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Broadway District Specific Plan
Design Chapter

Chapter 3. Design

This Chapter establishes the Goals and Policies that guide the aesthetic and functional qualities of development in the Broadway District to encourage architectural, landscape design, and place-making practices that attract residents and visitors alike.

3.1 Introduction

Design guidelines lend predictability in the design of private and public development projects in order to facilitate decision-making by property owners, applicants and the city in the development review process.

Guiding Principles and Design Vision

Policy guidance for the Specific Plan design guidelines were identified in the Project Goals, Broadway District Guiding Principles, and input from stakeholders and residents during workshops and meetings.

Guiding Principles

- Beautify the corridor with landscaping, trees and architecture
- Provide Gathering Places/Multi-Purpose Places
- Unify the Character of New Development
- Provide Connections between neighboring Properties and Adjacent Neighborhoods

Design Vision

Through Stakeholder Citizens Advisory Committee (SCAC) meetings, workshops and stakeholder input, residents and the business community identified the following vision for future development:

- Building architecture should favor a “Modern Industrial and Modern Farmhouse” aesthetic;
- Land use and development patterns should create space for the community to socialize and gather;
- Landscaping, particularly trees, should be used to address several objectives:
 - Develop a consistent landscape palette along Broadway to provide visual harmony throughout the District;
 - Beautify Broadway and emphasize aesthetic place-making through landscaping and gateway treatments; and
 - Provide buffers between adjoining uses as appropriate;
- Make the Main Street experience distinct from surrounding communities and the

- other districts in the Specific Plan area by promoting family friendly, programmable space
- Celebrate the unique character of American Canyon to distinguish the Broadway District from other cities.
- Build on existing assets, natural features, and provide space for all people.

Design Guidelines

Design Guidelines provide specific detail regarding the design of all future public and private development. Combined with the development standards established in Chapter 2, these guidelines ensure that all new projects implement the community’s vision for the Broadway District. These guidelines establish the tools to accomplish this objective for the “private and public realm” and the interface where private development meets the street.

3.2. Policy Framework

The design guidelines identify the desired aesthetic for the Broadway District. These guidelines provide direction for improvements on private and public lands to fulfill the Community’s vision for a modern-rural, pedestrian oriented Broadway District that accomplishes the following goals:

Goals

- 3.1 Ensure high quality development to improve the character of the Broadway District and establishes a unique style for American Canyon.
- 3.2 Enhance the public realm so that buildings and the surrounding streets, parks and properties are integrated, functional, and safe.

3.3 Private Realm

Buildings and site improvements on privately owned parcels make up the “private realm.” Building layout and architectural character are key to successful transformation of the private realm. Accordingly, the Private Realm Design Guidelines are organized to provide overarching guidelines and guidelines for building prototypes as follows:

Overarching Guidelines

- Architectural Character
- Layout and Orientation
- Massing and Scale
- Parking

Architectural Character

Through the Stakeholder and Citizens Advisory Committee (SCAC), at workshops and in stakeholder discussions, the community consistently expressed a desire for building

architecture that represent a unique style for American Canyon by building on “Modern Farmhouse” and “Modern Industrial” aesthetics. While both of these styles have numerous and interesting architectural interpretations that allow for individual creativity, they reflect the design characteristics and features described below.

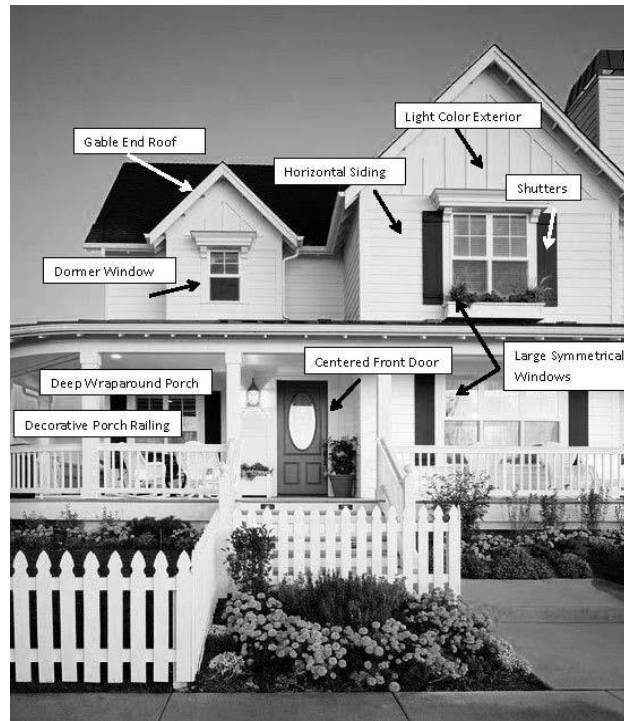
Traditional Farmhouse Style

The American Farmhouse is a country home style that highlights the simplicity of rural living. The American Farmhouse was a functional home before it was an architectural style. In fact, it is a hybrid of architectural styles that were blended to produce these practical homes to shelter farmers and their families and serve as the functional center of farm life. The design of the Farmhouse was shaped by the needs of the farmers, the local climate and the materials available.

Farmhouse architecture is unpretentious, straightforward, functional, and very efficient. Farmhouses designs (refer to **Figure 3-1**) typically exhibit the following traditional farmhouse characteristics.

Traditional Farmhouse Characteristics

- Strong indoor/outdoor design that may feature
 - A large front or wraparound porch;
 - Large, symmetrical windows help to accentuate the exterior and bring the outside in.
- Symmetrical building designs (e.g. doors are often centered on the front façade);
- Relatively shallow roof forms that may be broken up with dormer windows;
- Hipped and gabled roof forms that often run parallel to the adjoining road.
- The roof pitch may change to emphasize a design element (e.g. over covered porches);
- Architectural details to break-up building walls and increase architectural interest that may include:
 - Functional shutters;
 - Decorative porch railing;
 - Exposed rafter tails;
 - Window adornment (e.g. sashed and mullioned windows);
 - Generous eave overhangs, belly bands and cornice elements;
- Building exteriors are typically faced with wood (e.g. board and batten, tongue and groove, shiplap) siding that may change directions (horizontal/vertical) to distinguish between upper and lower building registers or to emphasize building features (e.g. gable ends).
- Building accent and trim materials reflect local environment (e.g. wood and stone) or available farm materials (e.g. corrugated metals); and
- Buildings are often white or light colored. Accent materials may be colorful.

FIGURE 3-1 – TRADITIONAL FARMHOUSE BUILDING

Traditional Industrial Style

Like farmhouse designs, the industrial style is utilitarian, it reflects the functional needs of a working environment. The attraction of industrial forms is in the lack of pretension and the way utilitarian surfaces, and functional materials and objects showcase the integration of form and function. The industrial style (refer to **Figure 3-2 and 3-3**) typically exhibits the following traditional industrial characteristics.

Traditional Industrial Characteristics

- Building materials are durable (e.g. brick, concrete and metal walls; solid wood or steel doors);
- Exterior walls (and often interior walls) are heavily glazed (e.g. large windows or curtain walls) to bring natural light into the building;
- Roof forms often include clear story elements and skylights to bring natural light into building interiors;
- Functional building elements are often “oversized” (e.g. doors, downspouts) to reflect building scale and the functional needs of industry;
- Building exteriors feature the natural color of the functional (not decorative add-on) building materials (e.g. brick, stone, steel, rough-hewn timbers, reclaimed wood, hardwood floors, weathered concrete walls);
- Building facades are articulated by deep recessed windows and exterior details (e.g. arched openings, protective roof features, artisan brick work); and
- Exposed functional structural elements, such as steel beams, wooden beams, visible interior duct work and pipes are not uncommon in converted factory space.

FIGURE 3-2 – TRADITIONAL INDUSTRIAL BUILDING EXTERIOR

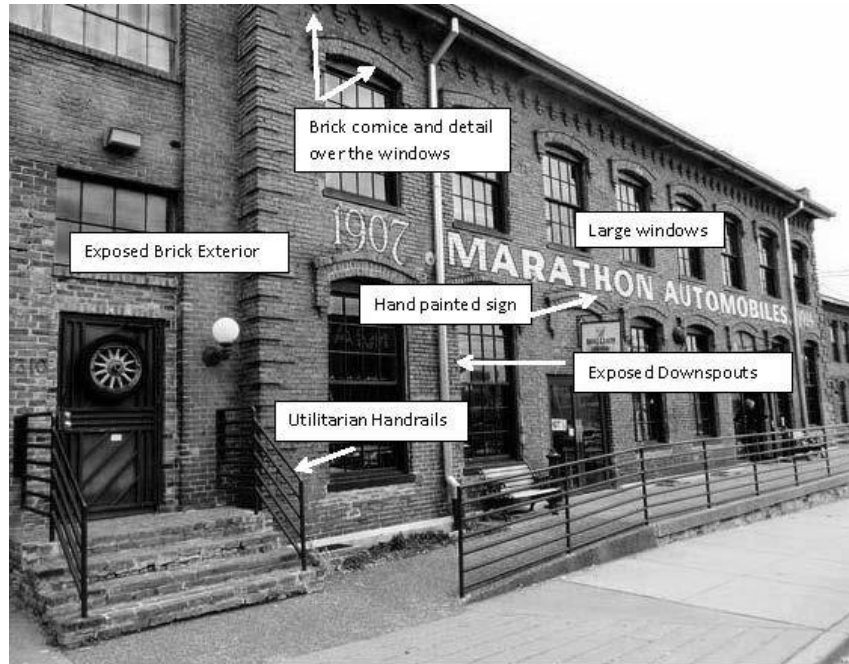
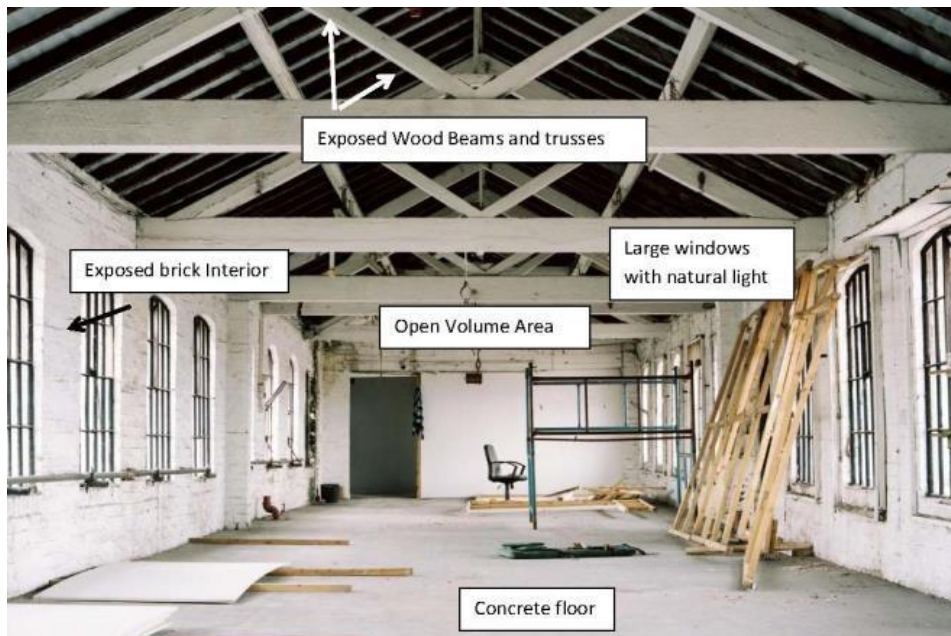


FIGURE 3-3 – TRADITIONAL INDUSTRIAL BUILDING INTERIOR



Overarching Guidelines

The following overarching guidelines provide site and building design criteria that will be applied to new or remodeled private realm projects in the Broadway District.

Modern Architectural Character

- A. Reinterpret traditional farmhouse and industrial architecture to accommodate new concepts of design that relax traditional rules while preserving utility, indoor/outdoor, and form following function objectives that gave rise to the traditional styles. Examples of successful modern interpretations of farmhouse and industrial architectural styles are shown in below and include the following:
 - a. Bringing natural light into interiors through floor to glass windows, skylights, solar tubes and use translucent glass for privacy areas;
 - b. Using subtle colors with accents of more vibrant color;
 - c. Using natural materials such as wood, rock, and slate;
 - d. Using contemporary exterior materials that give the feeling of airiness in the form of clean rectilinear lines that feel lighter in weight and more casual in livability, such as such as hardwoods, ceramic and porcelain tiles, travertine stone and marble;
 - e. Opening up interiors with an open floor plan; and
 - f. Adding contemporary details that get noticed, yet don't distract from a traditional style, such as contemporary light fixtures, replacing heavy wood bannisters and railing with newer innovations, such as tension cables, glass, or industrial materials.
 - g. Concealed utility meters, trash areas, loading areas, exterior mechanical equipment that can detract from the overall building architectural appearance.
- B. Incorporate elements that provide indoor/outdoor interface (e.g. porches, stoops, skylights/clear stories, etc.).
- C. Incorporate building materials that reflect local environment (e.g. wood and stone), are durable (e.g. brick, concrete and steel) or reflect traditional farm or industrial materials.
- D. Incorporate architectural details to break-up building walls, create shadow lines and increase architectural interest (e.g. recessed windows and doors, changes in materials, eave overhangs, belly bands, decorative elements, etc.)



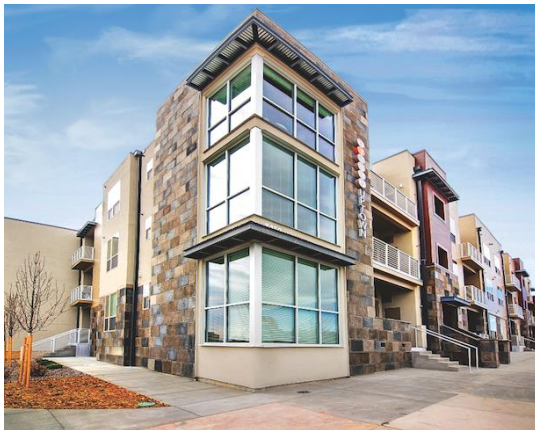
Modern Architectural Examples

The examples shown below reflect a few of the many thoughtful ways that modern farmhouse and industrial architecture may be expressed.

FIGURE 3-4 – MODERN FARMHOUSE BUILDINGS



FIGURE 3-5 – MODERN INDUSTRIAL BUILDINGS





Architectural Design Guideline Implementation

Policy 3-1 In conjunction with a Design Permit or Building Permit application, whichever occurs first, the applicant shall submit a narrative that explains the ways the proposed building(s) achieve a Modern Farmhouse or Modern Industrial style. The narrative shall be supplemented with a list prepared by the architect that identifies architectural features the proposed building possesses that characterizes the building as Modern Farmhouse or Modern Industrial.

Building Placement and Site Planning

Appropriate building placement, the infrastructure needed to support them, landscaping, and accessible open spaces all work together to provide a high quality environment that defines American Canyon. The following policies address common site planning issues overall and specifically for residential, nonresidential and mixed use development.

Overall Building Placement and Site Planning Policies

Policy 3-1 Buildings located at the corner of a street are visually prominent. Architectural features in the front façade should be extended to the

other elevations that are visible from open space areas and the public right-of-way.

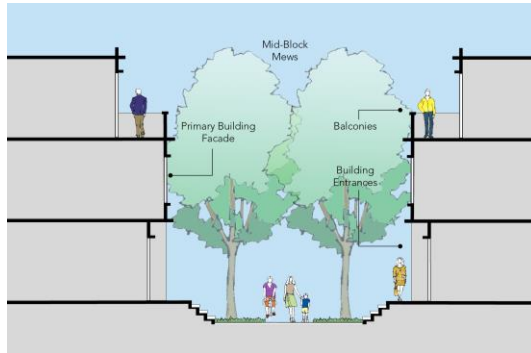
- Policy 3-2 Incorporate equipment and service items such as: garbage storage, loading docks, vents, air conditioner compressors, roof access ladders, meters and transformers into the building design and/or landscape areas to minimize noise and visual impacts on pedestrian areas, streets and adjacent properties. Roof mounted mechanical equipment shall be screened with a parapet equal in height to the highest equipment facility.
- Policy 3-3 To the greatest extent possible, incorporate existing mature trees into the landscape plan of new developments.
- Policy 3-4 Through the discretionary review process, a condition of approval will require existing overhead utility poles on-site and along the property frontage to be placed underground in conjunction with development of the site or as a deferred requirement subject to approval of the City Engineer.

Residential Building Placement and Site Planning Policies

- Policy 3-5 Extend the pattern of existing public streets into new development where possible. New streets, whether public or private should function like a public street providing each home with its own street address, landscaping, sidewalks, private front yard entry space, and on-street parking where appropriate.
- Policy 3-6 Residential development that is higher in density than homes in an adjacent single-family neighborhood should include a transition in building scale that reflects the adjacent residential neighborhood.
- Policy 3-7 Locate the front of new single family, townhome, and duplex homes onto existing or newly-created streets. Ensure front entrances avoid back-to-front facing relationships (such as front doors facing rear yards or service areas).
- Policy 3-8 Locate required parking and servicing at the rear of the property accessed by a private lane or shared driveway to minimize aesthetic impacts of a front facing garage and increase short-term on-street visitor parking in multifamily and townhome developments.
- Policy 3-9 Locate quasi-private elements such as stoops, balconies, and stairs between private open space and the adjoining sidewalk.

Policy 3-7 Encourage new residential and mixed-use residential developments to be configured around open courtyards and private parks.

FIGURE 3-5 – OPEN COURTYARD EXAMPLE



Nonresidential and Mixed Use Building Placement and Site Planning Policies

- Policy 3-8 In mixed use developments, site planning should look for opportunities to integrate compatible uses so that site visitors and residents will use more than one activity on the site (ie: integrate restaurant and retail into a hotel building; integrate tot lots and informal gathering places into the retail center; connect mixed use centers with regional bicycle trails.)
- Policy 3-9 Orient primary building facades and entries for both commercial and residential uses along the streets or paseos. Incorporate windows, doors, and porches/outdoor seating areas which encourage “eyes on the park” and sociability.
- Policy 3-10 Commercial and mixed-use buildings should be placed at the zoning setback line unless lot configuration or specific land uses prohibit this placement. Corner buildings shall address both streets and other elevations visible from public spaces and the right-of-way architecturally.
- Policy 3-11 Ensure loading, trash pickup, service entrances located at the rear of commercial and mixed-use buildings are oriented so they are not visible from public spaces and the right-of-way. If this is not possible, provide a combination of screen walls and landscaping.
- Policy 3-12 New development, consistent with the Modern Farmhouse and Modern Industrial style, should be designed to architecturally harmonize with adjacent development. Potential methods to harmonize include using similar colors, materials, and scale from the adjacent development into the new development.

- Policy 3-13 When a building exceeds three stories, step back the fourth story to provide visual relief and minimize shadows cast on neighboring properties.
- Policy 3-14 Allow exceptions to the building setback, lot coverage, separation between buildings, lot dimension, building height, and parking requirements in accordance with the Minor Variation procedure (American Canyon Municipal Code Chapter 19.44.)
- Policy 3-15 Through the discretionary review process, require vehicle and pedestrian interconnections with reciprocal access easements between neighboring properties to improve access and customer convenience and reduce short vehicle trips on Broadway.

3.4. Public Realm

Key to the success of the Broadway District is an attractive “public realm.” The public realm includes all land and facilities owned, designed, and managed by local, state and federal governments. The largest public realm land uses in the Broadway District are local streets and Highway 29, Veterans Memorial Park, and City Hall. Improvements to the “public realm,” especially streets, are essential for attracting new investment, improving safety, and creating a sense of place.

The public realm design guidelines provide criteria that will be applied to roadways and streetscapes as a general practice, as well as specific guidelines for Broadway and Main Street improvements. The public realm design guidelines are organized as follows:

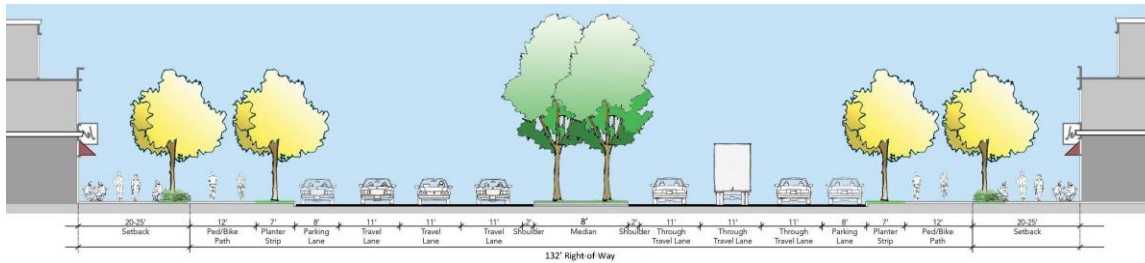
- Overarching Guidelines
- Broadway
- Main Street
- Local Roadways (Existing and New)

Overarching Guidelines

The following guidelines will be applied to roadways and streetscapes, as appropriate throughout the Broadway District.

Broadway

Broadway is the regional link between American Canyon and the rest of Napa County and the Bay Area. With changes in travel speeds, Broadway will become a more comfortable place to walk and bicycle, and congregate, but the primary function of Broadway will continue to focus on protecting traffic flow. As a State Highway, Caltrans has the final authority to determine design standards, however the speed limit change creates design flexibility to pursue the following guidelines in close collaboration with Caltrans.

FIGURE 3-6 – CONCEPTUAL BROADWAY CROSS SECTION

- A. **Travel Lanes:** Provide 11-foot-wide travel lanes in each direction.
- B. **Parallel Parking:** Consider an eight-foot-wide parallel parking lane where appropriate on either side of the street, ensuring a minimum seven-foot-wide parallel parking where right-of-way is constrained. This lane could also be used for landscaping in some locations, and provide room for bus stops.
- C. **Shoulders:** Provide 2-foot-wide shoulders adjacent to the center median.
- D. **Multi-Purpose Path:** Provide a twelve-foot-wide pedestrian/bicycle path on either side of Broadway.
- E. **Planter Width:** Provide seven-foot-wide planters on either side of the street to create buffer condition for pedestrians, while incorporating green infrastructure into the planter strips to improve stormwater quality.
- F. **Median:** Use the Median to accommodate turn pockets. Where the median is 8 feet wide or more, install street trees at no more than 25 feet on center.
- G. **Setbacks:** Provide 20 foot building setbacks on either side of Broadway.
- H. **Easement:** Where the Right-of-Way is inadequate to accommodate the above streetscape improvements, secure easements for landscaping, bicycle and pedestrian improvements outside the right-of-way in existing development sites.
- I. **Trees:** Prepare a streetscape landscape plan that includes a variety of native evergreen and deciduous trees, shrubs and groundcover along the length of Broadway within the median and planter strip to provide an attractive and unified District image.
- J. **Crosswalk Width:** Provide clearly marked 12-foot-wide crosswalks (minimum) at all controlled intersections. Ensure all crosswalks have ramps for ADA access and pedestrian activation improvements.

- K. Safe Haven: Provide a pedestrian refuge in the Broadway median at all crossings that is no less than and 8-foot wide and contains bollards or trees for safety and a pedestrian activated crossing switch.
- L. Bulbouts or other Traffic Calming Techniques: Where possible, provide bulbouts or other traffic calming techniques to minimize crossing distances, increase pedestrian visibility.
- M. Special Treatment: Explore using special paving material, colored markings, and lights for crosswalks to increase visibility and enhance the identity to the area.
- N. Pedestrian Connection: Provide pedestrian access between street parking on Broadway and businesses located on properties that abut Broadway. Pedestrian access points should be located no more than 300 feet apart.
- O. Gateways: Install landscaping to define the North and South Gateways into American Canyon. These gateways could be further emphasized with distinctive signage and public art to signify these entrances.



Main Street

Main Street between Rio del Mar and South Napa Junction Road will become the center for commerce and community interaction in American Canyon and will be designed according to the following guidelines to create a family-friendly, programmable space.

FIGURE 3-7 – CONCEPTUAL MAIN STREET CROSS SECTION



A. Travel Lanes: Provide 10-foot-wide travel lanes in each direction.

B. Sidewalk: Provide twelve-foot-wide sidewalks on either side of Main Street to maintain a minimum 8-foot wide travel way and landscape areas.



C. Planter Width: Provide planting areas on either side of the street to provide shade and create buffer condition for pedestrians, while incorporating green infrastructure to improve stormwater quality.

D. Trees: Install street trees at no further apart than 25 feet on center.

E. Family Friendly Street: Install curb-less street improvements so that the space may be used for events. Install landscaping, painting, and changes in roadway materials to distinguish between the pedestrian and automobile environment while allowing for innovative use of the street, including the following:



a. Include elements like shade structures or trees, drinking fountains, water bottle refilling stations, lighting and movable furniture to ensure user comfort in public spaces.

b. Consider amenities such as game tables, dining areas, wifi and expanded picnic areas parks and plazas that may develop along Main Street.



c. Program movies, community festivals and concerts in Main Street parks, plazas and the street.

F. Park: Construct a park between Rio Del Mar and Main Street to provide programmable outdoor space that provides a visual connection toward the Napa Valley Ruins and Gardens district.

G. Plazas: Incorporate small-scale outdoor eating or gathering spaces between buildings/pedestrian circulation spaces and public gathering areas to provide a transition and create interest.



The Specific Plan seeks to minimize design changes on existing streets, there are opportunities to design new streets and modify a few existing streets to enhance connectivity between neighborhoods.

3.5 Public Art

According to the American Planning Association, Public art — such as memorials, historical monuments, installations, murals, sculptures, mosaics, decorative features, and functional elements — is an important element in placemaking. Unlike art in private spaces, public art is ideally site-specific and attuned to its social, economic, and environmental context. Public art can contribute to urban design and the revitalization of civic infrastructure; enhance and personalize public space; comment on environmental and social conditions; and activate civic dialogue.

The City is in the process of establishing a public art protocol for selecting art and permitting it in public locations. Publicly visible art on private property is encouraged and may be discussed in the context of a discretionary development application.



When public art is considered in the Broadway District, the following opportunities may be considered:



a. Encourage artistic expression in bulb-out areas, along sidewalks, in public open spaces, and near the entrances to buildings.

b. Encourage art pieces that serve both an aesthetic and functional purpose, such as sculptural bicycle racks, trash/recycling receptacles, seating, lighting posts, utility boxes and fire hydrants.

c. Explore opportunities for local and regional artists to design, fabricate Local Streets

d. Investigate possibilities for creative lighting effects to add interest to the nighttime streetscape environment.

