

B.11 **Building Façade.** Provide a human scale streetscape, breaking up long façades into defined forms that continue a pattern of individual and distinct tenant spaces in commercial and mixed use areas. Avoid blank, monotonous and imposing building facades using design elements that add detail and emphasize the different levels of the building (e.g. the top or cornice vs. the pedestrian level or building base).

B.12 **Window Variety and Articulation.** In the downtown retail and mixed commercial districts, building storefronts should be dominated by clear, transparent glass windows that allow and encourage pedestrians to walk past and look into the commercial space. Decorative trim and surrounds should be encouraged to add interest and variety. Upper floors of buildings should use windows as part of the overall design to encourage rhythm and accents in the façade.



**Urban Design Goal C: Highway 99 Corridor.** Additional Design Objectives for the Highway 99 Corridor should support its function as a locus of commercial and potential mixed use activity, building on the availability of multiple forms of transportation and its proximate location to surrounding neighborhoods.

C.1 **General Appearance and Identity.** Design of buildings and spaces along Highway 99 should encourage a feeling of identity associated with different sections of the highway.

C.2 **Site Design.** Site design should allow for vehicular access and parking as well as safe access and circulation for pedestrians. Whenever possible, sites should provide connections between adjacent businesses and between businesses and nearby residential neighborhoods.

C.3 **Landscaping and Buffering.** Landscaping, fencing or other appropriate techniques should be used to soften the street front of sites and also used to buffer more intensive uses from adjoining less intensive use areas (e.g. buffer commercial from residential development).

**Urban Design Goal D: Neighborhood Commercial Areas.** Design in neighborhood commercial areas should seek to support the function of the neighborhood center while paying close attention to its place within the neighborhood setting.

D.1 **Landscape and Buffering.** Special attention should be paid to transitions from commercial development to surrounding residential areas, using landscaping and/or gradations in building scale to provide compatible development.