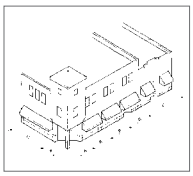
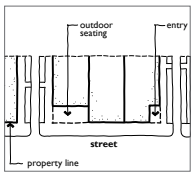
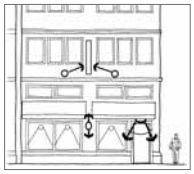
Irvington







Design Guidelines

A. DEFINITIONS

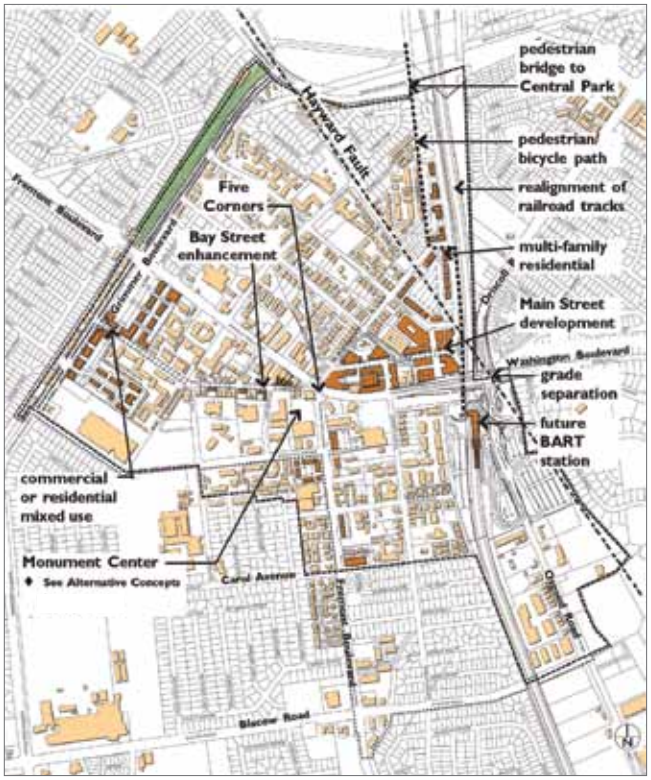
B. PROJECT REVIEW PROCESS

C. DESIGN GUIDELINE CATEGORIES

D. PEDESTRIAN ORIENTED STREETS

E. MAJOR STREETS

F. GUIDELINES FOR FREMONT REGISTER RESOURCE STRUCTURES



Excerpted from the 2006 *Irvington Concept Plan*.

Printed February 2012.

Available at www.fremont.gov/planning

Irvington Design Guidelines

The following design guidelines are applicable to developments within the Irvington Overlay District. These guidelines have been excerpted from the former Irvington Concept Plan and remain applicable as described in the Community Plans Chapter of the General Plan.

The design guidelines are applicable to new development, including additions and modifications to buildings and site layouts. The design guidelines will only be applicable, however, when appropriate land use and zoning regulations have been put in place to effectuate the use of these guidelines. For example, if a site is zoned commercial, then a design guideline applying to residential development would not be applicable until general plan land use and zoning were changed to authorize that residential development.

A. Definitions

- **"Shall"** or **"Must"** means that conformance to the guidelines is intended to be mandatory.
- **"Should"**, **"May"**, or **"Encouraged"** means that conformance to the guideline is preferred, that conformance will be strongly encouraged by the City through the review process and that the guideline is intended to be a recommendation to a developer about how to meet design goals. However, conformance with these guidelines is not mandatory, and alternatives may be suggested by developers and property owners.

B. Project Review Process

Please consult with City Staff regarding appropriate review process for your project.

C. Design Guideline Categories

Design Guidelines will only apply to certain parcels in the Irvington area. The applicability of the Design Guidelines depends on the type of street that a parcel faces, as shown in Figure 1:

- **Bay Street.** Development facing Bay Street has its own Design Guidelines, entitled the "Bay Street Planned District Design Guidelines,"which are not included in this document and can be obtained separately from the City of Fremont. Properties located within the Bay Street Planned District must conform to these guidelines. Any properties facing Fremont Boulevard should first follow the Major Street design guidelines in this chapter.
- **Pedestrian-Oriented Streets.** Development on these streets should facilitate a safe and comfortable pedestrian environment for residents and patrons of commercial establishments. Design Guidelines for development

facing these streets are included in Section D of these guidelines.

- **Major Streets.** Development on these streets should provide safe and aesthetically pleasing street frontages although these streets will continue to be the primary vehicular corridors in and through Irvington. Design Guidelines for development facing these streets are included in Section E of these guidelines.

- **Parcels** facing onto all other streets do not need to comply with specific Design Guidelines.

In cases where a parcel has frontages on more than one street, each frontage should conform to the standards and guidelines for its respective street type.

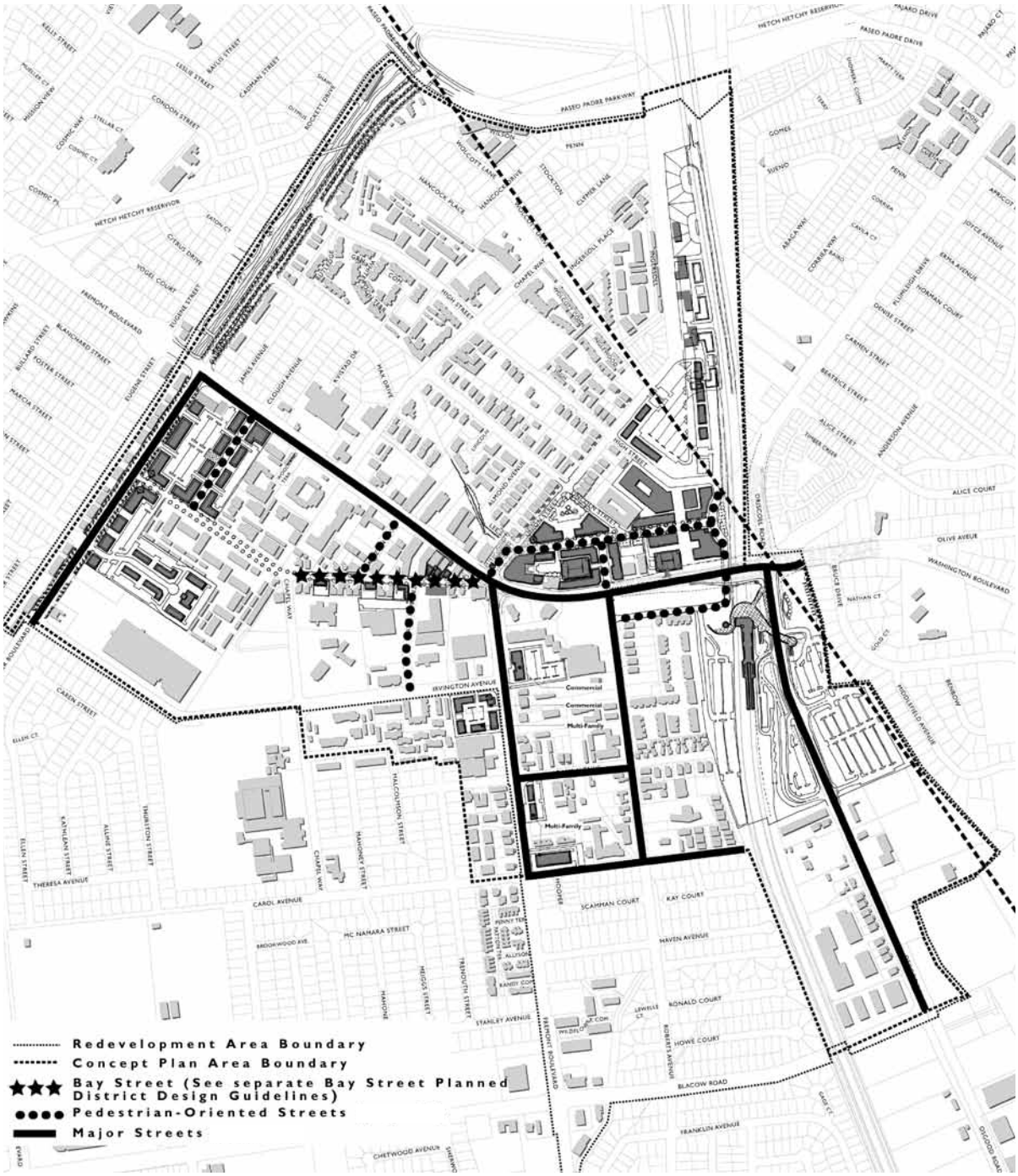


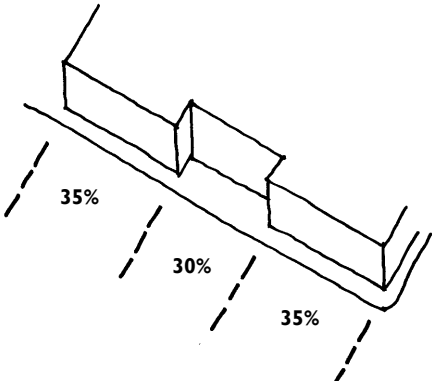
Figure 1. Street Categories for Design Guidelines

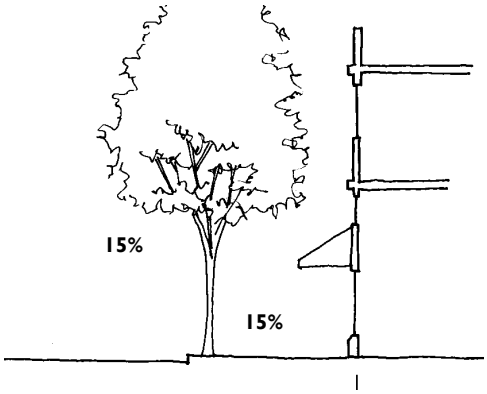
D. Pedestrian-Oriented Streets

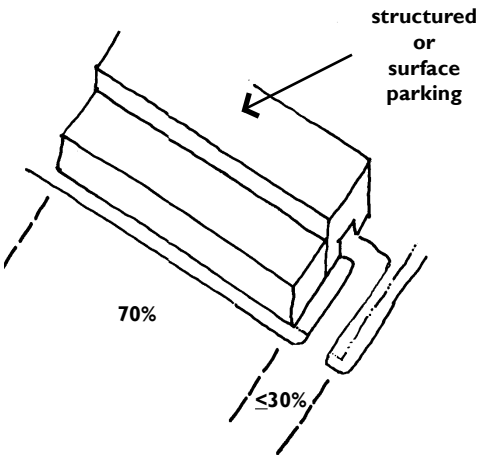
The following building design guidelines apply to new development facing pedestrian-oriented streets.

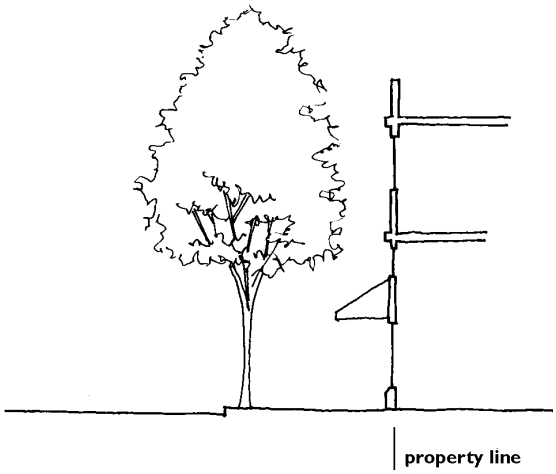
1. Building Setback

There **shall** be a building along at least 70 per cent of the front property line. Up to a maximum of 30 percent of a front property line **may** be setback, but only as a means to create plazas or open spaces or to access parking facilities behind the building. An exception **may** be made for parking structures, as detailed in section D10, for residential buildings to accommodate small yards, porches and stoops, and for narrow lots.



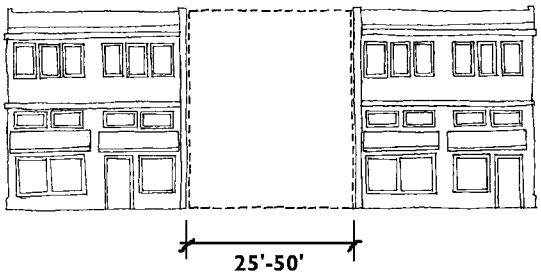






2. Building Rhythm and Massing

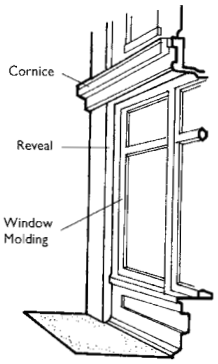
Buildings **shall** be articulated to reflect a small-scale street frontage rhythm, with building storefront widths of approximately 25 to 50 feet. Where appropriate, bay width and massing **should** reference adjacent commercial buildings.



3. Building Façades

a. Articulation

Buildings **should** have architecturally-articulated storefronts. Window treatments, awnings and public entries **should** be designed to promote active use of ground floor businesses.



b. Scale of Detailing

Building facades **should** have elements that relate to the scale of a person. All facades **shall** emphasize three dimensional detailing such as cornices, window moldings and reveals to cast shadows and create visual interest on the facade.

Architectural elements used to provide relief **may** include awnings and projections, trellises, detailed parapets and arcades. Awnings may project over the right-of-way with approval of the City Engineer. The historical elements depicted at the left are an illustrative example only and are not binding as to style.

c. Roof Lines

All buildings **shall** provide strong roof termination features. A variety of distinctive roofline profiles is **encouraged**.

d. Entries to Ground Floor Areas

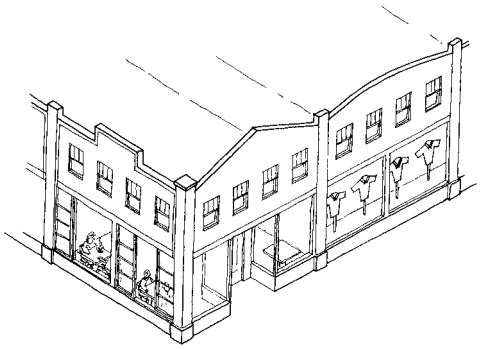
Primary entries to ground floor retail areas **shall** occur from main streets, and **shall** be accented with features such as moldings, lighting, overhangs, or awnings. Building entries **should** be recessed into entry bays, to create transitional spaces between the street and buildings. Corner entries **should** receive special attention.

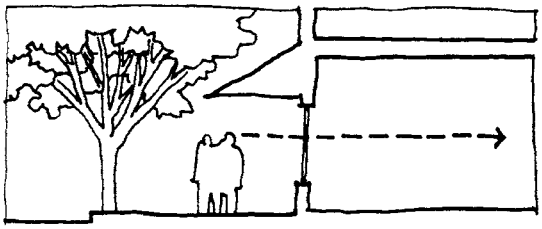
e. Entries to Upper Levels

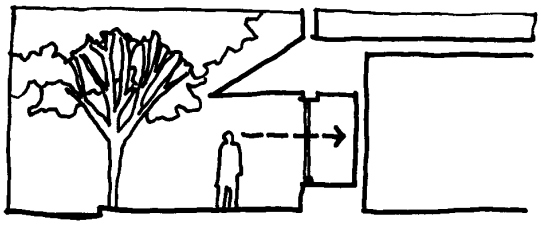
Street level entries to upper level commercial or residential uses **should** be emphasized if they are located on the front facade.

f. Windows

i. Window patterns **should** architecturally distinguish a building's first floor retail character, with a higher percentage of windows than on upper floors.







ii. Commercial storefronts **should** include street-oriented display windows. These windows should provide visual access to the inside of the building, while also serving as an area for merchandise display. A minimum of 50 percent of linear store frontage **should** be used for the display windows.

iii. Enclosed display window areas **should** be provided where actual windows cannot be provided.

iv. No windows are required for buildings with unique requirements, such as theaters or parking structures. In such cases, exterior walls **shall** be designed to provide architectural relief or are screened by landscaping and pedestrian amenities such as wider sidewalks or benches.

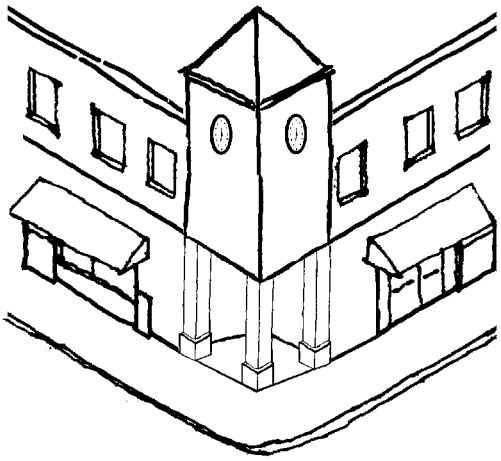
v. Windows **should** be of clear glass unless unique operating circumstances prohibit it. Decorative glass and glass block are also appropriate in many cases.

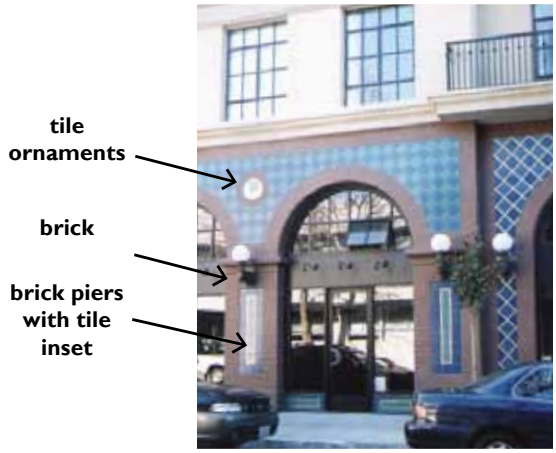
g. Bays

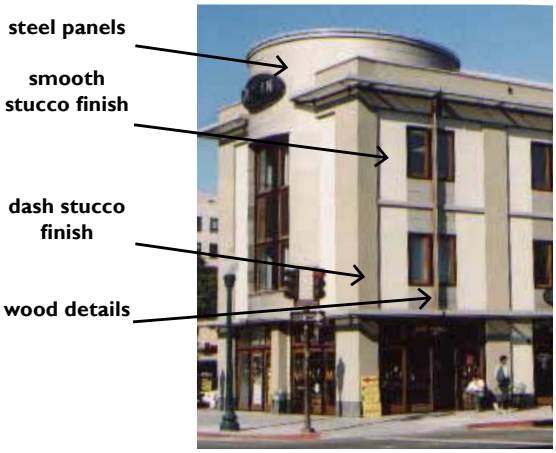
Bays on buildings are allowed and **encouraged**. If bays are used, they **may** protrude out from the building.

4. Corners

Building corners are special places within the townscape. They **should** therefore be treated specially, with elements such as towers or indented building entries.







Examples of building materials.

5. Building Materials

a. Variety

A variety of durable materials and textures is **encouraged** in Irvington. Such materials **may** include both traditional materials such as wood and stucco and materials such as concrete, structural steel, Corten steel, and other high-quality durable metals which have not been traditionally used in "Main Street" architecture.

b. Differentiation of Architectural Elements

A wide variety of other materials to articulate different building elements beyond the main exterior finish such as the building base, horizontal break bands, pier/column bases, roof terminations, sills, awnings, etc. is **encouraged**.

c. Reference to Adjacent Buildings

As Irvington continues to develop, designers **should** reference adjacent commercial buildings in order to complement the existing materials palette.

d. Building Bases

Building bases **should** be of durable materials. Stucco-covered foam at the sidewalk is discouraged due to high pedestrian traffic.

e. Decorative Elements

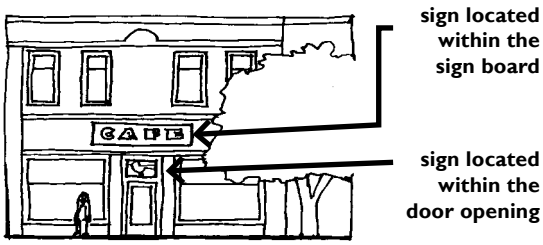
i. Tile artwork, plaques, decorative glass and lighting fixtures are **encouraged** to provide visual relief to facades.

ii. Artwork and architectural relief integrated into buildings is **encouraged** and **should** be appropriate to the setting.

6. Signs

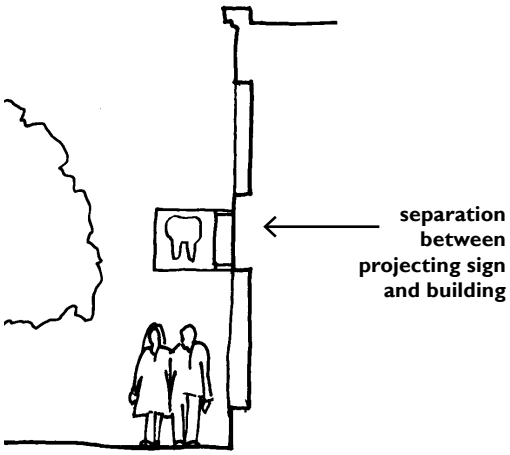
a. Sign Location

Building signs **should** be located within an area of the facade which enhances and complements the architectural design. Buildings signs **should** not obscure architectural details such as recesses, ornaments or structural bays. Building signs **should** not extend above the roof line of the building.



b. Projecting Signs

Projecting signs **should** be located near the front entry of a store. A separation **should** be provided between the building face and the sign in order to provide a clear separation between the building edge and signage.

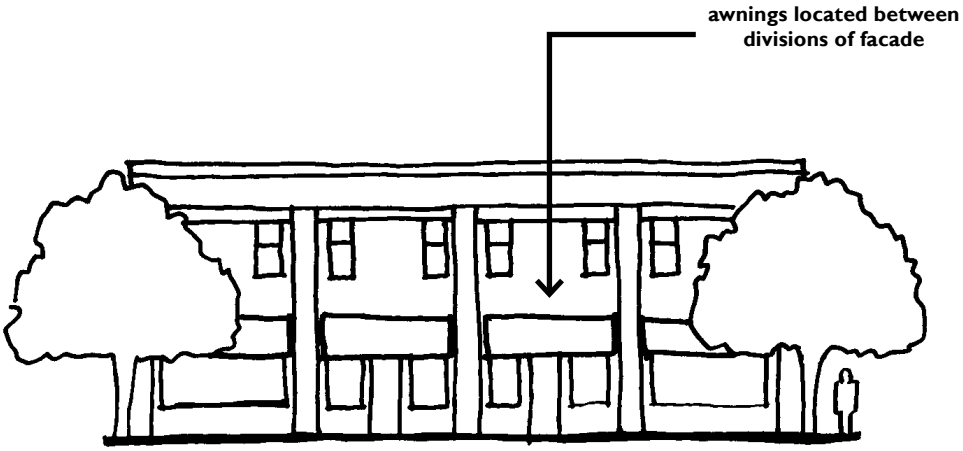


7. Awnings

a. Relationships to Building Design and Bays

Where awnings are proposed, individual awnings **should** be provided over each storefront on a building. These awnings **should** be located within the individual structural bays and **should** not hide architectural detailing. Awnings on multi-tenant buildings **should** be the same color and style.

Example of awnings within structural bays.



b. Awning Materials

The use of fabric awnings is **encouraged,** although glass and metal awnings may also be used where appropriate. The use of vinyl awnings is discouraged.

c. Awning Signage

Any signing on awnings **shall** be painted directly onto the awning material. Awning signs **shall** be restricted to the lower one-third of the awning and the awning valence.

d. Illuminated Awnings

Backlighting of transparent or translucent awnings is **discouraged**. Exceptions may be made if done aesthetically or if such lighting is related to a use, such as entertainment.

e. Awning Lighting

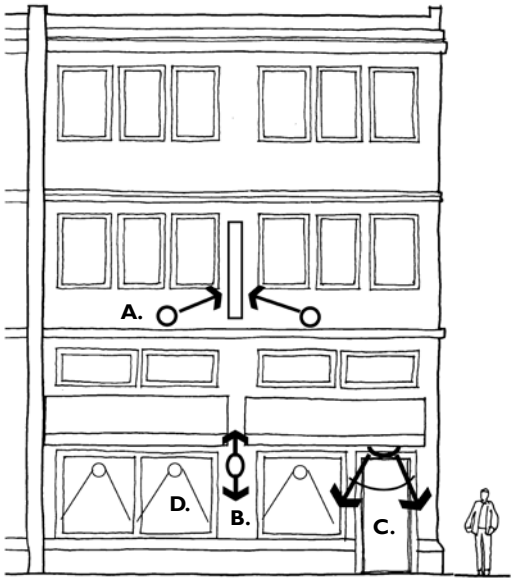
If used, lighting for awnings **should** be from above the awning, from fixtures designed and placed to enhance the appearance of the building.

f. Awning Colors

Awning color **should** be compatible with the neighborhood and overall building color scheme.

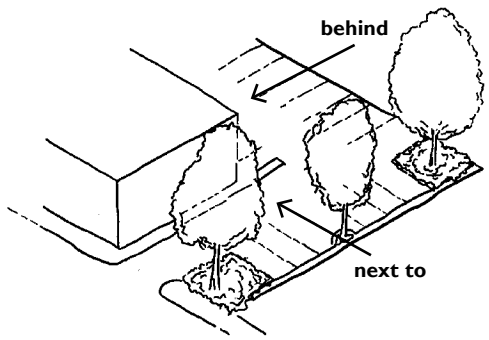
8. Lighting

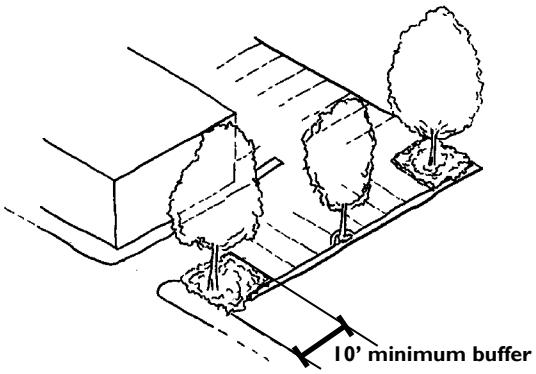
Adequate lighting **should** be provided for building signage, storefront display, pedestrian entry access and travel in parking lots.



A. Directional Sign Illumination
B. Wall Sconce
C. Wall Downlight or Recessed Light
D. Interior Display Light

Types of lighting sources for illumination of facades and display windows.





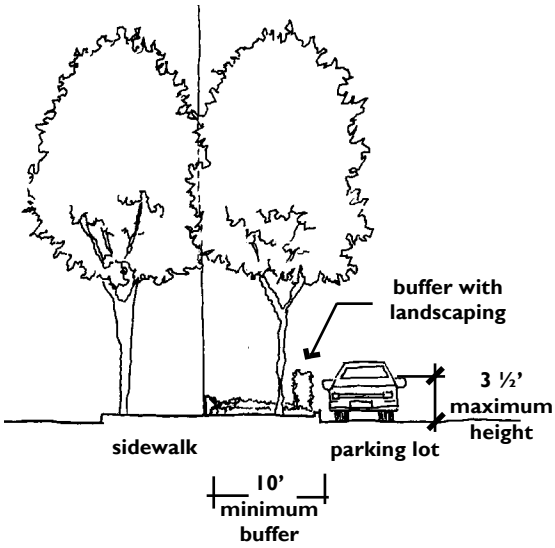
9. Parking Lots

a. Location

Parking lots **shall** be located behind or next to buildings, whether in parking structures or surface lots.

b. Landscape Buffer

At access points to off-street parking lots, a landscape buffer shall be provided and shall be a minimum of ten feet deep. Most plants in the buffer **should** be no higher than three-and-one-half feet in order to maintain maximum sight distances, although occasional trees are allowed. Where lot width allows, a landscape buffer **shall** be provided at property lines of adjacent parcels.



c. Landscape Aesthetics

i. Trees **should** be planted in and around parking lots to provide shade and visual relief. Trees **should** be planted on the perimeter of parking lots at a density to conceal or disguise the interior of the parking lot. On the interior of parking lots, trees should be planted to create shade and minimize heat.

ii. The palette of plant materials in the landscape buffer **should** create an aesthetically-pleasing space through a mix of colors, heights and types of plants.

- Trees **should** provide vertical interest.
- Shrubs **should** be used to provide a natural fence that shield autos from the pedestrian sidewalk.
- Flowering plant material at the ground level is **encouraged** to provide a variety of colors.
- Creative design and the use of native plants and drought tolerant plans are **encouraged**.

Examples of fixtures that add visual interest

d. Lighting

Lighting fixtures in parking lots **should** be selected to add visual interest while complementing nearby architecture. They **should** be scaled to pedestrians.

Permeable concrete paver units add texture

e. Parking Pavement Surfaces

i. Patterned pavement and integral colored concrete are **encouraged**, especially in parking lots that will have multiple uses or be visible to the public.

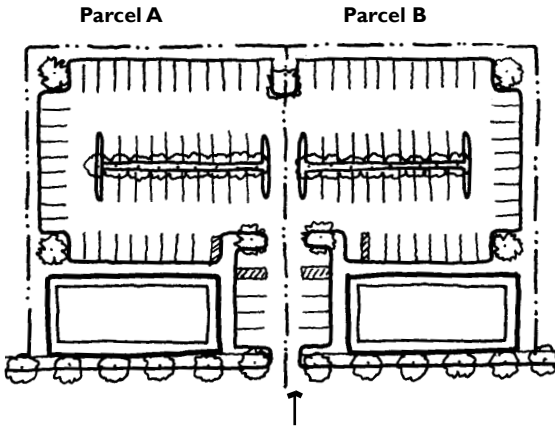
ii. Permeable surface finishes **should** be used to add surface texture and to facilitate stormwater runoff, although particular care should be given to the installation, maintenance and life cycle of such materials.

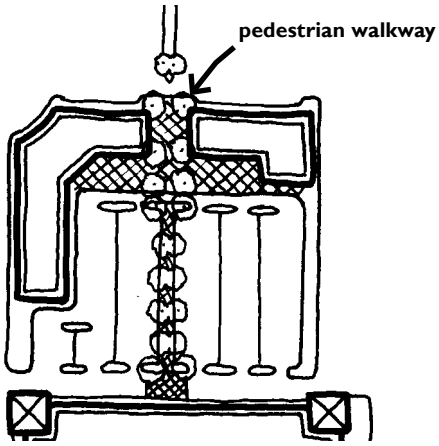
f. Vertical Elements

Vertical elements such as screens or trellises **should** be incorporated into parking lots to provide visual interest, both at the parking lot edges and within the parking lot.

g. Shared Access Entries

Building siting and parking design **should** maximize opportunities for pedestrian and vehicular circulation between adjacent sites. For example, joint access ways serving two or more buildings are **encouraged** as a means to minimize curb cuts and avoid breaks in continuity of street frontages.





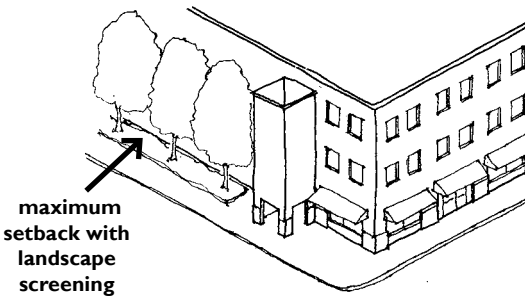
h. Pedestrian Circulation

Pedestrian access separate from vehicles **should** be provided from all public sidewalks and parking lots to building entrances. Pedestrian walkways and spaces **should** include elements such as special paving materials, raised curbs, trellis structures, landscaping, pedestrian-scaled lighting, seating and trash receptacles.

10. Parking Structures

a. Ground Floor Use

As a means to provide street interest, ground floor retail uses **should** be integrated into parking structures wherever possible.



b. Setbacks

i. As long as parking structures include ground-floor retail spaces, they **should** follow the overall building setback guidelines in section D1.

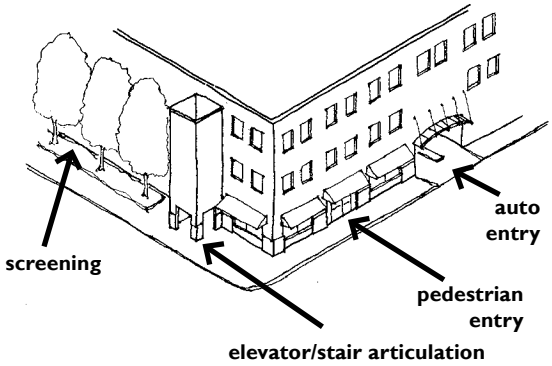
ii. Where no ground-floor space is possible, parking structures **may** be setback from the property line, as long as the building rhythm is maintained. The setback area **shall** be planted with landscape screening for the structure.

c. Articulation of Facade

i. Facades of parking structures **should** be designed in a manner that is comparable to other multi-story buildings on the street.

ii. Openings in the facade **should** be proportioned similarly to vertically-oriented windows.

iii. Elevator and stair elements **should** be located adjacent to the street and **should** facilitate an architectural articulation of the facade.



11. Private Plazas and Open Space

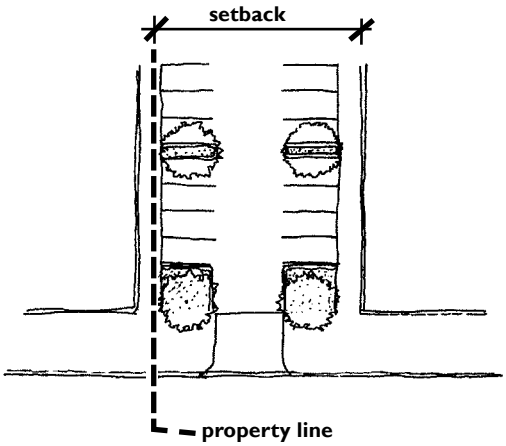
Many developed sites in Irvington may include publicly-accessible private plazas and open space. These design guidelines reflect direction on the development and use of those spaces.

a. Access

Plazas and open spaces shall be visibly accessible at all times, even when the adjacent business is closed. *Design concepts **should** be used to discourage a transient population from inhabiting these accessible locations.*

b. Street Edge

Private open spaces located along public streets in conformance with Guideline 1 (Building Setbacks), **should** accommodate outdoor activities in order to create a lively, vital environment.



c. Required Fencing

Fencing, or barriers required by code to separate dining areas from sidewalks, **should** be semitransparent and be architecturally compatible with the building.

d. Landscape Materials

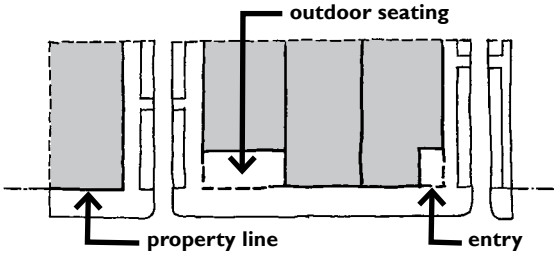
Paving materials **shall** be of high-quality materials such as stone, concrete or tile. Plant materials **should** be of drought-tolerant species where appropriate and provide variety while being consistent with the architecture.

E. Major Streets

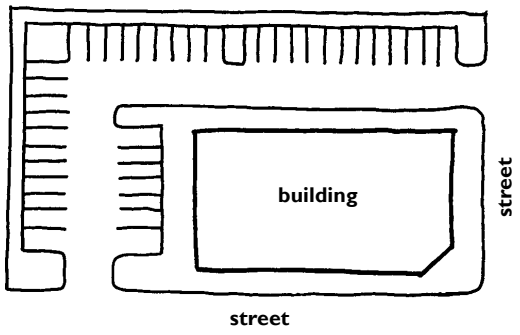
The following building design guidelines apply to new development facing arterial streets, shown in Figure 1.

1. Building Locations

a. Buildings should be located at the front property line or immediately behind a private or semi-private space, such as an outdoor seating area for a restaurant.



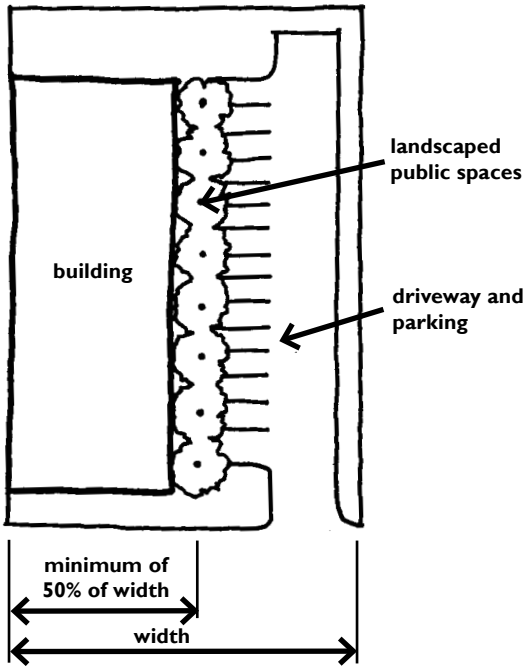
b. Buildings on sites adjacent to public plazas should be sited immediately adjacent to the plaza, with openings and doors facing the plaza.



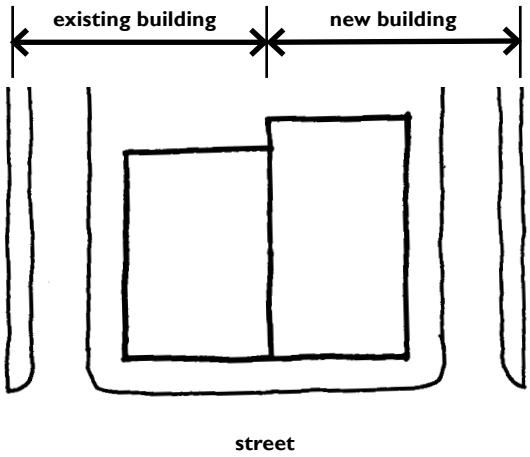
c. The street corners of corner sites **should** be developed with buildings and not with surface parking. The building **should** either be sited on the corner property lines, or set back from the corner to provide a public open space. Parking **should** be provided behind the building.

2. Building Frontage

a. Generally, a minimum of 50 percent of the site's street frontage **should** be developed with a building and/or a landscaped space, unless the width of the site precludes this building width.

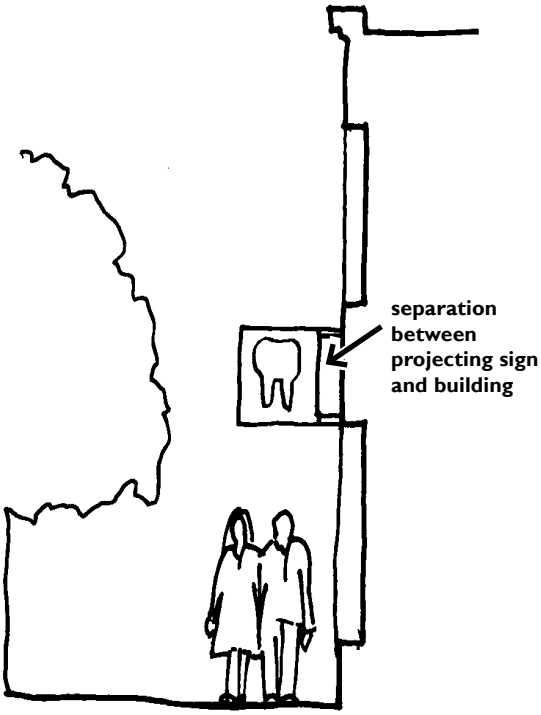


b. When a building on one parcel is sited on the front and side property lines, new or expanded buildings on an adjacent parcel **should** also be sited on the front and side property line abutting the neighboring building. The purpose of this guideline is to maximize continuous building frontage at the street.



3. Signs

a. Building mounted signs should not extend above the roof line of the building. A separation should be provided between the building face and the sign. There shall be no interior lighting on projecting signs.



b. Monument signs, called "low profile, planter-type signs" in the Zoning Ordinance, **should** be designed to be architecturally compatible with the building for which they provide signing. Site addresses **should** be included on the sign. The signs may be illuminated by direct lighting, but shall not be internally illuminated.

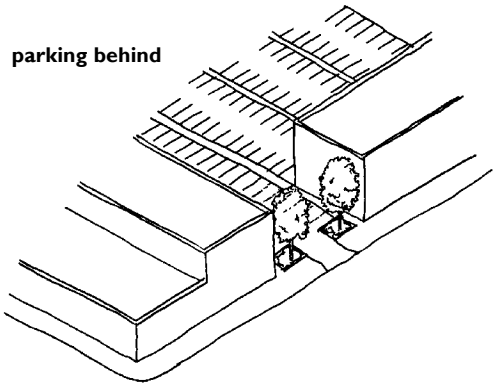
c. Other types of freestanding signs, such as pylon signs, are **discouraged**. When used, they **should** be designed and sited to mark the entrance to the site and to harmonize with the building design.

d. Interior-illuminated signs, including individually-mounted letters as well as "can" signs, are not allowed unless they are found to be compatible and integral components of a building.

4. Parking Lots

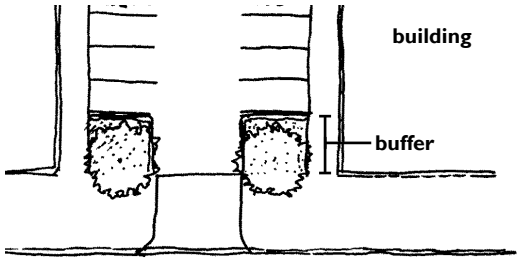
a. Location

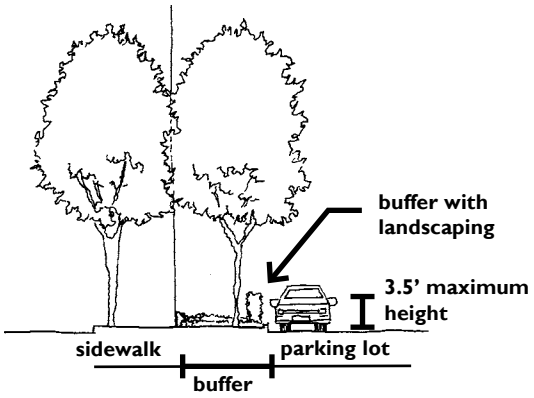
Where possible, parking lots **should** be located behind a building and not adjacent to a public street.



b. Landscape Buffer

If surface parking lots face any street frontage, a landscape buffer must be provided. Plants in the buffer **should** be no higher than three-and- one-half feet in order to maintain sight distances, although occasional trees are allowed.





c. Landscape Aesthetics

i. Trees **should** be planted to provide shade and visual relief.

ii. The palette of plant materials in the landscape buffer **should** create an aesthetically-pleasing space through a mix of colors, heights and types of plants.

- Trees **should** provide vertical interest.
- Shrubs **should** be used to provide a natural fence that shield autos from the pedestrian sidewalk.
- Flowering plant material at the ground level is **encouraged** to provide a variety of colors.
- Creative design and the use of native plants and drought tolerant plans are **encouraged**.

d. Lighting

Lighting fixtures in parking lots **should** be selected add visual interest while complementing nearby architecture. They **should** be scaled to pedestrians.

Examples of fixtures that add visual interest

e. Parking Pavement Surfaces

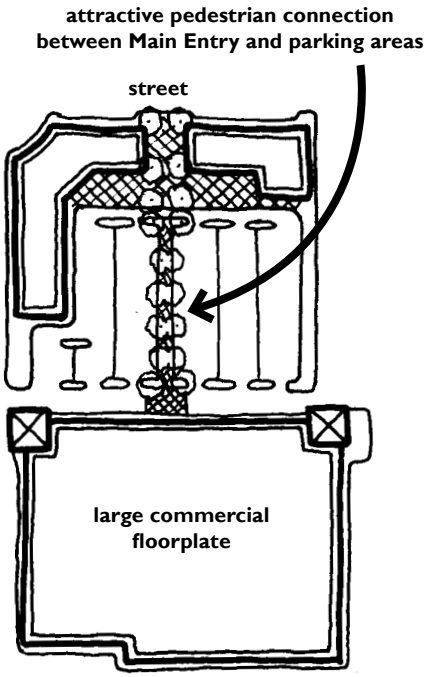
i. Patterned pavement and integral colored concrete are **encouraged**, especially in parking lots that will have multiple uses or be visible to the public.

ii. Permeable surface finishes **should** be used to add surface texture and to facilitate stormwater runoff, although particular care should be given to the installation, maintenance and life cycle of such materials.

Permeable concrete paver units add texture

f. Vertical Elements

Vertical elements such as screens or trellises **should** be incorporated into parking lots to provide visual interest, both at the parking lot edges and within the parking lot.

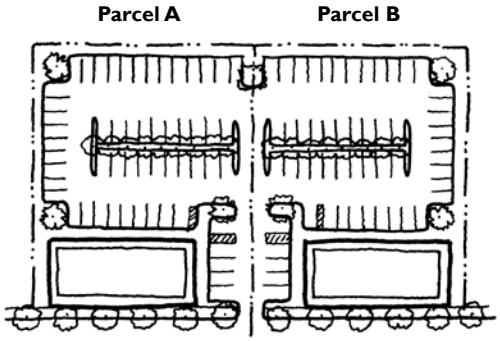


g. Pedestrian Circulation

Pedestrian walkways in parking lots **should** include elements such as special paving materials, raised curbs, trellis structures, landscaping, pedestrian-scaled lighting, seating and trash receptacles.

h. Shared Access Entries

Building siting and parking design **should** maximize opportunities for pedestrian and vehicular circulation between adjacent sites. For example, joint access ways serving two or more buildings are **encouraged** as a means to minimize curb cuts and avoid breaks in continuity of street frontages.



Shared Access

F. Guidelines for Fremont Register Resource Structures

The following buildings and sites are Fremont Register Resources in the Irvington Concept Plan area:

- Alisson Creek (Laguna Creek; ACFC parcels)
- Washington Corner early settlement
- W.W. Hirsch Building (Clark's Hall), 4000 Bay Street
- Wright home (A.O. Rix), 4071 Bay Street
- Odd Fellows Cemetery/Irvington Cemetery, 41004 Chapel Way
- Odd Fellows Hall, 40955-40961 Fremont Boulevard
- O.N. Hirsch Building, 40979 Fremont Boulevard
- Mack Grocery, Library & Post Office site, 40984 - 40986 Fremont Boulevard
- Hiram Davis home (Peixoto), 40846 High Street
- Schoolhouse site 1875, Lincoln and Union Street
- Grammar School, Lincoln and Union
- Horner School Site, 3676 Union Street
- Grimmer Residence, 4032 Bay Street
- Gallegos Winery site and foundations, 3400 Washington Boulevard
- Old Corners Building site, 3996 Washington Boulevard

The City Council may designate additional buildings as Fremont Register Resources in the future.

The following guidelines apply to the Fremont Register Resources in the Central Irvington area.

The guidelines for Fremont Register Resource structures are based on the "Secretary of the Interior's Standards for Rehabilitation." Included in this document is the policy statement: "…a modern addition should be readily distinguishable from the older work; however, the new work should be harmonious with the old in scale, proportion, materials, and color. Such additions should be as inconspicuous as possible from the public view."

The following is a summary of key standards:

1. The size, scale, massing and proportions of a new addition should be compatible with the historic building to ensure the historic form is not expanded or changed to an unacceptable degree.
2. The new addition should be located as inconspicuously as possible, to minimize change to the form and character of the building and to minimize loss of exterior building materials and exterior features.
3. Whenever possible, an addition to an historic building should be set back from the wall plane of the building to preserve the building's proportions and profile to the maximum extent possible.
4. Materials, color and detailing for a new addition should be compatible with the materials of the existing building, but should not attempt to replicate the materials. A visual distinction between the historic building and new addition should be made while maintaining overall design harmony for the project.
5. Additional stories should be set back from the roof edge to ensure the proportions and profile of the historic building are not radically changed.

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