## PART II: DESIGN GUIDELINES AND STANDARDS

### 1. INTRODUCTION AND PURPOSE

The Community Character of Redwood Valley is defined by multi-generational families, beginning with historical First People like the Pomo tribes, farming and wine grape homesteaders, hard-working people in local trades, a rich cultural contribution from local Latino people, and more recently, people coming from other regions of California and other states looking for a peaceful, quiet, rural place to live complete with dark skies at night and full star-gazing potential.

Redwood Valley is a place that creates economic opportunities for non-polluting and locally-owned businesses, as well as businesses that adapt and respond to the emerging needs of climate change and our community. Examples include the food and beverage and tourism sectors that build on the natural landscape, maintain and enhance the rural village character, build community, and recognize the evolving challenges to community resilience. The village center hosts a locally owned food market where the owners know their customers by first name and respond to their requests for locally sourced goods, an active Grange, a seasonal Sunday Farmer's Market, fire house, post office, café, vintage roadside tavern, a bank, and the new County Behavioral Health Training Center. Annual events include the fire department barbeque fundraiser, and almost world-famous 4th of July Black Bart parade. The community crossroads is surrounded by miles of beautiful scenic roads, oak woodlands, myriad opportunities to enjoy the outdoors including a lake, trails for hiking, biking, horseback riding, and now, the promise of the Great Redwood Trail.

New development can have a substantial impact on the character of the area in which it is located. Some harmful effects of one land use upon another can be prevented through zoning, subdivision controls, and housing and building codes.

Design Guidelines are becoming increasingly common in California, as many cities and counties find they are an excellent way to coordinate individual buildings or projects--often constructed at different times--into a harmonious whole while streamlining the development process. Redwood Valley is facing development pressures which will either act cohesively to enhance the physical environment or create disjointed and deleterious development.

Areas similar to Redwood Valley which have adopted design guidelines and a design review process often see direct benefits in the form of pleasant environments for living and working, the preservation and maintenance of property values and, thus, increased tax revenues and prevention and mitigation of blight. Design guidelines can also have indirect results in the form of increased dollar volume of commercial activity. The goals and policies in previous area plans for Redwood Valley (2004) and other unincorporated communities in Mendocino County served as an initial vision. It is the intent of the Redwood Valley Municipal Advisory Council to have the County recognize and adopt this Community Action Plan in its entirety, including the Design Guidelines and Standards, as a mechanism to guide the vision therein.

The Redwood Valley Municipal Advisory Council (RVMAC) finds that excessive similarity or dissimilarity, or poor quality of design in the exterior appearance of buildings, adversely affects the desirability of the community for residential and business purposes. Poor design impairs the benefits of occupancy of existing property, hinders appropriate development, and results in deterioration of property while simultaneously adversely impacting the proper relationship between the taxable value of real property and the cost of municipal services provided thereto. It is the purpose of the Design Guidelines prevent these and other harmful effects of such development, and thus, to promote and protect the health, safety, comfort and general welfare of the community, to promote public convenience and prosperity, to conserve the value of buildings, and to promote an energy efficient community.

The establishment of Design Guidelines is a useful tool by which a community can support development that is harmonious with the character and quality of the environment that the community wishes to foster. These guidelines are intended to coordinate with county zoning regulations in order to enhance the visual and functional nature of development in Redwood Valley.

## 2. DESIGN GOALS AND OBJECTIVES

### A. INTRODUCTION

Many times, Goals and Objectives are confused. The following is offered for gaining insight into building what is known as a “policy framework.”

- Goals are broad statements that define the community’s hope for the future. They are general in nature and do not indicate when and how these goals are to be accomplished.

- Objectives are statements of intent that generally guide future decisions in specific topic areas.

## B. OVERALL GUIDING PRICIPLE

We therefore designate the Overall Guiding Principal for this CAP and Design Guidelines to promote the functionality and aesthetics of environments in Redwood Valley which serve the needs of the community and reflect community heritage, historical continuity, the preservation of rural character, and protection of the natural environment.

## C. DESIGN GOALS

- To promote architectural continuity within an overall sense of context consistent with quality development.
- To maintain and enhance the existing rural or village character of Redwood Valley.
- To safeguard and preserve the natural waterways, riparian habitat native plant and animal species, dark skies, open lands, views, and wildlife habitat.
- To improve the pockets of commercial zones (along Highway 101) to emphasize compatibility with the particular community in which it is located versus the 'generic' highway commercial architecture so common along major highways.
- To diminish the deleterious effects that new commercial/industrial development may have on the integrity of the surrounding rural-residential areas.
- To encourage significant and appropriate landscape corridors along major community arterials which enhance the rural or village lifestyle.
- To focus the attention of these Design Guidelines on the commercial areas, industrial areas, and multi-family residential subdivisions, impact on vehicular arteries throughout the Redwood Valley community.
- To encourage well designed retail and service uses which would attract local patrons.
- To create a pedestrian "village" scaled environment with high levels of amenity for workers, shoppers, and visitors and particular attention to pedestrian circulation.
- To encourage and provide for traffic movement without compromising the rural or semi-rural environment.
- To take advantage of the best available energy technology by maximizing the energy efficiency of all buildings and structures.
- To identify and enhance natural site characteristics.
- To encourage new development to reflect best practices for safety in terms of fireproof materials, escape route options, density of traffic, water conservation, and environmental impact.

D. DESIGN OBJECTIVES

1. Compatibility - The organization and placement of buildings, access, parking areas, open space and the like, should be based upon an analysis of a site's characteristics and influences. Buildings should be located to take best advantage of the site's natural topography, drainage, existing vegetation, orientation with regard to maximizing passive solar heating and cooling and related natural features whenever possible and in consideration of adjoining sites needs and context.

2. Infill Development - The compatibility of proposed "infill" (new development situated between older, existing structures) development should relate to the site's existing surroundings with regard to proportion, mass, scale, texture and color.

3. Circulation - Site design should minimize automobile and pedestrian conflicts and create parking areas that are as unobtrusive as possible. Efficient vehicular ingress, egress and through circulation is important for all development.

4. Commercial Development - Promote new development which provide quality business environments with adequate provisions for privacy, landscaping, signs, and compatible architectural solutions. The development should not detract from the character of the community in which it is located. Promote quality neighborhood commercial developments which address local critical design issues such as signs, architecture, parking and landscaping consistent with guidelines contained herein.

5. Industrial Development – Promote quality industrial development within the community's industrial areas with considerations for screening landscaping, signs, architecture, parking, lighting, and grading.

6. Residential Development – Support multi-family planned developments which avoid a sterile, monotonous environment while:

- maintaining a consistent internal design image;
- providing a maximum amount of open space;
- enhancing the landscaping of vehicular corridors by exceeding minimum landscape standards;
- being compatible with the context of existing, well designed, residential development.
- including passive solar orientation to maximize energy efficiency.

## 3. USE OF DESIGN GUIDELINES

A. APPLICABILITY

The Design Guidelines apply to all commercial, industrial (new and rehabilitation), and new multi-unit residential development located within the jurisdiction of the Redwood Valley Municipal Advisory Council (RVMAC) with the intent of informing the RVMAC and therefore the public. RVMAC will provide a space for non-binding public comment for neighbors to opine on neighborhood development issues.

Design Guidelines apply to all of the following:

- Grading and drainage (see Grading Ordinance for specific standards).
- Lighting.
- Parking and circulation areas.
- Signs (New and Copy changes).
- Exterior building alterations.
- Painting.
- Fences and walls.
- Landscaping.
- Energy Efficiency.

B. EXEMPTIONS FROM DESIGN GUIDELINES

- Demolition.
- All interior changes, alterations, and construction.
- Single family residences.
- Replacing materials and colors already approved in design review, including but not limited to: painting, siding, roofing materials, fencing, and landscaping.
- Federal, State, and County buildings.

## 4. COMMERCIAL DESIGN CRITERIA/GUIDELINES

A. GENERAL PRINCIPALS FOR ALL COMMERCIAL DEVELOPMENT

The following section provides numerous design suggestions related to the basic quality of commercial building architecture, color, and scale. This portion of the manual addresses each of these elements in general terms and establishes the basic principles and "paints the overall picture" for the design principles felt to be important in Redwood Valley. They should not be viewed as standing alone, but rather in concert with the more specific guidelines found in the subsequent sections of this document. Each guideline should be considered for how it applies to a given project.

1. Desirable Elements:

- richness of surface and texture
- significant wall articulation (insets, canopies, wing walls, dormers, etc.) multi-planed, pitched roofs
- roof overhangs regular or traditional window rhythm
- articulated mass and bulk
- interesting and articulated wall surfaces

**2.** Undesirable Elements:

- highly reflective surfaces
- large black, unarticulated wall surfaces
- unpainted concrete precision block walls
- reflective glass
- plastic siding
- irregular, modernistic window shapes and rhythm
- square "boxlike" buildings
- mix of unrelated styles (e.g. rustic wood shingles and polished chrome)

3. Height

Building heights should relate to open spaces to allow maximum sun and ventilation, protection from prevailing winds, enhance public views of surrounding rural hillsides and minimize obstruction of view from adjoining structures.

Height and scale of new development should be compatible with that of surrounding development. New development height should "transition" from the height of adjacent development to the maximum height of the proposed building.

4. Bulk

Large buildings which give the appearance of "square box" buildings are generally unattractive and detract from the overall scale of most buildings in Redwood Valley. There are several possible considerations which may reduce the appearance of excessive bulk in large buildings.

- Vary the planes of the exterior walls in depth and/or direction
- Vary the height of the buildings so that it appears to be divided into distinct massing elements.

- Articulate the different parts of a building's facade by use of color, arrangements of facade elements, or a change in materials

- Use landscaping and architectural detailing at the ground level to lessen the impact of an otherwise bulky building.

- Avoid blank walls at the ground floor level. Utilize windows, wall articulation, change in materials or other features.

5. Scale. For purposes here, Scale is the relationship between building size and the size of adjoining permanent structures. It is also how the proposed building's size relates to the size of a human being. Large scale building elements will appear imposing if they are situated in a visual environment of a smaller scale as is typical in Redwood Valley.
Suggestions for achieving these goals include:

- Building scale be reduced through window patterns, structural bays, roof overhangs, siding, awnings, moldings, fixtures, and details.

- The scale of buildings be carefully related to adjacent pedestrian areas, streets, and buildings.

- Large dominating buildings be broken up by: 1) landscape materials; 2) adding awnings, eaves, windows, or other architectural ornamentation; 3) creating horizontal emphasis; and 4) use of combinations of complementary colors.

- Utilize "infill" structures to create transitions in bulk and scale between large buildings and adjacent smaller buildings.

6. Color. Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings by highlighting architectural elements such as doors, windows, facades, cornices, lintels, and sills.

Much of the dominant color in Redwood Valley is derived from the primary building's finish materials such as brick, stone, wood, stucco, and terra cotta tile. Also dominant are earth tones which match these natural materials and the surrounding environment.

Suggestions for achieving a harmonious use of color include:

- The dominant color of new buildings relates to the inherent color of the primary building's finish materials.

- Avoid large areas of intense white color. While subdued colors usually work best as a dominant overall color, a bright trim color might be appropriate if it can be shown to enhance the nearby visual environment.

- The color palette chosen for a building should be compatible with the colors of adjacent buildings. An exception is where the colors of adjacent buildings strongly diverge from those included in these design guidelines.

- Where possible, minimize the number of colors appearing on the building exterior. Small commercial buildings should use no more than three colors.

- Excessively bright or neon colors are strongly discouraged as primary wall colors:

Accent Colors - Depending on the overall color scheme, an accent color may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. Accent colors for trim should be used sparingly and be limited in number for each building. Accent colors on adjacent buildings should be chosen to complement one another.

## B. ARCHITECTURAL DESIGN GUIDELINES

### 1. Exterior Walls

Buildings should be designed to avoid a simple "boxlike" structure. Horizontal or vertical wall articulation should be expressed through the use of full roofs, projecting wing walls, wall offsets, recessed entries, awnings, roof overhangs, second floor setbacks, or covered arcades.

The following materials are strongly discouraged as primary exterior wall materials:

- natural, unfinished concrete
- reflective glass
- plywood (painted or otherwise)
- imitation "rock work" veneers
- corrugated Fiberglass
- asphalt shingles
- illuminated sidings and awnings
- plastic laminate
- un-milled, bare aluminum
- painted white brick
- unpainted concrete block/precision block

Freestanding buildings should exhibit a minimum of a one to one "void to solid" ratio on at least one building façade with the recommendation that the storefront be at least 50% wall to 50% window or door opening, with the remaining wall articulated in some manner.

Strip retail commercial storefront construction should provide a minimum 60% open exposure to the street. This exposure can be achieved through the use of windows, glass doors, or open facades. Storefronts employing more than 40% solid, opaque wall are discouraged.

Unarticulated walls over 60' long are discouraged.

2. Roofs

The roofline at the top of the structure should not run in continuous plane for more than 100' without offsetting or jogging the roof plane. Nearly vertical roofs (A-frames) and piecemeal mansard roofs (used on a portion of the building perimeter only) are discouraged.

All roof top equipment should be screened from public view by screening materials of the same nature as the building's basic materials. Mechanical equipment should be located below the highest vertical element of the building.

The following roof materials are strongly discouraged:

- high contrast or brightly colored glazed tile
- highly reflective surfaces
- illuminated roofing

3. Awnings

General use of awnings along a row of contiguous buildings should be restricted to awnings of the same form and location. Color of the awnings should be consistent and a minimum eight-foot vertical clearance is required.

Signage on awnings is recommended to be painted on the awnings themselves and be attached to the awning's flap (variance) or to the end panels of angles, curved, or box awnings.

Plexiglas, metal, and glossy vinyl awnings are strongly discouraged. Canvas, treated canvas, matte finish vinyl, and fabric awnings are encouraged.

Internally lit awnings are highly discouraged.

C. SITE PLANNING

Placement of buildings should consider the existing built context of the commercial area, the location of incompatible land use, the location of major traffic generators as well as an analysis of a site's characteristics and particular influences.

1. General Design Principle

- Buildings should be sited in a manner that will complement the adjacent buildings. Building sites should be developed in a coordinated manner to provide order and diversity and avoid a jumbled, confused development.

- Whenever possible, new buildings should be clustered. This creates plazas or pedestrian malls and prevents long "barracks-like" rows of buildings. When clustering is impractical, a visual link should be established between buildings. This link can be accomplished through the use of an arcade system, trellis, or other open structure as well as landscaping.

- Locate buildings and on-site circulation systems to minimize pedestrian/vehicle conflicts where possible.

- Service areas should be located to the side or rear of the building. Service areas located in the front of the building are strongly discouraged.

- Service stations/vehicle repair facilities should be designed in the reverse or backup mode (reverse orientation). Reverse or backup mode requires that the service areas of these facilities be shielded from public view by orienting pump stations and service bay openings away from adjacent street(s).

- Recognize the importance of spaces between buildings as "outdoor rooms" on the site. Outdoor spaces should have clear, recognizable shapes that reflect careful planning and are not simply "left over" areas between buildings.

- Freestanding, singular commercial structures should be oriented with their major entry toward the street where access is provided, as well as having their major facade parallel to the street.

- Building and parking areas should be designed to conform with the natural terrain of the land to ensure that the least amount of site disturbance occurs. Parking areas should be located behind or to the side of buildings in order to allow for street facing buildings with direct pedestrian access to businesses.

- The spatial relationship of buildings should provide for and promote pedestrian access.

- New construction should provide for maximum energy efficiency that utilizes the principles of passive solar design, and also consider building orientation for future effective use of solar panels on roofs or other surfaces.

2. Setback Standards

To ensure the functional enhancement of major streets and safety of the traveling public as it pertains to adequate visibility, any building or structure should be located within the designated building setback of a major street as established by zoning, the building code, or road plan lines. Certain setbacks relating to septic tanks, leach fields, and wells can also affect design and should be considered.

Building setback lines are established by the Mendocino County Zoning Ordinance for front, side, and rear yard provisions depending on the particular use and its zoning designation.

3. Open Space

Open space for purposes of these design guidelines is considered the portion of the lot where there are no buildings, parking, or area included in required setbacks. These areas should either be fully landscaped or left to native vegetation.

4. Lighting

Maximum height for building and freestanding lighting should not exceed 14'.

If property is adjacent to a residential area or residentially zoned property, the lighting should be screened from these areas.

Down-lighting should be the acceptable norm and lighting should be directed away from adjacent roadways and should not interfere with traffic or create a safety hazard.

Upward lighting is highly discouraged, as it disrupts views of night skies.

5. Site Grading

Site grading must recognize existing drainage patterns, while functionally solving drainage problems that may exist or result from ground plane alterations during construction. Likewise, site grading should be sympathetic to existing land forms while providing appropriate transition of architectural elements to grade. Site grading should also provide for an uninterrupted flow of vehicular and pedestrian traffic through the development. The plan should direct and provide adequate flow of surface run-off to catch basins while gracefully contouring the land to blend with existing conditions at the boundaries of the site. Existing drainage patterns should not be altered. Abrupt transitions between existing topography and man-made cut/fill slopes are discouraged. The Mendocino County Grading Ordinance should be complied with prior to any on-site grading activities.

6. Parking Area Design

All parking spaces should be clearly and permanently outlined on the surface of the parking facility.

Handicapped parking stalls should be so located that a handicapped person is not compelled to wheel or walk behind parked cars other than their own. Also, the path of travel from the parking area to the building area for handicapped persons should not exceed a maximum slope of 1:12.

Up to thirty percent (30%) of all required parking stalls may be devoted to compact car use. Minimum stall dimensions should be 8’ in width and 16’ in length and marked for compact cars. Compact stalls should not be clustered with more than two stalls together.

Parking lot design should provide for connection to adjacent parcels where uses are compatible and said connection is practical.

Locate parking area to the sides and rear of buildings whenever possible.

Parking facilities should be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property traveling in a forward direction.

Off-street parking facilities should be designed for ease of circulation within a project and so that a car within a facility will not have to enter a street to move from one location to any other location within the same parking facility.

Parking areas which accommodate a significant number of vehicles should be divided into a series of connected smaller lots. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of a large amount of parking.

7. Fences

Fencing shall meet all requirements identified in Mendocino County Ordinance 20.152.015E, requiring a building permit for front-facing, view-obstructing fencing higher than 7 feet, and other requirements.

In Redwood Valley, the community benefits from views of the natural environment and habitat. Both businesses and residential property owners/users are strongly encouraged use non-view obstructing fences, or none at all, which is also beneficial to enable free movement of native wildlife. Walled developments are strongly discouraged, as they create sub-communities that do not identify with the larger community.

Property identified as environmentally sensitive, such as riparian/wetland habitat, may need fencing to identify and protect the sensitive areas. Such fencing should not preclude passage for wildlife.

Barbed wire is prohibited except as needed for agricultural operations.

The following fencing types are recommended:

- Hedges, such as hedge rows, trellis vines, berry bushes, and other native plants useful to wildlife. Close planting of certain shrubs and trees, such as pines and junipers, are discouraged due to their high flammability.

- Open, light metal-weave fencing mounted on pressure-treated posts (animal fencing), or open rail fencing.

- Open iron fencing, as long as top spikes are not employed, which can be harmful to migrating wildlife.

- Cedar or redwood, stained or unstained, especially when made non-view-obstructing by the use of hog wire inserts or other open work.

- Earthen berms with native trees and shrubs can act as sound barriers, rather than solid walls.

- Low stone or brick/masonry walls, especially when made non-view-obstructing with lumber or metal inserts.

- Other fencing types may be utilized, as coordinated with the above principles and the architecture of nearby, permitted structures.

- Plans for fencing along road ways should be carefully reviewed to ensure they don't create a physical or visual hazard; and should be set back from the roadway as far as possible to enhance the open views and safety of pedestrian traffic.

8. Energy Efficiency

*Effective January 1, 2020, under the new California Energy Commission requirements, residential builders must take one of two steps: make individual homes available with solar panels, or build a shared solar-power system serving a group of homes. Nonresidential buildings will use about 30 percent less energy due mainly to lighting upgrades.*

Buildings should be sited and designed for maximum solar energy potential. Best attempts should be made to orient a pitched roof in a southerly direction with a minimum solar zone proportionate to the size of the building and/or its electrical energy needs.

Likewise, best attempts should be made to incorporate passive solar principles into the design of all new construction. These principles include:

- Orientation of windows and roof overhangs to allow winter sunlight in, and to shade summer sunlight.
- Landscaping, such as appropriately positioned deciduous shade trees and shrubs along southern and western side of buildings that assist in minimizing solar heating of the building.
- Use of "heat sinks" or heat retaining materials in floors and walls exposed to winter sun that also provide passive earth cooling in summer.
- Passive convection ventilation systems that assist cooling during summer months.
- Roof designs and materials that minimize solar gain as well as heat loss.
- Solar roof fans.

9. Signs

Signs are among the most noticeable visual elements of Redwood Valley's village and freeway environment. These signs communicate information about the businesses in the area and the nature and quality of the physical environment. Signs can enhance the aesthetic appearance of the physical community, and create a more powerful, pleasing and beneficial economic and business climate while preserving the scenic and natural beauty of the area. Signs should not create distractions to the vehicular viewer that may contribute to traffic accidents or visual pollution. An overabundance of signs creates a graphic overload which can results in visual confusion and can leave a negative impression about the area.

Well-designed signs contribute to the character of a building's façade while enlivening the streetscape, in addition to communicating information about goods and services of individual businesses.

A sign's direct communication provides business identity, the goods or services provided, and business location as a primary purpose. Indirect communication concerns image, character and quality of a business. A well-designed sign can reinforce the architectural style and historic period of the place of business and inform the reader of the type of business and business orientation.

This section presents general design principles that are intended to supplement Division I of the Mendocino County Code of Ordinances Chapter 20.184. It establishes positive criteria for the design of good signs and may enhance the intent of the existing ordinance by providing supplemental ideas of what can and should be done.

A good sign communicates well, is appropriate in its setting and is properly placed. Characteristics of good signs are incorporated in the following guidelines.

Communication.

The five design criteria to consider in good sign communication listed below should always be in balance to positively reinforce the visual environment and include: Words and Typefaces, Symbols, Proportion and Balance, Color and materials, and Illumination.

a) Words and Typefaces will communicate a sign's basic message, not merely attract attention. Sign messages should be brief and succinct, easy to read, clean and attractive. Each word should be evaluated and contribute directly to the basic message. Off-message words should be deleted, as should vulgar or hateful language. Words should convey primary information only, including identity, location, and goods and services offered. Use of telephone numbers is discouraged. Avoid hard-to-read or intricate typefaces which reduce the sign's ability to communicate. Avoid faddish or bizarre typefaces which in time may indicate a business has become dated and unfashionable.

b) Symbols include logos and pictographs. Well-known logos without accompanying words can identify a business using an initial or graphic symbol. If logos are well-known by the public, they are very effective communicators. Consider the pictograph symbol as a method of identifying goods and services, such as a picture of a key for a lock shop. Symbols transcend language problems but are not appropriate in all cases.

c) Proportion and Balance considers the relation of one element to another in terms of size, such as height to width, in the graphic layout of the sign. Balance considers the aesthetic relation of the design of one element to another. Narrow or oddly shaped signs can restrict the legibility of the message unless it is symbolic. Consider letter size in proportion to overall size. Large letters are not necessarily more legible than smaller ones. Letters should not occupy more than 75% of the sign panel area. Design signs as a harmonious element within the overall building design concept. Consider the area buildings such as a special shopping district, in creation of a sign that relates to the area.

d) Sign Colors and Materials should be selected to contribute to legibility and design integrity. Use significant contrast between the background and letter or symbol colors to create ease in reading. Avoid using too many colors on a sign which can overwhelm the viewer, competing for attention. The sign colors and materials should be planned in

conjunction with the building and storefront design scheme. Sign should, where feasible, be made of wood.

e) Where Sign Illumination is required, lighting should be indirect, low key, and restricted to business hours only. The lighting should not create glare or reflection onto adjacent properties or public streets and no sign should be internally illuminated. Flashing or moving signs or lighting creating the effect of movement are discouraged. Illuminated signs should be constructed that no light bulb, tube, filament or similar source of illumination is visible. Signs making use of stroboscopic light, rotary beacons, chasing or similar types of light to convey the effect of movement are discouraged, as are flashing, intermittent or variable intensity lighting. This does not apply to signs which convey information such as time, temperature, weather, or firehouse announcements. Freestanding signs should either have individually illuminated letters or be externally illuminated. Freestanding signs that are entirely illuminated are strongly discouraged. Use well-lighted store window displays where possible. Often the most effective illuminated signs are viewed in lighted store windows and interiors, which communicate immediately the type of activity, quality and attractiveness of a business. Such displays can reduce the need for additional expensive signs. Design lighted signs should be appropriate to the building on which it is placed, as an integral part of the building façade, appropriate to its nearby visual environment. Signs are an important part of creating the visual concept and attractive image of Redwood Valley.

<u>The Placement of Signs</u>

Sign placement affects how well a sign is read, gives a visual clue as to the business location, and affects the design integrity of an entire building. All on-sight signs should conform to all setback requirements of the zone in which it is located. The relation of the sign to the viewer will affect whether the sign will be seen. If a sign is intended to relate to a person in a moving car, it has different placement criteria than a sign intended to be viewed by a pedestrian. Smaller signs are better oriented to pedestrian viewers and read from a distance of 15 to 20 feet, while a vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller the sign needs to be. A free-standing sign detached from the main building should extend no higher than 15 feet above the adjacent public road.

<u>Billboards</u>

New construction of free-standing billboards is strongly discouraged as expressed by the Redwood Valley community, with the consideration such signs may contribute to visual pollution or create distractions to traffic. Wall signs that are attached or painted onto a building should extend no higher than the building roof line. Signs should be placed at or near the entrance to a building to indicate the most direct pedestrian access. The way signs relate to architectural element has a great impact on the character and image of a building. Avoid offensive or inappropriate signs which tend to dominate the architecture of the buildings they are intended to identify. Signs should be placed in a manner that is consistent to the proportions and scale of the building elements within a façade. In buildings that have a monolithic or plain façade, signs can establish or continue appropriate design rhythm, scale, and proportion, creating interest to the viewer.

10. Landscaping

These Guidelines encourage the development of a cohesive streetscape and a distinctive identity for the Redwood Valley town center. Appropriately placed trees and well-designed landscape features provide a sense of enclosure, promote traffic-calming, and significantly improve the pedestrian experience along East Road and School Way. Landscaping and street trees provide a visual and sound buffer from traffic for buildings located along the street corridor. Additionally, landscaping can provide a natural filtration system for storm water, effectively reducing runoff. High canopy trees such as oak or redwood are native to the area and highly encouraged on all parcels adjacent to town center.

High canopy trees will provide shade and a sense of enclosure, while allowing clear visibility for adjacent businesses. Trees can be limbed up as they grow to 15 feet above the ground, for fire prevention safety hardening. Vegetation should be maintained and pruned regularly to reduce ladder fuels that have the potential to spread wildfire from the valley floor into the tree canopy. In the town center, street trees should be placed approximately 25 to 35 feet apart, and as close as practical to the roadways. Native and naturalized, low-maintenance, fire-resistant plantings are highly recommended on all parcels adjacent to East Road and School Way in locations that are not appropriate for the placement of street trees. A list of fire-resistant native plants can be found at the California Native Plant List at the following website:
http://firesafesdcounty.org/wp-content/uploads/2017/05/Comprehensive-Fire-Resistant-Plant-List.pdf