



Greater Golden Hill

Design Guidelines for Conservation Areas

March 19, 2011

Potential Conservation Areas

30th Street/Juniper Street Commercial Conservation Area

Boundaries:

Both sides of 30th Street/Fern Street between Kalmia on the north and Ivy on the south.²¹

Characteristics:

- Commercial use, primarily retail
- Buildings one to two stories in height
- Zero front setback (buildings set at the sidewalk)
- Pedestrian orientation and direct communication with the street (building entrances, windows, etc.)

Figure 6. Proposed 30th Street/Juniper Street Conservation Area.



What is There Today?

“Main Street” Commercial



What is There Today?

West Side of Fern/ 30th



What is There Today? East Side of Fern/ 30th



What is There Today? East Side of 30th

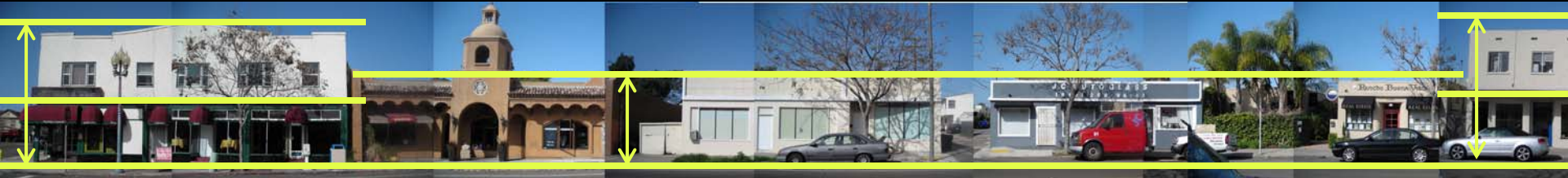


What makes it special?

Storefronts follow a consistent lot pattern



What makes it special?
Uniform 1-story height with
2-story only at corners



Zero Lot Line



Pedestrian Scale



Consistent Tree Canopy



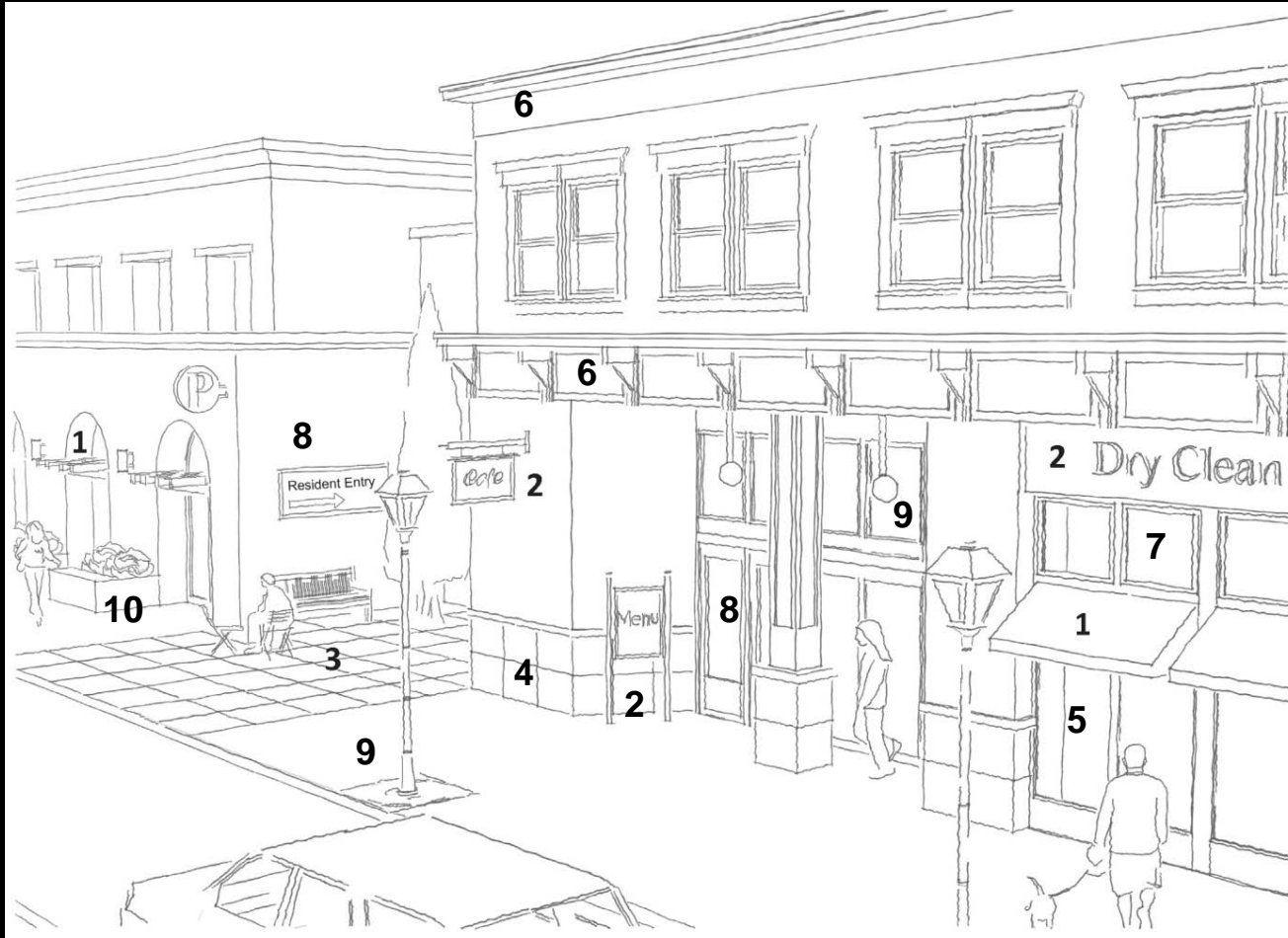
What makes it special?

Care and attention to detail!



How do you encourage it?

Storefront Design



1. Shade

2. Signs

3. Paving

4. Materials

5. Display Windows

6. Fascia & Cornice

7. Transom Windows

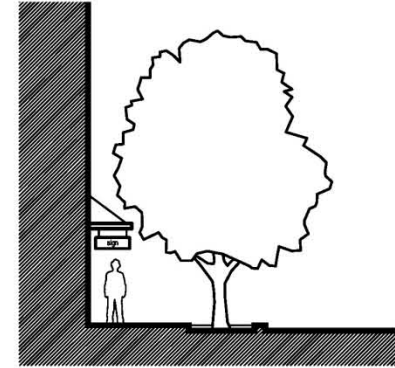
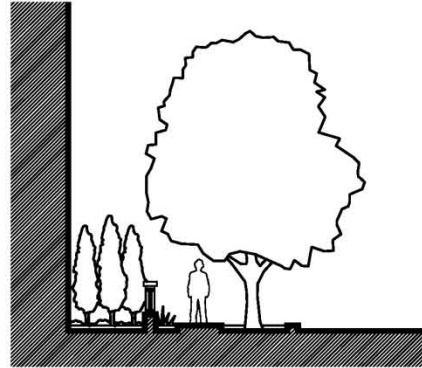
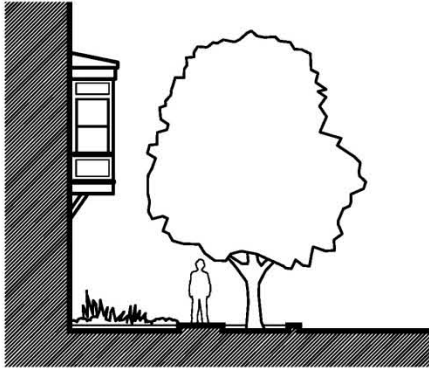
8. Marked Entry

9. Lighting

10. Planting

Active Street Frontage

New Development should incorporate the following elements in their street frontage to encourage and contribute to an active street environment and a pedestrian friendly street edge with many "eyes on the street"



BAY WINDOW

- Bay windows are encouraged on buildings where their use increases cross-ventilation to individual dwelling units
- Bay windows are allowed on the ground floor, as well as upper floors.
- Provide landscape in front and around bay windows on the ground floor.
- Design to deflect rainwater from sidewalk below.
- Glazing at the two ends of a bay window should be operable so as to facilitate natural cross-ventilation



YARD, FORECOURTS, AND BUILDING ENTRIES

- Planters, garden walls, and hedges are encouraged to provide a pedestrian-friendly sidewalk. "Eyes on the Street" and pedestrian safety should be considered in the design of these areas.
- Lighting should be provided to ensure safety and visibility in these areas.
- Provide adequate drainage away from sidewalk
- Water features, seating, and art are encouraged in these areas.



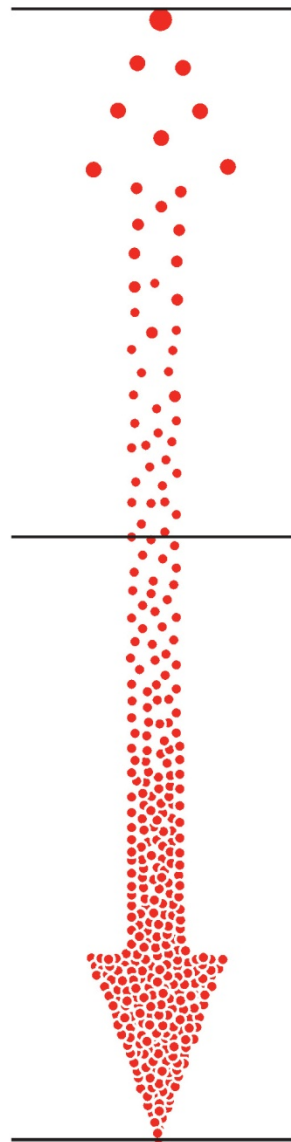
AWNING, CANOPY, OR TRELLIS

- Avoid the use of highly reflective materials.
- Design to deflect rainwater from sidewalk.

What should we conserve?

Regulatory Continuum

Design guidelines and regulations work best when the community being regulated decides what level of control it desires. This can range from little or no control to specific and detailed design standards. Whether you wish to simply direct overall land use decisions or seek to control the look and quality of door knobs, you should decide where your community fits within this regulatory continuum.



Limited Level of Control
General Zoning
 Land Use, Density,
 Lot Coverage, Floor Area,
 Setbacks, etc.

Moderate Level of Control
Land Development Code
 Bulk, Scale, Height, Articulation,
 Transparency, etc.

High Level of Control
**Design Guidelines,
 Form-Based Code**
 Color, Materials, Details, Style, etc.

