

THE PLAN OF HOLTVILLE

ECONOMIC DEVELOPMENT & CITY MASTER PLAN

HOLTVILLE, CALIFORNIA

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PROPOSED FORM-BASED CODE REVIEW

VERSION 03.19.09

THE CITY OF HOLTVILLE,
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS,
AND THE COMPASS BLUEPRINT PROGRAM

City Patrons

TOWN PLANNING & URBAN DESIGN COLLABORATIVE LLC

City Planners & Code Review

THE PLAN OF HOLTVILLE

— ECONOMIC DEVELOPMENT & CITY MASTER PLAN —

HOLTVILLE, CALIFORNIA

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PROJECT BACKGROUND

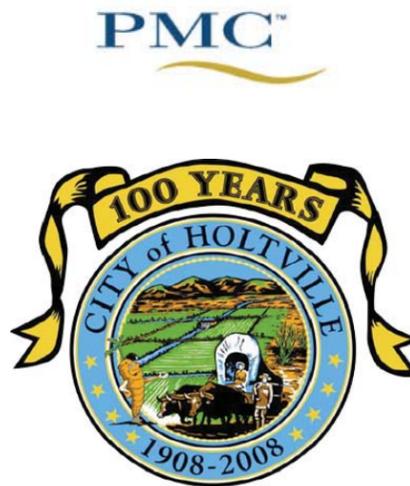
This is a project of the City of Holtville with funding provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs.

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The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of SCAG or DOT. This report does not constitute a standard, specification or regulation.

The following Form-Based Code was written by PMC Planning and reviewed by Town Planning & Urban Design Collaborative LLC.



THE CITY OF HOLTVILLE,
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS,
AND THE COMPASS BLUEPRINT PROGRAM

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ANNOTATIONS

DISCLAIMER

Commentary, annotations and recommendations found on the left spread are explanatory and advisory only and not part of the Proposed Form-Based Code.

The Proposed Form-Based Code is set out on the right-hand side of each spread. The bulk of TPUDC's recommendations pertain to the regulatory metrics of the proposed Form-Based Code.

Some of the recommended tables that follow are taken from the template SmartCode, Version 9.0 (Credit: Duany Plater-Zyberk & Co.).

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PROPOSED FORM-BASED CODE

Title 17 - Zoning

Chapter 17.34 - DowntownCode

Chapter 17.34 DowntownCode

Sections:

- 17.34.010 Purpose, Intent, and Applicability
- 17.34.020 Introduction to the DowntownCode
- 17.34.030 Definitions
- 17.34.040 Regulating Plan and Street Typologies and Standards
- 17.34.050 Allowed Uses
- 17.34.060 Development Standards
- 17.34.070 Building and Frontage Types
- 17.34.080 Signs
- 17.34.090 Parking
- 17.34.100 Architectural and Design Standards
- 17.34.110 Special Use Regulations

17.34.010 Purpose, Intent, and Applicability

- A. **Purpose and Intent.** The purpose of this Chapter is to establish unique allowed use and development standards for subject property within the Downtown area of Holtville. It is the intent of these standards to help preserve and protect the existing, historic, and unique character of the Downtown by requiring new construction, remodels, and existing construction to complement the existing built environment. Additionally, through the application of these standards, the Downtown will continue to be the pedestrian-oriented shopping, dining, entertainment, and living center of the Holtville community.
- B. **Applicability.**
 - 1. **Standards and Entitlement Review.** The standards of this Chapter apply to all property zoned either Downtown-A (D-A) or Downtown-B (D-B) as shown on the Regulating Plan (Section 17.34.040). All qualifying projects under Section 17.63.020 (Applicability) within the D-A or D-B zones shall be subject to Design Review prior to issuance of building permit. Additionally, those uses that require a use permit as listed in Section 17.34.050 (Allowed Uses) shall obtain a Use Permit prior to establishment of the use. In addition to the application of the D-A and D-B Zoning District, the Downtown is also governed by the Regulating Plan. The Regulating Plan addresses how development interacts with the street and how the street is developed. The application of both the Zoning District and the Regulating Plan are described in more detail in Sections 17.34.020.A (Defining the DowntownCode) and 17.34.040 (Regulating Plan and Street Typologies and Standards). Generally, the Zoning District designation (D-A or D-B) defines the character and allowed use provisions for the subject site while the Regulating Plan defines the development standards (setbacks, building typology, street standards).
 - 2. **Applicability of Regulating Plan Standards.** Generally, the development standards applicable to a property shall be those for the respective zone (either D-A or D-B) as well as the street frontage as reflected in the Regulating Plan.

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Title 17 - Zoning

17.34.020 Introduction to the DowntownCode

A. Defining the DowntownCode.

1. The DowntownCode is the regulating document for development within the Downtown of Holtville. The basis for this Code is in two unique Zoning Districts – the D-A and D-B Zones. The DowntownCode recognizes the historic character of the Downtown and identifies a special set of development standards, allowed use regulations, and other special use regulations that, when applied to new construction and qualifying remodels/expansions (as identified in Section 17.63.020, Applicability), will ensure that the historic character is positively complemented.
2. The standards in this Chapter are presented in a format that is unique to the Downtown – through a Form Based Code. Form based zoning provides a method of regulating development to achieve a desired urban form. Form based provisions address the relationship between building facades and the public realm, the form and mass of buildings, and the size, character and type of streets and blocks. The central focus of form based provisions is the regulating plan that designates the appropriate form (and character) of development rather than only distinctions in land-use types, which is the basis of conventional zoning.
3. This DowntownCode also includes regulations for the street – the space between buildings. Part of the historical context of the Downtown includes how individual developments relate and interact with the street. This is because the street acts as a unifying thread across all development.

B. Relationship to Other Zoning Provisions. Generally, the regulations of this Chapter shall govern development within the Downtown – specifically within the D-A and D-B Zoning Districts. In cases where there is a conflict between the provisions of this Chapter and the regulations elsewhere in the Zoning Code, this Chapter shall prevail. However, with regard to topics that this Chapter is silent on, provisions elsewhere in the Zoning Code shall prevail.

C. Administration of the DowntownCode.

1. **Review of Development Applications.** Generally, review of development applications (e.g., Design Review, Use Permit, Variance) located within the Downtown (D-A, D-B) Zoning Districts is the responsibility of the Planning Commission. The designated approval authority for each planning permit is listed under the regulations for each permit type in the Zoning Code:
 - a. Use Permit – Chapter 17.60
 - b. Variances – Chapter 17.62
 - c. Design Review – Chapter 17.63
2. **Amendments to the DowntownCode.** Amendments to the DowntownCode shall be processed like any other Zoning Code Amendment as described under Chapter 17.64 (Zoning Amendments).
3. **Findings for Approval.** When approving an application for a development application and/or amendment to the DowntownCode, the designated approving authority shall, in addition to any other findings required by this Zoning Code, make the following findings:

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- a. Development Application – That the proposed development complies with the regulations of the DowntownCode, promotes the spirit of the Downtown by integrating into the fabric of its public and private built environment (the Downtown’s DNA – what makes its unique character) and complementing the architectural quality of the Downtown.
 - b. Amendment to the DowntownCode – The proposed amendments to the DowntownCode are consistent with the intent of the DowntownCode by helping to preserve and protect the existing, historic, and unique character of the Downtown.
- D. **How to Use the DowntownCode.** The DowntownCode regulates many aspects of development, but is structured to be as user-friendly as possible. The following outline is intended as an orientation that walks a user through the primary aspects of the Code.
- 1. **Determine the District and Street Typology governing the parcel with Section 17.34.040.** First, refer to the Regulating Plan in this chapter (see section 17.34.040.A) to determine which district the parcel falls under. The district is necessary for understanding the majority of the document; it determines applicable development standards and allowed uses. Next, use the Regulating Plan to determine which street typology applies to the parcel. Street typology standards dictate factors such as street widths, lane widths, and right of way dimensions. Most private development projects will not affect or need to consider street typology standards. These are primarily for the City to use when it makes larger-scale infrastructure improvements.
 - 2. **Determine the Allowed Uses with Section 17.34.050.** The DowntownCode specifies which land uses are allowed, conditionally allowed, and prohibited for the two districts established for Downtown. Refer to Section 17.34.050 (Allowed Uses) to see which uses are allowed for the parcel and to find definitions of land uses.
 - 3. **Determine Basic Development Standards with Section 17.34.060.** For any development to take place on a parcel, it must be done in conformance with the regulations provided in the DowntownCode. The primary development standards for all development are provided in Section 17.34.060.B (Area-Wide Standards) and Section 17.34.060.C (Development Standards). Section 17.34.060.B (Area-Wide Standards) applies to all development, regardless of Zoning District. Section 17.34.060.C (Development Standards) provides standards by Zoning District, including building height and placement. These regulations essentially create a “building envelope” for each parcel based on its district, determining the space on the parcel in which development can take place. Section 17.34.060.D (Storefront Regulations) also provides storefront standards that provide further regulation on the dimensions of building frontage features; unlike the general development standards, these standards are only applicable to commercial uses with gallery, arcade, and storefront frontage types.
 - 4. **Determine Form Based Requirements with Section 17.34.070.** The DowntownCode goes beyond the traditional zoning code; whereas traditional zoning codes simply regulate uses and dimensions, the DowntownCode actually regulates building form and style to work towards an enhanced character and appearance in Downtown. It does so by establishing allowed building styles and frontage types for each district. New development not only must comply with

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the standards established in Chapter 3, but also must comply with the form based requirements in Section 17.34.070 (Building and Frontage Types). Refer to Section 17.34.070 for descriptions of allowed building and frontage types for each district.

5. **Determine Sign and Parking Standards with Sections 17.34.080 and 17.34.090.** The DowntownCode provides regulations that govern allowed sign types and parking standards in the Downtown. Section 17.34.080 (Signs) establishes allowed sign types for each district in Downtown, design standards, and limitations for sign size and number based on the size of the building and type of sign. Section 17.34.090 (Parking) establishes allowed parking types and ratios by district and land use. Parking ratios are expressed as a ratio of parking spots to total square footage of the land use.
6. **Determine Additional Design Guidelines with Section 17.34.100.** To ensure that Downtown Holtville develops a high-quality aesthetic environment, the DowntownCode provides additional design considerations. Whereas Section 17.34.070 (Building and Frontage Types) provides form based guidelines for specific structures that are allowed by district, Section 17.34.100(Architectural and Design Guidelines) provides broader design considerations for all projects in Downtown, regardless of the district they fall in. Unlike other standards provided in the DowntownCode, most of the design guidelines provided in Section 17.34.100 are *guidelines* (and not *requirements*) that provide ways to achieve attractive design. While these are only guidelines, the designated Approving Authority may still require them as conditions of project approval, so they should still be considered in all design and development. Section 17.34.100 provides general design guidelines for multiple aspects of design, including architectural styles, building massing, lighting, landscaping, colors and materials, and lighting.
7. **Determine Regulations Specific to Special Uses in Section 17.34.110.** There are additional uses that may occur in Downtown, that, due to their unique nature, are not adequately addressed elsewhere in the document. Regulations governing these special uses are provided in Section 17.34.110 (Special Use Regulations). These special uses include live/work spaces, public art, and storefront vacancy. Regulations are specific to these uses, and not determined by district.

17.34.030 Definitions

- A. **General Definitions.** The following terms are used throughout the DowntownCode and are defined as follows:

Alley. Alleys are narrow public drives serving commercial and residential development. (See Section 17.34.040.A.3 for further discussion.)

Arcade Frontage. An Arcade frontage is nearly identical in character to the Gallery frontage except that the upper stories of the building may project over the public sidewalk and encroach into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may not bypass it. (See section 17.34.070.E for further discussion.)

Awning. An awning is a temporary shelter that is supported from the exterior wall of a building. It is typically constructed of canvas or a similar fabric that is sturdy and flexible.

Building Type. Defines the type of structure based on massing, layout, and use. (See section 17.34.070.C for further discussion.)

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Build-to Line (BTL). An urban setback dimension that delineates the maximum distance from the property line a front or street side building façade can be placed. Typically, build-to lines range from 0'-10'.

Bulkhead. The portion of a commercial façade located between the ground and the bottom of the street level display windows. It is typically constructed of stone, brick, or concrete.

Bulkhead Height. Refers to the height of the bulkhead (see "Bulkhead"). (See section 17.34.030.D for further discussion.)

Canopy. A canopy is a permanent shelter that is supported from the exterior wall of a building and another form of external support, such as columns. Canopies are often constructed of wood.

Colonnade. A colonnade is the extension of a building over a public sidewalk, supported by columns and creating and shaded overhang.

Cornice. The horizontal projection that crowns or finishes the top of a wall where it meets the edge of the roof; sometimes ornamented.

Courtyard Housing Building Type. A group of dwelling units arranged to share one or more common courtyards upon a qualifying lot in any zone. Dwellings take access from the street or the courtyard(s). Dwelling configuration occurs as townhouses, apartments, or apartments located over or under townhouses. The Courtyard is intended to be a semi-public space that is accessible to the general public but designed for use by residents. (See Section 17.34.070.C for further discussion.)

Display Window. Tall windows on the ground floor of a building that are designed to display goods or activities inside the building.

DNA. The DNA of an urban environment is composed of the public and private built environment – it is the identity of a place that makes it special and unique. Each environment has a unique DNA code, which is composed of its composite values and connections.

Dwelling Unit. Any room or group of connected rooms that have sleeping, cooking, eating, and bathroom facilities, and are intended for long term occupation.

Expression Line. An "expression line" is an architectural embellishment that delineates the end of the ground floor and the start of the second floor of a building. (See Section 17.34.030.D for further discussion).

Façade. The architecturally finished side of a building, typically facing onto a public right-of-way or street.

Form Based Code (FBC). A development code emphasizing the regulation of building form, scale, and orientation, rather than zoning and land use. This DowntownCode is a Form Based Code.

Frontage Line. A lot line fronting a street, public right-of-way, paseo, plaza, or park.

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Frontage Type. Refers to the architectural composition of the front façade of a building; particularly concerning how it relates and ties into the surrounding public realm. (See Section 17.34.070.E for further discussion.)

Front Yard Housing Building Type. A detached building designed as a single-family residence, duplex, triplex, or quadplex. Front Yard Housing is accessed from the sidewalk adjacent to the street build-to line. (See Section 17.34.070.C for further discussion.)

Gallery Frontage. A Gallery frontage is characterized by a façade which is aligned close to or directly on the right-of-way line with the building entrance at sidewalk grade, and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may not bypass it. Nearly identical to the Arcade frontage, except the building is not allowed to encroach over the public right-of-way (See Section 17.34.070.E for further discussion.)

Groundfloor Height. Refers to the height of the front façade's first story as measured from the sidewalk level up to the bottom of the "expression line" (see "Expression Line"). (See Section 17.34.030.D for further discussion.)

Half Block Liner Building Type. An attached building with a frontage of approximately one-third to one-half the length of a Downtown block, and zero side yard setbacks. It is used for mixed-use, residential, and commercial development. (See Section 17.34.070.C for further discussion.)

Height. The vertical distance of a building measured between the point where the final grade intersects a building or its foundation to the highest point of the building directly above that point.

Infill Building Type. An attached building with a frontage that is less than one-third the length of a Downtown block. It is used for mixed-use, residential, and commercial development. (See Section 17.34.070.C for further discussion.)

Inset of Front Door from "Build-To Line". Refers to the distance from the front door of the building to the "build-to line" (see "Build-To Line"). (See Section 17.34.030.D for further discussion.)

Main Street. Main Street is the term applied to 5th Street, which is the historic commercial heart of Downtown Holtville and serves as the primary connecting route through town. It is primarily four lanes wide, but where it enters and exits town it narrows to 2 or 3 lanes. (See Section 17.34.040.A for further discussion.)

Maximum Awning Extension from Building. Refers to the maximum distance allowed between the building and the end of a fully extended awning (see "Awning") or canopy (see "Canopy"). (See Section 17.34.030.D for further discussion.)

Neighborhood Yard Frontage. A Neighborhood Yard frontage is characterized by deep front yard setbacks. The building façade is set back substantially from the front property line. The resulting front yard is unfenced and is visually continuous with adjacent yards, supporting a common landscape. (See Section 17.34.070.E for further discussion.)

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Parking Type. Refers to the type of parking allowed for motorized vehicles including automobiles, trucks, and motorcycles. (See Section 17.34.090 for further discussion.)

Paseo. Paseos are local and private pathways serving as alternative pedestrian and bicycle routes that do not accommodate vehicles. These paths are oriented towards the pedestrian, and provide spaces that engage users with their surroundings. Landscaping, street furniture, and pedestrian-scaled features make these engaging routes of travel while offering safe routes separated from vehicular uses. (See Section 17.34.040.A for further discussion.)

Regulating Plan. A Regulating Plan designates building form and streetscape standards based on location, street hierarchy, and character. More specifically, it addresses how development interacts with the street and how the street is developed, and it defines the development standards (through setbacks, building typology, and street standards). (See Section 17.34.040 for further discussion.)

Secondary Street. The two-lane secondary streets of Downtown Holtville display a mix of local retail, light industrial, and residential development. In contrast to other streets, they are characterized by narrower sidewalks and street widths, and an abundance of street trees and landscaping. (See Section 17.34.040.A for further discussion.)

Setback. The required distance between a property line and a building or ancillary structure.

Storefront Frontage. A Storefront frontage is characterized by a façade which is aligned close to or directly on the right-of-way line with the building entrance at sidewalk grade. Storefront frontage has substantial window space on the ground floor. Storefront frontages provide awnings or canopies cantilevered over the sidewalk. (See Section 17.34.070.E for further discussion.)

Storefront Width. Refers to the front façade width as measured from one corner of the front façade to the other. (See Section 17.34.030.D for further discussion.)

Street Typology. Classifies street, sidewalk, and related standards based on the primary use of the street. (See Section 17.34.040.B for further discussion.)

Surface Parking – Behind Building. Ground level public or private parking lot located in the rear yard setback behind a building. If possible, access to the parking should be taken from an alley. (See Section 17.34.090 for further discussion.)

Surface Parking – Next to Building. Ground level public or private parking lot located in the side yard setback next to a building. If possible, access to the parking should be taken from an alley. (See Section 17.34.090 for further discussion.)

Transom. A horizontal band of glass that is mounted above the storefront display windows.

Upper Façade. Refers to the façade of the upper stories of a building, including the windows, window hoods/lentils, and masonry pier.

Window Hoods/Lentils. Ornamentation above a window that surrounds the upper termination of the window, such as a type of hood or pediment.

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LIVE/ WORK UNIT

In order to encourage such units, it is recommended that a provision be added to allow “convertible units” where lots are initially zoned for Live/ Work units but may start their life cycle with the ground floor as a residential use.

No market may be initially present for commercial space on the ground floor when first built; however such a location may warrant such a use in the future.

The ground floor of such “convertible” units shall be built with a minimum floor (slab) to ceiling height of 12 feet, the slab must be equal to the level of the sidewalk, sprinklered (if required by State Law), roughed-in plumbing for a public bathroom(s) and these units should include a clear span over the 1st floor of the facade so that the temporary residential facade may be easily and economically removed and replaced by a proper commercial storefront if converted in the future.

A false floor should also be framed on top of the ground floor slab to raise the temporary residential level 24” to 36” above the level of the sidewalk. The temporary floor and stoop shall be removed when the ground floor is converted to a commercial use to provide ADA storefront access.

Such units shall be set back 10 to 16 feet from the edge of curb so that the sidewalks in front of such units shall be wide enough to accommodate future commercial ground floor uses and to create a proper mixed-use streetscape.

In order to further encourage non-residential uses in such units another strategy is to offer a tax exemption for such uses for the first 2 years after initial occupancy of new Live-Work units.



Live-Work Units, Kentlands, Gaithersburg, MD

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B. **Allowed Use Definitions.** The following terms are used throughout the DowntownCode and are defined as follows:

Attached Single-Family Residential. A building designed exclusively for occupancy by one family on a single lot that has zero side yard setbacks, and shares a wall with the adjacent building(s) (e.g., townhouse).

Commercial Recreation and Entertainment. Establishments providing indoor or outdoor recreation and entertainment services including: bars, movie theaters, dance halls, electronic game arcades, bowling alleys, billiard parlors, ice/rolling skating rinks, health clubs, skateboard parks).

Detached Single-Family Residential. A building designed exclusively for occupancy by one family on a single lot. This classification includes manufactured homes (defined in California Health and Safety Code Section 18007).

Government/Institutional. This use includes government agency and service facilities (e.g. post office, civic center, police department, fire department), as well as public educational facilities, and publicly owned parkland.

Home Occupation. An occupation or business that is conducted within a dwelling unit or residential site and employing occupants of the dwelling, with the business activity being subordinate to the residential use of the property. Examples include, but are not limited to, accountants and financial advisors, architects, artists, attorneys, and real estate sales.

Hotels and Motels. Facility with guest rooms or suites provided with or without kitchen facilities, and rented to the general public for transient lodging (less than 30 days). Hotels provide access to most guest rooms from an interior walkway, and typically include a variety of services in addition to lodging; for example, restaurants, meeting facilities, personal services, etc. Motels provide access to most guest rooms from an exterior walkway. Also includes accessory guest facilities such as swimming pools, tennis courts, indoor athletic facilities, accessory retail uses, etc.

Live/work Unit. An integrated housing unit and working space, occupied and utilized by a single household in a structure, either single family or multi-family, that has been designed or structurally modified to accommodate joint residential occupancy and work activity, and which includes:

1. Complete kitchen space and sanitary facilities in compliance with the City building code; and
2. Working space reserved for and regularly used by one or more occupants of the unit.
3. The difference between “work” component of a live/work unit is secondary to its residential use, and may include only commercial activities and pursuits that are compatible with the character of a quiet residential environment

Mixed-Use Facilities. Mixed-Use facilities are characterized by commercial retail use on the ground floor, and office, hotel, or residential uses on the upper floors.

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Multi-Family Residential. A building designed and intended for occupancy by two or more families living independent of each other, each in a separate dwelling unit, which may be owned individually or by a single landlord (e.g., duplex, triplex, quadplex, apartment, apartment house, condominium).

Offices. This use includes businesses providing direct services to consumers (e.g. insurance companies, utility companies), professional offices (e.g. accounting, attorneys, doctors, dentists, employment, public relations), personal services (e.g. barber and beauty shops, shoe repair, tailors), and offices engaged in the production of intellectual property (e.g. advertising, architectural, computer programming, photography studios). Also include banks and other financial institutions.

Retail Commercial. Stores and shops selling multiple lines of merchandise. These stores and lines of merchandise include but are not limited to art galleries, bakeries (all production in support of on-site, sales), clothing and accessories, collectibles, department stores, drug stores, dry goods, fabrics and sewing supplies, florists and houseplant stores, furniture, home furnishings and equipment, general stores, gift shops, hardware, hobby materials, musical instruments, parts and accessories, newsstands, pet supplies, specialty shops, day spas, sporting goods and equipment, and stationary stores.

Sit-Down Restaurants. A retail business selling food and beverages prepared and/or served on the site, for on-premise consumption where most customers are served food at tables, but may include providing food for take-out. Also includes coffee houses, and accessory cafeterias as part of office and industrial uses. Alcohol sales are allowed for on-site consumption only.

Warehousing, Manufacturing, Wholesaling and Distribution. Facilities dedicated to the manufacturing, processing, and assembling of materials; the storage of commercial goods of any nature, including cold storage; and those engaged in the selling of merchandise to retailers, to industrial, commercial, institutional, farm, or professional business users, or to other wholesalers, or acting as agents or brokers in buying merchandise for selling merchandise to such companies.

C. **Definitions of Sign Types.** The following are types of signs referred to within this Chapter.

A-Frame Sidewalk Sign. A sign made of wood, cardboard, plastic, or other lightweight and rigid material having the capability to stand on its own support(s) and being portable and movable.

Awning/Canopy Sign. A sign that is part of or attached to an awning, canopy, or other material, or structural protective cover over a door, entrance, window, or outdoor service area. For the purposes of the DowntownCode, awning signs shall be regulated as a type of wall sign.

Projecting Sign. A sign that projects perpendicular from a structure or is hung beneath a canopy.

Directory Sign. A pedestrian-oriented sign that identifies or lists the names and locations of tenants at a multi-tenant site.

Monument Sign. A sign constructed upon a solid-appearing base or pedestal (typically stone, brick, or concrete), the total width of which is at least 50 percent of the overall height of the sign.

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Temporary Sign. A sign not constructed or intended for long-term use. Typically, temporary signs are not physically suitable for display longer than 30 days. If a sign does not qualify as a "structure" under the Building Code, it is presumable a temporary sign, but subject to the interpretation of the City Planner.

Wall Sign. A sign attached directly to an exterior wall of a building or dependent upon a building for support with the exposed face of the sign located in such a way as to be substantially parallel to such exterior building wall to which it is attached or supported by. For the purposes of the DowntownCode, awning signs and window signs shall be regulated as types of wall signs.

Window Sign. A sign attached to, suspended behind, placed, or painted upon the window or glass door of a building and is intended for viewing from the exterior of such building. This definition does not include merchandise offered for sale on-site, when on display in a window. For the purposes of the DowntownCode, window signs shall be regulated as a type of wall sign.

17.34.040 Regulating Plan and Street Typologies and Standards

- A. **Establishment of the Regulating Plan and Street Hierarchy and Character.** In addition to the application of the Downtown (D-A or D-B) Zoning Districts, development within the Downtown is also governed by the Regulating Plan. The Regulating Plan "codes" development based upon the street it is located along. This plan is based on the following street hierarchy and character, and as illustrated on the Regulating Plan (see Figure 17.34.040-1(The Regulating Plan)):
1. **Main Street.** Main Street/5th Street is the historic commercial heart of Downtown Holtville. It serves as a central spine, containing the majority of the City's major uses and acting as the primary route within town and through town. This area benefits from the presence of retail businesses, restaurants, and other community-serving businesses.
 2. **Secondary Streets.** The secondary streets of Downtown Holtville display a mix of local retail uses. They have a more intimate nature, as is reflected in the narrower sidewalks and streets, and abundance of street trees and landscaping. They are primarily oriented around Holt Park.
 3. **Alleys.** Alleys bisect Downtown Holtville and provide supplementary forms of access and lively forms of public space, with a confluence of residential, commercial, and office uses. They provide alternative routes between uses, but also provide supplemental service space.
 4. **Paseos.** Paseos are local and private pathways serving as alternative pedestrian and bicycle routes that do not accommodate vehicles. These paths are oriented towards the pedestrian, and provide spaces that engage users with their surroundings. Landscaping, street furniture, and pedestrian-scaled features make these engaging routes of travel while offering safe routes separated from vehicular uses.

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ANNOTATIONS

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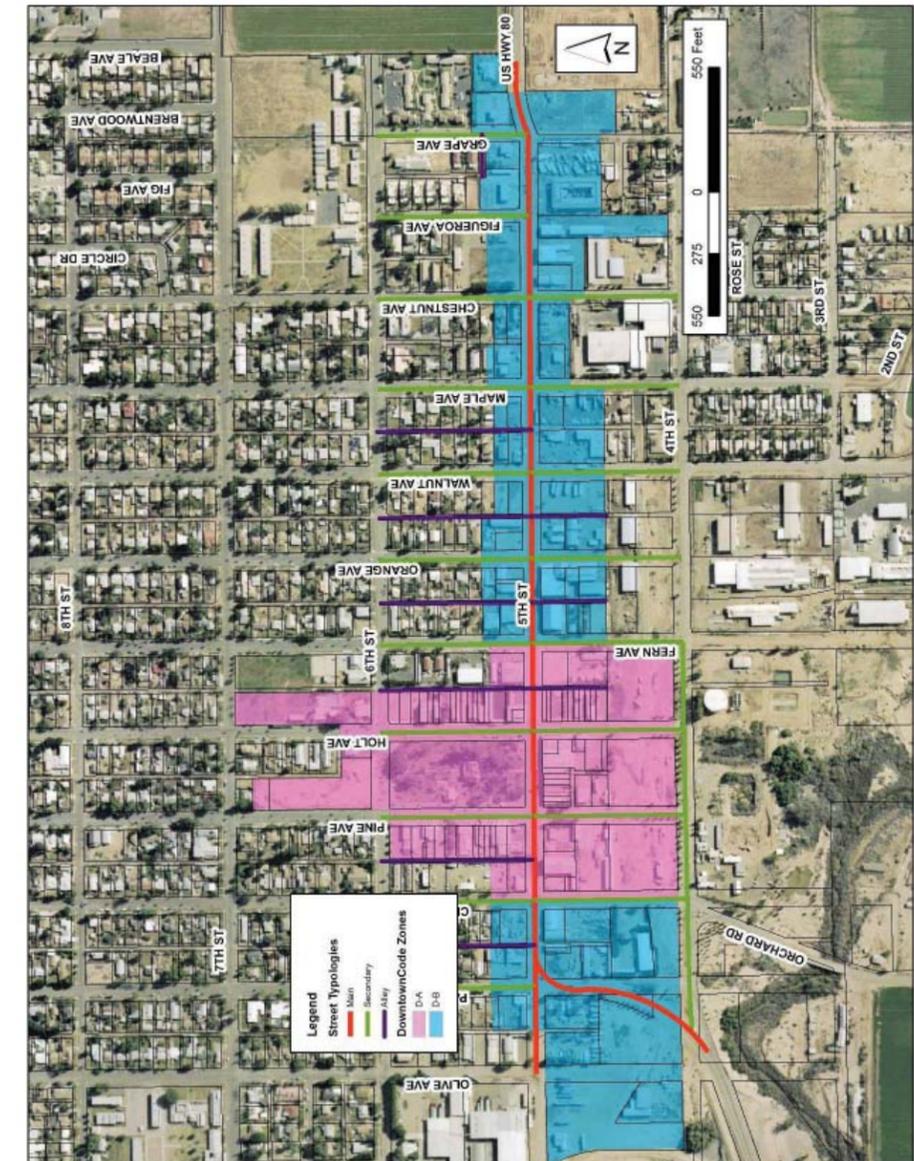
FIGURE 17.34.040-1: THE REGULATING PLAN

It is recommended that boundary lines of zones are drawn mid-block (i.e. along alleys or rear property lines) so zoning transitions occur mid-block rather than along opposite sides of a thoroughfare. Ideally, each side of a thoroughfare should be zoned the same (consistent in use, configuration and disposition).

It is further recommended that these zones be extended to the Alamo River to encourage new development along the Southern edge and for the Town to capitalize on this unique asset.

It is not recommended to zone over the western half of the community ball park, pool and library located at the intersection of Holt Avenue and 6th Street. These are all valuable civic amenities and should be renovated or rebuilt, but not replaced.

Figure 17.34.040-1: The Regulating Plan



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No recommendations were made pertaining to this page.

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- B. **Street Typologies and Standards.** The purpose of this section is to provide roadway standards that will facilitate the creation of streets that are inviting, multimodal public places for vehicular traffic, bicyclists, and pedestrians. These streetscape typologies and standards are unique to Chapter 17.34 and are intended to implement the vision by acting as building blocks for the distinct components and unique street types that compose Downtown.
1. **Street Typologies.** The Streetscape Typologies allowed in zones D-A and D-B are listed below:
 - a. **Main Street.** The "Main Street" of Holtville is 5th Street. It runs in an east-west direction through the City and serves as the primary arterial and commercial corridor of the community. It also functions as a State highway route. As such, special design considerations and approvals will be necessary for development along the street. Characteristics of Main Street include:
 - i. Street trees should frequently interrupt the parking lanes to soften visual impact of the parked vehicles and to help cool the air heated by the pavement.
 - ii. Parallel parking and wide sidewalks should create a safe, inviting environment for both pedestrians and motorists.
 - iii. Primary intersections should provide pedestrians with safe passage. Features may include pedestrian bulbouts, differentiated accent paving within the intersection, and in-street crossing lights (if there is no crosswalk signal).
 - iv. Turning movements typically occur from within the main travel lanes; however, short (one to two car-lengths) turn pockets may be provided at some intersections in lieu of parking on one side of the street.
 - v. Because 5th Street is an arterial roadway, it provides unique opportunities for gateway monumentation, as expressed in the Vision Plan, at the entrances to the Downtown area.
 - b. **Secondary Streets.** Secondary streets in Downtown Holtville are all other neighborhood streets in Downtown other than 5th Street, such as Holt Street. These neighborhoods streets are home to community-serving retail stores. These streets have a more intimate nature than other areas. Characteristics of Secondary Streets include the following:
 - i. Landscaping and larger street trees should frequently interrupt the parking lanes to soften the visual impact of the parked vehicles and to help cool the air heated by the pavement.
 - ii. Parallel or diagonal parking should be used for convenient store access and to slow traffic. Wide storefront sidewalks should create a walkable, pedestrian-oriented atmosphere.
 - c. **Alleys.** Alleys are narrow public drives serving commercial and residential development. In commercial developments, alleys provide the primary service access and loading areas for businesses. Additional characteristics of Alleys include the following:

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TABLE 17.34.040-1: STREET TYPOLOGY STANDARDS

In addition to parking lane widths it is recommended that travel lane widths also be specified. See the table below for recommended lane widths.

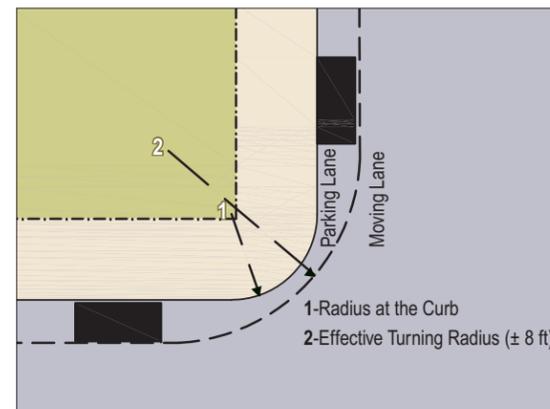
It is advised that parking lane widths be narrowed to 7 or 8 feet and diagonal/ angled parking be narrowed to 18 feet.

Curb Radii also need to be reduced.

Main Street radii should only be 10 feet as this is an area of intensive pedestrian activity (See effective turning radii diagram). Secondary streets should be 10-15 feet.

Alleys entrances should only require a depressed curb, much like a driveway entrance. Minimal radii is required.

Paseos should have either a continuous curb since they are intended for pedestrians only, or if emergency access is required a depressed curb may be used.



Effective Turning Radius

DESIGN SPEED	TRAVEL LANE WIDTH	T3	T4	T5	
Below 20 mph	8 feet	■	□		■ BY RIGHT
20-25 mph	9 feet	■	■	□	□ BY WARRANT
25-35 mph	10 feet	■	■	■	
25-35 mph	11 feet			■	
Above 35 mph	12 feet			■	

DESIGN SPEED	PARKING LANE WIDTH			
20-25 mph	(Angle) 18 feet			■
20-25 mph	(Parallel) 7 feet			■
25-35 mph	(Parallel) 8 feet	■	■	■
Above 35 mph	(Parallel) 9 feet			■

DESIGN SPEED	EFFECTIVE TURNING RADIUS			
Below 20 mph	5-10 feet	■	■	■
20-25 mph	10-15 feet	■	■	■
25-35 mph	15-20 feet	■	■	■
Above 35 mph	20-30 feet			□

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- i. Customer entrances may also be located off of alleys. In addition, if it does not obstruct the flow of vehicular and pedestrian traffic, portions of the alley may be used for outdoor retail space, patios, art gardens, and related uses.
 - ii. In residential development, parking should be accessed via alleys.
 - iii. Alley street lighting and landscaping should be designed at a pedestrian scale with an emphasis on creating a safe and secure environment. Additionally, landscaping shall not impede automobile or pedestrian visibility within or immediately adjacent to an alley.
 - d. **Paseos.** Paseos are local and private pathways serving pedestrians and bicyclists only, and may also provide limited service access during specified periods of the day. Characteristics of Paseos include the following:
 - i. If it does not obstruct the flow of pedestrian traffic, portions of the paseo may be used for outdoor dining, retail space, patios, art gardens, and related uses.
 - ii. Paseo street lighting and landscaping should be designed at a pedestrian scale. Larger canopy trees should be used where possible for shade.
2. **Street Typology Standards.** Table 17.34.010-1 (Street Typology Standards) displays standards for each Street Typology.

Table 17.34.040-1: Street Typology Standards

	Main Street	Secondary Streets	Alleys	Paseos
Throughfare Type	Avenue	Local	Alley	Pathway
Right-of-Way Width:	1		15'-20'	10'-20'
Through Traffic Lanes	4 Lanes	2 Lanes	1 Lane	Emergency Only
Parking Lanes	7'-9' wide., Parallel, Two Sides ²	7'-9' wide, Parallel, or 19'-20' wide, Diagonal, One or Two Sides	N/A	N/A
Pedestrian and Landscape Area	10'-14''	8'-12''	N/A	N/A
Curb Radius	25'	25'	25'	25'
Bike Facilities	Class II On-street, stripped	Class III, On street, not stripped	N/A	Designated Bicycle Lane(s), where adequate width exists

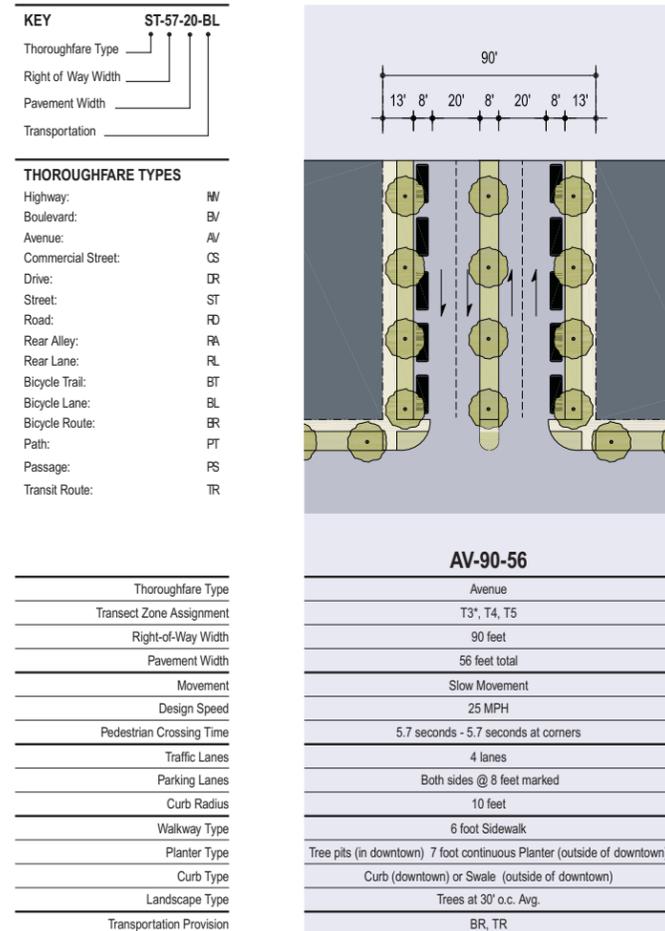
Notes:
 1. Main Street varies in width. Refer to the street cross sections for the appropriate road width and through traffic lane standards.
 2. On-street parking is only permitted along that section of 5th Street between Pine and Holt Avenues.

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FIGURE 17.34.040-2&3: STREET TYPOLOGY STANDARDS

A recommended street section for Main Street is below. Lanes have been narrowed to slow traffic and a median has been inserted. Both of these changes will have a significant positive impact on the pedestrian experience and enhance the streetscape.

Recommendations for Secondary Streets include reducing the width of diagonal parking to 18 feet, reducing travel lanes to 10 feet and either introducing rumble strips as a median or widening sidewalks and planting strips to make up the difference.



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3. **Street Typology Cross Sections.** Figures 17.34.040-2 through 17.34.040-5 depict the street standards for each Street Typology.

Figure 17.34.040-2: Main Street

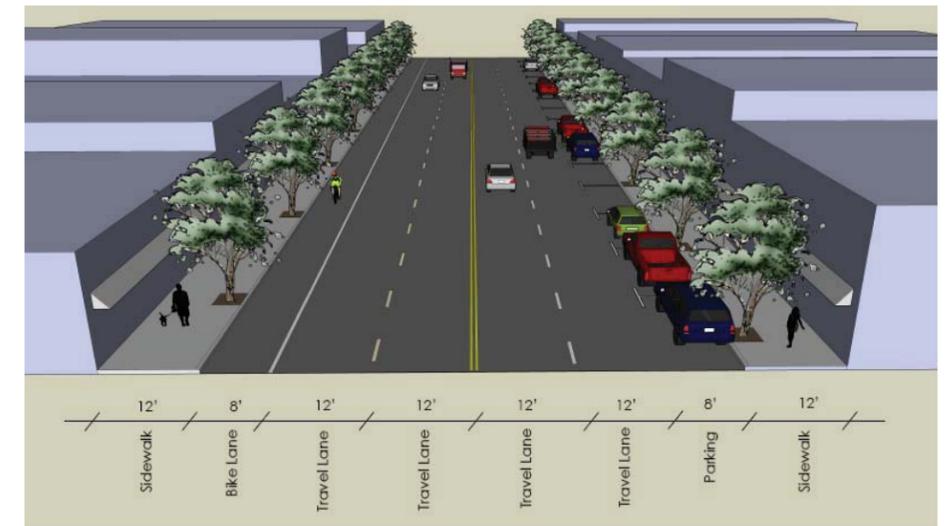


Figure 17.34.040-3: Secondary Street



ANNOTATIONS

FIGURE 17.34.040-4&5: STREET TYPOLOGY STANDARDS

Curbs should not be used in alleys. This is unnecessary and expensive infrastructure. We recommend a reverse crown with intermediate drains at the center of the alley. Alleys should also have depressed curbs at their entrances rather than curb cuts with radii.

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Figure 17.34.040-4: Alley

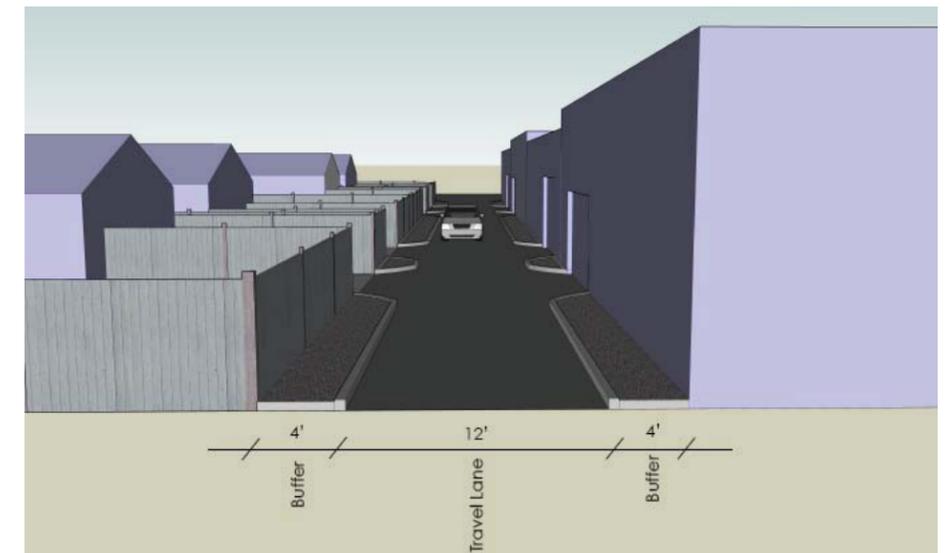


Figure 17.34.040-5: Paseo



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TABLE 17.34.050: ALLOWED USES

It is recommended that Home Occupations be permitted in both the D-A and D-B zones.

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17.34.050 Allowed Uses

- A. **District Descriptions.** The DowntownCode establishes two districts that will regulate development and drive design standards for Downtown Holtville, the D-A and D-B district. These districts are described below.
 - 1. **D-A District.** This district is the core Downtown district. It offers a variety of mixed commercial, retail, and residential uses, oriented around the heart of Downtown: Holt Park. This central node offers more potential for unique, boutique storefronts and destination shopping. Oriented around the park, uses are easily accessed through pedestrian travel.
 - 2. **D-B District.** This district applies to areas of the Downtown/Central Business District not within the D-A district. While also offering a variety of mixed commercial, retail, and residential uses, it offers more opportunity for redevelopment and infill residential development. This district can accommodate larger building footprints. The area is characterized by a predominance of commercial and retail uses, with complimentary light industrial use, mixed-use, and residential units.
- B. **Allowed Uses.** Table 17.34.050-1 (Allowed Uses) identifies the allowed uses within the Downtown. These allowed use regulations are listed by Zoning District (D-A or D-B). The uses listed are defined in Section 17.34.030.B (Allowed Use Definitions). The symbols in the table are defined as:
 - P – Permitted Use (Permitted by Right)
 - C – Conditionally Permitted Use (Conditional Use Permit Required)
 - N – Not Permitted

Table 17.34.050-1: Allowed Uses

Uses	D-A Zone	D-B Zone
Attached Single-Family Residential	N	C
Commercial Recreation and Entertainment	P ¹	P ¹
Detached Single-Family Residential	N	C
Government/Institutional	P	P
Home Occupation	N	P
Hotel/Motel	P	P
Live/Work Space	P	P
Mixed-Use	P	P
Multi-Family Residential	P	P
Offices	P	P
Retail Commercial	P ¹	P ¹
Sit-Down Restaurants	P	P
Warehousing, Manufacturing, Wholesaling and Distribution	N	C

Notes:
1. Alcohol sales permitted on premises.

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17.34.060: DEVELOPMENT STANDARDS

B3. We recommend that if F.A.R. is to be used that it take into consideration the stacking of multiple uses (i.e. office space above commercial).

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17.34.060 Development Standards

- A. **Mandatory Conformance.** Standards listed in this Chapter are mandatory requirements that must be satisfied for all new projects and modifications to existing development. Projects shall be reviewed for conformance with these provisions as part of Design Review. For "qualifying modifications" to existing development that only require issuance of a Building Permit and do not require Design Review approval, conformance with these standards shall be reviewed as part of Plan Check during Building Permit review. "Qualifying modifications" are all modifications to a structure such as repair, restoration, or reconstruction of a structure where such work, as determined by the City Planner, maintains the outer dimensions and surface relationships of the existing structure (e.g., repainting, replacement of windows or doors with matching size and style, repair of exterior materials such as stucco and wood).
- B. **Area-Wide Standards**
 - 1. **Area-Wide Height Requirements and Exceptions.** Refer to section 17.34.060.C (Development Standards) below for district height requirements. The Planning Commission may approve architectural features such as tower elements, elevator service shafts, and roof access stairwells that extend above the height limit through Design Review. Telecommunications antennas and service structures located on rooftops may also exceed the maximum building height but shall be hidden to the maximum extent possible using appropriate screening and "stealth" technologies. As part of Design Review, the Planning Commission may approve buildings that exceed the maximum height adopted in the D-A or D-B zones.
 - 2. **Area-Wide Maximum Allowable Residential Development.** The maximum allowable residential development in Downtown Holtville is 20 dwelling units per acre as determined by the General Plan Land Use Plan Map.
 - 3. **Area-Wide Maximum Allowable Commercial Development.** The maximum allowable commercial development in Downtown Holtville is a floor area ratio of 1.0:1 as determined by the General Plan Land Use Plan.
 - 4. **Area-Wide Parking Standards.** In an effort to attract retail development to Downtown Holtville, parking requirements have been reduced. Please see Code section 17.34.090 for district parking requirements.
- C. **Development Standards.** The development standards are intended to preserve the compact, walkable, historic downtown core while stimulating economic development in the commercial heart of the City. They also serve to enhance social interactions while providing appropriate levels of privacy in residential areas. Used properly, they will rejuvenate the City by creating more visual interest and architectural consistency, facilitating development that relates to the pedestrian and site user, and enhancing the character of Downtown. The development standards for the D-A and D-B district are provided below in Table 17.34.060-1 (Development Standards) and displayed in Figure 17.34.060-1 (Building Placement).

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TABLE 17.34.060-1: DEVELOPMENT STANDARDS

After a review of the metrics of this table it appears that there may be some conflicting parameters. For example, we would consider the proposed D-A Zone to be the most urban in downtown Holtville as it forms the “core” of the City and surrounds Holt Park. If this is the intent we would suggest that the maximum height be changed to 45 feet, or ideally, 4 stories. If a maximum height is required due to limitations of local fire apparatus this should be stated, however we recommend that height be regulated by stories rather than feet to encourage spacious ceiling heights.

If it is the intention of the Code for the D-B Zone to be slightly less intense than the D-A Zone than we recommend that the maximum height be 3 stories with a maximum height of that which can be serviced by local fire apparatus.

We also recommend that “Frontage Build Out” be added to this matrix. We recommend that the D-A Zone have a minimum Frontage Build Out of 90% and the D-B Zone 80%. This requires that a minimum percentage of the frontage line must be built on. This insures a consistent urban streetscape and good street wall definition. The suggested minimum 30% is far too low.

1. “Build-To” lines are not always coplanar with R.O.W. lines. It is possible that the build-to line is setback from the edge of property.

3. A range of 10 to 30 feet for the frontage setback for residential uses is far too great of a range and will result in a jagged streetscape.

In order to create consistent and cohesive urban environments, frontages should be kept within a narrow range for each zone regardless of use.

Further, we recommend that the D-B Zone setbacks be stated as a range (i.e. from 0 to 10 feet).

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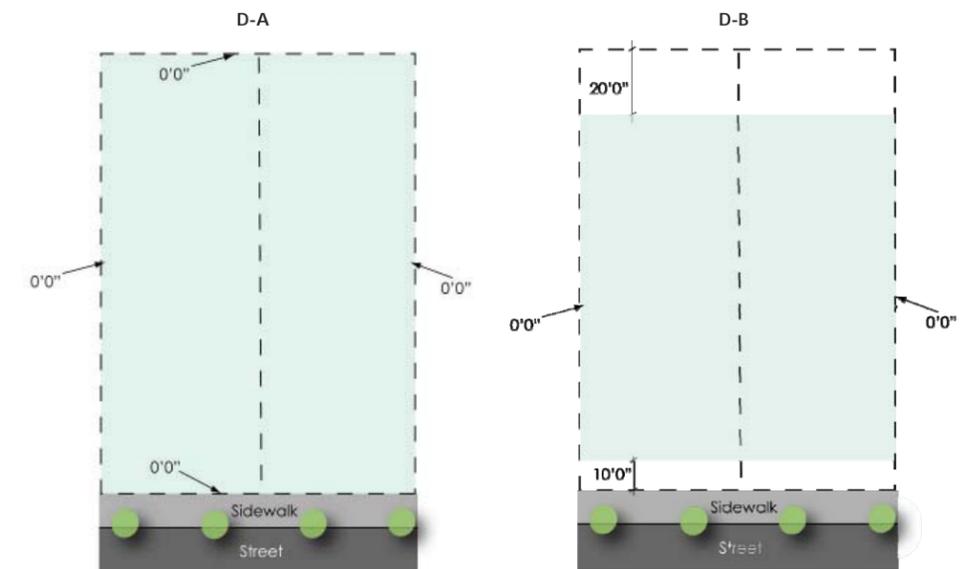
Table 17.34.060-1: Development Standards

Development Standard		D-A Zone	D-B Zone
Maximum Building Height		35'	45'
Building Placement	“Build-To” Front Line Maximum ¹	0'	10' ^{2,3}
	Minimum Side Yard	0'	0'
	Minimum Rear Yard	0'	20'

Notes:

1. “Build-To” lines are defined as the edge where the public right-of-way ends and the private property boundary begins.
2. Through Design Review, larger sites may provide additional buildings with larger setbacks from the public right-of-way then otherwise permitted by the “Build-To” Line standard, provided that a minimum of 30 percent of the total site frontage is developed with one or more buildings that are developed consistent with this provision.
3. Residential buildings may be constructed with a “Build-To” Line between 10’ and 30’ provided) all residential buildings are sited in a manner consistent with the setbacks of adjacent properties. The appropriate setback shall be determined through Design Review to achieve a balance between the existing character of neighborhoods and the desired level of change. Residential uses include Attached Single-Family, Detached Single-Family, and Multi-Family Residential uses. For all other uses, the 10’ “Build-To” Front Line maximum applies. For single family homes, which are exempt from Design Review, the “Build-To” Line determination shall be made as part of Plan Check.

Figure 17.34.060-1: Building Placement



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TABLE 17.34.060-2: STOREFRONT DESIGN STANDARDS

We recommend that ground floor heights be raised to a minimum of 12 feet clear to better accommodate non-residential uses.

We also recommend that a bulkhead, or kneewall, is required for storefronts in both the D-A and D-B Zones at a minimum height of 18 inches and maximum height of 24 inches.

We recommend that the maximum awning extension be the depth of the sidewalk at that frontage. It is further recommended that all awnings must be retractable.

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- D. **Storefront Regulations.** The following storefront standards are intended to provide continuity of building form at street level in Downtown Holtville. Additionally, standards are meant to enhance the relationship between buildings and the sidewalk, subsequently encouraging more pedestrian activity.
1. **Applicability.** Storefront design standards are only applicable to commercial uses with the gallery, arcade, and storefront frontage types. Descriptions of these frontage types can be found in Section 17.34.070.E (Frontage Type Descriptions).
 2. **Standards.** Table 17.34.060-2 (Storefront Design Standards) lists the storefront design standards. "Tags" refer to those elements labeled in Figure 17.34.060-2 (Storefront Design Standards) and described below in Section 17.24.060.D.3 (Storefront Design Standard Definitions).

Table 17.34.060-2: Storefront Design Standards

Storefront Standards	D-A	D-B
Storefront Width <i>See tag "a" in Figure 2.060-1</i>	15'-45'	15'-60'
Ground Floor Height <i>See tag "b" in Figure 2.060-1</i>	10'- 20'	10'-20'
Bulkhead Height <i>See tag "c" in Figure 2.060-1</i>	1'-3'	0'-4'
Inset of Front Door from "Build-To" Line <i>See tag "d" in Figure 2.060-1</i>	2'-6'	3'-8.5'
Maximum Awning Extension from Building <i>See tag "e" in Figure 2.060-1</i>	6'	6'

3. **Storefront Design Standards Definitions.**

Bulkhead. The portion of the commercial façade located between the ground and the bottom of the street level display windows. It is typically constructed of stone, brick, or concrete.

Bulkhead Height. Refers to the height of the bulkhead which is the portion of a commercial façade located between the ground and the bottom of the street level display windows. It is typically constructed of stone, brick, or concrete.

Cornice. The horizontal projection that crowns or finishes the top of a wall where it meets the edge of the roof; sometimes ornamented.

Display Window. Tall windows on the ground floor of a building that are designed to display goods or activities inside the building.

Expression Line. An "expression line" is an architectural embellishment that delineates the end of the ground floor and the start of the second floor of a building.

Groundfloor Height. Refers to the height of the front façade's first story as measured from the sidewalk level to the top of the "expression line". An "expression line" is an architectural embellishment that delineates the end of the ground floor and the start of the second floor of a building.

Inset of Front Door from "Build-To Line". Refers to the distance from the front door of the building to the "build-to line". A "build-to line" is an urban setback dimension that

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delineates the maximum distance from the property line a front building façade can be placed. Typically, build-to lines range from 0'-10'. See Table 17.34.060-1 (Development Standards) for build-to line regulations in Downtown Holtville.

Maximum Awning Extension from Building. Refers to the maximum distance allowed between the building and the end of a fully extended awning. An awning is a temporary shelter that is supported from the exterior wall of a building. It is typically constructed of canvas or a similar fabric that is sturdy and flexible.

Storefront Width. Refers to the front façade width as measured from one corner of the front façade to the other.

Transom. A horizontal band of glass that is mounted above the storefront display windows.

Upper Façade. Refers to the façade of the upper stories of a building, including the windows, window hoods/lentils, and masonry pier.

Window Hoods/Lentils. Ornamentation above a window that surrounds the upper termination of the window, such as a type of hood or pediment.

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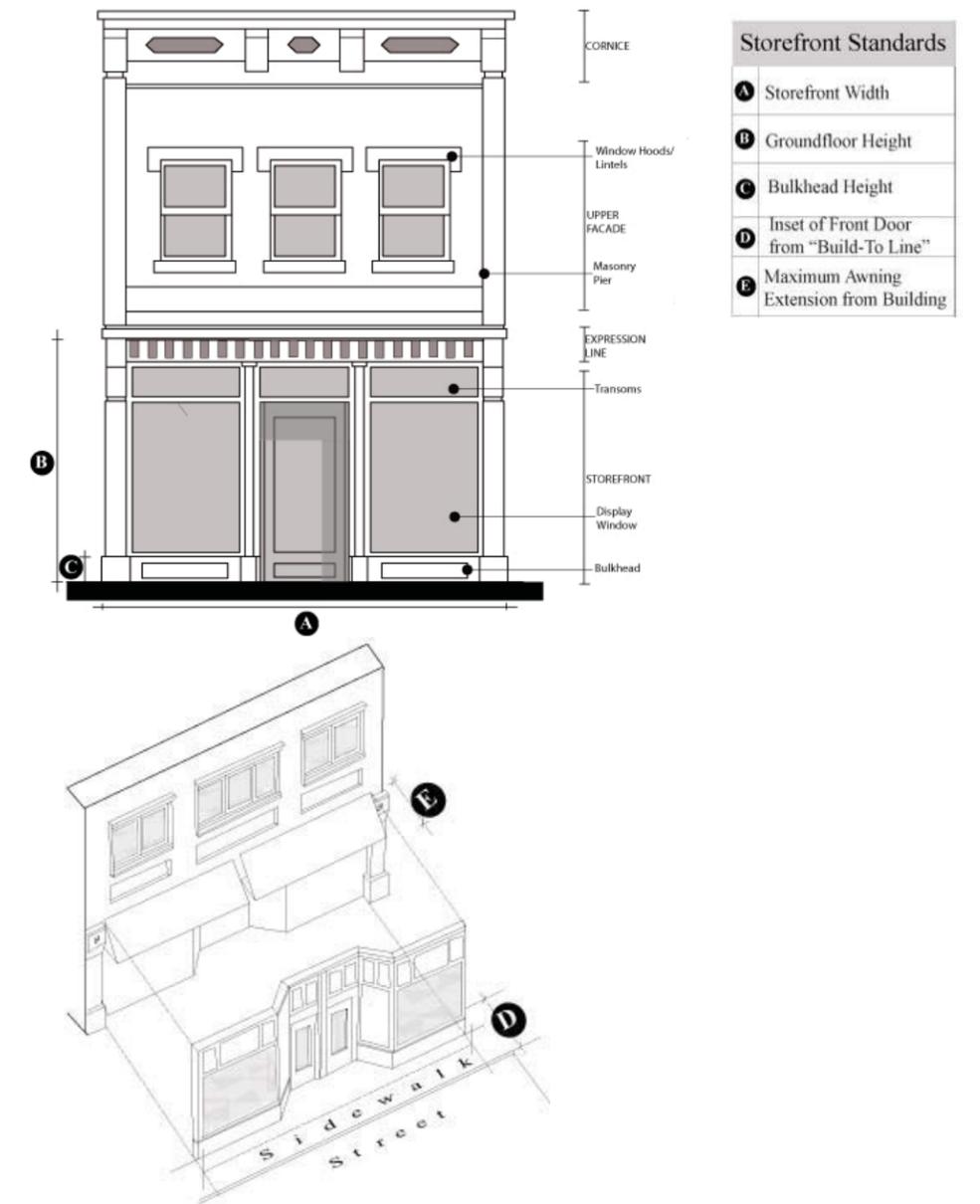
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Figure 17.34.060-2: Storefront Design Standards



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ANNOTATIONS

TABLE 17.34.070-1: ALLOWED BUILDING TYPES

It is recommended that Multi-Family Faux Houses be allowed in the D-A Zone. It is possible that such a type may have commercial space on the ground floor and residential above.

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17.34.070 Building and Frontage Types

- A. **Overview.** This Section provides general development standards for maintaining and enhancing the character of Downtown Holtville, including building height, setbacks, and storefront standards. This section further guides development in Downtown Holtville through a form based approach by providing building and frontage typologies for all development in Downtown Holtville. All new development must comply with these form based types. Section 17.34.060 (Development Standards) provides the detailed schematics and dimensions for development standards of Downtown Holtville, while Section 17.34.070 establishes "building block" typologies that best display the desired building character for Downtown Holtville. Building types refer to the building massing, layout, and use. Frontage types refer to the architectural style of the front façade of a building (the part of the building that faces the street). Together, these two typologies shape building character and the building's relation to semi-public spaces, areas accessible to the general public but designed for use by residents.
- B. **Allowed Building Types.** The following building types are intended to provide a variety of flexible building styles appropriate for the small town character of Holtville that can be used to guide future development. These provisions work in coordination with the underlying district and other development standards. Allowed building types in the different districts are listed in Table 17.34.070-1 (Allowed Building Types) and defined below. Building types are organized by intensity from most (Half-Block Liner) to least (Front Yard Housing) intense. An "X" means that the building type is allowed; a blank cell means that the building type is not allowed.

Table 17.34.070-1: Allowed Building Types

	D-A Zone	D-B Zone
Half-Block Liner	X	X
Infill	X	X
Terraced	X	X
Multi-Family Faux House		X
Duplex, Triplex, and Quadplex		X
Side Yard Housing		X
Side Yard House		X
Courtyard Housing		X
Front Yard Housing		X

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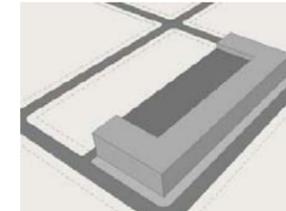
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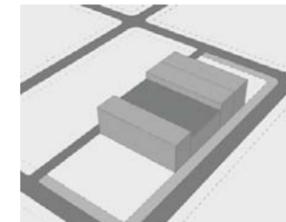
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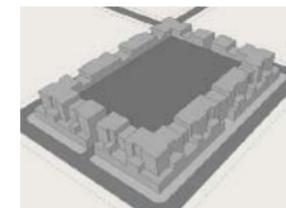
C. Building Type Descriptions.



Half-Block Liner. An attached building with a frontage of approximately one-third to one-half the length of a Downtown block, and zero side yard setbacks. It is used for mixed-use, residential, commercial development, and light industrial or warehouse land uses.



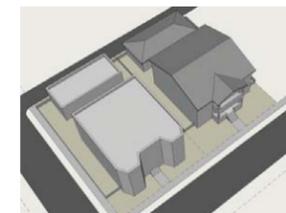
Infill. An attached building with a frontage that is less than one-third the length of a Downtown block, and zero side yard setbacks. It is used for mixed-use, residential, and commercial development.



Terraced. A mixed-use, residential, or commercial building characterized by individual units that are accessed via multi-leveled outdoor terraces. The terraces are intended to be semi-public spaces that are extensions of the public realm.



Multi-Family Faux House. A multi-family faux house building type is a detached building that has a street appearance of a large house which contains more than four dwellings. Each dwelling is individually accessed from a central lobby, which in turn is accessed directly from the street.



Du/Tri/Quadplex. A du/tri/quadplex is a building type that contains two, three, or four dwelling units. Each unit is individually accessed directly from the street.

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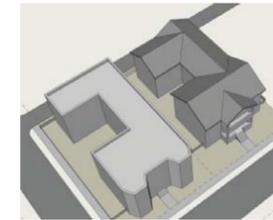
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Side Yard Housing. A building or group of buildings containing dwelling units arranged on a lot in a row with the first unit facing the street. The primary entrance to each unit is from the side yard or, in the case of units facing the street, the front yard.



Side Yard House. A detached building designed as a single dwelling unit. A Side Yard House is flanked by a side yard accessed via a walkway to the yard area.



Courtyard Housing. A group of dwelling units arranged to share one or more common courtyards upon a qualifying lot in any zone. Dwellings take access from the street or the courtyard(s). Dwelling configuration occurs as townhouses, apartments, or apartments located over or under townhouses. The Courtyard is intended to be a semi-public space that is an extension of the public realm.



Front Yard Housing. A detached building designed as a single-family residence, duplex, triplex, or quadplex. Front Yard Housing is accessed from the sidewalk adjacent to the street build-to line.

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TABLE 17.34.070-2: ALLOWED FRONTAGE TYPES

It is recommended that Neighborhood Yard not be allowed for use in either the D-A or D-B Zones. This configuration is much too sub-urban in character in comparison to the other frontage types. Neighborhood Yard frontages are much better suited outside of these zones where a residential character is far more prevalent.

We recommend that the following frontage types be added and allowed in both the D-A and D-B Zones.

- Stoop
- Forecourt
- Terrace & Lightwell

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- D. **Allowed Frontage Types.** Frontage type refers to the architectural composition of the front façade of a building; particularly, the frontage type concerns how the building relates to surrounding semi-public spaces, areas accessible to the general public but designed for use by residents. The Downtown Holtville frontage types are intended to enhance social interactions in the historic downtown retail core while simultaneously providing appropriate levels of privacy in residential areas. Allowed frontage types in the different districts are listed in Table 17.34.070-2 (Allowed Frontage Types) and defined below. Frontage types are organized by intensity, from most (Arcade) to least (Door Yard) intense. An "X" means that the frontage type is allowed; a blank cell means that the frontage type is not allowed.

Table 17.34.070-2: Allowed Frontage Types

Allowed Frontage Types	D-A Zone	D-B Zone
Arcade	X	X
Gallery	X	X
Storefront	X	X
Neighborhood Yard		X

These recommendations are advisory only. The proposed Form-Base Code appears only on the right side of each spread.

ANNOTATIONS

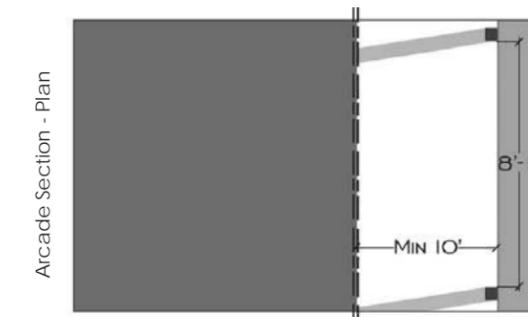
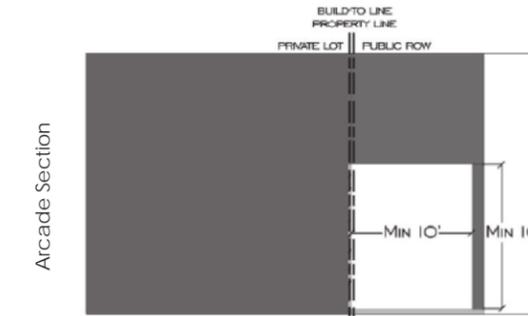
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E. Frontage Type Descriptions



Arcade. An Arcade frontage is characterized by a façade which is aligned close to or directly on the right-of-way line with the building entrance at the sidewalk grade, and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The upper stories of the building may also project over the public sidewalk and encroach into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may not bypass it. This frontage is typically appropriate for retail use. An encroachment permit is needed to construct this frontage type, but can be approved as part of Design Review.

Arcade Frontage Dimensions	
Characteristic	Feet
Depth (minimum, from build-to line to inside column face)	10
Height (minimum clear)	10
Percentage of Building Front	75 - 100%

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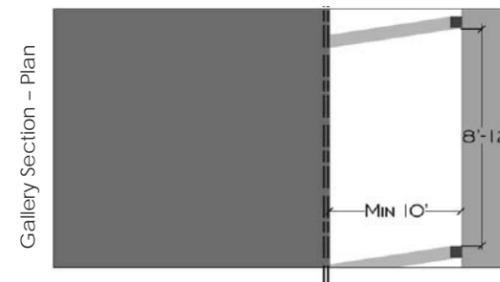
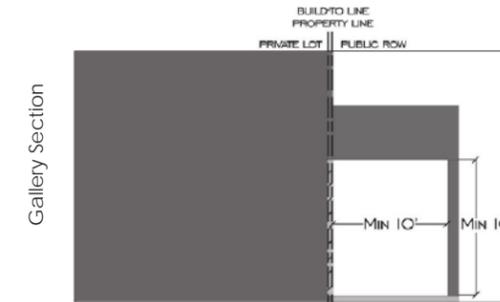
ANNOTATIONS

No recommendations were made pertaining to this page.

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Gallery. A Gallery frontage is characterized by a façade which is aligned close to or directly on the right-of-way line with the building entrance at the sidewalk grade, and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may not bypass it. The colonnade may project over the public sidewalk, provided that the upper stories of the building do not also project over the public sidewalk. This frontage is typically appropriate for retail use. An encroachment permit is needed to construct this frontage type, but can be approved as part of Design Review. In the case of 5th Street, the encroachment permit must be obtained from Caltrans through a separate process.

Gallery Frontage Dimensions	
Characteristic	Feet
Depth (minimum, from build-to line to inside column face)	10
Height (minimum clear)	10
Percentage of Building Front	75 - 100%

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ANNOTATIONS

TABLE 17.34.070-2: ALLOWED FRONTAGE TYPES

It is recommended that the requirements for minimum awning depth be combined with the standards found in Table 17.34.060-2: Storefront Design Standards. Further its is recommended that the minimum extension be 6 feet.

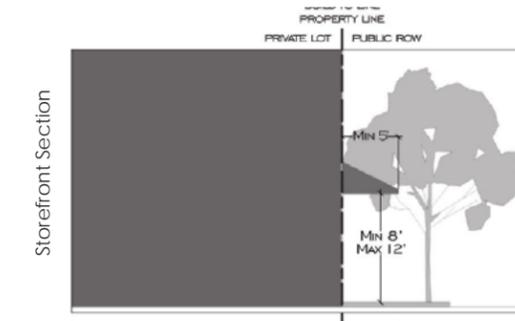
It is recommended that where storefronts are required (on the Regulating Plan, i.e. around Holt Park) the minimum percentage of storefront of building frontage at the ground floor should be increased to 80%.

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Storefront. A Storefront frontage is characterized by a façade which is aligned close to or directly on the public right-of-way line with the building entrance at sidewalk grade. Storefront frontages have substantial glazing on the ground floor, and provide awnings or canopies cantilevered over the sidewalk. Building entrances may either provide a canopy or awning, or alternatively, may be recessed behind the front building façade.

Storefront Frontage Dimensions	
Characteristic	Measurement
Awning Depth (minimum projection, over the sidewalk)	5 feet
Height (from ground level to the top of the awning)	8 foot minimum, 12 foot maximum clear
Percentage of Building Front	50% minimum

ANNOTATIONS

TABLE 17.34.070-2: ALLOWED FRONTAGE TYPES

It is recommended that Neighborhood Yard not be allowed for use in either the D-A or D-B Zones. This configuration is much too sub-urban in character in comparison to the other frontage types. Neighborhood Yard frontages are much better suited outside of these zones where a residential character is far more prevalent.

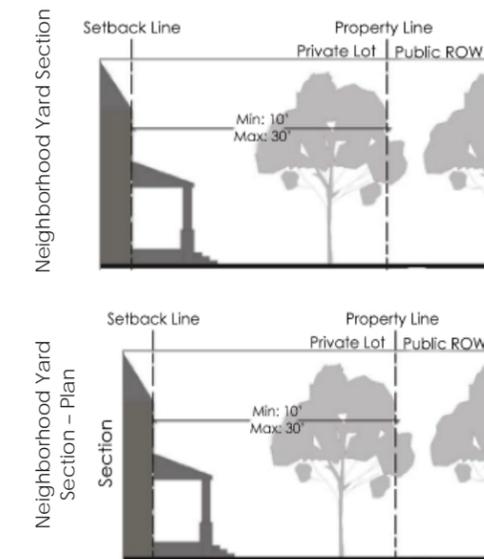
Furthermore, the setback range of 10 to 30 feet is too great of a range (300%) to create a consistent streetscape. A much narrower range is recommended and should be based on precedent analysis of the best existing streets and neighborhoods of Holtville.

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Neighborhood Yard. A Neighborhood Yard frontage is characterized by deep front yard setbacks. The building façade is set back substantially from the front property line. The resulting front yard can be either fenced or unfenced. This frontage type is appropriate for residential uses.

Neighborhood Yard Frontage Dimensions	
Setback	Feet (from setback to property line)
Minimum	10
Maximum	30

ANNOTATIONS

TABLE 17.34.080-1: ALLOWABLE SIGN TYPES

It is recommended that A-Frame Sidewalk Signs be allowed in both the D-A and D-B Zones.

Both Electronic Message Signs and Monument Signs should not be allowed in either the D-A or D-B Zones. Although these signs are perfectly acceptable in auto-oriented settings, these sign types are far too suburban for the pedestrian-oriented urban environments that this Code aspires to for the D-A and D-B Zones.

Further, it should be added that A-frame signs should only be present on the sidewalk during the corresponding business' hours of operation.

These recommendations are advisory only. The proposed Form-Base Code appears only on the right side of each spread.

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17.34.080 Signs

The following sign standards are intended to encourage creative sign design as an integral part of a building's architecture, rather than treating signs as an add-on or afterthought. Additionally, stimulating retail and wayfinding signage in Downtown Holtville will increase economic activity and city legibility. While this section addresses permanent signage within the Downtown, additional provisions for temporary signs, prohibited signs, and other general provisions may be found in the City Zoning Code, Chapter 17.56 (Signs). Where this section is silent on signage standards, Chapter 17.56 shall prevail. Where the standards of this section and Chapter 17.56 conflict, this section shall prevail.

- A. **Allowed Sign Types.** Allowed types of signs that are permitted by right are listed in Table 17.34.080-1 (Allowable Sign Types) by district. An "A" means that the sign type is allowed; a "P" means that the sign type is preferred and highly encouraged. An "N" means that the sign type is not allowed. Sign types are defined in Section 17.34.030.C (Definitions of Sign Types) and also depicted in Figure 17.34.080-1 (Sign Types).

Table 17.34.080-1: Allowable Sign Types

Allowed Sign Types	D-A	D-B
A-Frame Sidewalk Sign	A ¹	N
Awning Sign	A	A
Projecting Sign	P	P
Directory Sign	A	A
Electronic Message Sign	A ²	N
Monument Sign	A ³	A ³
Temporary Signs	A	A
Wall Sign	P	A
Window Sign	P	P

Notes:

1. A-frame signs are permitted provided that they do not interfere with activity in the pedestrian right-of-way.
2. Electronic message signs are only permitted when located on City property.
3. Monument signs allowed only if landscaped and shared by two or more businesses on a parcel that is a minimum size of 5 acres.

ANNOTATIONS

TABLE 17.34.080-1: SIGN TYPES

Both Electronic Message Signs and Monument Signs should not be allowed in either the D-A or D-B Zones. Although these signs are perfectly acceptable in auto-oriented settings, these sign types are far too suburban for the pedestrian-oriented urban environments that this Code aspires to for the D-A and D-B Zones.

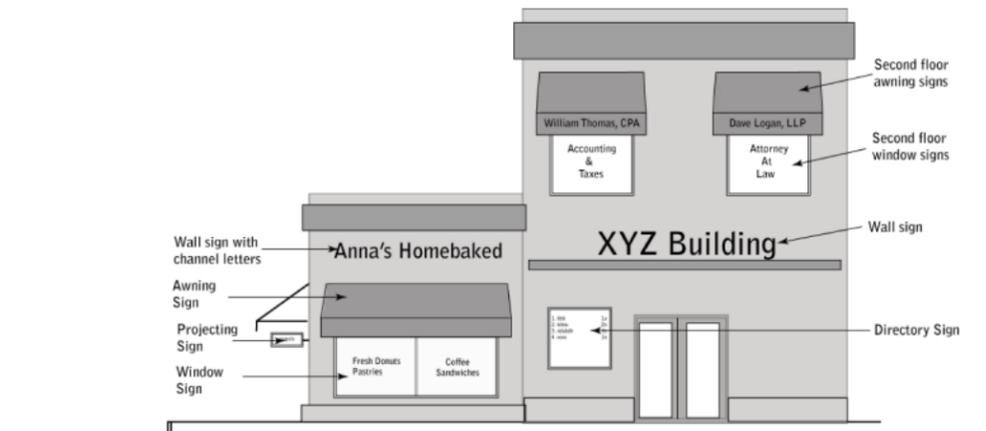
A provision should be added to allow additional pedestrian-scaled signage on larger buildings and storefronts.

Directory signs are typically suburban in nature and should be located in the lobby of a building rather than the exterior. If designed correctly other signage should indicate the main tenants of a building.

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PROPOSED FORM-BASED CODE

Figure 17.34.080-1: Sign Types



- B. **Sign Size and Number.** When a sign type is allowed for a district as established in Table 17.34.080-1 (Allowable Sign Types), the maximum allowed number and size for signs in Downtown shall be as follows:
1. **Monument Sign.** For parcels that are five acres or more, one monument sign (free-standing identification sign) per site allowing one-quarter foot of sign area per foot of lot frontage on which the sign is to be located, not to exceed twenty (20) square feet in area nor six feet in height on a site where all buildings are set back at least ten (10) feet from the street curb or street pavement edge on which the use fronts. Where the subject property exceeds ten acres in size, the maximum sign area may be increased to forty (40) square feet and height to ten (10) feet.
 2. **Wall Sign.** One wall sign per building frontage. Maximum wall sign area is determined as follows, not to exceed one-hundred (75) square feet:
 - a. One square foot of area for each lineal foot of property frontage, or portion thereof, shall be permitted on each side of the building fronting on a street, parking lot, or paseo. No more than two total signs are permitted per establishment.
 - b. Window signs and Awning signs shall be subject to the same area rules as wall signs and shall count towards the overall total area allowed.
 3. **Projecting Signs.** One projecting sign per building, in lieu of a wall sign, not to exceed 0.4 square feet for every linear foot of main entrance facade frontage, not to exceed a maximum of 20 square feet. A blade/bracket sign shall be at least eight feet above grade directly below the sign.
 4. **Directory Sign.** One directory wall sign for each primary building entry to identify occupants in a multistory building. The sign may not exceed five square feet in area.

ANNOTATIONS

PROPOSED FORM-BASED CODE

TABLE 17.34.080-1: SIGN TYPES

2a. Placement - It is strongly recommended that the provision regarding authorization to trim trees and landscaping either be removed or clarified to indicate that this only pertains to private landscaping and that public landscaping and street trees shall not be impacted by this provision.

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- 5. **A-Frame Signs.** One freestanding A-frame sign not exceeding an area of four square feet and three feet in height per establishment. The location of the A-Frame sign shall be such that a minimum of four feet of clear pedestrian path is provided.
- C. **Sign Design.** Design, color, materials, size, and placement are all important in creating signs that are architecturally attractive and integrated into the overall site design. Signs that are compatible with the surroundings and effectively communicate a message will promote a quality visual environment. The standards that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of Downtown Holtville.
 - 1. **General Design Standard Requirements.**
 - a. Design signs in harmony with the style and character of the development and as an integral design component of the building architecture, building materials, landscaping, and overall site development.
 - b. Sign letters and materials should be professionally designed and fabricated.
 - c. Exposed conduit and tubing (raceway) is prohibited. All transformers and other equipment shall be concealed.
 - d. All signs shall be maintained in good repair, including the display surface, which shall be kept neatly painted or posted.
 - e. The exposed back of all signs visible to the public shall be suitably finished and maintained.
 - f. The use of retractable awnings as a signage tool is acceptable.
 - 2. **Placement.**
 - a. Signs should be generally free of obstructions when viewed from different angles. However, trees or other landscaping that grow to a point that they obstruct the view of a sign or make it illegible shall not be grounds for removal or trimming of the trees/landscaping.
 - b. Utilize a consistent proportion of signage to building scale, such as 1/3 text to 2/3 wall area or 1/4 text to 3/4 wall area. See Figure 17.34.080-2 (Text Scale), which displays a ratio of 1/3 signage to 2/3 wall area.

These recommendations are advisory only. The proposed Form-Base Code appears only on the right side of each spread.

ANNOTATIONS

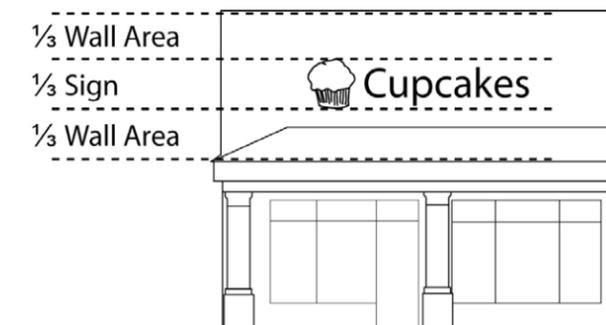
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Figure 17.34.080-2: Text Scale



3. **Materials.**

- a. Materials should be consistent with the building. See Figure 17.34.080-3 (Sign Materials).
- b. Paper and cloth signs are appropriate for interior temporary use only and are not permitted on the exterior of a building.
- c. The use of neon is permitted in the D-A zone if it fits with the style of the architecture and is not a nuisance (e.g., produce glare) to the surrounding properties.

Figure 17.34.080-3: Sign Materials

Sign Tips: Colors and Materials

- Use exterior materials, finishes, and colors in harmony with, or an upgrade to, those of the buildings or structures on site.
- The selected materials need to contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.
- Limit the total number of colors used in any one sign. Small accents of several colors may make a sign unique and attractive, but the competition between large areas of many different colors decreases readability.



Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.

4. **Sign Legibility.**

- a. Avoid spacing letters and words too close together. Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of the sign panel area. See Figure 17.34.080-4 (Sign Legibility).

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ANNOTATIONS

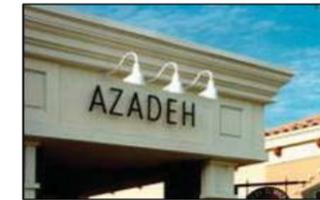
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No recommendations were made pertaining to this page.

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Figure 17.34.080-4: Sign Legibility



A brief message with simple lettering is easy to read and identify.

Sign Tips: Legibility

- Use a brief message whenever possible. Fewer words help produce a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive.
- Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for large signs.
- Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.
- Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are hard to read reduce the sign's ability to communicate.

5. **Sign Illumination.**

- a. The light from an illuminated sign shall not be of an intensity or brightness that will create glare or other negative effects on residential properties. See Figure 17.34.080-5 (Sign Illumination).
- b. Whenever indirect lighting fixtures are used (fluorescent or incandescent), care shall be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.
- c. Internally illuminated plastic box "canned" signs are prohibited in Downtown Holtville. Reverse channel letters are acceptable.
- d. Signs shall not have blinking, flashing, or fluttering lights, or other illumination devices that have a changing light intensity, brightness, or color;
- e. Light sources shall utilize energy efficient fixtures to the greatest extent possible and shall comply with Title 24 of the California Code of Regulations (California Building Standards Code).

Figure 17.34.080-5: Sign Illumination



Light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.



Sign Tips: Illumination

- If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures attached to the front of the structure cast light on the sign and the face of the structure as well.
- Individually illuminated letters should be backlit. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

These recommendations are advisory only. The proposed Form-Base Code appears only on the right side of each spread.

ANNOTATIONS

17.34.090: PARKING

Parking must be located at the rear of buildings. If no other option is possible and next to a building is required than a streetscreen must be used to hold the street wall and to screen the parking beyond.



Parking Court, Alys Beach, FL



Parking off an alley, New Town St. Charles, MO



Streetscreen (T4), Savannah, GA

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17.34.090 Parking

Parking requirements have been designed to encourage pedestrian activity and economic growth in Downtown Holtville. In the design of parking facilities, consideration should be given to locating parking in the back or sides of buildings in order to maintain a continuous retail façade for pedestrians along downtown streets.

- A. **Allowable Parking Types.** Allowable parking types are listed in Table 17.34.090-1 (Parking Types and Ratios) and defined below. An "A" means that the parking type is allowed; a "P" means that the parking type is preferred and highly encouraged. A "N" means that the parking type is not allowed. Parking types are also depicted in Figure 17.34.090-1 (Parking Types).

Table 17.34.090-1: Parking Types and Ratios

Allowed Parking Types	D-A Zone	D-B Zone
Surface Parking – Behind Building	P	P
Surface Parking – Next to Building	P	P
Alley Access	A	A
Vehicle Parking Ratios	D-A Zone	D-B Zone
Commercial Uses	1 sp/400 sf ¹	1 sp/400 sf ¹
Office Uses	1 sp/500 sf ¹	1 sp/500 sf ¹
Residential Uses	1.5 sp/unit	1.75 sp/unit
Bicycle Parking Ratios	D-A Zone	D-B Zone
Commercial/Office Uses	0.3 sp/1,000 sf	0.3 sp/1,000 sf
Residential Uses	1 sp/unit	1 sp/unit

Notes:

1. Exceptions to parking requirements are provided by land use in the Design Review Process. Refer to section C (Parking Exemptions) below.

ANNOTATIONS

FIGURE 17.34.090-1: PARKING TYPES

Streetscreens must be used when Surface parking is Next to Buildings or adjacent to a public thoroughfare.



Streetscreen (T4), Charleston, SC



Streetscreen (T4), Savannah, GA

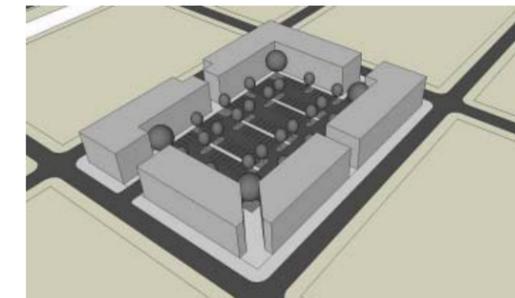
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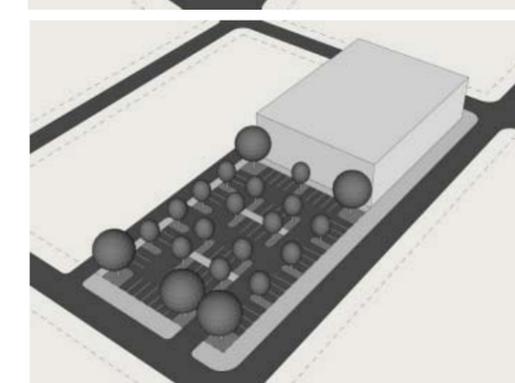
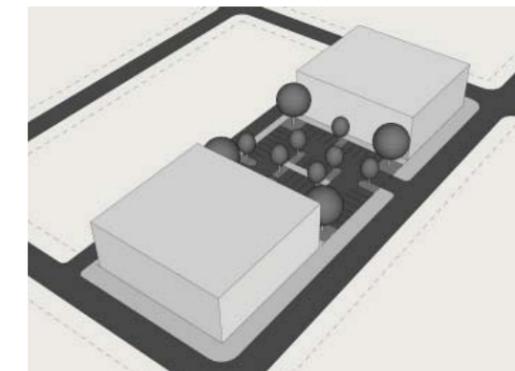
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Figure 17.34.090-1: Parking Types
Surface Parking – Behind Building



Surface Parking – Next to Building



ANNOTATIONS

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17.34.090-B: PARKING STANDARDS

3. Streetscreens should be allowed to be up to 6 feet high if their design warrants such a height. Vegetative screening in the form of hedges and vines are highly encouraged and should be required if streetscreens are over four feet in height.

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B. Parking Standards.

1. Downtown Holtville should encourage "one-stop" parking where shoppers park once and visit multiple stores on foot. In addition, reduced parking requirements and shared parking lots will help create a pedestrian-oriented downtown environment.
2. Locating parking lots between the front property line and the building store front is prohibited. Instead, parking should be located to the rear of buildings.
3. When off-street parking in the rear is not possible, the visual impact of headlight spill and visual impact of the asphalt parking surface shall be minimized by landscaping and/or fences/walls with a maximum height of three feet.
4. Rear parking lots should be designed and located contiguously, or adjacent to alleys, so that vehicles can travel from one private parking lot to the other either directly or via an alley without having to enter a street. This may be achieved with reciprocal shared access agreements.
5. Locate rear parking lots or structure entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts.
6. Create wide, well-lit, landscaped pedestrian walkways connecting onsite pedestrian circulation systems in parking lots to offsite public sidewalks and building entries.
7. In order to minimize conflicting vehicle turning movement along major roadways, the City encourages shared access drives within and between integrated non-residential developments. This reduces the number of driveway curb cuts. The City also encourages reciprocal access between non-residential developments to provide for convenience, safety, and efficient circulation. If incorporated, a reciprocal access agreement shall be recorded with the land by the owners of abutting properties to ensure that there will be continued availability of the shared access.
8. The layout of parking areas should be designed so that pedestrians walk parallel to moving cars.
9. Parking areas that accommodate a significant number of vehicles should be divided into a series of connected smaller lots. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of larger parking areas.
10. Demarcation of parking spaces should be legible, and the spaces should be adequately sized.

C. Parking Exemptions. In an effort to encourage desired commercial activity in Downtown Holtville, the designated Approving Authority has the discretion to eliminate, in all or in part, parking requirements for the following uses in either the D-A or D-B district. This is based on the assumptions that 1) many businesses are discouraged from opening in Downtown because of the burden of providing parking on small, built-out lots, and 2), the City is working to supplement existing parking supplies with City-owned parking lots. The following land uses are eligible for parking exemptions, subject to approval of the designated Approving Authority and the findings that 1) the parking exemption would not negatively impact the parking supply in Downtown and that 2) the exemption would facilitate commercial activity:

1. Commercial Recreation and Entertainment

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No recommendations were made pertaining to this page.

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- 2. Mixed-Use
- 3. Neighborhood Commercial
- 4. Retail Commercial
- 5. Sit-Down Restaurants

17.34.100 Architectural and Design Standards

A. **Purpose and Intent.** The purpose of these Architectural and Design Standards is to guide preservation, improvements, renovations, and future development in Downtown Holtville. These provisions describe and illustrate architectural and design standards that are appropriate for Downtown Holtville. They establish the criteria used by the City in reviewing proposed development, and are intended to encourage high quality design and development, creativity and innovation in Downtown Holtville.

Please note that the mandatory development standards contain the words "shall", "must", or "will". Standards that contain the word "should" mean that an action is required unless a determination is made that the intent of the standard is satisfied by other means.

B. **Site Design.** Siting involves a project's relationship to the property, the street, and adjacent buildings. In the downtown area, buildings should be sited in ways that provide a comfortable and safe environment for pedestrians while accommodating vehicles.

1. **Building Siting.**

- a. Most of the building "streetwall" should meet the front setback lines, except for special entry features, architectural articulation, and plaza areas or other public spaces.
- b. Residential buildings should be oriented towards the street for safety considerations as well as to encourage social interaction among neighbors.

2. **Compatibility with Adjacent Uses.**

- a. Commercial uses shall reduce potential nuisances to adjoining residential property by locating trash enclosures, loading areas, and restaurant vents away from residential uses and by proper screening of utilities and equipment.
- b. Commercial uses developed as part of a mixed-use project (with residential units) should not be noise intensive.

3. **Refuse, Storage, and Equipment Areas.**

- a. Trash storage must be fully enclosed and incorporated within the main structures or separate freestanding enclosures. Where practical, storage at each unit is preferred over common enclosures. Trash storage cannot be placed under stairways.



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ANNOTATIONS

17.34.100: ARCHITECTURAL AND DESIGN STANDARDS

C.2.b Plaza's and open corners are strongly discouraged. Buildings at corners should accentuate and "hold the corner".

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- b. All trash and garbage bins should be stored in an approved enclosure. Refuse containers and service facilities should be screened from view by solid masonry walls with wood or metal doors. Chain link fencing with slating is generally discouraged. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.
 - c. Trash enclosures should allow convenient access for commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.
 - d. Trash enclosures shall be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping, pedestrian, or vehicle path of travel.
 - e. Trash enclosures shall be architecturally compatible with the project.
 - f. Refuse storage areas that are visible from an upper story of adjacent structures should provide an opaque or semi-opaque horizontal cover/screen to reduce unsightly views. The screening should be compatible with the design of adjacent development and shall be approved by the Fire Department.
 - g. Every public, quasi-public, commercial, or mixed-use development containing two or more units or businesses shall provide at least one publicly accessible on-site trash receptacle.
- C. **Architectural Standards.** The purpose of the Architectural Standards section is to guide improvements, renovations, and future development in Downtown Holtville to be consistent with the vision and goals for the area as detailed in this Zoning Code and the City's General Plan, in addition to the vision established in the Downtown Vision Plan. These guidelines describe and illustrate building and landscape designs that are appropriate for Downtown Holtville. They establish the criteria used by the City in reviewing proposed development and are intended to encourage high quality design and development, creativity, and innovation.
- 1. **General Design Standards.**
 - a. Awnings and overhangs should be used in conjunction with landscaping to provide shade for pedestrians.
 - b. Any seismic structural upgrading should be conducted in the interior of the building, if possible, unless the structural elements blend into the architecture of the exposed façade. Seismic structural upgrades should not block or alter the original design of storefront windows.
 - 2. **Building Height, Form, and Mass.**
 - a. Create a comfortable and human scale of structures. Incorporate elements into the design of large structures which provide a transition to the human scale, particularly at the ground. Such elements may be provided through, but not limited to, covered walkways, building arcades, and trellises.
 - b. Corner buildings should have a strong tie to the front setback lines of each street. Angled building corners or open



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- plazas are encouraged at corner locations.
- c. On sites with multiple structures, buildings should be linked visually and physically. These links can be accomplished through architecture and site planning, such as trellises, colonnades or other open structures combined with landscape and walkway systems.
- d. As a general rule, the scale of building(s) on a site edge should be compatible with the scale of adjoining development. Where surrounding development is of a small scale, large-scale buildings should be located internal to the site and transition down in scale as the outer edge of the site approaches.
- e. Backs of buildings shall not be placed along a street frontage. Include entrances or public views into the site or building. If the rear of the building must be located along a street because of site constraints, then architectural detailing shall be included that provides the illusion of being a front to the building.
- f. Building mass should be parallel or on axis with adjacent street(s) (e.g., building walls should be aligned with adjacent streets, and not angled differently than adjacent streets)
- 3. **Architectural Style.** New development should enhance the existing character of Downtown Holtville by complimenting the historic architectural themes in the community. Common names for the historic architecture in Holtville include Classical Revival, Mission Revival, and California Desert architectural styles; however the general theme of the appropriate architecture of Holtville includes, but is not limited to, the following general architectural features:
 - a. Elements that overhang the pedestrian walkway, including arcades, galleries, porticos, balconies, awnings, and canopies;
 - b. Smooth-surface building wall textures, except where brick is used;
 - c. Recessed entries and windows;
 - d. Trim around doors and windows, especially the use of window ledges; and
 - e. Flat roofs with parapet walls.



- The subsequent sections describe individual design criteria that implement the architectural style for the Downtown.
- 2. **Facades, Windows, and Doors.** Entries and facades define a building; they should create a statement and serve to unify its design. The entry and front façade function as the primary focal point of the structure, and they should create visual interest, enhancing the public realm and the pedestrian experience. Recessed entries are typical of commercial structures for the architectural styles established for the Downtown. The following identify desirable entryway, façade, and window features.

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17.34.100: ARCHITECTURAL AND DESIGN STANDARDS

Facades, Windows and Doors

The sequential numbering and lettering of this section needs to be revised.

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- a. Facades that front on public streets should have a variety of architectural features, including arcades, canopies, display windows, entries, or awnings, unless the structural integrity of the building is at stake.
- b. Design building entrances as prominent and easily identifiable and create a transition between the exterior and interior. Main building entries should be accented with strong architectural definition to pedestrians. Secondary entrances should have minor detailing that adds architectural distinction to that portion of the façade. Any building with more than 50 feet of street frontage should have at least one primary entry. Entryways should be accentuated from the overall building façade through the use of features such as crowning and sashes around doors, recessed entries, and awnings.
- c. Building entrances should be designed to protect patrons and employees from the elements. The use of awnings and covered walkways is highly encouraged.
- d. Elements of architecture including window and door placement shall be designed in such a way as to add variety and interest to the project.
- e. The physical design of buildings facades should vary at least every 50 linear feet (quarter block). This can be achieved through such techniques as listed below. In no case shall any façade consist of a blank wall.
 - i. Architectural division into multiple buildings,
 - ii. Break or articulation of the façade,
 - iii. Significant change in facade design,
 - iv. Placement of window and door openings, or
 - v. Position of awnings and canopies.
- a. Each building façade should include a repeated pattern of design and at least three of the following features:
 - i. Roof-top or mid-belt cornice moldings;
 - ii. Dentil;
 - iii. Parapet;
 - iv. Window or door crowning;
 - v. Decorative brackets; and/or
 - vi. Trim.
- b. Architectural features, including crownings, sashes, recesses, or other forms of ornamentation shall be included over doors or windows. These architectural features can be varied in form but shall be consistent with



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Facades, Windows and Doors

h. Simulated Divided Lites (SDL) should also be allowed. TDL is often cost prohibitive.

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- the architectural style of the structure. Generally, windows and doors should be recessed between six and 12 inches from the building face. In lieu of this, trim around windows and doors and window ledges should be provided.
- f. The design of the project shall be expressed on all exterior elevations of the building visible from a public right-of-way, alley, paseo, or parking area.
 - g. If maintaining a horizontal rhythm or alignment as a result of infill construction is not feasible, the use of canopies, awnings, or other horizontal devices should be included to maintain a (shared) horizontal rhythm.
 - h. Mullions, "true divided light" windows or sectional windows are recommended on residential buildings where a divided window design is desired; "snap-in" grilles or mullions shall not be used. Mullions are vertical bars that separate window panes, set in a series.
 - i. Windows shall not be blocked from inside a building due to retail display racks, plywood sheets, posters, or any other goods or storage.
 - j. The use of security grilles at windows and doors is highly discouraged. If security grilles are necessary, they shall be placed inside the building, behind the window display area, or otherwise hidden from public view.
3. **Roofs and Upper Story Details.**
- a. Roofs should be given design considerations and treatment equal to that of the rest of the building exteriors.
 - b. Roofline elements should be developed along all public-facing elevations.
 - c. Articulate side and rear parapet walls by using height variations, relief elements, and thoughtfully designed scuppers (openings for draining water), downspouts, and expansion joints. 
 - d. Cornice lines of new buildings (a horizontal rhythm element) should transition with buildings on adjacent properties to avoid clashes in building height.
 - e. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings. 
 - f. Avoid exaggerated roof slopes.

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- g. Access to roofs should be restricted to interior access only.
- h. General, flat roofs are the appropriate roof treatment in the Downtown; however other roof materials, such as shake and terra cotta may be considered as part of Design Review.
- 4. **Walls and Fences.**
 - a. The use of chain link, fabric, or concrete block fencing is generally prohibited, except that concrete block walls may be used to enclose trash containers.
 - b. Fencing shall not obscure the front elevation of the primary structure on the property. Therefore, front yard privacy fences, particularly on residential property, should not be allowed. Structural members of a fence should be turned in to face the property.
 - c. The finished side of the fence should be presented to the street. On corner lots, the guidelines apply to the front yard and street side yard of the property.
- 5. **Building Materials and Colors.**
 - a. Projects should be designed using a limited assortment of materials, textures, and colors. Too many materials or textures lead to fragmented design.
 - b. Design projects with durable, low-maintenance, and timeless building materials of the same or higher quality as surrounding developments.
 - c. Architectural details that are integrated into the building structure and design.
 - i. The use of stone is acceptable as an accent material, such as on columns.
 - ii. The use of tile on building walls is discouraged, unless it is used as an accent material. For instance, tile may be used as an accent material at the base of or as a thin trim around windows.
 - d. Structures shall utilize smooth-face stucco or plaster on facades, or other durable and high-quality material. The use of brick on facades is allowed, provided that it is consistent with the overall architectural style of the structure and includes detailing elements such as around windows and at the cornice.

 - e. Metal seam, clay tile, concrete tile, or a similar grade of roofing material shall be used on all visible pitched roofs.
 - f. Factory-built, prefabricated, pre-manufactured buildings, portable, and similar structures, while generally discouraged, may be

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- allowed by the Approving Authority and shall be designed in accordance with these standards.
- g. All building materials shall be properly installed.
 - h. Horizontal material changes should not occur at external corners, but may occur at interior corners, or at other logical terminations.
 - i. Reflective materials should not be used to clad a building; however, if reflective materials must be used to protect the integrity of the architectural design, then the material shall not be a nuisance to the occupants of the existing surrounding structures, or a safety hazard to any type of traffic.
 - j. All abandoned materials including pipes, conduits, wires, and signs shall be removed and sign anchors shall be patched to match adjacent surfaces. Operational pipes, conduits, etc, must be hidden.
 - k. Mixed-use commercial developments that contain residential units on the upper levels shall utilize materials with known vibration and sound-reduction qualities in order to minimize noise impacts.
 - l. Colors should be consistent with a historic, small, rural, desert town including, but not limited to, warm and natural desert colors and earth tones: shades of brown and sand beige, reds and oranges, ochres, and mauve. White storefronts may be acceptable as well,

6. Hardscape Materials.

- a. Hardscape materials used in pedestrian-oriented spaces such as plazas, paths and sidewalks shall be attractive, durable, slip-resistant, of high quality, and compatible in color and pattern with a project's design. Surfaces in pedestrian circulation areas shall be constructed from materials that provide a hard, stable surface and that permit maneuverability for people of all abilities.
- b. Pedestrian pathways crossing an on-site vehicle drive aisle, loading area, or parking area, shall be made identifiable by the use of an alternative hardscape material such as pavers, patterned, stamped, or colored concrete.
- c. The primary hardscape materials used for pedestrian spaces shall be high quality poured in place concrete and silver-toned concrete.



7. Franchise/Corporate.

- a. The scale, design, and materials of franchise/corporate architecture should be consistent with adjacent buildings.

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- b. The City recognizes the unique development constraints for corporate retailers to accommodate the sales volume and demand of its users. The City encourages creative design solutions for franchise retail development to minimize the "one size fits all" look of corporate architecture.
- 8. **Security.**
 - a. Create a secure development for both the site and its occupants by minimizing opportunities for crime and undesirable activities through natural surveillance, access control, and activities.
 - b. Locate buildings and windows to maximize visibility of entryways, pathways, and parking lots.
 - c. Adequate security and safety lighting for pedestrians from parking spaces to all building entries and exits shall be provided.
 - d. Street addresses for commercial, public, or multi-use residential buildings shall be easily visible on the front of the building both during the daytime, and at night.
- D. **Landscaping.** Landscaping in Downtown Holtville should be pedestrian-oriented and reflect and enhance the area's small town charm. These provisions emphasize the use of potted plants, trees, landscaping along urban streetscapes, and within urban parking lots. Landscaping shall be provided on-site consistent with the standards set forth below.
 - 1. **Landscaping Standards.**
 - a. **Street Trees and Other Landscaping.** Street trees shall be provided every 30 to 50 feet on center within the required landscape area and along public streets. Additional landscaping, such as accent plants, shall also be provided within dedicated landscape areas. Plant selection shall be from the suggested landscaping list in Table 17.34.100-1 (Suggested Planting List) and as approved through Design Review.

Table 17.34.100-1: Suggested Planting List

Plant Type	Species
Trees	
Street Trees	California Fan Palm Arabian Desert Date Palm Queen Palm Mexican Fan Palm
Shade Trees	Modesto Ash Drake Elm Chilean Mesquite
Trees for Walkways and Courtyards	Desert Willow Honey Mesquite Texas Ebony Blue Palo Verdo
Trees for Parking Areas	Argentine Mesquite Tipu Tree Ironwood
Accent Trees	Seaptree Vucca Jacaranda Crape Myrtle
Shrubs	
Small Shrubs (3')	Black Dalea

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	Ruellia Lantana Camara
Medium Shrubs (6')	Desert Cassia Mexican Bird of Paradise Red Bird of Paradise Texas Ranger
Large Shrubs (12')	Arizona Rosewood Texas Mountain Laurel Texas Olive
Ground Covers, Grasses, Wildflowers	
Ground Covers	Damianita Trailing Lantana Dwarf Rueilla
Ornamental Grasses	Deer Grass Mexican Thread Grass Bull Grass Red Fountain Grass
Cacti and Succulents	Desert Spoon Murphey's Agavo Cape Aloe
Desert Wildflowers	Desert Marigold Desert Lupine Desert Poppy

b. Standard Design Concepts.

- i. Use landscaping to complement the architecture, to minimize the impact of incompatible land uses, and to establish a transition between adjacent developments. Plant materials can absorb sound, filter air, curtail erosion, provide shade, and maintain privacy.
- ii. Provide landscaping to break up blank walls, shade pedestrians, accent entries, and soften the connection of paving for vehicles to buildings.
- iii. Landscaped areas should generally utilize a three-tiered hierarchy of plants: grasses and groundcovers, shrubs, and trees. All areas in Downtown that are not covered by structures, walkways, driveways, and parking spaces should be landscaped in this manner.
- iv. New development should look established as quickly as possible. Utilizing mature trees and plants in landscaping is encouraged to achieve this.
- v. Preservation and incorporation of existing mature trees and other forms of vegetation is encouraged for new development. When removal is necessary, all natural vegetation should be salvaged and replaced where possible.
- vi. The use of drought-tolerant "low desert" landscaping is strongly encouraged. Standard grass strips are strongly discouraged.



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- vii. Water conservation should be an important factor in plant selection. Plants that require low amounts of water are encouraged.
- viii. Landscaped areas should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed planters, or the use of curbs.
- ix. Parking facilities shall attain a minimum of 35 percent tree canopy coverage within 15 years of completion of construction to provide shade and minimize visual and environmental impacts. As an alternative to landscaping, shade structures may be used, provided there is landscaping at their base.
- x. When streets and other public areas are being redesigned and improved (or otherwise completed as part of a development project), include at-grade landscape areas.
- xi. In surface parking lots, trees should be installed at a ratio of one tree per three parking stalls for the perimeter of the parking lot, and one tree per six spaces for the interior of the parking lot.
- xii. Consider placement of trees and shrubs to avoid conflict with vehicular overhangs, traffic and visibility patterns, and onsite structures.
- xiii. Owners of vacant lots that contain structures shall maintain the existing landscaping on a regular basis so that the lot(s) should not give an overgrown appearance.
- xiv. Landscape should be oriented in accordance with the demands of the species for sunlight and its susceptibility to the prevailing wind.
- c. **Irrigation.** Irrigation of landscaping shall only be directed onto the landscaping. Spillover onto hardscape shall be minimized to the maximum extent feasible. Drip irrigation systems are highly encouraged.
- d. **Tree Grates/Guards.**
 - i. Tree grates should be utilized along all pedestrian pathways, including sidewalks to provide a continuous walking surface while providing adequate space for the tree to grow.
 - ii. Install structural soil systems to direct new root growth downward below hardscape areas. This helps to postpone root damage caused to the surrounding hardscape and structures. By providing deep watering and air to root systems as appropriate when trees are planted within five feet of any permanent structure/paving/curb, additional service life may be achieved. Structural soil systems are preferred over root barriers as they are often more effective.
 - iii. A minimum of six feet of structural soil shall be provided for trees. The area of enhanced root zone environment shall be enlarged beyond this



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- minimum according to the species size planted. The structural soil can be provided under tree grates and pavement.
- iv. Trees and landscaping installed in parking lots should be protected from vehicle damage by a minimum six-inch tall concrete curb surrounding the planter area. Planter barriers to protect landscaping should also be designed with intermittent curb cuts to allow parking lot runoff to drain into landscape areas.
 - e. **Pots and Planters.**
 - i. Due to the built-out nature of much of Downtown, the use of alternative, creative landscaping measures is highly encouraged. This can be achieved through boxed planters and pots.
 - ii. Boxed and container plants in decorative planters of ceramic, terra cotta, or other durable materials that compliment architectural styles and materials should be used to enhance public areas.
 - iii. Pots and planters should have natural color tones that compliment the adjacent structures and desert character of Downtown.
 - iv. Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.
 - f. **Water Quality and Urban Runoff in Redevelopment Areas.** Because of the proximity of the Downtown to the Alamo River and the potential impact of urban activities on the natural environment, water quality and urban runoff in Downtown areas is of particular concern. The use of bioswales and landscaped water quality basins represent the preferred approach to urban runoff and stormwater quality control in Downtown. Bioswales are landscaping elements that are used to collect and purify water before it saturates the ground, and are filled with vegetation or other materials conducive to draining. Such features add aesthetic character, utilize natural materials, and serve as a functional element that allows for stormwater management.
 - i. On lots that permit it, bioswales and similar natural landscaped runoff control facilities should be used to enhance appearance of stormwater management methods and allow for groundwater recharge.
 - ii. On large enough lots that are not paved or developed over, bioswales should be used to collect surface runoff before it crosses pavement areas and to reduce ponding and damage to walkways. Bioswales should be graded to direct water away from paved areas into detention basins.
 - iii. Bioswales should utilize a slope that is steep enough to prevent ponding and shallow enough to slow water velocity. Soils must not readily drain



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water: the goal is to get cleaner water to flow downstream. Recommended slopes of one to four percent should be used. Flow should be sufficiently low enough to provide adequate residence time within the channel. Flow depth should not be taller than the vegetation (a maximum depth of four inches is recommended). Final design of any bioswales shall be subject to approval of the City Engineer.

- E. **Lighting.** In Downtown Holtville lighting fixtures within developments should be attractively designed to complement the architecture of the project and surrounding development, and should improve the visual identification and safety of residences and businesses. Additionally, consideration should be given to the effects of light pollution on the environment, as well as energy conservation technologies.
 - 1. **General Design Standards.**
 - a. Lighting shall provide security and visual interest.
 - b. All exterior doors, aisles, passageways and recesses shall be equipped with a lighting device providing a minimum maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers should protect lighting devices.
 - c. Decorative accent lighting and fixtures above the minimum one foot-candle illumination levels of surrounding parking lots should be provided at vehicle driveways, entry throats, pedestrian paths, plaza areas, and other high activity areas.
 - d. Exterior lighting shall be sited and installed in a manner to minimize glare and light spillage beyond property lines. Outdoor light fixtures shall be the lowest wattage necessary to accomplish adequate lighting. Lighting shall be downlit, shielded, and directed away from areas not intended to be lit and from the night sky. All light fixtures shall be installed and shielded in such a manner that no visible light is emitted from the fixture at angles above the horizontal plane.
 - e. Lighting fixtures should be attractively designed to complement the architecture of the project.
 - f. Lighting should improve visual identification of residences and businesses and create an inviting atmosphere for passersby.
 - g. Wall mounted lights should be used to the greatest extent possible to minimize the total number of freestanding light standards.
 - h. Parking lot lighting fixtures should not exceed 35 feet in height. When within 50 feet of residentially zoned properties, fixtures should not exceed 20 feet.
 - i. Light standards within parking lots should be designed with concrete raised bases to protect them from damage by vehicles.
 - j. Provide street lighting that is scaled for the pedestrian while still meeting vehicular needs. On local streets and within project sites, fixtures should be



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17.34.110: SPECIAL USE REGULATIONS

B. Live/ Work. See commentary and recommendations on page F.8.

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primarily oriented towards pedestrian’s needs. On major streets, light fixtures serve to both illuminate pedestrian areas and roadways. Consider the location and intended audience when choosing a light fixture for a project.

- k. Lighting for a parking lots should be evenly distributed and provide pedestrians and drivers with adequate visibility and safety level at night.
- l. The light source used in outdoor lighting should provide a white light for better color representation and to create a more pedestrian friendly-environment.
- m. Low pressure sodium (yellow light) lamps are prohibited.
- n. Lighting should be consistent with the historic small town character of Holtville.

17.34.110 Special Use Regulations

- A. **Purpose and Intent.** The purpose of the following Special Use Regulations is to address concerns and provide standards for the following types of development and issues specific to Downtown Holtville. These standards should ensure consistency with the vision and goals defined in this zoning code, by providing guidance to planners, developers, and residents on these unique topics.
- B. **Live/Work.** Live/work units are built spaces that function predominantly as work spaces and secondarily as residences. Live/work units are permitted in buildings through a conditional use permit which demonstrates compliance with the following standards
 - 1. The unit must contain a cooking space and bathroom in conformance with applicable building standards.
 - 2. Adequate and clearly defined working space must constitute no less than fifty percent of the gross floor area of the live/work unit. Said working space shall be reserved for and regularly used by one or more persons residing there.
 - 3. At least one residence in each live/work unit shall maintain at all times a valid city business license for a business on the premises.
 - 4. Persons who do not reside in the live/work unit may be employed in a live/work unit when the required parking is provided.
 - 5. Customer and client visits are allowed when the required parking is provided.
 - 6. No portion of a live/work unit may be separately rented or sold as a commercial space for a person or persons not living on the premises, or as a residential space for a person or persons not working on the premises.
- F. **Public Art.** For the purpose of this section, “public art” in Downtown Holtville is defined as permanent or temporary works of art in the public realm, whether part of a building or free-standing
 - 2. Public art shall be incorporated into public plazas, parks, and municipal buildings. Additionally, the incorporation of public art into private development projects is strongly encouraged.
 - 1. Possible types of public art include but are not limited to the following options:

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- a. Building features and enhancements such as bike racks, gates, benches, water features, or shade screens, which are unique and/or produced in limited editions by a professional artist.
 - b. Landscape art enhancements such as walkways, bridges, or art features within a garden.
 - c. Murals or mosaics covering walls, floors, and walkways. Murals may be painted or constructed with a variety of materials, including the use of imbedded and nontraditional materials.
 - d. Sculptures, which can be freestanding, wall-supported or suspended, kinetic, electronic, and made of durable materials suitable for the site.
 - e. Fiberwork, neon, or glass artworks, photographs, prints, and any combination of media including sound, film, and video systems, or other interdisciplinary artwork applicable to the site.
 - f. Community arts projects resulting in tangible artwork, such as community murals, sculptures, or kiosks.
- G. **Storefront Vacancy.** For the purpose of this section, a "storefront vacancy" in Downtown Holtville is defined as a vacant commercial ground floor (street level) space in any otherwise occupied or unoccupied building.
- 3. Vacant storefronts shall be properly locked and secured to prevent unauthorized trespassing during the period of vacancy.
 - 1. The exterior façade of vacant storefronts shall be maintained by the property owner at the same level of quality as surrounding occupied storefronts and buildings.
 - 2. Property owners of vacant storefronts shall use creative temporary alternative uses of storefront window areas such as using them as a display area for community info, public art by local artists, and merchandise from other stores.
 - 3. Property owners of vacant storefronts should consult with the City and Chamber of Commerce regarding possible available tenants.
 - 4. Vacant storefronts shall not be boarded up, or otherwise appear derelict or abandoned.
 - 5. An adequate level of exterior security lighting shall be regularly maintained regardless of storefront occupancy status.

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“Make no little plans. They have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.”

- Daniel Burnham, Chicago architect and urban planner. (1864-1912)



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