

3 PRIVATE REALM DESIGN GUIDELINES

3

3.1 INTERPRETATION AND APPLICATION

The guidelines are general and may be interpreted with some flexibility in their application to specific projects. The guidelines will be used during the City’s design review process to ensure new development implements General Plan goals and objectives and becomes a compatible part of the total community environment.

These guidelines shall apply to all new development within the Pueblo Viejo District. They shall also be used to review existing development for any reuse, additions, remodel, reconfiguration or other construction requiring a building permit. In the review of modifications or additions to existing development, the provisions of the guidelines will be imposed to the extent that they are applicable and practical to impose in the situation.

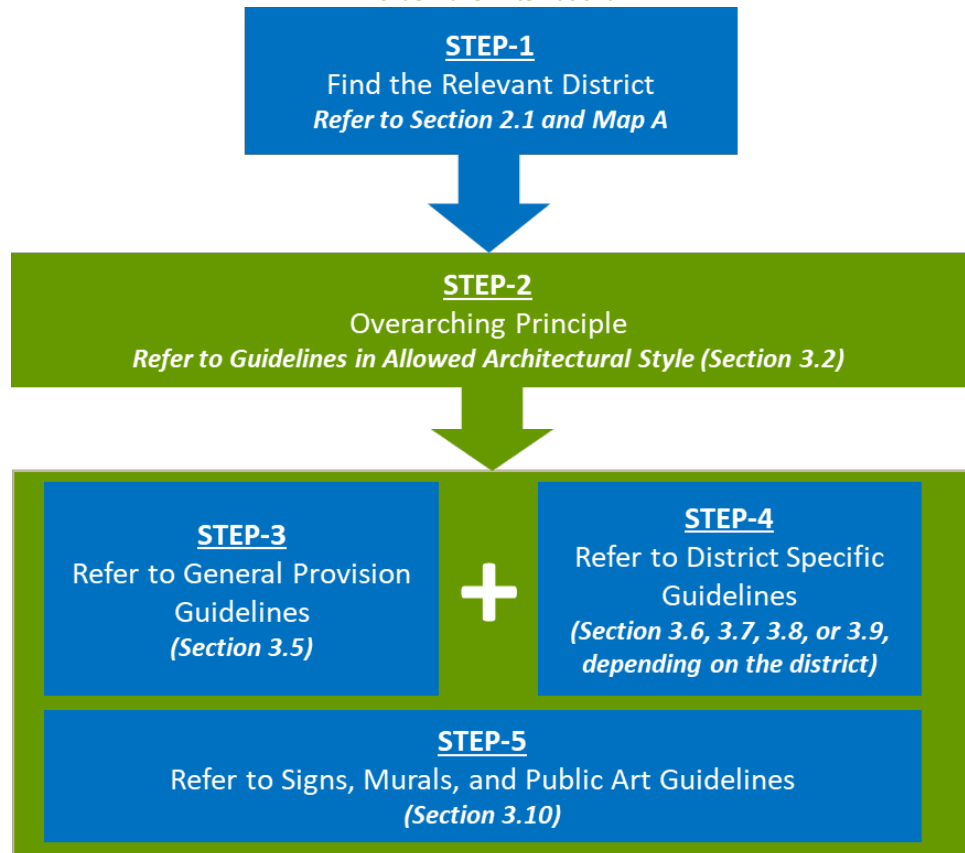
3.2 HOW TO USE GUIDELINES DOCUMENT

The Private Realm Guidelines correspond to development occurring on private property. The City’s Zoning Code should always be consulted as the first step of any development project. The guidelines are organized in various sections and the diagram below shows the process of referring to various sections of the guidelines.

- **Step 1:** First step in the usage of the guidelines is to find the relevant district of the project site based on Map A provided in Section 2.1. The section also provides an overall philosophy of the district.

- **Step 2: Overarching Principle:** Finalize the architectural style for the project and refer to Section 3.3 *Allowed and Encouraged Architectural Styles*. These guidelines are referred to in the general provisions as well as subarea guidelines.
- **Step 3:** The applicant should refer to the Section 3.5 *General Provisions*. This section applies to all subareas.
- **Step 4:** Refer to either Section 3.6, 3.7, 3.8 or 3.9 depending on the subareas that the project site is located. These sections give additional guidelines specific to the subarea in addition to general provisions.
- **Step 5:** The Section 3.10 *Signs, Murals, and Public Art*, should be consulted for all projects irrespective of the subarea. The section provides guidelines for each type of signage that is allowed in Pueblo Viejo District. Table A in this section provides a list of various signs and the suggested subareas in which they may be used. The Mural and Public Art guidelines are applicable to all subareas.

Guideline Document Usage Diagram. SOURCE: Michael Baker International



3.3 ALLOWED AND ENCOURAGED ARCHITECTURAL STYLES

A mix of architectural styles and details can create an authentic and timeless downtown. The allowed and encouraged architectural styles will support the Pueblo Viejo’s historic charm, locally owned businesses, and vibrant civic center. A vertical and horizontal mix of uses would set Coachella apart from other cities in the Coachella Valley. In addition, residents prefer a mix of architectural styles that reflect the city’s past and preserve its eclectic style and sense of place to further set the Pueblo Viejo District apart from other areas in the Coachella Valley.

Architectural styles incorporating elements that are responsive to the environmental needs of the desert, including sun-shading, are strongly encouraged. Features such as arcades and colonnades will create livable outdoor spaces that will encourage a vibrant street scene. The architecture of Pueblo Viejo District should support the vision of the district as a vibrant downtown with opportunities for fun, dining, conveniences, and livable residential communities that are close to and integrated with these uses and account for variable economic pressures of changing market conditions.

Pueblo Viejo District Architecture

The existing Pueblo Viejo District architecture in Coachella has been influenced by various architectural styles. A review of historic images captures structures that include elements of the following architectural styles: Classic Revival, Neo-Classical, Western False Front, Spanish Colonial Revival, International Style, and Art Deco.

More recent development is postmodern or international architectural styles. These styles create a platform for experimentation and playfulness often abstractly incorporating historic elements that make a place unique in one respect. It helps break the monotony of traditional styles and enables the creation of unique and iconic structures.

Classic Revival Brick Style



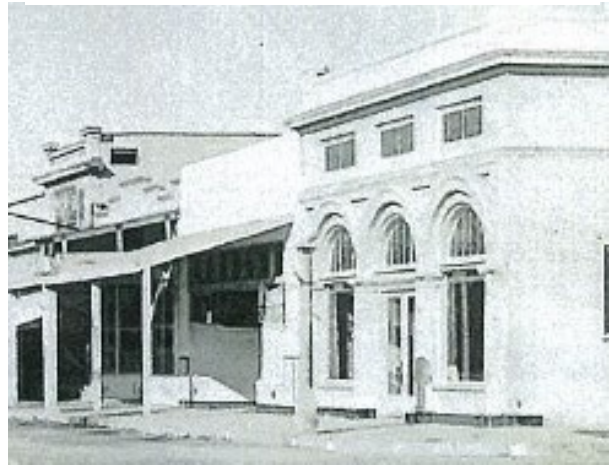
Classic Old West Architecture (Use of Colonnade)



Spanish Colonial Revival



Neoclassical Style



Vernacular Architecture (Use of Shaded Structures) International Style influenced by Mission Revival Style



Historic Images Source: Historic Society of Coachella

Allowed Architectural Styles

To preserve the architectural heritage of the Pueblo Viejo District, but also encourage its eclectic nature, four primary architectural styles are explicitly allowed.

- Spanish Colonial Revival
- Mission Revival
- Neoclassical
- Postmodern
- Architectural Innovation*

**In addition, applicants can depart from these styles with bold new contemporary design, but the design should be in context with the surrounding uses and pay homage to the heritage of the Pueblo Viejo District, the City of Coachella and the Coachella Valley. The detailed guidelines pertaining to each style and applicable to the Pueblo Viejo District are explained in the following sections.*

3.3.1 Spanish Colonial Revival Architecture

The Spanish Colonial Revival style revisits the traditional Spanish architectural themes seen in Spain’s early western colonial settlements. Within the U.S., this style gained national exposure at the 1915 Panama-California Exposition in San Diego. Many of the buildings designed and built for the exposition were in this style. The style is embraced principally in California and Florida and is characterized by a combination of detail from several eras of Spanish and Mexican architecture.

In the Pueblo Viejo District, architecture in the Spanish Colonial Revival style can be found along Sixth Street. Elements of this style that can be identified in Pueblo Viejo District are porch arcades with columns, round arches at entryways, and stucco exterior walls. The Coachella Public Library is designed in this style and bookends the Civic Center subarea.

This style was strongly preferred by stakeholders throughout the development of the 2010 Pueblo Viejo Revitalization Plan and these guidelines. The style blends Coachella’s Mexican heritage with a slightly modern twist and an elegance desired for Pueblo Viejo. Arcades and other attached shade structures are common features of this style and are appropriate to the local desert climate.

3.3.1.1 Overall Building Design

- Spanish Colonial Revival buildings are typically rectangular or L-shaped with horizontal massing and often include interior or exterior courtyards.

Courtyard. SOURCE: the 216



3.3.1.2 Walls

- Smooth or sand-float finish concrete stucco with tastefully placed adornments.

Smooth Stucco Walls. SOURCE: Camaclark



3.3.1.3 Roofs

- Slate or concrete shingles or half-cylindrical/ Spanish (S-shaped) modern concrete tiles should be used for durability.
- Lightly sloped or flat roofs are common to this style and are hidden behind domes or other false parapets.
- Shaped dormers/parapets.

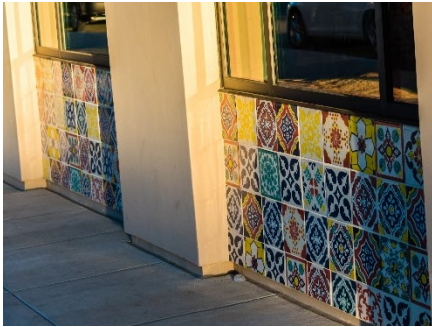
3.3.1.4 Articulation and Decorative Elements

- Patterned cutouts in smooth stucco used to decorate walls, chimneys, and vents.
- Terra-cotta or cast concrete ornaments.

Tower, Arched entry and Windows.



Decorative Tiles SOURCE: Michael Baker International



- Decorative tiles used as a wall surface or as ornament.
- Circular or square columns can be used as vertical elements.
- Rafters and supports may be exposed on the building's exterior.
- Decorative wrought iron and wood brackets or railings.
- Towers are used as decorative elements and are encouraged. Generally round, square, or polygonal towers are used to mark entrances and stairwells.

3.3.1.5 Windows and Doors

- Deeply inset arched or rectangular windows can occur on any side of the building.
- Double-hung and French or wood casement windows are common to this style. Such windows have grilles and usually divide the upper sash into individual panes that are square or close to square, giving the appearance of divided-lite windows.
- Arched entry doorways that are oversized and imposing are a common element of this style.
- French doors are usually used to provide access to porches and verandas, creating a visual connection between the interior and exterior. These are usually made to look like the building's windows.
- The framing for doors and windows is preferred to be wood, though decorative powder-coated metal frames can be used.
- The window, grilles, and doors are typically earth tones such as dark browns, terra-cotta reds, and light greens.
- Windows should be clear glass. Decorative glass is also appropriate in some cases.

3.3.1.6 Porches and Arcades

- Long exterior arcades and galleries that wrap the building are common to this style. Semi-circular arches usually spring from square pillars to form outdoor corridors.
- Small balconies with transparent railings, typically wrought iron.
- Projecting rectangular porticos, porches, or outdoor rooms created with arched openings are prevalent, especially in residential architecture.

Square Pillars for Arcade. SOURCE: Ken Lund



3.3.1.7 Columns and Pillars

- Large square pillars are commonly used with arcades/ exterior corridors of the buildings.

3.3.1.8 Materials and Colors

- The suggested exterior material is smooth, or sand-float finish concrete stucco with a minimum thickness of 7/8 inch. Accent materials can include, but should not be limited to:
 - Natural stone
 - Wood
 - Wrought iron
 - Textured or glazed concrete masonry units
 - High-quality, pre-stressed concrete systems
 - Structural or Corten steel (if a drip area is provided)
 - Hand-painted or natural tile (decorative and otherwise)
- The preferred colors for this architectural style are earthy tone colors used as base color of the buildings. Use of different colors belonging to same family of earth colors is encouraged. Earthy tone colors come from natural things around us: brown soil, green leaf, cloudy sky, as well as the red and yellow sun. These palettes can create a warm, nature-friendly atmosphere.
- Accent colors such as light blues and greens and vibrant blues, greens, reds, and yellows are encouraged. These colors can often be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm and are encouraged.
- Doors usually have a dark wood finish.

Earthy Tone Finishes. SOURCE: Alan



3.3.1.9 Lighting

- Spanish Colonial Revival–style outdoor lighting fixtures with the features listed below include:
 - Wrought iron lighting fixtures, including lanterns of many different shapes
 - Clear glass shades to accent candle-shaped bulbs or amber shaded glass
 - Grandly ornamented fixtures with scrolled metal accents
 - Fixtures are either mounted to the wall or hung using chains

3.3.2 Mission Revival Architecture

Mission Revival architecture in California was inspired by the original Spanish missions. These missions were established in the late eighteenth and early nineteenth century. Mission Revival gained popularity with the train depots of the Santa Fe and Southern Pacific rail companies. By the late nineteenth century, the style began influencing the architecture of residential, commercial, and other institutional buildings. Defining characteristics include roof parapets, simple stucco or plaster siding and

Mission Revival Architecture. SOURCE: Lordkinbote



exposed beams. Below are the suggested guidelines for buildings designed in the Mission Revival architectural style.

3.3.2.1 Overall Building Design

- Enclosed courtyards are common to Mission Revival architecture.

3.3.2.2 Walls

- Unadorned smooth or light-float stucco walls
- Reinforced masonry walls mimicking adobe mud brick

3.3.2.3 Roofs

- Half-cylindrical concrete tiles are common typically of terra cotta or earth tone.
- Low-pitched hipped roofs/ shallow roof lines with wide overhanging eaves and exposed rafters are preferred for the roof structure.
- Shaped dormers/parapets are often used.
- Bell gables can be incorporated as a façade element, along with shaped dormers.

Shaped Dormers. SOURCE: Chris English



3.3.2.4 Articulation and Decorative Elements

- Building designs are usually accompanied with bell gables and rose windows.
- Restrained decorative elements of tile, iron, and wood create articulation on the façade are used, but not to the extent of Spanish Colonial Revival.
- Circular, twisted, or square columns can be used as vertical elements and help break the monotony of the façade.
- While demarcation of floors is preferred, it is not necessary.

Rectangular and Arched Windows, Double Hung Windows and Framing. SOURCE: Jeffrey Beall



3.3.2.5 Windows and Doors

- Deeply inset arched or rectangular windows can occur on any side of the building.
- Double-hung and French or wood casement windows are common to this style. Such windows have grilles and usually divide the upper sash into individual panes that are square or close to square, giving the appearance of divided-lite windows.
- Round or quatrefoil windows are integrated with the building design and create decorative elements on the façade and are encouraged.

- Arched entry doorways are a common element of this style and are encouraged.
- French doors are usually used to provide access to porches and verandas, creating a visual connection between the interior and exterior. These are usually constructed of carved wood and appear heavy. Such doors are encouraged.
- The framing for doors and windows is preferred to be wood, though decorative powder-coated metal frames can be used.
- The windows, grilles, and doors should be of earth tone but can be in a contrasting color to the wall color.
- Simple articulation is preferred in the frames in order to create play of light and shadow.
- Windows should be clear glass. Decorative glass is also appropriate in some cases.

Quatrefoil Windows. SOURCE: Title Insurance and Trust Company



3.3.2.6 *Porches and Arcades*

- Long exterior arcades and galleries that wrap the buildings are common to this style and are encouraged. Arches usually spring from square pillars to form outdoor corridors.
- Projecting porticos, porches, or outdoor rooms created with arched openings are prevalent to this style and are encouraged, especially in residential architecture.

Porches, Pillars. SOURCE: Wolfgang Beckers and Peng



3.3.2.7 *Columns and Pillars*

- Twisted or circular columns are used as decorative elements. These also appear to frame windows in some buildings.
- Large square pillars are commonly used with arcades/ exterior corridors of the buildings.

Arcade. SOURCE: Pretzelpaws



3.3.2.8 *Materials and Colors*

- The suggested exterior material is concrete stucco with a minimum thickness of 7/8 inch. Accent materials can include, but should not be limited to:
 - Natural stone
 - Reinforced brick
 - Textured or glazed concrete masonry units
 - High-quality, pre-stressed concrete systems
 - Other high-quality metals
- The preferred colors for this architectural style are earthy tone colors used as base color of the buildings. Use of different colors belonging to same family of earth colors is encouraged. Earthy tone colors come from natural things around us: brown soil, green leaf, cloudy sky, as well as the red and yellow sun. These palettes can create a warm, nature-friendly atmosphere.

- Accent colors such as light blues and greens and vibrant blues, greens, reds, and yellows are encouraged. These colors can often be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm.

3.3.2.9 Lighting

- Mission Revival–style lighting outdoor fixtures with features listed below:
 - Wrought iron or hammered copper
 - Opaque shades, especially made of amber glass that covers the bare bulbs
 - Use of chains for hanging fixtures is prevalent

3.3.3 Neoclassical Architecture

Neoclassical architecture originated in the eighteenth and early nineteenth centuries. The movement used Greek and Roman details to create structures that are characterized by grandeur of scale through the use of simple geometric forms and columns, as well as blank walls.

Some historic buildings in Coachella bear elements of neoclassical architectural style. However, unlike historic neoclassical buildings seen in other parts of the world that are highly ornate in nature, these buildings are a utilitarian version of the same. The shape and form of buildings, use of columns and other features suggest neoclassical style. Such architectural style with lesser ornamentation compared to traditional neoclassical buildings complements the other styles such as Mission Revival and Spanish Colonial Revival. Hence, this style is suitable for the Pueblo Viejo District.

Rhythm, Order, Geometry and Grandeur in Simplified Form. It is important to note that the overall building height of this example is not appropriate to the Pueblo Viejo.
SOURCE: Jörg Zügel



3.3.3.1 Overall Building Design

- The building architecture should have order and harmony. Building elements should be symmetrical with a clean geometry, and all parts should fit together to create a cohesive and balanced design.
- Neoclassical buildings usually use the Greek rule of proportion drawn from the golden ratio to design the architectural elements as well as for the overall composition of the building. Such consideration is encouraged.
- Neoclassical architecture style had no domes or towers, so they are discouraged in buildings using this style.
- The building façade is to be flat and long. A screen of freestanding columns, or windows or other elements that mimic columns is usually used. Historic examples within the Coachella valley did

not typically utilize true Greek or Roman columns, but simpler vernacular style.

3.3.3.2 Walls

- The façades are characterized by restrained ornamentation.

3.3.3.3 Roofs

- Roofs are usually flat and horizontal or low-pitched gable.

3.3.3.4 Articulation and Decorative Elements

- While the buildings can have restrained decoration and minimal ornamentation, blank façades are not permitted.
- Corner stones, or quoins, are encouraged to give a sturdy appearance.
- Trims are encouraged to be used around windows and doors.
- Use of a balustrade on upper levels is encouraged.
- Use of dentil molding—a series of closely spaced, rectangular blocks that form a molding—is encouraged below the cornice, along the roofline of a building.
- The decorative dentil molding band is encouraged to be used anywhere on a structure.
- Pilasters—a rectangular support or decorative protrusion that resembles a flat column—are encouraged to be used on the façade. Pilasters should project slightly from the wall and have a base, a shaft, and a capital like a column.

Balustrade and Use of Pilasters, Corner Treatment of Buildings. SOURCE: Jörg Zägel



3.3.3.5 Windows and Doors

- Doorways should have decorative surrounds and pediments (the triangular section found above the entranceway).
- Windows should have vertical proportions with double-hung sashes. Division into six or eight panes is encouraged.
- Windows should be evenly spaced across the building's façade.
- Windows are encouraged to be flanked by shutters.
- Fanlight windows can be used in gables or above doors on the upper floors.

Vertical Proportioned Windows, Decorative Entryways, Pediment. SOURCE: A.Savin



3.3.3.6 Porches and Arcades

- A temple-like pediment over the entry porch is usually seen as a characteristic of neoclassical architecture. However, these architectural features do not reflect the local neoclassical style in Coachella and hence, are discouraged.

- Buildings should have a full-height front porch supported by a row of columns.
- A balustrade along the second-story porch is encouraged.

3.3.3.7 Columns and Pillars

- More vernacular columns or pilasters are preferred over Greek or Roman columns.
- Columns should be even in number.
- Repetition of columns in porches and along the façade is encouraged.

3.3.3.8 Materials and Colors

- Heavier materials such as exposed reinforced brick/brick cladding are to be used in the lower portion of the structure, with lighter materials such as wood used in the upper portions of the façade.
- Exterior materials include:
 - Exposed reinforced brick, stone, and plaster on walls.
 - Trims should be made of wood or materials that are like wood and are durable. The use of foam molding is not permitted.
- If plastered, the buildings are usually in shades of white.

3.3.3.9 Lighting

- Neoclassical outdoor lighting fixtures integrating Greek and Roman ornamentation with the features listed below are encouraged:
 - Wrought iron lighting fixtures, including lanterns of many different shapes
 - Clear glass shades to accent candle-shaped bulbs or amber shaded glass
 - Grandly ornamented fixtures with scrolled metal accents
 - Fixtures are either mounted to the wall or hung using chains

3.3.4 Postmodern Architecture

Postmodernism emerged in the latter half of the twentieth century. It was a reaction against the rigid doctrines of the modernist movement that included austerity, simplicity, functionalism, uniformity, and a lack of ornamentation, color, and human scale, as well as lack of tribute to the

history and culture of the community. Modernist architectural style is a movement based on certain characteristics and features of the building as explained previously (and is not to be confused with contemporary architecture that means architecture of today). Complexity and contradiction of form, style, color, and material is the underlying theme of all postmodern buildings. Postmodernism is a broad movement that draws from a variety of architectural styles, history, culture and heritage and molds them together to create new typically more abstract design.

It is not the intention of this style to limit expression of architectural elements such as roofs, doors, windows, walls, and so on based on strict rules. Rather, the style allows for free expression and leaves room for diverse implementation and is represented by the major characteristics described below. The structures developed in the postmodern style are encouraged to draw from the other architectural styles described in this section: Spanish Colonial Revival, Mission Revival, and neoclassical. The architecture should also draw from local heritage, history and culture, as well as Mexican heritage. Ornamentation, color, and articulation drawn from these styles will allow for continuity while fostering unique architectural expression and respecting the history of the community. Buildings range from using ornamentation on the façade to being works of sculpture themselves.

3.3.4.1 Overall Building Design

- Postmodern buildings often combine astonishing new forms and features with seemingly contradictory elements of earlier periods and architectural styles.
- Contradiction of form with function is also a common element. Using traditional elements with connotations of very modern technology is a prevalent feature of postmodern architecture.
- Fragmentation of one structure into several smaller structures and forms is common with the use of different materials and styles. The concept aligns well with the overall vision of encouraging a building that respects human scale.
- Newer postmodernist compositions are rarely symmetrical, balanced, and orderly. Asymmetrical forms and curved and oblique buildings that tilt, lean, and give a sculptural quality are common. These buildings lend a whimsical character to the street and break the uniformity and order of modernist and international architectural styles.
- Trompe-l'œil, the art of making a two-dimensional object look like it is three-dimensional, makes buildings appear to be more spacious and bigger than they are. This is prevalent in postmodernism.

Use of Architectural Elements and Ornamentation from Different Styles.



Fragmentation of Buildings and Unsymmetrical Structure. SOURCE: Maksim.



Use Colors, Texture and Shapes. SOURCE: Andrew Bossi Laurel,



3.3.4.2 Ornamentation and Colors

- Articulation and ornamentation range from abstraction to monumental and informal forms, as well as traditional and high-tech representations.
- The accumulation of elements freely borrowed from past styles is encouraged to derive ornamentation from Spanish Colonial Revival, Mission Revival, and neoclassical styles.
- Colors and textures are important elements. It is common to use bright vibrant colors as well as different hues and contrasts to make the shapes stand out. Colored glass, ceramic tiles, or stone are also used to add texture.
- Exaggeration of forms is common and is encouraged.

3.3.5 Architectural Innovation

While repeating or reinterpreting the above-mentioned styles of architecture is encouraged, the design guidelines are not intended to curb innovation and the exploration of the evolution of architecture and the built environment. The use of innovative architecture that provides a building superior for its intended use and a benefit to the community can contemporary and international style architecture. The following must be considered if innovative architecture is proposed:

- A narrative explaining the connection of the proposed architecture to the vision, heritage, and/or history of the Pueblo Viejo District
- The use of materials, colors, and design elements that do not clash or disrupt with the surrounding context of structures and uses
- The building's ability to create a positive impact on its surroundings
- The building's ability to create a vibrant, inviting environment for its users

Buildings in an innovative style can push the barriers and create developments that are exceptional in their functionality while being unique in their aesthetics but will also be scrutinized during architectural review more closely based upon the criteria as described above. Proposed developments in an innovative style will be reviewed on a case-by-case basis. As part of the approval process, developers may be asked to provide additional architectural drawings and details, research, graphics, visualizations, and narrative to explain the building's inspiration.

3.4 PROXIMITY OF SIMILAR STYLES

To avoid the creation of mono-architecture that departs from the authenticity and current character and eclectic mix of architecture within the Pueblo Viejo District, buildings of the same architectural style should not be placed directly adjacent to each other. It is recommended that buildings of the same style are placed with at least one building of another style in between them. If buildings of the same architectural style are placed next to one another, the two buildings should use different materials, colors and articulation to avoid a monotonous façade. Buildings of the same style located near one another should also incorporate varied features of the architectural style and varied coloring to ensure the preservation of the downtown charm that currently exists in Pueblo Viejo District. Proximity to similar styles will be considered during the architectural review process.

Breaking Monotony- Use of Variety in Architectural Styles, Materials, Colors and Articulation. SOURCE: Loseto



3.5 GENERAL PROVISIONS

3.5.1 Existing Buildings

Certain existing buildings in the Pueblo Viejo District tell a story of the City's development through years and significantly contribute towards Coachella's heritage. These buildings have distinctive features, finishes, materials, spaces, construction techniques that render a unique character to the buildings and hence the corridor. These buildings and its unique elements should be preserved, restored and/or adapted in creative way for newer use.

- If a building or site has been designated as having historic significance by the Coachella City Council, any development on the site or work to the building should comply with Chapter 15.48, Historic Districts and Site, of the Coachella Municipal Code.
- Applicants/ owners are encouraged to refer to the older pictures of the City and apply preservation, rehabilitation, restoration or reconstruction standards as suggested in the "Secretary of the Interior's Standards for the Treatment of Historic Properties" (<https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf>).
- Development in out-lots, additions/ alterations to historic structures and adaptive reuse should be done in a manner that they maintain the character of the primary structure and are compatible with the mass, scale, and form of original structure. Such changes should not hinder the ability to interpret the design character of the original building. Compatibility does not necessarily mean imitating the architectural style of the structure but the ability of different components, whether similar or dissimilar, to function together and stand together in harmony.
- Expansions to existing buildings should provide for continuity between the old building and the new addition. It is not necessary to match the existing building but should include prominent design elements of the old building to provide architectural compatibility between old and new.
- New structures built in the outlots shall be treated as new construction and shall comply with the Design Guidelines for new structures.
- Additions to original structures should not interfere with the distinctive or character defining features of the structure and should be limited in the size to preserve the relationship with the existing building
- When adapting the use of a historic building, they should be designed to have the least impact on the historic character of the building. Character defining, and distinctive architectural features should be preserved.

- Original details and materials should be preserved as much as possible. When it is not possible to do so due to extreme financial burden, or safety reasons the replaced materials and details should be as close as possible to the original.
- Regular maintenance and repair are preferred over the replacement of any historic materials or features.
- Energy efficiency during adaptive reuse is encouraged but should be done while being true to the historic character of the building.
- A building’s original orientation should not be changed, and the original primary entrance should be used as the building’s primary entrance. If an original storefront/ façade has been altered over the years, the preferred treatment is to restore them to their original condition based on historic photos or other evidence.

Uncovering Original Details of Historic Structures. SOURCE: Michael Baker International



Covered-up facade



Uncovered original facade

3.5.2 Energy Efficiency and Conservation Design

Building construction, operation and maintenance can have a significant impact on the environment through use of energy, material resources, water usage and stormwater runoff. The applicant is encouraged to employ efficiency and conservation principles from established assessment systems such as LEED, BREEAM, BEES, or other rating systems during the design and construction of the project in order to create sustainable built environment.

- **Energy Efficiency:** Use of Passive Solar Design principles and energy efficient systems can greatly help with energy conservation.
 - Consider use of renewable energy sources such as small solar or small wind energy, which can increase energy security and reduce greenhouse gas emissions associated with energy use.

Solar Panels in the Parking- Provides Shade and Renewable Energy. SOURCE: Carol M. Highsmith



- Window orientation should have a good balance between efficiency and other benefits such as bright indoor spaces and views south and should be shaded during the heating season by other buildings or trees. North windows lose significant heat energy and gain very little useful sunlight in the winter. East and west windows are likely to increase air conditioning needs unless and hence should be designed with careful attention to shading.
- The South-facing window should include enough solar glazing for good performance in winter, but not so much that cooling performance in summer will be compromised.
- As much as possible windows should be designed to be operable for easy natural ventilation.
- While building entrances are oriented towards primary streets, daylighting opportunities should be fully investigated, and effort should be made to incorporate daylighting in the design of the building.
- Landscape design should strive to provide trees for summer shading that will help reduce heat load to the building and/or outdoor spaces.
- Use efficient building shapes keep this exposed surface area to a minimum there by saving energy.
- Use efficient insulation systems to reduce heat flow in and out of the building from conduction through attic, sidewalls, basement walls and doors.
- **Materials:** Choices of materials and construction methods are important to reduce energy consumption of a building through reduced solar heat gain or loss, lower maintenance and increase life of the building.
 - Design for long life and adaptability for a variety of uses
 - Use durable low maintenance materials with low embodied energy that are locally sourced (including materials salvaged on site). Low embodied energy materials such as concrete, bricks, and timber will help to reduce energy consumed through mining, processing, manufacturing and transporting the materials as opposed to high embodied energy materials stainless steel, aluminum, and plastics.
 - Select materials that can be re-used or recycled easily at the end of their lives using existing recycling systems.
 - Use efficient and right sized building design to minimize materials

■ **Water Conservation**

- Consider employing system for collecting and using rainwater and grey water for irrigation. This will reduce the consumption of treated water.
- Use low-demand native plants and xeriscaping techniques to reduce water consumption on site.
- Avoid over watering and consider using underground drip irrigation systems, which reduces water loss caused by evaporation of surface water during watering.
- Employ design and construction strategies that reduce storm water runoff and polluted site water runoff.

■ **LID and BMPs**

- Low impact development (LID) best management practices (BMPs) are encouraged in public as well as private landscaped areas including parking areas to encourage infiltration and natural water quality treatment. Traditional retention/detention should be used only if LID options are shown not to work in a particular site due to topography, soil conditions, etc. Examples include:

- Infiltration basin
- Infiltration trench
- Permeable pavement
- Harvest and use BMPs
- Bioretention and/or biofiltration facilities
- Sand filter basin
- Extended detention basin

- Pervious paving and other permeable surface finishes appropriate for the soil conditions and hydrology are encouraged in hardscaped areas. These paving surfaces add texture and facilitate stormwater management. Particular care should be given to the installation, maintenance, and life cycle of such materials.
- Consult the Riverside County Watershed Protection “Whitewater BMP Design Handbook for Low Impact Development” and City of Coachella Municipal Code Section 13.16.047 for more information.

Xeriscaping. SOURCE: Potomacpalms



Low Impact Development. SOURCE: Chris Hamby



Pervious Paving. SOURCE: Jason Johnson



3.5.3 Exterior Building Materials

- Exterior building materials should be durable to avoid rapid wear and tear, economically maintainable, and of a quality that will retain their appearance or age well over time. For example, the use of foam molding of any kind is not permitted due to its lack of durability.
- In selecting exterior building materials, consideration should be given to the appropriateness of the materials based on the building's architectural style.
- Exterior building materials and colors should be compatible with the surrounding neighborhood setting and should be in keeping with the geographic and climatic conditions specific to the Pueblo Viejo District.
- Materials should be authentic whenever possible, although more durable contemporary materials are acceptable if the quality and appearance truly mimics the original authentic material.
- New inventions and established synthetic materials, if used, should age, in a similar manner to the natural materials they replace (i.e. patina).
- Materials should discolor naturally and only if intended as for historic purposes. Materials that unintentionally discolor should be avoided. Architectural styles that do not depend upon a historical context should be maintained in a manner to avoid discoloration and utilize proper maintenance and replacement.
- Reflective materials should be avoided.
- The combination of materials and colors on a building façade should be appropriate to its style and design.
- A variety of materials or colors should be used that emphasize differentiation between the various components of the building.
- A color palette with a minimum of five colors (with a minimum of three-color families) should be provided unless justification is provided for variation from this guideline.
- Adjacent buildings should have a differing color palette.

Changes in Materials, Colors, and Textures. SOURCE: Christopher L. Riley

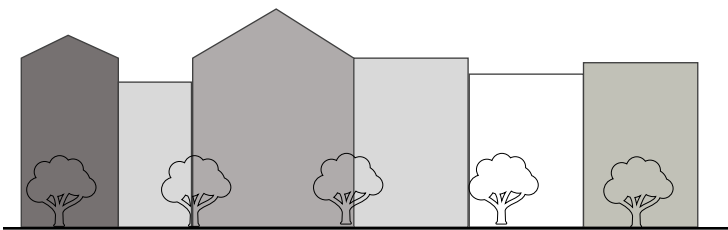


- Larger developments are encouraged to break the monotony of the façades using color and material differentiations in addition to the roofline variations to reflect the small-scale street frontage.

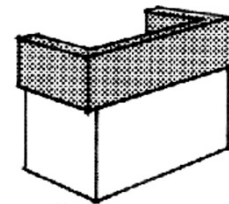
3.5.4 Roofs

- Rooflines should be designed to create architectural interest and to “break” large structures into smaller forms. Rooflines should employ distinctive profiles depending on the building’s architectural style as described in Section 3.3.

Changes in Roofline to Break Monotony. SOURCE: Michael Baker International



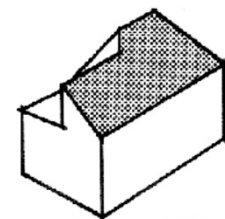
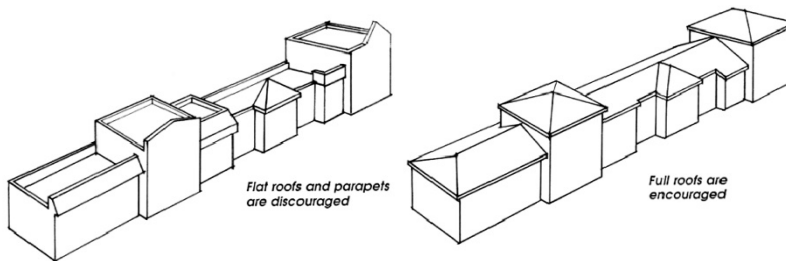
Roofline to Screen the Mechanical Equipment. SOURCE: Michael Baker International



Partial mansard roof discouraged

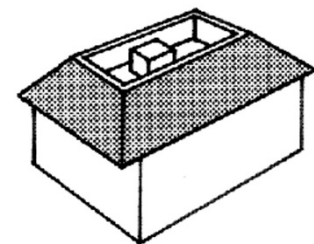
- Parapets facing the street should be subdivided into recognizable segments with shifts in height and architectural treatments.
- Use of flat parapets is discouraged and use of full roofs are encouraged

Flat Parapet vs, Full Roofs. SOURCE: Michael Baker International



Clipped roof to hide rooftop equipment

- The form, color, and texture of the roof should be an integral part of the building design and compatible with both the natural and built settings.
- Rooflines should be designed to screen roof-mounted mechanical equipment. The screening should reflect the architectural style.
- Roof materials should be durable, energy efficient, and relate to the building’s design and architectural style. Roofs should be detailed to be consistent with an appropriate use of the chosen material.



Full mansard roof will hide rooftop equipment

3.5.5 Shade Structures- Awnings

- Refer to subarea guidelines for allowability of awnings on first floor. Awnings are allowed on upper floors of all sub areas.
- Awnings if allowed on first floor should be no longer than a single storefront. Upper-floor awnings should be no longer than the window width.
- Awnings should not be internally illuminated nor used for signage except for lettering on variance.
- Hard material, fabric and canvas awnings with a matte finish are encouraged.
- Awnings with a high gloss finish and plastic awnings are prohibited.
- Awnings should be made of a durable material that is not susceptible to sun-bleaching. If the awnings become unsightly, they should be replaced immediately.
- Awning colors will be compatible with the overall color scheme of the façade from which it projects. Solid colors or subtle striped patterns are preferred.
- Awnings for principal structures if allowed on first floor should be mounted at a consistent height of 9 feet.

Outdoor Furniture Examples.

SOURCES: Top- K.Артём.1; Middle- Lee Cannon; Bottom- lienyuan lee.



3.5.6 Outdoor Furniture

- Areas open to public at all times are encouraged to have a combination of movable as well as fixed furniture. Movable chairs give flexibility and are encourage public gathering in plaza area.
- All furniture used in outdoor dining area and outdoor gartering spaces shall be situated in a manner to maintain adequate and safe pedestrian and consistent with provisions of the Americans with Disabilities Act and State of California accessibly standards.
- Furniture used in outdoor dining area and outdoor gartering spaces shall be of substantial quality to withstand outdoor use, and maintained in good visual appearance, condition, quality and repair at all times.
- All furniture in outdoor dining area and outdoor gartering spaces should be compatible with the building’s architectural style and consider the climatic conditions. For example, the area receiving direct sunlight should refrain from using metal furniture unless there is enough shade to keep the furniture cool.
- The use of the following materials is encouraged for furniture, in or adjacent to sidewalk areas, while still maintaining quality and structure:
 - Metal, Aluminum and wrought iron

- Wood treated for weather and sun- example “French Bistro” dining sets
- Outdoor furniture including but not limited to tables, chairs and umbrellas, used in an Outdoor Dining Area shall not encroach on the property line or frontage of an adjacent business or property.

3.5.7 Perimeter Fences and Walls

- While security fences are allowed, chain link, barbed wire and razor wire, fences should not be used.
- The design of fences, walls, and other structural landscape features should be compatible with and complementary to the architecture of the building and the surrounding setting.
- Fences and walls should be constructed of durable materials and compatible with the architectural style of the building.
- All fences, walls, and other related features should be accompanied by landscaping to better integrate the structure within the site and reduce its visual impact.
- Walls and fences are generally discouraged along the public realm. But if necessary for safety and aesthetic reasons, wrought iron fences with landscaping are preferred over solid walls unless the walls also double as seating and are combined with landscaping.

Perimeter Fence Examples. SOURCES: Top- Thomas1313; Bottom- C&CGabrielle



3.5.8 Exterior Building Lighting

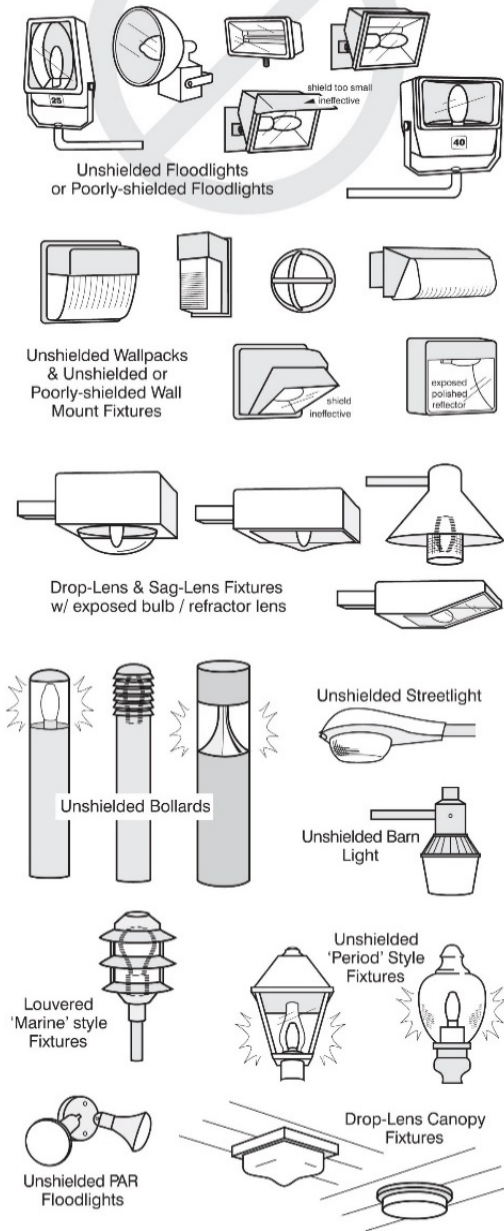
- Exterior building lighting should be used to light building architecture and site areas so as to accentuate design features and promote security in an attractive and understated manner that minimizes off-site impacts.
- Lighting fixtures should complement the façade and be of a style that suits the architectural style of the building.
- Shielded fixtures that minimize sky glow, glare and light trespass should be used. Site lighting should not be directed off-site.
- Direct façade lighting should be provided at all building entrances and along walkways.
- White light that interferes with the circadian rhythms of wildlife and people, and also creates safety issues due to its impact on the retina, should be avoided. Outdoor lighting should be no greater than 3000 degrees Kelvin color temperature as recommended by the American Medical Association.
- Lighting reduction and energy-efficient timer systems should be required after normal business hours except for lighting that is mandated for general safety and security.
- While up-lighting may be allowed to accentuate certain architectural features, care should be taken to make sure that such features minimize sky glow,

- Exterior building lighting should remain in operation till the general peak hours of the Subarea as determined by the City Staff in order to keep the consistency of lighting in the subareas and to encourage pedestrian activity. The lighting may be reduced during non-peak hours, but lighting should not be completely eliminated in parking lots or structures at any time.

Examples of Acceptable and Unacceptable Lighting Features. SOURCE: International Darksky Association (IDA) (<https://www.darksky.org/our-work/lighting/lighting-for-citizens/lighting-basics/>)

DISCOURAGED

Fixtures that produce glare and light trespass



ENCOURAGED

Fixtures that shield the light source to minimize glare and light trespass and to facilitate better vision at night

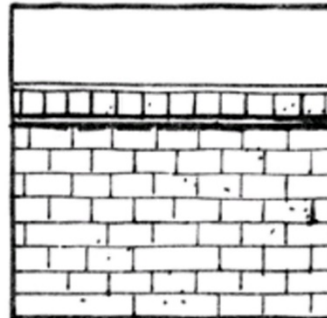
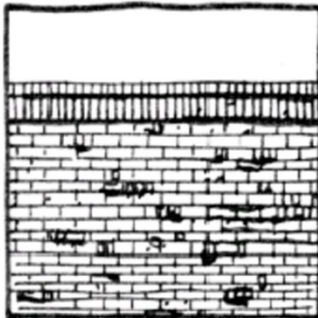


Illustrations by Bob Crelin© 2005. Rendered for the Town of Southampton, NY. Used with permission.

3.5.9 Trash and Recycling Enclosure

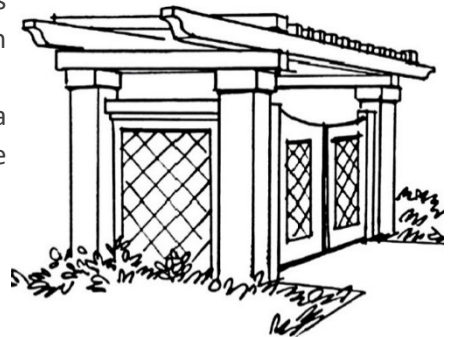
- Trash collection, trash compaction, outdoor storage, utility meters, HVAC equipment, and other service functions should take place behind buildings or on the side of structures and should be visually screened.
- Trash enclosures should be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.
- The enclosure shall be placed on a concrete pad and have a concrete apron with a minimum depth of 4 inches. Adequate drainage shall be provided around the pad area.

Examples of Solid Masonry or Concrete Tilt-up. SOURCE: Michael Baker International



- All refuse containers shall be screened with a six-foot high (minimum) enclosure of solid masonry or concrete tilt-up with an exterior finish compatible to the main structure.
- Gates shall be solid, heavy-gauge metal or of a heavy-gauge metal frame with a covering of wood or other suitable, opaque material compatible to the main structure.
- The perimeter of the recycling and trash enclosure shall be planted where practical with drought-resistant landscaping, including a combination of shrubs and/or climbing evergreen vines. Attractive xeriscaping may be used as a landscaping option.
- Safety boulders made of durable materials such as steel or concrete should be used to protect recycling and trash enclosure from moving traffic especially in parking and loading area.

Use of Trellis to Screen Trash Receptacle Area. SOURCE: Michael Baker International



Use of Landscaping Around Trash Receptacle Area. SOURCE: Michael Baker International

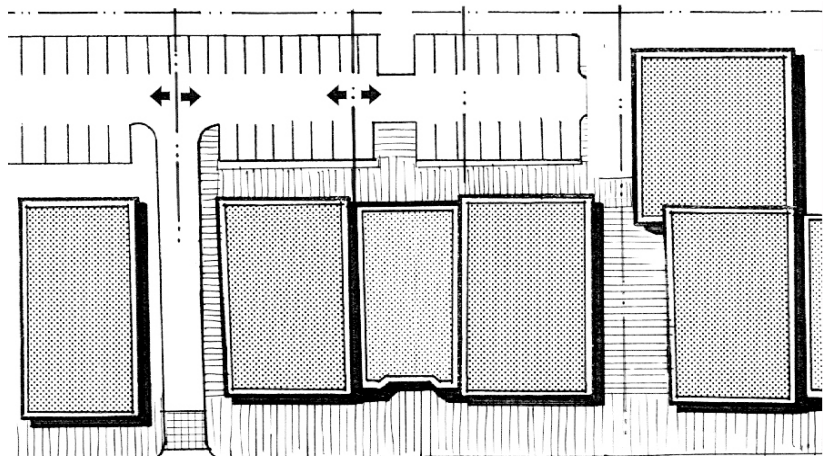


3.5.10 Off-Street Parking Design

3.5.10.1 Parking Lots/Surface Parking

- Landscaping and other architectural features should be used to create attractive buffer and screening between pedestrian pathway and the parking area.
- To avoid large expanses of paved areas, large parking lots should be divided into smaller parking areas. However, Multiple access points to parking areas should be avoided in order to minimize driveways along the street. This in turn minimizes traffic safety conflicts, street congestion, and unnecessarily disrupted street frontage.
- Adjoining properties are encouraged to share access driveways to minimize the number of driveways along public streets.

Shared Access and Shared Parking are Encouraged. SOURCE: Michael Baker International



- Side streets are encouraged to be used for ingress and egress to allow for smoother flow of traffic
- The driveways should be located as far from intersection as possible. However, the location of the driveway is based on available street frontage, site design, expected use of driveways, and traffic safety.
- Traffic calming features within parking lots, including but not limited to speed humps, are encouraged to enhance pedestrian safety in parking areas.
- Connections between parking facilities and building entrances should be considered and enhanced to provide a pleasurable experience and transition from parking lot to building entrance. This includes the use of canopies or other shade structures, landscaping and protected pedestrian facilities.
- Pedestrian walkways should connect parking lots to main building entrances. Enhanced colors and texture materials should

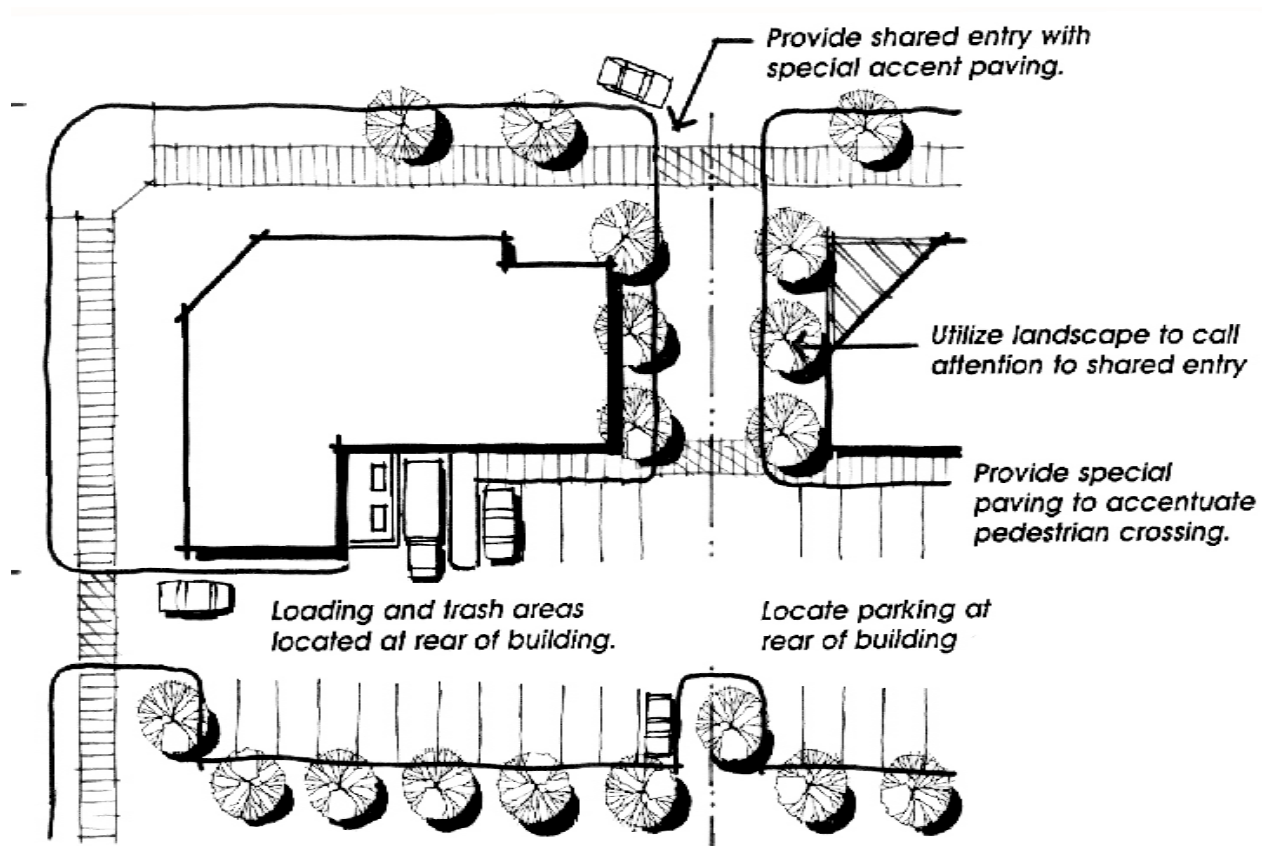
Well-designed Pedestrian Access in Parking Areas. SOURCE: Pi.1415926535



be incorporated into walkway or sidewalks within parking areas. Landscaping should be used to make the pedestrian experience pleasurable.

- Patterned pavement and integral colored concrete are encouraged, especially in areas that will have multiple uses, access from parking lots, and in other areas visible to the public.

Best Practices in Design of Parking Areas. SOURCE: Michael Baker International



3.5.10.2 Parking Garages

- Parking structure design must consider architectural compatibility size, scale, and bulk as it relates to adjacent properties and the overall design of the project.
- The first floor of parking garage should be programable if the garage abuts the primary street in the subarea so as to encourage pedestrian activity on the street.
- If the first floor cannot be programable the walls of first floor should be articulated per the architectural style of the primary structure and/or screened and landscaped to create a pedestrian-friendly environment.

Using Articulation and Landscaping of Non-Programmable First Floor. SOURCE: Top-MTA of the State of New York; Bottom-Nyttend



- Exterior elevations of parking garage shall draw architectural design cues from primary building and incorporate design components and materials utilized and compatible with the primary building(s). Long expanses of shear walls are not permitted.
- The exterior elevations of the parking structure should exhibit horizontal rather than sloping design elements.
- Landscaped planters are encouraged to be incorporated with the garage design
- Landscaping guidelines as described in Section 4.4 should be used to provide screening.

Programmable First Floor Space of Parking Garage. SOURCE: Michael Rivera



3.5.10.3 Bicycle Parking

- Bicycle parking may be placed as close to the entrance of a building as possible or may be organized into larger racks in an easily accessible location.
- It is highly encouraged that bicycle racks contribute to art installations. If unique bike racks that contribute to art installations are not provided, bicycle parking racks should be of the following types: Inverted “U”, “A”, and Post and Loop.
- The amount of bicycle parking facilities that are provided should be consistent with Section 12.40.050 of the City of Coachella Municipal Code.

Artistic Bike Racks- Creates District Identity. SOURCES: Left- Agremon; Right- Jim.henderson



3.5.10.4 Landscaping, Buffers, and Aesthetics

- Landscape buffering should be included as preferred in the landscaping guidelines in Section 4.4.
- Shade trees and drought-resistant planting should be planted in and around parking lots to reduce the heat island effect and offer visual relief in accordance with landscaping guidelines in Section 4.4.
- The landscaped islands are encouraged to use LID techniques/ bioswales to reduce storm runoff.

Shade Trees and Landscaping in Parking Areas. SOURCE: FASTILY



3.5.10.5 Parking Area Lighting

- Parking areas should be done in a consistent, attractive and unobtrusive manner that minimizes off-site impacts. The lighting fixtures should complement the street lighting fixtures.
- Lighting should use LED luminaires to reduce energy consumption and greenhouse gas emissions.
- Lighting should be dark skies compliant and use full or partial cutoffs to reduce light pollution.
- Adequate light should be provided for the safe movement of traffic and pedestrian but avoid glare on adjacent uses.

3.5.10.6 Pedestrian Safety

- Safe and highly visible pedestrian access should be provided from parking lots and garages to structures.
- The walkways should be minimum 6 feet wide and comply with ADA [Americans with Disabilities Act] regulations.
- Traffic calming features, including but not limited to speed humps and high visibility crosswalks may be used to enhance pedestrian safety in parking areas.

Painted Walkways and High Visibility Crosswalks. SOURCE: thisisbossi

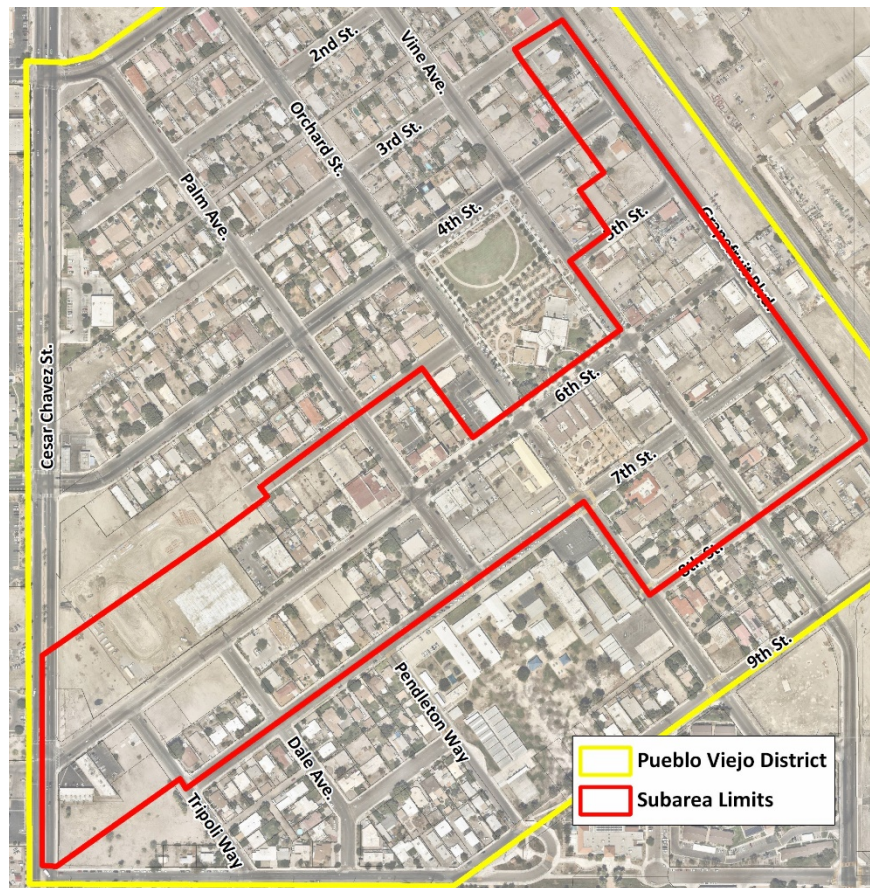


3.6 SIXTH STREET MIXED USE SUBAREA

The Sixth Street Subarea comprises parcels along Fifth, Sixth, and Seventh Streets and includes the Post Office area as well as the area surrounding intersections with Grapefruit Boulevard and Cesar Chavez Street (Refer to Map B).

Sixth Street is envisioned as a pedestrian-friendly horizontal and vertical mixed-use street with pedestrian-scale architecture. The interactive commercial uses on the ground floor and the articulation of buildings will make walking a pleasurable experience. Colonnades and arcades are encouraged as an extension of the building while maintaining harmony with adjacent buildings. These structures also provide much-needed shade. Plaza spaces that create mini gathering areas boost pedestrian activity and are encouraged. Buildings are expected to follow the architectural styles explained in Section 3.3. Architectural styles other than those described in the Section 3.3 may be allowed but are subject to more scrutiny. The City will require visualizations.

Map B Sixth Street Subarea Extents. SOURCE: Michael Baker International, Riverside County GIS



The buildings on Fifth and Seventh Streets also promote horizontal and vertical mixed-use development, though multifamily residential structures with no ground-floor commercial are also allowed.

Unless specified, the Sixth Street mixed use guidelines apply to structures oriented on Fifth, Sixth, and Seventh Streets.

3.6.1 Existing Buildings

Certain existing buildings along Sixth street enforce the feeling of a downtown district with small setbacks and pedestrian-oriented entrances. Preservation, restoration and adaptive reuse of these buildings is especially encouraged, where existing buildings. Refer to Section 3.5.1 for guidelines related to existing buildings

Preserve Existing Structures that Enforce a Feeling of Historic Downtown. SOURCE: Michael Baker International

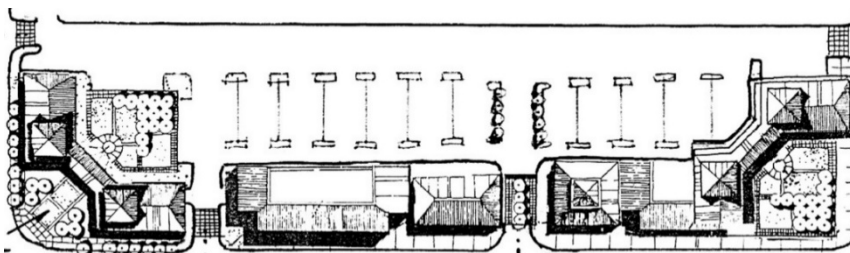


3.6.2 Site Design

3.6.2.1 Building Orientation and Setting

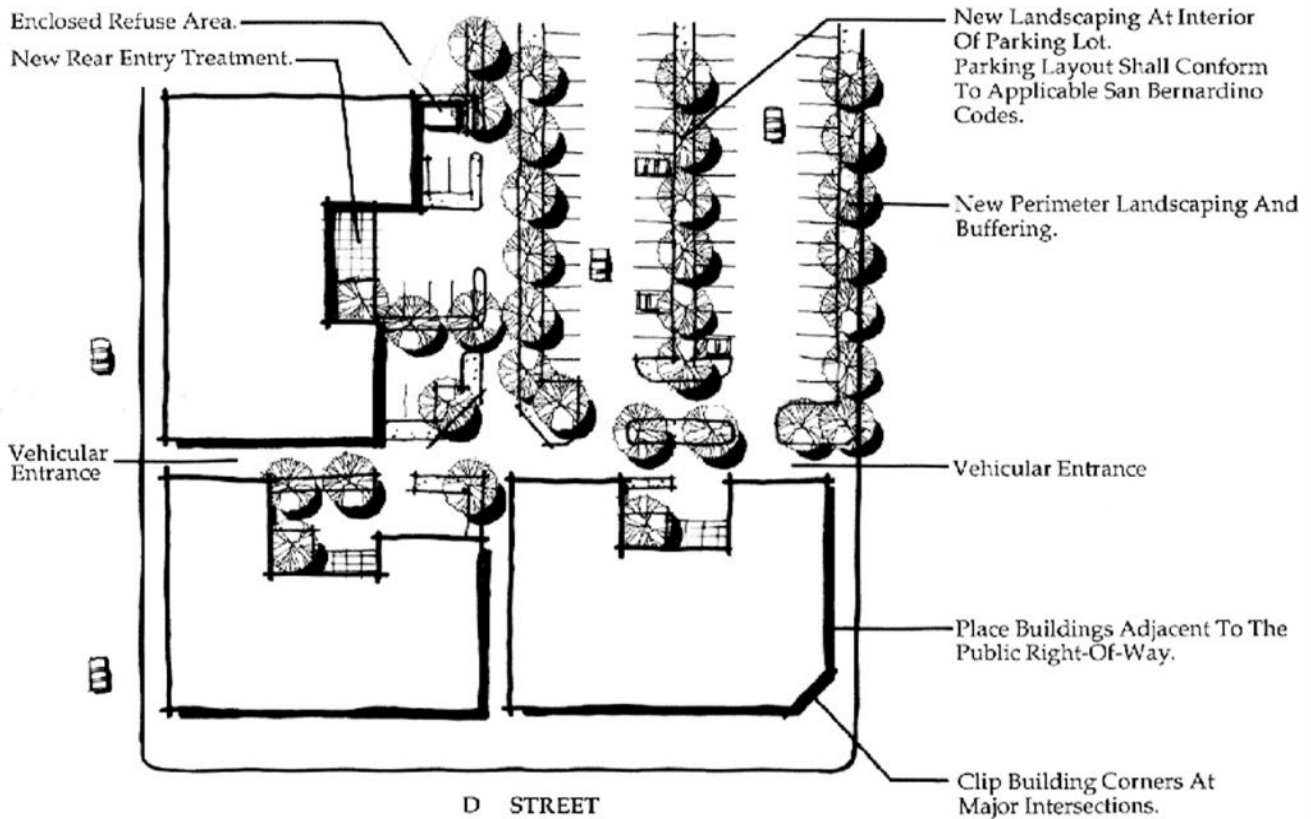
- Building orientation facing the primary street is important for creating street appeal, enhancing aesthetics, and drainage considerations and encouraged.

Building Orientation Towards the Street. SOURCE: Michael Baker International

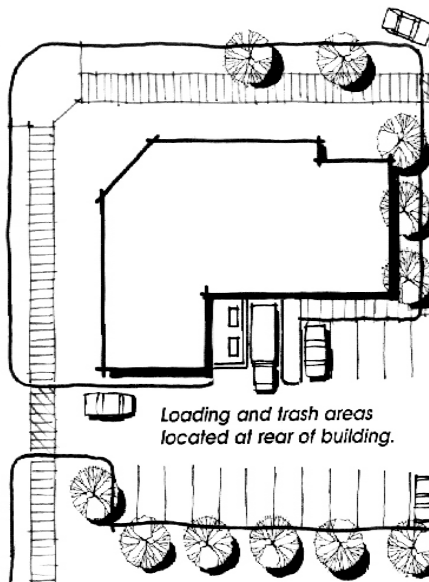


- When possible, the entry to parking and loading areas should be from the side streets. This orientation will help reduce the number of driveways on the primary street and create a pedestrian-friendly environment.

Typical Building Site Setting for Sixth Street Subarea. SOURCE: Michael Baker International

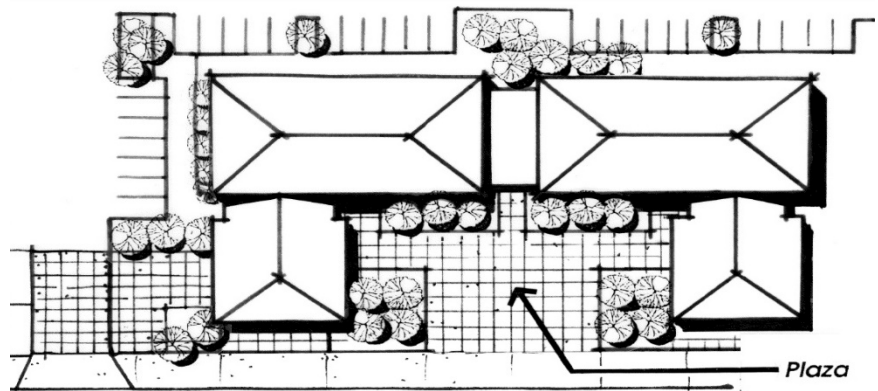


Loading Areas Bend the Buildings. SOURCE: Michael Baker International



- Parking and loading areas should be located at the rear of the buildings.
- Plazas, outdoor dining, or other open spaces should be oriented toward the street (see Section 3.6.4.1, Plazas, Open Space, Paseos, and Outdoor Dining).

Public Gathering Areas Orientation Towards the Street. SOURCE: Michael Baker International



3.6.3 Architecture

3.6.3.1 Massing and Articulation

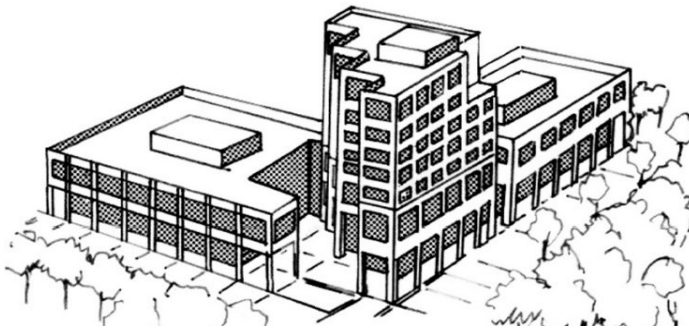
- Buildings should use four-sided architecture, meaning all visible sides of the building should have façade treatment. However, the primary entry will be on the primary street.

Use of four-sided Architecture. SOURCE: M.O. Stevens



- Where the side walls are required to be blank for architectural or structural reasons, and are visible from the street, the developer should partner with the City for mural installation in accordance with the City’s mural program. See Section 3.10, Signs, Murals, and Public Art.
- Changes in height, materials, articulation style, massing, rooflines, and so on break the monotony of the façade and create interest for pedestrians. These changes should occur often (every 25 to 35 feet) along a building façade to retain pedestrian interest. Larger projects should be designed to reflect a small-scale street frontage.

Changes in height. SOURCE: Michael Baker International



Painted murals on blank walls help with placemaking. SOURCE: Thomas R Machnitzki



Changes in articulation. SOURCE: Michael Baker International



- Any articulation should comply with the maximum setback limits provided in the Zoning Ordinance.

Pedestrians Observe Details. SOURCES: Top-Tim Kiser; Bottom- Stanley Walker



3.6.3.2 Articulation and Detailing

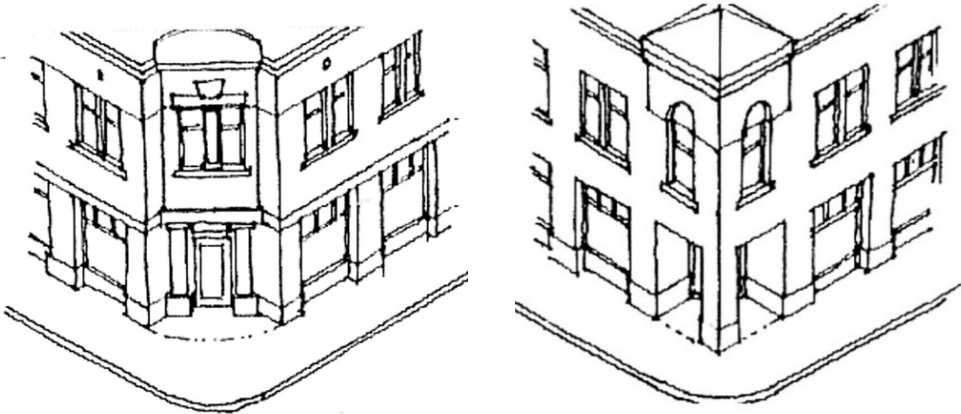
Pedestrians move slower than vehicular traffic and are more likely to observe articulation and smaller details. In order to retain pedestrians' interest and make walking a pleasurable experience, buildings should have architectural elements that are detailed to be appreciated by the pedestrians and authentic representations of architectural styles. Variation in materials and colors and/or use of cornices, decorative columns, and other features are different ways of providing articulation.

- Depending on the architectural style, articulation or framing around the windows and doors using varied materials or colors can create interest in building façades.
- On façades that do not include entrances, windows, or display windows, articulation using vertical and/or horizontal elements, should be used on the façade to add visual interest. Applicant should refer to the Articulation and Decorative Elements and Windows and Doors subsection under Allowed and Encouraged Architectural Styles in Section 3.3 depending on the architectural style of the project
- All facades should emphasize three-dimensional detailing depending on the architectural style used. Such detailing provides depth and play of shadows creating visual interest on the façade.

3.6.3.3 Entry Orientation

- Primary entries should be on the primary street. The entry should be accentuated to make it visible from the street, depending on the architectural style.
- Entries oriented toward Sixth Street should be integrated with the colonnade or arcade structures.
- Entries providing access to uses on the upper levels should clearly visible from the street and integrated with the ground-floor façade to highlight the access location.
- Corner lots at the intersection of Streets are encouraged to have corner entries thus enabling entry from both streets while maintaining single point of entry.
- Development on corner lots should make a strong architectural statement and place more emphasis on the building corner.

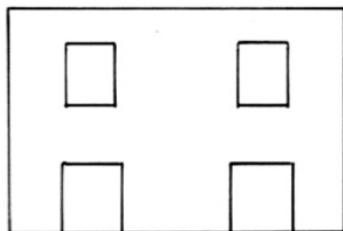
Corner Buildings, Strong Architectural Statement, Corner Entries. SOURCE: Michael Baker International



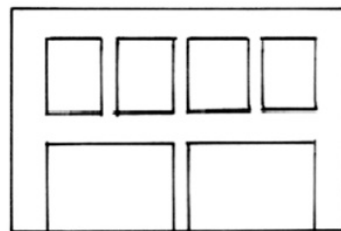
3.6.3.4 Window Design

- Windows should be used as architectural elements that add relief to the façade and wall surface while being true to the architectural style.
- The window design can be modified on upper levels to allow for the functionality of the space as intended. However, it should follow the rhythm established by the ground floor articulation.

Windows as Architectural Element. SOURCE: Michael Baker International



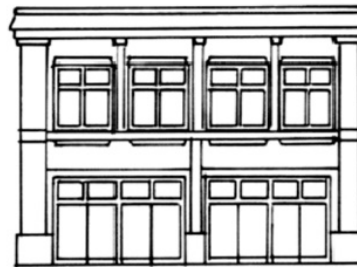
Proportion of opening sizes to building mass is too small



Increase opening sizes



Articulate openings

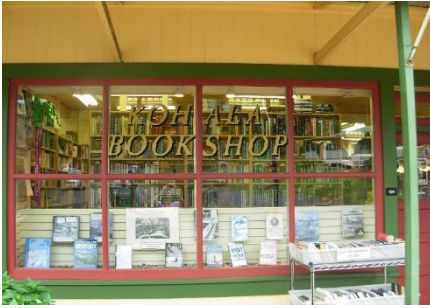


Break up building mass

Modified Upper Level Windows. SOURCE: Michael Baker International



Display Window- Providing Visual Access to the Interior. SOURCE: Brewbooks from near Seattle



Display Window- Providing No Visual Access to Interior. SOURCE: Editor5807



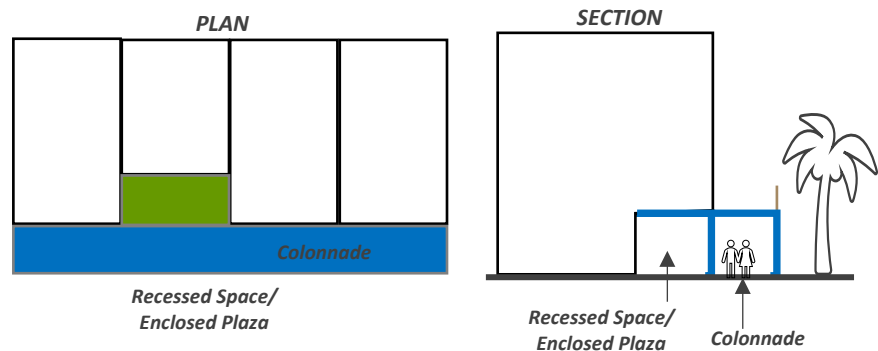
- Commercial storefronts should include street-oriented display windows in order to engage pedestrians. These windows should provide visual access to the building interior while also serving as an area for merchandise display.
- Enclosed display windows that provide minimal to no visual access to storefront interiors should be included where actual windows cannot be provided due to the nature of the building's use.
- Exceptions to window display requirements can be made where display windows (open and enclosed) are not feasible. In this case, exterior walls should be designed to offer architectural relief or be screened by landscaping and designed to provide pedestrian amenities such as wider sidewalks or benches.
- Clear glass windows are encouraged especially for retail use to promote interaction between pedestrians and the businesses and to provide light and views into store interiors. The tinting of glass should be no more than 20% on all windows. Highly reflective window film is prohibited as the application can interfere with moving traffic.
- For both commercial and mixed-use buildings, real windows that face the street should be provided on the second floor. In mixed-use buildings, the second-floor windows should be fully functional and able to be opened.

3.6.3.5 Porches, Balconies, and Decks

3.6.3.5.1 Porches

- Porches are not conducive to the Main Street style of the Sixth Street Subarea. Instead, a continuous colonnade structure spanning entire blocks is desired. See Section 3.6.3.6 for Shade Structures. However, enclosed plaza spaces or recessed porches are allowed.

Commercial Uses Oriented Toward Sixth Street. SOURCE: Michael Baker International



- Recessed spaces are encouraged for buildings on Fifth and Seventh Streets as well as for buildings oriented on minor streets. Such a space should be designed to be consistent with the architectural style of the building to which they are attached and have sufficient depth and width to be occupiable spaces.

3.6.3.5.2 Balconies

- Window balconies if compatible with architectural style are encouraged on the upper floors if they do not interfere with street uses or detract from the common building line or patterns.

Window Balconies on Upper Floor. SOURCE: Pixie



- Faux balconies with windows are acceptable provided they integrate features from the architectural style of the building.
- Refer to Zoning Ordinance for setback considerations related to Balconies.
- When balconies on the upper floor run the entire length of the façade, they should be integrated with a colonnade structure on the ground floor. The depth of such balconies should not be more than the depth of the colonnade structure and should be made of lighter materials to give a feel of openness and maintain the visual continuity of the main building structure.
- Where possible, balconies should be oriented toward the street and not toward internal block parking areas.

*Lower and Upper Level Deck Examples.
SOURCES: Top- Jonathan Billinger;
Bottom- Aleniromswit*



*Examples of shade structure for decks.
SOURCE: Top- MB298; Bottom- Dan
Rademacher*



3.6.3.5.3 Decks and Patios

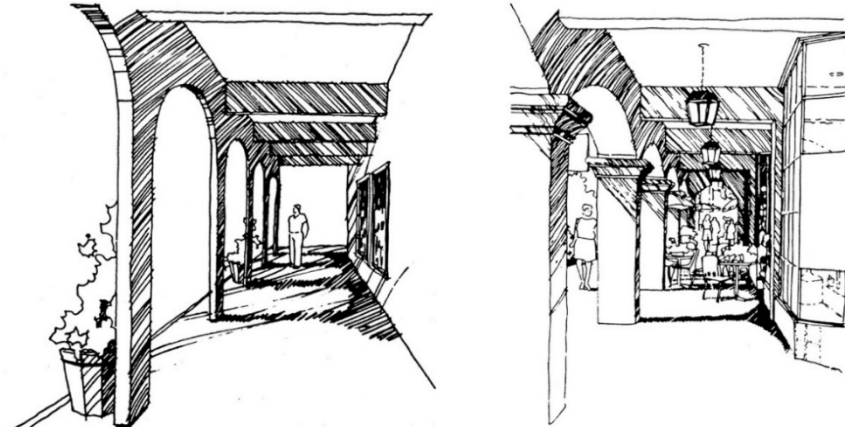
- Decks and patios are encouraged as they provide outdoor gathering/ dining spaces and activate the street life. Refer to Zoning Ordinance for allowable size, setback, and location of patios.
- Decks and patios should be ADA accessible
- Decks should have sufficient depth and width to be occupiable spaces.
- Upper level decks should have a minimum parapet of 36 inches. Though encouraged, parapets are not required if decks and patios are 30 inches above grade or lower.
- The parapet and other articulation of the deck structure should draw from the architectural style of the building or should be designed in a way so as to not interfere with the character of the building.
- Decks should be made with durable materials with low heat absorption and should take climatic conditions into consideration. Some suggested materials are natural wood such as redwood, cedar and pressure-treated wood, Composites composed primarily of wood fibers and recycled plastic and Aluminum.
- Decks should be maintained in usable condition free from chipping, cracks, and tripping hazards. Staining and coloring should be done per manufacturer’s instructions on a regular basis.
- Decks and patios are encouraged to use shade structures in order to provide relief from harsh desert climate and rain. These structures can be such as Pergolas, Trellis, Tension membrane structures (TMS) or shade sails, retractable devices, such as canvas awnings or louvres.
- The shade structures should be maintained regularly. If such structures become unsightly, they should be replaced immediately.

3.6.3.6 *Shade Structures*

3.6.3.6.1 Colonnades and Arcades

- Shade structures such as colonnades and arcades are encouraged, especially on Sixth Street. Such structures should incorporate architectural features from the building’s style while ensuring the visual continuity of the walkway.

Colonnade Should Complement Architectural Style. SOURCE: Michael Baker International



These columns are much too thin. Columns with mass and integrity.

- On corners, colonnades or arcades may wrap around the side of the building facing the side street.
- The space above colonnades can be used as occupiable space.

3.6.3.6.2 Awnings

Awnings are not permitted on the first floor of buildings on Sixth Street Subarea. Awnings may be used on the upper floors to provide shade. Refer to Section 3.5.6 Shade Structure- Awnings in General Provisions for materials, design and maintenance guidelines.

3.6.4 Outdoor Gathering Areas

The outdoor gathering areas include paseos plazas/open spaces, courtyards, and outdoor dining areas. These areas give vitality and vibrancy to the place.

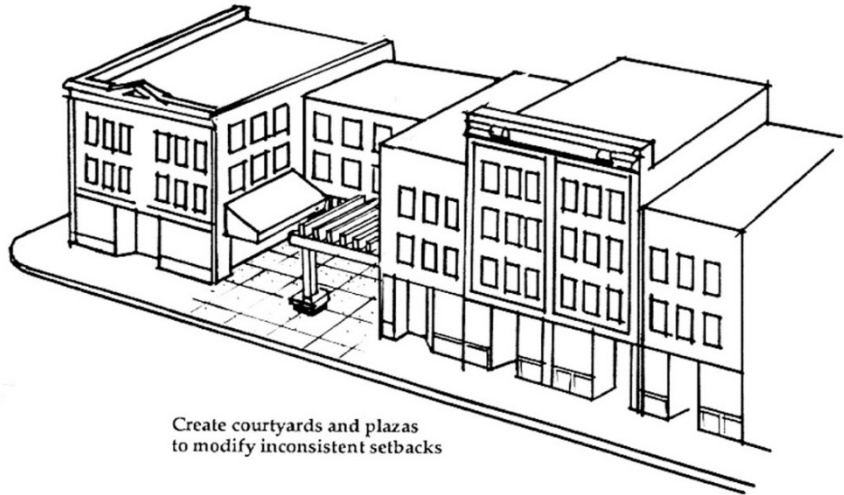
- **Paseos** are outdoor passages dedicated to pedestrian use. They establish connection between streets, parking areas, plazas and courtyards, and building entrances. These areas can be used for spillover dining and gathering spaces.
- **Plazas** are common open spaces that are readily accessible from the street. They provide for large gathering spaces. They can be integrated within single building design or can be created with the placement of 3 or more buildings to form a shared open space.
- **Courtyards** are similar to plazas but at smaller scale.
- **Outdoor dining area** are generally within the setback of the building and separated from sidewalks using a divider such as a

fence. They are generally used by people patronizing the business.

3.6.4.1 Plazas, Open Spaces, Gathering Areas

- Plazas, Open Spaces, Gathering Areas usable by the general public should be physically and visually connected to the public sidewalk.

Plaza Oriented Towards the Street. SOURCE: Michael Baker International



Create courtyards and plazas to modify inconsistent setbacks

Placemaking Elements Example for Plaza Area. SOURCE: Charvex



Shade Structure Example for Plaza Area. SOURCE: Sekretärin



- Plazas, Open Spaces, Gathering Areas are should incorporate attractive landscaping.
- Plazas are encouraged to be designed to give an inviting feel using high-quality hardscape and focal elements such as water features public art, and murals.
- Use of Interesting shade structures is encouraged but such structures should not prohibit the penetration of sunlight to the ground floor or obstruct view of the storefronts.
- Escalators or elevators should not dominate the function and appearance of the plaza.
- Provision of seating in form of fixed furniture and seating walls is encouraged.
- Plazas developed as a part of residential development on the ground floor can remain private.

3.6.4.2 Paseos

- Paseos should connect interior spaces such as courtyards and parking to the primary street also in order to provide a pedestrian the ability to pass through the block without walking around it.

- Vehicular access, loading, or parking uses are prohibited within the paseo except during restricted hours as determined by the City.
- Paseos should be wide enough to feel safe for a pedestrian. Narrow spaces, even when lit, will tend to not be utilized. Increasing a Paseo's size can also allow for multiple uses such as dining and gathering spaces.

Paseos may be used as outdoor dining areas. However, they should be wide enough to accommodate a clear walking path for pedestrians and provide for ADA accessibility.

- Entries to the paseo, and storefront entries within the paseo, shall be designed and lighted so they do not create hiding places.
- Lighting should be provided from overhead fixtures, either mounted on the building facade or suspended from cables spanning the paseo so they do not obstruct the free-flow of pedestrians.
- Murals, sculptures, artwork, archways, water features, landscaping and other features that help with placemaking by creating interest for the users and thereby activating space in paseo areas are encouraged. These placemaking elements should be compatible with the architectural style of the building.

Active Paseo Space. SOURCE: Martin Falbisoner



Example of Active Paseo Area Connecting Two Streets. SOURCE: Comercio y Justicia



Example of Sidewalk Dining Areas in Frontage Zone. SOURCE:



Example of Sidewalk Dining Areas in Furnishings Zone, SOURCE: Runner1928



3.6.4.3 Sidewalk Dining Areas Fences and Barriers

- Fences and barriers are required to demarcate the outdoor gathering areas when they are in Frontage Zone (area between pedestrian walkway and the property line), so they do not encroach cause obstruction for pedestrians and provide a clear walkway for passersby.
- Fences may not be needed on pedestrian side if the outdoor dining is in the Furnishings Zone (area between pedestrian walkway and street. However, fence will be required on the street side of dining area.
- Fences and barriers shall be removable at any time if required; however, they shall be properly secured when the corresponding business is closed or not in use.
- This fencing or barrier should be semitransparent and architecturally compatible with the building's architectural style. Refer to Zoning Ordinance for maximum allowable height of the fence or barrier.
- Fencing materials should be of good quality and durable, such as wrought iron, steel, or wood and be compatible with the architectural style of the building.
- No fence or barrier shall have any sharp or pointed pickets that could cause injury. All finishes should be clean and free of any exposed screws or other fasteners.
- Fences are encouraged to incorporate planter boxes that are easily removable. The planters should be and should be maintained at all free of dead plants. The plants should not exceed the height of the fence. Artificial plants are discouraged.

Example of Sidewalk Dining Areas in Frontage Zone. SOURCE: Will Buckner

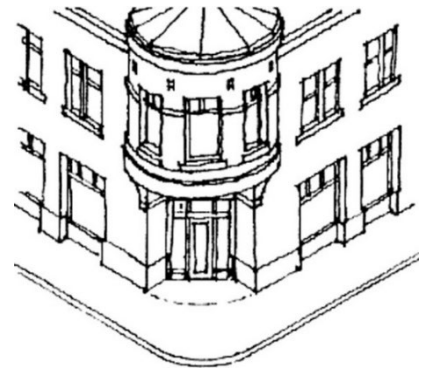


3.6.5 Buildings at Intersections

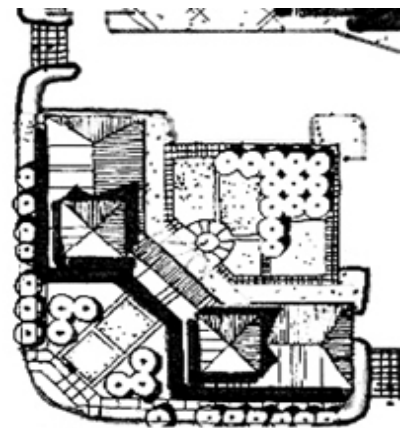
The buildings at the intersections of two streets are the most visible and have a greater effect on passersby. They provide entry to the street; thus, more articulation is desired. The architectural and other guidelines above are also applicable to the buildings at the intersections of Sixth Street with other major or minor streets. However, it is expected that these buildings will be treated as gateway buildings, especially at major intersections—Cesar Chavez Street and Grapefruit Boulevard.

- Several ideas are listed below for the corner buildings that will help create the gateway effect.
 - Buildings can be higher than the rest of the buildings on the street/ block.
 - Buildings can be recessed to create a small plaza space and include art, a fountain, or a focused landscaping feature.
 - Buildings can have a corner element appropriate to the architectural style, such as a bell tower.
 - Buildings can creatively use projections on the façade at the corners to emphasize the effect of the entryway.
 - Materials or colors could be varied at the corner, depending on the architectural style.
- A greater degree of ornamentation or articulation is desired appropriate to the architectural style compared to the rest of the structure.
- The corner buildings are encouraged to have corner entries to enable entering the building from both streets.

Greater Degree of Ornamentation and Projection of Corner Element. SOURCE: Michael Baker International



Create a Small Plaza Space at the Corner Entrance. SOURCE: Michael Baker International



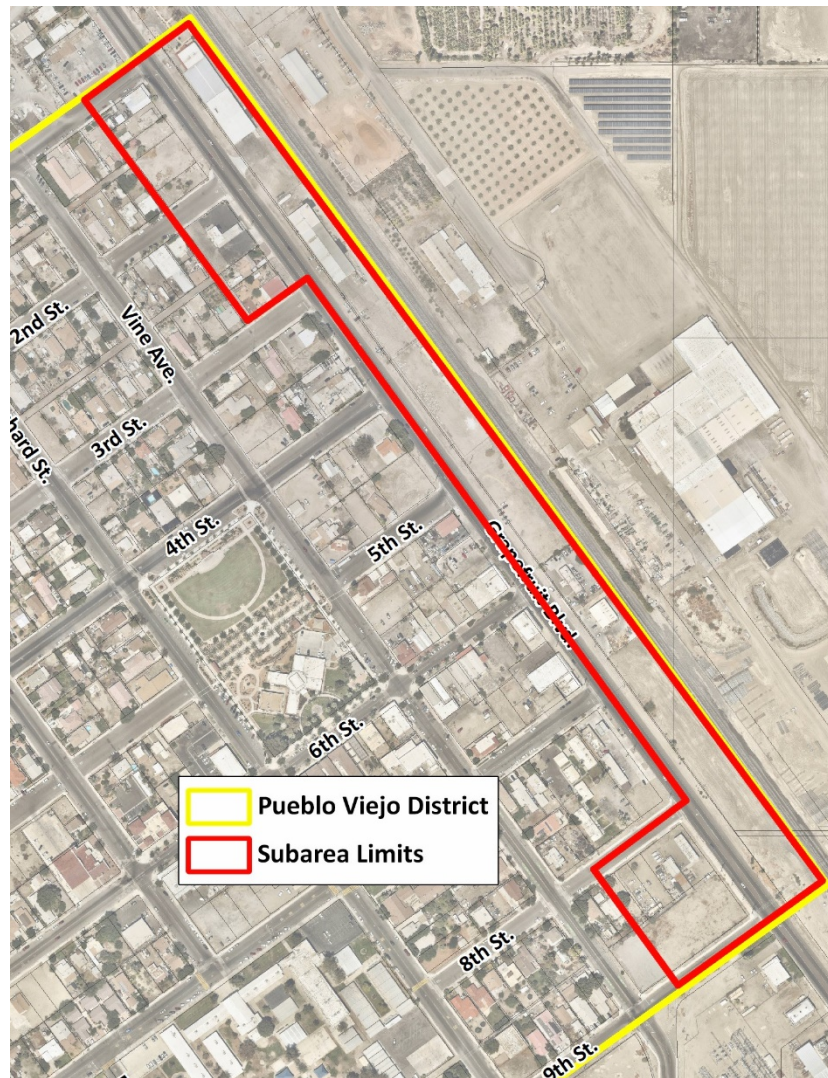
Greater Degree of Ornamentation and Projection of Corner Element. SOURCE: M.O. Stevens



3.7 GRAPEFRUIT BOULEVARD SUBAREA

Grapefruit Boulevard Subarea includes the parcels along highway 111 in the Pueblo Viejo District. These parcels have highway oriented light industrial businesses ranging from automobile repair, auto sales, gas stations, small stores and offices. Most of these businesses are expected to remain in place. The new buildings are also envisioned to be industrial or highway commercial making Grapefruit Boulevard a vehicle-oriented commercial corridor with automobile-scale buildings. Hence, the guidelines related to scale, massing, articulation and signage will be suited to an auto-centric setting. However, it is also expected that the development of out-lots, vacant parcels and adaptive reuse of the structures could lead to development of uses such as bars and restaurants and hence, pedestrian-friendliness is a necessary part of the

Map C Grapefruit Boulevard Subarea Extents. SOURCE: Michael Baker International, Riverside County GIS



guidelines. The goal of design guideless for this area focus on creating a cohesive appearance using certain common elements and a unique look by incorporating colloquial architectural elements and art and history that relates to Coachella.

Grapefruit Boulevard between First and Ninth Streets should stand out from the majority of this thoroughfare and encourage passing automobiles to stop and enjoy all that Pueblo Viejo District has to offer. The intersection of Sixth Street and Grapefruit Boulevard is one of the three Gateways to Pueblo Viejo District and hence should be designed to reflect that. Refer Section 3.6 for Sixth Street Subarea guidelines. Buildings are expected to follow the architectural style guidance as described below.

3.7.1 Existing Buildings

Certain buildings on Grapefruit Boulevard though automobile oriented, have unique historic industrial characteristics and are encouraged to be restored and/or adapted to newer uses and/or additional uses. Some of the existing buildings if adapted to newer uses can result in outlots that can be developed with additional compatible uses. Preservation, restoration and adaptive reuse of these buildings is encouraged. Refer to Section 3.5.1 for guidelines related to existing buildings.

Unique Architectural Features. SOURCE: Michael Baker International



3.7.2 Site Design

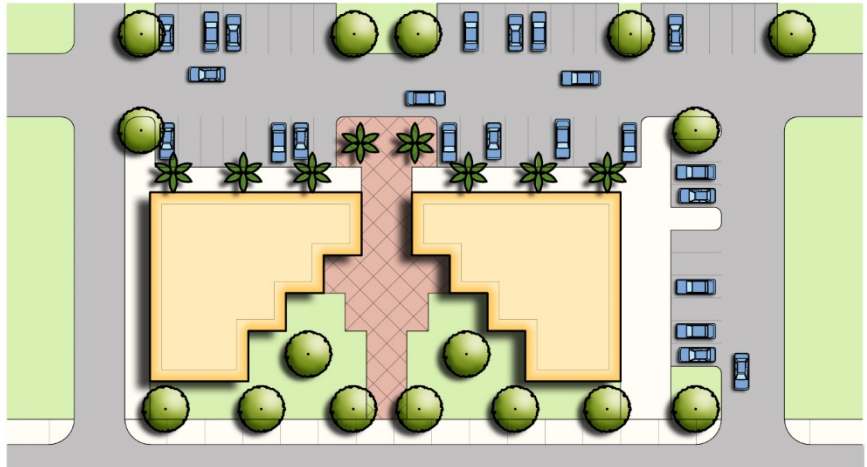
3.7.2.1 Building Orientation and Setting

The larger lot sizes and automobile-oriented uses along Grapefruit Boulevard should be designed in a manner that fits in with the surrounding development pattern and context. However, ensuring that the new buildings establish a more appropriate development pattern is also necessary.

- Primary façade of buildings should be oriented toward Grapefruit Boulevard; Developers are encouraged to treat side facades visible from the street with similar design principles as they treat primary facade.
- Buildings should not be located in a manner that make them appear like “islands” surrounded by paved areas.
- As much as possible the office portions or pedestrian oriented uses should be oriented toward Grapefruit boulevard to create a pedestrian friendly environment.
- Developments should include usable outdoor open space (courtyards, plazas, shaded arcades and functional landscaped areas) whether located in setbacks or other areas. These could also be used as outdoor employee break/lunch areas.

- Mature trees and tree groupings, and significant vegetation should be preserved and incorporated into development's usable open space where possible. Such features should be considered as strong site design determinants.
- Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, effects of industrial operations.

Pedestrian Friendly Building with Parking Behind the Building. SOURCE: Michael Baker International



Pedestrian oriented building parking in the front



Examples of Pedestrian Friendly Automobile Oriented Commercial/ Light Industrial Buildings. SOURCE: Michael Baker International



3.7.3 Architecture

3.7.3.1 Massing and Articulation

The automobile-oriented commercial uses and light industrial structures along Grapefruit Boulevard are expected to have larger building footprints. The larger the mass of a building with unbroken building walls and rooflines, the larger and bulkier it will appear. While faster moving traffic might not need building mass to be broken to the extent that a pedestrian oriented corridor such as Sixth Street might need, it should

not be forgotten that the Grapefruit Boulevard is also envisioned to house pedestrian oriented uses such as bars and restaurants and hence, there should be a balance between automobile-centric and pedestrian centric design with respected to massing and articulation. Bulkiness of buildings can be reduced through several methods that break massing and incorporating articulation. Guidelines include, but are not limited to:

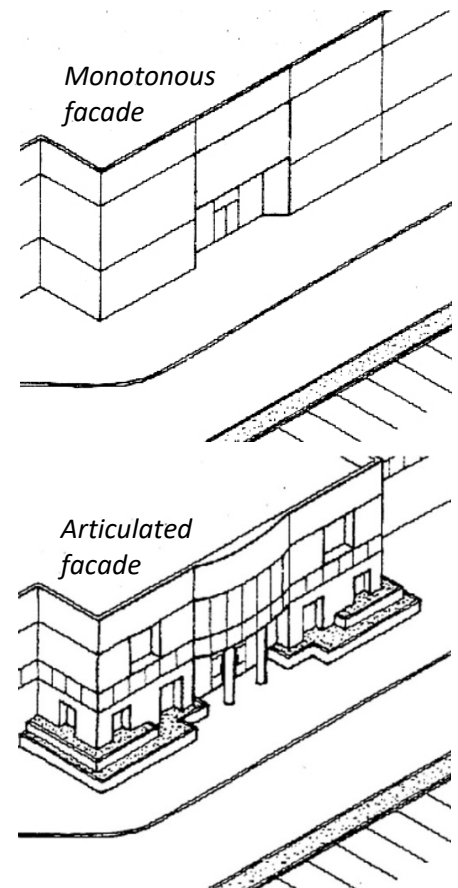
- At an intersection with a minor street, the side of the building facing the minor street should have a façade treatment.
- Developers are encouraged to uses techniques such a recessing building floors and changing rooflines to break the mass of the building
- Breaks in building mass should be used to provide visual relief for long building facades. Vertical or horizontal offsets in the wall surfaces at regular intervals, including columns, projections, and recesses, depending on the architectural style of the building helps with breaking the monotony as well as mass of the building. Such treatments are encouraged every 30 to 50 feet
- Applicants are encouraged to incorporate other structures on the site instead on a single dominant building
- Articulating details around doors, windows, balconies and other openings help with breaking the monotony of the façade and are encouraged
- Building façade design oriented towards Grapefruit Boulevard should avoid long, repetitive, monotonous facades – particularly those that repeat the same design element several times along the same elevation is
- Façade design should incorporate play of colors and materials depending on the architectural style of the building to break the monotony of façade

The collective architecture of buildings along a street defines the character of the corridor and gives it an identity. Developers are encouraged to draw cues from existing light industrial buildings, automobile repair shops and other existing structures along Grapefruit Boulevard that have distinctive architectural elements and style and in cohesion can create a unique industrial architecture inspired corridor.

3.7.3.2 Entry Orientation

- Primary entrances should be oriented toward Grapefruit Boulevard. Warehousing and industrial uses may have secondary entrances on the sides or rear of the building.
- Primary building entries should be readily identifiable by the moving traffic and well defined through the use of projections, recesses, columns, roof structures, or other design elements

Changes in Materials/ Colors and Using Articulation Interest and Breaks the Monotony of Façade. SOURCE: Michael Baker International



Prominent Entry Feature. SOURCE: Dfadden



based on the architectural style. The single massing break provided by the entry in long blank façade is not acceptable.

- Entries to the upper floors if used by different business offering should be readily visible by the moving traffic.

3.7.3.3 Door and Window Design

- Windows and doors are key elements of any structure's form and should relate to the scale of the elevation on which they appear and the Architectural style of the building. Windows and doors can establish character by their rhythm and variety.
- Clear glass windows are encouraged unless they are not feasible due to the nature of functional use.
- The tinting of glass should be no more than 20% on all doors and windows. Highly reflective film is prohibited as the application can interfere with moving traffic.

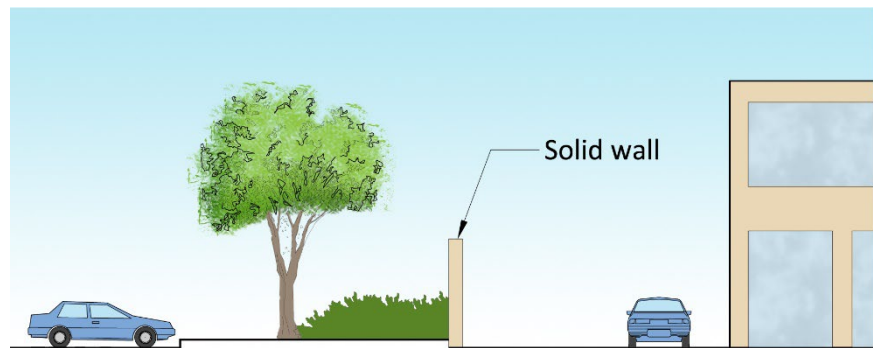
3.7.3.4 Awnings

- Awnings are permitted both on first as well as upper floors. Refer to Section 3.5.6 Shade Structure- Awnings in General Provisions for materials, design and maintenance guidelines.

3.7.3.5 On-site Screening

- Less visually aesthetic components necessary for industrial/commercial development such as loading areas, trash enclosures, mechanical equipment, and noise and odor producing functions should be located at the sides and/or rear of

Screening- Solid wall and Landscaping. SOURCE: Michael Baker International



main buildings, and screened with compatible architectural features and walls, and/or landscaping.

- Solid walls if necessary for screening should be no more than 6 feet high and made of solid masonry or concrete tilt-up with an

exterior finish compatible to the main structure. Landscaping should be used to reduce the starkness of such walls

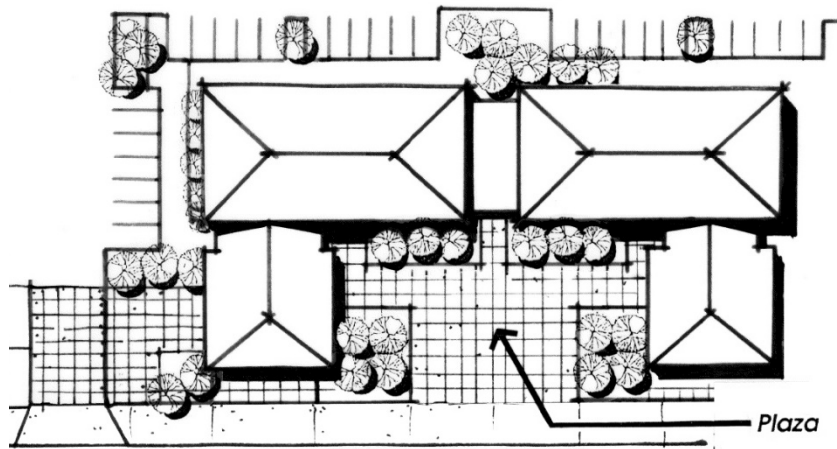
3.7.4 Off-Street Parking

- Parking lots should not be the dominant visual element of the site. Refer to Section 3.5.11 Off Street Parking guidelines in the General Provisions
- Developers are encouraged to locate parking on the sides or rear of the buildings.

3.7.5 Outdoor Gathering Areas

- Required setback areas are encouraged to be used as public open space, plazas, and other public amenities like sidewalks.
- The plazas are encouraged to be integrated with building design and to give an inviting feel using elements such as public art, landscaping, interesting shade structures, murals, arched walls creating gateways, and so on.

Plaza Integrated with Building. SOURCE: Michael Baker International



- Provision of seating in form of fixed furniture and seating walls is encouraged.
- Pedestrian walkways should be provided to connect building entrances with parking areas. It is strongly encouraged that these walkway areas provide pedestrian improvements including but not limited to shade structures, benches and furniture, and dining areas, if appropriate.
- Plazas, open spaces, and dining areas should be buffered from the high-speed traffic by a landscape buffer, architectural feature, or building.

Plaza Area Seating. SOURCE: Andy C



Pedestrian Walkways Connecting Parking to Entrance. SOURCE: Øyvind Holmstad



- Fences or barriers are encouraged to separate dining areas from open space and plazas where there is pedestrian traffic.
- Fences should be of good quality and made of wrought iron, steel, or wood. Other materials may be permitted if they are compatible with the architectural style of the adjacent building and the style of the dining furniture.

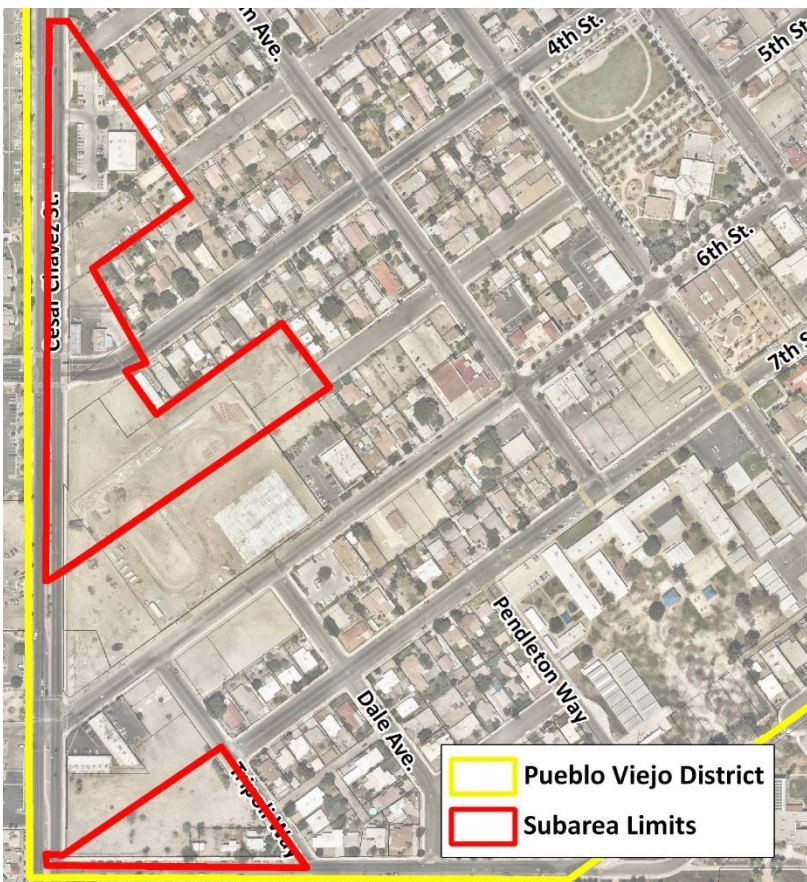
Plaza Space in Commercial Area. SOURCE: Payton Chung



3.8 CESAR CHAVEZ STREET SUBAREA

Cesar Chavez Street Subarea consist of parcels on the east side of Cesar Chavez Street as shown on Map D. The parcels on the southern side of the street are currently vacant while northern side houses auto-related uses such as gas station, AutoZone and so on. The rest of the corridor though not in the study area is developed in a conventional strip commercial style with single storied franchise stores and large expanse of parking. If unchecked the development of vacant parcels in this subarea as well as any redevelopment opportunity of existing built areas could follow the similar development patterns that is not conducive to pedestrian and bike traffic and will cater largely to automobile users. While uses along this fast-moving corridor are expected to remain primarily auto-centric, the areas are in immediate vicinity of Sixth Street and is positions for spillover effects and hence should be planned as a pedestrian and bike friendly corridor. Site design, massing, articulation, open space development and other placemaking elements play a role in creating such an environment that encourages pedestrian activity while catering to automobile users.

Map D Cesar Chavez Street Subarea Extents. SOURCE: Michael Baker International, Riverside County GIS



3.8.1 Existing Buildings

- Renovations and additions to existing structures in order to introduce new uses should be done appear as an originally conceived part of the design. New additions should match the current scale and proportions of the existing buildings. However, they need not replicate the existing structures. construction. Refer to Section 3.5.1 for guidelines related to existing buildings.

3.8.2 Site Design

3.8.2.1 Building Orientation and Setting

Buildings Oriented Towards Primary Street.
SOURCE: Michael Baker International



- Primary façade of buildings should be oriented toward Cesar Chavez Street; Developers are encouraged to treat side facades visible from the street with similar design principles as they treat primary facade.
- Development design should not lead to creation of superblocks. A finer pedestrian friendly block design no greater than 400 feet in length is preferred. These internal routes should be designed to connect to existing street grid. Such blocks also provide increased street frontages on the internal through-routes of these centers create more walkable setting for new buildings and public open spaces.
- Internal streets should contain no more than two through-lanes and sidewalks leading to parking areas
- Buildings should not be located in a manner that make them appear like “islands” surrounded by paved areas. Shared parking concepts and developments encouraging “park-once-and-walk” experience is encouraged.

Orientation and Articulation. SOURCE Michael Baker International



- Organize buildings and the spaces between them to cultivate street life. The arrangement of the buildings should entice customers out into the public spaces between the buildings.
- Where surface parking is required for development feasibility, surface lots should be to the rear of primary building frontages

and configured to allow their conversion to structured parking as land values rise and development intensity increases. Walkways connecting these parking spaces to front of buildings can be doubled as open spaces or paseos that are strategically located to be visible from large portions of development as well as street.

- Developments should include usable and attractive outdoor open space (courtyards, plazas, shaded arcades and functional landscaped areas) located in strategic locations to attract and promote pedestrian activity. These locations can that connect parking to the front of the buildings and can also be used as outdoor dining areas, mini playground spaces and other activity generating uses.
- Mature trees and tree groupings, and significant vegetation should be preserved and incorporated into development’s usable open space where possible. Such features should be considered as strong site design determinants.

3.8.3 Architecture

3.8.3.1 Massing and Articulation

- At an intersection with a minor street, the side of the building facing the minor street should have a façade treatment.
- Other facades directly visible from the street should have façade treatment.
- The central portion of development as well as bookends should be designed to be visibly taller and denser than rest of the development as these are most visible from the street.

Dominant Central Portion and Bookends. SOURCE: Michael Baker International

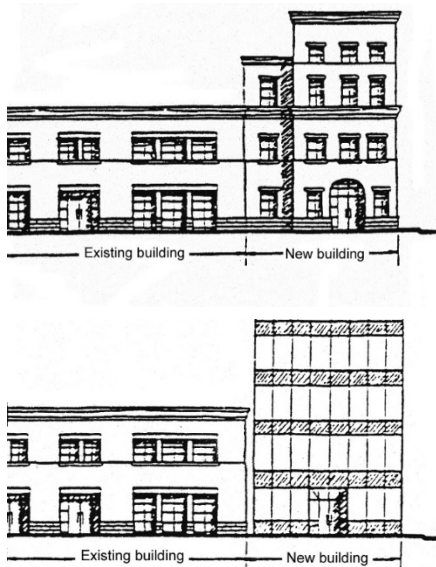


- Building design should avoid blank façades. A single, dominant building mass should not be used for larger buildings. Breaks in building mass should be used to provide visual relief for long building facades.
- In order to break the mass of a large store, consider expressing internal functions (i.e. bank, deli, and florist) as minor storefronts.

Articulation and Breaking the Facade. SOURCE: Michael Baker International



*New Expansion to Compliment Old Structure. (Image on the top shows addition using same architectural style. Bottom image shows different style but follows the banding thus complementing the existing building architecture).
SOURCE: Michael Baker International*



Franchise store Architecture Using Prescribed Architectural Guidelines.



- Incorporate two (or more) entrances along the front of large stores. If two entrances are not possible, consider partially wrapping the front of a large store with smaller stores. Wall planes should not run in one continuous direction for more than 30 feet without an offset or some form of articulation dependent on architectural style of the building.
- Substantial variations at massing breaks should include changes in height and the horizontal plane.
- Changes in materials, textures and the utilization of other architectural enhancements by use of vertical or horizontal architectural elements based on architectural style of the building that help break massing and create interest for passersby are also encouraged.

Frequent Changes in Façade. SOURCE: Michael Baker International

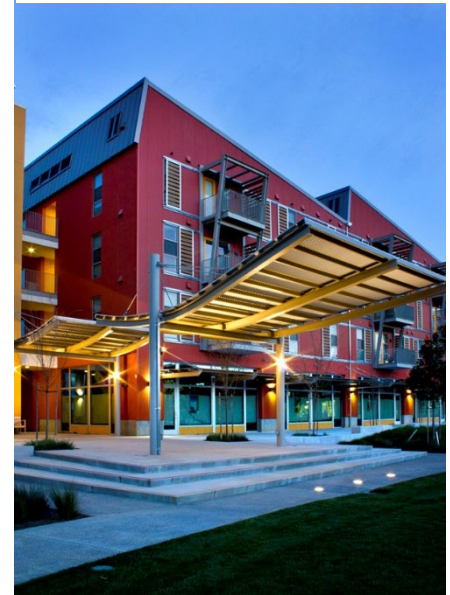


- Murals and landscape screening are greatly encouraged as they help in breaking mass of the building.
- Expansions to existing buildings should provide for continuity between the old building and the new addition. It is not necessary to match the existing building but should include prominent design elements of the old building to provide architectural compatibility between old and new.
- When using architecture of a franchise business such as fast food, it should be compatible with the neighboring buildings and should integrate features from architectural styles prescribed in Section 3.3. These franchise businesses should not be standalone structures but a part of overall development and should incorporate the architectural style of the overall development in their design.
- Buildings that derive their image primarily from applied treatments that express corporate identity are discouraged.

3.8.3.2 Entry Orientation

- Primary building entries should be readily identifiable by the moving traffic and well defined through the use of projections, recesses, columns, roof structures, or other design elements based on the architectural style. The single massing break provided by the entry in long blank façade is not acceptable.
- Entries to the upper floors if used by different business offering should be placed on the front of the building.

Identifiable Entry. SOURCE: Michael Baker International



3.8.3.3 Door and Window Design

- Windows and doors are key elements of any structure’s form and should relate to the scale of the elevation on which they appear. Windows and doors can establish character by their rhythm and variety.
- Windows set back from the exterior wall surface to create variety and shadows in the wall planes are encouraged though the architectural style used will dominate the appearance, rhythm and design of these elements.
- Clear glass windows are encouraged unless they are not feasible due to the nature of functional use.
- Reflective glazing is prohibited.

3.8.3.4 Shade Structures

3.8.3.4.1 Colonnades and Arcades

- Shade structures such as colonnades and arcades are encouraged as part of internal site design to provide shaded walkways within the development or from parking lots or structures to building entrances.
- Developers should explore the possibility of connecting different buildings in large developments using colonnades and arcades and integrate them with open spaces such as courtyards, plazas, outdoor dining spaces and so on.

Awnings. SOURCE: Michael Baker International



3.8.3.4.2 Awnings

- Awnings are permitted both on first as well as upper floors. Refer to Section 3.5.6 Shade Structure- Awnings in General Provisions for materials, design and maintenance guidelines.

3.8.3.5 On-site Screening

- Less visually aesthetic components necessary for large commercial developments such as loading areas, trash

enclosures, mechanical equipment, and noise and odor producing functions should be located at the sides and/or rear of main buildings, and screened with compatible architectural features and walls, and/or landscaping.

- Solid walls if necessary for screening should be no more than 6 feet high and made of solid masonry or concrete tilt-up with an exterior finish compatible to the main structure. Landscaping should be used to reduce the starkness of such walls

3.8.4 Off-Street Parking

- Parking lots should not be the dominant visual element of the site. Refer to Section 3.5.11 Off Street Parking Guidelines in the General Provisions
- Developers are encouraged to locate parking on the sides or rear of the buildings.

3.8.5 Outdoor Gathering Areas

- Required setback areas are encouraged to be used as public open space, plazas, and other public amenities like sidewalks.
- The plazas are encouraged to be integrated with building design and to give an inviting feel using elements such as public art, landscaping, interesting shade structures, murals, arched walls creating gateways, and so on.
- Provision of seating in form of fixed furniture and seating walls is encouraged.
- Pedestrian walkways should be provided to connect building entrances with parking areas. It is strongly encouraged that these walkway areas provide pedestrian improvements including but not limited to shade structures, benches and furniture, and dining areas, if appropriate.
- Plazas, open spaces, and dining areas should be buffered from the high-speed traffic by a landscape buffer, architectural feature, or building.
- Fences or barriers are encouraged to separate dining areas from open space and plazas where there is pedestrian traffic.
- Fences should be of good quality and made of wrought iron, steel, or wood. Other materials may be permitted if they are

Buffering Plaza Space. SOURCE Michael Baker International



compatible with the architectural style of the adjacent building and the style of the dining furniture.

Examples of Outdoor Gathering Areas. SOURCE: Michael Baker International



3.9 TRANSITION AREA

The Transition area comprises of parcels surrounding the Veterans’ park areas a block south of Seventh Street and east of Orchard Street. As the name suggest this is an areas in between residential and commercial areas. Design of site and structures are expected to integrate the surrounding characteristics of the land and the residential development pattern though used for commercial land uses. Most existing structures in this area are expected to remain with infill development occurring in the vacant parcels. The existing structures are expected to be converted to low traffic producing commercial uses as directed by zoning. The area is expected to have spillover effect from Sixth Street development with uses that are geared towards providing accommodations for tourists as well as locals and lighter commercial uses. The existing and new developments will have a view of newly redesigned Veterans’ Park and streetscapes. Similar to the Sixth Street Subarea, this area is envisioned as a pedestrian and bike friendly area. Horizontal and vertical mix of uses- residential, institutional, commercial, offices- is encouraged. However, building design should consider pedestrian scaled buildings and balancing it with need for privacy especially if there are residential uses on the ground floor. New buildings are expected to follow the architectural styles explained in Section 3.3. Other architectural styles other than the ones stated in the Section 3.3 may be allowed but subject more scrutiny and will require visualizations.

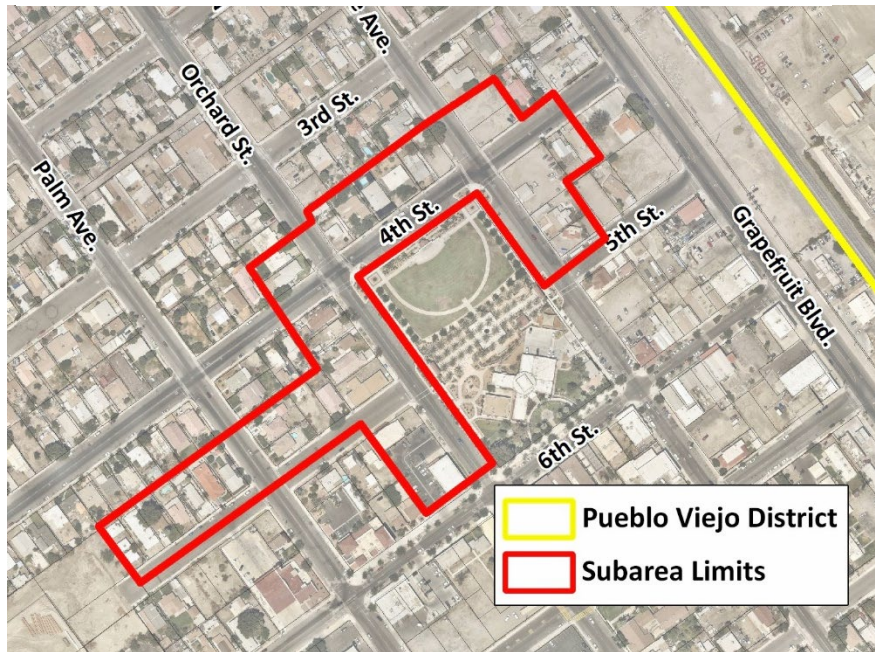
Existing Buildings Converted to Medical Office. SOURCE: Sardaka



Existing Buildings converted to artist's studio. SOURCE: Ildar Sagdejev



Map E Transition Area Subarea Extents. SOURCE: Michael Baker International, Riverside County GIS



Pueblo Viejo District
 Subarea Limits

Existing Buildings Converted to Medical Office. SOURCE: Rept0n1x



Existing Building Converted to an Inn. SOURCE: Roger Kidd



3.9.1 Existing Buildings

- Any additions/ renovations to existing structures, conversion of uses to commercial, changes in parking area, and addition of signage should be done in a manner that it does not change the residential character of the area and compatibility with the surrounding neighborhood.
- Additions should respect the scale and massing of existing structure and should not become dominant part of the development.

Existing Buildings. SOURCE: Michael Baker International



- The architectural and articulation of new addition should draw from style of the existing building. However, they need not replicate the existing structures.
- Refer to Section 3.5.1 for additional guidelines related to existing buildings.

3.9.2 Site Design

3.9.2.1 *Building Orientation, and Setting*

- Building orientation facing the primary street is important for creating street appeal, enhancing aesthetics, and drainage considerations and encouraged.
- Parcels surrounding the park should be oriented to take maximum advantage of visual and physical access to the park.
- Buildings should use four-sided architecture, meaning all visible sides of the building should have façade treatment. However, the primary entry will be on the primary street.
- Open spaces should be oriented toward the street (see Section 3.6.4.1 and 3.6.4.2 in Outdoor Gathering Areas Section).

3.9.3 Architecture

3.9.3.1 *Massing and Articulation*

Due to spillover effects of Sixth Street development and existence of Veterans' Park, pedestrian activity is expected in this area. Hence, the massing and articulation should be designed to appeal to the slower moving pedestrian traffic rather than vehicular traffic. Emphasis on detailing and use of quality materials will be important since pedestrians move slower than vehicular traffic and are more likely to observe articulation and smaller details.

- In order to retain pedestrians' interest and make walking a pleasurable experience, buildings should incorporate changes in massing as well as articulation and detailing that are authentic representations of architectural styles. Changes in the architectural style, variation in materials and colors materials, horizontal and vertical articulation elements, framing around the windows and doors, changes rooflines and wall planes and so on break the monotony of the façade and create interest for pedestrians.
- All facades should emphasize three-dimensional detailing depending on the architectural style used. Some examples are use of elements such as cornices, window moldings and reveals to cast shadows and create visual interest on the facade.

- Tile artwork, plaques, decorative glass, and lighting fixtures are encouraged to provide visual relief to façades. These elements should reflect the building’s architectural style.
- Artwork and architectural relief integrated into building design is encouraged and should be appropriate to the setting.

3.9.3.2 *Entry Orientation*

- Primary entries should be on primary street. The entry should be accentuated to make it visible from the street depending on the architectural style.
- Direct and visible ground floor access to uses located in upper levels should be noticeable from the street and integrated with ground floor façade to highlight their location. Entries should be further emphasized if the uses are located on the front facade.

3.9.3.3 *Door and Window Design*

- Doors and Windows should be used as architectural elements that add relief to the facade and wall surface while being true to the architectural style.
- Commercial storefronts (if on ground floor) should include street-oriented display windows in order to engage pedestrians.
- Windows for residential uses on ground floor should be designed to provide privacy to the residents while creating a pedestrian scale environment. An example would be to provide windows above pedestrian sight level with articulation is provided at the pedestrian level.
- Exceptions to window covering requirements can be made where display windows (open and enclosed) are not feasible. In this case, exterior walls should be designed to provide architectural relief or be screened by landscaping and designed to provide pedestrian amenities such as wider sidewalks or benches.
- Clear glass windows are encouraged unless they are not feasible due to the nature of functional use.
- Clear glass windows are encouraged especially for retail use to promote interaction between the pedestrians and the businesses. Highly reflective window film is prohibited as they can interfere with moving traffic.

3.9.3.4 *Porches, Balconies, and Decks*

3.9.3.4.1 Porches

- Porches are encouraged and should be designed to be consistent with the architectural style of the building to which they are attached and provide sufficient depth and width to be occupiable spaces.

Porch Example. SOURCE: Stalane



3.9.3.4.2 Balconies

- Window balconies if compatible with architectural style are encouraged at the upper floors. Faux balconies with windows are acceptable provided they integrate features from the architectural style of the building.
- Where possible, balconies should be oriented towards the street/ park area and not towards internal block or parking areas.

Deck Example. SOURCE: Acabashi



3.9.3.4.3 Decks

- Decks should be designed to be aesthetically unobtrusive and should provide sufficient depth and width to be occupiable spaces.
- The parapet and other articulation of the deck structure should draw from the architectural style of the building.

3.9.3.5 *Awnings and Canopies*

- Awnings and canopies may be used on first floor as well as upper floors of the building. Refer to Section 3.5.6 Shade Structure-Awnings in General Provisions for materials, design and maintenance guidelines.

3.9.4 **Outdoor Gathering Areas**

3.9.4.1 *Plazas, Open Spaces, Gathering Areas*

Due to transitional and residential nature of the area large plazas or paseos are not expected in this area. Rather front yard space converted to small plaza, open space or gathering areas is envisioned.

- Required setback areas are encouraged to be used as public open space, plazas, and other public amenities like sidewalks.
- Open spaces, gathering area and dining areas should be buffered from the high-speed traffic by a landscape buffer, architectural feature, or building.
- Pedestrian walkways should be provided to connect building entrances with sidewalks. These should be separate from vehicular access.
- Attractive landscaping and use of elements such as water fountains, art work, playground equipment and so on make smaller gathering spaces lively and are encouraged. However, installation of such elements should respect the scale of the building.
- Perimeter fencing separating sidewalks from gathering areas is generally discouraged unless used for outdoor dining areas.

3.9.4.2 Sidewalk Dining Areas Fences and Barriers

- If open spaces oriented towards sidewalks are used for dining, fencing or barriers should be provided to separate dining areas from sidewalks. Refer to Section 3.6.4.3 under Sixth Street Subarea for guidelines related to Sidewalk Dining Area Fences and Barriers

3.10 SIGNS AND PUBLIC ART

3.10.1 Signs

Signs are an important element of commercial/ mixed use corridors and play an important role in establishing the visual character of a place. They are a vital component for many businesses because they serve as the primary identification tool for an establishment and often advertise goods or services that businesses may provide. However, a sign that has a cluttered look will undermine the character of the building and overall street appearance, while clean, attractive, and aesthetically pleasing signage can give a unique identity to the street and contribute to the overall visual appeal of the area. The general guidelines in this section provide guidelines that are applicable to all sign types that are further detailed in this section. A matrix is also provided that suggests permitted sign types by subarea.

3.10.1.1 General Sign Guidelines

- Repetitious signage should be avoided.
- No more than three signs are allowed for each building.
- The signs should not be placed closer together than 5 feet. A-frame signs can be placed closer than 5 feet from another sign for the same business.
- The design of each sign should incorporate a maximum of four colors. All signs of a single business should be of a similar color palette.

3.10.1.1.1 Sign Message

- The primary sign should only display the business's name. Secondary signs may include information regarding products provided.
- Sign message should be aesthetically pleasing and should not give a cluttered appearance.

3.10.1.1.2 Sign Lighting

- Any external spot or flood lighting should be directed at the sign and away from pedestrian walkways and/or roadways. Lighting should not create a glare for motorists or pedestrians.
- External spot or flood lighting fixtures should be simple in design, should blend into the appearance of the sign, and should not obscure the sign's graphics.

- Back-lit signs are discouraged unless back lighting is used for individually cut letters
- Halo-lit illumination or reverse channel letters are encouraged.
- Cabinet lit signs are prohibited.
- Blinking or flashing lights are prohibited.
- All mechanical equipment for the lighting of a sign should be hidden from view.
- Where signs face residential areas, lighting should be minimal.

Backlit Lighting for Individual Letters.
 SOURCE: Nina Stössinger



3.10.1.2 Sign Types by Subarea

The following text describes the various types of signs that can be used in each subarea. However, the choice of sign type should be based on the subarea’s character, land uses, traffic, and the audience the sign attracts. For example, Sixth Street is expected to be transformed into a pedestrian-friendly environment with restaurants and ground-floor retail. Signs in this subarea should cater to slower-moving traffic and even slower pedestrians that will appreciate detailing and articulation. As such, a pedestrian scale is appropriate for projecting signs, hanging signs, and other sign types. In contrast, motorists in the faster-moving vehicles on Grapefruit Boulevard or Cesar Chavez Street appreciate larger signs with illumination and larger lettering that makes signs easy to read while driving. While other pedestrian-level signs will give character to these two subareas, the signs may not be as frequent as those seen on Sixth Street. Table AA shows various signs and the suggested subareas in which they may be used.

Table AA: Sign type by subarea

| Sign Type | Suggested Subarea (Frequent Use) | Remarks |
|-------------------|---|--|
| Projecting | <ul style="list-style-type: none"> ■ Sixth Street Subarea ■ Transition Area ■ Grapefruit Boulevard | These signs are to be used frequently in the Sixth Street Subarea and in the Transition Area, both of which are expected to attract pedestrians. Projecting signs can be used by businesses along Grapefruit Boulevard that may cater to pedestrian traffic. |
| Hanging | <ul style="list-style-type: none"> ■ Sixth Street Subarea ■ Transition Area ■ Grapefruit Boulevard | These signs are to be used frequently in the Sixth Street Subarea and in the Transition Area, both of which are expected to attract pedestrians and have shade structures. |

| | | |
|-----------------------------|--|---|
| <p>Window</p> | <ul style="list-style-type: none"> ■ Sixth Street Subarea ■ Transition Area ■ Grapefruit Boulevard ■ Cesar Chavez Street | <p>Window signs cater to pedestrian traffic and are expected to be used in pedestrian-oriented areas such as the Sixth Street Subarea and the Transition Area. They are expected to be used less frequently along Grapefruit Boulevard and Cesar Chavez Street.</p> |
| <p>A-Frame Sign</p> | <ul style="list-style-type: none"> ■ Sixth Street Subarea ■ Transition Area | <p>Window signs cater to pedestrian traffic and are expected to be used in pedestrian-oriented areas such as the Sixth Street Subarea and the Transition Area. They are not expected to be used on Grapefruit Boulevard and Cesar Chavez Street.</p> |
| <p>Wall Sign</p> | <ul style="list-style-type: none"> ■ Transition Area ■ Grapefruit Boulevard ■ Cesar Chavez Street | <p>These signs are effective in areas with faster-moving traffic where the signs are to be read in a relatively shorter amount of time. Larger signs with bigger text facilitate quick reading and are to be used along Grapefruit Boulevard and Cesar Chavez Street. They can be used in the Transition Area though are not encouraged. Wall signs are not to be used in the Sixth Street Subarea.</p> |
| <p>Monument Sign</p> | <ul style="list-style-type: none"> ■ Grapefruit Boulevard ■ Cesar Chavez Street | <p>These signs are effective in areas with faster-moving traffic where the signs are to be read in a relatively shorter amount of time. Larger signs with bigger text facilitate quick reading and are to be used along Grapefruit Boulevard and Cesar Chavez Street. Monument signs are not to be used in the Sixth Street Subarea and the Transition Area.</p> |

3.10.1.3 Sign Types

This section describes various sign types and includes guidelines for their use.

3.10.1.3.1 Projecting Signs

Projecting signs are attached to a building façade and project at a 90-degree angle from the face of the building. Projecting signs should be oriented toward pedestrians and should only be used when a shade structure is not located on the building’s façade. Along Grapefruit Boulevard, projecting signs should only be used along pedestrian walkways that connect parking areas with building entrances and on storefronts adjacent to plazas or open space.

- Projecting signs should be flat in nature, with signage details embossed into or projecting slightly from the sign material.
- Sign design, supports, and brackets should be compatible with the architectural style of the building from which the sign projects.
- Projecting signs should be mounted to the ground-floor façade, with a vertical clearance of 8 feet.
- Signs should be of a visually interesting design that may include irregular outlines, internal cutouts, and/or two- or three-dimensional symbols or icons.
- Projecting signs (excluding supports or brackets) should fit within a rectangle with a maximum area of 6 square feet.
- A minimum clearance of 12 inches is required between the building façade and the beginning of the sign, with a minimum projection of 36 inches.

Projecting Signs. SOURCE: Michael Baker International



3.10.1.3.2 Hanging Signs

Hanging signs are attached to the underside of a shade structure (for example, a colonnade, arcade, or canopy) and should be placed at a 90-degree angle from the building façade. Hanging signs should be oriented toward pedestrians and should only be used under shade structures. If shade structures are included along pedestrian walkways between parking areas and building entrances, hanging signs may be appropriate for businesses along Grapefruit Boulevard.

- Hanging signs should not project farther than the shade structure to which they are attached.
- Hanging signs should not be attached to shade structures whose height is greater than that of the ground floor.
- A minimum vertical clearance of 8 feet is required.

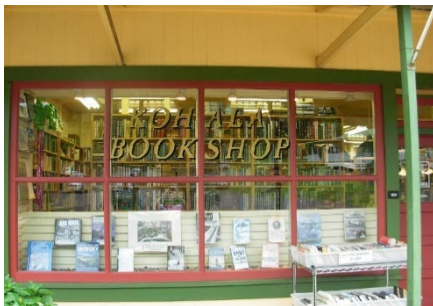
Hanging Signs. SOURCE: Michael Baker International



- Hanging signs (excluding supports or hangers) should fit within a rectangle with a maximum size of 4 square feet.
- A minimum clearance of 12 inches is required between the building façade and the beginning of the sign, with a minimum projection of 36 inches.
- Signs should be of a visually interesting design that may include irregular outlines, internal cutouts, and/or two- or three-dimensional symbols or icons.

3.10.1.3.3 Window Signs

Window Sign. SOURCES: Top- Michael Baker International; Bottom- Brewbooks from near Seattle



Window signs are signs that are painted, etched, or adhered to windows or doors within the façade of a building. These signs can be only text or a combination of text with graphic items.

- Window signs should not occupy more than 15 percent of the available window area of a building façade.
- Sign text should not be more than 8 inches in height.
- Window signs should be applied directly to the interior of the window or hung on the inside of the window as close to the glass as possible. Any blank space should be transparent.
- Window signs should be made of high-quality materials, including but not limited to paint, gold leaf, and/or neon. Etching or sandblasting are also appropriate methods of window sign installation.
- Window signs and associated graphics should complement the architectural style of the building and the design of the storefront interior.
- Neon signs should only be hung in windows.

3.10.1.3.4 A-Frame Signs

A-frame signs are temporary signs that stand on their own and are usually placed on the sidewalk in front of the business they advertise.

- A-frame signs should be made of durable, sturdy materials, including but not limited to wood or metal, with open bases that can withstand a variety of weather conditions and will not be easily sun-bleached.
- Glass, breakable materials, paper or laminated paper, PVC pipes, or illumination are prohibited for A-frame signs.
- Signs should be designed to look organized, with minimal text and large graphic elements.

- A-frame signs should be easily movable and should not be installed permanently.
- A-frame signs should have a maximum sign area of 8 square feet and can have a maximum of two sides of this size.
- All text on A-frame signs should be between 2 and 4 inches high. Text associated with the business’s logo should be exempted from this guideline.
- Rectangular A-frame signs should be no more than 4 feet in height and 2 feet in width. These signs should have an open base.
- Shaped silhouette A-frame signs should be no more than 5 feet in height and 3 feet in width. These signs should not exceed the maximum sign area of 8 square feet.
- A-frame signs should be placed on the sidewalk in such a way that 5 feet of sidewalk area is still available and doorway access is not impeded.
- A-frame signs should be placed only along the business’s frontage.
- A-frame signs should be placed on the sidewalk no sooner than half an hour before the business’s posted opening time and should be taken in from the sidewalk no later than half an hour after the business’s posted closing time.
- A-frame signs should be placed along the curb on the street side of the sidewalk.
- Each business should only have one A-frame sign.

A-frame Signs. SOURCE: Infrogmation



3.10.1.3.5 Wall Signs

Wall signs are attached directly to the façade of a building and are of a three-dimensional shape.

Wall Signs. SOURCE: Michael Baker International

- Wall signs should project no more than 12 inches from the wall of the façade to which they are attached.
- Wall signs should not extend beyond the edges of the building façade to which they are attached and should not cover doorways or windows.
- Wall signs should not cover more than 15 percent of the building façade.
- Wall signs should complement the architectural style of the building, in style and proportion.
- Signs should be designed to provide shadow relief and a well-designed substantial appearance.



3.10.1.3.6 Monument Signs

Monument signs are freestanding signs that primarily draw the attention of motorists. These signs are often used for developments in which the main building is set back from the street right-of-way.

Monumental Sign. SOURCE: Dj1997



Monumental Sign. SOURCE: ReptOn1



- Monument signs should be installed on two posts or a substantial base.
- Monument signs should be designed to be architecturally compatible with the building for which they provide signage.
- The base should consist of stone, brick, stucco, or other sturdy, permanent, and durable material and should be at least 18 inches in height.
- The sign face should consist of durable materials, including but not limited to metal, aluminum, and/or wood.
- Landscaping should be integrated into the sign and should surround the entirety of the base. The landscaping should be designed to ensure sign legibility for the life of the sign.
- Monument signs should avoid identifying multiple tenants. However, monument signs should be no closer than 100 feet from each other. If lot width and building design do not permit multiple monument signs on the property, the sign should be designed to incorporate the development's anchor tenants.
- Monument signs should be externally lit. Internally lit monument signs are prohibited. In the case of neon, exceptions may be made.
- Site addresses should appear on the monument signs and will not count as part of the sign area. Addresses should be no less than 9 inches in height.
- Monument signs should be perpendicular to the adjacent street and sidewalk and should have not more than two parallel sign faces.
- Monument sign face should be no more than 50 square feet. The height of the sign's side should be no more than 6 feet.

3.10.2 Public Art

Public art refers to murals, statuary, and installations in public realm and areas of private realm accessible to general public. Public art projects come in many forms and can be permanent or temporary art installations with varied viewpoints. They create a vibrant environment and give a uniquely identity and placemaking aspect to an area. However, establishing clearly defined criteria for art installations is necessary to avoid conflicts and tensions between various sects of people using a place

and providing a cohesive look. Along with artwork itself, its siting and maintenance should as be clearly defined.

Murals are categorized as public art and are an important part of the urban fabric of Pueblo Viejo. They represent not only the residents of Coachella but also the zeitgeist of the time at which they were installed. New development offers an opportunity to plan for mural locations in a way that will complement the intended architectural style of the buildings. Murals should be consistent with Chapter 5.70, Art Murals, of the City of Coachella’s Municipal Code.

3.10.2.1 Site Selection and Placement

- Public art is encouraged to be installed in areas experiencing or expected to experience high levels of pedestrian traffic such as sidewalks and plaza areas or places that create entrance to the area such as medians, and circles.
- Public art should be easily visible and accessible to the public and serve as gathering places for people
- Public art should be part of the City's circulation system and enhance the overall public environment and pedestrian streetscape experience
- Public art should establish landmarks and neighborhood gateways.
- The placement of public art should not block entrances, windows, signage, and pedestrian circulation.
- The placement of public art should not interfere with the line of sight of the oncoming traffic

3.10.2.2 Content

- Public art should not include commercial signage, logos, or advertising. However, they may include dedications.
- Public art projects are encouraged to be diverse and derive content from local history, community, geography, and environment.
- Public art should be expected to integrate into the overall design of the larger
- context in which it is placed. It should not be conceived as an afterthought.

Public Art in Sidewalk Area. SOURCE: Géza Stremeny (sculpture) / Yoav Dothan (photo)



Temporary Art Installation. SOURCE: Martin Falbisoner



Public Art in Plaza Area. SOURCE: Beyond My Ken



3.10.2.3 Materials and Construction

- Public Art should be constructed with durable materials that will withstand the elements and can be washed to remove dirt and graffiti.
- Public art projects are encouraged to be made of environmentally sustainable materials.
- Temporary installations may be allowed for no more than two weeks, using non-durable materials based on with City's approval. However, such installations should be firmly anchored to ground or structure depending on the type of installation. The City may ask for its removal prior to time limit if it suffers significant damage/ deterioration.

3.10.2.4 Maintenance

- The maintenance of public art on private property will the responsibility of property owner.
- The artwork should be presentable at all times and devoid of unpleasant look due to conditions such as discoloration, rust, and so on.

Existing Mural in Pueblo Viejo District. SOURCE: Michael Baker International

