

SECTION TWO:

Overall Design Guidelines

This section provides overall design principles and guidelines for the Gardnerville Mixed-use Overlay. They provide criteria for mixed-use places consisting of residential, office, retail, institutional and other activities that provide a social and economic focus for Gardnerville. These mixed-use areas include infill sites, open land, and redevelopment of older commercial sites. The Guidelines support a more flexible approach to land use planning with an emphasis on creating a walkable and connected community.



Above:

The Imelli Building still stands in Old Town Gardnerville. This photo shows how Main Street buildings were places where the community life was focused. The use of awnings and shade trees was an early feature on Main Street making it a more comfortable place to shop and socialize.

1.1 Site Planning Principles and Guidelines

PRINCIPLE: Residential and commercial projects in the mixed-use area should provide a community design framework that blends a mix of uses together around well-defined, active public spaces and streets.

Creating a Sense of Place

DESIGN GOAL: New mixed-use, residential and commercial projects should provide a social and economic focus for surrounding neighborhoods by creating a sense of place.

- Developments should locate and connect commercial and residential uses to result in a sense of community. Buildings should shape and activate streets and public spaces. Adjacent commercial and residential uses should be designed to create and share pub-

lic spaces and streets.

- New developments should use open space, streets and community facilities to provide social and design focal points. Developments should have a central place such as a park, square, main street or village plaza.
- New projects should integrate common open space as a centrally located and defining feature.
- Communal activities, such as recreation and gathering paces, should be centrally or purposefully located to contribute to the social interaction of mixed-use projects and surrounding neighborhoods. Pedestrian and auto entry and travel experiences should contribute to the sense of community and “neighborhood belonging” in mixed-use projects and adjacent neighborhoods.
- New buildings should be designed and oriented to spatially define and activate streets and common open space areas with building entries, storefronts and pedestrian

routes. Commercial storefront uses should face public spaces and street edges.

should be planned as an extension of adjacent neighborhoods.

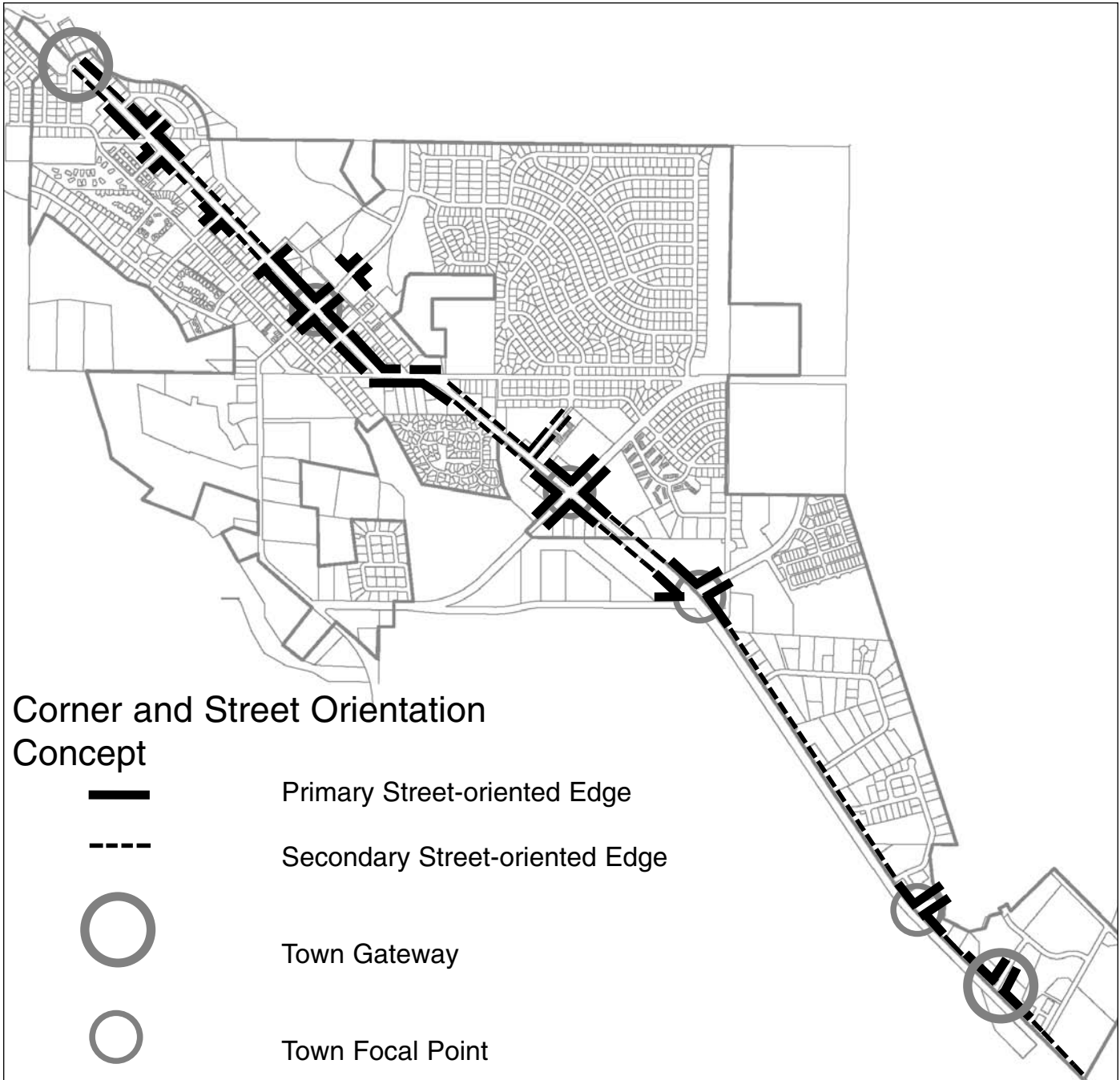
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Connections to the Community

DESIGN GOAL: New mixed-use, residential and commercial projects

- Gateways and edges of development should promote landscape and street improvements as common amenities that are shared

Buildings located at prominent intersections and along walking edges should orient towards the street. Primary Edges require 100% street orientation. Secondary Edges should activate at least 30% of the street edge.

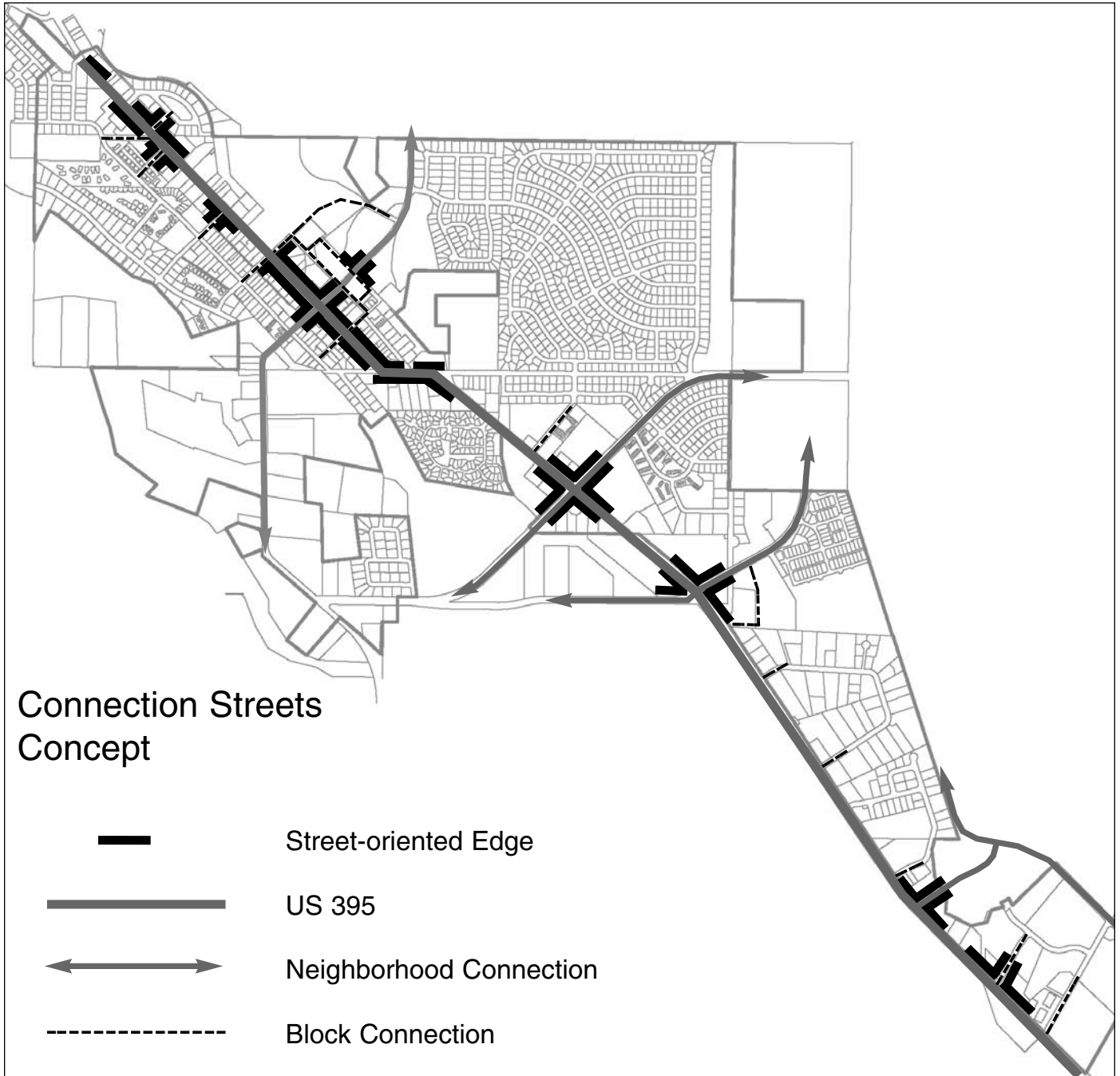


Below:

Building design and site planning should enhance the pedestrian connections to adjacent residential neighborhoods. Transparent street edges, ground floor uses, and landscaping should be planned to make walking comfortable.

- Projects should not be socially gated or distinguished as an enclave.
- Projects should provide for connections of existing and future streets.

- Principal access roads into new development areas should be of similar scale as streets in adjacent residential neighborhoods.
- The street patterns at the edges of projects should be extended into the site.



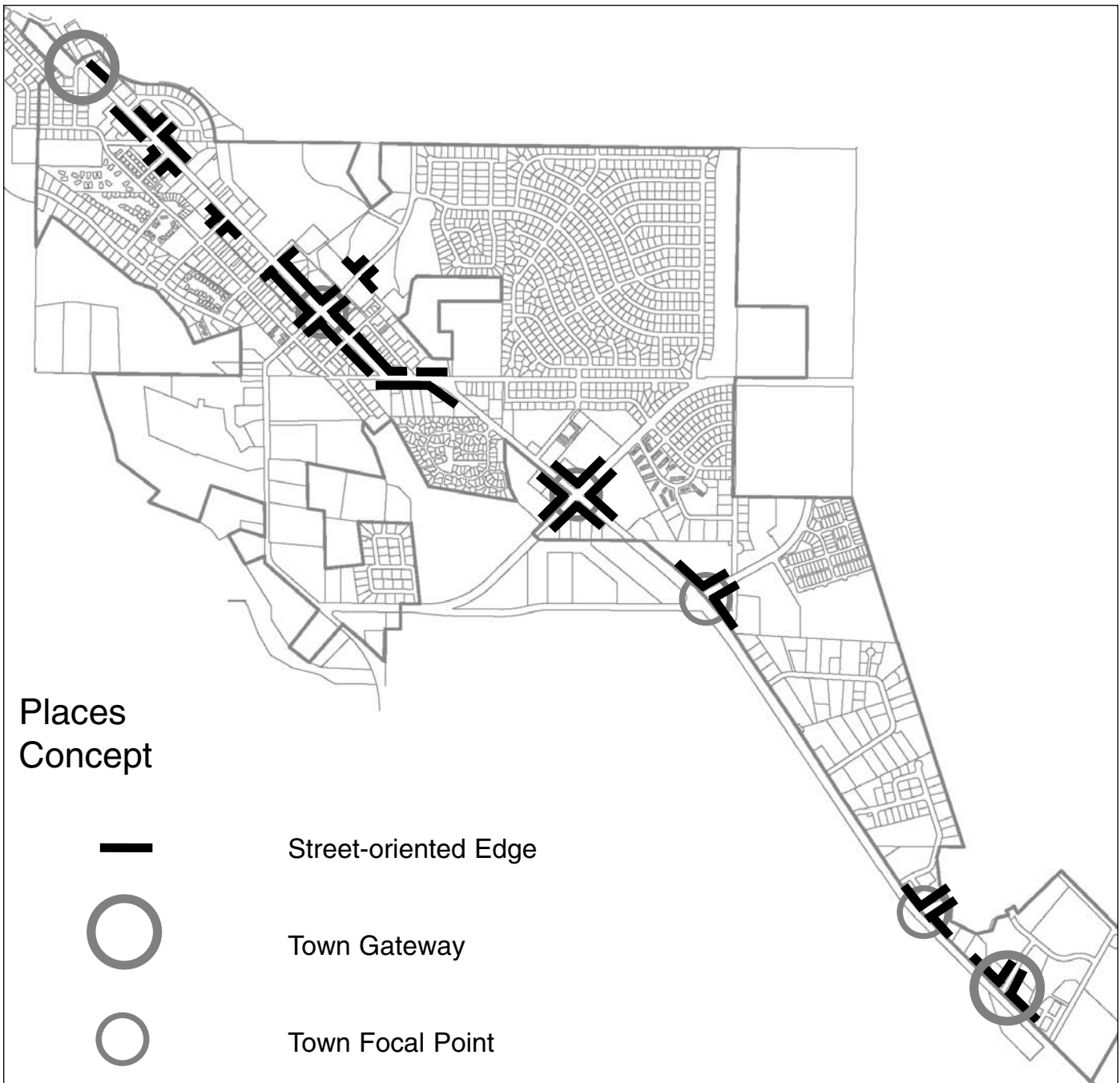
- The design for development, and for retrofit of existing shopping or commercial centers, should have emergency and service vehicle access that maintains the pedestrian friendliness of the street.
- Unnecessary tall concrete block

sound walls should not separate commercial uses from residential uses.

Creating Pedestrian-friendly Streets
DESIGN GOAL: New projects should be organized around pedes-

Below:

Buildings located at gateways and focal points should have massing and designed to acknowledge the importance of their location. They should have taller elements facing the corner and feature lobbies and entries.





Above:

These photographs show how street and sidewalk design can contribute to the quality of shopping streets. The Guidelines provide qualitative criteria for public investment that supports the creation of quality commercial and residential places.

trian-oriented streets rather than driveways and parking lots.

- Pedestrian connections between commercial and residential developments should be active and friendly. Large blank walls should not face streets or walkways.
- Development should have a street design that reflects both functional and design hierarchy identified in the Gardnerville Plan for Prosperity.
- Primary organizational streets in mixed-use development should incorporate planting strips, medians and other design features.
- Private drives should be designed as pedestrian-friendly streets that are a natural extension of the surrounding neighborhood.
- All streets should include an interconnected system of sidewalks and crosswalks.

Block Sizes, Lot Patterns and Building Orientation

DESIGN GOAL: Projects should use a block, lot and building patterns that provides an overall organizational structure and result in a pedestrian-scaled environment.

- Traditional residential-scaled blocks should be used as a reference for the pattern and scale that organize development.
- Block patterns should result in pedestrian-scaled neighborhood that is comfortable for walking and increases access options for the project and surrounding areas.
- Design concepts for projects should consider the scale and character of residential streets. The sizes of lots, scale of buildings, and width of streets should be planned to support the design concept.
- Lots and parcels should be planned to promote friendly resi-

dential and commercial building orientation towards neighborhood streets. Lot and parcel patterns should orient storefronts, porches, and yards to enhance the social role of streets. Residential entries and lobbies should face streets and common open spaces.

- Service areas for commercial uses should be located at the edge of the site and screened to reduce impacts on residents.

Parking

DESIGN GOAL: Parking should support commercial and residential requirements but with less visual prominence than auto-oriented strip commercial centers.

- Solutions that minimize the visual impact of residential and commercial driveways should be used including sharing driveways, using alleys, or other innovative design approaches.
- Parking for commercial uses in projects should be located next to or behind buildings. The parking should be divided up into smaller, landscaped lots with defined pedestrian connections.
- Residential parking garages should be located at least 5' behind the front building elevation.
- Large parking lot surface areas for multifamily and mixed-use developments should be located in courts that are not visible from public streets; broken up with shade trees and landscaping; and use a variety of paving materials.
- Mixed-use projects should consider alternative parking solutions including tandem parking, single car garages and other methods of reducing the visual presence of parking from the street.

Streetscape and Landscape

DESIGN GOAL: Streetscaping and

landscaping should enhance pedestrian comfort and connections while contributing to overall design and image objectives for Gardnerville.

- Landscape concepts should enhance the linkages between residential and commercial uses.
- Larger trees will require wider planting strips.
- Mixed-use, residential and commercial developments should include a comprehensive streetscape plan. The plan should satisfy street design, pedestrian comfort, and visual amenity objectives for the mixed-use overlay district. Signage, lighting and landscaping should provide a thematic identity for the project and Town.
- Streetscaping should enhance the identity of the project by employing a variety of trees and other plant material that contributes to each street's identity and character.
- In residential areas, projects should include at least one street tree per lot or 40' of lot frontage, whichever is smaller. Trees should be placed in planting strips, sidewalk tree wells or front yards.
- Sidewalks adjacent to storefronts should be wide enough to accommodate outdoor sitting areas and landscape. This should include a combination of at least 4' for planting, 8' for sitting, and 4' clear for walking.
- Street trees are required for sidewalk areas in commercial development.

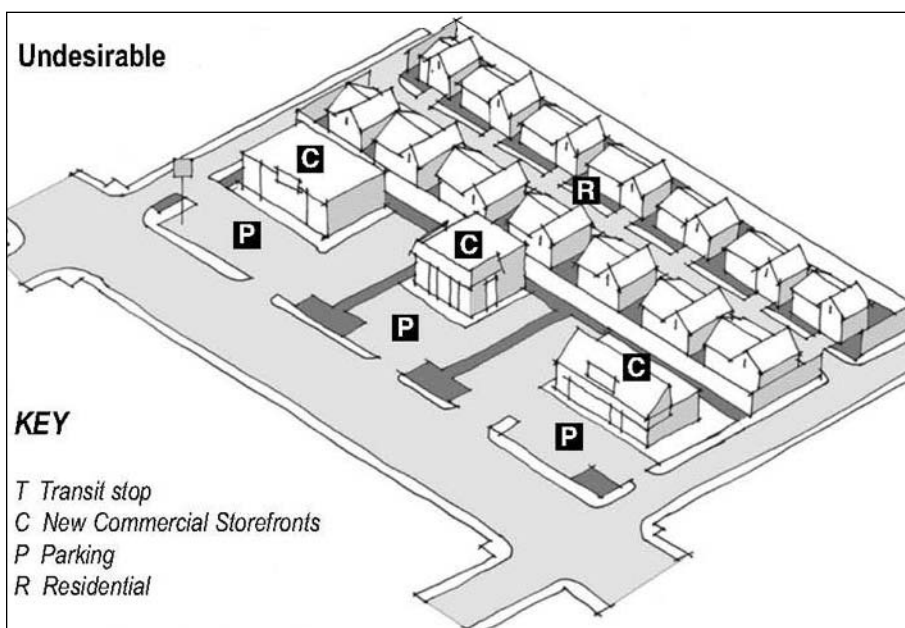
Trees should be spaced 25'-30' on center and be coordinated with the bay spacing and storefront design of the project.

- Street furniture and pedestrian-scale lighting should be included in development planning for mixed-use projects.
- Utility services and equipment should be enclosed or buried, or otherwise concealed from view.

Integrating Transit

DESIGN GOAL: Transit access should be planned as an important feature in the mixed-use overlay district. Bus and transit stops should be safe, social and centrally located places that help energize and focus development.

- Transit facilities should be centrally to mixed-use areas. They should be visible and socially integrated into the planning of new and redeveloped projects.
- Pedestrian connections to transit facilities should be easy to understand, safe, comfortable and friendly.
- Shelters and lighting should be provided. Shade, screening from wind and rain should be a design consideration for transit shelter design.
- Bike facilities should be designed into every project.



Left:

This illustration shows the type of mixed-use developments resulting from applying development standards.

- Uses are separated.
- There is no pedestrian or vehicular connections between parcels.
- Parking and driveways serve each site using more paving and driveways that interrupt the sidewalk.



Above:

These mixed-use buildings have contemporary designs that reflect the scale, storefront continuity and architectural context that makes them contribute to a successful shopping and living district.

Right:

This illustration shows the type of mixed-use developments resulting from applying the design guidelines.

- Uses face public streets and open spaces making them more social.
- Parking and driveways are shared providing safer sidewalks.
- It is easy to walk between commercial buildings because they become part of the same business address.

1.2 Architecture Principles and Guidelines

PRINCIPLE: Each project's design should contribute to implementation of the Plan for Prosperity's urban design policies.

Building Form and Massing

DESIGN GOAL: Massing and orientation for residential, commercial and mixed-use projects should have a pleasing composition while reinforce the Town's design, economic and social objectives.

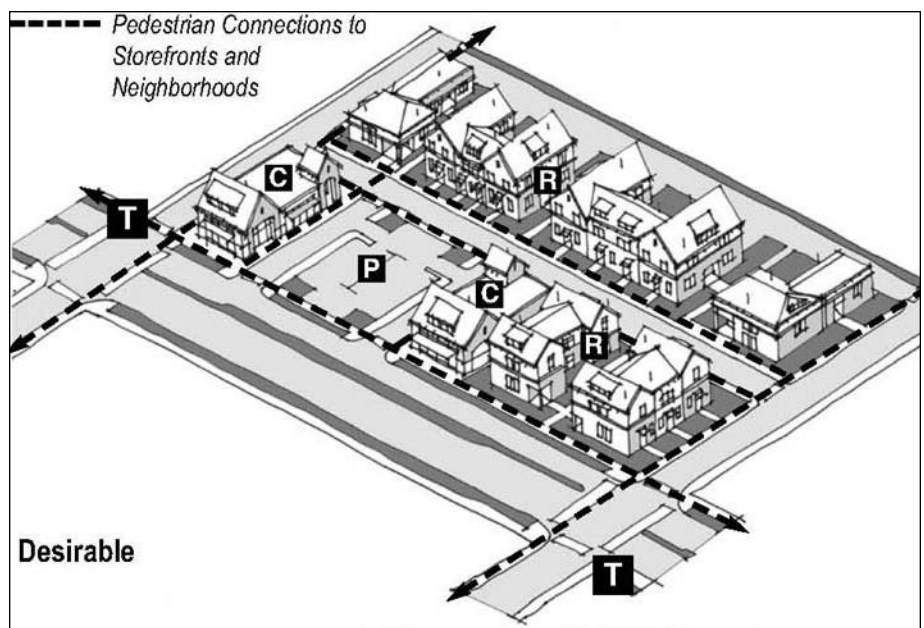
- Building form and design should have a deliberate street and street corner orientation in the mixed-use overlay districts.
- Upper levels of residential mixed-use projects should have expressive design features, such as balconies and bay windows, which give the building a rhythm and residential scale.
- Roof forms should reflect the project's architectural context. In a

commercial context, such as in Old Town, the roof may be flat or have a strong horizontal cornice element. In a residential neighborhood context, roof forms should include hip or gable forms.

- Roof-mounted equipment should be concealed by enclosures that are consistent in design with the building roof.
- The massing concepts of multi-story development should transition in scale between commercial streets and single-family residential streets.

Design concepts may include:

- Stepping down the scale and mass and increasing side or rear yard setbacks of taller buildings where they adjacent to existing single family areas;
- Use residential roof forms on residential streets;
- Orienting units towards public streets and commons rather than neighboring backyards;
- Enclosing parking to reduce the impact on adjacent houses; and/or
- Interfacing residential and com-



mercial development with streets or open spaces rather than sharing a property line.

Architectural Features

DESIGN GOAL: Architectural features should reinforce massing and design concepts and express the mixed-use nature of Gardnerville's mixed-use overlay.

- Commercial and residential buildings in mixed-use villages should contribute to overall planning and design objectives, while providing architectural variety.
- Each residential block face should have at least three plan and archi-

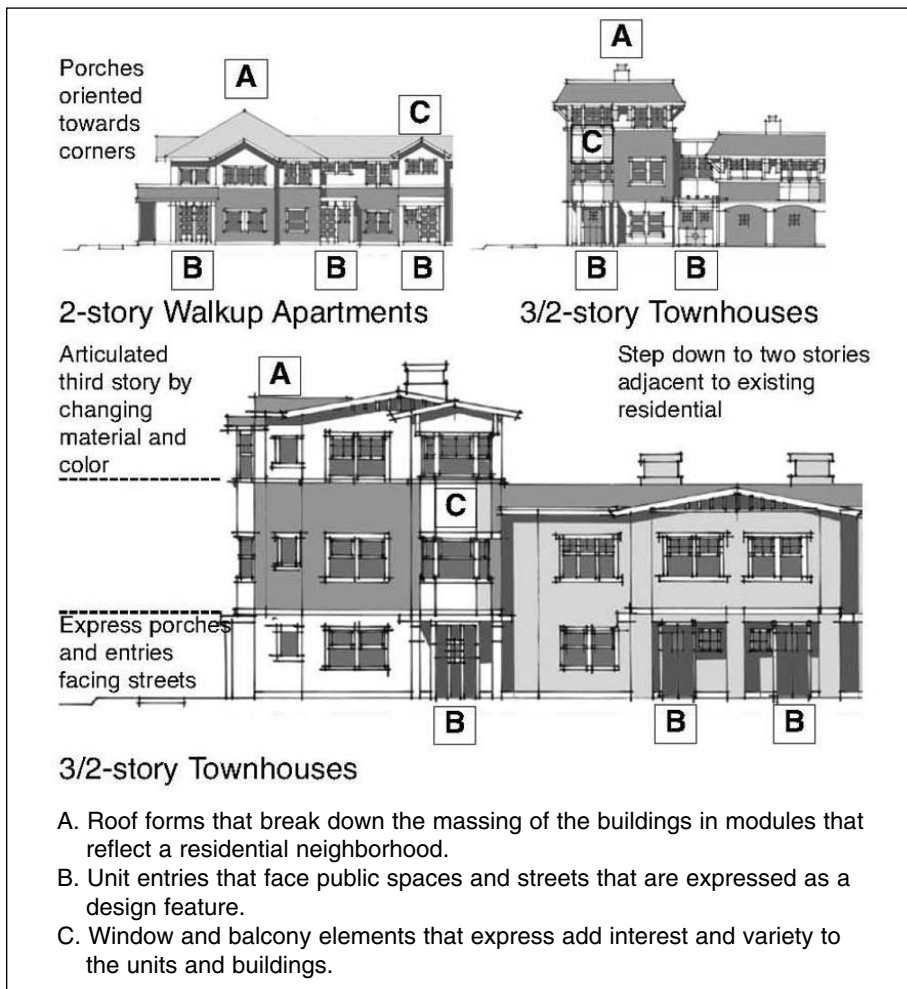
tectural variations.

- Residential and commercial buildings should express their function and purpose. Commercial storefront buildings should be designed to create a successful shopping experience. Transparent storefronts, bay spacing and details should reflect the pedestrian scale and pace of storefront retailing.
- Storefront edges should be transparent with a maximum 18" kick-plate, minimum 7' high storefront, and minimum 12' high transom window.
- Residential design features should enhance the expression of individual units and houses. This



Above:

These residential townhouses reflect regional architectural traditions and designed to be compatible adjacent to single family development. The lower example is built close to the sidewalk and includes live-work spaces along the street.



Left:

These illustrations show three types of townhouses and flats. Each example breaks down the overall mass of the buildings, uses materials and colors to add interest to the shape and proportions of the building, and presents a social orientation towards streets and common spaces.



Above:

The Guidelines require projects to have an overall signage concept. This includes signage that is appropriate scale for the location (considering both roadside and pedestrian pace), has a quality graphic design, and is integrated into site and architectural design concepts.

includes balconies, bay window elements, roof design, entries and porches, and window patterns.

Materials and Colors

DESIGN GOAL: Selection of materials and finishes should support architectural and massing concepts for projects.

- Commercial frontage portions of projects should utilize materials and colors that support retailing and image objectives for shopping environments.
- Portions of mixed-use projects with residential frontage should use colors and materials that enhance the project's architectural concepts and are compatible with adjacent residential streets.
- Architecture within each mixed-use project should use a palette of materials that convey an image of quality and durability. Certain materials have an inherently inexpensive or insubstantial quality. These materials should not be used in new construction or renovation.

Examples of undesirable materials include:

- *Roofs: glazed or painted tiles, highly reflective metal or sheet materials, fake shingles made from metal or plastic materials*
- *Walls: vinyl, metal, plywood, T-111 siding, masonite or other sheet materials*

Examples of improperly installed materials include:

- *Wood or hardboard siding, if used, should be shiplap or board-and-batten.*
- *Shiplap should be installed so there are no visible joints.*
- *Board-and-batten should be installed so there are no visible joints in the underlying "board" material.*

- *Painted surfaces should use colors that reinforce architectural concepts and are compatible with other natural materials, such as brick or stone.*

Lighting

DESIGN GOAL: Lighting concepts should be an integral part of the overall design concepts anticipating the needs of pedestrian and automobile circulation, open spaces, storefront shopping, and residents.

- Lighting on commercial elevations of projects should support overall objectives for the street and storefront design.
- Elevations with residential front porches should have individual lights that illuminate entries and walkways.
- Lighting in service or common areas should be shielded from adjacent residential units.

Walls and Fences

DESIGN GOAL: Screen walls are generally regarded as mitigation for poor site planning. However, when walls or fences are required, they should be designed as an extension of architectural and landscape design concepts.

Service Areas

DESIGN GOAL: Service and loading dock areas should be placed in locations that are not visually prominent and screened from view.

- Loading areas should be located to rear or inside side yards. Loading areas should not be visible from public streets or adjacent buildings.
- Trash bins and compactors, utility meters, transformers, and other service elements should be enclosed or otherwise completely concealed from view. Screening

should be designed as an integral element of the project's architecture.

1.3 Signage

PRINCIPLE: Signage should help define the mixed-use overlay and town's identity at a pedestrian's pace and scale.

District Image and Wayfinding Signage

DESIGN GOAL: Projects in the mixed-use overlay district should have overall graphic identity concepts that guide site and building signage design.

- Image and design themes should be reflected in each project signage plan. The plan should include a "family" of signage that supports the merchandising needs of tenants, wayfinding, and graphic identity objectives for the development and adjacent neighborhood.
- For large developments, identity and wayfinding signage should be designed and located as part of an overall project signage plan.
- Placement and maintenance of signage must be coordinated with the Town.

Multi-tenant Project Signage

DESIGN GOAL: Buildings in the mixed-use overlay district should have graphic standards and schedule for building, tenant and wayfinding signage that reinforce pedestrian scale and pace of the district.

- Multi-tenant buildings in the overlay district should have an overall signage concept plan.
- Commercial projects' signage plan

should have designs for known tenants and future unknown tenants.

- Large, garish signs unnecessary to the commercial use of a project are discouraged.
- Cumulative area of all affixed signs should conform to the Douglas County Development Standards.
- Affixed signs should be placed only on vertical surfaces below the eaves or parapet line. Rooftop signs are discouraged.

Storefront Signage

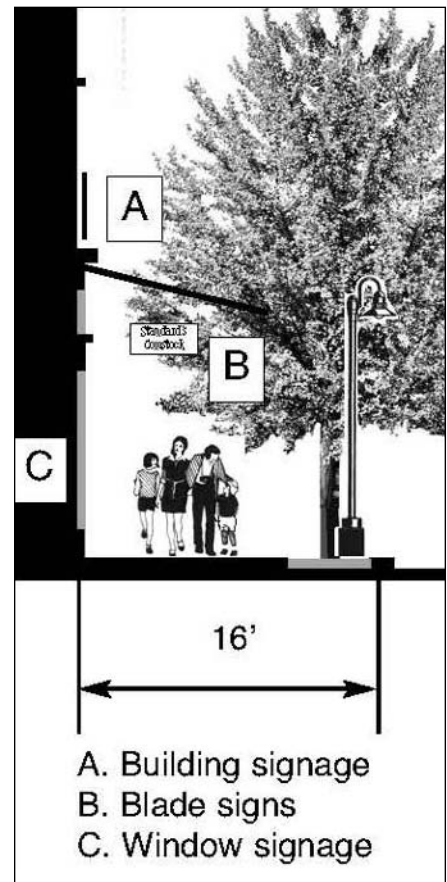
DESIGN GOAL: Storefront signage should reinforce the pedestrian orientation of projects in the mixed-use overlay district.

- Awning signs are allowed with graphics and signage limited to vertical surfaces. Awning signs should count against cumulative areas for affixed signs.
- Suspended blade signs are allowed under awning or canopies. Suspended and window signage should conform to the Douglas County Development Standards.

Temporary Signage

DESIGN GOAL: Temporary signage for commercial developments should be designed to a high graphic and construction quality.

- Temporary signage, such as A-frame signs, should be designed to reflect the same high graphic and artistic standards as permanent affixed signs. Douglas County has specific standards for A-frame signs (2'x3' maximum size) and requires a "temporary sign permit".



Above:

New development, renovation, and sign permits need to contribute to the desire to make shopping districts more friendly for pedestrians. Window and blade signs that are sized and designed to support a walking environment should be included in commercial projects.