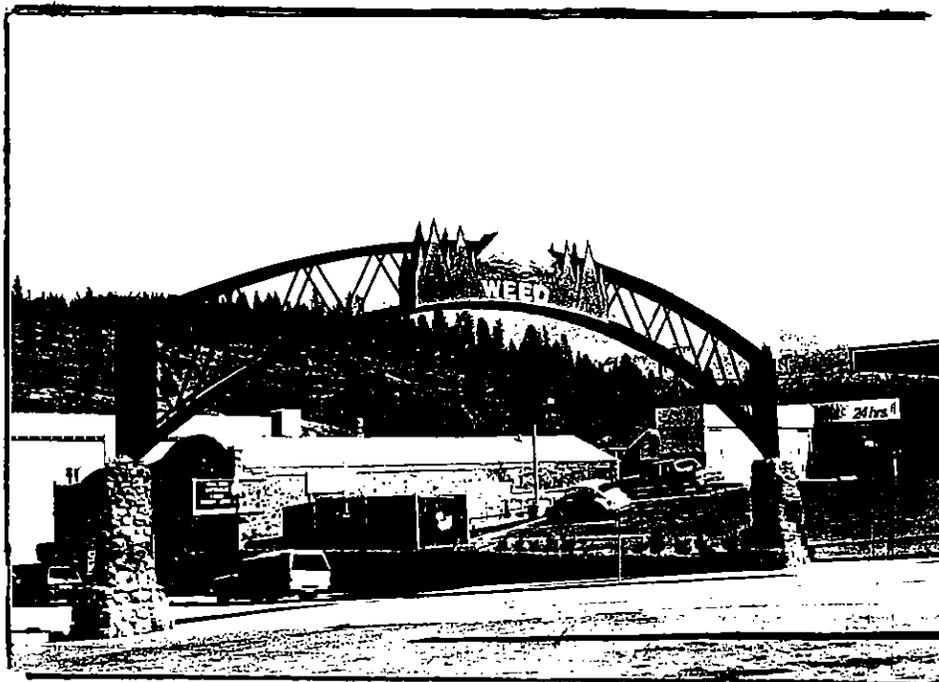


ARCHITECTURAL  
DESIGN GUIDELINES

CITY OF WEED



# DOWNTOWN REVITALIZATION

## ECONOMIC DEVELOPMENT

### MISSION STATEMENT

The Weed Revitalization Project will create and develop a comprehensive revitalization process for Weed and the surrounding area to exhibit civic pride and promote business and visitor trade for the benefit of our community. We endeavor to accomplish this while preserving the history, charm and spirited atmosphere of our historic lumber town.

# ARCHITECTURAL DESIGN GUIDELINES

Adopted by Weed City Council

April, 1992

## Committee

Scott Durbin	Chairman
Mel Borcalli	Chamber of Commerce
Jess Gonzales	Planning Commissioner
Rob Menzies	Botanical Consultant
Vince Merritt	Councilmember
Robert Mallory	Planning Commissioner
Virgil Tuman	Planning Commissioner
Arthur Scibelli	City Administrator
Ron Servia	Public Works Coordinator

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# DESIGN GUIDELINES

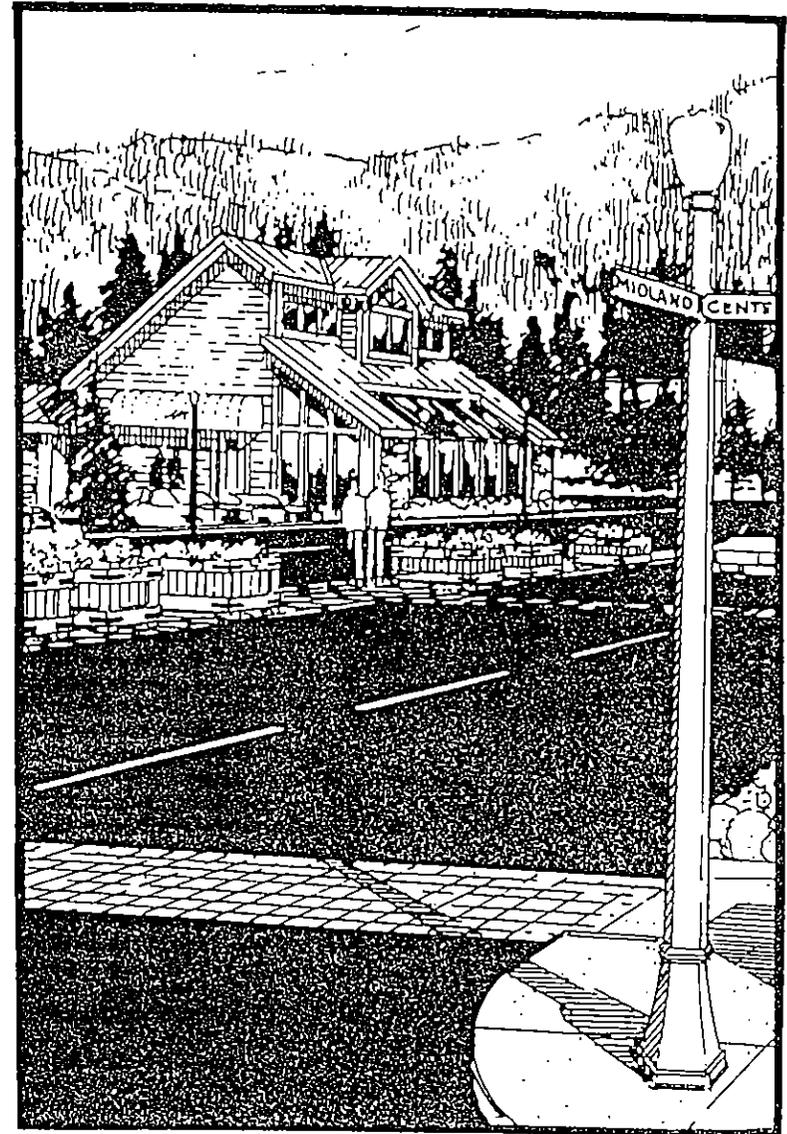
To develop Weed's calling card, local government and the business and civic community will need to work together to market and take advantage of opportunity to enhance its physical and economic condition.

The following design guidelines focus on variety and the use of good contemporary design to preserve the community's sense of vitality.

The intent of design guidelines is not to encourage design decisions that freeze the downtown area at one particular historic period but rather to build upon the existing resources, allowing the best characteristics of existing buildings to be brought out and recognize that the community will change.

These guidelines are not site specific. The guidelines will not tell you which color is most effective for your business's image, whether to install an awning or overhang, or what shape your new building should assume. Those are decisions that only the business or property owner can make. Within this booklet are some ideas that you may want to consider as it would relate to your business location or property.

The biggest impact that this booklet can make is to create an awareness that by having all sectors working together, we can maximize the benefits of individual investments and improvements. This type of unified effort will then create an image that is more powerful than that which an individual property owner, business owner, government entity or civic group could make alone.

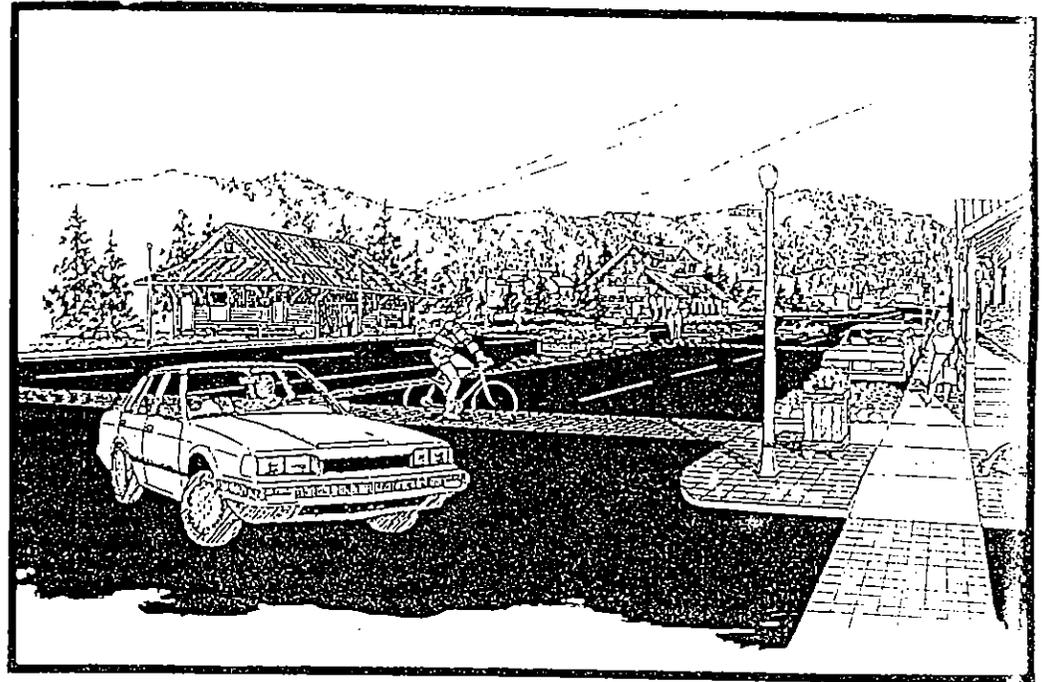


## MOUNTAIN WESTERN THEME

Taking into account Weed's history as a lumber town and its rural western location at the base of Mt. Shasta, a general mountain theme is encouraged via these downtown guidelines.

The following words represent what is meant by a mountain western theme: A visually pleasant concentrated commercial environment that is natural informal, relaxed, subtle, well-maintained and accents the beautiful setting of Weed. Its style brings the heritage of the area's ranching, railroad, and lumbering influences to the foreground and projects a feeling of being modern yet has the rural "country" influences. It creates a unique environment by using local talent and resources. It attracts tourists and encourages residents to shop at home by providing an enjoyable and convenient atmosphere that is conducive to pedestrian traffic.

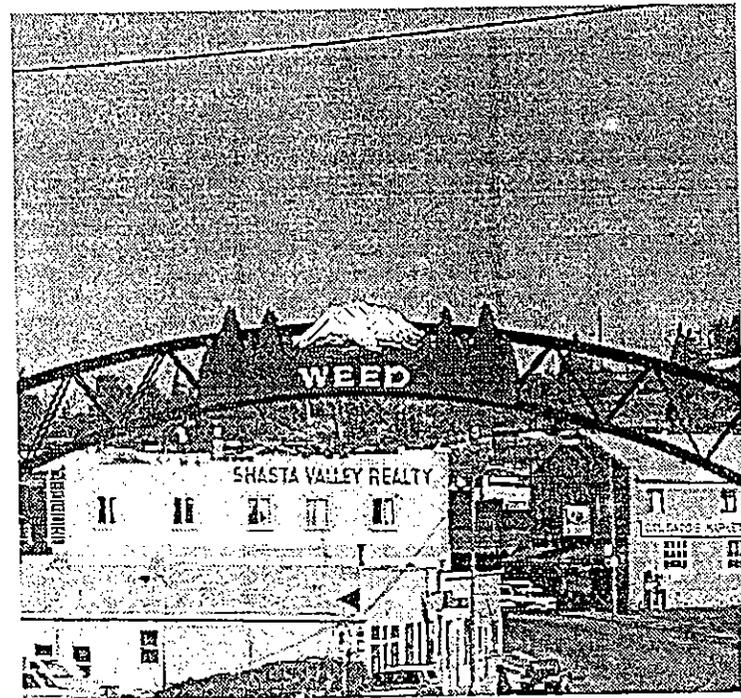
This definition does not mean just one architectural style, site layout or signage method. It does mean good design that can be achieved in a renovation or new development project. It is the overall image that will create Weed's calling card and its future reputation as a fun and interesting environment in which to visit and shop.



## THE PLAN

Due to economic conditions of the time the community needs to maximize its investment in physical improvements both from the private and public sectors. This plan was developed to:

- 1.) provide a guide for capital improvements projects in the central business district to maximize the returns;
- 2.) serve as an evaluation tool for development projects
- 3.) inform residents, business owners, property owners and future investors of our community's efforts to improve the central business district.

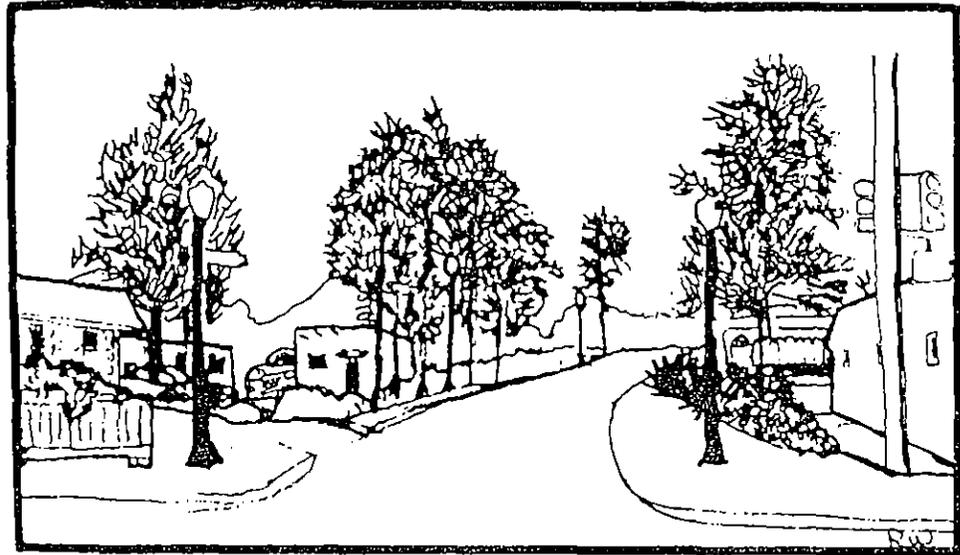


GUIDELINE: Mechanical equipment, storage areas, utilities, and trash collection should be screened from view.

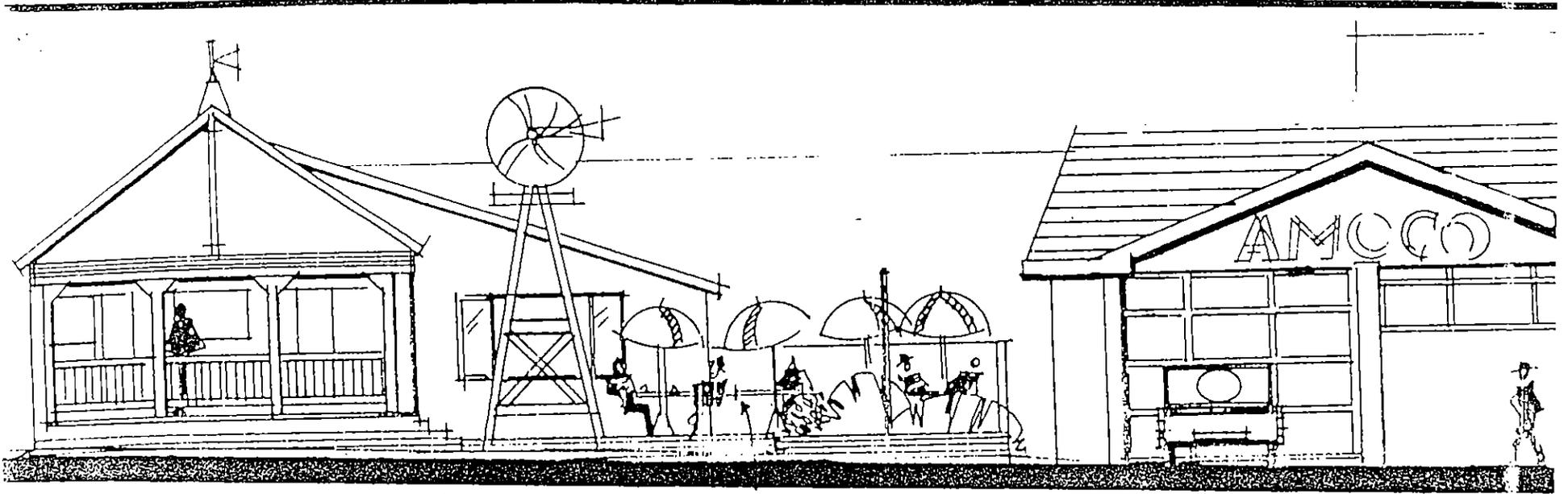
By taking additional steps to screen unpleasant views, the overall appearance of the community will be enhanced.

GUIDELINE: All areas not used for the structure(s) should be paved or landscaped.

If unattended, these areas tend to be collection areas for trash and weeds that require additional maintenance. In addition, such areas create an unfinished appearance which reflects a lack of community pride.

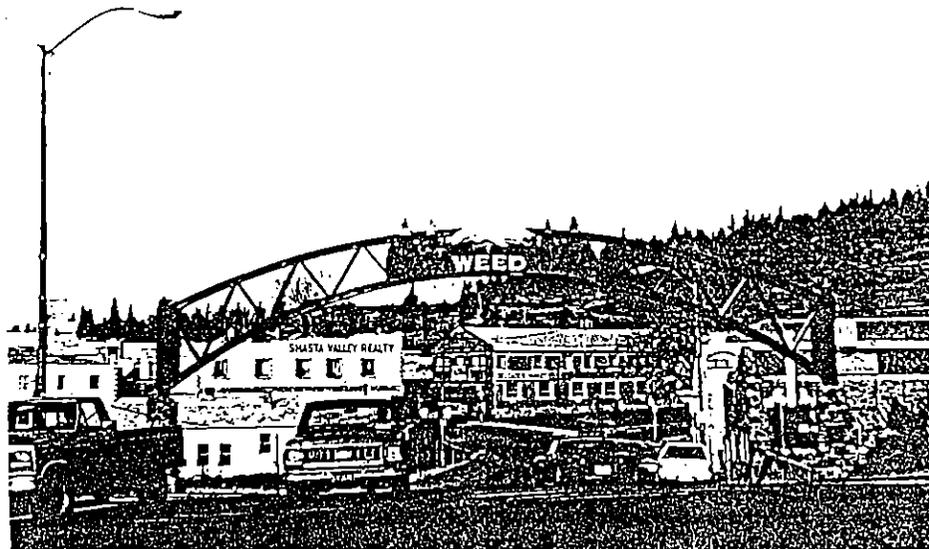


GUIDELINE: On steep slopes that have been created to establish a building pad or have exposed cuts, the construction of retaining walls, terracing and or landscaping is encouraged. This type of treatment on steep slopes can assist the control of drainage and present a "complete" appearance.



GUIDELINE: Incorporate people places into the site design.

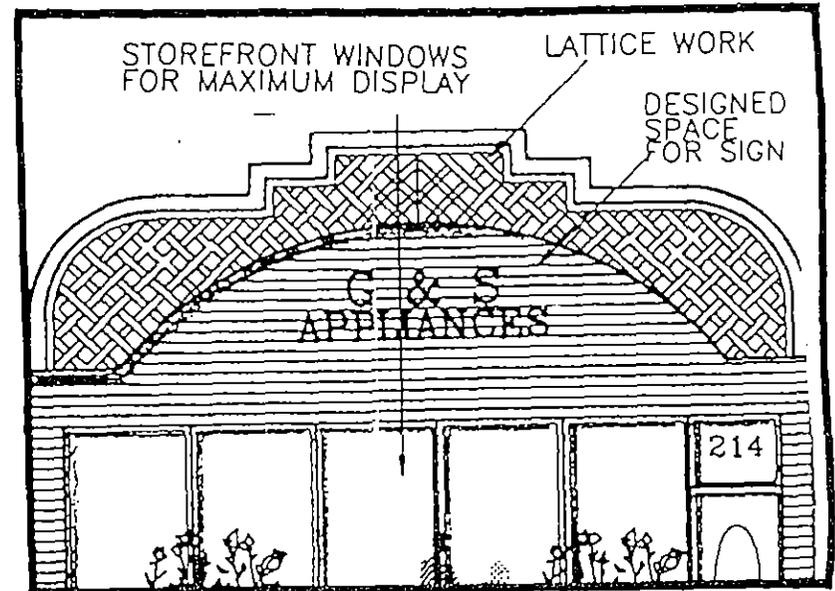
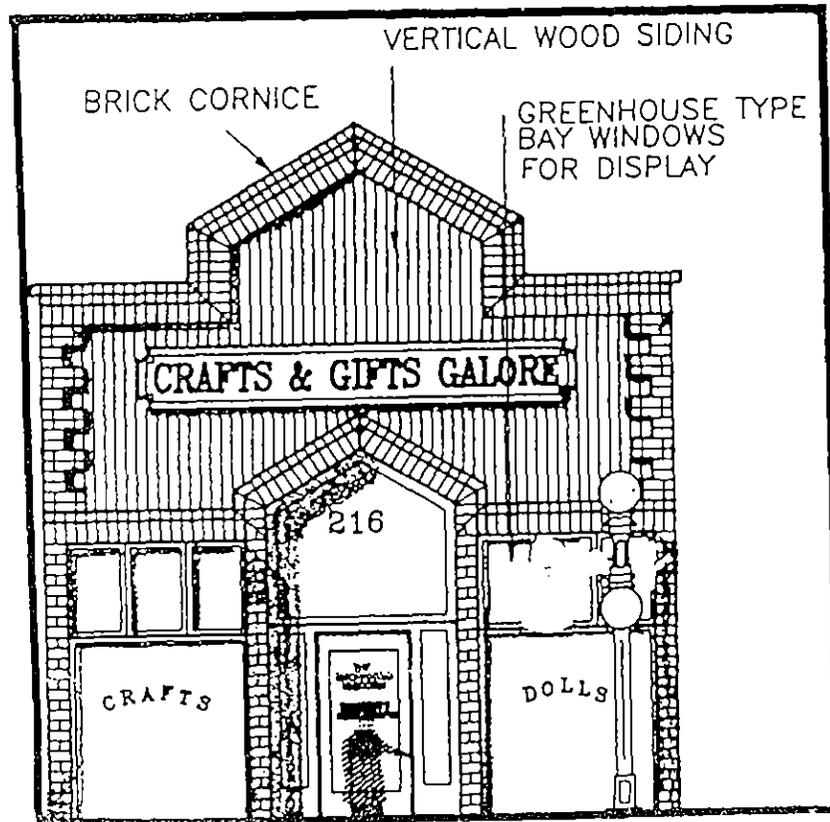
By creating people places, we can encourage visitors to stay in the community longer. People places should be well lighted and maintained; take advantage of the view, and provide street furnishings. To help create Weed's "unique" image, it is suggested that business owners utilize street furnishings that are produced by local craftsmen.



## BUILDING MATERIALS

GUIDELINE: The use of wood, log, rock, moss rock, red brick, and stucco is encouraged.

New buildings should be constructed of materials that will augment rather than detract from the mountain western theme. The natural environment and local resources play an important role in creating Weed's unique character. Therefore, the use of native building materials is preferred. Exposed concrete block is not generally acceptable because it does not enhance the natural environment or build upon the history or unique character of the area.



GUIDELINE: Avoid brightly colored or fluorescent roofing materials that detract from the natural environment.

The concept of the Mountain Western Theme is to accent the unique environment. Dark roofing colors such as green, black and brown blend best with the evergreen forest background. Roof colors that detract are discouraged such as bright reds, oranges or yellows.

## WINDOWS, DOORS, AWNINGS AND OVERHANGS

GUIDELINE: Windows of clear plate, stained, and/or bevelled glass is encouraged.

Avoid the use of black and mirror reflective glass. These materials are not natural in respect to providing a country influence. They detract from the natural environment.

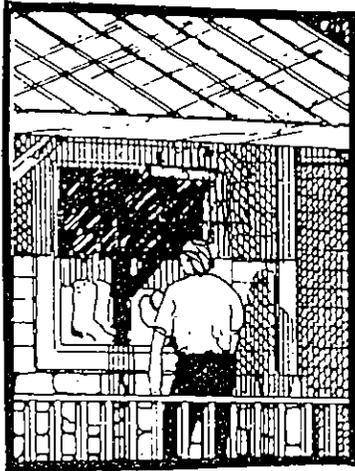
GUIDELINE: Establish a pedestrian oriented storefront format.

To strengthen downtown Weed as a retail area, a pedestrian orientation is necessary. This can be accomplished by designing the building to draw attention to the entry ways. Creating interesting interiors that are displayed through the windows and doors can attract people to the business.

## BUILDING DIMENSIONS

GUIDELINE: Limit the height of buildings to two stories in keeping with the general character of the old western towns.

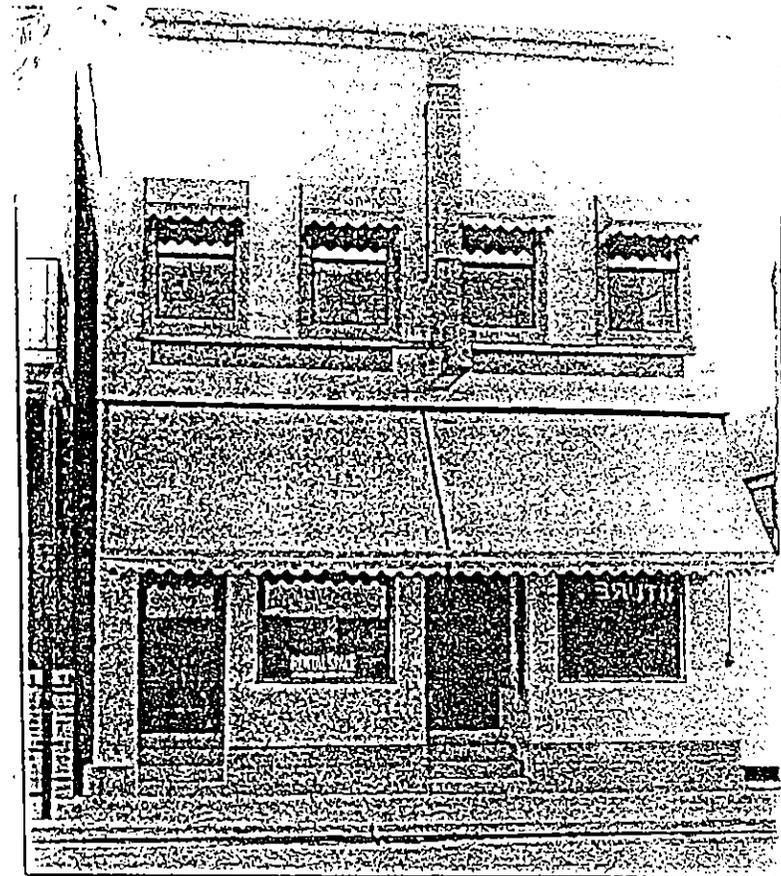
Buildings should not overpower the average height of structures on the same street frontage.



NOTE: The Dillmann building on Main Street provides a good example of window displays in currently vacant retail buildings.

GUIDELINE: Fill window display areas in vacant buildings.

Vacant windows denote a poor business climate. Filled window displays strenghten the image of the area as an active community. Window displays that are well done can be an effective means of advertising a business, civic group/ event/project or increasing local and visitor awareness regarding an issue, special local resource or talent. Displays should be well maintained and windows cleaned frequently.



8.

"Weed - A flower yet to be discovered."

## COLOR

GUIDELINE: Develop a color scheme for the entire building front that coordinates all the facade elements.

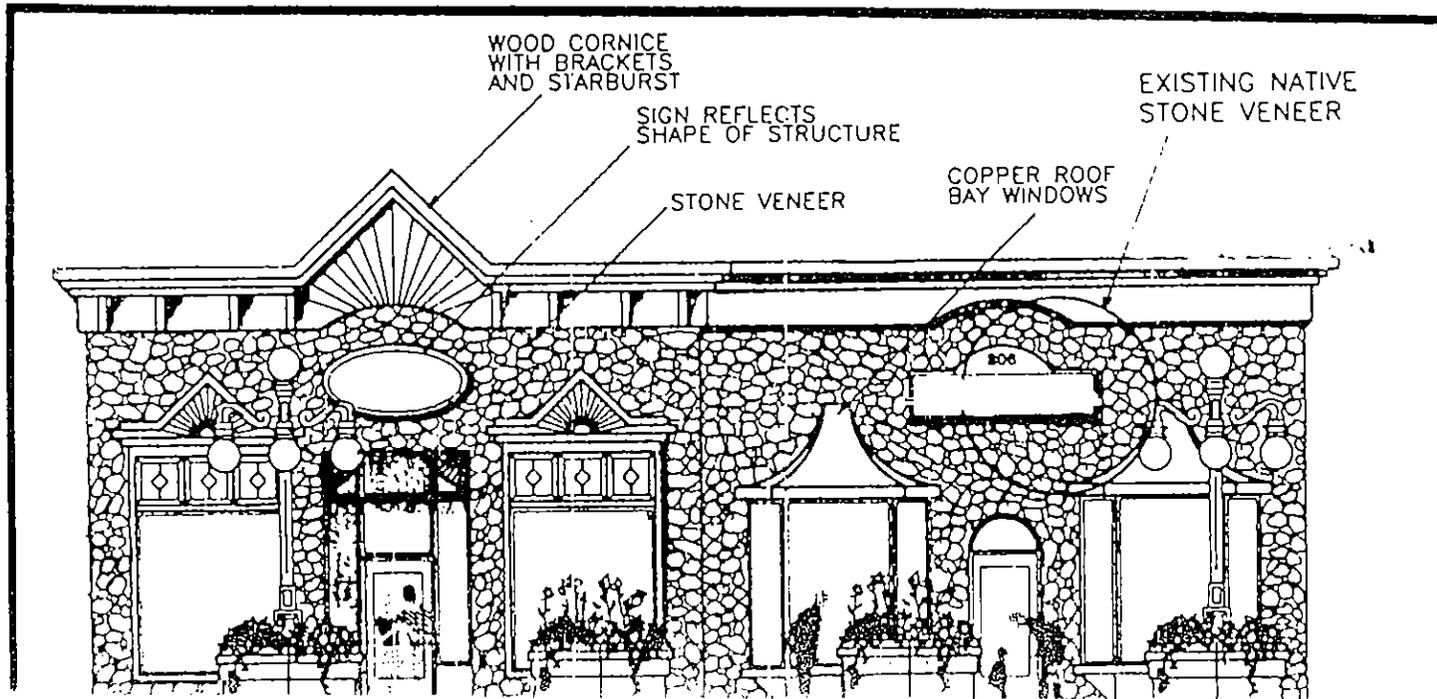
The color scheme selected can tie signs, ornamentation, awnings, original facade materials and entrances together presenting a unified image of the business.

GUIDELINE: A maximum of three colors on an individual building facade is best except where more colors are used in small amounts for trim.

Business recognition is partly associated with color. By carrying a color scheme from your building to your business cards you maximize your marketing efforts.

GUIDELINE: Try to work with neighboring business and property owners on your block to establish a color theme.

There is not a single architectural type that dominates in the town and while variety is an asset it can also be a liability in regard to producing a sense of continuity. Therefore one way to help establish a sense of continuity is to coordinate color schemes.



GUIDELINE: Utilize natural and muted colors for your building facade.

The mountain western image relates to colors that nature provides in the area. Muted colors project a more subtle and relaxed atmosphere. The use of fluorescent or primary colors in large quantities do not accent the environment, but compete with it. Although these colors are very visible, they tend to convey a cheapened, garage sale like image.

GUIDELINE: Choose sign colors and materials that are compatible with the facade and the streetscape as a whole.

By taking time to plan and evaluate the relationship between your building, signage, lighting and the overall image that you wish to project for your business you will be able to create a strong statement that can become a "calling card" for your individual business.

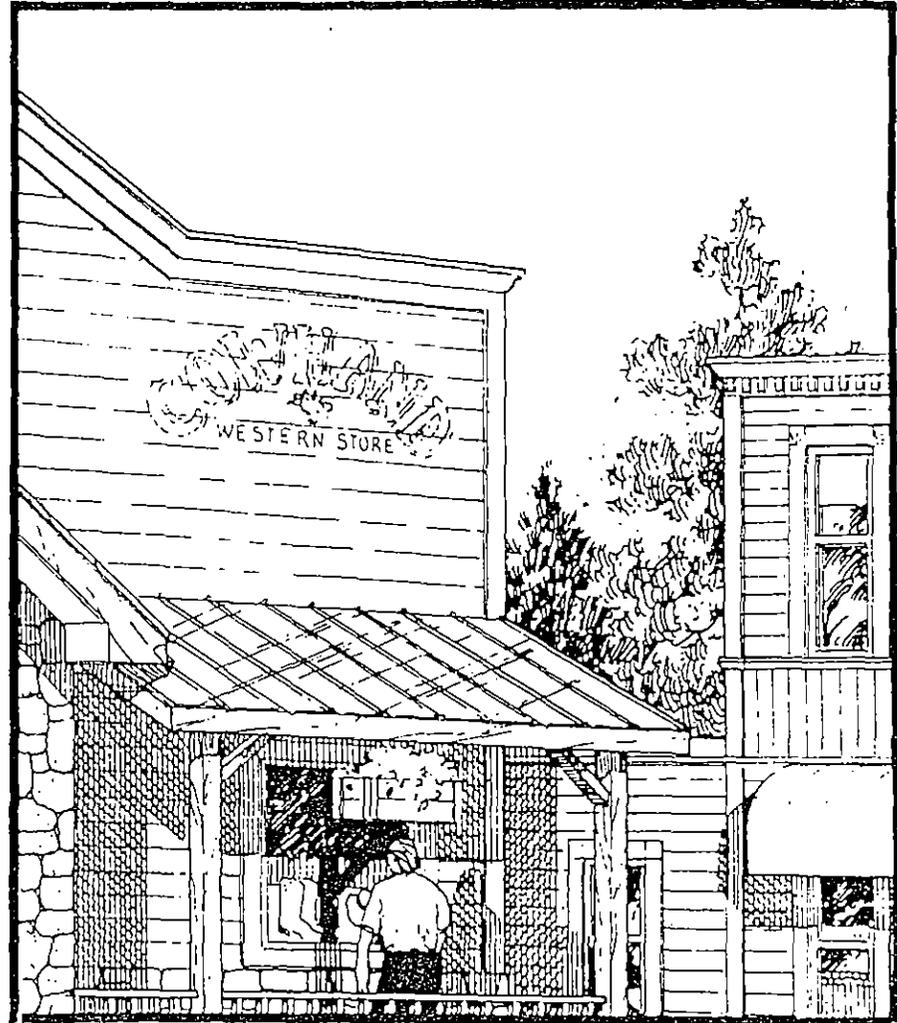
## BUSINESS SIGNAGE

The overall goal of signage is to promote a city wide imagery that encourages a harmony among individual business signage rather than a one upmanship approach, or a "sign war" that nobody wins.

What is primary in effective city wide signage is a cooperation and collaboration among individuals. If each new business tries to "visually shout" above the rest soon we're left with a chaotic blur of information that is to the detriment of all. If, instead, we all "talk" via our signs in a firm, calm manner, then everyone may be heard and we all benefit as a cohesive and coherent community.

GUIDELINE: Locate the primary business sign parallel to the building, taking into consideration the architectural aspects of the structure.

The idea is to eliminate projecting clutter and to prevent signs from visually blocking one another along the downtown stretch. On those buildings with overhangs, signs should usually be located above the overhang.



GUIDELINE: Do not, with signage, obstruct any key architectural elements of a structure.

On most buildings a place has been specifically designed for signage. By taking advantage of these places, a greater chance exists in projecting a storefrontage that is well designed and takes full advantage of every detail to attract more customers.

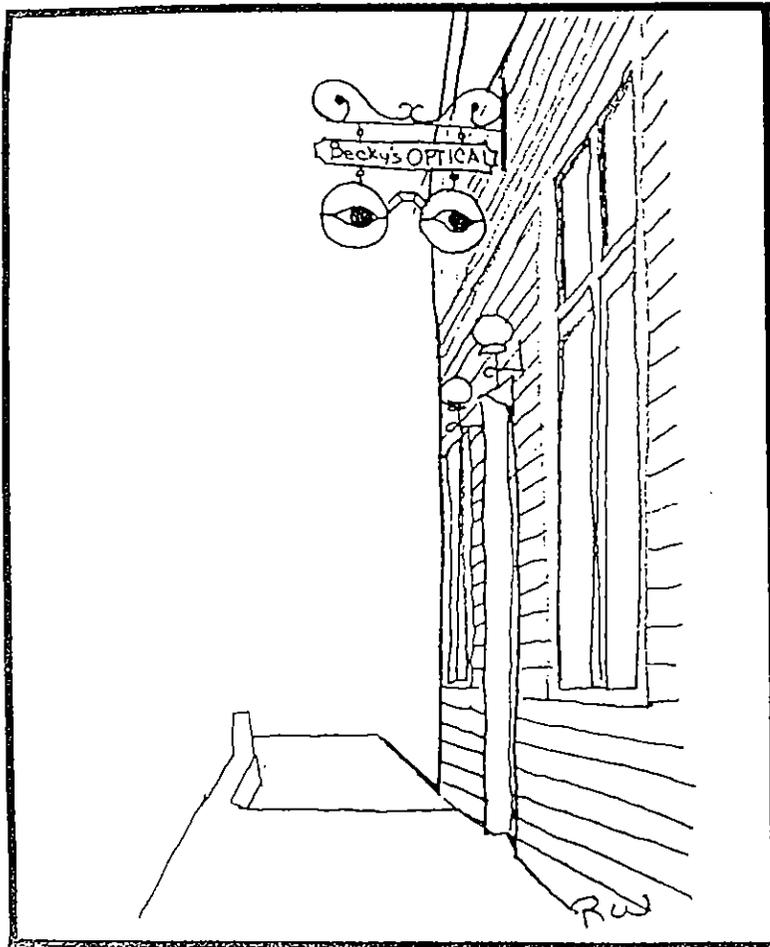


GUIDELINE: Maintain all signage in good repair.

Faded, peeling, or incorrect signage is in nobody's best interest.

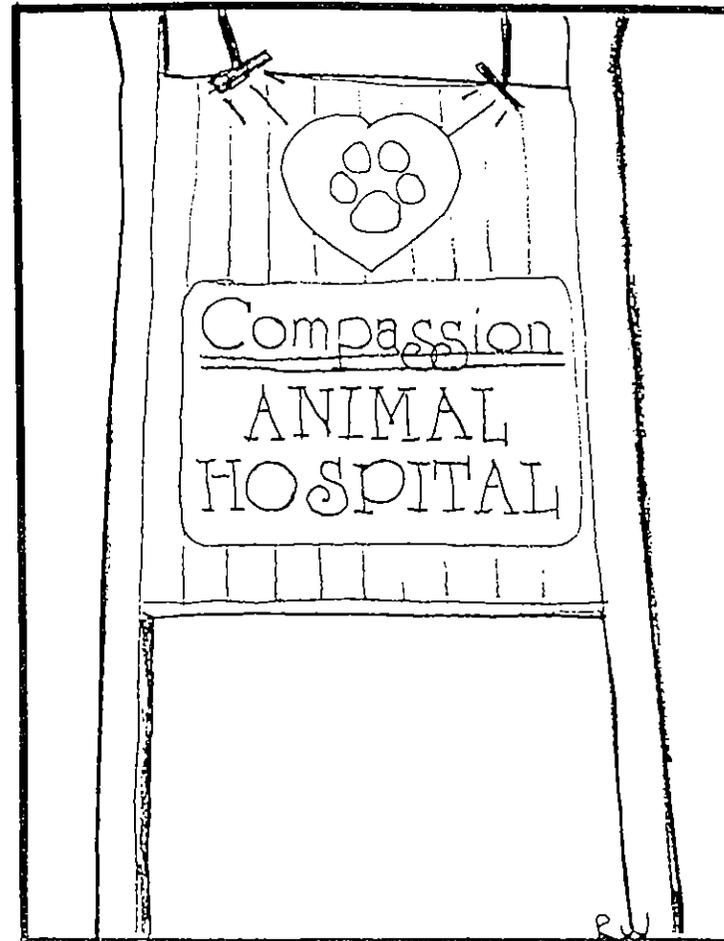
GUIDELINE: Utilize window graphics (applied directly to the glass), or small perpendicular signs for pedestrian viewing.

The idea is to increase the pedestrian orientation in our downtown area. Where large free standing signs serve the motorist, window signage can serve the pedestrian.



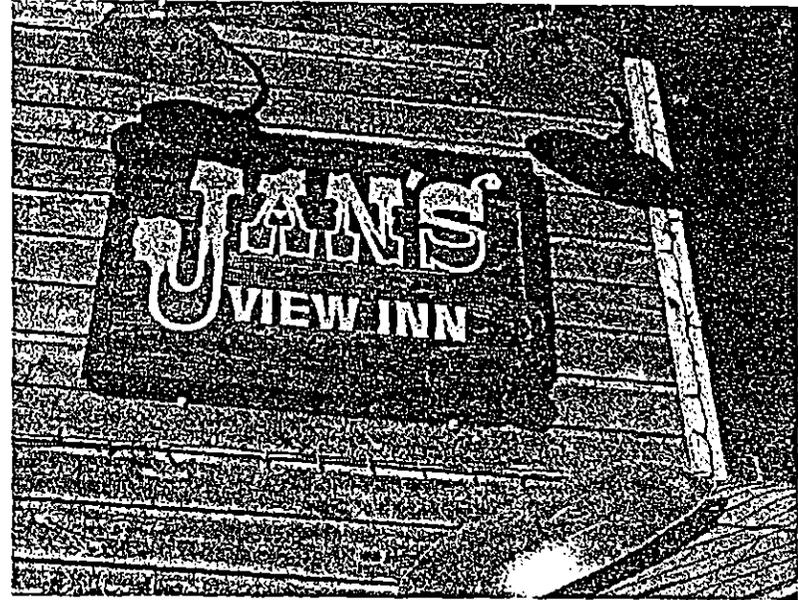
GUIDELINE: Utilize external lighting techniques and discourage the use of internally lit sign "cans".

Internally lit signs are a product of crowded, fast-paced urban environments, and in no way do they align with an old west flavor and feeling. The overall concept is to install street lighting that will enhance the night image of the City through the lighting of buildings, the street, and sidewalks. External lighting techniques will be complemented by street lighting.



GUIDELINE: Limit the use of flag banners.

Flag banners can be appropriate for large commercial parcels, however in smaller areas they detract from the business because of the congestion it creates visually for motorist. Often the banners will take the motorists attention away from the signage.



GUIDELINE: Utilize wood, wrought iron, and other organic materials in the sign construction rather than plastics.

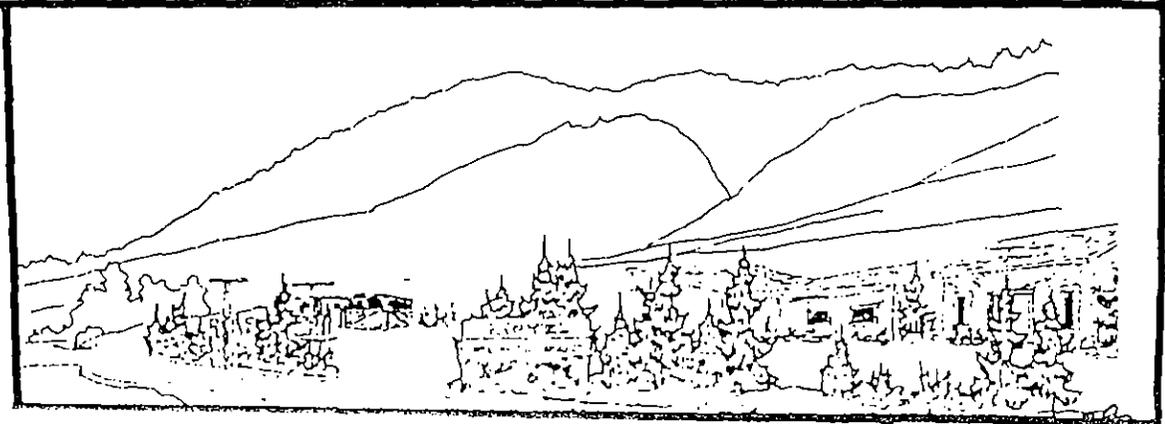
These materials are more indicative of the mountain western heritage and natural environment.

GUIDELINE: Maintain a "visual corridor" for signage along the street.

Signs that are substantially higher or lower than the norm tend to visually disrupt the presentation of information. By placing signage in the visual corridor it trains the motorist and pedestrian to look for information in the same locale. A good rule of thumb is not to locate the sign above the height of the adjacent building. This type of placement can also reduce the number of accidents caused by motorists looking beyond the visual corridor and not paying attention to driving.

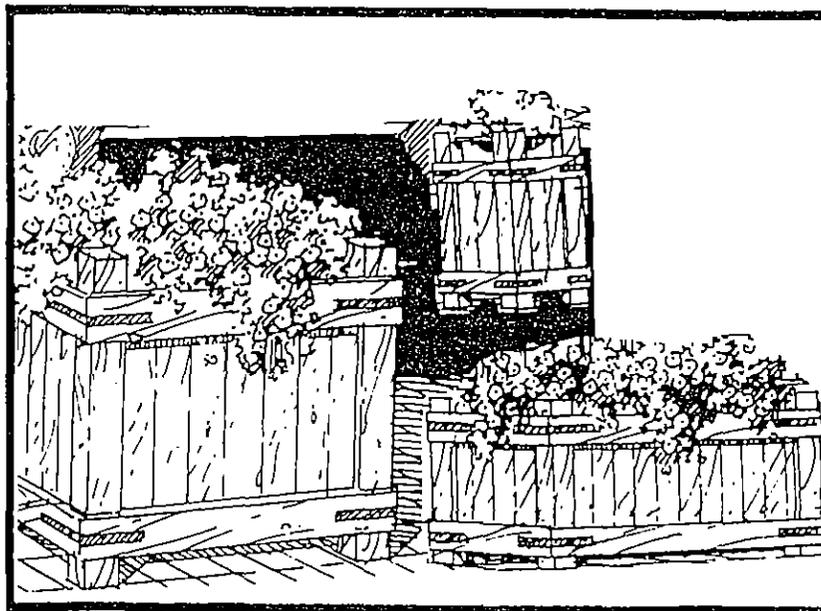
GUIDELINE: Design your signage to be effective, not just the largest on the street or pushing the limit that the sign code will allow.

Less is often more. Be creative with your signage.



GUIDELINE: Utilize hanging planter boxes on structures with overhangs.

This can be a method of creating the rural country appearance that is part of the mountain western theme. By several properties participating the combined effect will be one of softening the hard appearance of concrete and street paving.



GUIDELINE: Utilize the ground planter boxes.

The use of large planter boxes in paved or sidewalk areas to help create points of interest, buffer permanent planted areas or screen cars from the street will present a more natural appearance.

GUIDELINE: Maintain all landscaped areas and boxes.

The maintenance of landscaped areas is a direct reflection on the community's sense of pride. The periodic weeding and watering of these areas can help these landscaped areas grow and enhance our downtown.

SUGGESTED TREES/SHRUBS FOR PLANTING

BOTANICAL NAME

COMMON NAME

Trees Deciduous

Acer circinatum	Vine maple
Acer ginnala	Amur maple
Acer rubrum	Red maple
Acer palmatum	Japanese maple
Acer saccharum	Sugar maple
Cornus florida (many varieties)	Flowering dogwood
Cornus nuttali	Western dogwood
Cotinus coggygria	Smoke tree
Koelreuteria paniculata*	Golden raintree
Liquidamber styraciflua*	Liquidamber
Malus sp (consult nurseryman for species)	Flowering fruit
Prunus sp (consult nurseryman for species)	Crabapple trees
Quercus coccinea*	Scarlet oak
Rhus typhina	Staghorn sumac
Sorbus acuparia	European Mt. ash

Trees Evergreen

Pines sp*	Pine varieties
Abies sp*	Fir varieties
Lebocedrus sp*	Cedar varieties

Shrubs

Archtostaphylos sp	Manzanita
Berberis sp	Barberry
Chaenomeles sp	Flowering quince
Cornus stolonifera	Redtwig dogwood
Juniperus sp	Juniper
Mahonia aquifolium	Oregon grape
Mahonia repens	Creeping mahonia
Philadelphus lewisii	Mock orange
Ribes sp	Currant
Sambucus sp	Elderberry
Syringia vulgaris	Lilac
Spiarea sp	Spiarea

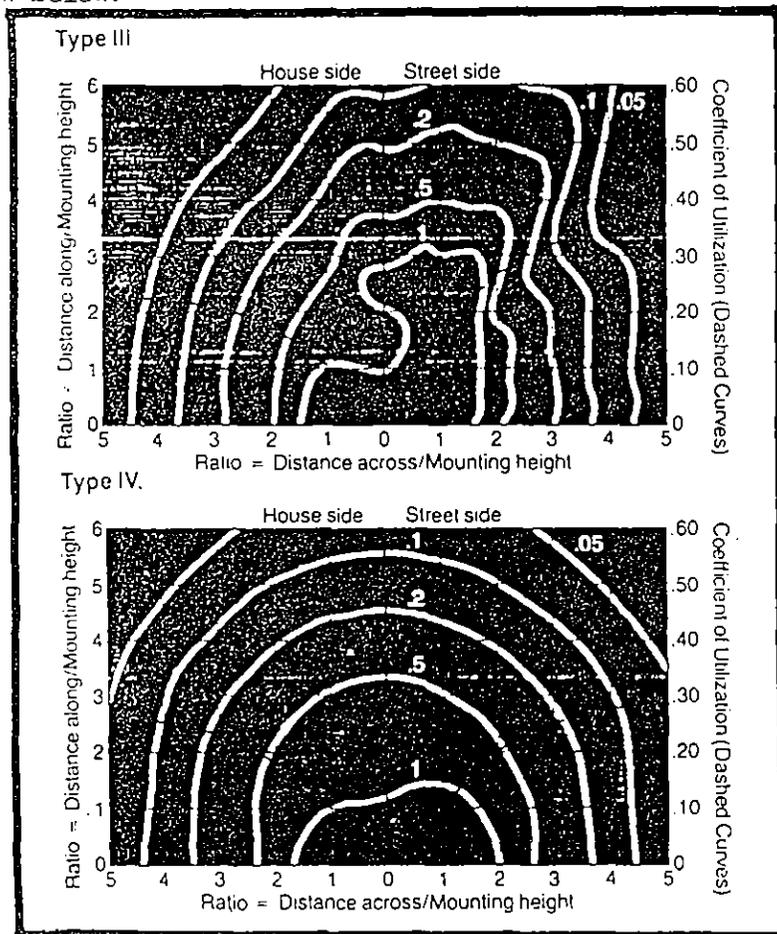
Prepared by: Robert H. Menzies  
Botanical Consultant

March 1992

# LIGHTING

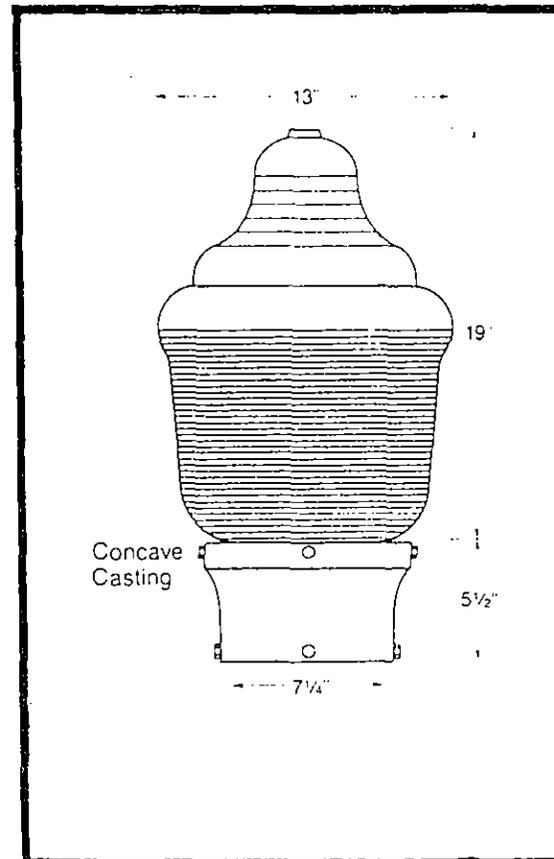
The selected fixture is the granville luminaire by Holophane which consists of two main components; (1) the optical assembly and (2) the mechanical/electrical assembly.

The optical system is a precisely molded borosilicate glass reflector and refractor. The upper portion of this system incorporates a series of reflecting prisms in order to redirect at least 50% of the upward light. The lower portion of the optical system incorporates precisely molded refracting prisms to achieve an IES type III and IV distribution show below.

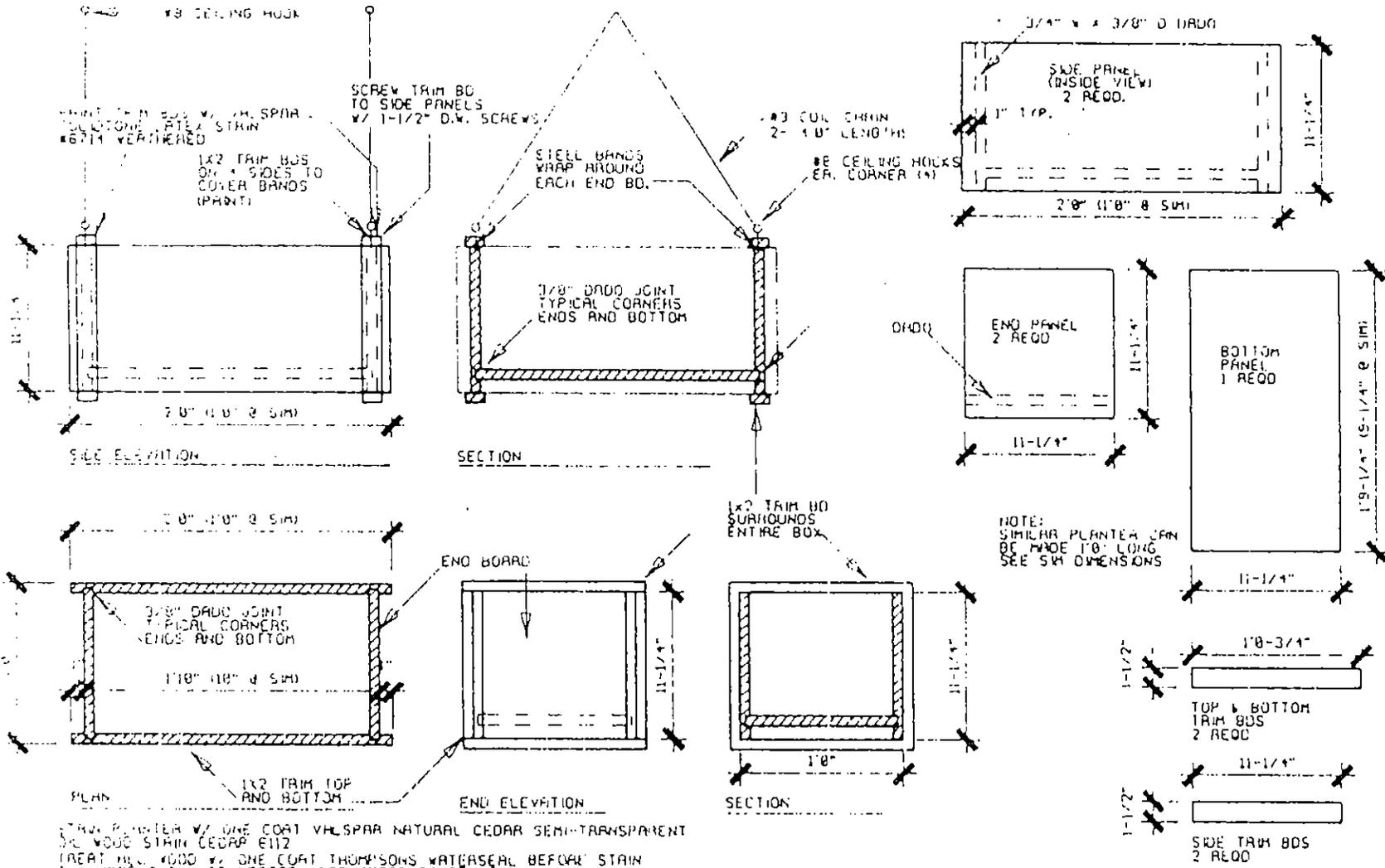


The candlepower is at least 5500 at a lateral angle of 60 degrees and vertical angle of 60 degrees using a 5800 lumen lamp. A high pressure 70 watt sodium light is proposed.

The mechanical/electrical assembly consists of an electrical component and housing. The housing is cast of copper-free aluminum and finished with an eight-stage pretreatment/polyester powder paint system, black in color. All the exposed hardware is stainless steel. The housing will be attached to a 12 foot round tapered black pointed aluminum pole using at least four stainless steel screws. The pole will have an anchor base design (ABRT 12J/1).



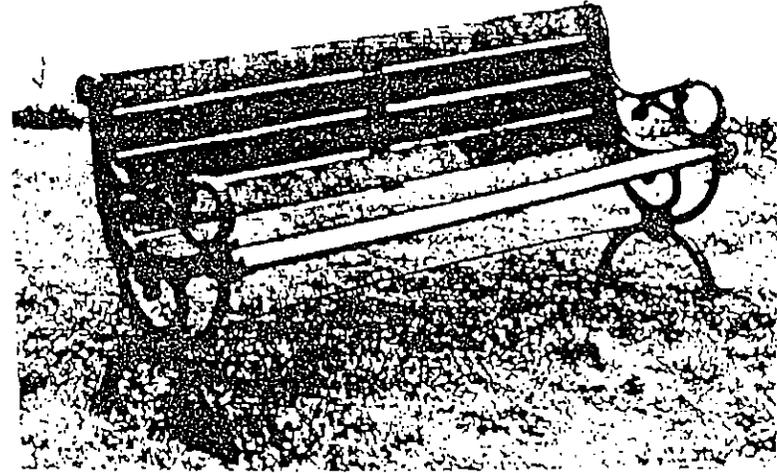
NOTE: TO BE CONSTRUCTED LOCALLY



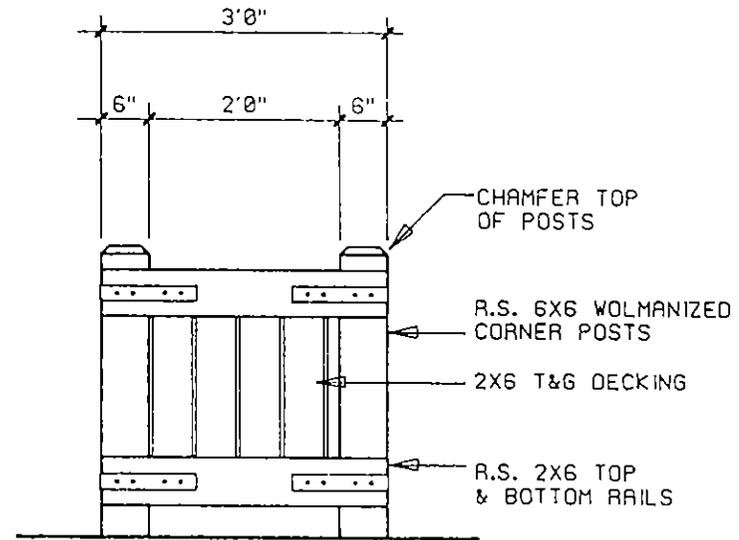
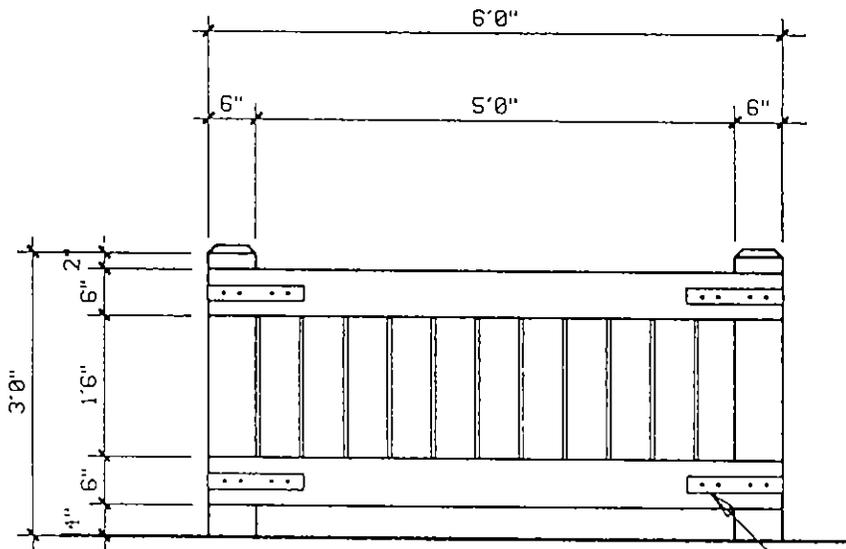
STAIN PLANTER w/ ONE COAT VALSPAR NATURAL CEDAR SEMI-TRANSPARENT OR WOOD STAIN CEDAR #112  
 (REAT ALL WOOD w/ ONE COAT THOMPSONS WATERSEAL BEFORE STAIN  
 ALL WOOD SHALL BE WESTERN RED CEDAR CONSTRUCTION GRADE (ROUGH SIDE OUT)

○ HANGING PLANTER  
 SCALE 1" = 1'0"

NOTE: TO BE CONSTRUCTED LOCALLY



STAIN TO MATCH BASE  
AND TRIM COLORS  
PROVIDED BY O.D.A.

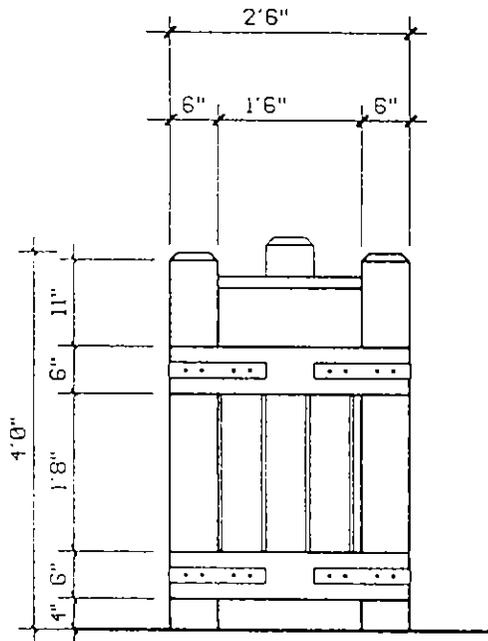


SCALE 1/2" = 1'0"

1/8" X 2" X 1'0"  
W/ 4 1/4" X 3" LAG  
BOLTS EA. SIDE  
OF CORNER

PLANTER BOX:

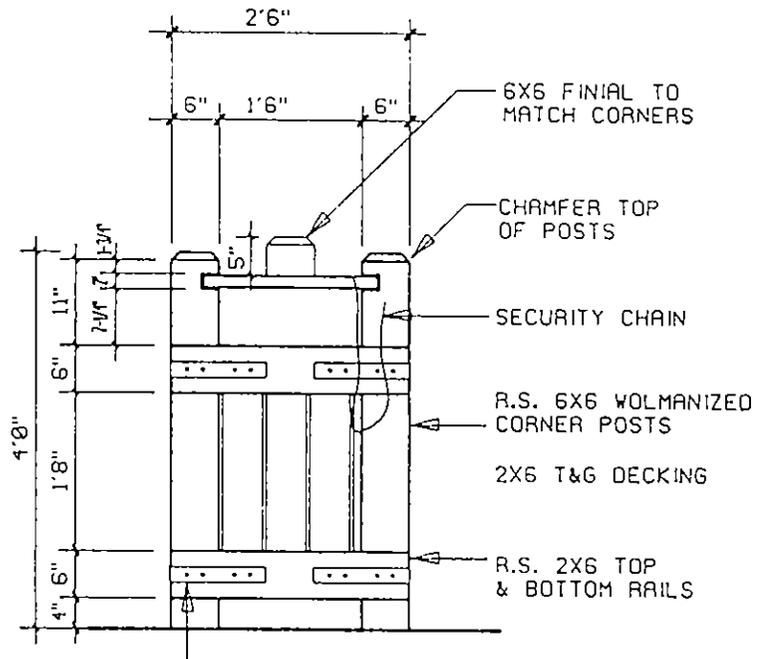
NOTE: TO BE CONSTRUCTED LOCALLY



STAIN TO MATCH BASE  
AND TRIM COLORS  
PROVIDED BY O.D.A.

SEE DETAILS  
ON SHEET 4/A

TYPICAL SIDE (3)



1/8" X 2" X 1'0"  
W/ 4 1/4" X 3" LAG  
BOLTS EA. SIDE  
OF CORNER

SIDE W/ SLIDE OUT TOP

○ TRASH RECEPTACLE-WO  
SCALE 1/2" = 1'0"

NOTE:  
TO BE CONSTRUCTED LOCALLY

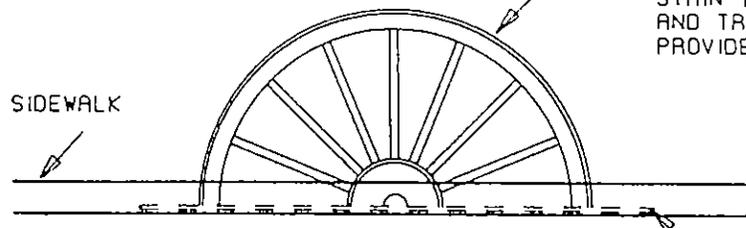
APPROX 4'0" DIAMETER  
 ANTIQUE WAGON WHEELS  
 CUT IN HALF, EMBED WHEEL  
 AND REBAR INTO SIDEWALK  
 MINIMUM 3"

WHEELS MAY VARY  
 IN SHAPE AND SIZE

SPACE 12" O.C.  
 SUGGESTED FOUR MINIMUM

STAIN TO MATCH BASE  
 AND TRIM COLORS  
 PROVIDED BY D.D.A.

4" CONCRETE SIDEWALK



STAIN TO MATCH BASE  
 AND TRIM COLORS  
 PROVIDED BY D.D.A.

#4 REINFORCING BAR  
 WELDED TO RIM & HUB

1" CHAMFER @ TOP  
 OF 6X6 POSTS

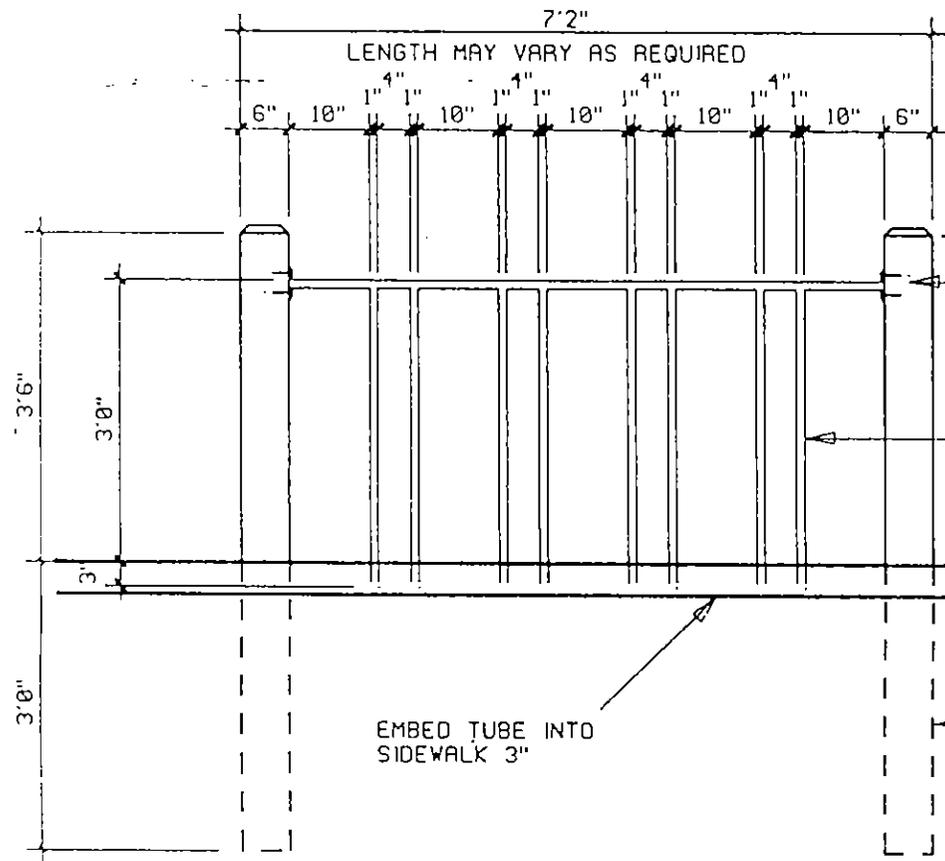
1/8" X 1" X 0'4" PLATE  
 WELDED TO END OF TUBE  
 WITH 2 3/8" X 4"  
 LAG BOLTS

1" SQUARE TUBE BIKE RACK

4" CONCRETE SIDEWALK

EMBED TUBE INTO  
 SIDEWALK 3"

6X6 R.S. WOLMANIZED  
 POSTS EMBED 3'0" BELOW  
 SIDEWALK LEVEL



BIKERACK-  
 SCALE 1/2" = 1'0"

**CITY OF WEED  
PLANNING DEPARTMENT  
ARCHITECTURAL REVIEW CHECKLIST**

PROJECT: \_\_\_\_\_

PROPONENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

SITE INFORMATION:

ADDRESS: \_\_\_\_\_ AP # \_\_\_\_\_

PARCEL SIZE (SQUARE FEET): \_\_\_\_\_ ZONING: \_\_\_\_\_

USE OF STRUCTURE(S): \_\_\_\_\_

*Taking into account Weed's history as a lumber town and its rural western location at the base of Mt. Shasta, a general mountain theme is encouraged via downtown guidelines. This theme is in harmony with the City's historic lumber town image.*

Section 18.24.040 of the Weed Municipal Code provides in part as follows:

"In case an application is made for a permit for any building or structure in any C, C-M or M District, said application shall be accompanied by architectural drawings or sketches, showing the elevations of the proposed building or structure and site plans showing the proposed landscape or other treatment of the grounds around such building or structure. Such drawings, sketches, and site plans shall be considered by the Planning Commission in an endeavor to provide that the architectural and general appearance of such buildings or structures and grounds to be in keeping with the character of the neighborhood and such as not to be detrimental to the orderly and harmonious development of the City, or to impair the desirability of investment or occupation in the neighborhood."

The proposed architecture of all structures shall be reviewed taking into consideration the following:

1. Architectural style, building design, and height of structures; - *Buildings should not overpower the average height of structures on the same street frontage. The use of black and mirror reflective glass is not natural in respect to providing a country influence and detract from the natural environment. Size and bulk of the structure(s) is consistent with existing and/or planned structures on the subject site, adjoining properties and within the general area. Interesting interiors that are displayed through the windows and doors can attract people.*
2. Proposed building materials and colors - *The use of wood, log, rock, moss rock, red*

brick, and stucco is encouraged. Exposed concrete block is not generally acceptable. A maximum of three colors is used on an individual building facade. The exception is where more colors are used in small amounts for trim. The mountain western image relates to colors that nature provides in the area. Muted colors project a more subtle and relaxed atmosphere. The use of fluorescent or primary colors in large quantities does not accent the environment, but competes with it.

3. Design and location of all signs – less is often more. To be effective, signs do not have to be the largest on the street.

\*\*\*\*\*

Notations:

- NC = No change
- TBD = To be determined
- NA = Not applicable

The proposed site plan for the property shall be reviewed taking into consideration the following:

1. Placement of all structures and improvements (including adherence to setback requirements);
2. Vehicular ingress and egress;
3. Internal vehicular circulation and parking lot design;
4. Pedestrian and vehicular safety;
5. Landscaping – *In paved or sidewalk areas it helps create points of interest, buffers permanent planted areas, or screens cars from the street to present a more natural appearance. The effect softens the hard appearance of concrete and paving.*
6. Pedestrian amenities;
7. Lighting;
8. Location of all service facilities – *Fencing or enclosure walls should be compatible with the materials and forms of the building.*
9. Walls and fences;
10. Police and fire protection;
11. Relationship to adjoining properties, structures and the site's surrounding area's natural topography;
12. Relationship to existing and/or the planned use of adjoining properties and within the general area;

**Conditions**

\_\_\_ **Building dimensions:** \_\_\_\_\_ (Height is limited to two stories.)

\_\_\_ **Building materials:** \_\_\_\_\_

\_\_\_ **Colors:** \_\_\_\_\_

- \_\_\_ Natural and muted colors are used for building facade.
- \_\_\_ Dark roofing colors are used -- green, black or brown.
- \_\_\_ Color scheme is coordinated with neighboring properties to produce a sense of continuity.
- \_\_\_ Sign colors are compatible with the facade and the streetscape as a whole.

- \_\_\_ **Windows** are clear plate, stained, and/or beveled glass.
- \_\_\_ **Storefront** is pedestrian oriented. Building is designed to draw attention to the entryways.
- \_\_\_ **Business Signs:**
  - \_\_\_ Located parallel to the building.
  - \_\_\_ Do not obstruct any key architectural elements of a structure.
  - \_\_\_ Utilize window graphics.
  - \_\_\_ Utilize external lighting techniques (not internally lit sign "cans").
  - \_\_\_ Utilize wood, wrought iron, and other organic materials rather than plastics.
  - \_\_\_ Do not push the limit that the sign code will allow.
- \_\_\_ **Mechanical equipment, storage areas, utilities, and trash collection** are screened from view.
- \_\_\_ Areas not used for the structure should be paved or landscaped.
- \_\_\_ **People places** are incorporated into the site design. Places are well lit and maintained, take advantage of the view, and provide street furnishings.
- \_\_\_ **Landscaping**
  - \_\_\_ Utilizes ground planter boxes.
  - \_\_\_ Utilizes hanging planter boxes on structures with overhangs.

### **Findings**

The Architectural Review Committee of the Planning Commission shall approve the application if the following findings are made:

- \_\_\_ 1. The proposed project is consistent with the intent of the Weed Municipal Code, the General Plan, and the Design Guidelines where applicable.
- \_\_\_ 2. The location and configuration of all structures associated with this project are visually harmonious with this site and surrounding sites and structures, that they do not unnecessarily block scenic views from other structures and/or public areas and are in scale with the townscape and natural landscape of the area.
- \_\_\_ 3. The architectural design of structures, their materials and colors are visually harmonious with surrounding development, natural land form, are functional for the proposed project and are consistent with the Municipal Code.
- \_\_\_ 4. The plan for landscaping and open spaces provides a functional and visually pleasing setting for the structures on this site and is harmonious with the natural landscape of the area and nearby developments.
- \_\_\_ 5. There is no indiscriminate clearing of property, destruction of trees or natural vegetation or the excessive and unsightly grading of hillsides, thus the natural beauty of the city, its setting and natural land form are preserved.

### **Notations**

After the appropriate appeal period has ended, the applicant may submit for building permits.

All buildings, structures, and grounds shall be constructed and improved in accordance with the approved drawings and sketches.

All landscaped areas and boxes shall be maintained.

The approval of a site and architectural review application shall expire one year from the date of its approval unless one of the following actions occur:

- A. The applicant applies for a building permit in accordance with the approved plans prior to the expiration date.
- B. The applicant applies to the planning department for an extension of the approval prior to the expiration date.

Section 18.32.120 of the Weed Municipal Code provides an appeal procedure in the event "the applicant or any other person is not satisfied with the action of the planning commission on any use permit or variance application, he may, within five days, appeal in writing to the city council."

The approval granted herewith should not have force and effect until the above noted the applicant has acknowledged Conditions, Findings, and Notations.

**Architecture Review Committee**

**Applicant**

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

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