

## CHAPTER 44



## Downtown Design Overlay District (DD-X)

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### 17.44.01 Purpose

The purpose of the Downtown Design Overlay District is to ensure that the Woodlake Downtown represents a place that promotes a positive shopping and working environment, encourages social interaction, contains buildings and other improvements that are well-designed and provides an environment that is pedestrian-oriented, secure and visually pleasing. To ensure that these objectives are implemented, downtown design guidelines and review procedures are included in this Chapter. The Downtown Design Overlay District serves to implement goals, policies and programs contained in Woodlake's Land Use Element.

**17.44.02 Applicability**

This overlay district can be combined with any zone district contained in Woodlake's downtown. For purposes of identification, an established DD district shall be suffixed with the zoning notation of the district with which it is combined (e.g. DD-CC). The application for an overlay zone shall be processed consistent with Chapter 17.46 Zoning Ordinance Amendments.

If any regulations specified in this chapter are more restrictive than the regulations of the base district, the regulations of this chapter shall govern.

**17.44.03 Permitted Uses**

Uses listed on the permitted use list of the base district.

**17.44.04 Conditional Uses**

Uses listed on the conditional use list of the base district.

**17.44.05 Application Requirements**

An application for a project in the downtown design overlay district shall contain the following information:

A. Site Plan.

A site plan showing location, exterior boundaries and dimensions of the entire property that is the subject of the application. The scale of the drawing and the north arrow shall be shown on the site plan.

B. Elevation Drawings.

Elevation views of all exterior wall surfaces to receive treatment or enhancement. Drawings shall be scaled to at least one-fourth inch equals on foot and shall have materials and treatments identified by reference notes that clearly indicate nature and extent of the work to be completed. Elevation drawings shall include side views or cross-sections of features associated with the project's appearance, including awnings, marquees, projecting signs and landscaping.

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C. Samples.

Submit material samples, color chips, or other supporting literature to better illustrate the nature of the proposed color scheme, textures and materials.

D. Landscaping Plan (if applicable).

The location and extent of landscaping shall be shown including plant species and container size, irrigation plan and hardscape plan.

E. Signs.

Location, type and size of all proposed signs shall be shown.

F. Outdoor Lighting.

Show location, type and size of proposed outdoor lighting.

**17.44.07 Downtown Design Review**

- A. Upon receipt of the downtown design review application, the Downtown Design Review Committee shall review the application for consistency with Woodlake's downtown design guidelines. Following the review of the downtown design review application, the Downtown Design Committee shall take action on the project. The Committee can approve, approve with conditions or deny the project based on its consistency with the downtown design guidelines.
- B. After the Committee's decision on a downtown design review application, the Director shall prepare an administrative resolution reporting the disposition of the application. The resolution shall be signed by the Planning Director and the applicant.
- C. The Downtown Design Committee can approve the project subject to conditions. Said conditions shall insure that the project is consistent with the purpose of this Chapter and the downtown design guidelines.

**17.44.08 Appeal**

- A. The decision of the Downtown Design Review Committee shall be final unless appealed by the applicant to the Planning Commission. A written appeal of the Committee's decision shall be filed with the City Clerk within ten calendar days of the election.

- B. The Planning Commission shall consider the Downtown Design Review Committee's decision. The Planning Commission can approve, approve with modifications or deny the decision of the Committee. The decision of the Commission shall be final.

**17.44.09 Building Permit**

Upon approval of a project in the downtown that has been processed through Woodlake's downtown design review process, the applicant is free to secure a building permit from the building department.

**17.44.10 Revocation**

- A. Where the City finds that the new structure or alteration of an existing structure is not consistent with the Committee's conditions of approval, the building permit for the project shall be suspended. Notice of the suspension shall be sent immediately to the person or persons responsible for noncompliance by the building department. Within thirty days of the suspension, the City Council shall consider the suspension.
- B. If not satisfied that the regulation, general provision, condition or conditions are being complied with, the City Council may revoke the building permit, reinstate the building permit or reinstate the permit with conditions.

**17.44.11 Exceptions**

Minor improvements to buildings in the downtown shall be exempt from the downtown design review process. Exceptions shall include:

- A. Expansions of existing buildings where the square footage of the addition does not exceed more than 25 percent of the area of the building.
- B. Installation of awning, or replacement of windows, doors, or roofs.
- C. Painting of building so long as the colors are consistent with the downtown design guidelines.

**17.44.12 Design Guidelines**

The design guidelines for Woodlake's downtown are detailed below as well as in the City of Woodlake: Downtown Design Guidelines, which is contains illustrations and diagrams.

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A. Roofline

1. Decorative embellishments at the roofline such as such as cornices, or changes in height, material color or shape are encouraged.
2. Repair damaged architectural or decorative elements at the roofline.
3. Screen roof top mechanical equipment from view in a manner that complements the design, color, and materials of the building.

B. Upper Wall

1. Maintain the lower edge of the upper wall. Do not extend the upper wall into the storefront below.
2. Uncover the existing upper floor windows. Maintain existing window size and shape.
3. Upper walls can be designed with raised elements to create one or more sign wells - a space specially created for display of a business sign.

C. Materials

1. Preferred facade materials for downtown Woodlake include brick, wood lap and stucco. Materials that should be avoided include imitation or processed materials such as lava rock, permastone, grooved plywood, and snap-on metal grills and sheeting.
2. Do not paint glazed material such as ceramic tile, terra cotta, finished stone or glass.
3. If glazed material has been painted, strip using the gentlest means possible. low-pressure water wash is recommended. Sand blasting is not recommended (especially on brick surfaces).
4. Repair deteriorated architectural details.
5. If your building was built before 1940, do not remove, alter or cover original facade materials or architectural features.

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D. Color

1. Preferred colors include a variety of earth tones, including brown, beige, cream, muted reds and yellows, as well as the natural tones of brick and stone. Colors that should be avoided are bright basic (red, green blue) colors and fluourescents.
2. Avoid color schemes sharply contrasting with neighboring, especially if facades are immediately adjacent.
3. Use paint colors compatible with the colors of existing materials (such as brick or ceramic tile) already found on the facade.
4. Colors for architectural trim can be lighter or brighter (e.g. white, off-white) or shades slightly lighter or darker than the base color.
5. Accent colors for architectural details may be a contrasting color to the base of a building.
6. Awnings are often second only to the building wall in surface area. Careful consideration should be given to ensure that awning color does not conflict with base building color.

E. Storefronts

1. Commercial storefronts should entirely fill the area created by the piers and upper wall.
2. Except for the bulkhead and piers, storefronts should be entirely of glass.

F. Entry

1. New entrances are encouraged to be recessed from the public sidewalk at least the width of the door.
2. Doors to street level spaces should be more than 50% glass.

G. Display Windows

1. Filled-in or covered over display windows should be opened and reglazed.
2. Tinted films or glass is discouraged. Use clear films on display windows or low-E glass in new display windows to reduce heat transmission to the interior.
3. In corner buildings, consider adding new display windows in blank walls over 20 feet long.
4. Multi- or small paned display windows are not encouraged.
5. Merchandise behind display windows should face the sidewalk.
6. Window displays of merchandise, night time lighting of display windows, or animated window displays are strongly encouraged to attract pedestrians and increase security.

H. Bulkhead

1. Bulkheads should be no more than 36 inches tall.
2. Bulkheads of decorative, durable materials other than stucco (e.g. ceramic tile, finished stone, brick) are encouraged.
3. Bulkheads in multiple storefront buildings should be consistent in height and material.

I. Signs

1. Signs shall not obscure architectural elements.
2. Signs shall not be mounted at or above the ridge, eave, or parapet lines of the building.
3. Signs made of individual cut letters are preferred over internally lit “cabinet” signs with slide-in plastic inserts.

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4. Mount wall signs within the recessed or decorative framed area of the upper wall, if they exist.
  5. If no permanent sign area on the upper wall exists, mount wall signs between piers and above the display windows.
  6. Wall signs for multiple storefronts in the same building should resemble each other in material, height and width, background color, and placement.
  7. Street level businesses are encouraged to have a hanging or projecting sign above the entryway oriented to pedestrians.
  8. Icon or graphic signs (e.g. a sign in the shape of a shoe for a shoe store) whose shape or image relays the type of business are encouraged.
  9. Individual letters adhered or painted on the window are encouraged.
  10. Window signs should cover less than 10% of the display window area and should be limited to the lower third of the display window.
  11. Signs that are externally lit are preferred over internally-lit “box” or “cabinet” signs.
  12. Backlit or halo effects on signs of individual raised letters are encouraged.
  13. Bright lighting beyond that necessary for legibility is discouraged.
  14. Use light letters on dark backgrounds for internally lit signs.
  15. For awnings, signs may be painted or applied on the front valance flap.
- J. Awnings and Canopies
1. Mount awnings so they project out between four to seven feet from the building and the valance is seven feet or more above the sidewalk.

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2. Do not extend awnings or canopies over piers or columns.
3. The top of the awning should be mounted directly above the display windows and below the sign panel.
4. Match the awning shape to the shape of the opening.
5. Awnings should cover no more than the third top of the display window.
6. Canvas is the preferred material for awnings. Awnings constructed of metal or embellished with wood shingles are discouraged.

K. Building Scale, Proportion and Placement

1. Building scale and proportion should be compatible with the adjoining buildings.
2. Careful consideration should be given to rhythm and pattern of openings, size of window panes and the spacing of openings.
3. New building design which is consistent with the informal, historical character of the community should be encouraged.
4. Buildings shall be designed to avoid long, monotonous uninterrupted walls or roof lines.
5. New buildings should be designed so they abut the sidewalk. Where parking lots are included, the project should be designed so that at least half the front property line abuts the building.

L. Parking

1. Parking lots should be placed to the rear or to the side of buildings. Parking lots designed in front of buildings are strongly discouraged.
2. Parking lots should be screened from the street by low masonry walls and/or landscaping.

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3. Parking lots should be accented by landscaping, including trees and shrubs.