City of Shasta Lake

Village Mixed Use Objective Design Standards

April 2026

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Chapter 1: Introduction

Purpose and Goals

The Shasta Lake Village Mixed Use Objective Design Standards provide design requirements for multifamily housing projects and mixed-use developments with housing components within the City of Shasta Lake, focusing on properties within the Village Mixed Use (VMU) zoning district. All projects that satisfy SB-35 requirements and seek ministerial approval within this zoning district will be required to adhere to these standards when seeking approval.

The objective design standards 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 standards 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 Objective Design Standards for the Village Mixed-Use zoning district. These apply to all new housing projects within the VMU zoning district. The standards include a set of baseline design standards that apply to the entire VMU district, and special standards that apply to the Village Core, Historic Center and Summit City subareas noted above. Any new development containing housing shall adhere to all baseline standards, along with any additional standards for the subarea where the property is located.

What are Objective Design Standards?

Objective design standards are measurable, verifiable, quantifiable, and written to avoid subjective judgment by a public official. Mandated by state law to encourage housing production, the primary goal of these objective design standards is to provide a clear and straight forward application and approval process to streamline development of housing.

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

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

Standards for various topics begin with an intent statement, followed by specific standards. The intent statements are provided to help the reader understand the overarching principle behind the standard requirements and do not serve as review criteria.

A checklist listing the objective design standards is provided in the appendix of this document. This checklist should be filled out by the applicant and will be reviewed by staff to confirm whether the applicant's project meets the requirements for nondiscretionary permit review.

Development standards are different from the design standards found in this document. They regulate issues such as setbacks, height, lot coverage, parking requirements and density, and are found in the City's Zoning Ordinance (Title 17 – Zoning).

Relationship to City Regulations

The Village Mixed Use Objective Design Standards 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 objective baseline design standards (or ODS) 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. The Planning Commission, at its discretion, has the authority to consider and accept alternative site and/or building designs that meet the intent of this document.

In the event that a design requirement conflicts with another development standard, the more restrictive standard will generally prevail when only a *non-discretionary* (ministerial) permit – such as a site development or building permit – is required. More flexibility may be achieved through a *discretionary* permit process, which allows the Planning Commission to consider the unique character of a particular site or project.

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, and like those in this document. 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 of Objective (Baseline) Design Standards

Objective Design/Development Standards are measurable, quantifiable criteria that leave little room for personal interpretation by city staff or decision-makers. They may include specific requirements for things like maximum building height or setback, window transparency, pedestrian access, building orientation and façade articulation. All projects with housing components satisfying SB-35 requirements and seeking streamlined approval in the VMU are subject to compliance with the objective design standards.

Because they are clear and enforceable, projects that comply with objective standards can be eligible for ministerial approval in many cases. This approach is especially important for streamlining housing approvals under state laws like SB 35 and the Housing Accountability Act.

Figure 2: Review Process for Multifamily Housing and Mixed-Use Projects

MULTIFAMILY HOUSING and MIXED-USE DEVELOPMENT

(SB-35 Streamlined Review)

Application of the Village Objective Design Standards (ODS) for multifamily residential and mixed use development is part of a predictable, objective entitlement process for projects seeking streamlined ministerial review. New developments that utilize this, as allowed by state law, are subject to the ODS of the VMU district outlined in this document. ODS complement the zoning standards specified in the City's zoning ordinance (Municipal Code - Title 17), and supports the goals and policies, of the Shasta Lake General Plan.

1) SUBMIT THE SB-35 NOTICE OF INTENT AND PRE-SUBMITTAL ODS CHECKLIST.

Submit the completed "Notice of Intent (NOI" for Streamlined Review" including the completed checklists, prior to building permit application. This pre-application review is necessary to confirm that the project meets the requirements of state law and local ordinance for streamlined processing.

2) BUILDING PERMIT APPLICATION AND REVIEW.

Building permit acceptance and review commences once the pre-submittal process has been completed, and it is determined that the project is eligible for streamlined permit review.

PROJECT *MEETS* ODS and STREAMLINED REVIEW REQUIREMENTS

Building permit review can be commenced after CEQA review (if any) is completed. If compliant, the project is processed, and approval is issued within state-required timelines.

PROJECT *DOES NOT* MEET ODS and STREAMLINED REVIEW REQUIREMENTS

1) Revise plans and submit for recheck. If a project application is non-compliant with the objective design standards, the application materials will be returned with a list of corrections. The project may be resubmitted once the required corrections have been made.

or

2) Seek approval under standard non-streamlining permitting. The approving authority may consider exceptions to some design requirements based on site-specific project considerations.

Chapter 2: Vision and Design Principles

The Village Mixed Use Objective Design Standards 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 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, 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 Objective Design Standards, 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 standards.

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.

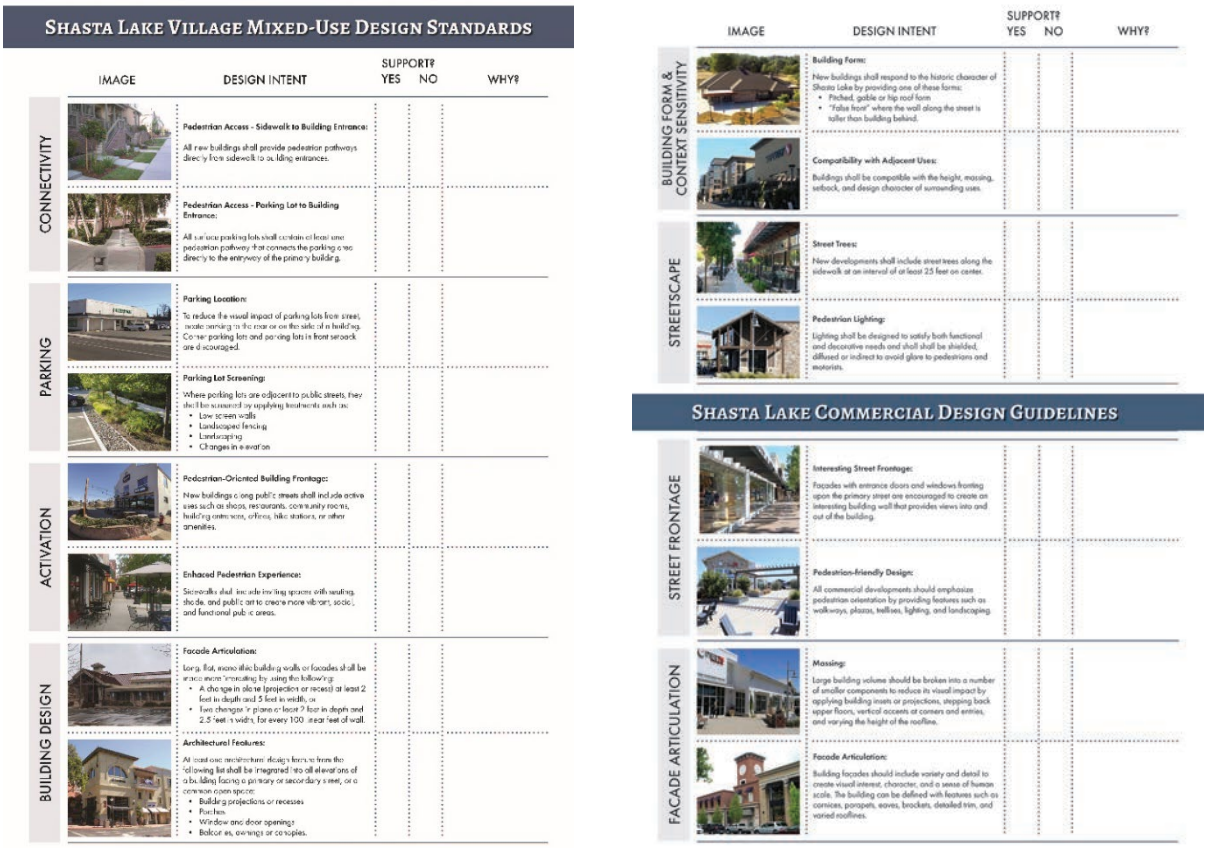
Approximately a month and a half later, the project team reconvened for a two-day Community Design Charette, held on June 18 and June 19, 2025. This charette involved two meetings, one with CalTrans and another with the Stakeholder Committee, as well as a two-hour community workshop. The project team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

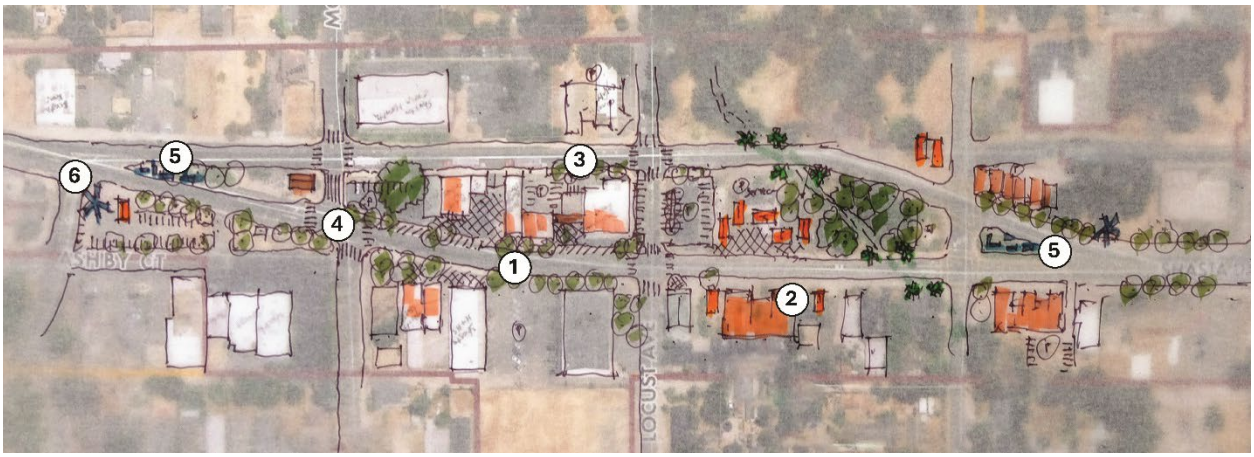
B. The Historic Center

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 standards 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 Objective Design Standards

The Village Mixed Use (VMU) District Objective Design Standards in this chapter will help implement the vision and design concepts described in Chapter 2 and the goals and policies from the 2040 General Plan. All new housing projects and mixed-use projects with the housing component of at least two-thirds of total square footage located in the VMU zoning district must follow these design standards. Consideration of alternative design approaches is subject to discretionary permit review.

Organization of VMU Objective Design Standards

As described in Chapter 2 Vision and Guiding Principles, the Objective Design Standards will require new development to contribute to the vision of a village center in the following three broad categories:

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

All of the standards are organized into these three categories and are collected into a set of Baseline Objective Design Standards that apply to all multi-family or mixed-use 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 standards, there are special standards at the end of the chapter that are tailored for development in the three subareas described in Chapter 2:

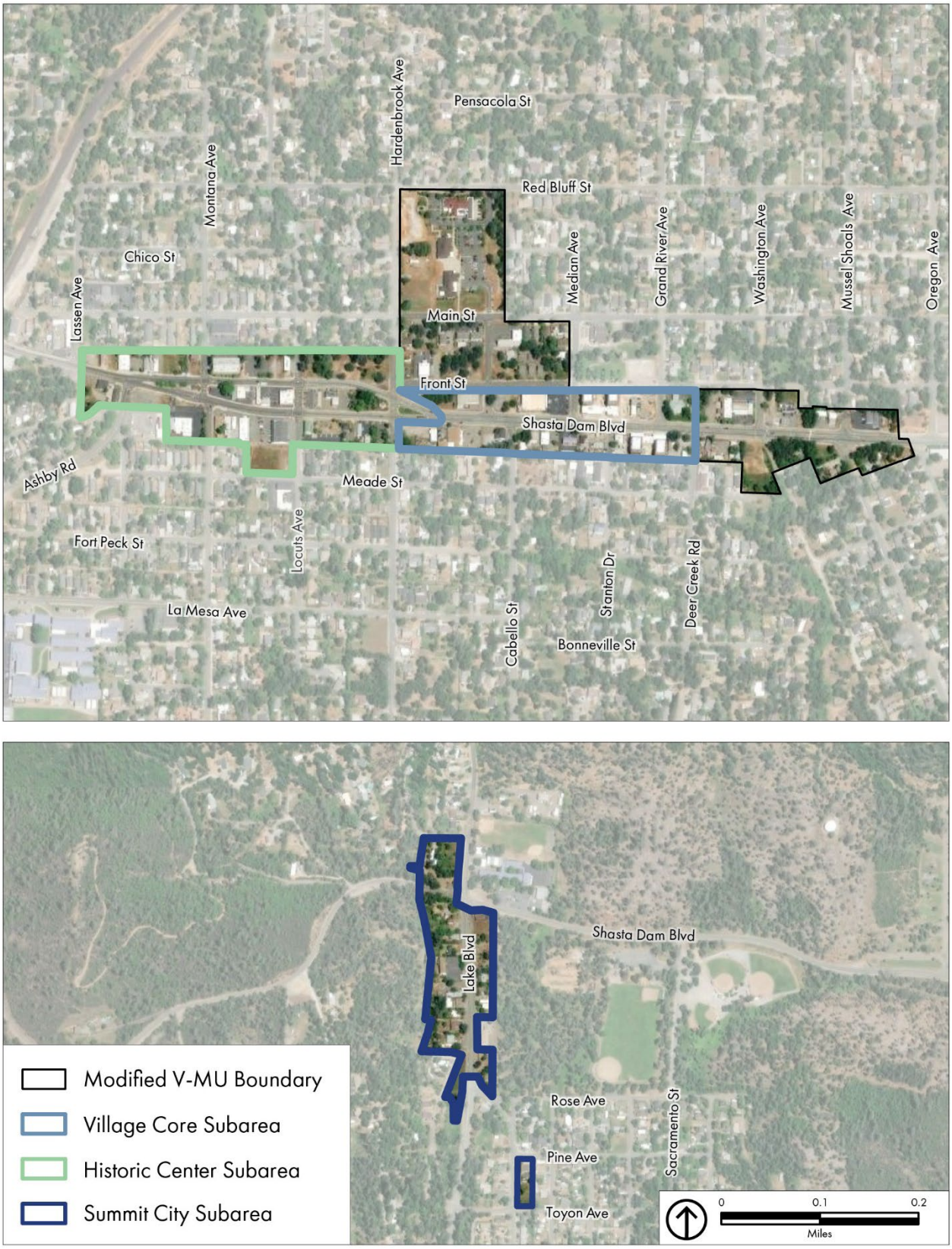
a) ***Village Core,*** which is located along Shasta Dam Boulevard between Deer Creek Road at the east and Hardenbrooke Avenue to the west. The Village Core subarea has a focus on infill development with a strong pedestrian orientation along the street. The abundance of opportunity sites allows a mix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

b) ***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.

c) ***Summit City***, which is an 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 stores serving the neighborhood. There is an opportunity for more retail businesses to serve pass-through traffic on their way to Shasta Dam. The parcels facing the intersection of those two streets have an elevated importance, and reasonable standards for new development at the intersection will ensure this becomes an attractive "Gateway to Shasta Lake."

As mentioned above, all multi-family or mixed-use projects, and commercial projects under 10,000 square feet, in the VMU zoning district are required to adhere to the following Baseline Objective Standards. Projects located in one of the three subareas listed above will also follow the applicable Subarea Standards at the end of this chapter.

Figure 2: Village Mixed Use (VMU) Subareas



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

Baseline Objective Design Standards

Note: where the term "primary street" is used in the standards below, it refers to Shasta Dam Boulevard or Lake Boulevard, as applicable.

A. Character Design Standards

1. Site Planning

Intent: To organize and locate buildings, entries, and site features in a manner that works well functionally and provides a welcoming presence.

A-1.1 Building Orientation for Single Buildings. Individual or single buildings shall have a strong street presence with public entrances oriented towards the street. Building entries shall face the primary public street with pedestrian access provided from sidewalks to all building entries, parking areas, and common open space areas.

A-1.2 Street Frontage. A minimum of 60 percent of the street frontage, by frontage length, along the primary street shall be devoted to buildings or structures. The remaining frontage may be devoted to landscaping, driveways, and/or parking areas.

A-1.3 Building Shading. New multi-family developments shall be designed to shield residents from the heat of the sun. This shall be accomplished through at least one of the following methods:

a) Use of 3-foot roof overhangs and/or window shading devices on the southeast, south, southwest, and west facing façades to shade units;
b) Planting 24-gallon trees in front of windows facing southeast, south, southwest, and west, located within 20 feet of the building façade;
c) Covered patios and porches for all ground floor units.

A-1.4 Retail in Vertical Mixed Use Projects. Retail uses or other active uses such as offices or commercial spaces in mixed use developments shall be located on the ground floor, fronting the primary street.

A-1.2 Building Orientation for Single Buildings

A-1.3 Building Shading

A-1.5 Retail in Horizontal Mixed Use Projects. Commercial buildings as part of a horizontal mixed use project shall face public streets or internal paseos or plazas that provide an active pedestrian environment for businesses and residents.

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

2. Relationship to Surrounding Context

Intent: All new development should respect the existing context through layout and design. Shasta Lake is a small town with a strong connection to its history, nature and tourism. New development should support walkable streets, existing businesses, and community history.

A-2.1 Transitions Adjacent to Residential. All buildings above two stories that share a property line with a single-family residential zone shall be limited in height to fit within a forty-five degree angle into the property from a point 10 feet above the property line.

A-2.2 Views into Adjacent Residential Property. If adjacent to a single-family residential zoning district, buildings shall be designed so as not to have a direct line-of-sight into windows of adjacent existing units, using one of the following:

a) Window offsets,
b) Providing a solid wall of 7 feet in height, or
c) Providing landscaping that will reach a height greater than 8 feet tall at maturity.

A-2.3 Buffer Adjacent to Commercial Development. At the edge of residential development that immediately abuts commercial development or parking areas, one of the following shall be provided as separation:

a) A driveway or private street with curb, gutter, and minimum 5-foot-wide landscaping.
b) A minimum 5-foot-wide continuous landscape barrier with solid masonry wall a minimum of six feet high.

A-1.4 Retail in Vertical Mixed Use

A-1.5 Retail in Horizontal Mixed Use

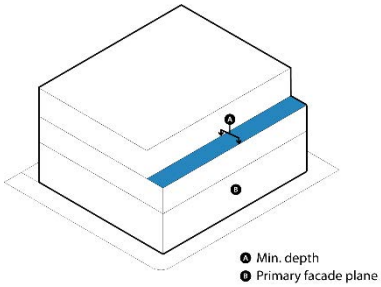
A-2.4 Intersection Corner Treatments. All multifamily residential or mixed use sites located on an intersection of two streets shall incorporate at least one of the following corner elements:

a) A corner feature, such as a spire, tower, or significant architectural feature, with a greater height than adjacent building facades by a minimum of 20% of the adjacent façade height, extending horizontally from the corner 10 feet by 10 feet minimum;
b) A corner feature with a minimum of 3 feet recess or projection from the primary façade, extending horizontally from the corner 20 feet by 20 feet minimum, and extending from grade to the building height;
c) A corner pedestrian site entrance oriented diagonally to the intersection;
d) Unique corner features such as wraparound balconies or terraces above the ground floor;
e) Color and material variation from the primary façade with an area extending horizontally from the corner 20 feet by 20 feet minimum.

3. Building Form

Intent: Buildings should be designed to create visual interest through the design of elements at a human scale.

A-3.1 Building Stepback. Buildings over two stories tall shall be designed with a horizontal stepback, or recess, along the primary street, at a minimum of 6 feet deep, from the front façade above the second floor. The stepback area may be used for residential terraces or roof decks. Towers or other similar vertical architectural features do not require a stepback but shall not occupy more than 20% of the front façade.



A-3.2 Horizontal Variation. On buildings larger than 50 feet in length along any street frontage, building walls along the street frontages shall 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 wall plane shall be provided. The façade or wall may be recessed behind, or project out from, the primary façade plane. The variation feature shall extend either from the ground to the roofline, or from the top of the ground floor to the roofline.

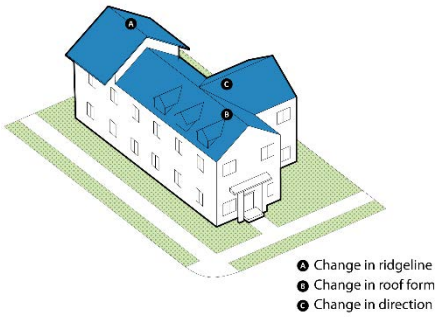
A-2.4 Intersection Corner Treatments

A-3.2 Horizontal Variation

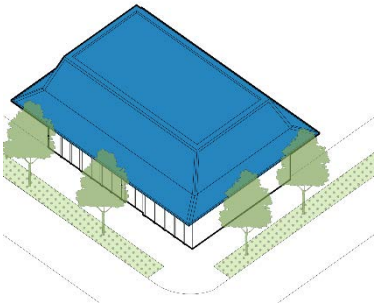
A-3.3 Variation at Townhomes. For townhomes that face a primary street, the maximum number of attached units per building shall be 8. Groups of townhomes shall be separated by at least 6 feet.

A-3.4 Roof Form.

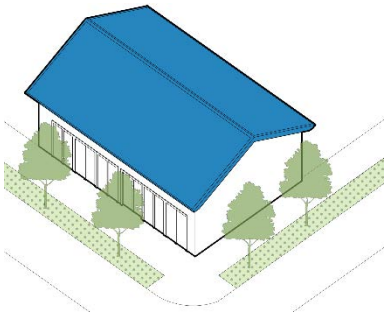
A-3.4.1 Roofline Variation. Designers shall break up long rooflines by including variation a minimum of every 60 feet along the primary street frontage, though the use of architectural elements such as changes in parapet heights, reveals, clerestory windows, dormers, intersecting roof gables, or varying roof heights.



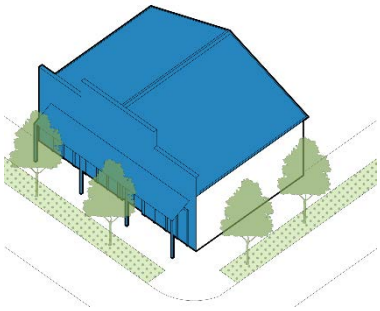
Mansard Roof:



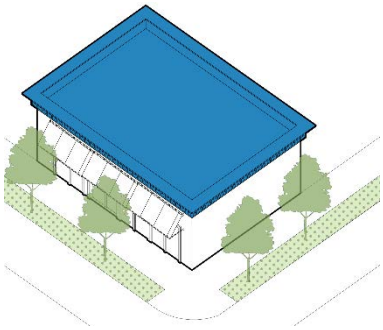
Sloped Roof:



Western False Front:

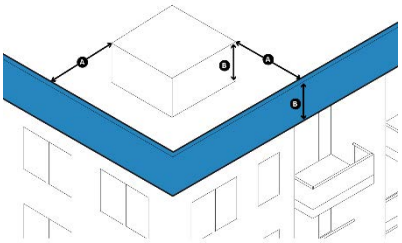


A-3.4.2 Cornice and Parapets. Flat or shallow slope roofs shall be designed with an architecturally profiled cornice or parapet cap to terminate the top of the parapet wall. On traditional designs, cornices or parapet caps shall be at least 6" in depth.



A-3.4.3 Rooftop Equipment. Roof-mounted equipment and screening of roof-mounted equipment shall follow at least one of the following standards:

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



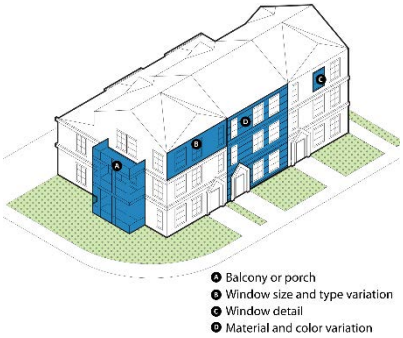
4. Building Façade Design

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

A-4.1 Facade Composition. Buildings of three stories or more shall have a clearly defined base and roof edge so that the façade has a distinct base, middle, and top:

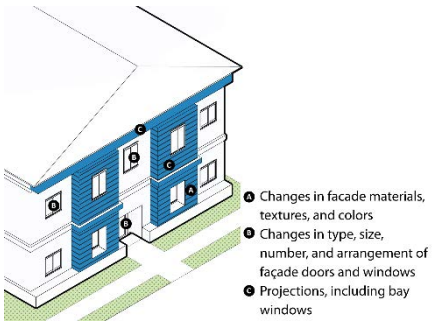
For a visually prominent cap to the building use at least one of the following :

a) A parapet with minimum 6-inch cap;
b) Eaves with brackets or other detailing at sloped roof overhangs;
c) A cornice line with minimum 6-inch overhang; Differentiating the top floor through the use of materials or color;
d) Setbacks behind the front wall for second floor and above.



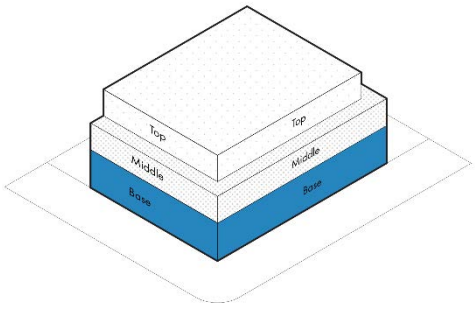
For the middle portion or body of the building shall have a façade made up of regular components with a consistent rhythm including one or more of the following:

a) Consistent window pattern;
b) Repeating bay windows or balconies;
c) Regularly spaced pilasters (attached vertical elements) or other architectural feature;
d) Regularly spaced vertical recesses.



The base of the building shall provide a visual foundation to the composition by providing one or more of the following:

a) A taller ground floor with consistent floor-to-floor heights on the second floor and above.
b) A recessed ground floor;
c) A continuous horizonal element at the top of the ground floor (the “belt line”);
d) Storefront systems with more glass area than upper floors;
e) Repeating pedestrian scale elements above the ground floor such as awnings, canopies or overhangs;
f) A change in façade materials, textures, and colors between the ground floor and the second floor.



5. Quality of Construction

Intent: New development in Shasta Lake should adhere to a standard of design and construction, using materials and detailing that will continue to look good over time.

A-5.1 Windows.

A-5.1.1 Windows at Street Frontages. Building walls along all street frontages shall have windows on all floors above the ground level.

A-5.1.2 Window Treatments. Along primary and secondary street frontages, windows shall be recessed a minimum of 2 inches or surrounded by trim. Where trim is used, trims shall be either shaped brickmold or flat trim no smaller than 1.5 inches x 3.5 inches. Architectural elements such as shading devices, juliet balconies, and/or projecting sills and/or lintels may be used to enhance window openings.

A-5.1.3 Window Glazing. Glass shall be clear. Mirrored and deeply tinted glass or applied films that create mirrored windows and curtain walls are prohibited. To add privacy and aesthetic variety to glass, ribbed glass, fritted glass, spandrel glass, and other decorative treatments are appropriate.

A-5.1.4 Bay Windows. Bay windows shall not project more than 3 feet from the façade nor exceed 8 feet in width. If more than one bay window is provided on a façade, there shall be at least 4 feet of horizontal separation between the bay windows.

A-5.2 Roofing.

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

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

A-5.1.1 Windows at Street Frontages

A-5.1.3 Window Glazing

A-5.1.4 Bay Windows

A-5.2.3 Vent Pipes. Vent pipes that are visible from streets, sidewalks, plazas, courtyards, and pedestrian walkways shall be painted to match the color of the roof to make them less conspicuous.

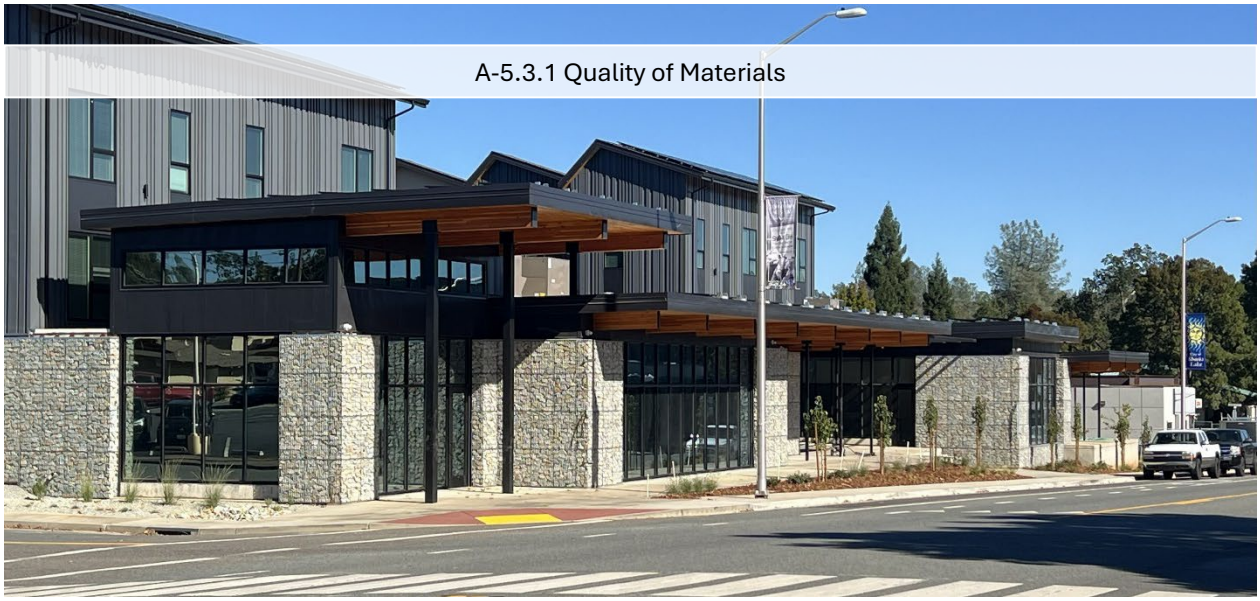
A-5.2.4 Gutters/Downspouts. All roofs shall include gutters/downspouts that drain directly into a cistern, landscaped area, or storm drain system. Exposed gutters and downspouts shall match the trim or body color of the façade, unless it is a design feature consistent with the building's architectural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

A-5.3 Walls.

A-5.3.1 Quality of Materials. Materials and detailing used on walls shall be selected to stand up to the local climatic conditions. Building facades shall 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 adjacent to pedestrian walkways, sidewalks and gathering areas shall consist of durable materials such as stone, tile, brick, board formed concrete, high-pressure laminate, or other durable materials.

A-5.3.3 Inappropriate Building Materials. Vinyl siding and/or vertical wood sheathing such as T-III shall not be used in the Village District as a primary wall siding material.



A-5.3.1 Quality of Materials

B. Activation Design Standards

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 shall include at least two of the following along a primary street for at least 50 percent of the building frontage :

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) Residential units with entries facing the street shall be set back from the street property line by a minimum of 10 feet.
e) Enhanced landscaping with at least 3-foot-tall shrubs (at maturity) and/or trees in the front setback.

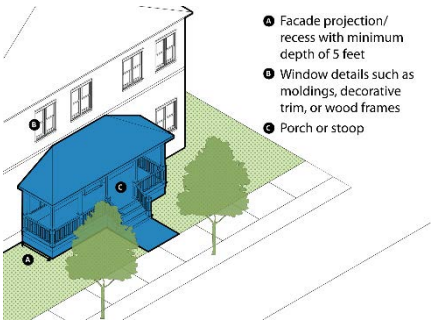
B-1.2 Transparency. Ground floors of buildings along streets shall provide a visual connection between the street and interior building spaces. Exterior walls facing and within 30 feet of the street property line shall include windows, doors or other openings. Windows, doors and/or other openings shall occupy at least 25% of the surface area of the wall surface area on the ground floor.


B-1.1 Ground Floor Activation


B-1.2 Transparency

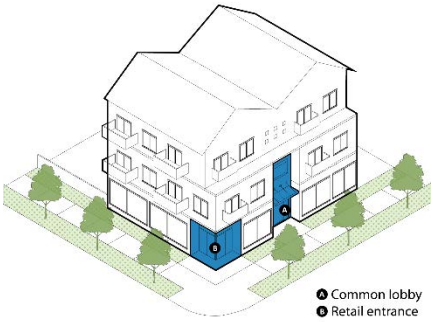
B-1.3 Building Entrances.

B-1.3.1 Main Building Entries. Main building entries shall be integrated within the overall building form and shall 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, and trellises;
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-1.3.2 Mixed Use Building Entrances. Separate building entrances shall be provided for residential and commercial uses.



B-1.3.3 Storefront Awnings and Canopies. Awnings, a roof or canopies shall be located over storefronts facing the primary street, or located within an individual structural recess. Awnings and canopies shall not project more than 6 feet from the façade, and shall not extend over the sidewalk. The height of all awnings or canopies above the sidewalk shall be consistent, with a minimum clearance of 8 feet provided between the bottom of the valance and the sidewalk.

B-1.3.4 Individual Unit Entries. Individual unit entrances shall incorporate at least one of the following architectural treatments consistent with the design of the primary facade. For multifamily developments, these features shall serve of four or more units that feature an exterior entrance onto a public street:

B-1.3.1 Main Building Entries

B-1.3.3 Storefront Awnings and Canopies

a) Façade projection or recess with a minimum depth of three (3) feet;
b) Projecting element above the entrance with a minimum depth of two (2) feet; or
c) Pedestrian porches or stoops a minimum of three (3) feet in depth.

B-1.3.5 Individual Unit Entry Connections. The space in front of a residential porch shall lead directly to the sidewalk if facing a street, or lead to a common pedestrian path if facing internally into the development.

B-1.4 Shade Structures.

B.1.4.1 Porches, Arcades, Trellises. Shade is an important amenity in Shasta Lake. Porches, arcades, trellises or other shade structures provide definition to the building entry or provide shade for outdoor seating. Building facades along the primary street shall have at least one porch, arcade or trellis structure that provides shade for a minimum of 20% of the frontage.

B-1.4.2 Design. Shade structures shall be at least 6 feet deep and are allowed to project into any required setback from the street, but may not project into the public right-of-way. The distance between supporting columns, piers, or posts on structures shall not exceed their height from finished grade.

2. Landscape Design

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

B-2.1 General Landscape Standards.

B-2.1.1 Minimum Landscaped Area. A minimum of 15% of any building site shall be landscaped.

B-2.1.2 Street Frontage. Trees shall be included along all public street frontages of a development. Street trees shall be a minimum 15-gallon size at planting and shall be selected from the list of City-approved trees. All street trees shall be deep rooted trees, that are well adapted to regional conditions and the available area for planting.

B-1.4.1 Porches, Arcades, Trellises

B-2.1.2 Street Frontage

B-2.1.3 Landscaping Buffer. All residential projects shall provide a minimum 5-foot-wide landscaping buffer between the sidewalk edge and the building edge along a public street .

B-2.1.4 Materials. Landscaped areas shall incorporate plantings utilizing a three-tier system: (1) grasses and ground covers, (2) shrubs and vines, and (3) trees.

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

B-2.1.6 Size and Spacing. Plants shall be of the following size and spacing at the time of installation, and all landscaping shall meet the water efficient landscaping standards of Chapter 15.10 - Water Efficient Landscaping of the municipal code:

a) Shrubs shall be a minimum size of one gallon.
b) Trees shall be a minimum of 15 gallons in size with a one-inch diameter at breast height (dbh).

3. Wall and Fences

Intent: Walls and fences should be carefully designed to not create unnecessary pedestrian barriers or unsafe conditions at the edges of sites.

B-3.1 Fencing along Primary Frontage. No fencing is permitted between the building wall and the primary street. Fencing is permitted at the line of the building wall if visually transparent materials (e.g., wrought iron or tubular steel) are used, and a minimum of 10 feet of landscape is located between the fence and the sidewalk. No chain link fencing, razor wire or barbed wire is allowed.

B-3.2 Fencing along Secondary Frontage. On a secondary street frontage, fencing shall be permitted along the street frontage property line if it allows transparency through the use of decorative metal or similar open material. No solid fencing shall be placed closer to the street than the closest building wall or 10 feet. An exception shall be made for utilities or loading areas. No chain link fencing, razor wire or barbed wire is permitted.


B-2.1.3 Landscaping Buffer


B-2.1.4 Materials

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

B-3.4 Gates. If a gate into a project is provided, the gate and associated fences shall not be located closer to the street than 20 feet.

B-3.5 Service and Refuse Area Screening. Screening of trash enclosures and service areas shall be integrated into the overall site design. Screening shall be constructed of durable materials, and compatible with the building design.

4. Open Space

Intent: Open spaces for mixed use projects are important to provide residents with outdoor environments to enjoy and meet friends and neighbors.

B-4.1 Access to Open Space. Residents of multi-family developments shall have safe access to usable open space for recreation and social activities. Open space areas shall be provided in large, meaningful, and usable areas. All common open spaces shall include seating and lights.

B-4.2 Location. Except for access points, open space areas for residents shall not be directly adjacent to public streets or service areas, or if required, shall be screened by a minimum of 10-foot wide landscaping buffer.

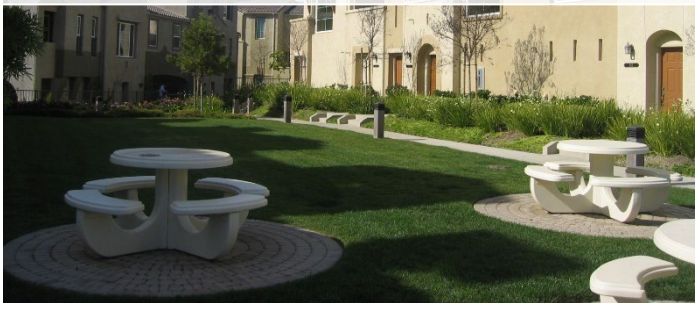
B-4.3 Minimum Required Usable Open Space. All multi-family residential developments shall provide a minimum of 100 square feet of usable open space per unit. This shall be met with 50% as common open space and the remaining 50% as either private or common open space. Public open space, including plazas, gathering places, and community rooms open to the public shall be counted towards common open space requirements. Every development that includes ten or more residential units shall provide at least one common open space area.

B-4.4 Common Open Space

B-4.4.1 Usability. Open space surfaces shall include a combination of lawn, garden, flagstone, wood planking, concrete, decomposed granite, or other durable surfacing.

B-3.5 Service and Refuse Area

B-4.1 Access to Open Space



B-4.4.2 Minimum Dimensions. Common usable open space located on the ground level shall have no horizontal dimension less than 10 feet.

B-4.4.3 Visibility. At least one side of the common open space area shall be visible from bordering residential buildings and/or entryways.

B-4.4.4 Seating. All common open spaces shall include seating.

B-4.4.5 Amenity Features. At least one amenity feature such as a play structure, plaza, sitting area, water feature, gas fireplace, or community garden shall be included in each open space area.

B-4.4.6 Play Areas. Developments that include 25 or more units of at least one bedroom or more must include a children's play area including play structure or other amenity.

B-4.4.7 Buildings. Common-use building space and roofed structures with recreational functions (e.g., pool houses, recreation centers, gazebos) may account for no more than 20% of the area otherwise required as common open space.

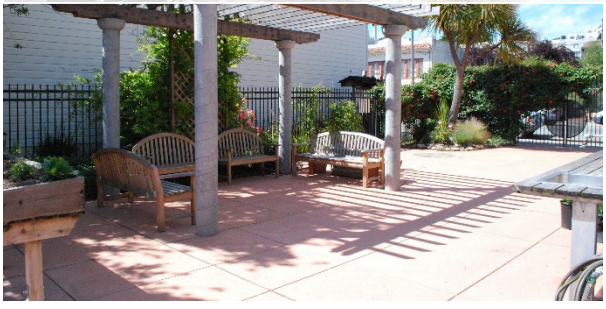
B-4.5 Private Open Space. Private open space shall follow the following standards:

B-4.5.1 Minimum Dimensions. Private usable open space located on the ground level shall have no horizontal dimension less than eight feet. Private open space located above ground level (e.g., porches, balconies) shall have no horizontal dimension less than six feet.

B-4.5.2 Enclosure. Ground-level space for residences shall be screened from abutting, streets, alleys, and pathways. Screens shall be a minimum of 42 inches tall.

B-4.5.3 Private Open Space. Private open space that is provided on a balcony or roof deck that fronts a public street shall have opaque balcony/railing enclosures to screen items being stored on the balcony or patio.

B-4.4.5 Amenity Features



B-4.4.6 Play Areas

5. Lighting

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

B-5.1 Pedestrian- Scaled lighting. Pedestrian-scaled lighting shall be located along all walkways. Height of pedestrian-scaled lighting shall 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-5.2 Building Lighting. Lighting of building walls shall only be used to highlight building features, such as entrances and addresses. Highlighting of special architectural features or landscape specimens is allowed.

B-5.3 Inappropriate Lighting. No lighting is permitted that regularly blink, revolve, flash, or changes intensity.

B-5.4 Glare. Lighting elements shall be shielded and directed downward to minimize glare and spillage onto adjacent properties.

B-5.5 Energy Efficiency. High-efficiency technology such as LED lighting with advanced controls shall be utilized to minimize energy consumption of lighting.

B-5.6 Color Temperature. Color temperature of general light fixtures shall be no cooler than 3000K, with a preferred 2700K temperature.

B-5.1 Pedestrian-Scaled Lighting

B-5.2 Building Lighting

C. Connectivity Design Standards

1. Vehicle Connectivity

Intent: Vehicle access is important to the economic vitality of the VMU district. Vehicles should be accommodated for convenient travel through the area and for local residential and business trips, while also ensuring safe interactions with pedestrians and bicyclists.

C-1.1 Driveways and Internal Circulation.

C-1.1.1 Driveways. For lots 75 feet wide or less, a maximum of one driveway access from a street is permitted. For lots greater than 75 feet in width, additional driveways are permitted but shall be spaced at least 75 feet apart. No driveway shall exceed 20 feet in width at any property line abutting a street.

C-1.1.2 Driveway Materials. Textured paving or colored concrete flatwork should be used between the curb and 10 feet setback from property line for driveway areas along primary streets.

C-1.1.3 Auto Courts. Auto Courts provide vehicular access to multiple residences via a common driveway fronted with garages. Auto courts driveways shall not exceed 150 feet in length and shall have a minimum width of 26 feet. Auto court driveways shall not serve more than 12 individual residences. A minimum of 5 percent of the auto court shall be landscaped.

C-1.2 Parking Layout and Orientation.

C-1.2.1 Parking Siting at Primary Frontage. Along the Primary Frontage, off-street parking areas shall be located behind the building or to the side.

C-1.2.2 Parking Siting at Secondary Frontage. No more than one aisle of parking (66 feet) is allowed between the building and the street along the Secondary Frontage.

C-1.1.3 Auto Courts

C-1.1.2 Driveway Materials

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, shall not exceed 50% of the street frontage. Parking shall be set back a minimum of 10 feet behind a landscaped buffer area or shall be located behind the front building wall.

C-1.2.4 Pedestrian Access. Parking lots shall be connected to buildings by a walkway with a minimum width of four feet.

C-1.2.5 Carports. Carport structures shall utilize the same colors, architectural finishes, and roofing materials as the main building(s).

2. Service Areas and Utilities

Intent: Utilities and services, while important to all new development, should not be overly prominent or unsightly.

C-2.1 Service Area Design. Service and refuse enclosure locations shall be located at a minimum of 20 feet away from any entrance to a residential unit or window, and shall not block circulation or driveways.

C-2.2 Refuse Area Enclosures. Refuse areas shall meet city standards. Enclosures shall match the project's materials and colors, and landscaping shall be incorporated into their design to screen them and deter graffiti.

C-2.3 Utility and Mechanical Equipment. All utility equipment, such as, but not limited to, transformers, backflow devices, cable television boxes, electric power transformers and distribution facilities, electrical and gas meters, water pumps, and telecommunications facilities (not including pole-mounted equipment), shall be screened from view through at least one of the following standards, subject to compliance with the requirements of the service provider:

a) Landscaping; or
b) Minimum 3-foot-tall solid walls or barrier that reflect the same architectural style of the development and utilizes the same materials, colors, and lighting fixtures.

C-1.2.4 Pedestrian Access

C-2.2 Refuse Area Enclosures

C-2.4 Provision of Storage Space. Each unit in a multi-family project shall be provided with a separate, enclosed, lockable storage space reserved for the occupants of the dwelling units.

3. Pedestrian, Bicycle and Transit Connectivity

Intent: The VMU District is intended to create a village atmosphere in the center of Shasta Lake. The community has defined this atmosphere as including safe and convenient access for pedestrians, bicyclists and those who use transit.

C-3.1 Pedestrian Walkways.

C-3.1.1 Safety. Walkways shall be constructed of poured-in-place concrete (including stamped concrete), permeable paving, concrete pavers, or approved alternative. Pedestrian pathways shall meet Americans with Disability Act (ADA) accessibility standards.

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

C-3.1.3 Walkway Connections. Every building entry and common exterior space shall provide a pedestrian pathway/connection to the following areas:

a) To the public sidewalk in the right-of-way on a public street.
b) Between the building entry and the parking area serving the units.
c) To any common usable open space or recreational facilities on site or to any public park facilities located on an adjacent lot.

C-3.1.4 Landscape Buffer. Walkways shall not be sited directly against a multiple family building façade with ground-floor residential units.

C-3.3 Bicycle Connections.

C-3.3.1 Bicycle Parking for Residences. Bicycle parking shall be provided for all residential projects. Short-term parking shall be provided near building entries; long-term parking shall be provided in a secure location protected from weather.

C-3.2.2 Bicycle Parking for Commercial Projects. For commercial or mixed use projects with commercial ground floors, bicycle racks shall be provided in public view, within 50 feet of building entrances, in an area that is lit by external light sources.


C-3.1.3 Walkway Connections


C-3.1.3 Landscape Buffer

4. Signage

Intent: Signage should provide communication while being compatible with the architecture of the development and with any residential development on the site.

C-4.1 Signage Types. The following sign types are allowable for new development within the VMU District:

a) Residential signage listing the name of development.
b) Commercial wall and/or projecting signage that is integrated into the architectural design of a building.
c) Awning signage for retail spaces in commercial or mixed-use buildings.
d) Window signage.
e) Monument signage.

C-4.2 Residential Signage. One sign listing the name of residential development per building is permitted. Signage shall be either integrated into the architecture of the building or a monument sign.

C-4.3 Building-Integrated Signage. Signs attached to a building shall be designed as integral components of the building and not obscure or conceal architectural elements. Signs shall not be permitted on top of any roof, and no sign attached to a wall or eave shall project above the eave line of the building.

C-4.4 Awning or Canopy Signage. Where retail development is adjacent to a sidewalk, awning or canopy signage shall be integrated into the awning design or by attaching a hanging or projecting sign to the wall or to the awning or canopy.

C-4.5 Window Signage. Window signs on glass shall be professionally painted.

C-4.6 Freestanding Signage. All freestanding signs shall be designed to relate to the design of the building or development they serve. Exterior materials, finishes and colors shall be the same or similar to those of the buildings or structures on site. High quality, durable materials shall be used.

C-3.2.2 Bicycle Parking for Commercial Projects

C-4.4 Awning or Canopy Signage

C-4.7 Illuminated Signage. Internally or externally illuminated individual letter signage that is fixed to a building is preferred. Internally illuminated cabinet signs are prohibited.

C-4.8 Freestanding Pole Signs. Freestanding pole signage is prohibited in the VMU. For monument signage – see Section C-4.10.

C-4.9 Signage for commercial spaces in mixed use buildings.

a) Awning or canopy signage shall be integrated into the awning or canopy.
b) Window signs shall be professionally painted on glass.
c) Blade signs hanging from overhead awnings or canopy, shall not be internally illuminated, and the bottom of the sign must provide a minimum of 8 feet of clearance above the sidewalk.

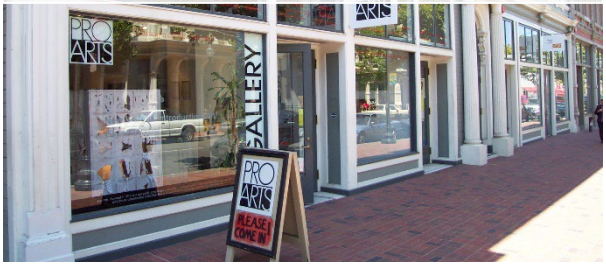
C-4.10 Monument Signs.

4.10.1 Location. Monument signs shall be located within a landscaped planter or other landscaped area per the city sign ordinance.

4.10.2 Sight Obstructions at Intersections. No monument signs greater than 42 inches in height shall be permitted within a "clear vision" area at the intersection of a street, or driveway.

4.10.3 Base and Height. Monument signs shall include a solid base at least 18 inches in height, and shall not exceed 48 inches in height, when measured from the adjacent grade

C-4.9 Signage for commercial spaces in mixed use buildings



C-4.10 Monument Signs

Subarea Objective Design Standards

Village Core Subarea Standards

In addition to the general Baseline standards, the following area specific standards apply to all properties abutting Shasta Lake Boulevard between Deer Creek Road and Hardenbrooke Avenue.

A. Village Core Character Standards

VC-A-1 Multiple Buildings. In the Village Core, the same architectural style and use of materials shall be consistent throughout the entirety of a development project with multiple buildings.

VC-A-2 Ground Floor Height. For multi-story buildings, the floor-to-floor height of the ground floor shall 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 shall 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 Standards

VC-B-1 Ground Floor Activation. In the Village Core, in commercial and mixed use development active uses are required on the ground floor. Alternative designs may only be considered with approval of an administrative permit. This includes transparent windows that allow views into street fronting commercial space are required. Residential units with entries from the street are also considered active uses in the Village Core.

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 shall be evenly spaced to the extent possible, at spacings between 25-35 feet.

C. Village Core Connectivity Standards

VC-C-1 Gateway Development. New development at the western corners of Deer Creek Road and Shasta Lake Boulevard are considered “Gateway Development” and are required to have one or more vertical architectural elements such as a habitable tower, flagpole, pedestrian plaza or other element such as public art, that identifies the boundary of the Village Core area.

Historic Center Character Standards

The following standards apply to properties abutting Shasta Dam Boulevard between Hardenbrooke Avenue and Ashby Road on Shasta Dam Boulevard (the one-way street heading east). They do not apply properties abutting Front Street on the one-way street heading west. Where single properties extend from Shasta Dam to Front Street, they shall follow these Historic Center standards.

A. Historic Center Character Standards

HC-A-1 Building Form and Detail. Buildings in the Historic Center shall use elements from the historic development of Shasta Lake as a model for new building development. (Note, new buildings are not required to reproduce historic buildings but are required to reference elements from the historic fabric, example - Heritage Coffeehouse building).

Characteristics to emulate include:

a) Provide a harmonious scale by breaking down larger buildings into sections no more than fifty feet wide. Sections shall have changes in roof lines or parapet heights along with wall planes that step forward or back a minimum of three feet.
b) At least two wall siding materials that can include wood or wood-like composite siding, stucco, or other commonly used materials. Typically, buildings of the era used stucco facing the street with wood type siding on sides and rear.

HC-A-2 Building Stepback. Buildings in the Historic Center shall provide a horizontal stepback, or recess above the second floor on Shasta Dam Boulevard at a minimum of 6 feet in depth, measured from the front façade. The stepback area may be used for residential or commercial terraces.

B. Historic Center Activation Standards

HC-A-2 Activation of Pedestrian Environment. New development exceeding 2,500 square feet and located in the Historic Center shall support an active pedestrian environment, by providing at least two of the following:

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

HC-A-3 Streetscape New commercial and residential development shall provide landscaping along Shasta Dam Boulevard. between the building and the sidewalk in the form of street trees if the building does not immediately abut the right of way. Street trees may be in planters or tree wells, either in the sidewalk or next to the sidewalk on the development 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 Standards

HC-C-1 Pedestrian Connectivity. New developments shall provide accessible pedestrian connections between neighboring properties and neighborhoods where feasible. Pedestrian connections to alleyways is acceptable.

HC-C-2 Historic Signage. New development shall provide commercial signage that responds to the desired character of the Historic Center. Wall signage shall be professionally painted on building walls or on sign boards fixed to buildings. Internally illuminated cabinet signs are prohibited. Non advertising wall murals are permissible with approval of a sign permit.

HC-C-3 Historic Lighting. New developments shall provide pedestrian scale wall mounted lighting along the street when streetlights are absent. Onsite light standards shall be no taller than 20 feet and shall have a historic design character.

Summit City Subarea Standards

The following standards apply to properties in the VMU zoning district located within 300 feet of the centerline of the intersection of Shasta Dam Boulevard and Lake Boulevard. This intersection is an important gateway to recreation for residents and visitors. Other properties in the VMU zoning district in Summit City shall follow the applicable zoning district development standards, and the general commercial and residential design guidelines.

A. Summit City Character Standards

SC-A-1 Create a Welcoming Corner. Buildings at the intersection of Shasta Dam and Lake Boulevard shall create an area gateway type environment by incorporating at least two of the following:

a) Provide landscaping in a minimum five-foot-wide area extending the length of the property frontage to the corner. Landscaping shall not exceed 42 inches in height within required clear vision areas, and shall be consistent with the standards of Chapter 15.10 - Water Efficient Landscaping.
b) Provide a porch or covered arcade facing either Shasta Dam Boulevard, Lake Boulevard or the street intersection, with the entry to the building from the porch or arcade.
c) Create a usable area at the corner with a building setback of a minimum of 40 feet from the corner. This area may be used for landscape, customer/community gathering, or parking. If parking is provided, access shall be limited to two driveways meeting city standards for separation from the intersection.

B. Summit City Activation Standards

SC-B-1 Entries. Buildings at the intersection of Shasta Dam and Lake Boulevard shall have entries visible from the intersection.

SC-B-2 Signage. Business signage shall be professionally painted on the building wall or on a painted on a panel fixed to the building wall. Signs, with the exception of internally illuminated individual channel letters, shall be externally illuminated.

C. Summit City Connectivity Standards

SC-C-1 Truck and Trailer Parking. Where feasible, new developments shall endeavor to provide space to allow parking with space for trucks with boat trailers and to pull in behind buildings using one way drive aisles.

SC-C-2 Special Lighting. New lighting at the intersection of Shasta Dam Boulevard and Lake Boulevard shall be coordinated in design on all four corners. Parking lot lighting shall be no taller than 25 feet.

CITY OF
SHASTA LAKE
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