City of Patterson

Community Design Guidelines

&

Downtown Physical Design Plan

Contents

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Part I
Community Design Guidelines

Chapter 1 - Introduction and Applicability

1.1 - Purpose of the Community Design Guidelines

These design guidelines are intended to describe, and inform project designers and applicants of the City's expectations and preferences for the quality and character of new development. Development projects of all types should be designed in a manner that responds to the unique characteristics of their individual sites, but also to fit into the wider context of Patterson.

These guidelines have been prepared because Patterson has become a city with a physical character and identity that are distinct, attractive, and widely appreciated by residents and visitors. At the same time, changes in the nature of business, marketing and the overall economy beyond our community have created pressures for types and styles of development that have, without strong local guidance , made many other communities lose their distinctiveness and look and feel like everywhere else, and nowhere in particular. Patterson intends to maintain and enhance its present character as a compact community, with attractive and pedestrian-oriented commercial areas, well-designed neighborhoods and a vital downtown.

In addition to assisting project designers and developers, these guidelines are considered by the Planning Commission and City Council in the Design Review process. The Commission uses the guidelines when they evaluate the suitability and appropriateness of individual project design, and as a basis for exploring changes to proposed projects to better satisfy the community's objectives for attractive and environmentally sensitive development. The details of how the design guidelines are applied, and the requirements of the Design Review process are described in Chapter 1.6.

The remainder of this introductory chapter provides more detail about the specific goals for the design guidelines, and the background about the setting and development patterns of the city.

1.2 – How The Design Guidelines Were Prepared

To help prepare these Design Guidelines, the City retained the help of a consultant who worked closely with staff of the Planning Department. For the Design Guidelines to effectively capture the community's 'vision' for new development, it was essential that the consultants gain a better understanding of community preferences. A public workshop was conducted at which citizens

participated in group exercises which were intended to foster discussion and the sharing of ideas. This input helped shape the public review draft Guidelines that were considered by both the Planning Commission and the City Council at a series of public hearings.

1.3 - Use of the Design Guidelines by the Planning Commission

These design guidelines will be used by the Planning Commission in the review of projects (additions, remodeling, relocation, or new construction) that require design review in accordance with Section 18.94 of the Patterson Zoning Ordinance.

A. The design elements of each project (including site design, architecture, landscaping, signs, and parking design) will be reviewed on a comprehensive basis. The City's other design guidelines dealing with signs, landscaping, and parking shall also be addressed whenever applicable.

B. The Planning Commission may interpret these design guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the Planning Commission to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the design guidelines are followed.

C. The graphics included in these guidelines are intended to be illustrative, but not prescriptive.

1.4 - Goals for Design Quality and Character

How the built environment appears in relation to the surrounding landscape, and the quality of the architecture and site design within the city, are key to continuing and advancing the quality of life enjoyed in Patterson. This section describes several means to achieve the long-term economic and environmental health of the community.

The primary goals of the City's design review process are to:

- Maintain and enhance the community's quality of life for residents;
- Maintain property values;
- Attract growth in the local economy; and
- Preserve the City's natural beauty and visual character.

To achieve the above goals, the following objectives have been developed to assist designers and developers in understanding the City's preferences for design quality. All development should be designed to accomplish the following.

A. Keep Patterson architecturally distinctive, don't let it become "anywhere USA."

1. Maintain a high quality of craftsmanship in development through use of authentic building styles, design elements, and materials.

2. Integrate local cultural and historical themes into building and site design where appropriate.

3. Pay attention to gateways and key corridors to enhance the overall city image.

4. Design for surrounding context and scale of urban form and land uses.

5. Protect the scale and character of older neighborhoods, and cultural context of the city.

6. Require design excellence for infill and redevelopment sites, especially in the downtown area.

7. Minimize the use of "stock" plans and design in corporate and franchise architecture.

8. Encourage traditional neighborhood building and street patterns.

9. Integrate public squares and art that respond to local cultural and historical themes in development.

B. Design for the pedestrian scale in appropriate areas.

1. Encourage pedestrian oriented buildings and site planning.

2. Incorporate design elements that respond to environmental conditions such as wind, sun, shade, etc. to protect and shelter pedestrians, and that will provide an enjoyable pedestrian experience.

3. Encourage an appropriate scale of building height to street width in commercial areas. Prohibit or minimize parking between buildings and the street.

C. Respect the natural environment by protecting natural resources and integrating the natural environment into building and site planning, where appropriate.

1. Maintain views of the foothills west of the city.

2. Continue streetscape landscaping.

3. Control outdoor lighting to provide necessary security, but not create spillage onto adjacent properties or interfere with views of night skies.

1.5 - The Community Design Context

The City's preferences and expectations for design quality and character are shaped by the nature of this place. Consideration of this "context" in the design and development process is vital in achieving and maintaining the physical environment the community wants.

The Patterson Landscape

Patterson lies in the heart of a fertile agricultural region in the western San Joaquin Valley. The foothills of the Coast Range provide a scenic backdrop to the west, and on clear days, the Sierras are clearly visible to the east. Although the pace of development in Patterson is changing, residents are mindful of protecting its small-town character and remembering its agricultural heritage.

Patterson is also a city of trees. The rich alluvial soils of the western San Joaquin Valley and abundant sunshine create ideal growing conditions for trees of almost every variety. Whether along a quiet residential street or a busy commercial district, trees have a unifying quality that is both comforting and attractive.

Community History and Form

In the late 1800s the portion of the San Joaquin Valley between the Coast Ranges and the San Joaquin River consisted of immense grain fields. The grain was harvested and shipped down the San Joaquin River and eventually to markets all over the western United States. By 1887, the Southern Pacific Railroad had pushed north along the west side of the Valley supplanting the river as the main conduit for the thriving agricultural economy.

In 1908, an enterprising young man named T.W. Patterson envisioned a land west of the San Joaquin River filled with irrigated farms that could be settled by families. He constructed a pump station to lift drinking and irrigation water from the San Joaquin River – an engineering marvel of its time – and began subdividing the land into 5, 10 and 20 acre plots which were marketed to residents of the midwest.

TW Patterson

The town envisioned by T.W. Patterson was modeled after Washington D.C., with streets radiating outward from a central "hub"which served as the center of commerce and local government. The first buildings to be constructed were the Patterson Ranch Company offices and the Del Puerto Hotel. In 1911, the Las Palmas Grammar School and the Bank of Patterson building were constructed. All of this initial construction took place on El Circulo, the circular portion of the "wheel" which eventually became Downtown Patterson.

Patterson Architecture

Patterson also has a rich architectural heritage. Over time, each successive era has added a new chapter to the form and character of the City. Early twentieth century buildings of wood and brick possess a unique charm that is both functional and durable – qualities valued by the farmers who settled the area. California Bungalow, and Craftsman-style residences adorn shady, tree-lined streets, conveying a sense of 'neighborhood' rooted in the architectural traditions of the early 1900s. Thus, no single style characterizes local residential or commercial architecture. Although it is not the intent of the design guidelines to require any particular architectural style in new

construction, it is important that proposed development be designed to be compatible with its surroundings. Therefore, an understanding of the architectural styles found locally can be helpful in considering design alternatives.

Good examples of modern architecture are also evident. Today, Patterson is an eclectic mix of architectural styles. Housing tracts of the 1960s share the landscape with small, more modern commercial buildings and residential neighborhoods. Residential development during the last 20 to 30 years has been of styles common in California communities, incorporating neo-Mediterranean, neo-Spanish, and other eclectic modern and contemporary styles.

Commercial buildings in the Downtown include traditional and historic architectural design themes, as well as contemporary styles. Outside of the Downtown, most commercial buildings are of contemporary design, with Spanish or other Mediterranean influences.

Regarding urban form, the density and linkages between districts and neighborhoods is, in general, fairly compact. In the Downtown, the presence of several structures that are two or three stories, organized around the El Circulo "wheel", and the arrangement of public open spaces and

landscaping elements supports the Downtown area's cohesiveness in urban design. Thus, the scale of structures and overall size of the community helps maintain the character of a "small town," with many visual and physical connections to the surrounding natural landscape.

1.6 - Applicability of the Design Review Process

Design review is one of several procedures used by the City to guide development in the interest of public health, safety and general welfare. Design review is largely the responsibility of the City Planning Commission who is the deciding body for new development.

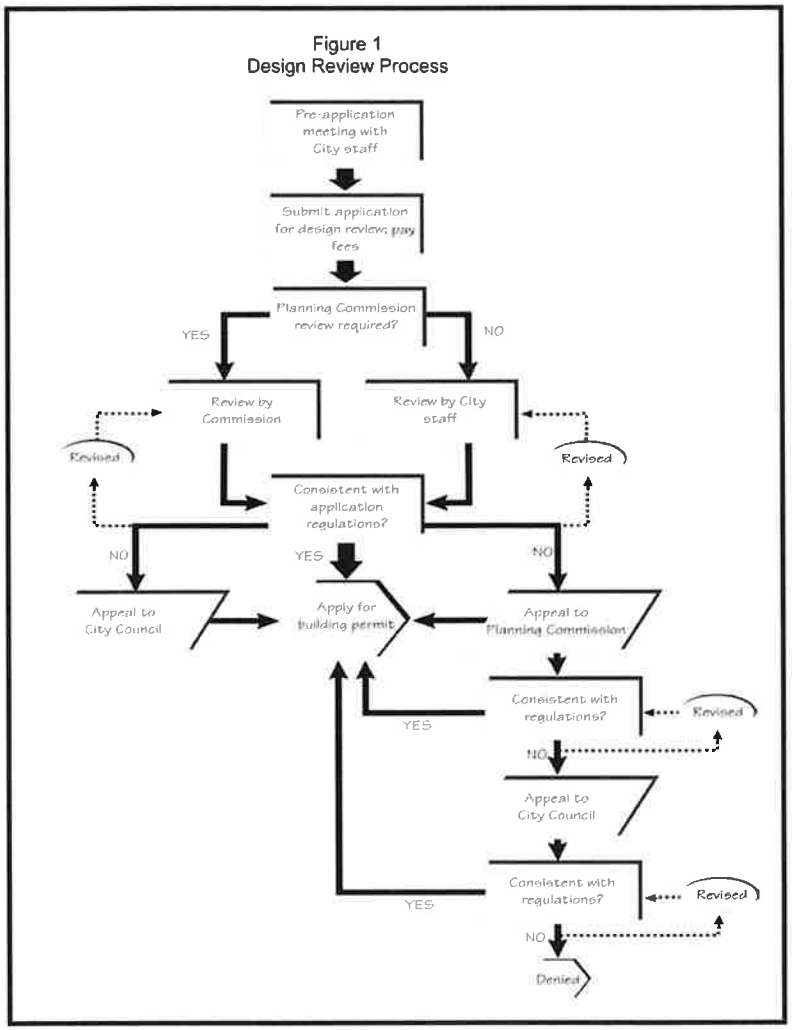
Design review considers building design, site planning, landscaping, parking layout, signs, and other features that affect a project's appearance and function. In examining these project features, the design review process looks at the way a project relates to the site, the surrounding neighborhood, and the community as a whole.

Design review is intended to help achieve a project that strikes a balance between the sometimes competing interests of the applicant and the City. The City does not dictate particular styles of architecture or design. The City instead strives to encourage creativity and architectural variety, while advocating new development that is comparable in scale and fits in with its setting and surroundings.

Why is Design Review Needed?

The City is committed to maintaining excellence in building design, site planning, and community form. Public input on community design issues is also important so that the end result of development reflects the desires of the community. Therefore, the City conducts design review on development projects to assist the design community in creating a project that will fit in with the community.

Figure 1
Design Review Process



These design guidelines play an important role in the design review process because they express general design preferences for typical project situations in Patterson. A project that is consistent with the guidelines is likely to be well-received and move more quickly through the design review process. These guidelines cannot provide information on every potential situation or detail that may arise on a project. They do identify general concepts considered in the review of projects and provide more specific information on aspects of project design such as site planning, building design, parking, landscaping and signs.

When is Design Review Required?

Design review is accomplished concurrently with the review of the entitlements that may be required for a given development project. In general, Planning Commission review is required for all new and remodeled multi-family residential projects, commercial and industrial projects. Some types of changes to properties are considered "aesthetically insignificant" and can be reviewed by the Planning Director. The types of projects that fit into these different categories are as follows:

A. **Single family homes**. Plans for single family homes need design review only when considered as part of a Planned Development in accordance with Zoning Ordinance Section 18.68.

B. **Aesthetically insignificant projects**. The Planning Director may determine that a new small structure, or a change or addition to an existing building or other site feature, has no potential for conflict with the objectives of design review due to its size, location, form, materials, or colors. In these cases, a separate application or fee are not required. The determination will be noted in the project building permit file, if one exists, or in the site address file.

C. **Minor or incidental projects**. The Community Development Director may determine that a project, such as a sign, building addition or remodel, or a new small is minor or incidental to a larger, previously approved project. Plans for projects which an applicant believes are minor or incidental are submitted for staff review, along with an application and fee. The Director will decide within about 10 days if the project is required to be reviewed by the Planning Commission. The Director's action may be appealed to the Planning Commission.

D. **Demolitions.** A request to demolish a structure that is listed on the Inventory of Historical Resources may be reviewed by the Planning Commission. If the Director determines that the structure to be demolished has historical, architectural or aesthetic significance, it will direct the applicant to submit plans for each proposed replacement structure to the Planning Commission.

Roles and Responsibilities

There are four important parties who play a role in and have responsibilities in the design review process. They include: property and business owners, design professionals, the Planning Commission, and the public.

A. **Property and business owners** initiate the design review process when they propose new development on their property. They work with design professionals to design their projects and with the Planning Commission to refine their projects. They have several responsibilities including financial responsibilities for processing and development of their property. They also have a responsibility to consider the quality of their project design and how it will affect their property value and the property values of surrounding development. They also need to consider how their project supports, enhances and/or fits in with existing development in Patterson and the City's overall desired image. The effects of their project on potential impacts to environmental, historical, and aesthetic resources should also be considered.

B. **Design professionals** including architects, landscape architects, engineers, planners, etc. have a responsibility to design quality projects that respond to the sites surroundings and the City as a whole, so that their project will be a positive addition to the community.

C. **The Planning Commission** is a panel of citizens appointed by the City Council to provide aesthetic evaluations on proposed development projects in the City.

The Commission has four responsibilities:

1. Review development proposals for conformance with the design guidelines.

2. Update the design guidelines, when necessary, to be used by persons planning a construction project.

3. Advise developers, designers and the City on how to apply the guidelines.

4. Develop design guidelines for citywide design issues.

D. The Public is to be a sounding board with regard to new development so that decision-makers remain in touch with the preferences of Patterson citizens.

Chapter 2 - General Design Principles

This Chapter provides general design principles that should be considered in the design of all development. Certain guidelines may only apply to non-residential projects depending on whether a proposed project includes specific features.

2.1 - Site Design Principles

A. **Fit the site**. Each development project should be designed to respect site character and constraints, and minimize changes to natural conditions, rather than altering a site to accommodate a stock building plan.

B. **Think about function**. A site's various activities and elements should be logically located so the project operates efficiently and takes into account the needs of pedestrians and other users.

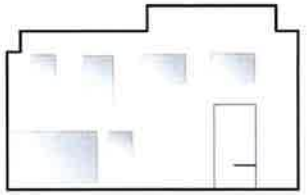
C. **Provide a pleasing transition**. Attention should be given to the transition between the street and the project through definition of the building entry, walkways and landscaping.

D. **Coordinate site elements with the buildings**. The design and placement of fences, retaining walls, gates, arbors, and other site features should relate to building architecture and site topography. The Planning Commission is especially concerned that these elements be of the same quality, in design and materials, as the buildings.

2.2 - Building Design Principles

A. **Keep building elements in proportion**. Proportion, continuity, harmony, simplicity, rhythm and balance should prevail in building design. Building elements should be balanced and in proportion to one another.

B. **Strive for interest, not clutter**. The City encourages well-articulated, but not cluttered building elevations. Large roof and wall plans unrelieved by shadow or textural interest are generally not acceptable. However, too many elevation details can overwhelm the senses and appear awkward, gaudy, and/or chaotic.



Jumble of disproportionate elements.

Elements proportional to height and width of building. Mass of building divided into segments by windows.

C. **Pay attention to details**. Attention to detailing, and emphasis on vertical and horizontal articulation, are encouraged as tools to visually reduce the apparent mass of a building.

D. **Select materials carefully**. Exterior treatment should be restrained, not harsh or garish, and should be selected for durability, weathering characteristics, and authenticity, as well as for beauty.

E. **Think about maintenance**. Ease of maintenance should be considered in selecting forms, fixtures, materials and finishes.

F. **Coordinate the new with the old**. When new construction is proposed on a site with existing structures that are to be retained, the new work should be designed to coordinate with the old.

Chapter 3 - Commercial and Industrial Project Design

The commercial areas outside of the Downtown and the City's manufacturing/industrial areas present special urban design challenges. The present character of each of these areas reflects both the architectural styles of non-residential, automobile-oriented development that were predominant when most of the structures in each area were built, and various modernization and renovation efforts thereafter.

The guidelines in this Chapter apply to all new and renovated commercial and industrial structures outside of the Downtown. Separate guidelines for commercial, and manufacturing/ industrial projects are provided.

3.1 - Commercial Project Design Guidelines

The following design guidelines apply to all commercial projects.

A. Overall design objectives for commercial projects. The design of each project should work toward achieving the following objectives.

1. Consider Patterson's small town scale and demonstrate sensitivity to the design context of the surrounding area.

2. Avoid "boxy" structures with large, flat wall planes by articulating building forms and elevations to create interesting roof lines, building shapes, and patterns of shade and shadow.

A "blind" arcade is an example of a simple design element that adds depth to an otherwise flat expanse of wall.

3. Preserve the design integrity of historic structures and neighborhoods adjacent to the commercial area.

4. Provide landscaping as a project amenity, and to help screen parking, equipment and storage areas.

5. Provide site access, parking and circulation that is planned in a logical, safe manner that avoids awkward or cramped turning movements.

6. Consider the need for signs and their appropriate scale and locations early in the design process, so that they are not an afterthought.

7. Design spaces for outside equipment, trash receptacles, storage, and loading areas in the least conspicuous part of the site.

B. General architectural design guidelines.

1. **Architectural style**. No particular architectural style or design theme is required in the City nor can Patterson be defined by any one particular architectural style. A wide range of architectural characteristics adds to the City's overall image. While variety in design is generally encouraged, the compatibility of new projects with the existing built environment should be a priority. The goal is to preserve not only the historic flavor of the community but, equally important, its scale and ambience. "Canned" or "trademark" building designs used by franchised businesses in other cities may not be acceptable in Patterson, as they can collectively have the effect of making the commercial areas of the City look like anywhere in California.

2. **Neighborhood compatibility**. In designing a building, it is important to analyze the areas surrounding the building site to find elements of compatibility that can be used in a new design. Simply duplicating the character of surrounding buildings, however, should not be a design goal. It is important for each site to both maintain its own identity and be complementary to its surroundings. Thus, a new building can be unique and interesting and still show respect for and compatibility with the architectural styles and scale of other buildings in its vicinity.

An example of the eclectic mix of architectural styles in the downtown, the Del Puerto Hotel was destroyed by fire in 1996.

Design factors that contribute to neighborhood compatibility include:

a. Appropriate design theme;

b. Proportional building scale/size;

c. Appropriate building setbacks and massing; and

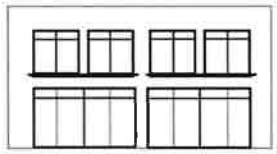
d. Appropriate colors, textures, and building materials.

3. **Design consistency**. Designs should demonstrate a consistent use of colors, materials, and detailing throughout all elevations of the building. Elevations which do not directly face a street should not be ignored or receive only minimal architectural treatment. Each building should look like the same building from all sides.

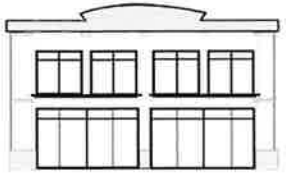
4. **Form and mass**. A building's design should provide a sense of human scale and proportion. Structures should be designed to avoid a "box-like" appearance. Horizontal and vertical wall articulation should be expressed through the use of wall offsets, recessed windows and entries, awnings, full roofs with overhangs, second floor setbacks, or covered arcades.

Proportion of opening sizes are too small in relation to mass of building.

Opening sizes have been increased to better relate to mass of building



Provide detail to openings to accent building.



Break up mass of building with sculpted and penetrated wall surfaces.

5. Rooflines.

a. Roof design contributes strongly to the image of a structure as having quality and permanence. Structures with pitched roofs, or pitched roofs over key building elements can sometimes project a more small town image and reinforce a pedestrian orientation. Structures with flat roofs and parapets can be appropriate with special attention to the wall-to-parapet juncture, and to cornice details.

b. Pitched roofs may be gable, hip, or shed-style, but should either be full pitched or should appear so from the street. Any flat portions (i.e., equipment wells) should be relatively small and not visible from streets or other public areas. On larger structures, pitched roofs should be multi-planed to avoid large, monotonous expanses.

c. Flat roofs are appropriate for larger commercial structures when it is determined that a project's overall design is amenable to flat roofs and is otherwise consistent with the objectives of these guidelines. When flat roofs are used, there should be a screening parapet topped with coping, or a cornice. Mansards should be used only to the extent that they maintain the same roof pitch as surrounding structures and are both high and deep enough to create the illusion of being a true roof. Steeply-pitched mansard roofs are discouraged.

6. Equipment screening.

a. All roof mounted equipment shall be completely screened from a horizontal line of sight. Screening should be an integral part of the roof design and not appear as a "tacked-on" afterthought. For flat roofs, a screen enclosure behind a parapet wall may be used if it is made to appear as an integral part of the building design. Ground or interior-mounted mechanical equipment (with appropriate screening) is encouraged as an alternative to roof-mounting.

b. Roof penetrations (such as plumbing and exhaust vents, air conditioner units, and transformer boxes) should be grouped together where feasible to minimize their visual impact. The roof design should help to screen or camouflage rooftop protrusions.

7. **Parapets**. Parapet walls should be treated as an integral part of the building design. They should receive architectural detailing consistent with the rest of the facade and should not appear as unrelated elements intended only to screen the roof behind them.

8. **Entries.**

   a. Each entry should be protected from the elements and should create an architectural focal point for the building.

   b. Wall recesses, roof overhangs, canopies, arches, columns, signs, and similar architectural features should be integral elements of the building's design, and used to call attention to the importance of the entry.

9. **Additions to existing structures.**

   a. The design of a proposed addition should follow the same general scale, proportion, massing, and detailing of the original structure, and not be in stark contrast to the original structure. Incorporating the main characteristics of the existing structure may include: the extension of architectural lines from the existing structure to the addition; repetition of bay, window, and entrance spacing and cornice details; roof design and ground-level details; use of the same or complementary colors and materials; and the inclusion of similar architectural details (such as window/door trim, lighting fixtures, tile/brick decoration).

10. **Building materials**. Building materials shall be carefully chosen to enhance the consistency of the architectural theme and design.

    a. Materials should be used honestly. Artificial or decorative facade treatments, where one or more unrelated materials appear "stuck-on" a building (such as artificial columns or posts), should be avoided. Artificial products that attempt to imitate real materials (for example, faux wood, stone, brick) are discouraged. However, if artificial stone-like materials are used, they should mimic materials that are available locally (for example, river rock, stone, etc.).

b. Exterior finish materials should be chosen and applied so that they should avoid appearing "thin" and otherwise artificial, as in the case of "brick" veneer applied to a single building face so that it is obviously only ¼-inch thick when viewed from the side. Veneers should turn corners, avoiding exposed edges.

c. The use of awnings is encouraged and should follow the guidelines for the Downtown in Chapter 7.

d. Downspouts and drain pipes should preferably be placed within building walls. If they must be placed on a building exterior, they shall be integrated with the architectural design, colors, and finish materials of the building.

11. Colors.

a. Colors should be compatible with the existing colors of the surrounding area but need not duplicate existing colors. The use of muted tones for the structure's base color is recommended. Color should not be used as an attention getting device.

b. Accent colors should be used thoughtfully and complement the base color or a variation of its hue, either weaker or stronger.

c. The transition between base and accent colors should relate to changes in building materials or the change of building surface planes. Colors should generally not meet or change without some physical change or definition to the surface plane.

12. Signs. Every structure should be designed with specific consideration for adequate signing, including provisions for sign placement, sign scale in relation to building scale, and readability. The colors, placement, and materials of all signs should be integrated with the architecture and facade details of the structure. (See also the City's Sign Regulations provided in Municipal Code Chapter 18.90.)

C. Site planning. Project site planning should comply with the following guidelines.

1. Consider neighboring development. Each development proposal should demonstrate consideration for the existing conditions on and off the site including the following.

a. The uses on, and site layout of neighboring properties;

b. The architectural style, and the shape and massing of neighboring structures.

c. Existing natural features (i.e., mature trees, landforms, etc).

d. Opportunities to preserve or enhance views of the foothills west of the City.

e. Privacy and solar access of the site and neighboring properties.

f. Opportunities for new projects to provide physical links to adjacent development using sidewalks, and shared access drives and parking, whenever possible.

g. Opportunities for new projects to provide visual links to adjacent development in the form of similar landscaping, trees, etc., in addition to contextual architectural design as noted in b. above.

2. Building and parking location.

a. Buildings should generally be oriented parallel to streets and should be placed as close to the street as required setbacks and consistent building placement permit. Buildings may be angled to create interesting juxtapositions if there is a clear and desirable design goal to be achieved. However, the definition of the street edge is an important role for buildings and should be considered in project design. Exceptions may occur for wider setbacks from the street if a compatible use is proposed (for example, outdoor dining or pedestrian rest area) or to maintain continuity with landscaped areas on adjacent properties.

b. The orientation of buildings should respond to the pedestrian or vehicular nature of the street. Buildings with high pedestrian use should face and be directly accessible from the sidewalk.

   Buildings in parts of the City that are more suburban in character and are more auto accessible than pedestrian accessible should not be oriented to large parking lots located between the building and the street, but should instead be oriented to major on-site open space and streetscape elements provided for pedestrian use.

c. Parking areas on adjoining parcels should be connected to allow continuous vehicle and pedestrian access. Pedestrian linkages between parcels should be located separately from vehicle connections where possible, and clearly differentiated from vehicle ways in all cases.

d. Scenic views and any natural features surrounding the site should be considered early during the conceptual design stage of a project.

e. Larger commercial projects and shopping centers should be designed to locate a minimum of 30 percent of the total building frontage (including pad buildings) at the front setback line, with direct pedestrian access to the buildings from the sidewalk. Locating buildings near the front of the property, together with substantial landscaping, strengthens the overall streetscape, and helps screen off-street parking areas.

f. Corner buildings should have a strong tie to the setback lines of each street. The primary mass of the building should not be placed at an angle to the corner. This does not preclude angled building corners, or an open plaza at a corner.

g. Multiple buildings in a single project should be designed to create a visual and functional relationship with one another. Whenever possible, multiple buildings should be clustered to achieve a "village" scale. This creates opportunities for plazas and pedestrian areas while preventing long rows of buildings. When clustering is impractical, a visual link should be established between buildings. This link can be accomplished through the use of an arcade system, trellis, colonnade, landscaping and trees, or enhanced paving.

h. The location of open space areas should be accessible from the majority of structures, and should be oriented to take advantage of sun or shade, and offer wind protection, as appropriate.

i. The visual impact of parking lots should be minimized by locating these facilities to a portion of the site least visible from the street and by providing adequate screening and parking lot landscaping.

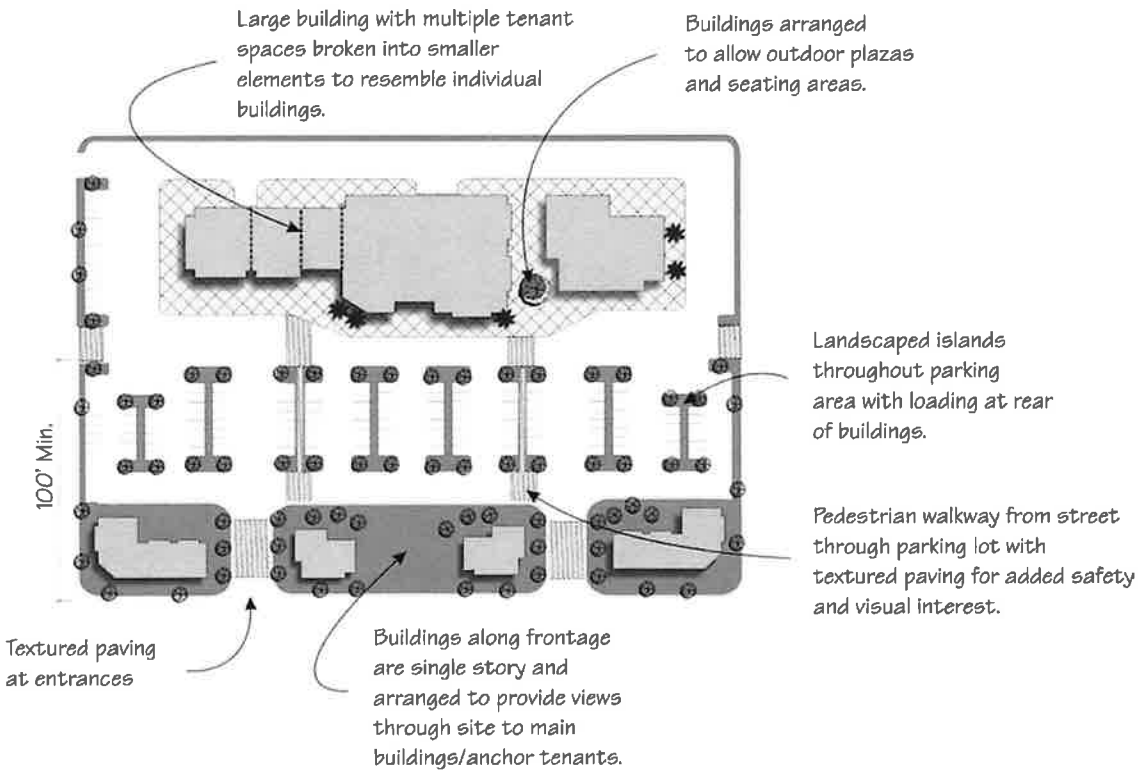
j. Projects should connect the on-site pedestrian circulation system to the off-site public sidewalk at least once in each 200 linear feet of sidewalk adjacent to project.

k. Parking areas should be connected to building entrances by means of enhanced (patterned or stamped) paving.

l. Handicapped access should be provided into the property from the nearest point of public transit.

m. Loading facilities should not be located at the front of buildings where they will interfere with customer and employee traffic and be difficult to adequately screen. These facilities are usually more appropriate at the rear of buildings; however, loading areas should not look like an afterthought. They should be screened from street and off-site views to the maximum extent feasible, and shall be architecturally integrated with the design of the building.

   Special attention must be given when designing loading facilities in a rear location adjacent to residential uses. Techniques such as block walls, enhanced building setbacks with landscaping, and careful attention to the location and shielding of lighting can help minimize adverse impacts to residents. It is sometimes preferable to require that tenant spaces within a commercial project receive and ship products through the "front door," rather than subject adjacent residential uses to the noise and night time glare associated with actual loading facilities.



3. Landscaping.

a. Landscaped areas should be planned as an integral part of the overall project and not simply located in "left over" areas of the site.

b. Landscaping should be used to help define outdoor spaces, soften a structure's appearance, and to screen parking, loading, storage, and equipment areas.

c. The use of on-site pedestrian amenities (such as benches, shelters, drinking fountains, lighting, and trash receptacles) is encouraged. These elements should be provided in conjunction with on-site open spaces and be integrated into the site plan as primary features.

d. Trees shall be used in parking lots to help visually break up large expanses of paving and to provide some shading. Some trees within parking areas should be deciduous, to provide pavement surface shading during the warmer months, and to allow for solar gain during the winter. Tree species should be selected with rooting and canopy patterns to fit the spaces provided them. In general, species with messy fruits, pods, and seeds that will drop on the surfaces below are not good choices.

4. Solar energy.

a. New structures should be oriented to maximize solar access opportunities to the extent feasible;

b. Lot sizes/configurations should be planned to maximize the number of structures oriented so that the south wall and roof area face within 45 degrees of due south, while permitting the structures to receive cooling benefits from prevailing breezes and any existing or proposed shading;

c. Roof-mounted solar collectors should be placed in the most inconspicuous location without reducing the operating efficiency of the collectors. Wall-mounted and ground-mounted collectors should be screened from public view with material that is compatible with the building's architecture;

d. Roof-mounted collectors should be installed at the same angle or as close as possible to the pitch of the roof;

e. Appurtenant equipment, particularly plumbing and related fixtures, should be installed in the attic or screened from public view; and

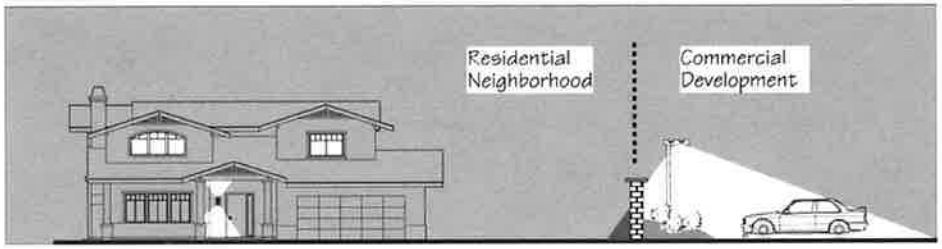
f. Exterior surfaces of the collectors and related equipment should have a matte finish and should be color-coordinated to harmonize with roof materials and other dominate colors of the structure.

5. On-site lighting.

a. Exterior lighting should be designed to be compatible with the architectural and landscape design of the project.

b. An appropriate hierarchy of lighting fixtures/structures and intensity should be considered when designing the lighting for the various elements of a project (i.e., building and site entrances, walkways, parking areas, or other areas of the site).

c. The use of exterior lighting to accent a building's architecture is encouraged. All lighting fixtures should be properly shielded to eliminate light and glare from impacting adjacent properties, and passing vehicles or pedestrians. When neon tubing is used to illuminate portions of a building it should be concealed from view through the use of parapets, cornices or ledges. Small portions of exposed neon tubing may be used to add a special effect to a building's architecture but this must be well thought out and integrated into the overall design of the project.



d. To achieve the desired lighting level for parking and pedestrian areas, the use of more short, low intensity fixtures is encouraged over the use of a few tall fixtures that illuminate large areas.

6. Screening.

a. Screening is a technique used to protect and separate uses and site functions from one another for the purpose of decreasing adverse noise, wind, or visual impacts and to provide privacy. The need for screening should be considered early in the design process so that screening elements (including walls, fences, berms, and landscaping) can be effectively integrated into the overall project design and not added later as an afterthought.

b. The method of screening should be compatible with the adjacent structure in terms of overall design, materials, and color.

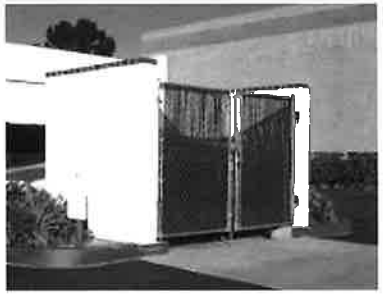
c. Where screening is required at the ground level, a combination of elements should be considered including solid masonry walls, berms, and landscaping.

d. Walls and fences used for screening should comply with the design guidelines in Chapter __ for walls and fences.

7. Refuse, storage, and equipment areas.

a. Refuse containers, service areas, loading docks, and similar facilities should be located out of view from the general public, and so that their use does not interfere with on-site parking or circulation areas, and adjacent uses, especially residential uses.

b. Trash storage areas that are visible from the upper stories of adjacent structures should be screened with a trellis or other horizontal cover to mitigate unsightly views. The covering structure should be compatible with the architectural style of other structures on the site.



c. Utility equipment (for example, electric and gas meters, electrical panels, and junction boxes) should be located in a utility room within the structure or enclosed utility cabinets at the rear of the structure.

d. Electrical transformers should not be dominant elements in a front landscape area. When transformers are unavoidable in the front setback, they should be placed below grade. If below grade placement is not possible, they should be completely screened by walls and/or thick landscaping, and should be located to not obstruct views of tenant spaces, monument signs, windows, and/or driveways. Underground placement and screening is also necessary when transformers must be located in side setbacks that are visible from the street.

e. All mechanical equipment (e.g., compressors, air conditioners, pumps, heating and ventilating equipment, generators, solar collectors, satellite dishes, communications equipment, etc.) and any other type of mechanical equipment should be concealed from view of public streets, and neighboring properties.

f. Mechanical equipment should not be located on the roof of a structure unless the equipment can be hidden by building elements that were designed for that purpose as an integral part of the architectural design, and not attached as an afterthought.

g. At grade utility boxes should be underground wherever possible. When underground installation is not feasible, utility boxes should be screened from view and integrated into the landscaping design and not appear as an afterthought to neighborhood design. All above-ground utility boxes shall be provided with protective barriers.

3.2 - Industrial Project Design Guidelines

A. General Design Objectives

1. A variety of building and parking setbacks should be provided to avoid long monotonous building facades and to create diversity within the project.

2. Buildings should be located on "open space islands", which may be formally landscaped or set in a natural open space environment. The main entrance of the building should not directly abut the paved parking area. A minimum five- to seven-foot landscape strip should be provided between parking areas and the portions of the buildings where parking is provided.

3. Building setbacks should be provided proportionate to the scale of the structure and in consideration of existing adjacent development. Larger structures require more setback area for a balance of scale and so as not to impose visually on neighboring uses.

4. The placement of structures to create plazas, courts, or gardens is encouraged. Setback areas can often be used to provide space for patio and outdoor eating areas.

5. The main elements of preferred business park/industrial site design include the following:

   a. Easily identifiable site access;

   b. Service areas located at the sides and rear of buildings;

   c. Convenient access, visitor parking and on-site circulation;

   d. Screening of outdoor storage, work areas, and equipment;

   e. Emphasis on the main building entry and landscaping;

   f. Placement of buildings to provide plazas and courtyards; and

   g. Landscaped open space.

B. Architectural Design

1. **Architectural style**. The architectural style of buildings in the business park/industrial category should incorporate clean simple lines. Buildings should project an image of high quality through the use of appropriate durable materials and well landscaped settings. Building addresses should be clearly visible and integrated with the landscape design.

2. **Expression of structure**. As a category of structure type, typically bland industrial buildings often present unattractive, unadorned, "box-like" forms. A variety of design techniques should be used to help overcome this situation and to produce a cohesive design statement.
   a. Avoid long, "unarticulated" facades. Facades with varied front setbacks and recessed entries are strongly encouraged.

   b. Avoid blank front and side wall elevations on street frontages.

   c. Entries to structures should portray a quality office appearance while being architecturally tied into the overall building composition and scale.

   d. Alteration of colors and textures should be used to produce diversity and enhance architectural forms.

   e. A compatible variety of siding materials (i.e., metal, masonry, concrete texturing, cement or plaster) should be used to produce effects of texture and relief that provide architectural interest.

3. **Undesirable elements**. Design elements which are undesirable and should be avoided include:

   a. Large blank, unarticulated wall surfaces;

   b. Exposed, untreated precision block walls;

   c. Chain link fence and barbed wire;

   d. False fronts;

   e. Steeply pitched Mansard roofs;

   f. Materials with high maintenance (such as stained wood, shingles or light gauge metal siding);

   g. Mirror window glazing;

   h. Loading doors facing the street; and

   i. Exposed roof drains and downspouts, except where integrated with the colors, materials, and other details of the building architecture.

C. Parking and Circulation

1. Parking lots should not be the dominant visual elements of the site. Large expansive paved areas located between the street and the building are to be avoided in favor of smaller multiple lots separated by landscaping and buildings and located to the sides and rear of buildings whenever possible.

2. Site access and internal circulation should be designed in a straight forward manner which emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic.

3. Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.

4. Parking lots adjacent to and visible from public streets must be adequately screened from view through the use of rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof.

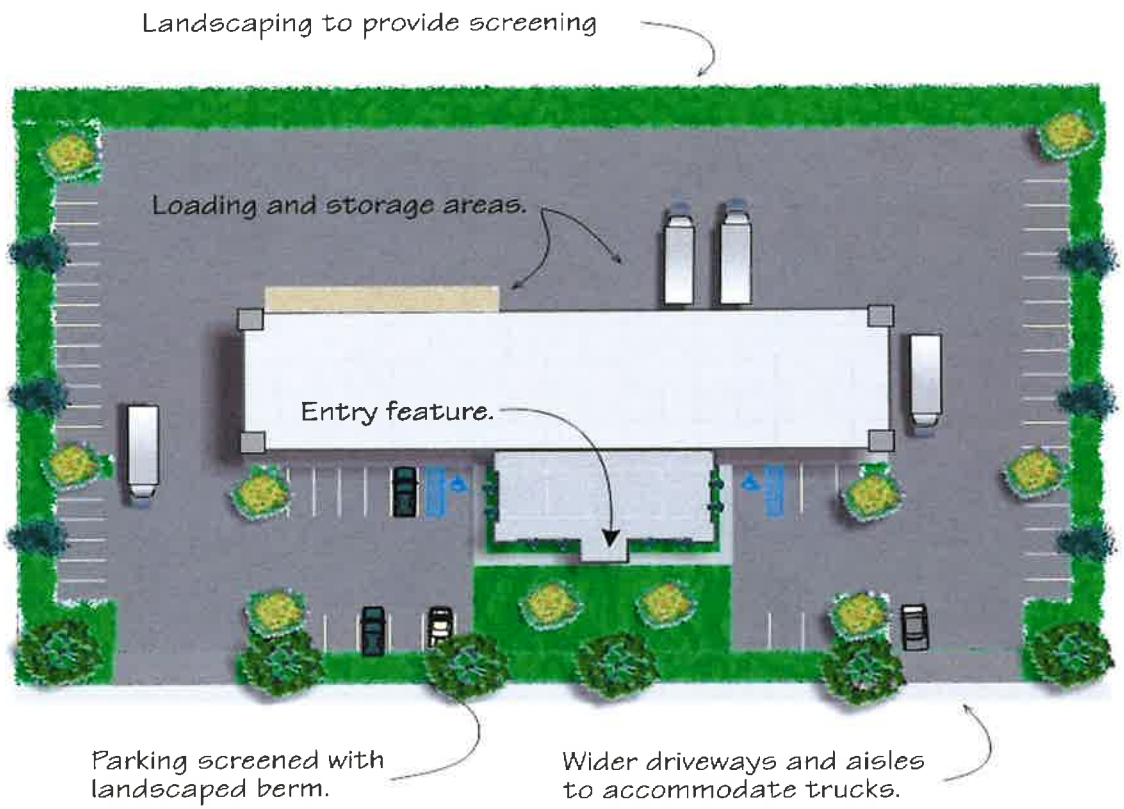
D. Loading Facilities

1. To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Loading facilities are generally more appropriate at the rear of the building where they are more functional and can be more effectively screened.

2. When site features prevent the placement of loading facilities at the rear of the building, loading docks and doors may be at the side of the building but must be screened from view by a combination of screen walls, ornamental landscaping and/or portions of the building. Gates should be located so as not to allow views from the public right-of-way into loading areas.

3. Rolling shutter doors located on the inside of the building are the preferred method for providing large loading doors while keeping a clean, uncluttered appearance from the exterior.

4. Loading areas must be designed so that trucks will not need to back-in from the public street onto the site. Such maneuvers are unsafe, and shall not be utilized except at the ends of industrial cul-de-sacs where each circumstance will be considered individually.



Conventional industrial site plan.

E. Landscaping

1. Landscaping should be used to define areas such as entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for outdoor storage, loading and equipment areas.

2. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended purpose.

3. Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure and the view of the structure from the public right-of-way. Landscaping should be accented at building entrances to provide a focal point.

4. Use berming at the edge of the building in conjunction with landscaping to reduce the apparent height of the structure and its mass, especially along street frontages.

5. Development in areas with native vegetation or located within foothill, riparian, viewshed or other unique natural environments are encouraged to use landscape designs and material which are sensitive to and compatible with existing vegetation.

F. Walls and Fences

1. If walls are not required for a specific screening or security purpose they should not be used. The intent is to keep walls as low as possible while still performing their screening and security functions.

2. Where walls are used at property frontages, or screen walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture. Landscaping should be used in combination with such walls whenever possible.

3. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided along the wall.

4. With taller walls over five feet in height, it may be more appropriate to have a stepped design which allows for the creation of a planter area between wall components. The use of trailing vines or groundcovers in these planters is encouraged.

5. When security fencing is required, it should be a combination of solid pillars, or short solid wall segments, and wrought iron grill work.

G. Screening

1. Exterior storage and loading areas should be confined to portions of the site least visible to public view where screening needs are minimized.

2. Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping. Chain link fencing with wood or metal slatting is an acceptable screening material only for areas not visible from a public street or parking lot.

3. Any equipment, whether on the roof, side of building, or ground, shall be screened from public view. The method of screening shall be architecturally integrated with the building exterior in terms of materials, color, shape, and size. Where individual equipment is provided close together, a continuous screen is desirable versus several smaller screens.

4. Where permanent screening is required between a manufacturing zone and a residential zone, a solid masonry screening wall is required. Evergreen landscaping should be placed adjacent to the wall.

H. Roofs

1. Unless roofing materials are a part of the design element (for example, shingles, tiles), the ridge line elevation should not exceed the parapet elevation.

2. Piecemeal mansard roofs (used on a portion of the building perimeter only) should be avoided. Mansard roofs should wrap around the entire perimeter of the structure.

3. Rooftop equipment must not be visible from adjacent streets. Mechanical equipment, including ducts and pipes, must be contained within rooftop penthouses, or opaque screening that is compatible with the building's other materials/colors, must be provided to conceal all rooftop equipment.

I. Metal Buildings

1. All metal buildings should be designed to have architectural interest and articulation as is encouraged with conventionally built structures. In addition to architectural metal panels, exterior surfaces should include either stucco, plaster, glass, stone, brick, or decorative masonry. Stock, "off-the-shelf" metal buildings are highly discouraged as main structures.

2. Metal buildings should employ a variety of building forms, shapes, colors, materials and other architectural treatments to add visual interest and variety to the building. Architectural treatments should emphasize the primary entrance to the building.

3. All exterior surfaces of metal buildings that have a risk of being struck and damaged by vehicles or machinery should be protected with landscaped areas, raised concrete curbs, and/or traffic barriers.

J. Signs

1. Every structure should be designed with a precise concept for adequate signing. Provisions for sign placement, sign scale in relation to building scale, and the readability of the sign should be considered in developing the overall project's signing concept. All signs should be highly compatible with the structure and site design relative to color, material, and placement.

2. Monument-type signs are the preferred alternative for business identification. Where several tenants occupy the same site, individual wall mounted signs are appropriate in combination with a monument sign identifying the business park complex and address.

3. The use of carved wood, or backlit individually cut letter signs is encouraged.

4. The industrial site should be appropriately signed to give directions to loading and receiving areas, visitor parking and other special areas.

Chapter 4 - Residential Project Design

The design character of Patterson's residential neighborhoods is as diverse as the different time periods during which they were developed. The guidelines provided here are intended to assist project designers and property owners in understanding and implementing the City's goals for attaining high quality residential development. They are also intended to help preserve the traditional character of the City's older neighborhoods.

These guidelines apply to the design of new residential subdivisions and to multi-family and clustered residential projects. Guidelines are also provided for single-family homes constructed in conjunction with a Planned Development as defined by Zoning Ordinance Section 18.68.

4.1 - Goals for Residential Project Design

These guidelines are intended to encourage well designed residential neighborhoods that people enjoy living in, which: reduce the visual dominance of the automobile; promote pedestrian activity; create variety and interest in the appearance of residential streets; provide community open space; and protect significant features of the natural environment.

4.2 - Subdivisions

The following guidelines apply to new residential subdivisions.

A. **Continuity and connectivity**. The following guidelines address how new residential subdivisions should relate to their surroundings.

B. **Develop "neighborhoods."** New residential projects should be designed to integrate with existing neighborhoods to ensure that they do not destroy the established character. Subdivisions in City expansion areas should be designed so that individual, separately developed projects work together to create true neighborhoods, instead of disjointed or isolated enclaves.

C. **Integrate open space**. New subdivisions adjacent to planned or existing parks or other public open spaces (e.g., creeks, riparian areas), or the landscaped grounds of schools or other public facilities should maximize visibility and pedestrian access to these areas. Where these

facilities are not already planned, the subdivision should be designed to provide usable public open spaces in the form of parks, linear bicycle and pedestrian trails, squares, and greens, as appropriate.

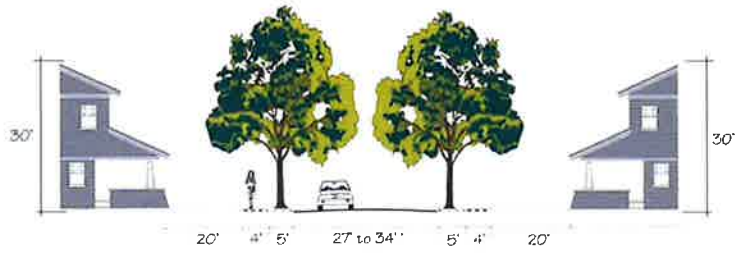
D. Edges. Residential developments that appear as continuous walled-off areas, disconnected and isolated from the rest of the community are discouraged. While walls and fences may be useful for security, sound attenuation and privacy, these objectives can often be met by creative design that controls the height and length of walls, develops breaks and variations in relief, and uses landscaping, along with natural topographical changes, for screening.

E. Site planning.

1. Street layout.

a. New public streets and sidewalks should be aligned with, and be connected to those of adjacent developments to interconnect the community and simplify traffic circulation patterns.

b. Subdivision design should emphasize pedestrian connectivity within each project, and to adjacent neighborhoods, and nearby schools and parks. All streets and walkways should be designed to provide safe and pleasant conditions for pedestrians. Streets within neighborhoods should be no wider than needed to accommodate parking and two low-speed travel lanes. Sidewalks should be separated from curbs by parkway strips of at least four feet in width; and the parkways should be planted with canopy street trees.



Narrow, tree-lined street with parkway planter strip between street and sidewalk.

c. Single-loaded streets should be used to provide public access to, and visibility of public parks and neighborhood schools, as well as a means for buffering homes from parks and schools.

d. Where single-loaded streets are not feasible or desirable, other methods that provide similar access and visibility may be used, including private streets, bike and pedestrian paths, or the placement of private common open space or recreation facilities adjacent to the public open space.

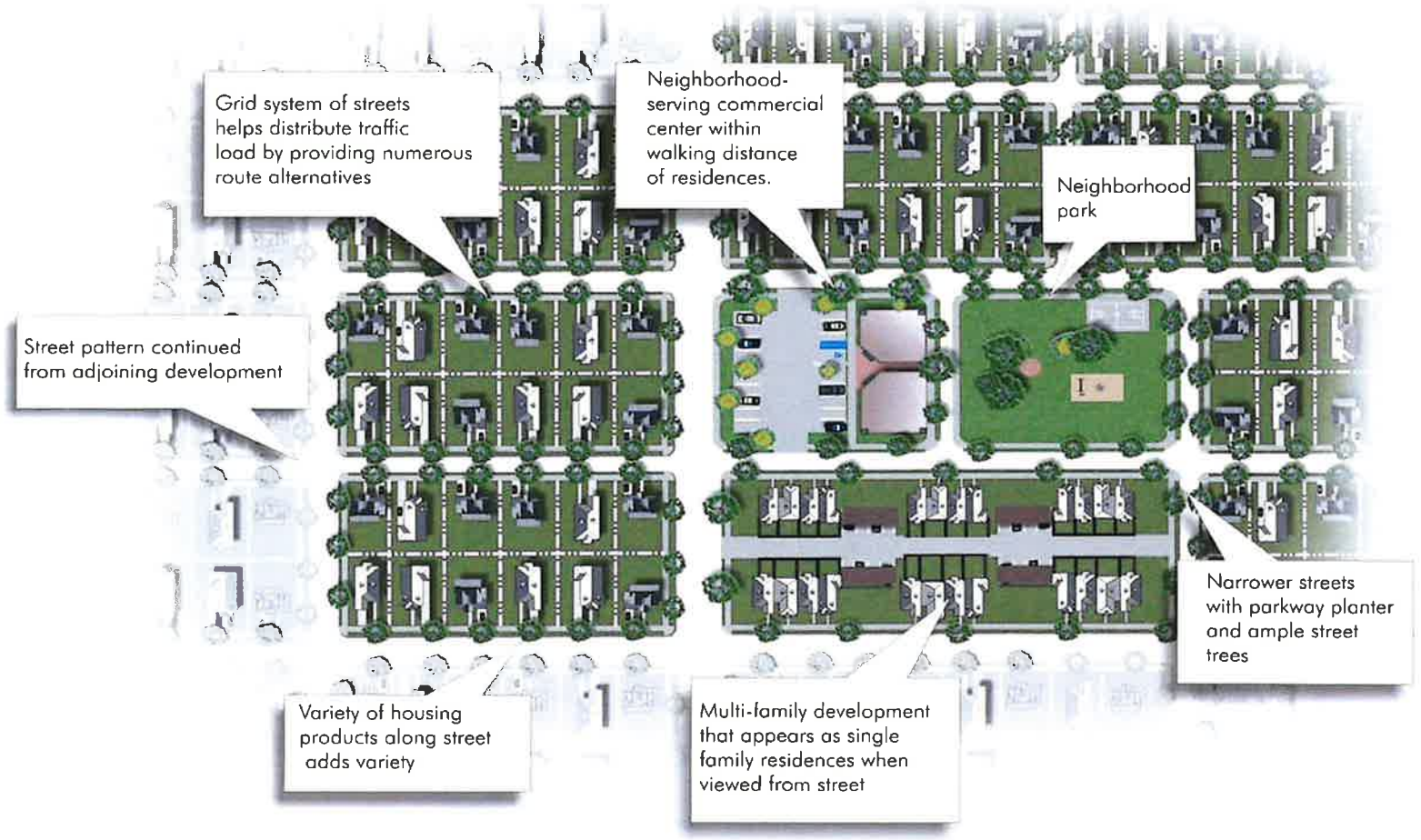
e. The use of cul-de-sac streets should be minimized wherever possible. Where the use of cul-de-sacs is unavoidable, the end of each cul-de-sac should be provided a pedestrian walkway between private parcels to provide linkages to adjacent cul-de-sacs, streets, and/or parks, schools, or open space areas.

2. Open space and natural features.

a. Natural amenities (such as views, mature trees, creeks, riparian corridors, and similar features) should be preserved and incorporated into proposed development to the greatest extent feasible.

b. Development adjacent to parks or other public open spaces should provide maximum visibility of these areas.

c. Public access and visibility to creeks, and the separation of residences and other uses from creeks should be provided through the use of single-loaded frontage roads in combination with multi-use trails. Pedestrian access to and along creeks and riparian corridors may need to be restricted to flatter areas (e.g. beyond top of bank, natural benches) where grading needs and erosion potential are minimal, and where sensitive environmental resources require protection.



Neo-traditional Neighborhood Design Elements

4.3 - Infill Development

The following guidelines apply to "infill development." That is, multi-family structures or individual houses that entirely replace existing units or are constructed on vacant parcels between existing units. The guidelines are intended to provide for infill projects of high architectural quality that are compatible with existing development. They are also intended to promote the conservation and reuse of existing older houses, and to preserve the historical character of the City's older neighborhoods. Preservation and rehabilitation efforts in the older neighborhoods should protect the architectural features of a home that identify its individual style and contribute to the character of the area.

A. General principles. Infill residential development should:

1. Be compatible in scale, siting, detailing, and overall character with adjacent buildings and those in the immediate neighborhood. This is crucial when a new or remodeled house is proposed to be larger than others in the neighborhood. When new homes are developed adjacent to older ones, the height and bulk of the new construction can have a negative impact on adjacent, smaller scale buildings.

2. Continue existing neighborhood patterns. For example, continue patterns such as front porches and entries facing the street, and garages located at the rear of the parcel.

B. Building design. Infill residential structures should incorporate the traditional architectural characteristics of existing houses in the neighborhood, including window and door spacing, exterior materials, roof style and pitch, finished-floor height, porches, ornamentation and other details.

C. Visual impacts from building height. The height of infill projects should be consistent with that of surrounding residential structures. Where greater height is desired, an infill structure should set back upper floors from the edge of the first story to reduce impacts on adjacent smaller homes.

D. Outdoor living areas. The use of balconies, verandas, porches, and courtyards within the building form of infill structures is strongly encouraged.

E. **Exterior finish materials**. The thoughtful selection of building materials can enhance desired neighborhood qualities such as compatibility, continuity, and harmony. The design of infill residential structures should incorporate an appropriate mixture of the predominant materials found in the neighborhood. Common materials in Patterson are stucco, wood, horizontal clapboard siding, shingles, brick, and stone.

F. **Exterior colors**. Color schemes for infill residential structures should consider the colors of existing houses in the neighborhood, to maintain compatibility.

4.4 - Multi-Family and Clustered Housing Design

Because multi-family and clustered housing projects are generally more dense than single-family developments, they tend to generate larger parking areas and provide less private open space. If not properly designed, parking facilities can dominate a multi-family site, and open spaces may only be provided as "left over" areas that are unrelated to other project features, are not functional for outdoor activities, and expose residents to uncomfortable noise levels. Multi-family projects that are surrounded by high walls, parking lots and/or rows of carports along public streets are inappropriate in Patterson and should be avoided. These guidelines are intended to address the problems associated with higher density developments through appropriate site planning, parking layout, circulation patterns, building design, and landscaping.

A. Site planning.

1. The placement of new units should consider the existing character of the surrounding residential area. New development should respect the privacy of adjacent residential uses through appropriate building orientation and structure height, so that windows do not overlook and impair the privacy of the indoor or outdoor living space of adjacent units.

2. Multi-family units should be clustered. Projects of more than 10 units (outside of the Downtown) should be designed as groups of structures with each containing six or fewer units.

3. Multi-family structures should be set back from adjacent public streets consistent with the prevailing setback pattern of the immediate neighborhood.

4. The entrance to at least one unit in each multi-family structure shall face a public street and be provided pedestrian access from that street.

5. All residential units and activity areas on multi-family project sites should be accessible via pedestrian walkways that are separate from vehicle parking areas and driveways.

B. Parking and driveways. Individual closeable garages are the preferred method for providing parking for residents in multi-family projects. If garages within the residential structures are not provided, dispersed parking courts are acceptable.

1. Long, monotonous parking drives and large, undivided parking lots are discouraged.

2. The main vehicle access into a multi-family site should be through an attractive entry drive. Colored and textured paving treatment is encouraged outside of the public street right-of-way

3. Parking areas should be visible from the residential units to the extent possible.

4. Parking courts should not consist of more than two double-loaded parking aisles (bays) adjacent to each other. The length of a parking court should not exceed the width of eight adjoining stalls.

5. Parking courts should be separated from each other by buildings within the project or by landscape or natural open space areas at least 30 feet wide.

C. Garages and carports.

1. Garages with parking aprons less that 20 feet in length should be equipped with automatic garage door openers and roll-up doors.

2. Where carports are provided, they should follow the same spacing criteria as parking courts (See B. above). Carports may be bordered by patio walls or used to define public and private open space, but should not be located adjacent to perimeter streets. The ends of each cluster of carports should be screened by low walls, berms, and landscaping including trees.

3. Where multiple garages are located together, landscaped tree wells should be placed between every two garage doors. Each tree well should be a minimum of 10 square feet.

4. Carports and detached garages should be designed as an integral part of a project. Their materials, color, and details should be the same as the principal structures. Carports may have flat roofs but should not project above the exterior walls of any buildings adjacent to streets. Prefabricated metal or canvas tent-like carports should not be used. Where garages are utilized, doors should appear set into walls rather than flush with the exterior wall.

D. Multi-family project architecture. The exterior design of multi-family projects should be derived from architectural styles in the surrounding neighborhood. Often, these types of projects are adjacent to single family neighborhoods, and care in design should ensure that the height and bulk of the higher density projects do not impact adjacent lower density residential areas.

1. **Facade and roof articulation**. A structure with three or more attached units should incorporate significant wall and roof articulation to reduce apparent scale. Changes in wall planes and roof heights, and the inclusion of elements such as balconies, porches, arcades, dormers, and cross gables can avoid the barracks-like quality of long flat walls and roofs. Secondary hipped or gabled roofs covering the entire mass of a building are preferable to mansard roofs or segments of pitched roof applied at the structure's edge. Structures (including garages and carports) exceeding 150 feet in length are discouraged.

2. **Scale**. Because multi-family projects are usually taller than one story, their bulk can impose on surrounding uses. The larger scale of these projects should be considered within the context of their surroundings. Structures with greater height may require additional setbacks at the ground floor level and/or upper levels (stepped-down) along the street frontage so they do not shade adjacent properties or visually dominate the neighborhood. Large projects should be broken up into groups of structures, and large single structures should be avoided.

3. **Exterior finish materials**. Exterior finish materials should be durable and require low maintenance. The use of combined materials (such as stucco and wood siding) can provide visual interest and texture.

4. **Balconies, porches, and patios.** The use of balconies, porches, and patios as part of multi-family structures is encouraged for both practical and aesthetic value. These elements should be used to break up large wall masses, offset floor setbacks, and add human scale to structures.

5. **Dwelling unit access**. The use of long, monotonous access balconies and corridors which provide access to five or more units should be avoided. Access points to units should instead be clustered in groups of four or less. To the extent possible, main entrances to individual units should be from adjoining streets. Distinctive architectural elements and materials should be used to highlight primary entrances.

6. **Exterior stairways**. Stairways should be of stucco, plaster or wood, with accent trim to match the main structure. Thin-looking, open metal, prefabricated stairs that are not integrated with the design of the structure are discouraged.

7. **Accessory structures**. Accessory structures should be designed as an integral part of a project. Their materials, color, and details should be the same as the principal structures.

8. **Windows**. Where one or more windows are proposed 10 feet or less from a side lot line, or within 10 feet of another residential building on the same site, the windows should be located and/or screened to provide privacy for the residents of both structures.

4.5 - Single-Family Housing Design

A. **Houses in new subdivisions**. The site planning of lots and the design of houses constructed in new subdivisions should help create neighborhoods that are oriented more toward pedestrians than automobiles. Subdivisions of new houses should be designed consistent with the following guidelines.

1. Subdivisions should provide variety in the architectural detailing, size, and massing of houses on each block.

2. Houses should be located no further from the street than the minimum setback allowed by the Zoning Ordinance, except to provide variations in the alignment of houses along a block. Developers are encouraged to have variable setbacks approved along with their tentative subdivision maps.

3. All houses should have their primary entrance facing and clearly visible from the street, with a front porch or verandah encouraged to provide a transition between the public space of the streetscape and the indoor private space of the house.

4. When viewed from the street, garages should be visually subordinate to the building mass created by the living space within the house. Ideally, garages should be detached from the house, located at the rear of the lot, or a shared driveway from the street fronting the lot. Where this arrangement is not appropriate, the front of an attached garage should be set back somewhat from the front of the house (at least 15 feet is recommended where the lot area permits) and the width of the garage should not exceed one-third of the width of the living space of the house that faces the street.

B. Infill development. New single-family homes proposed on infill lots should comply with the guidelines for infill residential development in Section 5.3 (page 28)

C. Additions and alterations in older neighborhoods. The following guidelines apply to additions and the rehabilitation, remodeling, or alteration of existing single-family houses in Patterson's older neighborhoods. While these guidelines apply to all houses, those that are designated as historical resources may be subject to more strict standards.

1. **Additions**. Additions to residential structures built before 1950 should respect the architectural style, detailing, scale, and composition of the original building so that they look integrated with the original structure, rather than a tacked-on afterthought. Modifications (e.g., additions, seismic strengthening, replacement of windows or siding material, and new entrances) should not compromise the integrity of historically authentic features, materials, or finishes. Additions should also be designed with consideration for the design and massing of adjacent residences, to promote neighborhood compatibility.

a. **Roof changes**. The roof features of a residential structure, especially its style, materials and pitch, are important architectural elements that must be considered when planning an addition. The roof style, pitch and materials on the addition should match the original.

b. **Additional floors**. Adding a story to an existing house will change the building proportions and should be carefully designed to follow similar multi-story examples of the particular architectural style found in the neighborhood. In some cases, integrating the new story addition may require that it be set back or "stepped" back from the front facade so that it is less noticeable from the street.

2. **Alterations - Restoration and remodeling**. The rehabilitation of older buildings should aim to retain and restore their original elements. If damage or deterioration is too severe, the element should be recreated using original materials to match the design, color, texture and any other important design features.

   When replacement is necessary and materials similar to or consistent with original materials cannot be obtained, substitute materials should incorporate design, colors and textures that convey the traditional appearance of the original material.

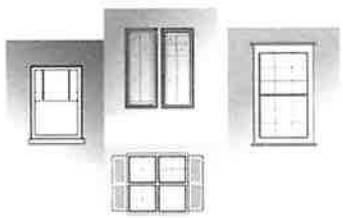
3. **Exterior materials**. Original exterior building materials should be retained whenever possible. Mismatched materials of different sizes, shapes, textures, or finishes should be avoided.

   a. **Wood siding**. Residential buildings with original wood clapboard siding should not be stuccoed in an attempt to "modernize" their appearance.

   b. **Brick surfaces**. Brick surfaces should not be sandblasted to remove old paint, nor should they be covered with stucco or other siding materials. Sandblasting will damage the natural fired surface of the brick and cause it to lose its water repellent qualities. Paint should be removed by chemical stripping. Brick that was not intended to be painted as part of a building's original design should not be painted over.

4. **Windows**. Most older residential structures have wood-framed windows that are either fixed, double hung, or casement. Any necessary window replacements or additions

should also use the original type of window. It is strongly recommended that aluminum frame windows not be used as replacements in any residential structure unless they were part of the original design.



5. **Doors**. Many of Patterson's older homes have solid wood doors consistent with the particular architectural style of the building. The front door is typically the most ornate, with secondary doors usually more utilitarian in appearance. The size, shape and style of doors is an important feature of all historical architectural styles, and the original type and design should continue to be used.

   If the original door is missing, an appropriate design should be selected through the study of the doors of similar residential structures in the neighborhood, or by consulting books on architectural styles. Some older-style panel doors can be obtained from material suppliers, and may closely match original doors.

6. **Porches and stairs**. During rehabilitation efforts, the design integrity of the front porch should be maintained. The installation of wrought iron or aluminum railings should be avoided, as a change in the structural or decorative elements of the front porch will usually compromise the architectural integrity of the entire building. Restoring an older building's architectural integrity may require "undoing" previous porch alterations.

7. **Ornamentation and trim**. The authentic decoration and trim of a residential structure lends character and identifies the building with a particular architectural style. Care should be taken in handling these materials during renovation because they are critical components.

Chapter 5 - Other Design Details

This Chapter provides guidelines for specific details of site and building design that apply to all development within all zoning districts. These guidelines apply in addition to all other applicable provisions of these design guidelines.

5.1 - Miscellaneous Design Details

A. Energy Conservation.

1. Building orientation and geometry should be designed to maximize opportunities for the effective operation of passive systems for heating, cooling and lighting. Sunlight should be used for direct heating and illumination whenever possible. Natural ventilation and shading should be used to cool a building.

2. The use of exterior shading devices, skylights, daylighting controls, high performance glazing that allows the transmission of light with minimal heat gain, and high thermal mass building components is encouraged.

3. Applications for proposed development shall include a solid waste recycling plan for recycling discarded building materials, such as concrete, sheetrock, wood, and metals from the construction site. The Plan must be submitted for approval by the Planning Director, prior to building permit issuance.

B. Fences and Walls.

1. The design and placement of fences, retaining walls, gates, arbors, footbridges and other site features should relate to building architecture and site topography. These elements shall be of the same quality in design and materials, as the buildings.

2. The color of fence and wall materials should complement the other structures on the site. The use of chain-link fencing is prohibited in residential areas and the use of "crib" retaining wall designs is discouraged. Tall retaining walls (five feet and higher) should be divided into two or more shorter walls (depending on height), with the upper portion of the wall set back from the lower wall at least two feet, with the slope between the walls not

exceeding 4:1. Landscaping (with an irrigation system) should be installed in the space between walls.

3. Long, monotonous fences or walls should be avoided. Fences and walls should be offset at least every 10 feet. Landscaping should be installed in offset areas where appropriate. Landscaping along fences and walls should be coordinated with the street tree planting scheme.

Staggered wall surface helps break up linearity.

Planter incorporated into wall provides relief from flat surface.

Variation in wall height along with foundation planting soften its appearance.

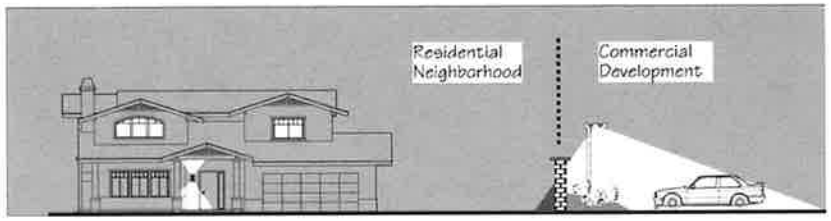
Wood fencing is less formal and reinforces pedestrian character.

C. Lighting.

1. The height of outdoor lighting fixtures should be as low as possible, and in all cases limited to a maximum of 14 feet or the height of the nearest building, whichever is less. Photometrics must accompany requests for taller standards and will require explicit approval by the Planning Commission.

2. Lighting should be energy-efficient, and shielded or recessed so that direct glare and reflections are confined to the maximum extent feasible within the boundaries of the site. Each light fixture shall be directed downward and away from adjoining properties and public rights-of-way.

3. No lighting on private property shall produce an illumination level greater than one footcandle on any property within a residential zoning district except on the site of the light source.



4. No permanently installed lighting shall blink, flash, or be of unusually high intensity or brightness.

5. Exterior lighting should enhance building design and landscaping, as well as provide for safety and security, but should not create glare for residents or neighbors. Cut sheets or details of lighting fixtures shall be submitted with plans to confirm that lighting will be cast downward, rather than spreading glare onto adjacent properties.

6. Lighting fixtures should be durable and compatible with building design and landscaping.

D. Mechanical Equipment.

1. Roof-mounted mechanical equipment, including air conditioners and ventilation fans, should be screened by the building parapet. If equipment will be visible above the parapet, then some other type of screen should be proposed. Plans must clearly call out the height of equipment and demonstrate how equipment will be adequately screened. A line of site diagram may be needed to confirm that proposed screening will be adequate.

2. Utility service equipment, such as meter boxes, should be designed in housings or cabinets that are integral to the building. Locations of meter boxes and other similar equipment should be clearly shown on elevations.

3. Solar heating equipment should be as unobtrusive as possible and complement the building design.

4. Standpipes for fire sprinkler systems should be shown on plans early in the review process and be internal to the building.

E. Outdoor Storage. Outdoor storage areas shall be screened with a solid fence, wall or mature hedge or other screen planting at least six feet high (per Section 18.72.140 of the Zoning Regulations).

F. Trash/Recycling Enclosures & Service Areas.

1. Trash/recycling enclosures and service and loading docks should be conveniently located and large enough, but must not interfere with other circulation or parking on the site.

2. Trash containers should be located away from public streets and store entrances and should be completely screened with materials that are compatible with building exteriors.

3. Enclosures should be designed for long-term use and made of durable materials built on a concrete pad.

4. Service, utility, loading, and trash areas should be well screened, integrated into the site plan, and consistent with the architectural style of the building.

G. Utilities. The location of meters and electrical transformers, traffic control boxes, utility poles and lines, fire safety apparatuses and any other utility equipment need to be shown at the early stages of project design. Equipment and fixtures should be accessible for their intended purposes, as well as located to be as unobtrusive as possible. Proposals for screening also need to be presented in plans.

5.2 - Landscaping

A. Goals for landscaping. The landscape design goals for the City include landscape that:

1. Makes fullest possible use of Patterson's geographic location;
2. Is botanically rich;
3. Is low maintenance, while in keeping with the City's high standards for the best of design;
4. Enhances building architecture;
5. Is water conserving while providing diversity;
6. Helps to preserve and create views;
7. Establishes patterns, provide orientation, avenues, theme areas, landmarks;
8. Provides aesthetic links and transitions between centers of activity;
9. Provides reinforcement, contrast or screening;
10. Uses plantings as examples of design, creative combinations of shapes, textures, and colors;
11. Provides shade, especially in paved areas, either seasonal or year round;

12. Establishes plantings that provide seasonal variety;

13. Preserves and utilizes historic plantings;

14. Preserves and establishes landmark trees (outstanding examples of mature trees);

15. Creates inviting people spaces;

16. Provides imaginative combinations of plantings and hardscape; and

17. Piques peoples' interest; raises their awareness of design and instills a pride of place.

B. Landscape Design Guidelines.

1. **Planting must be included on all developed sites.** Planting areas must be integrated with the building design, enhance the appearance and enjoyment of the project and soften the effect of the buildings and paving. Landscaping should use a combination of trees, shrubs, and ground cover. A project's planting should blend with vegetation on nearby property if the neighboring greenery is healthy and appropriate. The City encourages innovation in planting design and choice of landscape materials.

2. **Vegetation and natural features**. Healthy existing vegetation should be kept and incorporated into site and planting plans if they improve the site's appearance or enhances its proposed use.

3. **Extent of landscaping**. A site should be adequately planted on all sides and on the interior. Trees must be planted along streets in accordance with the City's Tree Regulations. Those trees should be selected from the City's "street tree" list; trees not on the list may be used if approved by the City. Trees might be required on other parts of a site for screening.

4. **Plant selection**. The purpose of planting – shade, screening, erosion control or appearance, for example – should determine what types of plants are selected. Thickness, height, variety of color (not uniform), seasonal characteristics and ultimate growth should be considered. A generous amount of vegetation should be planted. Where planting is intended to perform a functions such as screening or shading, its initial

size and spacing should be selected to achieve its purpose within two years, or else it should be supplemented by temporary architectural features such as screen fencing or an arbor.

5. **Water conservation**. The conservation and efficient use of water are important City goals. To that end, the City Council added Chapter 15.48 to the Municipal Code that promotes the use of native and drought tolerant materials and sets water efficient landscape standards. The following landscape standards apply to all new development.

   a. Irrigated turf areas shall not exceed 20 percent of the site's total area. The Commission may allow larger turf areas where special water conservation measures are used, and where their primary purpose is for recreation rather than esthetics, as in parks, playgrounds, and private rear yards. If a project is exempt from the Planning Commission review process, the Planning Director may allow larger turf areas using these criteria.

   b. Water saving turf varieties or turf substitutes (groundcovers) shall be used where appropriate.

   c. Planter and turf areas will be designated for maximum water efficiency and ease of maintenance. Turf shall not be used in narrow planters, raised beds, and other relatively small planters as determined by the Planning Director. Turf planting on slopes over 15 percent causes excess irrigation runoff, and will no be allowed.

   d. Use decorative paving and alternative ground covers such as pathway bark, crushed rock, wood chippings, concrete, brick, or wood pavers to attractively landscape pathways, service areas, or areas difficult to maintain.

   e. Plants shall be selected appropriately according to their suitability to the climatic, geologic, and topographical conditions of the site. Protection and preservation of native species and natural areas is encouraged.

   f. Plants having similar water use shall be grouped together in distinct hydrozones and irrigated by a separate valve. "Grey water" should be used wherever possible for irrigation.

g. Plant selection shall clearly emphasize the use of drought tolerant and water conserving plants.

h. Curbs, headerboards, pavers, and other decorative materials should be used to define the edges of planters to reduce irrigation runoff into non-planted areas, and to define turf areas.

i. Water features will be designed and maintained to use water efficiently. Pools, ponds, decorative fountains and other similar ornamental water features will use recirculating water. Water features will be of a design, shape, and size that maintains water loss through evaporation.

j. Parking lots should be adequately landscaped to prevent large, uninterrupted expanses of paving.

k. Planted areas will have a two-inch thick layer of mulch to reduce soil moisture evaporation and discourage weed growth.

l. Use erosion control measures on planted slopes of 3:1 (33 percent) or steeper. Where runoff and erosion are likely, planter slopes shall have jute mesh, straw matting or comparable biodegradable material to reduce erosion and allow plants to become established.

6. **Placement**. Plants should be placed with respect for their life cycles – for such factors as their ability to maintain and reproduce themselves, their size at maturity and their life span. Placement also should respect the different environmental requirements of different plants; factors such as temperature, moisture, soil, sunlight, and wind should be considered.

7. **Irrigation**. Most plants need to be irrigated to look their best. The City encourages the use of drought-tolerant plants; however, even these need regular water to become established. An appropriate irrigation system might include sprinklers, bubblers, a drip system and hose bibs, for example. The system must be designed for efficient, conservative use of water. The Planning Commission encourages the use of automatic

watering systems, set to water at night. Planter areas need to be large enough to properly accommodate the proposed irrigation systems.

8. **Protection for planters**. Planting areas must be protected by wood, masonry or concrete curbing where necessary.

9. **Tree/Landscaping removals**. Proposals to remove trees over three inches in trunk diameter must be shown on plans. The type, trunk and canopy diameter, and status (e.g. to be removed, saved, relocated) needs to be noted. Landscaping should not be considered for removal as part of a demolition plan without accompanying development plan that demonstrates why the plantings cannot be saved and provides for an adequate replacement.

10. **Maintenance**. Landscaping plans should be designed with function and ease of maintenance in mind. Diseased vegetation must be treated and dead vegetation replaced. Configurations that tend to catch trash and debris should be avoided.

11. **Other Considerations**. Proposed landscaping should also be designed to address the following additional considerations:

    a. Maintenance and replacement
    b. Water shortages, potential problems with reclaimed water
    c. Effects of drought – plant loss, increased water costs
    d. Health concerns – Allergies (heavy pollen producing trees)
    e. Poor soils and poor drainage
    f. Intrusion of temporary structures into landscape space
    g. Safety issues – tree fall, root damage, visibility
    i. Disease concerns – pitch canker, borer beetle

5.3 - Parking Facilities

The following are general design guidelines for parking facilities. See also the design guidelines for parking areas in the sections of this document on commercial and residential project design.

A. General design principles.

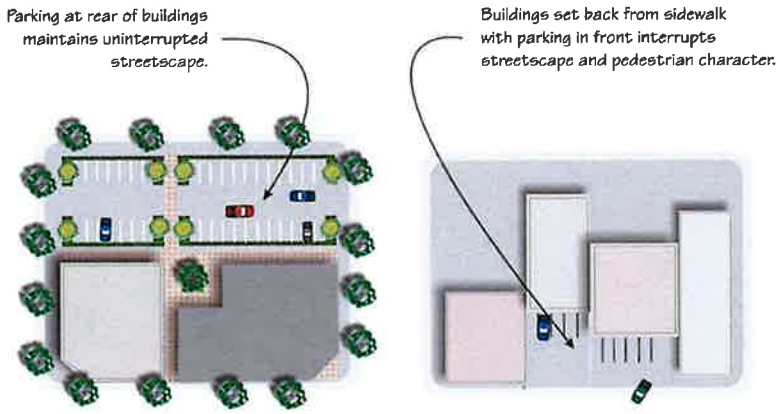
1. Where applicable, the site plan should be coordinated with adjacent properties to provide automobile and pedestrian circulation connections between properties.

2. Pedestrian ways should connect parking areas to streets.

3. Pedestrian ways should be incorporated in parking lots, where practical, using such elements as accented paving, trellises, and lighting.

B. Siting and Screening.

1. Parking lots should not dominate street views of projects. Wherever possible, parking lots should be placed behind buildings.



This. Not this.

2. Motorcycle and bicycle parking spaces and accessible parking spaces should be located for convenience and safety.

3. When parking lots are proposed along street frontages, they shall be screened by a three-foot (minimum) high wall, fence, hedge consisting of five gallon or larger plants, or landscaped berm. The area between such screen and the street shall be landscaped. (per Parking and Driveway Standards).

4. A parking lot on a site adjacent to a residential development or next to a residential zone shall be screened by a solid six-foot high wall, fence or an existing mature hedge.

5. Structured parking is encouraged to minimize "vast seas of parking" in large commercial projects.

6. The number of driveway entries to a site should be minimized and located as far away as feasible from adjacent street intersections. Opportunities for common driveways and shared parking areas through reciprocal easements should be explored.

7. Where there is adequate space to do so, planters should be created along the edge of driveways leading to parking lots, rather than up to the property line.

C. Landscaping in Parking Areas.

1. The City encourages landscaping in parking lots to provide visual interest, buffers between land uses and shading for cars and people. In accordance with the Parking and Driveway Standards, a minimum of five percent of a parking lot's area shall be devoted to landscaping.

2. In order to encourage the use of trees in parking lot areas, planters shall be placed after each six parking spaces in any row, and at the ends of each row of parking spaces.

3. Trees in parking lots should be selected to provide adequate visual interest and shading when they mature. Trees with messy fruit and excessive litter should be avoided.

4. Landscape areas shall have a minimum dimension of four feet and be defined by concrete curbing designed to minimize damage to pavement caused by irrigation of landscaping.

5. Landscaping in parking lots should not block a driver's view.

6. Planters in parking lot areas should be increased in size by including the overhang area of the adjacent parking stall as part of the planter area. In general, the additional planter area provided by the overhang should not be included as part of the minimum planter width.

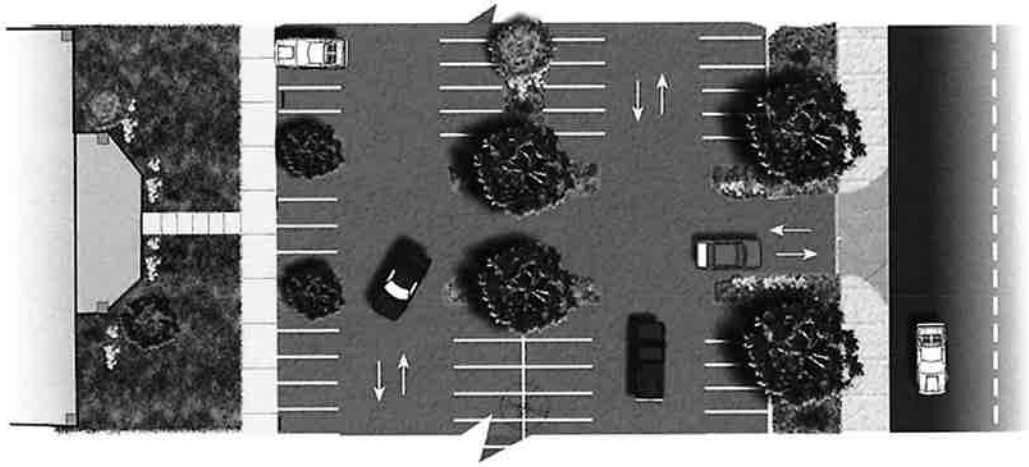
7. Planter areas should be provided between buildings and adjacent parking lots to visually break up the hard surfaces.

D. Pedestrian Access.

1. Parking lot design should include walkways that help direct pedestrians comfortably and safely to building entrances. Walkways should be clearly delineated by changes in the color or texture of paving materials.

2. Parking lot aisles should generally be oriented to run perpendicular to the building's entry to allow pedestrians to walk parallel to moving cars. This strategy also minimizes the need for the pedestrian to cross parking aisles and landscaped areas.

E. Alternative Paving Materials. The City supports the use of innovative paving materials such as stamped concrete, brick or grasscrete to help define an entry or walkway, to visually minimize the vastness or large paved areas, or to help save a specimen tree.



An example of parking lot elements and landscaping.

F. Bicycle Parking.

1. New multi-family, office, commercial and industrial projects, which require ten or more automobile parking spaces, need to provide both short-term (racks) and long-term (lockers or interior space) bicycle parking.

2. Bicycle racks shall:

a. Stand a minimum of 30 inches from ground level and support bikes in a stable position. They should be coated with rubberized plastic, vinyl plastic coating or a similar material to avoid damage to bicycle frames.

b. Allow the frame and both wheels (one wheel removed from the frame) to be locked to the rack using a standard sized "U"-lock.

c. Be installed on a concrete or asphalt surface with access provided by aisles at least five feet wide.

d. Be located as close to the main entrance of the destination as possible and be located at least as conveniently as the most convenient automobile parking.

e. Be visible from the interior of the destination.

f. Be placed where they will not be damaged by vehicles or vandals.

g. Be located where clear and safe pedestrian circulation is ensured.

h. Be accompanied by pavement markings or symbols on the rack to show proper parking orientation for bicycles.

i. The City often specifies the use of the inverted-U bicycle rack, ribbon, or wave rack to meet the above specifications.

G. Motorcycle Parking. Section 18.72 of the City's Zoning Regulations requires that one motorcycle space be provided for each 20 vehicle spaces for each use that requires 10 or more vehicle spaces. Motorcycle spaces shall be four feet wide by eight feet long and installed on a 3 and ½ inch concrete base.

5.4 - Site Drainage and Storm Water Retention

Storm water pollution is rapidly growing in importance as a national environmental issue. In California, pollution of storm water is a major source of the state's water pollution.

Storm water runoff is part of a natural hydrologic process. However, land development and construction activities can alter natural drainage patterns and pollute storm water runoff. Runoff picks up pollutants as it flows over the ground or paved areas and carries these pollutants into the storm drain system. Common sources of pollutants from construction sites include: sediment from soil erosion; construction materials and waste (e.g. paint, solvents, concrete, drywall); landscaping runoff containing fertilizers and pesticides; and spilled oil, fuel and other fluids from construction vehicles carrying vehicles and heavy equipment.

To address the problem, federal and state governments have developed a program for monitoring and permitting discharges from municipal storm drain systems. As a result development and construction projects are subject to new requirements designed to improve storm water quality.

A. Plans to minimize runoff. In the selection of a drainage plan for a development, the applicant shall evaluate and implement site design features that minimize the increase in runoff volumes and rates from the site. The applicant's drainage plan submittal shall include evaluations of site design features that are consistent with the following hierarchy:

1. Minimize impervious surfaces on the property, consistent with the needs of the project.

2. Attenuate flows by use of open vegetated swales and natural depressions and preserve existing natural stream channels.

3. Infiltrate runoff on-site.

4. Provide storm water retention structures.

5. Provide storm water detention structures.

6. Construct storm sewers.

The drainage system should incorporate multiple uses where practicable. Uses considered compatible with storm water management include open space, aesthetics, aquatic habitat, recreation (such as trails and playing fields), wetlands and water quality mitigation. The applicant should avoid using portions of the property exclusively for storm water management.

B. **Infiltration Practices**. To effectively reduce runoff volumes, infiltration practices including basins, trenches, and porous pavement should be utilized.

C. **Vegetated Filter Strips And Swales.** To effectively filter storm water pollutants and promote infiltration of runoff, sites should be designed to maximize the use of vegetated filter strips and swales. Runoff from impervious surfaces should be directed onto filter strips and swales before being routed to a storm sewer or detention basin.

D. **Safety Considerations**. The drainage system components, especially detention basins, shall be designed to protect the safety of any children or adults coming in contact with the system during runoff events.

E. **Maintenance Considerations**. The storm water drainage system shall be designed to minimize and facilitate maintenance. Maintenance of storm water drainage facilities located on private property shall be the responsibility of the owner of that property.

5.5 - Signs

The City's current Sign Regulations provide limits on the type, size and location of signs in each land use category. The regulations allow the Commission, under exceptional circumstances, to approve signs not normally allowed. Exceptional circumstances might include impaired or difficult visibility, or unique or innovative sign design.

A. **Design**. Plans submitted to the Planning Commission need to show proposals for signage including materials, size, color, lettering, location and arrangement. Signs should suit the architecture of the building they are applied to and should be appropriate for the type of activity the business conducts.

B. **Details**. The colors and materials of signs should complement the architectural style of the building.

C. **Scale.** The size of a wall sign should be in proportion to the scale of the wall to which it will be installed. Similarly, the size of a freestanding or monument sign should be scaled to its proposed location and compatible with surrounding signage.

D. **Location**. Building signage should be located near the business entry.

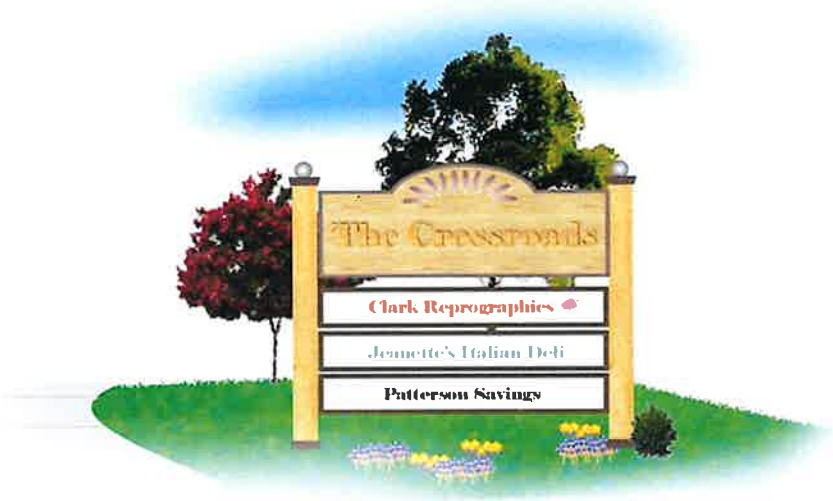
E. **Coordination**. Signing should be consistent in location and design throughout a development. The development of a signage program is highly recommended for projects with more than one business, including shopping centers, to encourage uniformity.

F. **Consistency**. When more than one type of sign is used in a project, the styles of the signs should be consistent with one another so that the effect of the overall program is harmonious.

G. **Message Content.** Text should be kept to a minimum and designed for business identification, not advertising purposes. Location, size, materials and other features of a sign should be selected to achieve legibility.

H. **Types**. Wall signs, monument signs and low-profile freestanding signs are encouraged. Distinctive architectural features, planting, window displays and merchandise can often communicate some of the message and identity usually conveyed by traditional signage.

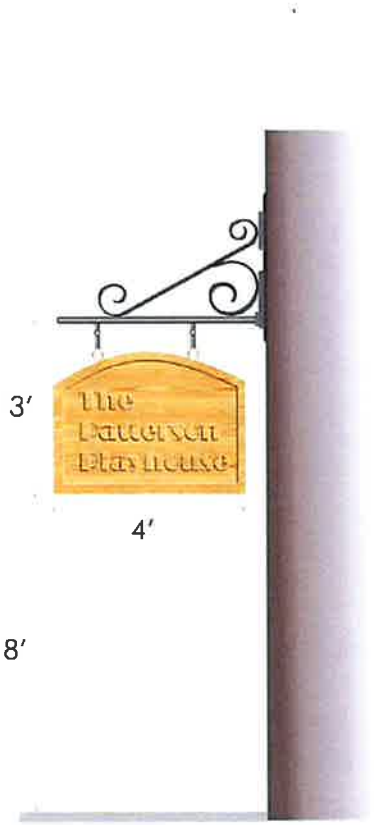
I. **Monument and Freestanding Signs**. The base of a monument sign or the poles supporting freestanding signs should be architecturally compatible with the architecture of site buildings and enclosed or clad in architecturally compatible materials. Sign faces of these types of signs should be sufficiently high to allow the placement of landscaping around the bases without obstructing sign visibility.



J. **Pedestrians**. Signage for pedestrians should be provided where necessary for orientation. Suspended and small projecting signs are good choices for business identification in the downtown.

K. **Illumination**. Where permitted, lighting for signs shall not create a hazardous glare for pedestrians or vehicles either in a public street or on any private premises. The light source shall be shielded from view.

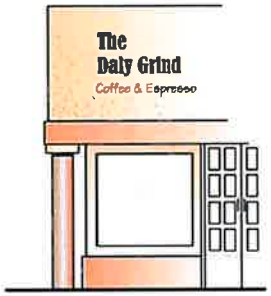
1. **External illumination**. Lighting for externally illuminated signs shall be indirect and utilize focused light fixtures that do not allow light or glare to shine above the horizontal plane of the top of the sign or onto any public right-of-way or adjoining property.



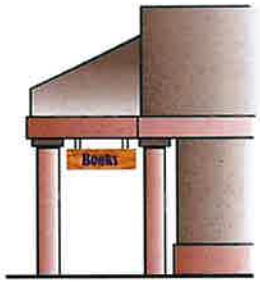
Suspended signs with adequate clearance are appropriate for the downtown.

2. **Internal illumination**. For internally illuminated signs, a dark background with lighter letters and graphics is generally preferable to the reverse. Raised lettering and graphics with halos or back lighting are also preferable to flat-faced signs with a light background and dark copy.

Canopy

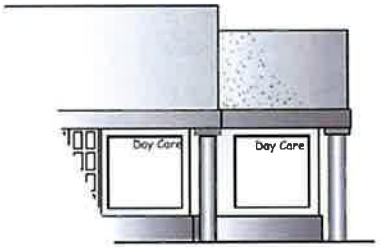


Wall



Under Marquee

Projecting



Window

Signs should be integrated with the style and character of the project.

Chapter 6 - Special Design Considerations

Various sites within the city have particular environmental, cultural, and other characteristics that require special attention in project design. This Chapter provides guidelines to address these issues.

6.1 - Creekside/Irrigation Laterals Development

Creek corridor habitats support plants and animals; recharge aquifers; and filter some pollutants. Creek corridors are a valuable open space resource and provide recreational and scenic opportunities. For these reasons, the City intends to provide adequate buffer areas between creek corridors and adjacent development to protect this valuable community resource as a natural, scenic and recreational amenity.

The provisions of this section apply to proposed development on any site adjacent to or crossed by a creek or stream.

A. Creek/Irrigation Lateral Setback Development Guidelines

1. Paths or trails may be located within a creekside/lateral setback; however, no structure, paved road, parking access, parking spaces, or paved areas should be constructed within a creek/irrigation lateral setback area.

2. No grading or filling, planting of exotic/non-native or non riparian plant species, or removal of native vegetation shall occur within a creek or creekside/irrigation lateral setback area.

3. Where drainage improvements are required within a creek or irrigation lateral setback area, they shall be placed in the least visible locations and naturalized through the use of river rock, earthtone concrete, and landscaping with native plant materials.

4. Proposed development should incorporate permeable surfaces in hardscape areas (for example, wood decks, sand-joined bricks, and stone walkways) where feasible, to minimize off-site flows and facilitate the absorption of water into the ground.

One of many irrigation canals that pass through the City's planning area.

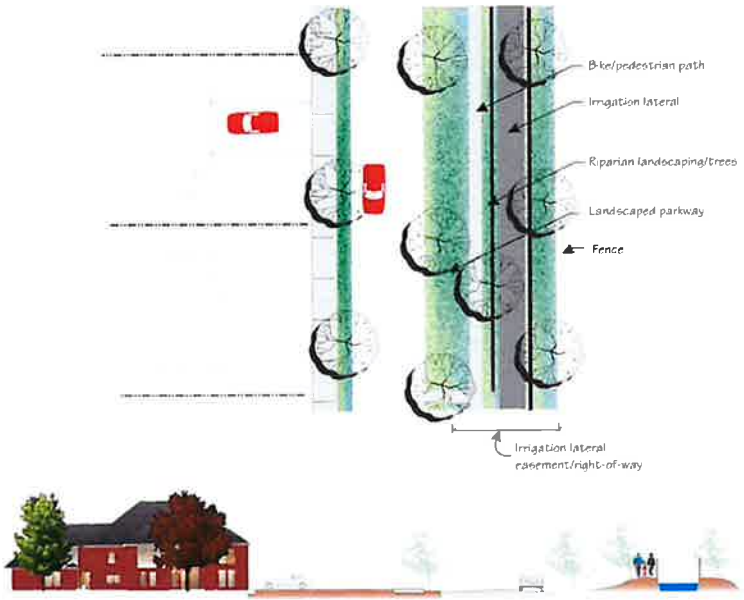
Salado Creek south of Sperry Avenue.

5. Development or land use changes that increase impervious surfaces or sedimentation may result in channel erosion. This may require measures to stabilize creek/irrigation lateral banks.

    a. Creek rehabilitation is the preferred method of stabilization, with the objective of maintaining the natural character and quality of the creek and riparian area. Rehabilitation may include enlarging the channel at points of obstruction, clearing obstructions at points of constriction, limiting uses in areas of excessive erosion, and restoring riparian vegetation.

    b. If bank stabilization requires other rehabilitation or vegetative methods, hand-placed stone or rock rip-rap are the preferred methods.

7. Public access and visibility to creeks should be provided. Structures or lots that back-on to creeks or creek frontage roads are discouraged. However, certain areas along the creek may not be appropriate for public access due to on-going conservation plans and programs.



6.2 - Historic Resource Preservation

The City's requirements for the preservation of historic and cultural resources are administered by the Planning Commission in accordance with Ordinance No. 579. These provisions should be reviewed for projects that may be affected by those guidelines and regulations.

The City's historical museum is housed in the Center Building in the center of Plaza.

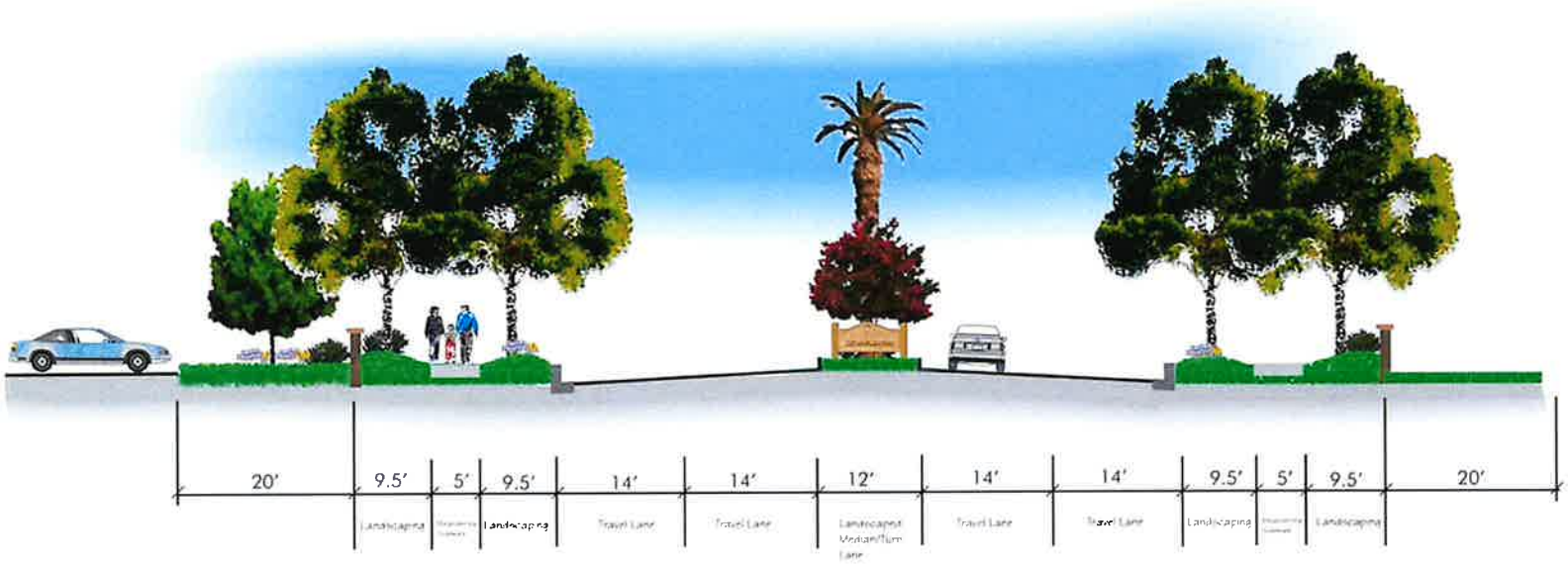
6.3 - Sperry Avenue and Las Palmas Avenue

The two most-traveled entryways into the City are along Sperry Avenue from the I-5 freeway to the west, and Las Palmas Avenue from the east. In addition to being key gateways to the City, each of these arterials possesses a unique character that should be enhanced through thoughtful design of streetscape improvements and adjoining development.

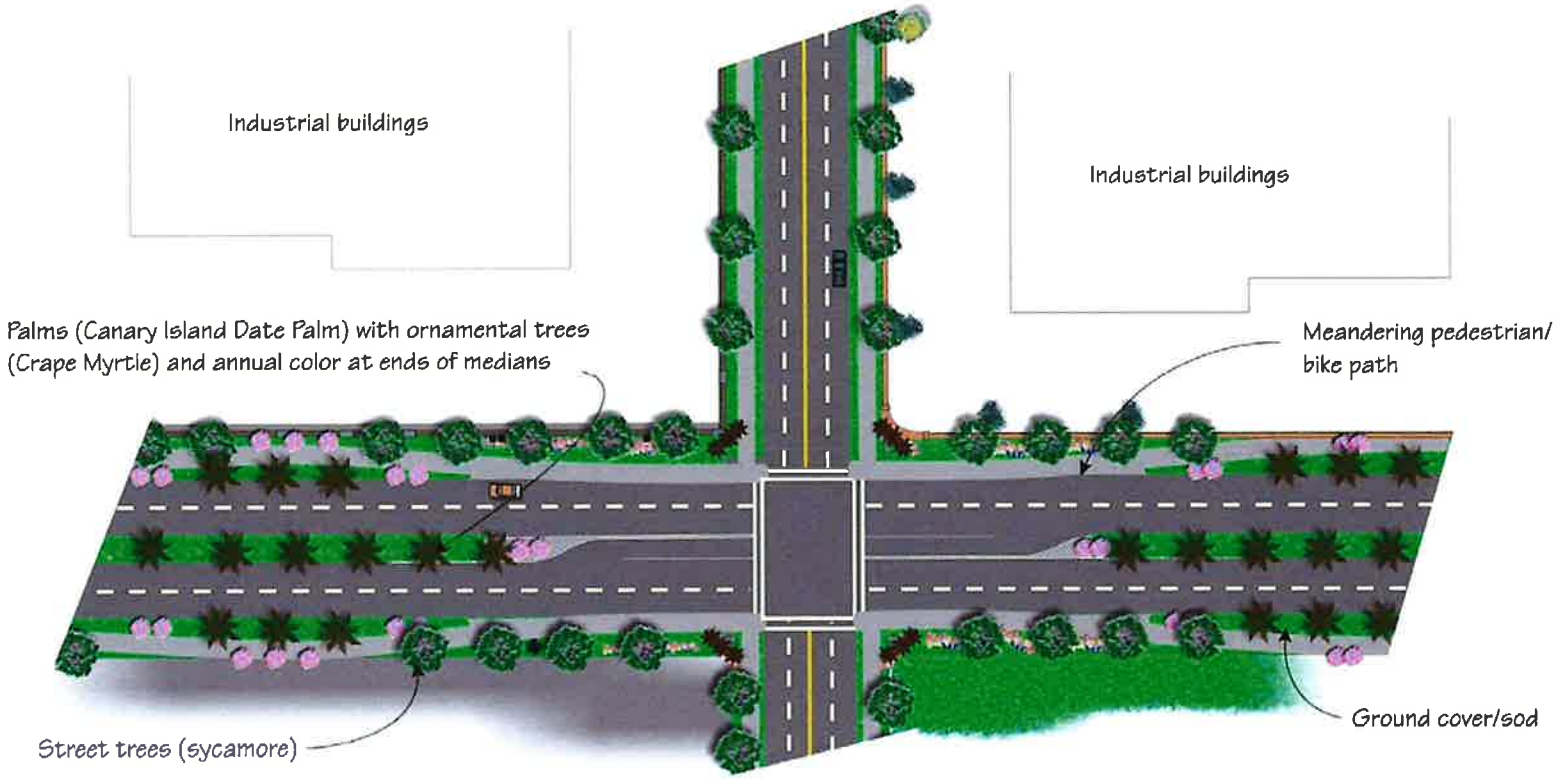
Sperry Avenue

Sperry Avenue is the primary access to the I-5 freeway from the City. In 1998 the City adopted a "plan line" (street section) and landscaping plan for the improvement of Sperry Avenue necessary to accommodate buildout of the City as anticipated by the General Plan and the West Patterson Master Development Plan. The final plan shows four travel lanes separated by a landscaped center median (see below). This plan is intended to be carried out between Ward Avenue and the I-5 interchange.

Sperry Avenue looking west in front of new commercial development.



Sperry Avenue Section



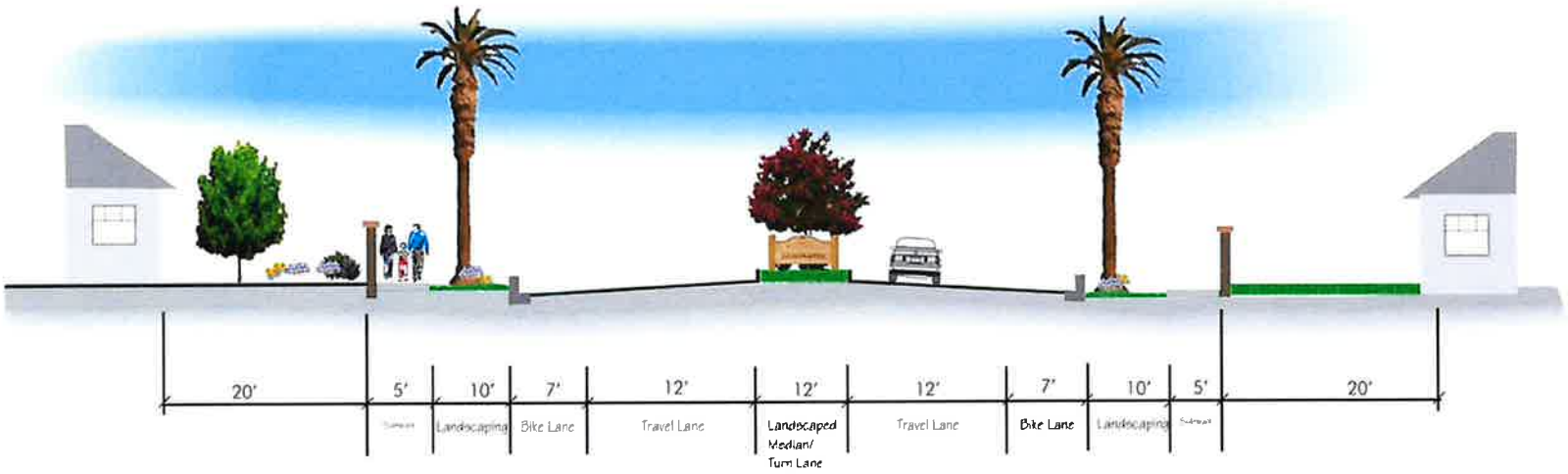
Sperry Avenue Planned Improvements and Landscaping

Las Palmas Avenue

Las Palmas is another important arterial in that it provides the primary entrance to the City from the east, and its namesake trees are huge Canary Island date palms planted around 1913 by the original town fathers. The palms are listed with the State of California as an historical resource.

Recognizing that Las Palmas is an important gateway to the City, a similar landscaping and streetscape approach is recommended as that employed along Sperry Avenue. Namely, a wide landscaped parkway containing the historic palms and groundcover with ornamental trees, and a landscaped center median from the eastern City limits to First Street. West of El Circulo, the City should consider planting palms alternately with street trees to continue the theme along the entire length of Las Palmas within the City.


Palms (existing)
Groundcover between palms
Ornamental trees, groundcover and annuals in landscape median
Las Palmas Avenue



Las Palmas Section

Part II
Downtown Design Guidelines
&
Physical Design Plan

Chapter 7 - Downtown Design Guidelines and Physical Design Plan

For much of the early history of Patterson, the Downtown served as the business and financial center for the area, providing banks, stores, a post office, and other necessities for the early residents. Over the years, the vitality of the Downtown has declined as the regional economy has shifted away from its dependence on agriculture to one based more on services and housing. While the Downtown still provides for many of the day-to-day needs of local residents, dining and entertainment and the purchase of big-ticket items takes place in the surrounding communities.

Del Puerto in the 1930s.

The City has long recognized the importance of the Downtown to the continued growth and prosperity of the community. The General Plan, adopted in 1993, contains policies aimed directly at downtown revitalization. In 1998, the City adopted a Redevelopment Plan with a project area that includes the downtown and portions of the surrounding neighborhoods. One of the projects identified in the Redevelopment Plan is the preparation of a downtown plan and design guidelines to serve as a guide for the revitalization efforts to come.

The potential for revitalization is apparent. The Downtown's compact size, historical character and public facilities such as the parks, the library and City Hall, suggest a place that people can enjoy visiting and walking in. Moreover, the Downtown has many interesting and potentially attractive places such as the old brick buildings which offer a glimpse back to Patterson's heritage. Downtown remains the site of many of the community's longstanding events and festivals, such as the Farmer's Market and Apricot Fiesta. Existing businesses include banks, restaurants, saloons, and some retail and service outlets – a basis for renewed vigor. The residential areas surrounding the downtown include many beautiful older homes that add character to the town and a sense of neighborhood.

Del Puerto in 1999.

7.1 - Purpose and Applicability of the Downtown Design Guidelines and Physical Design Plan

The Downtown Design Guidelines and Physical Design Plan is intended to capture the community's shared vision for a revitalized Downtown that is an attractive place to visit, shop and do business by providing a physical design plan that can help guide these revitalization efforts. In the downtown, attention to the design details of both private property development, and the City's treatment of the public realm, warrant more detailed planning and design direction than the general guidelines provide. The downtown is an area of the city where the design of individual

projects and the streetscape are critical to maintaining or improving the attractiveness and other special qualities of each area.

The vision embodied by the Downtown Design Guidelines and Physical Design Plan can only be achieved through a cooperative effort among the City, private property owners and the community. The City's responsibility is to provide timely review of new projects, and to help foster private investment by implementing public improvements that enable development to occur. The Downtown Plan and Design Guidelines help achieve the former by providing a greater measure of predictability to the design review process.

The area covered by the Downtown Plan and Design Guidelines is shown in relation to the City's Redevelopment Project Area on Figure 1 and includes the commercial properties around El Circulo and land to the west along Las Palmas Avenue envisioned as the westward expansion of the Downtown in the Patterson General Plan.

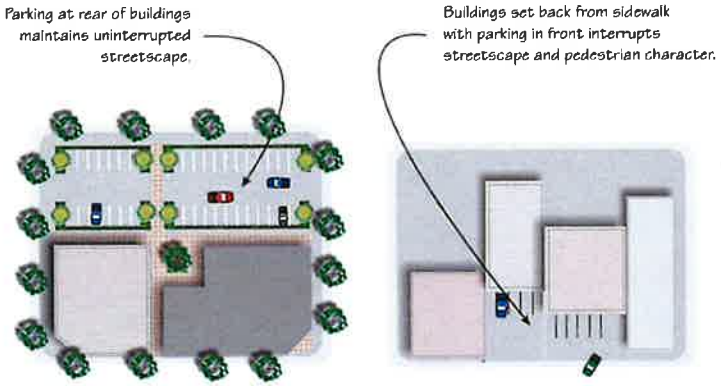
In addition to illustrating design concepts for the physical revitalization of the Downtown, the Downtown Plan also provides strategies for implementation and funding, including a market "niche" study that identifies the range of businesses that could be attracted to the downtown and supported by local residents.

7.2 - Goals for Downtown Design

The primary goal of these design guidelines for the downtown is to preserve and enhance its attractiveness to residents and visitors as a place where: people prefer to walk rather than drive; and where the pleasant sidewalks, shading trees, and variety of shops, restaurants, and other activities encourage people to spend time, slow their pace, and engage one another. The design of buildings, circulation, and public spaces in the downtown have, and will continue to play a crucial role in maintaining this character and vitality.

7.3 - Design and Development Guidelines

A. Street orientation. Buildings in the downtown should be located at the back of the sidewalk unless space between the building and sidewalk is to be used for pedestrian features such as plazas, courtyards, or outdoor eating areas.



B. Height, scale. All buildings in the downtown should be at least two stories or 30 feet in height, particularly within the interiors of blocks. This height is needed to "enclose" the street so that it provides pleasant space for pedestrians. Multi-story buildings are also desirable because of the opportunities they can provide for upper-floor offices and residential units, increasing the numbers of potential customers for ground floor retail uses and assisting in maintaining their viability. Different building heights may be appropriate as follows:

1. The height and scale of new structures and alterations to existing structures should complement existing adjacent buildings and provide human scale and proportion; and

2. New structures should not be significantly taller or shorter than adjacent structures unless the proposed structure can provide a visual transition from the height of adjacent structures to its new height.

C. **Façade design**. New structures and remodels should provide storefront windows, doors, entries, transoms, awnings, cornice treatments and other architectural features that complement existing structures, without duplicating a particular architectural style.

1. **Overall character**. In general, buildings should have either flat or stepped rooflines with parapets, and essentially flat facades. Walls with round or curvilinear lines, or large pointed or slanted rooflines should generally be avoided.

2. **Proportions in relation to context**. Buildings should be designed with consideration of the characteristic proportions (relationship of height to width) of existing adjacent facades, as well as the rhythm, proportion, and spacing of their existing door and window openings.

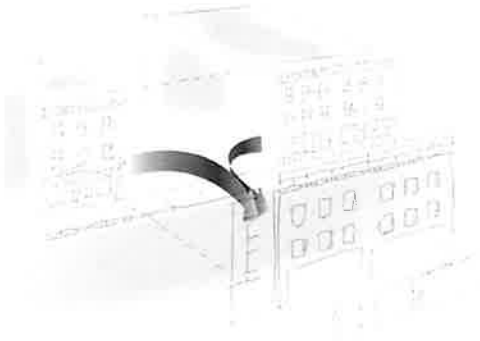
3. **Storefront rhythm**. A new building facade that is proposed to be much "wider" than the existing characteristic facades on the street should be divided into a series of bays or components, defined by columns or masonry piers that frame windows, doors and bulkheads. Creating and reinforcing a facade rhythm helps tie the street together visually and provides pedestrians with features to mark their progress down the street.

4. **Individual storefront proportions**. Storefronts should not overpower the building façade, and should be confined to the area framed by the support piers and the lintel above, consistent with classic "Main Street" architecture.

5. **Wall surfaces**. Wall surfaces, particularly at the street level, should be varied and interesting, rather than unbroken and monolithic. This can be achieved in a number of ways including:

   - Dividing the facade into a series of display windows with smaller panes of glass;
   - Constructing the facade with small human scale materials such as brick or decorative tile along bulkheads;
   - Providing traditional recessed entries; and
   - Careful sizing, placement and overall design of signage.

6. **Bulkheads**. Storefront windows should not begin at the level of the sidewalk, but should sit above a base, commonly called a "bulkhead," of 18 to 36 inches in height. Bulkheads should be designed as prominent and visible elements of building facades,



Infill development should provide a logical transition from adjoining buildings in terms of height, bulk and the rhythm of windows.

and should be treated sensitively to ensure compatibility with the overall appearance of the building. Desirable materials for bulkhead facing include those already common in the downtown: ornamental glazed tile in deep rich hues, either plain or with Mediterranean or Mexican patterns; dark or light marble panels; and Vitrolite, a tempered glass panel product that was available in a variety of colors.

Elements of Building Facade Design

D. Materials and architectural details.

1. **Finish materials**. The exterior materials of downtown buildings involve two aspects — color and texture. Materials with integral color such as hard smooth troweled plaster, tile and stone is encouraged. If the building's exterior design is complicated, with many design features, the wall texture should be simple and subdued. However, if the building design is simple (perhaps more monolithic), a finely textured material, such as patterned masonry, can greatly enrich the building's overall character.

   Materials should complement those on significant adjacent buildings. The following materials are considered appropriate for buildings within the downtown. The number of different wall materials used on any one building should be kept to a minimum, ideally two or less.

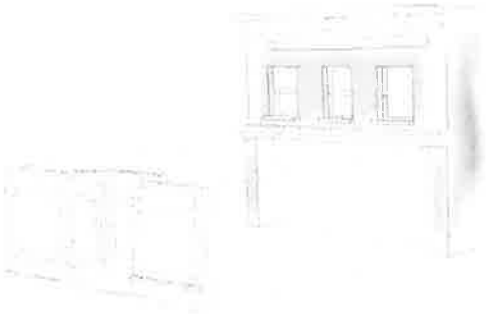
   - clear glass
   - glass block (transom)
   - exterior plaster (smooth trowelled preferred)
   - new or used face-brick
   - cut stone, rusticated block (cast stone)
   - ceramic tiles (bulkhead or cornice)
   - clapboard (where appropriate)

   The following exterior building materials are considered inappropriate in the downtown and are discouraged:

   - Mirrored glass and heavily tinted glass
   - Windows with false divisions (i.e., a window where the glass continues uninterrupted behind a surface mounted mullion)
   - Vinyl and aluminum siding
   - Painted or baked enamel metal awnings
   - Rough "Spanish lace" stucco finish
   - Unpainted plywood
   - False stone veneer
   - Corrugated sheet metal

- Corrugated fiberglass
- Split face concrete block
- Exposed concrete block without integral color

2. **Remodeling**. Storefront remodeling often covers original decorative details, or retains them only as visual "leftovers." Existing details should not be wasted in remodeling efforts. If enough remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of changes to a façade should grow out of the remaining traditional details and create a harmonious background that emphasizes those details.



Storefront remodel should (where possible) re-create the historic architectural character of the storefront.

3. **Doorways.**

- Storefront entrance doors should be recessed within the building façade to provide an area for pedestrians to transition from the interior space to the public sidewalk. The appropriate depth of the recess will depend upon the storefront design and available space, but should be at least the width of the entrance door.
- Doors themselves should be primarily of glass, to avoid conflicts between entering and exiting patrons.
- Door and entry designs and materials should be compatible with the other storefront materials. Terrazzo and tile pavers are attractive and appropriate paving materials, while indoor/outdoor carpeting and wood planking are inappropriate materials.

4. **Windows.**

- When windows are added or changed, it is important that the design be compatible with the themes common on the same block.
- Use of clear glass (at least 88 percent light transmission) on the first floor is recommended. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.
- Permanent, fixed security grates or grilles in front of windows are not permitted. Any necessary security grilles should be placed inside, behind the window display area.

- Traditional storefront transom windows should be retained whenever feasible. If the ceiling inside the structure has been lowered, the ceiling should be stepped up to meet the transom so that light will penetrate the interior of the building.

5. **Awnings**. Awnings should be retained and/or incorporated where feasible and compatible with the storefront.

   - Where the facade of a commercial building is divided into distinct bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by the bay elements and fit into the space created by the bay.
   - Awning shape should relate to the window or door opening. Barrel-shaped awnings should be used to complement arched windows while square awnings should be used on rectangular windows.
   - Awnings may not be internally illuminated.
   - Awnings can be either fixed or retractable. If fixed, the ends should be covered, and the supporting framework should be completely covered by the awning.
   - The materials and color of awnings need to be carefully chosen. The use of second floor awnings shall be coordinated with lower storefront awnings. Canvas is the most appropriate material for awnings. Metal, plastic (vinyl), or other glossy materials are not appropriate.
   - Awnings should be functional and at least four feet wide.

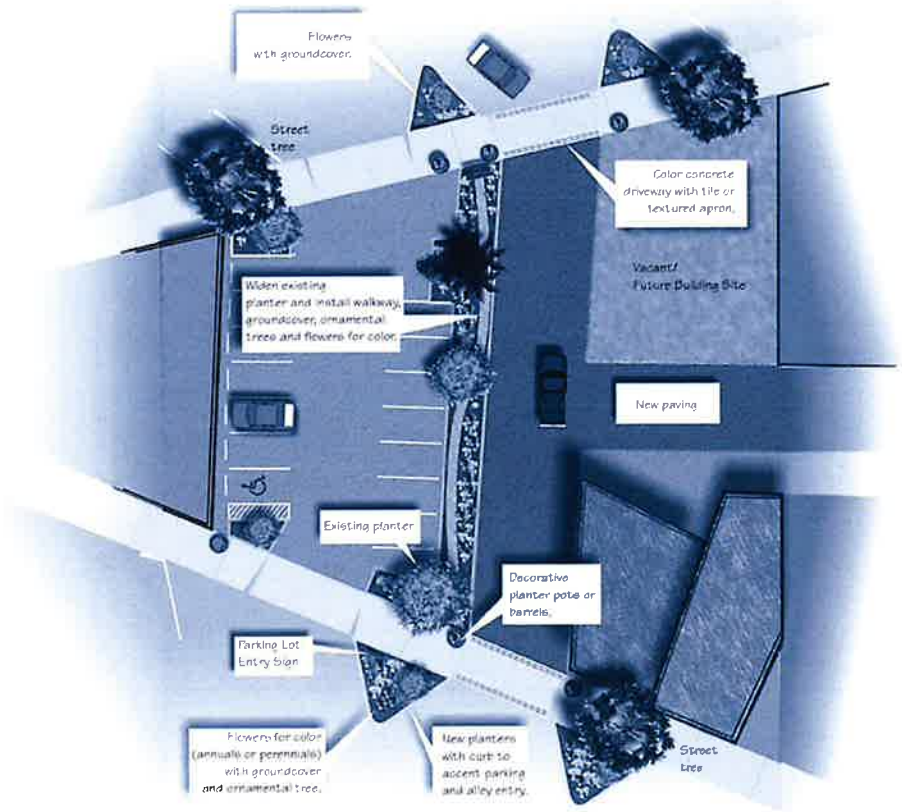
6. **Other details**. A number of other details may be incorporated into exterior building design to add a degree of visual richness and interest while meeting functional needs. These details include such items as:

   - Light fixtures, wall mounted or hung with decorative metal brackets
   - Metal grillwork, at vent openings or as decorative features at windows, doorways or gates
   - Decorative scuppers, catches and down-spouts, preferably of copper
   - Balconies, rails, finials, corbels, plaques, etc.
   - Flag or banner pole brackets.

Cornice detail adds richness to the appearance of downtown buildings.

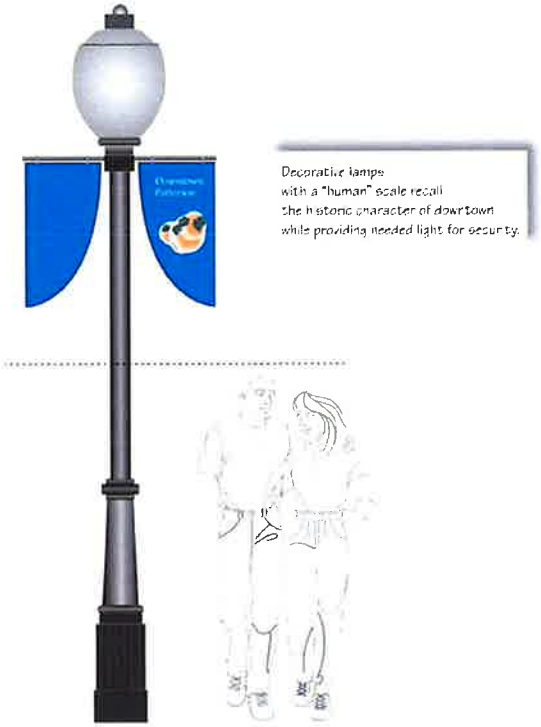
7. **Public spaces.** Public spaces on downtown sites should be designed as extensions of the public sidewalk by providing pedestrian amenities such as benches and fountains, and by continuing the pavement treatment of the sidewalk.

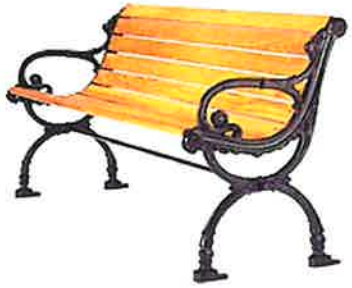
Alleyway Conceptual Design



E. Streetscape improvements. Streetscape improvements are elements to be incorporated into the public right-of-way to complement and enhance adjoining development. Such elements include street furniture, plantings, sidewalk and pedestrian amenities, and street trees. Streetscape improvements are intended to be implemented as a cooperative effort betwee the City and private development.

1. **Street furniture**. Street furniture (benches, banners, lighting, fountains, public art, etc.) Should be incorporated into streetscape improvements at appropriate locations in the downtown.





2. **Landscaping/planter boxes**. Boxed and tubbed plant containers should be used to enhance sidewalks, plazas and courtyards.

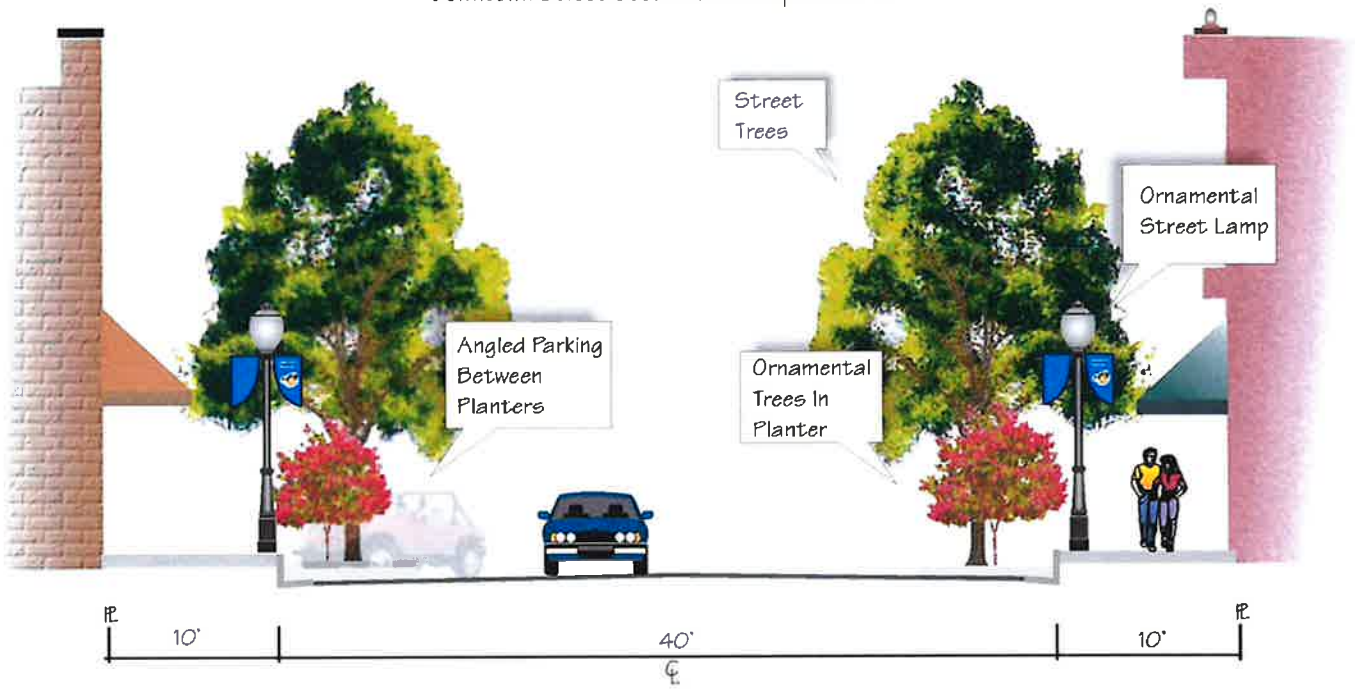
3. **Street trees**. Street trees should be provided at appropriate intervals in accordance with City standards. Street trees should be carefully chosen to provide shade while allowing visibility to storefronts and minimizing organic litter.

Before.

After.

4. **Street sections**. The width of streets in the downtown and adjoining neighborhoods should be the minimum to provide safe, efficient vehicular access, emergency access, and where necessary, on-street parking. The needs of pedestrian and bicycle circulation should have equal consideration in the design of streets.

Downtown Street Section After Improvements



5. **Corner bulb-outs**. Expanded sidewalks at intersections and mid-block crossings reduce street crossing distance, provide small street plaza spaces, allow opportunities for variety in street paving treatment and help to screen on-street parking.

6. **Tree grates**. Tree grates provide room for safe pedestrian sidewalks and room for retail and dining in public spaces.

7.2 - Physical Design Plan

The Physical Design Plan is illustrated by Figure___, enclosed, which shows conceptual illustrations of how the various design components of the Plan could be implemented. A more detailed discussion of the steps leading to implementation of the Plan is provided in the next chapter.

The Plan identifies specific locations within the downtown and suggests improvements that could be implemented as part of the City's revitalization efforts. The vision illustrated by the overall Revitalization Plan is not limited to just the locations identified, nor are the illustrations intended to be followed precisely in each case. Flexibility to address site specific conditions and opportunities is critical to a successful revitalization effort. The illustrations, together with the design guidelines described above, are intended to help guide future improvements and revitalization efforts to achieve the overall goal of making Downtown Patterson, and inviting, enjoyable place to visit, work and shop.

Design Principles

Design principles are statements that served as guideposts in the formulation of the various recommended improvements embodied in the Physical Design Plan. The principles were formulated in part from an assessment of existing conditions provided in the Patterson Redevelopment Plan, and from the goals and objectives of the General Plan and Redevelopment Plan, and from discussions with downtown property owners and City staff.

Bulb-out at corner with ornamental street tree, landscaping and pedestrian-scale street lighting.

Overall Design Principles

- ❑ The rehabilitation of the Downtown should include infrastructure improvements for the long-term development of the commercial core of the City in accordance with the General Plan.
- ❑ The Physical Design Plan should enhance the commercial viability of businesses in the Downtown.
- ❑ Major entryways and streets in the Downtown, especially Del Puerto and Las Palmas, should provide a more inviting environment for shopping, dining and entertainment.
- ❑ There does not appear to be a parking problems in the Downtown at present. However, new development should be required to provide needed parking either at the rear of the building to preserve the uniform character of the street, or to provide parking offsite.
- ❑ The character of the Downtown should be preserved and enhanced. The Downtown Design Guidelines will help ensure that new development is consistent with the size, scale, and architecture of existing development.
- ❑ Residences should be preserved in the downtown and incorporated into new development.
- ❑ Truck traffic should be routed around the downtown using Sperry Avenue and Highway 33 (2nd Street).
- ❑ Street improvements should be provided within existing rights-of-way to the maximum extent feasible.
- ❑ Traffic calming devices, including corner bulb-outs, traffic circles, and textured paving at crosswalks should be incorporated into the downtown circulation system.

Streetscape Improvements

For the overall vision of the Physical Design Plan to be achieved, it is essential that the City provide the catalyst for private investment by investing in improvements to public infrastructure and amenities. To that end, the Physical Design Plan recommends improvements to the streetscapes in the downtown to add shelter, corner bulb-outs, textured paving and landscape planters to help slow down motor vehicle traffic and provide a sense of safety and comfort for pedestrians. Other elements recommended for the public realm include:

- ❑ Benches and seating
- ❑ Decorative street lights in scale with the pedestrian orientation of the downtown
- ❑ Street trees to provide shade and to help enclose the street
- ❑ Planters along the sidewalk
- ❑ Textured sidewalk paving
- ❑ Open plazas incorporated into parking lots and public buildings

The City has previously embarked on a successful program of incorporating traffic circles ('roundabouts') at several locations in and around the downtown. These decorative planters provide an attractive alternative to conventional intersection controls while slowing down traffic and providing an entry statement to the Downtown.

One of the City's roundabouts, an attractive alternative to conventional intersection controls.

Public Open Space

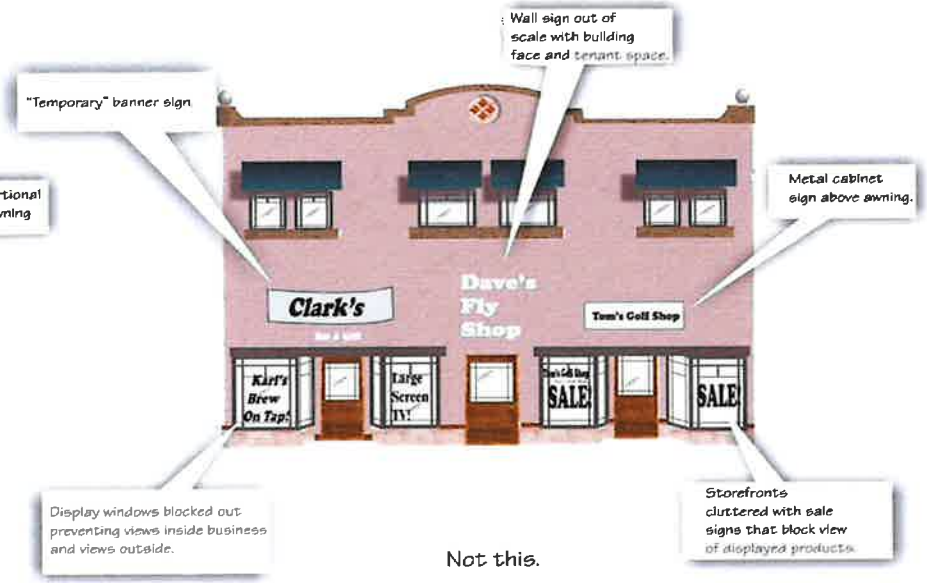
Public open spaces in the Downtown consist of parking lots, alleyways, and the North and South City Parks at the east entry to Downtown at Las Palmas. Each of these should be considered potential open space resources that could be improved with pedestrian amenities to provide relief from the hardscapes of the downtown. For example, the Physical Design Plan illustrates how the parking lot and alleyway between 3rd Street and Salado Avenue is improved to provide a landscaped walkway and shelter to help break up the expanse of asphalt. The streetscape planters and textured walkway helps alter motorists to the pedestrian crossing.

Another potential for public open space is the incorporation of open plazas into the design of new and/or remodeled buildings. For example, the City intends to construct a new city hall on the vacant lot at the corner of Del Puerto and Las Palmas (No. 1 Plaza). The building will be designed to incorporate a replica of the Hotel Del Puerto which stood on this site.

Signage

Signs play an important role in the success of any business by providing identification and needed advertising. When signs are integrated into the architectural design of buildings they provide a personal quality that contributes to the ambiance of the downtown, especially for buildings with unique or historical character. Conversely, signs may intrude upon otherwise pleasant surroundings when they are applied as an afterthought.

This



Not this.

Parking

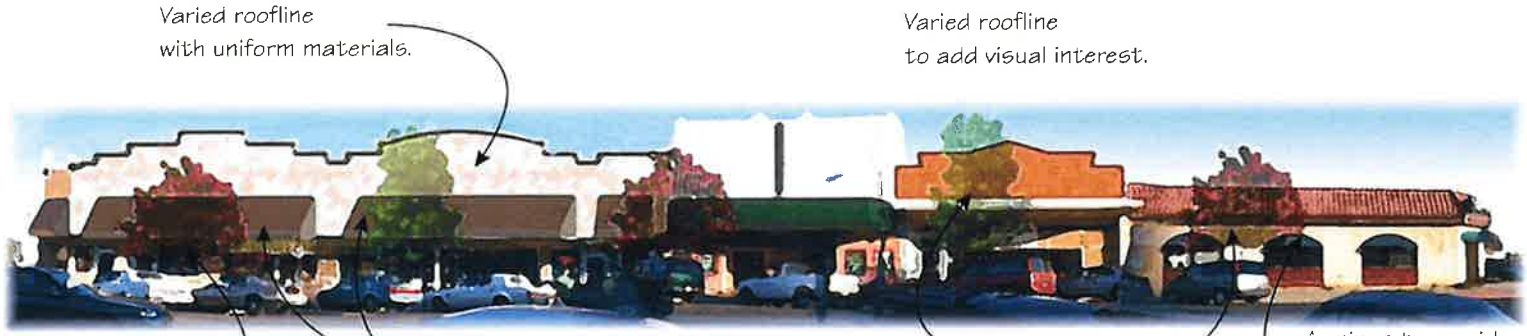
According to a parking analysis prepared for the downtown in 1989 (circumstances have not changed appreciably since then), there are about 669 parking spaces in the downtown, including public and private spaces both on and off the street. Parking demand is expected to increase over time as vacant properties develop and existing uses re-develop and intensify. As a result, future demand for parking could exceed the present supply by as many as many as 500 spaces. To meet this future demand, the study recommends that parking be provided on-site when parcels develop, and that the City acquire vacant lots in the downtown to provide additional parking. Two sites for additional parking are tentatively identified by the Physical Design Plan. One on the west side of Salado Avenue between Plaza and El Circulo and the other on Third Street between Plaza and El Circulo. Together these sites could support as many as 53 additional spaces.

A Vision for the Future

The character of the downtown envisioned by the Physical Design Plan will materialize over time through the efforts of the City and private property owners. The goal is to create a pedestrian-friendly shopping, business and entertainment center for the City. The following illustrations show how these elements can be brought together to achieve the design goals for the downtown. The first shows how a typical street corner might look with the various design elements applied. The other shows how Del Puerto between El Circulo and the Plaza might look after renovation.

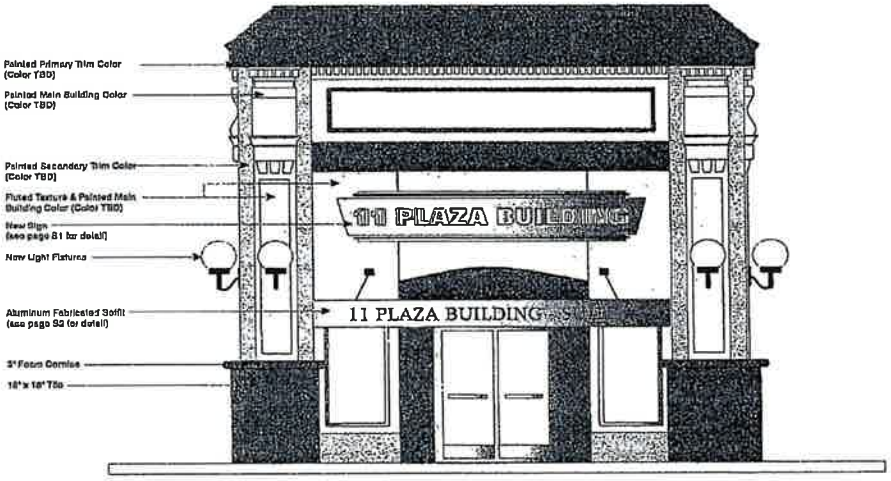

Building Restored Consistent With Historic Architectural Character
Pedestrian-scale Street Trees to Provide Shade and a Sense of Enclosure
Tom's Golf Shop
Corner Bulb-Out to Reinforce Pedestrian Character
Textured Sidewalk Paving With Tile Accent
Pedestrian-scale Decorative Lighting Consistent With Historic Downtown Character

Before.



After

Before



After

7.3 – Implementation

Introduction

Achieving the vision captured by the Physical Design Plan will be accomplished through a partnership among Downtown business and property owners, the Redevelopment Agency and the community. Each has a role to play in making the downtown a vital, interesting focal point of the City.

The following discussion provides a framework for this partnership by describing how to organize and promote the downtown, how to attract and retain businesses.

Organization, Promotions and Special Events

Street Fairs and Other Special Events

Downtown currently enjoys a weekly street fair/farmer's market during the summer months which has had mixed success. Not only does a street fair help reinforce the idea that Downtown is a fun place to visit, the weekly fair also provides free exposure for the various Downtown businesses. Other ongoing events include the 'skate the circle night', chili cook-off and the Apricot Fiesta. These and similar events should be continued.

Events like these are important to the continued vitality of Downtown. Other special events, including concerts, parades or other activities tied to seasons or holidays, could be promoted as well. Again, the BID provides an organization for the generation of ideas and coordination of these events.

Logo

The City may wish to develop a logo for the Downtown which can be used on promotions, banners and other materials. Ideas for the logo should be solicited from Downtown businesses and property-owners and the general public. A professional graphic artist should be retained to help with the design.

Public Art

Public art is not required as a part of this Design Plan, but is encouraged, especially in public plaza locations. Public art should be subject to review by the City.

Sources of Funding

Although the Downtown Physical Design Plan is primarily a Redevelopment Agency project, many of the improvements may be funded by other sources. The following is a brief list of additional funding sources that may be used to augment Agency funding. It should be noted that all of these are competitive with other agencies and the source of funding is limited.

City of Patterson Capital Improvement Program. The City has prepared a five year capital improvement program for infrastructure improvements necessary to accommodate buildout in accordance with the General Plan. The CIP is funded through development impact fees and other sources.

State and Federal Community Development Block Grants (CDBG). The Housing and Community Development Act of 1974 established federally-administered block grants that may be used by cities for housing, public facilities, and economic development. The activities funded by the CDBG must address at least one of three objectives: serve lower income people, eliminate blight, or resolve urgent community development needs. The federal CDBG program (through HUD) grants funding for urban renewal, water and sewer system improvements, rehabilitation and neighborhood facilities development.

State Employment Development Department (EDD) Grants. EDD administers grants to local agencies that may be used for economic development.

Pacific Gas and Electric Company (PG&E) Grants for Undergrounding Utilities. PG&E is required by law to set aside funding for the undergrounding of overhead utilities within each of the communities they serve.

Economic Development Administration (EDA) Grants. The federal Department of Commerce administers the EDA grant program which provides funding for a wide range of programs, such as economic development, public works and facilities.

Intermodal Surface Transportation Efficiency Act (ISTEA) Funding. The federal government provides monies to the State of California for the purpose of enhancing the efficiency of surface transportation, including motor vehicles, pedestrian, bicycle,

rail and others. The ISTEA monies are allocated by the State to the various local councils of governments. Each jurisdiction may submit an application to the COG for an ISTEA f=grant to fund various transportation enhancement projects, such as the provision on bike lanes, landscaping along highways and the acquisition of right-of-way. For projects other than pedestrian and bike path enhancement, a 12% match of local funds is required.

Infrastructure State Revolving Fund (ISRF) Program . The Infrastructure State Revolving Fund Program provides low-cost financing to public agencies for a wide variety of infrastructure projects. ISRF Program funding is available in amounts ranging from $250,000 to $10,000,000, with terms of up to 30 years. Interest rates are set on a monthly basis.

Public Works and Development Facilities Program. Operated by the Department of Commerce, this program provides grants to help distressed communities attract new industry, encourage business expansion, diversify local economies and generate long-term, private sector jobs. Among the types of projects funded are water and sewer facilities primarily serving industry and commerce; access roads to industrial parks or sites: port improvements; and business incubator facilities.

The Small Business Administration's 504 Certified Development Company (CDC) Program .The Small Business Administration's 504 Certified Development Company (CDC) Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. A Certified Development Company is a nonprofit corporation set up to contribute to the economic development of its community or region. CDCs work with the SBA and private-sector lenders to provide financing to small businesses. There are about 290 CDCs nationwide. Each CDC covers a specific area.

7.4 - Preliminary Economic/Market Analysis

Introduction

The purpose of this preliminary economic/market analysis is to provide information that may be useful in determining the types of development that may be attracted to downtown Patterson. Based on demographic and expenditure data, unfulfilled needs and opportunities are identified, and realistic market "niches" for the downtown are suggested. Although the focus of the analysis is on the revitalization opportunities in the commercial sector of downtown, other areas are addressed, including housing, office space, and light industry. The analysis includes a discussion of sales leakage, local development potential, and regional trends that may affect the opportunities for business growth downtown. It should be emphasized that this analysis is preliminary in nature, and as revitalization opportunities are identified, more detailed market analyses and financial feasibility studies may be required for specific development proposals.

Trade Area

The first step is to determine a trade area for downtown Patterson. The trade area is the geographical region from which a business or commercial district draws the majority of its customers. The concept is based on a general assumption that, all things being equal, people will travel to the nearest facility for goods and services. Therefore, rules of thumb suggest that trade area boundaries be based on the length of time required for potential customers to reach the business district. Two notable exceptions to this rule are freeway travelers, and tourists traveling to "special places."

Typically, trade areas are comprised of primary, secondary, or tertiary zones. Primary zones have been defined as areas not requiring more than about a ten minute drive and generally lie within three to five miles of the commercial district. Industry estimates suggest that about 60 to 70 percent of sales are realized from the population within this area. The balance of the sales volume comes from secondary and tertiary zones for which the business or commercial district is less readily accessible. Secondary zones are areas that lie within 15 to 20 minutes driving time and generally are within three to seven miles of the commercial district. Tertiary areas are all areas beyond the secondary zone that may generate dollars to the commercial district due to a of a lack of competing facilities in that zone or because of convenient access. This area may

extend 15 miles in major metropolitan markets and as far away as 50 miles in smaller, more rural places.

Based on a three mile radius, drawn from the intersection of Las Palmas and Del Puerto (the heart of the downtown commercial core), the primary zone for downtown would include the City of Patterson and some of the outlying ranches on the fringe of the City. The secondary trade area extends about five miles from the commercial core and captures not only the residents of the City, but also includes a large portion of the rural area surrounding the City. The tertiary trade area for downtown is defined as those areas outside a five mile radius from the core. For purposes of this analysis, we are focusing on the City of Patterson as the primary trade area. However, as market niches for downtown are identified, the generation of interest in the secondary and tertiary trade areas could have a significant impact on the revitalization efforts.

Demographic Data

Since the people living in the trade area are the potential patrons of the downtown, it is useful to know something about them. This section examines the City's demographic profile to help identify possible trends in the community relevant to the downtown. While the primary focus is on population and income data, other data including age, education, household size, employment and commuting patterns are summarized.

Population

Historical population growth for the City of Patterson is shown on Table 1. As the table shows, the City experienced the largest growth in population from 1980 to 1990 when the population grew by 4,718 residents, an average annual rate of about 8%. Since 1997, the pace of population growth has accelerated as a result of the growth of the national economy and the demand for housing in the Central Valley. Over the next eight years, the City's population growth is expected to nearly double, reaching about 21,000 residents in 2010.

Table 1:
City of Patterson - Population Growth 1970 to 2010

Year	Population	Increase
1970	3189	--
1980	3908	22.5%
1990	8626	120%
2000	11606	34%
2005	15,556	25%
2010	21,000	25%

Source: Patterson General Plan, California Department of Finance

Although future population growth cannot be predicted with certainty, these estimates seem reasonable when compared to estimates in the City's General Plan.

Table 2:
Population Projections for the City of Patterson and Stanislaus County

Year	Patterson	Stanislaus County
2000	11,606	446,997
2005	15,556	522,700
2010	20,817	587,600
2020	30,000	712,100

Source: City of Patterson and California Department of Finance

Household Size

According to the 2000 U.S. Census, City has 3,166 households, up 19% from the 1990 total of 2,566. The 1990 average household size was about 3.35. In 2000, the average household size had grown to about 3.62 persons per household. The City's 2000 household size was higher than the County as a whole, which had a household size of 3.03 per household.

Income Distribution

The following table outlines the 2000 U.S. Census income distribution for Patterson and for Stanislaus County. As the table shows, the City had a smaller percentage of households in the lower income groups, and a higher percentage of households in the middle income groups compared to the County as a whole. However, the County has a slightly larger percentage of households in the higher income brackets.

Table 3:
Income Distribution by Household

Income Level	2000 Patterson	% of Total	2000 Stanislaus	% of Total
Less than $10,000	224	7%	13542	9%
$10,000 - $14,999	191	6%	10035	7%
$15,000 - $24,999	331	10%	20413	14%
$25,000 - $34,999	451	14%	19387	13%
$35,000 - $49,999	440	14%	25122	17%
$50,000 - $74,999	869	28%	29155	20%
$75,000 - $99,999	332	11%	14410	10%
$100,000 - $149,999	199	6%	8954	6%
$150,000 or More	92	3%	4235	3%

Source: 2000 U.S. Census

The median income for the City increased form $36,710 in 1990 to $47,780 in 1999, an increase of about 30%. While a large portion of the increase in median income can be explained by inflation, there appears to be a growth in real income for the area. If the 1990 median income were inflated by the Consumer Price Index, a standard method of accounting for the effects of inflation, the resulting figure would be about $47,872. Since the 1990 median income is higher than this figure, it appears that the City has experienced an increase in real purchasing power.

The per capita income for the City increased from $13,984 in 1990 to $16,186 in 1999, an increase of about 16%. Once again, some of this increase reflects growth in real purchasing power and not simply a result of inflation.

Age

The following table shows the age distribution of Patterson for 1990 and 2000, and the 2000 distribution for Stanislaus County. As the table shows, the population of the City has aged significantly compared to 1990 as indicated by the significant decline in the number of persons 14 and under and a corresponding increases in the percentage of the population in middle age (44-64).

In comparison to the age distribution of the County as a whole, the City has a higher percentage of the population below the age of 14 and between the ages of 15 and 44 and a lower percentage of persons who are middle aged and older.

Table 4
Age Distribution

Age Group	1990 Patterson	% of Total Population	2000 Patterson	% of Total Population	Stanislaus County	% of Total Population
14 and Under	2,729	31.6	3,508	30.2	116,074	26.0
15-44	4,063	47.1	5,398	46.5	196,855	44.0
45-64	1,088	12.6	1,860	16.0	87,371	19.5
65-84	680	7.8	735	6.3	40,878	9.1
Above 84	66	0.07	105	0.09	5,819	1.3
TOTAL:	8,626		11,606		446,997	

Source: 1990 and 2000 U.S. Census

Employment

The following table outlines the major occupations of the residents of Patterson and Stanislaus County. The table shows that the City has a lower percentage of employed persons working in professional, sales and service categories than in the County as a whole. Conversely, the City has a higher percentage of persons employed in management, farming and construction.

Table 5:
Employment by Occupation - Workers 16 and Over

Occupation	Patterson	% of Workforce	Stanislaus County	% of Workforce
Management, professional and related	516	12%	19,067	11%
Professional and related	571	13%	27,115	16%
Service	565	13%	26,856	15%
Sales	905	21%	44,706	27%
Farming, fishing and forestry	374	9%	6,226	4%
Construction, extraction and maintenance	676	16%	19,877	11%
Production, transportation and material	670	16%	30,481	17%

Source: 2000 U.S. Census

In addition to the employment by occupation information presented above, Table 6 summarizes the major industry by employment for both the City and the County.

Table 6:
Employment by Industry - Workers 16 and Over

Industry	Patterson	% of Workforce	Stanislaus	% of Workforce
Agriculture, forestry, and fisheries	428	10%	9715	6%
Construction	443	10%	13943	8%
Manufacturing	488	11%	25469	15%
Wholesale trade	267	6%	7447	4%
Retail trade	489	11%	21687	12%
Transportation and warehousing	234	5%	9153	5%
Information	129	3%	3379	2%
Finance, insurance, real estate	117	3%	7881	5%
Professional, scientific, administrative	370	9%	12874	7%
Educational, health and social services	713	17%	34825	20%
Arts, entertainment, recreation,	390	9%	11876	7%
Other services	129	3%	9273	5%
Public Administration	80	2%	6806	4%

Source: 2000 U.S. Census

Commuting Patterns

The following table presents the commuting patterns of the workers in Patterson and Stanislaus County. The table shows that in 1999 the City had a lower percentage of employed workers who drove alone to work and a higher percentage of carpooling workers than the County. Since 1999, the City has added several hundred new dwelling units without a concurrent increase in the number of jobs. Asa result, the percentage of persons commuting alone to work may have increased somewhat. Since Patterson is not currently served by regularly scheduled public transit,

the percentage of commuters using that form of transportation is lower than the County as a whole.

Table 7:
Commuting Patterns
Workers 16 and Over

Mode of Transit	Percentage of Employed Workers 16 and Over – Patterson	Percentage of Employed Workers 16 and Over – Stanislaus County
Drove Alone	70%	77%
Carpools	24%	15%
Public Transportation	0.4%	1%
Walked	2%	2%
Other Means (including bicycle)	2%	1%
Work at Home	2%	3%

Source: 2000 U.S. Census

In addition to the mode of transit, the following table examines the travel time to work for residents of both the City and County. As the table shows, about 23% of the working residents of Patterson have commutes of 15 minutes or less. Of the remaining commuters, most have commuting times of ranging between 15 - 44 minutes, and a significant number of working residents have commutes in excess of 60 minutes. Given the small geographic size of the City, this table suggests that the majority of workers in Patterson are commuting to jobs well outside of the City.

Table 8:
Travel Time to Work

Travel Time	# of Workers - Patterson	% of Working Population	# of Workers - Stanislaus County	% of Working Population
Less than 5 Minutes	278	7%	6442	4%
5 to 14 Minutes	649	16%	51366	30%
15 to 29 Minutes	726	17%	57402	34%
30 to 44 Minutes	960	23%	23303	14%
45 to 59 Minutes	465	11%	7732	5%
60 Minutes or More	1011	24%	18436	11%
Worked at Home	77	2%	5488	3%

Source: 2000 U.S. Census

Summary of Demographic Data

The following summary examines the relationship of demographic data to downtown revitalization efforts. Based on historical data the City's population is estimated to nearly double over the next ten years. An increasing population (coupled with leakage in the retail sector - described in the following section) creates an expanding market for the downtown area and makes the City an attractive business location.

Between 1990 and 1999, the median household income remained virtually unchanges when adjusted for inflation ($47,872 in 1990 and $47,780 in 1999). This suggests that real purchasing power for the residents of Patterson remained unchanged, which in turn could mean a "flat" market demand for downtown businesses. A growth in real purchasing power would mean that residents would have more discretionary income to spend on goods and services. As a result, new businesses may be enticed to the City or existing businesses may expand their operations to accommodate the increased demand.

The age distribution shows that despite reductions in the younger age groups since 1990, the City still has a sizeable population in their prime purchasing years. Based on these data, revitalization strategies should include uses that cater to this younger market.

Finally, the majority of Patterson residents commute out of town for employment and typically are driving alone to their place of employment. This would suggest that at least some consideration should be given to providing employment opportunities in the downtown area as part of the revitalization efforts. Based on the Census data, a large percentage of the City's workforce is employed in the retail sector (about 21%) with significant percentages employed in agriculture, construction, and manufacturing of non-durable goods. By enhancing the downtown retail sector (discussed in the section on market niches), the City could draw from the strength of its local employment base.

Consumer Expenditures

Spending patterns and total demand for goods and services in the area can be estimated by computing the expected expenditures of the market area population; comparing the residents actual expenditures to the expected expenditure patterns; determining how much of the actual spending is "leaking" away to other commercial areas and how much is being "captured" by the City from other areas; and assessing the need for additional or intensified use of downtown commercial space based on the assumption that downtown businesses can capture some of the leakage.

Since there is a time lag in the reporting of data by the State Board of Equalization and the U.S. Bureau of Labor, the information presented in the following analysis will focus on 2000. Where more recent data is available, it will be presented as supporting material.

Potential Local Expenditures

Assessing the ability of Patterson consumers to support additional or intensified commercial development in the downtown area begins with determining the total income of the market area population. The market area income represents the total amount of money local consumers earn each year. Naturally, not all of the local residents' income is spent within the city, and there certainly are dollars spent within the city by non-residents; however, for the purposes of this analysis, we unrealistically assume that residents spend 100% of their total income within the city

and that there is no outside infusion of spending. This will allow us to identify how various areas of the local economy are performing. As noted earlier, for purposes of this discussion, the market area has been defined as the City of Patterson.

To compute the total market area income, the population is multiplied by the per capita income for the City. In 2000, the population for the City was about 11,606 people and the per capita income was about $16,186 (based on inflating the 1990 Census per capita figure by the consumer price index). By multiplying these two figures, a total income for the City of about $191 million was derived.

Having derived the total income, a determination was made as to the spending patterns of Patterson residents. The Bureau of Labor Statistics (BLS) conducts a survey of consumer expenditures regarding the buying habits of households. The results of the survey are published in annual reports that provide a categorical breakdown of average consumer expenditures. In addition, the State Board of Equalization (SBE) summarizes taxable retail expenditures for various business types and reports the data quarterly. Although the data collected by the SBE only considers the taxable sales of a business (which in some cases, such as grocery stores, does not represent the total sales of the business), it does provide a good measure of the sales activity in a given area.

Information from the Bureau of Labor Statistics suggests that spending on non-discretionary items, such as housing, utilities, taxes and social security, comprises about 35% of consumers total spending. Of the remaining amount, about 43% is spent in the retail sector and about 22% is spent on services and other items. Based on these figures, the total retail spending for the City is estimated to be about $81.5 million. Table 9 summarizes the percentage of income spent in each of the categories surveyed by the BLS and estimates demand for goods and services if the percentages are assumed to apply to Patterson today. We have also projected demand for the future population of Patterson if the City is "built-out" in accordance with the General Plan. For ease of comparison, the rate of inflation between 2000 and buildout is assumed to be zero so that just the effect of increased population on future buying power can be illustrated.

Table 9:
Estimated Demand for Consumer Goods and Services

Goods and Services	Expenditures as % of Income	Estimated Demand	
		Patterson 2000	Patterson at Buildout
Food at home	8.9%	$7,171,434	$18,537,223
Food away from home	5.4%	$4,351,207	$11,247,304
Alcoholic Beverages	0.9%	$725,201	$1,874,551
Housing	20.5%	$16,518,470	$42,698,097
Utilities	6.9%	$5,559,875	$14,371,555
Household Furnishings	4.0%	$3,223,116	$8,331,336
Apparel	5.5%	$4,431,785	$11,455,587
Transportation New Autos	7.6%	$6,123,921	$15,829,538
Transportation - Gas & Oil	3.2%	$2,578,493	$6,665,069
Transportation - Other	7.0%	$6,123,921	$15,829,538
Health Care	5.8%	$4,673,518	$12,080,437
Entertainment	5.3%	$4,270,629	$11,039,020
Personal Care	1.3%	$1,047,513	$2,707,684
Miscellaneous - Retail	3.7%	$2,981,382	$7,706,486
Miscellaneous - Other	14.0%	$11,280,907	$29,159,676
Total Expenditures	100.0%	$81,061,372	$208,283,400

Note: transactions in thousands of dollars.
Source: Bureau of Labor Statistic Consumer Expenditure Survey; Department of Finance, Patterson General Plan, Crawford Multari & Clark.

In addition to the information supplied by the BLS for consumer expenditures, the State Board of Equalization reports information on taxable expenditures for 12 retail categories. Using this information, an estimate of retail expenditures can be derived based on the assumption that the purchasing patterns of the City are similar to the expenditures of a larger region, such as Stanislaus County. Table 10 shows the expenditures by retail category for Stanislaus County, the per capita expenditure for the County, the potential per capita for the City, and the potential aggregate sales total. The per capita sales figures used for the City are lower than those for the County to account for the difference in per capita income.

Table 10:
Estimated Demand for Taxable Goods by Outlet 2000

Category	Actual Sales -Stanislaus County		Market Potential - City of Patterson	
	Gross Sales	Per Capita Sales	Gross Sales	Per Capita Sales
Apparel	$218,360,614	$489	$3,386,883	$274
General Merchandise	$816,819,621	$1,827	$7,856,346	$635
Specialty Stores	$367,312,844	$822	$8,259,235	$668
Food Stores	$387,777,960	$868	$3,408,445	$276
Packaged Liquor	$23,438,865	$52	$4,109,473	$332
Eating and Drinking	$447,529,509	$1,001	$6,913,584	$559
Home Furnishings and	$175,584,539	$393	$2,457,626	$199
Building Materials & Farm	$386,704,979	$865	$4,133,647	$334
Auto Dealers & Auto Parts	$681,251,221	$1,524	$15,390,380	$1,245
Other Retail	$232,195,606	$519	$1,853,292	$150
All Other Outlets	$1,458,078,242	$3,262	$23,770,482	$1,923
Total	$5,195,054,000	$11,602	$80,577,905	$6,595

Source: State Board of Equalization, Crawford Multari & Clark

Actual Expenditures

Table 11 outlines the taxable transactions for the City for the four years from 1997 to 2000. The table shows that after a modest gain from 1997 to 1998, the taxable retail sales for the City (in real dollars) declined in 1999 only to rebound substantially in 2000 following the completion of the SaveMart shopping center.

Table 11:
City of Patterson - Taxable Transactions 1997 - 2000

Year	Taxable Transactions	CPI Adjusted Total	Change from Previous Year
1997	63,089,000	67,692,060	--
1998	62,706,000	68,832,052	1.7%
1999	62,848,000	67,433,476	-1.0%
2000	70,313,000	74,248,152	9.2%

Source: State Board of Equalization; Crawford Multari & Clark

Patterson businesses reported taxable sales of $74.2 million for 2000 which is considerably lower than the potential sales estimates derived using BLS and SBE data, respectively. This suggests that a considerable portion of Patterson dollars are being spent elsewhere on retail goods and services.

However, simply comparing total taxable transactions may hide the true economic health of the community. For example, the City derives some income from taxable sales originating in the Villa del Lago highway commercial center at the I-5 freeway through a tax sharing arrangement with Stanislaus County. This income is not reported as part of the City's taxable transactions but is nonetheless a source of tax income for the City. Moreover, the information summarized in Table 11 reflects total expenditures within the City, but does not show the kinds of establishments where the dollars are being spent.

Table 12 compares the actual retail expenditures to the potential expenditures for each of the taxable categories reported by the SBE. Due to the small number of establishments in some of the

categories, the SBE will not release data in these areas to avoid the disclosure of confidential information. As a result, to accurately compare the figures, the information was condensed into only 7 categories. Apparel stores, general merchandise stores, drug stores, packaged liquor stores, and home furnishings and appliances have been grouped under the "retail stores" category.

Table 12:
City of Patterson - Actual vs. Potential Taxable Sales
2000

Category	Potential Sales	Actual Sales	Difference
Food Stores	$3,408,445	$6,041,000	$2,632,555
Eating & Drinking Places	$6,913,584	$3,888,000	($3,025,584)
Bldg. Materials & Farm	$4,133,647	$4,739,000	$605,353
Auto Dealers and Auto Supplies	$15,390,380	$23,187,000	$7,796,620
Other Retail	$27,922,855	$14,978,000	($12,944,855)
All Other Outlets	$23,770,482	$17,480,000	($6,290,482)
Total	$81,539,393	$70,313,000	

Source: State Board of Equalization; Crawford Multari & Clark

Notes:
1. Other Retail includes apparel, general merchandise, specialty retail, packaged liquor, home furnishings.

The table shows a number of interesting characteristics about expenditures in Patterson. First, the total reported taxable transactions (Actual Sales) is over $10 million less than the total potential sales based on the preceding analysis. This illustrates a considerable amount of expenditures are "leaking" to other communities. The last column on Table 12 represents the "leakage" and "capture" totals for the various categories and may provide information as to the kinds of uses that may be integrated into the downtown area (see the section on leakage). Patterson appears to generate greater than expected sales from automobiles and food stores than would be predicted from the City's per capita income and population, but considerably lower sales in the categories of retail (including apparel, general merchandise, and specialty items) and eating and drinking

establishments. Eating and drinking establishments and retail stores catering to apparel and specialty merchandise are especially well suited as downtown businesses. Restaurants, cafes and coffee places typically continue to operate past the normal operating hours of other businesses, bringing a nighttime presence to the downtown. Specialty retail stores can often compete favorably with chains stores (currently absent in Patterson) because they provide unique products that are unavailable elsewhere. Clearly, there is potential for new businesses to locate in Patterson and in the downtown.

Leakage

The difference between the amount of money that local consumers have to spend and the amount they actually spend locally is known as "leakage". This measure is important because it provides an indication of how much money is available for capture by new commercial development. Based on the preceding analysis, the City is experiencing leakage in several areas but especially in retail sales and eating and drinking establishments.

When one considers the location of these types of business within the City, these leakage and capture figures would seem to be reasonable. The City lacks a strong, identifiable retail center with a variety of apparel or general merchandise stores, and as a result is leaking dollars in these areas. Although the construction of the SaveMart center is helping to capture a portion of the day-to-day expenditures of Patterson residents, a considerable amount of leakage remains in several key expenditure categories that could be partially captured by downtown businesses.

Given the small lot sizes and absence of large vacant parcels in the downtown area, it seems unlikely that the downtown could compete for large retailers like those found in nearby Turlock or Modesto. But the amount of retail leakage suggests that there may be opportunities for smaller specialty retail stores.

Market "Niche" Assessment

The market for downtown consists primarily of residents in town and surrounding areas; students from the nearby schools; employees of the businesses located in and around the downtown core; and some traffic traveling along Highway 33. Additional markets could evolve from the creation of visitor serving uses that generate an interest in the downtown or from the development of a regional transit stop downtown.

The preceding sections have focused on developing a demographic profile of the City and interpreting data related to the level of economic activity. This information is useful in defining the overall climate within which the downtown plan must function. Using this information, in conjunction with the proposed physical design changes to the downtown area, the following sections examine some of the possible businesses that could provide the impetus required to transform downtown into vital, vibrant area.

Entertainment Facilities

Given the close proximity of the downtown to the high school, and that approximately 30% of the population is under 14 years of age, perhaps the best opportunity for the revitalization of the downtown is the establishment of one or more family-oriented entertainment facilities, such as a theater. According to the Bureau of Labor Statistics data, the 'average' consumer spends about 5.1% of their income on entertainment and consumer spending on entertainment increased 8.3% overall from 1998 to 1999. Based on the estimated expenditures outlined earlier, Patterson residents may spend in excess of $9.5 million per year on entertainment.

Since the nearest cinemas to the City are located in Modesto and Turlock, a market may exist for the development of a single screen theater, a novelty in today's marketplace of multi-screen cinemas. While it would be true that a multi-screen cinema would increase the level of activity in the downtown, the parking requirements and high level of visibility required by these complexes make the downtown an unlikely location choice.

While a single screen theater showing first-run movies may enjoy some success, particularly with younger audiences, one alternative may be the development of an 'art house' specialty theater. In addition to showing art films (films not typically distributed to the larger cinema chains), the theater could periodically show "classics" that have been re-released, or could feature films from specific directors or films that have common themes. In addition, the theater could form partnerships with other theaters in nearby cities to host film festivals that may draw people from other areas to the downtown.

The benefit of incorporating a theater into the downtown revitalization effort is that it helps create activity in downtown during the traditional off-hours, evenings and weekends. In addition, as a market for the theater develops, the additional traffic generated from theater patrons may have a spill over effect on other businesses in the downtown, particularly the restaurants in the area.

They may find it more profitable to extend their hours of operation, or to upgrade their facilities to entice patrons into their establishments. Thus, a theater or other entertainment use, provides the human activity spark to generate interest in the downtown.

Restaurant and Specialty Retail

Restaurants

Based on sales tax data provided by the City, and a land use inventory of the downtown area, the dominant business use is "specialty stores" that are typically small (2,000 square feet or less) and sell a wide variety of items. There are, however, few "sit down" restaurants in the City. Most food establishments are smaller and offer take-out or fast food.

Of all the businesses located downtown, restaurant businesses could probably benefit most from changes to the physical design of downtown. Design features that provide outdoor spaces for sitting and eating, such as the conversion of alleys to public places or the widening of sidewalks, will help to create additional activity and excitement in the downtown. Establishments that lend themselves well to outdoor seating, such as coffee houses or dessert shops, could be encouraged to locate in the downtown area.

Specialty Retail

Based on the data from the State Board of Equalization, the City is experiencing significant leakage in the retail sales category. Leakage in this category suggests that the City may be able to support additional retail space by capturing dollars spent in other nearby cities. Sales tax data provided by the City indicate the most common downtown businesses are specialty stores. One revitalization niche for the downtown includes the expansion and retention of 'specialty' retailers.

The key to successful retailing in the downtown is the creation of a special shopping district that is unique. The downtown commercial core has advantages that could be enhanced to attract people to the area -- a pedestrian environment; a mix of uses; street vitality; and a history. To re-create this kind of retail ambiance in today's marketplace would be virtually impossible and the City should capitalize on these assets whenever possible.

However, the downtown cannot compete with conventional shopping centers, such as the commercial area developing on Sperry Avenue at Ward Avenue. The retail niche for downtown will be specialty stores, such as small book stores or focused apparel stores. The emphasis should

be on customized merchandise, quality, and high levels of service. In addition, downtown retailers should organize common promotions designed to attract shoppers to the downtown area. These could include things such as sidewalk sales, late shopping hours one day per week, tie-ins with community wide events, etc.

Office and Professional Uses

The downtown is also the home for banking and financial businesses, personal care (such as hair and nail salons), and medical services. In general, these types of uses do not need large amounts of space. One revitalization niche might be to foster the location of future office uses in or around the downtown core. Small scale office buildings could be developed on the traditionally smaller downtown parcels or in existing buildings that lend themselves better to office development than retail/commercial uses, such as second floors.

The concentration of offices in the downtown could provide additional traffic for local merchants at lunch time and after-work. If the downtown is successful in the pursuit of other strategies that generate evening activities (such as a theater) the downtown working population may be encouraged to stay in the downtown area.

However, it should be noted that unlike other uses, the market for office space is unique because it is not a direct function of population. Rather, the office market is driven by the occupational composition of the community. As local economies transition from a manufacturing base to service and retail base, the demand for office space is expected to increase, since large amounts of office space are used by people dealing in services. One common sense way of considering the need for office space is based on the estimated increase in the employment in the area. As the total employment increases, some percentage of the population will be employed in occupations requiring office space.

Special Events and Public Facilities

Bringing life back to the downtown is a complex process. While changes to the physical design are important to the success of any revitalization effort, the key attraction for downtown will be the presence of human activity. Activities such as festivals, the farmers market, and other events should be encouraged to be held downtown. These events give people a reason to visit the downtown, and generate foot traffic and exposure for existing downtown businesses. As the physical design features of the revitalization plan are implemented, events that draw residents to

downtown will allow them to see the physical changes underway, which in turn helps instill a sense of civic pride.

In addition to holding special events, additional interest in downtown could be generated through the establishment of a public facility, such as expansion of the City's historical museum. If the City could place a sign(s) along the I-5 corridor informing travelers of the presence of a museum, it may result in additional tourist traffic downtown.

However, the location of public facilities in the downtown area requires thoughtful consideration of the space needs for these kinds of uses. For example, the historical museum requires significantly less space than agricultural machinery museum. For these types of museums to draw significant visitors, displays of large pieces would be required.

Other Markets

Industrial

As noted earlier, one of the goals of the City's general plan is to promote an expanding and increasingly diversified local economy. While much of the preceding discussions have presented data related to the revitalization of the commercial core of downtown, the development of industrial uses within the City's planning area will expand employment opportunities for the local residents and contribute to the overall revitalization effort.

The industrial businesses just east of the downtown are the City's largest employers. The employees represent a potential market for downtown businesses, especially for eating and drinking establishments. As other businesses locate to Patterson, as envisioned by the West Patterson Master Development Plan business park, the additional employees would also represent an additional market for downtown businesses.

Housing

As revitalization strategies for downtown are developed and implemented, the housing market in and around the downtown area will be a key factor in the ongoing success of those efforts. New housing continues to be the primary focus of development in Patterson. Since 1998, over 500 new homes have been built and occupied, mostly on the west side of the City. Meanwhile, housing surrounding the downtown remains desirable and affordable.

The City's housing market is a mixture of older and newer homes. Based on conversations with local Realtors, prices for 3 bedroom/2 bath new homes range from about $250,000 to about $300,000. In contrast, the housing market downtown is comprised of older single-family structures and the selling prices for similarly sized units are somewhat less.

The housing preferences of current buyers moving into a bedroom community such as Patterson, seem to favor the design features found in newer residential neighborhoods. Although the downtown area has amenities not found in these newer areas, such as unique architectural design, established landscaping and tree lined streets, for many buyers these amenities do not offset the negative image associated with living downtown. As a result, the downtown housing market is largely comprised of rental units. Typically, rental units have not received the care and maintenance associated with owner occupied units. Therefore, strategies that seek to improve the desirability of living in the downtown area, including increasing the number of owner-occupied units, would contribute significantly toward the downtown revitalization effort.

Appendix

Authors

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Draft Sign Ordinance

(published separately as Municipal Code Chapter 18.90)

City of Patterson

Community Design Guidelines

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Downtown Physical Design Plan

Figure 1