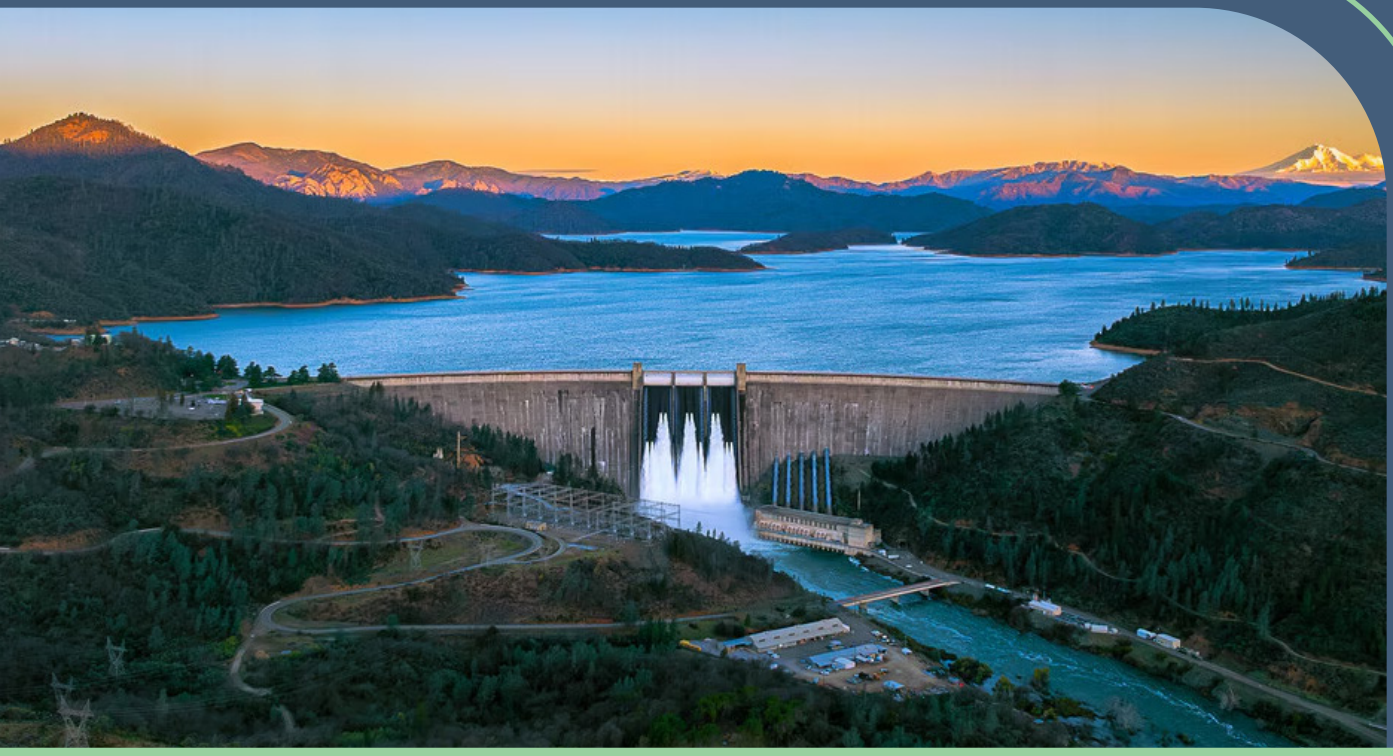

City of Shasta Lake

Village Mixed Use Design Guidelines

April 2026

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Chapter 1: Introduction

Purpose and Goals

The Shasta Lake Village Design Guidelines provide design guidance for developments within the City of Shasta Lake, focusing on properties within the Village Mixed Use (VMU) zoning district. All projects within this zoning district are strongly encouraged to adhere to these guidelines when seeking approval.

The design guidelines for the VMU zoning district will ensure that new development reinforces Shasta Dam Boulevard as a main street with an attractive, pedestrian-friendly character and well-designed commercial areas.

Goals for Village Center

- Establish Shasta Dam Boulevard as a successful "main street."
- Encourage development that enhances the character and quality of retail uses and creates a positive pedestrian experience.
- Provide needed housing that fits the character of Shasta Lake and helps support businesses.
- Create an active neighborhood that provides a variety of activities along the street, including cafés, restaurants with outdoor seating, building entries, ground floor retail shops, and recreation uses.
- Provide safe bicycle and pedestrian connections to and from the Village Center to adjacent civic destinations and surrounding neighborhoods.
- Provide adequate parking for residential and retail uses, without allowing parking to become the driver of site design for new development.

User Guide

Chapter 2 in this document describes Design Principles for the mixed-use areas in the City of Shasta Lake. These principles were determined by the community in public meetings in the summer of 2025 and form the framework for all of the design guidelines in this document. An outcome of the public process was to identify three areas that each have a unique identity and character: the Village Core and the Historic Center along Shasta Dam Boulevard, and Summit City.

Chapter 3 contains Design Guidelines for developments in the Village Mixed-Use zoning district. These apply to projects that are retail, office or other developments without a qualifying SB-35 residential component. They are intended to help guide the design of new development while being flexible enough to accommodate the various needs of businesses.

What are Design Guidelines?

Design guidelines are subjective regulations that provide a clear direction for development design. They express an intent, rather than a measurable standard, that assists in creating a consistent design and level of quality. These are helpful for guiding discussion of the discretionary review process for developments that do not qualify for streamlined ministerial approval.

The design guidelines for the VMU District cover the following three topic areas:

- Character Design Standards
- Activation Design Standards
- Standards for Connectivity

Guidelines for various topics begin with an intent statement, followed by specific guidelines. The intent statements are provided to help the reader understand the overarching principle behind the individual guidelines.

Relationship to City Regulations

The Village Mixed Use Design Guidelines were created in careful consideration of existing City of Shasta Lake plans and zoning regulations.

Zoning Ordinance

Village Mixed Use. The Village Mixed Use (VMU) zoning district is located primarily along Shasta Dam Boulevard and Lake Boulevard. It is a zoning district that has evolved from the original Village Commercial district of the City's 1999 zoning plan. The VMU district implements the goals and policies of the 2040 General Plan that intends to create a "village" center, one that can serve as a commercial and social hub, capturing the "sense of place" of a successful main street.

2040 General Plan Land Use Element

The General Plan of Shasta Lake includes several goals to create a village center in the heart of Shasta Lake:

> **LU-1** *Manage land uses in a flexible and sustainable manner that promotes a village feel, with places to live, work, shop, be entertained and culturally enriched, engage in healthy lifestyles, and engage with one's community.*
>
> **LU-3** *Ensure new development is high-quality, well-integrated, and compatible with existing and surrounding uses, natural features, and environmentally sensitive areas, and allows for a flexible relationship between all land uses to promote creative and beneficial development*.

In addition, General Plan Policy **LU-1.14** defines the "village" design concept: *Seek to establish a community "village" quality throughout the City where appropriate. The community "village" quality should focus on building orientation, form and massing, parking, and circulation*.

The General Plan also has goals regarding development of appropriate commercial land uses in Shasta Lake, including in the VMU zoning district. See Goal LU-1 above and also Implementation Goal LU-1.5:

> **LU-1.5** *Establish commercial design guidelines to govern new construction and major exterior alterations and additions in neighborhood and community shopping centers and in highway commercial areas*.

Figure 1: Village Mixed Use Zoning District

Source: City of Shasta Lake Zoning Amendment, July 17, 2025 Planning Commission Report.

Review Process and Permitting in the VMU

Project Review

The purpose of these guidelines is to assist project proponents in understanding the community's expectations for new development in the Village Mixed Use (VMU) District. They will be used during the permitting process to guide project development in a way that supports the purposes of the Village District. Overtime, the intent is to maintain and enhance activity that encourages a mix of commercial and residential uses within an area that has a traditional small-town feel.

In general, the project review process is intended to:

- Encourage site planning and development, including architecture, landscaping and design, appropriate to the Village District.
- Discourage monotonous or inharmonious developments and poor-quality design that detract from the purposes of the Village Mixed Use District.
- Aid in assuring that improvements are developed with due regard to the aesthetic qualities of the natural environment as well as the purposes of the Village District; and
- To ensure that proper attention is given to the exterior appearances of structures, signs and other improvements to support commercial activities.

The criteria established in this document are not intended to be rigid or restrict creative solutions.

Permitting Procedures

New development and uses of property in the Village District are subject to the review and permitting procedures contained in Chapter 17.31 – Mixed Use Districts, of the Municipal Code. The City's permitting processes are generally divided into two types - ministerial permits and discretionary review. The type of permit applicable to a particular project will depend on a project's nature, scale, location and the planned use of the building or development.

Discretionary review involves a case-by-case evaluation of a project's compliance with both objective standards and policy-based land use criteria. Common forms of discretionary review in Shasta Lake include Administrative Permits (Director) and Use Permits (Planning Commission). Discretionary permits require public notice, may involve public hearings, and allow decision-makers to exercise judgment in approving, conditioning, or denying a project.

In contrast, *ministerial review* applies to projects that simply need to show consistency with applicable objective design and development standards. These standards typically include setbacks, height limits, parking, and design criteria that are measurable and can be uniformly applied to all projects.

Ministerial permits do not involve discretion or public hearings; instead, city staff review the application for compliance and issue a building permit or ministerial site development permit (SDP-

M), when the standards are met by the project plans. Examples include changes in use of an existing building on a parcel with adequate parking and street access, where only a building permit is needed for interior changes.

The distinction between discretionary and ministerial review is critical for determining the level of scrutiny, timeline, and rights associated with a project. Projects subject to ministerial review benefit from streamlined processing and are generally not subject to the California Environmental Quality Act (CEQA), while discretionary projects may require such environmental review.

Chapter 17.31 of Title 17 (SLMC) contains the zoning and permitting standards for new development and uses located in the Village District. The permitting requirements for uses in the district are reflected in Schedule 17.31.020-A. In addition, the size of a new or expanded building may require discretionary review. Table 17.31.020-B establishes the permit requirements based on the size within the Village Mixed Use District.

Applicability Design Guidelines

Design Guidelines express the community's aesthetic and land use goals and rely on a level of subjective interpretation. Design guidelines will be used in discretionary review, such as conditional use permits, where decision-makers evaluate whether a project aligns with the intent of the guidelines.

These guidelines will serve as the basis for determination in the discretionary permit review process and apply to all projects in the VMU that are retail, office or any other developments without a qualifying SB-35 residential component.

Figure 2: Review Process for Residential, Mixed-Use, and Commercial Developments

RESIDENTIAL, MIXED-USE and COMMERCIAL DEVELOPMENT

(Standard Review Process)

New developments that do not utilize streamlines ministerial review as allowed by state law are encouraged to abide by the Design Guidelines of the VMU district outlined in this document. The Design Guidelines are not requirements, but rather design suggestions for developers to ensure consistency and good design within the VMU district. The Design Guidelines complement the zoning standards specified in the City's zoning ordinance (Municipal Code - Title 17), and support the goals and policies, of the Shasta Lake General Plan.

APPLICATION PROCESS

Submit the required application materials and preliminary plans to the city. Permit type is determined by Chapter 17.31 of the zoning ordinance. Review is commenced once a complete submittal and payment of the processing fee are received.

PLEASE NOTE: Discretionary permit applications (SDP-D, AP, UP) do not include review for building code compliance. California Environmental Quality Act (CEQA) review (if applicable) will be determined within 30 days of submitting a complete application.

Chapter 2: Vision and Design Principles

The Village Mixed Use Design Guidelines contained in this document are the result of input from the community of Shasta Lake. Community members, stakeholders, and decision-makers participated extensively during the General Plan 2040 update process leading to adoption of the Plan in November 2022. One outcome of that process was to set the stage for ensuring that future development matches the vision of the community.

The General Plan includes goals to promote flexible and sustainable management of land uses, and to ensure that new development is of good quality. The General Plan also defined a "village" design concept for commercial areas that focuses on maintaining a small town or "village" scale for new development. Plan policies on building orientation, building form and massing, parking, and circulation support this vision.

These goals from the General Plan are reflected in the update of the Zoning Ordinance (Title 17 – Municipal Code), which establishes allowable land uses, and regulates the size, bulk, and arrangement of new development throughout the city.

While the General Plan and the Zoning Ordinance define the basics for new development, the design standards and guidelines in the following pages are detailed regulations that determine the appearance and character of new development located in the community's village mixed use core. For the development of the Zoning Ordinance and these standards and guidelines, it was very important to get an understanding of the overall community vision for the design of new development.

Visioning Process

As part of the process of developing these Village Mixed-Use Design Guidelines, a series of meetings and a two-day community design charette were held. This process allowed the project team to gain a clear understanding of the community's desires for these areas, which has served as the basis for the direction of the guidelines.

Critical to the visioning process was the establishment of a stakeholder committee. The stakeholder committee was comprised of community members who were selected for their knowledge and involvement within the city of Shasta Lake. This group included business owners, planning commissioners, and other active community members. The role of this group was to review work throughout the entire planning process; aid in the public outreach process by promoting events and encouraging public involvement; and to provide additional insight into community preferences. This group convened twice during the visioning process, once on April 30, 2025, and once on June 19, 2025. The initial meeting on April 30 was used to provide background information on the project to the stakeholders and to have a short initial discussion to understand the vision the stakeholders have for the future of Shasta Lake.

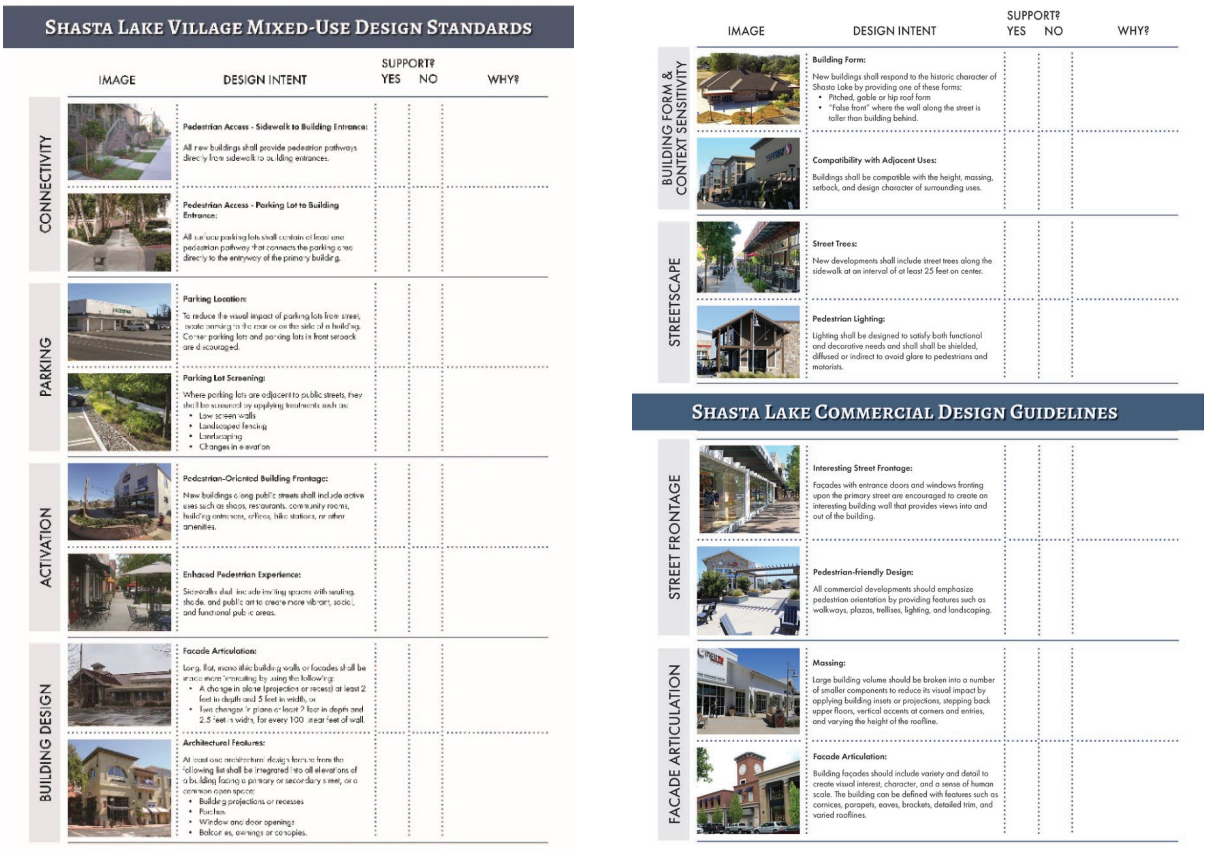
Approximately a month and a half later, the project team reconvened for a two-day Community Design Charette, held on June 18 and June 19, 2025. This charette involved two meetings, one with CalTrans and another with the Stakeholder Committee, as well as a two-hour community workshop. The project team spent the time in between these meetings and events developing the initial concepts for the guidelines based on this feedback.

Photos from the Community Workshop and Design Charette

The community workshop was held from 5:30 pm to 7:00 pm on June 18, 2025, in the Larry J. Farr Community Center at the Civic Center Plaza. The event was advertised by mailed flyers, on the city's website, by e-mail, and across social media platforms. All members of the community were invited and encouraged to attend and share their thoughts on the future of development in Shasta Lake. Approximately 30 community members were in attendance. Upon arrival, attendees were split into five different table groups.

An introductory presentation was given by the project team, which was followed by two small group activities at the tables. The first was a mapping exercise where attendees were provided with a large map of Shasta Dam Boulevard and Summit City, and a series of stickers that represented different types of developments and streetscape elements. The groups were asked to discuss where they felt these elements should be located and place the stickers in those areas. Each group then reported back their ideas.

The second activity was a survey handout that listed a series of Village Mixed Use Design Standards and Commercial Design Guidelines. Each standard/guideline had an explanation and image to express its purpose. There was a column where individuals were asked to indicate if they did or did not support the statement, and space to provide an explanation as to why they felt this way. If attendees were not able to complete the survey, they were provided with the handouts to fill them out on their own, then return them to the project team. The handout was also made available on the city's website.



Images of the handouts used for the community workshop.

The following day, July 19, 2025, the stakeholder group reconvened for their second meeting to provide their feedback on the Community Workshop, discuss two alternative visions that were drafted by the project team, and see examples of standards and guidelines that would be produced in the next steps of the project. Comments made indicated that the conclusions seemed to reinforce the discussions from the General Plan update process two years prior.

Vision and Design Principles

These design principles are based on discussions in the Community Charrette and form the foundation for the design standards and guidelines in this document.

Vision

Through the Visioning Process, community members supported the creation of two different core areas within the Village Mixed-Use designated area along Shasta Dam Boulevard. After some discussion and adjustments to the original concepts, these two distinct areas were defined for Shasta Dam Boulevard: the Village Core and the Historic Center. See discussion below with keys shown on maps.

A. The Village Core

The Village Core is focused in the area between Deer Creek Road and Locust Avenue, with an emphasis on new development to fill the areas along the boulevard that are currently underutilized (1). This area would focus on creating a welcoming area that generates pedestrian activity and integrates retail, residential development, and public spaces along the boulevard (2).

Key to this revitalization will be transformation of the Village Core into a pedestrian-friendly and bicycle-friendly environment with shaded sidewalks, public amenities, better bicycle and pedestrian infrastructure, and enhanced crosswalks (3).

In the Village Core, parking areas along Shasta Dam Boulevard would be condensed and combined between businesses, where possible, to limit driveways along the Boulevard (4). Parking would also be placed behind buildings or on adjacent blocks where it is possible to further reduce congestion and enhance the streetscape (5).

Sketch prepared at the Community Charette representing ideas for the Village Core.

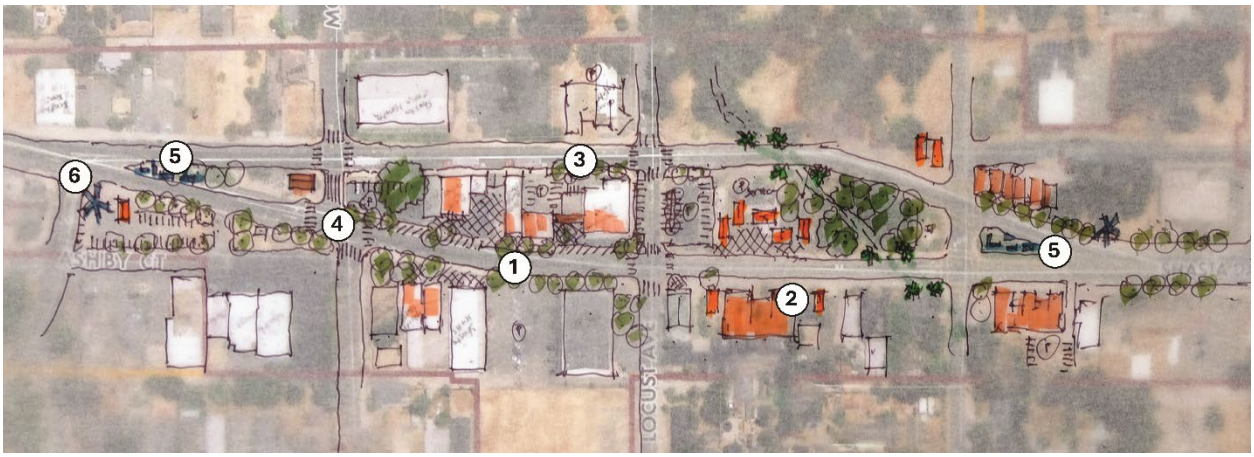
B. The Historic Center

The Historic Center, which is further west on Shasta Dam Boulevard where the road divides into a one-way couplet, has a greater focus on retail uses and preserving historic character. This would be supported through reuse of historic buildings, when appropriate, and maintaining a similar scale and style to buildings.

Retail activity would be concentrated on the southern leg of Shasta Dam Boulevard in this area, where traffic is currently running eastbound (2). This can include new mixed-use buildings on the south side of Shasta Dam Boulevard. One idea that was suggested was to move one or more of the existing historic buildings to this area from other parts of Shasta Dam Boulevard, if it is economically feasible. The northern side of the couplet would provide expanded public parking opportunity (3).

The Historic Center also emphasizes pedestrian comfort along the roads, especially on the south side of the couplet along Shasta Dam Boulevard, by providing wide sidewalks, shaded seating areas, and safe crosswalks (4).

This would also include more trees, streetscape elements, seating, and additional pedestrian crossings. Public art, designed to enhance the historic character and style of the area, would be located at the start and end of the couplet, acting as gateways and establishing a distinct historic zone along the Boulevard (5 & 6).



Sketch prepared at the Community Charette representing ideas for the Historic Center.

By focusing on pedestrian comfort, safety for all users, and historic preservation, these two special areas will create a vibrant and lively village that continues to grow while still maintaining the city's strong historic character. Together, these two subareas can create a village center that draws in both residents and visitors to experience the city of Shasta Lake and all that it has to offer.

The community's vision also supports development of gateways at two ends of Shasta Dam Boulevard: the Oregon Avenue intersection (6 on Village Core drawing) and the Ashby Road intersection (6 on the Historic Center drawing). These gateways would have well-designed signage that marks the entry into the Village Core for visitors.

Guiding Principles

The city of Shasta Lake, in its entirety, aims to maintain its unique and cohesive small-town character, while also seeking to welcome new growth. The vision outlined above for the Village Core is supported by a series of guiding principles that arose from the community charrette and other meetings. During the charrette, three overarching guiding principles emerged. They were as follows:

A. Enhance the Character of Shasta Lake

New development should respect and enhance the existing character of Shasta Lake. The guidelines in the following chapter will do this by appropriately regulating scale, form and other details that reference the existing character of buildings and landscapes. Here are two examples:

Create Attractive Buildings that Frame the Street

The best village centers and small downtowns have attractive buildings that line the streets and provide interest. New development in Shasta Lake will help to create such an environment, by providing buildings that are oriented towards Shasta Dam Boulevard, not the side or rear.

Buildings that frame the street and create a welcoming environment. (Left: Calistoga, CA - Right: Coeur d'Alene, ID)

Enhance the Natural Environment and Historic Character of Shasta Lake

Shasta Lake has a very strong natural character, with lovely views of surrounding forests and mountains. Existing development along Shasta Dam Boulevard includes historic buildings from the time of the construction of Shasta Dam. New development will consider the existing qualities of Shasta Lake and enhance the Village Core as a destination for both residents and visitors. Developments will fit seamlessly into the city and strengthen its unique character and identity.

Existing buildings and landscape visible along Shasta Dam Boulevard.

B. Provide Activation to Create a Welcoming Place

Seeing people on the street and in businesses will attract other people. This "activation" will create a village center environment by ensuring the design of new development promotes pedestrian activity and places to gather. Here are guiding principles that will encourage activity:

Encourage Active Street Frontages

Pedestrian environments need buildings that support activity. Vibrant small downtowns have businesses like cafes, restaurants, shops, and offices that attract users. New development in the village core in Shasta Lake will incorporate elements that provide a reason for people to visit. These may include spaces for businesses, entries to buildings, seating areas, and even residential stoops and porches. To provide a backdrop for activity, building facades will be enhanced by including ground floor windows to look into, entry doors facing the street, and attractive awnings.

Buildings with frontages that generate activity.

C. Ensure New Development Has a Welcoming Scale

Buildings in the center of Shasta Lake are typically modest in size. New development needs to be consistent with that scale in order to fit in. Larger buildings should be broken down in scale through the use of appropriately scaled building elements, and welcoming easily identified entries. The Shasta Lake City Hall reflects these attributes.

A larger building broken down in scale to create a welcoming environment.

D. Ensure Comfortable and Convenient Connectivity For All

Places that are vibrant commercial and community centers are easy to access and to move around in. Good connectivity will make sure it is easy to visit new and existing development, whether you are coming from a long distance, from a nearby neighborhood, or between businesses located next door to each other. Guiding principles which ensure good connectivity are identified below:

Provide a Pedestrian Environment

The best small towns were created at a time when people walked more than now. Streets and buildings were arranged to welcome pedestrians through generous walkways, gracious building entries, and attractive landscaping. The village center of Shasta Lake will become an example of this traditional type of environment with attractive sidewalks, seating, and space for gathering.

Pedestrian environments attract people.

Beautify and Enhance Streetscape on Shasta Dam Boulevard

Projects should aid in the development of strong streetscapes along key roads to create an environment comfortable for pedestrians, bicyclists, and automobiles. Incorporating landscaping and public amenities will also support the well-being of those moving throughout the city by all modes of transportation.

Streetscape that supports multiple means of transportation.

Chapter 3: VMU Design Guidelines

The Design Guidelines in this chapter are intended to give architects, property owners, developers and City staff information about how to design new commercial development in the VMU zoning district in the City of Shasta Lake. The guidelines apply to projects that are intended for commercial uses, including retail or office, or developments without a significant housing component triggering SB-35. These projects may include those seeking either a ministerial building permit, or discretionary permit approval.

Organization of Design Guidelines

This chapter contains design guidelines, which provide design guidance. These guidelines typically say "should" or "are encouraged". Guidelines allow applicants and staff flexibility for how they meet the intent of the regulation.

These Design Guidelines are organized into three broad categories:

A. **Character Guidelines**, which will help ensure that new development feels like it "belongs" to the place of Shasta Lake by incorporating building scale, form and other details that reflect the desirable character of existing buildings and landscapes;
B. **Activation Guidelines**, which will help create a cohesive village center environment by ensuring new development that supports increased pedestrian activity and attractive places to gather, ensuring that people sitting and walking are visible from the street; and
C. **Connectivity Guidelines**, which supporting easy access to residences and businesses in the Village Mixed Use district, whether you are coming from a long distance, from a neighborhood nearby, or moving between businesses located next door to each other.

The following guidelines are organized into these three categories and are collected into Baseline Design Guidelines that apply to all projects in the VMU District.

Figure 1: Village Mixed Use Zoning District

Source: City of Shasta Lake Zoning Amendment, July 17, 2025 Planning Commission Report.

In addition to the Baseline guidelines, there are special guidelines at the end of the chapter that are tailored for development in the three subareas described in Chapter 2 as follows:

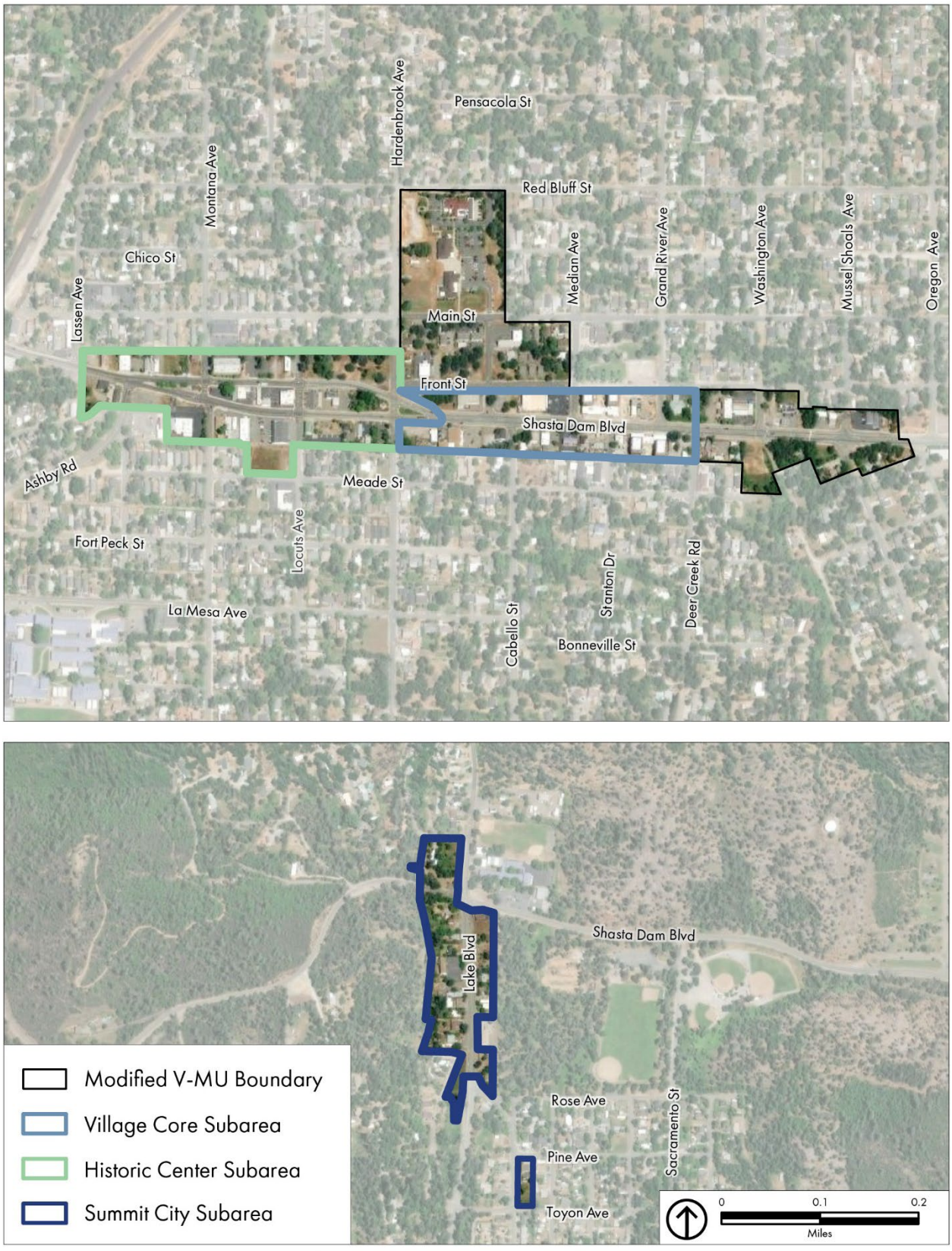
- ***Village Core*****,** which is located along Shasta Dam Boulevard between Deer Creek Road at the east and Hardenbrooke Avenue to the west. The Village Core subarea has a focus on infill development with a strong pedestrian orientation along the street. The abundance of opportunity sites allows a mix of housing and commercial development to locate here, with safe pedestrian crossings of Shasta Dam Boulevard to help calm traffic.

- ***Historic Center***, which is located along Shasta Dam Boulevard between the Clock Tower (at Hardenbrook Avenue) and Ashby Road to the west. The Historic Center subarea has many notable older buildings and a pattern of smaller parcels along the street. This area is a focus for smaller-scale businesses, whether in renovated buildings or in new buildings that support the vision for this historic center, celebrating the community's past while looking to its future.

- ***Summit City*****,** which is the area near the intersection of Lake Boulevard and Shasta Dam Boulevard. The Summit City subarea is a rural-feeling mixed use village with a few businesses serving the surrounding neighborhood. Please Note - there are no area specific guidelines for commercial development in the Summit City subarea.

Projects without a significant housing component in the VMU zoning district should reflect the following Design Guidelines. Projects located in the Village Core subarea or the Historic Center subarea should also follow the applicable Subarea Guidelines at the end of this chapter.

Figure 2: Village Mixed Use Subareas



Source: City of Shasta Lake Zoning Amendment, July 17, 2025 Planning Commission Report.

Baseline Design Guidelines

A. Character Design Guidelines

1. Site Planning

Intent: To organize and place buildings, entries, and site features in a manner that provides a welcoming entry and enhances accessibility and visibility of commercial sites.

A-1.1 Site Features. Significant site features, such as existing trees, creeks, topography, and views of surrounding mountains should be considered as prime design determinants in planning new commercial centers.

A-1.2 Building Orientation for Single Buildings. Buildings should be sited to reinforce the public street network by incorporating active façades, with windows, doors and other architectural elements giving interest to the building wall along public streets and providing views into and out of the building.

A-1.3 Building Orientation for Multiple Buildings. For larger sites with multiple buildings, building entries should be oriented to face internal open spaces and paseos with well-defined pedestrian access from the primary public street.

A-1.4 Street Frontage. Buildings should be located as close as possible to the front setback line with parking to the side or rear. A minimum of 60 percent of the street frontage, by frontage length, along the primary street should be devoted to buildings or structures. The remaining frontage may be devoted to landscaping, driveways, and/or parking areas.

A-1.5 Building Shading. New commercial development should provide shade for visitors and employees. This can be achieved by the use of roof overhangs, window shading devices, trees, or covered gathering space(s).

A-1.2 Building Orientation for Single Buildings

A-1.3 Building Orientation for Multiple Buildings

A-1.6 Loading and Refuse Areas. Trash enclosures and loading areas should be integrated into the site plan to minimize enclosure visibility and accommodate truck access. Trash enclosures should be constructed of durable materials, and the color, texture, and architectural detailing should be consistent with the overall site and building design.

2. Relationship to Surrounding Context

Intent: To ensure development is compatible and in harmony with surrounding buildings and uses by applying design measures that promote attractive frontages while minimizing negative impacts on adjacent properties.

A-2.1 Transitions Adjacent to Residential. Uses should be coordinated with adjoining properties to avoid creating nuisances such as noise, light intrusion, invasion of privacy and traffic, particularly when development is adjacent to residential zoning districts.

A-2.2 Buffer Adjacent to Residential. Buildings should be compatible with the height, massing, setback, and design character of surrounding uses. Where new commercial development is directly adjacent to residential zoning, a landscaped buffer of at least 10' wide should be provided with hedges, trees and/or vines to screen views.

A-2.3 Coordination with Adjacent Properties. Owners of adjoining commercial properties are encouraged to develop shared facilities such as driveways, parking areas, pedestrian plazas, and walkways.

A-2.4 Intersection Corner Treatment. Where buildings are located at street intersections, the following guidelines should be followed:

A-2.4.1 Architectural Corner. A prominent architectural corner treatment of the building mass is encouraged. Buildings located on corners should include design and architectural features, which help to anchor the intersection. These treatments may include a rounded or angled facet on the corner, location of the building entrance at the corner and/or an embedded corner tower, or other building architectural feature.

A-2.4.2 Use of Corner. If the building is located close to the corner, the street corners of corner sites should be developed with public plazas or landscaped areas. Surface parking should be avoided at the corners of street intersections.

A-2.4.1 Architectural Corner

A-2.4.2 Use of Corner

3. Building Form

Intent: To ensure commercial development is compatible and in harmony with surrounding buildings by applying design measures that promote attractive frontages and minimize negative impacts on adjacent properties.

A-3.1 Building Composition. Composition of building form should follow these guidelines:

A-3.1.1 Neighborhood Scale Commercial. In neighborhood and community commercial centers with multiple tenants, the development of a complex of buildings is preferable to a single large building. The varied massing provides visual interest and human scale. The spaces created between the various buildings provide opportunities for pedestrian plazas, courtyards, and other outdoor gathering areas. Pedestrian spaces should be part of a well-planned on-site circulation system.

A-3.1.2 Larger Commercial. In projects with single tenants and/or larger buildings, the massing of large buildings should be broken down into smaller components by varying roof forms and/or parapet heights, providing awnings or galleries, and adding projections or insets to building walls.

A-3.2 Primary versus Secondary Exposures. The primary exposure of buildings are those sides of buildings that contain the main entry and face the street. Secondary exposures are those side(s) of buildings that face interior roadways or parking areas, and do not directly face the main building entry. Primary exposures should receive greater attention to design detail than those that are obstructed from public view. Secondary exposures should be architecturally compatible with but need not be as detailed as primary exposures.

A-3.3 Horizontal Variation. On larger buildings the length of building walls should be subdivided into smaller increments by using insets, projections and utilizing a composition of windows and doors. For every 50 feet of façade, a variation of at least 4 feet in width with a minimum of 2 feet in depth from the primary façade plane should be provided. The façade may be recessed behind, or project out from, the primary façade plane. The variation feature should extend from the ground to the roofline.

A-3.1.1 Neighborhood Scale Commercial

A-3.3 Horizontal Variation

A-3.4 Roof Form.

A-3.4.1 Roof Shape. The roof shape should reflect the configuration of the building's mass and volume and should be consistent in its character from the public right-of-way.

A-3.4.2 Roofline Variation. Designers should break up overly long rooflines by including variation of every 60 feet along the primary street frontage, though the use of architectural elements such as changes in parapet heights, reveals, clerestory windows, dormers, intersecting roof gables, or varying roof heights.

A-3.4.3 Encouraged Roof Types.

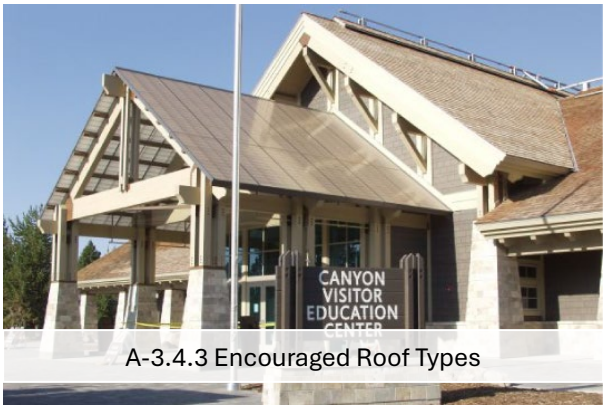
a) **Sloping Roofs.** Gable roofs and hip roofs are two types of sloping roof. Many structures in Shasta Lake commercial districts have sloping roofs that lend themselves to the village character preferred by residents.
b) **Parapet with Wall Cap.** Larger buildings are harder to cover with sloping roofs. Flat roofs surrounded by parapets are appropriate for these buildings. Parapets should extend around the entire building perimeter, and they should be well detailed, and include a substantial parapet cap.

A-3.4.4 Discouraged Roof Types.

a) **Mansard Roofs**. Mansard roofs are small sections of steeply sloping roofs that hide flat roofs behind. They often look "stuck on". Mansard roofs on only one, two or three sides are discouraged. However, mansard roofs may be appropriate if they extend around corners along all sides of the building.

A-3.4.5 Eave and Overhang Design. Where provided, eaves and/or overhangs should be proportionate in scale to the building mass and should be designed to align with building elements such as window openings, doorways, and other elements.

A-3.4.6 Cornice and Parapets. Flat or shallow pitched roofs should be designed with an architecturally profiled cornice or parapet cap to terminate the top of the parapet wall. On traditional designs, cornices or parapet caps should be at least 6" in depth. Parapet detailing may be minimal if the building is designed in a contemporary style.



A-3.4.3 Encouraged Roof Types

A-3.4.6 Cornice and Parapets

A-3.4.7 Rooftop Equipment. Roof-mounted equipment and screening of roof-mounted equipment should support the following guidelines:

a) Stepped back from top of parapet a minimum of 10 feet from the parapet or roof edge; and
b) Surrounded by screening that is architecturally integrated into the building design.

4. Building Façade Design

Intent: Building design should respect the village feel of the Village Mixed Use district, and the rich natural environment and historic development types of Shasta Lake.

A-4.1 Building Function as Design Inspiration. Detailing of the building façades should be integral to the architectural design of the building and not tacked onto the wall surface. Use the layout of building functions as inspiration for the form of the building. Use building form to emphasize public serving spaces and de-emphasize service areas. Provide detail and articulation at building entries, lobbies, retail storefronts and public sitting and gathering areas.

A-4.2 Façade Composition. Building façades should be designed to add visual variety, distinctiveness and reflect a human scale. Elements that are recommended to achieve this include:

a) Design details at the top of a building, including cornice lines, parapets, eaves, brackets, fenestration and other detailing.
b) Design details for the body, or middle, of the building including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting, alcoves, balconies and window boxes.
c) A building should appear heavier at the base than at the top so that it appears to be firmly grounded and not top heavy. Design details for the base of a building, including recessed entry areas, covered outdoor areas, alcoves and wainscoting of a contrasting material or color.

A-4.1 Building Function as Design Inspiration

A-4.2 Façade Composition

5. Quality of Construction

Intent: New development should adhere to a high standard of design and construction, using materials and detailing that will continue to look good over many years.

A-5.1 Windows.

A-5.1.1 Windows at Street Frontages. Building walls along all street frontages should have windows, glass doors or other transparent openings facing the street. Garage bays for auto related repair businesses should be oriented in a manner that avoids direct line of site into the repair areas.

A-5.1.2 Window Treatments. Exterior window treatments for commercial development should be consistent with the architectural style and the function of the building. This can include, but is not limited to:

a) Storefront window systems
b) Awnings
c) Mullion patterns as appropriate

A-5.1.3 Window Glazing. Glass should be clear, with mirrored or deeply tinted glass discouraged. To add privacy and aesthetic variety to glass, ribbed glass, fritted glass, spandrel glass, and other decorative treatments are appropriate.

5.2 Roofing.

A-5.2.1 Roof Materials. All roofing materials should be selected to complement the architecture of the building, and must meet current standards for fire-safe construction:

a) Slate or Copper
b) Fiber cement shingles
c) Clay or concrete tile roofs
d) Coated metal
e) Composite shingles
f) Tar, gravel, composition, or elastomeric materials on flat roofs and should be concealed by a parapet or cornice.

A-5.1.2 Window Treatments

A-5.2.1 Roof Materials

A-5.2.2 Inappropriate Roof Materials. Strongly reflective roofing materials like stainless steel should not be used on roof surfaces that are visible from ground level or elevated viewpoints.

A-5.2.3 Vent Pipes. Where possible, locate roof vents on backsides of roofs away from view from public streets. Vent pipes that are visible from streets, sidewalks, plazas, courtyards, and pedestrian walkways should be painted to match the color of the roof to make them less conspicuous.

A-5.2.4 Gutters/Downspouts. All roofs should include gutters/downspouts that drain directly into a cistern, landscaped area, or storm drain system. Exposed gutters and downspouts when provided should match the trim or body color of the main façade, unless it is a design feature consistent with the building's architectural style (e.g., Spanish Revival).

A-5.3 Walls.

A-5.3.1 General Quality of Materials. Materials and detailing used on walls should be selected to stand up to local climatic conditions. Building facades should be constructed with durable materials, such as stucco, natural stone, brick, wood or composite siding, high-quality veneer, coated metal, or precast concrete.

A-5.3.2 Materials along Ground-floor Public Frontages. Materials and detailing used on walls near pedestrian walkways, sidewalks and gathering areas should consist of durable materials such as stone, tile, brick, board formed concrete, high-pressure laminate, or other long-lasting materials.

A-5.3.3 Inappropriate Siding Materials. The following materials are generally inappropriate because they will not provide the material lifespan that is desirable for new development in Shasta Lakes climate:

a) Vinyl siding
b) Vertical wood sheathing such as T-III
c) Plywood or similar wood

A-5.3.4 Changes of Materials. Changes in material or color should generally occur at inside corners of intersecting walls or at architectural features that break up the wall plane, such as columns.

A-5.3.1 General Quality of Materials

A-5.3.2 Materials along Ground-floor Public Frontages

B. Activation Design Guidelines

1. Building Frontage Design

Intent: Building frontages are the "face of the building" to the community. They should be designed to generate interest and invite activity from passers-by on foot, bicycle, or vehicle.

B-1.1 Ground Floor Activation. Buildings should provide several of the following along a primary street for at least 50 percent of the building frontage along the street:

a) Ground floor active uses with entries from the sidewalk. Active uses include retail stores, offices, community spaces, or other uses where people are present.
b) Building entries.
c) Transparent display windows.
d) Public gathering spaces or sitting areas
e) Enhanced landscaping

B-1.3 Transparency. Ground floors of buildings should provide a visual connection between the street and interior building spaces. Exterior walls facing and within 30 feet of the street should include windows, doors or other openings**.**

B-1.4 Building Entries

B-1.4.1 Design of Building Entries. Building entries should be integrated within the building form and should be clearly identifiable from the public street. Define the main building entry by using one or more of the following methods:

a) Marked by a taller mass above, such as a modest tower or within a volume that protrudes from the rest of the building's surface;
b) Accented by special architectural elements which may include canopies, overhanging roofs, awnings, trellises and similar features;
c) Indicated by a recessed entry or recessed bay in the façade;
d) Grouped window placement around and above the entry;
e) Architectural detailing, including a variation in material, texture, and/or color.

B-1.1 Ground Floor Activation

B-1.3 Transparency

B-1.4.2 Storefront Awnings and Canopies for Multi-tenant Buildings. When provided, awnings and canopies should be located over each storefront facing the primary street and be located within individual structural bays. Awnings and canopies should not project more than 6 feet from the façade. The height of all awnings or canopies above the sidewalk should be consistent, with a minimum clearance of 8 feet provided between the bottom of the valance and the sidewalk. Extensions into the street right-of-way may require separate approval.

B-1.5 Shade Structures.

B-1.5.1 Porches, Arcades, Trellises. Shade is an important amenity in Shasta Lake's hot summers. Building facades along the primary street should have one or more structures that provide shade. Porches, arcades, trellises or other shade structures will provide definition to the building entry and shade for outdoor seating.

B-1.5.2 Structure Design. Shade structures should be at least 6 feet deep and may project into required setback from the adjacent street. The distance between supporting columns, piers, or posts on structures should not exceed their height.

2. Landscape Design

Intent: Shasta Lake is located in a beautiful natural environment. New development should include landscaping that is compatible with and enhances the environment.

B-2.1 General Landscape Guidelines.

B-2.1.1 Street Frontage. Street trees should be included along all public street frontages of commercial development. Street trees should be a minimum 24-inch box size and should be selected from the City list of climate appropriate trees. All street trees should be deep rooted trees, that are well adapted to regional conditions.

B-2.1.2 Landscaping Buffers. All commercial projects, except projects with ground floor active spaces facing the street, should provide a landscaping buffer along street frontages between the sidewalk edge and the building edge. Evergreen shrubs and trees should be used for screening along rear property lines, around trash/recycling areas and mechanical equipment.

B-2.1.1 Street Frontage

B-2.1.2 Landscaping Buffer

B-2.1.3 Materials. Landscaped areas should incorporate plantings utilizing a three-tier system: (1) grasses and ground covers, (2) shrubs and vines, and (3) trees. Plant and landscape materials should be selected and sited to reflect both ornamental and functional characteristics. Species which are native or well-adapted to the climatic conditions in Shasta Lake should be used for the majority of landscaping, with turf areas or more water-intensive plants restricted to active use areas only.

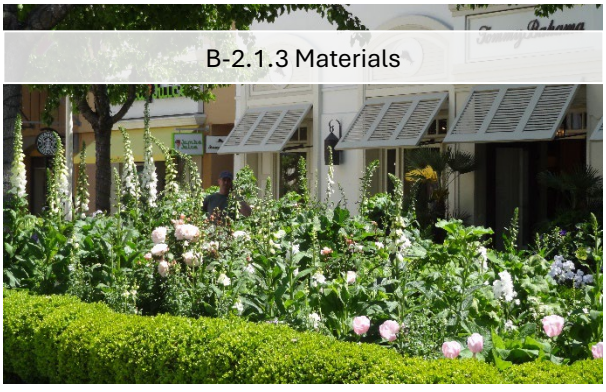
B-2.1.4 Design. Landscaping designs should include one or more of the following planting design concepts:

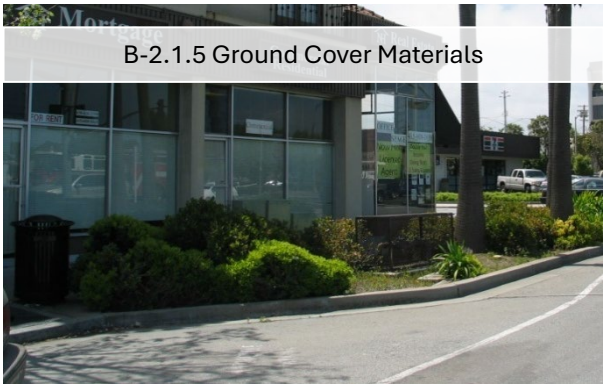
a) Specimen trees in informal groupings or rows at major focal points.
b) Use of planting to create shadows and patterns against walls.
c) Use of planting to soften building lines and emphasize the positive features of the site.
d) Use of flowering vines on walls, arbors, or trellises.
e) Trees to create canopy and shade, especially in parking areas and passive open space areas.
f) Berms, plantings, and walls to screen parking lots, trash enclosures, storage areas, utility boxes, etc.

B-2.1.5 Ground Cover Materials. Ground cover should be of live plant material. Pervious non-plant materials such as permeable paving, gravel, colored rock, cinder, bark, and similar materials should not cover more than 30% of the required landscape area.

B-2.1.6 Size and Spacing. Plants should be of the following size and spacing at the time of installation:

a) Ground cover plants other than grass should be at least four-inch pot size. Areas planted in ground cover plants other than grass seed or sod should be planted at a rate of at least one per 12 inches on center.
b) Shrubs should be a minimum size of one gallon.
c) Trees should be a minimum of 15 gallons in size with a one-inch diameter at breast height (dbh).


B-2.1.3 Materials


B-2.1.5 Ground Cover Materials

B-2.2 Parking Area Landscaping.

B-2.2.1 Parking Area Enhancement. All parking areas should provide interior landscaping for shade and aesthetic enhancement and must comply with the provisions of Chapter 15.10 - Water Efficient Landscaping of the SLMC.

B-2.2.2 Parking Area Planters. Curbed planter areas should be provided at the end of each parking aisle to protect parked vehicles from the turning movements of other vehicles. Planter areas should provide a 5-foot minimum width of clear planting space.

B-2.2.3 Swales. Site drainage into landscaped swale areas is highly encouraged and may be accommodated through design elements such as flush curbs, perforated curbs and tree offsets, utilizing required landscaping buffers.

3. Walls and Fences

Intent: Walls and fences, while necessary, should be carefully designed to not create unattractive or unsafe conditions at the edges of project sites.

B-3.1 Fencing along Primary Frontage. No fencing should be placed between the building wall and the primary street. Fencing should be placed at the line of the building wall or behind, and should consist of visually penetrable materials (e.g., wrought iron or tubular steel). Landscaping should be located between the fence and the sidewalk. Chain link fencing, razor wire or barbed wire is not allowed.

B-3.2 Fencing along Secondary Frontage. On a secondary street frontage, fencing is permitted at the setback line if it allows transparency through the use of decorative metal or similar open material. Solid fencing may be used for screening of service areas such as trash, utilities, or loading areas.

B-3.3 Fence Height. Overall height of screening fences and walls should not exceed seven feet.

B-3.4 Gates. If a gate into a commercial project is needed, the gate and associated fences should not be located further towards the street than the closest building wall to the street or 10 feet behind the right-of-way line, whichever is further, and should not be solid or opaque.

B-2.2 Parking Area Landscaping

B-2.2 Parking Area Landscaping

B-3.5 Service and Refuse Area Screening. Screening of trash enclosures and service areas should be integrated into the overall project site design.

4. Lighting

Intent: Lighting is an important feature of all new developments that should be carefully designed to provide safe nighttime environments while minimizing glare, intrusion into neighboring properties, and unwanted lighting of the night sky.

B-4.1 Pedestrian- scaled lighting. Pedestrian-scaled lighting should be located along all walkways. Height of pedestrian-scaled lighting should be no higher than 16 feet from ground level. Site lighting may be located on buildings to illuminate site areas not covered by individual light standards.

B-4.2 Walkway Lighting. Lighting of pedestrian walkways should illuminate changes in grade, path intersections and seating areas.

B-4.3 Building Lighting. Night lighting of building walls should only be used to highlight special building features, such as building entrances and addresses. Highlighting of special architectural features or landscape specimens is also appropriate.

B-4.4 Parking Lot Lighting. Parking lot lighting on poles should not exceed 25 feet in height. Light standard spacing of 30 to 40 feet is generally adequate, and full cutoff fixtures that direct light downward and shield the light source from offsite view should be used.

B-4.5 Inappropriate Lighting. No outdoor lights should blink, revolve, flash, or change intensity.

B-4.6 Glare. All building lighting should be shielded to minimize glare and not spill over onto adjacent properties.

B-4.7 Concealment. Light sources for wall washing and tree lighting should be hidden.

B-4.8 Energy Efficiency. High-efficiency technology such as LED lighting with advanced controls should be utilized to minimize energy consumption of lighting.

B-4.9 Color Temperature. Color temperature of general light fixtures should be no cooler than 3000K, with a preferred 2700K temperature.

B-4.3 Building Lighting

B-4.4 Parking Lot Lighting

C. Connectivity

1. Vehicle Connectivity

Intent: To ensure commercial developments provide convenient and well-connected access for vehicles into and through the development. These guidelines apply to parking areas and driveways.

C-1.1 Driveways and Internal Circulation

C-1.1.1 Driveways. All properties are encouraged to access parking from side streets or alleys, not from the primary street. Where driveways do access the primary street, textured paving or concrete flatwork should be used for driveway access between the curb and 10 feet setback from property line.

C-1.1.2 Corner Lots. Access for corner lot driveways should be located as far as possible from intersections, and where feasible should be a minimum of 50 feet from the intersection with Shasta Dam Boulevard.

C-1.1.3 Consolidate Parking and Driveways. Parking areas and access driveways should be shared between neighboring developments when possible. This will minimize the number of curb cuts and limit conflicts between pedestrians and automobiles, and between vehicles entering and leaving the parking area and on-street traffic.

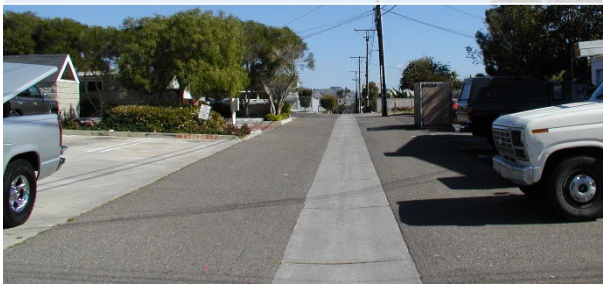
C-1.1.4 Driveway Materials. Textured paving or colored concrete flatwork should be used for driveway access along primary streets, extending between the curb and 10 feet beyond the property line.

C-1.2 Parking Layout and Orientation.

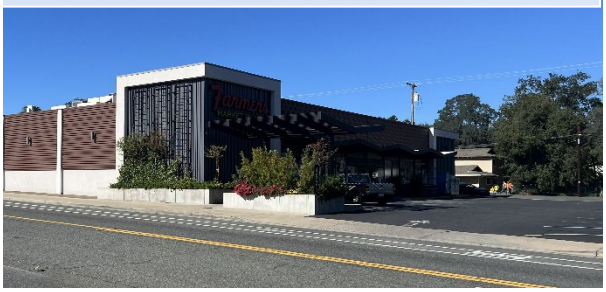
C-1.2.1 Parking Siting at Primary Frontage. Along the Primary Frontage, off-street parking areas should be located behind the building or to the side. Parking spaces for new development located in the VMU cannot back directly onto a public street or sidewalk.

C-1.2.2 Parking Siting at Secondary Frontage. No more than one aisle of parking (66 feet) should be located between the building and the street along a secondary frontage.

C-1.1.1 Driveways



C-1.2.1 Parking Siting at Primary Frontage



C-1.2.3 Parking on Building Sides. Where parking is provided to the side of a building along a primary street, the maximum width of parking area, including driveways, surface parking, carports, and garages, but excluding parking located behind buildings, should not exceed 50% of the linear street frontage. Parking should be set back a minimum of 10 feet from the property line or street, or behind the building. Parking should be screened with landscaping.

C-1.2.4 Parking Layout. Outdoor parking areas for commercial properties should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and commercial establishments.

C-1.2.5 Pedestrian Access. Parking lots and driveways should be connected to buildings by a walkway with a width of four feet minimum.

2. Service Areas and Utilities

Intent: To provide visually unobtrusive and convenient service access for commercial developments.

C-2.1 Service Area Design. Commercial loading docks, storage areas and trash service areas should be screened from public view and located for convenient access by appropriate vehicles. Service-only entrances should be sited so they do not conflict with customer access.

C.2.2 Trash Enclosures. Refuse areas should be screened from view by a minimum 6-foot-high enclosure and enclosed with steel gates. Enclosures should match the project's primary materials and colors and should be constructed from durable materials such as cement block or concreate panels. Chain link or other transparent fencing materials should not be used.

C.2.3 Utility Screening. Utilities and utility cabinets and meters should be contained within the building or otherwise fully screened where possible with landscaping or solid walls. Cabinet color should match the project's colors.

3. Pedestrian, Bicycle and Transit Connectivity

Intent: To ensure commercial development provides safe and attractive pedestrian and bicycle connections to and throughout new developments.

C-3.1 Pedestrian Walkways.

C-3.1.1 Safety. Walkways should be constructed of durable and slip resistant materials, such as poured-in-place concrete (including stamped concrete), permeable paving, or concrete pavers. Pedestrian pathways must meet Americans with Disability Act (ADA) accessibility standards.

C-3.1.2 Walkway Width. Pedestrian walkways in new development should be a minimum of four feet in width.

C-3.1.3 Internal Walkway Connections. Every main building entry and common exterior spaces should provide a pedestrian pathway/connection to the following areas:

a) To the public sidewalk on each street frontage.
b) Between a building entry and parking areas.
c) To public multi-use pathways or trail abutting the project.

C-3.1.4 Connections to Adjacent Sites. Pedestrian connections should also be provided between new residential or commercial buildings and adjoining commercial sites where possible and appropriate.

C-3.2 Sidewalk and Bicycle Connections.

C-3.2.1 Transit Connections. For new development projects on Shasta Dam Boulevard, pedestrian connections should be provided to transit stops on Shasta Dam Boulevard. This connection may be made using public sidewalks.

C-3.2.2 Bicycle Facilities. Bicycle access into development should be provided where possible.

C-3.2.3 Bicycle Parking for Commercial Projects. Bicycle racks should be provided in public view, within 50 feet of building entrances and located in an area that is lit by external light sources.

4. Signage

Intent: Signage should provide communication to pedestrians and drivers while also being compatible with the architecture of the development.

C-4.1 Signage Types. The following sign types are appropriate for new commercial development in the Village District:

a) Commercial signage that is integrated into the architectural design of buildings.
b) Awning signage for retail spaces in commercial or mixed use buildings.
c) Window signage.
d) Monument signage.

C-3.1.3 Internal Walkway Connections

C-3.2.2 Bicycle Facilities

C-4.2 Building-Integrated Signage Signs attached to a building should be designed as integral components of the building and not obscure or conceal architectural elements. Signs are not permitted on top of any roof, and signs attached to a wall or eave should project above the eave line of a building.

C-4.3 Awning or Canopy Signage Where retail development is adjacent to a sidewalk, awning or canopy signage should be integrated into the awning or by attaching a sign to the wall or to the awning or canopy.

C-4.4 Window Signage Window signs on glass should be professionally painted. Flashing or changing copy electronic signage in a window is generally not permissible.

C-4.5 Freestanding Signage. All freestanding signs should be designed to relate to the architecture of the building or development they serve. Exterior materials, finishes and colors should be the same or similar to those of the building or structures on site. High quality, durable materials should be used. Freestanding pole signage is discouraged.

C-4.6 Monument Signs.

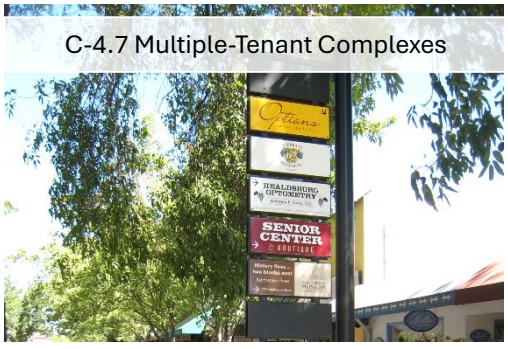
C-4.6.1 Location. Where used, monument signs must be located within a landscaped planter or other landscaped area.

C-4.6.2 Sight Obstructions at Intersections. Monument and other signs greater than 42 inches in height may not be placed within a unobstructed clear vision zone at an intersection or driveway.

C-4.7 Multiple-Tenant Complexes. Multiple-tenant buildings and complexes should develop a master sign program to minimize visual conflicts and competition among tenant signs, while ensuring adequate identification for each tenant.

C-4.3 Awning or Canopy Signage

C-4.7 Multiple-Tenant Complexes



Subarea Design Guidelines

Village Core Subarea Guidelines

The following guidelines apply to all properties abutting Shasta Lake Boulevard between Deer Creek Road and Hardenbrooke Avenue. Similar to the Baseline objective standards, these are organized into three categories.

A. Village Core Character Guidelines

VC-A-1 Building Form and Detail. Buildings in the Village Core should use the following guidance for new construction and substantial exterior remodels. Although different building types will have different approaches to design, characteristics to emulate include:

a) A small town or "village" approach to building massing, which means straightforward building volumes and roof forms with deep overhangs;
b) Rustic feeling in wall materials, which includes use of wood or wood-like siding, with vertical board-and-batten siding encouraged, and other natural looking materials such as stone;
c) Use of heavy timber at entry points and gathering places;
d) Generous areas of glass, particularly on the ground floor.

VC-A-2 Multiple Buildings. In the Village Core, the same architectural style and use of materials should be consistent throughout projects with multiple buildings. Differences in architectural details may occur in mixed use projects where the intent is to differentiate between the residential and commercial scale and character of the structure(s).

VC-A-3 Ground Floor Height. For multi-story buildings, the floor-to-floor height of the ground floor should be at least 12 feet to ensure appropriate scale of the base of the building in relation to the upper floors. For single-story buildings, whether part of a larger development or a solo building, the building volume should be a minimum of 16 feet from ground plane to roof eave or top of parapet along the primary street frontage.

B. Village Core Activation Guidelines

VC-B-1 Ground Floor Activation. In the Village Core, active uses on the ground floor are particularly important. Retail businesses, office spaces, fitness centers, community rooms, and other active uses should have transparent windows that allow views into the buildings. Residential units with entries from the street are also considered active uses.

VC-B-2 Village Core Street Trees. In the Village Core, street trees are required for all new developments. Given the length and visibility of the Village Core, street trees should be evenly spaced to the extent possible, at intervals of 25-35 feet spacing.

C. Village Core Connectivity Guidelines

VC-C-1 Gateway Development. Development at the western corners of Deer Creek Road and Shasta Dam Boulevard are considered "Gateway Development" and should have one or more vertical architectural elements such as a tower element, pedestrian gathering area, flagpole, special tree or other design element that announces the beginning of the Village Core area.

Historic Center Character Guidelines

The following guidelines apply to properties directly abutting Shasta Dam Boulevard between Hardenbrooke Avenue and Ashby Road (the one-way street heading east). They do not apply to properties abutting Front Street, the one-way couplet street heading west, Where the property extends from Shasta Dam to Front Street, they should follow these Historic Center guidelines.

A. Historic Center Character Guidelines

HC-A-1 Building Form and Detail. Buildings in the Historic Center should use design elements from the historic development of Shasta Lake as a model for new building development. New buildings are not required to reproduce historic building architecture but should reference building elements from some of the best historic fabric (e.g. Heritage Coffeehouse). Characteristics to emulate include:

a) Provide an appropriate scale by breaking down larger buildings into sections typically no more than fifty feet wide. Changes in roof lines or parapet heights along with varied wall planes that step forward or back a minimum of three feet will facilitate this.
b) At least two building siding materials using wood or wood-like composite siding, stucco, or other commonly used and durable materials are appropriate. Typically, buildings of the era used stucco facing the street with wood type siding on sides and rear.
c) Porches facing the street. Porches should be a minimum of six feet deep.
d) Consider the use of parapets that face onto Shasta Dam Boulevard, with sloped roof forms behind. This is sometimes called a western front or false front. These should only be used on one- or two-story buildings.

HC-A-2 Building Stepback. Buildings in the Historic Center should provide a horizontal stepback, or recess, along the primary street, a minimum of 6 feet deep, from the front façade above the second floor. (Note: the baseline standard is above the third floor, but the Historic Center has a smaller scale feel so the guideline is different). Stepback areas can be used for residential terraces and appropriate commercial activity. Towers or other similar vertical architectural features do not require a stepback and should not occupy more than 20% of the front façade.

B. Historic Center Activation Guidelines

HC-B-1 Ground Floor Activation. In the Historic Center, there is a strong emphasis on ground floor retail and commercial uses. New mixed use developments should provide spaces for businesses at the building front on the ground floor. While retail businesses are preferred, office spaces, fitness centers and other commercial and personal service uses are acceptable with transparent windows that allow views into the spaces.

HC-B-2 Activation of Pedestrian Spaces. New development in the Historic Center should support a safe and comfortable pedestrian environment, by providing the following amenities where feasible:

a) Wider pedestrian sidewalks along Shasta Dam Boulevard;
b) Public seating;
c) Public art;
d) Additional landscaping ;
e) Pedestrian areas/walks from sidewalk into developments using decorative paving such as paving blocks or textured/stamped concrete;
f) Interpretive or historic display panels.

HC-B-3 Streetscape. New development should provide landscaping along Shasta Dam Boulevard. including street trees. Street trees can be located in planters or tree wells, either on the sidewalk or next to the sidewalk on the property. Street trees in the Historic Center do not need to be evenly spaced – a casual arrangement of trees in groups or clusters is appropriate.

C. Historic Center Connectivity Guidelines

HC-C-1 Pedestrian Connectivity. New developments should improve pedestrian connectivity in the Historic Center by providing open and accessible pedestrian connections between neighboring properties, and to surrounding neighborhoods when possible.

HC-C-2 Shared Parking Areas. In combination with the development of public parking lots, private developments should consider sharing private parking areas between uses and the public. This can also be supported by formation of a general parking district to attract more visitors.

HC-C-3 Historic Signage. New development should provide commercial signage that contributes to the character of the Historic Center. Signage should be professionally painted on building walls or on sign boards fixed to buildings. Signage should be externally illuminated with spotlights.

HC-C-4 Lighting. New developments should provide pedestrian scale lighting along the street where practical. Parking lot light standards should be no taller than 20 feet and should have a historic design character.

Summit City Subarea Guidelines

The following guidelines apply to properties in the VMU zoning district within 200 feet of the centerline of the intersection of Shasta Dam Boulevard and Lake Boulevard. This intersection is an important gateway to Lake Shasta for residents and visitors. Other properties in the VMU zoning district in Summit City should follow the design guidelines.

A. Summit City Character Guidelines

SC-A-1 Create a "Welcoming" Corner. Buildings at the intersection of Shasta Dam and Lake Boulevard should create a welcoming gateway environment by doing at least two of the following:

a) Provide attractive landscaping in a minimum four-foot-wide bed at the corner. Landscaping should not exceed 42 inches in height and should be irrigated and well maintained.
b) Provide a porch or arcade facing either Shasta Dam Boulevard, Lake Boulevard or the intersection of those streets, with entry to the building from the porch or arcade.
c) Create a usable space at the corner with a building setback of 40 feet to 60 feet from the corner at both streets. This area could be used for landscape, gathering or circulation. If parking is provided, access should be limited to two driveways.
d) Incorporating public art and other amenities that reflect the developments location within an area of prime outdoor recreation opportunities.

B. Summit City Activation Guidelines

SC-B-1 Entries. Buildings at the intersection of Shasta Dam and Lake Boulevard should have entries that are clearly visible from the intersection. Building entries should provide seating or other amenities near entry doors.

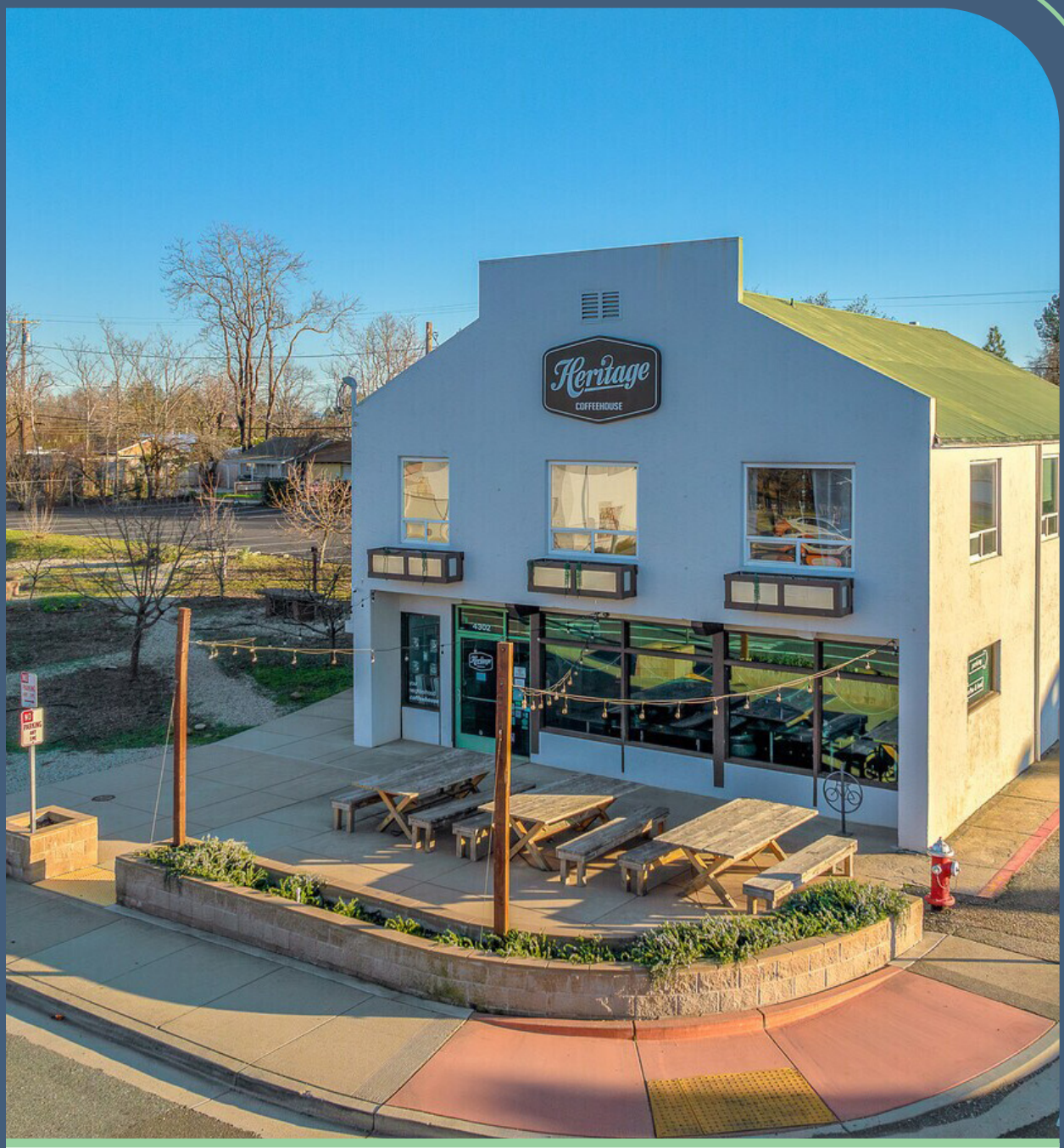
SC-B-2 Signage. Business signage should be professionally painted on the building wall or painted on a panel fixed to the building wall. If on a panel, maximum size is three feet tall. Signs should be illuminated by separate external fixtures when possible.

C. Summit City Connectivity Guidelines

SC-C-1 Truck and Trailer Parking. Where feasible, new development should provide space to allow trucks with boat trailers to park. In addition, new developments should also consider opportunities for trucks with trailers to pull in behind buildings using one way drive aisles.

SC-C-2 Special Lighting. Site lighting at the intersection of Shasta Dam Boulevard and Lake Boulevard should be coordinated on all four corners to achieve a cohesive design.


SUNSHINE MARKET
CHASE
LAKE



CITY OF
SHASTA LAKE
Established 1993