

Design Guidelines and Standards for Design Overlay District (D-2.11) - Traffic Way and Station Way

Amended by City Council
Resolution No. 4480
Resolution No. 4566

TRAFFIC WAY

Purpose of this Design Overlay District

The primary purposes and goals of this district are to encourage the use of design that will not detract from the neighboring Village districts and to enhance the character and appearance of this southern commercial gateway to Arroyo Grande from Freeway 101. Much of the existing development in the area is modern, there are many buildings and sites reflecting the former highway route, prior to Freeway 101, from the 1920's through 1950's. The intent of these guidelines and standards is to protect the best examples of these existing historic period buildings, and to enhance the character of this major entrance to the Village. There is no one proper architectural style, but the design element and "automobile age" character of this era and the use of elements or scale found in adjacent buildings is encouraged. Examples include historic "Route 66" style building elements and architectural styles such as "Streamline Moderne" and "Art Deco". Examples of such elements are shown in photographs at the end of this section.



Guidelines and Standards

Special Considerations

A Concept Enhancement Plan is included in Attachment "A" to facilitate the goals for the district. The Plan shows areas planned for auto retail uses, visitor serving uses and shared parking.

1. Along a portion of the east side of Station Way, both sides of Traffic Way, and along the south side of Fair Oaks Avenue between Freeway 101 and Traffic Way, and on the southeast of the intersection of E. Cherry Avenue and Traffic Way (APN's 007-483-009, 010, 011, 033, 039, and 040; 007-542-007, 015, 021, and 023; 007-594-017, 018,

027, and 029; 007-621-076, 077, and 078), permitted use shall be limited to automobile and light truck sales and services, or related automotive parts stores, repair shops, and similar vehicle sales, services and accessory uses.

All other Permitted uses and Minor Use Permitted uses shall be considered subject to Conditional Use Permit, including a finding that vehicle sales and services and /or the similar related uses prescribed are not feasible due to site specific building and/or property configuration and conditions.

Site Design

1. All new projects or renovations shall adhere to site development standards of the Development Code.

2. Buildings and sales uses shall be oriented to the public street while service, storage and accessory uses shall be oriented away from the street to interior areas of the site.

3. All accessory structures or functions, including off-street parking, service buildings and enclosures for service areas, trash containers or outdoor storage shall be designed as part of the overall project or building.

4. Landscaping should retain existing trees and add feature areas or strips of planting to achieve screening or softening of building and outdoor display areas visible from public streets. Street trees shall be incorporated where functional circulation will not be obstructed. Street trees and sidewalk planters within the public right of way should be supplemented with private street yard planting, landscape strips or

feature areas to enhance appearance and encourage outdoor uses.

5. Streetscape improvements shall conform to the established sidewalk paving, lighting and street furniture, fixture and feature designs approved by the City.

6. The desired configurations and locations for off-street parking lots, in order of preference, are:

- a. Double loaded aisle to side or rear of building on-site.
- b. Shared double loaded aisle to side or rear of building partially on-site and part off-site on neighboring parcel.
- c. Shared off-site or public parking lot within 200 feet.
- d. Single or double loaded aisle in front of building(s).

Building Design

1. Buildings shall be one to three stories, small to moderate scale, have horizontal massing and include both pedestrian and vehicle-oriented features evident from public streets, particularly Traffic Way.

2. Along both sides of Traffic Way and the south side of Fair Oaks Avenue, building material textures and colors shall be consistent with the character of the best examples of “automobile age” (1920’s through 1950’s) buildings in the area. On side streets east of Traffic Way adjoining Village Mixed Use District (D-2.4) the building materials, textures and colors, as well as architectural character should transition to Historic district design guidelines and standards, including elements of both eras.

3. The height, lot coverage and floor to area ratio of new buildings shall not exceed the development standards allowed in Title 16 of the Municipal Code for the TMU district, unless the project adjoins the VMU district in which case those standards may be allowed.

4. To the extent feasible, original structures and materials, and architectural details should be integrated into project design and retained, renovated, or replaced with materials and features that match or reflect the original design.

5. Construction materials should be compatible with those used on adjacent developments. New buildings should incorporate traditional materials, but should not attempt, or pretend to be historic. Victorian period details should not be used when not in context with the building.

6. The number of colors used on a building or project should be kept to a minimum, to include a base color, trim color and accent colors.

7. Color and materials samples shall be submitted as part of the permitting process. The use of limited florescent, "neon" or "day-glo" colors on building facades may be allowed if used to depict the "automobile age" era.

8. Color palettes should be compatible with those of adjoining buildings.

Signs

Signs shall be architecturally integrated, meet all requirements of the Development Code and the provision of these guidelines and standards. If a

conflict exists, the most restrictive requirements shall apply.

However, because of the unique nature, multiple functions and special characteristics of the combination of new and used car, truck and/or other vehicle and related retail and accessory uses, the approval of Minor Use Permits or Conditional Use Permits may include design exceptions including height, size and total area of signage allowed.

1. Color and materials samples shall be submitted as part of the permitting process. The use of limited florescent, "neon" or "day-glo" colors on building facades may be allowed if used to depict the "automobile age" era.

2. Signs should be located symmetrically in relation to façade bays and should not obstruct architectural features of the building.

3. Wall signs should be located above the entry to the building to better relate to pedestrian traffic.

4. Window and door signs should be applied where they will not obstruct visibility.

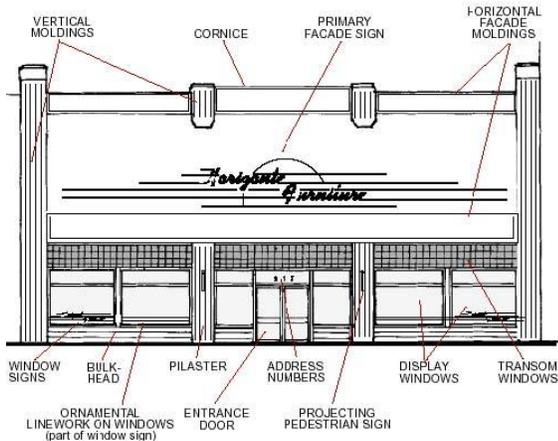
5. Signs on awnings or canopies should be placed where they may be seen by pedestrians as well as by passing traffic.

6. Temporary banners to meet franchise agreement requirements for large scale automobile retail uses provided that:

1. Only two (2) banners are displayed at any given time;
2. The banners are no larger than forty-eight (48) square feet each; and

3. The banners are displayed no more than thirty (30) days every two (2) months.

Examples of Architectural Elements



Typical art deco inspired architecture: Greyhound Depot in Ohio (courtesy Andrew Wood)

Example of a façade that incorporates Streamline-Modern style architecture



Example of art deco inspired architecture: Former Volkswagen Showroom Building (circa 1937), Maple and Olympic Boulevard, South Beverly Hills

Station Way

Purpose of this Design Overlay District

The primary purposes of this district are to encourage the use of design that will complement the neighboring Village districts and provide a transition between these districts and the Traffic Way corridor. The predominant design for the Station Way area are wood-sided or smooth plaster single and two-story structures with green ribbed metal roofs as depicted by the Village Promenade.



Special Considerations

A Concept Enhancement Plan is included in Attachment "A" to facilitate the goals for the district. The Plan shows areas planned for visitor serving uses and shared parking.

1. Southeast of the intersection of E. Grand Avenue and Freeway 101, on the parcel behind the Chevron Station (APN 007,481,006) permitted use shall be limited to visitor serving uses, and related accessory uses.

All other Permitted uses and Minor Use Permitted uses shall be considered

subject to Conditional Use Permit, including a finding that visitor services is not feasible due to site specific building and/or property configuration and conditions.

2. A shared parking facility should be considered at the interior portion of the parcels located at 208, 210 and 216 Traffic Way (APNs 007-483-41, 42 and 7).

Site Design

1. All new projects or renovations shall adhere to site development standards of the Development Code.
2. Buildings and sales uses shall be oriented to the public street while storage, parking and accessory uses shall be oriented away from the street to interior areas of the site.
3. All accessory structures including off-street parking, service buildings and enclosures for service areas, trash containers or outdoor storage shall be designed as part of the overall project or building.
4. Landscaping should retain existing trees and add feature areas or strips of planting to achieve screening and softening of structures and parking and highlight pedestrian walkways and public areas. Street trees shall be incorporated where functional circulation will not be obstructed.
5. Streetscape improvements shall conform to the established sidewalk paving, lighting and street furniture, fixture and feature designs approved by the City.

6. The desired configurations and locations for off-street parking lots, in order of preference, are:

- a. Shared double loaded aisle to side or rear of building partially on-site and partially off-site on neighboring parcels.
- b. Single or double loaded aisle in front of building(s) with substantial landscaping.
- c. Shared off-site or public parking lot within 200 feet.

Building Design

Materials and Colors

1. Buildings shall be one or two story, horizontally massed, and small to moderate scale structures, with pedestrian features evident from public streets, particularly Station Way.

On the east side of Station Way the established materials, textures and colors of the existing buildings shall be utilized or reflected in the building, landscape and signage designs.

2. The height, lot coverage and floor to area ratio of new buildings shall not exceed the development standards allowed in Title 16 of the Municipal Code for the VMU district.

3. To the extent feasible, original structures and materials, and architectural details should be integrated into project design and retained, renovated, or replaced with materials and features that match or reflect the original design.

4. Construction materials should be compatible with those used on adjacent

developments. New buildings should incorporate traditional materials and reflect agrarian features.

5. The number of colors used on a building or project should be three or fewer, to include a base color, trim color and single accent color.

6. Color and materials samples shall be submitted as part of the ARC process. The use of florescent, “neon” or “day-glo” colors is not appropriate.

7. Color palettes should be compatible with those of adjoining buildings.

Signs

Signs shall meet all requirements of the Development Code and the provision of these guidelines and standards. If a conflict exists, the most restrictive requirements shall apply unless otherwise approved by ARC.

1. Color and materials samples shall be submitted as part of the ARC process. The use of florescent, “neon” or “day-glo” colors is not appropriate.

2. Signs should not obstruct architectural features of the building.

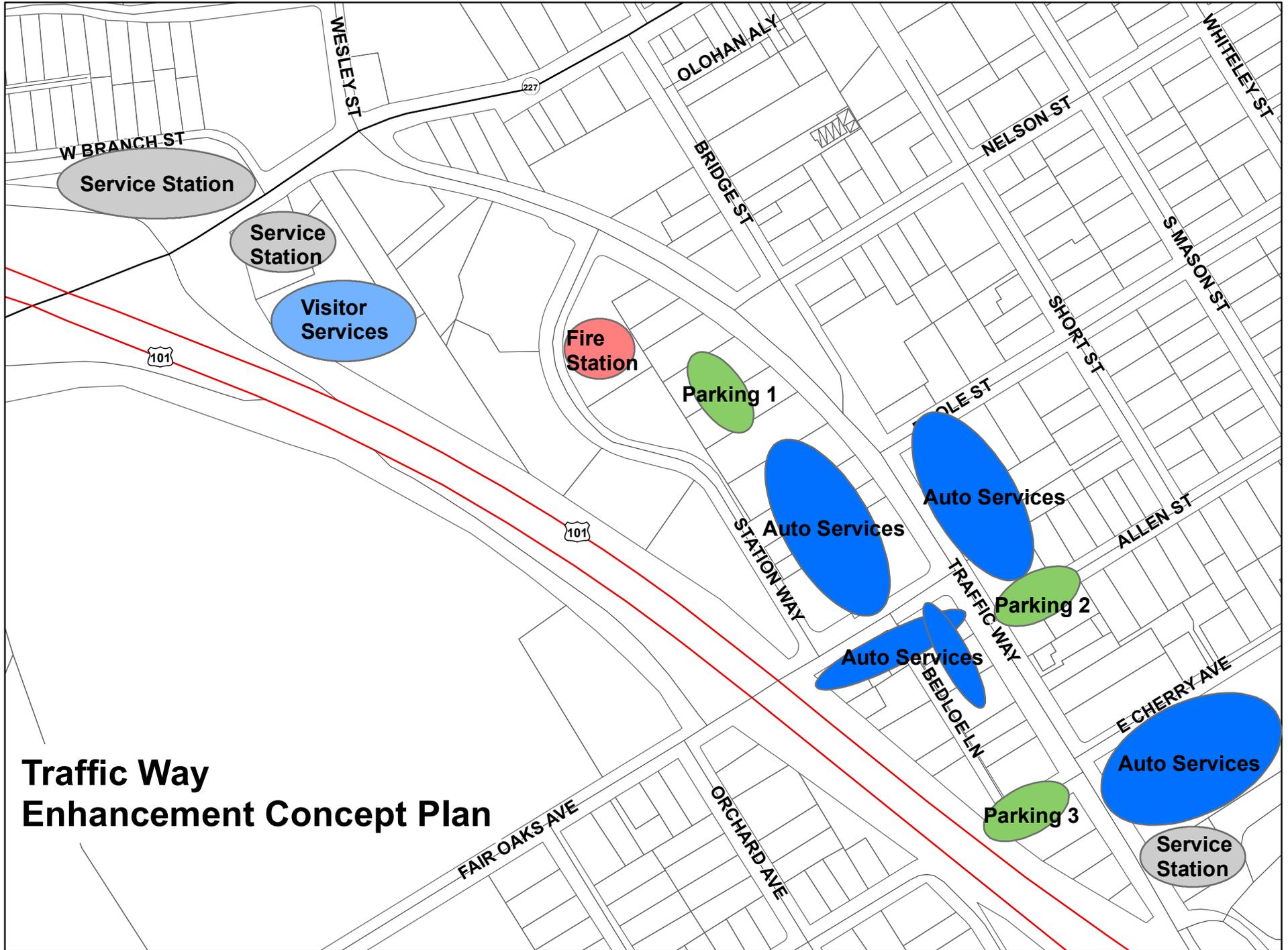
3. Wall signs should be located above the entry to the building to better relate to pedestrian traffic.

4. Window and door signs should be applied where they will not obstruct visibility.

5. Signs on awnings or canopies should be placed where they may be seen by pedestrians as well as by passing traffic.

6. Temporary banners to meet franchise agreement requirements for large scale automobile retail uses provided that:

1. Only two (2) banners are displayed at any given time;
2. The banners are no larger than forty-eight (48) square feet each;
and
3. The banners are displayed no more than thirty (30) days every two (2) months.



Traffic Way Enhancement Concept Plan