Special Joint Workshop Agenda
Fortuna City Council and Fortuna Planning Commission
Tuesday, January 10, 2017 – 6:00PM
City Hall Council Chambers, 621 11th St., Fortuna

We May Disagree, but We Will Be Respectful of One Another
All Comments Will Be Directed to the Issue at Hand, and Addressed to the City Council
Personal Attacks are Unacceptable

I. CALL TO ORDER / FLAG SALUTE/ ROLL CALL

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<tr>
<th>Council</th>
<th>Staff</th>
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<tbody>
<tr>
<td>Council Member Tiara Brown</td>
<td>Interim City Manager Randy Mendosa</td>
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<td>Council Member Dean Glaser</td>
<td>City Clerk Linda McGill</td>
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<td>Council Member Douglas Strehl</td>
<td>Deputy Director of Community Development Liz Shorey</td>
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<td>Mayor Pro Tem Tami Trent</td>
<td>Administrative Assistant Jennifer Ourique</td>
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<td>Mayor Sue Long</td>
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II. ORAL COMMENTS FROM THE PUBLIC
Members of the Public may be heard on any item on the Special Meeting Agenda. Speakers addressing the Council will be limited to 3 minutes per speaker. Be advised, by law the City Council cannot deliberate or take action on issues presented during Oral Comments that are not shown on the Agenda.

III. WORKSHOP ITEMS

1. Discuss Status of the Planning Commission’s Update of the Design Review Guidelines

IV. REPORT OUT AND ADJOURN
Pursuant to Government Code Section 54957.5, any non-confidential documents or writings that the City distributes, less than 72 hours before a regular meeting, to all or a majority of the legislative body's members must be made available to members of the public at the same time as the distribution. Documents and information related to the agenda topics are available for review at City Hall, 621 11th Street, between the hours of 8:00 AM to 5:00 PM. Members of the public are invited to come to the meeting and comment. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at 725-7600. Notification prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Linda McGill
City Clerk
CITY COUNCIL AND PLANNING COMMISSION SPECIAL JOINT WORKSHOP STAFF REPORT

DATE: January 10, 2017

TO: Planning Commission; City Council

FROM: Liz Shorey, Deputy Director of Community Development

THRU: Randy Mendosa, Interim City Manager

SUBJECT: Review and Discussion of the Draft Design Review Guidelines

STAFF RECOMMENDATION:

That the Council review the guidelines and provide comments and direction. After the Council indicates preliminary approval, the Commission would then hold a separate meeting, invite public comment, prepare a final draft, and forward them to the Council for final adoption.

BACKGROUND:

The City is in the process of developing design review guidelines for the areas of the city in which the Zoning Code requires design review of new development and modifications to existing development. The Planning Commission has been updating the design review guidelines, providing comments and revisions to staff. On July 6th the Council met with the Commission and staff to discuss and confirm the general approach to the draft guidelines.

The Planning Commission and staff have continued to work together over numerous workshops, most recently on to create draft guidelines that include flexible standards and the use of photographs and drawings to provide easy-to-understand examples. Most photographs are of local businesses to demonstrate that the standards are feasible. The goal of the document is to better serve the City and the developer with clearer language and illustrations of what is encouraged and not encouraged in building design. With clear expectations, the developer will be more prepared for the design review hearing and understand the general direction of design prior to the hearing. The guidelines can help retain the character of the City and allow flexibility for new development.

At their most recent meeting on October 11, 2016, the Planning Commission reviewed the draft guidelines that was prepared based on their earlier review comments, and approved it for submittal to the Council. The Commission intends this to be a preliminary draft review by the Council, preceding finalization into a document that is suitable for public review and adoption.

RECOMMENDED COUNCIL ACTION:

1. Receive staff presentation and review questions with staff.
2. Open Public Comment.
3. Close Public Comment; voice vote.
4. Provide direction to Commission and staff.

ATTACHMENTS:

- Fortuna Design Review Guidelines
Table of Contents

I. Introduction  
   A. When Required  
   B. Objectives  
   C. Design Review Findings & Considerations  
   D. General Plan Design Goals  

II. Design Standards  
   A. Building and Site Planning  
      1. Neighborhood Conformity  
      2. Building Location and Corridor Identity  
      3. Building Setbacks  
      4. Minimum Building Design Requirements  
      5. Height, Scale, Location  
      6. Compatibility  
      7. Corner Lot Design  
      8. Pedestrian Access  
      9. Walls & Fencing  
     10. Trash Enclosures  
     11. Passive Solar Design  
     12. Lighting  
   B. Parking and Loading  
   C. Landscaping and Screening Trees  
   D. Signage  
   E. Multifamily
I. INTRODUCTION

The City of Fortuna, recognizing the opportunity to guide the visual quality of future development within the City, identified the need for Design Guidelines. As new construction, renovation of existing buildings, redevelopment, and in-fill development occur, the City is interested in ensuring a stable, successful corridor that contributes to the community's quality of life and identity and supports long-term economic development.

These Guidelines reflect standards that have been adopted in the Fortuna Municipal Code and the Fortuna General Plan 2030.

The Design Guidelines are a framework and planning guide for development projects. They give design direction to property owners and developers before design is finalized; they help City staff communicate with project developers during the consultation and pre-application process; and they provide a means for approving officials to measure the quality, effectiveness, and cohesiveness of a proposed project.
A. WHEN REQUIRED:

Design review is required for any new development, exterior building modifications, including building colors, parking lots, signage, and landscaping plans, by the Fortuna Municipal Code, except in single family and industrial zoning districts.

1. The following districts are subject to design review:

   **Commercial Zoning Districts**
   - Neighborhood Commercial (N-C)
   - Retail Commercial (R-C)
   - Commercial Thoroughfare (C-T)
   - Freeway Commercial (F-C)

**Residential Multifamily Developments**

2. The following types of construction activities are subject to design review:

   1. Multi-family structures,
   2. Commercial structures,
   3. Signs,
   4. Any exterior addition or modification of multi-family and non-residential structures
   5. Parking lots and parking structures.

3. The following is *not* subject to design review:

   1. Repainting where the color of the paint substantially complies with the approved paint color unless specifically stated in the approving Design Review resolution.
   2. Re-roofing, or re-siding where the new material substantially complies with the approved existing material.
   3. Repair, cleaning, or refurbishing of an existing permanent building, structure or sign.
   4. Permanent sign replacement where a sign is similar in design to the entitled permanent sign.
   5. Minor architectural elements of a sign, building or structure that substantially comply with the approved design.
   6. Temporary signs.
   7. Resurfacing of existing paved parking lot areas.
   8. Installation of new landscaping areas.
B. OBJECTIVES

In previous decades, cities and counties relied almost exclusively on zoning and subdivision ordinances to regulate the design and appearance of new development. However, in recent years, staff and decision makers have become increasingly aware that those techniques and standards alone are not adequate to deal effectively with some of the more subtle aspects of development related to building aesthetics, design quality, the relationship of new development with existing buildings, or in some instances, with the character of the community as a whole.

One of the City’s primary desires is to create a “sense of place” in Fortuna by incorporating unique natural features, creating thoughtful layouts and connections between projects, establishing desirable public spaces, softening the suburban hardscape with ample landscaping, including focal points with decorative accent features (i.e., fountains and public art.

The objective of design review is to provide a forum to review multi-family residential, and nonresidential development to encourage originality in building and landscaping design in a manner that will enhance the physical appearance of the community; encourage harmonious and compatible development; reduce potential visual conflicts with adjacent development (both existing and proposed); and involve area residents, owners, and merchants in the review process. The Board shall evaluate design review applications by applying the following criteria in conjunction with Chapter 17 of the Fortuna Municipal Code. These criteria are not intended to supersede requirements in the City’s development and construction regulations, or restrict imagination, innovation or variety, but rather to assist in focusing on design principles that can result in creative solutions to assist in promoting the objectives of design review.

As used herein, the terms “should” or “are encouraged” means the city strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic.

The applicant is generally expected to comply with the criteria unless he or she can demonstrate that unique circumstances or special characteristics applying to the project warrant the use of an acceptable alternative to the standard expressed in the criteria or they can demonstrate that adherence to the criteria (1) will render the project infeasible and (2) even without complying with the specific criteria, the project design as a whole will still achieve the City’s design goals and policies.
The term “prohibited” is intended to illustrate those aspects of design which do not achieve the city’s design review objectives or meet the design review criteria and are therefore, not permitted.

The final determination regarding whether or not a project meets the City’s design review objectives and criteria rests with the approving body (i.e., the Planning Commission). Decisions of the Planning Commission are appealable to the City Council.

The authority for the City to make these determinations emanates from the police power which is defined as the power of the government to enforce regulations designed to protect public health, safety, morals, and general welfare. This includes land-use and aesthetic restrictions.

As stated by the California Supreme Court: “We have recognized that a city’s or county’s power to control its own land use decisions derives from this inherent police power, not from the delegation of authority by the state. See, e.g., Candid Enters., Inc. v. Grossmont Union High Sch. Dist., 39 Cal. 3d 878, 885-86 (1985).”

The police power allows cities to tailor regulations to suit the interests and needs of a “modern, enlightened and progressive community,” even as those interests and needs change. Rancho La Costa v. County of San Diego, 111 Cal. App. 3d 54, 60 (1980).

The City may exercise its police power to achieve an expansive range of interests. The California Supreme Court has held that aesthetic reasons alone can justify the exercise of the police power.
C. Findings and Considerations.

The following sections of the Fortuna Municipal Code describe scope and findings for design review projects. When the Planning Commission considers a development project for design review, the following findings must be made in order to approve a project design. Applicants should take time to consider these findings at the beginning of and during project design, and ensure that their projects meet all of these findings before submitting a project for review. This will minimize or eliminate project revisions and save time and cost.

1. Scope of Design Review. Where design review is prescribed for a use or structure by the zoning regulations, review and approval shall be directed to the following considerations:

   1. The proposed location of the structure on its site in relation to the location of buildings on adjoining sites, with particular attention to view considerations, privacy, and topographic or other constraints on development imposed by particular site conditions;
   
   2. The extent to which the site plan attains the minimum amount of grading and/or removal of trees and vegetation in creating a building site, including access drives and off-street parking areas;
   
   3. The size or bulk of the proposed building in relation to the character of existing buildings in the vicinity;
   
   4. Details of proposed site plan, architectural, and landscaping treatment to ensure that while originality in site planning, architecture, landscaping, and graphic design are not suppressed, ugly, inharmonious, or monotonous design is avoided. Review shall include exterior design materials, texture, colors, illuminations, signing, and landscaping, but need not consider elements of the design that are not visible beyond the boundaries of the site;
   
   5. Improvements to existing buildings and site features on the same site;
   
   6. Details of design required to achieve the purposes of this title;
   
   7. Compliance with objectives, policies, or standards of any plan adopted by the city council.


   1. The decision-making authority shall make appropriate findings of fact in support of each final design review decision, including, but not limited to, findings regarding each of the following matters:
a. The consistency of the project design with the Fortuna general plan and zoning ordinance;

b. Compliance of the project with the California Environmental Quality Act; and

c. Consistency of the project with policies set forth in the design review manual.

2. The decision-making authority may not base any final decision upon consideration of the following matters:

a. Design details such as the color, shape, volume, texture, or construction materials to be used on a project, except where such details are of a magnitude that will significantly affect the overall appearance of the project or the compatibility of the project with its surroundings or where such details are inconsistent with adopted policies contained within the design review manual;

b. The interior design of a fully enclosed building.
D. Fortuna General Plan Community Design Goals.

Design review decisions must be consistent with the Fortuna General Plan. The following are design goals of the General Plan. All of the design review guidelines are consistent with the goals, policies, and programs of the General Plan.

CD-1.1 Community Character/Identity. The City shall promote community character and identity and elements that make up the “essence of the city as a whole” by:

- Maintaining historic grain and scale of development;
- Encouraging use of local architecture themes;
- Encourage use of River Lodge’s architectural design as an anchor for new development design concepts;
- Encouraging use of historic building forms and materials;
- Maintaining importance of adaptive reuse of facilities;
- Promoting attractiveness of the community to pass-through visitors & related economic benefits;
- Promoting importance of the Riverfront District and the River Lodge;
- Physically and visually reconnecting the west and east sides of Highway 101;
- Honoring grain of development and continued use of natural separations of creeks and bluffs to help maintain the individuality of the various neighborhoods or districts; and
- Maintaining specific character and attributes of individual neighborhoods and districts.
II. DESIGN STANDARDS

A. Building and Site Planning

1. Neighborhood Conformity. The City shall require development project design to reflect and consider natural features, noise exposure of residents, visibility of structures, circulation, access, and the relationship of the project to surrounding uses. Residential densities, building intensities, and lot patterns should be determined by these and other factors. (General Plan CD-1.13)

2. Building Location and Corridor Identity. The City shall require that renovated and new commercial buildings and centers be planned and designed so that the location and shape of buildings contribute to the corridor’s identity and urban design concepts. This includes the orientation of buildings, composition of roof forms, and architectural treatments. (General Plan CD-3.2)

3. Building Setbacks. The City shall require that building and parking setbacks be designed as an extension of the urban design concept for the corridor and adjacent neighborhoods. This includes the depth, edge treatment, pedestrian facilities and landscaping of setback areas. (General Plan CD-3.3)

4. Minimum Building Design Requirements. The City should encourage new development along major corridors to comply with the following minimum building requirements. (General Plan CD-3.9):
   - All outdoor storage of goods, materials, and equipment and loading dock areas shall be screened from major roadways;
   - Developments with multiple buildings should have a uniform design theme and sign program;
   - Earth tones shall be used as the dominant color; colors such as white, black, blue, and red should be used as accents. Building surfaces should have color schemes that reduce their apparent size;
   - Metal buildings shall be allowed only with enhanced architectural and landscaping treatment (such as use of trim bands, wing walls, parapets, and reveals); and
   - All exterior elevations visible from major roadways should have architectural treatment to alleviate long void surfaces. This can be accomplished through varying setbacks, breaking buildings into segments, pitched roof elements, columns, indentations, patios, and incorporating landscaping into architectural design.
5. **Height, Scale, and Location**

a. Height and scale of each structure should be compatible with its site and buildings in the surrounding area.
b. Natural or existing topographic patterns should be preserved and incorporated into the plan wherever possible.
c. Neighborhood Conformance
No particular architectural style or design is required by the City. Design should reflect the character of the neighborhood and the City. Corporate designs should incorporate at least some elements of local historical architecture and natural materials of Humboldt County.
d. Monotony of texture, building lines or mass should be avoided.

Encouraged: Articulation of building façade

Encouraged: Variety of architectural elements
e. Blank walls should be avoided by utilizing some combination of features such as window designs, window trim, trellis features, wall articulation, arcades, wall light, change in materials or other features.
f. Offsetting planes are encouraged, including variation in roof planes and variations of exterior building walls.

g. A mixture of exterior building materials is encouraged
h. Exterior finish materials should be chosen and applied so that they do not appear “thin” and otherwise artificial as in the case of brick veneer applied to a single building face so that it is obviously ¼ inch thick when viewed from the side. Veneers should turn corners, avoiding exposed.

f. Three dimensional architectural elements such as towers and boxed parapets should be designed with continuous parapet walls and not be designed as façade treatment only.
g. Parapet walls should be designed to be proportional to the scale of the building. Bracing for the parapet wall should not be visible.

h. **Industrial Design.** The City shall encourage industrial development to have the following features (CD-1.18):
   - Attractive building frontages that are readily visible from the public street;
   - Variation in the roofline;
   - Articulation in the walls (e.g., insets, projections, canopies, wing walls, trellises);
Variation may be achieved through the use of such measures as setbacks, building height variation, and wall and roof offsets, to prevent a monotonous appearance. Multiple buildings should be clustered to achieve a “village” scale with plazas and pedestrian areas. When clustering is impractical, a visual link should be established between buildings through the use of arcades, trellises, colonnades, landscaping and trees, or enhanced paving.
j. Painted concrete blocks or CMUs should be avoided.

k. Mechanical equipment, utility meters and service equipment, fire risers, and related piping or wiring should be located within the building or in an equipment room with an exterior entrance. If located outside the building, equipment should be screened from public streets and neighboring properties.

l. Roof mounted mechanical equipment should be screened from all views by a building parapet or other effective roof design.
m. Ground-mounted mechanical equipment, check valves, and back-flow prevention devices should be hidden from all views with a durable solid screen painted to match adjacent building, fencing, and/or landscaping. Screening materials should compliment the architecture of the building.
n. Downspouts and drain pipes should preferably be placed within building walls. If they must be placed on a building exterior, they should be integrated with the architectural design, colors and finish materials of the building.

o. Proposed buildings and structures of different architectural styles to those of the surrounding buildings should be made compatible by such methods as screening, site breaks, color or materials.

![Diagram of continuity of design]

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Continuity of Design
Building Finish—Glare. The City shall require that new building exteriors be constructed with non-glare or low-glare materials and paints, and minimize the use of reflective glass in exterior facades. (CD-1.20)
6. Compatibility

a. Projects with multiple phases, regardless of ownership of the applicable properties, should be coordinated in architecture and site design.
See also section 2.4.1, "Relationship to Adjacent Development".
7. Corner Lot Design

a. If a project sits on a corner lot, the corner landscaping should be enhanced with features such as special plantings, outdoor dining areas, trellises, water features, public art or columns.

b. All commercial centers should include a dedicated outdoor space of a sufficient size, number and location for people to gather (“people places”) for passive activities.
c. Awnings should be a complimentary shape and design to the opening it covers. Plastic or vinyl materials are not appropriate. Single building faces with multiple tenants should use a consistent awning design and color.
8. Pedestrian Access

a. **Transit/Pedestrian-Oriented Design.** The City shall encourage project sites to be designed to increase the convenience, safety, and comfort of people using public transportation, walking, or cycling. (CD-1.8)

b. **Pedestrian Access.** The City shall require that new commercial development be designed to encourage and facilitate pedestrian circulation within and between commercial sites as well as to connect to nearby residential areas. (CD-1.9)

c. Pedestrian access throughout the site should be distinguished from driving surfaces and enhanced with design features such as colored pavement, sitting areas, dedicated pathways, enhanced landscaping and decorative architectural features.
d. Pedestrian connections should be provided between separate buildings within a project and to existing centers on adjoining sites.

e. Sidewalks should have canopy trees at regular intervals along the edge adjacent to the parking areas or vehicular access ways, so that the combination of building walls, sidewalk, and trees provide an enhanced pedestrian experience.
f. The use of on-site pedestrian amenities, such as coordinated benches, shelters, fountains, lighting, planter pots and trash receptacles is encouraged.

![Image 1](image1.jpg)

![Image 2](image2.jpg)

![Image 3](image3.jpg)

Wood or metal bracing at key locations

Lighting to compliment buildings & accent key locations

Majority of pedestrian ways adjacent to storefront shall be covered with permanent building elements or awnings

Planters & site furniture shall provide relief and scale

![Image 4](image4.jpg)

![Image 5](image5.jpg)

Pedestrian walkways throughout the site and in the parking lot should be related to the central building entrances and be a part of the total design.
9. **WALLS & FENCING**

a. The height measurement for all walls/fencing should be taken from the point where the fence sits on the ground using the higher finished grade elevation.

b. Chain link fencing is discouraged in any location clearly visible to the public right-of-way unless otherwise previously authorized. The use of decorative slats is encouraged.

c. All open fencing should be wrought iron or medium gauge decorative tubular steel painted black or other dark color. White, or any other similar light color should not be a permitted color on open fencing. All wrought iron or tubular steel fences should be designed to result in a smooth line following a slope, to the extent feasible. Where fencing has to be stepped due to topographical constraints, no two horizontal sections can be separated by more than four (4) inches.

d. Fencing design should take into consideration conformity with adjoining properties.
10. Trash Enclosures

Service yards, refuse areas, trash containers/bins should be screened by a solid wall of wood or masonry or a combination of masonry wall, solid doors and plantings designed to be complementary to the architecture of the building. These areas should be located away from the front of buildings, property lines or near streets, to the extent feasible.

a. An enclosure(s) designed to screen all trash containers, including trash bins, recycling bins, grease rendering bins, containers, and toters should be included for every project. The design of the enclosure should be constructed from similar architectural features and materials to the principal buildings and should include solid metal doors, decorative caps, blocks and other decorative features.
11. **Passive Solar Design.** The City should encourage new developments to be sited to respond to climatic conditions, such as solar orientation, wind, and shadow patterns. (CD-1.19)

   a. Structures should be oriented in such a way as to take advantage of known atmospheric conditions (such as wind, sun, etc.) for purposes of heating and cooling, so as to conserve energy.

12. **Lighting.** The City shall require exterior lighting to use the lowest intensity lamp/wattage for security and safety purposes, and be shielded and directed downward so there is no direct illumination of adjacent properties. (CD-6).
a. Lighting standards and fixtures should be of a design and size compatible with the building and with adjacent areas and be complementary to the architectural style of the buildings. Lighting should be restrained in brilliance by meeting Dark Sky principles. Adverse glare onto adjacent properties is prohibited. More, smaller scale parking lot lights instead of fewer, overly tall and large parking lot lights should be installed. The use of bollard lighting, decorative poles and fixtures is strongly encouraged. Outdoor light fixtures mounted on building walls should relate to the height of pedestrians and not exceed 8 to 10 feet.
B. PARKING AND LOADING

a. Parking lots should be treated with some combination of features in order to break up large expanses of paved areas and make them pedestrian friendly. The features should include, but not be limited to, decorative elements such as, building wall extensions, plantings, berms, trellises, stamped pavement, water features, and potted plants.
b. Parking lot designs which incorporate reciprocal access points between adjoining properties that have the same or similar land uses are encouraged.

c. Parking lot areas abutting public rights-of-way should be screened from the street by a landscaped area in the required yard/setback area, and may include earth berms or low walls; screening from the public street shall be a minimum 3 feet in height (FMC 17.05.140).
d. Parking lots should be shaded by tree planting at one tree per 8 spaces (FMC 17.05.141). Trees should be located throughout the parking lot, not just at the ends of parking aisles. Parking lot planters should be designed with consideration of pedestrian access through the landscaping to get from the parking area to the building. Parking lot trees should be large canopy trees to maximize the amount of shade produced by the tree.
LOADING
Loading facilities shall be required for commercial projects of 5,000 square feet or larger, and shall follow the standards of the Fortuna Municipal Code 17.05.140.P.

a. Loading facilities shall not be located in the front or side yards, and not located closer than 40 feet to a residential district, unless enclosed on all sides (FMC 17.05.140.P.3). Loading facilities should not be located at the front of buildings where they will interfere with customer and employee traffic and can be difficult to adequately screen.
b. Loading docks should be screened from street and off-site views to maximum extent feasible, and be architecturally integrated with the design of the building. Loading dock screen walls should include the materials used on the building where the dock is located and should include decorative caps and pilasters. Landscaping should be used to soften the appearance of the screen walls.

c. Special attention should be given to the design of loading facilities adjacent to residential areas to minimize noise and visual conflicts. Techniques to achieve this guideline include lower lighting, orientation, sound walls and enclosed loading facilities.
C. LANDSCAPING AND SCREENING

I. Landscape Buffers. The City shall encourage well-designed landscaped buffers/planting strips along major corridors to increase pedestrian safety, enhance neighborhood aesthetics, improve air quality, and provide space for street trees. CD-3.4

Minimum landscaping requirements:

1. Landscaping Plan shall show location of:
   a. Lawn areas, groundcover areas, shrub masses, and existing and proposed tree locations.
   b. A planting schedule,
   c. Names of plants and their locations.
   d. Each plant should be shown in scale at its ultimate anticipated diameter, with a cross placed in the center showing the precise location.
   e. The plant’s name or a symbol identifying the plant, the number of plants used, and the distance on center shall be shown on the landscaping plan.

   a. The plant material selected shall be capable of healthy growth within the given range of soil and climate.
   b. Where trees are required, they shall be of a species, degree of maturity, and spacing acceptable to the approving body.
   c. A minimum size of five gallons for each tree is required.
   d. Where dense landscaping to a specified height is prescribed, the landscaping shall be of a type that will provide a year-round barrier at the prescribed height and shall be so spaced that vision of objects on the opposite side is effectively eliminated.
   e. The height requirement should be reached in a maximum of five years.

3. Gates. All gates or doors in fences, walls, or hedges shall open inward, if located within three feet of a street or public walk.

II. Area Screening Requirements.

1. Dense landscaping or solid wall or fence of a minimum height of six feet shall be provided:
   a. Along the rear and side property lines of any nonresidential use that abuts a residential use, with the exception that the height shall be between two and one-
half and three and one-half feet on the side property line for a distance of 20 feet, as measured from the street right-of-way;

b. To screen any open area used for the storage of goods, materials, or wastes from view from abutting properties and from public rights-of-way. All openings for access ways shall be provided with solid gates or other devices constructed of view-obscuring materials;

c. To screen any open area used to display goods or materials for sale from abutting properties;

d. To screen manufacturing uses from view from public rights-of-way.

e. Fencing shall be constructed so that the structural members shall not be visible from a public street.

III. Landscaping Design Requirements:

a. Dense and sustainable landscaping should be included within the project design to soften the hardscape, provide transitions and screening where necessary.

b. Principal entries to projects should be enhanced with a combination of pavers, landscaping, rocks, signage and other appropriate features to enhance the project’s image.

c. Tree wells and landscaping planters should be large enough to prevent cars from striking the mature trees and any associated plants within the planter areas. Landscaped areas susceptible to injury by motor or pedestrian traffic should be protected by appropriate curbs, tree guards and other devices.

d. Existing topographic or natural patterns and existing trees should be incorporated into landscaping designs wherever possible.
e. All landscaped areas should have water efficient irrigation systems.

f. Landscaping should be used wherever possible to provide additional screening between single-family neighborhoods and non-single family areas. Landscaping should also be used wherever possible to provide additional screening between multi-family projects and adjoining areas.
Buffer separation is required between different uses.
g. Natural granite or moss rock boulders should be included within the landscaped areas along the public right of way.

h. Plant sizes and species and granite boulders will be approved with the Design Review entitlement.

i. Dense and sustainable landscaping should be included within the project design to soften the hardscape, provide transitions and screening where necessary.

j. Open drainage features should be designed to mimic natural creeks in their visual qualities where feasible. In areas where it is necessary to drain water more quickly from homes and properties, such as homes located at the bottom of a hill, with development located above, engineered and lined open drainage features should be used.
k. Creeks and riparian areas should be protected through the use of setbacks in accordance with the City’s General Plan policies.
Parking Lot Landscaping. (FMC 17.05.140 Off-street parking and loading)

a. Adjacent to a residential use: A screening device shall be required along all interior property lines from all off-street parking spaces abutting a residential use:
   i. Not less than six feet in height, as measured from the top of the existing adjacent street, curb, or, where no curb exists, as measured from the average cross-section elevation of the street
   ii. The height shall be between two and one-half and three and one-half feet on the side property line for a distance of 20 feet as measured from the street right-of-way.
   iii. Said screening shall be a wall, grill constructed of solid fencing material, or dense landscaping. All off-street parking areas having four or more spaces shall be provided with screening and landscaping according to the following standards:

b. Parking lots located within 20 feet of a street right-of-way shall be screened from the street by a landscaped strip of not less than five feet in width and a visually solid fence or hedge three feet in height on the side of the landscaped strip opposite the street.

c. One tree shall be provided for every eight parking spaces, except that parking areas of five or more spaces shall also require at least one tree.

d. Trees shall be planted in a tree-well measuring at least four feet by four feet in a location approved by the zoning administrator and shall be provided with a means of irrigation, if necessary, and maintained in a living condition.
**Parking Lot Screening.**

1. Every parking facility containing four or more spaces abutting a city street shall be separated from such street by a decorative wall, view-obscuring fence, permanently maintained compact evergreen hedge, berm, or a combination of the preceding treatments, not less than 30 inches and not more than 42 inches in height.

2. Every parking facility abutting property located in R districts shall be separated from such property by a decorative wall, view-obscuring fence, or permanently maintained evergreen hedge not less than five nor more than six feet in height.

3. Notwithstanding the requirements of this subsection (L), no screen, wall, fence, or hedge on a corner lot shall exceed a height of three feet above the established grade of either street, within an area formed by the street property lines of such lot and a line joining points on such lines located a distance of 33 feet from this intersection; nor shall such screening exceed a height of three feet above the established grade of the street within 33 feet of a driveway.

4. For any commercial or industrial use directly across a street other than a freeway from an R district designated for future residential use in the Fortuna land use diagram, the parking facilities shall be set back at least 20 feet. The setback area shall be landscaped in accordance with this subsection (L).
IV. Low Impact Development Landscaping Requirements:

Design of Storm Drainage Facilities, if required, shall include Low Impact Development Best Management Practices. Low Impact Development (LID) is a site design strategy that seeks to mimic the pre-development site hydrology through infiltration, interception, reuse, and evapotranspiration. LID techniques include the use of small scale landscape-based best management practices (BMPs) such as vegetated natural filters and bioretention areas (e.g. vegetated swales and raingardens) to treat and infiltrate storm water runoff. LID also requires preservation and protection of environmentally sensitive site features such as riparian buffers, wetlands, steep slopes, valuable trees, flood plains, woodlands, native vegetation and permeable soils. Required projects shall incorporate LID and use landscape-based BMPs sized to treat and infiltrate the storm water runoff volume from all impervious surfaces (e.g. roads, roofs, walkways, patios) produced from the 85th percentile 24-hour storm event, as determined from the local historical rainfall record or using the maximized capture storm water volume for the area, from the formula recommended in Urban Runoff Quality Management, WEF Manual of Practice No. 23/ASCE Manual of Practice No. 87, p. 170-178 (1998). Refer to the City’s LID Manual for additional details and references regarding LID Storm Water Best Management Practices.

Design of Low Impact Development features, where required, shall be shown on the design review landscaping plan.

The City’s LID Manual includes recommended plant types for LID design and which may be appropriate for non-LID landscaping plans as well.
D. SIGNAGE

The sign regulations of the Fortuna Municipal Code (Sec. 17.05.180) shall be followed.

a. Sign designs should be coordinated with the architecture of the buildings on site. The sign structure and graphic imagery should relate to the building form and design concept of the entire project.

b. Materials and colors of signs should be coordinated with the building materials and colors of the buildings on site and be durable.
Contoured cabinet signs are preferred to box cabinets:

c. The size of signs should be coordinated with, and be proportional to, the elements of the building.

d. Sign illumination that creates adverse glare on adjoining properties or public streets is prohibited (CD-6).

e. Signs facing adjacent residential areas should be non-illuminated.

f. Freestanding signs with a solid base (sometimes called blade or monolithic signs) and background are preferred. This is due in part to the fact that the solid signs assume the character of a building and therefore, tend to incorporate more architectural features such as reveals, horizontal offsets and
canopies. The entire sign, including the sign base should be clad with materials to make the sign architecturally compatible with the buildings.

g. The number of colors on the sign structure should be minimized. The sign structure(s) within a project should have a consistent background and materials with the goal being consistency and uniformity among the signs within a project.

h. Corporate logos may be integrated into the sign design.

i. Architectural features from the building(s) on the site should be integrated into the sign design. This may be a combination of color, materials, style, cornice elements or other design features from the building.

j. Building/wall mounted signs with individual letters are preferred over signs with traditional cans or cabinets. Halo-lit signs are strongly encouraged.
k. Projecting signs are encouraged, and shall have a minimum clearance of eight feet above the sidewalk and 15 feet above any area used for vehicular movement (FMC 17.05.180.C.6).
F. MULTIFAMILY DEVELOPMENTS

**Source:** Fortuna Municipal Code Section 17.03.012

**Purpose:** The RM district is intended to be applied in areas of the city where it is reasonable to permit and protect medium-high density apartment, townhouse, and condominium development. The RM district is intended to be applied in existing medium-high density areas, as well as other developed areas to encourage higher-density development and in undeveloped areas to allow for large-scale development projects.

**Considerations:**

**17.05.110 Landscaping and screening.**
Off-street common parking areas for multifamily dwellings shall be screened from street view by the means of berms, landscaping, fencing, or some combination thereof. All planters and tree wells shall be enclosed by a curb composed of concrete or other durable material not less than six inches in height, as measured from the top of the existing adjacent street curb, or, where no curb exists, as measured from the average cross-section elevation.

**17.05.141 Open space for multifamily development.**
A. Purpose. These regulations are intended to set forth standards for the development of usable open space within multiple-family residential projects in both the RM district and commercial districts to ensure that a minimum amount of common and private open space is available for the exclusive use of the residents of the development project in order to fulfill their needs for outdoor leisure and recreational opportunities.

B. Open Space Regulations.

1. Open space includes land that is accessible and available to all residents of a particular multifamily residential development. The provision of recreation facilities such as tot lots, lounges, gardens, basketball courts, and similar facilities may be considered open space. Greenhouses, glass-covered patios, and similar clear-roofed structures may be considered open space.

2. Open space does not include proposed street rights-of-way, buildings, open parking areas, driveways and access ways for the dwellings, land area utilized for garbage and refuse disposal, or other service maintenance.

3. Land in a multifamily development that is greater than 25 percent slope, or occupied by creeks, sloughs, marshes, or other waterways, may not be used to provide more than half of the open space requirement as established in each zone.
4. All required open space shall be permanently controlled and maintained by either the owner of the property or by an incorporated nonprofit homeowners’ association. Open space shall remain fully usable, with no obstructions over ground level space except for devices to enhance its usability.

5. Decks on roof spaces, garages, carports, or accessory buildings may be credited toward open space requirements.

6. The city may, as a condition of approval, require the applicant to employ any appropriate method(s) to ensure the permanent status and maintenance of open space.

C. Private Open Space.

1. Private open space is that open space devoted exclusively to the recreation and leisure use of one dwelling and is located immediately adjacent to such unit.

2. All properties containing more than two dwelling units may be required to provide private outdoor space for each unit in the development equal to at least eight percent of the residential floor area of the related unit for non-ground floor units and 10 percent of the residential floor area of the related unit for ground floor units. Private open space shall be counted as part of the required open space of a lot.

3. Not more than 60 percent of the space devoted to private open space may be covered by a private balcony projecting from a higher story. A screening device not greater than six feet in height and constructed of dense landscaping, or of a fence, wall, grill, or other screening device, may be required to abut private usable open space if, in the judgment of the zoning administrator, design review board, or planning commission, the need for establishing a pleasant outdoor leisure and recreation environment would thereby be facilitated. (Ord. 2011-692 § 2 (Exh. A)).
1. Multi-family Residential Design should incorporate a strong mix of styles and materials to avoid monotony, including varied architectural elements and details. The following are encouraged (not limited to):

   Usable porches
   a) Balconies
   b) Bay and dormer windows
   c) Special window treatments and shapes (mullions, Palladian windows, etc.)
   d) Shutters
   e) Awnings
   f) Brackets, out-lookers, corbels, etc.
   g) Accent trim, vents, and other changes in material and texture
   h) Avoid the use of obvious false, tacked-on treatments such as false windows

2. Enhanced elevations should be provided when publicly visible from arterials and open space. Elements of enhanced elevations include, but are not limited to:

   a) Special window treatments and shapes (mullions, Palladian windows, etc.)
   b) Shutters
   c) Awnings
   d) Brackets, out-lookers, corbels, etc.
   e) Accent trim, vents, and other changes in material and texture
   f) Avoid the use of obvious false, tacked-on treatments such as false windows
3. Enhanced landscaping that provides shade and year round color and interest should be installed at both corners of all alley entrances and at all entry points into the neighborhood. These landscape areas would be property owner association maintained.

4. Enhanced landscaping should be installed in the ends of alley termini and at internal alley corners, to complement the landscaping found at the alley entrance. These landscape areas would be property owner association maintained.

5. All fences in areas viewed by the public from outside of the subdivision or in key locations within the subdivision should be enhanced. Some examples of enhanced fence construction are framed wood and wrought iron. “Good neighbor” fences are not acceptable in these key locations. Enhanced fencing would be property owner association maintained or a homeowner’s association should have the right to cause the maintenance of the enhanced fence if not maintained in accordance with the approved plans.

6. Front and street side yard landscaping should be maintained by a homeowners association or a homeowners association should have the right to cause the maintenance of the front or street side yard landscaping if not maintained in accordance with the approved landscaping plans.

7. Any wall space designed above the first level of the garage should be architecturally integrated into the overall house design. Blank walls are unacceptable.