
City of Brentwood Commercial & Industrial Design Guidelines



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Ordinance 663

ACKNOWLEDGEMENTS

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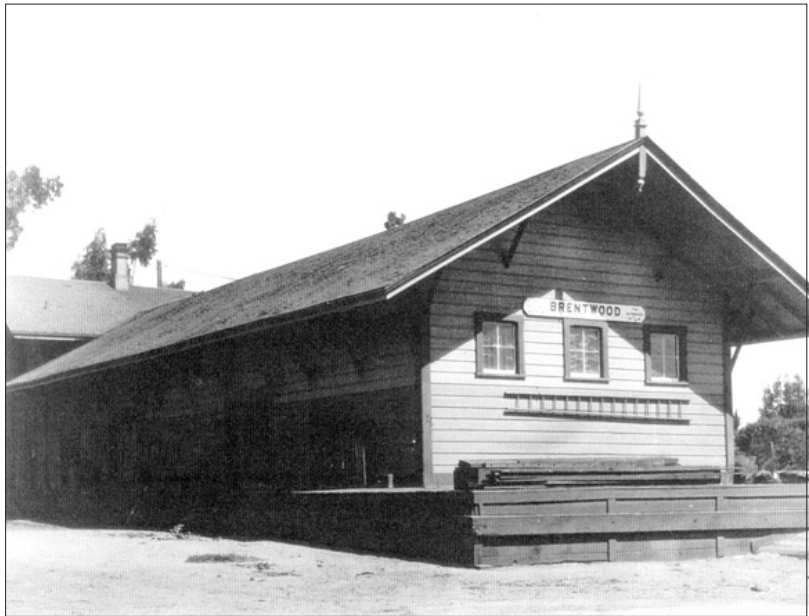
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Brentwood Architectural Heritage

Early Brentwood buildings were characterized by simple, utilitarian forms designed to meet rural requirements and those of a growing community. Although simple and straight forward in their design, many structures exhibited a quiet dignity and refinement of architectural form and design. Incorporation of large overhangs, porches and arcades were common and uniquely suited to Brentwood's hot, dry summers.

Sadly, few examples of the community's early buildings remain. And, while there is no intent to reproduce these early structures or to impose a common architectural theme on new construction, the desire of the community is to incorporate the honest simplicity of these heritage models into new development, and to encourage an architecture which is unique to Brentwood.



Railroad Depot



Brentwood School



Hotel Brentwood

*Historic photographs
courtesy of Kathy Leighton*

INTRODUCTION

Background

In a relatively short period of time, the City of Brentwood has grown from a small town, rural agricultural village to become a vital suburban community. Located in an attractive environment close to the recreational opportunities of the Bay Delta and with level land resources conducive to modestly priced home development, Brentwood has become an attractive area for new homes. Good schools have followed and now substantial commercial development is occurring to serve the increasingly diverse population.

Brentwood is blessed by a small, compact downtown area with unique architectural resources and character worthy of being preserved and enhanced. Other commercial areas of the city are located largely on land until recently devoted to agricultural uses or in areas containing obsolete strip commercial development and isolated new commercial uses.

As the pace and variety of commercial and related new development continues to meet the needs of the community, design guidelines will assist in reinforcing a unique community identity and sense of place. They are intended to assist property owners, developers and residents in working together to create an economically vital community with a high standard of environmental and visual quality.

The overriding goal is to build upon the uniqueness of Brentwood rather than allowing the City's commercial areas to become just another suburban community that looks no different than any other.

Purpose

These guidelines are intended to accomplish the following:

- Insure that new development relates to good examples of nearby structures
- Provide visual continuity along street frontages
- Establish a high level of design quality
- Maintain a building scale which is consistent with the City's small town, rural heritage
- Encourage corporate and franchise design to adapt to the unique character of their sites and the City
- Encourage commercial development to be constructed in patterns which are more pedestrian friendly
- Reinforce the historic qualities of Downtown Brentwood
- Convey the City's design expectations to property owners and developers
- Protect property owner investments by discouraging inappropriate adjacent development
- Streamline the development review process by more clearly communicating community expectations to property owners and developers

Basic Principles

The guidelines in this document are based on the following basic principles.

For conditions which are not specifically addressed by the guidelines, these principles will be used to evaluate whether plans and designs are appropriate and consistent with the intent of these design guidelines.

- **Projects should reflect the uniqueness of their specific sites and neighboring development.**
- **Projects should be pedestrian friendly.**
- **Building and landscaping designs should recognize the small town, rural heritage of Brentwood rather than repeat standard subdivision models.**
- **Plans and designs should recognize the hot, dry summer climate of Brentwood.**
- **Projects should emphasize the visual prominence of buildings and minimize the visual impacts of parking.**
- **Building designs should emphasize variety and avoid large boxlike structures.**
- **Landscaping should be drought tolerant, low maintenance, and native to Northern California.**
- **Signage should be restrained and the minimum needed to identify the business.**
- **Colors should be restrained with strong or bright colors limited to focal point areas.**

Applicability

The planning and design guidelines contained in this section apply to any nonresidential use and/or building structure in any zone within the City of Brentwood. They are in addition to the Design and Site Development Review requirements contained in Brentwood Municipal Code Section 17.820.

Because of their special characteristics, additional specific design guidelines are provided for the following:

- Downtown Brentwood
- Highway 4 Delta Expressway
- Public and Institutional Buildings

If in doubt as to what guidelines apply to a specific parcel of land, please contact the City of Brentwood Community Development Department for clarification.

SITE PLANNING GUIDELINES

1

Orient buildings and building entries to fronting streets

- a) Provide building entries which are easily identified from fronting streets, and encourage public transit access.
- b) Make a special effort to create an interesting street edge with storefront windows, varied building planes and people activity around building entries.
- c) Minimize the amount of parking seen from adjoining streets and other developments.
- d) Locate employee parking away from street frontages whenever possible.



2

Limit parking between the building and the fronting streets

- a) Place parking at rear and sides of buildings whenever possible.
- b) If parking is required in front of the building, limit it to a maximum of two rows and one aisle whenever possible.

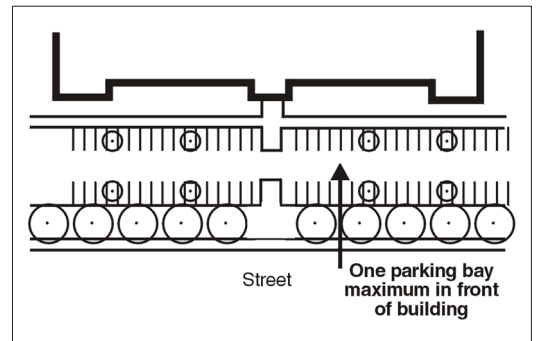
New Urbanist Planning

The City is desirous of seeing new commercial development planned in a manner that provides compact building groupings with easy pedestrian connections to allow one-stop shopping wherever possible, rather than to continue a pattern of linear, strip development of individual and separated uses.

Complexes of buildings which utilize the forms of older downtowns - such as internal streets with on-street parking, parking behind buildings, shared parking resources and landscaped passageways between buildings and parking areas - are especially encouraged.

Buildings located near street frontages will be encouraged in order to enliven the visual environment and encourage pedestrian movements.

See page 34 for additional planning principles.



Limit parking in front of building

Highway 4 Frontage

Much of the new development covered by these guidelines will occur along Highway 4 both north and south of Downtown Brentwood. These are areas typified by vacant agricultural lands or highway-oriented developments of past decades.

Some new development will be constructed in complexes, but much will be in individual structures containing one or a limited number of businesses.

Since Highway 4 final street widths and landscaping will be accomplished on a project-by-project basis over an extended period of time, it is important to plan projects and install landscaping which will later relate to development on adjacent parcels.

The challenge will be to establish a strong design pattern that will begin to establish a sense of place while encouraging physical and visual continuity with future infill development.

In reviewing project proposals, the City will seek to achieve visual continuity along Highway 4 and other street frontages.

Applicants should consult with the Brentwood Department of Community Development for current details, standards and plant materials.

3

Provide substantial areas for landscaping between the street edges and buildings

- a) Create an attractive street edge that provides visual continuity along street frontages.
- b) Screen parking and service areas with berms and low walls.
- c) Relate landscaping to that in other areas along the same facing street.
- d) Provide street trees at 30 feet on center along the front setback areas along with lawn, ground cover and/or hardscape areas.
- e) Use landscaping to screen and/or filter views to less finished portions of the building or building complex.
- f) Provide landscaping along all facades of buildings facing public rights-of-way and railroad corridors.

4

Incorporate existing trees into new development plans

- a) Maintain a link to Brentwood's heritage, provide summer shade, increase privacy screening and soften the harshness of new development by preserving existing trees wherever possible. *Preservation of oak trees and portions of existing orchards will be given special attention in the project review process.*
- b) Trimming, pruning, removal or planting of any tree in any public right of way or on public property requires written permission from the Director of Community Development.
- c) An Arborist's Report prepared by an ISA (International Society of Arboriculture) Certified Arborist acceptable to the Director of Community Development is a requirement of all new development. The report should provide the necessary information to determine the appropriate extent of tree preservation and protection and tree replacement requirements including a description of genus, species, trunk diameter and area of noninvasion protection to insure survival for all trees on the site.
This requirement may be waived by the Director of Community Development if the Director determines that there are no significant trees on the project site or on adjoining properties that could be reasonably affected by the project construction.
- d) Existing trees removed for new development should be replaced elsewhere on the site. The extent of replacement, tree species and the size of new plantings will be determined by the Director of Community Development.

5

Break up large parking lots

- a) Break large parking areas into smaller lots with substantial landscaped islands.
- b) Provide landscaping between facing parking rows. Utilize landscaped strips with a minimum width of three (3) feet or landscaped tree wells with minimum dimensions of 4 feet by 4 feet.



Landscaped island example

6

Provide clear pedestrian pathways

- a) Provide a direct pedestrian connection between fronting street sidewalks and the building entries. Trellises over pedestrian walkways and adjacent landscaping are encouraged. Where bus stops are to be located along the street, consult with the City Engineer for placement of pedestrian walkways.
- b) Provide delineated pedestrian walks between parking areas and buildings. Reliance only on pedestrian movement through parking areas by way of parking aisles is not acceptable.
- c) Provide pedestrian walkways among buildings for multiple building complexes.
- d) Establish convenient pedestrian connections between building entries of adjacent parcels whenever appropriate to the uses.
- e) Use distinctive pedestrian paving materials, such as modular paving stones, in crosswalks to alert drivers to the presence of pedestrians.



Pedestrian walkway through parking lot

7

Minimize the visual prominence of service and loading areas

- a) Locate service and loading areas to minimize their visual impacts on views from any public street, park or open space area.
- b) Maintain visual and sound buffers between commercial development and adjacent residential development.
- c) Integrate screen walls into the architectural design and landscaping of the buildings. Utilize materials and details which are the same or similar to those on the buildings. Chain link fencing is not allowed.
- d) Provide landscaping to screen and soften the appearance of the walls.



Trash enclosure with landscaping and architectural detail

8
Provide buffers between new development and adjacent residential neighborhoods

- a) Minimize impacts on adjacent residents.
- b) Provide substantial screening landscaping and attractive screen walls.
- c) Shield any security lighting to avoid visible glare.
- d) Utilize high quality masonry screen walls with finished surfaces on both sides.
- e) Provide a minimum of 10 feet of evergreen tree landscaping along property lines shared with residences.
- f) Plant sufficient tree screening to block views of commercial buildings and architecturally treat all visible building elevations.

9
Provide landscape planting areas between buildings and adjacent parking areas

- a) Break up the large areas of paving with a minimum of 5 feet of landscaping between pedestrian ways and adjacent building walls.
- b) Landscaped trellises on building walls are encouraged in locations where trees may not be feasible.



Landscaped setback from parking lots



10
Provide visual buffering of utility elements

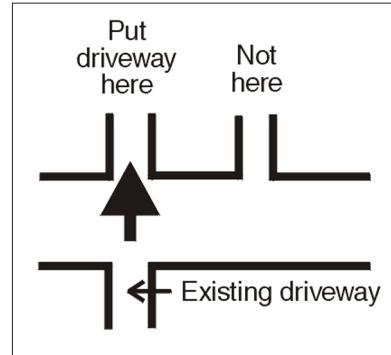
- a) Locate transformers, valves and similar elements where they will be least visible from public rights-of-way, whenever possible.
- b) Utilize landscaping and/or walls to screen transformers and other utility elements.



11

Consolidate vehicular entries

- a) Align vehicular entries with those on the opposite side of the street, whenever possible.
- b) Utilize shared entries with adjacent parcels whenever possible.
- c) For preliminary planning purposes, major entries to be a minimum of 150 feet from street intersections. The City will determine actual requirements based on specific site and traffic conditions.

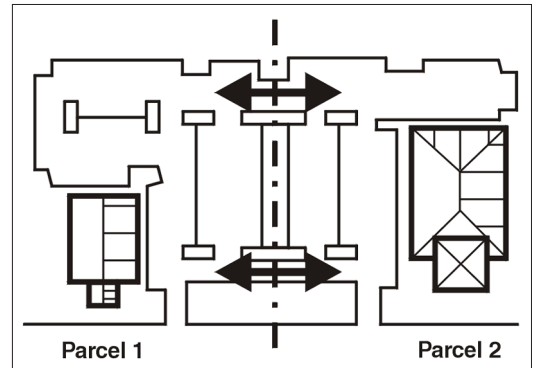


Align entries whenever possible

12

Connect adjacent parcel parking lots

- a) Design parking lots to allow easy vehicular and pedestrian circulation between developments in commercial districts to reduce traffic congestion in areas of related commercial uses.
- b) Utilize shared parking between adjacent uses, whenever possible.

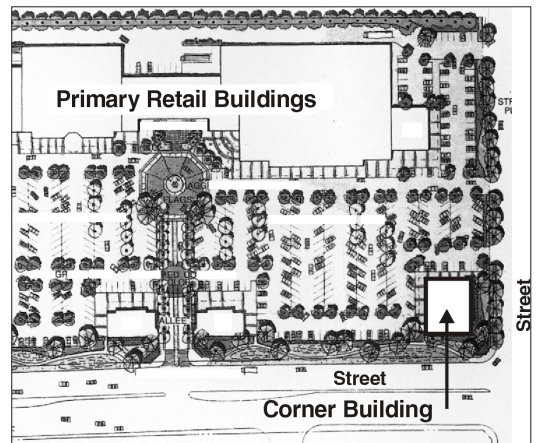


Provide linkages between adjacent parcels

13

Avoid parking lots on street intersection corners

- a) Locate uses needing high visibility and providing visual interest at street intersection corners.
- b) Provide flowers and accent landscaping and low walls to define intersections in situations where buildings and active uses cannot be placed in these locations.



Place buildings at corner locations whenever possible

14

Provide for and screen stacking of service vehicles on site

- a) Space for trucks to wait for loading dock space must be accommodated on the site. No vehicle stacking will be allowed on the adjacent streets.
- b) Provide high quality masonry screen walls with finished surfaces on both sides in all areas visible from public rights-of-way or nearby residences.



15

Provide a comprehensive site and building exterior lighting plan

- a) Provide a unified master lighting plan for the entire site.
- b) Use non-glare fixtures. Shield any security lighting to avoid visible glare.
- c) Use pedestrian scale lighting and poles rather than tall poles. In no case should light poles taller than 25 feet be used.
- d) Use visually attractive fixtures for security lighting. Avoid strictly utilitarian looking light fixtures.
- e) The lighting of vertical building elements (e.g., towers) is encouraged.
- f) For wash lighting on sloped roofs, use the smallest luminaires available to accomplish the task.



16

Provide secured parking for bicycles conveniently located near building entries

- a) Utilize bicycle racks which make chain-locking of bikes easy and secure.
- b) Select visually attractive bicycle racks.

17

Plan drive-thru windows to minimize adverse physical and visual impacts

- a) Avoid drive-thru lanes which are located between the building and adjacent streets.
- b) Avoid drive-thru exits into major entry and exit drives.
- c) Drive-thru windows and driveways are not allowed in locations facing any residential area, including residential areas separated from the use by an intervening street.

NEIGHBORHOOD COMMERCIAL CENTER SITE GUIDELINES

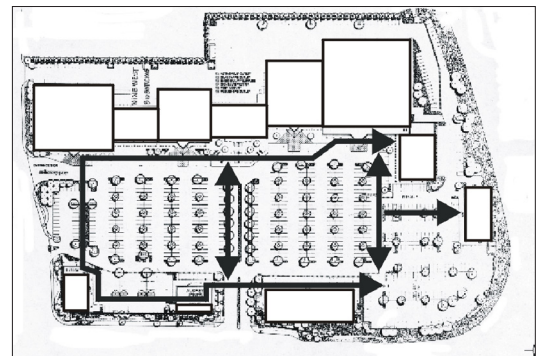
Neighborhood Commercial Centers are characterized by the following:

- *Multiple storefronts and/or buildings*
- *Multiple shopping or business transactions with one stop*
- *Shared parking*
- *Pedestrian movement between businesses.*
- *Master signage programs*

1

Provide pedestrian connections between uses

- Establish clear and continuous connections along walkways and arcades.
- Provide special treatment for crosswalks in vehicular traffic areas. Use special textures (e.g., interlocking paving blocks) and colors to alert drivers to the potential presence of pedestrians.

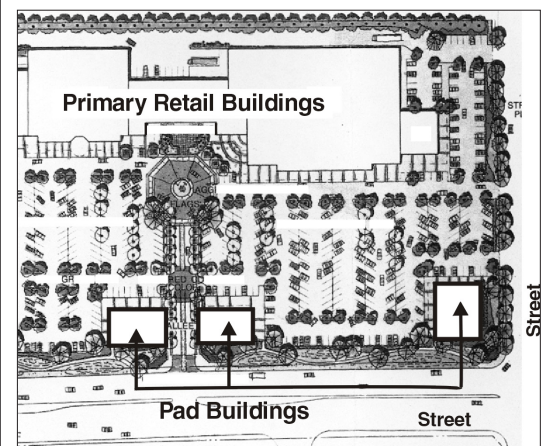


Provide pedestrian connections between uses

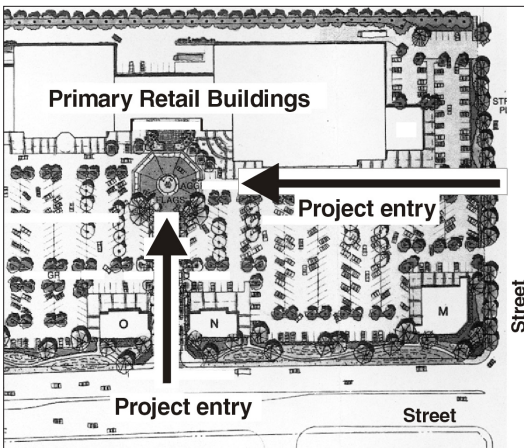
2

Place pad buildings along street frontages

- Buildings along major street frontages are strongly encouraged, and will be required unless proven impossible by the applicant. Each application will be judged on a case-by-case basis. For general guidance, a minimum of 25% of major frontages should be devoted to buildings.
- Locate buildings at corner intersection locations, whenever possible. However, avoid obscuring traffic site lines.
- Treat street facades with transparent windows and/or landscaped trellises and planting integrated into the design of the setback landscaping.
- Drive up windows facing street frontages are discouraged. If no other alternative is workable, screen drive up window with a decorative wall and landscaping.



Place pad buildings along street frontages



Provide clear auto entry routes with landscaping



Provide pedestrian rest areas

3

Provide clarity to internal circulation

- a) Design clear vehicular circulation paths from major auto entries to building entries.
- b) Reinforce vehicular circulation paths with distinctive landscaping.

4

Provide pedestrian plazas and rest areas

- a) Include visual and pedestrian focal points in the site and landscape plan for commercial centers.
- b) Provide information and/or signage for restrooms, key directional information, emergency instructions, phone locations, and emergency facility locations.

5

Provide street visibility for all businesses

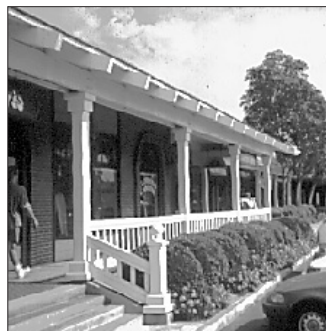
- a) Avoid placing businesses in locations where they are hard to see and require supplemental signage.

BUILDING DESIGN GUIDELINES

1

Relate building design to the character and climate of Brentwood

- a) Incorporate pitched roofs, whenever possible.
- b) Significant overhangs (3 feet minimum) are strongly encouraged to provide shading and visual interest
- c) Utilize supporting brackets and other decorative elements when appropriate to the architectural style of the buildings.
- d) Horizontal eyebrows and other design elements are encouraged to add visual interest and scale to buildings as well as to screen window areas from summer sun exposure.
- e) The use of awnings and trellises are strongly encouraged.



Architectural Style

- These guidelines are not intended to establish or dictate a specific style beyond the desire to maintain the City's small town character.
- Although many building styles are represented, the City has a distinguished architectural heritage with some excellent past examples of Mission and Victorian style structures along with a strong rural flavor characterized by simple and unpretentious utilitarian architecture.
- Applicants are asked to look at the historic and rural structures as well as at the good examples of newer development within the City. Proposals for new commercial structures should be developed within this context of Brentwood's heritage. Designs merely repeated from other cities or without thought to the special qualities of Brentwood are strongly discouraged and unlikely to be accepted.

Franchise Architecture

- The City will work with applicants to adapt critical functional features of prototype plans to their Brentwood sites, but will not accept standard plans, building forms, elevations, materials, or colors that do not relate to the site, adjacent development, or Brentwood's community character.
- Applicants are encouraged to meet early in the process with the City's Community Development Department staff to discuss their plans and building prototypes.

Big Box Retail Design

Recent years have seen a proliferation of retail chains located in large warehouse type structures. The buildings are often box-like in form and treatment, and designed for maximum impact as seen from adjacent streets. Buildings are often separated by substantial distances from fronting streets by large parking lots.

The City of Brentwood requires designs which are scaled to pedestrians who are close to the structures, and designs that exemplify design integrity and continuity (i.e., more than decoration added to a box).

The following are design approaches to large commercial structures which may be used in combination to assist in accomplishing the City’s goals:

- Use of sloped roof elements with significant overhangs.
- Provision of pedestrian arcades around the building.
- Treatment of large buildings to appear as a series of smaller buildings.
- Use of lower building elements around the edge of the buildings as a transition to the larger building masses.
- Varied parapet heights and shapes.
- Provision of substantial wall caps and cornices.
- Integration of public art into the design of the facades.
- Substantial landscaping areas near the structures to visually break up large building masses.

2

Prepare an integrated design for all structures

- a) Provide design treatment to all building faces, and relate the design of all elevations.
- b) Provide design and materials continuity between front uses and rear service uses, and screen rear utility doors from view.
- c) Use a related design treatment for all buildings within a multi-structure complex.
- d) Tilt up concrete walls are discouraged except for industrial buildings. When they are used, they should include textures and elements to break up their flatness (e.g., textured form liners, pilasters, applied decorative elements, and applied trellises with landscaping). More than painted elements on flat walls or limited reveals will be required.
- e) Integrate sloped roofs into the overall design of the buildings. Avoid roof forms that appear to be tacked onto boxes.



Front



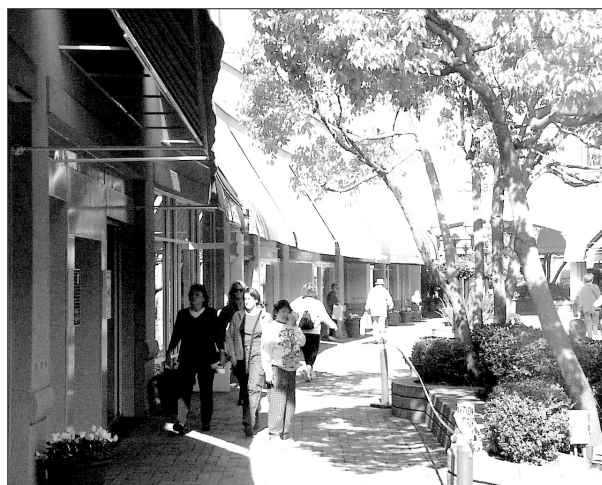
Side

Design treatment continuity example

3

Use pedestrian arcades and awnings along street and parking lot frontages

- a) Establish a building scale related to the pedestrian.
- b) Provide sun and rain protection.
- c) Provide visual depth to facades.
- d) Provide elements to give continuity along facades and between facades.



Provide awnings or arcades in pedestrian areas

4

Emphasize building entries

- a) Use tower and roof elements to identify entries.
- b) Recess entry areas to create greater facade depth.
- c) Use special signage and graphics at entries.
- d) Limit strong or bright colors to entry areas.



Building entry emphasis example

5

Utilize interesting building forms.

- a) Include vertical tower accents and other features to provide variety.
- b) Visual landmarks are especially encouraged on corners near public streets.
- c) Utilize similar and related building forms, materials and colors for multi-building complexes.
- d) Use sloped roofs, rather than flat roofs, whenever possible. If flat roofs are used, vary wall and parapet heights, use shaped parapets, and provide a projecting wall cap.
- e) Provide well-defined building entries.



Mixed Use Development

Single development parcels which contain combinations of office, industrial and/or commercial uses should observe the following guidelines:

- Locate parking for shared use wherever possible.
- Provide convenient pedestrian connections among the various uses.
- Relate the scale and architectural design of all buildings within the development.
- Provide landscaping to provide an overall site design.
- Minimize vehicular/pedestrian conflicts.
- Prepare a master sign program to related the different uses.



**6
Utilize a variety of heights and wall planes**

- a) Avoid large boxlike structures.
- b) Provide horizontal and vertical changes in the wall planes.
- c) Vary the height of building masses.
- d) Use taller elements to accent building entries.



Trellis used to mask blank walls

**7
Avoid visible blank walls**

- a) Blank walls along public frontages are prohibited.
- b) Screen blank walls seen from public streets and other publicly accessible spaces with trees or with substantial trellis elements planted with flowering vines



**8
Provide finished facades along railroad and open space corridors**

- a) Design building facades facing railroad corridors and open space areas or visible from any public street to include interesting architectural elements and landscaping.

**9
Design walls and fences to be compatible with the architecture of the building**

- a) Repeat the materials and details of the primary structures.
- b) Use masonry walls finished on both sides. Walls may be exposed split faced or precision faced masonry units covered with stucco.

10

Use appropriate materials and colors

- a) Use durable and finished materials such as wood, stucco, brick, or stone.
- b) Use smooth faced concrete block only where not visible to the public. Precision faced concrete block may be used as accent bands or patterns within split face concrete block walls.
- c) Red or brown clay or concrete roof tiles are encouraged. Wood and stucco buildings may use composition roof shingles.
- d) Base colors and large building elements should have subdued colors.
- e) Avoid bright and contrasting colors except for limited use on accent elements.

11

Maintain a visual transparency to street facades.

- a) Avoid large blank walls.
- b) Provide windows to allow customers to see in and see out. Utilize transparent glass. Avoid dark tinted glass. Mirrored glass is strictly prohibited.

12

Organize and screen roof mounted equipment

- a) Place roof mounted equipment away from building edges.
- b) Group roof mounted equipment wherever possible to minimize number and extent of screen walls.
- c) Hide equipment with walls and screens to match the primary building materials in order to integrate them with the design of the building walls.
- d) Mechanical screens should appear to be an integral part of the building, not an added on element.
- e) Roof wells in sloped roof forms are strongly encouraged.

13

Utilize elements from previous historic buildings

- a) If an architecturally interesting building previously occupied the site, consider utilizing some design elements from the earlier structure in the new development as was done in the Chevron gas station example to the right.
- b) Especially emphasize historic elements such as arches, pitched roofs, eave brackets and similar design and detail elements.



New Chevron Station with arches, eave brackets and similar historic elements drawn from the original Brentwood Hotel which once occupied the site

City of Brentwood Sign Ordinance

For all signage requirements not specifically covered in these guidelines, refer to the City of Brentwood Sign Ordinance Code Section 17.640.

Maximum Sign Area

Total sign area for interior lots will be limited to one (1) square foot of area for each one (1) foot of public street frontage of the building site.

For building sites on corner lots (excluding alleyways), total sign area will be limited to one (1) square foot per lineal foot of the shorter lot line plus one-half (1/2) square foot per lineal foot of the longer lot line.

For Automotive Service Stations, see Section 17.640.008 of the City's Sign Ordinance.

Total Number of Signs

The total number of monument, wall, fascia, and projecting signs will be limited to three for each business fronting on a public street or alley, only one of which may be a monument or freestanding sign.

Shopping Center Signage

Multiple occupancy commercial sites will be required to prepare a Planned Sign Program according to the provisions of the City of Brentwood Sign Ordinance.

Downtown Brentwood Signage

Signage for buildings located in Downtown Brentwood (see map on page 22) must follow the special design guidelines starting on page 28 (Downtown Core) and page 33 (Downtown Transition Zone).

Highway 4 Delta Expressway Signage

Signage for buildings and projects located along the bypass are governed by the special design guidelines starting on page 36.

SIGNAGE GUIDELINES

1

Signage should be limited to the following types:

- Monument signs
- Wall/fascia signs
- Awning signs
- Window signs
- Projecting signs
- Hanging signs
- A-Frame



Monument Sign



Wall/Fascia Sign



Awning and Window Signs



Hanging Sign



Projecting Sign



Window Sign

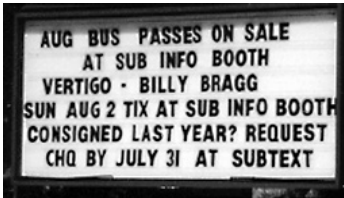


A-Frame Sign

2

The following sign types will not be allowed:

- a) Changeable letter signs
except for cinemas and performing arts theatres
- b) Roof mounted signs
- c) Cloth, paper or fabric signs hung from the building or placed in windows except as allowed for Temporary Signs under the City's Sign Ordinance.



X *Changeable letter sign
Not Permitted*



X *Roof mounted sign
Not Permitted*

3

Locate major signage for easy viewing from fronting streets

- a) Use monument signs or wall signs to address vehicular traffic.
- b) Pedestrian scale window and projecting signs are strongly encouraged.
- c) Avoid large signs intended for visibility from passing vehicles.

4

Limit sign information oriented to vehicular traffic

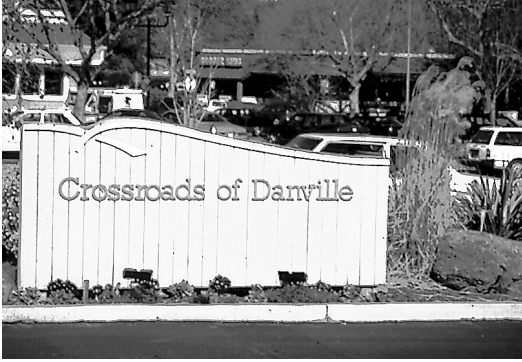
- a) Limit sign information to the name of the business, business logo, and/or the primary product sold or service offered.
- b) Avoid large amounts of sign information using small letter sizes.

Letter Sizes

The readability of signs is dependent upon the type style, letter spacing, the amount of information on the sign, the amount of background provided around the letters, the distance from which the sign will be viewed, the speed of the viewer, and the color contrast between letters and their background.

For best readability:

- Use a combination of upper and lower case letters.
- Avoid crowding letters.
- Limit the amount of information on the sign.
- Limit the sign information to 60% of the total sign area.
- Provide 1" of letter height for each 40 to 50 feet of viewing distance.
- Increase letter size by 10% when sign is primarily oriented to vehicular traffic.
- Use colors with substantial contrast between letters and background.



Simple monument sign



Monument sign with graphic enhancements



Directional monument sign

5 MONUMENT SIGNS

- a) Sign content:
 - Limit to project name, individual tenant names, generic uses and the street address. Logos and other graphic design elements may be allowed at the discretion of the Director of Community Development.
- b) Special requirements for multi-tenant signs:
 - Major anchor tenants may have their own corporate type styles and colors.
 - Other tenants signage should be limited to a single type style, size and color.
- c) Maximum area: 75 square feet
- d) Maximum length: 10 feet
- e) Maximum height: 8 feet
- f) Maximum thickness: 18 inches
- g) Directional signs (e.g., Service Entry) are limited to a maximum of 20 square feet. Sign height and location should be selected to avoid interfering with drivers' sight lines.
- h) Locate monument signs in well landscaped areas near main auto entries.
- i) Include street address number or number and street name on monument signs in auto-oriented locations.
- j) Limit the area of lettering and symbols to a maximum of 60% of the total monument sign area.
- k) External illumination is encouraged for monument signs. Can or cabinet signs are discouraged. If interior illumination is used, limit signage to individual illuminated channel letters or letters cut out of metal panels, rather than fully illuminated acrylic panels.
- l) Creative monument signs of wood, concrete or other durable materials are encouraged.

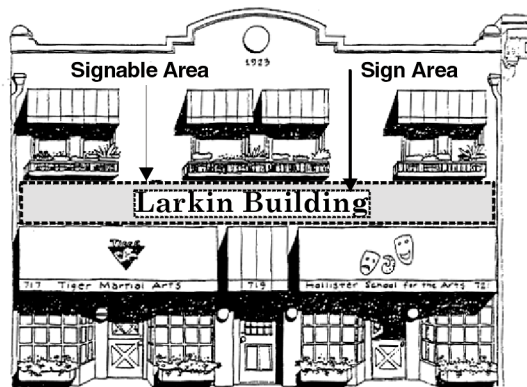


Monument sign with external lighting

6

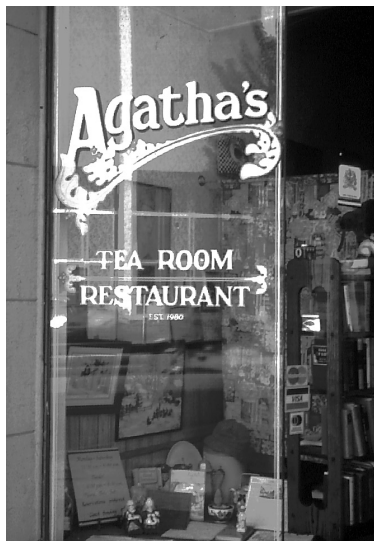
WALL AND FASCIA SIGNS

- a) Sign Content:
 - Limit to the name of the business. Graphic logos and other elements (e.g., text underlining) may be utilized with the approval of the Director of Community Development.
- b) Wall signs must fit within a *Signable Area* not to exceed 15% of the building facade (see diagram below for example of *Signable Area*). The *Signable Area* should be relatively flat, and should not contain doors, window or projecting moulding or trim.
- c) Maximum sign area: 60% of the *Signable Area*
- d) Maximum sign width: 75% of the *Signable Area*
- e) Maximum sign height: 2/3 height of the *Signable Area*
- f) Maximum letter height: 36 inches for major tenants; 18 inches for smaller tenants
- g) Use individual letters or neon designs mounted on the wall face or on a backing material applied to the building wall. Letters, logos, backgrounds and other sign elements may not be painted directly onto building walls.
- h) Sign illumination may be any of the following:
 - Channel letters with interior neon and acrylic faces
 - Reverse channel letters with neon halo backlighting
 - Exposed neon
- i) Conceal all raceways and other connections.



Sign and signable area example





7

WINDOW SIGNS

- a) Sign content:
 - Limit to the business name, business tenant logo, products, brand names offered by the business, address, hours of operation, emergency telephone numbers, and credit cards accepted.
- b) Window signs may include special graphic design elements with the approval of the Director of Community Development.
- c) Maximum area:
 - 25% of any single window area with no more than 15% of the aggregate frontage window area. Any signs located within five (5) feet of the window will be considered a part of the window signage.
- d) Restrictions on doors and door transoms:
Address and business name number only
- e) Maximum letter size: 12 inches
- f) Materials permitted:
 - Individual vinyl letters
 - Professionally painted individual letters and designs
 - Gold leaf individual letters and designs
 - Neon tubing mounted on clear backing material
- g) Letters and graphics are to be applied directly to glazed surfaces except for neon signs which may be suspended from above with metal rods or wires. Signs taped to windows, suction cupped to windows, or painted on windows by nonprofessionals are not allowed.

8

AWNING SIGNS

- a) All awnings should have a vertical valance for the application of signage.
- b) Sign content:
 - Limit awning signs to business name, business logo, services (e.g., French Cuisine), address.
 - No products or brand names allowed as awning signage
- c) Maximum letter height on awning valance:
 - 2/3 height of vertical valance height or 12 inches, whichever is less
- d) Maximum number of awning signs:
 - One per awning
- e) Business logos or graphics suitable to the business may be placed on the sloped face of awnings, but may not exceed 15% of the sloped surface area.

9

PROJECTING SIGNS

- a) Projecting signs are strongly encouraged in locations with substantial pedestrian traffic, for buildings located close to the street, and when more than one business is located along a building frontage.
- b) Maximum number of projecting signs:
 - One sign per business along a street frontage
- c) Maximum sign area:
 - 16 square feet
- d) Maximum projection:
 - Five feet from building face with a minimum of six inches maintained between the building face and closest projecting sign edge.
 - Projecting signs may not extend more than one foot into public right-of-way areas except in the Downtown Zone.
- e) Brackets should be well designed and related to the design character of the building.
- f) Permitted materials:
 - Wood
 - Metal
 - Fabric with top and bottom bracket supports
- g) The use of plastic for projecting signs is not permitted.
- h) Interior illuminated box signs are not permitted.



10

HANGING SIGNS

- a) Sign content
Limit to business name, logo, graphics and/or icons that reflect the unique personality of the business.
- b) Hanging signs are encouraged under awnings in pedestrian-oriented areas, especially in locations with multiple businesses along a frontage.
- c) Maximum number of hanging signs:
One per business frontage on a public street
- d) Maximum sign area:
Three square feet
- e) Hanging signs should be suspended with metal rods, chain, cable or hooks.



Projecting and Hanging Sign Standards

- All exposed edges must be finished (e.g., no exposed plywood).
- Minimum clearance in pedestrian areas to be 8 feet.
- Minimum clearance in vehicular areas to be 15 feet.
- Signs to be sized for pedestrian visibility rather than for viewing from passing vehicles.
- Creativity in design is encouraged (e.g., icon and other sign designs which express the unique personality of the business).

A-Frame Sign Standards

- Downtown Core Area:
10 square feet maximum
- All Other Areas:
16 square feet maximum
- For all other standards:
See City A-Frame Ordinance



Carved wood

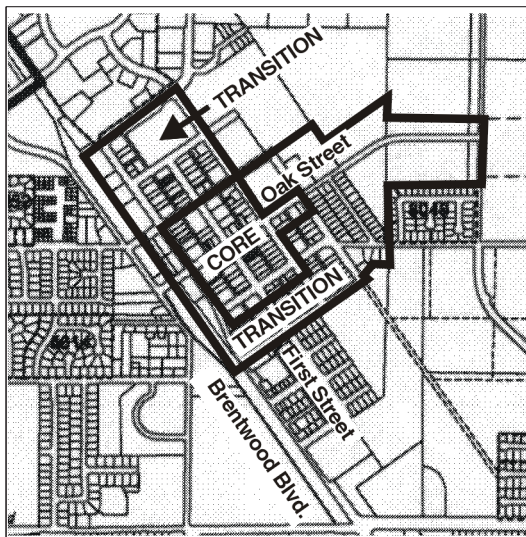
DOWNTOWN BRENTWOOD

Downtown Brentwood is located generally around the intersection of Oak Street and First Street. For design guidelines purposes, it is divided into two zones which reflect varying existing conditions and scale.

The Downtown Core is the historic Brentwood downtown area bounded by Third Street on the east, Highway 4 on the west, Chestnut Street on the south and Maple Street on the north. It is an area largely characterized by buildings which are constructed to the front property line and typical of older downtown areas.

The Downtown Transition Zone is the area surrounding the historic Brentwood downtown area (Downtown Core). It is an area largely characterized by residential style homes located in substantially landscaped settings.

The intent of these guidelines is to preserve and reinforce the historic, small downtown character of the area as the heart of Brentwood.



Downtown Zones

BRENTWOOD

DOWNTOWN CORE

Site Planning

1

Construct buildings to front and side property lines

- a) In areas with existing building setbacks, match setbacks of adjacent buildings whenever possible
- b) Bay windows may encroach into the public right-of-way above the first floor to a maximum encroachment of 3 feet and 25% of linear street frontage.
- c) Bay windows may encroach into the public right-of-way at the ground level to a maximum encroachment of 3 feet and 25% of linear street frontage in areas where there is a minimum sidewalk width of 10 feet.



Build to pedestrian area property lines to increase visual interest

2

Avoid on-site parking

- a) Parking areas on private parcels along street frontages will not be permitted in order to maintain the potential for retail continuity.
- b) Parking may be allowed along rear alleys on a case-by-case basis. Proposals will be evaluated in terms of public safety, visual appearance and potential conflicts with pedestrian movements.

3

Avoid curb cuts

- a) Curb cuts along Oak Street and First Street will be prohibited in order to maintain retail continuity and to reduce potential pedestrian/vehicular conflicts.
- b) Curb cuts along other streets will be evaluated on a case-by-case basis.

4

Provide off-street courtyards where feasible

- a) Courtyards that allow increased retail density, a greater mix of mutually supportable commercial uses, and locations for outdoor dining will be allowed and encouraged.
- b) Courtyards should have good linkages and pleasant landscaped entries from public rights-of-way, whenever possible.
- c) For uses not closely linked to a primary building use, provide small scale signage for courtyard tenants.
- d) Provide decorative lighting along courtyard entries



**DOWNTOWN CORE
BUILDING REHABILITATION**

- Rehabilitation of existing buildings in the Downtown Core should follow the intent of the guidelines for new construction.
- Distinctive and historic character buildings should be restored. Applicants should research the building's history and original design.
- Existing buildings should maintain and enhance their historic character by retaining distinctive design elements (e.g., storefronts and cornices).
- Where distinctive design elements have been removed or have deteriorated, they should be repaired or replaced to their original design detail with materials to match the original (e.g., wood windows).
- Additions to historic character downtown buildings should be sensitive to the scale, character, materials and detailing of the original building.



Example of sensitive rehabilitation



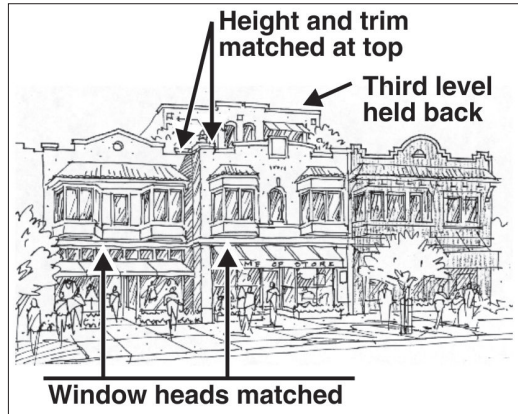
Maintain a consistent scale and character along street fronts



Avoid abrupt changes in scale and character like this

5
Relate buildings to the size and character of their surroundings

- a) Buildings should be sensitive to the size and scale of adjacent buildings. In no case should structures exceed three stories in height.
- b) New buildings taller than their neighbors should incorporate elements to relate to adjacent structures (e.g., setbacks above the first floor or projecting decorative elements).



New structure integration example

6
Include special design elements for corner buildings

- a) Utilize corner entries whenever possible.
- b) Taller tower elements are encouraged on corners.
- c) Bay windows and other special design elements are encouraged on corner lot buildings.



Building Design

1

Provide shaped parapets

- a) Front facades of buildings should be designed to include well designed, interesting parapets.
- b) Parapets and wall tops should be designed to relate to those on adjacent and nearby buildings.
- c) Wall tops in all visible locations should have cornices, caps or other three dimensional features. The use of visible metal wall top flashing is not permitted.



Shaped parapet examples



*Shaped parapet example in
Downtown Brentwood*

2

Use materials, colors and textures that relate to existing historical downtown buildings

- a) Brick, tile, stucco and wood are the preferred building materials in the Downtown Core.
- b) Stone veneer, artificial stone, metal curtain walls and similar materials will not be allowed.

3

Use awnings for pedestrian protection and visual interest

- a) Install only fabric awnings on metal tubular frames. Avoid metal or shiny vinyl fabrics.
- b) Generally use a sloped awning form, with or without end panels.
- c) Do not cover important architectural detail or transom windows with awnings.



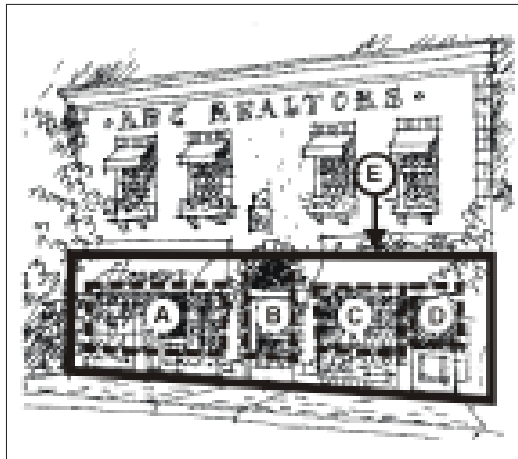


Transparent storefront with well proportioned display windows

4

Maintain transparent storefronts

- a) Provide a minimum of 60% of the storefront area below 8 feet in height as transparent glazing.
- b) Avoid tinted glass and window films. If sun exposure is a problem, use awnings.
- c) Display windows should be proportioned to enhance interior displays. Square or nearly square window shapes work well.
- d) Front facade windows for non-retail uses should still be treated in a manner consistent with retail frontages to avoid a noticeable break in visual continuity along a pedestrian front.



A + B + C + D = 60% of E (minimum)

5

Provide solid bulkheads below storefront display windows

- a) Use materials in areas below display windows that are consistent with the building's materials and traditional to downtown storefronts (e.g., plaster, wood, tile).
- b) Minimum suggested height: 24 inches
- c) Decorative treatment of bulkheads is encouraged (e.g., wood mouldings over a wood base, decorative tile patterns).
- d) Box planters are encouraged to add color and visual interest along pedestrian areas.



Bulkhead with moulding and planters

6

Utilize window and door transoms whenever possible

- a) Transoms are traditional storefront elements in older downtowns, and should be incorporated in new buildings whenever possible.
- b) Avoid covering transoms with awnings or signage.

7

Include decorative design elements

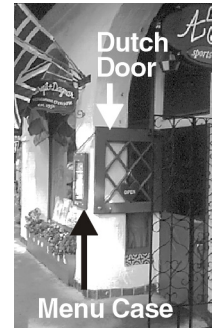
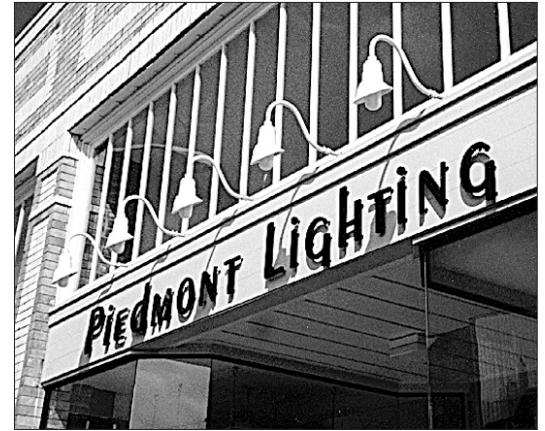
- a) Utilize cornice brackets, bay window brackets, detailed window jambs, specially designed window heads and other decorative elements consistent with the downtown's historic character.
- b) Relate facade elements to those on adjacent structures. Line up cornices, belt courses, window heads and other elements with similar well designed elements with those on adjacent buildings, whenever possible.



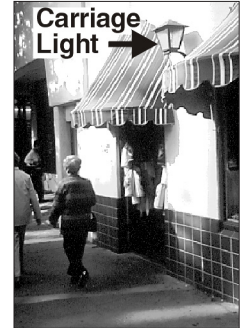
Special lighting



Projecting moulding



Dutch doors and menu box



Carriage lights

8

Avoid large sections of blank walls

- a) Blank walls over 10 feet in length will not be allowed along street frontages.
- b) Treat other blank walls where windows are not possible (e.g., along alleys), with trellises, awnings, murals, *trompe l'oeil*, historic plaques or other means to soften their visual appearance and add visual interest.

9

Screen roof equipment

- a) All roof equipment must be screened to minimize their visual impact on views from public rights-of-way.
- b) Locating equipment in recessed roof wells or hiding equipment behind parapet walls so that they cannot be seen are the preferred solutions.
- c) In cases where mechanical wells or parapets of sufficient height to screen equipment are not possible, equipment should be placed as far as possible from building edges. Roof screens should be constructed from the same materials as the building walls, and should be designed to appear as an integrated part of the building rather than an added on element.



Trellis with landscaping and accent lighting along blank wall



Downtown Core Signage

1

Limit Downtown Core signage to the following types

See page 16 for examples.

- a) Wall/fascia signs
- b) Awning signs
- c) Window signs
- d) Projecting signs (strongly encouraged)
- e) Hanging signs
- f) A-frame signs

2

Do not use these sign types

See page 16 for examples.

- a) Monument signs
- b) Interior illuminated can signs
- b) Changeable letter signs
except for cinemas and performing arts theatres
- c) Roof mounted signs
- d) Cloth, paper or fabric signs hung from the building or placed in windows except as allowed for Temporary signs under the City's sign ordinance.

3

Limit signs to the smallest size possible for readability

- a) Use awning, window, projecting and hanging signs, rather than wall signs in areas with significant amounts of pedestrian activity.
- b) Size signs for visibility from adjacent pedestrian areas rather than from passing automobiles.
- c) See Downtown Core maximum sign size standards below for specific types of signs.

4

WALL AND FASCIA SIGNS

Wall and fascia signs shall follow the signage guidelines on page 19 with the following exceptions:

- a) Maximum letter height: 18 inches
- b) External illumination only. See Guideline 9 below.

5

WINDOW SIGNS

Window signs shall follow the signage guidelines on page 20 with the following exceptions:

- a) Maximum letter size: 8 inches

City of Brentwood Sign Ordinance

For all signage requirements not specifically covered in these guidelines, refer to the City of Brentwood Sign Ordinance Code Section 17.640.

Maximum Sign Area

Total sign area for any business will be limited to 1 square foot per linear foot of tenant frontage. Businesses in buildings on corner lots may be allowed a second wall sign at 1/2 square foot per linear foot of the secondary tenant frontage, subject to the approval of the Director of Community Development.

6

AWNING SIGNS

Awning signs shall follow the signage guidelines on page 20.

7

PROJECTING SIGNS

Projecting signs shall follow the signage guidelines and standards on page 21 with the following exceptions:

- a) Maximum sign area: 10 square feet

8

HANGING SIGNS

Hanging signs shall follow the signage guidelines and standards on page 21.

9

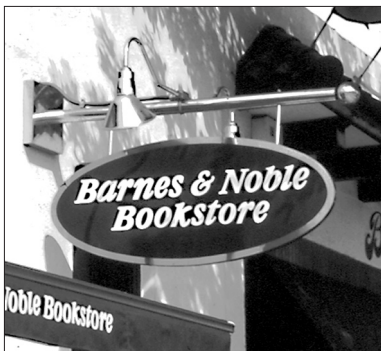
A-FRAME SIGNS

Maximum area: 10 square feet

10

Utilize external illumination for all signs

- a) Interior illuminated signs, except for exposed neon tube signs, will not be allowed.
- b) Use well designed spot lights with glare shields.



Decorative spot lights examples

**BRENTWOOD DOWNTOWN
TRANSITION ZONE**

The **Downtown Transition Zone** is the area surrounding the historic Brentwood downtown area (Downtown Core) as shown on the diagram on page 22.

It is an area largely characterized by residential style homes and businesses located in substantially landscaped settings.

**TRANSITION ZONE
BUILDING REHABILITATION**

- **Rehabilitation of existing buildings in the Downtown Transition Zone should follow the intent of the guidelines for new construction.**
- **Existing buildings should retain their residential scale, character and detailing.**
- **Additions to existing buildings should be located to the rear of the structures, whenever possible.**
- **Additions should relate to the existing buildings in form and materials.**

**BRENTWOOD
DOWNTOWN TRANSITION ZONE****Site Planning****1**

Setbacks should be provided along sidewalks at street edges.

- a) Allow for a minimum setback of 3 feet. Larger setbacks are encouraged.
- b) Structures should have varied setbacks along parcel frontages. At least 50% of a building's frontage must be set back from the front building plane by a minimum of 3 feet. Exceptions will be granted where a front entry porch at least 5 feet deep is used.
- c) Building faces along side property lines on corner lots should have varied setbacks with a minimum differential of 5 feet, or they should include bay windows, projecting trellises or other elements to break up the wall plane.
- d) Provide substantial landscaping in setback areas.

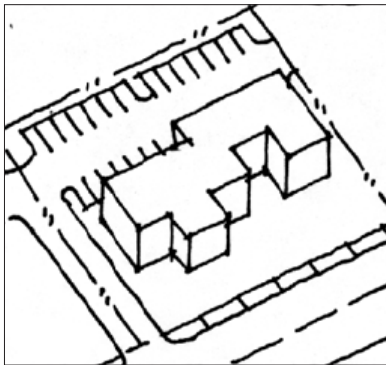


Example of residential structure converted to restaurant and gift shop uses

2

Treat structures as individual buildings set within a landscaped green space

- a) Maintain the existing residential neighborhood scale and character.
- b) Respect the existing parcel size pattern of the area. For larger parcels, break buildings into smaller visual units with horizontal plane changes to relate to the predominant parcel widths in the area or the scale of adjacent residential structures. Changes in materials may also be appropriate.



Break up larger buildings into smaller visual pieces

3

Emphasize the use of residential style landscaping

- a) Maintain a drought tolerant green landscaped character along street frontages.
- b) Include the use of flowering plants, trees and shrubs in the parcel landscaping.
- c) Open picket fencing is encouraged.

4

Relate entries to street pedestrian frontages

- a) Provide sidewalks from front sidewalks to building entries.

5

Minimize pedestrian/vehicular conflicts

- a) Avoid curb cuts along street frontages.

6

Minimize the visual impact of parking

- a) No parking will be allowed in front setback areas or in street-facing side setbacks on corner lots.
- b) Locate parking at rear of lots.
- c) Provide access to parking from rear alleys whenever they are available.
- d) Screen parking areas with low walls and landscaping.



Office building designed with residential scale and landscaping



Larger building broken up in scale with plane and materials changes



Picket fencing and front entry gate/trellis with flowering plants maintain a residential style and character



New office building with varied setbacks and porch



Emphasize front entries



Example of contemporary building with residential scale and character

Building Design

1

Maintain a residential scale and character

- a) Use gable roofs with slopes of 7 in 12 or greater. Avoid or minimize flat roofs, whenever possible.
- b) Provide small scale detailing (e.g., exposed roof rafter ends, decorative trim)
- c) Integrate window planter boxes and trellis structures for flowers into the architectural design.
- d) Use typical residential window forms, sizes and shapes. Avoid large window walls or ribbon windows.
- e) Emphasize an informal architectural character.
- f) Use wood trim around windows or recess windows a minimum of 6 inches from exterior wall face.

2

Emphasize front entries

- a) The use of entry porches is encouraged.
- b) Use roof forms to emphasize building entries.

3

Use restraint in the selection of materials and colors

- a) Relate materials to the existing character of the neighborhood (i.e., horizontal clapboard wood siding, stucco walls, composition shingle roofs).
- b) Respect the materials and colors of adjacent buildings.
- c) Use typical residential color scheme with an emphasis on light or medium colored walls with either light or dark trim.
- d) Use a combination of two or three colors rather than a single color.
- e) Avoid tinted or reflective glass.

4

Design for variety and diversity

- a) Maintain an informal character with variations in the floor plan (i.e., something more than a rectangle).
- b) Design visual interest into all sides of buildings. Avoid one-sided designs.
- c) Relate building forms and materials on all facades.

5

Integrate fences and walls into the design

- a) Use same materials as building walls. Masonry may be used where a commercial use abuts residential.
- b) Provide landscaping to soften appearance of walls.

Signage

1

Limit sign types to the following

a) **Monument signs**

- Maximum sign area: 16 square feet
supporting structure not included in calculation
- Maximum height: 5 feet
- Materials: Use wood or materials to match those of the building
- Design: Panels with leg supports

b) **Freestanding signs**

- Maximum sign area: 6 square feet
supporting structure not included in calculation
- Maximum height: 7 feet
- Materials: Use wood for supports and wood or metal for sign panels
- Design: Panels with leg supports

c) **Projecting signs**

- Maximum sign area: 6 square feet
- Materials: Use wood or metal for sign panels
- Design: Use metal brackets and chains for supports.

d) **Plaque signs**

- Maximum sign area: 10 square feet
- Materials: Signs must be placed on wood or metal backing panels. Signs painted directly onto wall surfaces will not be allowed.

2

Limit Sign Content and letter size

- a) Signs should contain only the name of the business, major uses and/or activities.
- b) Maximum letter height: 4 inches

3

Use external illumination

- a) Use well designed spot lights with glare shields.
- b) Exposed neon is not allowed in this zone.

City of Brentwood Sign Ordinance

For all signage requirements not specifically covered in these guidelines, refer to the City of Brentwood Sign Ordinance Code Section 17.640.



Monument sign



Freestanding sign



Projecting sign



Plaque sign

DELTA EXPRESSWAY

Development along the expressway will be similar to commercial and business park development elsewhere in Brentwood. However, it will be separated further in distance from passing customers and users than development along the main Highway 4 route and other city streets. In addition, it will often have service areas more visible from the highway than in other areas of the city.

The guidelines contained within this section are intended to give advanced guidance concerning City expectations to property owners and developers contemplating commercial construction along the expressway.

In general, the City wishes to see development concentrated in well planned complexes with a sense of place and destination. Individual buildings and signage that attempt to gain notice from the expressway by means of large buildings and excessive signage will be strongly discouraged.

Site planning, building design and signage guidelines included on pages 3 through 21 of this document should be followed. In addition, the general guidelines in this section should be adhered to in preliminary planning efforts.

HIGHWAY 4 DELTA EXPRESSWAY**Site Planning****1****Avoid Delta Expressway orientation**

- a) Orient development to local streets and adjacent development.

2**Design complexes as pedestrian villages**

- a) Complexes designed on transit-oriented development and new urbanist principles are strongly encouraged. Those principles include:
 - Plan for future public transit accommodation.
 - Locate buildings near street frontages.
 - Limit parking between buildings and the street.
 - Break large parking areas into smaller areas with substantial landscaping.
 - Cluster buildings and activities for increased convenience.
 - Include a mix of uses whenever feasible.
 - Provide direct, safe pedestrian connections from all adjacent streets to building entries.
 - Provide weather-protected pedestrian walkways.
 - Provide for pedestrian connections between complexes.
 - Plan for bicycle access and parking.
 - Avoid blank facades.
 - Utilize shared parking resources wherever feasible.

3**Provide for substantial landscaping and screening along the Delta Expressway edge**

- a) Screen service areas with landscaping and walls.
- b) Provide a sense of landscape continuity along the highway edge.
- c) Carefully integrate the design of screen walls with the architecture of the buildings. Use the same materials as used in the buildings.
- d) Provide wall parapets and tall landscaping where any flat roofs might be seen from the expressway.

Building Design

1

Avoid large rectangular boxes

- a) Follow the general guidelines established for big box development on page 12.
- b) Utilize an assemblage of building forms rather than a single shape.
- c) Vary floor plan outlines.
- d) Utilize varied roof heights



A box with entry decoration is not enough. Consider other approaches such as those shown to the right

2

Emphasize the use of sloped roof forms

- a) Avoid large expanses of flat roofs.
- b) Avoid mansard style roofs.

3

Organize and screen roof mounted equipment

- a) Place roof mounted equipment away from building edges.
- b) Group roof mounted equipment wherever possible to minimize number and extent of screen walls.
- c) Hide equipment with walls and screens to match the primary building materials in order to integrate them with the design of the building walls.
- d) Mechanical screens should appear to be an integral part of the building, not an added on element.
- e) Roof wells in sloped roof forms are strongly encouraged.

4

Integrate the design of multiple building complexes

- a) Design pad buildings with materials and forms that relate to those of the other buildings.
- b) Provide a relationship between the roof forms of all buildings within a complex.



Varied heights with gable elements



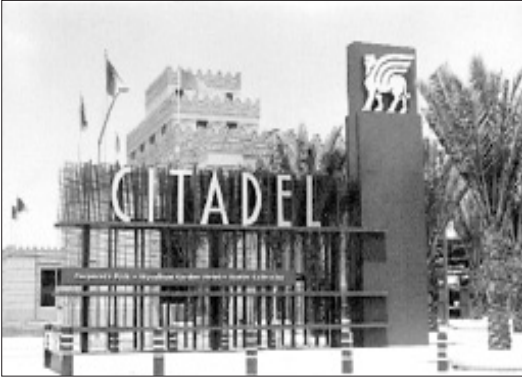
Varied building form with large sloped roof



Simple form with roof element and awnings added



Design elements added around building edges to break up box appearance



Signage

1

Delta Expressway-oriented signs

- a) Sign content:
 - Limit to project name, logo and major anchor tenants for commercial destination projects.
 - Limit to project name or primary tenant for office development.
- b) Sign type:
 - Signs may be wall/fascia signs attached to the building or freestanding.
- c) Maximum height: 30 feet
- d) Signs should be designed to relate to the architecture of the complex.
- e) Signs integrated with the building architecture are strongly encouraged.

2

Monument signs

- a) Monument signs shall follow the signage guidelines on page 18 .

3

Wall and fascia signs

- a) Wall and fascia signs shall follow the signage guidelines on page 19 with the following exceptions:
- b) Maximum letter height: 36 inches
- c) Wall and fascia signs on walls facing the bypass shall be reviewed on a case-by-case basis, and are at the discretion of the Director of Community Development.

4

Window Signs

- a) Window signs shall follow the signage guidelines on page 20 .

5

Awning signs

- a) Awning signs shall follow the signage guidelines on page 20 .

6

Projecting signs

- a) Projecting signs shall follow the signage guidelines on page 21 .

17

Hanging signs

- a) Hanging signs shall follow the signage guidelines on page 21 .

PUBLIC AND INSTITUTIONAL BUILDINGS

Site Planning

1

Project plans should be sensitive to the surrounding neighborhoods

2

Building forms and floor plates should be adjusted to fit into the scale of the surrounding development

3

Parking should be located and planned to minimize its visual impact

4

Ingress and egress points should be planned to avoid negative impacts on surrounding uses

Building Design

1

Design with a building scale and character which respects Brentwood and surrounding development

2

Avoid currently trendy designs in favor of buildings designed for long term suitability

3

Use high quality materials

GENERAL GUIDANCE

Public and institutional buildings are typically subjected to an intensive design and design review process by virtue of their community importance and sources of funding. Each will have its own unique program and site.

The guidelines contained in this section are intended only to emphasize the major principles that should be kept in mind during the design process.