traditional building widths in the design of a larger building
- Utilize flat roof forms or forms that are compatible with flat roofs
- Maximize transparency, especially along the ground floor
- Utilize materials that are compatible with existing buildings, such as stucco

Existing buildings in Character Area 5 express an established materials palette, which includes a lot of stucco, as shown above. New buildings should utilize materials that are compatible with existing buildings.

Buildings in Character Area 5 are oriented to face the street. New buildings should continue to reflect this pattern.

Most existing buildings are located at the back of the sidewalk. New buildings in Character Area 5 should be located to the back of the sidewalk or, when small setbacks are provided, they should be designed as outdoor amenity spaces.

Pedestrian interest at the ground-floor level is created in a variety of ways including through the use of windows, architectural detail and plantings. New buildings should continue to create pedestrian interest in their design.

Orient a building to face the street and so that the entry opens directly onto the sidewalk.

Locate an entry to open directly onto a sidewalk or onto a plaza or other outdoor place.

Key Site Design Elements in Character Area 5: Downtown Core

Building Placement

Place a building at the back of the sidewalk to create a strong "street wall" presence in Downtown. Small setbacks may be appropriate to provide additional sidewalk width or space for an outdoor amenity, like a plaza or seating area. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 6.1-6.5.

Side Setbacks

Side setbacks should be minimized to provide a strong and consistent built edge or "street wall" along the street. Side setbacks, or mid-building walkways, may be appropriate to provide a pedestrian pathway connecting the interior of a block. Downtown's traditional buildings typically have no side setbacks so minimizing setbacks will help to achieve compatibility and maintain Downtown's character. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 6.1-6.5.

Orientation

Ensure that all buildings are oriented to face the street and public open spaces/plazas. Refer to design guidelines 6.4 and 6.5 and Figures 4.4 and 6.6.

Entry Connection

Entries in Downtown should be designed to open directly onto the sidewalk or onto a plaza or other outdoor place that is directly connected to the sidewalk. Refer to design guidelines 6.7-6.12, and 6.47 – 6.50.

Place a building at the back of the sidewalk or with a small setback for an amenity space.

Key Building Design Elements in Character Area 5: Downtown Core

Façade Composition

Design a building front to have a similar solid-to-void ratio as traditional commercial buildings on the block. Transparency should be highest at the ground level to create a connection between the public realm and the interior of the building. Refer to design guidelines 6.43 – 6.45.

Roof Form

Utilize a flat roof form to maintain the commercial character present Downtown. Architecturally creative roof forms may also be considered provided they are compatible with the flat roof forms typically seen in Downtown. Refer to design guidelines 6.55 – 6.57.

Materials

Use a primary material that is compatible with the authentic stucco and brick typically found in Downtown. If a substitute material is desired, choose one that is similar in finish, texture, depth of detail and durability to authentic stucco or brick. Wood, architectural metals and other various materials are often used for detailing and accents on Downtown buildings. This is appropriate and should be encouraged. Refer to design guidelines 6.58-6.60 and Figure 6.22.

Scale

Design a building to respond to the typical scale of traditional development in Downtown, which is usually between one and three stories. Consider stepping back or using other articulation methods to modulate a floor above two stories. Refer to design guidelines 6.41 and 6.42 and Figures 6.19 and 6.20.

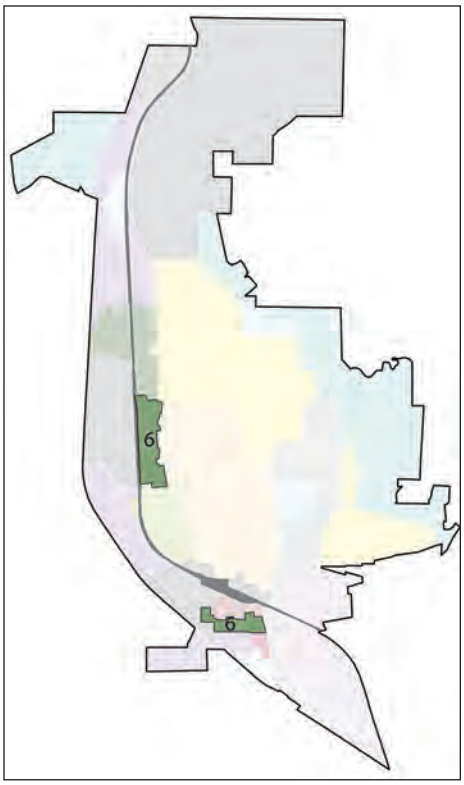
Reflecting Traditional Building Widths

Traditional building widths in the Downtown Core range from as little as 25 feet up to about 100 feet. This traditional rhythm of building widths is a key character-defining feature in Downtown. A new building that would be wider than this tradition should be designed in a series of modules that reflect traditional building widths. Refer to design guidelines 6.41, 6.42, 6.61 and 6.62 and Figures 6.23 and 6.24.

Design a building to have a similar solid-to-void ratio as traditional commercial buildings on the block.

Reflect traditional building widths.

Design a building to respond to the typical scale of traditional development in Downtown.



Character Area 6: Healdsburg Corridor

Character Area 6 sits just north of the Downtown Core, with a southern border of Piper Street and being defined on the west by the railroad/Larkspur Street, on the north by Powell Street and on the east by the parcels just to the east of Healdsburg Avenue. A smaller section of Character Area 6 sits along Healdsburg Avenue in the southeastern portion of town, bounded by the CHAP area, the Ward Street neighborhood to the north and industrial areas to the east across the Russian River. The portion of Character Area 6 just west of the Healdsburg Avenue Bridge functions as a southern gateway into town.

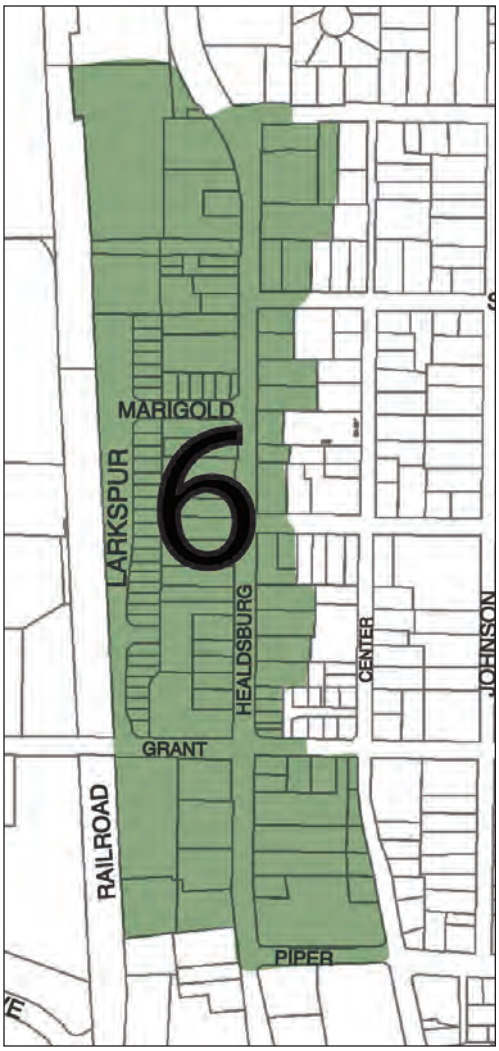
Development in Character Area 6 contains a mix of small office buildings, larger retail stores, hotels and some low-scale multi-family development. Most buildings are set back slightly from the street which creates a defined streetscape, especially along Healdsburg Avenue. Small amounts of space appear between buildings. A typical building is oriented towards Healdsburg Avenue with a clear connection from the primary entrance to the street. Most buildings are one or two stories in height, but their forms and styles vary greatly. In many cases, single-family buildings have been repurposed for office use, maintaining a degree of residential character to the area. Surface parking in the Healdsburg Corridor is often located to the side and front of structures rather than to the rear.

This mix of building types contributes to a more informal "village" character than in the downtown core. An objective is to extend the more formal building types of the core, but to blend them with existing structures in ways that maintain this diversity of design. This should make the area more appealing and comfortable for pedestrians. Because building setbacks vary, there is an opportunity to add some structures behind existing ones, creating clusters that may focus on outdoor places.

With some relatively large opportunity sites located in Character Area 6, new development is likely to have a transformative impact. As redevelopment occurs, new sites and buildings should be designed to extend the Downtown feel northward along Healdsburg Avenue in accordance with the guidance in this section, particularly related to the location of parking, the placement of buildings and the establishment of a street wall that is strategically broken up with pathways to interior site components, landscape areas and other similar features.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- When new development occurs, transform current character to extend Downtown "feel" to the North
- Minimize front and side setbacks to continue the feel of Downtown northward and bring the Downtown "feel" to the southern entrance
- Orient buildings and entries toward Healdsburg Avenue, but also toward internal parking areas, courtyards and other internal features
- Minimize vehicular access points from Healdsburg Avenue
- Articulate a building into smaller, human scaled modules, particularly when the building is taller and longer
- Design sites and buildings on the west side of the Healdsburg Avenue Bridge to create a sense of arrival

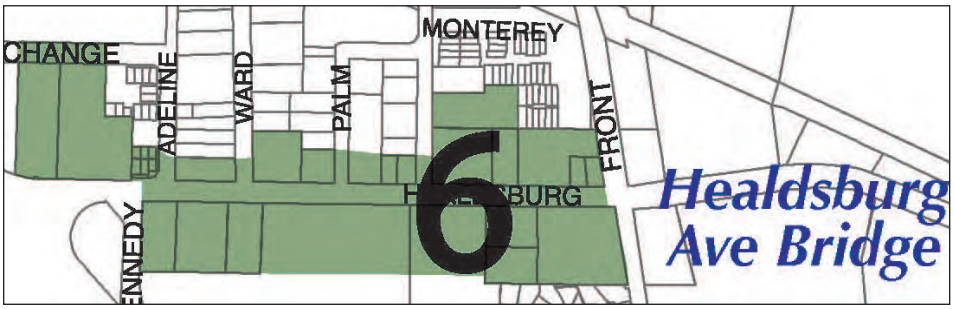


Current development minimizes front and side setbacks.

Some buildings, such as the one above, create a clear connection.

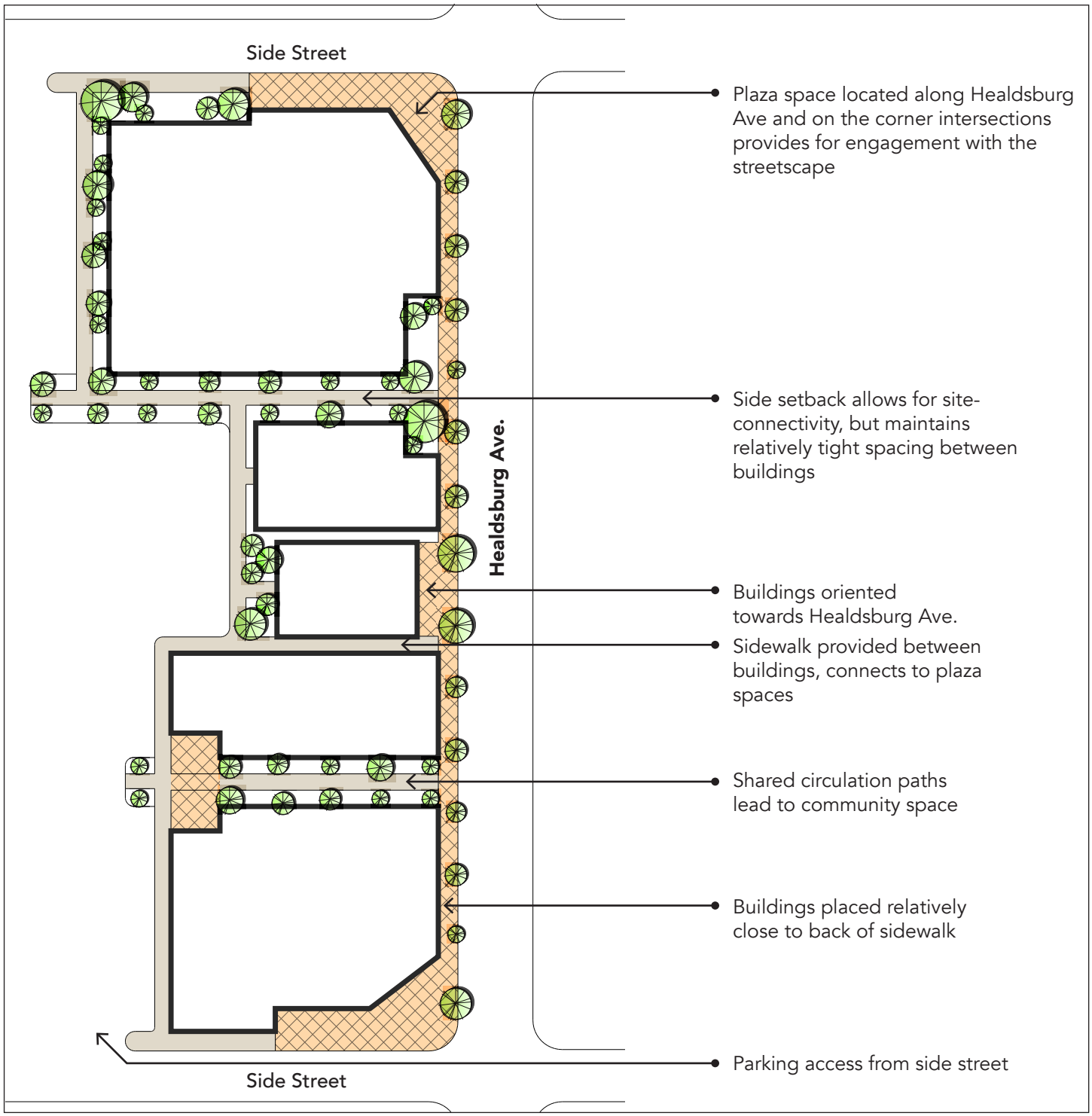
Most existing buildings in Character Area 6 are oriented toward Healdsburg Avenue.

Some portions of Character Area 6 display a defined streetscape palette, such as the south entry shown above. Where this exists, it should be maintained with future development.



Some buildings, such as the one shown above, provide vehicular access points from secondary streets, which should be done in future development.

Figure 4.10: Future Development in Character Area 6



The diagram above illustrates a vision for future development along Healdsburg Avenue in Character Area 6. Continuing north from Downtown, Character Area 6 extends the "Downtown feel" with buildings placed relatively close to the sidewalk, parking located behind structures and inter-connected sites that provide pedestrian-friendly areas. At the southern entrance just west of the Healdsburg Avenue Bridge, the "Downtown-feel" will create a welcoming environment that encourages pedestrian activity.

Key Site Design Elements in Character Area 6: Healdsburg Corridor

Building Placement

Buildings should be placed relatively close to the back of the sidewalk in order to extend the character and feel of Downtown northward and to the southern entrance. Some variation in placement of front walls is appropriate but buildings should fall within a narrow range that creates a street wall along Healdsburg Avenue. Given some of the deeper lots in this area, additional buildings may be appropriate in the interior of the lot to complement those placed at the street edge. Refer to design guidelines 6.1-6.4 and Figures 4.10 and 6.1-6.5.

Side Setbacks

Side setbacks are appropriate to allow for circulation and interconnectivity between buildings. However, side setbacks between buildings along Healdsburg Avenue should be minimized in order to extend the feel of Downtown (where side setbacks are often not provided.) Side setback areas are also appropriate for providing outdoor seating or other outdoor places associated with retail and hospitality uses, with some separation from busy Healdsburg Avenue. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 4.12 and 6.1-6.5.

Orientation

Buildings should be oriented toward Healdsburg Avenue. Orientation toward a side street may be appropriate provided that the Healdsburg Avenue frontage is prioritized. Secondary orientation toward an internal parking area, plaza or internal courtyard area is also appropriate. Refer to design guidelines 6.4 and 6.5 and Figures 4.12 and 6.6.

Connections

Pathways should directly connect a pedestrian from Healdsburg Avenue to buildings along the street where a building does not open directly onto the sidewalk. Pathways should also be provided to the interior of a site on a deeper lot, in-between buildings. Refer to design guidelines 6.7-6.12, and 6.47 – 6.50 and Figures 6.7-6.11.

Vehicular Access

Minimize vehicular access points from Healdsburg Avenue to the extent feasible. Provide consolidated access from side streets wherever possible to maintain a strong street wall along Healdsburg Avenue and to minimize conflicts with pedestrians. Refer to design guidelines 6.10-6.12 and 6.20-6.26, and Figures 4.10, 6.11 and 6.13.

Side setbacks are appropriate for circulation and interconnectivity between buildings.

Side and front setbacks are appropriate and may vary. Here, a front setback functions as a small outdoor plaza for customers.

Functional entries should be designed to face Healdsburg Avenue.

Additional entries may face an interior parking area, paseo or side street.

Key Building Design Elements in Character Area 6: Healdsburg Corridor

Entries

Functional entries should be designed to face Healdsburg Avenue. Additional entries may face an interior parking area, paseo or a side street, but not in lieu of providing entries along Healdsburg Avenue. Refer to design guidelines 6.47-6.50.

Building Footprints

Larger building footprints are appropriate in this area given the significant redevelopment potential and deep lots. However, it is recommended that single building lengths parallel to Healdsburg Avenue not exceed 250 feet, in keeping with a typical block size in Downtown. Refer to design guidelines 6.41 and 6.42.

Larger building footprints are appropriate in this area, but it is recommended that single building lengths keep with the typical block size seen in Downtown.

Building Articulation

Articulation of buildings in this area should be prioritized. A long building wall (greater than 50' wide) should use articulation methods to reduce the perceived mass of a building as viewed from the public realm. Since the community vision for Character Area 6 and 7 is an extension of Downtown's character, articulation methods should break the building down into smaller, human-scaled modules that maintain the character of the narrow, highly-articulated buildings seen in Downtown. Refer to design guidelines 6.43-6.45 and Figures 6.20 and 6.21.

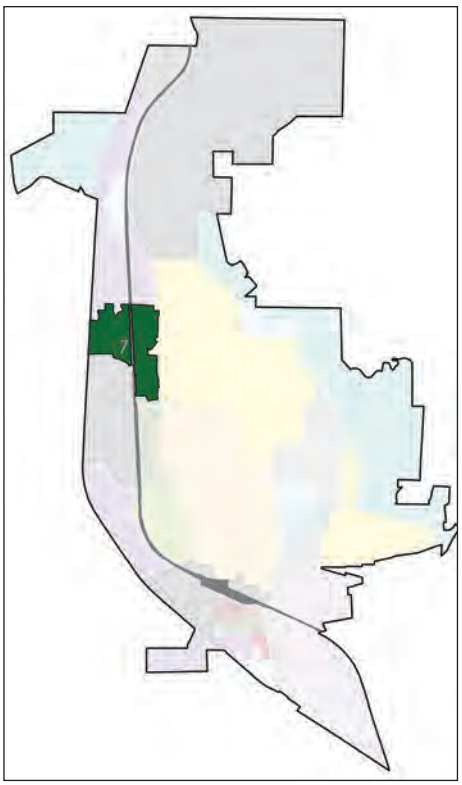
Roof Form

Promote flexibility in the design of a roof in Character Area 6. This will provide a subtle distinction from Downtown and respond to the existence of pitched residential roof forms seen in the area today. Other contemporary roof forms, like shed roofs and butterfly roofs, are also appropriate. Refer to design guidelines 6.55 – 6.57.

Pathways should also be provided to the interior of a site on a deeper lot, in-between buildings.

Promote flexibility in the design of a roof.

A long building wall should use articulation methods to reduce the perceived mass of a building.



Character Area 7: Healdsburg North Corridor

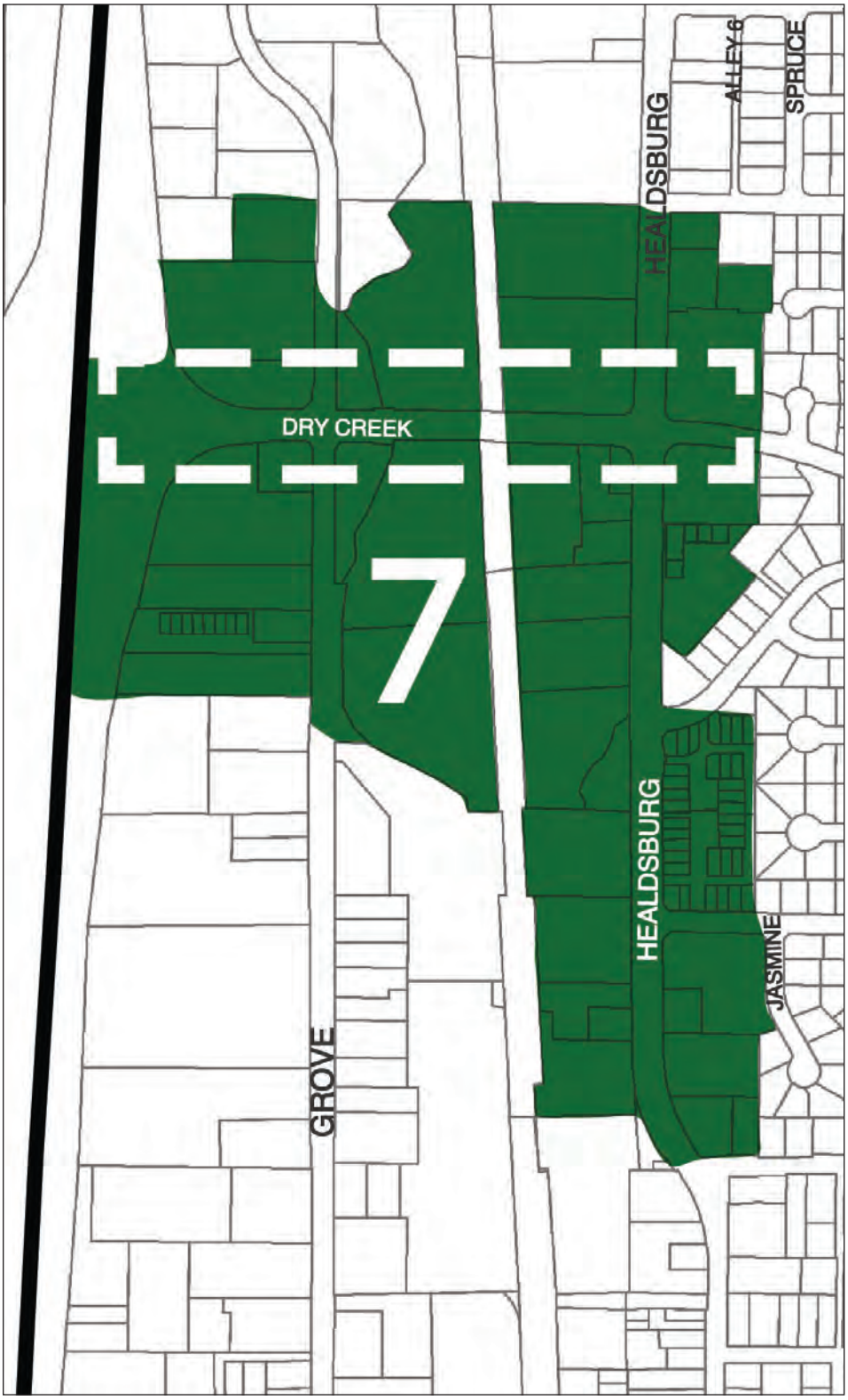
Character Area 7 extends from the north section of Character Area 6 along Healdsburg Avenue. The majority of the Character Area captures the east and west sides of Healdsburg Avenue from Powell Avenue to Chiquita Street, with the area also extending west along Dry Creek Road to Highway 101. The extent of this Character Area encompasses one of the primary gateways into the City (shown with a white border on the map on page 63), Dry Creek Road, and also includes a key corridor to Downtown.

Development in Character Area 7 currently combines a variety of building types and uses including offices, hotels, restaurants, industrial and other services, as well as low-scale multi-family development at the southern end. The majority of the existing development is set back from the street and arranged in a strip-mall fashion, placing surface parking lots between the public realm and the buildings. Existing buildings in this area often lack significant architectural character, style and detail, making them less notable and unique. While sidewalks are present throughout the majority of this Character Area, the lack of landscape buffer between the sidewalk and street, the large blocks and wide roads make this area less pedestrian-friendly.

This area serves as a transition from the vineyards to the west along Dry Creek Road. As such, building and landscape designs that incorporate some of the features of more rural contexts are appropriate.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

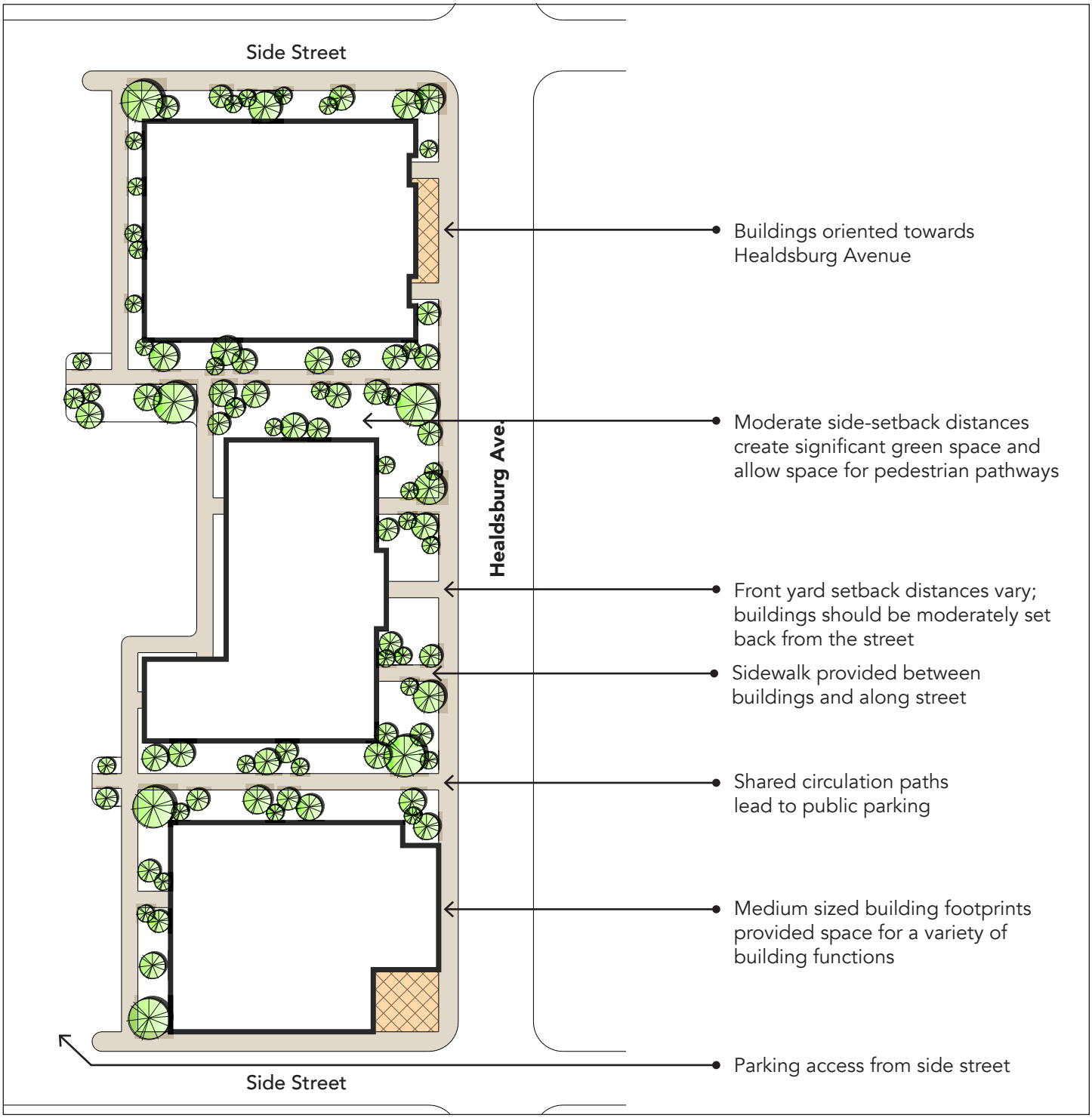
- Transform the current character to extend the Downtown "feel" northward
- Locate a building to be moderately set back from the street, but close enough to create a building presence and street wall
- Orient a building toward Healdsburg Avenue and/or Dry Creek Road
- Provide pedestrian connections from a building's entry to Healdsburg Avenue
- Articulate buildings to reduce the perceived mass and create human scaled modules
- Provide vehicular access from secondary streets
- Discourage surface parking adjacent to Dry Creek Road and Healdsburg Avenue
- More flexibility in building placement is provided north of Dry Creek Road
- Establish a sense of entry and transition from rural to urban along Dry Creek Road through varied placement of buildings; street edge landscaping that draws upon the rural vineyard character and natural building materials such as wood, stucco and stone



Many existing buildings in Character Area 7, as shown above, are oriented toward the street. New development should continue to orient buildings and entries toward Healdsburg Avenue, Dry Creek Road or Grove Street.

Some current development in Character Area 7 is articulated to reduce perceived mass and create human-scaled modules. All future development should be articulated with this goal in mind.

Figure 4.11: Future Development in Character Area 7



The diagram above illustrates a vision for future development along Healdsburg Avenue in Character Area 7. While the "Downtown feel" is extended north to Dry Creek Road, buildings in Character Area 7 begin to see increases in building footprint size and in the amount of space between buildings. Buildings are oriented towards the street, but their placement on the site varies. Pedestrian pathways between buildings provide easy connections between the public realm and parking areas, and public outdoor spaces provide areas for people to dine, relax or meet friends and family.

Key Site Design Elements in Character Area 7: Healdsburg North Corridor

Orient buildings toward Healdsburg Avenue. A secondary orientation toward an internal parking area is also appropriate.

Building Placement

Buildings should be placed moderately close to the back of the sidewalk in order to extend the character and feel of Downtown northward, particularly south of Dry Creek Road. Some flexibility in building setback should be promoted in Character Area 7, compared to 6, but a moderately strong street wall should be established to provide a northward extension of the Downtown's character along Healdsburg Avenue. More flexibility and variation in placement of front walls is appropriate north of Dry Creek Road. Given some of the deeper lots in this area, additional buildings may be appropriate in the interior of the lot to complement those placed at the street edge. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 4.11 and 6.1-6.5.

Side Setbacks

Side setbacks between buildings are appropriate to allow for circulation and interconnectivity between buildings. However, side setbacks between buildings along Healdsburg Avenue should be moderately sized in order to extend the feel of Downtown (where side setbacks are often not provided) northward. This is particularly important south of Dry Creek Road. North of Dry Creek Road, larger side setbacks are appropriate. Side setback areas are also appropriate for providing outdoor seating or other outdoor places associated with retail and hospitality uses, with some separation from busy Healdsburg Avenue. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 4.11 and 6.1-6.5.

Orientation

Buildings should be oriented toward Healdsburg Avenue. Orientation toward a side street may be appropriate provided that the Healdsburg Avenue frontage is prioritized. Secondary orientation toward an internal parking area is also appropriate. Refer to design guidelines 6.4 and 6.5 and Figures 4.11 and 6.6.

Connections

Pathways should directly connect a pedestrian from Healdsburg Avenue to buildings along the street. Pathways should also be provided to the interior of a site on a deeper lot, in-between buildings. Refer to design guidelines 6.7-6.12, and 6.47 – 6.50 and Figures 6.7-6.11.

Larger building footprints are appropriate in this area given the significant redevelopment potential and deep lots.

Entries should be designed to face Healdsburg Avenue.

Large building footprints are appropriate in this area given the redevelopment potential and deep lots.

Surface Parking Visibility

The visibility of surface parking from Healdsburg Avenue (south of Dry Creek Road) and Dry Creek Road should be minimized to the fullest extent possible. Parking between a building and these key streets should be avoided. Parking should instead be placed behind the building.

Vehicular Access

Minimize vehicular access points from Healdsburg Avenue to the extent feasible. Provide consolidated access from side streets wherever possible to maintain a strong street wall along Healdsburg Avenue and to minimize conflicts with pedestrians. This is particularly important south of Dry Creek Road. North of Dry Creek Road, side streets are not present on the west side of Healdsburg Avenue, so access will need to be provided from Healdsburg Avenue. Where possible, new development in this area should seek to minimize vehicular access from Healdsburg Avenue and potentially create new side streets. Refer to design guidelines 6.10-6.12 and 6.19-6.25, and Figures 6.11 and 6.14.

Key Building Design Elements in Character Area 7: Healdsburg North Corridor

Entries

Functional entries should be designed to face Healdsburg Avenue. Additional entries may face an interior parking area, paseo or a side street, but not in lieu of providing entries along Healdsburg Avenue. This is particularly important south of Dry Creek Road. More flexibility is appropriate north of Dry Creek Road. Refer to design guidelines 6.47-6.50.

Building Footprints

Larger building footprints are appropriate in this area given the significant redevelopment potential and deep lots. However, it is recommended that single building lengths parallel to Healdsburg Avenue not exceed 350 feet. Refer to design guidelines 6.41 and 6.42.

Building Articulation

Articulation of buildings in this area should be prioritized. A long building wall (greater than 75' wide) should use articulation methods to reduce the perceived mass of a building as viewed from the public realm. Since the community vision for Character 6 is an extension of Downtown's character, articulation methods should break the building down into smaller, human-scaled modules that are in keeping with the character of the narrow, highly-articulated buildings seen in Downtown. Refer to design guidelines 6.43-6.45 and Figures 6.20 and 6.21.

Roof Form

Promote flexibility in the design of a roof in Character Area 7. Refer to design guidelines 6.55 – 6.57.

Dry Creek Road Gateway

Dry Creek Road in Character Area 7 provides a primary entry into Healdsburg from the Dry Creek Valley. As travelers arrive, there is an abrupt change in character from rural to urban. This abrupt transition offers an opportunity to present an urban, yet small town character to those entering Healdsburg. To reinforce Healdsburg's small town character and connection to the rural areas to the west, development along Dry Creek Road should include design features that reflect the elements of the Dry Creek Valley as one enters the more formal areas of the city.

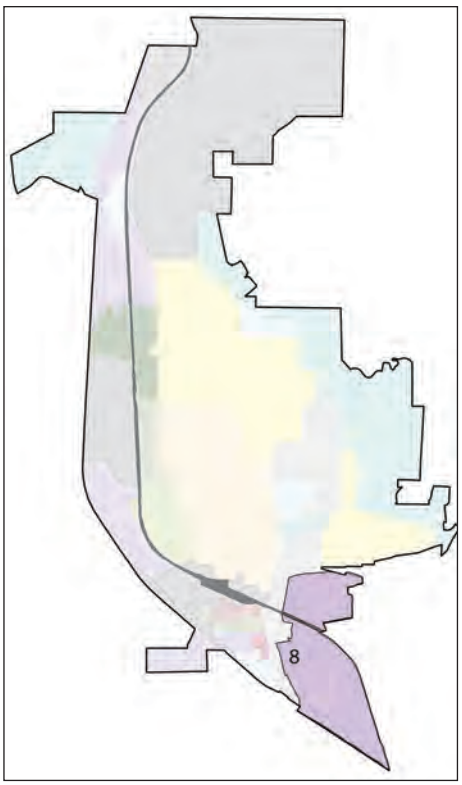
Buildings should be placed along Dry Creek Road, but with some variation in the setback of each building within a range of 5 to 15 feet. In order to reflect the more informal nature of the rural areas to the west. Breaks in longer buildings should be encouraged and spaces between buildings should be well landscaped with plantings that reflect the rural palette of the Dry Creek Valley. Vehicular access directly from Dry Creek Road should be avoided wherever possible to allow for a continuous street edge character into the city. Parking directly adjacent to the street or in between a building and the street should be avoided. Design elements should establish a pedestrian-friendly area.

Setback areas between a building and Dry Creek Road should transition from more informal plantings to a more consistent and formal street tree pattern from west to east. Plant palettes used for development projects should draw upon the vineyard landscape to provide a smooth transition into the city. Native grasses, street trees such as the London Plane tree, and other similar landscape elements are all encouraged.

Buildings should be designed to include significant variety along Dry Creek Road to avoid a monotonous aesthetic. Variation in materials, roof form, color and modulation of building forms are all encouraged. Colors and materials should be inspired by the agrarian and vineyard character found in the Dry Creek Valley to transition into the city from the rural areas to the west. Earth tone colors and natural materials such as wood, stone and stucco could all be utilized to provide an effective transition through building design.

On a long building wall, use vertical articulation methods to reduce the perceived mass of the building.

Along Dry Creek Road, setbacks should transition from more informal plantings to a more consistent and formal street tree pattern from west to east.



Character Area 8: Industrial

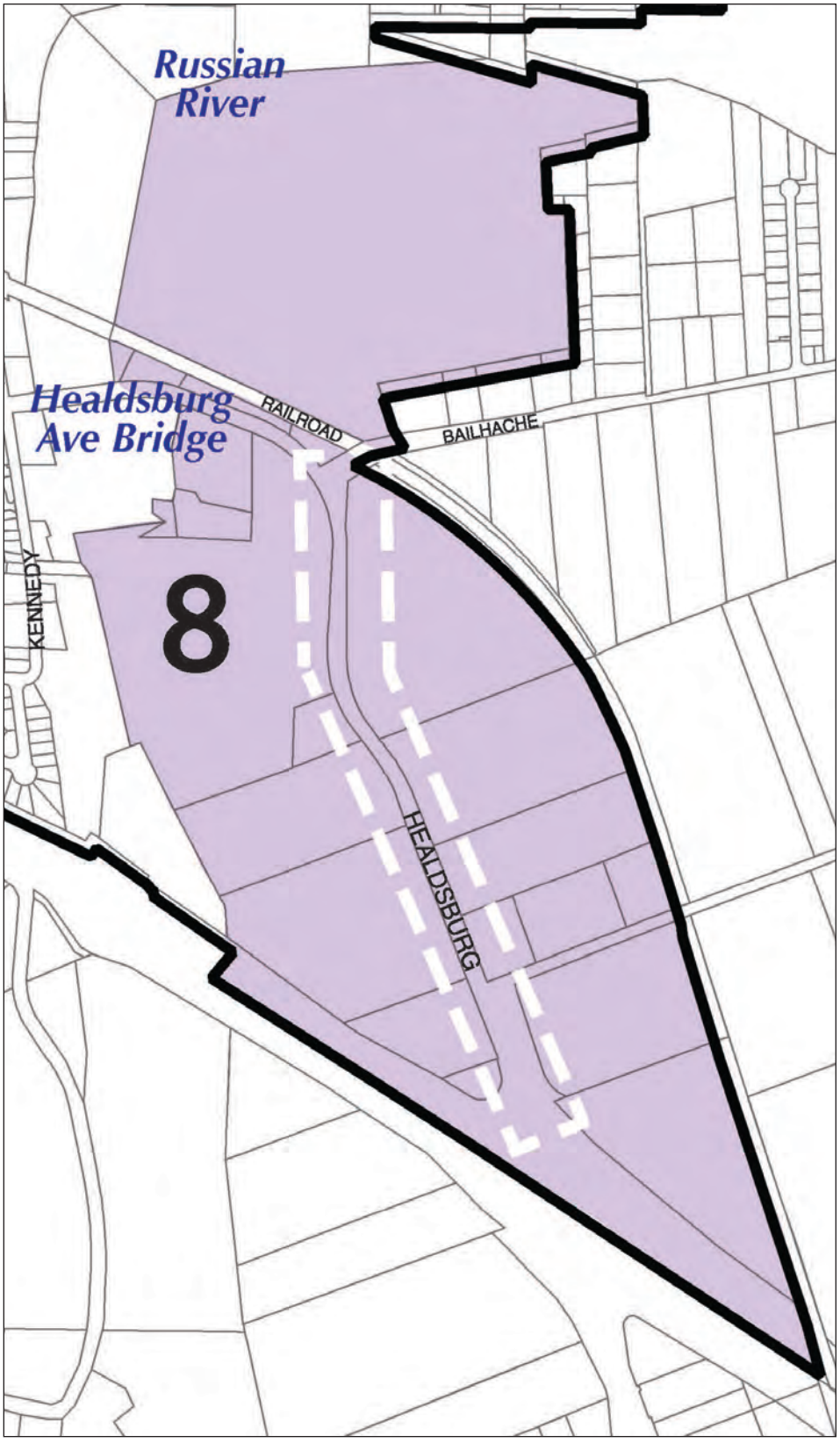
Character Area 8 is located in the southeast corner of the city and is defined primarily by the Russian River on its north and west boundaries, and the city limits on its south and east boundaries. It is a key gateway into town.

Current development in Character Area 8 is primarily industrial, with a few single-family residences. The majority of buildings are set back significantly from Healdsburg Avenue but maintain a landscape buffer along the edge of the property fronting the street. Beyond the landscape buffer, parking lots are most often located in front of the primary building. Buildings are typically large in area and one-story in height. In Character Area 8, form follows function, maintaining access drives for large equipment and large warehouses as a priority over pedestrian-oriented and designed development. The primary considerations for design in this area focus on edges of properties that are visible from the street.

Current development maintains access drives for large equipment and warehouses, and intermittent landscape buffers.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

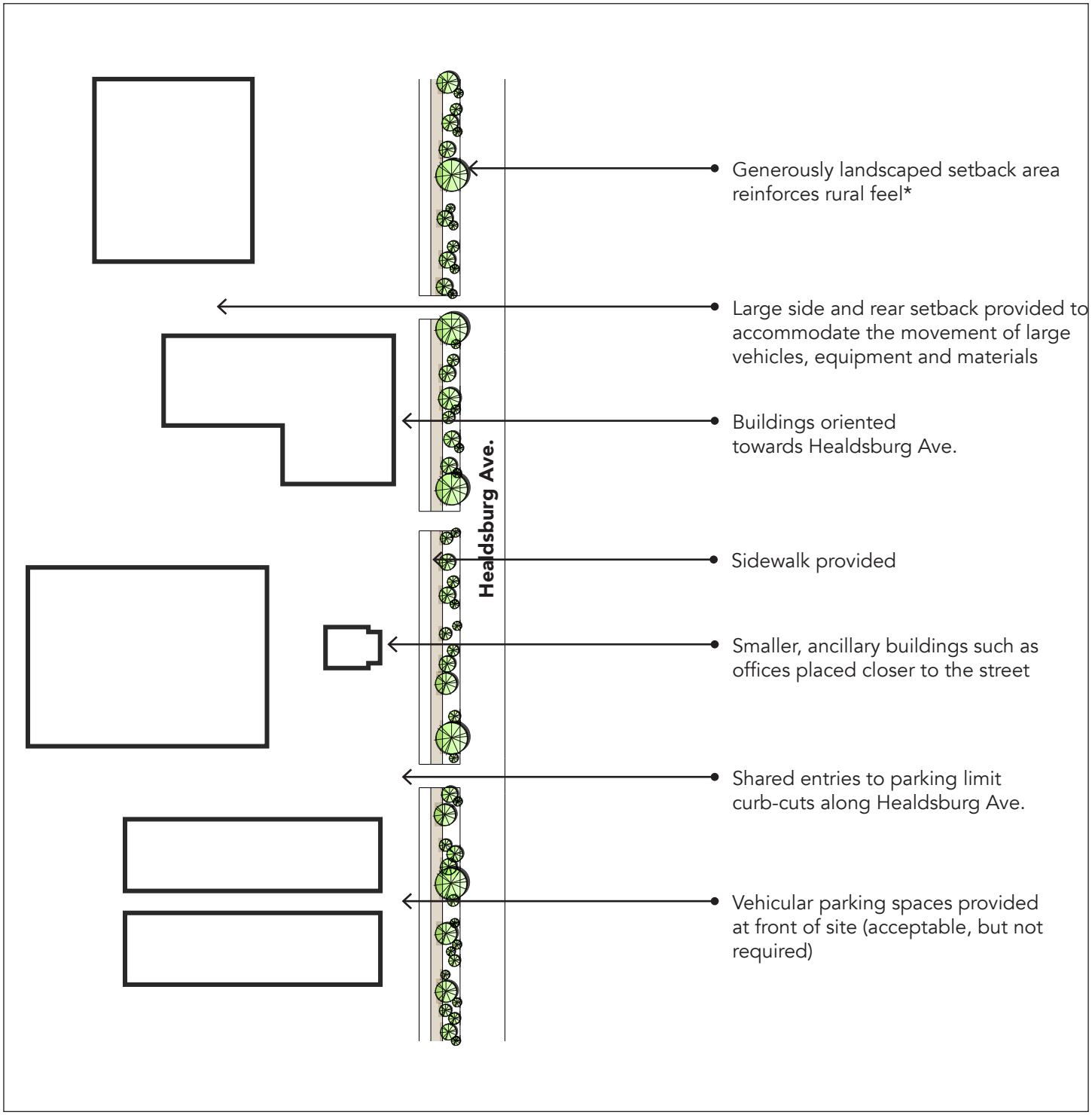
- Allow new development to transform the character of the area to enhance this gateway but use design features to maintain the rural character
- Set a building back from the street and provide a generous landscape buffer between the building and the public realm
- Promote variation in front and side setbacks to maintain rural character
- Use informal planting patterns to reinforce rural character
- Where a fence is used, ensure it allows visual permeability, except when screening outdoor storage areas
- While larger massing is expected for industrial uses, encourage lower-scaled elements close to Healdsburg Avenue
- Articulate large industrial facilities to break down the overall scale of the building



Some current fences in Character Area 8 development do not provide adequate transparency to the site. Future development that includes fences should ensure that transparent materials are used, except when screening storage-related uses. Where screen fencing is required, it should be placed behind an adequate landscape buffer treatment to soften the street edge.

In current development, landscape buffers are often used between Healdsburg Avenue and parking or service access. Future development should continue to set a building back from the street and provide a generous landscape buffer between the building and the public realm.

Figure 4.12: Future Development in Character Area 8



The diagram above illustrates a vision for future development along Healdsburg Avenue in Character Area 8. Large building footprints are a defining factor of this Character Area. Building placement ranges, but frames the street through large buildings or through smaller, ancillary buildings placed near the street. Buildings are oriented to the street and clear pedestrian connections are provided between the sidewalk and the primary building entry. The street edge is heavily landscaped, primarily with informal plantings that continue the rural character of this section of Healdsburg Avenue.

**Refer to the Healdsburg Municipal Code for more information about required planter widths*

Key Site Design Elements in Character Area 8: Industrial

Building Placement

Place a building to frame the street, but with a significant enough setback to maintain the rural feel of this important entryway to Healdsburg. Setbacks between 15' and 30' from the street are appropriate. Encourage buildings to vary front setbacks to maintain the desired rural character in the area, while still establishing a fluctuating built edge along Healdsburg Avenue. Where a smaller ancillary office building is provided alongside larger industrial structures, the ancillary building should be placed closer to Healdsburg Avenue. Consider the potential to place buildings closer to the Russian River to take advantage of this natural amenity. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 6.1-6.5.

Setback Character

The area between a building and the street should be generously landscaped, including with informal plantings that reinforce a rural character. Refer to design guidelines 6.27-6.29. Additional design guidelines in the "Scenic Highways, Roads and Streets" section in Chapter 9 provide additional details about streetscape and important views in Character Area 8.

Orientation

Ensure buildings adjacent to Healdsburg Avenue are oriented to face the street. Buildings should be oriented to be parallel to the street to create a built edge. Consider the potential to orient a secondary building toward the Russian River in addition to the primary orientation toward Healdsburg Avenue. Refer to design guidelines 6.4 and 6.5 and Figure 6.6.

Place a building to frame the street, but with a significant enough setback to maintain the rural feel of this important entryway to Healdsburg.

Consider the potential to orient a secondary building toward the Russian River in addition to the primary orientation toward Healdsburg Avenue.

Provide a direct connection for pedestrians from a building entry to the sidewalk where possible.

Fences along Healdsburg Avenue

It is expected that some industrial uses in Character Area 8 will require security fencing or screening for work and storage areas near the front of the property along Healdsburg Avenue. While this is acceptable, it should be transparent and constructed with durable materials. Chain link fences should be avoided along Healdsburg Avenue. Refer to design guidelines 6.31-6.34.

Connections

Provide a direct connection for pedestrians from a building entry to the sidewalk where possible. Refer to design guidelines 6.7-6.12, and Figures 6.7-6.11.

Roof forms in this area should reflect those seen in an agricultural context, such as hipped, gable and gambrel roof designs.

Key Building Design Elements in Character Area 8: Industrial

Where a smaller ancillary office building is provided alongside larger industrial structures, the ancillary building should be placed closer to Healdsburg Avenue and constructed at a lower scale.

Roof Form

Roof forms in this area should reflect those seen in an agricultural context, such as hipped, gable and gambrel roof designs. Refer to design guidelines 6.55 – 6.57.

Materials

Earth-toned materials should be utilized to blend with the natural landscape and reinforce a rural character. Refer to design guidelines 6.58-6.60 and Figure 6.22.

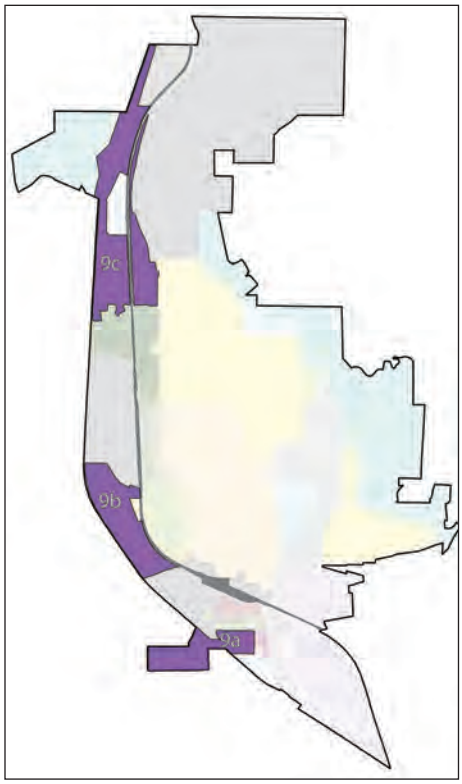
Massing and Scale

Push larger massing associated with a building further back from Healdsburg Avenue. Lower-scaled building components should be prioritized for areas closest to Healdsburg Avenue. Where a smaller ancillary office building is provided alongside larger industrial structures, the ancillary building should be placed closer to Healdsburg Avenue and constructed at a lower scale. Refer to design guidelines 6.41 – 6.42 and Figures 6.19 and 6.20.

Articulation of Building Mass

It is anticipated that many of the industrial facilities built in Character Area 8 will be large buildings that respond to their utilitarian function and operational requirements. This is appropriate, but basic articulation methods should still be used to break down the overall scale of the building so that it does not appear monolithic and overly massive from Healdsburg Avenue. Basic articulation methods include changes in color, building wall offsets, changes in material, horizontal and vertical expression lines and other architectural features that break down the perceived mass and bulk of a building. Long expanses of blank, windowless walls should also be avoided for building walls that are highly visible from Healdsburg Avenue. Refer to design guidelines 6.43-6.45 and Figures 6.20 and 6.21.

Basic articulation methods should be used to break down the overall scale of the building so that it does not appear monolithic and overly massive from Healdsburg Avenue.



KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Allow flexibility in design to meet the needs of the user
- Ensure a comfortable pedestrian environment through flexible design approaches for a front setback area
- Locate buildings to be moderately set back from primary streets, such as Healdsburg Avenue and Grove Street
- Orient buildings toward the primary street
- Locate vehicular access from secondary streets, where possible
- Limit parking access from Healdsburg Avenue

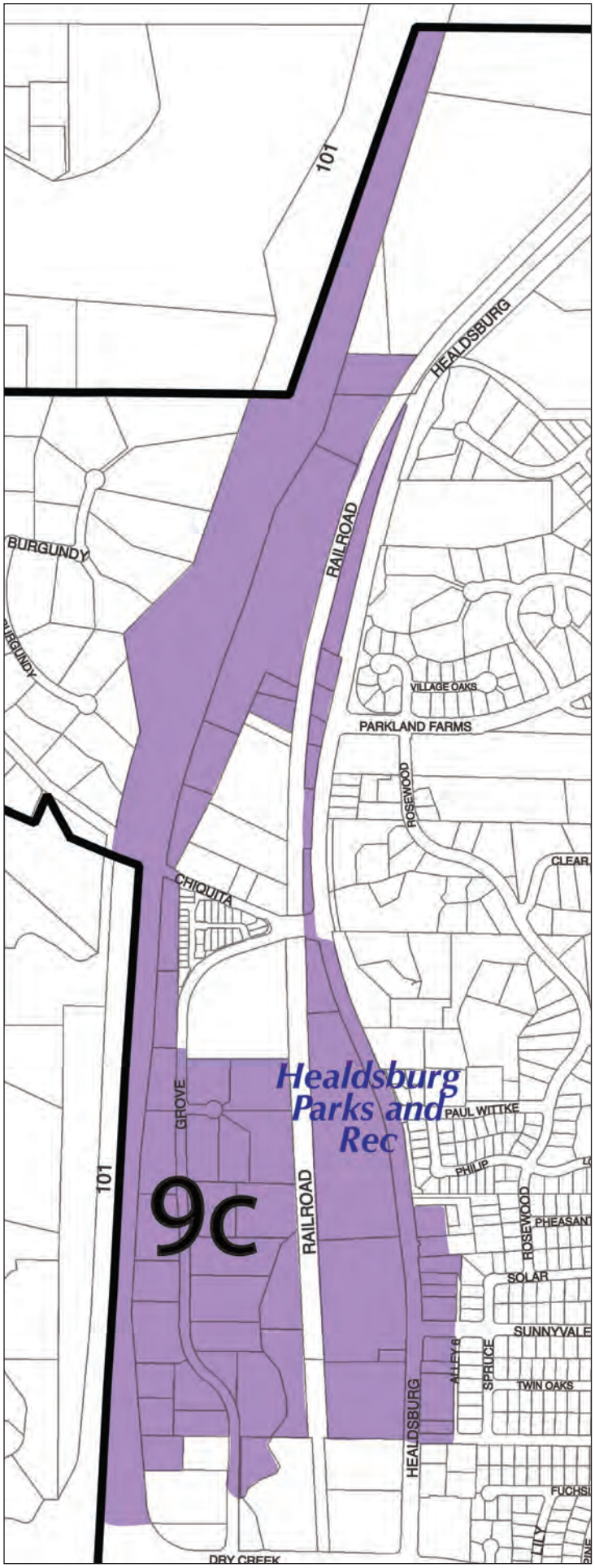
Character Area 9: Employment Services/Production Industries

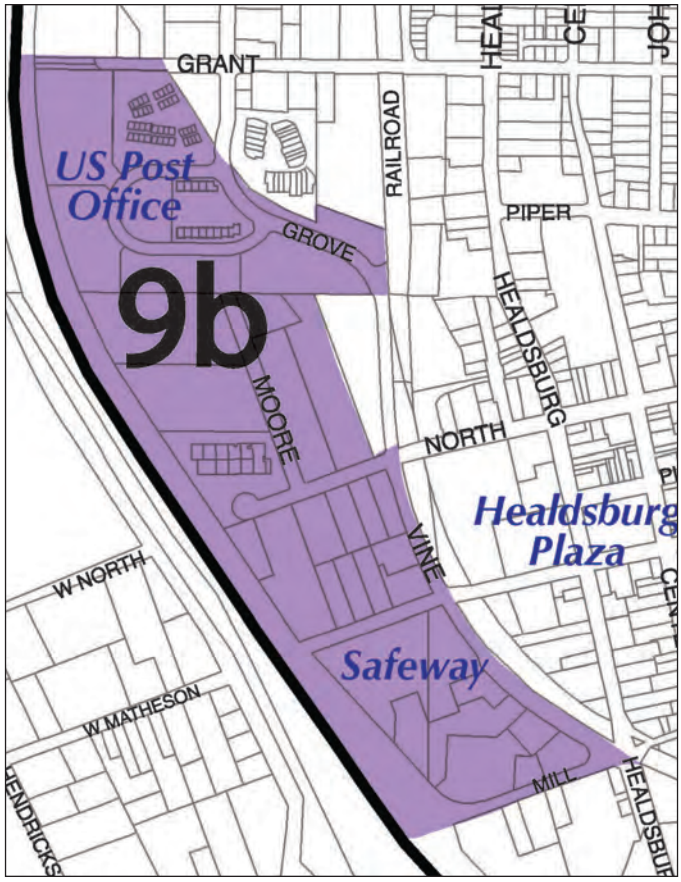
Character Area 9 consists of three individual areas, all of which are located on the western edge of the city. The northern-most part of Character Area 9 is bordered to the north by the city limits and a future area plan, to the east by Healdsburg Avenue and the railroad, to the south by a block north of Dry Creek Road and to the west by the 101. The second section (9b) is bordered to the north by Grant Street, to the east by the railroad and Vine Street, to the south by Mill Street and to the west by the 101. The third section is located between the CHAP and a variety of residential Character Areas. In general, this third section encompasses the portion of Healdsburg Avenue that lies between CHAP and the Russian River, as well as the gateway at the intersection of Kennedy Lane and Highway 101.

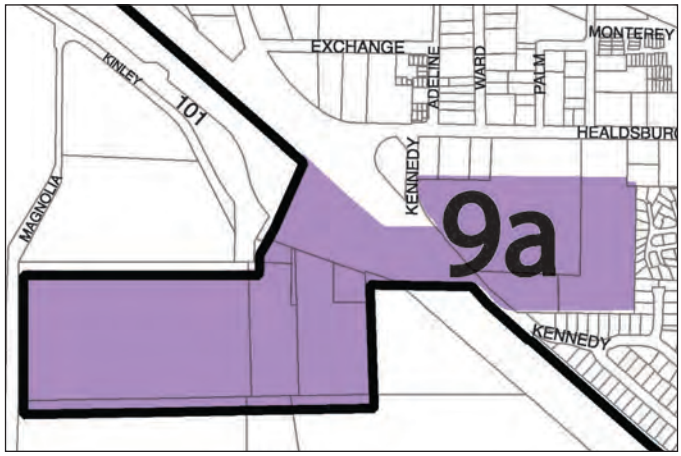
Existing development in Character Area 9 varies in use and building type but focuses on commercial development, some multi-family residential, offices, wine tasting rooms and other production industries. Large buildings surrounded by surface parking lots are typical, with some landscaping defining the edge of a lot and creating a buffer between the development and the public realm. A focus in these areas is on providing a pedestrian-friendly environment along the street edge.

Note that Character Areas 9a, 9b and 9c are labeled differently for ease of geographical reference and do not indicate that separate design guidelines should be followed for each portion of Character Area 9.

Large buildings surrounded by surface parking lots are typical, as shown above. Future development should be designed to be more pedestrian-friendly.

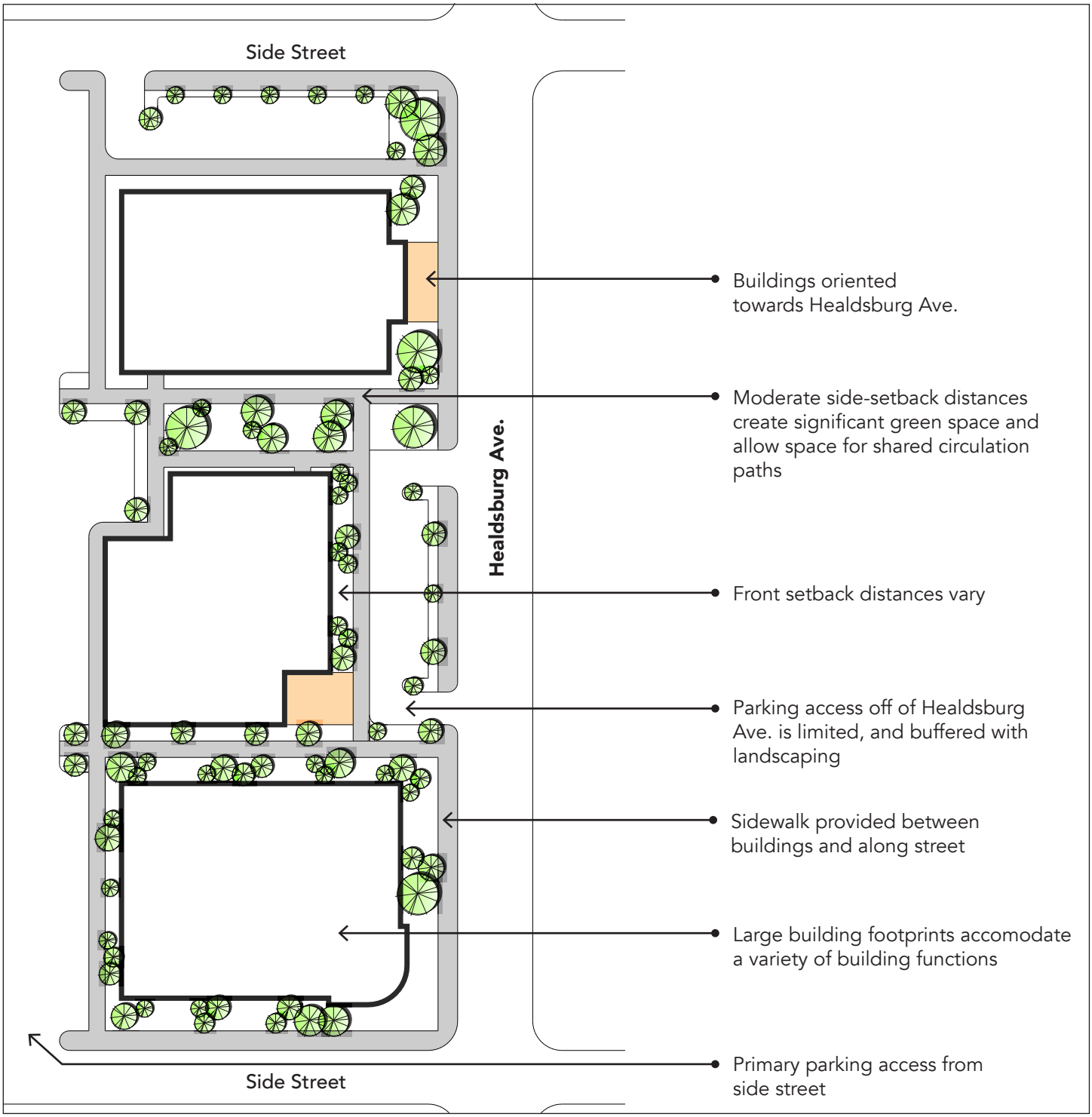






Existing development, as shown above, sometimes locates main vehicular and service drives from the main road. Future development should locate vehicular access from secondary streets.

Figure 4.13: Future Development in Character Area 9



The diagram above illustrates a vision for future development along Healdsburg Avenue in Character Area 9. Buildings in Character Area 9 vary in size and placement on the site. While the majority of parking is accessed from side streets, occasionally, small parking areas are accessed from Healdsburg Avenue. Pedestrian pathways link parking areas and the public realm. Landscaping is used throughout each site to provide buffers where a larger front setback occurs and around pedestrian pathways.

Key Site Design Elements in Character Area 9: Employment Services/ Production Industries

Note that the following site design elements are applicable in Character Area 9a, 9b and 9c.

Building Placement

Place buildings to be moderately set back from the front lot line along primary streets like Vine Street, Healdsburg Avenue and Grove Street in Character Area 9. Variation is appropriate to allow a property to meet the needs of its commercial function, but a variable "street wall" should be created. Front setbacks of 10 to 25 feet are appropriate. In Character Area 9c, where more industrial properties are expected, greater setbacks may be considered along Grove Street. Where buildings are set back from the front property line, a variety of landscape design techniques may be provided in the setback area. Refer to design guidelines 6.1, 6.2 and 6.3 and Figures 4.13 and 6.1-6.5.

Place buildings to be moderately set back from the front lot line along primary streets.

Orientation

Buildings should be oriented toward Vine Street, Grove Street and Healdsburg Avenue. Orientation toward a side street may be appropriate provided that the Healdsburg Avenue frontage is prioritized first. Secondary orientation toward an internal parking area may also be appropriate. Some deviation from parallel alignment may be considered if site constraints necessitate it. Refer to design guidelines 6.4 and 6.5 and Figures 4.13 and 6.6.

Orient a building toward Vine Street, Grove Street or Healdsburg Avenue. Secondary orientation toward an internal parking area may also be appropriate.

Orient a building toward Vine Street, Grove Street or Healdsburg Avenue.

Minimize vehicular access from Vine Street, Grove Street and Healdsburg Avenue to the extent feasible.

Pathways should be provided on the interior of a site on a deeper lot.

Connections

Pathways should directly connect a pedestrian from Healdsburg Avenue to buildings along the street. Pathways should also be provided to the interior of a site on a deeper lot, in-between buildings. Refer to design guidelines 6.7-6.12, and Figures 6.7-6.11.

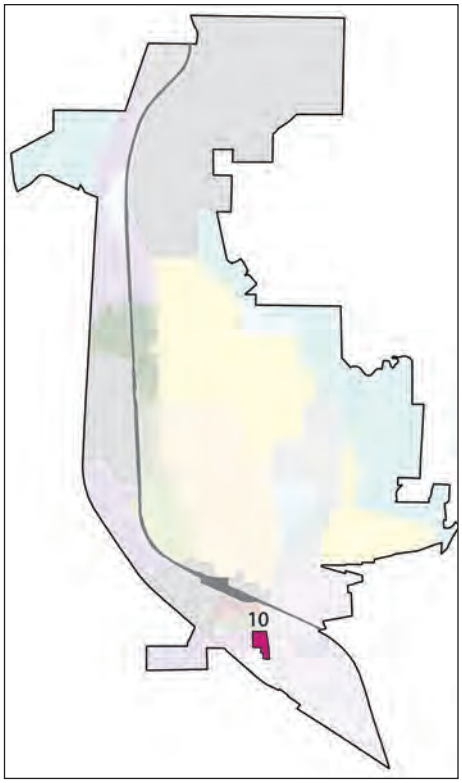
Vehicular Access

Minimize vehicular access points from Vine Street, Grove Street and Healdsburg Avenue to the extent feasible. Provide consolidated access from side streets wherever possible to maintain a consistent street wall or landscape edge and to minimize conflicts with pedestrians. Refer to design guidelines 6.10-6.12 and 6.20-6.23, and Figures 4.13, 6.10 and 6.14.

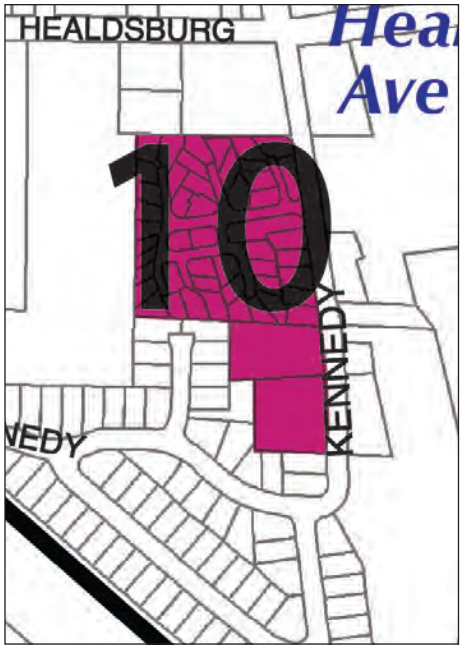
Character Area 10: Riverview Estates

Riverview Estates is a small Character Area located in the southern portion of Healdsburg, bordered by Kennedy Lane to the east, Character Area 3 to the south, commercial development to the west and north.

Currently, Character Area 10 is a mobile home park to the west of the Russian River. It is expected that Riverview Estates will continue to be a mobile home park for the foreseeable future. The two rural residential parcels to the south of the mobile home total approximately 2 acres and could be redeveloped with additional single-family homes. Riverview Estates should strive to establish a pedestrian-oriented and attractive street edge along Kennedy Lane leading into the development. This could include orienting buildings to the street and creating visual and physical connections between the building entry and the public realm. New construction in this Character Area should maximize views of the Russian River. Design guidelines in Chapter 5 provide more information regarding these topics for single-family development proposals.

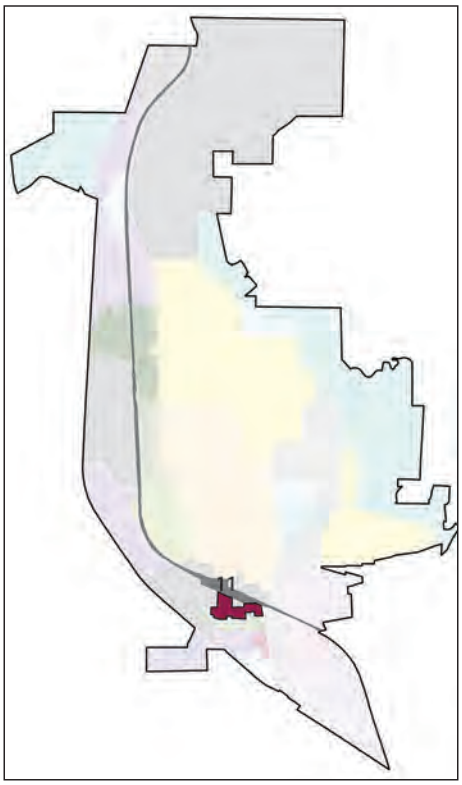


Current development along Kennedy Lane is shown above. In the future, an active, pedestrian-friendly street edge should be established along Kennedy Lane.



KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

- Encourage flexibility in building design
- Create a pedestrian-friendly environment along Kennedy Ln
- Orient buildings toward Kennedy
- Maximize views of Russian River



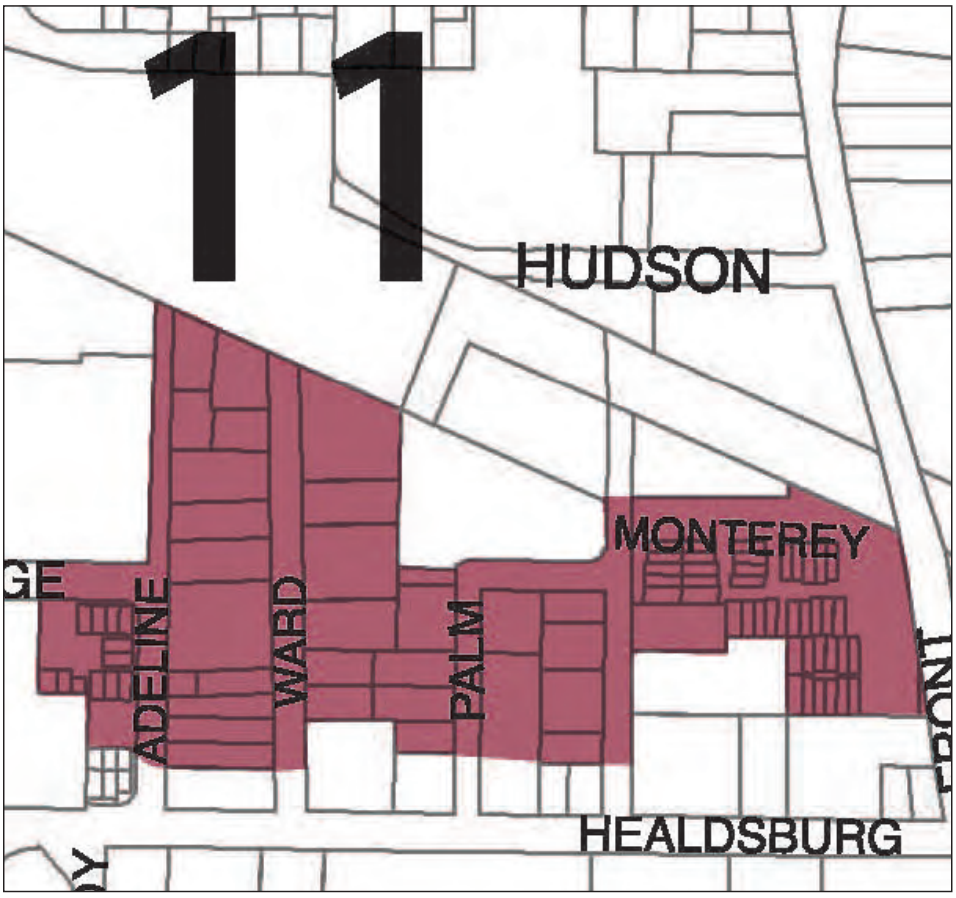
Character Area 11: Ward Street Neighborhood

Character Area 11 is located in southern Healdsburg and is bordered to the north by the railroad, to the east by Front Street, to the south by Healdsburg Avenue (set in by a parcel north of the road) and to the west by Adeline Way.

The Ward Street Neighborhood is an eclectic mix of single-family and low-scale multi-family residences in a variety of building forms, setbacks and landscape character. Because of this diversity in character, flexibility in site and building design, within the scope of these design guidelines, should be encouraged. This includes orienting a building to the street, creating a visual and physical connection between the building entry and the street and designing with sustainability in mind. Design guidelines in Chapter 5 provide more information regarding these topics for single-family development proposals.

KEY DESIGN OBJECTIVES FOR FUTURE DEVELOPMENT

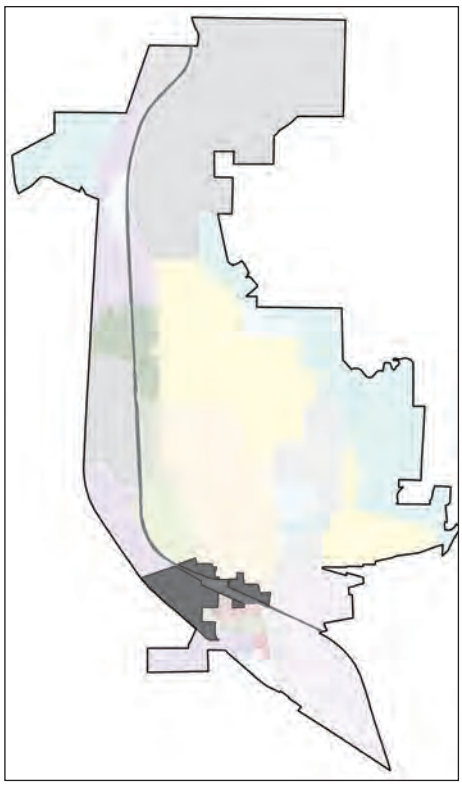
- Encourage flexibility in building design, scale and form
- Create a visual and physical connection between a building's entry and the public realm
- Create a pedestrian-friendly street edge



Current development in the Ward Street Neighborhood is a diverse mix of building design, setback and landscape character. One such existing home is shown above. Future development should continue to encourage flexibility in design, scale, form and character.

Specific Area Plans

A Specific Plan is a planning and regulatory tool made available to local governments by the State of California. They are intended to implement the city's general plan by outlining policies, programs and regulations for an identified area of the city. They provide a vision, guidance and implementation strategy for development. The Healdsburg 2030 General Plan also requires that a specific plan be prepared and adopted for an area prior to annexing that area into the City. The following four documents are intended to carry out the goals of the Healdsburg 2030 General Plan and provide specific guidance for development in these areas. Each of these Specific Area Plans provides design guidelines and/or design standards that new development must follow. However, the guidance provided often does not cover the total range of topics that may be relevant to a new development. In some cases, design guidelines may not have been covered for every topic because of community feedback, or because flexibility regarding a specific topic is allowed, which was a decision resulting from extensive study of the area. After reviewing design guidelines and/or standards in the relevant document, if readers feel that they that they would like more information and/or guidance regarding a specific design topic, they may refer to the appropriate section(s) in this design guidelines document for more information. However, they are not required to follow the design guidelines provided in this document.



CENTRAL HEALDSBURG AVENUE PLAN (CHAP)

To learn more about the CHAP and to read the provided design guidelines, refer to the following link:

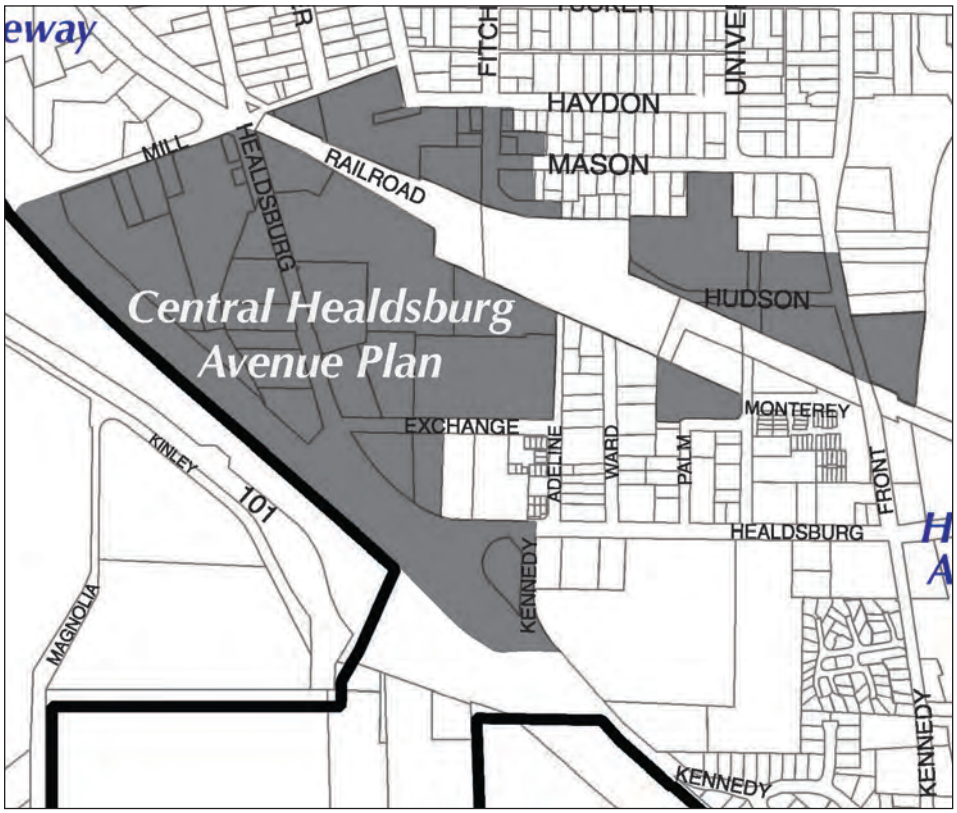
http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/772

Central Healdsburg Avenue Plan (CHAP)

The Central Healdsburg Avenue Plan area is located in the southern portion of Healdsburg. At its center is the existing railroad, which will be used in the future for a SMART station to connect the City to the larger region. This area shares a Mill Street border with two other character areas, most notably Healdsburg's Downtown Core, making the CHAP area an important entry into the downtown.

The Central Healdsburg Avenue Plan (CHAP) establishes goals and design guidelines for future public infrastructure and private investment in this area. Ultimately, this area will be transformed into an important transit-focused area. As such, pedestrian-friendly development that lines street frontages and creates opportunities for mixed use, residential and commercial uses is key to creating a vibrant area. Parking should be located at the rear of a new development to prevent interrupting the street wall and active uses.

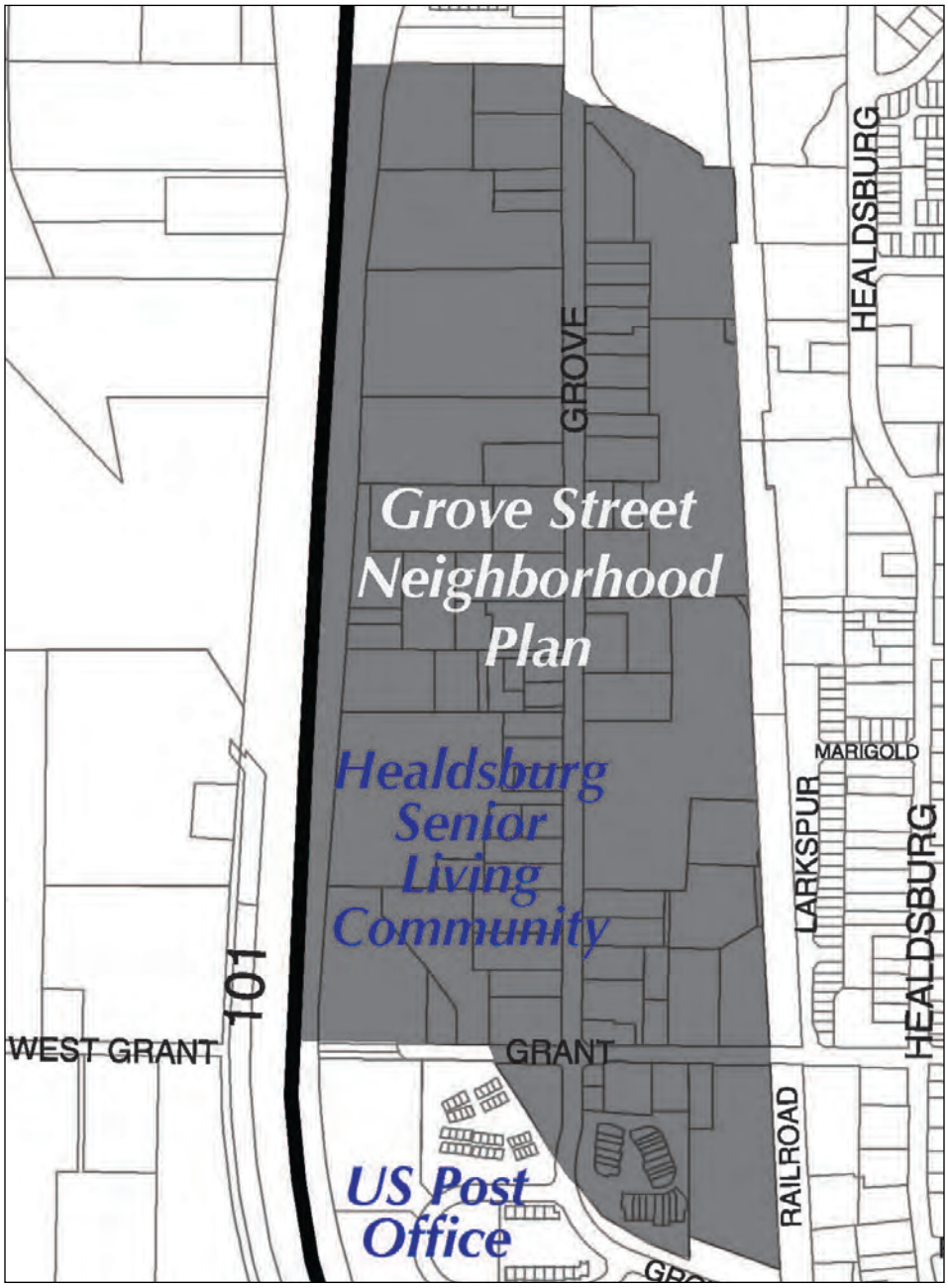
The CHAP provides design guidelines for a variety of topics, and should be referenced when designing a project here. If more information about design topics not covered in this Plan is desired, refer to this design guidelines document for guidance.



Grove Street Neighborhood Plan

Grove Street neighborhood is located on the western side of the City, bordered by Grant Street to the south, the Foss Creek Pathway to the east and Healdsburg city boundaries to the west. The northern boundary of the Grove Street Neighborhood is approximately one block south of Dry Creek Road, but is described more by its change in land use than its location.

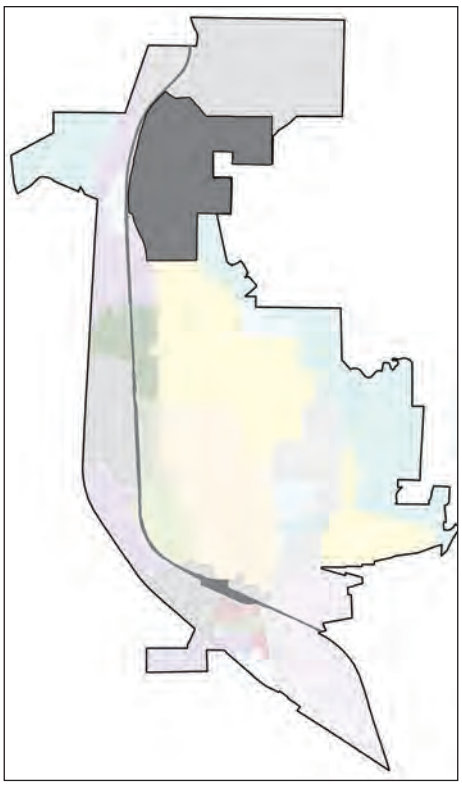
The Grove Street Neighborhood Plan describes the eclectic mix of building types and uses, and provides design guidelines to reinforce the established character of the area. When designing a project in the Grove Street neighborhood, the Grove Street Neighborhood Plan should be followed. If more information about design topics not covered in this Plan is desired, refer to this design guidelines document for guidance.



GROVE STREET NEIGHBORHOOD PLAN

To learn more about the Grove Street Neighborhood Plan and to read the provided design guidelines, refer to the following link:

http://www.ci.healdsburg.ca.us/DocumentCenter/View/803



SPECIFIC PLAN FOR AREA A

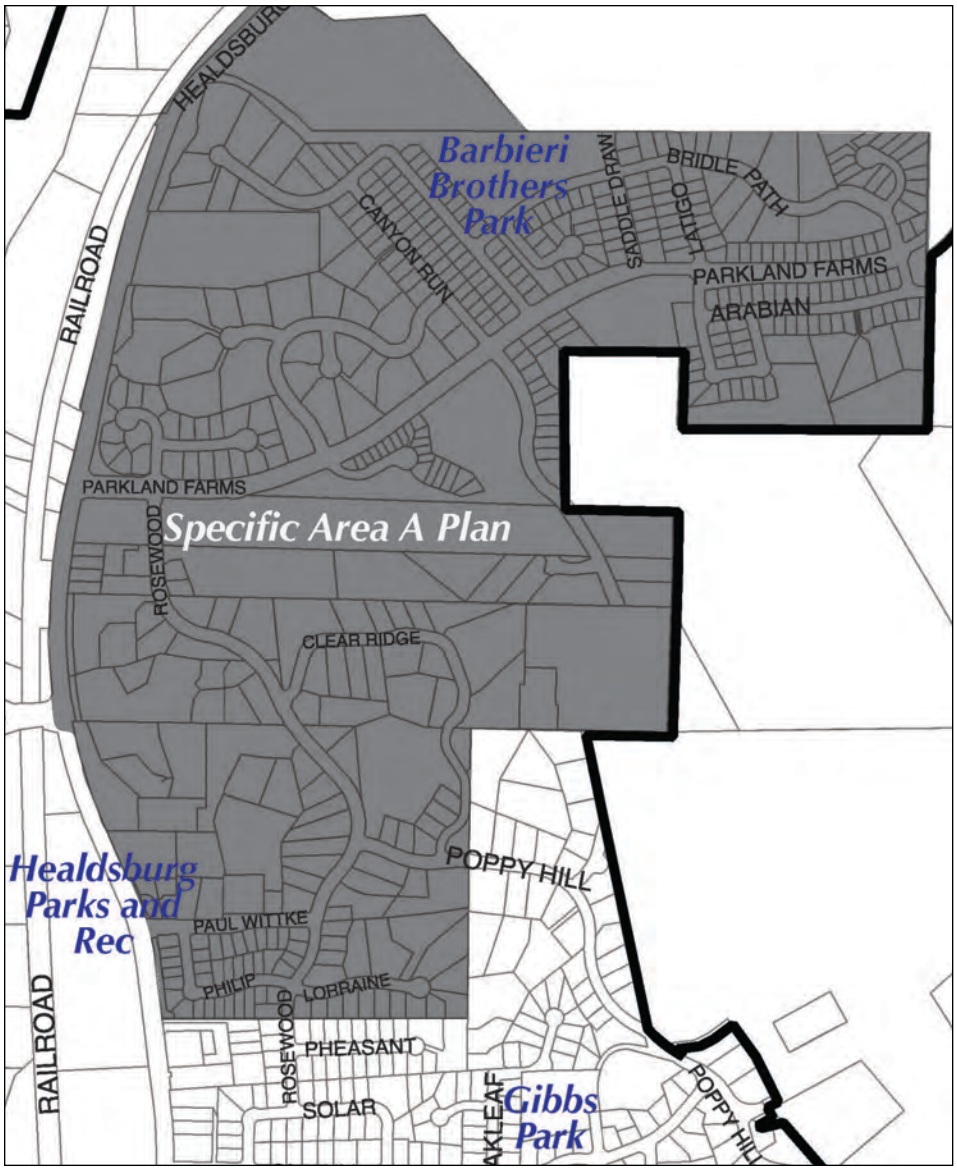
To learn more about the Specific Plan for Area A and to read the provided design guidelines, refer to the following link:

http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/767

Specific Plan for Area A

This Specific Plan guides long-range development of Area A, which is located on the northeastern side of Healdsburg. Area A is bound by Healdsburg Avenue to the west, the Saggio Hills southern boundary to the north, the City boundaries to the east and property lines just north of Pheasant Drive to the south.

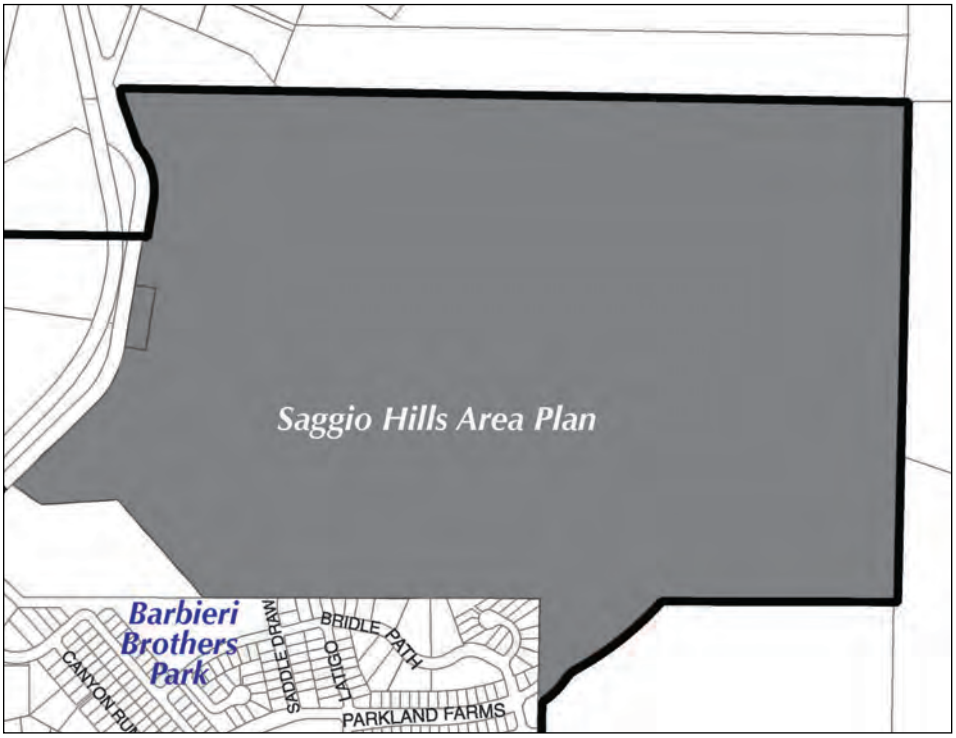
This Specific Plan provides the framework for future land uses and guides the form of future development throughout Area A. It focuses on a variety of components including land use, housing, open space, circulation, public facilities, urban design, implementation and the financial aspect of planning for the necessary infrastructure for development in Area A. The Specific Plan includes a variety of design guidelines and standards that should be followed in Area A. If more information about design topics not covered in this Plan is desired, refer to this design guidelines document for guidance.

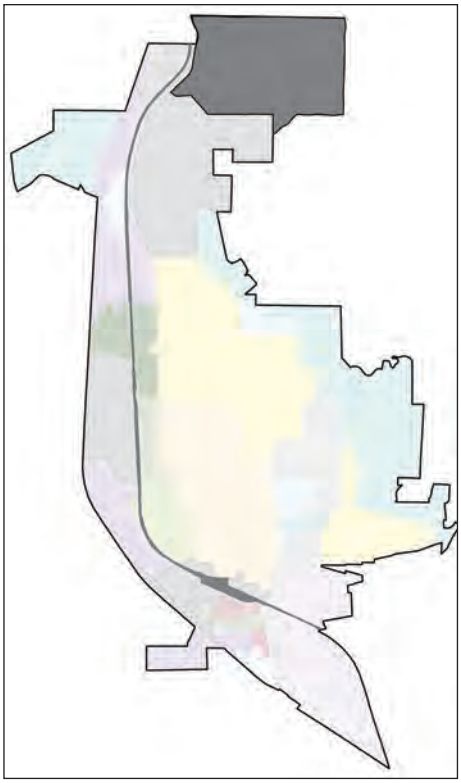


Saggio Hills Area Plan

Located at the northeast corner of Healdsburg, Saggio Hills is bordered to the north and east by City boundaries, to the south by the northern edge of the Specific Area A Plan, and to the west by Healdsburg Avenue. Saggio Hills has gently rolling hills at the southern boundary which then transition into steeper areas towards the northern boundary. Native and non-native grasslands, riparian woodlands and wetlands are located throughout this undeveloped area. The Saggio Hills Area Plan focuses on conserving the open space in relation to parks, public trails and resource protection and establishing an efficient network of roads that connects to the existing roadway system and provides adequate access around the Plan Area.

Design guidelines and standards in this document focus on maintaining open spaces, creating a trail system and a network of streets that serves vehicles and bicycles. If more information about design topics not covered in this Plan is desired, refer to this design guidelines document for guidance.

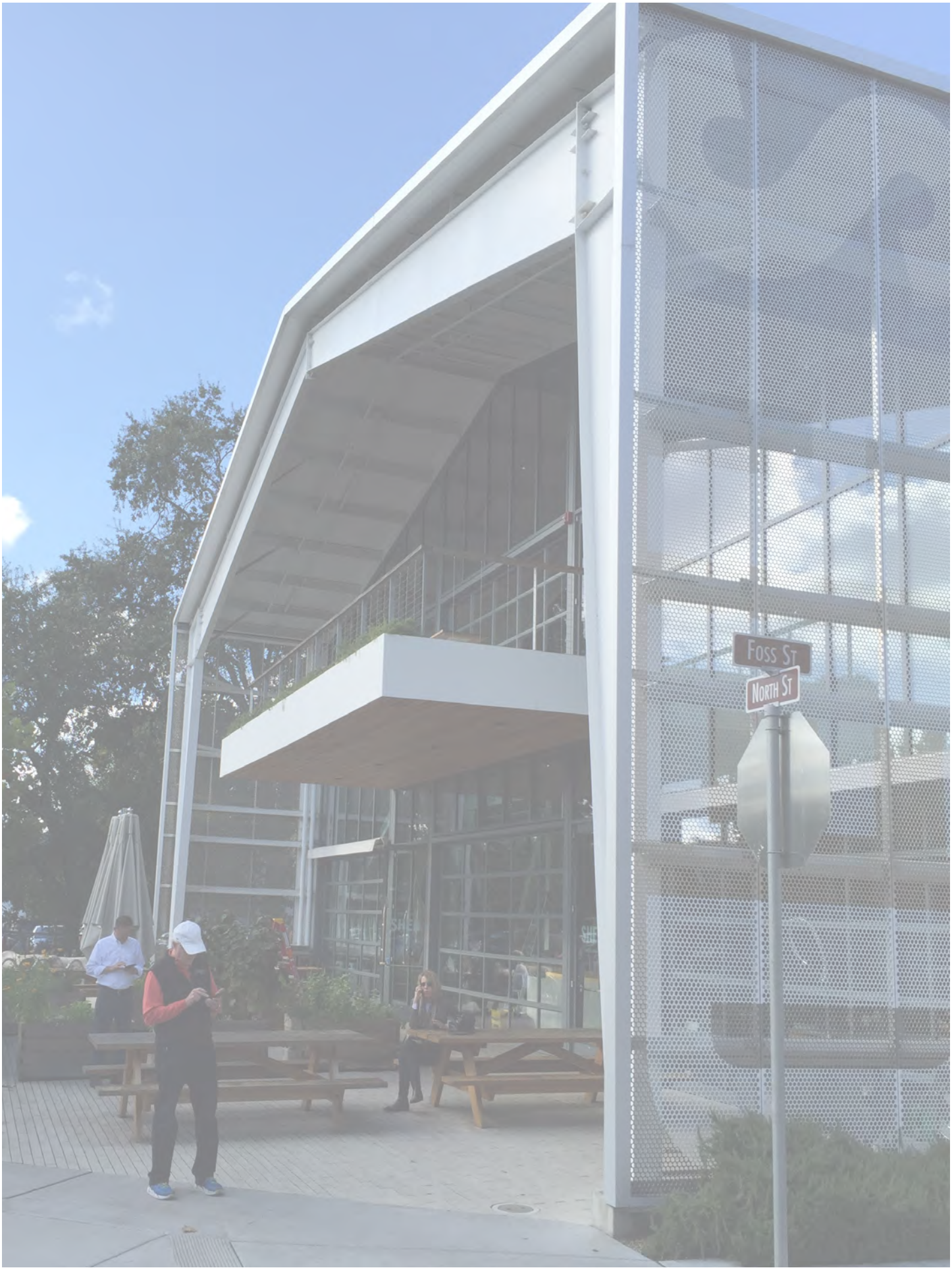




SAGGIO HILLS AREA PLAN

To learn more about the Saggio Hills Area Plan and to read the provided design guidelines, refer to the following link:

http://www.ci.healdsburg.ca.us/DocumentCenter/View/832


FOSS ST
NORTH ST

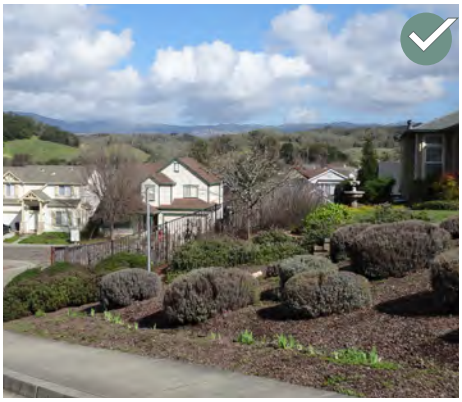
Chapter 5

Design Guidelines for Single-Family and Small-Scale Multi-Family Residential Development

This chapter provides design guidelines for all single-family and small-scale residential development including duplexes and clustered single family units. It is organized into two sections: Site Design and Building Design. Design guidelines that are specifically important to an individual Character Area are noted in this chapter, and further information for each Character Area appears in Chapter 4.

IN THIS CHAPTER

Locate a building within the range of established setbacks on a block.



Locate buildings to preserve significant visual and environmental assets.

PROTECTING SCENIC RIDGELINES

Note that additional development regulations exist for scenic ridgelines as identified in the Healdsburg General Plan, Figure 8. Development that impacts a scenic ridgeline is subject to design review.

Site Design

Site design refers to the arrangement, placement and orientation of buildings and site features on a parcel. It also includes the relationship between buildings and site features on one parcel to neighboring properties and the public realm. Site design considers parking, vehicular access, site lighting and service and utility areas. Additional considerations including stormwater management and Low Impact Development principles are included in Chapter 7.

Building Setback and Placement

The uniform alignment of buildings along traditional residential blocks provides a sense of enclosure and a comfortable pedestrian scale. When houses have similar setbacks, a visual continuity occurs. A new house should be placed to reflect the established setbacks along a block.

5.1 Locate a building within the range of established setbacks on a block.

a. Where front yard setbacks are uniform, align a building with neighboring buildings.
   * This is particularly important in Character Areas 2: Mid-Century Residential and 3: Suburban Residential, where the alignment of buildings relative to the street is highly consistent.

b. Locate a building to maintain the side yard spacing pattern on the block.

5.2 Where multiple structures are located on one lot, place them to maximize access to common open spaces.

5.3 In Character Area 4: Hillside Residential, locate a building to preserve significant visual and environmental assets, where feasible. This includes views to ridgelines, canyons and stands of natural vegetation.

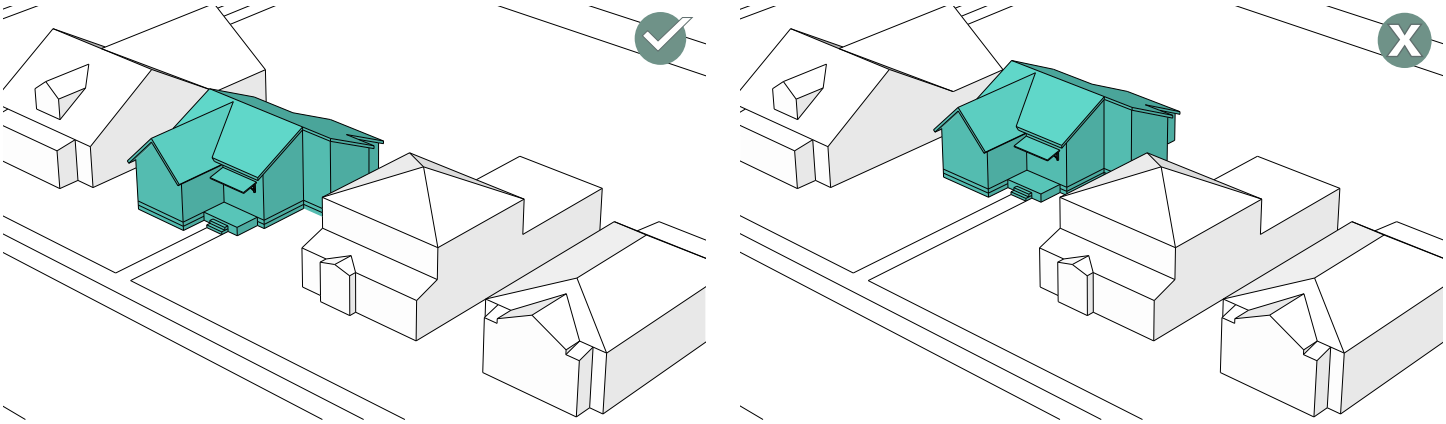
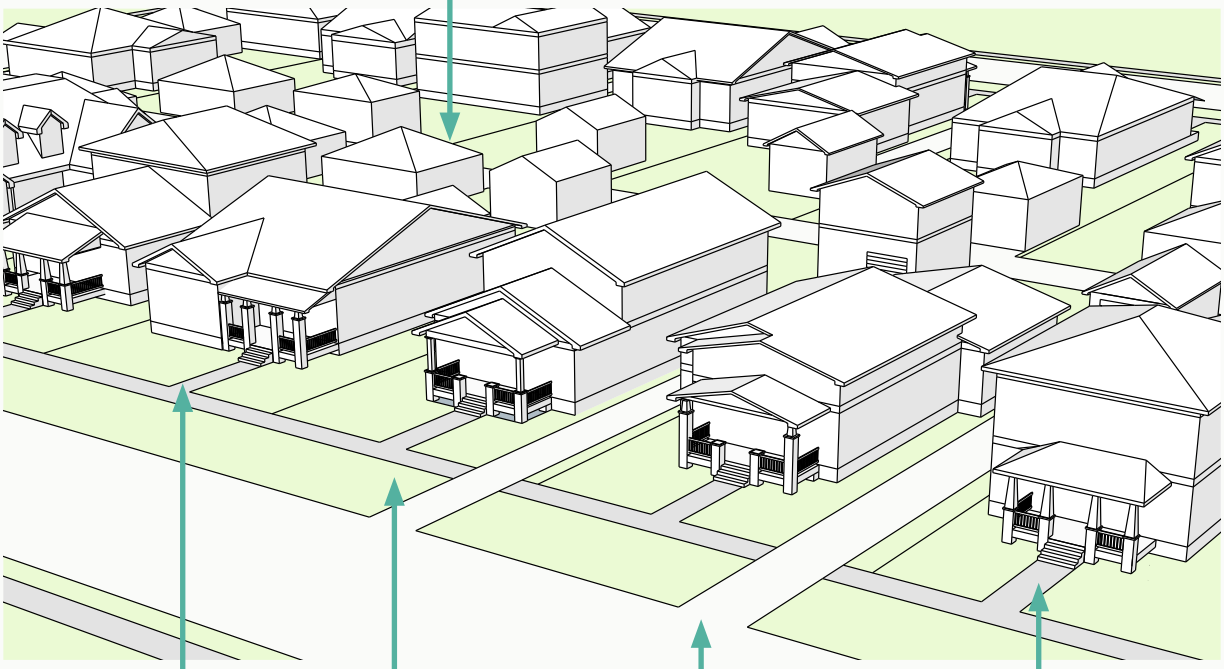


***Figure 5.1**: Locate a building within the range of established front and side setbacks on a block.*

Figure 5.2 Neighborhood Design Guidelines

While the design guidelines in this chapter generally focus on individual single-family homes and small-scale multi-family residential development, they also apply to design of overall neighborhoods and subdivision proposals. As such, larger development proposals should meet the intent of the guidelines in this chapter. The following diagram identifies key guidelines for neighborhoods and subdivision proposals.

Prior to designing a proposal for a subdivision or large scale development, review Title 17 Design Standards and contact Public Works.



In addition to the key features of neighborhood development shown above, neighborhoods and subdivision developments should be consistent with the following:

- Design a neighborhood to encourage pedestrian and bicycle travel, and support the use of public transit and automobiles.
- Connect a new subdivision to existing or planned adjacent subdivisions by incorporating sensitive transitions and pedestrian connections.
- Design neighborhoods to take advantage of existing natural features such as trees, creeks and topography.
- Integrate multi-family developments - such as apartments, townhomes and cottage court developments - within a neighborhood, rather than isolating them.
- Create neighborhoods that are safe and support Police and Fire Department efforts to promote public safety. Some ways to accomplish this include:
  - » Incorporate adequate street lighting
  - » Design homes to have "eyes on the street" by incorporating front porches and stoops, windows and other features that create an active and watched street

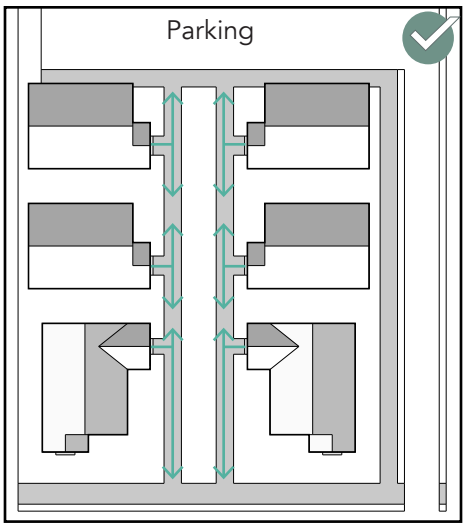


***Figure 5.3**: Where multiple units are located on a site, create an internal walkway system that connects to key areas such as building entries, parking areas, service areas and open spaces.*

Locate the primary entrance on the front face of the building.

Pedestrian Connections

A pedestrian connection from a building to the street should be provided to establish a visual and physical connection with the street. This typically leads to a front porch or stoop.

5.4 Provide a clearly visible pathway from a house to the street.

a. Connect a path to the public sidewalk.
b. Where multiple units are located on a site, provide a walk for each unit or consolidate on-site pathways to provide a shared access point.

5.5 Where multiple units are located on a site, create an internal walkway system that connects to key areas such as building entries, parking areas, service areas and open spaces.

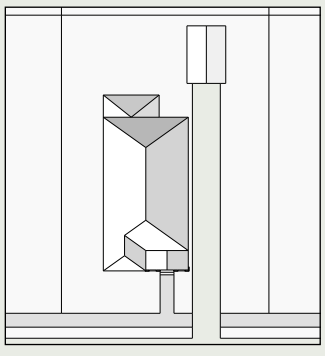
Building Orientation

Building orientation refers to how the front of a house relates to the street. The primary entrance should orient to the street in order to create an engaging and pedestrian-friendly character. In most settings, a porch helps to make this connection. Figure 5.4 illustrates examples of different types of building orientations, each recommended for certain Character Areas. Figure 5.5 provides further recommendations for building entry locations and their character.

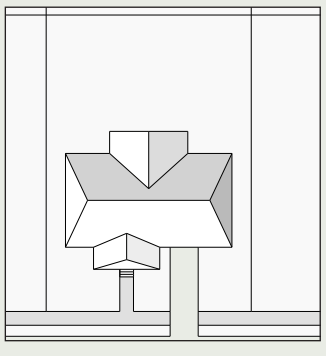
5.6 Orient a building to face the street.

a. Locate the primary entrance on the front face of the building, or where it will be highly visible.
   * This is particularly important for Character Areas 1: Traditional Residential and 2: Mid-Century Residential.

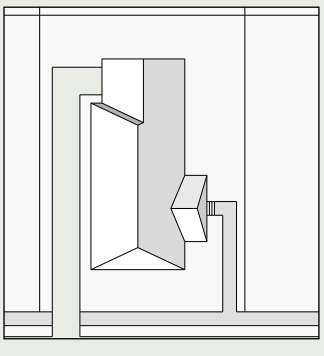
Figure 5.4 Example Building Orientations



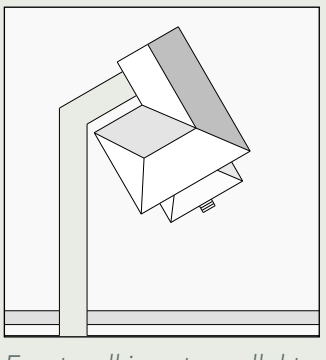
Building oriented toward and front wall parallel with the street, with a narrow facade and long side wall.



Building oriented toward and front wall parallel with the street, with a wide facade and shorter side wall.



Front wall is parallel to the street, with side entrance.



Front wall is not parallel to the street.

Figure 5.5: Recommended Building Entry Location and Character

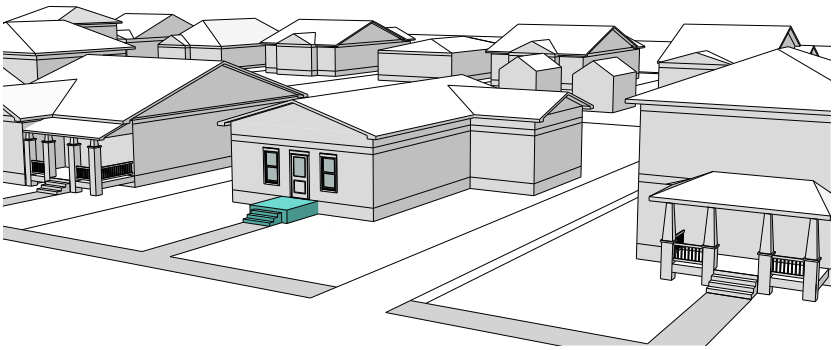
The location of the primary entrance of a building varies among Healdsburg's residential Character Areas. In many neighborhoods, there is a consistency in the way in which entrances are designed and maintaining these patterns is an objective. In other neighborhoods, more diversity exists in the way in which entrances are designed and, therefore, more variety is appropriate. This table below identifies several scenarios of entry locations to a single family residence. A description of each scenario is provided and a " ✓ " or " X " indicates if the scenario is recommended in a specific Character Area. Other designs that are not illustrated here may also be appropriate, when they are consistent within the range of consistency or diversity that occurs in the context.

Note: For historic resources, certain types of porches may be inappropriate based on the style of the building. Please refer to Appendix E: Architectural Style Guide. Chapter 4 also provides more information regarding the building entry location for specific Character Areas.

Uncovered Stoop Entry Centered on the Facade

The primary entrance to the single-family home is located on the front wall of the house and faces the street. An uncovered stoop defines the entrance.

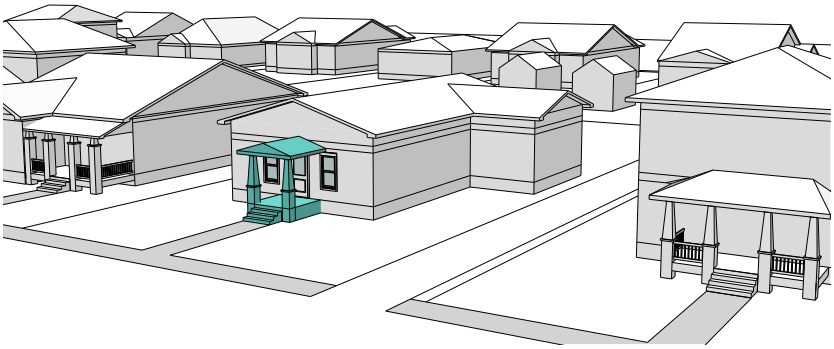
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	X	X	X	X	X



Covered Stoop Entry Centered on the Facade

The primary entrance to the single-family home is located on the front wall of the house and faces the street. A covered stoop defines the entrance.

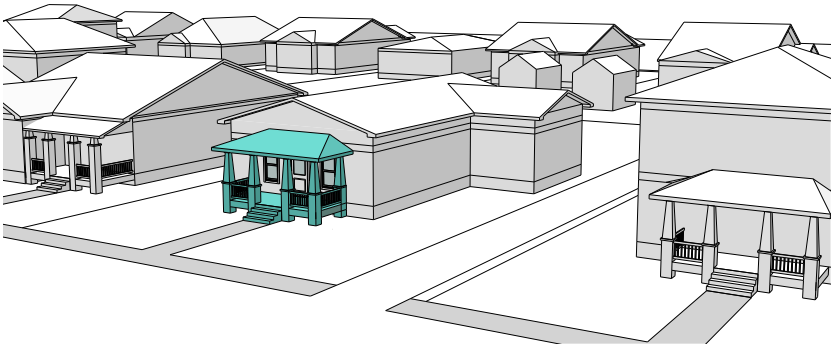
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓



Covered Porch Entry Centered on the Facade

The primary entrance to the single-family home is located on the front wall of the house and faces the street. A covered, projecting porch defines the entrance.

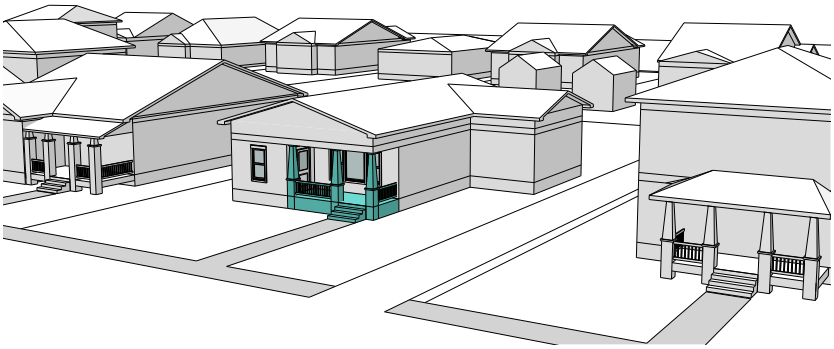
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Covered Porch Entry on Side of the Facade

The primary entrance is perpendicular to the street, and opens onto a porch that faces the street. The recessed porch defines the entrance.

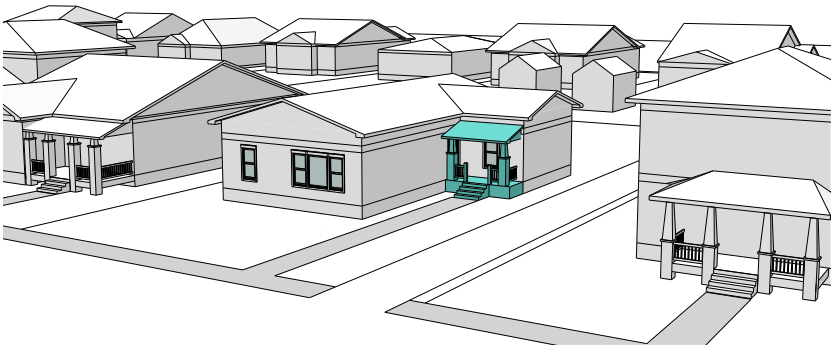
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Covered Porch Entry Along Side Wall

The primary entrance is located along a sidewall and opens onto a small porch. The porch defines the entrance.

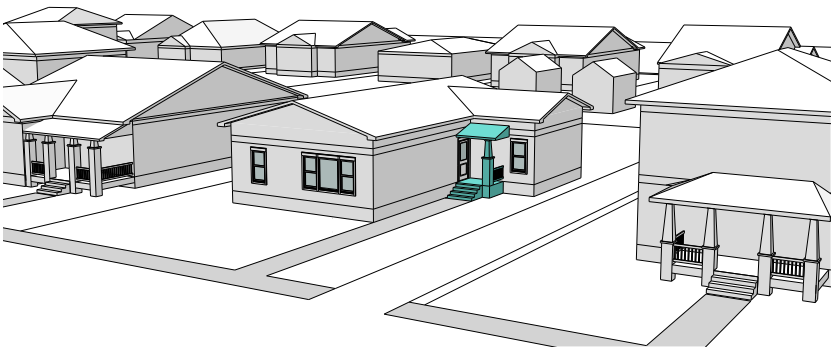
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓



Covered Stoop Entry Along Side Wall

The primary entrance to the single-family home is located along a sidewall of the home and opens onto a small stoop. The covered stoop defines the entrance.

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓



5.7 Preserve the orientation pattern of buildings along the street.

a. Orient the front of a building to face the street in a way that is consistent with the majority of existing buildings on a block.

* This is particularly important for buildings in Character Areas 1: Traditional Residential, 2: Mid-Century Residential and 3: Suburban Residential.

***Figure 5.6**: Locate a secondary structure to be subordinate to the primary structure.*

5.8 Where the primary entry is not parallel to and facing the street, provide a clear connection from the entrance to the street.

5.9 Where there is more than one building on a site, orient at least one of the buildings to face the street. Orient other buildings to face the street or a common open space.

Secondary Structure Placement

Secondary structures, such as garages, studios and sheds, should be subordinate in location and visibility from the primary structure in order to create active street frontages. See Figure 5.7 for recommended placement of secondary structures. (For accessory dwelling unit placement, see Figure 5.8.)

Where the secondary structure is visible from the street, orient the front wall of the structure to be parallel with the street.

5.10 Locate a secondary structure within the established location in a Character Area.

* This is particularly important for secondary structures in Character Area 1: Traditional Residential.

a. Encourage a secondary structure to be placed to the rear of the front wall.

b. Where the existing context is that secondary structures are located at the front of the property, this consistent placement can be continued for new secondary structures.

Locate an Accessory Dwelling Unit (ADU) to be subordinate to the primary structure.

5.11 Where the secondary structure is visible from the street, orient it to be parallel with the street.

Accessory Dwelling Unit (ADU) Placement

An Accessory Dwelling Unit (ADU) should be placed to be subordinate to a primary structure and its visibility from the street should be minimized. See Figure 5.8 for recommended placements for ADUs.

5.12 Locate an Accessory Dwelling Unit (ADU) to be subordinate to the primary structure.

a. Place an ADU to the rear of the front wall of the primary structure.

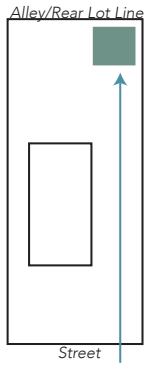
Figure 5.7: Recommended Locations for Secondary Structures

The diagrams below illustrate the recommended location for a secondary structure. This includes a shed, studio, garage or other type of building. This table uses a garage as an example of a secondary structure. A description of each scenario is provided and a " ✓ " or " X " indicates if it is recommended in a specific Character Area. The lot configuration and neighborhood context are also factors to consider. *Note: For historic resources, certain secondary structure placements may be inappropriate based on the style of the building. Please refer to Appendix E: Architectural Style Guide. Chapter 4 also provides more information regarding the building entry location for specific Character Areas.*

Detached Structure to the Rear of Primary Structure (Visible from the Street)

The secondary structure is located to the rear of the site and is visible from the street.

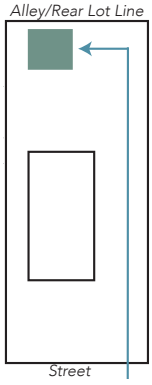
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Detached Structure to the Rear of Primary Structure (Not Visible from the Street)

The secondary structure is located to the rear of the site, and placed fully behind the rear of the primary structure.

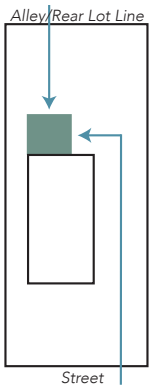
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Attached Structure to the Rear of Primary Structure (Not Visible from the Street)

The secondary structure is located to the rear of and attached to the primary structure. It is not visible from the street.

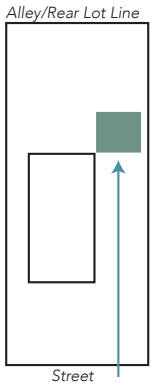
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Detached Structure at Rear of Primary Structure

The secondary structure is located to the rear of the primary structure and is visible from the street.

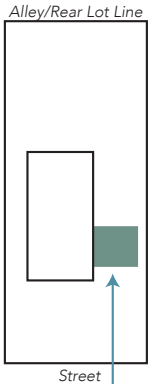
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓



Attached Structure to the Side of Primary Structure

The secondary structure is attached to the primary structure and is set back from the front wall of the primary structure. The secondary structure may be one or two stories.

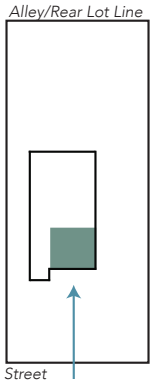
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓



Incorporated Structure, Flush with Front Wall of Primary Structure

The secondary structure is slightly recessed from the front-most wall of the primary structure. This is appropriate for garages, not for other secondary structures.

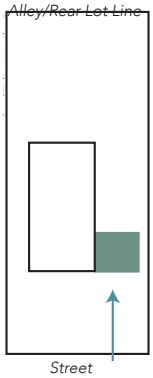
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓



Attached Structure to the Side of and Flush with Front Wall of Primary Structure

The secondary structure is attached to the primary structure and is flush with the front wall of the primary structure. This is appropriate for garages, not for other secondary structures.

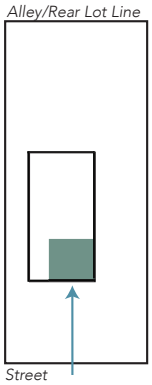
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓



Incorporated Structure, Flush with Front Wall of Primary Structure

The secondary structure is set flush with the front wall of the primary structure. This is appropriate for the placement of garages, not for other secondary structures.

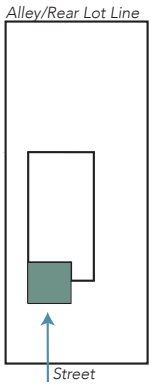
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓



Incorporated Structure, Projecting from Front Wall of Primary Structure

The secondary structure projects from the front wall of the primary structure. This is appropriate for the placement of garages, not for other secondary structures.

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓



Attached Structure, Projecting from Front Wall of Primary Structure

The secondary structure is set completely in front of the front wall of the primary structure. This is appropriate for the placement of garages, not for other secondary structures.

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓

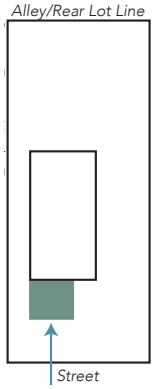
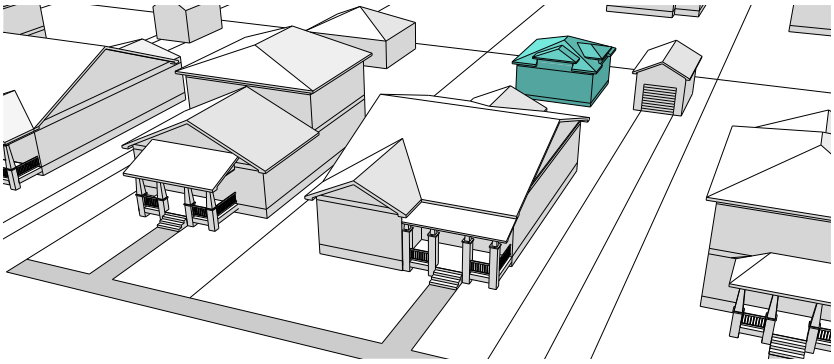


Figure 5.8: Recommended Locations for Accessory Dwelling Units (ADU)

The diagrams below illustrate the potential location of an ADU on a site. A description of each scenario is provided and a " ✓ " or " X " suggests whether the scenario is appropriate or inappropriate to development in a specific Character Area. Additional design guidelines in the Building Design section of this chapter provide more information about appropriate design of an ADU.

One-Story Detached ADU at the Rear of Property

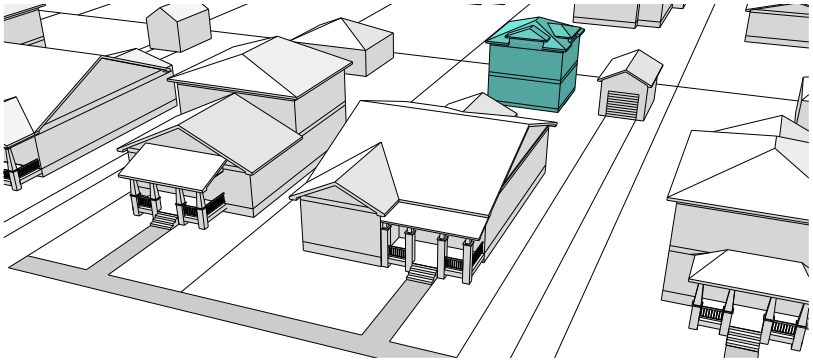
The ADU is located at the rear of the site, and placed behind the primary structure. The ADU is one-story.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Two-Story Detached ADU at the Rear of Property

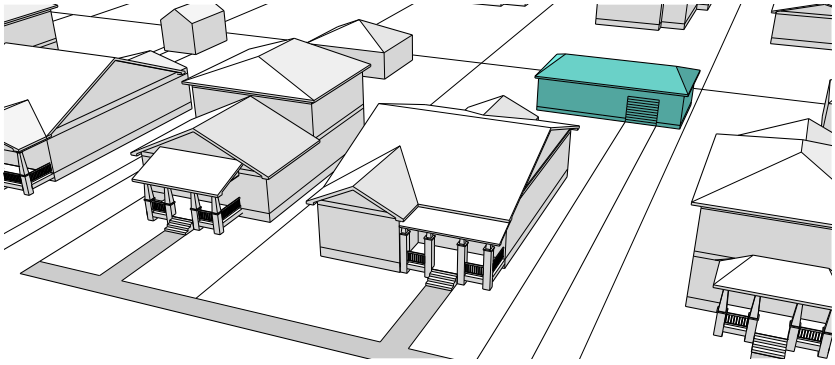
The ADU is located at the rear of the site, and placed fully behind the primary structure. The ADU is two stories.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

One-Story Detached ADU at the Rear and Side of Property

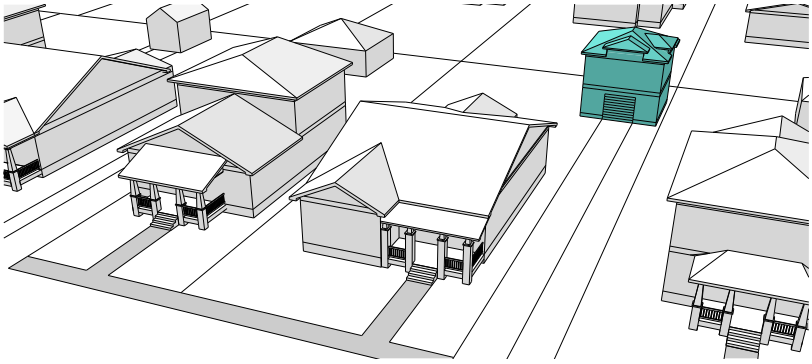
The ADU is located at the rear and side of the site, and placed behind the primary structure. However, the location of this ADU makes it visible from the public realm. The ADU is one-story and includes a one-car garage.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Two-Story Detached ADU at the Rear and Side of Property

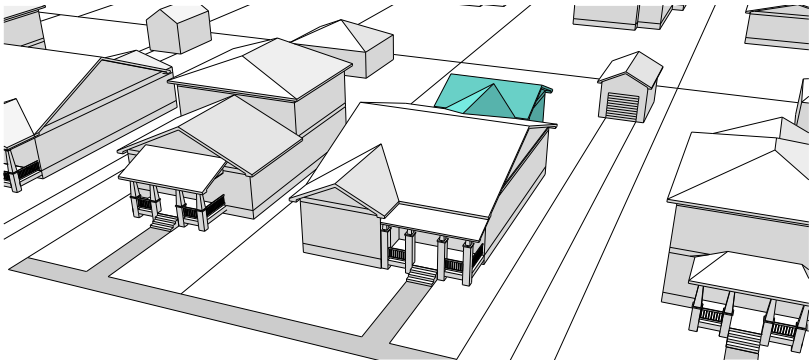
The ADU is located at the rear of the site and to the side and fully behind the primary structure. It is visible from the street. The ADU is two stories and contains potential living space on the first and second floors.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

One-Story ADU Attached to the Rear of Building

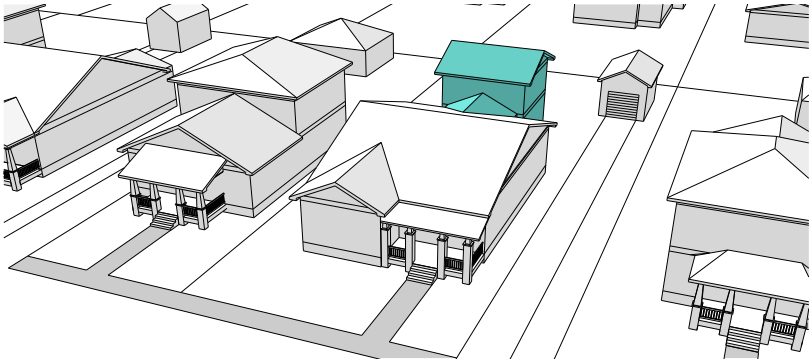
The ADU is attached to the primary structure and is one-story in height.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Two-Story ADU Attached to the Rear of Building

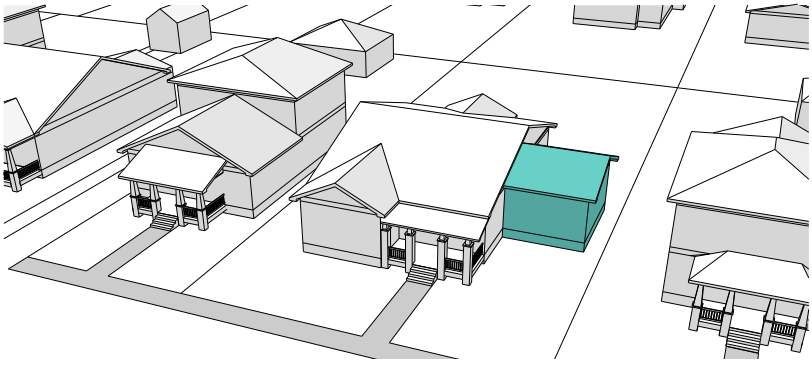
The ADU is attached to the primary structure and is two-stories in height.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

One-Story Attached ADU to the Side of Building

The one-story ADU is attached to the side of the primary structure. It is visible from the street.



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓

Driveways and Access

In order to enhance the pedestrian-orientation of residential neighborhoods, the visual and physical impacts of cars should be minimized. Parking access should also minimize any potential pedestrian/vehicular conflicts.

5.13 Minimize the visual impact of a driveway or other paved surfaces in a front yard.

a. Where possible, provide vehicular access to a site from an alley.
b. Limit the width of a driveway at the curb.
c. Do not use a landscaped front yard area for parking.
d. In a multi-family development, minimize the visibility from the street of shared parking areas.
e. Design a driveway to align with the natural grade of the land, utilizing gentle curves and avoiding running a road along the slope.
    * This is especially important in Character Area 4: Hillside Residential.

5.14 Avoid creating a new curb cut when access is already available from an existing drive or an alley.

Minimize the visual impact of driveways and other paved surfaces in a front yard.

Minimize the visual impact of driveways and other paved surfaces in a front yard.

Do not use a front yard for parking.

In multi-family development, minimize the visibility of common parking areas from the public realm.

Synthetic turf grass is inappropriate.

Front Yard Design

A landscaped front yard is an important feature in residential neighborhoods that provides a semi-private space that separates a home from the public realm. It provides visual interest along the street. A front yard should be designed to minimize hardscape and surface runoff, to express creativity and to maintain visibility of the house from the street. Drought-tolerant plants should be considered. Appendix D presents a list of recommended plants for Healdsburg that should be considered.

5.15 Maintain a landscaped front yard.

a. Creative solutions that maintain a sense of traditional yards are encouraged.
b. Maintain visibility from the street to the house.
c. Utilize landscaping materials that minimize the need for irrigation.

5.16 Minimize the amount of hard surface.

a. Use plant materials to the extent feasible.
b. Use porous paving materials that retain water on site.

Figure 5.9: Recommended Front Yard Designs

Mulch and Low Shrubs

Native/Drought-Tolerant Plants

Organically-Planted Flowers

Mulch

Raised Planter Beds

Small Vineyard

Fences and Walls

Fences and free-standing walls are common. They are typically located along side and rear lot lines and, on some occasions, the front lot line. Fences and walls should be coordinated with the overall site design of a property. Materials should be compatible with those used throughout the property. Where a fence or wall is provided in front, it should be designed to maintain visibility from the street to the house. These principles are more critical for fences and walls in the front of a property that are visible from the street.

Use a fence or wall material that is sustainable and compatible with other building and site materials.

Coordinate a fence or wall with an overall site design concept.

Design a gate to be integrated with the overall fence design.

5.17 Design a wall or fence to permit views into the property from the street.

a. Where a wall is to be used as a foundation for a fence, build it to a height of a maximum of one-third of the total height of the fence and wall combined.
b. Where a wall is free-standing and visible from the street, build it to a maximum height of 1 foot.
c. Taller side wall fences on corner lots that act as privacy fences are appropriate as permitted by the Land Use Code.

5.18 Coordinate a fence or wall with the overall site design.

a. Create a fence or wall opening to lead to an internal circulation system.
    * This is especially important for multi-family developments.
b. Avoid front yard fences that utilize exaggerated or fortressing designs.

5.19 Use materials that are durable.

a. For a fence, use finished metal, natural wood or a durable substitute.
b. Concrete and stone are appropriate for walls.
c. Avoid materials such as chicken wire or chain link.

The visual impacts of a retaining wall should be minimized. It should appear low in scale and blend with the natural environment. This retaining wall does not minimize its visual presence or blend into the natural environment.

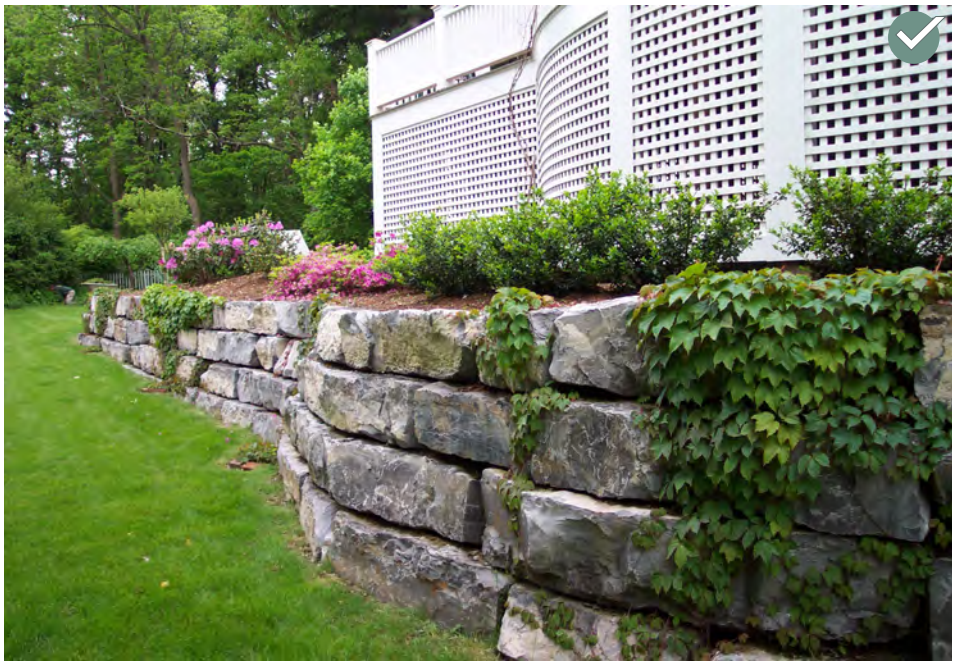
Retaining Walls

Retaining walls are common and may be needed in parts of Healdsburg. The visual impact of a retaining wall should be minimized. It should appear low in scale and blend with the natural environment. This may include stepping the height of the retaining wall to follow the topography, and using materials and textures that blend with the setting.

5.20 Step a retaining wall to follow the natural topography.

5.21 Consider designing or detailing a wall to provide visual interest. Appropriate methods include:

a. Scoring
b. Staining
c. Landscape screening (vines or other vegetation)



Consider texturing a wall to provide visual interest.

Site Lighting

Site lighting is often used to enhance a property or for safety. Lighting should be designed to minimize light pollution. It should be coordinated with the site design.

5.22 Incorporate site lighting only where it is needed.

5.23 Use site lighting only when it is needed.

5.24 Scale site lighting to its purpose.

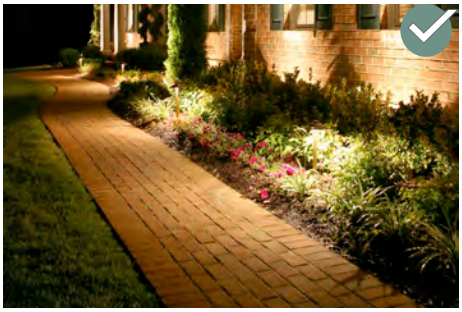
a. Use small scale fixtures with down-lighting to illuminate pedestrian walkways, whenever possible.

5.25 Shield site lighting to minimize off-site glare onto adjacent properties and toward the sky.

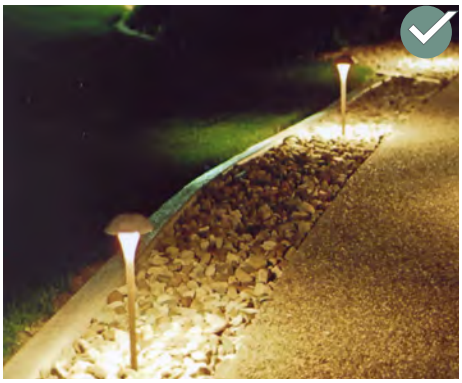
a. Orient a fixture downward.
b. Incorporate a cut-off shield to direct light downward.

5.26 Select lamps with warmer colors.

5.27 Install a lamp that is energy efficient.



Integrate a lighting fixture with the design of the overall building and site.



Scale site lighting to its purpose.

DARK SKY PRACTICES

Dark sky best practices should be followed when designing site lighting. The International Dark Sky Association and the U.S. National Park Service provide resources online to help property owners design site lighting in a way that will minimize light pollution.

Screen or enclose a free-standing utility or service area.

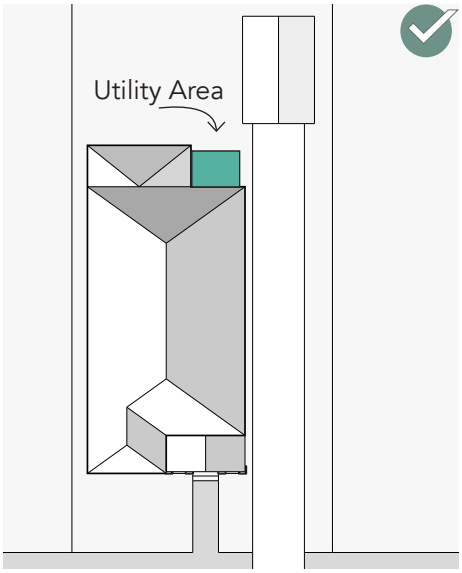


***Figure 5.10**: Locate a utility or service area to minimize visibility from the public realm.*

Service and Private Utility Areas

In some cases, small-scale residential projects may include trash areas, utility service boxes, air conditioning units and fans. This equipment detracts from the primary structure and can adversely affect the quality of the pedestrian experience when visible from the street. Residential projects should minimize the visual presence and impact of mechanical and other building equipment on the public realm.

5.28 Locate a utility or service area to minimize its visibility from the public realm.

a. Locate a utility or service area to the side or rear of a building.
b. Orient a service area toward an alley or secondary street.
c. Integrate mechanical equipment into the design of a building to disguise it.
d. Locate a utility or service area away from the primary entrance to each unit.
e. Locate a utility or service area away from common outdoor spaces where possible.

5.29 Screen a free-standing utility or service area.

a. Screen a free-standing utility area with landscaping or enclose it with a wall that incorporates elements that provide visual interest.
b. When creating a wall to screen utilities and services, consider using decorative block, brick, stone, cast-stone, stucco, wood or any other high-quality, durable material.
c. Do not use a chain link.

Building Design

Building design addresses the visual character of a structure, including the arrangement and design of features, scale, massing and the relationship to surrounding development. In Character Area 1, a building should be compatible with its context and should reinforce the character of the area in which it is located. In Character Areas 2 and 3, new development should consider its context, but more flexibility in design is encouraged. New development in Character Area 4 should be creative and flexible.

Create a visually interesting facade through the use and arrangement of windows, entrances, materials and other architectural elements.

Façade Design

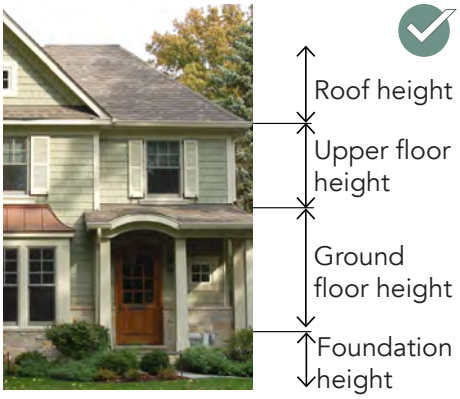
The primary façade of a single-family home should be designed to create a connection to the street. This may occur by composing entrances, windows, materials and other architectural elements that face the street to provide visual interest. Large expanses of unarticulated or blank walls facing the street should be avoided. Where compatibility with the Character Area is an objective, these elements should be arranged in ways similar to the patterns established on surrounding buildings.

5.30 Create visual interest on a wall facing the street with windows, entrances, materials and other architectural elements.

5.31 Create a visual connection to the street.

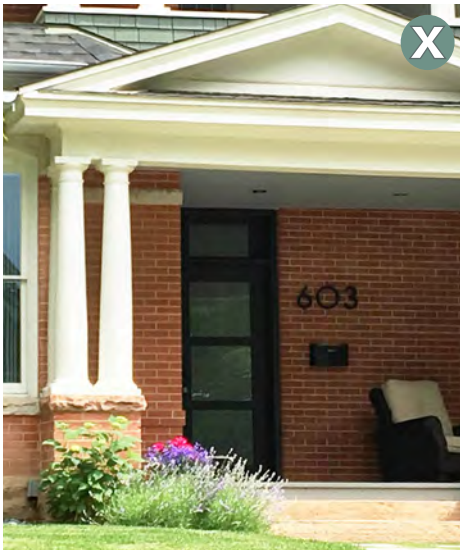
a. Incorporate windows and doors that face the street.
b. Incorporate a porch or other clearly defined entryway that faces the street.

Create a visually interesting facade through the use and arrangement of windows, entrances, materials and other architectural elements.



Size a door to be easily readable and recognizable, but not to be overly large.

Clearly identify the primary entrance. Here, this is accomplished through a change in color and materials.



Design a door as part of the overall style of the building. Here, a contemporary metal and glass door is placed on a traditional home, which is inappropriate.

Door Design

A street-facing door provides a key visual connection between the public and private realms. This enhances walkability and street level interest. The door should be easily recognizable. The following design guidelines for entry and door design are particularly important for Character Areas 1: Traditional Residential, 2: Mid-Century Residential and 3: Suburban Residential.

5.32 Design the primary entrance of a home to be clearly identifiable. Consider the following:

a. Change in color and material of the door and/or surrounding materials (such as trim or moldings)
b. Accent windows such as a transom or sidelight

5.33 Size a door to be easily readable and recognizable, and to be in proportion to the scale of the house.

5.34 Design a door as part of the overall style of the building.

Design the primary entrance of a single-family home to be clearly identifiable. Here, the primary entrance is easily distinguished by its color and surrounding trim.

Windows

Windows are key design elements for residential buildings, providing a balance of solid to void. Windows also create a visual connection between the public realm and a building and create "eyes on the street," contributing to a feeling of safety. Where compatibility within a Character Area's context is important, consider the window patterns, proportions and transparency levels of neighboring single-family homes when deciding on window sizes and placement.

Place a window opening to correspond to an actual interior space.

5.35 Locate windows to create visual interest along a street.

* In Character Area 1, provide consistent horizontal spacing between windows on a façade.

5.36 Design a window to be proportional to the wall size and the architectural character of the building.

5.37 Size and proportion a window to be in the range of heights and widths of windows seen traditionally in the Character Area.

* This is particularly important for Character Area 1: Traditional.

When replacing a window in Character Area 1, choose a window that fits within the existing opening and that matches the design of the existing windows on the elevation.

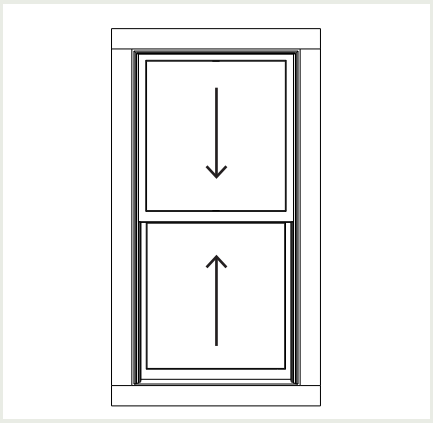
5.38 Encourage the use of windows that create a sense of depth, profile and shadow on a street-facing wall.

Locate and space windows to express a traditional rhythm and create visual continuity.

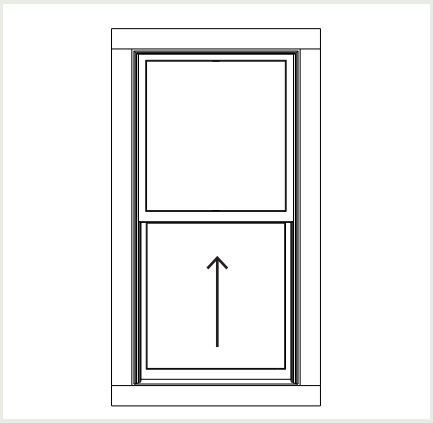
The house on the left does not utilize windows that are compatible in size and proportion to the window heights and widths established in the area. This would be inappropriate for new development in Character Area 1.

Figure 5.11: Typical Window Types

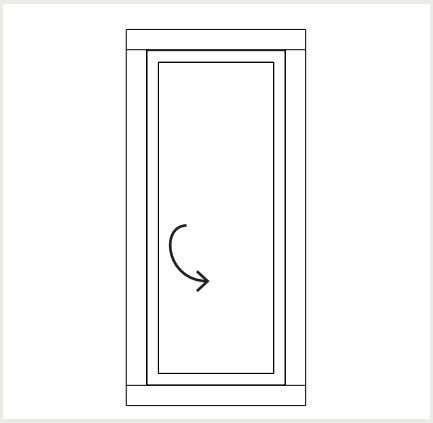
Double-Hung Window



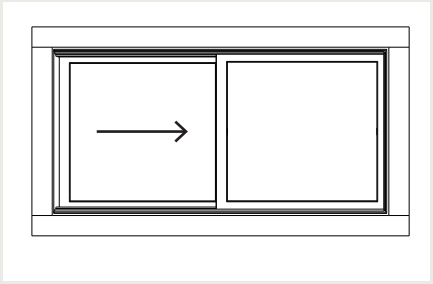
Single-Hung Window



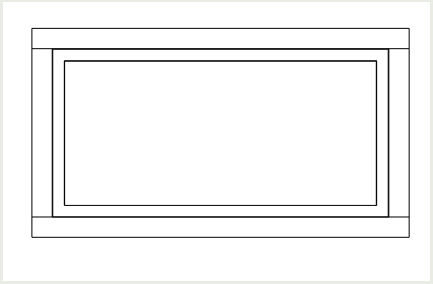
Casement Window



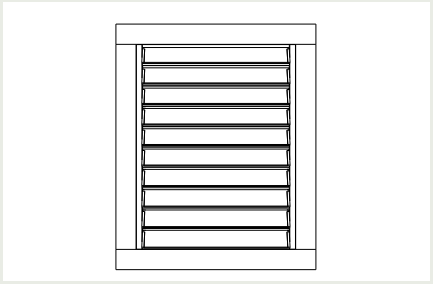
Sliding Sash Window



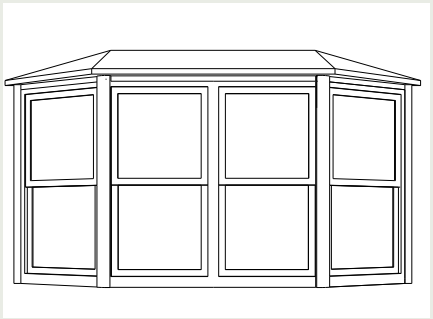
Fixed Window



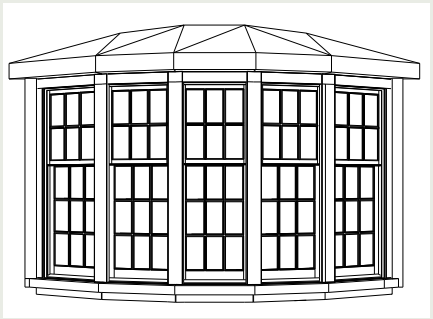
Jalousie Window



Bay Window



Bow Window



Porch Design

First-story elements, such as porches and stoops, express a human scale on the front wall of a building. They create visual interest and highlight a building's entrance. A first-story element should be designed to be in scale with the building and surrounding residences where compatibility is important, and to be compatible with the Character Area.

Incorporate a first-story element that defines the primary entrance of the building.

5.39 Incorporate a first-story element that defines the primary entrance of the building.

a. Orient a first-story element towards the public realm.
b. Consider the first-story element as part of the overall design of the building. This means that a first-story element should be in scale with the building, should utilize a compatible form and should incorporate materials that are the same or that are compatible with the primary building.
    * Incorporating a first-story element in the design of a building is particularly important in Character Area 1: Traditional Residential.

Where compatibility is important, design a first-story element to be similar in size, location and proportion to those of homes in a Character Area.

5.40 Where compatibility is important, design a first-story element to be similar in size, location and proportion to those of homes in a Character Area.

a. Where possible, locate a first-story element to be in alignment with first-story elements seen on neighboring properties or with the front wall of the primary structure of neighboring properties.

5.41 Where compatibility is important, design the size, form and proportion of a first-story element to be in the range of heights and widths of first-story elements in the Character Area.

5.42 Encourage the design of a porch to be functional, with minimum depth of 5'.

Design a first-story element to be compatible with first story elements of neighboring homes.

Design a roof to be generally compatible in massing and form to buildings in the Character Area.

Design a roof to be consistent with the overall architectural design and detailing of the structure in terms of the form and material.

Roof Form

Roof form addresses the pitch, orientation and shape of a building's roof. The roof of a building should be integrated with the overall design of a building. A roof should be compatible in mass and scale with the roofs in the Character Area. This is particularly important in Character Area 1: Traditional Residential.

5.43 Design a roof to be consistent with the overall architectural design and detailing of the structure.

a. Use angles, pitches and materials that coordinate with a building's overall design.

5.44 Design a roof to be generally compatible in massing and form to those of buildings in the Character Area.

a. Where a variety of roof forms are prevalent in an Area, such as Character Area 4: Hillside Residential, more variety in roof form is appropriate.

Figure 5.12: Appropriate Roof Forms

The forms shown below represent the recommended roof forms for each Character Area. However, other roof forms may be compatible with the context that still meet the Roof Form intent statement above. Consult with City staff about alternative roofs.

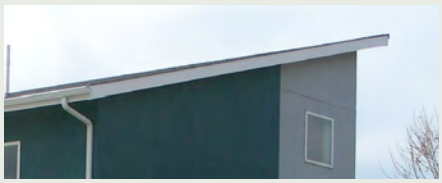
Gable

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Hipped

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Shed



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓

Butterfly

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	X	X	✓	✓	✓

Flat

Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
X	✓	✓	✓	✓	✓

Building Materials and Color

Exterior building materials provide a sense of scale and texture that conveys design quality and visual interest. Building materials can contribute to visual continuity in a Character Area and create texture, depth of detail and shadow on a building. Example building materials are provided in Figure 5.13. While materials are important in all Character Areas, choosing compatible materials is especially important in Character Area 1: Traditional Residential.

Use exterior materials that create visual interest from the public realm and that are compatible with adjacent properties and the block.

5.45 Use exterior materials to create visual interest as viewed from the public realm.

a. In areas where compatibility is important, use a material that is compatible in visual character, pattern and texture with those of neighboring properties.
   * This is particularly important in Character Area 1: Traditional Residential.

b. Limit the number of materials so that the building does not look overly complex.

5.46 Use high quality exterior materials that are proven durable in Healdsburg's climate.

a. Select materials that have proven durability under high amounts of sun exposure.

5.47 Encourage building colors that are visible from the street to be generally compatible with those seen traditionally in Healdsburg. Traditional Healdsburg colors include whites, tans, greys and other earth-tone/ natural colors.

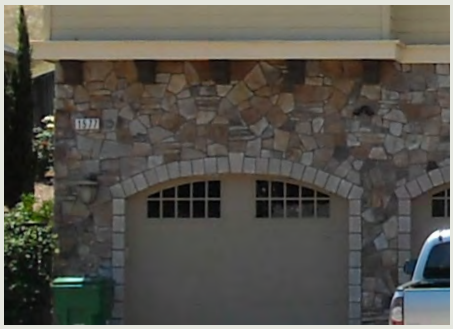
a. Encourage the primary colors used for a building to be consistent with earth tones or other natural colors seen on traditional buildings in the city.

Figure 5.13: Potential Building Materials

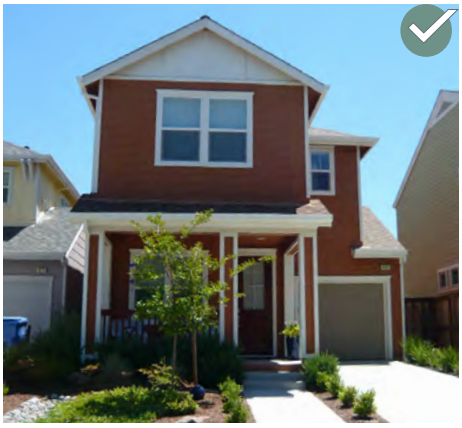
The materials shown below meet the guidelines described above and are potential materials for single-family residential development in Healdsburg. These examples are not the only materials that meet the intent and design guidelines described above; other materials are also appropriate in Healdsburg. Refer to the Character Areas chapter for more information.

Stucco

Wood



Masonry, such as stone or brick



Use vertical and horizontal articulation design techniques to provide a human scale and to create visual interest.

Maintain established development patterns through the use of similar building widths along a street.

b. Allow other non-earth tone colors as accents or for special architectural features or details that are subordinate to the overall building.
c. Avoid overuse of sharp or overly bright colors that create a jarring contrast with traditional colors seen in Healdsburg.

Building Mass and Scale

The overall size, height and form of a building and its individual components help to determine how it is perceived, and whether it is compatible with the neighboring context. Although a building may be larger than adjacent ones, it should not be monolithic in scale or create a jarring contrast. In addition to the overall size, height and form of a building, the arrangement and modulation of individual building components to create a smaller perceived mass and to establish a human scale is important. Recognizing existing patterns in the Character Area such as varied heights, smaller building masses and articulated façades will help a building maintain compatibility with existing structures. The mass and scale of a building and its elements should be designed to reflect the patterns in a Character Area, to express a human scale and to create visual interest.

5.48 Establish a sense of human scale in the design of a building.
a. Use vertical and horizontal articulation design techniques to provide a human scale and to create visual interest.
b. Use materials that convey scale in their proportion, detail and form. For example, materials applied in units help convey a sense of scale.

5.49 Maintain established development patterns through the use of similar building widths along the street.
a. A building should reflect the established range of building widths that occur on a block.
b. Where a building design exceeds the traditional width, indicate the traditional width with a change in material or a change in wall planes.

***Figure 5.14**: The new building above (shown in turquoise) is out of character because it appears much larger than the houses in the surrounding context.*

Variation in Building Massing

Variation in building massing may include using a combination of one and two-story forms and using wall offsets, changes in materials and eave lines. Building articulation includes vertical or horizontal changes in materials, color, wall plane or other elements that reduce the perceived size of a building. Where a building is larger than existing, neighboring buildings, providing variation in massing is important to reduce perceived size. While some articulation methods reduce the perceived building mass by utilizing human-scale components, others reduce the actual building mass and scale by changes in height or wall planes. Where a building is located near a shared rear or side lot line, variation in massing may be particularly important, as shown in Figures 5.15 and 5.16.

Place a one-story component near the street and taller components further back to reduce the perceived mass of a building.

5.50 Vary the massing of a building to reduce its perceived size.

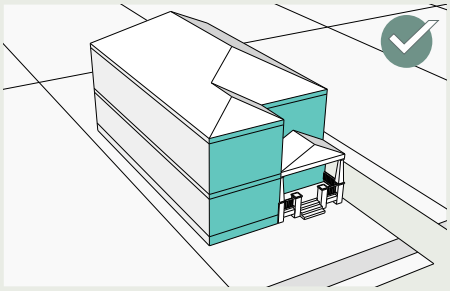
a. Consider using one or more of the articulation methods shown in Figures 5.15 and 5.16.

Use articulation techniques and massing variation to reduce the perceived mass and scale of a building.

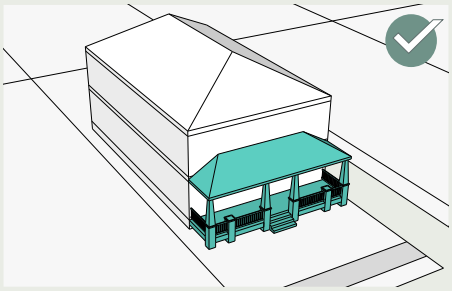
Figure 5.15: Front Wall Articulation Methods

The following models illustrate some ways a building mass can be varied to reduce the perceived mass and to relate to the scale of adjacent buildings. A photo accompanies each model to show a built example of the articulation method.

Front Wall Offset



Front Wall One-Story Element



Front Wall Stepback

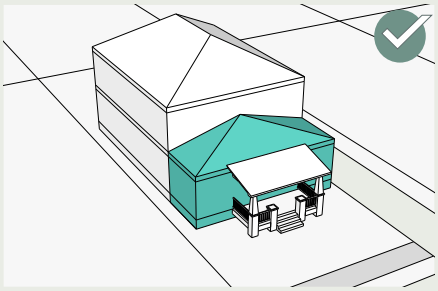
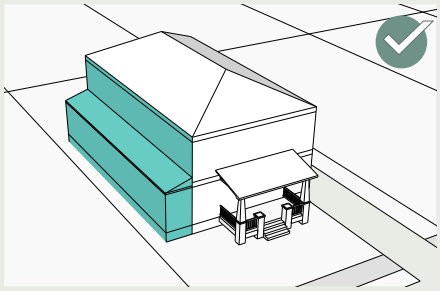
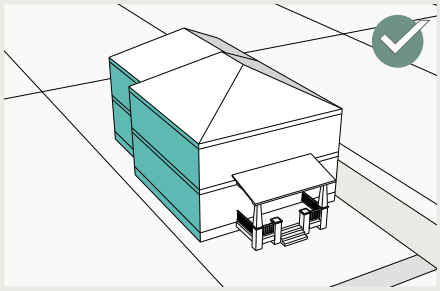


Figure 5.16: Side Wall Articulation Methods

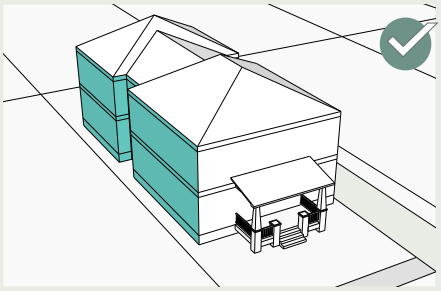
Side Wall Stepback



Side Wall Offset



Side Wall Plane Change

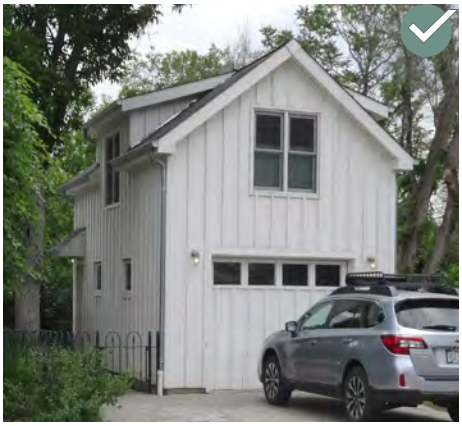


Accessory Dwelling Unit Design

Accessory Dwelling Units (ADU) are to be accommodated. When detached, it should appear subordinate to a primary structure, especially when visible from the public realm. An ADU should be located to respect neighboring buildings, especially when it is located near a shared rear or side lot line. Illustrations showing ways to sensitively address shared rear and side lot lines appear in Figures 5.17 and 5.18.

5.51 Design an ADU to be subordinate to and compatible with the primary structure, when it will be visible from the street.

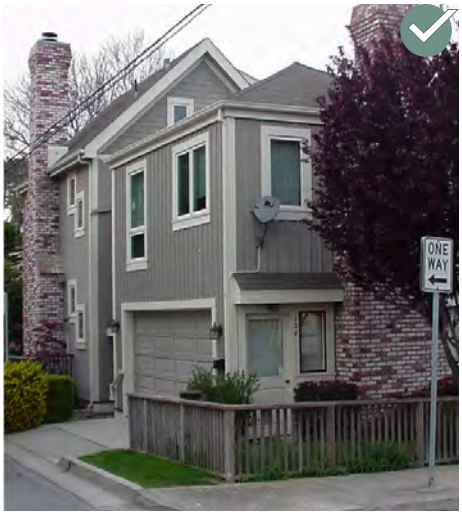
a. Design an ADU to be smaller in overall footprint than the primary structure.
b. Use materials that are visually compatible with those of the primary structure.



Use materials that are visually subordinate to the materials on the primary structure, or materials that are visually compatible with those of the primary structure.

Use a roof form on the ADU that is visually compatible with the roof form of the primary structure.

Where an ADU is located near a shared side or rear property line, locate and design it to respect the neighboring properties and consider rear yard privacy.



Incorporate windows that are visible from the public realm to be of a similar size and pattern to the windows on the primary structure.

Locate the front wall of an ADU that is taller than the primary structure to be set back behind the front wall of the primary structure.

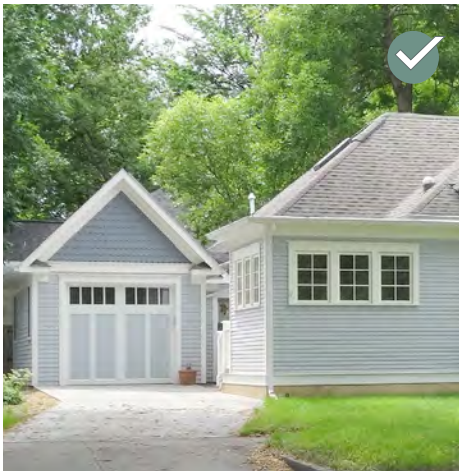
5.52 Where an ADU is located near a shared side or rear property line, locate and design it to respect the neighboring properties and consider rear yard privacy.

a. Locate an ADU so that access to sun for gardens and yards is maintained on neighboring properties.
b. Consider the placement of windows and doors on an ADU, as well as the orientation of outdoor spaces in the ADU to maintain a sense of privacy for neighbors.

If visible from the public realm, design an ADU to be subordinate to the primary structure. Some options are locating the ADU in the rear and making it smaller in size.

Secondary Structure Design

Secondary structures, such as detached garages, sheds and studio spaces, provide important spaces for many properties. They should generally be subordinate to the primary structure in design and visibility. When visible from the public realm, a secondary structure in a traditional neighborhood should be visually compatible in overall form with the primary structure. Where a secondary structure is located near a shared rear or side lot line, it should minimize impacts on neighboring properties. Illustrations showing ways to sensitively address shared rear and side lot lines to minimize impacts to neighboring properties appear in Figures 5.17 and 5.18.



Design secondary structures with similar colors and materials to the primary structure.

5.53 Where secondary structures are visible from the public realm, design them to be subordinate to the primary structure.

a. Design a secondary structure to be smaller in size (footprint and height) than the primary structure.
b. Use materials that are visually subordinate to the materials on the primary structure, or materials that are visually compatible with those of the primary structure.
    * These design guidelines are especially important for Character Area 1: Traditional Residential.

5.54 In multi-family development, design a secondary structure, such as a garage, bicycle storage facility, laundry facility or recreational amenity, with colors and materials that are compatible with a primary structure.

5.55 Where a secondary structure is located near a shared side or rear property line, design it to respect the privacy of a neighboring property.

a. Locate a secondary structure so that access to sun for gardens and yards is maintained on neighboring properties.

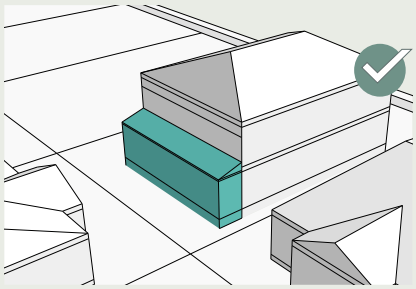
CONVERTING A GARAGE TO AN ADU

Sometimes, property owners wish to convert a garage or secondary structure to an Accessory Dwelling Unit (ADU) in order to create more living space, to create space for their guests or to create an income-generating property. When converting a garage to an ADU, the design guidelines provided in this chapter still apply.

Figure 5.17: Rear Massing Sensitivity Methods

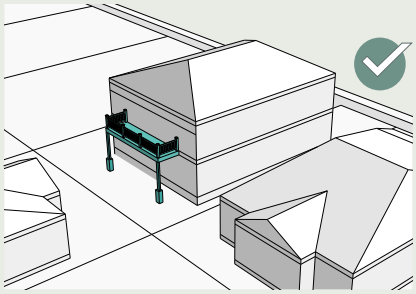
These articulation models illustrate ways in which a multi-story building that is built near a shared rear lot line can be respectful of the privacy of a neighboring property.

Rear Wall Stepback



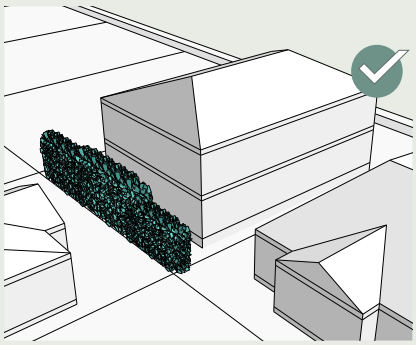
A rear wall stepback reduces the second-story mass, stepping a building away from a shared lot line rather than looming over a neighboring property.

Rear Wall Balcony



A rear wall balcony provides additional distance between the two physical buildings while still providing outdoor space.

Rear Wall Landscaping

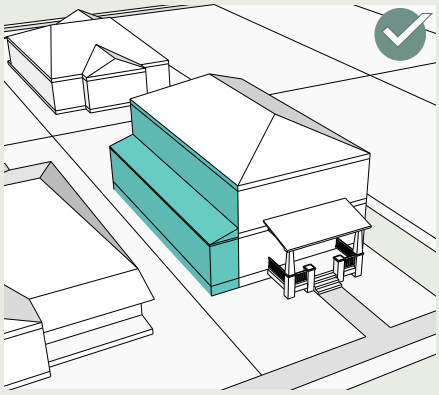


Rear wall landscaping can provide a visual barrier, especially when a building mass is not articulated.

Figure 5.18: Side Massing Sensitivity Methods

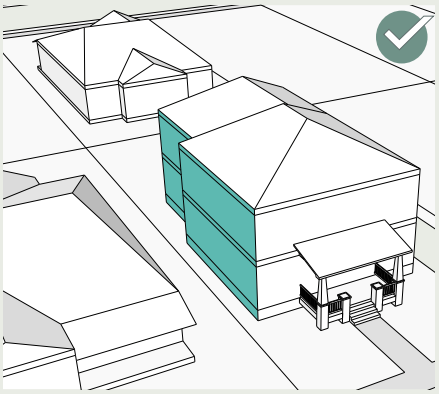
The following articulation models illustrate ways in which a multi-story building - including a primary structure, an ADU or a secondary structure - that is built near a shared side lot line can be respectful of the privacy of the neighboring property.

Side Wall Stepback



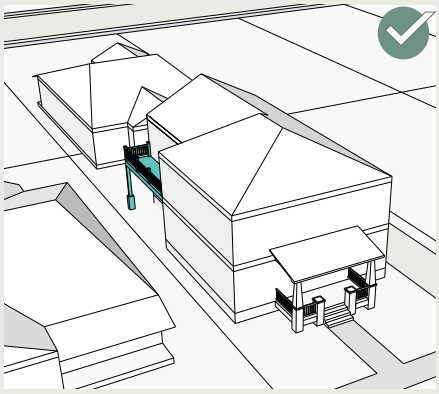
The side wall stepback reduces the presence of an upper-story mass along the shared lot line.

Side Wall Offset



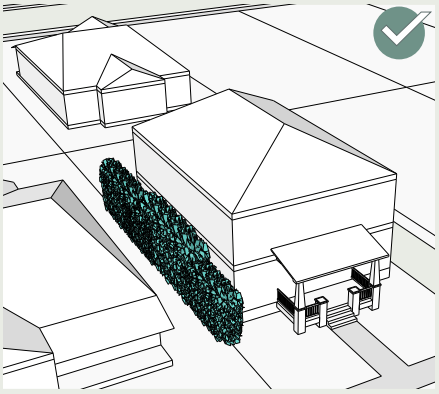
A side wall offset reduces the full, two-story mass at the shared lot line and decreases the amount of building that may loom over a neighboring structure.

Side Wall Balcony



A side balcony incorporates a side wall offset in which the balcony fits. While activity will still occur in the balcony space, the presence of a balcony is less invasive than a full second-story that abuts an adjacent property line.

Side Wall Landscaping



Side wall landscaping provides a visual barrier between adjacent structures.

Building Additions

Constructing an addition to a single-family home is a good way to accommodate increased needs for space. In general, an addition should be subordinate to the existing structure.

When visible from the public realm, size a building addition to be visually subordinate to the existing structure.

5.56 Design a building addition to be subordinate to the existing structure.

a. Locate a building addition to the rear of the existing structure.
b. Where an addition is not able to be built to the rear of the existing structure, locate the front wall of the building addition to the rear of the front wall of the existing structure.
c. Where a second-story addition is being built on top of an existing property, it is recommended that the front wall of the addition steps back at least 10' from the front wall of the existing primary structure.
d. When visible from the public realm, design an addition to appear subordinate in size to the existing structure.

Design a building addition to be subordinate to the existing structure.

If a building addition is visible from the public realm, design it to be visually compatible with the existing structure.

5.57 If a building addition is visible from the public realm, design it to be visually compatible with the existing structure.

a. Utilize a roof form that is visually compatible with the roof form of the primary structure.
b. Arrange windows and doors on the building addition in a way that complements the pattern of the windows and doors on the existing structure.
c. Utilize materials that are similar in quality and texture to the existing structure without creating a false sense of the addition being original to the structure.

5.58 Where a building addition is located near a shared side or rear property line, design it to be respectful of the privacy of a neighboring property.

a. Locate a building addition to maximize solar access for gardens and yards on neighboring properties.
b. Consider the placement of windows and doors on an addition, as well as the orientation of outdoor spaces in the addition to maintain a sense of privacy for neighbors.

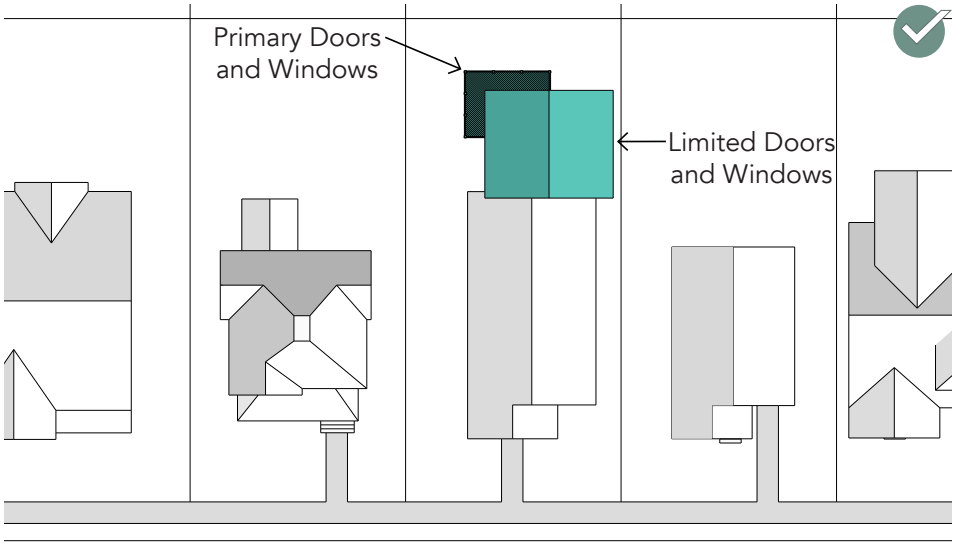
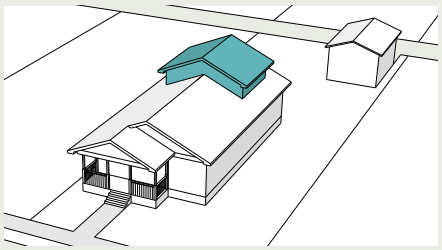


***Figure 5.19**: Consider the placement of windows and doors on an addition, as well as the orientation of outdoor spaces in the addition to maintain a sense of privacy for neighbors.*

Figure 5.20: Recommended Building Addition Massing and Location

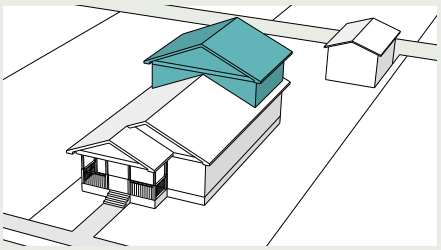
The following diagrams illustrate the recommended massing and location of building additions in the residential Character Areas.

Small Rooftop Addition



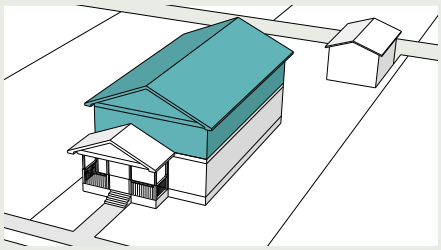
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Moderate Rooftop Addition



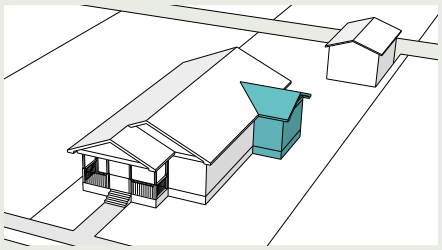
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Full Rooftop Addition



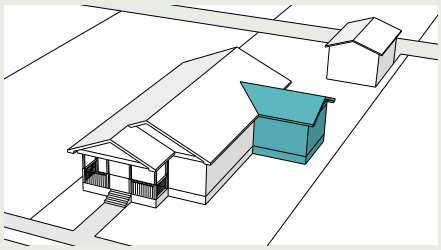
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓

Small Side Addition



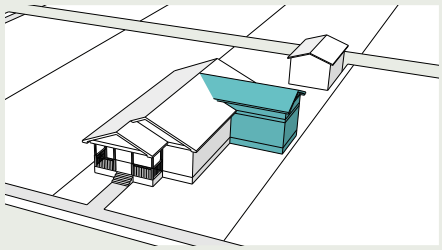
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Moderate Side Addition



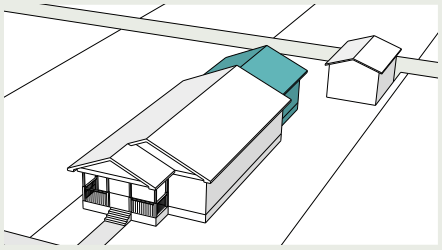
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✓	✓

Large Side Addition



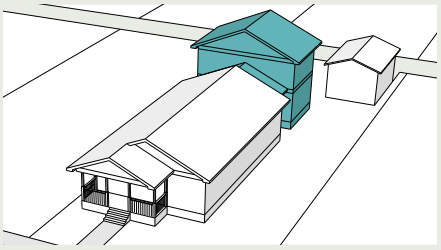
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✓	✓	✓	✗	✓

Small Rear Addition



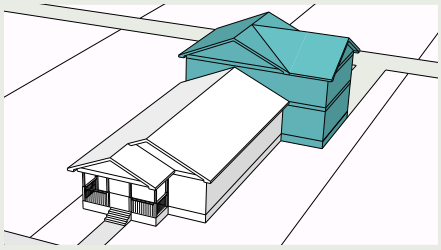
Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Moderate Rear Addition



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✓	✓	✓	✓	✓	✓

Large Rear Addition



Character Areas (CAs)					
CA 1	CA 2	CA 3	CA 4	CA 10	CA 11
✗	✗	✗	✓	✗	✓

Chapter 6

Design Guidelines for Commercial, Industrial, Mixed Use and Large-Scale Multi-Family Development

This chapter provides design guidelines for all commercial, industrial, mixed use and large-scale multi-family development, such as flats. The design guidelines are split into two primary sections – Site Design and Building Design – and also provide design guidelines for Signs and a series of specific building types. Design guidelines that are particularly important to certain Character Areas are sometimes noted, but further information for each Character Area can be found in Chapter 4.

IN THIS CHAPTER

Special Considerations for Specific Land Uses

While the Healdsburg Design Guidelines focus on the design of sites and buildings, it is sometimes necessary to consider the special factors and challenges for specific land uses. For example, an industrial business may require significant space for storage and access requirements for larger delivery vehicles, whereas a restaurant must prioritize customer experience and efficient service. This section identifies key design considerations for specific land uses. These should be reviewed prior to using the design guidelines in subsequent sections of this chapter.

Industrial/Heavy Commercial

Design Flexibility

- Industrial and other heavy commercial uses, including production, storage, warehousing or commercial service, should be afforded design flexibility to meet functional requirements.
- Design of the edge of a property, where it abuts a street or sidewalk, should be the focus of design review for industrial or heavy commercial use. Design within the interior of a site should follow the broader intent of these guidelines, but more flexibility is appropriate in those locations.

Security and Safety

- Businesses in this category often require fencing and controlled access. These may require designs that depart from the design principles for other building types.

Outdoor Storage

- Businesses in this category often need to store equipment, products or other materials on a site.
- These unique needs should be considered in design review.

Access and Loading

- Businesses in this category often require access and loading areas, including for larger delivery vehicles.

Street Edge Design

- Prioritize design of the public edge of an industrial or heavy commercial site.
- The edge of a development adjacent and visible from the public street should utilize materials that exhibit an appearance of permanence and quality.
- Design a street-adjacent fence with high quality, durable materials. Chain link fences along a public street are discouraged.
- Provide transparent fencing along a public edge wherever possible.
- Consider locating an office or a publicly accessible component closer to the street. Where fencing is not required for security purposes, it is discouraged.
- Where fencing is provided adjacent to the public street, integrate landscaping to "soften" the edge.

Façade and Building Articulation

- A building housing an industrial/heavy commercial use may have very few windows. Massing may be monolithic. Flexibility in design should be afforded for such buildings, provided they are set back (suggested 30 feet or greater) from the front property line.

Mixed Use Buildings

Coexistence of Different Uses

- Recognize and balance needs of all users.
- Minimize adverse impacts of varied activities (living, retail, service, employment, etc.) on one another.

Retail Visibility

- Retail uses typically seek high visibility from public areas, such as streets, sidewalks and active plazas. This will likely impact the way in which components on a site are located and oriented.

Parking Location and Access

- Consolidate and coordinate access wherever possible.

Residential Sensitivities

- If housing is included, consider privacy needs and noise and odor impacts of non-residential uses.

Residential Outdoor Space

- Where a common outdoor space is provided, ensure that it is well lit.
- Encourage outdoor spaces to interact with the public realm.

Façade Design

- Consider the internal needs of a given use, such as housing or offices. This will impact the arrangement of windows and other building features on a façade.

Retail/Restaurant Buildings

Customer Experience

- Customer needs will strongly impact the design of a building intended to accommodate a retail or restaurant use.

Visibility from the Public Realm

- Retail/restaurant uses typically seek high visibility from public areas, such as streets, sidewalks and active plazas. This will likely impact the way in which components on a site are located and oriented. This includes the business itself, customer parking areas and signage.

Service Areas

- Service and delivery needs may impact the design of a building or site. Minimize the visibility of these areas from the public realm.

Outdoor Space

- Where an outdoor space, such as an outdoor dining area, is provided, consider locating it so that it activates the public realm.

Visual Display Space

- Consider locating outdoor displays to activate a pedestrian space, such as a sidewalk.

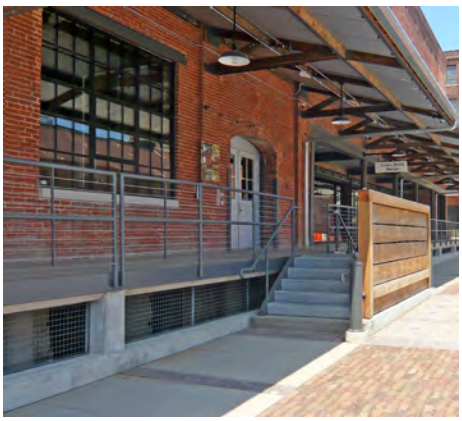
Professional Offices

Employee and Tenant Needs

- Tenant and employee needs will strongly impact the design of a building intended to accommodate professional offices.

On-site Parking

- Design on-site parking for employees to be subordinate to other site features.



Bicycle Parking and Security

- Providing easily accessible and secure bicycle parking is encouraged for new development. Other on-site facilities that support bicycling, including shower facilities and lockers, are encouraged.

Outdoor Space

- Outdoor amenities, such as balconies, plazas and other common outdoor spaces, should be designed to take advantage of solar access where possible. Consider wind patterns when locating an outdoor space. Where an outdoor space is provided, locate it so that it activates and interacts with the public realm or a natural amenity.

Loading Areas for Larger Office Developments

- Larger office buildings, or clusters of buildings, may require loading areas for service deliveries and maintenance. These should be visually subordinate to other functions.

Lobby Location and Relationship to Public Realm

- Office buildings typically contain ground floor lobbies in association with a primary entry. Consider locating a ground floor lobby space and entry such that it activates the public realm.

Security and Building Access

- Businesses may require security measures to control access. This may limit the ability to provide multiple entries along a street.

Floor Heights

- Office uses often require taller floor heights to accommodate larger HVAC systems and electronic equipment located on or within a ceiling. This may impact the composition and proportion of a façade.

Live-Work

Outdoor Storage

- In some cases, a live-work project may incorporate some outdoor storage space for users. Where outdoor storage is present, minimize its visual impact to the public realm.

Multi-family

Tenant/Homeowner Needs

- Tenant and homeowner needs will strongly impact the design of a building intended to accommodate a multi-family residential use.

Common Open Space

- Where outdoor space is provided, consider locating it so that it activates and interacts with the public realm or a natural amenity.
- Create a sense of enclosure for the common open space by framing it with buildings.
- Create gateways to a common open space using landscaping, building placement and fencing.
- Shared outdoor amenities should be designed to take advantage of solar access where possible. Consider wind patterns when locating an outdoor space.
- Locate an outdoor space such that it is highly visible from individual units in order to add a sense of safety.

- Design outdoor space to be a primary feature of the multi-family complex, and to be a majority of landscaped or garden area, with some hardscaped area.
- Incorporate design elements that encourage social interaction such as benches, low walls for sitting and shade structures.
- Incorporate areas with play equipment for children.

Bicycle Parking

- Providing easily accessible and secure bicycle parking is encouraged for multi-family development.

Access and Lighting

- Coordinate access and lighting to ensure well-lit areas that enhance safety for the user.

Security Through Design

- Orient dwellings and windows of frequently used rooms, such as the living room and dining room, to overlook common open spaces and play areas.
- Locate parking areas so that the walk from the parking area to the dwelling is short and direct.
- Ensure visibility between entries of neighboring units.
- Limit the height of solid fencing between private yards and common open spaces. Tall fences should incorporate some amount of transparency in the fencing material along the top to allow for vision in and out of the yard.
- Provide semi-private spaces at entries to units.
- Avoid locating outdoor areas that are between or behind buildings, or that have little to no surveillance.

Institutional

Design Flexibility

- Institutional buildings that house churches, schools, hospitals and other similar uses are typically designed to stand out from their surroundings. They often use unique materials, colors, massing and other design elements that differentiate them from adjacent buildings. This is appropriate.

***Figure 6.1**: Locate a parking area behind a building to minimize vehicular impacts on the public realm.*

***Figure 6.2**: In multi-family development, place buildings to maximize common spaces shared between units.*

NOTE

In addition to the design guidelines provided in this chapter, stormwater management practices and Low Impact Development Principles are provided in Chapter 7.

Site Design

Site design refers to the arrangement, placement and orientation of buildings and site features on a parcel. This includes the relationship between components on one site to components of neighboring properties and the public realm. Site design also considers the location and function of vehicular access, lighting, service and utility areas, incorporating storm water management, parking and outdoor places such as patios and plazas.

Building Placement and Setback Character

Building placement addresses the distance between a building and the street or the sidewalk edge. Setback character refers to the area between a building and the front property line. Buildings should be placed to establish a street wall in the contexts and Character Areas where a street wall is an important feature. In other Character Areas, building placement may be more varied. Front setback areas should be designed as visual and sometimes functional amenities. Preferred placement and setback character may differ based on the Character Area or the context established on a particular street. Appropriate building placements and setbacks are illustrated in Figure 6.5.

6.1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

a. Connect the building to the public realm using outdoor plazas and terraces.

6.2 Design a street frontage to promote pedestrian activity.

Appropriate strategies include:

- Align a building with the street.
- Incorporate a high amount of transparency at the ground level.
- Incorporate public art and landscape design elements.

* Locate a surface parking area behind a building.

Design a street frontage to promote pedestrian activity.

Where a surface parking lot is located at the front of a site, consider the following:

- Locating a new liner building in the surface lot to activate the public realm.
- Create pedestrian connections through a parking area to the street.
  * This scenario is particularly relevant to development in Character Areas 8: Industrial and 9: Employment Services/Production Industries, where many existing structures are set back from the street with parking or landscaping between the street and the building.

***Figure 6.3**: Locate new liner buildings between the street and a parking area. The above model illustrates liner buildings at the bottom, parking set behind and taller buildings located behind the parking lot.*

6.3 Where a building is set back from the street, design the front setback area to be an amenity.

Design a street frontage to promote pedestrian activity.

Storefront windows and outdoor patios activate the public realm.

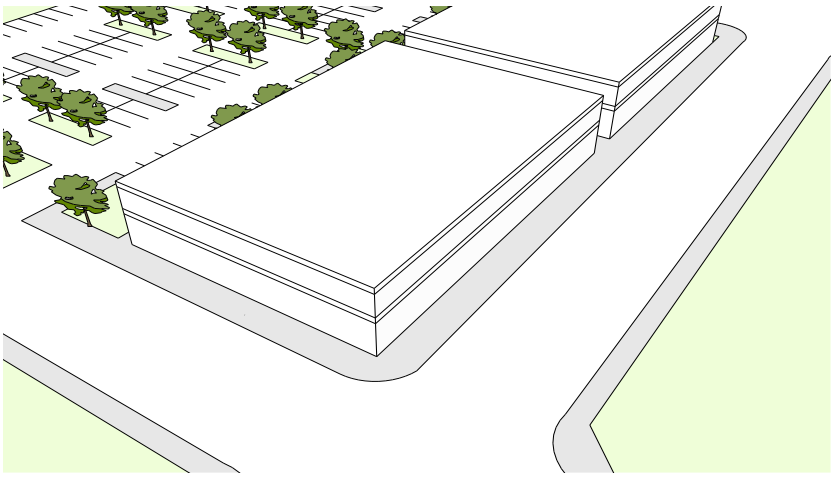
***Figure 6.4**: Consider context when locating a new development on a site. For instance, new development could orient towards a natural feature such as Foss Creek or the Russian River.*

Figure 6.5: Building Placement and Setback Character

Defining the street edge with buildings and landscaping is important. Where setbacks occur, the characteristics of the setback - landscaping, plazas, pathways or other features - are key to defining the character of the street. The following diagrams illustrate options for design at the street edge and indicate where a solution is appropriate by Character Area.

No Setback between Sidewalk & Building

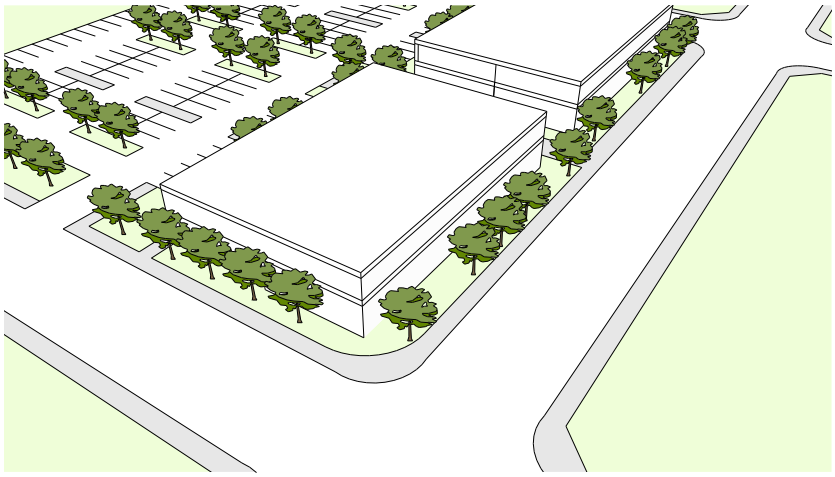
In this scenario, the front wall of a building is placed against the back edge of the sidewalk. Pedestrians have direct access from the street and from parking, which is located in the rear.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✓	✓	✓	✗	✗

Minimal Landscape Buffer between Sidewalk & Building

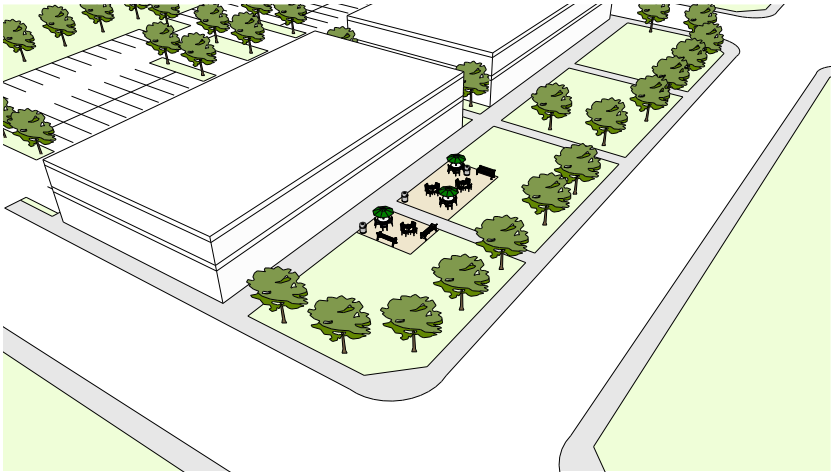
In this scenario, a building is set back a limited distance from the sidewalk edge. This provides space for landscaping and outdoor uses.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✗	✓	✓	✓	✓

Significant Landscape Buffer between Sidewalk & Building

In this scenario, a building is set back substantially from the sidewalk. The space is landscaped and includes pedestrian pathways.



Character Areas (CAs)				
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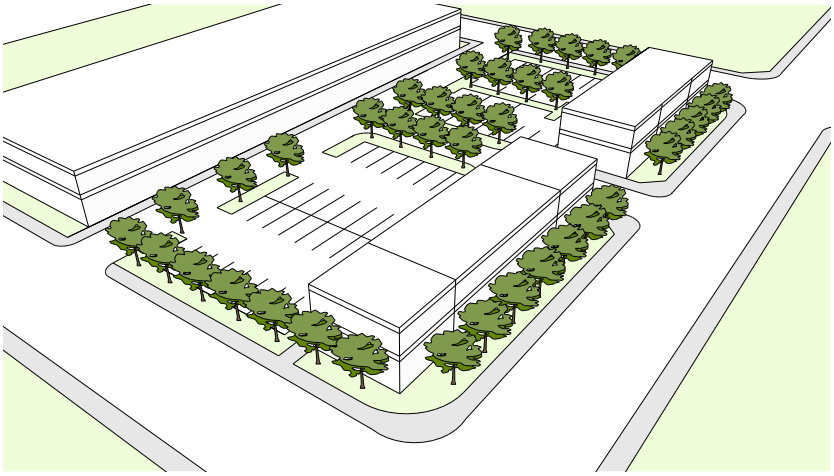
✗	✗	✗	✓	✓

Liner Building with Interior Parking

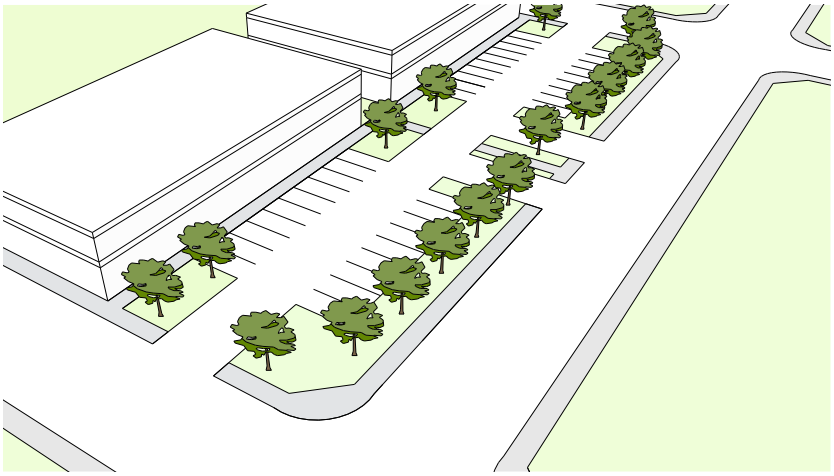
In this scenario, liner buildings are minimally set back from the sidewalk edge. The setback is landscaped and provides pedestrian access to the buildings. A larger building sits at the back of the site. Parking is located in the middle.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✗	✓	✓	✓	✓

Single Parking Buffer between Sidewalk & Building

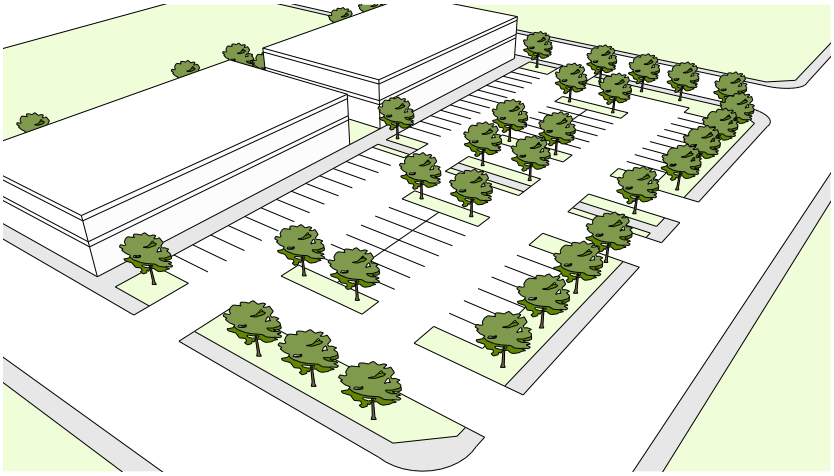
In this scenario, buildings are set back from the sidewalk edge and a single row of parking is placed between the sidewalk and the building. A small landscape buffer is included to reduce the visibility of the parking lot from the public realm. Additional parking may be located behind the buildings.



Character Areas (CAs)				
CA 5	CA 6	CA 7	CA 8	CA 9
✗	✗	✗	✓	✓

Double Parking Buffer between Sidewalk & Building

In this scenario, buildings are set back far enough that a double row of parking is included between the sidewalk and the building. A landscape buffer screens the parking lot from the street.



Character Areas (CAs)				
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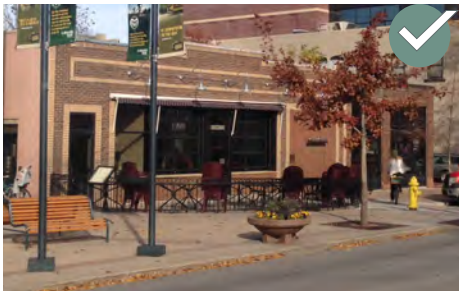
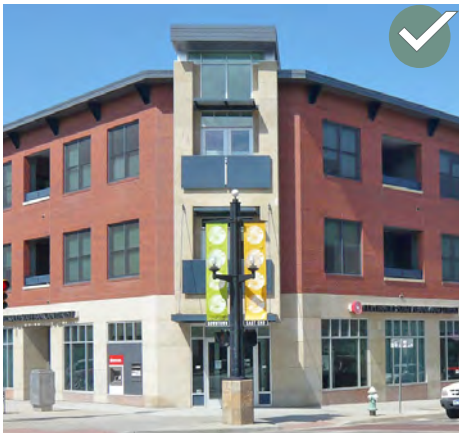
✗	✗	✗	✗	✗



Orient a building's primary functional entry to face a street.



A building at a corner should face both streets, and may be at an angle.

Building Orientation

Building orientation refers to how building walls relate to their surroundings. A building should be sited to establish a strong visual connection to the public realm. A building's primary entrance should face the street in order to create an engaging and pedestrian-friendly streetscape.

6.4 Orient a building to the public realm.

a. Place a primary entry to face a street. Orienting a primary entry to a public plaza or other prominent public space also is appropriate.

* If a building is located adjacent to two or more prominent public spaces (for example, a street and a plaza), orient to as many of them as is feasible.

6.5 If a property is located along the Russian River, Foss Creek or the Foss Creek Pathway, consider orienting an entry toward this natural feature.

a. Consider using an outdoor space such as a balcony, patio or rooftop terrace to provide views to this adjacent natural feature.

***Figure 6.6**: Orienting a primary entry to a public plaza or other prominent public space is also appropriate if a development includes an internal public space and multiple entries face that space.*

Secondary Structure Placement

In order to enhance the pedestrian orientation of new development and create active street frontages, primary structures should be visually prominent on a site. Secondary structures, such as detached garages, utility buildings, sheds and other out buildings, should be subordinate to the primary structure and their visibility from the street should be minimized.

6.6 Locate a secondary structure to be subordinate to the primary structure and to minimize its visibility from the public realm.

a. Where possible, locate a secondary structure to the rear of the primary structure.

Locate a new walkway to animate the public pedestrian network and its associated outdoor spaces. (For example, these walkways connect to public sidewalks.)

Site Connectivity

Site connectivity refers to the network of sidewalks, paths, lanes and drives that provide pedestrian and vehicle routes within and between properties. Without a proper network of connections of varying levels and a clear hierarchy, pedestrian access can be uncomfortable, confusing and feel unsafe. Development should help create an interconnected environment.

External Pedestrian Connectivity

Clearly marked pedestrian access should be provided between the public realm, a site and a building. A strong physical and visual relationship between these elements enhances walkability.

6.7 Provide a pedestrian connection between a site and the public realm. This may be accomplished in a variety of ways including:

- A door that opens directly to a public space.
- A walkway that connects a building to a public space through a setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.
- A paseo that connects the rear portion of a site to the public realm.

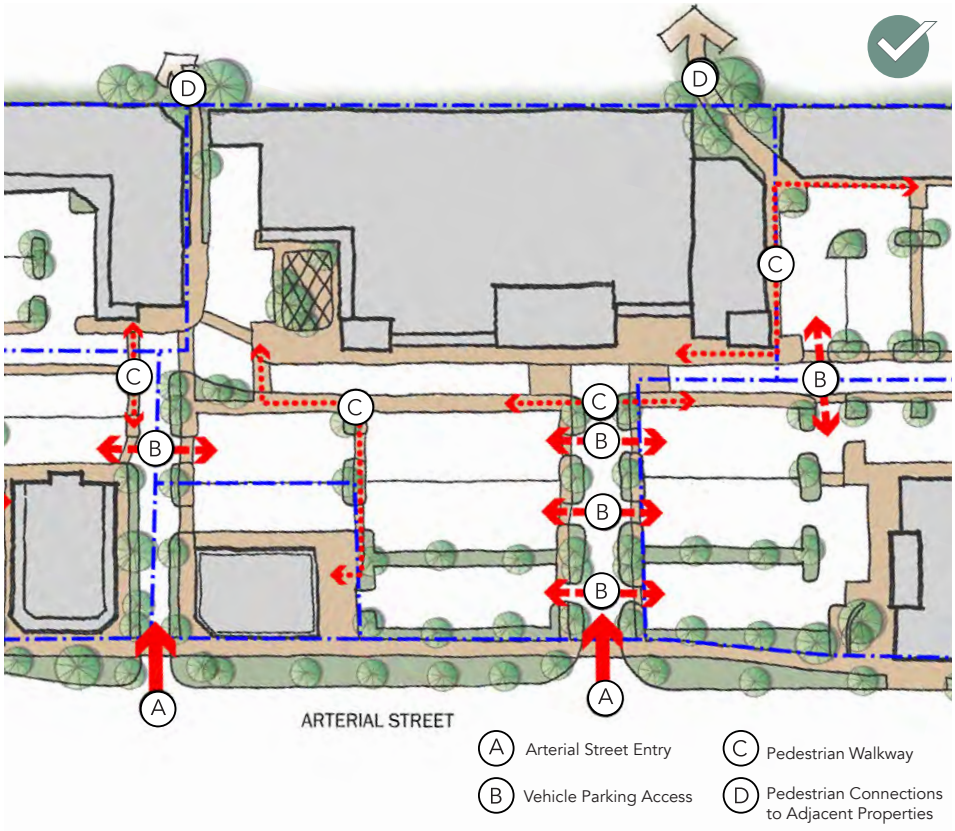


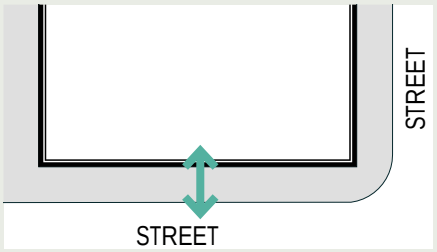
***Figure 6.7**: The site plan above illustrates the interaction of vehicles and pedestrians throughout several properties. Vehicles are efficiently directed to the parking spaces while pedestrians use protected walkways and cross-walks to access site features.*

6.8 Provide pedestrian and bicycle connections into and between properties.

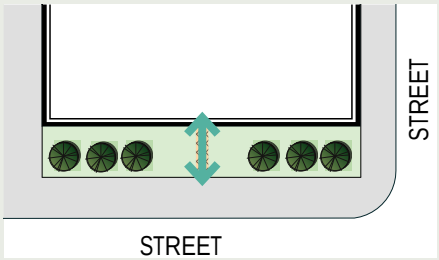
a. Provide a link to adjacent properties, where feasible.
b. Provide a publicly accessible pedestrian connection through a large block, when possible and when access is desired.
c. Route pedestrian connections to and through outdoor places, such as courtyards, patios and plazas, when possible.
d. Align pedestrian and multi-modal paths to link with potential future development phases within a site and to adjoining properties.

Figure 6.8: External Pedestrian Connectivity

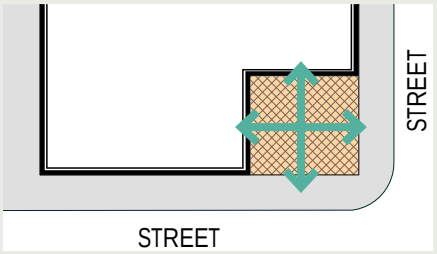
Appropriate options include:



A door that opens directly to a public space.



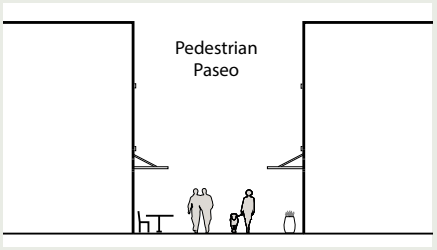
A walkway that connects a building to a public space through a setback area.



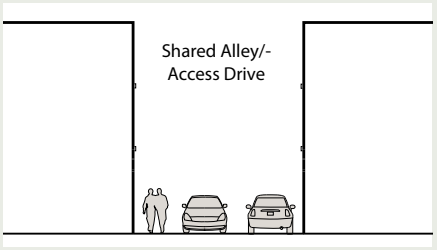
A plaza, outdoor seating area or patio that connects a building to a public space.

Figure 6.9: Internal Pedestrian Connectivity

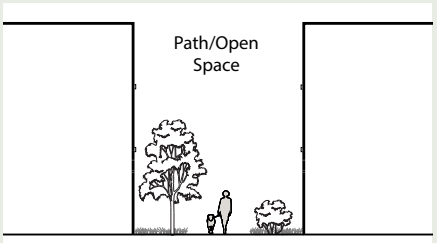
Appropriate options include:



A pedestrian paseo.



A shared alley/access drive.



A landscaped pedestrian path/ open space.

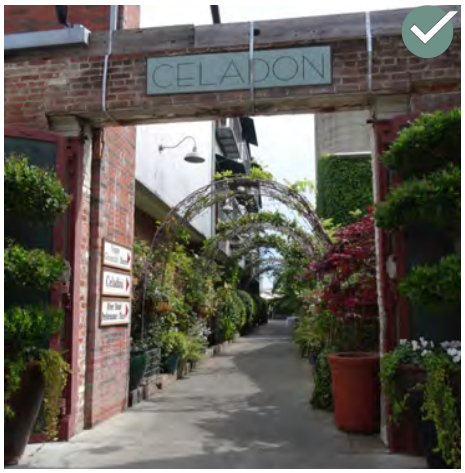
Establish an internal walkway system that connects key site features, such as building entries, parking areas and open spaces.

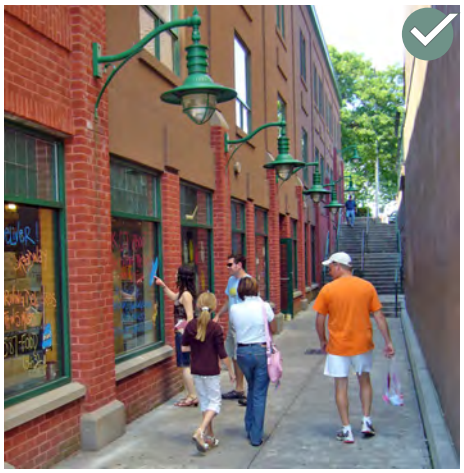
Internal Pedestrian Connectivity

An internal pedestrian circulation system should connect site elements internal to a project.

6.9 Establish an internal walkway system that connects key components, such as building entries, parking areas and outdoor places.

a. Creating an internal walkway system is especially important on sites that contain on-site parking, outdoor places, multiple buildings and residential or commercial units.
b. Use landscaping, special paving and distinct lighting to accentuate and clarify a site's circulation system.
c. Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
d. Size an internal walkway of adequate width to allow safe pedestrian access.
e. Integrate an internal walkway system with the public pedestrian circulation system.





Integrate an internal walkway system with the public pedestrian circulation system.

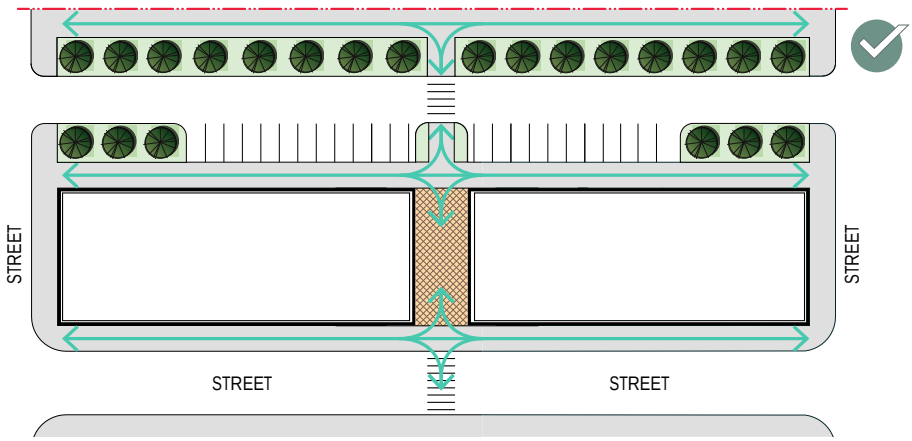


***Figure 6.10**: Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.*

Vehicular Connectivity

Vehicular connections should provide safe and comfortable balance between vehicles, bicycles and pedestrians and to reduce conflicts. Design considerations vary by Character Area, as described in Chapter 4.

6.10 Design vehicular access to minimize pedestrian-vehicular conflicts.

a. Limit the number of vehicular access points, where possible.
b. Limit the width of a vehicular access point.

Limit the number of vehicular access points to a site.

6.11 Create shared vehicular access points between properties, where possible.

a. Align internal drive aisles to allow for future connections to adjoining properties.

Where possible, provide vehicular access from a secondary street.

6.12 Where possible, provide vehicular access from a secondary street.

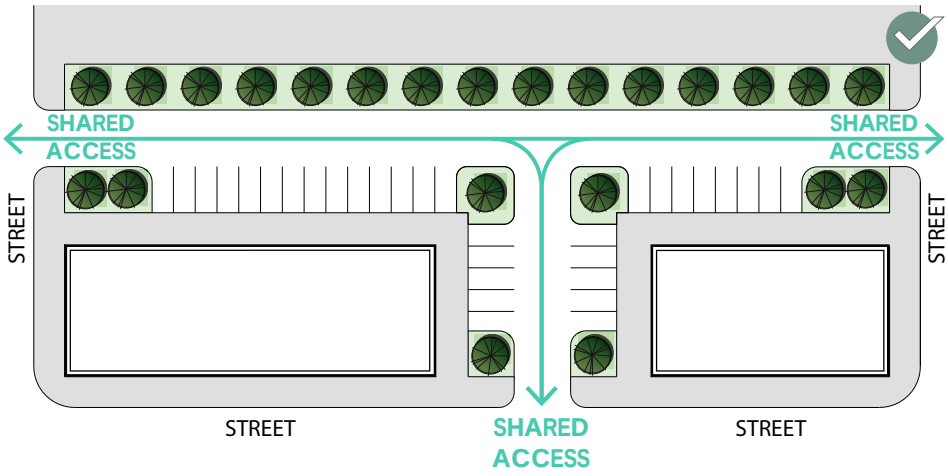
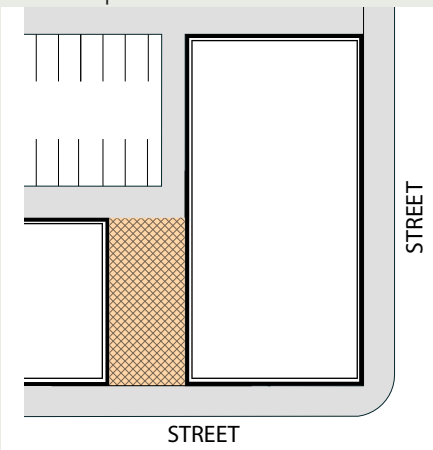


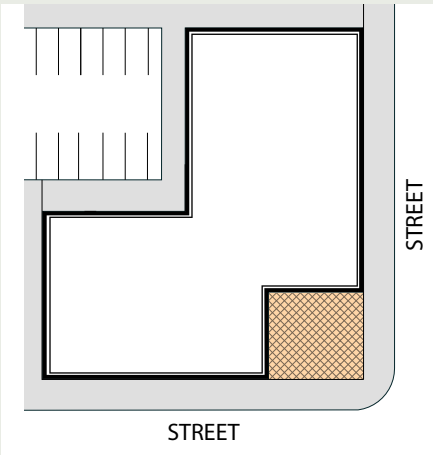
***Figure 6.11**: Create shared vehicular access points between properties, where possible.*

Figure 6.12: Outdoor Places

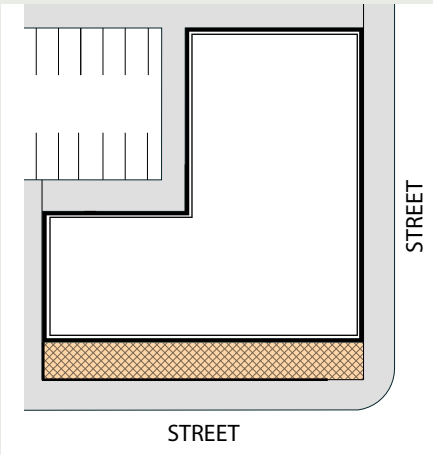
Options for a public-oriented outdoor place include:



A courtyard between buildings, integrated with the public sidewalk.



A corner plaza adjacent to the public sidewalk and street.



A linear outdoor dining or seating area.

Outdoor Places

Outdoor places include plazas, courtyards, patios, small park spaces and landscaped features. Outdoor places should be designed to create a vibrant image and invite pedestrian activity by incorporating durable furnishings and amenities such as public art. Where possible, development should celebrate Healdsburg's natural features (such as the Russian River and Foss Creek) by integrating them with new development, and create new outdoor places where appropriate.

Outdoor Place Location

An outdoor place should be located near active areas such as restaurants and retail establishments. In a large development, an outdoor place can provide a buffer between a building and the public realm and be a focal point. If an outdoor place is located internally to a development, such as an interior courtyard, it should complement adjacent site features.

6.13 Design an outdoor place to maximize its use.

a. Orient an outdoor place to pedestrian activities, views, cultural resources and natural features.
b. Locate an outdoor place to afford views of active spaces, landmarks or natural features to provide visual interest.
c. Create a sense of enclosure for an outdoor place by positioning buildings to frame the space. Landscaping can also be used to define it.

6.14 Create clear connections between an outdoor place, pedestrian circulation routes and building entrances.

Rooftop and Other Outdoor Places

Ground-floor outdoor places such as seating areas or display areas associated with restaurants, cafés and stores create great opportunities to invite people in and to create an active street frontage and to activate alleys and side streets. These spaces should incorporate elements that are comfortable and provide shade, durable furnishings and landscape features. Rooftops also provide excellent outdoor places in areas with dense development, such as Downtown. Rooftop outdoor places can be incorporated into multi-family, mixed use or commercial development for tenants, customers or other building users. A rooftop outdoor place should be designed to be an amenity but should not detract from the architectural character of a building.

6.15 Furnish outdoor places to encourage their use.

a. Incorporate shading mechanisms, benches, tables, planter beds and other features.
b. Ensure that furnishings are durable and suitable for outdoor conditions.

c. Arrange seating and tables to allow safe and comfortable pedestrian circulation.
d. Locate furnishings on ground-level outdoor spaces near actively used pedestrian areas, such as major pedestrian routes, building entrances and outdoor gathering places.

6.16 Design a rooftop space to capitalize on views and natural features.
a. Orient a rooftop outdoor place to take advantage of nearby natural features such as the Russian River or Foss Creek.
b. Orient a rooftop space toward active pedestrian areas, such as the Healdsburg Plaza.
c. Avoid orienting a rooftop space toward a parking lot or highway, where possible.

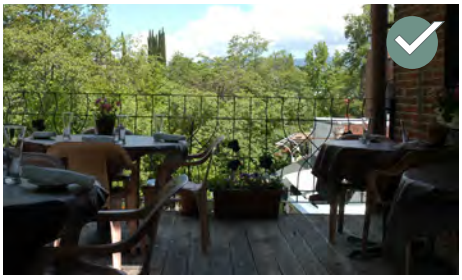
6.17 Locate rooftop elements such as mechanical equipment, stairwell structures and other large forms to be sufficiently set back from the roof line so as not to disturb the visual continuity of the cornice line.

6.18 Minimize the amount of visually impermeable structures on the roof of a structure. By using trellis or other visually permeable materials.

6.19 Minimize the visual impact of lighting associated with a rooftop commercial space.
a. Design lighting to focus on the rooftop space and not the street or other surrounding areas.
b. Design rooftop lighting to be visually subordinate to the building on which it is placed.
c. Consider the impacts of rooftop lighting on an adjacent upper story property, and particularly those that are residential.
d. Design rooftop lighting to face downward or to be shielded such that its impact on the night sky is minimized.

Create and orient rooftop spaces that capitalize on views and natural features.

Create a sense of enclosure for an outdoor place by positioning buildings to frame the space.



Orient a rooftop open space to take advantage of nearby natural features.

Figure 6.13: Rooftop Elements

Locate rooftop elements to be sufficiently set back from the roof line so as not to disturb the cornice line of the building.

NOTE

Outdoor Dining design guidelines located in Chapter 9.

Minimize the visual impact of surface parking.

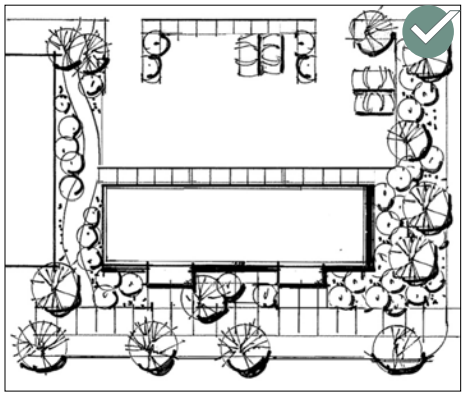


***Figure 6.14**: Locate a surface parking area to the interior of a site, away from the public realm.*

NOTE

Off-street parking is subject to Article VIII of the City of Healdsburg Land Use Code.

http://www.codepublishing.com/CA/Healdsburg/#!/Healdsburg20/Healdsburg2016.html#20.16.140

Parking Design

Site design considerations for parking include the location of surface lots and parking structures, the access points to parking facilities and the relationship of parking to pedestrian and vehicular circulation systems. A parking facility should be visually unobtrusive to the public realm and should be designed to minimize vehicular-pedestrian conflicts. A surface parking lot should include landscaping and pedestrian pathways. Refer to the LID Principles outlined in Chapter 7: Design Guidelines for All Development Types, for more information.

6.20 Minimize the visual impact of surface parking.

a. Locate a surface parking lot to the interior of a site, away from the public realm and behind a primary structure.
   * This is especially important in Character Area 5: Downtown Core and 6: Healdsburg Corridor.
   * In multi-family development, minimize the visibility of common parking areas from the public realm.

6.21 Screen surface parking from public view. Consider using one or more of the following methods to screen a parking lot from the street:

- Landscaping
- Site Walls
- Decorative fencing
- Public art
- Combination of the features listed above

Where it is not possible to locate surface parking to the interior of a site or to be buffered by a site's development, screen the parking lot from the public view.

6.22 Design a parking lot to allow safe, comfortable and efficient pedestrian access.

a. Divide a large parking area into smaller "pods" that maintain the traditional sense of smaller parking areas within a green landscape.
b. Provide landscaped areas that incorporate or are located near pedestrian paths to promote pedestrian circulation across larger parking areas.
c. Consider differentiating a pedestrian path through a surface parking lot by using a different paving material or by slightly raising the pedestrian path to force cars to slow down when crossing the pathway and raise awareness to pedestrians.
d. Ensure that a pedestrian pathway connects to a major building entrance and public sidewalks.
e. Design a parking lot to provide easy emergency and public service access to and through the space.
f. Incorporate lighting that makes a parking lot feel safe.

6.23 Incorporate LID principles into the design of a parking lot. Consider incorporating one or more of the following:

- Permeable pavement
- Planted areas to slow runoff and to clean water
- Swales to collect water
- Trees in landscaped areas to provide shade and reduce the temperature of adjacent parking spaces

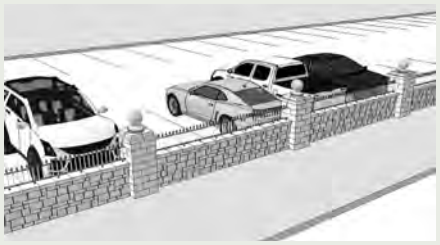
Provide landscaped islands with paths to promote pedestrian circulation across larger parking areas.

Figure 6.15: Surface Parking Screening

Some options for surface parking screening include:

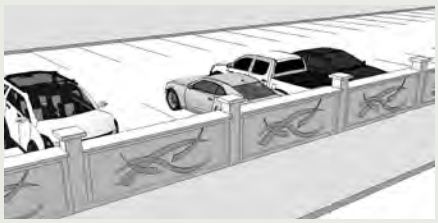
Landscaping

Site Wall



Decorative Fencing

Public Art



The massing of a parking structure should appear similar in scale to other active use buildings in the area. (This structure has an interior parking deck behind the "wrap" of articulated storefronts.)

A parking garage screened with buildings or ground floor uses helps to maintain a pedestrian-friendly streetscape.

Parking Structures

A parking structure may be attached to or detached from the primary structure. It should provide visual interest and active uses on the ground floor, where possible.

6.24 When parking in a structure occurs at the street level on a primary street, "wrap" it with an active use at the sidewalk edge.

* This is especially important for development in Character Area 5: Downtown Core and 6: Healdsburg Corridor.

a. On a secondary street, other methods of providing interest at the sidewalk edge may be employed. Architectural details, murals and public art, wall sculpture or display cases are all options.

6.25 Break down the massing of a parking.

a. Review general massing principles for building design on page 149.

6.26 Design a parking structure to enhance walkability and minimize visibility of cars.

a. Wrapping a parking structure with another use is preferred. At an upper-story level, this could include a commercial or residential use.

b. When wrapping a parking structure with another use is not feasible, the following screening methods are possible:

- An architectural screen that reflects window patterns along the street and that utilizes materials that are compatible.
- A "living wall" that provides greenery on multiple sides of the structure.
- Architectural paneling that creates visual interest that is compatible with materials used on adjacent buildings
- Wall art that provides visual interest
- Provide interesting details and materials to avoid presenting a "back side" to neighborhood properties and the street.

Landscape Design

Landscaping addresses the basic aesthetics of a site including trees, shrubs and other plantings as well as ornamental features and topography. Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, softening harder building elements, screening unattractive site features from public view and providing buffers between properties. Landscape designs should preserve mature trees and highlight distinctive topographic or other site features, and create a sense of visual continuity within a site and between properties. Landscaping should be provided for a site, even when there is limited space. For a list of trees and ground cover that are appropriate to Healdsburg, refer to Appendix D. Consult the city arborist with additional questions.

6.27 Preserve and maintain mature trees and other significant vegetation.

a. Include existing vegetation as part of a landscape design scheme when feasible.
b. Identify healthy trees and vegetation clusters for preservation. Give special consideration to mature trees.

6.28 Use a coordinated landscape palette to establish a sense of visual continuity within a site.

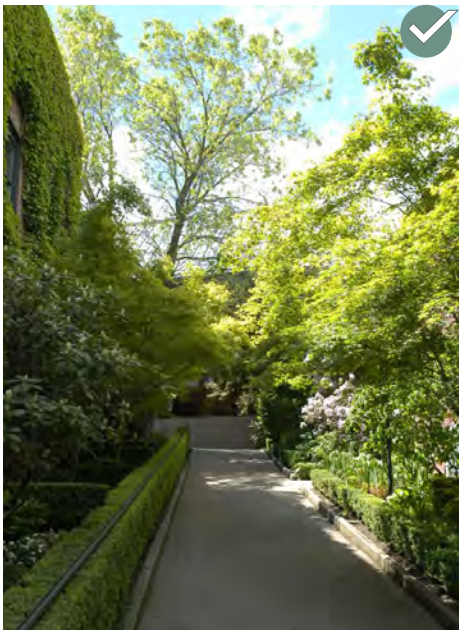
a. Incorporate live plant materials that are native to the area.
b. Use similar tree and shrub species across a development to establish visual consistency.
c. Consider using subtle variations in the landscape palette to highlight different uses or areas within a larger development.
d. Incorporate drought-tolerant plants into the design of a site.

6.29 Use landscaping to enhance pedestrian facilities.

a. Use plantings to define the edges of sidewalks, pedestrian paths and outdoor places.
b. Use plantings to highlight building entries.
c. Use shade trees to create a canopy over pedestrian areas, including sidewalks, paths along the street and through surface parking areas.
d. Incorporate stormwater management techniques. Refer to Chapter 7 for more information.

Use shade trees to create a canopy over pedestrian areas.

Use plantings to define edges of sidewalks, pedestrian paths and outdoor open space.



Design landscaping to complement neighboring natural areas.

NOTE

Heritage Tree Preservation is discussed in Chapter 7.

Coordinate a fence or wall with an overall site design concept.

Use a fence or wall material that is compatible with buildings and site materials.

NOTE

Designing with topography is discussed in Chapter 7.

6.30 Utilize trees to define a street edge and enhance walkability.

a. In areas with narrow streets and other right-of-ways, select and place trees to create an intimate scale along the streetscape.
b. In areas with wide streets and boulevards, select trees that are larger in scale and that provide effective shading of the street.

Fences, Walls and Landscape Buffers

Fences, free-standing walls and landscape buffers are often used to enclose a private outdoor place. Retaining walls are used to address site topography. Cut and fill on a site should be minimized whenever possible, and development should work with the topography. These site features should be carefully coordinated with the overall site design of a property. Visible fence and wall materials should be compatible with materials used throughout a site and on a building. Fences, walls or decorative buffers are especially important when a development is adjacent to a residential property in order to minimize impacts. The guidelines that follow are most critical for areas of a site that are visible from the public realm and along a front property line.

6.31 Coordinate a fence or wall with the overall site design.

a. Create fence or wall openings to lead to an internal circulation system.

6.32 Use a fence or wall material that is durable and compatible with buildings and site materials.

a. For a fence, use finished metal, natural wood, or a durable substitute that appears similar in scale and character.
b. Concrete and stone are appropriate for walls.
c. Do not use chain link.

6.33 Concrete walls and retaining walls visible from the street should be articulated to provide visual interest and avoid solid, blank walls. Appropriate methods include:

- Scoring
- Staining
- Landscape Screening

6.34 Limit the height of landscape buffers to create a visual connection between the public realm and outdoor amenity spaces.

Lighting

Site lighting includes streetlights, light fixtures in parking lots, pedestrian lighting and lighting to accent landscaping or building façades. Site lighting should help establish a sense of identity and sense of continuity for the property. Site lighting should create a sense of place, and highlight distinctive architectural details. Lighting should be designed to coordinate with and enhance a project's design.

6.35 Scale lighting to reflect its purpose.

a. Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.
b. Use fixtures that provide even lighting for a plaza, courtyard or patio area.
c. Use modest lighting to illuminate building entrances and entries into parking areas.
d. Design lighting to minimize light spill onto adjacent properties and the sky.

6.36 Shield site lighting to minimize off-site glare.

a. Orient a fixture to provide down-lighting.
b. Incorporate cut-off shields to direct light downward.
c. Avoid orienting a fixture to cast light into the night sky.

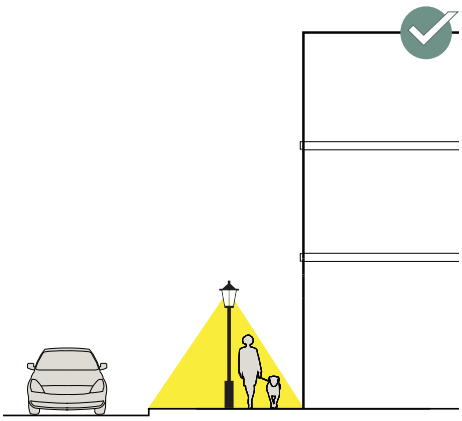


***Figure 6.16**: Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.*

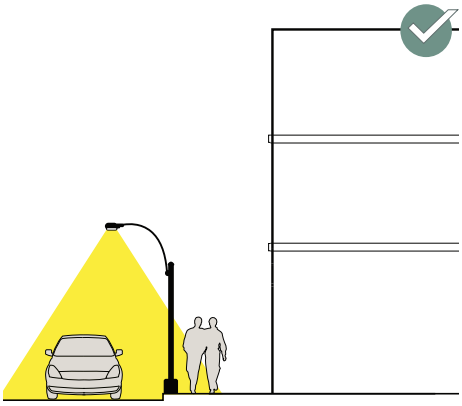


***Figure 6.17**: Design street lighting to minimize light spill onto adjacent properties and the sky.*

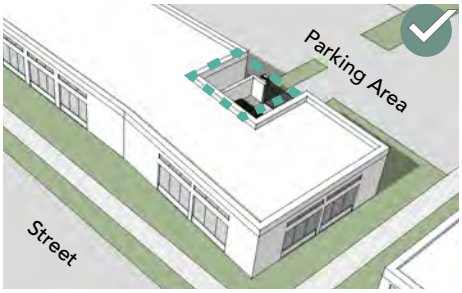


***Figure 6.18**: Locate a utility or service area to minimize visual impacts to the street and sidewalk.*

Screen and enclose a free-standing utility or service area.

Service Areas and Utilities

Service areas and utilities include loading docks, trash areas, electrical stations and other necessary functions. These should be designed to be visually unobtrusive and to be integrated with the site and building. The visual impact of a service area on the public right-of-way should be minimized. More information regarding the location and design of public utilities, such as transformers, can be found in Chapter 9.

6.37 Locate a utility or service area to minimize its visibility from the public realm.

a. Locate a utility or service area to the side or rear of a building.
b. Orient a service area toward an alley or secondary street.
c. Integrate mechanical equipment into the design of a building. For instance, provide a small wall offset for mechanical equipment so that a screen or wall appears to be a continuation of the building wall.
d. Consider integrating a service or utility area into a gap in a side or rear building wall.
e. Locate a utility or service area away from residential areas or outdoor places such as plazas.

6.38 Design a utility building to minimize its visual impacts to the street and sidewalk.

a. Locate a utility building or shed to the rear of a primary structure.

6.39 Design a trash enclosure to minimize run-off.

a. Locate a trash enclosure so that the enclosure is slightly elevated from its surroundings, but also so that any runoff does not drain to neighboring uses.
b. Locate so that run-off drains to the sewer system.

6.40 Enclose a free-standing utility or service area.

a. When not integrated into a building wall, enclose and cover a utility or service area with a mostly opaque wall.
b. Screen the entrance to a utility or service area with a solid gate made from painted metal, wood or other high quality, non-reflective material that is detailed to provide visual interest.
c. Do not use chain link.

Building Design

This section provides design guidelines for the functional and visual character of commercial, industrial, office, mixed use, institutional, live-work and large-scale multifamily buildings.

Building Mass and Scale

The overall size, height and form of a building determine how large it appears, and whether it is compatible with existing development within a given context. A larger building can incorporate design features to ensure it is not monolithic in scale and that its perceived mass is reduced. Where compatibility is important, a building should be designed to reflect patterns of building mass and scale and articulate a façade to create a pedestrian-friendly environment.

Design a building that is of an appropriate scale to its surrounding context.

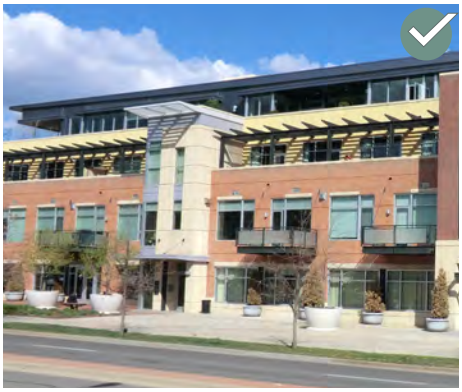
NOTE

Additional information regarding building design is provided in the City of Healdsburg Land Use Code.

6.41 Articulate a building to express a human scale, reduce perceived mass and create visual interest. Options include:

- Variation in building heights
- Step back a larger building mass from the street where possible to reduce looming effects
- Wall plane offsets such as notches or varied façade setbacks
- Wall projections such as columns, moldings or pilasters
- Varied roof forms
- Awnings, canopies or other features that help define the ground floor of a building
- Vertical or horizontal variations in material
- Expression lines or other techniques that provide horizontal expression
- Transitions in scale at a building and block level

Use vertical articulation techniques to add visual interest and reduce perceived mass.



Step back a larger building mass from the street to reduce looming effects.

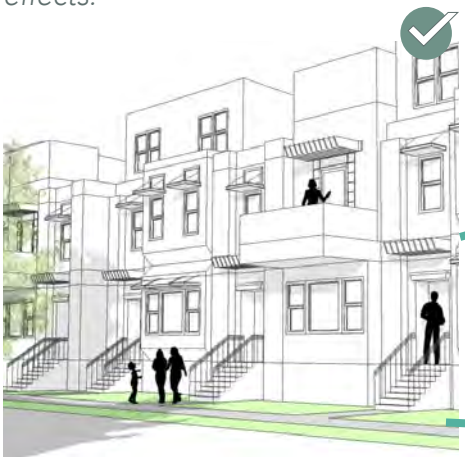


***Figure 6.19**: A combination of vertical and horizontal articulation methods express a human scale.*

Articulating walls with architectural details, and window moldings help achieve a sense of human scale in this industrial context.

6.42 Where compatibility with traditional buildings is important, such as Downtown, articulate a building into modules that relate to the traditional building form and scale.

a. Consider the height and width of existing neighboring structures.
b. Design floor-to-floor heights to reflect the traditional sense of scale and floor heights in Healdsburg.

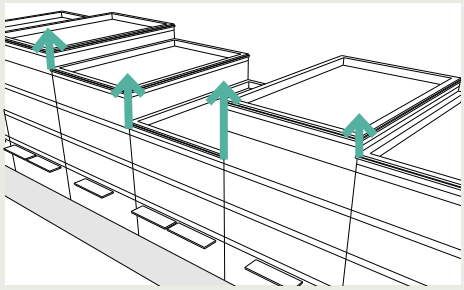
Design the first floor height to be taller than any upper floors and to appear similar in dimension to those seen traditionally.

Figure 6.20: Recommended Articulation Methods

The following models illustrate some ways in which a building can be articulated to express a human scale.

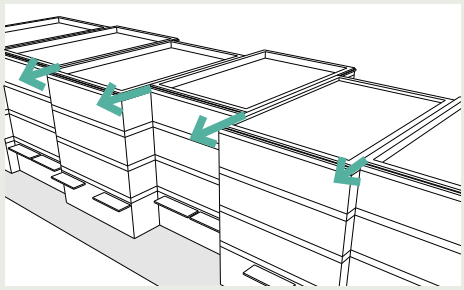
Vertical Variation

Vertical variation is an actual change in the vertical scale of a building of at least one floor.



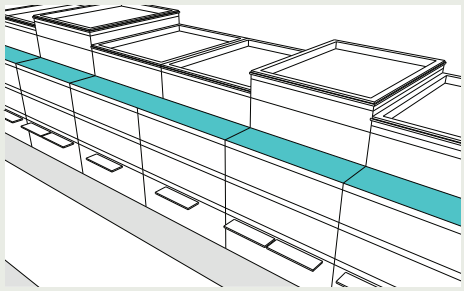
Wall Plane Offsets

Wall plane offsets include notches or breaks in the building façade. They should generally extend the full height of the building and are most successful when combined with changes in roof form or building materials.



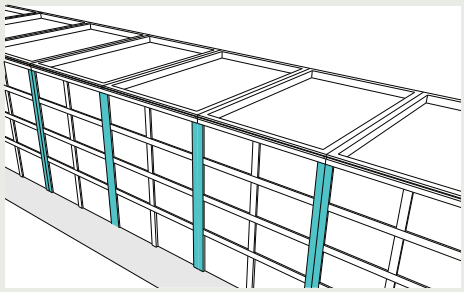
Upper Level Stepback

Upper level stepbacks add visual interest and reduce the visual mass and scale or potential looming impacts of a larger building.



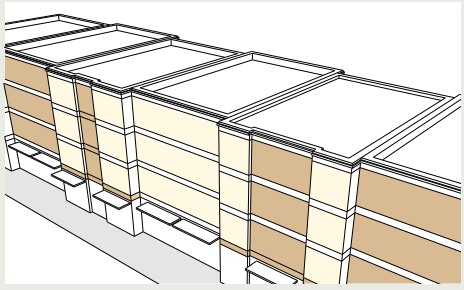
Wall Plane Projections

Wall plane projections include pilasters, moldings or columns that generally rise the full height of the building façade to add visual interest and express traditional façade widths.



Variations in Material

Variations in material add visual interest and express traditional façade widths. Such changes may be vertical or horizontal and often follow a repeating pattern. See "Potential Exterior Building Materials " in Figure 6.22 for more information.



Design a visible building façade to enhance the community image using high-quality building materials.

Design a building façade to convey visual interest.

Façade Design

Visible building façades that incorporate high-quality design features enhance Healdsburg's image and character, and convey an active and vibrant appearance to pedestrians, bicyclists and vehicles passing through the city. The design guidelines presented below apply to visible façades that face public streets, sidewalks, pedestrian areas and parking lots. These design guidelines are particularly important for new development in Character Area 5: Downtown Core and 6: Healdsburg Corridor. A façade should be designed into separate components that convey a human scale and create a consistent rhythm within the façade.

6.43 Design a taller building to incorporate a "base, middle, cap" to divide a façade into separate components.

a. Express a traditional base, middle and cap composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors, especially on taller commercial and mixed use buildings.

6.44 Arrange elements on a façade to create a generally consistent rhythm and sense of continuity.

a. Use consistent window and door sizes on a façade.

6.45 Where compatibility with context is important, design a building façade to be compatible with its context.

a. When possible, generally align façade features, such as canopies, windows and roof cornices on parapets, with those on adjacent buildings.
b. Consider the rhythm pattern of solid to void that has been established by neighboring traditional buildings the placement of windows, doors and other façade features.
    * This is especially important in Character Area 5: Downtown Core.

Street Level Interest

A building's ground floor strongly impacts the pedestrian experience on an adjacent public space, such as a sidewalk or public plaza. Blank or featureless walls at the ground floor level can diminish interest and reduce the quality of the pedestrian experience. A building should be designed to promote pedestrian interest at the street-level. Avoid long, blank walls on the ground floor level. Transparent ground floors that support a visual connection between the public realm and interior commercial building space is the most effective way to generate street level interest. This treatment is strongly encouraged and particularly for areas where a commercial use is located directly adjacent to a sidewalk, street, plaza or other public realm element. However, active storefronts and fully transparent windows may not be feasible on all street-facing building walls. Where this occurs, consider the use of one or more of the street level interest methods illustrated in Figure 6.21.

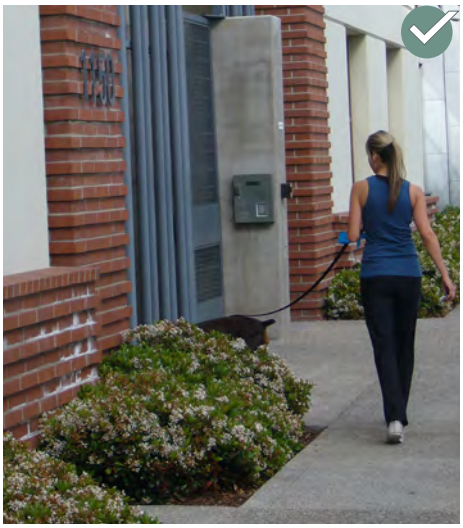
Design a storefront to engage the public realm, provide visual interest for pedestrians and promote pedestrian activity.

6.46 Design a building to create street level interest. Enhance ground floors by incorporating elements such as the following:

- Active uses, such as shops and restaurants
- Variations in the building wall, such as recessed entries or other indentations, in the ground floor façade
- Windows and display areas that increase the transparency of the ground floor

Utilize large walls for public artwork, water features, landscaping and other treatments to engage the public.

Create an active storefront.

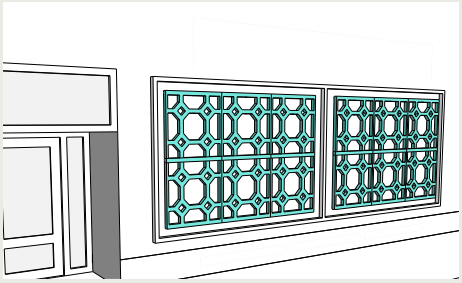


Enhance the ground floor design of a building to create pedestrian interest and activity.

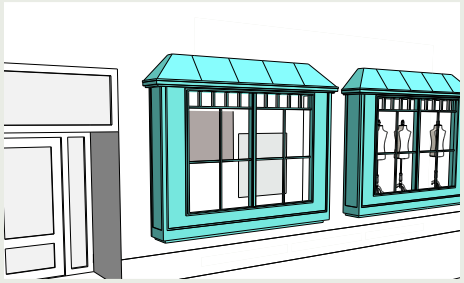
Figure 6.21: Alternative Street Level Interest Methods

The following diagrams illustrate some examples of ways to create street level interest where storefronts and active uses are not feasible. The color in each of the diagrams reflects the subject feature.

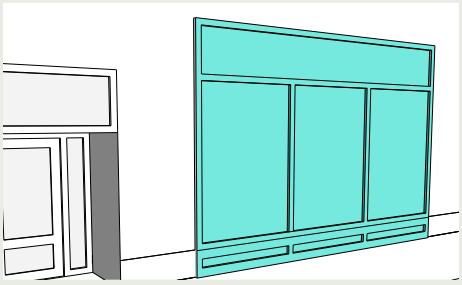
Architectural Details



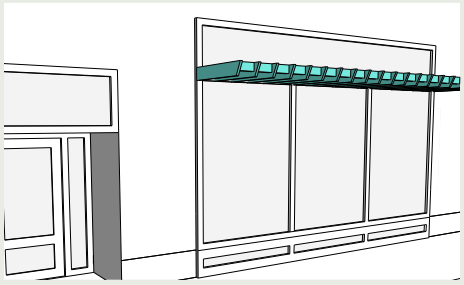
Display Case



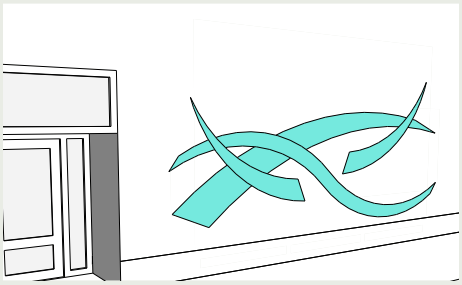
Windows



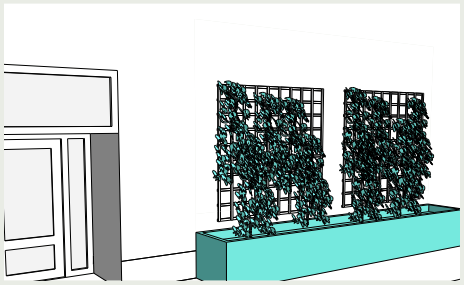
Awnings & Canopies



Wall Art



Planters & Landscaping



Building Entry

Building entrances provide a key visual and physical connection between the public and private realm. A door should be easily recognizable and distinguishable from the rest of the building. Where compatibility with context is important, building entries should be spaced to provide visual continuity and compatibility within traditional buildings in a Character Area.

6.47 Design the primary entrance to a building to be clearly identifiable. Use an architectural element(s) to highlight an entrance, and to provide weather protection, where feasible. Potential treatments include:

- Canopy
- Awning
- Arcade
- Portico
- Building recess
- Moldings
- Change in material
- Change in color

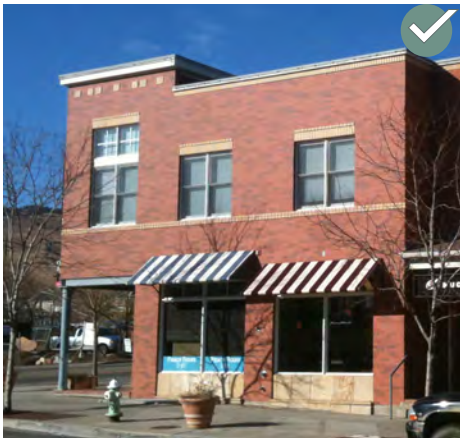
6.48 Use an authentic, functional entry on a street-facing façade.

6.49 Size and proportion an entry element to stand out visually.

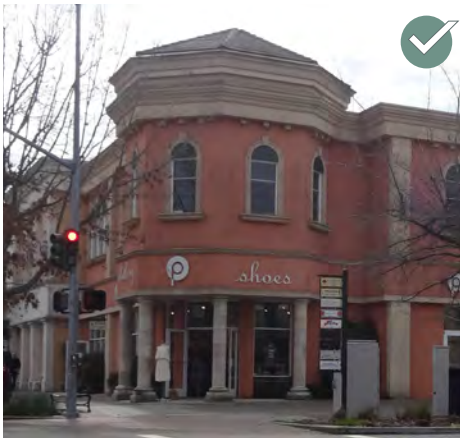
a. Size a door to be easily readable and recognizable, but to not be overly large.
b. Use a vertically oriented door.

6.50 Maintain a regular rhythm of entries along a street.

a. Use a common door height on a ground floor and on a visible upper floor.
b. Where compatibility with the context is important, provide space between entries on a building to be generally consistent with spacing on nearby traditional buildings.

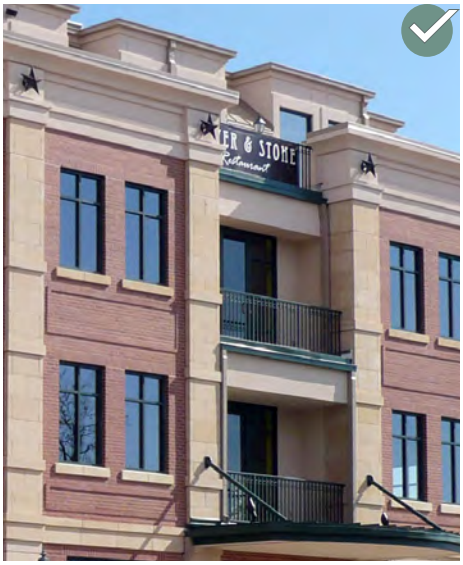


Design the primary entrance to a building to be clearly identifiable.



An entry element provides a visual connection to the public realm.

Maintain a regular rhythm of entries along a street.



Design a window to create depth and shadow on a façade.

Vertically align windows on upper and lower floors.

Windows

Windows are a key design element. New development should incorporate windows of a design and arrangement that expresses a human scale, create visual interest and in some cases creates visual continuity with context.

6.51 Locate and space windows to express a consistent.

* This design guideline is particularly important for new development in Character Area 5: Downtown Core.

a. Provide consistent horizontal spacing between windows on a floor.
b. Vertically align windows on upper and lower floors.
c. Provide a common head height for windows on a single floor. Minor deviations may be appropriate for an accent.
d. If a glazed wall is utilized, use spandrels, moldings, awnings or sills to provide vertical and horizontal expression.

6.52 Place a window opening to correspond to an actual interior space.

6.53 Where compatibility is important, size and proportion a window to be in the range of heights and widths of nearby traditional windows.

a. Size a window to be easily recognizable but not to be overly large.
b. Use a vertically oriented window on an upper floor.

6.54 Design a window to create depth and shadow on a façade.

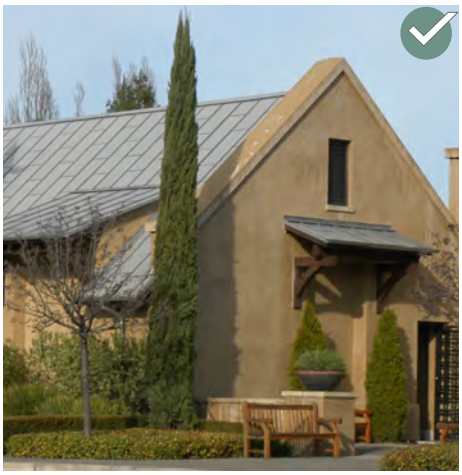
a. Design a window to appear "punched" into a wall.
b. Do not use a window that appears pasted onto a façade.

Roof Form

Roof form addresses the visible characteristics of a building's roof, which contribute to the character of a building. Where compatibility with context is important, roof forms that convey compatible mass and scale.

6.55 Design a roof to be architecturally consistent with the overall architectural design and detailing of the structure in terms of form and material.

a. Use angles, pitches and materials that coordinate with a building's overall design.



Design a roof to be architecturally consistent with the overall design of the structure.

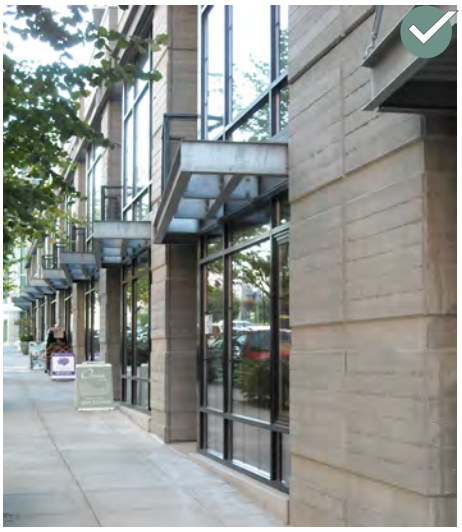
6.56 Where compatibility with context is important, design a roof's massing and form to be similar to traditional buildings.

a. Where a variety of roof forms is prevalent in an Area, allow for flexibility in roof form and design.

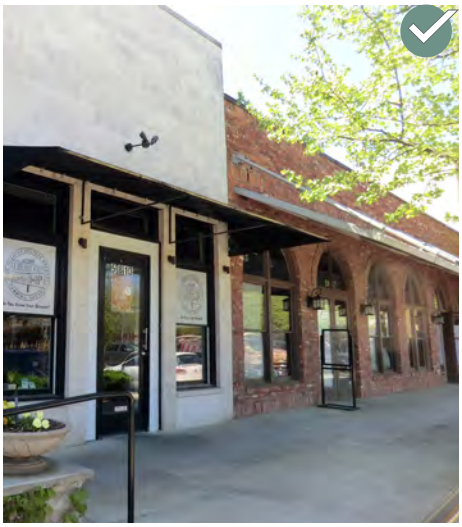
6.57 In downtown commercial development, design a roof to be visually subordinate, and to be concealed behind parapet walls.

In Downtown commercial development, design a roof to be visually subordinate, and to be concealed behind parapet walls.

Avoid visually flat materials.



Add visual interest through texture, finish and detailing.



Use an accent material to highlight an important feature such as an entry or window.

Building Materials and Color

Exterior building materials provide a sense of scale and texture that convey design quality and visual interest. Building façades, especially at the street-level, should use high-quality, durable materials that convey high quality in design and detail. Typical materials vary throughout Healdsburg's Character Areas; a variety of materials that are used in Healdsburg can be seen in Figure 6.22. Appendix B provides visual definitions of each of the building materials.

6.58 Use materials to convey a sense of human scale and visual interest.

a. Add visual interest through texture, finish and detailing.
b. Use changes in material to add visual interest and express a human scale.
c. Use an accent material to highlight an important feature such as an entry or window.
d. Use materials to create contrast and shadow.
e. Use a limited number of materials so that a façade does not appear overly busy or confusing.
f. Avoid overuse of visually "flat" or panelized materials (such as synthetic stucco or EIFS) that result in monotonous, featureless surfaces. Limited applications of synthetic stucco or another visually flat material may be appropriate as a wall panel or as an accent on an upper floor, but should be complemented with a material rich in texture or with a dynamic finish.

6.59 Where compatibility with context is important, use a material that is compatible with nearby traditional buildings.

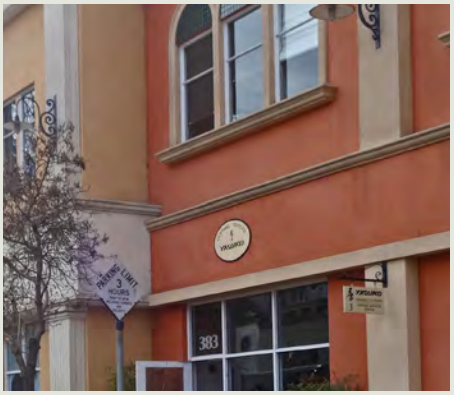
a. Use materials that exhibit characteristics similar to those used on adjacent or neighboring buildings.

6.60 Encourage building colors that are visible from the street to be generally compatible with those seen traditionally in Healdsburg. Traditional Healdsburg colors include whites, tans, greys and other earth-tone/natural colors.

a. Encourage the primary colors used for a building to be consistent with earth tones or other natural colors seen on traditional buildings in the city.
b. Allow other non-earth tone colors as accents or for special architectural features or details that are subordinate to the overall building.
c. Avoid overuse of sharp or overly bright colors that create a jarring contrast with traditional colors seen in Healdsburg.

Figure 6.22: Potential Exterior Building Materials

The materials shown below meet the guidelines and intent described on page 158 and are potential materials that can be used for commercial, industrial, mixed use and large-scale multi-family development in Healdsburg. Note that these examples are not the only materials that meet the intent and design guidelines described above; other materials are also appropriate for development in Healdsburg. Refer to the Character Areas chapter for more information.



Stucco

Wood

Stone

Metal Panels

Corrugated Metal

Brick

A storefront should include a high level of transparent glass.

Figure 6.23: Typical Storefront Features

Typical storefront features include:

1. Storefront Cornice or Lintel
2. Transom Windows
3. Display Window
4. Entry Door
5. Bulkhead/Kickplate

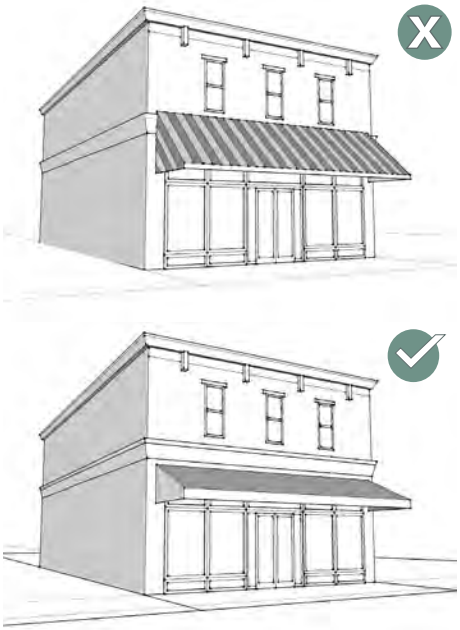


***Figure 6.24**: Awnings should not obscure the frame and details of a building.*

Storefront Design

Where a building incorporates a storefront, it should engage the public realm, provide design elements that activate the street edge and provide visual interest for pedestrians.

6.61 Design a storefront to be easily distinguishable and inviting to pedestrians.

a. Space building entrances at regular distances along a pedestrian pathway that are easily distinguishable.

6.62 Design a storefront to provide visual interest.

a. A storefront should include:
   - A generous height
   - A high level of transparent glass (not tinted)
   - A clearly defined entry
   - Canopies, awnings or other projecting elements that define the pedestrian area.

b. Other appropriate architectural elements that can be integrated with a storefront include:
   - Landscaping
   - Wall Art

Design a storefront to engage the public realm, provide visual interest for pedestrians and promote pedestrian activity.

Building Additions

Additions to non-single family structures are often used to increase the square footage of a building. An addition should be subordinate to an existing structure and should not provide a false sense of age or mimic the design of a historic resource. For this reason, additions to existing buildings are most sensitive in Character Area 5: Downtown Core. While additions in other Character Areas may be treated with more flexibility, they should still be subordinate to and should complement the design and style of the existing structure.

***Figure 6.25**: Design a building addition to be subordinate to the existing structure.*

6.63 Design a building addition to be subordinate to the existing structure.

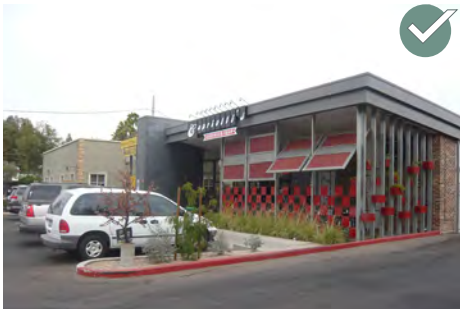
a. Where possible, locate a building addition to the rear of the existing structure.

Where possible, locate a building addition to the rear of the existing structure.

6.64 If a building is visible from the public realm, design it to be visually compatible with the existing structure.

a. Arrange windows and doors on the building addition in a way that complements the pattern of the windows and doors on the existing structure.

***Figure 6.26**: Design a building addition to be subordinate to the existing structure in Downtown. Here, the setback helps make the addition subordinate.*



This adaptive reuse project in Phoenix, Arizona converted an older convenience store building (top) into a casual dining establishment (bottom) that enhances the character of an adjacent commercial corridor.

Design the renovation of a building to respect its original design.

Renovation of Existing Structures

The renovation and reuse of an existing structure is encouraged. Renovating existing structures also reduces waste from demolition and reduces the number of new materials used in a project, compared to a new construction.

6.65 In Character Area 5, design the renovation of a traditional building to respect its original design.

a. Consider original architectural elements that define a building, and incorporate those and the style of the original building into the renovation.
b. Whenever possible, retain elements that established the building's style and character such as a storefront, windows, recessed entries, masonry surfaces, etc.
c. Consider restoring design elements that may have been lost throughout the years. Consult City staff to determine what elements may have previously been a part of the building.
d. Remove elements that have been added to the building that conceal significant architectural details.
e. In Character Area 5, treat the design of upper stories and elevations of renovated structures with the same sensitivity as the ground-floor elevation.

6.66 Integrate or screen essential building equipment and service areas into a renovation design.

a. Conceal or screen new mechanical equipment.
b. Design service areas, rear elevations and side elevations to be attractive from alleyways, side streets and sidewalks.
c. Where parking lots adjoin the rear of a renovated building, consider incorporating rear store entrances and pass-throughs to the street.

Sensitive Transitions

Sensitive transitions address the relationship between buildings of higher densities or of more public uses that are adjacent to lower-scale residential neighborhoods. Site design adjacent to an existing or future residential neighborhood should provide a compatible transition that minimizes potential negative impacts.

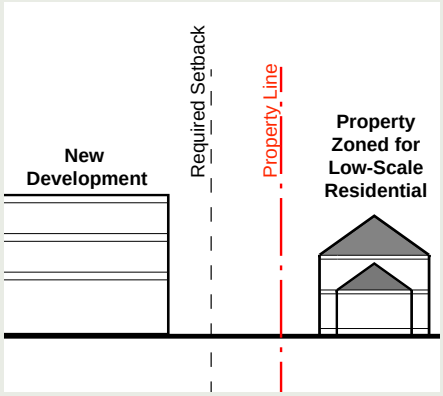
6.67 Design a commercial or mixed use site to be compatible with a neighboring residential site.

a. Place and orient buildings to minimize potential negative impacts on an adjacent residential neighborhood.
b. Provide a transition in height between taller development and low-scale residential neighborhoods.
c. Consider locating a taller building an additional distance beyond the required setback from the shared lot line to avoid a looming wall.
d. Do not locate mechanical or service areas directly adjacent to a residential property.

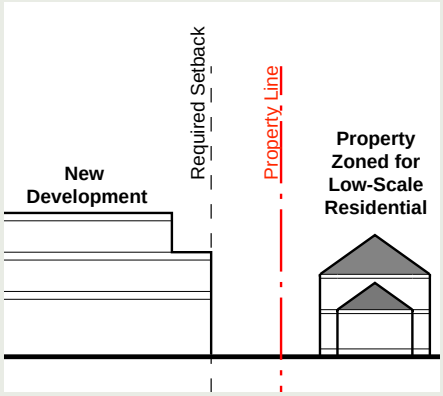
Provide an increased setback between taller development and low-scale residential neighborhoods.

Figure 6.27: Sensitive Transitions

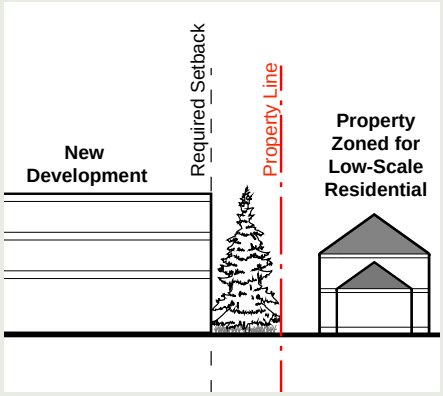
Appropriate options include:



A setback that is greater than what is required.



A stepdown in height towards the low-scale residential site.



A significant landscape buffer in the setback between the building and the property line.

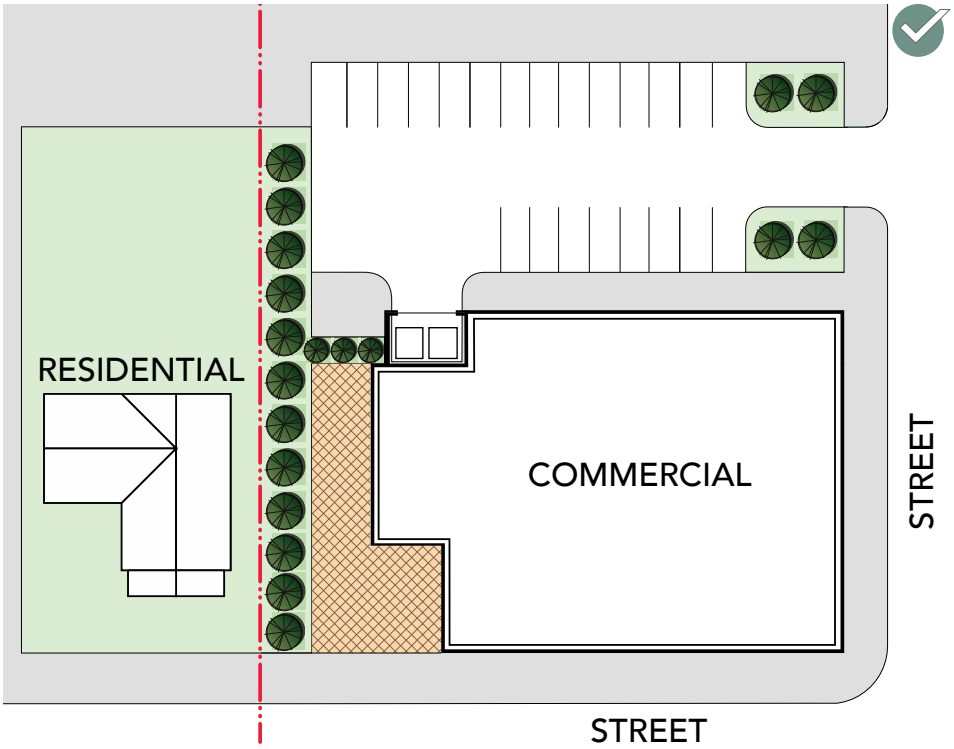


***Figure 6.28**: Design a commercial or mixed-use building to be compatible with a neighboring residential site. For example, trash storage should be located away from the street and towards the interior of the site, and landscaping and open space can help present a softer edge to the residential site.*

6.68 Design a landscape buffer area to provide shared amenities.

a. Amenities shared between a commercial or mixed use development and an adjacent residential neighborhood may include:

- Picnic areas
- Recreational areas
- Playgrounds
- Stormwater management facilities
- Other landscape features

Signs

Signs are important design features in Healdsburg that bring attention to businesses, provide information about the City and direct visitors to their destination. Balancing functional requirements for signs with the objectives for the overall character of an area is a key consideration. While signs are needed for a variety of reasons, an overabundance of signs in a certain area can be overwhelming and detract from the intent of installing signs. Instead, the orderly location and design of signs can make fewer and smaller signs more effective in an area. The design guidelines that follow provide key considerations for all sign types, as well as specific guidelines based on sign type.

General Sign Guidelines

A sign should be in character with the materials, colors and details of the building. Its content should be visually interesting and clearly legible. A sign should be located in a strategic location that does not obstruct the right-of-way or provide any safety issues for pedestrians, bicyclists or vehicles. Illumination sources for signs should be shielded to minimize glare and light pollution.

6.69 Design a sign to be compatible with the primary building.

a. Use materials, colors and details that are compatible with those used for the building.

6.70 Design and locate a sign to be subordinate to a site and primary building.

a. Design a sign to be simple in character.
b. Design the content of a sign to be clearly legible. Traditional block and curvilinear styles that are easy to read are preferred.
c. Limit the number of colors used on a sign. In general, no more than three colors should be used, although accent colors and additional colors for illustrates may be considered.
d. Locate and design a sign to emphasize rather than overshadow, building features.

Design a sign to be compatible with the primary building.

Use materials, colors and details that are compatible with those used for the building.

Design and locate a sign to be subordinate to a site and primary building.

NOTE

Signs are subject to Article IX in the City of Healdsburg Land Use Code.

http://www.codepublishing.com/CA/Healdsburg/#!/Healdsburg20/Healdsburg2016.html#20.16.190

Direct lighting towards a sign from an external, shielded lamp.

Use a sign material that is compatible with the architectural character and materials of the building.

6.71 Shield a sign illumination source to minimize glare and light pollution.

a. Use a compatible shielded light source to illuminate a sign.
b. Direct lighting towards a sign from an external, shielded lamp.
c. Do not overpower the building or street edge with sign lighting.
d. If halo lighting is used to accentuate a sign or building, locate the light source so that it is not visible.
e. If internal illumination is used, design it to be subordinate to the overall building composition.
f. If internal illumination is used, use a system that only backlights the individual characters of sign text.
g. Avoid internal illumination of an entire sign panel.

6.72 Use a sign material that is compatible with the architectural character and materials of the building.

6.73 Use permanent, durable materials for a sign that are compatible with materials used in Healdsburg.

a. Avoid designing a thin, lexan sign that is cut from glossy plastic.

Design Guidelines for Specific Sign Types

In addition to the design guidelines provided above for all sign types, specific design guidelines below provide additional guidance for signs in Healdsburg.

Wall Sign

A wall sign is a permanent sign attached parallel to or erected against the wall of a building or structure with the exposed face of the sign parallel to the plane of such wall.

6.74 Locate and design a wall sign to promote design compatibility among buildings.

a. Place a wall sign to align with other signs on nearby buildings.
b. Design a wall sign to minimize the depth of a sign panel or letters.
c. Design a wall sign to fit within, rather than forward of, the fascia or other architectural details of a building.

Design a wall sign to fit within, rather than forward of, the fascia or other architectural details of a building.

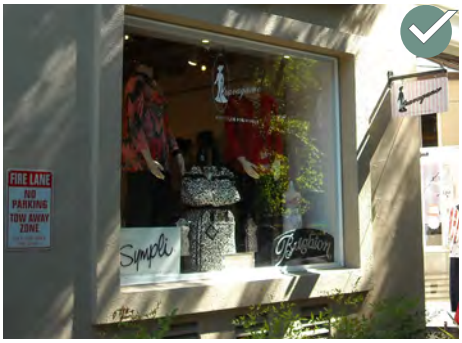
Locate and design a wall sign to promote design compatibility among buildings.

Window Sign

A window sign is a permanent sign affixed to a window surface so that the window acts as a frame or background for the sign.

6.75 Design a window sign to preserve transparency at the sidewalk edge.

a. Use a minimal amount of opaque material on a window sign.
b. Scale a window sign so that it only covers a modest amount of a glass window panel.



Design a window sign to preserve transparency at the sidewalk edge.

Blade Signs

A blade sign is mounted on the exterior wall of a structure and affixed at the top and bottom so that the sign does not move at all in the wind.

6.76 Locate and design a projecting sign to relate to building entries and convey visual interest.

a. Locate a small blade sign near the business entrance.
b. Mount a larger blade sign higher on the building, centered on the façade or positioned at the corner.
c. Design a bracket for a projecting sign to complement the sign composition.

A blade sign is mounted on the exterior wall of a structure and affixed at the top and bottom.

Locate and design a hanging sign to relate to building entries and convey visual interest.

Design printing on an awning to be subordinate to the awning.

Overhanging Signs

An overhanging sign is mounted to the exterior wall of a structure and projects outward, perpendicularly from the wall. An overhanging sign is similar to a Blade Sign except that it is only affixed to the wall at the top of the sign structure, meaning that the sign could move in the wind or if touched.

6.77 Locate and design a hanging sign to relate to building entries and convey visual interest.

a. Locate a small hanging sign near the business entrance.
b. Mount a larger hanging sign higher on the building, centered on the façade or positioned at the corner.
c. Design a bracket for a hanging sign to complement the sign composition.

Canopy Signs

A canopy sign is a permanent sign that is part of or attached to an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area.

6.78 Design signage to fit within and be subordinate to the architectural canopy element.

a. Use lettering or graphics that fit within the canopy structure.
b. Use colors that contrast with a canopy material.

Monument Signs

A monument sign is a permanent, free-standing sign supported on the ground by a solid base rather than by poles or open braces. These signs can be two-sided provided that both sides cannot be seen simultaneously from any point. Monument signs are typically located on a landscaped portion of a site, may be near a building entrance, near the street or placed at a key intersection.

Monument signs are used to display a wide variety of information including directories of tenants, store names or welcome signage as a visitor enters the city. They should be used in lieu of a pole sign.

Locate a monument sign to integrate with the site design.

6.79 Locate a monument sign to integrate with the site design.

a. Ensure that a monument sign does not encroach on or interrupt a prominent site feature or internal walkway.

6.80 Scale a monument sign to be of a size and height that expresses human scale.

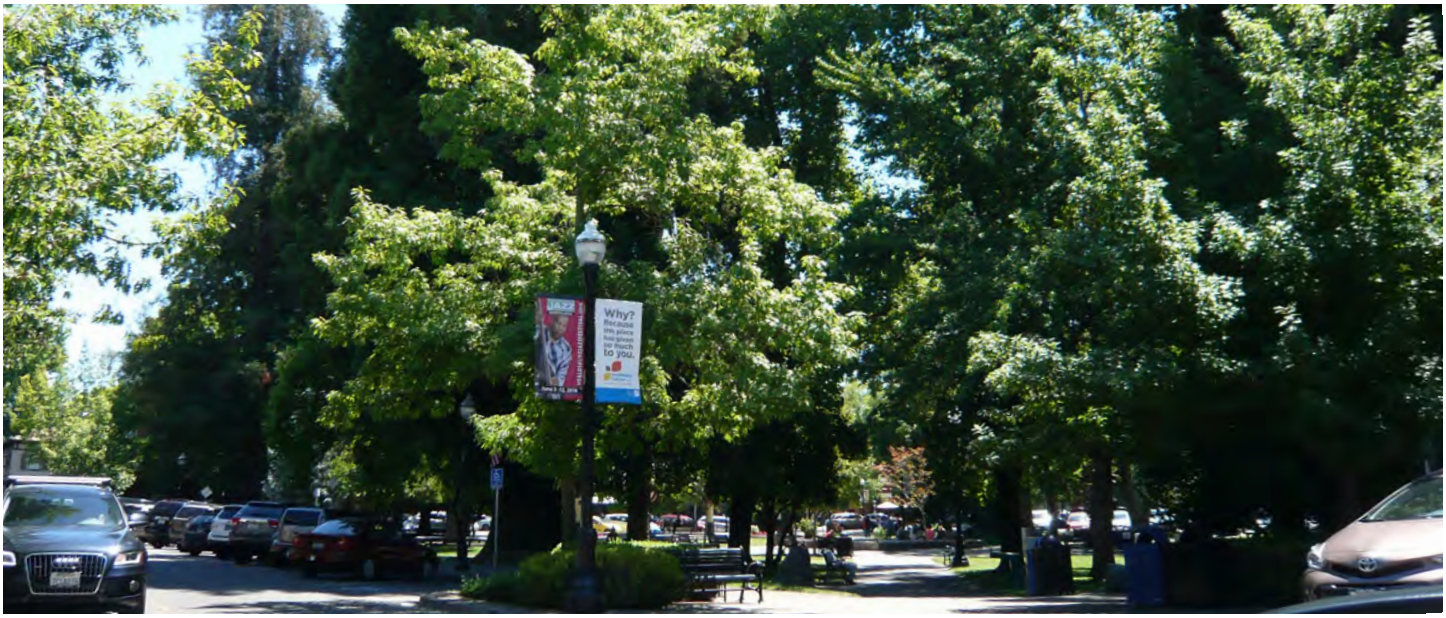
a. Use a low profile monument sign that is easily readable, but does not block views to a building.

Scale a monument sign to be of a size and height that expresses human scale.


HEALDSBURG

Chapter 7

Design Guidelines for All Development Types



This chapter provides design guidelines for all development in Healdsburg. They focus on specialized topics, such as Low Impact Development, Freestanding Site Features and Designing with Topography.

IN THIS CHAPTER

Consider incorporating a feature that conserves energy, such as an external shading device.

Collect and use rainwater for irrigation.

Sustainability

Development in Healdsburg should incorporate sustainable design features whenever possible to reduce environmental impacts and conserve energy. This will also help achieve the City's overall sustainability objectives. Site design should incorporate sustainability features to reduce energy consumption and stormwater runoff, and building designs should incorporate sustainability features that maximize energy efficiency and address seasonal changes in natural lighting and ventilation conditions. Low Impact Development (LID) principles and guidelines are covered in the next section in this chapter.

7.1 Use landscaping to reduce the need for heating and cooling.

a. Use trees and landscaping to create shade in warm months and sun exposure in cool months.
b. Consider incorporating a living roof.

7.2 Choose a material that reduces energy consumption.

a. Use a local, recycled material where possible.
b. Use a light colored surface material that reflects heat.
c. Consider incorporating an energy-generating feature on a site. This may include a freestanding solar panel, solar powered lighting or similar feature.
d. Consider incorporating a living roof.

7.3 Consider a building design feature that conserves energy.

a. Utilize external shading (landscape and/or integrated into the building) to keep out summer sun and let in winter sun.
b. Design windows to maximize light into interior spaces.
c. Use exterior shading devices, such as overhangs, to manage solar gain in summer months and welcome solar access in winter months.
d. Incorporate a renewable energy device, including a solar collector or wind turbine.

7.4 When redeveloping a site, salvage or reuse site and building materials where possible.

a. Incorporate a functional existing building into a redevelopment project in order to minimize waste and greenhouse gas emissions associated with demolition.

7.5 Where off-street parking exists in larger projects, encourage the use of fuel-efficient and electronic vehicles by:
   a. Providing compact parking spaces.
   b. Providing one or more electronic vehicle (EV) charging stations.

7.6 Locate and orient a building and outdoor public space to maximize exposure to winter sun and to avoid summer heat.

Consider incorporating solar-oriented, energy-generating technologies into a new development.

Solar Technology

The use of solar energy-generating technologies is consistent with Healdsburg's sustainability objectives and is highly encouraged in future projects. However, in certain locations and with some visual qualities, these features can impact the public realm or visually dominate a building or site on which they are placed. Where feasible, energy-generating technology equipment should be visually subordinate to a building and their visual impact on the street minimized. Please note that State or other regulations may supercede these guidelines.

7.7 Consider incorporating solar-oriented, energy-generating technologies in a development.
   a. Locate attached or detached solar technologies, such as solar panels and solar cells, where sun will be harvested, as well as where the technologies are least visible from the public realm.

Locate attached or detached solar technologies, such as solar panels and solar cells, where sun will be harvested, as well as where technologies are least visible from the public realm.

7.8 Where feasible, use a solar panel that is visually subordinate to the building.
   a. Consider choosing a solar panel that includes a low amount of visual contrast in its design.
   b. Encourage a solar panel that is compatible in color to the roof of a structure so that it does not visually dominate the building.
   c. Consider placing a solar panel on the rear portion of a roof, further away from the street.
   d. If feasible, locate a solar panel on a secondary structure that is not visible from the street.

Incorporate a natural drainage way as an amenity to the site plan.

Incorporate LID principles to address stormwater as close to the source as possible including permeable surfaces and paving systems.

NOTE

The City of Healdsburg Zoning and Stormwater Ordinance provides specific guidance for landscaping and stormwater that must also be adhered to. Refer to the Zoning Ordinance prior to beginning a project. In addition, the LID Manual provided below includes additional information regarding designing for stormwater and incorporating Low Impact Development principles.

http://srcity.org/1255/Low-Impact-Development

Low Impact Development Principles (LID)

Low Impact Development (LID) is a specific development strategy that addresses stormwater runoff at the source, closely mimicking the natural, pre-development, hydrologic systems rather than building infrastructure to handle runoff. LID is required by State and Federal law for some projects and is encouraged on all projects. LID principles not only increase the environmental benefits of a development, but also are fiscally beneficial to communities. The design guidelines below are intended to complement landscaping requirements in the Healdsburg Zoning and Stormwater Ordinances by promoting the use of low-impact development features. Many of the design guidelines provided below indicate LID solutions that are effective on a larger scale. For single-family development and smaller projects, consider solutions listed below as well as scaled-down versions. These guidelines address external features.

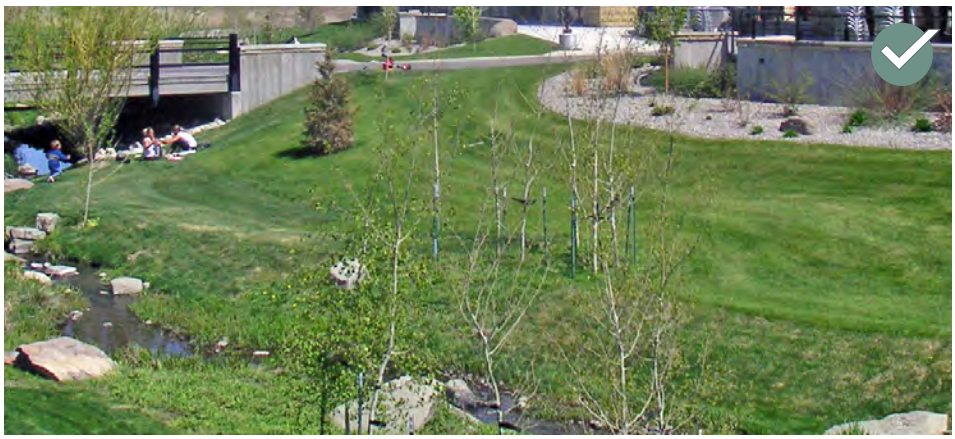
7.9 Maintain pre-development hydrologic characteristics to minimize stormwater impacts.

a. Preserve natural vegetation and drainage patterns.
b. Incorporate a natural drainage way as an amenity on a site.
c. Alter natural drainage patterns only to mimic pre-development hydrologic characteristics.

7.10 Incorporate stormwater management systems that minimize runoff and maximize water quality.

Consider management systems that:

a. Provide areas for stormwater to infiltrate into the ground to mimic the natural water cycle.
b. Remove pollutants from stormwater through uptake by plants and trees in rain gardens.
c. Provide flows through vegetative buffers to remove pollutants.



Use stormwater management systems as site amenities.

7.11 Select appropriate LID Best Management Practices (BMPs) for the site.

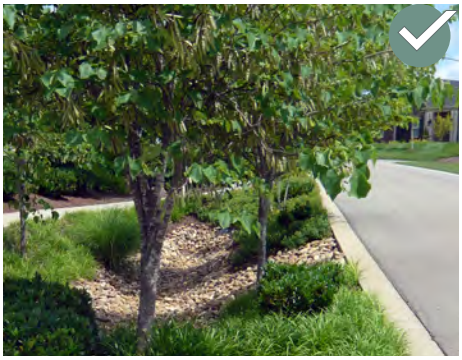
When incorporating LID features into the design of a building and/or site, consider the following:

- Consider the watershed in which the project is located.
- Consider the existing runoff system around the site.
- Incorporate and design new LID systems and features to work in concert with and improve the existing runoff system.

7.12 Design a site to utilize LID principles and stormwater treatment measures that are most conducive to that location.

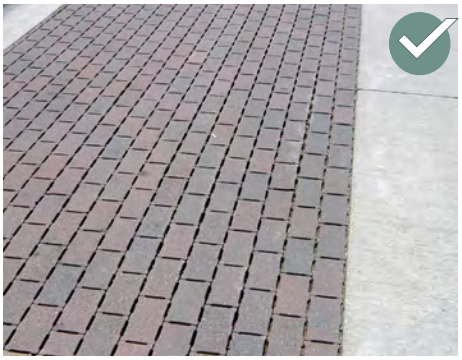
a. Consider alternative site layout techniques to reduce the total amount of impervious area. This may include designing compact, multi-story structures, clustering development and creating shared driveways or pathways.
b. Minimize the amount of surface parking.
c. Use rainwater as a resource to reduce runoff and to be retained on-site for irrigation purposes, where possible.
d. Use drainage as a design element, incorporating vegetated swales, depressed landscape areas and bioretention areas where possible.
e. Maximize choices for mobility, accommodating alternative modes of transportation to automobiles.
f. Identify self-treating areas such as green roofs or large landscaped areas to remove pollutants.

Include a stormwater management feature such as a bioretention area or a raingarden.



Incorporate a natural drainage way as an amenity to the site plan.

Consider the use of LID principles including bioretention or other planted paving systems.



Integrate LID features, such as permeable surfaces, to minimize impacts to the municipal stormwater system and area watersheds.

FOR MORE INFORMATION:

To learn more about Low Impact Development (LID) principles, the importance of incorporating them into a project and the economic and environmental benefits of LID features, visit the following websites and documents:

California LID Portal (from the California Stormwater Quality Association):

https://www.casqa.org/resources/california-lid-portal

Toolbox (from the California Stormwater Quality Association):

https://www.casqa.org/resources/lid/toolbox

"Reducing Stormwater Costs through Low Impact Development (LID) Strategies and Practices":

https://www.casqa.org/sites/default/files/downloads/epa_2007_-_reducing_stormwater_costs_through_lid.pdf

"Low Impact Development Technical Design Manual":

http://srcity.org/1255/Low-Impact-Development

"Healdsburg Non-Stormwater Best Management Practices":

http://www.ci.healdsburg.ca.us/390/Storm-Water

CASQA's Best Management Practices Handbooks:

https://www.casqa.org/resources/bmp-handbooks

Caltran's Standards for Stormwater Management:

http://dot.ca.gov/des/oe/construction-contract-standards.html

7.13 Consider incorporating and combining systems and features from each of the LID categories.

a. Consider incorporating "conservation designs" that focus on preserving open space, such as clustered development, reducing pavement and creating shared driveways.
b. Consider incorporating "infiltration practices" that focus on engineering structures or landscape features that are designed to capture and infiltrate runoff such as basins and rain gardens.
c. Consider incorporating "runoff storage practices" that capture, store and reuse stormwater runoff including rain barrels, green roofs and depressional storage in landscape islands.
d. Consider incorporating "runoff conveyance practices" that route excess runoff through swales and long flow paths in landscaped areas with minimal piping and hard surfaces, while maintaining traditional flow patterns of high flow events offsite.
e. Consider incorporating "filtration practices" that direct stormwater runoff to bioretention areas, rain gardens, vegetated swales and filter strips that capture pollutants from the runoff.
f. Consider incorporating "low impact landscaping" that reduces impervious surfaces, increases infiltration potential and improves the aesthetics of a site such as native plants, re/planting turf areas and amending soil to improve infiltration.

7.14 Integrate Low Impact Development (LID) systems and features to minimize impacts to the municipal stormwater system and area watersheds.

a. Incorporate permeable surfaces into the overall site design on small surface areas such as pathways, rather than parking lots or large areas in the right-of-way.
b. Include a stormwater management feature - such as a bioretention swale or another planted paving system, greenroofs and rain gardens/barrels/cisterns, as a site amenity or landscape feature.
c. Utilize native plants (Appendix F in the LID manual) that do not require additional irrigation beyond the initial plant establishment period.

d. Use permeable surfaces that allow water infiltration.
e. Use generous site landscaping (and depressed areas) to absorb site runoff.
f. Collect and use rainwater for irrigation. Consider incorporating 'laundry to landscape' and other greywater landscape irrigation systems.
g. Use drip irrigation systems, where appropriate, to conserve water.
h. Install an automatic irrigation system that supports a water conserving irrigation site design.
i. Incorporate permeable surfaces.
j. Design landscaping and irrigation to prevent non-stormwater runoff.

7.15 Perform maintenance on LID systems when necessary.

a. Maintain permeable pavement to prevent clogging by vacuum sweeping the surface, replacing permeable media between pavers and/or drilling small holdings in areas of ponding to assist in drainage.
b. Check for ponding water (less than 48 hours), dead or diseased plants and accumulated trash.

7.16 Use a stormwater management feature as a site amenity.

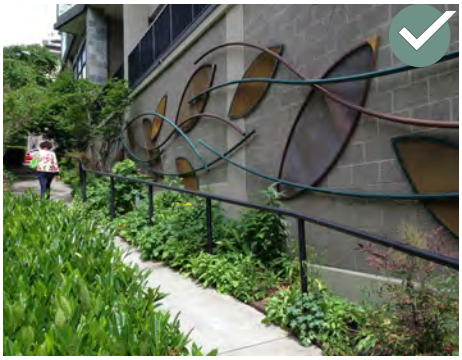
a. Use rainwater as an amenity by directing stormwater to planted islands and other landscaping.
b. Include a detention area as part of an outdoor public space scheme for a site when feasible.
c. Incorporate plazas, courtyards and patios into and around stormwater management systems.
d. Consider incorporating a green roof to enhance a project (reduce energy consumption in the summer and winter), while also helping to improve stormwater impacts.

STORMWATER AND TRASH ENCLOSURES

The location and design of trash enclosures is closely related to stormwater management. Design guidelines provided in Chapter 5: Services Areas and Utilities describe how to minimize runoff from trash enclosures. These design guidelines are important to review when discussing LID and stormwater management.

Use rainwater as an amenity by directing stormwater to planted islands and other landscaping.

Include a detention area as part of an outdoor public space scheme for a site when feasible. Here, a small raingarden acts as a detention area, and is used as a buffer between the street and the sidewalk.



Incorporating public art in a project is encouraged. A public art piece located exterior to a building should be suitable for outdoor display, including its long-term maintenance and conservation requirements.

Consider using public art strategically to help encourage the use of courtyards, plazas and other public spaces.

Design public art to enhance the overall public realm and the pedestrian experience.

Incorporating Art in a Project

Public art includes creative features that are accessible or visible from the public realm, and are seen as an amenity in Healdsburg. Such features may include sculptures, murals, mosaics or other similar features. The design guidelines below are consistent with the City's art policy. Public art is expressly encouraged for the enjoyment of a project's owners and tenants, and when located to be visible from the public realm, for the greater Healdsburg community. Public art should be encouraged as a design feature. For those arts elements that are visible from the street, art should provide visual interest along the street, enhance walkability and promote placemaking.

The intention of the design guidelines that follow is not to address the content or selection of public art but rather to provide guidance about the appropriate placement of permanent installations.

7.17 Consider incorporating public art into a project design.

a. Locate public art in a way that will not impede circulation to or through a site.
b. Locate art to provide a focal point for an outdoor public space and to be accessible to the public.
c. Consider incorporating public art as a stand-alone feature or as a feature that is integrated into the design of a building or functional amenities such as transit stops or benches.
d. Incorporate art that is durable and that will not deteriorate over time.
e. Maintain and clean the art as necessary to ensure that it remains clean and does not become a home for graffiti, birds or other unintended objects.

7.18 Design public art to enhance the overall public realm and the pedestrian experience.

a. Where appropriate, use public art to help create or enhance places of community gathering and active public use.
b. Install public art where it can be comfortably experienced by pedestrians, and where it does not negatively impact adjacent property owners' views and uses of their property.
c. Consider a public art location that will frame or enhance an important public view opportunity.

d. Consider using public art strategically to help encourage the use of courtyards, plazas and other public spaces.
e. Consider incorporating art that reflects the historic and cultural values, and the character, of Healdsburg.
f. Avoid installing public art in locations and public art of designs that impede pedestrian flow or could endanger the safety of adjacent property, pedestrians or vehicular traffic.

Freestanding Site Features

Freestanding site features include benches, planters and other similar elements. They are functional design components and also can enhance a project aesthetically. They can provide pedestrian interest, complement outdoor public spaces and animate outdoor places.

7.19 Provide a freestanding feature to enhance a site or the public realm. Potential features include:

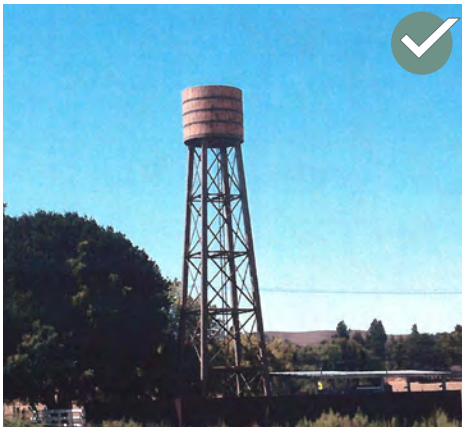
- Benches
- Tables
- Planters
- Public Art
- Kiosks
- Bike Racks

7.20 Integrate a freestanding feature within the overall design of a site.

a. Locate a feature so that it does not impede pedestrian circulation or vehicular access.
b. Locate a feature to take advantage of an active area on a site, such as within an outdoor public space, along a walkway or near a building entry.
c. Use materials with consistency and coordinate them with other site and building features.

Locate a freestanding site feature so that it does not impede pedestrian circulation or vehicular access.

Provide a freestanding feature to enhance a site or the public realm. Here, an artistic bike rack acts as a freestanding feature along a sidewalk.



Consider integrating a telecommunication facility into a common site feature, such as a water tower or a large tree.

Locate a telecommunication facility to minimize its visibility and to minimize the number of facilities. The above proposal for a telecommunication facility incorporates the facility into a water tank, and is located in a way that does not disrupt scenic corridors.

NOTE

Additional requirements are provided in the Zoning Code. Contact City of Healdsburg staff with further questions regarding the design and location of a telecommunication facility.

Telecommunication Facilities

The use and installation of telecommunication facilities is essential to everyday life. However, their physical presence on the landscape is often undesired. Telecommunication facilities should be located and designed to minimize their impact on the scenic qualities of Healdsburg.

7.21 Locate and construct a wireless telecommunication facility so that it does not endanger people living, working or moving around the structure.

7.22 Minimize the visibility of a wireless telecommunication facility.

a. Locate a telecommunication facility in a location that does not obstruct a scenic view, interrupt the natural topography or disrupt a public outdoor space.

7.23 Design a telecommunication facility to blend into the surrounding environment.

a. Consider integrating a telecommunication facility into a common site feature, such as a water tower or a large tree.

7.24 Screen a wireless telecommunication facility.

a. Consider the use of trees, native vegetation and other screening vegetation to minimize the appearance of the wireless telecommunication facility within the natural landscape.
b. Where an enclosure or screening wall is incorporated, architecturally integrate them into the surrounding buildings.

Designing with Topography

Some projects occur on sites with topography and grade change. A site design should work with existing topography wherever possible rather than creating a flat site. This is a sustainable practice and helps to retain terrain that contributes positively to Healdsburg's character. A regrading effort should not negatively impact the public realm.

7.25 Design a project to integrate with and take advantage of existing topography.

a. Incorporate a topographic feature as an outdoor public space or landscape amenity where feasible.
b. Where on-site parking is provided, consider taking advantage of site topography to provide subterranean or partially subterranean parking.
c. "Terrace" a building into a hillside to minimize the use of "cut and fill" and to create private outdoor spaces and site features.
d. Where grading is utilized, the design should retain water on site, enhance percolation into soils and minimize runoff onto adjacent properties.
e. Step the first floor of a building along a sloped street to maintain a constant street presence.
f. Where a taller cut or change in grade is necessary, use a series of landscaped terraces or stepped walls.

7.26 Design a building to respect and reflect the natural topography, especially in hilly areas such as Character Area 4: Hillside Residential.

a. Locate a building to preserve the natural slope.
b. Design a building to be of a mass that reflects, respects and blends with site topography.
c. Design a building in modules that are oriented with the contours of the slope.
d. Locate a building to minimize obstruction of views and site lines from surrounding properties.
e. Utilize a roof pitch that is low and angled with the slope. Collectively, rooflines should reflect the naturally occurring ridgeline silhouette.
f. Select colors and materials for new development that blends with the natural colors and hues of the surrounding hillsides.
g. Utilize roof materials that are textured and of a darker tone such as brown, black and terracotta. Avoid bright or light-colored roofs.

Design a site to integrate with and take advantage of the existing topography.

Step the first floor of a building along a sloped street to maintain a constant street presence.

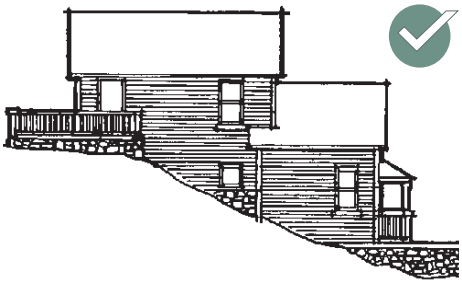


***Figure 7.1**: "Terrace" a building into a hillside to minimize the use of "cut and fill" and to create private outdoor spaces and site features.*

Include a feature or amenity that encourages walking or biking as an alternative to driving.

Include bicycle storage facilities, covered bicycle parking, employee showers or other bicycle-friendly amenities in a building or on-site.

Consider designing a bike rack as a decorative element.

NOTE

The "Essentials of Bike Parking", written by the Association of Pedestrian and Bicycle Professionals, provides additional guidance on appropriate types of bike parking and dimensional standards for bike parking facilities.

http://c.ymcdn.com/sites/www.apbp.org/resource/resmgr/Bicycle_Parking/EssentialsofBikeParking_FINA.pdfv

Bicycle Facilities

Active transportation modes, such as biking and walking, are prioritized in the City of Healdsburg. Development should provide facilities that encourage biking and walking.

7.27 Locate a bike rack on a site in a place that is visible and active.

a. Locate a bike rack so that bicyclists can easily find the structure.
b. Locate a bike rack so that bicyclists can safely and easily access a building's entry from the structure.

7.28 Locate a bike rack to provide adequate clearance for bicyclists and pedestrians.

a. Locate a bike rack to provide adequate clearance for pedestrians and bicyclists when bicycles are locked to the structure.
b. Do not locate a bike rack in the middle of a pedestrian pathway that will impede pedestrian access and flow.

7.29 Design a bike rack to accommodate all bicycle types.

a. Utilize a design that can facilitate a variety of bicycle heights and lengths, providing locations throughout the structure to which a bicycle could be locked.

7.30 Consider designing a bike rack as a decorative element.

7.31 Include a feature or amenity that encourages walking or biking as an alternative to driving.

a. Include bicycle storage facilities, covered bicycle parking, employee showers and other bicycle-friendly amenities in a building or on-site.
b. Include excellent pedestrian facilities that are well connected to the external pedestrian circulation system.

Heritage Tree Preservation

Trees in Healdsburg contribute to the character of the city, which is emphasized even more with trees that have been a part of the city for decades. In order to protect the character of Healdsburg, heritage trees must undergo a process with the City Arborist to determine if they may be removed, if a request is made to remove a tree. Healdsburg's heritage trees should be protected and should be incorporated into the design of a development, wherever possible.

7.32 Preserve and maintain heritage trees when creating a site layout for a project.

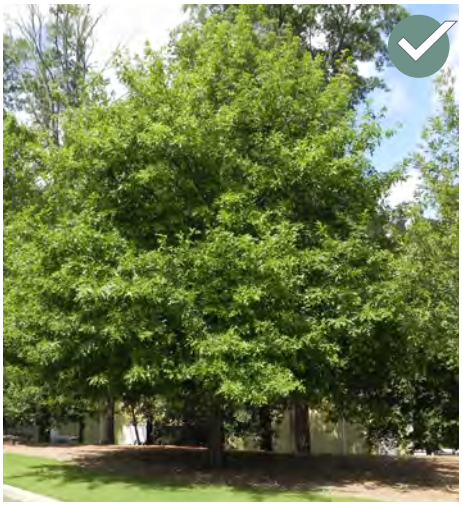
a. Consider the design and grading for a site in relation to the existing heritage trees.
b. Locate proposed grading and improvements in minimum growing areas, as required by the tree species.
c. Do not locate building footprints, utilities and other site improvements in the tree protection zone or critical root zone, as identified in the arborist's report.

7.33 The initial project layout, design and grading for the site should be directed towards preservation and maintenance of these trees.

7.34 Building footprints, utilities and other site improvements should not be located in the tree protection zone or critical root zone as identified in the arborists report.

7.35 The proposed grading and improvements plan should be located in minimum growing areas as required by the species.

a. Consider incorporating the tree as a key site design feature or as part of an amenity.



Preserve and maintain heritage trees when creating a site layout for a project.

NOTE

Where heritage trees are located on a site proposed for development, the requirements of the City's Heritage Tree Ordinance must be followed:

http://www.codepublishing.com/CA/Healdsburg/#!/Healdsburg20/Healdsburg2024.html#20.24.035

Enhancing Healdsburg's Tree Canopy

Large trees with significant canopy and coverage strongly contribute to sense of place and reflect's Healdsburg's close association with the natural environment. Larger trees also can provide key shade elements during warmer months for parking areas, pedestrian circulation, plazas or other outdoor places included on a site. For these reasons, a project should integrate large canopy trees into a site design whenever feasible. Enhancing tree canopies is important everywhere, but particularly important in non-residential areas.

7.36 Enhance a project by planting large canopy trees.

a. Carefully integrate large trees into a site so that their benefit is maximized.
b. Place a large tree in an area that is highly visible from the public realm.
c. Place a large tree in a common outdoor space to enhance a tenant amenity space.
d. Locate trees near spaces where shade is needed.
e. Use large canopy trees to provide visual and physical relief to the monotonous nature of a surface parking lot.

Chapter 8

Treatment of Historic Resources

Historic resources are located throughout Healdsburg and greatly contribute to the sense of character and charm of the city. Over the past decades, the City has taken many steps to support historic preservation and to protect historic resources that remain as reminders of the city's heritage. A historic resources survey in 1983 included 339 properties and 6 districts within the City of Healdsburg, and led to the designation of the Johnson and Matheson historic districts. In addition to Healdsburg's two historic districts, the city has numerous other individually designated historic resources.

IN THIS CHAPTER

NOTE

Projects that impact historical resources as defined under California Environmental Quality Act (CEQA) will be subject to environmental review per state law. These Design Guidelines do not designate properties as historic for the purposes of CEQA.

Applicability

The following design guidelines address the treatment of existing historic resources and are intended for use by property owners of designated resources (located within local historic district or individually designated per the City's Land Use Code). There are other structures in the City that are also of historic and architectural merit. These structures should also be preserved because they provide a tangible link to our past and are the foundation of our built environment. The guidelines in this chapter are intended to also address alterations to residential buildings that are not otherwise regulated by the Land Use Code but which may have historic or architectural merit.

Before beginning a project on any building, it is important to determine whether your building may be considered to have historic or architectural merit for the purposes of these Design Guidelines. If a property is on any of the surveys or has any of the ratings listed below, it should appear in the Planning Department's records. Please contact the Planning Department to determine if a property has any of the following ratings or is on any of the surveys below to determine the applicability to this document and any other Department review procedures.

- Buildings with a National Register status code of 1 to 5
- Buildings with a California Historical Resource status code of 1 through 5
- Buildings listed in the Healdsburg Cultural Resource Survey Final Report, 1983
- Buildings listed as having architectural or historic merit on informational surveys prepared by other agencies and organizations
- Buildings identified as having a historic status in the Land Use Code
- Surveys on file at City Hall for Tucker Street, North Street and Piper Street
- Inventory of Historically Significant and Potentially Significant Properties -City of Healdsburg 2011 Update

Demolition or significant alteration of a structure on the above list or over 50 years old may require the preparation of a historic structure report by a qualified architectural historian prior to action on a planning permit request. Also see note on page 207 of these guidelines. For designated resources, refer to the Land Use Code for the types of projects which require Design Review approval by the Historic Committee. New infill construction projects in historic overlay districts (Figures 8.1 and 8.2), next to a designated historic resource or next to a non-designated historic resource must follow the infill guidelines in this chapter. These new construction projects should also refer to the applicable Character Area chapter for more information on design reference.

FIGURE 8.1: Johnson Historic District

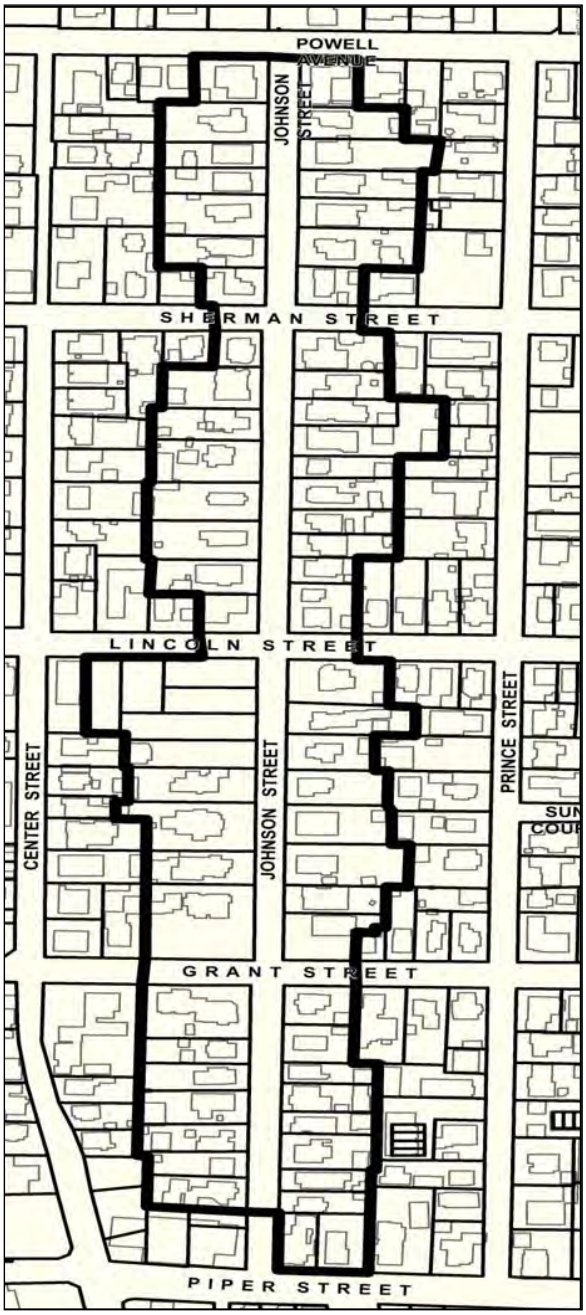
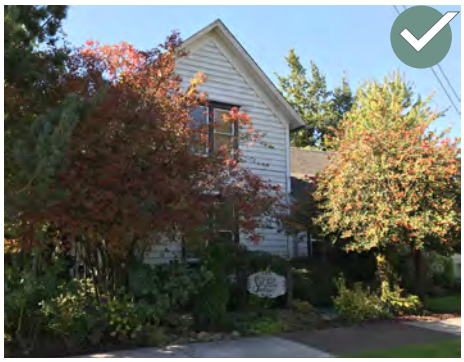


FIGURE 8.2: Matheson Historic District

Respect the historic design character of the building.



Seek uses that are compatible with the historic character of the building.

Historic Preservation Principles and Best Practices

When considering projects involving historic resources, a set of preservation principles applies regardless of project type or property type. Consider the following principles in addition to guidelines in this chapter.

Respect the historic design character of the building.

Do not try to change the style of a historic resource or make the structure look older than its actual age. Confusing the character by mixing elements of different styles can weaken the appearance and historic quality of the structure. Likewise, when constructing an addition, do not try to emulate a historic style to make the addition look older than its actual age. Additions should relate to the original building in general massing and scale, but should be distinguishable. Additions should be designed and located to be subordinate to the original structure. An addition should be located to the rear of the original structure whenever possible, and to the side when the rear is not possible, in order to minimize the visibility of the addition.

Protect and maintain significant features and stylistic elements.

Distinctive stylistic features or examples of skilled craftsmanship should be treated with sensitivity. The best preservation procedure is to maintain historic features from the outset to prevent intervention. Protection includes the maintenance of historic material through treatments such as rust removal, caulking, limited paint removal and reapplication of paint.

Preserve any existing original site features or original building materials and features.

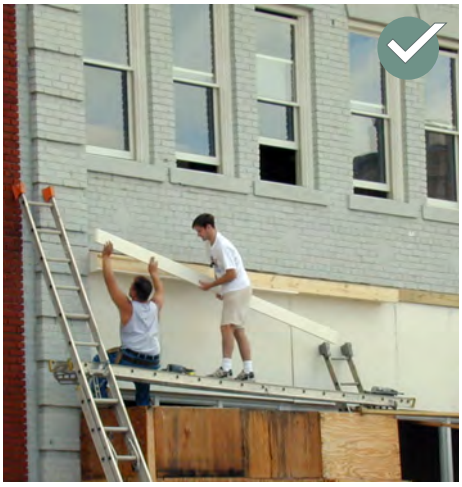
Preserve original site features wherever possible and maintain them to avoid deterioration. Avoid removing, altering, obscuring or covering an original material or feature.

Repair deteriorated historic features and replace only those elements that cannot be repaired.

Upgrade existing materials, using recognized historic preservation methods wherever possible. If disassembly is necessary for repair or restoration, use methods that minimize damage to original materials and the replacement of original configuration.

Design additions and alterations to a historic structure to respect the historic structure and maintain its integrity.

When constructing an addition, do not try to emulate a historic style to make the addition look older than its actual age. A contemporary design for an alteration or addition to a historic structure should not be discouraged as long as it does not destroy character-defining features of the historic structure and as long as the design is compatible with the historic structure and the district. Wherever possible, a new addition or alteration to a historic structure should be done in such a manner that if it were to be removed in the future, the essential form and integrity of the structure would be unimpaired. Refer to Figure 8.13 for more information about designing an addition to a historic structure.



Repair deteriorated historic features and replace only those elements that cannot be repaired.

Protect and maintain significant features and stylistic elements.

NOTE

An Architectural Styles Guide is provided in Appendix E. Consult this Guide prior to beginning work on a building that qualifies under the applicability guidelines in this chapter. If there are additional questions prior to reading the Guide, consult City of Healdsburg Planning staff.

FIGURE 8.3: PREFERRED SEQUENCE OF TREATMENTS FOR A HISTORIC RESOURCE

Treatment 1: Preserve

If a feature is intact and in good condition, maintain it as such.

Treatment 2: Repair

If the feature is deteriorated or damaged, repair it to its original condition.

Treatment 3: Reconstruct

If the feature is missing entirely, reconstruct it from appropriate evidence. If a portion of a feature is missing, it can also be reconstructed.

Treatment 4: Replace

If it is not feasible to repair the feature, then replace it with one that is a simplified interpretation of the original (i.e., material, detail, finish). Replace only that portion which is beyond repair.

Treatment 5: Compatible Alteration

If a new feature or addition is necessary, design it in such a way as to minimize the impact on original features. It is also important to distinguish new features from historic elements.

Approaches to Historic Preservation Projects

Preservation projects may include a range of activities, such as the maintenance of existing historic elements, repairs of deteriorated materials, the replacement of missing features and the construction of new additions. When planning a preservation approach, consider the following treatments of a historic resource to determine which is appropriate to the project.

Preservation

The act or process of applying measures to sustain the existing form, integrity and material of a building. Some work focuses on keeping a property in good working condition by repairing features as soon as deterioration becomes apparent, using procedures that retain the original character and finish of the features. Property owners are strongly encouraged to maintain properties in good condition.

Rehabilitation

The process of returning a property to a state that makes a contemporary use possible while still preserving those portions or features of the property which are significant to its historical, architectural or cultural values. Rehabilitation may include a change in use of the building or additions.

Renovation

The process of improving by repair, to revive, a building. In renovation, the usefulness and appearance of the building is enhanced. The basic character and significant details of a building are respected and preserved, but some sympathetic alterations may also occur.

Restoration

The process of reproducing the appearance of a building exactly as it looked at a particular time. This may include the removal of later work or the replacement of missing historic features.

Remodeling

The process of changing the historic design of a building. The appearance is altered by removing original details and by adding new features that are out of character with the original. Remodeling of a historic structure is inappropriate due to the loss of original fabric.

Reconstruction

The process of rebuilding a structure that no longer exists exactly as it appeared historically.

Guidelines for the Treatment of Historic Building Features

Individual architectural features, building elements and materials of a historic structure create the character of the structure. Therefore, meticulous care and proper treatment of each feature is crucial to maintaining the character of a historic structure. Refer to Appendix E: Architectural Style Guide for specific character-defining features.

Character-Defining Features

Character-defining features contribute to the design of a structure. Select an appropriate treatment that will provide for proper preservation of significant features. The method that requires the least intervention is preferred.

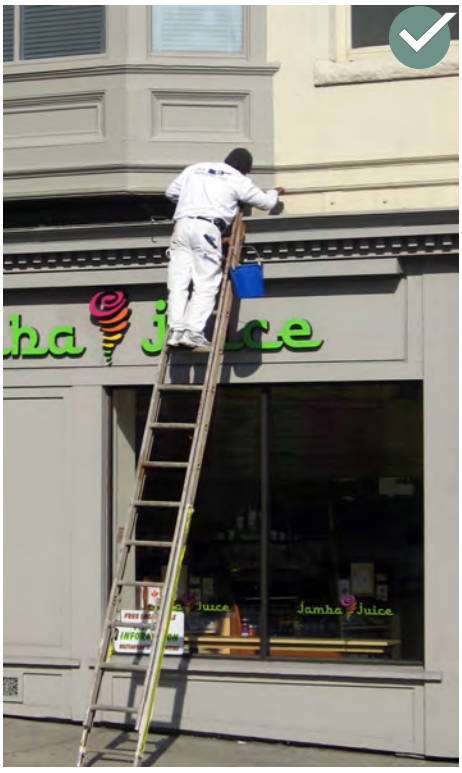
8.1 Preserve a significant character-defining feature.

a. Storefronts, cornices, porches, turned columns, brackets, exposed rafter tails and jigsaw ornaments are examples of character-defining features that should be preserved.
b. Do not remove or alter features that are in good condition or that can be repaired.

Preserve a significant character-defining feature.

8.2 Repair a deteriorated character-defining feature.

a. Patch, piece-in, splice, consolidate or otherwise upgrade existing materials, using recognized preservation methods.
b. Removing a damaged feature that can be repaired is not appropriate.



Repair a deteriorated character-defining feature.

8.3 When disassembly of a historic feature is necessary for its repair, use methods that minimize damage to it.

a. When removing a historic feature, document its location so it may be repositioned accurately.

8.4 Use technical procedures for cleaning, refinishing and repairing character-defining features that will maintain the original finish.

a. Use the gentlest means possible that will achieve the desired results.
b. Employ treatments such as rust removal, caulking, limited paint removal and reapplication of paint or stain where appropriate.

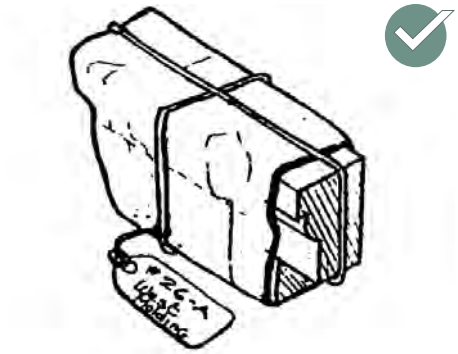


***Figure 8.4**: When disassembly of a historic feature is necessary for its repair, document its location so it may be repositioned correctly.*

8.5 Replace a character-defining feature accurately.

a. The design should be substantiated by physical or pictorial evidence to avoid creating a misrepresentation of the building's history.

b. Use the same kind of material as the original when feasible. However, a substitute material may be acceptable if the size, shape, texture and finish conveys the visual appearance of the original. Alternative materials are usually more acceptable in locations that are remote from view or direct contact.

c. Restore altered openings on primary facades to their original configuration, when feasible, using historic photos.

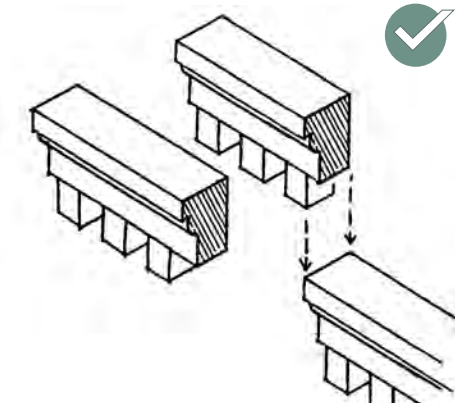


***Figure 8.5**: Where replacement of an element is required, remove only those portions that are deteriorated beyond repair.*

8.6 When reconstructing an element is impossible, develop a new design that is a compatible interpretation of it.

a. The new element should be similar to comparable features in general size, shape, texture, material and finish.

8.7 Avoid adding an architectural detail, such as a bracket or an intricate balustrade, that was not part of the original building.

a. For example, decorative millwork should not be added to a building if it was not an original feature. Doing so would convey a false history.

Restore altered openings on primary facades to their original configuration, when feasible, using historic photos.

Roof

The character of a historic roof should be preserved, including its form and materials, whenever feasible.

8.8 Preserve the original roof form of a historic structure.

a. Avoid altering the angle of a historic roof. Instead, maintain the perceived line and orientation of the roof as seen from the street.

8.9 Preserve the original eave depth of a roof.

a. The shadows created by traditional overhangs contribute to one's perception of the building's historic scale and therefore, these overhangs should be preserved. Cutting back roof rafters and soffits or in other ways altering the traditional roof overhang is inappropriate.

8.10 Preserve a decorative and functional roof feature.

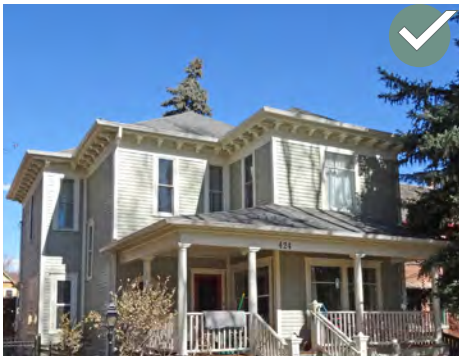
a. Preserve decorative elements, including crests.
b. Retain and repair functional roof features, including chimneys, half-round gutters, boxed soffits and downspouts.

8.11 New roof materials should convey a scale and texture similar to those used traditionally.

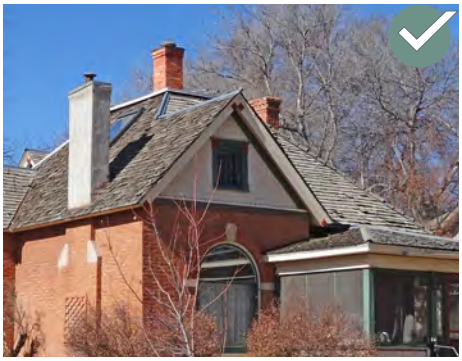
a. When choosing a roof replacement material, the architectural style of the structure should be considered. See Appendix E for more detail.
b. Composition shingle roofs are generally appropriate replacements for wood shingles on residential buildings.
c. Shingles that contain embedded photovoltaic systems are also appropriate in dark colors.

8.12 Minimize the visual impact of skylights and other rooftop devices.

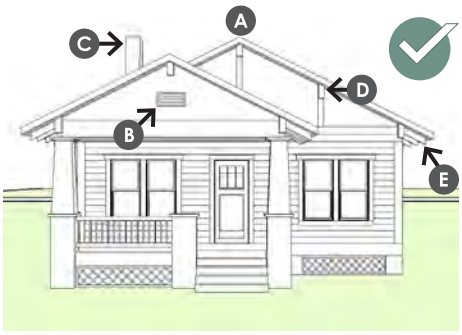
a. A skylight that is flush with the roof plane may be considered where it remains visually subordinate.
b. Skylights should not interrupt the plane of the historic roof, and should be located below the ridgeline.
c. Locate electronic data transmission and receiving devices to minimize impacts to the extent feasible.



Hip roof with boxed eave and brackets tops the primary form, and a hip roof tops the porch.



Hipped roof with gable front and side accents, and a shallow hip roof over porch



A Gable or Hip Roof Form
B Attic Vent or Window
C Chimney
D Decorative Roof Beam
E Exposed Rafter Tail

***Figure 8.6**: Preserve a decorative and functional roof feature.*

When replacing a door, use materials that appear similar to that of the original.

This simple door design complements the minimal traditional building form.

Maintain the original proportions of a historically significant door.

Doors

The character-defining features of a historic door and its distinct materials and placement should be preserved. When a new door is needed, it should be in character with the building. This is especially important on primary facades.

8.13 Preserve the decorative and functional features of a primary entrance.
- a. These include the door, door frame, screen door, threshold, glass panes, paneling, hardware, detailing, transoms and flanking sidelights.
- b. Avoid changing the position of an original front door.

8.14 Maintain the original proportions of a historically significant door.
- a. Altering the original size and shape of a historic door is inappropriate.
- b. Avoid adding sidelights when not part of the original configuration.

8.15 When replacing a door, use materials that appear similar to that of the original.

8.16 When replacing a door, use a design that has an appearance similar to the original door, or a door associated with the building style or type.

8.17 Do not create a new entrance on a primary elevation that was not historically there or formalize an entrance that was historically used as a service or utilitarian entrance.

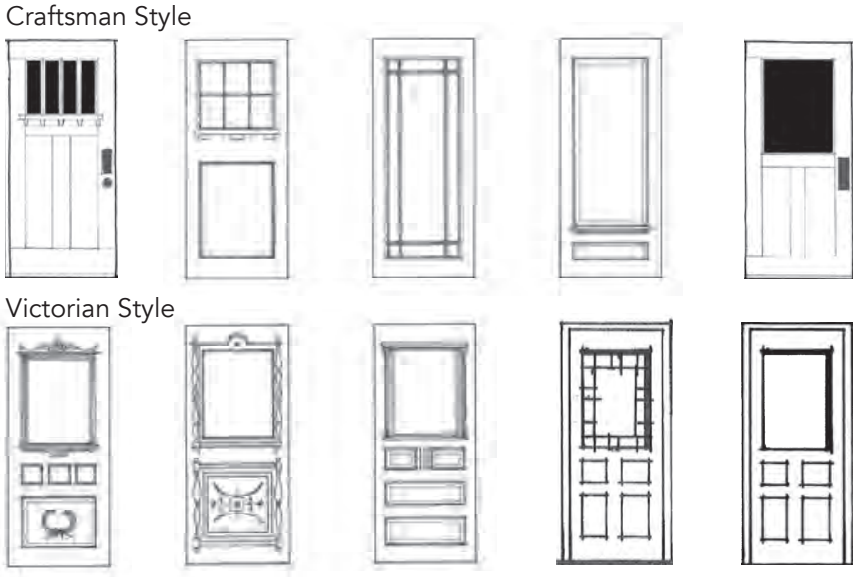


***Figure 8.7**: Preserve the decorative and functional features of a primary entrance.*

Windows

The character-defining features of a historic window, its distinct materials and its location should be preserved. In addition, a new window should be in character with the historic building.

8.18 Preserve the functional and decorative features of a historic window.

a. Features important to the character of a window include its frame, sash, muntins, mullions, glazing, sills, heads, jambs, moldings, operation and groupings of windows.
b. Repair frames and sashes rather than replacing them, whenever possible.

8.19 Preserve the position, number and arrangement of historic windows in a building wall.

a. On primary facades, enclosing a historic window opening is inappropriate, as is adding a new window opening.

8.20 Preserve the historic ratio of window openings to solid wall on a primary facade.

a. Significantly increasing the amount of glass on a character-defining facade will negatively affect the integrity of the structure.

8.21 Preserve the size and proportion of a historic window opening.

a. Reducing an original opening to accommodate a smaller window or increasing it to receive a larger window is inappropriate.
b. Avoid converting an original window to a door on a visible façade.

8.22 Match a replacement window to the original in its design.

a. Maintain the size of the original window opening.
b. If the original is double-hung, then the replacement window should also be double-hung or appear to be so. Match the replacement also in the number and position of glass panes.
c. Matching the original design is particularly important on key character-defining facades.

Preserve the functional and decorative features of a historic window including the frame, sash, muntins, mullions, glazing, sills, heads, jambs, moldings, operation and groupings of windows.

Preserve the position, number and arrangement of historic windows in a building wall.

Preserve the historic ratio of window openings to solid wall on a primary facade.

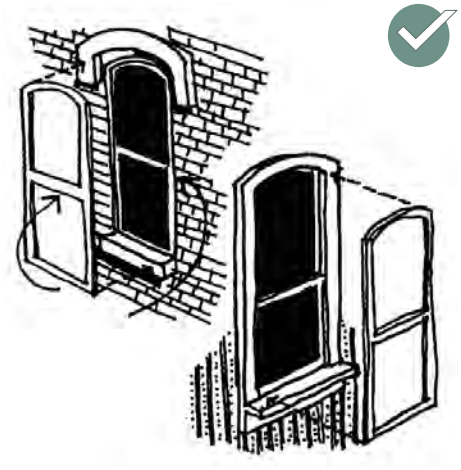


***Figure 8.8**: Match, as closely as possible, the profile of the sash and its components to that of the original window.*

Unfinished metal windows such as these alter the character of window openings, and should not be used in highly visible locations.

8.23 In a replacement window, use materials that appear similar to the original.

a. Using the same material as the original is preferred, especially on street-facing facades. A substitute material may be considered if the appearance of the window components will match those of the original in dimension, profile and finish. However, vinyl is inappropriate.
b. New glazing should convey the visual appearance of historic glazing. It should be clear. Transparent low-e type glass is appropriate. Metallic and reflective finishes are inappropriate.

8.24 Match, as closely as possible, the profile of the sash and its components to that of the original window.

a. A historic wood window usually has a complex profile. Within the window's casing, the sash steps back to the plane of the glazing (glass) in several increments. These are important details that distinguish the actual window from the surrounding plane of the wall and this practice should be continued.

8.25 Convey, as closely as possible, the character of historic sash divisions in a new window.

a. Muntins that divide a window into smaller panes of glass should be genuine on key facades and other highly visible places.
b. Snap-on muntins located on the outside of a window may be used in secondary facades but should have a similar depth and shadow line.
c. Strips of material located between panes of glass to simulate muntins are inappropriate.

8.26 When installing a new window, locate it on a rear or other non-character defining elevation.

8.27 Where necessary, provide a setback in the design of dropped ceilings, during an interior renovation, to allow for the full height of existing window openings.

Porches

A porch is one of the most important character-defining elements of a residential structure. It provides visual interest and influences perceived scale. Preserve a porch in its original condition and form.

8.28 Maintain an original porch when feasible.

a. Maintain the existing location, shape, details and posts of the porch.
b. Missing or deteriorated decorative elements should be replaced to match existing elements; e.g., match the original proportions and spacing of balusters when replacing missing ones.
c. If enclosing a historic porch is desired, enclose it in a manner that preserves the character of the original porch and building. For instance, this could include large sheets of glass and recessing the enclosure well behind the existing scrollwork, posts and balustrades.

8.29 Repair those elements of a porch that are deteriorated.

a. Removing damaged materials that can be repaired is not appropriate.

8.30 If a porch has been altered, consider restoring it back to its original design.

a. If the historic design of the porch is unknown, then base the design of the restoration on other traditional porches on buildings of a similar architectural style.

8.31 When replacing a porch is necessary, it should be similar in character, design, scale and materials to those seen traditionally.

a. The size of a porch should relate to the overall scale of the primary structure to which it is attached.
b. Base the replacement design on historic documentation if available.
c. Where no evidence of the historic porch exists, a new porch may be considered that is similar in character to those found on comparable buildings.

Here, a porch has been enclosed inappropriately.

***Figure 8.9**: The top model illustrates a historic, vernacular house with an original porch that has been enclosed, which is an inappropriate treatment. The bottom model illustrates a replacement porch that has been designed similarly to the original porch, which is the preferred approach, when historic documentation is available.*

Maintain and repair a historic foundation.

Use materials and details that resemble those used in foundations on similar nearby historic properties.

Re-point historic masonry foundations to match the historic design.

Foundations

A historic building foundation contributes to the character of a historic structure and should be preserved. Altering or replacing the historic foundation walls is discouraged. However, it may be necessary to replace historic foundation walls with compatible new materials where the historic foundation is deteriorated beyond repair.

8.32 Maintain and repair a historic foundation.

a. Re-point historic masonry foundations to match the historic design.
b. Design landscaping and other site features to keep water from collecting near the foundation.
c. Repair only the portion of the foundation that is in need of repair.
d. Do not cover a historic foundation with newer siding material.
e. Do not install windows, window wells or an access door on the front façade of a historic foundation.

8.33 Replace a foundation wall using new material that is similar in character to the historic foundation.

a. For example, if a stone foundation must be replaced, a material that conveys the scale and texture of the historic fabric may be considered.
b. Use materials and details that resemble those used in foundations on similar nearby historic properties.

Materials

Primary historic building materials should be preserved in place whenever feasible. If the material is damaged, then limited replacement which matches the original should be considered. These materials should never be covered or subjected to harsh cleaning treatments.

8.34 Preserve an original building material.

a. Avoid removing original materials that are in good condition.
b. Remove only those materials which are deteriorated, and must be replaced.
c. Masonry features that define the overall historic character, such as walls, cornices, pediments, steps and foundations, should be preserved.

8.35 Repair a deteriorated primary building material.

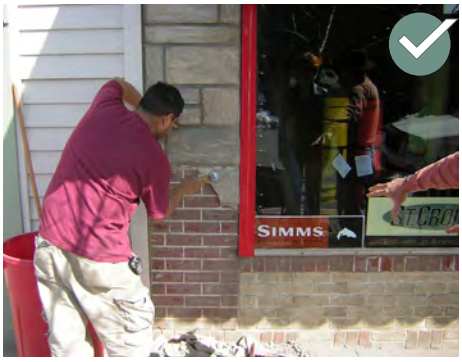
a. Repair by patching, piecing-in, consolidating or otherwise reinforcing the material.

8.36 When replacing materials on primary surfaces, match the original material in composition, scale and finish.

a. If the original material is wood clapboard, for example, then the replacement material should be wood as well. It should match the original in size, the amount of exposed lap and in finish.
b. Replace only the amount required. For example, if a few boards are damaged beyond repair, then only they should be replaced, not the entire wall.
c. Do not strip historically-painted wood surfaces to bare wood to achieve a "natural look."

Repair deteriorated primary building materials.

Masonry features that define the overall historic character such as walls, cornices, pediments, steps and foundations, should be preserved.



Consider removing materials that have not achieved historic significance.

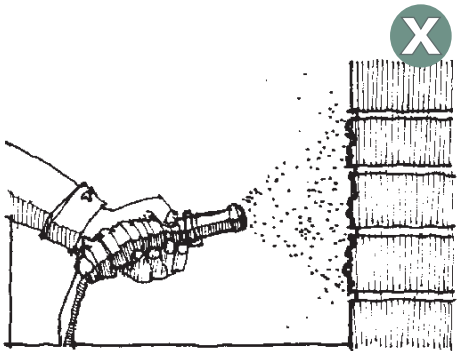


***Figure 8.10**: Use approved technical procedures for cleaning, refinishing and repairing historic materials. As shown here, harsh cleaning methods, such as sandblasting or grinding are inappropriate.*

When replacing materials on primary surfaces, match the original material in composition, scale and finish.

8.37 Do not use synthetic materials, such as aluminum, vinyl or panelized brick, as replacements for primary building materials.

a. Primary building materials, such as wood siding and masonry, should not be replaced with synthetic materials.
b. Modular materials should not be used as replacement materials. Synthetic stucco and panelized brick, for example, are inappropriate.

8.38 Covering an original building material with a new material is inappropriate.

a. Vinyl siding, aluminum siding and new stucco are generally inappropriate on historic buildings. Other imitation materials that are designed to look like wood or masonry siding, fabricated from other materials, are also inappropriate.

8.39 Consider removing later covering materials that have not achieved historic significance.

a. Once the non-historic siding is removed, repair the original, underlying material.
b. If a structure has a stucco finish, removing the covering may be difficult, and may not be desirable. Test the stucco to assure that the original material underneath will not be damaged.

Mechanical Equipment

The installation of mechanical equipment should not be visible on the primary façade of a historic structure.

8.40 Install heating and air conditioning units in window frames that are not on the primary façade of the historic structure.

Guidelines for Site Improvements to a Historic Property or in a Historic District

New site improvements should not destroy, damage or obscure character-defining features of a historic structure or district.

8.41 Preserve historic site features that are character-defining features of a historic property or district.
   a. Preserve landscape and open space elements which are important to defining the overall historic character of the site.

8.42 Repair historic site features where possible.

8.43 Design a new site feature to be in scale with the existing development and site elements.
   a. Utilize landscape features and plants that are visually compatible with the site and that do not obstruct the site patterns or views.

8.44 Locate new on-site parking, loading docks and ramps to be unobtrusive to the historic structure.
   a. Locate a parking facility in way that will not cause damage to the historic building or landscape features.

8.45 Remove non-significant buildings, additions or site features which detract from the historic character of the site.

Locate new on-site parking, loading docks and ramps to be unobtrusive.

SANBORN MAPS

Drawn in the late-1800s until the mid-1900s, Sanborn maps are large-scale and depict the commercial, industrial and residential sections of thousands of towns across North America. Originally, Sanborn maps were drawn to assist fire insurance agents in determining the degree of hazard associated with a particular property. The maps show the size and shape of buildings and sites, the building's use and widths and names of streets. Because of the amount of detail recorded on Sanborn maps, a wealth of information can be understood about a historic property and changes to that property over time. Therefore, when deciding where to locate a site feature or site improvement, consulting the relevant Sanborn maps can be extremely useful. Sanborn maps for the City of Healdsburg can be found in the Sonoma County Library and the Healdsburg Museum. More information about the Library's collection of maps can be found at: *https://sonomalibrary.org/library-collection/sanborn-fire-insurance-maps-california*.

Contemporary interpretations of traditional fences should be compatible with the historic context.

A fence that defines a front yard is traditionally low to the ground and transparent in nature.

Fences and Retaining Walls

Historic site elements, such as fences and retaining walls, contribute to the character of a historic property and should be maintained. New site work that alters the historic character of a property and its site elements should be avoided.

8.46 Preserve an original fence or retaining wall.

a. Replace only those portions that are deteriorated beyond repair.

8.47 Design a replacement fence or retaining wall to be in character with the original and with those seen historically.

a. The design of a fence that defines a front yard is traditionally low to the ground (less than 40 inches) and transparent in nature.
b. Contemporary interpretations of traditional fences should be compatible with the historic context.
c. Note that using no fence at all is often the most appropriate approach.
d. Design a retaining wall that defines the front yard to be low to the ground.
e. Design a replacement retaining wall to be of materials historically used to construct a retaining wall.

Additions to Historic Structures

An addition should be compatible with the primary structure and not detract from one's ability to interpret its historic character.

8.48 Place an addition at the rear of a building, or set it back from the front, to minimize the visual impacts.
- a. This will allow the original proportions and character to remain prominent.
- b. Where an addition to a historic structure is visible from the public realm, choose architectural features – such as windows and doors – that are similar in profile to the architectural features of the existing structure.

8.49 Design a new addition to be a product of its own time.
- a. Do not attempt to replicate the appearance of the historic structure.

8.50 Design a new addition to respect the mass and scale of the original structure.
- a. An addition should be simple in design to prevent it from visually competing with the primary facade.
- b. For a larger addition, break up the mass of the addition into smaller modules that relate to the historic house.
- c. To keep the size of a higher mass as small as possible, use a lower plate height.

8.51 Design a new addition to respect the historic materials and character-defining features of the historic structure.
- a. Do not destroy, damage or obscure original historic materials.
- b. Do not destroy, damage or obscure historic character-defining features.

8.52 Utilize a roof form for a new addition that is in character with the original structure.
- a. When constructing a rooftop addition, keep the mass and scale subordinate to the primary building.

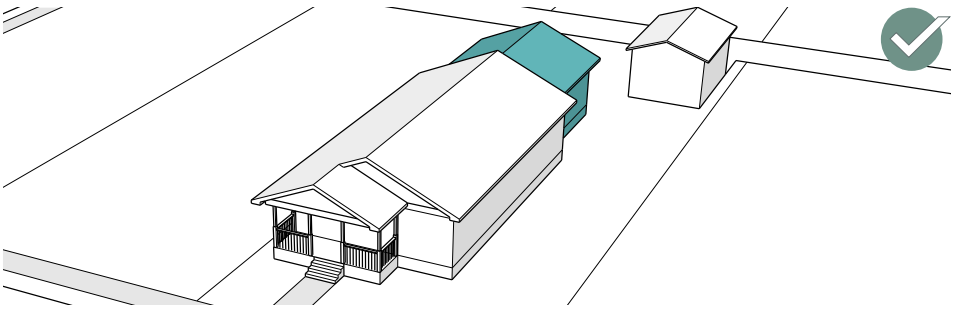
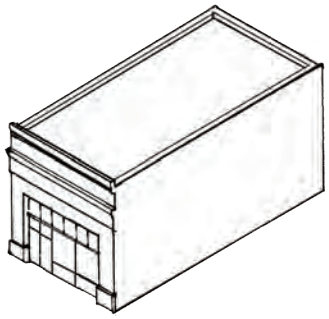


Figure 8.11: *Place an addition at the rear of a building, or set it back from the front, to minimize visual impacts.*

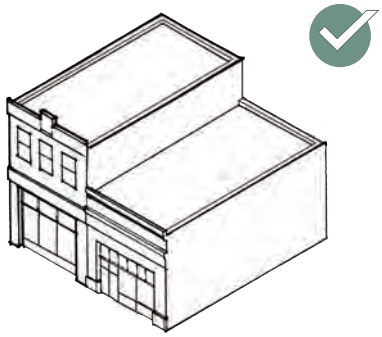
FIGURE 8.12: ADDITIONS TO HISTORIC COMMERCIAL STRUCTURES

Original Building

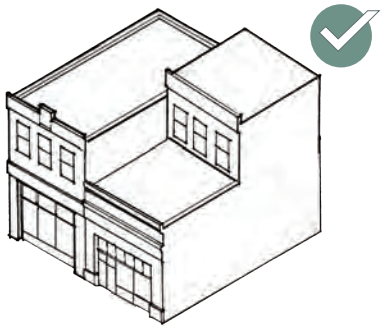
An original one-story building, before an addition.



New Addition to the Side



New Addition to the Side and Roof

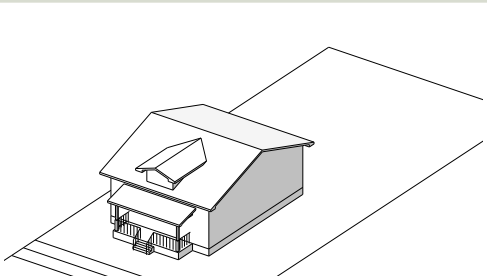
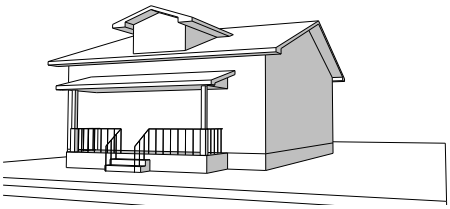
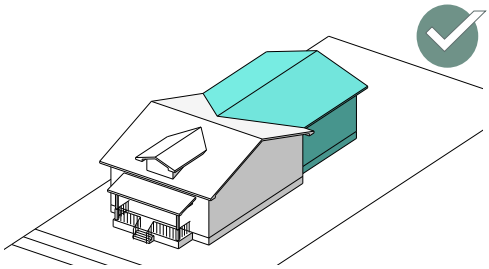
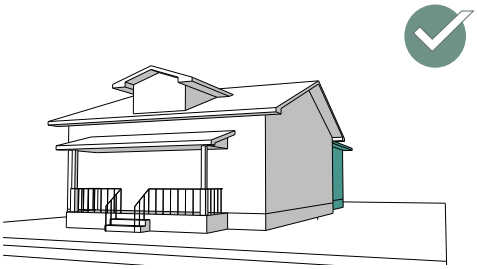
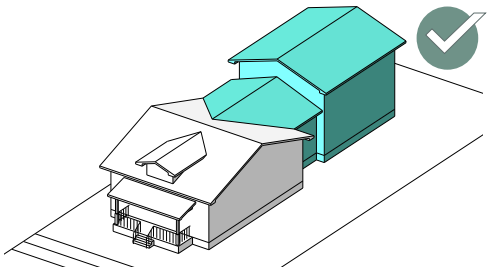
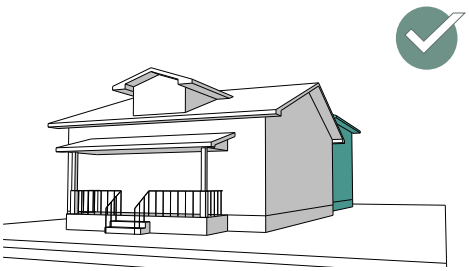
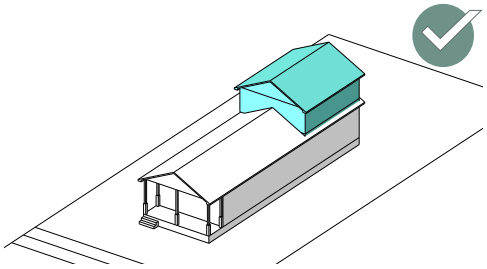
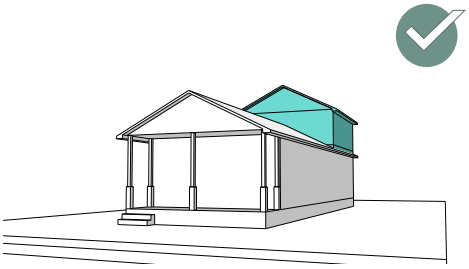
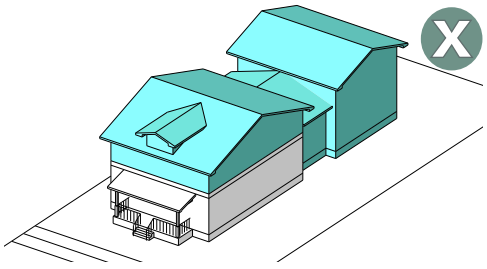
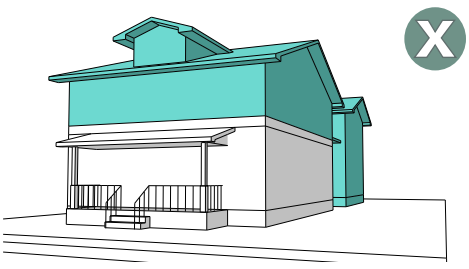


ADUs ON A HISTORIC PROPERTY

Where the construction of an Accessory Dwelling Unit (ADU) is desired on a historic property, refer to Chapter 5 for design guidelines and more information.

Figure 8.13: Designing an Addition to a Historic Structure

An addition to a property in a local historic district, or noted as a designated or non-designated historic resource shall comply with the following and should be clearly differentiated from the original structure and be subordinately scaled as illustrated below.

Original Structure	Birds Eye View	Street View
The one-and-a-half story bungalow illustrated at the right is a contributing structure in a locally-designated historic district.		
One-Story Attached Addition The one-and-a-half story bungalow illustrated at the right is a contributing structure in a locally-designated historic district.		
One and a Half Story Addition with Connector The one-and-a-half story addition illustrated at right is appropriate because it is set back and clearly differentiated from the original structure with a connector.		
"Camelback" Style Rooftop Addition The roof-top addition illustrated at right is appropriate because it is substantially set back from the street.		
Inappropriate Two-Story Rooftop Addition The roof-top addition illustrated at right is inappropriate because it substantially alters the primary façade of the historic structure.		

Note: most of these images are provided to represent acceptable form and site design, not levels of acceptable architectural finish and articulation.

New Construction

Designing a building to fit within the historic character of a neighborhood requires careful thought. Preservation in a historic district context does not mean that the area must be "frozen" in time, but it does mean that, when new building occurs, it should reinforce the basic visual characteristics of the district. This does not imply, however, that a new building must look old. In fact, imitating historic style is generally discouraged.

This section presents design considerations for new construction in a designated historic district, next to a designated historic resource or next to a non-designated historic resource. The considerations below are applicable to all new construction, regardless of development type.

New construction should relate to the fundamental characteristics of the historic building(s) while conveying the stylistic trends of today. The design of new construction may draw upon the basic elements of a historic building such as its location on a site, relationship with the public realm and its basic mass, form and materials. When these design variables are arranged in a new building to be similar to those seen traditionally, visual compatibility results. These basic design relationships are more fundamental than the details of an individual architectural style and, therefore, it is possible to be compatible with the historic context while also producing a design that is contemporary. The following design guidelines outline key features of a new design that will assist in a visually compatible result.

8.53 Locate a building within the established front setback.

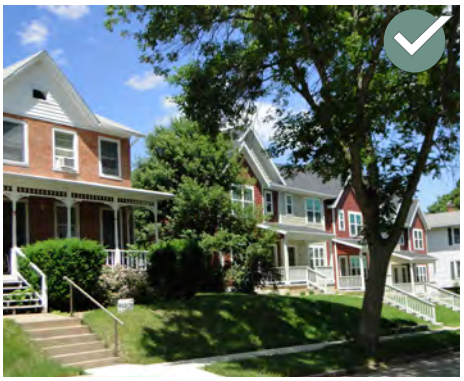
a. Where the front wall of historic structures are aligned, locate a new building to be in alignment with these structures.
b. Where there is a range of setbacks between historic buildings, locate a new building within the established range.

8.54 Maintain the rhythm of buildings and side yards along the street.

Locate a building within the established front setback.

Design a new building to respond to the general mass and scale of a neighboring historic structure(s).

Maintain the rhythm of buildings and side yards along the street.



This photo illustrates appropriate infill development that responds to the placement of buildings and rhythm along the street, and the general massing and form of the historic structure.

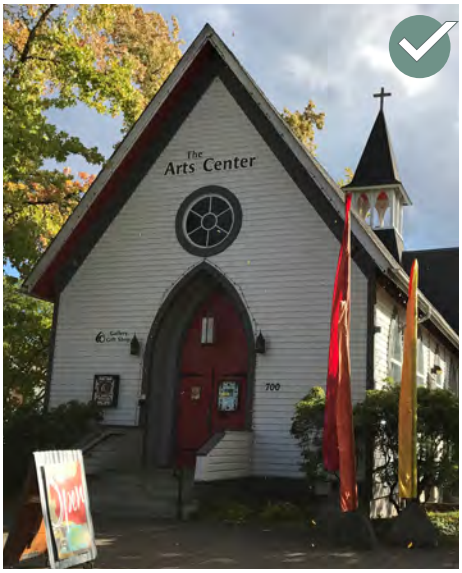
Seek uses that are compatible with the historic character of the building and that do not adversely affect the historic integrity of the building.

8.55 Design a new building to respond to the general mass and scale of a neighboring historic structure(s).

a. Design a new building to match the front massing of neighboring historic structure(s).
b. Where a building mass larger than existing historic buildings masses is desired, push the larger mass to the rear of the building.

8.56 Design a new building to respect the historic character of the neighboring historic structure(s), while incorporating design features to distinguish the new building.

a. Avoid replicating a historic structure or design.



A new use that requires minimal change to the existing structure is preferred.

Adaptive Reuse

The best use for a historic structure is that for which the building was designed or a closely related use. Every effort should be made to provide a compatible use for the building that will require minimal alteration to the building and site. An example of an adaptive use project is converting a residence into a Bed and Breakfast or to an office. This can be accomplished without major alteration of the original architecture.

8.57 Seek a use that is compatible with the historic character of the building.

a. The use should not adversely affect the historic integrity of the building.
b. The use should not alter character-defining features of the structure.
c. The use may help to interpret how the building was used historically.

8.58 Encourage a new use that requires minimal change to the existing structure.

a. When a more significant change in use is necessary to keep the building in active service, those uses that require the least alteration to significant elements are preferred. Designs should be developed that respect the historic integrity of the building while also accommodating new functions.

Demolition of a Historic Structure

Historic buildings can sometimes present challenges for rehabilitation, adaptive reuse, and even continued habitation. All buildings require proper maintenance, and older buildings are particularly susceptible to deterioration. If not maintained, building elements can become irreparably damaged within a surprisingly short period of time. Abandoned buildings are particularly vulnerable to rapid deterioration. The best way to prevent demolition is to keep buildings properly maintained and secured. When proper care is not taken, buildings can deteriorate to the point that demolition becomes a consideration.

A historic demolition permit is required to be obtained from the Zoning Administrator or Historic Committee prior to the issuance of a separate demolition permit by the Building Official for any designated or potentially-historic resource. A historic demolition permit application requires a number of materials for submittal, and considers a number of factors including the structure's contribution, the cost of preserving or rehabilitating the structure and the potential for an adaptive reuse of a structure. A public hearing regarding the historic demolition permit application is held and at least one finding must be made in order for an application for a historic demolition permit application to be approved.

The following design guidelines outline key considerations regarding the demolition of a historic structure. Generally, the demolition of a contributing historic structure is prohibited. However, changing circumstances that affect the integrity of the historic structure or new information that affects the status of the historic structure may lead to a change in the status of the structure, and the subsequent permission to demolish a structure may be granted.

8.59 Do not demolish any contributing historic structure or part of a historic structure that contributes to the integrity of a designated historic district or to the integrity of the historic structure.

8.60 Consider the current significance (contributing or non-contributing) of the structure previously determined to be historic.

8.61 Consider the condition of the structure in question. Demolition may be more appropriate when a building is deteriorated or in poor condition.

NOTE

The Healdsburg Zoning Code includes a demolition ordinance regarding historic structures. For more information about the process and findings that must be made to be granted a historic demolition permit, follow the link below:

http://www.codepublishing.com/CA/Healdsburg/#!/Healdsburg20/Healdsburg2024.html#20.24.195

8.62 Consider whether the building is one of the last remaining positive examples of its kind in the neighborhood, county or region.

8.63 Consider the impact that demolition will have on surrounding structures including neighborhood properties; properties on the same block or across the street; or properties throughout the whole preservation district.

8.64 Consider whether the building is part of an ensemble of historic buildings that create a neighborhood.

8.65 Consider the future utilization of the site.

a. For instance, if a demolition is proposed and accompanied by a proposed new design that is compatible and approvable, a demolition is more appropriate than if no proposed design accompanies a demolition proposal.

8.66 If a development is proposed to replace a demolished historic structure, determine that the proposed replacement structure is consistent with the guidelines for new residential or commercial construction, found in separate chapters.

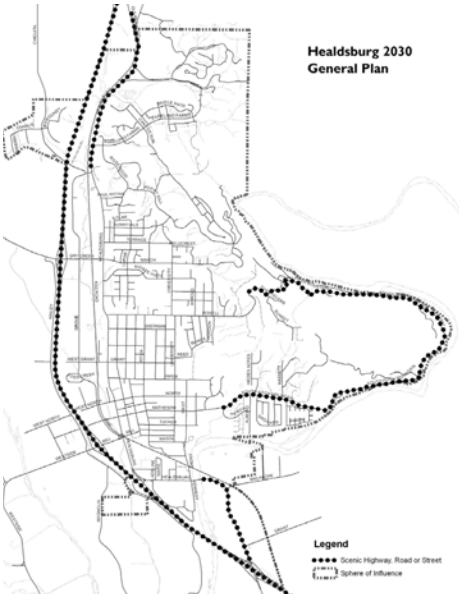
8.67 Do not demolish a non-contributing building in a way that will threaten the integrity of an existing contributing structure.

Chapter 9

Design Guidelines for the Public Realm

In addition to preceding design guidelines established in this document for private property, private development may also consider ways to enhance the public realm. As the design of private development greatly affects the public realm, a coordinated approach to design in the public and private realms should be followed. Furthermore, while the City of Healdsburg leads design in and improvement to the public realm, developers may be required to make improvements in the public right-of-way. The following topics address some of the ways a private development may interface with the public realm. Design guidelines in this chapter are provided to assist developers with potential public realm improvements. The City has published a number of Streetscape Plans and Specific Area Plans, and has also adopted a Complete Streets resolution, that provide more detailed guidance on how the public realm should be designed for a specified area. Future plans may be published to provide specific guidance for defined areas of the public realm; when published, these plans can be found on the City's website. For additional information and questions about public realm improvements beyond the following design guidelines and the available plan documents, contact the City of Healdsburg staff.

IN THIS CHAPTER



Scenic highways, roads and streets as identified by the Healdsburg General Plan

NOTE

The Healdsburg General Plan notes the importance of creating gateways in its Guiding Principles and in its Policies. The General Plan notes that creating Area Plans for the North Entry and South Entry to create a sense of arrival is crucial. Additionally, the General Plan notes that a unified plan for street lighting, street trees and sidewalks along the Dry Creek Road gateway at US 101 and Healdsburg Avenue should be created.

http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/634

Scenic Highways, Roads and Streets

Healdsburg's natural environment is a key part of its character and charm. Preserving the natural environment while balancing opportunities for development is crucial to maintaining Healdsburg's unique character. In addition to Healdsburg's natural resources, such as the Russian River, development should respect the character of Healdsburg's scenic highways, roads and streets.

Goal NR-C of Healdsburg's General Plan is the "Preservation and enhancement of Healdsburg's natural setting." Policy NR-C-7 specifically states that "The viewshed along scenic highways, roads and streets shall be protected and enhanced. The following road segments are declared scenic roads for the purposes of the Healdsburg General Plan and City land use regulations as depicted on General Plan Figure 9:

Highway 101 – Entire length within the Planning Area
Healdsburg Avenue – North of Grove Street
North Fitch Mountain Road – East of Benjamin Way
South Fitch Mountain Road – East of Heron Drive
Healdsburg Avenue – South of the Russian River bridge"

The following design guidelines support the goals and policies outlined in the Healdsburg General Plan and should be considered when new development is proposed along any of the highways, roads and streets noted in the Healdsburg General Plan.

Healdsburg Avenue, looking north towards the Healdsburg Avenue Bridge

9.1 Protect and enhance the viewshed along scenic highways, roads and streets, as noted in the Healdsburg General Plan.

a. Avoid the placement of a new building or architectural feature on a new building that obscures the line of sight and viewshed of a specified vehicular path.
b. Avoid the use of landscape materials that obscure the line of site and viewshed on properties that border a specified vehicular path.

South Fitch Mountain Road

9.2 Utilize appropriate landscaping materials along the specified corridors.

a. Avoid incorporating landscaping materials that have not been identified as appropriate by the City Arborist and/ or that obstruct the viewshed.

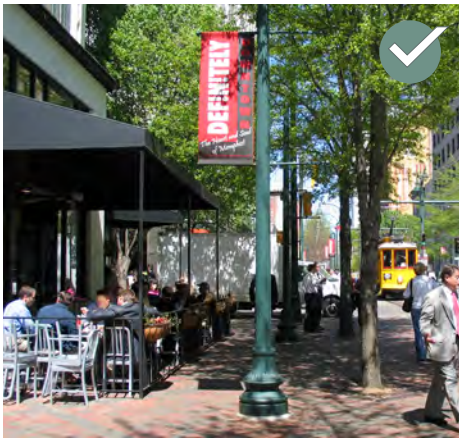
Highway 101, looking north

Healdsburg Avenue, north of Grove Street

Healdsburg Avenue at the southern tip of town, looking north toward the Russian River

Design an outdoor dining area to be an asset to the area and to be appropriate for its site and the surrounding context.

Define the perimeter of a permanent outdoor dining area using a railing, detectable barrier, a series of planters or a similar edge treatment.



Locate an outdoor dining area to accommodate pedestrian traffic along the sidewalk.

Outdoor Dining

Outdoor dining areas and sidewalk cafés help animate the public realm, providing street-level interest. An outdoor dining area or sidewalk café typically involves a grouping of tables and/or seating for the purpose of eating, drinking, or social gathering and is coordinated with a restaurant, bar or other similar service.

Outdoor dining areas are encouraged, but they should not block pedestrian traffic or create a public nuisance. When these areas are located on the public sidewalk or within the public right-of-way, additional approvals from the City of Healdsburg may also be required.

9.3 Locate an outdoor dining area to accommodate pedestrian traffic along the sidewalk.

a. Placing the dining area immediately adjacent to a building front is preferred, thus maintaining a public walkway along the curb side.
b. Maintain a clear path along the sidewalk for pedestrians; a width of 8 feet for this clear path is recommended, but this may be reduced to 5 feet where no other obstacles in the sidewalk will impede pedestrian traffic.
c. Define the perimeter of a permanent outdoor dining area using a railing, detectable barrier, a series of planters or similar edge treatment.
d. If used, the railing or detectable barrier should be sturdy and of durable materials. For example, using a chain, cord, or other flexible system is typically discouraged.

9.4 Design an outdoor dining area to be an asset to the area and to be appropriate for its site and the surrounding context.

a. Tables and chairs should be durable and designed for outdoor use.
b. Tables, chairs and other components of the outdoor dining area should not be permanently attached to public infrastructure or the public right-of-way.
c. If the outdoor dining area is located on the public sidewalk or within the public right-of-way, floor coverings or raised platforms should not be used.

Paving

Paving materials contribute to the streetscape throughout Healdsburg. Many times, specialized paving materials are utilized as a way to accentuate a public space and to create a visual aesthetic. Permeable paving materials can also contribute to a more sustainable development by allowing water to penetrate the material. While using a specific paving material in a development can create a unique visual aesthetic for a project, the streetscape overall should be unified in its design. This unified design is discussed in the Healdsburg Downtown Streetscape Plan. Written in 1989, this Plan establishes many guiding principles for the use of specialized paving materials throughout Healdsburg.

9.5 Use special paving materials to accentuate a particular area of a site's design.

a. Choose paving materials that are visually distinguishable from street or standard sidewalk materials to highlight key areas.

9.6 Utilize paving materials that fit with the established palette of paving materials.

a. Avoid paving materials of a color or pattern that do not complement existing materials.

9.7 Utilize permeable paving materials (in pedestrian areas to reduce impervious surface areas and stormwater run-off).

NOTE

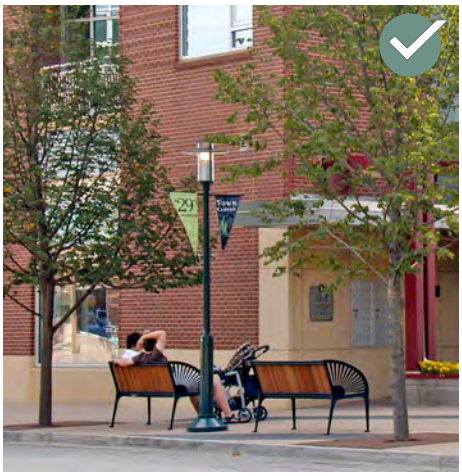
For more information regarding appropriate paving materials, consult the Healdsburg Downtown Streetscape Plan, which can be found by following the link below:

http://www.ci.healdsburg.ca.us/369/Downtown-Streetscape-Plan

Use paving materials to highlight crosswalks.

Utilize permeable paving materials where possible to assist with stormwater management.

Design a street light to coordinate with and contribute to existing or planned streetscape elements.



Locate a street light so that it does not impede key circulation paths for pedestrians, cyclists or vehicles.

Street Lights

The location and style of street lights installed along a road or in a public plaza contribute to the character of an area. When considering the installation and design of new street lights, safety is also a key concern. The following design guidelines and City standards should be considered when installing new street lights in any development. For applicable street light typology within a specific Character Area, please contact the City of Healdsburg Electric Department.

9.8 Locate a street light so that it does not impede views for pedestrians, cyclists or vehicles.

9.9 Locate a street light so that it does not impede key circulation paths for pedestrians, cyclists or vehicles.

9.10 Design a street light to coordinate with and contribute to existing or planned streetscape elements.

a. Consider the paving materials, landscaping, street trees, mid-block crossings and other elements that contribute to the overall streetscape.

9.11 Design a street light to emit only the necessary amounts of light, at the necessary times.

a. Consider necessary light for pedestrians, cyclists and vehicles.
b. Minimize excessive glare and light pollution.

9.12 Shield site lighting to minimize off-site glare onto adjacent properties and toward the sky.

a. Orient a fixture downward.
b. Incorporate a cut-off shield to direct light downward.

9.13 Install street lights that are energy efficient and that emit warmer colors.

Foss Creek Pathway

The Foss Creek Pathway is a multi-use pathway along the Northwestern Pacific Railroad and Foss Creek between Front Street and the city's northern boundary. It provides a bicycle and pedestrian connection through the city that is free from vehicular traffic. Once completed, the 4.1-mile path will connect to existing on-street bike lanes and will provide pedestrian and vehicular access throughout the city and beyond to other cities in Sonoma County. Development goals, policies and design standards for the construction of the path can be found in the Foss Creek Pathway Plan. While the Plan only provides information regarding the construction of the physical path, these design guidelines establish direction for proposals adjacent to this feature. Development adjacent to the Foss Creek Pathway should be designed to engage and connect to this public amenity.

9.14 Orient a building wall to the Foss Creek Pathway.

a. Orient at least one building wall towards the Foss Creek Pathway.
b. Where a non-residential building is located along the Pathway, provide an active use on the building wall facing the Pathway to create a visually inviting environment.
c. Articulate a Pathway-facing building wall to provide visual interest and to create a visual connection between the Pathway and the building. See Chapter 5 for more information regarding building articulation.

9.15 Provide signage on or around a new development that directs Foss Creek Pathway users.

a. Incorporate signage that states the name of the development or business and that clearly marks where pedestrian and bicyclist facilities are located, as well as how to reach additional destinations within the site.

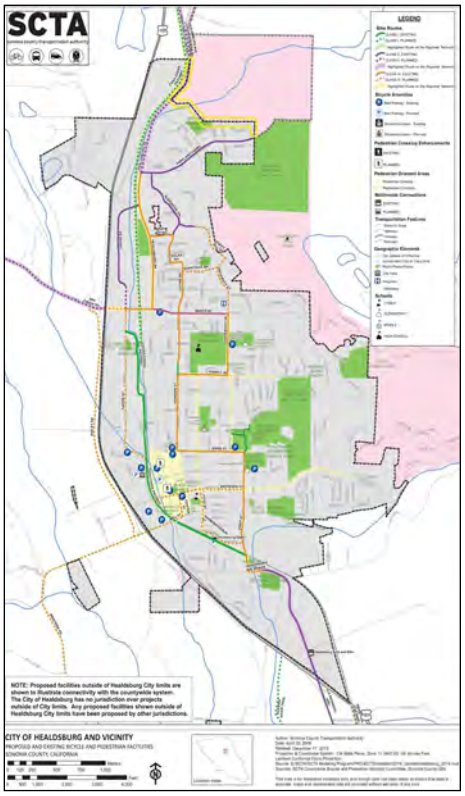
9.16 Provide facilities for bicyclists and pedestrians.

a. Incorporate bicycle racks, benches and other site features that provide opportunities for pedestrians and bicyclists to sit, rest and lock bicycles to, prior to entering the new development.

NOTE

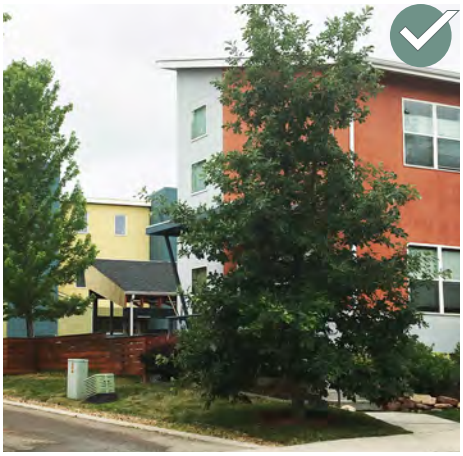
Follow the link below to learn more about the Foss Creek Pathway Plan, and to determine how new development can support the goals of the plan:

http://www.ci.healdsburg.ca.us/DocumentCenter/View/802



This map, taken from the Healdsburg Bike-Pedestrian Plan, illustrates Foss Creek through the solid (existing) and dashed (future) green lines. The Foss Creek Pathway connects to other trails to the north and south of Healdsburg to provide an extensive trail network.

Pedestrians enjoying the completed sections of the pathway, near Downtown Healdsburg, taken from the Foss Creek Pathway Plan.



Locate a public utility, such as a transformer, to be accessible from the street.

Screen a public utility using landscaping to minimize its visibility from the public right-of-way.

NOTE

Contact City staff to discuss the specific site to determine how best to minimize the visibility of public utilities on private sites.

Public Utility Boxes

Public utility boxes, also known as transformers, are an essential component to providing electricity to a building. In some cases, a transformer must be located on a private site for a variety of reasons. In all cases, a public utility box should be located and designed to be easily accessible, while minimizing the visual impact of the utility box on the surrounding environment.

9.17 Locate a public utility, such as a transformer, to be accessible from the street.

9.18 Locate a public utility so that it does not disrupt important site elements.

a. Avoid locating a public utility in a highly visible location, such as an intersection or along a primary street.
b. Avoid a location that requires tree removal or rebuilding a fence or wall, for instance.

9.19 Screen a public utility using landscaping to minimize its visibility from the public right-of-way.

a. Choose landscape materials that are compatible with the existing materials and patterns used on the site.

Chapter 10
Appendices

Appendix A: Definitions

Adaptive Reuse
The process of reusing an old site or building for a purpose other than that for which it was built or designed, such as a residence converted into an office.

Addition
Construction that expands the square footage of an existing building.

Alignment
The linear relationship of structures or parts of structures to each other.

Appropriate
Suitable or compatible. Generally used to indicate a recommended treatment or feature based on the context.

IN THIS CHAPTER

Articulation
Design elements, including both horizontal and vertical changes in materials, texture or wall plane that add interest to the face of a building. Massing articulation is the way in which a building is broken down into modules, sub-parts or major elements, that provide a human sense of scale.

Character
The qualities and attributes of any structure, site, street or area.

Character-Defining Feature
Visible, physical parts of a building that are key components of the building. These could include the overall shape of the building, the original materials, the evidence of craftsmanship in design and construction, decorative details and elements of the site.

Compatible
Existing or performing in harmonious, agreeable combination with its surroundings.

Context
The setting in which a site, structure, street or district exists.

Façade
The exterior walls of a building.

Flush
To be placed even with, or in alignment with, the façade of a structure.

Form
The shape and structure of a building.

Front-Loaded Garage
A garage that is placed at the front of the building and is visible from the public realm. It may be flush with the front façade, slightly recessed from the front façade or projecting from the front façade of the structure.

Front Wall
The street-facing exterior wall of a building. The front wall may consist of multiple wall planes that compose the entire front face of the building.

Gable
A triangular shaped roof formed by two intersecting roof planes; also the triangular shaped-wall at the end of the roof.

Heritage Tree
Any tree that has a diameter of thirty (30) inches or more, measured two (2) feet above the level ground, or any tree or group of trees identified by City Council resolution upon a finding that the tree or group of trees: is of historic value because of its association with a place, building, natural feature or event of local, regional, national or historic significance; is identified on any historic or cultural resources survey as a significant feature of a landmark, historic site or historic district; is representative of a significant period of the City's growth or development and was the result of a planting dedicated by citizens, civic groups or the City.

Hip
A roof with four planes all sloping toward the center of the structure.

Landscape
The totality of the built or human influenced habitat experienced at any one place. Dominant features include topography, plant cover, buildings or other structures and their patterns. Per the Healdsburg Land Use Code, "the landscape area does not include footprints of buildings or structures, sidewalks, driveways, parking lots, decks, patios, gravel or stone walks, other pervious or non-pervious hardscapes and other non-irrigated areas designated for non-development (e.g., open spaces and existing native vegetation)."

Large-Scale Multi-Family Development
Residential development that contains at least five dwelling units, for rental purposes. Typically, large-scale multi-family development includes shared indoor and outdoor spaces for residents and considers additional site features such as connectivity. This includes townhomes, cottage court designs and flats.

Low Impact Development (LID)
A stormwater management approach to manage rainfall in a way which more closely mimics the natural hydrologic system at the site prior to any development. Techniques include those which infiltrate, store, filter, evaporate and detain stormwater close to the location where the rain fell.

Massing
The overall composition of the exterior of the major volumes of a building, especially when the structure has major and minor elements.

Materials
The physical elements that were combined or deposited in a particular pattern or configuration to form a building.

Multi-Modal Path
An off-street path that connects pedestrians, cyclists and other non-motorized modes of transportation between destinations.

Orientation
The relationship of a structure to the compass points or a site feature; may refer to the direction a façade faces, such as the south elevation or the direction of a main axis, as in an east-west orientation.

Pitch
The degree of the slope of a roof.

Porch
A structure attached to a building to shelter an entrance.

Primary Material
The main material that is used on a building.

Primary Street
The main street adjacent to a structure. Typically, this is the street that is most traveled, if a property is adjacent to more than one street.

Primary Structure
The main structure on a property.

Proportion
The relationship of the size, shape and location of one building element to all the other elements.

Public Realm
The space around, between and within a building that is publicly accessible including streets, squares, parks and open spaces.

Scale
Proportional elements that demonstrate the size, materials and style of buildings. The proportions of the elements of a building to one another and the whole, and to adjacent buildings.

Secondary Material
A material that is used on a building in small amounts, sometimes used to draw attention to a certain building feature.

Secondary Street
A smaller, and likely less traveled, street that is adjacent to a property.

Secondary Structure
A smaller or lesser structure associated with a primary structure on a property.

Shed Roof
A pitched roof with a single plane.

Small-Scale Multi-Family Development
Residential development that contains more than one dwelling unit in a single structure, but less than five (5) dwelling units, for rental purposes. This includes duplexes, tri-plexes and four-plexes/mansion apartments.

Stoop
A small, raised platform that serves as an entryway to a building. A stoop is open on three sides and raised off the ground. A stoop may or may not have a small roof, canopy or awning, which does not have structural support from the foundation.

Stormwater Management
The collection, conveyance, storage, treatment and disposal of stormwater runoff in a manner intended to prevent increased flood damage, stream bank channel erosion, habitat degradation and water quality degradation, and to enhance and promote the public health, safety and general welfare.

Telecommunication Facility
A facility that transmits and/or receives electromagnetic signals. It includes antennas, microwave dishes, horns and other types of equipment for the transmission or receipt of such signals, telecommunication towers or other similar structures supporting said equipment, equipment buildings, parking area and other accessory development.

Transparency
The relationship of solid building wall to open or glass areas.

Trim
The decorative framing of openings and other features on a façade.

Utility Area
The location in which the storage facility or access point for an essential service to the building, such as electricity and water, is located on a site.

Wall Offset
A notch or break in the façade of the building.

APPENDIX B: VISUAL DEFINITIONS OF MATERIALS

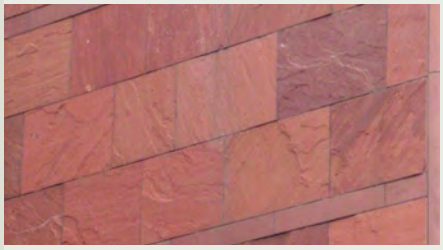
BRICK



CAST STONE



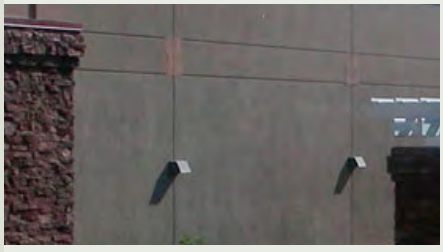
STONE VENEER

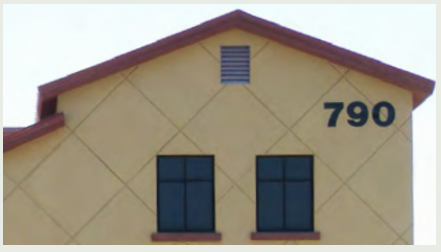


AUTHENTIC STUCCO



DETAILED STUCCO





APPENDIX B: VISUAL DEFINITIONS OF MATERIALS

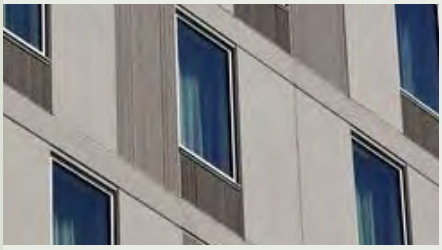
SYNTHETIC STUCCO



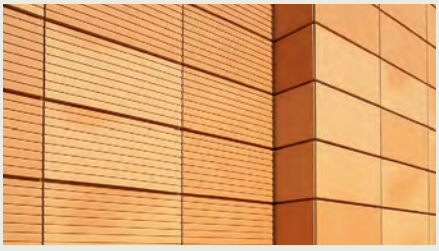
CONCRETE (ARCH. DETAIL)



DETAILED CONCRETE




TERRA COTTA & CERAMIC BLOCK


CORRUGATED METAL



APPENDIX B: VISUAL DEFINITIONS OF MATERIALS

VINYL SIDING



WOOD SIDING

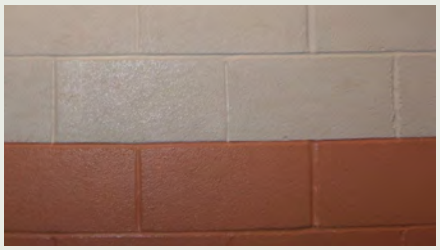


FIBER CEMENT SIDING

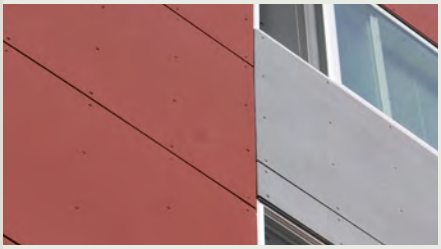


CONCRETE MASONRY UNIT





METAL PANELS



APPENDIX B: VISUAL DEFINITIONS OF MATERIALS

ARCHITECTURAL METALS

ARCHITECTURAL GLASS

Appendix C: Zoning, Engineering and Other Site Design Standards

Engineering

The City has adopted a combination of documents and standards including engineering standards. For specific details, please contact the Public Works Department.

Parking Lot and Driveway Design

10.1 Striping between parking spaces shall take the form of two parallel, four-inch wide stripes, separated by 18 inches and connected with a curve at the bottom.

10.2 All pavement markings shall be white, with the exception of handicapped parking markings.

10.3 Driveways used exclusively for ingress and egress or interior parking lot circulation shall be designed and improved with grades not to exceed 20% slope.

NOTE

The following documents are important references when discussing design in Healdsburg, but are technical and should therefore be referenced rather than included in this document.

"Healdsburg Non-Stormwater Best Management Practices"

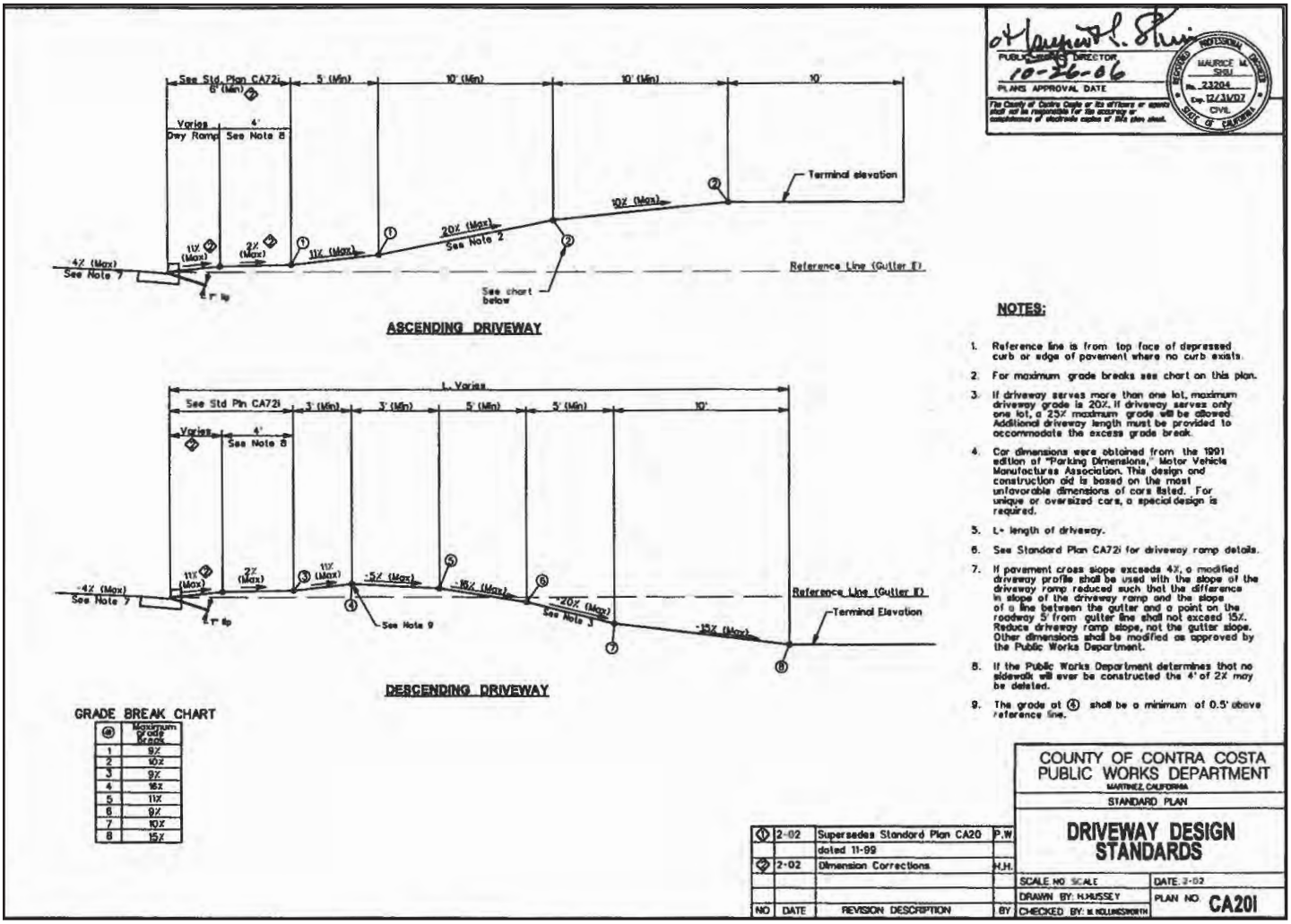
http://www.ci.healdsburg.ca.us/390/Storm-Water

"Low Impact Development Technical Design Manual"

http://srcity.org/1255/Low-Impact-Development

"Flood Control Design Criteria"

http://www.scwa.ca.gov/files/SCWA-Flood%20Control_Sm.pdf



Zoning

Signs

10.4 The maximum height of a monument sign is 8 feet as measured from grade or as measured from the base of the modified grade if the sign is proposed to be located on a berm.

Other

Commercial Development: Street-Level Transparency

10.5 At least 80% of the total width shall be transparent and devoted to entrances and show windows or other displays that are of interest to pedestrians. Where a substantial length of windowless wall is found to be unavoidable, eye level display, a contrast in wall treatment, an offset wall line, decorative features, outdoor seating or landscaping shall be used to enhance the wall's visual interest.

Commercial Development: Infill

10.6 The building shall completely fill the site's street frontage(s).

Commercial Development: Plaza

10.7 The following minimum cornice heights are encouraged for buildings fronting on the streets around the plaza in order to provide continuous wall based on the existing prominent structures, and may be met by extending a parapet. These heights may be exceeded if the additional height is set back from the building face.

a. Plaza Street: 25 feet
b. Center Street: 30 feet
c. Matheson Street: 35 feet
d. Healdsburg Avenue: 40 feet

Appendix D: Recommended Trees and Plantings

The Healdsburg Area falls within Sunset Zone 14. The zone is typified by hot summers and cold winters that are moderated by the influence of the marine air and fog penetrating the area through the Russian River Valley. Temperatures range from below freezing to over 100°F. The following plant materials are recommended for their hardiness and performance in this zone, and for their appearance, form and appropriateness in an urban environment. Note that the City's water efficient ordinance requires the consideration of water usage when identifying a planting plan.

NOTE

Appendix F in the LID Manual provided through the link below includes a list of approved planting materials for LID features. In addition to the design guidelines for LID features provided in Chapter 6, the list of approved planting materials should also be considered.

http://srcity.org/1255/Low-Impact-Development

Botanical Name	Common Name	Type	Planter Size		
			2'-3'	4'-'6'	Over 6'
Acer buergerianum	trident maple	Deciduous	X	X	X
Acer campestre 'Queen Elizabeth'	hedge maple 'Queen Elizabeth'	Deciduous	X	X	X
Acer palmatum	Japanese maple	Deciduous	X	X	X
Acer tataricum subsp. ginnala 'Flame'	Flame amur maple	Deciduous	X	X	X
Callistemon citrinus	lemon bottlebrush	Evergreen	X	X	
Callistemon viminalis	weeping bottlebrush	Evergreen	X	X	
Cercis reniformis 'Oklahoma'	Oklahoma redbud	Deciduous	X	X	X
Chionanthus retusus	Chinese fringe tree	Deciduous	X	X	X
Crataegus phaenopyrum	Washington hawthorn	Deciduous	X	X	X
Eriobotrya deflexa	bronze loquat	Evergreen	X	X	X
Koelreuteria paniculata	golden rain Tree	Deciduous	X	X	X
Lagerstroemia x fauriei 'Biloxi'	pink crape myrtle 'Biloxi'	Deciduous	X	X	X
Lagerstroemia x fauriei 'Muskogee'	lavender crape myrtle 'Muskogee'	Deciduous	X	X	X
Lagerstroemia x fauriei 'Natchez'	white crape myrtle 'Natchez'	Deciduous	X	X	X
Lagerstroemia x fauriei 'Tuscarora'	coral crape myrtle 'Tuscarora'	Deciduous	X	X	X
Laurus 'Saratoga'	Saratoga laurel	Evergreen	X	X	X
Magnolia grandiflora 'Little Gem'	southern magnolia 'Little Gem'	Evergreen	X	X	X
Magnolia soulangeana 'Alexandrina'	saucer magnolia 'Alexandrina'	Deciduous	X	X	X

Botanical Name	Common Name	Type	Planter Size		
			2'-3'	4'-'6'	Over 6'
Melaleuca linariifolia	flax-leaf paperbark	Evergreen	X	X	X
Nerium oleander (std.)	oleander tree form	Evergreen	X	X	X
Prunus cerasifera 'Krauter Vesuvius'	purple leaf plum 'Krauter Vesuvius'	Deciduous	X	X	X
Prunus x yedoensis 'Akebono'	Akebono flowering cherry	Deciduous	X	X	X
Pyrus calleryana 'Chanticleer'	Chanticleer flowering pear	Deciduous	X	X	X
Pyrus kawakamii	Chinese evergreen pear	Evergreen	X	X	X
Rhaphiolepsis 'Majestic Beauty'	Majestic Beauty Indian hawthorn	Evergreen	X	X	X
Sercia lancea (Rhus lancea)	African sumac	Evergreen	X	X	X
Tristaniopsis laurina 'Elegant' (Tristania laurina)	Elegant water gum	Evergreen	X	X	X
Acer rubrum 'October Glory'	red maple 'October Glory'	Deciduous		X	X
Acer rubrum 'Red Sunset'	red maple 'Red Sunset'	Deciduous		X	X
Aesculus x carnea	red horsechestnut	Deciduous		X	X
Afrocarpus gracilior	African fern pine	Evergreen		X	X
Carpinus betulus 'Fastigiata'	pyramidal European hornbeam	Deciduous		X	X
Chitalpa tashkentensis	chitalpa	Deciduous		X	X
Chitalpa tashkentensis 'Morning Cloud'	Morning Cloud chitalpa	Deciduous		X	X
Chitalpa tashkentensis 'Pink Dawn'	Pink Dawn chitalpa	Deciduous		X	X
Ginkgo biloba 'Saratoga'	ginkgo tree 'Saratoga'	Deciduous		X	X
Magnolia grandiflora 'Majestic Beauty'	Southern magnolia 'Majestic Beauty'	Evergreen		X	X
Magnolia grandiflora Edith Bogue'	Southern magnolia Edith Bogue'	Evergreen		X	X
Magnolia grandiflora 'Saint Mary'	southern magnolia 'Saint Mary'	Evergreen		X	X

Botanical Name	Common Name	Type	Planter Size		
			2'-3'	4'-'6'	Over 6'
Olea europaea 'Swan Hill'	fruitless European olive	Evergreen		X	X
Pistacia chinensis	Chinese pistache	Deciduous		X	X
Quercus suber	cork oak	Evergreen		X	X
Quercus virginiana	Southern live oak	Semi-ever-green		X	X
Styphnolobium japonicum 'Regent' (Sophora japonica)	Japanese pagoda tree	Deciduous		X	X
Triadica sebiferum (Sapium)	Chinese tallow tree	Deciduous		X	X
Ulmus hybrid 'Frontier'	Frontier elm	Deciduous		X	X
Acer pseudoplatanus	sycamore maple	Deciduous			X
Arbutus 'Marina'	Arbutus 'Marina'	Evergreen			X
Cedrus atlantica 'Glauca'	blue Atlas cedar	Evergreen			X
Cedrus deodara	Deodar cedar	Evergreen			X
Celtis australis	European hackberry	Deciduous			X
Ginkgo biloba 'Autumn Gold'	Ginkgo 'Autumn Gold'	Deciduous			X
Platanus x hispanica 'Colum-bia'	Columbia London plane tree	Deciduous			X
Quercus agrifolia	coast live oak	Evergreen			X
Quercus coccinea	scarlet oak	Deciduous			X
Quercus ilex	holly oak	Evergreen			X
Quercus rubra	eastern red oak	Deciduous			X
Quercus shumardii	Shumard oak	Deciduous			X
Tilia cordata 'Greenspire'	Greenspire little-leaf linden	Deciduous			X
Ulmus hybrid 'Accolade'	Accolade elm	Deciduous			X
Zelkova serrata 'Village Green'	sawleaf zelkova 'Vil-lage Green'	Deciduous			X

(All smaller size planters immediately carry over to larger size planters)

NOTE: For additional information regarding spacing, water rating, maintenance and soil preferences, please contact the Planning Department to view the master comprehensive street tree matrix.

Shrubs

Abelia grandifora 'Edward Goucher' – Goucher Abelia
Arctostaphylos densiflora 'Howard McMinn' – McMinn Manzanita
Berberis sp. – Barberry
Buxus microphylla 'Japonica' – Japanese Boxwood
Choisya ternate – Mexican Orange
Escallonia sp. – Escallonia
Ilex sp. – Holly
Pittosporum sp. – Pittosporum
Raphiolepis sp. – India Hawthorne
Xylosma congestum 'Compacta' – Xylosma

Ground Covers

Archtostaphylos 'Emerald Carpet' – Emerald Carpet Manzanita
Baccharis pilularis 'Twin Peaks #2' – Dwarf Coyote Brush
Cotoneaster sp. – Cotoneaster
Gazania 'Mistuwa Yellow' – Gazania
Hedera helix and var. – English Ivy
Hemerocallis sp. – Daylilies
Hypericum calcinum – Aaron's Beard
Juniperus sp. – Juniper
Liriope sp. – Lily Turf
Pyracantha sp. – Fire Thorn
Ribes viburnifolium – Evergreen Currant
Sollya heterophylla – Australian Bluebell Creeper
Trachelospermum jasminoides – Star Jasmine

Appendix E: Architectural Style Guide

A variety of architectural styles are found in Healdsburg. As property owners consider future changes to the exterior of their buildings, it is important to understand the characteristics of these styles and the various design details that help define a particular style. This section briefly describes and illustrates the prevalent residential architectural styles in Healdsburg along with their character-defining features. In the examples provided there may be additional character-defining features not noted based on a specific property. Property owners are encouraged to contact the Planning Department before planning an exterior change to ensure that the character defining features of a historic building are maintained so that the building conveys a sense of time and place.

Character-defining features include the following exterior considerations:

- A building's location and orientation to the site
- Relationship to adjacent buildings or placement in a grouping of buildings
- Overall form of the building
- Materials, craftsmanship and decorative details

Styles:

- Italianate (Late Victorian)
- Stick/Eastlake (Late Victorian)
- Queen Anne (Late Victorian)
- Shingle
- Colonial Revival
- Classical Revival
- Greek Revival
- Craftsman Bungalow
  - ► California Bungalow Variant
- Prairie
  - ► American Foursquare Variant
- Tudor Revival
- Mission/Spanish Colonial Revival
- Gothic Revival
- Minimalist Traditional
- Ranch
- Italian Renaissance
- Homestead

Italianate (Late Victorian)

- Angular and square massing
- Low pitch hipped or gable roof
- Decorative roof brackets beneath enclose eaves
- Tall, narrow windows and doors often paired with arched window hood moldings
- One-story arcaded porches and balustrade balconies
- Brackets
- Shiplap siding
- Single pane, double hung windows
- Quoins at corners

Stick/Eastlake (Late Victorian)

- Ornate gables and trusses
- Applied stickwork as exposed framing
- Clapboard siding
- Rectangular wood by windows
- Multi-textured siding/shingles
- Steeply pitched gable roof
- Tall double-hung windows
- Horizontal and vertical bands

Queen Anne (Late Victorian)

- Round turrets or towers with finials and corner placement
- Steeply pitched multi-gabled roofs, usually front-facing gable
- Use of ornamental detailing including patterned shingles and sawn wood embellishments
- Pedimented and projecting dormers
- Recessed upstairs balconies
- Textured shingles
- Many windows often with overhead decorative details
- Partial or full width asymmetric single-story porch
- Ornamental brackets and spindles
- Delicate spindle work porch support
- Prominent front porches

Shingle

- Steeply gabled roofs usually with cross gables.
- Gable hipped dormer
- Wall cladding and roofing of continuous shingles.
- Double hung windows in clusters with multi-pane sash above and single pane sash below
- Shingle wall without interruption at corners.
- Extensive asymmetrical porch
- Plain classic or shingled porch supports
- Masonry or stone foundation at ground level

Colonial Revival

- Gable or hipped roof
- Hipped dormer (central)
- Classic prominent porch or portico
- Double-hung, small pained windows and often a bay window as well
- Simple colonial detailing, especially columns and cornices
- Symmetrical and balanced windows
- Clapboard siding or brick
- Centered door with fan lights and side lights

Classical Revival

- Gabled or hipped roof
- Pedimented gable
- Non-fluted porch columns
- Second story porticos
- Shiplap siding with corner boards
- Double–hung windows with six window panes

Greek Revival

Gable front with pediments
Bold details with simple moldings
Heavy cornices
Unadorned friezes
Stucco and wood, occasionally stone
Low pitched gable and hip roof
Double hung windows; six over six
Columns and pilasters may be classically round but also square or octagonal
Narrow sidelights and rectangular transom lights at front door

Craftsman Bungalow

- California Bungalow Variant

Low pitched gable roof
Clapboard or shingle siding
Simple double-hung or casement windows large front windows(s)
Prominent front porch with a pair of tapered columns or piers; small gable over front porch
Decorative exposed rafter ends
Exposed building elements
Decorative venting detailing
Stone or brick foundation

Prairie School

- Low pitched, generally hipped roof with broad overhangs
- Eaves, cornices, and facades emphasize horizontal lines
- Single story porch
- Massive, square porch supports
- Casement or double hung window with small pane or sashes
- Detailing emphasizing horizontal lines
- Square or rectangular plan

Tudor Revival

- Tall chimneys (usually with some decoration)
- Façade dominated by one or more prominent cross gables
- Decorative half timbering common detail
- Prominent large window
- Steeply pitched roofs
- Multi-paned, tall, narrow windows
- Heavy wooden front door
- Masonry construction or stucco with half timbering

Mission/Spanish Colonial Revival

- Mission Revival Variant
- Spanish Colonial Variant
- Monterrey Variant

Mission shaped dormer for roof parapet (Mission)
Red tile roof covering
Use of decorative ironwork and tiles
Multi-pane casement or double hung windows
Smooth stucco surfaces
Arched openings and windows with windows often recessed

One or two stories
Echoes early California missions or Spanish colonial styles
Closely related to outdoors through the use of porches, terraces, and courtyards
Wood or W.I. window frills and balconies

Minimalist Traditional

Single large chimney
One front facing gable
Low roof pitch
Eaves and rakes are closer to building rather than overhang
Mixture of wall cladding materials ie: rock/stone and wood

Ranch

Low pitched roof typically hip or gable
Asymmetrical facades
Wide eave overhang
Modest detailing at windows and doors

Homestead

Gabled roof
Mainly unadorned
Wood siding
Boxy shape
Porch across front
Simple Ornamentation