

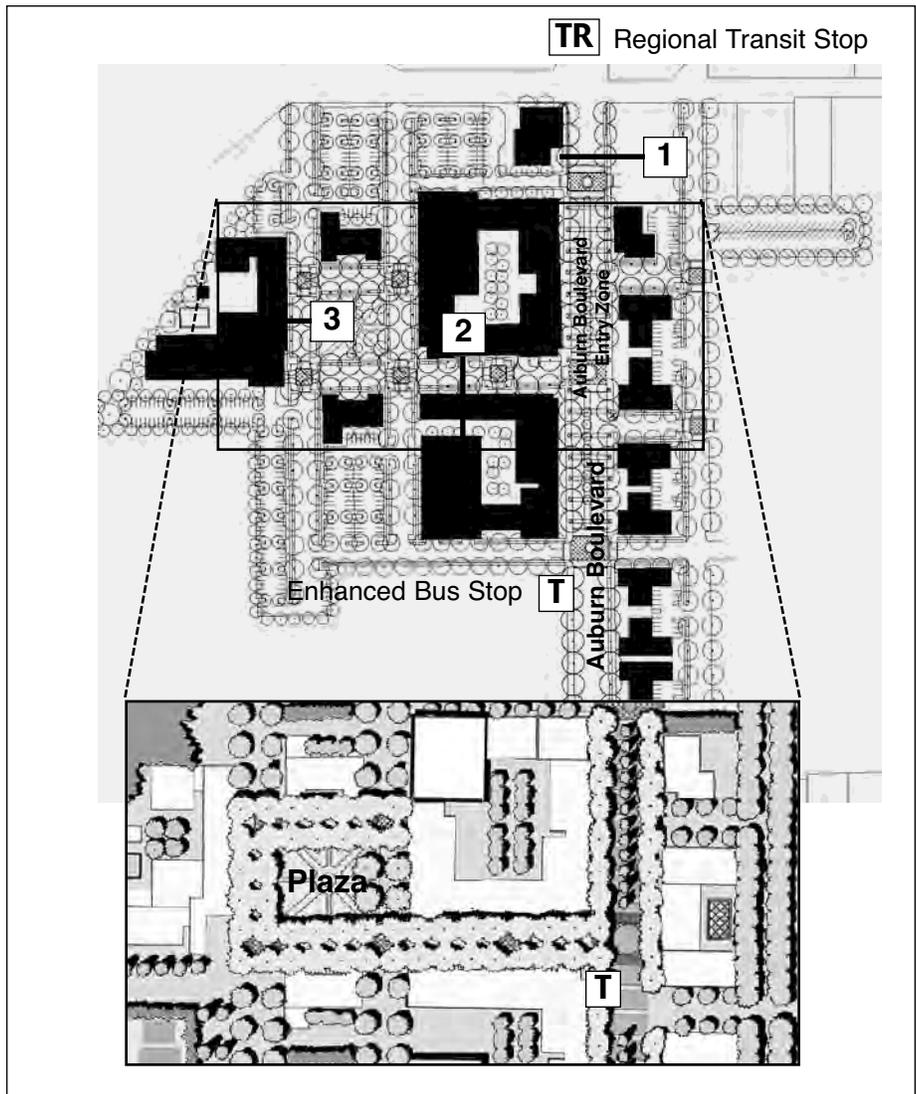
4.2 Gateway District

The Gateway District is the northern entry for the city and Auburn Boulevard and welcomes travelers to Citrus Heights. It has played a traditional role as a regional-serving location for discount retailing, convenience commercial centers, and fast food. It is to be transformed into a bustling commercial center and mixed-use village with visibility from I-80 and transit access via a transit center. A hotel along the freeway is planned and a plaza is the central organizing feature.

The following guidelines are for the Gateway District. These guidelines provide the qualitative requirements for public and private investment in this area.



Above:
These sketches of the Gateway District illustrate an urban village of commercial uses. The District provides a symbolic entry to Citrus Heights and a new business address featuring employment and shopping activities. A formal plaza is located in the heart of the District, providing a shady gathering place and social focus.



4.2.1 Gateway District Urban Design Guidelines

The site planning for the Gateway District shall provide an overall design framework that creates an internal organizational structure and a contextual response to the surrounding community.

Gateway District Site Planning

Development in the Gateway District shall be planned to accomplish both functional and district design objectives.

- Project site plans shall possess a clear organizational structure. The site plan concept shall make it a distinctive address with definable hierarchy of streets and focal points.
- Projects shall be planned to provide centrally-located or accessible commercial services and conveniences for employees.
- Projects shall support the District’s role as a city gateway.
- Interface with other types of uses, particularly residential, shall be planned carefully. The transition in scale, use, visual privacy, noise and traffic flow shall respect the needs of adjacent neighborhoods.

Below:

The Gateway District has three types of streets. Auburn Boulevard is treated as the northern Citrus Heights entry with street-oriented storefronts and building entries and special streetscape features. The Gateway District Street is a loop road that connects street-oriented buildings and frames a plaza. Other minor streets connect to parking lots and pedestrian access to adjacent neighborhoods.

Street Sections

1. Auburn Boulevard

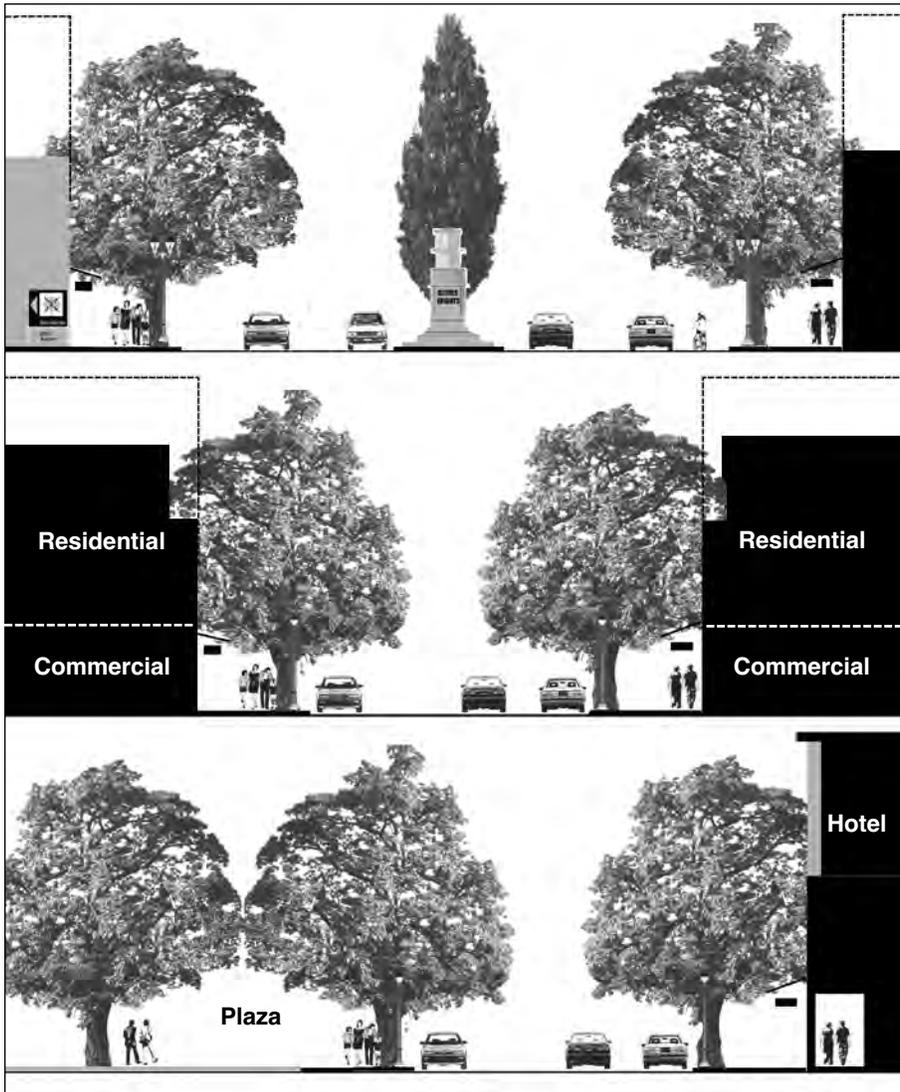
- 100’ ROW
- City Entry Monument
- Median Planting
- 5’ setback
- 2-4 stories
- Ground floor commercial

2. Gateway District Drive

- 72’ ROW
- On-street parking
- Parking access
- Pedestrian walking edge
- 0’ setback
- 2-3 stories

3. Hotel and Plaza

- 72’ ROW
- On-street parking
- Hotel and park
- Hotel lobby and arcade
- 0’ setback
- 2-3 stories



Street Sections

Design Guidelines

Gateway District Street Design

Streets shall be designed to reflect both the placemaking and circulation objectives for new and existing businesses.

- Public and private streets and driveways shall have a design hierarchy. Primary address streets shall demonstrate a “higher order” of streetscape, setbacks, medians and other distinctive features.
- Functional street requirements for truck and emergency vehicle access shall be accommodated. However, streets shall not be used for stacking and backing into loading and service yard areas.
- All streets shall be designed to encourage pedestrian and transit use. The design of sidewalks and planting strips shall contribute to the comfort and safety of walking in the district.
- Traffic calming techniques, such as a change in paving materials, shall be used at crosswalks, drop-offs, and lobby zones.



*Above:
Public art is encouraged in the Gateway District. Above is a photo of a sculpture and water feature in Sacramento.*

Gateway District Streetscape

The District’s streetscape concepts shall be supported by each project. Each project’s landscaping design shall contribute to the community’s identity and pedestrian comfort.

- Streetscape concepts shall be a distinctive feature for the district. This includes tree selection, lighting, furniture, signage, decorative walls, arbors, trellis, and other design elements.
- Streetscape shall reinforce urban design concepts for the district. This includes creation of gateway elements, defining focal points, framing views and edges, and highlighting architectural design features.
- When necessary, streetscape shall screen views of parking lots and loading areas. Berms or shrubs shall be used to screen parking lots.
- Public art is encouraged. Art shall be integrated into streetscape and landscape concepts.



*Above:
The streets in the Gateway District are intended to be more than transportation facilities. They are to be designed as places. The guidelines provides direction for making streets environments that support both business and social objectives for the Gateway District.*

Gateway District Parking and Loading Areas

The visual presence of parking and loading areas shall be reduced in the planning and design of projects.

- On-site circulation concepts shall reduce the visibility of parking lots from adjacent buildings and public streets.
- The design of on-site circulation and parking lots shall reflect the needs of pedestrians. Sidewalks and raised curbs shall be included in parking lots designs.
- Parking shall be located to the rear or side of buildings so that buildings front on public streets.
- Loading areas shall be located to the rear or inside side yards. Loading areas shall not be visible from public streets or adjacent buildings.
- Parking for corner parcels shall be located away from primary streets. Service areas and parking shall be accessed via secondary streets.

Gateway District Building Orientation and Alignments

The overall planning concepts for the district shall result in a pleasing composition of buildings that shape and enliven public and common spaces while enhancing pedestrian connections. Each project shall contribute to the overall site planning concept for the Gateway District.

- Building entries shall be placed to reinforce their presence on primary business streets and where they can enhance pedestrian linkages to other buildings, transit, and parking areas.

- Buildings located at street intersections shall orient building entries towards the corner. This is particularly important at key intersections and entryways.
- Building orientation and placement shall shape and activate public spaces.
- Building design shall place public uses towards streets and public spaces. Private and service uses shall be placed to the rear or away from public spaces.
- Multi-tenant single story buildings shall face lobbies towards public streets.

Gateway District Landscaping

On-site landscaping shall reinforce overall site and architectural concepts while promoting pedestrian comfort.

- Landscaping shall contribute to the “sense of place.” It shall enhance the definition and distinctiveness of courtyards and other public spaces.
- Planting in front and side yards shall reinforce the District’s streetscape concept.
- Foundation planting shall enhance architectural and massing concepts for buildings.



Above:
The guidelines stress incorporation of transit facilities and creating a multi-modal environment. Standard RT bus shelters are to be used (in photo).

Tree List

1. Feature Tree in Plaza:

Western Catalpa
Ht. 40'-60', Sp. 20'-40'.
Deciduous, white flowers.

2. Auburn Blvd. Street Tree:

Red Maple,
Ht. 60', Sp. 40'.
Deciduous, Fall color.

3. Secondary Streets, North/South:

Common Hackberry,
Ht. 50', Sp. 40'.
Deciduous.

4. Secondary Streets, East/West:

Katsura Tree,
Ht. 40', Sp. 30'-40'.
Deciduous, fall color.

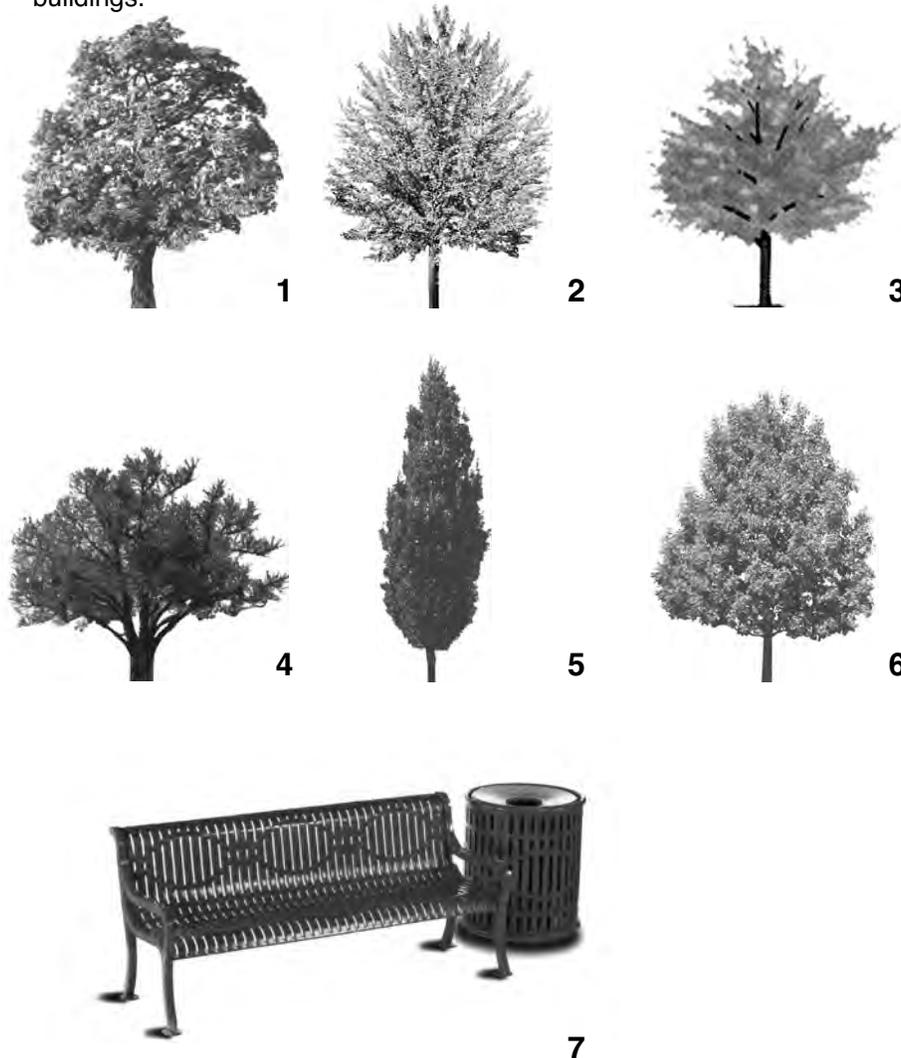
5. Median Tree, Auburn Blvd.:

English Oak,
Ht. 60', Sp. 20'.

6. Parking Lots:

Evergreen Ash,
Ht. 40'-60', Sp. 30'-40'.
Evergreen.

7. Trash receptacle and bench



Design Guidelines



Above:
This mixed-use residential and commercial building in Sacramento is a similar scale as those proposed for the Gateway District



Above:
These two commercial districts are built around small squares. The squares provide a destination and social focus for the adjacent commercial buildings.

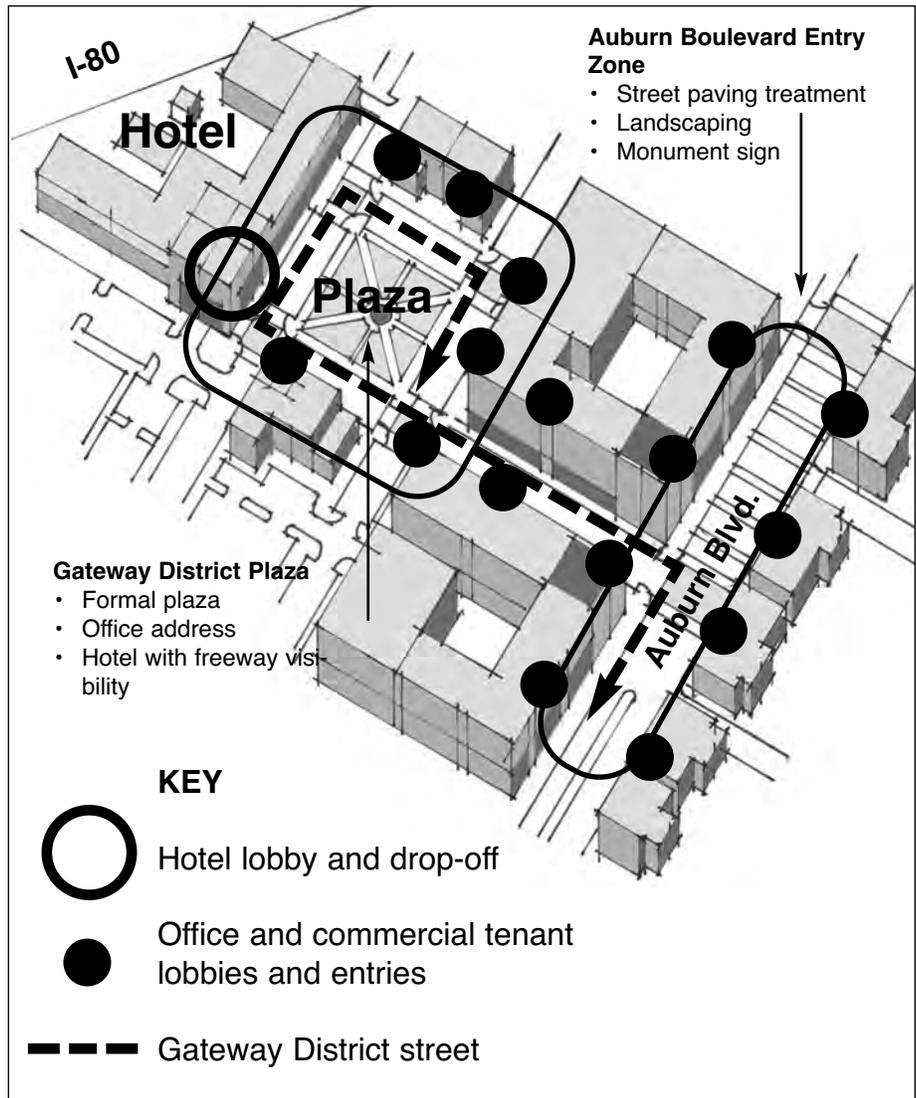
Right:
The site planning guidelines organize buildings, roads, and parking locations around common address streets.

- Accent planting and color shall reinforce architectural and site design entry expression.
- Screen planting shall be used around parking lots and to block undesirable views. Parking lot screen planting shall be at least 30" tall.
- Vines or ivy shall be planted to soften the sound wall along Auburn Boulevard just north of Sandlewood Drive.
- Street tree planting shall be distinct to the district.

Gateway District Transit

As business destinations, new development shall make transit use a more desirable option.

- Enhanced transit facilities shall be centrally located, visible, and integrated in the district.
- Pedestrian connections to transit facilities shall be easy to navigate, safe, comfortable, and friendly.
- Shelters and lighting shall be provided at enhanced transit stops. The design of shelters shall anticipate the number of transit patrons and their physical comfort. Shade and screening from wind and rain shall be a



- design consideration for transit shelter design.
- Bike facilities shall be designed for every building site.

Gateway District Transition to Residential Areas

New and renovated projects shall be designed to enhance adjacent residential neighborhoods. Projects shall be designed to reduce the visual, noise and use impacts on adjacent residential areas.

- New and renovated commercial projects shall enhance the connections to Auburn Boulevard. They shall provide streetscape, sidewalks, building setback and storefront design that link residential streets to Auburn Boulevard. Residents should be able to walk a direct route from their homes to commercial center stores without traversing parking lots.



Above:
This three-story mixed-use building has a canopy and storefront edge that enhances the walking experience in the district.

Mixed-use Buildings

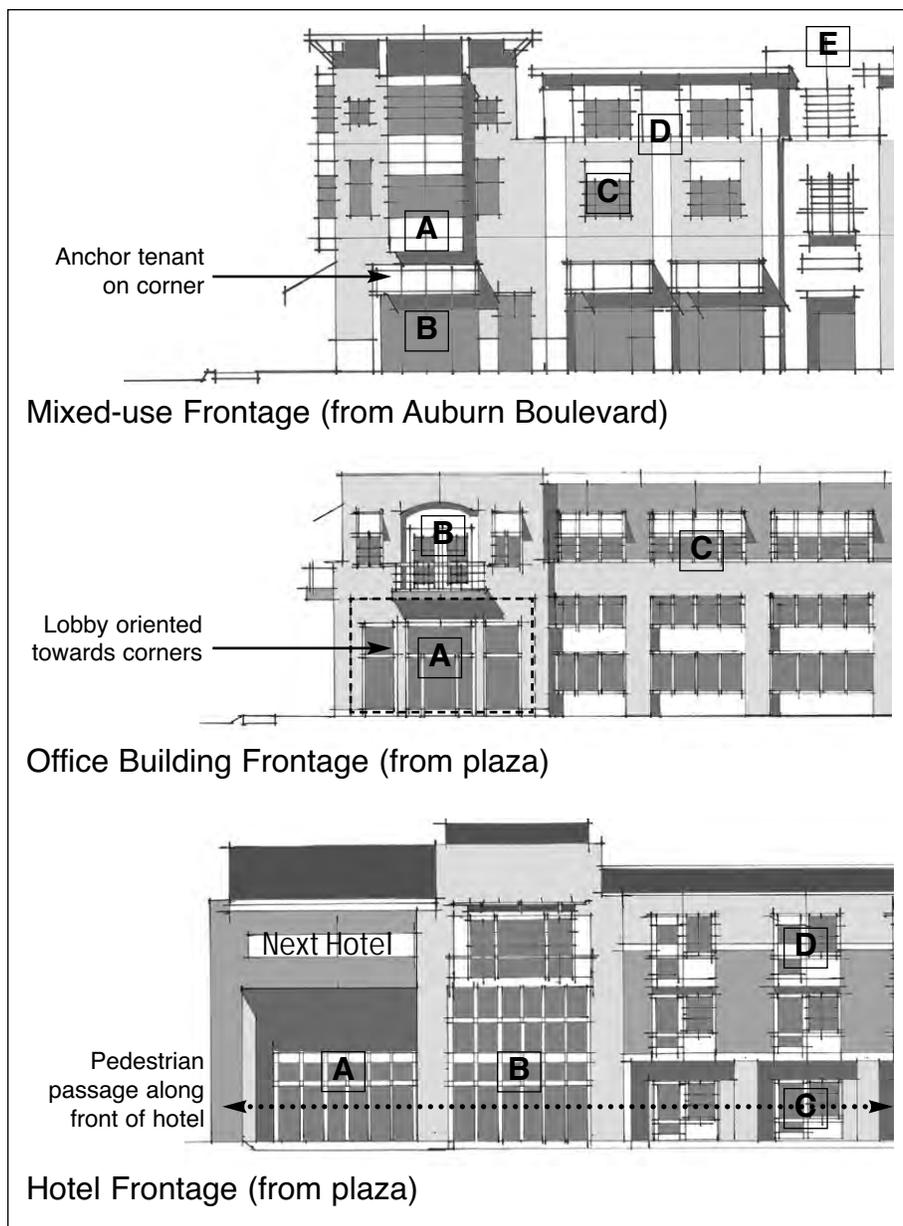
- A. Corner massing and roof feature at intersections
- B. Transparent storefronts and awnings along sidewalks and walking routes
- C. Residential units with bay windows or balconies
- D. Two-story street wall
- E. Vertical design features to break up long block faces

Office Buildings

- A. Two story lobbies oriented towards corners and pedestrian routes
- B. Second and third-level balconies and patios are encouraged
- C. Setback upper levels when near single-story commercial development or residential uses

Hotel

- A. Lobby and hotel sign at the visual terminus of street
- B. Hotel lobby facing entry drive and park
- C. Arcade along plaza frontage
- D. Room balconies



Design Guidelines

4.2.2 Gateway District Architecture Principles and Guidelines

New buildings shall reflect both their tenants' business needs and contribute to the design objectives for the district. Commercial projects shall strive for design excellence. Building design shall be unique to the project. "Stock plan" buildings and generic designs are discouraged.

Gateway District Building Form and Massing

The massing of buildings shall express a combination of the internal function and external urban design objectives for the district.

- The shape and orientation of buildings shall support overall district design concepts. This includes the framing of gateways, views, edges, and focal points.
- The massing and shape of buildings shall result in a coherent and balanced composition of roof, wall, building base and site landscape elements.
- Roofs shall be designed as integral elements of the building architecture. Flat roofs with a continuous parapet around the entire building are preferable to mansards or other superficial roof forms.
- Buildings shall be sited and oriented to create and activate public spaces. Building massing shall provide an appropriately-scaled edge for pedestrians with bay spacing, rhythm, and fenestration patterns of storefront buildings.
- Building massing shall relate to each other on both sides of Auburn Boulevard. This includes setbacks, massing and orientation.



*Above:
These new two-story commercial buildings support the walking experience in their districts. Their roof form and massing responds to corner locations and includes storefronts along the streets.*

Gateway District Architectural Features

Architectural features shall reinforce the Gateway District's massing and placemaking concepts and express the mixed-use nature of the district.

- The vertical and horizontal bay spacing shall have a rhythm and composition in building elevations. This includes a coordinated articulation of structural elements, balconies, patios, canopies, trellis, and grillwork. Each of these shall be designed as part of the building's composition of design elements. Poorly proportioned "tacked-on" elements that do not fit the building's character are discouraged.
- Lobbies and entries shall be featured in the design of building elevations.
- Walking edges of buildings shall provide visual interest. Long stretches of blank walls are discouraged.
- Vertical elements in office buildings, such as elevators, stairways, and multi-story interior spaces shall be expressed as design opportunities. Louvers, vents, mechanical equipment, loading bays, roof venting, skylights, and other functional elements shall be hidden or deliberately treated as an architectural feature.
- Window patterns shall result in multi-level elevations. Banding a building in ribbon windows or using a monotonous "egg crate" grid is discouraged.

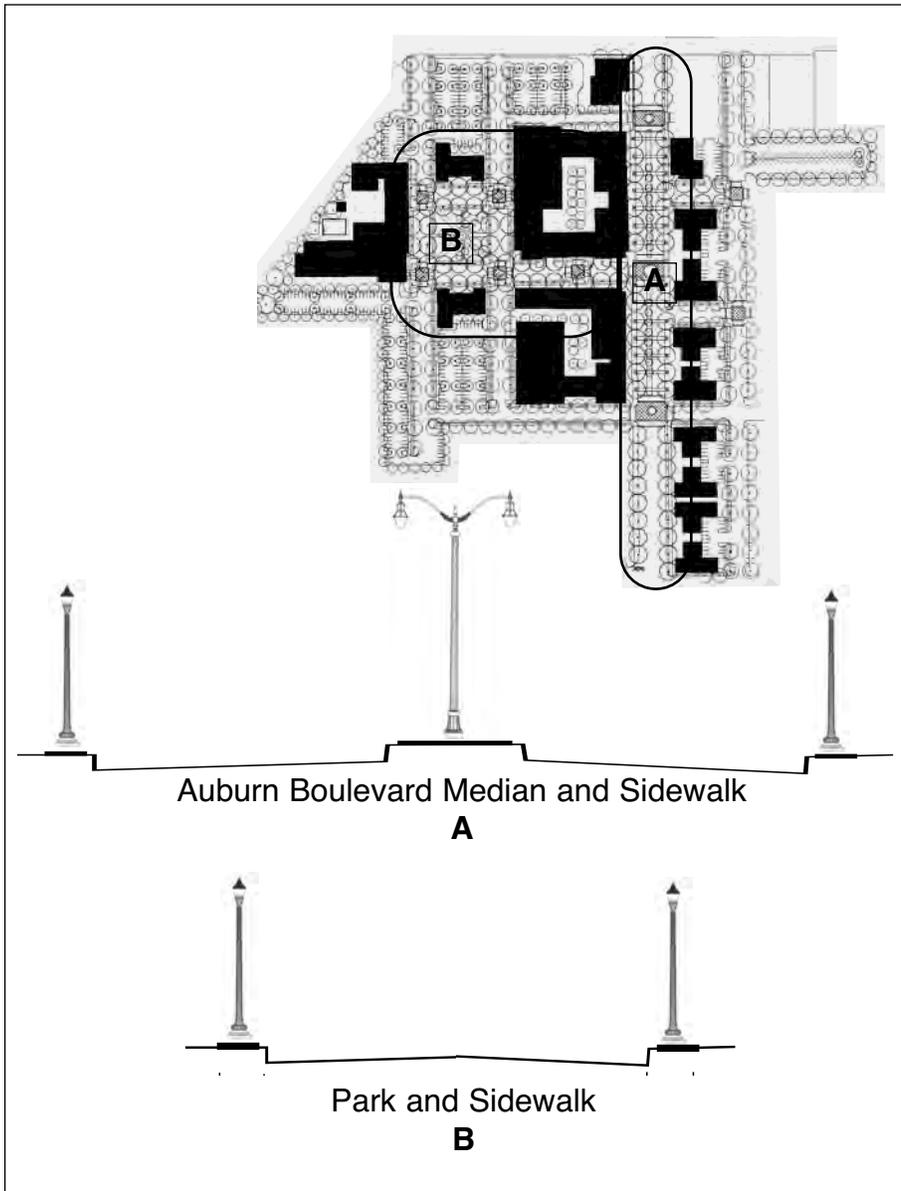
Gateway District Materials and Colors

Material and color selection for commercial and office buildings shall reinforce overall massing and architectural concepts while portraying a sense of quality and permanence.

- Architectural materials shall convey an image of quality and durability. Preferable facade materials include plaster, articulated pre-cast concrete panels, and masonry. Curtain wall systems with large continuous surfaces are discouraged. Concrete block, if used, shall be split faced. Precision blocks shall be used sparingly only as color or texture accents. Combining

materials shall support the overall architectural concept.

- Material selection shall be appropriate for building type, location, and context. Materials that have an inherently residential or garish quality are discouraged.
- Discouraged roofing materials include: composite shingles, painted or glazed tiles.
- Discouraged wall materials include: fake stone, plywood, hardboard or vinyl materials.
- Similar quality materials shall be used on all sides of office buildings.
- Window glass shall be lightly tinted or clear. Reflective and very deeply tinted glass is discouraged and never allowed on the ground floor.
- Reflective materials, such as mirrored glass and unpainted steel siding or roofs, are not permitted in the Gateway District.
- The color and textures of materials shall enhance the expression of architectural features. The pattern of wall materials shall acknowledge the scale and proportions of building elevations.



District Lighting



*Above:
Streetlighting in the Gateway District will support pedestrian comfort and safety.*

*Left:
The streetlighting concept includes two zones:*

(A) Auburn Boulevard frontage includes lighting in the median and sidewalks.

(B) Plaza area and internal streets include pedestrian-scaled poles and fixtures.

Design Guidelines

Gateway District Lighting

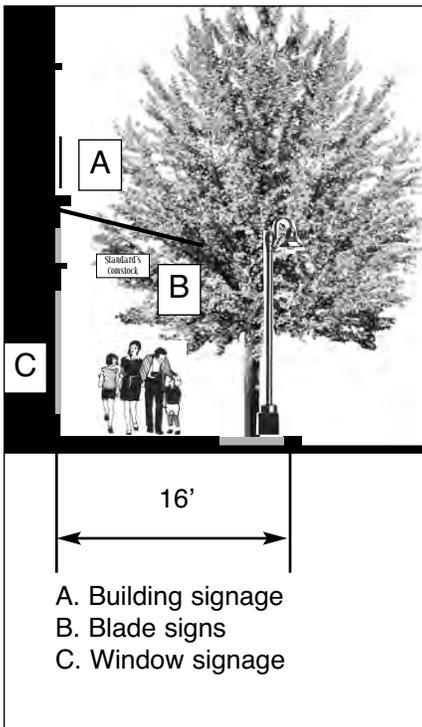
Every project shall have an overall lighting plan for pedestrian pathways, architectural lighting, lobbies and entryways, parking lots, and service areas.

- Lighting shall enhance the architectural and site design concepts. Architectural lighting is encouraged. However, spillover lighting that is visible from outside the site shall be avoided.
- Lighting shall be limited to levels that are adequate for public safety without the nuisance associated with light pollution.
- Lighting in service areas shall be the minimum required for operation and shall be designed to minimize the visibility to those areas.
- Low, pedestrian-scaled fixtures are encouraged to help identify and light pedestrian routes.

Gateway District Screen Walls and Security Fences

When walls or fences are required, they shall be designed as an extension of architectural and landscape design concepts.

- Screen walls shall be architecturally treated as an extension of the building. They shall be architectural concrete block, use a cement plaster finish, or otherwise reflect the design and materials of the building. Vertical and horizontal reveals, accents, and other details shall be included.
- Screen walls along pedestrian routes or sidewalks shall be set back to allow for landscaping.
- Chain link fencing is not allowed. Razor wire or barbed wire is not allowed.
- Service and loading dock areas shall not be placed in visually prominent locations. They shall be screened from view.
- Planting of climbing vines or ivy on fences and soundwalls is encouraged.
- Soundwalls and fences shall be limited to eight feet in height.
- Benches, fireplugs, landscaping, sign or light standards or other impediments shall not intrude into sidewalks or crosswalks.



*Above:
The storefront edges of buildings in the
Gateway District should have at least
16' of sidewalk for street trees,
lighting,
and seating.*

Signage should work at three scales:

- Auto
- Street
- Storefront

4.2.3 Gateway District Signage

Signage for the Gateway District shall be designed to enhance the identity of the district and individual businesses.

Gateway Commercial Center Signage

The Gateway District shall have an overall signage and graphic identity concept that guides district, site, and building signage design.

- The Gateway Commercial Center shall have one detached city gateway monument sign located on Auburn Boulevard at the city limits.
- The concept shall provide for district identity banner signs located on light poles.

Gateway District Multi-tenant Building Signage

Multi-tenant commercial buildings shall have graphic standards for monument, building, tenant, and wayfinding signage.

- Multi-tenant buildings shall have an overall signage design concept supported by tenant standards.
- Signage shall be systematically located and styled to support the architectural design.
- Tenants can have one exterior window sign [four (4)square feet maximum] and one blade sign [four (4)square feet maximum].

Gateway District Single Tenant Building Signage

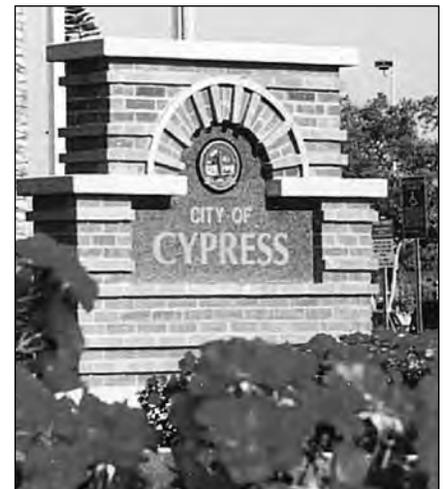
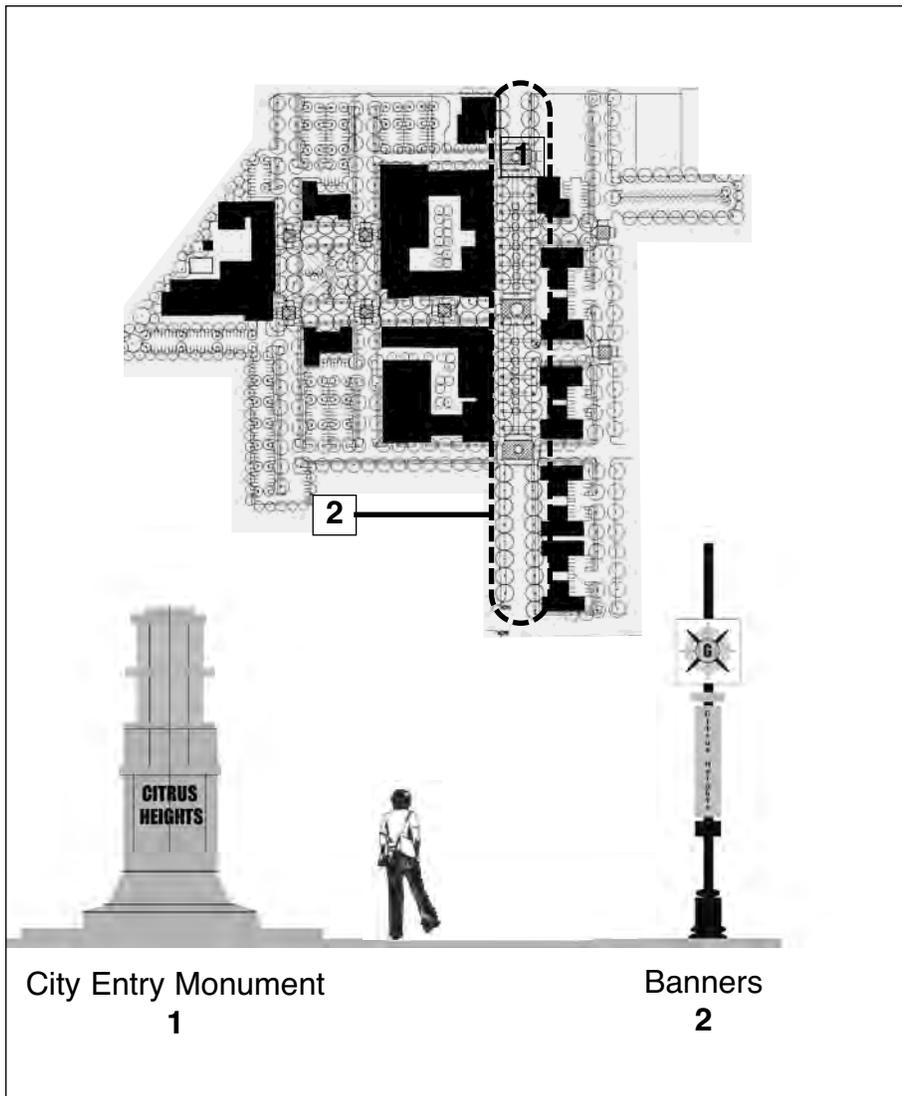
Each commercial building shall have an overall signage design concept that provides standards for tenant signage.

- Building signs shall appear on one elevation and not be greater than one (1) square foot per two (2) linear feet of building elevation.
- Affixed signage shall be placed only on vertical surfaces below the parapet or eaves. Roof signs are not allowed.
- Corporate parapet signage shall include only the company name or logo. Naming services or products on building signage is discouraged.

Gateway District Temporary Signage

Temporary signage for commercial developments shall be designed to a high graphic and construction quality.

- Temporary signage shall be designed to reflect the same high graphic and artistic standards as permanent affixed signs.



Above:
This city monument sign is a local landmark and point of reference.

Left:
The guidelines call for two types of district signage. There is a Citrus Heights entry monument and light pole banner signage.