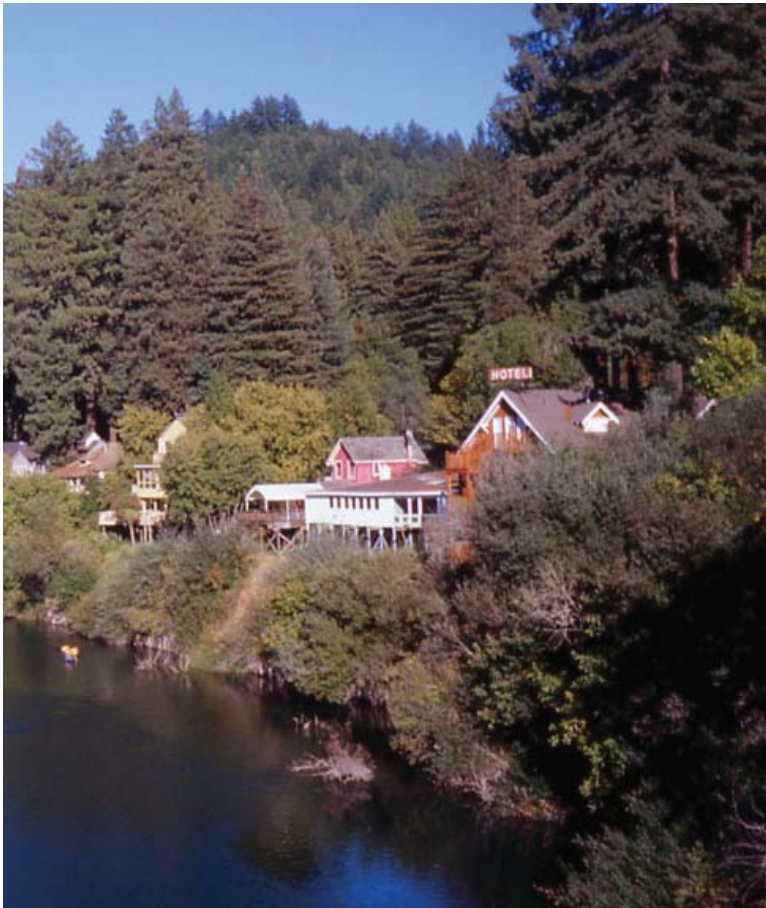


Design Guidelines
RUSSIAN RIVER Corridor



December 14, 2010

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Table of Contents

Introduction

Vision	1
Purpose	2
Scope	2
Review of Design Guidelines	4
Design Review Process	5
Major Communities	6

Commercial Development

Introduction	9
Keynotes	10
Site Design & Improvements	15
Pedestrians & Bicycles	17
Landscaping	19
Exterior Lighting	21
Parking	22
Outdoor Storage & Service Equipment	23

Table of Contents

Commercial Buildings

The Importance of Context	25
Scale & Mass	26
Design	28
Architectural Detailing	30
Roofs	31
Windows & Doors	32
Materials & Colors	33
Street Corner Buildings	33
Historic Preservation	34

Signs

Introduction	36
Attached Wall Signs	39
Hanging Signs	41
Monument Signs	42
Window Signs	43
Historic Signs	44

Table of Contents

Multifamily Residential

Introduction	45
Site Design & Improvements	46
Landscaping	48
Exterior Lighting	50
Parking	51
Utility Areas & Mechanical Equipment	52
Building Design	53

Single Family Developments

Site Design & Improvements	55
Landscaping	55
Lighting	55
Building Design	56

<i>Community Vision</i>	57
<i>Public Facilities and Amenities</i>	

Table of Contents

Appendices

A. Glossary	59
B. Historic Resources Appendix	65
* Historic Resources	66
* Summary of Architectural Styles	69
* Historical Development	74
* Standards for Rehabilitation	78
* Historic References	80
C. Bicycle Parking Guidelines	83

INTRODUCTION

The Russian River area has a rich history which extends back to the times of early Native American encampments, Russian exploration, commercial logging, and the advent of the railroad in 1876. The Russian River's popularity as a vacation destination began over 100 years ago, concurrently with the arrival of the railroad. The area's tranquil beauty and recreational opportunities continue to make it a coveted location for vacationing, as well as a cherished home for many. Each of the Russian River's small communities, nestled between the river's shore and the steep tree covered hills, have developed their own individual character which complements the scenic landscape with unimposing charm.

These Design Guidelines were developed in order to preserve and enhance the built environment of the Russian River area and to promote new development that respects the context of its unique setting. It is intended that the Guidelines facilitate a project's successful integration into the existing fabric of the community by promoting careful consideration of the area's natural and scenic features, the architectural and historic character of the surrounding community, and the natural features of the particular project site. Innovative architectural design that captures and capitalizes on the uniqueness of its context is encouraged by these Guidelines.

Vision

- ♦ *Preserve and enhance the many unique qualities of the Russian River area including its' rustic and eclectic character, the diversity of its built environment, its historical context, and its' small town scale and charm.*
- ♦ *Protect and respect the area's scenic beauty and the ecological value of the Russian River environs.*
- ♦ *Encourage innovative building and site design that respects the context of the surrounding area.*
- ♦ *Assure preservation, restoration, or rehabilitation of historically significant structures.*



The scenic Russian River is enjoyed by many as it passes through the community of Monte Rio.



Guerneville's pedestrian bridge is shown in the foreground.



Downtown Guerneville.

RUSSIAN RIVER Corridor

Design Guidelines

Purpose

The purpose of this document is to provide clear, concise design guidance to assist project proponents, such as property owners, business owners, architects, and designers, in the development of project plans. The Guidelines are used by project review staff and decision making boards and commissions as a tool to evaluate development proposals and provide direction to applicants.

Scope

The Russian River Design Guidelines apply to commercial, multi-family residential, and single family residential projects of four or more units located within a central corridor which runs through the Russian River Redevelopment Area (see map page 3):

1. Commercial

- New Construction
- Additions
- Exterior modifications
- New signs

2. Multifamily Residential (4 or more units)

- New Construction
- Additions
- Exterior modifications
- New signs

3. Single Family Residential (4 or more units)

- New Construction

4. Structures of Historic Significance

- Exterior Modifications
- Signs



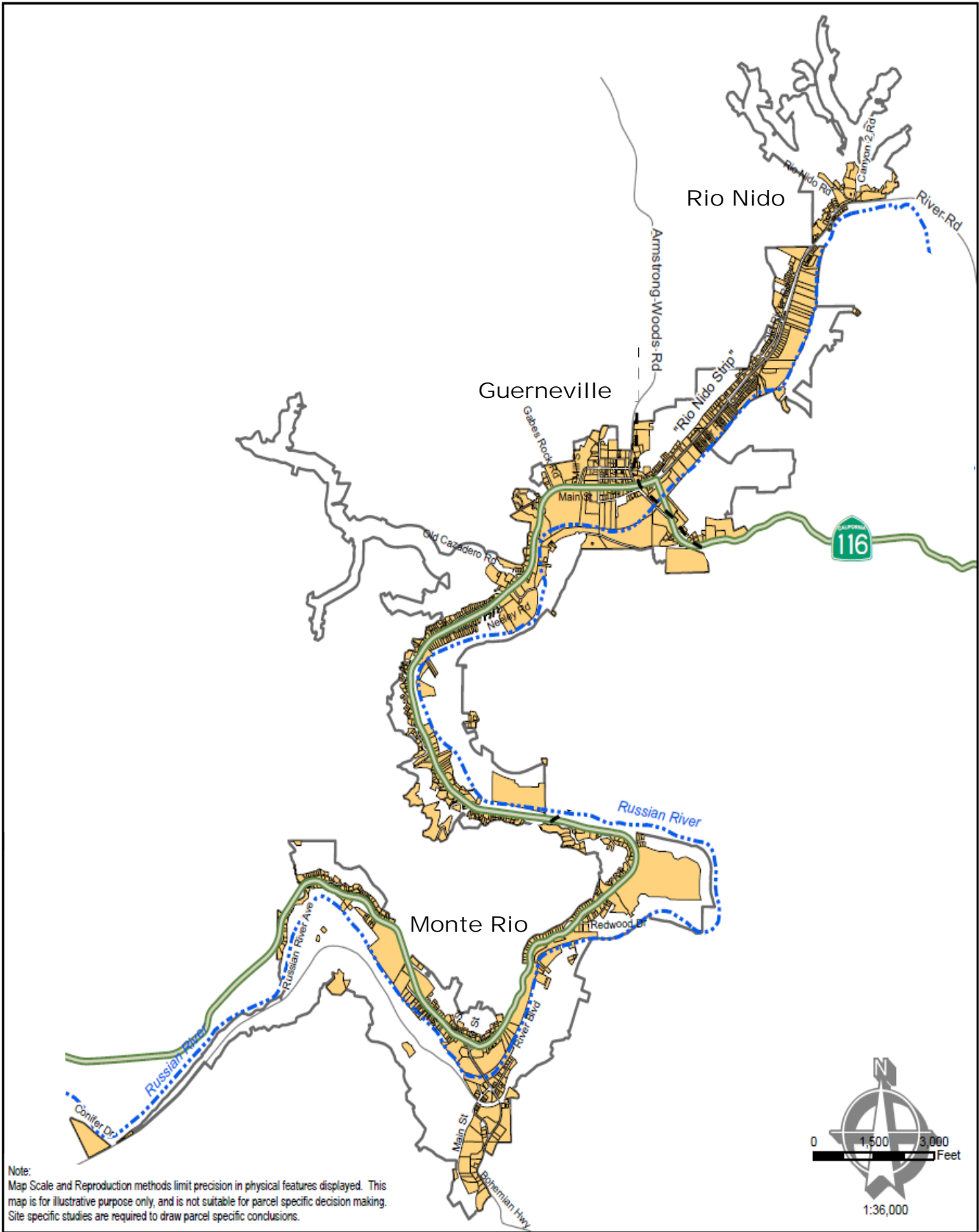
Guerneville Plaza



George's Hideaway



Commercial buildings located along Guerneville's Main Street.



Russian River Design Guideline Parcels

Legend

- - - Russian River
- State Highway
- Parcels Subject To Design Guidelines
- Russian River Redevelopment Plan Boundary



RUSSIAN RIVER Corridor

Design Guidelines

THE DESIGN REVIEW PROCESS

Design Review is conducted by a committee comprised of a professional architect and landscape architect who volunteer their time to serve the community. A County land use planner is also appointed to serve on the committee.

The design guidelines are intended to provide a fundamental framework for superior project design and are used by the Design Review Committee as a tool to evaluate projects.

Design Review is considered a collaborative process that facilitates communication and problem solving. Design Review meetings are open to the public and conducted in a roundtable fashion to encourage a constructive exchange of ideas.

To begin with, a preliminary review is conducted by the Design Review Committee during an open meeting. The applicant is then provided with a written summary of the meeting's outcome including a list of the committee's recommendations. The applicant is asked to respond to the committee's comments at a subsequent meeting by either revising the project plans in accordance with the committee's recommendations or demonstrating the superiority of an alternative approach, appropriate in light of the project's particular circumstances. Final design review approval is required prior to building permit issuance.

Implementation

The Design Review Committee may approve departures from the design guidelines when the applicant has demonstrated that an alternative approach would result in a superior project and would adequately accomplish the objectives of the guidelines, complement the character of the natural and built environment, contribute to a pedestrian friendly atmosphere, and would not adversely affect the community in which the project would be located. A request for departure from the guidelines must accompany the project application and specifically describe how the project accomplishes the criteria set forth above.

This procedure is intended to introduce greater flexibility into the design review process. Although the design review process is subjective and not infallible, it offers a fair and reliable method of protecting the diverse interests of the community.

DESIGN GUIDELINES

Subsequent Review

The development of sound design guidelines is a process. Prior to review and adoption by the Board of Supervisors, the guidelines were reviewed by several committees, dozens of private citizens, numerous departments and agencies, the Planning Commission, and staff. During this time the document was subject to countless revisions in response to the many comments and concerns received. Despite the effort involved in the creation of the design guidelines, it is only during implementation that the merits of each individual guideline can be properly determined.

Consequently, the Design Guidelines will be reviewed no later than five years following its adoption. This review is intended to ensure that each guideline contained in the document is clear, workable, and achieves the intended result.

RUSSIAN RIVER Corridor

Design Guidelines



Rio Nido



Rio Nido Commercial

THE COMMUNITIES

The Russian River and its surrounding tree-covered hillsides serve as the picturesque backdrop for the village areas of Rio Nido, Guerneville and Monte Rio.

This exceptional area has an extensive history as a tourist destination. For more than a century, people have used the area as a vacation playground, enjoying the river, forests, resorts, and entertainment venues. Enthusiasm for the Russian River continues to this day, shared equally by both tourists and residents.

Rio Nido

Rio Nido is an residential community located at the eastern most portion of the project area. Single family houses, many of which were built as summer homes in the 1920's to 1940's, are clustered in the northern canyons. The Rio Nido Lodge still stands as a remnant of the historical 1940's resort town. The design challenges identified for the Rio Nido area involve improvement to pedestrian safety and traffic circulation. River Road narrows substantially as it passes through Rio Nido with limited shoulder space on either side of the roadway. Additionally, there are no paths, sidewalks, or crosswalks provided for pedestrians. Access to and from the community is difficult due to changes in topography and traffic speeds.

Rio Nido Strip

The Rio Nido strip, which extends between the residential canyons of Rio Nido and the community of Guerneville, has a mix of commercial and residential uses that include auto service, equipment rental, hardware and convenience stores, lodging and spas, vacation rentals and homes. Homes dating from the early 1900's are located on frontage roads. The commercial uses were constructed during the later half of the 1900's. Many of the uses along this stretch are set back from River Road enough to allow for perpendicular or diagonal parking with back-up space in front of the businesses. The area is used extensively by pedestrians and bicyclists, but human scale design elements and pedestrian oriented amenities are lacking.



Commercial buildings in downtown Guerneville.

Guerneville

Guerneville is the largest community along the corridor. Guerneville's downtown fronts onto Main Street, extending for four blocks on Highway 116. Downtown Guerneville is characterized by close-knit, small scaled shops, personal services, a small bank, restaurants, and gas stations. The Safeway store is the only large scale commercial building.

On street parallel parking is provided in the downtown area, as are parking lots which front onto, or are accessed from, Main Street.

The primary challenge faced in the downtown area is periodic flooding, which can result in floodwaters as deep as three feet at one end of town and seven feet at the other. Many residential structures are elevated as much as 16' above grade to avoid flood waters. The area is also challenged by the number of aging structures and need for additional parking.

Guernewood Park

Guernewood Park is a residential community which lies west of Guerneville on Highway 116. The residential structures in this area are primarily a mix of craftsman, folk, and Victorian styles. Small homes are located adjacent to the highway while larger houses, sometimes three stories high, are situated on the hillside to the north.

RUSSIAN RIVER Corridor

Design Guidelines

Monte Rio

The community of Monte Rio marks the western boundary of the Design Guideline project area. In the early part of the 1900's, Monte Rio was the location of five major hotels, including the seven-story Monte Rio Hotel. Old Town, located on the south side of the Russian River, was once the commercial center of Monte Rio. Today, only a few commercial buildings remain. The community's primary commercial district is now located across the river to the north, where small stores, restaurants, guest cottages and inns, line Highway 116. The Rio Theater sits at the intersection of the Bohemian and 116 Highways.

The highway is narrow as it proceeds through town and there are no sidewalks, therefore, pedestrians must negotiate traffic and parked cars while walking along its shoulders.

Northwood center, located on the south side of the highway, houses the local post office, as well as a restaurant and hotel that cater to the adjoining golf course.



Monte Rio welcomes visitors.



Northwood Golf Course.

COMMERCIAL PROJECTS

Introduction

The inviting atmosphere of a traditional downtown flows from the unique set of attributes which combine to create a vibrant, pedestrian oriented environment for shopping, dining, and strolling. Features such as street oriented buildings with large storefront windows, sidewalks graced with planters and protected by awnings, and plenty of benches and outdoor dining areas, contribute to the warmth and charm of the quintessential downtown.

Preserving and enhancing traditional Main Street characteristics, such as those currently found in downtown Guerneville, contribute to the community's distinctive personality and set the Russian River community apart from humdrum suburban shopping centers.

Whether a project is to be located within the downtown commercial district or a rural commercial area, plans for new development and renovations should be sensitive to the particular architectural attributes and historical character of the structures that exist in the surrounding area, and incorporate design elements that contribute to a pedestrian friendly environment.



The traditional Main Street paradigm incorporates design elements which create a visually interesting, pedestrian oriented environment.

RUSSIAN RIVER Corridor

Design Guidelines

COMMERCIAL PROJECT KEYNOTES

Keynotes are intended to highlight the central principles embodied in the Guidelines. They do not represent all design criteria contained in each section. The text of the guidelines must be reviewed for a thorough understanding of the design principles endorsed by the County.

General

- The architectural and historical context has been identified based on the area's contributing architecture.
- The environmental and climatic context has been identified.
- An architectural theme and scale have been selected for the project based on the context.
- The project has been designed to accommodate the specific attributes and constraints of the site.
- The project is compatible with its surroundings in terms of historical character, contributing architecture, scale, massing, and streetscape rhythm.
- All aspects of the project support the chosen architectural theme.
- The project is "human scaled" and includes elements designed to contribute to a pedestrian friendly environment.

Building Placement

- Buildings are located at the edge of the sidewalk in downtown commercial districts.
- Buildings located in the downtown commercial district extend to both side yard property lines of the parcel (zero side yard).
- Buildings are oriented towards the street.
- Building entrances are oriented towards the street and are directly accessible from the sidewalk.
- Buildings located at street corners are oriented towards the corner and provide a corner entrance.

Pedestrians and Bicycles

- Well defined pedestrian walkways are provided.
- Landscape buffers are provided between pedestrian walkways and any abutting roads, driveways, and parking areas.
- Pedestrian/bicycle paths are linked to surrounding locations.
- Pedestrian amenities, such as benches, are provided.
- Bicycle racks are placed in secure and convenient locations.
- Open-air courtyards/seating areas provided.

RUSSIAN RIVER Corridor

Design Guidelines

Landscaping

- Landscape design and materials complement the architecture on site.
- Landscape materials selected are appropriate for the site, climate, and surrounding infrastructure.
- Landscape islands and planting areas are at least six feet wide.
- Street trees are provided where appropriate.
- Root barriers, structural soils, tree guards, and grates or pavers are provided for street trees and other appropriate locations.
- Storm water control measures are incorporated into the project as landscape features.
- Remodel projects provide perimeter and foreground landscaping.
- Planters, flower pots, and/or window boxes are provided in front of buildings.
- Landscaping is in conformance with the Sonoma County Water Efficient Landscape Ordinance.

Exterior Lighting

- Exterior lighting is designed and positioned to direct light downward precluding glare, light trespass, and sky glow.
- The light source of exterior light fixtures is concealed.
- Adequate lighting is provided for building entrances, pedestrian walkways, stairways, and parking areas to provide for the safety of pedestrians.
- All exterior lighting is architecturally compatible with the main building.
- Any architectural lighting used to focus on specific architectural features is subtle and cast downward.
- Light poles do not exceed 16-feet in height.

Parking

- Parking areas are located to the rear of buildings.
- Parking areas which are located to the side of buildings are adequately screened from the street.
- Parking areas are accessed from side streets or alleys.
- Parking areas are designed as a series of smaller lots or landscaped to visually segment large parking areas.
- Parking for motorcycles is provided.
- Loading docks are located to the rear of buildings.

Service Equipment & Utility Areas

- Service equipment and utility areas are located to the rear of buildings and screened from view.
- Screening elements complement the project architecture and are well integrated into the building and site design.
- The location of outdoor storage and service facilities minimize noise and odor impacts.
- Roof-top mechanical and electrical equipment are completely screened with elements that conform to the building's architecture.
- Project plans include the location, design, and materials of screening elements for all service equipment and utility areas.
- Utility lines are placed underground.

RUSSIAN RIVER Corridor

Design Guidelines

Commercial Building Design

- Building's scale and massing reflects the existing character of the surrounding area.
- Building's design is sensitive to the historic character and design context of the surrounding area.
- New structures respect the existing rhythm along the street frontage.
- Articulation is effectively used to reduce the perceived mass of large buildings, add visual interest, and simulate the established street rhythm.
- All exterior surfaces of a building have been provided with high quality design and materials.
- The primary entrance is prominent and directly accessible from the public sidewalk.
- Rich and varied architectural detailing is provided to create visual interest.
- The scale and proportions of architectural elements and detailing are appropriate for the building's architectural style.
- The building's roof complements the architectural context of the area and works well with rooflines of the adjacent buildings.
- The style and composition of the roof is consistent with the building's architectural style.
- Generous, transparent storefront display windows are provided in the downtown commercial district.
- The doors and windows are appropriate for the building's architectural style.
- Durable, high quality building materials are used which are true to the architectural style of the building.



Consistently locating buildings at the back of the sidewalk produces a consistent street perimeter that creates a visually interesting view from the sidewalk.

COMMERCIAL SITE DESIGN & IMPROVEMENTS

Objectives

- *Ensure buildings are sited and designed to create a welcoming frontage that provides visual interest and encourages street vitality and safety.*

- *Preserve existing views of the Russian River from the scenic corridor.*

1. New commercial buildings in the downtown area should be placed at the back of the public sidewalk to preserve the existing street perimeter. However, a front set back of up to 15 feet may be considered to accommodate off-sidewalk seating, dining, courtyards, display areas, and other pedestrian oriented amenities.
2. The front facade of commercial buildings should extend across the entire front of the parcel (zero side yard) in order to maintain a continuous array of storefronts along the street frontage of the downtown commercial district.
3. Commercial buildings should be oriented towards the street. The primary entrance should face the street and be directly accessible from the public sidewalk.
4. Natural features, such as mature trees and creeks, should be preserved and incorporated into the site design as a valuable project asset.
5. Riverfront development should be designed to capitalize on its unique location by providing riverside amenities such as viewing areas, decks, balconies, large windows, and river access.

RUSSIAN RIVER Corridor

Design Guidelines

6. New development proposed to be located between the Russian River and the Scenic Corridor should be designed to preserve existing views of the river, to the extent feasible.
7. Maintain as much of the existing vegetation as possible during site preparation to minimize soil erosion.
8. Cut and fill slopes should be designed to create a smooth and natural appearance and to minimize soil erosion and be revegetated as soon as possible.
9. New roads and driveways should follow the natural terrain and topographic contours whenever possible.

PEDESTRIANS & BICYCLES

Objectives

- *Increase the vitality of the business environment by attracting pedestrians and bicyclists to commercial areas.*
 - *Create a safe, efficient and attractive circulation system for pedestrians and bicyclists.*
 - *Decrease the potential for vehicle conflicts with bicyclists and pedestrians.*
 - *Provide safe, attractive, and usable pedestrian spaces that encourage pedestrian activity.*
1. Provide well-defined pedestrian walkways. The use of colored pavement, textured paving materials, covered walkways, and plantings, are recommended to visually define pedestrian paths.
 2. Landscaping should be used to separate pedestrian walkways from parking, driveways, or roads that abut the walkway.
 3. Commercial development should incorporate pedestrian walkways which link to surrounding locations in the downtown area and the public sidewalk.
 4. Pedestrian seating areas and other amenities, such as drinking fountains, lighting, shade trees, and trellises, are encouraged to be provided along walkways.
 5. Major projects should provide sufficient area along the adjoining roadway to adequately accommodate bicycle travel.
 6. Bicycle racks should be placed in a secure and convenient location. Developers should refer to the Bicycle Parking Guidelines developed by the Association of Pedestrian and Bicycle Professionals (APBP) for guidance concerning bicycle parking. The guidelines may be accessed at the following APBP web address: http://www.apbp.org/resource/resmgr/publications/bicycle_parking_guidelines.pdf " See Appendix C.



Outdoor dining is offered outside a restaurant in Guerneville.



Coffee Bazaar patrons enjoy coffee and pastries at the café seating area in front of the store.



A pedestrian walkway is provided through this commercial parking lot.



Landscaped pedestrian paths should connect to other commercial uses.

RUSSIAN RIVER Corridor

Design Guidelines

7. Small plazas, courtyards, and sidewalk café seating are encouraged to provide functional outdoor areas for relaxing and social interaction. Outdoor furnishings and light fixtures provided for these open air spaces should reflect the design concepts of the site. Pedestrian seating areas should be both visible and accessible from the public sidewalk.
8. Public art is encouraged to be part of all development. Painted benches, mosaics, fountains, and sculptures are suggested as amenities that would enrich the atmosphere of the commercial district.
9. Tree guards and either grates or precast pavers should be provided to protect trees from damage and extend the walking surface for pedestrians.
10. Structural soils should be used when trees are planted in tree wells to provide the trees with the pore space necessary for healthy tree root growth.



A painted bench is provided for pedestrians in downtown Guerneville.



Public art energizes public spaces, contributes to a community's identity and instills civic pride.



Pavers may be used in tree wells to allow infiltration of rain water and to extend the walking surface of the sidewalk.

LANDSCAPING

Objective

- ***Enhance the visual character of the Russian River commercial districts.***
1. Landscape design and materials must compliment the chosen architecture of the associated buildings.
 2. The landscape materials selected must be appropriate for the specific site, climate, and surrounding infrastructure. Invasive species should be avoided.
 3. The suitability and mature height of plants materials selected for parking area should be carefully considered. Plants located adjacent to parking stalls should allow the opening of car doors. Plants located at driveway entrances should not impede a driver's view of oncoming traffic. Plants with thorns and sharp leaves should be avoided.
 4. Landscape areas should be protected from the front overhangs of encroaching vehicles by curbs or raised planting areas. Logs may be used for this purpose in the appropriate settings.
 5. Landscape islands and planting areas should be a minimum of six feet wide to allow for proper tree growth and to protect the trees from vehicles.
 6. Planters should be placed in front of storefronts along the public sidewalk and street trees should be provided where space allows.
 7. The use of structural soils should be considered when locating trees in confined areas, such as tree wells, landscape islands, and paved areas. Structural soils are engineered to permit the compaction required for pavement while providing the pore space necessary for healthy tree root growth.



Sidewalk planter boxes brighten up the sidewalk in downtown Guerneville.



Infiltration planters have open bottoms to allow storm water to slowly infiltrate into the ground.



This vegetated swale captures storm water runoff from the adjoining parking area.

RUSSIAN RIVER Corridor

Design Guidelines

8. Root barriers, with a depth of 24 inches, are encouraged to promote deep rooting and protect adjacent pavement.
9. Storm water control such as vegetated swales, infiltration planters, and retention ponds should be incorporated into the project as attractive landscape features.
10. Vine covered trellises create visual interest and may be used to ameliorate blank walls of existing buildings.
11. Remodel projects should include landscaping along the front, as well as the side and rear perimeter of the site.
12. Landscaping must be in conformance with the Sonoma County Water Efficient Landscape Ordinance.¹
13. Fences and walls should be consistent with the architectural style of the buildings on the site. The use of indigenous materials is encouraged where appropriate.
14. Vines, shrubs, and trees should be used to soften and enhance the appearance of fences and walls.

¹ Sonoma County Code, Chapter 7D3; <http://library.municode.com/HTML/16331/level1/C7D3.html>.

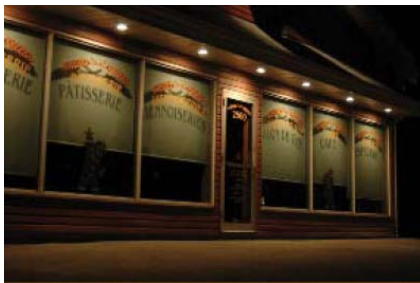
EXTERIOR LIGHTING

Objectives

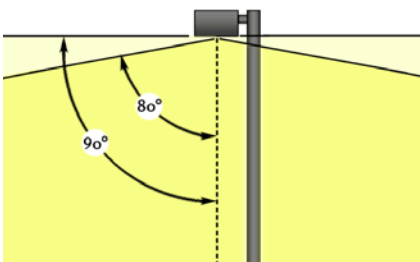
- *Minimize the impact of new development by ensuring that exterior lighting is designed to prevent glare, and preclude the trespass of light on to adjoining properties and into the night sky.*
- *Enhance the appearance of commercial areas by ensuring that lighting is compatible with new development and complements the existing business district.*



Full cutoff lamps are available in many attractive styles.



Recessed luminaries in this building's eaves create a soft effect.



Full Cutoff light fixtures do not allow light to be emitted above the lowest light emitting part. Light output in the glare zone (10 degrees below the horizontal plane) is limited to less than 10% of the light output in lumens.

1. All exterior lighting should be designed and positioned to direct light downward. Full cut-off fixtures should be used whenever possible and the light source should be concealed.
2. Design the lighting for safety, security, and ambiance, without spill-over or glare onto adjacent properties.
3. Building entrances, pedestrian walkways, and stairways, should be adequately lit to provide for pedestrian safety. Low-voltage walkway lighting should be used whenever possible.
4. Light fixtures throughout the site should be designed to be architecturally compatible with the associated structures and surrounding architectural and historic context.
5. Architectural lighting should be subtle and focused on a specific architectural feature. Down-lighting, rather than up-lighting, should be used to feature particular elements; the light source should be shielded from view.
6. Flood lighting should not be used.
7. The height of the light poles must not exceed 16 feet unless required by the unique circumstances of the particular project.
8. Goose neck lamps are encouraged to illuminate storefront signboards and fascia.

RUSSIAN RIVER Corridor

Design Guidelines

PARKING

Objectives

- *Minimize the visual impact of surface parking and maintain visual continuity along the pedestrian-oriented street frontage.*
 - *Provide safe, efficient pedestrian circulation to and from parking facilities.*
1. Parking lots should be located to the rear of the buildings whenever physically possible.
 2. On-site parking should never be located in front (street-side) of buildings in the downtown area. Along the Rio Nido Strip, no more than one row of parking may be provided in front of commercial buildings.
 3. Where rear parking is not physically possible, locating the parking area to the side of the building may be considered when a three-foot high wall or other visual barrier (e.g. public seating, raised planter, etc.) is provided in combination with landscaping to screen parked vehicles from the street. A pedestrian passageway should be incorporated into the design of the wall or fence to provide access from the parking area to the sidewalk.
 4. Driveway entrances to parking lots should be located on side streets or alleys, and shared by area businesses whenever possible. Parking areas should be designed as small, connected lots, rather than one large mass of parking.
 5. Access driveways for parking areas should be located a safe distance from intersections.
 6. Parking areas should provide:
 - spaces for motorcycles
 - adequate directional signage visible from the adjacent street.
 - pedestrian scale trash and recycling containers to reduce litter and encourage recycling.
 7. Uses requiring the loading and unloading of merchandise should provide adequate space on site for this purpose. Loading docks should be located at the rear of buildings whenever feasible.
 8. Permeable paving and generous landscaped areas are strongly encouraged.



A brick wall and plantings are used to screen this parking area. Pedestrian access is provided from the parking area to the sidewalk.



Trash enclosures should be designed to compliment the architecture of the associated buildings.



It is recommended that buildings be designed to include locations for mechanical equipment within the building itself.

SERVICE EQUIPMENT & UTILITY AREAS

Objectives

- *Minimize the adverse visual, noise, and odor impacts of trash storage areas.*
- *Ensure that service equipment and utility areas do not detract from the visual appeal of the site.*

1. All service equipment (i.e. mechanical equipment and utility equipment including air conditioning units, meters, generators, vents, etc.) and utility areas should be located to the rear of buildings and screened from view.
 - Locating outdoor storage and service equipment to the side of a building will be considered when a rear location is not possible or when a side yard location substantially improves the project's aesthetics.
 - Equipment such as transformers, splice boxes, etc., should be located to minimize its visual impacts and be screened from view whenever possible.
2. The method and style of screening should complement the project architecture and materials. Screening elements should be integrated into the building and overall site design to provide for ease of access and minimal visual impact.

RUSSIAN RIVER Corridor

Design Guidelines

3. Areas for centralized trash container and recycling bin storage should be located to the rear of the building, and screened by a wall or wood fence which incorporates or compliments the architecture of the associated building. Locating trash collection and recycling areas to the side of a building will be considered when a rear location is not possible or when a side yard location substantially improves the project aesthetics.
 - Enclosures should be constructed of durable materials and designed to adequately conceal its contents.
 - Landscaping should be provided around the enclosure.
 - Trash enclosures must be covered and provided with adequate access for collection trucks.
4. Mechanical/utility equipment and trash enclosures should be located so as to minimize noise and odor impacts on outdoor living areas and neighboring residential uses.
5. Roof-top mechanical and electrical equipment (e.g. stacks, vents, antennas, satellite dishes, heating and cooling units) should be concealed from public view. Screening elements should be designed to conform to the building's architecture.
6. Project plans must include the location, design, and materials of screening elements for all service equipment and utility areas.
7. Utility lines must be placed underground, both on the site and along street frontages, wherever possible.



Commercial dumpsters and mechanical equipment have been located adjacent to the parking area and screened by an architectural wall and landscaping.

COMMERCIAL BUILDINGS

The Importance of Context

Identification of the architectural context of the built environment is an essential first step toward the development of a design concept for new structures and renovations of existing structures.

The most common architectural styles found in the Russian River area include Victorian Gothic, Folk Victorian, Tudor Revival, Mission Revival, Craftsman, Shingle, and Commercial Vernacular. The defining features of each of these architectural types are included in Appendix B. These defining elements are useful in gaining an understanding of a particular architectural style and identifying features which would either reinforce or complement the particular form of architecture.

Projects should demonstrate particular sensitivity to historic structures which exist in the surrounding area. Sensitivity to the existing scale, massing, and architectural details of existing buildings, helps preserve the historic character of the existing commercial district and creates visual cohesiveness. In particular, design elements characteristic of classic commercial storefronts are encouraged in the downtown commercial district.

Poorly designed structures which are clearly anomalous distort the architectural context and should be omitted from a contextual analysis.

While careful consideration must be given to the context of both the built and natural environment, project design is not limited to the replication of existing architecture. The local context merely provides a basic framework. A variety of building designs may successfully accomplish the objectives set forth in this document, such as contextual sensitivity, compatibility, architectural integrity, pedestrian scale, and street level interest.

RUSSIAN RIVER Corridor

Design Guidelines

SCALE AND MASS

Objectives

- *Ensure that new structures are consistent with the context with respect to scale, mass, and architecture.*
 - *Ensure that each design element of a structure contributes to the building's architectural style.*
1. The scale and massing of new buildings must be sensitive to the context of the built environment and compatible with adjacent historic structures.
 - ✓ *Scale* refers to the size of a building in relation to the buildings or other elements around it.
 - ✓ *Mass* refers to the three dimensional form of a building, while massing refers to the composition of the various geometrical forms that make up a building and how they relate to one another.
 2. New development in the downtown commercial district should observe the traditional 25-30 foot rhythm along the street frontage. The perceived mass of large buildings must be reduced to comport with the street's storefront rhythm. Storefront display windows and covered entrances may be provided for each rhythmic interval to create the appearance of separate storefronts, reducing the perceived scale.
 - ✓ A street's *rhythm* is established by the width of existing storefronts and the pattern of design elements, articulation, materials, and colors along the street's frontage.



Example of compatible massing.

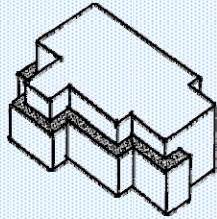


These buildings exhibit effective massing and a traditional street rhythm.

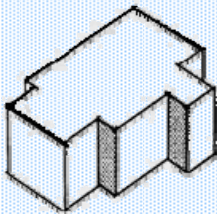


Variations in this building's facade serves to reduce its scale and creates visual interest.

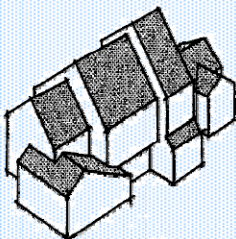
Horizontal variations in a building's surfaces can be used to achieve "human scale."



Variations in the vertical surfaces of a large building reduce its perceived mass.



A careful mix of vertical and horizontal modulation, as well as variations in roof form, further reduce perceived scale and increases visual interest.



3. Articulation may be incorporated into the design of new buildings to divide the facade into sections which correlate with the existing rhythm along the street.

✓ **Building articulation** creates variations in a building facade and visually divides large structures into smaller differentiated components to reduce its perceived size and create visual interest. Articulation can be accomplished by varying the alignment of building surfaces, providing architectural detailing, and incorporating a combination of materials and colors.

4. Building modulation, with a corresponding change in roof line and window patterns, is recommended to reduce the perceived mass of large structures

✓ **Modulation** refers to the creation of variations in a flat wall surface by setting a portion of the wall back or projecting a section of the wall forward.

RUSSIAN RIVER Corridor

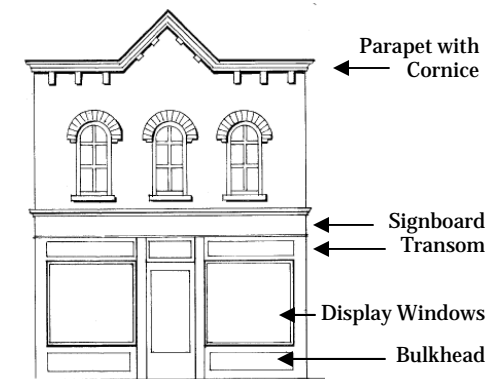
Design Guidelines

BUILDING DESIGN

Objectives

- *Ensure that the design of new buildings integrate well with the architectural context of the surrounding area.*
- *Encourage innovative interpretations compatible with historic and traditional local architecture.*
- *Emphasize pedestrian orientation and accessibility by creating well-articulated and inviting building entrances.*

1. The development of a design concept is required for each project. Careful consideration should be given to context:
 - a. Historic character of the surrounding area.
 - b. Architectural character of the surrounding area.
 - c. Quality contributing architecture. Poorly designed anomalies should be excluded.
 - d. Overall scale and massing of the area's built environment and of adjacent structures.
 - e. Site conditions.
 - f. Climatic conditions.
 - g. Streetscape rhythm.
 - h. Natural environment of the area.
2. New projects should provide 360-degree architecture.
 - ✓ **360-degree architecture** means that all exterior surfaces of a building have been provided with high quality design and materials.



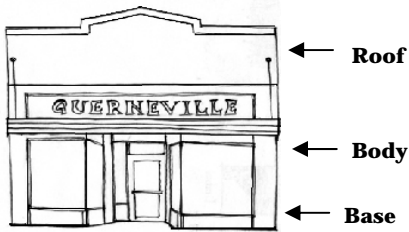
The elements of a traditional commercial storefront are illustrated in this diagram.



Pedestrian scaled environments are both comfortable and inviting.

RUSSIAN RIVER Corridor

Design Guidelines



Traditional Main Street buildings are generally designed to incorporate a distinct base, body, and roofline.



Elevating commercial buildings is an effective method of providing protection from floodwaters.

3. New buildings should incorporate a recognizable base, body, and roof line, and incorporate articulating features which provide a “pedestrian scale.”
✓ **“Pedestrian scale”** or **“Human scale”** refers to an appropriate proportional relationship between a structure and a pedestrian, usually implying that structures and architectural elements are modestly sized.
4. The use of different exterior building materials for the base, body, and roof, is encouraged to articulate each section. Materials having color and texture, such as tile, brick, wood or stone are encouraged. Horizontal board siding, tongue-and-groove siding, shingles, plaster, and base level bulkheads with ceramic tiles are also recommended to articulate building components.
5. The building’s primary entrance should be prominent, easily identifiable, and directly accessible from the public sidewalk.
6. Trademark or franchise buildings are generally designed to be conspicuous and to serve as advertising. This type of design detracts from the historic character of the area and should be avoided.
7. Elevated structures should be provided with landscaping adequate to conceal exposed piers. Alternatively, an attractive, compatible siding may be provided.

RUSSIAN RIVER Corridor

Design Guidelines

ARCHITECTURAL DETAILING

Objective

- *Ensure that projects contribute to an attractive pedestrian oriented environment.*
1. Architectural detailing is an important element of a pedestrian oriented commercial district. Featureless building surfaces detract from the visual quality of the streetscape and should be avoided.
 2. Incorporate a range of architectural features and design details into building facades that are rich and varied in detail to create visual interest when viewed from the public sidewalk. Decorative roof lines and cornices, prominent building entries, canopies and overhangs, and a combination of textures and materials, are encouraged.
 3. Bay windows and recessed doorways, building columns, cornice treatments and detailed materials all provide textures at the street level and should be repeated on new structures whenever feasible.
 4. Architectural elements should be designed to the appropriate scale and proportions of the selected architectural style.
 5. A careful mix of vertical and horizontal articulation adds variety to the overall mass of the building. The projections, recessions, and overhangs of the area's existing structures should be reiterated in new and renovated buildings.



Variations in the wall plane and architectural detailing creates visual interest.



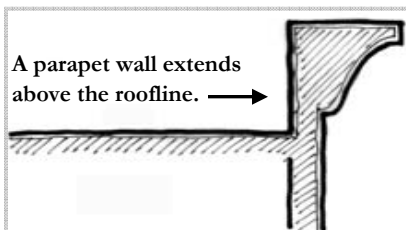
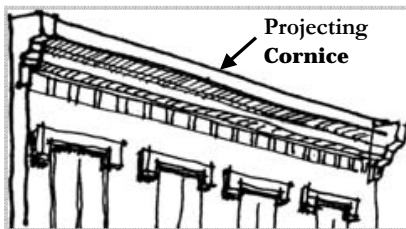
Large display windows, a recessed entry, and detailed bulkhead contribute to an attractive storefront facade.



Many buildings in downtown Guerneville feature a false front capped with a shaped parapet or cornice.



A projecting cornice accentuates the parapet of this building in downtown Guerneville.



ROOFS

The significance of a roof in defining the overall character of a building cannot be overstated. Therefore, it is imperative that careful consideration be given when selecting the style, materials, color, texture, and decorative elements of a building's roof.

1. Roofs should complement the community's existing architecture and work well with the roof lines of adjacent buildings.
2. The style and composition of the roof must be consistent with the architectural style of the building on which it will be placed.
3. The roof line of a structure should be clearly distinguished from its walls. The use of a cornice, projecting overhang, or decorative motif may be effectively used for this purpose.
4. Parapets with cornice detailing are common to the downtown commercial district and are encouraged to be used on new buildings to preserve and enhance the existing historic character of the area.
5. A roof's form should correspond with the articulation of the building's façade. A single mass of undifferentiated roof surface should not be placed over an articulated facade.
6. All roof-top equipment should be concealed from public view.

RUSSIAN RIVER Corridor

Design Guidelines

WINDOWS AND DOORS

1. Generous storefront display windows should be used in the downtown commercial districts to preserve and enhance the historic character and provide the visual interest which is critical to a pedestrian friendly environment. Transom windows are recommended above display windows and recessed doors. Historic commercial buildings undergoing renovation should preserve the historic storefront.
2. Windows should be transparent to provide a visual connection between the building's interior and the sidewalk, creating a warm, inviting atmosphere. Mirrored and tinted glass are discouraged.
3. Doors and windows should be appropriate to the building's architectural style in terms of design, proportion, placement, and rhythm.
4. Building elements that create strong patterns of shade and shadow are encouraged. Window and door frames should have deep insets that create visual relief and shadow lines on the facade.
5. Awnings are encouraged to provide protection from the weather, reduce glare, conserve energy, and visually enhance the building facade.



Transparent storefront windows create visual interest and encourage pedestrian activity.



Transparent windows provide a visual connection between pedestrians and the building's interior encouraging customers to enter the business.



Awnings are central features of a traditional Main Street business district.

MATERIALS AND COLORS

Objective

- *Ensure that building materials are of a type and quality that compliments the area's existing architectural character, is consistent with the design of the building, and enhances the pedestrian experience.*

1. Durable, high quality exterior materials should be used at the street level where highly visible to the public.
2. Any artificial materials used must be a durable, high quality product that appears to be the authentic, natural material it is attempting to replicate.
3. A variety of colors are encouraged to emphasize the building's articulation. Contrasting colors are recommended to accentuate door and window frames, and enhance architectural features such as cornice details, bulkheads, and signboards.
4. Materials and finishes should be true to the architectural style of the building and dictated by the existing historic character of the area.



This building capitalizes on its unique corner location by providing a corner entrance which is accentuated with a transom window, canopy, and planters.



Color, transom windows, and sidelights are used to enhance this corner entrance.

STREET CORNER LOCATIONS

Objective

- *Create visual interest at public street corners.*

1. New buildings proposed for street corners should capitalize on this prominent location by orienting the building towards the corner and providing a corner entrance.
2. Street corner buildings should accentuate the corner portion of the building with enhanced architectural detailing.

RUSSIAN RIVER Corridor

Design Guidelines

HISTORIC PRESERVATION

Objectives

- *Provide protection for historically significant structures which represent important aspects of the County's heritage.*
- *Encourage the preservation of historic structures by promoting their rehabilitation or adaptation to new uses.*
- *Encourage new design and construction that complements the historical character and scale of the Russian River area.*

Providing for the preservation of historic resources serves to maintain the unique heritage and identity of the community. Historic preservation also contributes to the quality of life by promoting pedestrian friendly conditions, social interaction, and an aesthetically pleasing built environment.

A building may be considered historically significant when it embodies the distinctive characteristics of a particular type of construction, or is representative of a certain time period or region. The structure may also be deemed a historic resource if it is found to be associated with significant historical events or people, represents the work of a architectural master, or possesses exceptional artistic value.

In general, any discretionary project which involves the exterior modification of a building over 50 years in age may require review by the Landmarks Commission unless it is demonstrated that the structure has no historical significance.



The Bank of Guerneville is the sole example of Beaux-Arts architecture in the area. Constructed around 1920, the building features a flat roof with an accented wraparound cornice. The arched entrance is flanked by pilasters and a fanlight is located above the wood doors. Four full-height arched windows adorn the side of the structure.

RUSSIAN RIVER Corridor

Design Guidelines



Preserving the historic resources of the Russian River community serves to maintain its unique heritage and identity.

The Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards) were developed by the National Park Service to promote responsible preservation practices in order to protect irreplaceable cultural resources. The Standards are used by the County Landmarks Commission during their review of alterations to historic buildings. It is therefore suggested that these Standards be consulted by anyone contemplating exterior modifications of a historic structure. The Standards are included in Appendix E of these guidelines. The Standards for the Treatment of Historic Properties may also be viewed at <http://www.nps.gov/history/hps/tps/standguide/index.htm>.

While the Secretary's Standards provide comprehensive guidance for a variety of issues, the following overarching principles should be kept in mind.

Preservation of historic structures

1. Respect the historic design of the existing building when planning modifications to the exterior of a historic structure.
2. Protect and maintain significant features and stylistic elements of the historic structure.
3. Preserve key, character-defining features of the property, such as windows, doors, porches and ornamentation.
4. Repair deteriorated historic features, and replace only those elements that cannot be repaired.

New Construction in historically sensitive areas

1. Infill projects should be sensitive to the design character of nearby historic properties.
2. The historic setbacks and alignment of buildings in the surrounding context should be respected by new construction projects.
3. New structures should relate to the general size, shape, and proportions of the historic context and should maintain the established lot coverage.

RUSSIAN RIVER Corridor

Design Guidelines

SIGNS

Objectives

- *Ensure that the design, size, and placement of each new sign results in a positive contribution to the commercial area in which it is located.*
- *Ensure that new signs are well-designed and complement the buildings with respect to placement, design, materials, and colors, and are properly sized to be in scale with the building's facade.*
- *Minimize sign clutter and emphasize pedestrian-scale design in the commercial districts.*

Signs are an ever-present and necessary element of the commercial landscape. They are relied upon to locate shops, businesses, and public facilities on a daily basis. The business community derives direct benefits from the identification and advertising functions that signs provide and the community benefits derivatively from a robust local economy.

Signs that are well-designed, properly sized, and appropriately placed, can have a dramatic effect on the commercial district's image and positively contribute to the community's character. Similarly, poorly-designed, improperly sized, and inappropriately placed signage detracts from the community's aesthetic quality and charm.

Design Guidelines for signage must be malleable enough to allow creativity and individuality, lest the result be cookie cutter uniformity. Yet, they must be capable of discouraging garish, poor quality signage which creates visual pollution and devalues the landscape. These Guidelines endeavor to strike this balance by encouraging quality signage and providing guidance for sign location, quantity, and maximum size. Compatibility with the structure itself and the surrounding area is also encouraged. The term "compatible," however, should not be confused with "sameness." Creativity is a mark of excellence and is heartily welcomed.



Natural building materials compliment the natural setting.



Creative signage enhances a commercial district.

RUSSIAN RIVER Corridor

Design Guidelines



A variety of quality materials may be used to create an innovative sign.



Relief is an important method of providing interest as well as creating an impression of quality.

These guidelines also provide protection from over regulation. The Design Review Committee may approve signs which achieve the goal of providing superior design, even when not in strict conformance with the guidelines. Similarly, signs that deviate from the guidelines pertaining to historic signs may be approved by the Landmarks Commission where it is shown that the proposed sign contributes to the historic significance of the structure. Although the design review process is subjective and not infallible, it offers a fair and reliable method of protecting the diverse interests of the community.

RUSSIAN RIVER Corridor

Design Guidelines

Attached Wall Signs

- Size, design, and materials must be compatible with the building.
- Thirty-two (32) square feet maximum.
- Individual lettering.

Hanging Signs

- Five (5) square feet maximum.
- Eight feet of clearance required above the sidewalk.

Freestanding Monument Signs

- No more than 32 square feet of sign board.
- Six feet maximum height. Measured from grade to the highest point of the structure.
- External illumination preferred.

Window Signs

- Maximum of twenty-five percent of the total window area.

ATTACHED WALL SIGNS

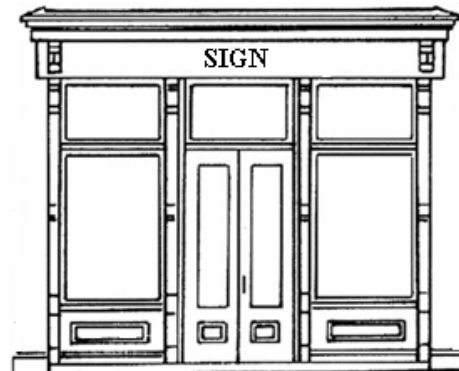
Attached wall signs consist of three-dimensional letters, symbols, or icons that are individually cut and affixed to the face of the building wall.

Location

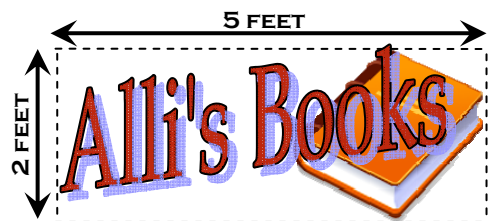
1. Attached signs should respect the historic context of the streetscape.
2. Signs should be integrated into the building much the same as architectural elements. Wall signs should be positioned within an architectural feature, such as the signboard or fascia band located above the storefront, when the building has been provided with such a feature.
3. Where no signboard or fascia is provided, wall signs should be mounted in locations that respect the design of the building. Signs should generally be placed just above the ground level display windows.
4. Wall mounted signs placed within fascias, signboards, or other architectural elements, should be sized to fit within these features and should not extend beyond them.
5. New buildings should include an architectural element or location specifically designed to accommodate signage. The size, location, and design of the sign placement area should be consistent with the architecture and size of the building as well as the area’s historical and architectural context.
6. Wall signs should not be placed over building details, cornices, moldings, windows, or other design features of the building.
7. Signs should never extend above the roofline.
8. Visual continuity among storefronts should be established by placing new signs consistent with appropriately located signs on adjacent buildings.



The attached wall sign of Bartlett’s grocery store in Monte Rio consists of individual, three-dimensional letters.



An attached sign should be located on the signboard or fascia band whenever the building has been provided with such a feature.



LENGTH (5') x HEIGHT (2') = AREA (10 SQ FT)

The area of an attached wall sign is determined by drawing a rectangle around the entire group of letters and graphics, then calculating the area of that rectangle.

RUSSIAN RIVER Corridor

Design Guidelines



Gooseneck lamps are the preferred method of illuminating attached wall signs.

Character

1. Attached signs should respect the historic context of the streetscape.
2. Signs should be designed to integrate with the architecture of the building. Cabinet signs are strongly discouraged.
3. The size and scale of a sign should be appropriate for the building on which it is to be placed and should be compatible with the area in which it is located.
4. Sign materials and colors should be compatible with the architectural style of the building.
5. The type of illumination used should be determined by the historical and architectural context. External illumination should be used in areas with historical character. Gooseneck lamps are recommended for the commercial downtown areas.
6. Individual channel letters may be internally illuminated.

Multi-tenant Buildings

1. A master sign program should be developed for multi-tenant buildings and used as a guide for individual tenant signage.
2. Signs for the individual businesses should relate well to each other in terms of location, height, proportion, color, and illumination.

HANGING SIGNS

A hanging sign is a double-sided sign that hangs from a brace mounted to the building's facade. A hanging sign is generally intended to be read by pedestrians walking along a sidewalk and by motorists in slow-moving vehicles.

Location

1. A small hanging sign should be located near the business entrance and mounted perpendicular to the building's facade.
2. The sign should provide a minimum of eight feet of clearance between the sidewalk surface and the bottom of the sign. A hanging sign mounted under a canopy may provide a minimum clearance of seven feet.
3. A hanging sign should be hung perpendicular to, and should not project more than four (4) feet from, the face of the building.

Character

1. Signs that reflect the type of business through design, shape, or graphic form are encouraged.
2. No more than one hanging sign is allowed per business.
3. The maximum area of a hanging sign is five (5) square feet.
4. Hanging signs may include pictorial images, logos, and symbols. The use of raised or recessed lettering, symbols, and borders are encouraged.
5. Mounting brackets should be decorative elements, compatible with the architecture of the associated building.
6. Appropriate materials include wood and metal, with carved or applied lettering, or any other material that is architecturally compatible with the building to which the sign is attached.



This hanging sign features a decorative bracket.



Character signs identify the type of product or service offered through the use of symbols or graphic form.



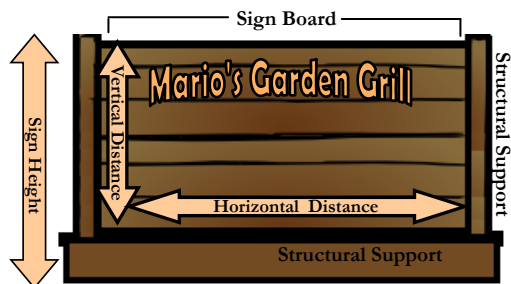
The area of a hanging sign includes the signboard on which the letters and graphics are displayed. Multiply the height (vertical measurement) of the signboard by its length (horizontal measurement) to determine the area of the sign. Only one face of a double faced sign is included in the area.

RUSSIAN RIVER Corridor

Design Guidelines



Monument signs should be constructed of materials which relate to the natural environment of the Russian River Area.



VERTICAL DISTANCE X HORIZONTAL DISTANCE = AREA

AREA: The area of a monument sign includes the background on which the letters and graphics are displayed (signboard). Multiply the vertical distance of the signboard by its horizontal distance to determine the area of the monument sign. The area of any structural supports is not included. Only one side of a double faced sign is included in the area calculation.

HEIGHT: the height of a monument sign is measured from grade to the highest point of the structure. This measurement includes the base and other structural supports.

FREESTANDING MONUMENT SIGNS

Monument signs are detached signs supported by a solid sign base. The solid base of a monument sign should be compatible with the architecture and landscaping of the associated building(s) on the property. Monument signs are not appropriate for a downtown commercial district.

Character

1. The sign structure should be architecturally designed to incorporate design details, materials, and colors of the associated building(s).
2. Materials that relate to the natural environment or history of the Russian River area are encouraged when consistent with the project architecture. Lumber, stone, and brick are suitable materials for freestanding signs.
3. Signs should be constructed of high quality, durable materials.
4. Landscaping should be provided at the base of the monument sign.
5. The height of a monument sign must be appropriate for the particular setting and character of the surrounding area, but in no case may a monument sign exceed six-feet in height.
6. The signboard is limited to a maximum of 32 square feet.
7. Indirect illumination from an external, shielded lamp is recommended.
8. While external illumination is preferred, internal illumination of individual letters against an opaque background may be considered when appropriate given the particular site and surrounding area.
9. The sign may not be placed in a location that creates a visual obstruction to drivers or pedestrians.

WINDOW SIGNS

Window signs consist of permanent letters or symbols either painted on, or attached to, the inside of a display window. These signs are intended to be viewed by pedestrians walking along the sidewalk in front of the business.

Character

1. Window signs should not occupy more than 25 percent of the total area of the window on which they are displayed.
2. Window sign text should be limited to the store name and specific product or service provided. Graphic logos and images may be used along with text.
3. High quality materials and application methods should be used, including paint or vinyl film applied to the inside of the window. Permanent paper signs placed on windows are not allowed.
4. A window sign should not obscure the view into a store or place of business.



Window signs consisting of individual gold-leaf letters are recommended.



Window signs are intended to be viewed by pedestrians walking along the sidewalk and should be designed to reflect that purpose.

RUSSIAN RIVER Corridor

Design Guidelines



The projecting neon sign at the Pink Elephant in Monte Rio has become an area icon.



The Lark Drugs projecting neon sign is located in downtown Guerneville.

HISTORIC SIGNS

With the passage of time, certain signs become so familiar and endearing to a community that they transcend their traditional function of providing identification. Cherished for their uniqueness, character, or craftsmanship, historic signs stand in stark contrast to uniform franchise signs and generic plastic panel signs. Such signs become a distinguishing feature of the streetscape and part of the community memory.

Preservation of historic signs which have become “iconic” enriches the visual quality and historic character of the community and should be retained whenever possible.

Questions regarding a particular sign’s historical significance and intrinsic value may be determined by the County Landmarks Commission.

Retaining Historic Signs

1. Retain historic signs whenever possible.
2. Historic signs are encouraged to be retained even after the use has changed. Signage for a new use may be provided in addition to the historic sign associated with the former use. New signage should be sensitive to both the historic sign and the structure.

New Signs for Historic Buildings

1. New signs should respect the size, scale, and design of the historic building.
2. Sign materials should be compatible with those of the historic building.
3. New signs should not obscure significant features of the historic building.
4. Where the design of a proposed new sign is inconsistent with the Design Guidelines, the County Landmarks Commission may approve new signs which they find to better preserve the historic significance of the structure.



Multifamily projects should be designed to incorporate traditional single family architectural elements.

MULTIFAMILY RESIDENTIAL FOUR OR MORE UNITS

Multifamily residential developments provide the community with higher density residential units including apartments, condominiums, and townhomes. These types of developments are typically comprised of attached units and usually provide a variety of common facilities for parking, laundry, indoor and outdoor recreation and exercise.

Multifamily housing should be designed to provide an attractive, desirable alternative to single family dwellings, and not simply a lower cost option. The design guidelines provide design principles which support an pleasant, well designed residential community that integrates naturally into the surrounding neighborhood and provides its residents with functional open areas for relaxing, playing, and visiting.

Objectives

- ***Ensure that new multifamily residential projects complement the unique village character of the Russian River area and are sensitive to historic residential structures in the surrounding neighborhood.***
- ***Encourage innovative interpretations of traditional architectural style present in the surrounding area.***
- ***Ensure that all project components including design, architectural elements, materials, colors, and landscaping, are consistent with the architectural theme of the project.***

RUSSIAN RIVER Corridor

Design Guidelines

SITE DESIGN & IMPROVEMENTS

Objectives

- *Ensure that new development proposals have considered the environmental context and have tailored the project to address the unique characteristics of the site.*
 - *Preserve the natural topography and integrity of creeks, streams, and natural drainages.*
1. The visual impact of large structures should be minimized by creating a cluster of smaller buildings or the appearance of a series of smaller buildings.
 2. New development should feature ample outdoor space to allow residents and visitors to enjoy the balmy climate and tranquil beauty of the area's natural setting.
 3. Design residential projects to maximize usable, attractive, well-integrated open space.
 4. The intended use of each common outdoor space should be carefully considered to ensure that the size, location, and features of the outdoor area will facilitate its desired function.
 5. Private open space, such as patios and balconies, should be both inviting and functional, serving as an outdoor extension of each individual dwelling unit.
 6. Multifamily developments should have well-defined, safe pedestrian walkways.
 7. Slope walkways toward landscaped areas to increase water infiltration.
 8. Use permeable paving materials for driveways, walkways, and patios where feasible.
 9. Minimize the removal of existing trees and other vegetation.



Multi-family developments are encouraged to incorporate amenities such as picnic facilities and generous open space areas.



Well defined pedestrian walkways should be provided throughout a multi-family development.



Infiltration basins are provided in the courtyard of this multifamily development.

RUSSIAN RIVER Corridor

Design Guidelines



A bicycle shed may be provided for residents to store bicycles out of the weather.

10. Retain existing land forms and drainage patterns in as natural a state as possible.
11. Site structures away from streams and natural drainage features.
12. Project design should be responsive to the site topography and incorporate existing natural features into the overall site design.
13. Excessive cut and fill should be avoided by following natural contours when possible.
14. Developments proposed for sloped terrain should be designed to accommodate the change in elevation by using stepped foundations and single story building elements. Cantilevers, stilts, and pony walls should not be used for hillside construction.

RUSSIAN RIVER Corridor

Design Guidelines

LANDSCAPING

Objectives

- **Protect the ecological and scenic quality of the Russian River area.**
 - **Encourage landscaping that integrates well with the surrounding natural environment.**
1. Landscaping should be designed to complement the architecture on the site and harmonize with the surrounding natural environment. The rural ambiance may be retained by integrating natural materials into the landscaping.
 2. Development should incorporate existing natural features into the overall site design, including rock outcroppings, major landforms, ridgelines, significant trees and vegetation, streams, and drainage areas.
 3. It is recommended that bioswales, retention ponds, and other storm water control features be incorporated into the project landscape plan.
 4. The use of rain gardens and other methods of providing on site infiltration are encouraged.
 5. Plant materials should be appropriate for the intended location and consideration should be given to plant size at maturity.
 6. The landscape materials selected must be appropriate for the specific site, climate, and surrounding infrastructure. Invasive species should be avoided.
 7. All landscaped areas should have automatic irrigation systems.
 8. Energy and water conservation techniques should be considered during the development of landscape plans. New landscape plans must be in conformance with the Sonoma County Water Efficient Landscape Ordinance.¹



Permeable pathways are both attractive and functional.

¹ Sonoma County Code, Chapter 7D3; <http://library.municode.com/HTML/16331/level1/C7D3.html>.

RUSSIAN RIVER Corridor

Design Guidelines



A wall constructed of natural materials compliments a rural setting.

9. Landscaping, lighting, textured paving, and other features should be used to accentuate entries to both the property and the building(s).
10. Provide curbs or raised planters which would adequately protect landscaped areas from vehicle overhangs.
11. Existing healthy trees should be preserved and incorporated into the site design if possible.
12. It is recommended that walkways should be provided through landscaped areas along paths of likely travel.
13. Deciduous trees should be strategically placed throughout the site to provide solar control during summer and winter, fall color, and seasonal flowers.
14. Tree guards and either grates or precast pavers should be provided to protect trees from damage and extend the walking surface where sidewalk space is limited.
15. The use of pervious paving is encouraged.
16. Fences and walls should be consistent with the architectural style of the buildings on the site. The use of indigenous materials is encouraged where appropriate.
17. Vines, shrubs, and trees should be used to soften and enhance the appearance of fences and walls.

RUSSIAN RIVER Corridor

Design Guidelines

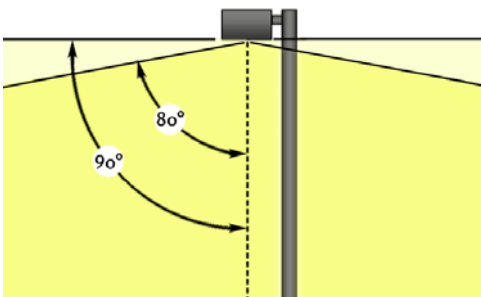


These full cutoff light fixtures compliment the style of the building and are designed to minimize glare, light trespass, and urban sky glow.



Properly designed lighting adequately provides for safety while visually enhancing the site with a subtle glow.

Full Cutoff Light Fixture



Full Cutoff light fixtures do not allow light to be emitted above the lowest light emitting part. Light output in the glare zone (10 degrees below the horizontal plane) is limited to less than 10% of the light output in lumens.

EXTERIOR LIGHTING

Objective

- *Ensure that safe, attractive lighting levels are provided around all buildings and parking areas, without producing glare, light trespass, or sky glow.*

1. Light fixtures must be architecturally compatible with the building design.
2. Exterior lighting must be designed and positioned to direct light downward in order to avoid glare, light trespass, and sky glow.
3. The light source of exterior lighting fixtures should be concealed.
4. All building entrances and pedestrian walkways should be provided with adequate lighting.
5. Exterior lighting should be the minimum necessary for safety and security.

PARKING

1. Canopy trees should be located throughout parking areas to reduce the impact of large expanses of paving, to provide shade, and to reduce heat build up. Canopy trees should have a minimum 30-foot canopy potential.
2. Cobblestone, brick, and pavers are encouraged to be used in parking areas to reduce storm water run-off and promote the rural character of the area.
3. Parking lot design should provide clear and well organized walkways for pedestrians.



Trees located in long planting strips generally grow well. Shrubs planted in the strip keep people off the soil, thereby preventing soil compaction.



Traditional pavement is used for the travel lanes in this parking lot while car stalls are constructed of porous pavers to allow for better root growth.



Clearly defined pedestrian walkways should be provided in parking areas.

RUSSIAN RIVER Corridor

Design Guidelines



Trash enclosures should be designed to complement the architecture of associated buildings.



A masonry wall and wooden gate provide an attractive means of screening utility equipment.



Utility meters are enclosed within a cabinet that blends with the building's architecture.

SERVICE EQUIPMENT & UTILITY AREAS

- Ensure that service equipment and utility areas do not detract from the visual appeal of the site.
 - Minimize the adverse visual, noise, and odor impacts of trash storage areas.
1. Utilitarian aspects of the project should be aesthetically screened from view.
 2. Mechanical and Utility equipment, including gas and electrical meters, cable boxes, junction boxes, and irrigation controllers, etc., should be located within a utility room. When this cannot be achieved, service equipment should be screened from view by a wall, fence, or enclosure designed as an integral part of the building and placed at the rear or side of the building. The method and style of screening should complement the project architecture and materials.
 3. Trash enclosures should be designed and located to integrate well with the project and be unobtrusive. The finishes, materials, and details of trash enclosures should be similar to those of the primary building(s). Landscaping should be provided either to enhance the enclosure or provide needed screening. Enclosures must be covered and should be conveniently located for trash disposal by tenants and provided with adequate access for collection vehicles.
 4. Project plans should include the location, design and materials of all screening elements.

BUILDING DESIGN

1. The scale and massing of new buildings must be compatible with residential structures in the surrounding neighborhood.
2. Large structures must be designed to reduce the perceived mass of the structure and achieve compatibility with its context.
3. Variation in wall planes, wall height, and roof forms should be used to reduce the perceived scale of buildings and to add visual interest.
4. The upper story of a two-story building should be stepped back to reduce the scale of the building from the street.
5. The architectural style of new buildings must be sensitive to the historic character and design context of the surrounding area.
6. Multifamily structures should use a roof pitch traditional to single family dwellings to achieve compatibility with the neighborhood. Deep roof overhangs are encouraged to create shadows and add depth to facades.
7. All architectural elements, materials and colors should conform to the project's chosen architectural style.
8. The main building entrance shall be clearly identifiable and distinguished from the rest of the building.
9. Architectural elements that add visual interest, scale, and character, such as recessed or projecting balconies, trellises, recessed windows, verandas, and porches, are encouraged.



Variations in the wall plane, architectural detailing, and a combination of textures reduce the scale of the building.



This quadplex has the appearance of a single family residence and is designed to complement the neighboring residential uses.



This duplex is compatible with the existing architectural context.

RUSSIAN RIVER Corridor

Design Guidelines



Designing multi-family buildings with living areas above parking is sensible in flood prone areas.



Residential buildings should be well articulated on all sides.

10. Stairways should be designed as an integral part of the overall architecture of the building and complement the building's mass and form.
11. Carports, detached garages, and other ancillary structures should be designed as an integral part of the development.
12. The materials and colors chosen for new multifamily buildings should be compatible with those of the existing buildings in the surrounding neighborhood.

SINGLE FAMILY DEVELOPMENTS FOUR OR MORE DWELLINGS

Site Design and Improvements

1. Structures should be located so as to preserve as much of the natural character of the site as possible, retain significant trees, and minimize grading.
2. Retain existing land forms and drainage patterns in as natural a state as possible.
3. Site structures away from streams and natural drainage features.
4. Use permeable paving materials for driveways, walkways, and patios where feasible.

Landscaping

1. Existing healthy trees should be preserved and incorporated into the site design if possible.
2. Drought-tolerant plants should be used and invasive species avoided.
3. New landscape plans must be in conformance with the Sonoma County Water Efficient Landscape Ordinance.¹

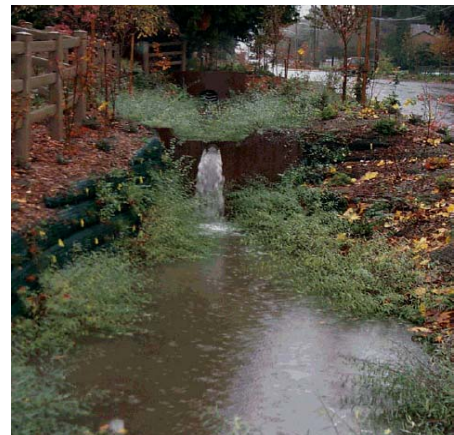
Lighting

1. Exterior lighting should be designed and positioned to direct light downward in order to avoid glare, light trespass, and sky glow.
2. The light source of exterior lighting fixtures should be concealed.

¹ Sonoma County Code, Chapter 7D3; <http://library.municode.com/HTML/16331/level1/C7D3.html>.



Landscaping should complement the natural setting of the surrounding area.



Street edge storm water retention.



Night sky friendly light fixture with recessed light source.

RUSSIAN RIVER Corridor

Design Guidelines



A garage door set back from the face of the house reduces its visual dominance.



Clerestory windows provide natural light while preserving privacy.



Elevated buildings should have uniform or well coordinating siding. The addition of landscaping would help reduce the impact of the high wall.

THE BUILDING

▪ **Encourage projects which preserve the existing character of the neighborhood.**

1. Building's perceived scale should be appropriate to the site and compatible with the predominant neighborhood scale.
2. The overall building height should be compatible with the height patterns of the existing neighborhood. Particular sensitivity should be shown to the height of adjacent residences.
3. New structures proposed to be located in existing neighborhoods with desirable, well-defined characteristics should complement the architectural character and siting pattern of the neighboring buildings.
4. The architectural details and elements of new structures should be consistent with its chosen architecture and complement the character of the neighborhood in which it is located.
5. Windows should be offset to prevent direct views into the windows of neighboring residential units. Clerestory windows or translucent glass may be used to provide a natural light source while respecting privacy.
6. Accessory structures should be consistent in style and materials with those of the main dwelling.
7. The siding of elevated structures should appear consistent along the entire length of the exterior wall or be well coordinated to avoid a patchwork appearance.

COMMUNITY VISION

Russian River Public Facilities & Amenities

Realizing that all things change over time, there is a general desire to see the Community's character preserved, not refashioned.

However, the vision described below includes several public improvements and amenities which many residents believe would enhance their cherished community.

The Russian River community will one day provide:

- 1. Adequate facilities to support alternative forms of transportation including safe, attractive pedestrian and bicycle paths.**
 - A pedestrian pathway along the south side of Highway 116 from Guerneville to Guerneville Park. The path will be separated from the roadway by a fence and landscaping to provide a safe and pleasant walkway for all to enjoy.
 - Additional crosswalks at key locations along the main corridor. Particular need exists at the intersections of River Road/Canyon Two, Main Street/Mill Street, Bohemian Highway/Main Street.
 - Adequate street lighting at all crosswalk locations along the corridor. Warning lights, reflective striping, and distinguishable pavement may also be used to enhance crosswalk safety.
 - A continuous Class II Bike Lane along the entire length of the Highway 116 corridor.



Providing a multi-use path along the river allows the public to enjoy this valuable natural resource.



Illuminated crosswalks improve pedestrian safety.

RUSSIAN RIVER Corridor

Design Guidelines



Coordinated trash and recycling receptacles keep the area tidy.



Decorative multiple-box newspaper stands consolidate newspapers into one unit, reducing clutter.



Creative Bicycle Racks add personality to the streetscape.

2. Sidewalk amenities sufficient to create a pedestrian friendly atmosphere in the downtown commercial district.

- Tree guards and grates, or precast pavers, are provided to protect trees from damage and extend the walking surface for pedestrians.
- Structural soils are used in tree wells to provide the pore space necessary for healthy tree root growth.
- Coordinating trash and recycling receptacles provided near benches.
- Numerous benches located along the public sidewalk.
- Bus shelters designed to be compatible with the area's rural character.
- Decorative newspaper stands provided in commercial areas.
- Bicycle racks provided for all commercial districts.
- All sidewalk amenities are compatible with the character of the surrounding area and coordinate well with each other.

APPENDIX A
Glossary of Terms

RUSSIAN RIVER Corridor

Design Guidelines

A

ACCESSIBLE The public or common-use areas of the building that can be approached, entered and used by persons with disabilities.

ACCESSIBILITY The combination of various elements in a building or area which allows access, circulation and the full use of the building and facilities by persons with disabilities.

ACCESSORY BUILDING A structure that is incidental and subordinate to the main use of a site.

ADAPTIVE REUSE The reuse of a building or structure, usually for a purpose different from the original. The term implies that certain structural or design changes have been made to the building in order for it to function in its new use.

AESTHETICS Concerned with beauty or the appreciation of beauty

AMENITIES A feature that contributes to attractiveness, comfort, or pleasure. Pleasurable or aesthetic features as distinguished from utilitarian.

ARCHITECTURAL DETAILS The small details like moldings, carved woodwork, etc. that add character to a building.

ARCHITECTURE, 360° The full articulation of building facades on all four sides of a structure, including variation in massing, roof forms, and wall planes, as well as surface articulation.

GLOSSARY

ARTICULATION Variation in the depth of the building plane, roof line, or height of a structure that breaks up plain, monotonous areas creating patterns of light and shadow in order to divide large buildings into smaller identifiable sections.

AWNING A metal frame covered with canvas and attached above the door or windows of a storefront. Awnings are used to provide protection from the weather and enhance a building's appearance.

B

BUILT ENVIRONMENT Buildings, roads, parks, and other improvements.

BULKHEAD The portion of a storefront located below the display window.

C

CLERESTORY WINDOW A narrow window placed in the upper wall of a room to provide extra light.

COLUMN A column is an upright pillar or post. Columns may support a roof or a beam, or they may be purely decorative. The lower portion of a column is called the base. The upper portion of a column is called the capital.

COMPLEMENT To be in keeping with the character of the surrounding area by incorporating compatible elements such as architectural styles, setbacks, height, scale, massing, colors, and materials common to existing structures.

CONTEXT The nature of the natural or built environment created by the land, topography, natural features, buildings and associated features, land use types, and activities on property adjacent to streets and on sidewalks and a broader area created by the surrounding neighborhood, district, or community.

CORNICE A projecting ornamental molding located along the top of a building or wall.

COURTYARD An outdoor area wholly or partly surrounded by walls or buildings.

D

DENSITY Amount of residential development permitted on a parcel. Generally refers to the number of housing units permitted per acre of land. In rural areas density refers to the number of acres required per dwelling unit.

DESIGN CRITERIA Standards of appropriateness or compatibility of building design within a community or historic district.

DESIGN GUIDELINES Standards of design or aesthetics that are used to guide development projects. Design Guidelines are used by Design Review Committees and staff in evaluating new development projects.

DISCRETIONARY DECISION An action taken by a governmental agency that calls for the exercise of judgment in deciding whether or not to approve a project.

DISPLAY WINDOWS large glazed portion of a storefront used for the display of goods and to provide daylight and visibility into the commercial space.

DORMER WINDOW A vertical window which projects from a sloping roof.

E

EAVE The lower edge of a roof that overhangs the walls of the building.

ECLECTIC Composed of individual elements drawn from a variety of sources, systems, or styles.

ELEVATION The external face of a building. Also refers to a drawing made to show any one face of a building.

ENHANCE To improve the quality of something.

F

FACADE The exterior wall of a building exposed to public view.

FASCIA A horizontal band integrated into the building's architecture and located above a storefront. The fascia band is generally used for the placement of signage.

FLOOD LIGHT A unit that produces a broad beam of intense light.

FRANCHISE ARCHITECTURE
Building design that is identified with a particular chain or corporation.

FRONTAGE The building elevation which faces a public street.

G

GABLE ROOF A ridge roof that slopes up from only two walls. A gable is the vertical triangular portion of the end of a building from the eaves to the ridge of the roof.

RUSSIAN RIVER Corridor

Design Guidelines

GLARE An uncomfortably bright light source interfering with visual perception. Glare can be disabling or simply uncomfortable. It is subjective, and sensitivity to glare can vary widely.

H

HALF-TIMBERING A construction method using hewn timbers to frame the building, and filling in the area between the timbers with brick or plaster. The form was imitated in the nineteenth and twentieth centuries, but the timbering and infill plaster or brick were not structural.

HIP ROOF A hip roof slopes down to the eaves on all four sides.

HISTORIC CONTEXT The broad pattern of historical development in a community.

HISTORIC PRESERVATION The preservation of historically significant structures and neighborhoods to facilitate restoration and rehabilitation of the building(s) to a former condition.

I

INFRASTRUCTURE Man-made structures which serve the common needs of the population, such as sewage-disposal systems, water-supply systems, schools, roads, bicycle and pedestrian facilities, and transit systems.

L

LIGHT TRESPASS Light cast where it is not wanted or needed, such as light from a streetlight or a floodlight that illuminates a neighbor's bedroom at night making it difficult to sleep.

M

MASS Building mass is defined as the physical volume or bulk of a structure and can be measured by the height and size of the building footprint. Building mass is an important factor that affects functional and visual compatibility between adjacent structures and land uses.

MASSING The composition of the various geometrical forms that make up a building and how they relate to one another.

MODULATION The creation of variations in a flat wall surface by setting a portion of the wall back or projecting a section of the wall forward. Modulation can be used to add visual interest and reduce the perceived mass of large structures.

MONUMENT SIGN A free-standing sign that is supported by a solid base, as opposed to poles, posts, or other such supports.

MULLION A vertical strip dividing the panes of a window.

P

PARAPET The part of a building's wall which extends vertically above the roofline.

PERMEABLE PAVING A porous paving material that allows water to pass through its voids and penetrate into the soil below.

PILASTER A pillar attached to a wall which projects slightly from it.

PEDESTRIAN SCALE Refers to an appropriate proportional relationship between a pedestrian and the built environment, usually implying that the structure and architectural elements are modestly sized. Pedestrian scale is generally achieved by incorporating building features, street furniture, and landscape elements that are modest in relation to the size of a person. Architectural detail and textures that can best be observed close-up also contribute to pedestrian scale.

PIER A vertical supporting structure.

PLAZA An open-air public space used for social gathering and activities.

PORTICO A porch or walkway with a roof supported by columns, often leading to the entrance of a building.

R

REHABILITATION Repair or alteration that enables buildings, structures or improvements to be efficiently utilized while preserving those features of buildings, structures or improvements that are significant to their historic, architectural and cultural values.

RHYTHM The regular recurrence of lines, shapes, forms, or colors on the face of a building or along the street frontage.

RIGHT-OF-WAY Land that is dedicated for the by pedestrians, vehicles, or utilities.

ROOFLINES The profile or silhouette of a roof or series of roofs.

ROOF PITCH The degree of slope or steepness of a roof from the ridge to the eaves and stated in inches rise per foot.

RUSTIC Characteristic of country or rural areas.

SETBACKS The distance a building or use must be withdrawn from a road right-of-way, watercourse, parcel boundary or other designated feature.

SCALE, ARCHITECTURAL The perceived height and mass of a building relative to that of surrounding structures.

SIGNBOARD The flat, horizontal area on the building façade usually located immediately above the storefront and below the second story window sill where signs were historically placed.

STORMWATER Stormwater is a term used to describe water that originates during precipitation events and flows off of non-permeable surfaces rather than being absorbed into the ground. In developed watersheds it flows off roofs and pavement into storm drains carrying pollutants from urban areas directly into local waterways.

STREET FURNITURE Fixtures installed along the sidewalk at street level such as lamp posts, pedestrian lighting, street signs, benches, café tables, trash and recycling receptacles, bicycle racks, newspaper stands, water fountains, and planters.

SIDELIGHTS Vertical framed areas of glass or glass panes, located on either side of a door.

RUSSIAN RIVER Corridor

Design Guidelines

STREETSCAPE The visual character of a street as determined by man-made and natural elements such as structures, street furniture, landscaping, sidewalks, pavement treatments, open space, etc.

STRUCTURAL SOIL A planting medium specifically designed to support the weight of sidewalks, roads, pedestrians and vehicles, while providing a well aerated soil substrate for tree root growth.

STUCCO A durable finish for exterior walls, usually composed of cement, sand, and lime and applied while wet. Usually, wooden walls are covered with tar paper and chicken wire or galvanized metal screening. This framework is then covered with the stucco mixture. Sometimes, the cement mix is applied directly to specially prepared masonry surfaces.

SWALE A vegetated, shallow channel that collects and slowly conveys runoff flow to downstream discharge points. A vegetated swale is designed to treat runoff through sedimentation in the channel, filtration through a subsoil matrix, and infiltration into the underlying soils.

T

TRANSLUCENT GLASS Translucent Glass is milky white in texture and gives a Japanese Screen effect, with complete obscurity and brilliant lighting qualities. Translucent Glass is Laminated which means there are two panes of glass bonded together with an interlayer, which provides both noise reduction and security.

TRANSOM A small rectangular or arched window located above a door.

V

VERANDA A large, open porch, covered by a roof, that extends across the facade of a home and often wraps around one or more sides.

VERNACULAR STYLE “Vernacular architecture” refers to architecture which is indigenous to a particular area and is shaped by factors such as local construction methods and materials, as well as the environmental, cultural, and historic context. Vernacular buildings do not incorporate features associated with a specific architectural style and are not usually architect designed, but tend to be simple structures with modest detailing and form.

APPENDIX B
Historic Resources

HISTORIC RESOURCES

The Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards) were developed by the National Park Service to promote responsible preservation practices in order to protect irreplaceable cultural resources. The Standards are used by the County Landmarks Commission during their review of proposed modifications to historic buildings. It is therefore suggested that these Standards be consulted by anyone contemplating exterior modifications to a historic structure. The Secretary's Standards appear at the end of this section. The historic preservation section of this document should also be consulted (see page 34).

A number of historic buildings and sites of special interest have been identified throughout the project area. A historic reconnaissance survey was performed for Rio Nido, Guerneville, and Monte Rio in 1998 by Carey and Co., Inc., followed by a more extensive survey of Guerneville in 2000. A survey of residential properties was then conducted in 2006 by Painter Preservation and Planning. These surveys are very useful in gaining an understanding of the historic architectural character of the River communities.

The following is a non-inclusive list of structures identified by either survey and/or community consensus as having some degree of historic significance:

Rio Nido

1. Rio Inn (formerly the Rio Nido Lodge, c. 1924)
4444 Wood Road.
2. Triple Tier Fountain at the intersection of Canyon Two and River Road.



This photo of Fourth Street in Guerneville shows St. Elizabeth's as originally constructed in 1910.



The Lodge at Dawn Ranch, Guerneville.



Veteran's Memorial Building was originally used as a school, c. 1924.



The Rio Inn was constructed in 1924.

RUSSIAN RIVER Corridor

Design Guidelines



Guerneville Bank c. 1920.



Congregational Church Building, c. 1905.



The Dawn Ranch Lodge was formerly known as Murphy's Ranch, c. 1923.



Cabins at The Dawn Ranch Lodge.

Guerneville

1. Bank building
c. 1920
16390 Main Street.
2. Congregational Church bldg
c. 1905
16355 First Street.
3. Dawn Ranch Lodge
c. 1923
16467 Highway 116
4. Guerneville Bridge, 1923
5. Guerneville 5 & 10
c. 1930
16252 Main St.
6. Johnson's Barn
c. 1910
16299 First Street.
7. Masonic Lodge
1925
14040 Church Street
8. St. Elizabeth's Church
c. 1910
14095 Woodland Dr.
9. Veteran's Memorial bldg.,
c. 1924
16255 First Street.



Guerneville's Pedestrian Bridge, 1923.



Guerneville 5 & 10 building, c. 1930, was originally the post office.



Masonic Lodge, 1925.



St. Elizabeth's Church, c. 1910.



Veteran's Memorial Building, c. 1924.

RUSSIAN RIVER Corridor

Design Guidelines



St. Andrew's Church c. 1930.



St. Catherine's c. 1912.



Monte Rio Bridge c. 1934.



The Village Inn, constructed in 1906, was used as the movie set for Bing Crosby's "Holiday Inn."

Monte Rio

1. St. Andrew's Church
c. 1930
20329 Highway 116
2. Skinner Hall
c. 1910
20347 Highway 116
3. St. Catherine's Church
c. 1912
20389 Foothill Drive
4. Rio Theater
c. 1940
20396 Bohemian Highway
5. Monte Rio Bridge
c. 1934
6. The Pink Elephant
c. 1937
9895 Main Street
7. Bartlett's store
c. 1940
9890 Main Street
8. Highland Dell Inn
c. 1906
21050 River Boulevard
9. Village Inn
c. 1906
20822 River Blvd



Skinner Hall c. 1910.



The Rio Theater c. 1940.



The Pink Elephant c. 1937.



Highland Dell Inn c. 1906.

RUSSIAN RIVER Corridor

Design Guidelines

SUMMARY OF ARCHITECTURAL STYLES

Many of the architectural styles common to the Russian River area are presented in this section along with a brief description of the key character-defining features of each particular style. This information is being provided to assist those considering exterior modifications to historic structures as well as those contemplating new development.

Rehabilitated historic buildings should retain the character defining features of the building's original architectural style and should not include incongruous new elements. The architectural styles depicted below may be used as a tool to identify the style of an existing historic building, and gain a general understanding of those character-defining features which should be preserved.

New structures should be designed to be sensitive to the historic and architectural context. Identification of the architectural style of surrounding buildings is necessary to determine the project's architectural context. Appreciation of each style's character-defining features facilitates the development of plans which harmonize with the surrounding architectural landscape.

It should be noted that many of the buildings located in the river area tend to be relatively simple interpretations of the various architectural styles described in this section. In addition, it is not uncommon to encounter buildings that have incorporated architectural features borrowed from other styles into the building's design.

Finally, vernacular architecture is prevalent throughout the Russian River area. This term refers to architecture which is indigenous to a particular area and is shaped by factors such as local construction methods and materials, as well as the environmental, cultural, and historic context. In general, vernacular buildings do not incorporate features associated with a specific architectural style and are not usually architect designed, but tend to be simple structures with modest detailing and form.



The Sheridan Ranch was constructed in 1860 and is a vernacular residential structure with Greek Revival influences.



This vernacular home, constructed in 1939, has Tudor Revival influences.



Symmetry is a prominent feature of this vernacular home located in the hills above Guerneville, c. 1910.

RUSSIAN RIVER Corridor

Design Guidelines

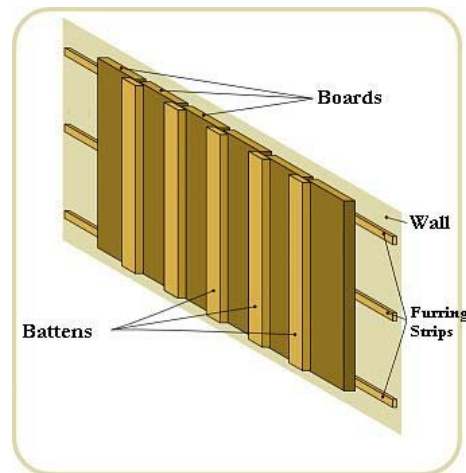
Vernacular cottages of the Russian River area typically have low to moderately-pitched pyramidal or side gable roofs with deep eaves and full-width, partial-width, or wrap-around porches. Porches are often recessed under the roofline, but can also be an extension of the home's framing or dropped below the gable of the main house with a shallow-sloped hipped roof. The porches are usually supported by simple square posts and have square, closely-spaced balusters. Redwood board and batten siding was typically used for the building's exterior. Vernacular cottages are sometimes provided with scalloped detailing below the gable.



Desoto Cottage, Guernewood Heights
c. 1908.



Cottage near Guerneville c. 1907.



Redwood board and batten siding was a common feature of Russian River vernacular cottages.

RUSSIAN RIVER Corridor

Design Guidelines



Commercial Vernacular

Commercial Vernacular buildings typically found in the Russian River area are generally referred to as Western False-fronts. This type of structure is characterized by its simple form and detailing. These buildings were generally, but not always, single-story, party-wall structures. Western False-fronts feature storefronts consisting of a central, recessed entry flanked by large, plate glass windows with transom windows above. The false fronts, or upper edge of the facade, can be straight in profile or stepped, concealing the flat, sloped, or pitched roof behind.



Craftsman

Craftsman style is most typically characterized by a low-pitched gabled roof, wide overhang of eaves, and exposed roof rafters under the eaves. Decorative braces are commonly added under the gables. Tapered or square columns are frequently used to support the roof or porch.



Folk Victorian

Folk Victorian is characterized by simple house forms with simplified Victorian details, such as spindle work or jigsaw-cut trim at the porch or cornice line. Folk Victorian houses usually feature gable or hip roofs and porches with plain or turned porch supports .



Greek Revival

Greek Revival buildings are usually one-and-one-half to two stories in height with a steeply-pitched, front-facing or side gable roofs and symmetrical fenestration. The roofline typically displays narrow eaves, a deep frieze band, a raked cornice, and cornice or eave returns, simulating the appearance of a pediment. Porches are prominent, with square or round columns and pilasters. The front door may be embellished with a transom window, sidelights and/or an elaborate door surround.

RUSSIAN RIVER Corridor

Design Guidelines



Minimal Traditional

Minimal Traditional structures are frequently small and often characterized by a nearly square footprint, a shallow-pitched hipped or gabled roof, narrow eaves, and simple front stoop protected by a hood or roof overhang. Clapboard siding, multi-light windows, and shutters are common features. Ornamentation and detail is minimal, sometimes limited to scalloped trim or other modest decorative element.



Mission Revival

Mission Revival style is derived from the Spanish missions. It is most recognizable for its shaped parapeit, thick walls, limited openings, and red tile roofs. The roof may be low pitched with wide eaves, or a parapeit roof projecting above the lower roofline. Arched openings on doors and windows are common elements of the style.



Rustic

Rustic style buildings may be identified by the use of indigenous or native construction materials such as logs and branches, typically with the bark retained. Rustic structures often featured a low-pitched roof, small paned windows, overhanging roof, and stone chimney. Very few examples of this style remain, however, vestiges may be seen in the occasional architectural detail.



Shingle

Shingle style is a late Victorian-era style defined by extensive wood shingle cladding, which often extends around shaped openings and other features. A prominent, steeply-pitched gable roof is a hallmark of the architectural style. Variations include a combination hip and gabled roof and other complex roof forms.

RUSSIAN RIVER Corridor

Design Guidelines

Tudor Revival is recognizable by the plaster or stucco wall cladding and half-timbering details. The roof of a Tudor Revival style building is often a steeply-pitched gable or cross gable. Windows are often grouped, separated by heavy mullions, and have multiple light. Large, prominent chimneys are a common feature of the style.



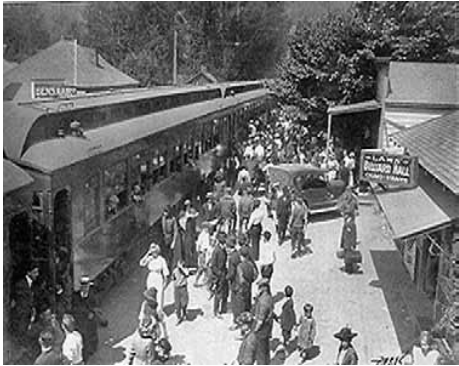
Tudor Revival

Victorian Gothic is based on medieval forms and light frame construction, typified by wood siding materials of differing textures and colors. Other common elements are steeply pitched roofs and gables, ornamental mullions, delicate tracery details, wood moldings, and use of pointed arch windows and door openings.



Victorian Gothic

Historical Development of the Major River Communities



Guerneville train station, post WWI.

Native Americans settled in what is now Guerneville thousands of years ago. The area later became home to Russian and Aleut trappers. The first Anglo-Americans who settled in the Russian River Valley in 1811 came to take advantage of the large and plentiful redwood trees. From 1865 to the early 1900's, the logging industry formed the economic base of the region, as evidenced by Guerneville's former name, "Stumptown."



Tent cabin rental office in Rio Nido, c. 1920.

Not only did the introduction of standard and narrow-gauge railroads to the area support the logging industry, it also gave rise to tourism, the next large economic base of the area. Resort hotels and subdivisions developed along the rail lines and the river, where visitors enjoyed their summer vacations or fishing expeditions.

The railroad enjoyed continued success until 1935, when it was supplanted by the automobile. The car allowed travelers a greater variety of destinations, which led to the decline of the tourism industry in the Russian River Valley. Periodic flooding over the years also contributed to the area being less desirable as a vacation spot, but tourism is still the largest contributor to the current economy in the area.

RUSSIAN RIVER Corridor

Design Guidelines

Rio Nido

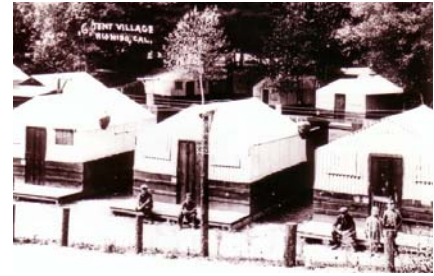
The development of Rio Nido was spurred by the construction and subsequent popularity of the Rio Nido Lodge. Built in the 1920's, this complex of Tudor-style buildings nestled among the redwoods drew such crowds that further development became necessary. Located north of River Road, historic Rio Nido consisted of a small village that developed around the resort. There were a number of commercial uses in the village including a grocery store, barbershop, soda shop, candy store, post office, service station, bowling alley, bar, outdoor theater, and 150 rental cabins. The buildings in the village appear to have been designed with elements similar to those of the Tudor style Rio Nido lodge. Steep gabled roofs with gabled dormers were common and half-timbering decorated the exteriors of some buildings.

The scale and massing of the buildings within the village was somewhat congruous, as most buildings visible in historic photographs were one and one and a half stories with similar roof heights. In the 1940s and '50s, development of Rio Nido spread to the south side of River Road and west along the highway. Large one and two-story resort hotels were constructed on the riverside of the highway and other commercial structures were spaced intermittently along the section of highway known as the Rio Nido Strip. Architectural styles varied along River Road, yet orientation, scale, and massing remained relatively consistent.

Guerneville

In the 1860s the Russian River Valley was dense with old-growth forests and rife with opportunity for the logging industry. The success of George Guerne's "Big Mill" on the Russian River bolstered the growth of the fledgling town of Guerneville. A rail line was built in 1877 to support logging operations, prompting the beginning of the tourist industry.

The purely vernacular and utilitarian buildings of Guerneville in the late 19th century was the result of hasty construction needed to support a burgeoning population. False fronts and wide porches lent an air of sophistication to otherwise simple commercial buildings.



Rio Nido Tent Cabins.



Rio Nido, 1960.



First Street Guerneville, c. 1919. The Odd Fellows Hall was destroyed by fire in 1961.



Main Street in Guerneville, c. 1938.

RUSSIAN RIVER Corridor

Design Guidelines



The Grove, an open air dance hall once located in Guerneville, c. 1920.



Guerneville Depot, c. 1913.



Taggart's Hotel was located on the south side of First Street in Guerneville, c. 1882.



The Monte Rio Hotel featured an elevator, the first in Sonoma County. The seven-story hotel was constructed in phases beginning in 1907.



Monte Rio, c. 1946.

Homes were constructed with hipped, gabled, and shed roofs, and sometimes a combination of the three. Almost all buildings were sheathed in wide clapboard.

The July 1885 Sanborn map depicts a bustling town oriented around the central rail line (now Highway 116/ River Road). The early 1900s saw the construction of several hotels and other commercial uses. The area south of the rail line was largely commercial due to its proximity to the Russian River and Guerne's Mill. The area north of the rail line was almost strictly residential.

Downtown Guerneville was fully developed by the 1950s. The streetscape was a continuous line of one and two-story commercial buildings with party walls. Architectural styles varied, yet the assortment of building types blended congruously as roof-lines were set at consistent heights on each block and storefronts were sited at equal distances from the street with wide pedestrian walks in between. Although infilled over a period of approximately eighty years, the sympathetic development of downtown Guerneville resulted in a visually pleasing mix of architectural styles and sizes.

Monte Rio

Monte Rio was developed as a tourist destination in the early 20th century when a broad gauge rail line was extended west from Guerneville, making it relatively easy for vacationers to travel from San Francisco to the Russian River Valley. Early construction supported the fluctuating visitor population and consisted mostly of resort hotels located south of the Russian River and adjacent to the Guerneville and Cazadero rail lines. The May 1911 Sanborn Fire Insurance Map shows two clusters of predominantly hotel and other commercial structures. To the north of the Guerneville line there was a movie theater, dance hall, bowling alley, bakery, newsstand, candy shop, grocer, restaurant, cigar shop, and a barber.

RUSSIAN RIVER Corridor

Design Guidelines

The Monte Rio train depot was located at the junction of the Guerneville and Cazadero lines. To the south of the Guerneville line, adjacent to the Cazadero line, two major hotels lined the street: Monte Rio Hotel and Hotel Russell. In the early 20th century, downtown Monte Rio was comprised almost entirely of one, two, and three-story commercial vernacular structures with ground-floor storefronts. The seven-story Monte Rio Hotel, constructed in 1901 was the sole exception. Gabled roofs were common and most exterior walls were clad with wide clapboards.

In the 1920s and 1930s, railroad tourism slowed due to the advent of the automobile. Consequently, new development in Monte Rio changed from large-scale resorts to small residential subdivisions and commercial strips. By the 1950's, the southern section of Monte Rio became denser and served as the main downtown area while the buildings north of the rail line virtually disappeared. A bridge was constructed across the Russian River, connecting what is now Highway 116 with the historic center of Monte Rio. Small resort motels and a few small businesses were constructed along Highway 116, north of the Russian River. Historic downtown Monte Rio (Main Street) was comprised of one and two-story vernacular commercial buildings with street-facing gabled roofs hidden behind shaped parapets. Awnings and signage were set at relatively equal heights and buildings were set back equidistantly from the street abutting wide pedestrian sidewalks.



Monte Rio.



Monte Rio's Hotel Russell, c. 1905.



Monte Rio's Train Depot, c. 1923.

**Secretary of the Interior's Standards for
Rehabilitation of Historic Structures**

**SECRETARY OF THE INTERIOR'S
STANDARDS FOR REHABILITATION**

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Historic References

For further information regarding historical resources please refer to the following sources:

Organizations and Agencies

- Russian River Historical Society
P.O. Box 484 Monte Rio, CA 95462
www.russianriverhistory.org/index.html
- Sonoma County Landmarks Commission,
2550 Ventura Avenue, Santa Rosa, CA 95403
(707) 565-1900
- Department of Parks and Recreation
Office of Historic Preservation
1725 23rd Street, Sacramento, CA 95814
(916) 445-7000 calshpo@parks.ca.gov
- U.S. Department of the Interior, National Park Service.
The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings. Prepared by Kay D. Weeks and Anne E. Grimmer. Website: http://www.nps.gov/history/hps/tps/downloadstandards_guidelines.pdf

Historic Resource Surveys

- *Historical Architectural Survey, Guerneville, Monte Rio, and Rio Nido.*
Prepared by Carey & Co., Inc. December 4, 1998.
- *Historical Architectural Survey, Guerneville.*
Prepared by Carey & Co., Inc. July 7, 2000.
- *Russian River Resort Area, Historical Resources Survey and Inventory.*
Prepared by Painter Preservation & Planning. September 2006.

Books

- Blumenson, John J.G. *Identifying American Architecture.*
New York: W. W. Norton & Company, Inc., 1981 (1977).
- Cerny, Susan Dinkelspiel. *An Architectural Guidebook to San Francisco and the Bay Area.* Salt Lake City: Gibbs, Smith Publisher, 2007.

RUSSIAN RIVER Corridor

Design Guidelines

- Clar, C. Raymond. *Out of the River Mist, A Guerneville Area History*. Sacramento: Dome Printing, 2001 (1973).
- Harris, Cyril M. *American Architecture, An Illustrated Encyclopedia*. New York: W. W. Norton & Company, 1998.
- Longstreth, Richard W. *The Buildings of Main Street, A Guide to American Commercial Architecture*. Walnut Creek, CA: AltaMira Press, 2000 (1987).
- McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 2000.
- Schubert, John C. *Guerneville Early Days, A History of the Lower Russian River*. Guerneville, CA: 1997.
- Wilson, Simone. *Images of America, The Russian River*. Chicago: Arcadia Publishing, 2002.

APPENDIX C

Association of Pedestrian and Bicycle Professional's Bicycle Parking Guidelines

BICYCLE PARKING



GUIDELINES

A set of recommendations from the Association of Pedestrian and Bicycle Professionals [apbp]



“I would ride to work if there was a safe place to lock my bike.”

INTRODUCTION

The lack of a secure parking space keeps many people from using their bikes for basic transportation. Leaving a bicycle unattended, even for short periods, can easily result in damage or theft. Finding a bike rack that doesn't work or isn't conveniently located makes for a frustrating experience.

The purpose of this document is to assist with the selection and placement of appropriate bicycle racks for short-term parking. Four major components will be discussed.

1. The rack element. This device supports the bicycle.
2. The rack. It is important to understand how bikes interact with each other when rack elements are assembled together.
3. Combining of multiple racks into a bicycle parking lot.
4. Locating the rack, and the relationship of the rack to the building entrance it serves and the cyclists' approach to that entrance.

The discussion will focus on outdoor installations. The racks are intended to accommodate conventional, upright, single-rider bicycles. It is assumed the cyclist will use a solid, U-shaped lock, or a cable lock, or a combination of the two.

The apbp Task Force that developed this guide is also developing recommendations for other important bicycle parking-related issues including:



- a. Assessing the appropriate number of bicycle parking spaces for different buildings and land uses, including the use of bicycle parking ordinances.
- b. Long-term bicycle storage facilities such as lockers and bicycle parking garages.
- c. Indoor bicycle parking and the carriage of bicycles in transit vehicles.

1. THE RACK ELEMENT

Definition: the rack element is the part of the bike rack that supports one bicycle.

The rack element should:

- Support the bicycle upright by its frame in two places
- Prevent the wheel of the bicycle from tipping over
- Enable the frame and one or both wheels to be secured
- Support bicycles without a diamond-shaped frame with a horizontal top tube (e.g. a mixte frame)
- Allow front-in parking: a U-lock should be able to lock the front wheel and the down tube of an upright bicycle
- Allow back-in parking: a U-lock should be able to lock the rear wheel and seat tube of the bicycle



Comb, toast, school-yard, and other wheel-bending racks that provide no support for the bicycle frame are NOT recommended.

The rack element should resist being cut or detached using common hand tools, especially those that can be concealed in a backpack. Such tools include bolt cutters, pipe cutters, wrenches, and pry bars.



INVERTED "U"

One rack element supports two bikes.



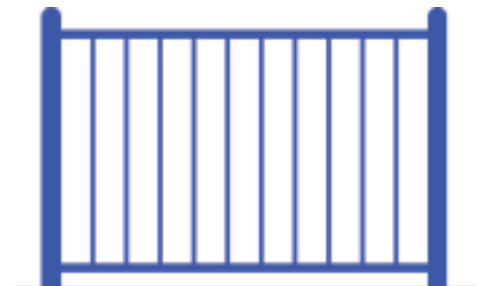
"A"

One rack element supports two bikes.



POST AND LOOP

One rack element supports two bikes.



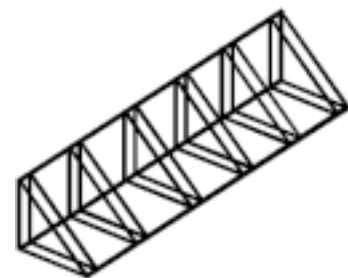
COMB

One rack element is a vertical segment of the rack.



WAVE

One rack element is a vertical segment of the rack.



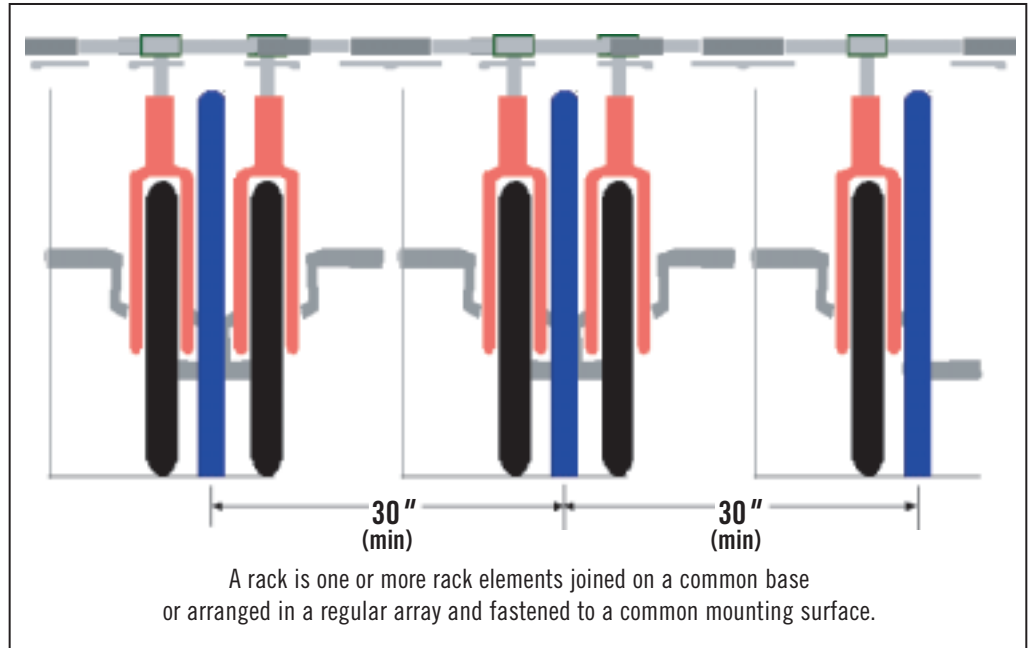
TOAST

One rack element holds one wheel of a bike.

2. THE RACK

Definition: a rack is one or more rack elements joined on any common base or arranged in a regular array and fastened to a common mounting surface.

The rack should consist of a grouping of rack element. The rack elements may be attached to a single frame or remain single elements mounted within close proximity to each other. The rack elements should not be easily detachable from the rack frame or easily removed from the mounting surface. The rack should be anchored so that it cannot be stolen with the bikes attached—vandal-resistant fasteners can



be used to anchor a rack in the ground. An exception is a rack that is so large and heavy that it cannot be easily moved or lifted with the bicycles attached.

The rack should provide easy, independent bike access. Inverted “U” rack elements mounted in a row should be placed on 30” centers. This allows enough room for two bicycles to be secured to each rack element. Normally, the handlebar and seat heights will allow two bicycles to line up side-by-side if one of them is reversed. When there is a conflict, the bikes can be placed slightly offset from one another as shown. If the elements are placed too close together, it becomes difficult to attach two bikes to the same element. If it is too inconvenient and time consuming to squeeze the bikes into the space and attach a lock, cyclists will look for an alternative place to park or use one rack element per bike and reduce the projected parking capacity by 50 percent.

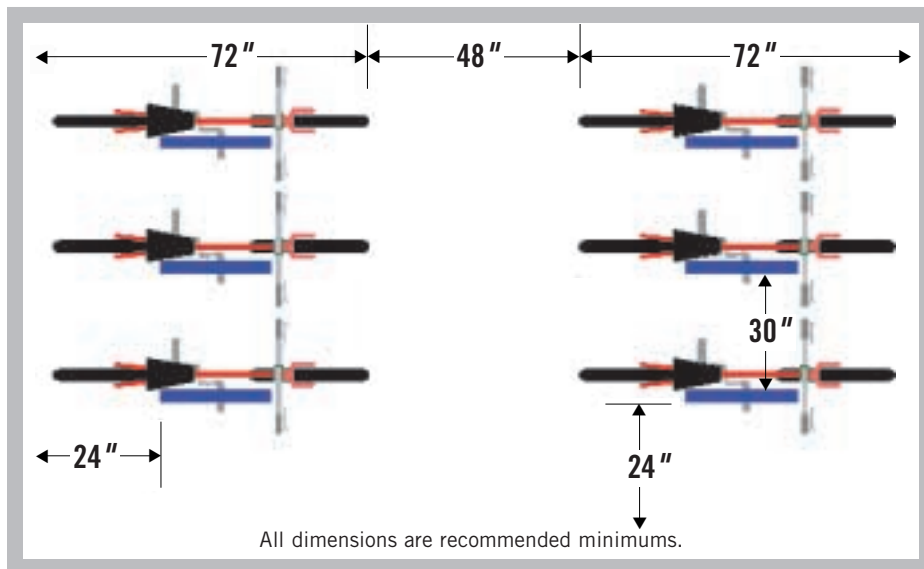


Wave style racks are not recommended. Bicyclists commonly use a “wave” rack as if it were a single inverted “U.” This limits the actual capacity of the rack to two bikes regardless of the potential or stated capacity. Bicycles parked perpendicular to a wave rack (as intended by the manufacturer) are not supported in two places and are more likely to fall over in the rack. The advertised capacity of a wave rack is usually much higher than the practical capacity.

An empty rack should not create a tripping hazard for visually impaired individuals.

3. THE RACK AREA

Definition: the rack area is a bicycle parking lot where racks are separated by aisles.



The rack area is a bicycle parking lot where racks are separated by aisles.

A rack area or “bicycle parking lot” is an area where more than one rack is installed. Aisles separate the racks. The aisle is measured from tip to tip of bike tires across the space between racks. The minimum separation between aisles should be 48 inches. This provides enough space for one person to walk one bike. In high traffic areas where many users park or retrieve bikes at the same time, such as a college classroom, the recommended minimum aisle width is 72 inches.

72 inches (six feet) of depth should be allowed for each row of parked bicycles. Conventional upright bicycles are just less than 72 inches long and can easily be accommodated in that space. Some rack types will allow the racks to be mounted closer to the wall. This will not change the space required by the bicycles or the aisles.

Large rack areas with a high turnover rate should have more than one entrance. This will help facilitate the arriving and departing of cyclists and pedestrians.

If possible, the rack area should be protected from the elements. Racks along building walls can be sheltered by an awning. Even though cyclists are exposed to sun, rain, and snow while en route, covering the rack area keeps the cyclist more comfortable while parking, locking the bike, and loading or unloading cargo. An awning will also help keep the bicycle dry, especially the saddle.



4. THE RACK AREA SITE

Definition: the rack area site is the relationship of the rack area to a building entrance and approach.

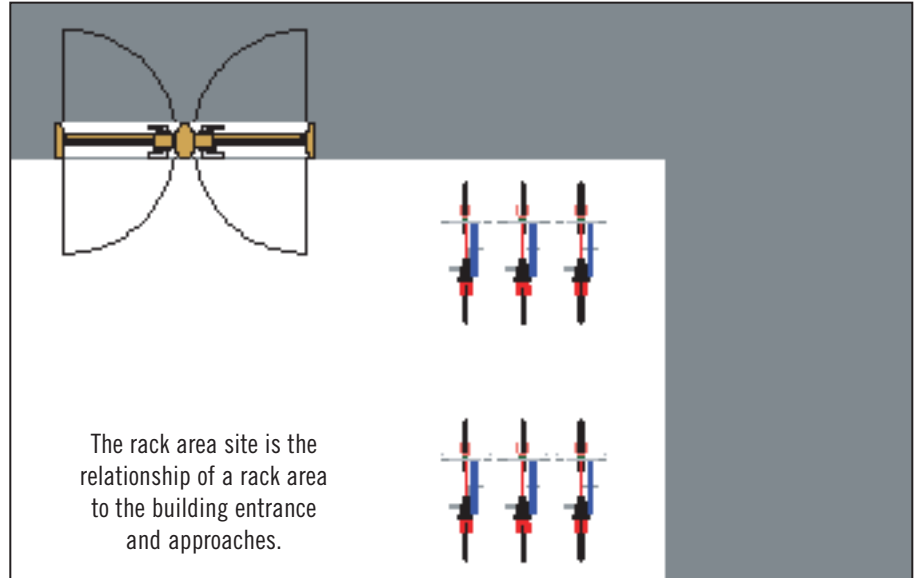
The location of a rack area in relationship to the building it serves is very important. The best location for a rack area is immediately adjacent to the entrance it serves. Racks should not be placed so that they block the entrance or inhibit pedestrian flow in or out of the building. Racks that are far from the entrance, hard to find, or perceived to be vulnerable to vandalism will not be used by most cyclists.

It is important to understand the transition a cyclist makes from vehicle to pedestrian. The cyclist approaches the building mounted on the bicycle.

At some point, the cyclist stops, dismounts, and walks the bike to a rack. The bicycle is attached to the rack and any cargo is removed. The cyclist now walks into the building carrying the cargo. Adequate space must be provided to allow for this transition.

The rack area should be located along a major building approach line and clearly visible from the approach. The rack area should be no more than a 30-second walk (120 feet) from the entrance it serves and should preferably be within 50 feet.

A rack area should be as close or closer than the nearest car parking space. A rack area should be clearly visible from the entrance it serves. A rack area should be provided near each actively used entrance. In general, multiple buildings should not be served with a combined, distant rack area. It is preferred to place smaller rack areas in locations that are more convenient.



5. CREATIVE DESIGNS

The recommended practices above are not intended to stifle creativity. There are many creative, three-dimensional bicycle parking racks that work very well. Whether the rack is a type of “hanger”, “helix” or another



configuration, the critical issue is that the rack element supports the bike in two places and allows the bicycle to be securely locked.

Creative designs should carefully balance form with function. For example, the distinctive “croquet

set” rack shown here likely has a smaller effective capacity than might be immediately apparent because one or more of the rack elements is not accessible. Similarly, the “hanger” racks shown below must be carefully manufactured and maintained to prevent weaknesses at the joints of the hanger and rack—such weakness might compromise the security of bicycles locked to the rack. In addition, the “coat hanger” elements should be spaced at least 30” apart.

CONCLUSION

More information about bicycle parking is available from a wide variety of sources. Visit www.bicyclinginfo.org to access many of those sources, and to find a list of bicycle parking manufacturers.

More information about the Association of Pedestrian and Bicycle Professionals is available at www.apbp.org.



BICYCLE PARKING GUIDELINES

Adopted by the Association of Pedestrian and Bicycle Professionals
Spring 2002

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