

DOWNTOWN DESIGN GUIDELINES

Pleasanton, California



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INTRODUCTION

Downtown Pleasanton is a unique and special area. The architecture of its buildings and its pattern of development reflect Pleasanton's history from its 19th century beginnings to the present; the fact that these features have been maintained and enhanced throughout this time indicates the value placed on the Downtown by its citizens and property owners. Pleasanton has planned and monitored the Downtown in order to preserve its essential qualities while allowing for growth and change that are in keeping with its character. This has been a major objective for the Downtown over the years.

One tool for achieving this objective is design guidelines. As a result of the Downtown Specific Plan process, new design guidelines for the commercial and residential portions of Downtown have been created in order to ensure that construction projects in the area are of high quality and complement the existing built environment. The guidelines address the design of new buildings, the remodeling and expansion of existing buildings, the siting of new structures and parking areas, desired types of business signage, and the various details that contribute to the appearance of the area.

Pleasanton's Downtown district has a pedestrian character and scale indicative of the time that it originated, before the dominance of the automobile. Architecturally, the commercial area of Downtown Pleasanton and its adjoining residential neighborhoods are represented by several different styles, giving it a diverse appearance that contributes to its interest and uniqueness. Pleasanton has decided, through its planning process, that this traditional quality and its heritage buildings should be preserved. However, it also recognizes that Downtown is growing and that constructing new buildings on vacant and underdeveloped sites keep the area vital and desirable. Such new development is to be encouraged provided that it fits in with the established pattern and reflects one of the various architectural styles of Downtown.

These design guidelines are intended to encourage the enhancement of Downtown Pleasanton's older buildings and to guide the development of its new buildings so as to strengthen the desirable visual qualities of Downtown. They have been written to guide property owners, developers, and business people proposing new buildings or changes to building exteriors and for City staff and officials charged with reviewing and approving such projects. The guidelines are broken down into the elements and details which affect design, ensuring that new construction or remodeling projects fit into the area. Separate guidelines have been written for the commercial and residential portions of Downtown.

It is recognized that certain situations will require flexibility in applying these guidelines, which is acceptable as long as the overall intent and spirit of the guidelines are met. It is hoped that the use of this document will result in an attractive, pedestrian-oriented Downtown that maintains its traditional character yet continues to grow creatively and with vitality.

Downtown Boundary Map



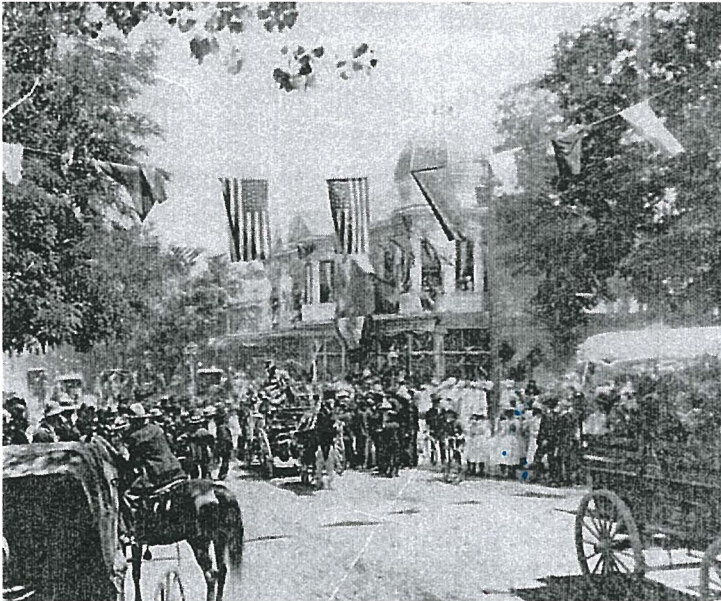
DOWNTOWN COMMERCIAL AREA

History of Downtown

Downtown Pleasanton is the physical, commercial, social, historic, and political heart of the community. Its historic buildings, mix of architectural styles, pedestrian arcades, tree-lined streets, and the Pleasanton Sign make Downtown a unique and irreplaceable asset.

Originally known as Alisal, Downtown was located on one of the main stagecoach routes to the Gold Country and served as a stopover for miners. In the late 1860's, John Kottinger subdivided his land at the northerly end of town, and Joshua Neal did the same at the southern end of Main Street. The Central Pacific Railroad came to Alisal in 1869, and commercial activity increased as a result. Many of the Chinese workers who helped build the railroad through Amador Valley settled in the area and established businesses at the north end of Main Street.

By the time Pleasanton was incorporated in 1894, the town had grown to include hotels, general stores, blacksmith shops, offices, warehouses, and saloons. After the turn of the century, many more buildings were constructed from revenues generated by the hop yards located north of town. The original Town Hall, now home to the Livermore-Amador Valley Historical Museum, was built in 1915 by the Women's Improvement Club. By the time Main Street was paved after World War I, the form and character of Downtown Pleasanton was largely in place. Today, a vibrant mix of buildings of different styles are found in the downtown area. These include some remarkable landmarks such as The Pleasanton Hotel, Kolln Hardware, Veterans Memorial Building, and the gas station at the corner of Main Street and St. Mary Street. As a result, even as the city and surrounding area have grown, Downtown retains the character of a model California small town.



Architectural Styles



500 Main Street circa 1870



Livermore-Amador Valley Historical Museum,
603 Main Street circa 1915



Veterans Memorial Building,
301 Main Street circa 1930

There was tremendous growth during the late 1800s in California towns. Building styles changed with rapid succession depending on popularity and use. Most buildings constructed in Pleasanton during this time can be categorized within the following broad styles:

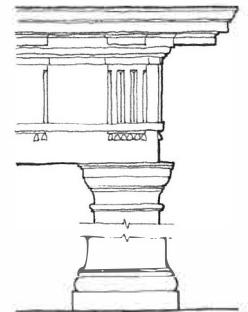
Classical Revival

Classical Architecture takes its inspiration from ancient Greek and Roman forms. It has enjoyed many revivals between the late 1800s and the mid 1950s.

Examples: 500 Main St., Livermore-Amador Valley Museum at 603 Main St.

Characteristics:

- symmetrical or rectangular façade
- weighty and solid feel with deep recesses
- columns and pilasters
- flat or shallow roofs
- roofline friezes or pediments



Spanish Colonial

A large number of commercial buildings in Downtown are of this style, influenced by the Spanish style of architecture used during the Missionary period.

Examples: Gas station at 707 Main St., Veterans Memorial Building at 301 Main St.

Characteristics:

- thick stucco walls with deep recessed windows
- red tiled roofs with exposed rafters
- lack of architectural moldings
- use of ornamental cast iron grilles



Pleasanton Hotel,
655 Main Street

circa 1870

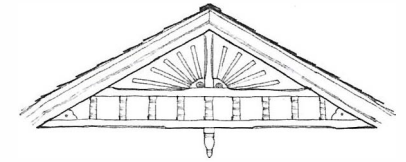
Victorian

Refers to the style of artistic production from the mid 1800s to the early 1900s and is characterized by elaborate ornamentation and graceful designs.

Examples: Pleasanton Hotel at 655 Main St., 450 Main St., Kolln Hardware at 600 Main St., the Johnston Building at 465 Main St.

Characteristics:

- large and tall windows
- bay windows and corner turrets
- variety of trim and detailing
- porches and roof gables
- bracketed cornices
- wood or brick exteriors



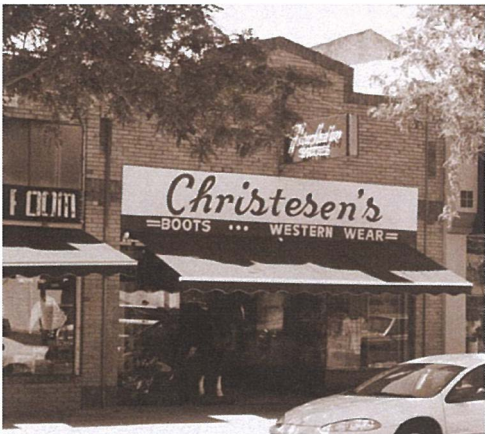
Period Revival

Commercial buildings on the main streets of American towns (1900-1940) reflected various historical styles that were adapted to serve local needs. Façades that featured parapets with elaborate brickwork and glass storefronts were particularly successful adaptations. Parapets could be used to cover either flat or sloping roof lines.

Examples: Christesen's Western Store at 633 Main St., Pleasanton Antiques & Collectibles at 520 Main St.

Characteristics:

- stylized building fronts
- variety of overhang elements
- large glass areas

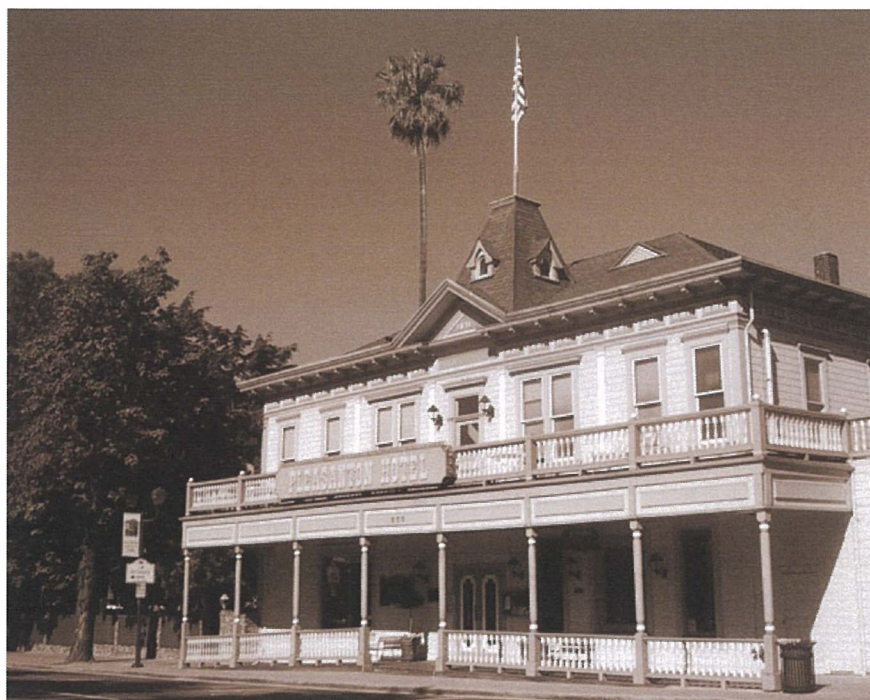


Christesen's Western Store
633 Main Street

Preservation & Relocation

The prevalence of older buildings in the Downtown contributes to the area's character; they should be maintained and preserved whenever possible.

- Demolition of buildings over 50 years of age is generally discouraged.
- The architectural style, bulk, height, and building setbacks of replacement buildings should be consistent with and contribute to the small town character of the area in which they are located.
- Replacement homes in heritage neighborhoods should use building materials and details of construction which draw upon surrounding heritage developments and which closely reflect the architectural style they represent.
- Relocation of an existing building of heritage value within Downtown should meet the following criteria:
 - The relocated building is compatible with the new area in terms of scale and architectural style; and
 - Moving the original building does not jeopardize its historic status.
- Remodeling is encouraged over replacement. Remodeling retains the essential floor area, roof and walls of the existing structure while making changes to the interior and/or exterior.





COMMERCIAL GUIDELINES

New Construction, Remodels, and Additions

Protecting and enhancing Downtown's character starts with the form and siting of its buildings. Scale and detailing are also important elements of a pedestrian-oriented Downtown. These guidelines seek to ensure that new construction and modifications to existing buildings continue to enhance Downtown's architectural character.

This section applies to Main Street and the commercially-zoned side and parallel streets; special guidelines within this section address First Street, Peters Avenue, and the residential structures converted to commercial use within the commercial area.



General Criteria

Building Location

- Building façades should meet the sidewalk, except where mini plazas are provided.
- Corner buildings should be primarily oriented toward Main Street.
- Maintain the continuity of buildings and commercial storefronts along the street frontage.
- Off-street parking is allowed at the rear or interior of the lot only.
- Driveways, sidewalk cuts, and vehicular access to rear parking lots shall be from side streets, not along Main Street. Pedestrian paths from Main Street to rear parking lots are encouraged.
- Parking lots should be landscaped and lit with traditional styled light fixtures.
- Special consideration will be given to conditions where existing adjacent buildings are set back from the sidewalk.

Height & Mass

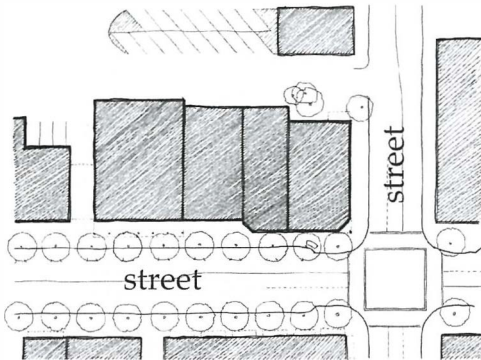
- New buildings shall generally be 1 to 2 stories high, except as otherwise allowed and consistent with the policies of the Downtown Specific Plan.
- 3 story buildings may be allowed on a case-by-case basis subject to discretionary review.
- The building façade should extend the full width of the lot along Main Street to provide a continuous street backdrop.
- Break larger buildings into smaller units.
- The height of contiguous storefronts should generally align.

Design

- The design of all buildings and storefronts shall be unique, not corporate, chain, or franchise.
- A variety of traditional architectural styles and shapes is encouraged.
- Provide detailing of the roofline, upper façade, and storefront areas of the building consistent with the building's architectural style.
- Tents or temporary structures are not allowed Downtown unless they are at the rear of a site, not visible from any public street, or approved on a case-by-case basis for seasonal or special events.
- It is encouraged that existing non-historic buildings be remodeled to traditional design styles.

Entrances

- Building and storefront entrances are to be at sidewalk level.
- In corner buildings, the primary entrance should be along Main Street or diagonally at the corner.
- Secondary entrances from parking lots are encouraged. They should be clearly marked by illumination, signage and simple landscaping, and by color, awning, or other simple architectural or decorative elements.





Façade Elements

Regardless of architectural style, all Downtown commercial façades have three common elements:

Roofline

The roofline frames the top of the façade.

- Screen rooftop equipment from view with the façade/roof, not an independent equipment screen.
- Hide flat roofs by extending the façade wall up.
- Decorative embellishments such as accent materials, patterns, cornices, brackets, finials and roofline shapes are encouraged.
- Avoid using residential style roof forms, unless rebuilding or remodeling existing residential-style structures.
- Do not use false roof forms such as mansards that are applied to the façade wall.
- On existing buildings, repair damaged architectural or decorative roofline elements.

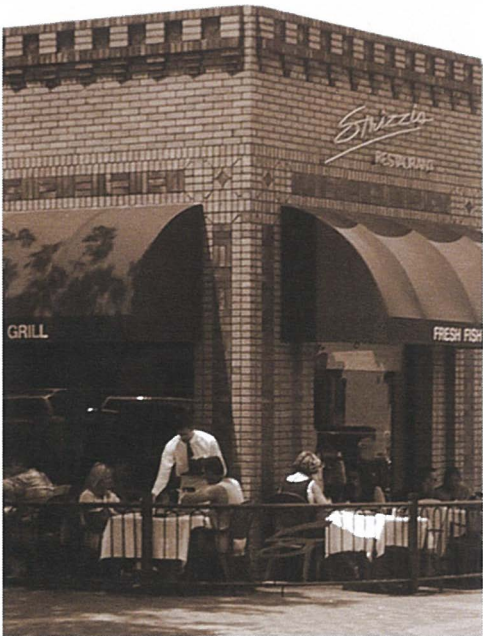


Upper Façade

The wall area below the roofline that frames the storefront.

Materials:

- Use the highest quality materials for the façade wall consistent with the architectural style of the building, such as natural brick, stucco and smooth finished horizontal wood siding.
- Maintain consistent wall material throughout the upper façade.
- Simulated materials may be used if determined to have an authentic appearance.
- Materials that have poor durability, are prone to vandalism, and are usually associated with the “backside” of buildings are not appropriate. Examples include unfinished plywood, plastic and shakes.
- Where covered or painted over, original facade materials should be repaired and restored.
- On historic buildings, do not remove, cover up, or alter original facade materials.
- Repair rather than replace deteriorated architectural features if feasible.
- Replace or restore missing original materials or details. Match the size, design, and placement of the original feature.
- The use of “green” materials that reduce consumption of resources is encouraged.





Upper Windows:

- Upper story windows should create a rhythm, either symmetrical or equally spaced, across the facade related to openings below.
- Upper floor windows should be smaller than ground floor windows.
- Separate windows by sufficient wall area to set them apart from each other.
- Recess windows in from the building wall. Use window trim to highlight windows.
- Use projecting sills.
- Vertical, rectangular windows are preferred.
- Do not remove, alter, or cover over original upper story windows. Uncover, reopen, and repair where found.
- Windows constructed of simulated materials may be used if determined to have an authentic appearance.
- Use clear or lightly tinted glass. Do not use dark or reflective glass.
- Consider using special window trim, bay windows, or flower boxes to increase the attractiveness of upper level windows.

Storefronts

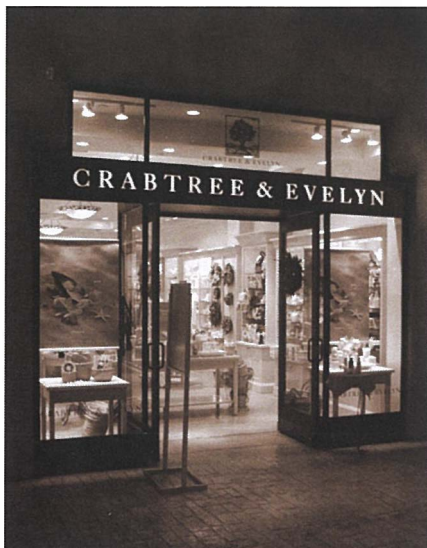
The storefront is the transparent section of the façade.

- Space storefronts in a repeated rhythm along the sidewalk to maintain pedestrian continuity and interest. Minimize wall space (pier width) between storefront windows.
- Use piers or columns to separate windows between and within storefronts. Provide an accent decoration or capital atop the column.
- Devote a minimum of 60% of the storefront to display windows.
- Façades with two or three storefronts should have consistent storefront design and materials. This includes the size and type of display windows, doorway locations, the design of transom windows, and storefront base height and materials.
- Buildings with three or more storefronts may vary base material, entry locations or awning design.



Storefront Elements

The upper façade wall comes down and meets the sidewalk as piers, framing the storefront opening. The storefront is the most transparent part of the façade and has its own elements common to all storefronts regardless of the architectural style of the building.



Storefront Display Windows

The storefront display window is the largest element in the storefront, allowing pedestrians to view the interior.

- Storefront display windows should be large and of clear transparent glass.
- Do not reduce the size or increase the sill height of existing storefront windows.
- Add-on mullions, grids, and opaque or dark coatings on storefront windows should not be used.
- Storefront windows are to be uncovered and visible. Do not use interior window coverings in street level windows.
- Fully openable display windows are encouraged where appropriate.
- Display lighting is encouraged.
- Window displays in office storefront windows are encouraged.

Entry

Entries create a transition area between the public sidewalk and the private store interior.

- A variety of entries is encouraged. The entry can be an almost invisible part of the display area (with bypass or folding glass doors), or Dutch doors whose top half is left open during business hours.
- Entry doors to street level should be more than 50% glass or open.
- Recess entries from the façade; use recessed areas for window displays.
- Center entries in storefronts when possible.





Storefront Base

The storefront base is the area below the storefront display window. It raises the display up to viewing height and protects the bottom of the window from damage. Therefore, storefront bases are generally finished with durable, decorative materials.

- Appropriate storefront base materials are smooth or dimensioned stone, brick, marble, granite, and ceramic tile. If the façade is brick, the storefront base can be distinguished by changing the pattern and orientation of the brick or adding tile accents. In wood storefronts (19th century Victorian or Western), smooth-finished, recessed wood panels are appropriate.
- Storefront bases should be no more than 24" high from the sidewalk.
- Storefront base height and material should be consistent in buildings with one or two storefronts and may vary with three or more storefronts.
- Uncover and repair original storefront base materials where covered or painted over.
- Storefront base material should complement the upper façade material.

Transom Windows

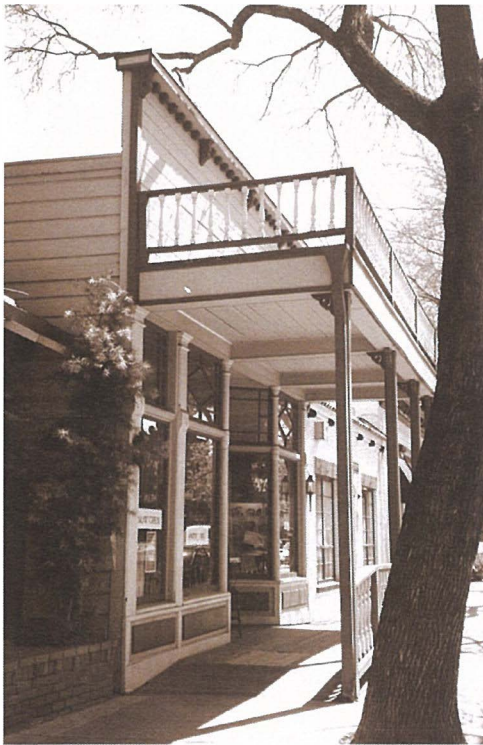
Transom windows are the smaller windows above the storefront display window. They let daylight deeper into the store interior. Historically, portions of the transom were operable to release interior heat built up in warm weather.

- Transom windows are encouraged in new construction if appropriate to the architectural style of the building.
- In new transom windows, a variety of glass types and patterns, and creativity in mullion spacing and design, is encouraged.
- Existing transom windows should be uncovered and repaired. Covered transom windows reduce the transparent portions of the storefront, changing the façade proportions and making the facade appear lower and heavier.
- Use high or raised ceilings near the façade wall so that daylight from transom windows will reach the interior.



Building-Mounted Shade Projections

Building projections are accessories mounted on the façade extending over the public right of way. They provide weather protection for pedestrians, display windows, or entrances. They include elements such as arcades, trellises, canopies, and awnings, as appropriate to the architectural style of the façade.



Arcades

One of the things that makes Downtown Pleasanton unique is the number of sidewalk arcades, permanent shading structures over the sidewalk, a tradition from the 19th century that has carried through to today.

General Criteria:

- Arcades should be visually open, well detailed, and scaled to the façade.
- Arcades should be functional, serving as weather protection for the sidewalk below.
- Arcades should not hide or interfere with architectural features of the façade.
- Design arcades so that upon removal, the facade's architectural character and integrity remain intact.

Placement:

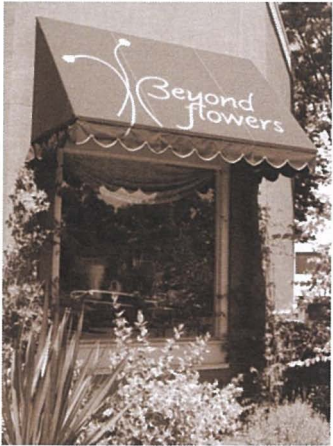
- Attach arcades just above the storefront, in alignment with adjacent arcades or horizontal elements on neighboring buildings.
- If the arcade is supported vertically, space posts or columns to reinforce existing facade rhythms such as piers. Do not interrupt pedestrian movement, place alongside existing street trees, or remove existing street trees.

Design:

- The design of the arcade should relate to or complement the architectural style of the building and adjacent building projections.
- Arcades are to have architectural or decorative details or elements.
- Arcade roofs should be shallow sloped (4 in 12 maximum).
- Do not use roughhewn materials for arcade posts and framing unless appropriate to the architectural style of the building.

Landscaping:

- Climbing flowering vines or hanging flowerpots from arcade posts or columns are encouraged. Arcade landscaping should not interfere with pedestrian movement.



Awnings

Awnings are lightweight, generally fabric-covered accessories used over windows to control sun damage of merchandise displays or over entrances as a sheltering element. They can be fixed or retractable.

Placement:

- Awnings should provide weather protection without blocking visibility of the storefront.
- Awnings should not obscure architectural details on the facade or cover existing transom windows.
- Mount awnings just above storefront opening.
- Do not extend over piers; cover storefront opening only.
- Match awning shape to shape of the window, i.e., arched awnings over arched windows.
- Awnings must maintain a vertical clearance of 8 feet from the sidewalk. Awnings with loose valences may have a 7 foot clearance.

Design:

- Design well detailed awnings. Consider options in trim and material pattern.
- Awning material color should complement the facade wall color.
- Vinyl is not an appropriate Downtown awning material.
- Open sided awnings are encouraged; consider retractable awnings.
- Loose valences for fabric awnings are encouraged.
- Decorative details such as scallops and piping are encouraged.

Canopies

Canopies are more substantial horizontal sheltering elements suspended from the façade above the storefront or building entrance and extending over the sidewalk.

- Design canopies to enhance the architectural style of the building.
- Use top quality materials.
- Canopy roofs should be transparent, translucent, or of lightweight material.
- Mount canopies just above storefront or entrance opening.
- Do not extend canopy over piers; cover the storefront opening only.

Enhancing Existing Façades



Some buildings are best described as box buildings with plain stucco walls and few architectural elements such as windows or cornices, trim, or detailing. The following are suggestions on how these buildings (or visible, blank side walls) can be made more attractive and interesting to pedestrians. All improvements should be simply designed:

Paint: Enliven a blank wall with implied trim around the storefront or along the roofline, or with trompe l'oeil architectural details. (See also section on Color, below)

Landscaping: Simple grid trellises, overhangs over windows or doorways, or climbing vines can help break up the expanse of blank walls. (See also section on Landscaping, below)

Display Windows or Display Boxes: These are effective in treating secondary entrances from parking areas as well as in storefronts.

Molding or Trim: Use around entries and rooflines, including formed cornices.

Accent Materials: Adding ceramic tile accents or details along rooflines, between windows, or at entries adds design interest.

Lighting: Decorative fixtures are suggested for use on entry sides or from above, lighting entrances or wall signs.

Signage: Wall signs with unique, creative designs are especially effective. (See also Signage, following page)

Façades with Setbacks: Trellises, patios, and potted plants can create a sidewalk presence and pull the storefront forward in cases where it is set back from the sidewalk.



Landscaping

Landscaping is an important visual element in Downtown Pleasanton. Street trees and sidewalk potted plants create the green character of the commercial district.

- Landscape elements consisting of trellises, vines over blank walls or arcade posts, potted plants, and window boxes are encouraged.
- The City will prune the canopies of trees to maintain views into storefront display windows and to first floor signage.
- Do not allow plant material to obscure architectural elements on the building.
- Landscaping on private property should complement public plantings.



Color



Color includes the inherent color of a finish material, paint added to a material, and the color of building accessories such as signs or awnings.

- Select colors appropriate to the architectural style of the building.
- Most buildings should have a base wall color, a contrasting trim color, and an accent color for architectural details.
- Buildings with ample architectural detail, (like Victorian style buildings), are encouraged to be painted with several accent colors.
- Mission Revival or Mediterranean style buildings should have an earth-tone wall color with complementing trim colors and roof tiles.
- Use paint colors that complement the colors of existing materials on the façade, such as brick or ceramic tile.
- Trim colors can either be lighter or shades darker than the base wall color.
- Accent colors for architectural details may be brighter or a contrasting color to the base wall color.



Signs



Signs with good graphic design and high quality materials will complement the buildings and streetscape. Creative, artistic signs are encouraged. Signs should be designed for the building and business.

General Criteria

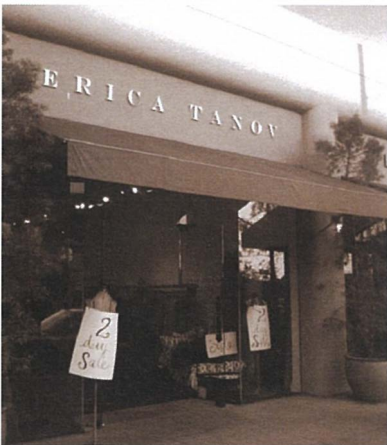
- Two types of signs plus window signage are allowed on each commercial building.
- Wood, metal, tile, and glass sign materials are encouraged. Neon is allowed for wall and projecting signs. Use paint, gold leaf, or vinyl applied to glass for window signs.
- Mount all signs below the eave or parapet line of the façade.
- Signs should not obscure architectural elements on the façade.

Wall Signs

- Place centered above the storefront, within recessed or framed areas on the upper facade, if they exist. Do not extend past the display window.
- In multiple storefront buildings, use consistent material, size and placement.
- Wall signs for second floor businesses may be allowed if appropriate to and integrated with the building architecture.

Illumination:

- Use decorative light fixtures.
- Shield light source and minimize spillover.
- Spot lighting or backlighting (halo illumination) of individual letters is appropriate.
- Interior illuminated channel lettering is not allowed.
- Sign boxes with illuminated backgrounds are not allowed.



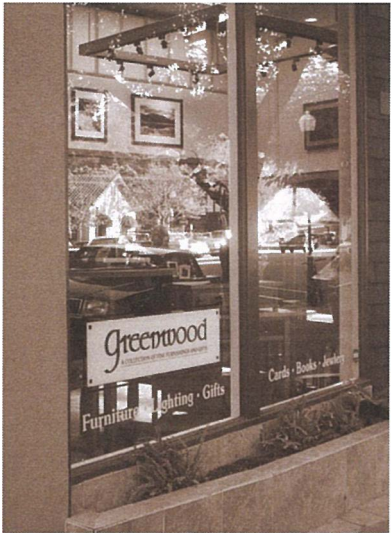
Projecting Signs

- Place above entry or on either side of the storefront.
- May project no more than 5 feet from the façade.
- Iconic signs, signs whose shape and graphics indicate the nature of the business, are strongly encouraged.

Illumination:

- Use neon letters on exterior of sign or spot lighting. Interior illumination is not allowed.





Window Signs

- May consist of letters or graphics applied directly to glass.
- Cover 25% or less of display or upper window area. Second floor tenants are strongly encouraged to use less than 25% of the window area.
- Paint or place letters and graphics so that the bulk of the eye level area of the display window remains open. Neon window signs are discouraged.
- Informational signs or posters should make up a maximum of 5% of total window area or 4 square feet, whichever is less.

Illumination:

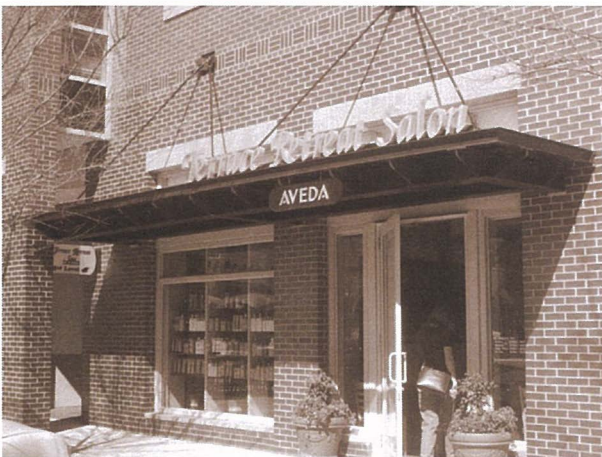
- Neon letters or indirect spot lighting may be used.

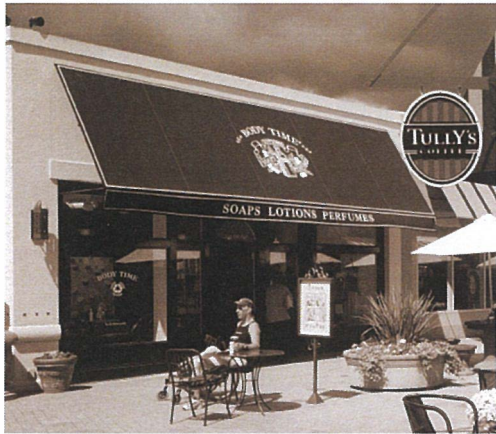
Overhang Signs

- Size: 2-foot high maximum if mounted within the vertical face of the arcade parallel to the façade.
- Letters edge-mounted along the top of horizontal arcades or canopies are allowed. Maximum letter height: 18 inches.
- 9 inches high maximum letters if suspended under the arcade perpendicular to the façade.
- Overhang signs for second floor businesses whether parallel or perpendicular to the façade are allowed.

Illumination:

- Indirect spot lighting may be used.





Awning Signs

- Size: 20% or less of the awning area for ground floor business; Second floor businesses are encouraged to limit awning signage to valances only.
- *Illumination:*
 - Illuminating awning signs with spots, goosenecks, or other decorative fixtures is recommended for ground floor awnings only.

Free Standing Sidewalk Signs

- Use iconic shapes and artistic designs.
- Use top quality materials.
- Display sign during business hours only.
- Place signs so they do not impede pedestrian flow.
- Second floor tenants may have free standing sidewalk signs if they do not conflict with ground floor tenant signage, and if there is adequate sidewalk space available.



Inappropriate Downtown Signs

- Internally-illuminated signs, including box and channel letters
- Roof signs
- Monument signs
- Signs advertising specific product names or off premise businesses
- Flashing or moving signs
- Signs of paper, and unfinished or reflective materials are not appropriate for Downtown signs.
- Banners, except as Temporary Business Signs (see below).

Temporary Business Signs

- One grand opening banner is allowed for the first 30 days of business.
- One banner is allowed for a special event held by an individual business during the day of the event only.
- Banners may not include product or vendor names or ads.
- Maximum size is 3 feet x 8 feet.



Inappropriate Downtown Sign

Outdoor Areas

Creating and using outdoor spaces appropriately contributes to Downtown's vitality. Outdoor areas visible to the public should be attractively designed and maintained to complement the buildings.



General Criteria

- Outdoor sitting and dining areas are encouraged Downtown.
- Outdoor dining areas should be open and visible. If barriers are required to separate the dining area from pedestrian passageways, flower boxes or potted plants are preferred. Plants are to be less than 4 feet high.
- Maintain a minimum 4-foot passageway along sidewalks and a 7-foot clearance from the bottom of opened umbrellas to preserve pedestrian flow.
- Locate trash and delivery areas to the rear of the building. Trash areas are to be screened from view with fencing and landscaping. Separate service and delivery areas from public entrance areas.
- Landscape parking areas with shade trees and provide functional, attractive lighting.

Mini Plazas

Several locations Downtown have potential as public plazas; such areas are encouraged.

- Mini plazas are to be attractive and designed to encourage public gatherings.
- Plazas should enhance and be compatible with the design elements of adjacent buildings and the streetscape.
- Plazas should have special paving, seating, lighting, landscaping, and accent features such as arbors, kiosks, fountains or public art.
- The plaza should be open and accessible, relate well to the public sidewalk, and not obstruct the visibility and operation of neighboring uses.

Maintenance

Visitors to Downtown notice its condition. Downtown should be kept clean and inviting.

- Remove or paint out graffiti to match adjacent wall areas promptly.
- Keep signs, windows, and awnings clean to retain Downtown's attractiveness to pedestrians.
- Provide for ongoing maintenance and enforcement measures prior to construction.
- Attractive window displays should be provided in all retail storefront windows and changed regularly.
- Sidewalk and public areas adjacent to the building should be kept clean.



T ransition Areas



Contrary to other streets in the Downtown, lots on the east side of Peters Avenue and the west side of First Street have their long side parallel to the street. These streets are also transition areas between commercial and residential uses. New construction along these corridors needs to be sensitive to this border position, to relate well with neighboring homes, and to function successfully as commercial buildings.

- *East Side of Peters Avenue:* Set office buildings 3 to 5 feet back from the sidewalk with landscaping provided in the setback area. Projections such as integral planter boxes, balconies, bay windows, and roof eaves may extend to the property line as long as they do not form or suggest a continuous wall along the street.
- *West Side of First Street:* Buildings generally should have a 3 to 5 foot landscaped area between the sidewalk and the façade wall. Retail and mixed-use buildings with storefronts facing First Street may be built to the sidewalk.
 - Locate parking behind the building and screen from view.
 - New buildings should have residential style roof forms (hips, gables, shed) with projecting eaves or trellises, and should use residential materials such as wood siding, shingles and stucco.
 - Avoid long expanses of wall; articulate with projecting or recessed architectural elements, window rhythms, banding, architectural accents, or changes in material, especially at pedestrian level.
 - New construction adjacent to residential buildings should use complementary wall materials and rooflines.
 - Maintain existing trees. Replace diseased or dying trees.
 - Exterior lighting should be shielded, and fixtures should be compatible with residential surroundings.
 - Refer to the signage criteria in the Commercial Guidelines section for direction on signage for new buildings.

Residential to Office Conversions

Due to their location, homes on streets adjacent to Main Street, such as Spring and Ray Streets, often are converted to professional office uses. This is encouraged on sites with commercial land use designations.

- Maintain the residential character of the existing lot and building.

Design

- Additions are to be architecturally compatible with the original structure.
- Maintain the integrity of existing building elements such as roof forms, windows, porches, and entries. Restore original elements when possible.

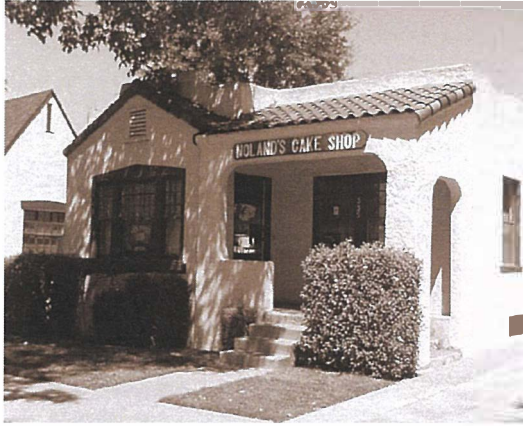
Site Planning

- Place parking in rear yards.
- Accommodate entrances for disabled persons at the side of the building.
- Retain front yard landscaping and existing trees.
- Provide landscaping adjacent to driveways.

Signage

- One type of sign is allowed per lot, in addition to window signs. Appropriate sign types include low, landscaped pedestal signs or plaques in front yards, discrete wall signs, suspended signs, projecting signs and awning signs.
- Internally illuminated signs are not appropriate.
- Pedestal signs are to be:
 - 12 square feet or less, proportional to the size of the lot;
 - A maximum of 4 feet in height, including the base;
 - Constructed of a material matching or compatible with the building wall material;
 - Installed in a landscaped base or planter.



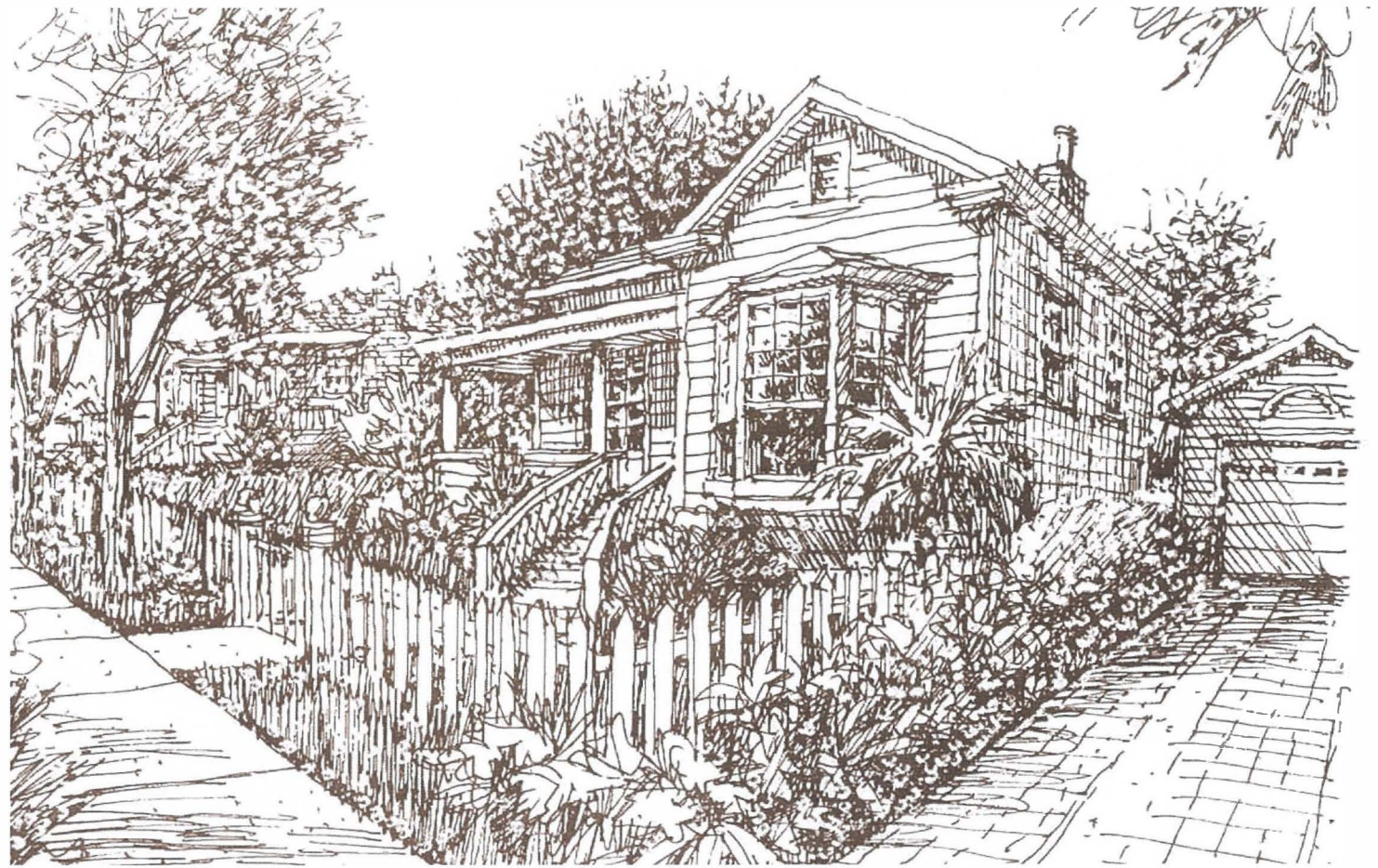


Residential to Retail Conversions

A residence, due to location and architectural style, may be an appropriate site for a restaurant or boutique. These guidelines modify those listed for office conversions; otherwise, the guidelines listed for residential-to-office conversions apply to retail conversions, as well.

- Entrances for disabled persons located at the front of the building should be carefully designed and landscaped to be visually unobtrusive.
- Parking is allowed in side yard areas if screened by low fencing or landscaping.
- Two types of signage are allowed per lot in addition to window signs. Appropriate sign types include discrete wall signs, projecting signs, suspended signs and pedestal signs.
- In restaurant conversions, a portion of the yard may be appropriate for an outdoor dining area.





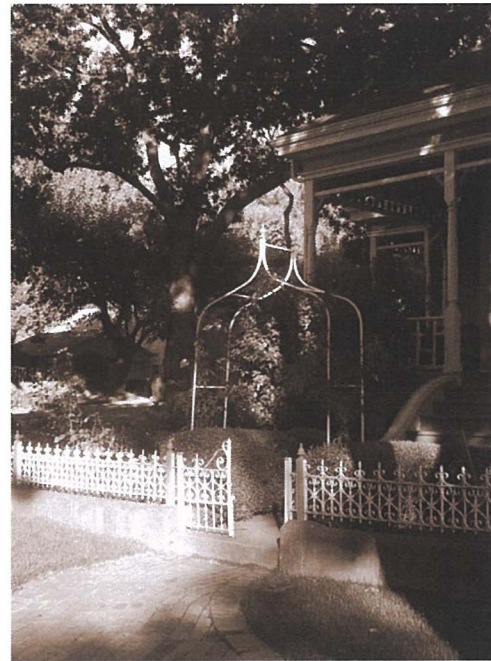
RESIDENTIAL NEIGHBORHOODS

History

The residential portion of Downtown reflects a sense of neighborhood and a pedestrian character that is irreplaceable. Homes here are characterized by traditional design, diversity in size and style, and craftsmanship and detailing. These distinctive neighborhoods represent Pleasanton's heritage.

Most of the buildings constructed before 1910 were built by carpenter-builders choosing floor plans from pattern books published in the East, but which were simpler and smaller in scale. The St. Mary/ St. John Street neighborhood consists of many fine examples of Eastern style and cottage style architecture. Many of the town's early merchants and civic leaders had homes in this neighborhood.

The West Side neighborhood south of Division Street was developed later, from the 1920s through the 1950s. The modest cottages, bungalows, and, later, multiple family apartments and duplexes, reflect their more modest working class origins.



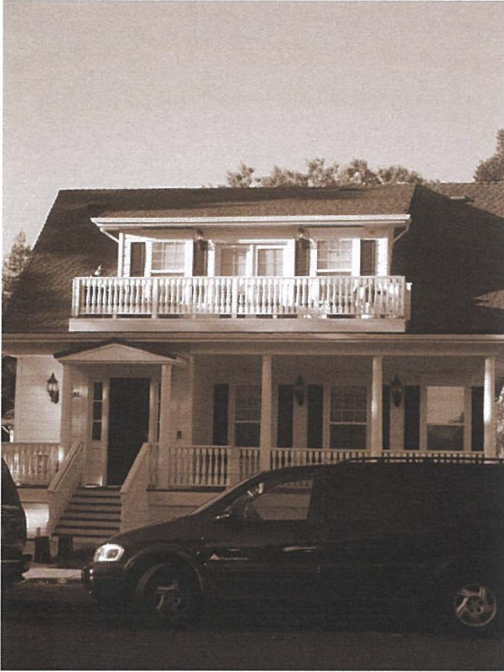
The Spring Street and Ray Street neighborhoods were developed between 1920 and 1940. Their designs range from bungalow cottages on Ray Street to Mission Revival cottages on Spring Street.

The First, Second, and Third Street neighborhoods represent a variety of architectural styles where the houses have been built over an 80 year time frame. Some of the homes on First Street serve as fine examples of Victorian style architecture. Homes on Second and Third Streets vary from small cottages built by the Southern Pacific Railroad to more stately homes on the south end of Second Street built during the early 20th century.

The neighborhood on the south side of Stanley Boulevard consists of many modest stick style residences mixed between the mobile home park and apartments. Originally called Livermore Road, this was sparsely developed with larger lots due to its distance from Downtown.

RESIDENTIAL GUIDELINES

New Construction, Remodels and Additions



As with commercial buildings, new construction, remodels and additions for residential use must be sensitive to Downtown's unique character and scale. If done properly, additions and remodels will look comfortable with the original buildings. New construction needs to be especially sensitive to surrounding structures. These guidelines seek to ensure that the historic character of the Downtown is enhanced while providing options for homeowners to upgrade and enrich their homes.

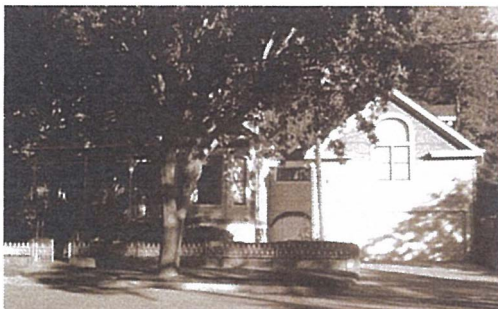
General Criteria

Siting

- Merging lots is not encouraged unless the combined lots are in scale with the neighborhood.
- Continue the existing density and spacing of homes. Match the side yard setbacks of surrounding homes.
- Generally align homes with adjacent houses.
- New homes should face the street.
- When a lot exceeds 60 feet in width, detached garages are required and shall be located to the rear of the site. Exceptions can be granted due to a physical constraint that prevents compliance such as an existing heritage-sized tree or inadequate lot depth.

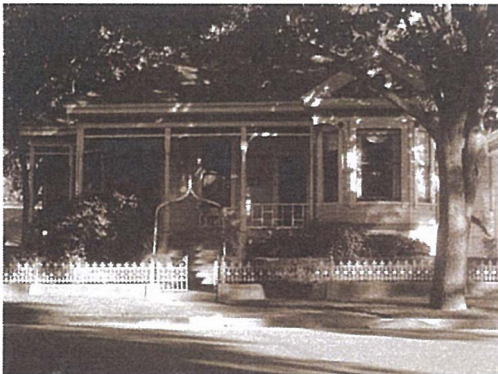
Height & Mass

- Design two-story homes and additions to fit into predominantly single-story neighborhoods using techniques such as hip roofs and dormers to minimize building height.
- New residential building design, including the design of replacement buildings for buildings constructed before 1942 which are approved for demolition, or additions to existing single-family homes should result in homes that are consistent with the floor area, bulk, and massing of homes in the immediate neighborhood.
- Reflect the general massing of surrounding homes, including roof forms and step backs, front porches, bay windows, and balconies.
- Reduce mass through roof forms such as hips, dormers, small gables, and articulations such as balconies.
- Integrate additions into the existing massing of the house to avoid a ‘tacked-on’ appearance.



Design

- New construction should utilize or be based on the architectural style and detailing of one of the following styles found Downtown dating from pre-1942: Gothic Revival, Italianate, Victorian (Queen Anne, Stick, and Folk), Bay Tradition, Craftsman, Prairie, Mission Revival, Spanish Colonial Revival, Mediterranean Revival, Tudor/Medieval Revival, Minimal Traditional, Vernacular Forms, and FHA Minimum House.
- Additions should generally match the original home’s architectural style. Details such as existing roof lines and forms, window design and trim, wall materials, and level of craftsmanship should be addressed by the addition’s design. Additions to the exterior of heritage buildings should complement the original building in terms of architectural style and all other exterior design elements, and should be consistent with the Secretary of the Interior’s Standards for Rehabilitation.
- Remodeling of the exterior of heritage buildings should replicate the existing structure in terms of architectural style and exterior design elements and details.



Building Elements

Regardless of architectural style, all homes have common elements:

Roofline

What sets neighborhoods apart from commercial districts is the characteristic peaks and slopes of residential buildings.

- Mirror roof form (hip, gable, shed), slope, and material of original home in additions. New homes should use roof forms and materials of similarly styled homes in the immediate neighborhood.
- In additions, match roof trim, eave design, gutters, and down spouts of the original home.
- Coordinate roof material with the architectural style of the house, i.e., tile roofs on Spanish- or Mediterranean-style homes.

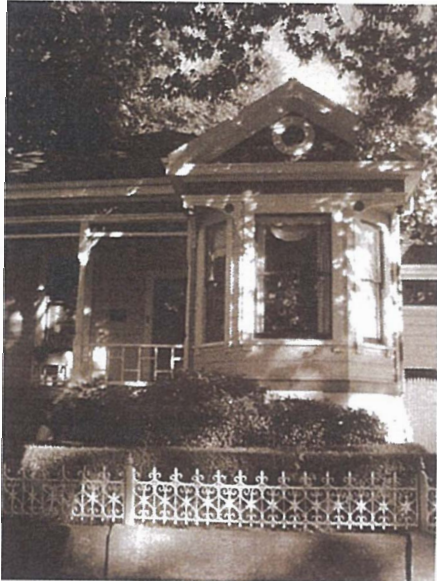
Materials

- Install the highest quality materials.
- Use materials appropriate to the architectural style of the home: stucco for bungalows and Spanish or Mediterranean homes, horizontal wood siding for Victorians, etc.
- Use natural exterior materials. Fake stone, rough-hewn wood or plywood, metal, or plastic should not be used as exterior siding. Use of green construction materials is encouraged.
- Simulated materials may be used if determined to have an authentic appearance.
- Commercial or industrial materials are not appropriate in residential areas.
- Metal roofs are discouraged; however, metal shingles that resemble shake or tile with a dull finish and muted color may be approved.

Windows

Windows are the eyes of the house and the eyes on the street. They determine the character of the home, inside and out.

- The shape, materials, and placement of windows should be appropriate to the architectural style. Various architectural styles require different window details. For example, windows on stucco exteriors must be recessed. For wood clad exteriors, windows do not need to be recessed provided there is substantial trim separating the windows from the wall and have window sills that cast a shadow on the wall.
- Thin profile aluminum or plastic windows or dark glazing are not permitted. Exceptions may be allowed if the original windows include these window types/materials.
- If used, simulated mullions must appear real and be on both sides of the glass.
- Whenever possible, maintain and repair original windows. If replacement is necessary, replacement windows conforming to the style of the building are recommended.
- Replacement of wooden windows is discouraged but allowed if the replacement windows match the original windows regarding operation, profile, height, width, and glazing pattern.





Entries

The entry is how visitors approach and enter the home. In the Second Street neighborhood, the front door is generally visible from the street; there is a direct connection. Along St. Mary and St. John Streets, entrances may be more private, parallel rather than perpendicular to the street.

- New homes should reflect the predominant entry style of the immediate neighborhood, direct or private.
- Front porches are strongly encouraged. Use them on new construction. Retain or enhance on building remodels.
- Design porches or protected entryways to recall those elements found in surrounding homes. They should be a minimum of six feet in width.
- Front doors should be of highest quality material and hardware and should be consistent with the architectural style of the home.
- Special shapes and designs of front doors are encouraged to personalize the home.



Architectural Details

The trim and architectural accents of a house are the fine details that make each home unique from all others, even those of the same architectural style. They are the home's signatures.

- Retain the building's original architectural trim and details and match those details in new additions.
- Whenever possible, repair rather than replace deteriorated trim and architectural details when remodeling.
- Reconstruct missing original details or trim on heritage homes. Match material, size, shape, joinery, and placement.
- Use masonry chimneys (brick or stone).
- New construction is to use a rich variety of detailing appropriate to the style of the building and that found in similar homes in the neighborhood. This includes elements such as roof eave, door and window trim, balconies, railings, and material accents such as tile or shingle patterns.

Site Elements



Landscaping and accessory structures help determine a home's look and feel. These elements should relate to the main residence they serve and complement the prevailing pattern of similar surrounding elements to strengthen the neighborhood's visual cohesiveness.

Garages and Second Units

Garages and second units are accessory to the main residence.

- Locate detached units to the rear of the single-family homes.
- When a lot exceeds 60 feet in width, detached garages are required and shall be located to the rear of the site. Exceptions can be granted due to a physical constraint that prevents compliance such as an existing heritage-sized tree or inadequate lot depth.
- Landscape areas adjacent to driveways.
- Minimize driveway width; 10 to 12 feet is adequate.

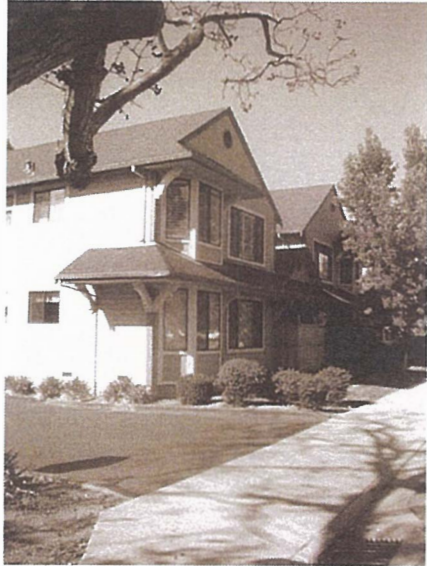
Front Yards and Fencing

Ample, well-designed landscaping is attractive, provides privacy, and allows each family to project its unique identity.

- Retain front yard landscaping and existing trees.
- Solid fences may be a maximum of 30 inches in height. Open fencing is encouraged and may be 42 inches high.
- Industrial or cyclone fencing is prohibited.
- Window flower boxes are encouraged.



Multi-Family Zones



Multiply-family housing should be sited and designed to fit in with the character of the single-family neighborhood.

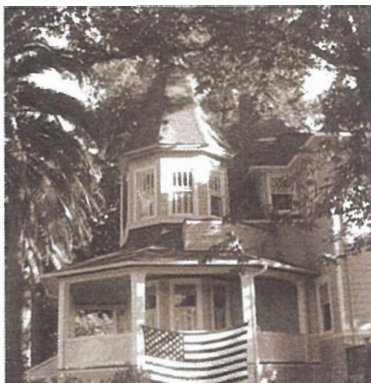
- Duplexes or triplexes located behind single-family homes are preferred over large-scale structures to maintain the small-town character of Downtown neighborhoods and to retain the single-family residential streetscape.
- Duplex or triplex units behind single-family homes are to match the materials, elements, and architectural style of the front home. Single-story units are preferred where feasible.
- Transition from multi-story, multi-family housing to adjacent single-story, single-family homes can be made with the stepping down of building forms. Dormers, articulated chimneys and stairways, landscaping, architectural molding, and window bays that reduce the mass of the building wall can also be helpful.
- Multiple-family housing complexes should be designed to follow the rhythm and scale of the surrounding homes.
- The architectural style of the development should match an existing style in the immediate neighborhood. If many styles exist, select the one which is most appropriate for the development.
- Groupings of townhomes are preferred in multiple-family developments instead of large continuous monolithic buildings with little distinction between residential units.



Off-Street Parking

- Parking should be located at the rear of lots.
- Screen parking areas located along the street.
- Provide landscaping within parking areas and between paved areas and buildings.
- Carports should be of substantial construction and architecturally compatible with the residential structure.

Heritage Neighborhoods



The following guidelines apply specifically to new construction and remodeling in Downtown's four heritage neighborhoods:

First, Second, and Third Streets

- The front door should be visible from the street.
- Elements such as front porches, picket fences, and window boxes are encouraged; existing elements are to remain during remodeling.
- Architectural detailing consistent with that used on houses in the neighborhood should be used for new construction; detailing consistent with the existing home should be used in remodeling.
- Windows, if added or replaced, are to match the original windows in material, operation, profile, height, width, and glazing pattern. Replacement of wooden windows is discouraged but allowed if the replacement windows match the original windows regarding operation, profile, height, width, and glazing pattern.
- Particular attention is to be paid to the scale and height of adjacent homes.

Spring and Ray Streets

- Retain original porches and entryways, roof form, wall materials, trim, and architectural details.
- If remodeling, match original window material and pattern.
- Maintain front and side yard landscaping.

St. Mary and St. John Streets

- Entrances may be more private, parallel rather than perpendicular to the street.
- New homes or additions are to be the same or lower height than other homes in the neighborhood.

South Side of Stanley Boulevard

- To maintain the street's rural character, avoid excessive building coverage.
- Maintain existing separations between neighboring buildings.
- Additions should be in scale with neighboring buildings.

OTHER GUIDELINES

Parking Structures



Demands for parking will increase as Downtown Pleasanton grows and continues to develop as a focus of civic and social activities as well as unique dining and shopping experiences. Multilevel parking structures create more parking on limited lot areas; however, it is important that these structures remain in the background, not overshadow the small town character of central Pleasanton, and be designed with great care.

- Parking structures are encouraged at midblock or perimeter locations of the Downtown.
- Consider undergrounding a portion of the parking structure.
- Midblock parking structures should be no higher than adjacent buildings fronting Main Street.
- Cars shall be screened from pedestrian view.
- Structures shall be made of high quality materials compatible with commercial buildings found in the Downtown.
- The design of the garage facades should be compatible with adjacent buildings and should include traditional design elements used in Downtown.
- Structures fronting Main Street should have retail storefronts at street level; those fronting side or parallel streets should incorporate commercial storefronts to the greatest extent possible.
- Rooflines should have appropriate detailing such as cornices or parapets.
- Driveway cuts or automobile access to parking structures are not allowed along Main Street.
- Lighting and other security measures shall be provided.





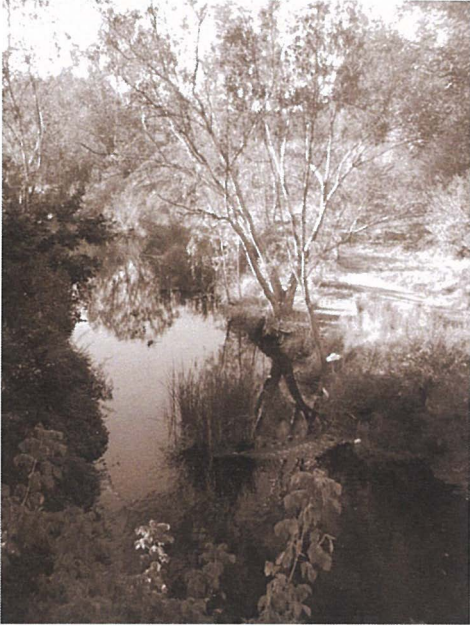
Streetscapes



Improvements to the public portions of Downtown will complement its buildings.

- Create continuous sidewalks on all Downtown residential streets.
- Strengthen the consistent use of street trees by replacing missing trees and continuing their use throughout the length of the street.
- Underground electrical lines.
- Provide streetlights of traditional design.
- Provide street furniture and new sidewalks on the commercial streets other than Main Street.
- Widen the sidewalk on Peters Avenue and provide street trees in tree wells.

Arroyo del Valle



The Arroyo is an under-used natural and community amenity whose access, use, and appreciation should be enhanced.

- Create a plaza with access to the Main Street Green as a gateway to Downtown.
- Build boardwalks and paths along the bank of the Arroyo where adjacent to commercial uses.
- Provide a pedestrian crossing over the Arroyo between Stanley Boulevard and Ray Street (within the Alameda County Transportation Corridor) to accommodate emergency vehicles.
- Encourage outdoor dining and sitting opportunities overlooking the Arroyo.
- Encourage the retention of existing water levels in the Arroyo and maintain cleanliness in the Arroyo area.
- Create a mural or apply a more attractive material on the concrete retaining wall below the Main Street Bridge and light that area.

ACKNOWLEDGMENTS



Pleasanton City Council

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Steve Brozosky
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