

APPROVED

DESIGN GUIDELINES
FOR
PLAZA WAY

CITY OF LAFAYETTE

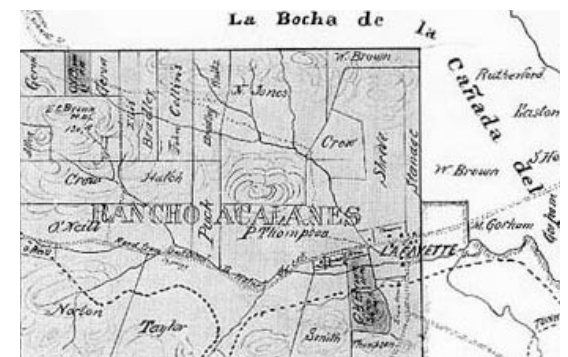


TABLE OF CONTENTS

INTRODUCTION AND HISTORY OF PLAZA WAY	2
SPECIFIC PLAN PURPOSE AND GOALS	3
VICINITY MAP	3
DESIGN GUIDELINES	4-17
• Guidelines Elements	4
• Building Facades	5-9
• Architectural Accents	10-14
• Exterior Spaces	15-17
PROPERTY SPECIFIC RECOMMENDATIONS	18-30
CREDITS AND ACKNOWLEDGMENTS	31



Historic photos of Wayside Inn and Geils Building



Map of Lafayette dated 1893

INTRODUCTION

Downtown Lafayette was established as the heart of the community when the first Lafayette Grammar School opened in 1852 near what is now Moraga Road and Mount Diablo Boulevard. In the 1860's, downtown included the Pioneer Store, the grammar school, a blacksmith shop, and a hotel, all located around a dusty 100-foot by 150-foot triangular piece of open land. Recognizing its importance as a gathering place and focal point for the young community, the Browns deeded the open land to the town in 1864 making it one of the first parks in California. The Pony Express stopped here many times during the 1800's. The park is the present-day Lafayette Plaza, located at the intersection of Mount Diablo Boulevard and Moraga Road.

Today, Plaza Way is home to three historical landmarks- Lafayette Plaza, the old Pioneer Store, and the Way Side Inn. Both the Lafayette General Plan and the Plaza Park Specific Plan govern development on this short street and call for the conservation and enhancement of the area "to fully realize its historical importance and strengthen Lafayette's sense of place." In its review of the Draft Downtown Specific Plan ("DSP"), the Planning Commission has identified the Plaza Way as an important historical focal point of the Downtown and an area in which the community will gather for civic and cultural events. The DSP calls for the protection of its small village character and encourages retail, restaurants, and cafes - uses that will optimize the utilization of the plaza.

The City of Lafayette recognizes the under utilization of the Plaza Way and is charged with the preservation, restoration, and celebration of its historic buildings and the expansion and enhancement of the surrounding area so as to create a revitalized focal point for the community.

RELATIONSHIP TO OTHER AREAS OF LAFAYETTE

The Plaza Way, which includes the historic Lafayette Plaza, the historic buildings, and the west end of Golden Gate Way, has the unique opportunity to link various areas of the City of Lafayette. Developing pedestrian and bike friendly opportunities from the Library and Learning Center to the east, to the La Fiesta Square and Lafayette Downtown to the west, and to the Lafayette Moraga Regional Trail is important to the on going success of the Plaza Way area.



Historical commercial storefront in Lafayette



Historic architectural details in Lafayette



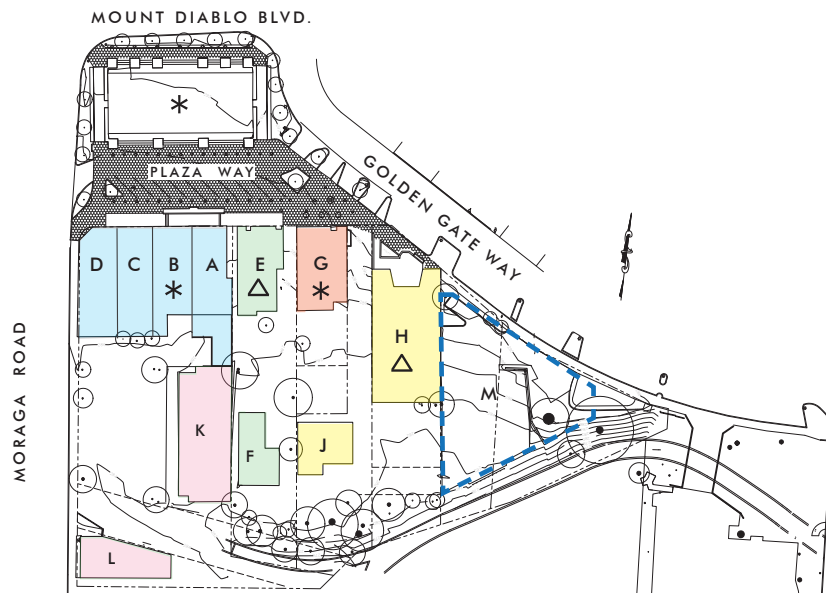
View of downtown Lafayette in 1910

SPECIFIC PLAN PURPOSE AND GOALS

The purpose the specific plan is to re-establish the historic heart of downtown Lafayette. The district is defined by historic buildings and adjacent lots that support them in terms of parking, circulation, economic viability, critical mass, natural elements (views), and pedestrian corridors (along the creek and sidewalks). These parcels enhance the historic fabric of the block. The specific plan goals are as follows:

- Preserve, restore, and enhance the small scale village and historic character of the Plaza Way through the Plaza Way Design Guidelines
- Encourage tenants who would take advantage of its central location and adjacency to Lafayette Plaza
- Create pedestrian friendly corridor between Moraga Road and the Lafayette Library and Learning Center
- Integrate the Lafayette Creek area environment into the Plaza Way
- Address parking shortages and parking circulation
- Provide a mix of uses that relate to Lafayette Plaza

VICINITY MAP (SEE PAGES 18-30 FOR MORE SPECIFICS)



SITE LEGEND AND DESCRIPTIONS

- A,B,C,D - Poy Property (Retail/Restaurant)
- E & F - McNeil Property (Retail/Res.)
- G - Assistance League of Diablo Valley Property (Retail)
- H & J - Park Theater Group Property (Theater/Res.)
- K & L - Campana Property (Retail)
- M - Seyranian Property (Parking Lot)
- * - Historic Sites / Landmarks
- Δ - Buildings Of Significance

DESIGN GUIDELINE ELEMENTS

The following design guidelines act as recommendations for the Plaza Way, which includes the Lafayette Park, the historic buildings, and the east end of Golden Gate Way, and pertain to both the historic and the newest buildings within the overlay area. The intent of the design guidelines is to recognize the small scale village and historic character that the Plaza Way uniquely offers and maximize its potential as a community activity and cultural center. Below is an outline of the architectural elements addressed within the guidelines:

BUILDING FACADES

- Storefront and Entry
- Upper Facade
- Upper Story Windows
- Building-Mounted Architectural Projections
- Side and Back Elements
- Roofline
- Materials and Colors

EXTERIOR SPACES

- Pedestrian and Bike Circulation
- Sidewalks, Outdoor Seating and Accessories
- Outdoor Merchandising and Landscaping
- Parking

ARCHITECTURAL ACCENTS

- Signage
- Lighting



Facade with architectural detailing at storefront



Merchandise and seating create lively sidewalk

BUILDING FACADES

The facade of a commercial building is an important architectural feature for it conveys the personality and character of the store to the public. Facades act to display merchandise and invite the public within, while simultaneously creating a street presence and influencing the character of the public space in front of the store.

STOREFRONT

The storefront is the transparent glass portion of the facade that allows the passerby to view into the store.

- The majority of the storefront should be used for displaying merchandise; preferably 60% or more of the storefront should be transparent glass. Detailing should match the original character of the specific building.
- Solid portions of the storefront such as piers or columns should be minimized and accented with architectural elements and decorative patterns that are consistent with the building's original architecture.
- Facades should reflect the historical context of their original design and be divided in a rhythmic pattern along the sidewalk to maintain continuity and relate to the human scale. Those with multiple storefronts should have a consistent design in their shape, size, doorway location, display windows, transom windows, and materials.
- Facades with historic materials and elements are to be restored to their original detail and architecture as much as possible.

ENTRY

Entry doors are a transition from the public space to the merchant space and invite the public inside. Entry doors are typically centered within the storefront, made of transparent glass with wood frames.

- Recess entries from the storefront to allow for maximized outside public space.
- Entries are encouraged for access from rear parking areas, as well as, pedestrian walkways.
- A variety of entries is encouraged along the sidewalk to maintain pedestrian interest.
- Doors should remain open during business hours.



Glass storefront with architectural detailing



Recessed entry doors inviting to the passerby

BUILDING FACADES CONTINUED

UPPER FACADE

The upper facade is the portion of the commercial building that lies below the roofline and above the storefront.

- Historical materials and detailing of the highest quality that are consistent with the architectural style of the building should be used on the upper facade. These materials may include smooth wood siding, masonry, metal, and stucco. The use of simulated materials may be used in-lieu of historic materials if deemed to have an authentic architectural appearance.
- The same wall material should be used throughout the upper facade for consistency.
- Wall materials and detailing original to the building should be repaired, replaced, or restored so as to incur the least amount of damage. Any replaced material or details must match the original size and design of the architectural feature.

UPPER STORY WINDOWS

Where a commercial building has more than one story, the upper story can have windows.

- Space upper story windows equally across the upper facade so as to create a rhythmic pattern that relates to the storefront below.
- The upper story windows should be smaller than the storefront below and separated by the wall materials of the upper facade.
- The upper story windows should be recessed and should have architectural trim and projecting sills. Consider using bay windows and flower boxes to create a street presence and give character to the commercial building.
- Where old windows have been covered up, uncover, restore, and repair the old windows in their found location. Replace any damaged glass with clear or lightly-tinted glass instead of dark glass.



Authentic materials used at upper facade



Smaller upper windows relate to storefront below

BUILDING FACADES CONTINUED

BUILDING-MOUNTED ARCHITECTURAL PROJECTIONS

Building mounted architectural projections are architectural features that are integrated into the facade and extend over the public right of way so as to create shelter from the elements. Architectural projections such as arcades, trellises, canopies, and awnings create character and uniqueness for commercial buildings.

Arcades and Trellises

- Arcades and trellises should be open to the sidewalk for the public to pass through.
- Arcades and trellises should be at a scale that compliments the facade and does not detract from the architectural features of the building.
- Arcades and trellises should be attached to the building in a manner that preserves the facades character and aligns appropriately with the storefront openings.
- Vertical supports of the arcades and trellises should be rhythmically spaced, conscious of the storefront, and compliment the architectural style of the commercial building.
- Materials used for the arcades and trellises should be of high quality and relate to the materials used on the adjoining facade.
- Vegetation around and on the arcades and trellises is encouraged provided it is planted in a manner that does not interfere with pedestrian movement.

Awnings and Canopies

- Awnings and canopies should be aligned with the storefront and at a scale that compliments the facade and does not detract from the architectural features of the building.
- Vertical clearances beneath awnings and canopies shall be maintained so as to not disrupt pedestrian movement.
- Materials and colors used for awnings and canopies should be of high quality and relate to the adjoining facade. Retractable awnings and loose valences are encouraged.



Trellis provides shade to the passerby



Scalloped valence reflects the character of the store

BUILDING FACADES CONTINUED

SIDE AND BACK ELEMENTS

With the inclusion of parking areas on multiple sides of the buildings within the Plaza Way, the exterior appearance of the sides and backs of the buildings becomes important. Storage, service, and secondary entries need to be treated in an aesthetic manner. Often mechanical elements, drainage pipes, and wiring are relegated to the back and sides of buildings. In this situation, it is important to creatively deal with these elements in a fashion that recognizes the historic nature of the specific building, the functionality of the elements, and the practical possibilities of screening.

- Shield and consolidate refuse areas with fencing and/or enclosures.
- Utility connections should be protected from automobile damage and shielded with landscaping and fencing where possible.
- Secondary and service entries need to be built and maintained in a substantial manner. They should reflect some of the characteristics of the entry facade of the building and have signage, awnings, and lighting appropriate to the nature of the use.
- Screen or disguise mechanical equipment, drainage pipes, and wiring.

ROOFLINE

The roofline is the fascia, soffits, barge boards, and cladding that form the top of the facade and distinguish the building.

- The facade should be extended above any flat roof to disguise the flat roof and hide mechanical and electrical equipment.
- Architectural detailing and decorative elements such as cornices are encouraged at the roofline. Restore and repair any existing or historic decorative roofline elements.
- Rooflines shall be designed to faithfully carry out the intent of the building's original architecture.



Attention to detailing at side and back of building



Architectural detailing at the roofline

BUILDING FACADES CONTINUED

MATERIALS AND COLORS

Historically the Plaza Way buildings, and most early Lafayette buildings for that matter, were shades of white. The materials were simple, lap siding, shingle roofs, some brickwork and Victorian wood details. Most of this was a result of limited access to other materials and the availability of specific materials and colors.

The intent here is to reclaim some of that simplicity of color and materials in the revitalization of buildings with in the Plaza Way.

- Material choices should be limited to simple patterns and applications. Painted wood, stucco, and brick are choices. Accent materials, such as wainscot, trim, windows, lighting, and signage can be of other materials, but used as a secondary accent to the main body of the building.
- Colors for the main elements of the building should be of a muted light body hue. Bright or very dark colors should be avoided except when used as an accent.
- The adjacency of buildings will play an important role in establishing the specific color and material selections. Contrasting color pallets between buildings will be discouraged.



Historic materials and roofline



Historic materials and storefront

ARCHITECTURAL ACCENTS

SIGNAGE

Signs are an important architectural feature. They communicate the character of a commercial business, provide way finding, and promote retail. A conscious use of the many types of signs, ranging from wall mounted to window signage, can bring life and vitality to the sidewalk. Signage on buildings in the Plaza Way shall reflect the historical connection of the original architecture and period of each specific structure.

GENERAL CRITERIA

- Each commercial tenant is required to adhere to the signage requirements set forth by the City of Lafayette.
- All signs must conform to the following guidelines:
 - Fabricate with true lines, curves, and angles
 - Use even and consistent texture and color for all elements
 - Painted surfaces must be properly primed and finished
 - Fabricate and mount with durable materials
 - Paint fasteners to match sign or conceal them from view
- Commercial tenant identification signage may consist of tenant's corporate signature and logo marks, and shall consist solely of tenant's trade name, logo or trademark and principal product.

TYPES OF ALLOWABLE SIGNAGE

The following allowable signs are discussed in further detail:

- Wall Mounted
- Window
- Transom
- Wall Plaques
- Awning
- Marketing Displays
- Blade and Suspended



Signage brings life and vitality to the sidewalk



Conscious use of signage creates pleasing facades

ARCHITECTURAL ACCENTS CONTINUED

WALL MOUNTED SIGNS AND LIGHTING

Wall mounted signs are any store signature, logo, or graphic applied to the portion of the wall located directly above the storefront portion of the facade.

- Wall mounted signs can only be located above storefronts entries
- Wall mounted signs must be pin-mounted or painted directly onto the wall or onto a decorative background
- Plain box signs are not allowed

TRANSOM SIGNS

Transom signs are any store signature, logo, or graphic applied to the wall portion of the storefront located directly above the door at the entry. These signs generally create the look of a taller storefront

- Transom signs may be located in front of the storefront glazing but are not painted onto the glazing (this is considered a window sign which has its own guidelines).
- Transom signs may be used with a retractable awning.
- Transom signs must be consistent with the architectural detailing of the storefront.

AWNING SIGNS

Awning signs are signatures, logos, or graphics applied directly to the cover portion of the awning.

- Awning signs may be silk screened, hand-painted, vinyl and radio-frequency welded letters.
- Use of spot lighting from above the awning is allowed.
- Creative graphics are encouraged on the awning sign.



Pinned wall mounted sign at transom level



Awning with store name and logo

ARCHITECTURAL ACCENTS CONTINUED

BLADE SIGNS AND SUSPENDED SIGNS

Blade signs are wall mounted signs that hang perpendicular to the facade and are typically located above the storefront. Suspended signs are soffit or ceiling mounted signs and are typically hung above the storefront. Traditionally, blade and suspended signs displayed an image of the product(s) sold within the commercial business for the passerby to see from a far. Special detailing was taken in the design of these signs to convey the charm of the commercial business. Blade and suspended signs have the ability to create a street presence for a commercial business while bringing life and vitality to the sidewalk.

- Blade and suspended signs should be opaque two or three dimensional signs.
- The image on the blade and suspended signs should either be carved or painted on an interesting background.
- Blade and suspended signs must be designed in a manner consistent with the architectural detailing of the storefront.
- Design blade and suspended signs to resist wind and hang at a height that will avoid vandalism.
- Spot light blade and suspended signs from a remote location.

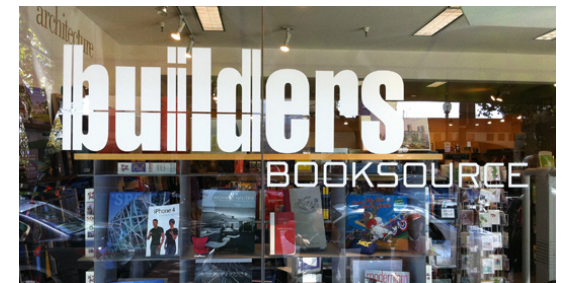
WINDOW SIGNS

Window signs are viewed close up by the passerby and should provide more detailed information about the commercial business. They range in style from decals that are applied to the storefront glass to signs hung inside the storefront windows.

- Window signs should be made of transparent materials or applied decals that do not block visibility into store from sidewalk. Any opaque signs should be kept small.
- Conceal any electrical chords or mounting hardware.



Blade sign displaying store logo



Window signs allow the passerby to see products on display in the storefront.

ARCHITECTURAL ACCENTS CONTINUED

WALL PLAQUE SIGNS AND MARKETING DISPLAYS

Wall plaque signs and marketing displays serve as ways commercial businesses can promote their stores and products. Wall plaque signs are permanent in nature and should have distinct boundaries from the storefront. Marketing displays are not permanent and are placed in the storefront or on the sidewalk. Both should be unique in design and reflect the character of the commercial business.

- Wall plaque signs should be designed as picture frames and in shapes such as squares, circles, and rectangles.
- Wall plaque signs should be mounted to the storefront in a location that makes them a focus of interest.
- Wall plaque signs and marketing display should be made of high quality, durable materials such as wood or metal.
- Marketing displays may only remain outside during business hours.
- Signs in windows and on facades and marketing displays should not obscure the main visibility of the specific building or tenant, nor other buildings within the area.



Wall plaque sign mounted to storefront



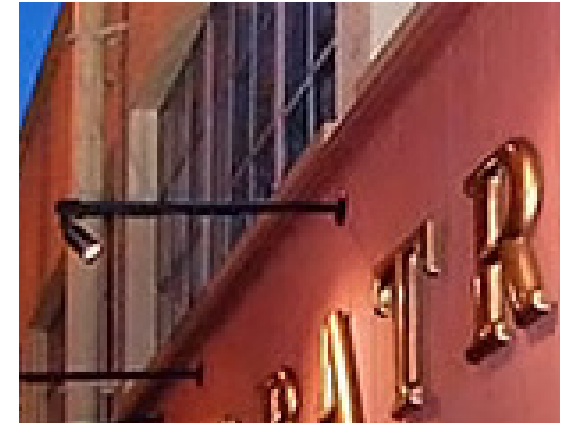
Marketing display welcomes the passerby into the store.

ARCHITECTURAL ACCENTS CONTINUED

LIGHTING

Lighting for visibility, safety, and accent are an important component to the success of the Plaza Way. During the day and evenings it is important that storefronts have good lighting. Visibility of the entries and interiors is important in drawing customers and visitors to the area. While lighting can enhance building, parking, and signage, it should not be a dominate feature in the overall composition of a building. There are three types of lighting: signage lighting, store front lighting, and passage and security lighting to be used throughout the Plaza Way.

- Signage lighting should be spot or decorative lighting that is installed separate from the signage such as gooseneck lamps.
- Storefront lighting should be located off site such that spill and glare are avoided. Use high efficacy lighting throughout.
- For passage and security lighting, use lighting with a consistent style, color and lighting effect throughout the area. Historically, surfaced mounted wall lights and post lights were used.
- The specific selection of light shall be reviewed for conformance to the building's historical context and character.
- All electrical support mechanisms such as transformers, ballast boxes, conduit, and raceways shall be hidden from public view.



Gooseneck lighting illuminates wall signage.



Street lamp provides sidewalk lighting and decor.

EXTERIOR SPACES

Exterior spaces and sidewalks have the potential to create a street presence and can influence the character of the public space in front of commercial buildings. Exploiting the opportunities that the exterior spaces and sidewalks offer is important to the vitality of the Plaza Way.

PEDESTRIAN AND BIKE CIRCULATION

It is important to encourage the pedestrian and bike opportunities within the Plaza Way. The following specific steps should be taken to link the Plaza Way with its surrounding areas:

- Off site signage should clearly indicate pathways to the Plaza Way.
- Street crossings at Moraga Road / Moraga Way, and Moraga Road / Mt. Diablo Blvd. should be signed and timed for ease of pedestrian and bike circulation.
- Bike and pedestrian circulation from the east should be encouraged and a creek sidewalk or creek boardwalk route should be established from the south side of the Plaza Way which would link La Fiesta Square and Lafayette Downtown with the Library and Learning Center.
- Locate bike racks at important locations along routes throughout the parking and Plaza Way areas.
- Sidewalk materials should differentiate pedestrian areas from automobile traffic areas. Use pavers, colored concrete, or brickwork for pedestrian walkways and transition areas to provide a visual clue to their separation, to reduce speeds, to blend the auto traffic with the pedestrian traffic, and to indicate the joint use native to the Plaza Way.
- Pedestrian and bike routes should be compliant with all aspects of ADA (Americans Disability Act) criteria where possible. Steps, objects, and accessories should be located so that a clear path to entrances, walkways, and parking are unobstructed.



The use of signage and pavers create a pedestrian and bike friendly streetscape.



Encourage bike opportunities by providing bike storage.

EXTERIOR SPACES CONTINUED

SIDEWALKS, OUTDOOR SEATING AND ACCESSORIES

If presented appropriately, the sidewalk can promote an atmosphere that encourages the passerby to linger for a while and enjoy the public space. Outdoor seating areas can be used by food establishments as an alternative place to sit and are encouraged in the Plaza Way.

- Furniture associated with outdoor seating should be consistent in design with the architecture of the adjacent facade and made of high quality materials.
- Outdoor seating must be kept clean, free of hazards, and located within designated areas.
- Furniture associated with outdoor seating should be movable, not block pedestrian traffic along the sidewalk or into storefront entries, and arranged in a manner that will avoid tripping or cause other hazards.
- Use architectural elements such as railings, screens, and potted plants to designate outdoor seating areas. These elements must not block visibility into storefronts. The maximum railing height is 36", the maximum screen height is 54".
- All tables must be cleared in a timely manner to avoid encouraging animals to scavenge for food. All furniture must be brought inside or safely secured outside during non-business hours.

OUTDOOR MERCHANDISING AND LANDSCAPING

Outdoor merchandise and landscaping bring color and life to the sidewalk.

- Outdoor merchandise and landscaping should be displayed so as to leave plenty of room for pedestrian traffic and should not block visibilities to storefront.
- Display furniture and planters should be consistent in design with the architecture of the adjacent facade and made of high quality materials.
- Use landscaping elements such as potted plants and climbing vines to break up the solid portions of the storefront.



Designated outdoor seating provided at sidewalk



Potted plants break up the solid portion of the facade

EXTERIOR SPACES CONTINUED

PARKING

A goal of the design guidelines is to connect the existing parking lots south of the Plaza Way buildings and to develop more parking for retail and commercial businesses within the area. The increase in parking must be balanced with the existing retail and residential uses. The parking design envisions access points to parking lots from the east (Golden Gate Way) and the west (Moraga Road) that accommodate two-way traffic, and from the north (Lafayette Plaza) that is one-way.

- Parking areas must be pedestrian friendly and offer a number of path and access points to the Lafayette Plaza, as well as to the commercial businesses.
- Use landscaping and fencing to enhance and protect the residential buildings along the creek, the building portion of the Plaza Way and their secondary entrances at the side and rear.
- Coordinate lighting within the area to provide low level down lighting sufficient for safety but shielded to eliminate glare.
- Save existing vegetation where possible so as to soften the hardscape and conceal utility areas. Provide lighting opportunities within the vegetation such as light poles within planters.

Establish a consistent signage program for the direction of visitors to the commercial businesses within the Plaza Way.

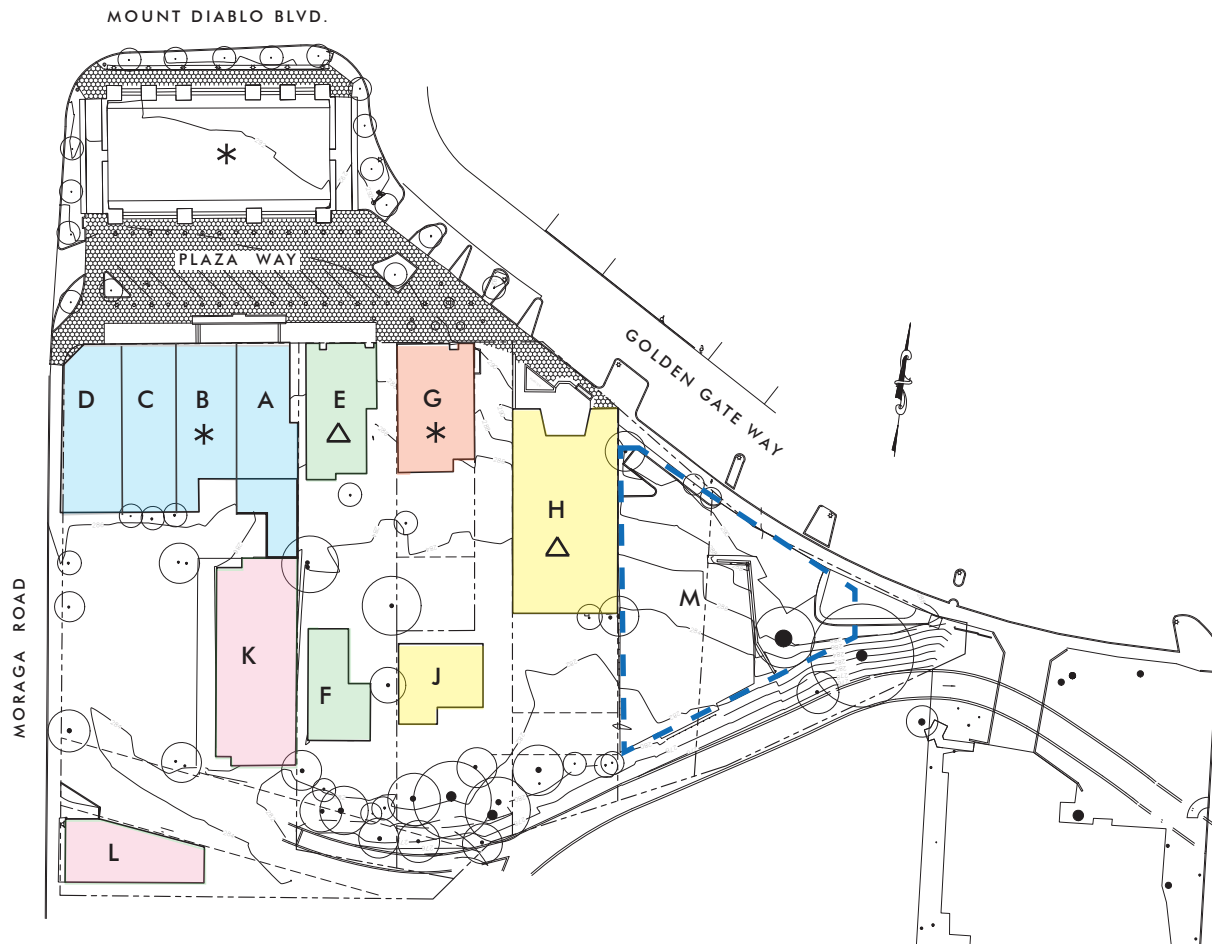


Parking pavers and landscaping create a pedestrian and bike friendly streetscape.

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

The existing buildings within the Plaza Way provide a unique opportunity to create a cohesive historic district. While the existing buildings are located on the historic site of the original “town center” of Lafayette, they each represent different vintages of architecture periods and styles. The intent of these specific recommendations is to build on the current building’s style and character to maintain the eclectic appearance of the buildings in an authentic manner. With the addition of more parking and revised auto and pedestrian circulation, each building will have increased opportunities for improvements in visibility, access, and success.

SITE MAP



SITE LEGEND AND DESCRIPTIONS

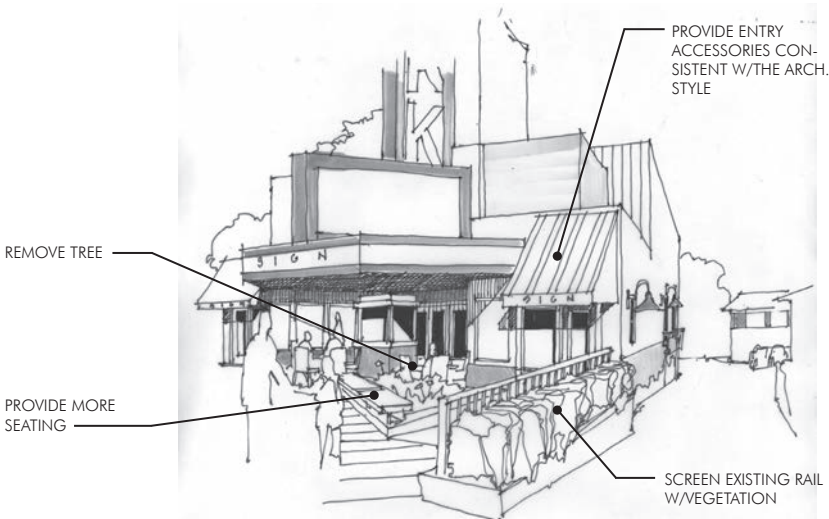
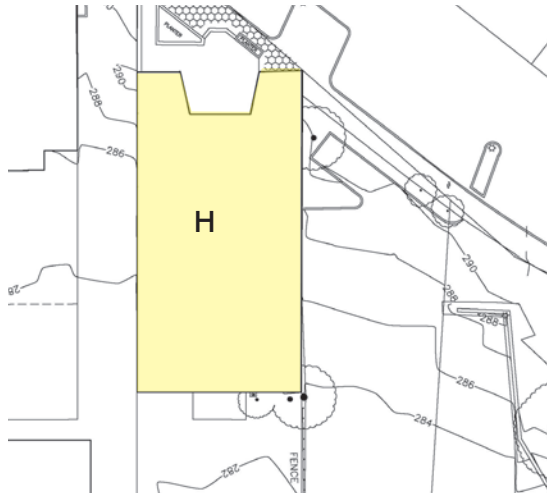
- A,B,C, & D - Plaza Park Shops (Poy Property)
- E - Geil’s Plaza Building (McNeil Property)
- F - Geil’s Residential Building (McNeil Property)
- G - Wayside Inn (Assistance League of Diablo Valley Property)
- H - Park Theater (Park Theater Group Property)
- J - Residential Building 4-Plex (Park Theater Group Property)
- K & L - Campana Buildings (Campana Property)
- M - Parking Lot (Seyranian Property)
- * - Historic Sites / Landmarks
- Δ - Buildings of Significance

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

PARK THEATER

The Park Theater is an architectural icon in Lafayette. While the east, west, and south elevations are stark, the north elevation, entry, and signage reflect the bygone years of single screen cinema. Currently, the building has three tenant spaces, the larger one being vacant. The goal is to revitalize the building for uses other than a theater.

- Add openings along the west elevation to add interest and views to and from the parking areas.
- Repaint the building with a darker color scheme that is complimentary to the existing theater signage to reduce the apparent size of the structure in relation to its neighbors.
- Retain the existing art-deco appearance, including the iconic marquee sign, to celebrate the building's prior use as a theater.



SUGGESTED TREATMENTS



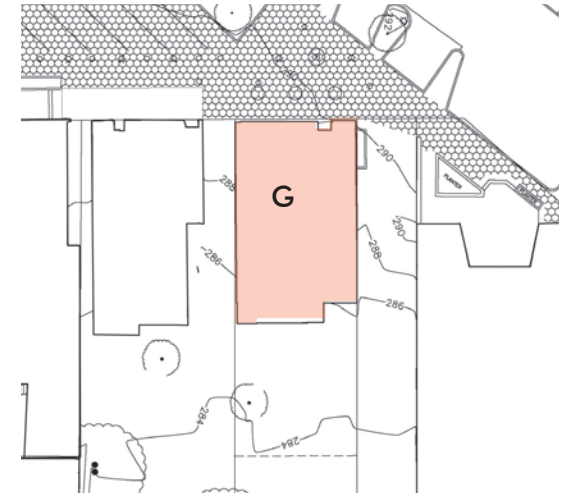
EXISTING CONDITIONS

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

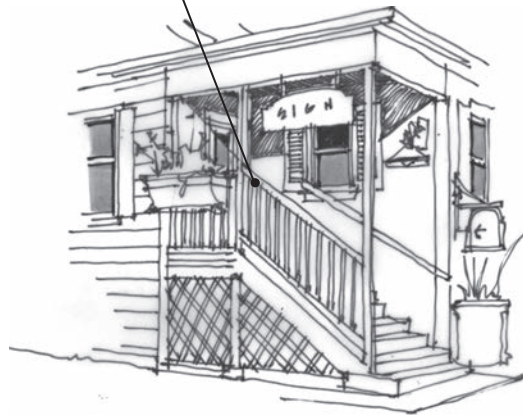
WAYSIDE INN

The Wayside Inn is a historic landmark and an accurate representation of early Lafayette. It has retained many of the features outlined in these recommendations. Changes to this historic building should be done sparingly and only to enhance business activity.

- Provide outside merchandising to increase the visibility of the building
- The addition of a secondary entries on the south elevation should be historic in nature.
- Provide blade signage to help visibility for pedestrians on the Plaza, as well as for parking lot patrons.



CREATE SECOND ENTRY
FROM PARKING AREA W/
SIGNAGE, LIGHTING, AND
ACCESSORIES



SUGGESTED TREATMENTS

PROVIDE BETTER SIGNAGE
FOR PEDESTRIANS ON THE
PROMENADE



EXISTING CONDITIONS

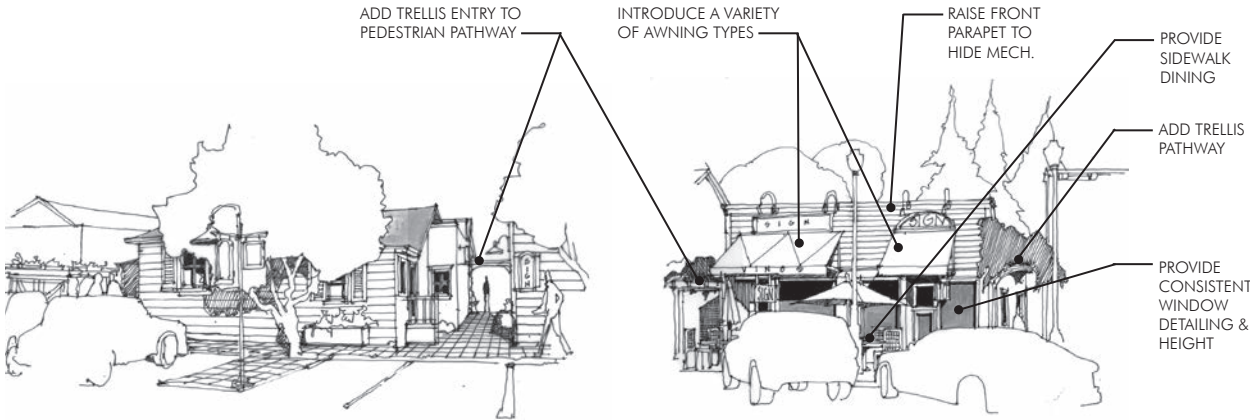
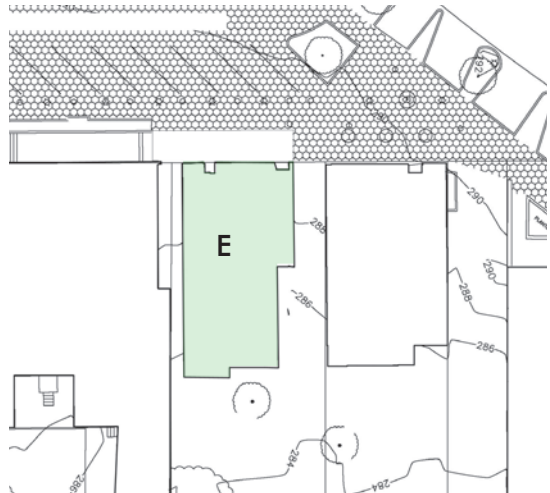
PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

GEIL'S BUILDINGS

The McNeil Property consists of two buildings, the retail building located on Plaza Way and the residential building located at the rear of the property. The retail building is an aggregate of a number of additions over the years. It is a one storey building with taller structures to either side. It presently has two tenants and an attached apartment unit in the back. The residential building is a one storey structure with a hip roofed, tucked between apartments to the east and a tall commercial building to the west.

Suggested Design Elements for Geil's Retail Building along Plaza Way:

- Modify the existing facade / storefront to have uniform window heights and treatments.
- Replace existing colored awning, which is not appropriate to any historical style, with angular canopies or awnings.
- Modify the upper facade to screen mechanical elements on the roof and to increase the visibility and signage opportunities. Another option is to add a second storey unit above the two tenants to provide more visual presence on the Plaza.
- Provide opportunities for secondary entrances, planter boxes, and landscape elements.
- Screen miscellaneous storage and utilities with fencing on the parking lot side.



SUGGESTED TREATMENTS



EXISTING CONDITIONS

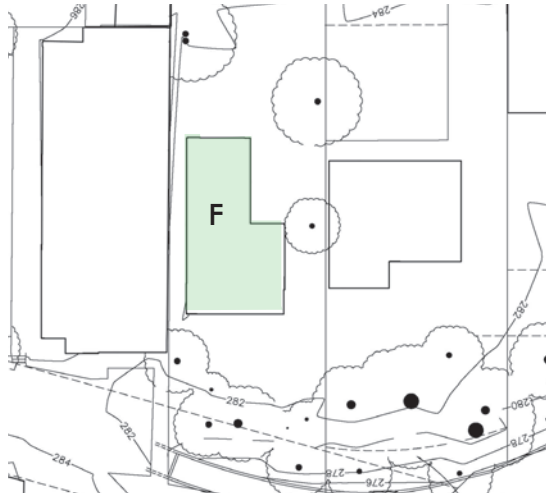
PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

GEIL'S BUILDINGS CONTINUED

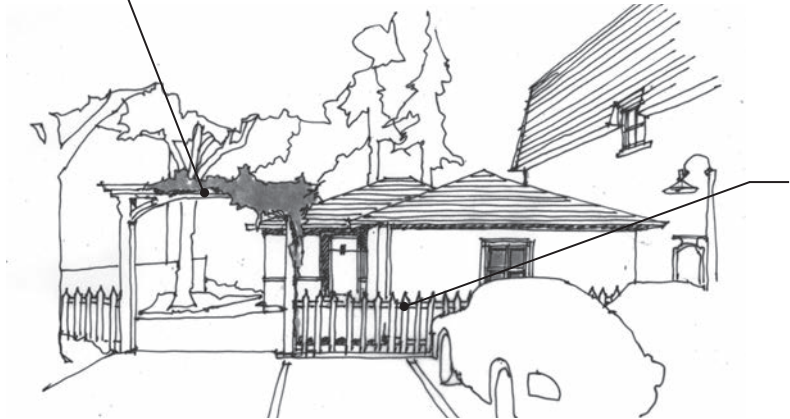
The original residential uses for this building are in conflict with the present surrounding uses and architecture. While the following suggestions will help to alleviate that conflict, it is anticipated that this structure will eventually be replaced with a more active commercial use.

Suggested Design Elements for Geil's Residential Building along Southern Border:

- Vegetation and scaled fencing along the north elevation will soften the architecture of the residence.
- Repaint building with a darker color scheme to enhance it.
- Add planters and a trellis to provide privacy to the entry elevation.
- Provide private designated parking.



ADD DRIVEWAY STATEMENT
TO IDENTIFY PRIVATE
NATURE OF RESIDENCE



PROVIDE FENCING
TO ADD A LAYER OF
PRIVACY

SUGGESTED TREATMENTS

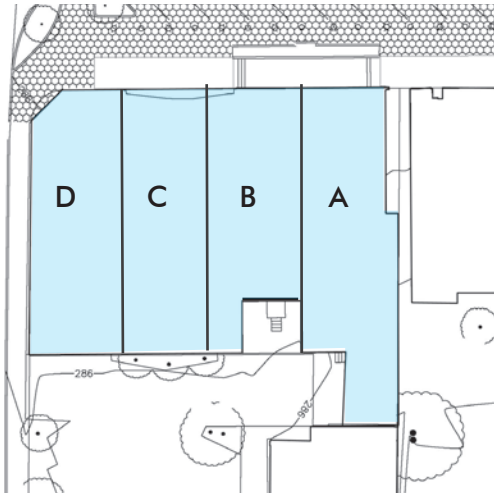


EXISTING CONDITIONS

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

PLAZA PARK SHOPS

These buildings comprise a variety of architectural styles and treatments. The two eastern most buildings (Building A & Building B) are the most substantial buildings on the Plaza Way. The height and length of Buildings A & B provide a unique opportunity to increase the visibility and act as an anchor for the Plaza Way. In addition, Building B is the old Pioneer Store, a historic landmark. Building C is a one storey building comprised of two retail spaces with matching entry and display windows. The current architecture, signage, and materials of Building C are a confusing assembly which lacks definition or visual interest. Furthermore, the single storey nature of Building C reduces its visibility from off site. Building D is a one storey building with one tenant at each end. The facade of Building D stretches around the Plaza Way corner and down Moraga Road. This facade is an early 50's style of architecture with and extended cantilevered canopy on the northwest corner.



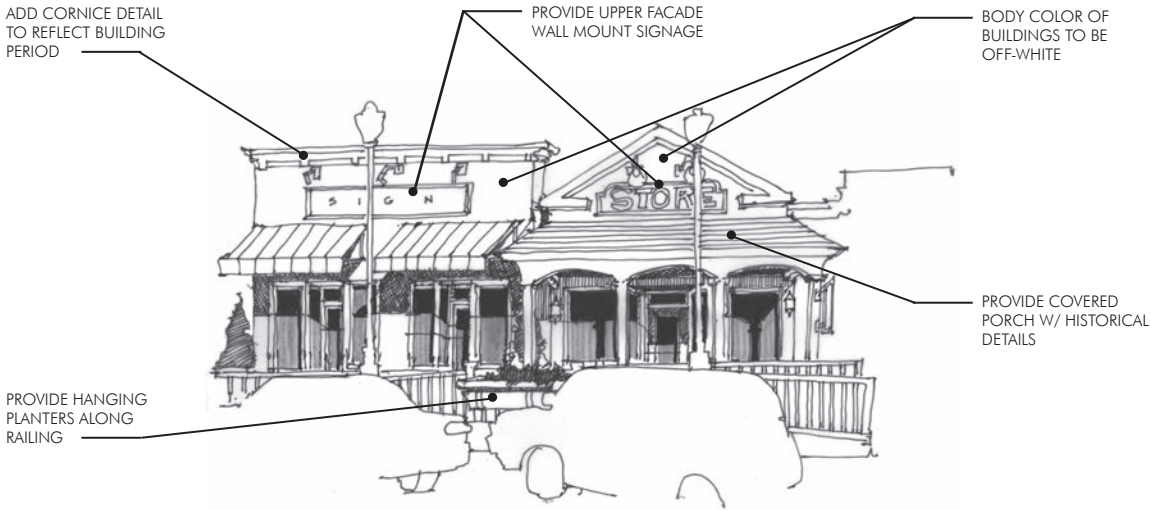
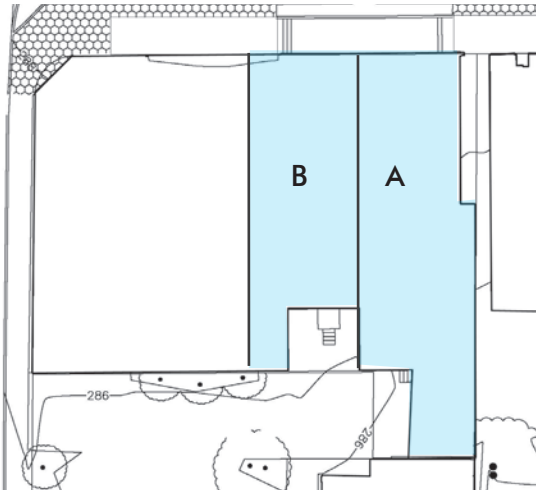
EXISTING PLAZA WAY BUILDING FACADES

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

PLAZA PARK SHOPS CONTINUED

Suggested Design Elements for Buildings A & B:

- Add a structural arcade along the front facade with a min. height of 10 feet to unify the front facade of the two buildings.
- Retain the existing false facade or feature the gable roofs beyond.
- Remove the metal siding along the east elevation and replace with more authentic siding.
- Provide upper facade signage and lighting to increase visibility from the Plaza.
- Enhance the existing railings and handrails with planter baskets and other decorative accents to soften the railing impact.
- Add a secondary entry at the east facade and enhance the existing trellis walk and lighting along the narrow passage to increase pedestrian traffic from the parking in that area.



SUGGESTED TREATMENTS



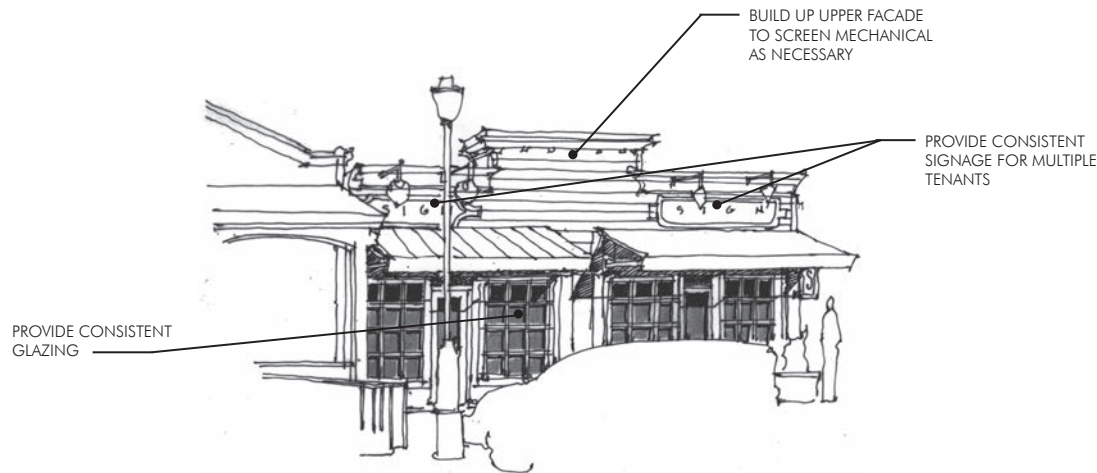
EXISTING CONDITIONS

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

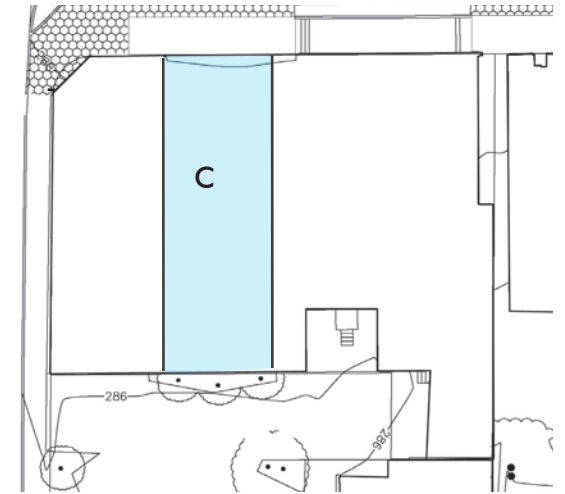
PLAZA PARK SHOPS CONTINUED

Suggested Design Elements for Building C:

- Enlarge the upper facade to provide greater height to the building and increase its visibility from the Plaza.
- Provide upper facade signage, architectural detailing, and lighting to increase visibility from the Plaza.
- Remove the small front facade overhang and add metal or fabric awnings to suggest a more historical architecture.
- Enhance the south elevation to take advantage of new pedestrian and vehicular circulation along that facade.
- Add awnings or porches to increase visibility and interest from Moraga Road.
- Provide consistent screening of utility and mechanical appurtenances throughout building.



SUGGESTED TREATMENTS



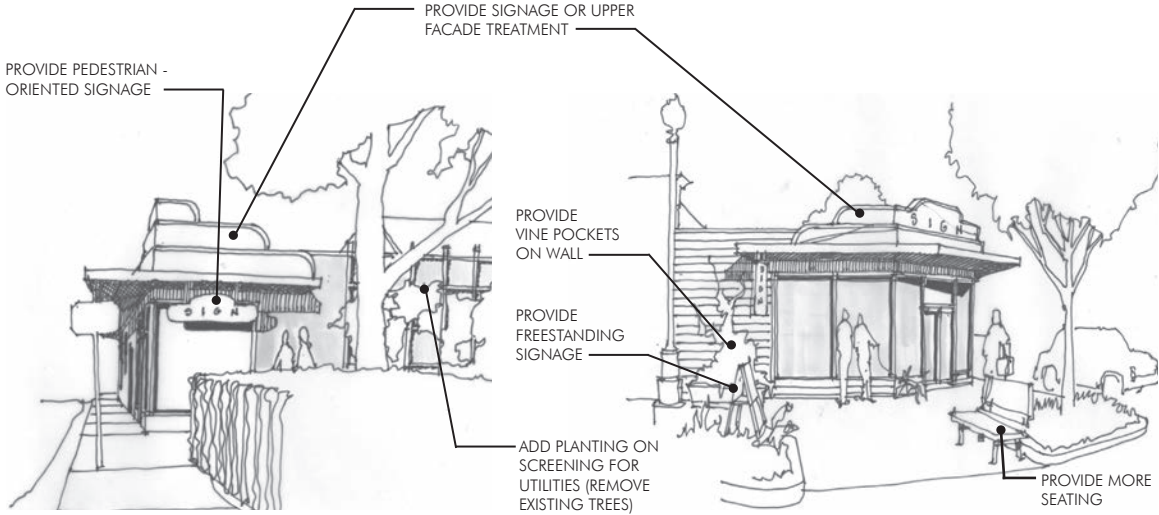
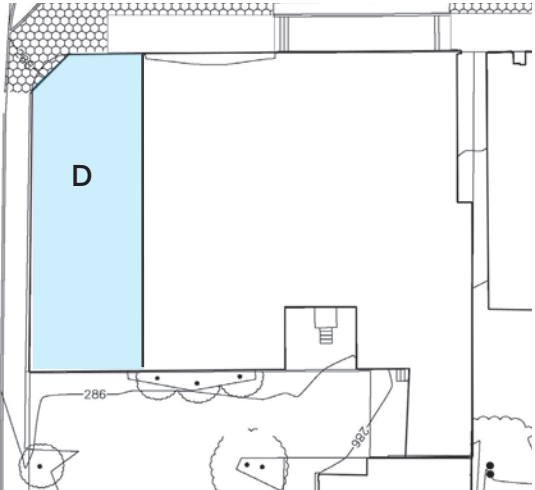
EXISTING CONDITIONS

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

PLAZA PARK SHOPS CONTINUED

Suggested Design Elements for Building D:

- Retain the structured canopy that acts as a prominent architectural feature.
- Add pedestrian oriented signage and recessed lighting to enhance visibility of the building.
- Enhance the upper facade to identify entry points at either end of the building.
- Detailing and accessories should reflect the “Diner” architectural style.
- Provide wall plants to soften the building’s architecture.
- Screen and protect utilities and conduits on the southern elevation from auto circulation with bollards, structural curbs, or vegetation.



SUGGESTED TREATMENTS



EXISTING CONDITIONS

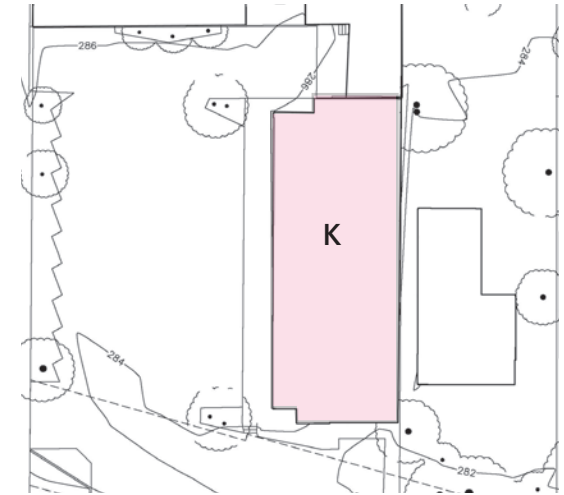
PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

CAMPANA BUILDING

This multiple tenant two storey building located on the western edge of the Plaza Way was historically used to house stables for the Pioneer Store. It relates to the Plaza Way through the creek and parking / circulation.

In the long term, the most effective use of the property will be to switch the parking from the street side and have a building along the street frontage with parking behind. This would not only increase the street activity and presence, but also consolidate parking within the Plaza Way district.

- Re-configure the parking lot to maximize the number of parking spaces.
- Build out on the upper floor deck and railing to allow for facade changes.
- Utilize a lighter color scheme and more traditional materials to create more uniform facade.
- Add planters, pedestrian oriented signage, and accessories.
- Determine east elevation's opportunities for windows on the upper floor.



LIGHTEN COLOR OF BUILDING AND ADD ACCENT COLOR ELEMENTS

PROVIDE PEDESTRIAN ORIENTED SIGNAGE

PROVIDE MORE PEDESTRIAN FRIENDLY ACCESSORIES ALONG WALKWAY



REMOVE COLUMN EXTENSIONS AND ADD FULL FASCIA

REPLACE OPEN RAILING W/ SOLID RAILING AND ADD PLANTERS

SUGGESTED TREATMENTS



EXISTING CONDITIONS

PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

RESIDENTIAL BUILDING 4-PLEX

This modest two storey building has a very simple form. It is oriented to the creek on the south and has modest windows on the other three elevations. Changes to this building can be made with the addition of exterior architectural elements which will bring it into alignment with the historical features of the Park Plaza Block.

- Add planter boxes and shutters to the windows on the east, north, and west elevations.
- Add awnings to the units to identify the entries.
- Screen the utilities with landscaping or fencing.
- Replace the existing lighting with shielded lighting.
- Replace the existing fencing at the creek with a wood picket design that would relate to the Plaza Park Block area.
- Add a third color to the brown/beige combination at the shutters, railings, and screened utility areas.



SUGGESTED TREATMENTS



EXISTING CONDITIONS

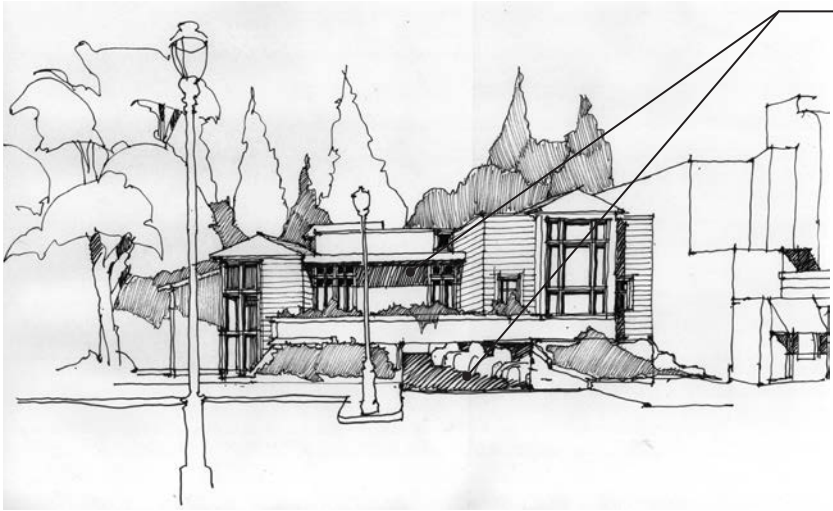
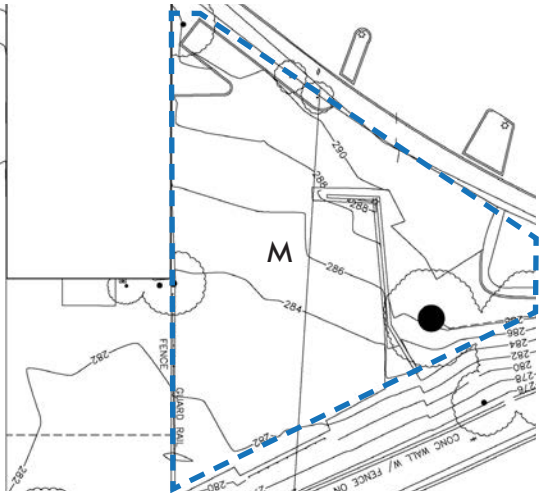
PROPERTY SPECIFIC RECOMMENDATIONS CONTINUED

PARKING LOT

Currently this property is being utilized for parking. The parking lot is somewhat below street level but would provide an ideal entry and exit for parking areas to the west of Plaza Way. The expectation is that a future building located on the site could retain this parking and vehicular access while also providing additional parking for the tenants of the new building.

In the long term, a structure over the present parking lot would strengthen the east end of Plaza Way and might afford the opportunity to provide additional or replacement housing in the Plaza Way district.

- Provide analysis of existing large oaks on the property to determine constraints of construction on the site.
- Explore options for ground floor retail / restaurant adjacent to east end oak grove.



EXAMPLE OF RESIDENTIAL
STRUCTURE OVER EXISTING
PUBLIC PARKING AREA

SUGGESTED TREATMENTS



EXISTING CONDITIONS

CREDITS AND ACKNOWLEDGEMENTS

For questions and clarifications concerning the Plaza Way Recommendations, please contact the City of Lafayette Department of Community Development

PROPERTY OWNERS

- Poy, Owners of Buildings A, B, C & D
- McNeil, Owner of Building E & F
- Assistance League of Diablo Valley, Owner of Building G
- Park Theater Group, Owner of Building H & J
- Campana, Owners of Buildings K & L
- Seyranian, Owner of Parking Lot M

SUB COMMITTEE

- Carol Federighi, Mayor, City of Lafayette
- Mike Anderson, Vice Mayor, City of Lafayette
- Patricia Curtin-Tinley, Planning Commission, City of Lafayette
- Thomas Chastain, Planning Commissioner, City of Lafayette

CITY STAFF

- Steve Falk, City Manager, City of Lafayette
- Niroop Srivatsa, Planning and Building Services Manager, City of Lafayette

HISTORIC PHOTOS AND MAPS

- Lafayette Historical Society

DESIGN REVIEW GUIDELINES CREATED BY

- WARD-YOUNG ARCHITECTS