

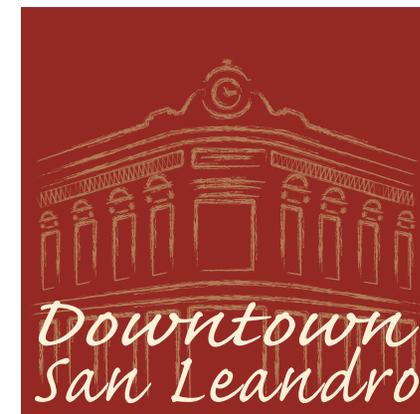


**DESIGN GUIDELINES
AND PRINCIPLES
SAN LEANDRO, CALIFORNIA**

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INTRODUCTION

INTRODUCTION

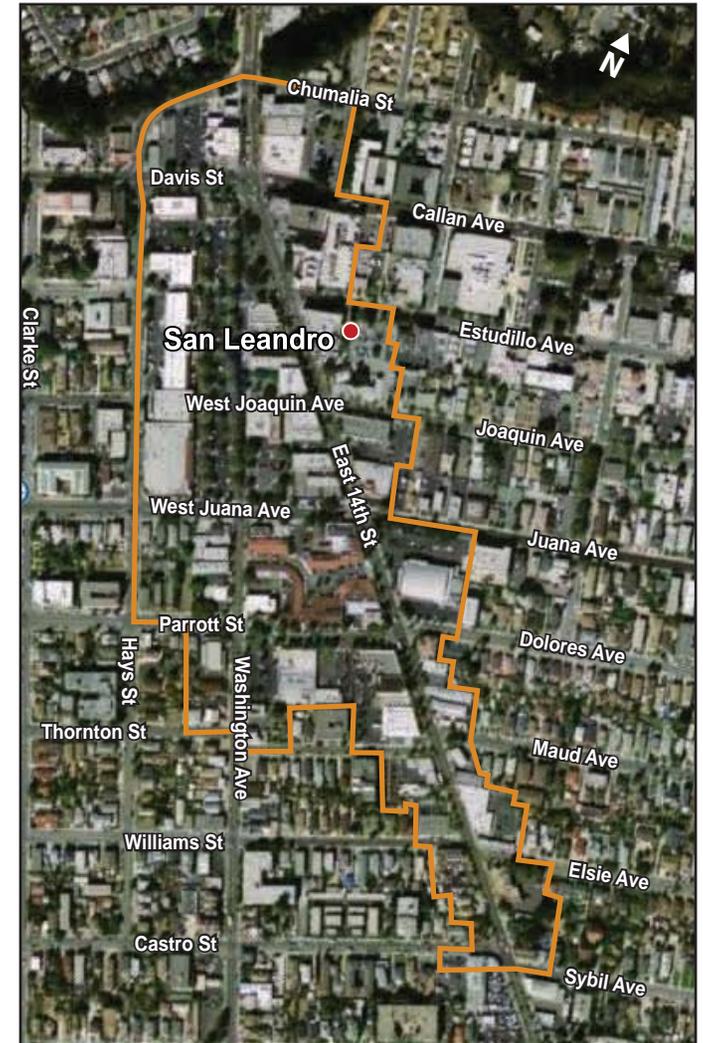
Located along East 14th Street from Chumalia Street to Sybil Avenue, and along Washington Avenue from Estudillo Avenue to Thornton Street, San Leandro's Commercial Downtown District is an area that in its early years was a magnet for both business and culture in the East Bay. Now that East 14th Street has developed into a busy, major thoroughfare bisecting the heart of Downtown, this commercial district has both challenges and opportunities to resurrect itself as a pedestrian-oriented main street. The challenge is to revitalize a visually rich environment full of activity. The opportunities lie in encouraging local use as well as attracting motorists to stop and explore Downtown, thereby helping new businesses to thrive in the highly visible Downtown.

San Leandro's rich history has created a city with varied architectural styles and uses. These guidelines are offered as a tool to property and business owners so that they may rekindle the community life and retail vitality of Downtown San Leandro while being sensitive to its historic past and modern needs.

These guidelines are broken down into various subjects for easy reference and application. Although every instance is unique, the guidelines are relevant to new building projects as well as renovations and additions throughout the Downtown San Leandro area.

Page 5 outlines the Design Approval process. Design considerations commence on page 10. To encourage creative design, photos within each section reflect visual examples intended to assist with the creative application of the guidelines.

As San Leandro continues to grow and evolve, it is the City's intent that Downtown San Leandro will be strengthened continually to develop successful retail, and an entertainment service area that is pedestrian friendly and welcoming to residents and visitors.



DOWNTOWN SAN LEANDRO DESIGN GUIDELINES

DESIGN APPROVAL PROCESS

1. The following types of improvements to properties in Downtown San Leandro must be consistent with these adopted Downtown San Leandro Design Guidelines and Principles and architecturally compatible with the associated building, and are subject to review and approval by the Community Development Department and/or Redevelopment Agency:

- New signage.
- Minor or major storefront remodels, including awnings, new window frames, and certain finishes.
- New buildings and/or additions to existing buildings.

To ensure that all other improvements not listed above are consistent with these Design Guidelines and Principles, applicants are encouraged to discuss with Redevelopment Agency staff any improvements including, but not limited to:

- New paint, or other change in color to a building.
- Replacement of existing landscaping with new landscaping.
- Window replacement.

2. All improvements may be subject to review and approval by the City of San Leandro Zoning Enforcement Official, Board of Zoning Adjustments (BZA), and/or Planning Commission. To determine whether or not your proposal may require additional review, please contact the City of San Leandro Community Development Department at 510-577-3405 or find additional information at the City's website at www.ci.san-leandro.ca.us.

3. The applicant shall submit a completed Building Permit Application and set of plans to the City of San Leandro for Community Development Department and/or Redevelopment Agency consideration. Please contact the City of San Leandro Community Development Department for application materials and submittal requirements at 510-577-3325, or find a Building Permit Application at <http://www.ci.san-leandro.ca.us/develop/PermitAppl.pdf>.

4. Encroachment Permit: If any part of the approved design improvements shall encroach upon the public right-of-way, the applicant must fill out an application for encroachment permits to be approved by the City's Engineering Department. For more information relating to the encroachment permit, please call (510) 577-3497 or view <http://www.ci.san-leandro.ca.us/england/encroachmentpermitappl.pdf> to download an encroachment permit application.

GOALS & INTENT

PRESERVING AND CREATING DOWNTOWN SAN LEANDRO CHARACTER

A thriving downtown makes a large contribution to the creation of the community's quality of life. It provides a central gathering place for entertainment, civic life, every-day commerce and socializing.

Successful downtowns achieve a critical mass of activity through individual efforts by becoming a destination in and of itself and essentially becoming its own unique place recognized by the community as the shopping, dining and lifestyle destination.

Basic Principles that can be used to guide Downtown San Leandro toward this goal are:

Quality

San Leandro needs to be mindful of its history, and utilize its existing assets such as buildings, plaques, monuments and other focal points of interest. Renovation and additions to Downtown San Leandro need to be made with pride and a personal touch. A 'made to last' feel should be cultivated through improvements as a counterpoint to everyday, fast-paced commercial activities.

The Public-Private Partnership

The Public-Private Partnership between individual property owners and the City needs to be strong. Both parties need to do their part in collaboration – the City in creating streetscape improvements in public areas such as street lighting, benches and other public amenities, and the property owners in making property improvements that attract commercial attention, create pedestrian activity and foster a sense of place.

Incremental in Nature

Downtown San Leandro will continue to evolve over time. Working in conjunction and coordination with the City's Transit Oriented Development strategy to enliven the Downtown, as retail improvements are made, a tipping point will be reached that will reinvigorate Downtown's potential, creating a vital commercial and pedestrian environment.

Collective Implementation and Constant Maintenance

In order to safeguard and sustain the progress being made in Downtown San Leandro, businesses need to work together to ensure that high standards of improvements, cleanliness and service are being made by everyone. The San Leandro Downtown Business Association can support these efforts with maintenance guidelines, group advertising and public events to attract shoppers to the area. Vigilance by both the City and Downtown San Leandro businesses to the attractiveness of the district is an invaluable tool in maintaining civic pride in Downtown.



DOWNTOWN SAN LEANDRO DESIGN GUIDELINES

When implementing new storefront, signage and overall building renovations, it is necessary to consider the structure, functionality and the neighboring environment.



East 14th Street between Estudillo Avenue & West Juana Avenue

The Masonic Building has a good basic composition, but could be improved with decorative awnings, lighting, and an illuminated directory on the blank wall to illustrate a continuous retail presence at the pedestrian level

DESIGN EXAMPLES



East 14th Street @ Sybil Avenue

Addition of awnings along the lower storefronts and a decorative stucco treatment above will improve this building facade

DESIGN EXAMPLES



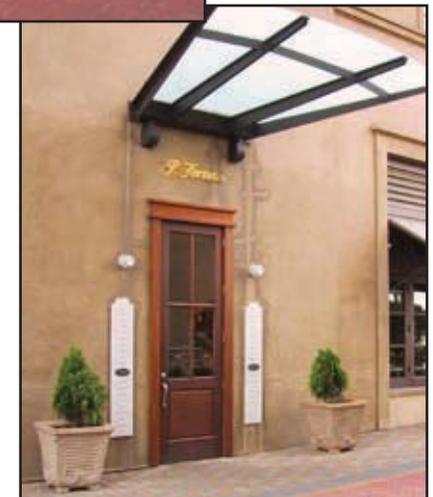
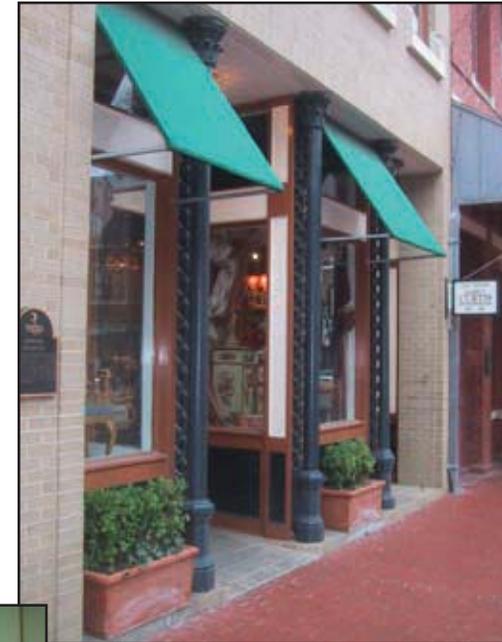
East 14th Street between Juana Avenue & Joaquin Avenue

The undefined storefronts along this facade could be vastly improved by awnings and storefront treatments that individualize each tenant and create a more vertical alignment

DEVELOPMENT GUIDELINES

DEVELOPMENT GUIDELINES

In order to promote a vibrant and charming atmosphere in Downtown San Leandro, property and business owners in the area need to renovate and construct buildings based on cohesive design guidelines. Each development adds to its neighbors' building appeal. It is this supportive effect that, if nurtured, can create a 'snowball' effect in catalyzing interest and activity in the Downtown core. To this end, the following Development Guidelines have been established.



DOWNTOWN SAN LEANDRO DEVELOPMENT DESIGN GUIDELINES

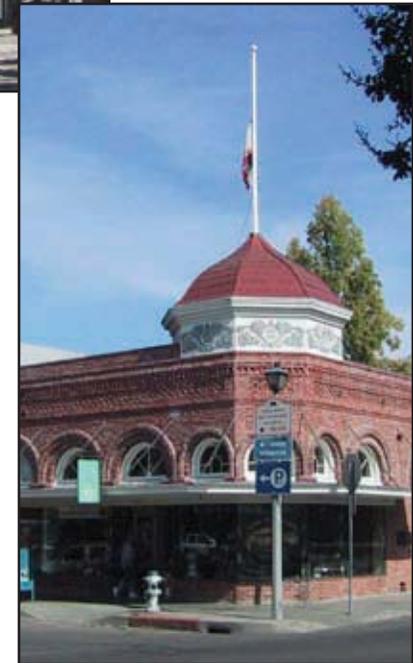
A. BUILDING CORNERS

Building corners provide a unique opportunity since corner locations are most prominent and eye-catching. Building corners bear special responsibility toward all other buildings in the block as they extend the feel of street-level activity and can encourage use of side streets and rear parking areas.

1. Primary orientation of building corners should be toward the main street.
2. Protective overhangs must be considered at corner locations as they allow for passersby to wait momentarily before crossing the street.
3. Sharp building corners are to be avoided as they create blind spots that could pose a danger to pedestrians.



Grand entrance doors at corner locations are most effective in welcoming customers approaching from all sides

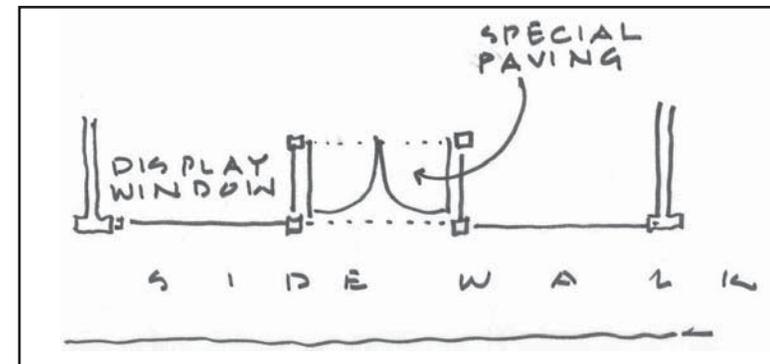
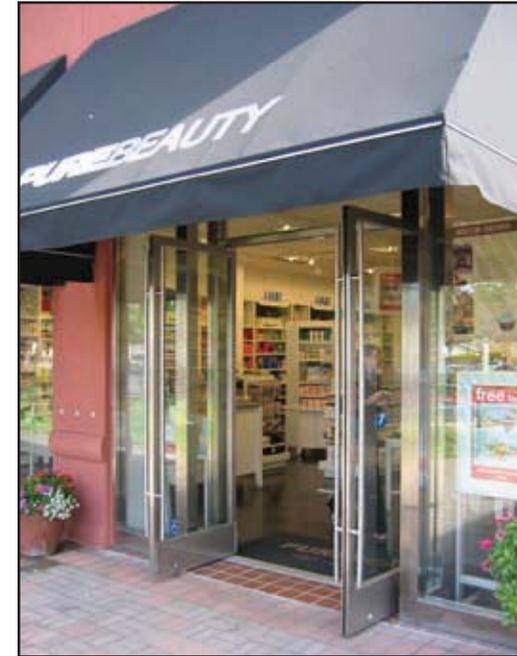


Tall architectural features at street corners help pedestrians identify intersections

B. ENTRANCES

Entrances are the first interface a person has with a business. Entrances should be carefully placed to best serve the use of the building while maintaining the building's overall design balance.

1. Storefront entrances should be recessed so that the entrance door does not protrude into the public sidewalk by more than 12 inches. (See diagram below.)
2. Building and storefront entrances are to be at sidewalk level.
3. Whenever possible, entries are to be centered in the storefront.
4. When a building is located on a corner, the entrance must be along the main street or oriented diagonally at the corner.
5. When possible, separate entrances are to be designated for separate uses; i.e., main customer entrance, service entrance, delivery entrance, entrance from parking area, etc.
6. For multi-use buildings, the various entrances are to be distinguishable.
7. Entry doors to street level are to be more than 50% glass.
8. Different materials and finishes are to be used at entrances, such as ceramic tile, to help distinguish the entrance along the sidewalk.
9. There must be adequate lighting and clearance at entrances.
10. Particularly with new buildings, consideration is to be given to providing attractive exterior staircases leading to the second floor, giving the second floor tenants greater visibility.





Arched doors clearly draw one's attention to this entry



Smoked glass or glazing creates a more inviting entrance to a second floor use than a solid door

C. STOREFRONTS

Storefronts play a primary role, both architecturally and functionally, in visually connecting the physical building with the interior business. The storefront is the front face of the business and is the customer's first impression of the establishment. Storefronts are critical to a business's success or failure.

Care must be taken in designing storefronts to ensure a favorable impression from the customer. Storefronts need to reveal something about the business, either from the merchandise on display or from design elements that lure shoppers inside. It should be noted that storefronts will change several times during the life of a building.

1. Storefronts must be tall with a minimum total height of 12 feet. Special exceptions to the design of storefronts will be granted only if the existing building openings are not tall enough to accommodate 12 feet in height. Tall storefronts can be developed by extending the storefront higher than the interior ceiling height using a 'dropped wall' effect immediately behind the storefront to meet the lower ceiling level. Even if there is an interior dropped ceiling, storefronts must be extended above to the minimum of 12 feet.
2. Storefronts must be well designed consisting of various elements, such as glass windows and entry doors. Painted or stained wood storefronts are more appropriate than standard metal storefronts.
3. A minimum of 60% of the storefront must be devoted to display windows.
4. A variety of traditional architectural styles and shapes is encouraged.
5. Storefronts are to be spaced in a repeated pattern along the sidewalk to maintain pedestrian continuity and interest.
6. Facades with two or three storefronts are to have consistent storefront design and materials. Consistent design relates to the size and type of display windows, doorway locations, the design of transom windows, and storefront base height and materials.
7. Buildings with three or more storefronts may vary base material, entry locations or awning design.
8. Wall space (pier width) between storefront windows is to be minimized. Piers or columns can be used to separate windows between and within storefronts, provide an accent decoration or capital atop the column.
9. Only durable materials of high quality are to be used.
10. The storefront framing system must be well-proportioned and detailed.
11. Heavily tinted or reflective glass is not to be used at street level. Businesses do best when activity on the inside can be seen from outside. Alternate approaches of sun protection include deep overhangs, contour shutters, creative canopy designs (see image on next page), interior blinds and coverings that can be lifted or pulled back when the sun is not an issue.
12. Opaque elements must be limited in use and decorative in nature. Add-on mullions and grids should not be used.
13. Translucent glass panels or display windows are to be used in lieu of revealing opaque wall surfaces through the storefront and to reduce continuous exterior opaque walls.
14. Materials used in the area where the storefront meets the sidewalk must be durable.
15. Appropriate storefront base materials are smooth or dimensioned stone, brick, marble, granite, and ceramic tile. If the facade is brick, the storefront base can be distinguished by changing the pattern and orientation of the brick or adding tile accents. In wood storefronts, smooth-finished, recessed wood panels are appropriate.

16. Any solid portion of the storefront may not exceed 24" in height from the sidewalk.
17. Storefront base material must complement the upper facade material.
18. Uncover and repair original storefront base materials where covered or painted over.
19. Entry doors are not to project more than 12" into the sidewalk and must be recessed when swinging outward.
20. Overall design, including entry doors, shall be unique in nature and not chain, corporate or franchise.
21. Interior security gating is not encouraged, but if installed must be designed in such a way that it is not visible during operating hours and so that pedestrians may clearly view window displays when the business is closed and the gating is secured. No exterior security gating is allowed.
22. Interior window coverings are not appropriate at street level windows.
23. Non-retail ground floor storefront windows must be used for display to provide some street-level interaction.
24. For historic preservation, display windows should use neutral and contemporary frameless glass openings as they often preserve the authenticity of historic architecture.
25. To strengthen the presence of a business, buildings with deep recesses and/or frequent columns should be enhanced by adding canopies in between columns or by adding bay windows that project over the sidewalk.
26. Transom windows are encouraged in new construction, if appropriate to the architectural style of the building.
27. In new transom windows, a variety of glass types and patterns, and creativity in mullion spacing and design, is encouraged.
28. Existing transom windows are to be uncovered and repaired. Covered transom windows reduce the transparent portions of the storefront, changing the facade proportions and making the facade appear lower and heavier.
29. Use high or raised ceilings near the facade wall so that daylight from transom windows will reach the interior.



This creative canopy design filters the impact of direct sun



Recessed entry areas create opportunity for outdoor display elements

DEVELOPMENT GUIDELINES

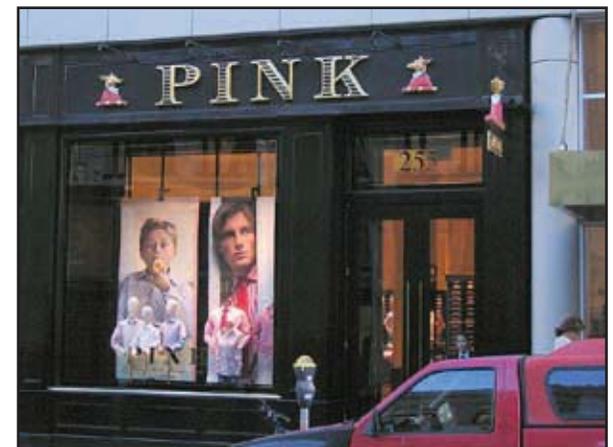


Tall storefronts with frequent vertical rhythms are hallmarks of a successful main street atmosphere



Decorative panels & patterned fabric compensate for full-length glazing

Symmetrical storefront design is an effective way to create visual interest in an otherwise small street frontage



STOREFRONTS



Painted murals convey the mood within



Clever use of operable storefronts allow diners inside to feel part of exterior



A hand painted stencil pattern surrounding this storefront transforms an otherwise ordinary storefront



D. DISPLAY WINDOWS

Although in most cases the interior of the store can be seen through display windows, in certain situations, display windows may be screened off entirely or provide only glimpses of the store interior. In all cases, display windows should be carefully designed and maintained to provide the shopper with a glimpse of the very best the business has to offer, such as special store products. Display windows must be well maintained and always fresh looking.

1. Shallow display windows are to be used to camouflage solid interior elements and to continue the impression of an 'open' storefront.
2. Display windows must be easily accessible for cleaning, frequent display changes and maintenance.
3. Storefront display windows should be large and of clear transparent glass.
4. Existing storefront windows are not to be reduced in size, and the sill height is not to be increased.



Exterior mounted display cabinets compensate for larger storefront openings



Attractive restaurant menu display invites diners inside



Shallow display boxes can promote products



Shallow display shelves with exterior opening windows for access allows full use of the interior space

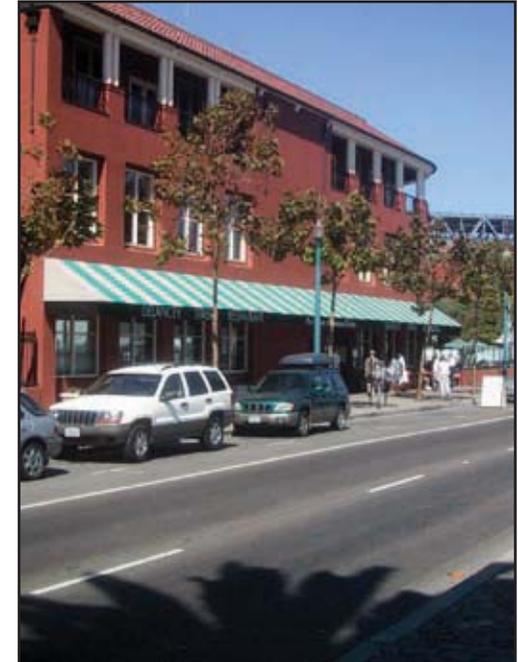


Murals can create an attractive display window at a market

E. UPPER FACADES

The area between a building's storefronts and its roofline is referred to as the Upper Facade. In one-story buildings, this area may house decorative trim details, light fixtures and wall signs. For multiple level buildings, the Upper Facade can be much more elaborate as it includes windows and possibly doors and balconies.

1. Original facade designs on historic buildings are not to be covered or altered. They are to be restored or repaired.
2. The windows in the Upper Facade are to be smaller than ground floor windows. Vertical, rectangular windows are preferred.
3. The windows in the Upper Facade are to create a rhythm, either symmetrically or equally spaced (see photo to the right) across the facade related to openings below. For example, include one or two windows per storefront opening below.
4. Separate windows with sufficient wall area to set them apart from each other.
5. Whenever possible, Upper Facade windows are to be recessed to add depth to the building.
6. Dark or reflective glass is not to be used.
7. Thin profile aluminum or plastic/vinyl windows are not allowed. If simulated mullions are used, they must appear real and be on both sides of the glass.
8. Upper facades are to utilize special window trim, accent windows, flower boxes, projecting sills and decorative railings.
9. Non-shielded lights are not allowed on the interior of floors above the ground. Specifically prohibited are 2x4 lay-in lights, also known as a dropped ceiling with fluorescent lights, as sightlines from the street make it possible to see ceilings of second and third levels.
10. Use the highest quality materials for the facade wall consistent with the architectural style of the building, such as natural brick, stucco and smooth finished horizontal wood siding.
11. Maintain consistent wall material throughout the upper facade.
12. Simulated materials may be used if determined to have an authentic appearance.
13. Materials that have poor durability, are prone to vandalism, and are usually associated with the "backside" of buildings, are not appropriate. Examples include, unfinished plywood, plastic and shakes.
14. Do not remove, alter, or cover over original upper story windows. Uncover, reopen, and repair where found.



Large sweeping overhangs clearly separate the street level facade from upper facade

UPPER FACADES



Murals painted on upper facades cannot be vandalized since they are out of reach



Smaller upper level openings follow the rhythm of larger openings below



Similar size upper-floor windows on separate buildings create rhythm and cohesiveness

UPPER FACADES

F. ROOFLINES

The roofline frames the top of a building's facade. The roofline is a useful design tool to highlight and draw attention to a building as it is seen against the backdrop of the sky and in silhouette. The outer edges of the roofline need to address their relationship with neighboring rooflines.

1. The roofline outer edges must be designed to link with the neighboring building/roofline.
2. The rooflines of small one-story buildings must be designed as an integral part of the small facade (see Small Facades, page 24).
3. Accent materials are required and include patterns, cornices, brackets and finials.
4. False roof forms applied to the facade, such as fake sloping roofs (sometimes called mansards), are not permitted.
5. Flat roofs are to be hidden by extending the facade wall.
6. Rooftop and building mounted equipment including HVAC, satellite dishes and antennas must be located so that the equipment is not visible to pedestrians. Equipment must be screened from view with the facade/roof, not an independent equipment screen. One common method is to raise the parapet.
7. Residential style roof forms are not to be used unless the structure is residential-style.



G. REAR FACADES

Even though the focus of Downtown San Leandro is on the facades facing the main streets of East 14th Street and Washington Avenue, the rear of many buildings will give a first impression to people approaching on foot or in cars from other access routes. Some shops may have secondary entries in the rear for shoppers or deliveries. Some buildings may have office or residential entries in the rear.

While the rear entry should never be the primary source of access to a downtown ground floor establishment, the entry and its facade should never be neglected or look like an afterthought.

1. Rear facades must be well lit.
2. Rear facades must be attractive, but not compete with the main street fronting facades.



Tiled wall murals provide a lively surprise and yet are durable & maintenance free



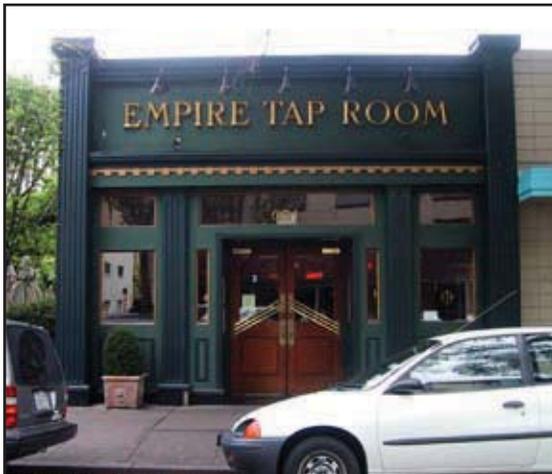
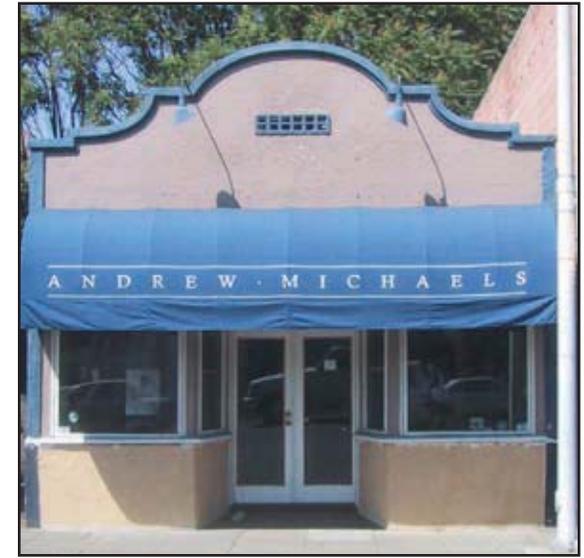
Rear entrances to second floor uses need not be large, but still need to be prominent

H. SMALL FACADES

Small facades exist in areas where small, individual buildings are located. Sometimes these buildings are freestanding, but more often they are built with exterior walls touching along the demising line and may have a shared roof. The small scale of the facade translates to a pedestrian-friendly, more intimate feel of the streetscape.

Small facades play a special role in downtown environments and are an important part of the retail scene. Changes to the facade occur when an existing tenant moves out and a new tenant moves in.

1. The property owner and/or tenant is encouraged to utilize the entire small facade when applying the Storefront Guidelines (Page 14) and Signage Guidelines (Page 43).
2. The individual facade is to be designed so that it acts as a divider from the adjacent building or to emphasize the differing height or style of adjacent buildings.



Covering the entire facade with storefront treatment is most effective for small one-story buildings



SMALL FACADES



Entire building facades become an eye-catching storefront

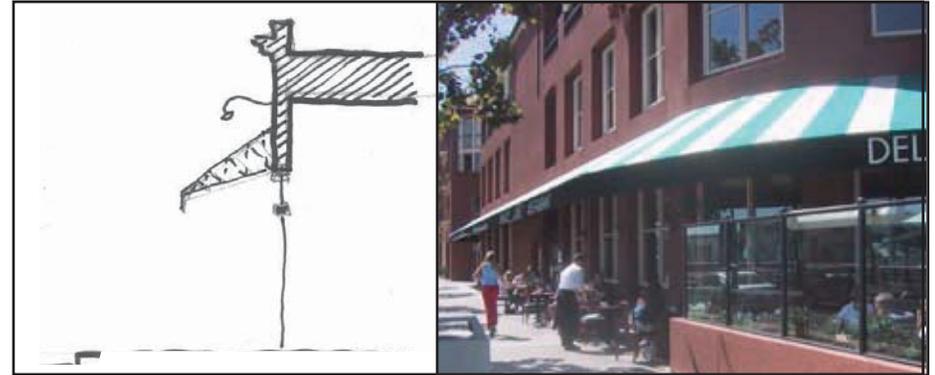


Store entries, transom signs and decorative trellis blur the distinction between the building facade and storefronts

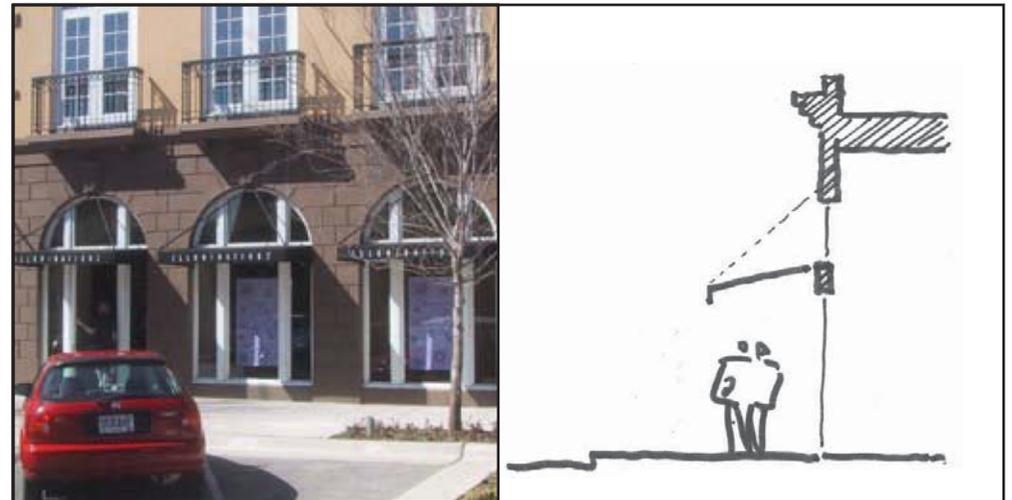
I. AWNINGS

Awnings offer storefronts and pedestrians protection from the elements. However, awnings interact with buildings very differently. They are supported solely from a frame attached to the building facade, are comparably lightweight and generally fabric-covered. They can be either fixed or retractable, they can have either closed or open ends, and loose or rigid valances. Awnings also offer potential locations for signage, both on their inclined surface and on their valances. Awning styles range from traditional to modern. Unique fabric designs are available from manufacturers and two fabrics can be sewn together to create vertical stripes.

1. Awnings must maintain a vertical clearance of 8 feet from the sidewalk. Should the existing building design force otherwise, a minimum 7' 6" must be maintained. Awnings in the right-of-way require an encroachment permit.
2. Uniqueness is required within the design. For example, include decorative details such as scalloped edges or piping along the valance. Vinyl is not an appropriate downtown awning material.
3. Awnings must be distinguishable from the awnings of adjacent tenants, and color is to complement the facade wall color.
4. Valances are to be loose, rather than fixed and open sided awnings are encouraged. Consider retractable awnings.
5. Awning shapes and sizes are to be based upon the size and shape of the storefronts and openings. For example, use arched awnings over arched storefronts.
6. When possible, locate light fixtures under awnings to illuminate the sidewalk.
7. Awning is to be mounted just above the storefront opening without blocking storefront visibility. Awning is to cover storefront opening only, not extend over piers.
8. Awning is not to obscure architectural details on the facade or cover existing transom windows.



Awnings can be placed above the transom window



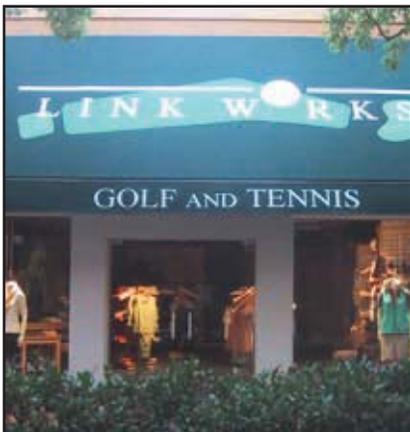
Awnings can be placed below the transom window



Fabric awnings need not have side panels



Awning patterns can complement other signage



Awnings can provide an economical background for tenant signage



Awnings can extend the storefront



Awnings need not be fabric only

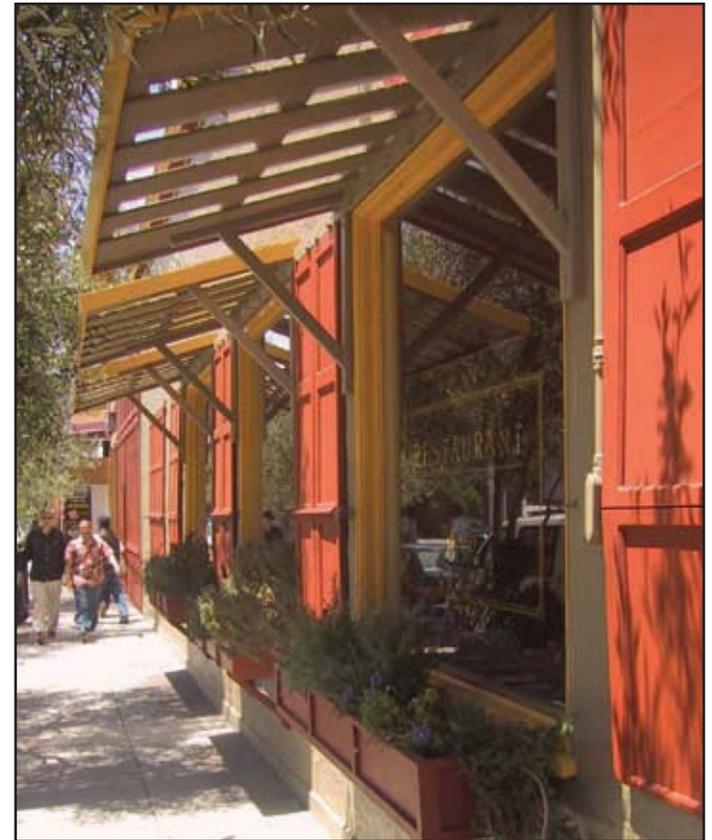
J. CANOPIES

Similar to awnings in size, shape and placement, canopies are generally constructed of more durable materials. Many canopies are attached to buildings such that the shade projection is almost perpendicular to the facade.

1. Design canopies to enhance the architectural style of the building.
2. Use top quality materials.
3. Canopy roof materials to be considered should be either transparent, translucent, or of lightweight material.
4. Mount canopies just above storefront or entrance opening.
5. Do not extend canopy over piers; cover the storefront opening only.



Canopies can contribute interesting patterns on the storefront



Painted wood canopies accentuate the rustic look of a building

K. MATERIALS

Existing and new buildings should take their cues from the region's styles and use authentic materials. It is important to use exceptionally durable materials like brick, stone or steel at street levels, which are areas subject to heavy use.

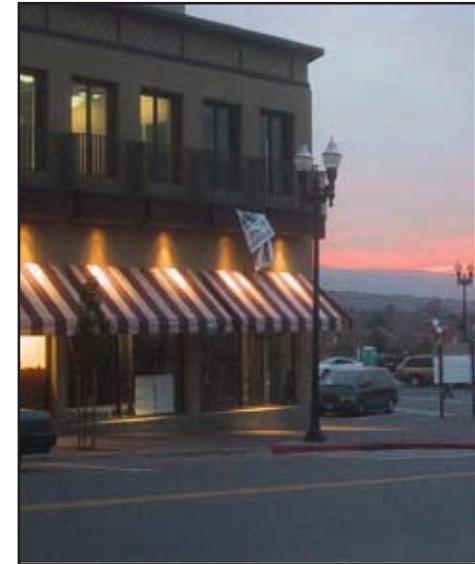
1. Materials and details must be appropriate to the style of the building. Only durable materials of high quality are to be used.
2. For example, the following materials would be consistent with the architecture in Downtown San Leandro:
 - a. Turn-of-the-Century Commercial architecture would utilize brick, stone and the limited use of plaster with accent tile. Wood can be used in a limited manner, complementary with the other materials, such as wood framed windows.
 - b. Turn-of-the-Century sloping roofs can use metal or tile.
 - c. Classical Revival architecture would utilize stone-like surfaces such as plaster.
 - d. Spanish Revival would utilize deep, textured plaster with openings for windows.



L. LIGHTING

Lighting serves both functional and aesthetic purposes. Lighting can also be used to draw attention to objects and spaces. Focal points and accents are quickly made with the use of light fixtures. Failure to address lighting can result in dull and potentially unsafe surroundings.

1. Parking lots and paths of travel must be well lit. Service areas must have adequate light levels for the area's tasks.
2. Light fixtures on or around the storefront must be designed to provide direct or indirect lighting onto the storefront, signage and surrounding area whether or not that particular business is open after dark. Streetlights are not sufficient for this purpose.
3. Include downlighting to promote safety and because shade from trees can diminish both storefront and street lighting.
4. Lighting must be installed and programmed for operation so that the exterior around the storefront remains lit in the evenings for an extended time past the closing times of most other neighboring businesses, or at least until 9:00 p.m. Timers can be used to facilitate light fixture operation after closing.
5. Exterior display boxes must be adequately illuminated. Special attention must be given to ensure that restaurant menu displays are illuminated.
6. Glare must be reduced through the shielding of the actual light source or by using frosted bulbs.
7. When designing the exterior lighting, it is necessary to accent architectural elements and rooflines on buildings to help define buildings after the sun goes down.
8. When possible, lighting is to be integrated into landscaping to enhance outdoor spaces.
9. Exterior light fixtures are required to be decorative. If standard fixtures are mounted, they must be artistically enhanced to accent the area and complement the architecture of the building.



Downlights above the awnings are an inexpensive way to make a building come alive at night



This metal-bracketed overhang is lit with multiple lights, producing multiple reflections on surfaces



Beautifully designed light fixtures can look dramatic even during the day

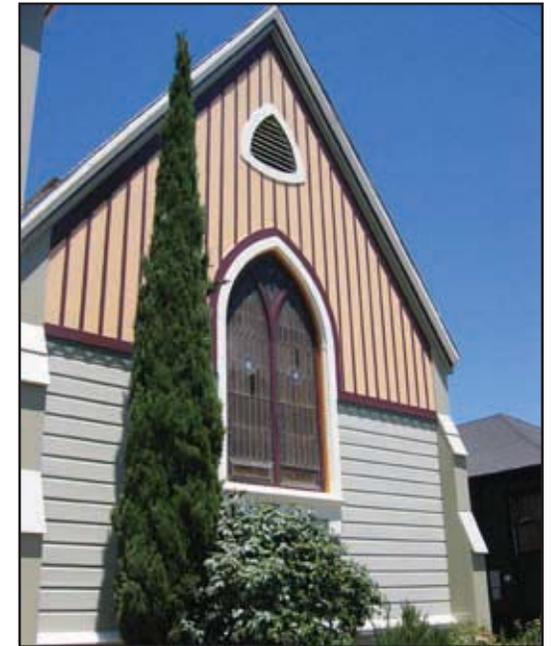


Indirect lighting, instead of internally-illuminated letters, can highlight both the signage and storefront, creating dramatic pools of light to accent both

M. COLOR

Color can be used as a unifying element on a building or to accent particular architectural details on a building. Paint is an obvious choice for applying color, but many building materials have color as well. There are many shades of wood, brick and tile.

1. Selected colors must be appropriate for the architectural style of the building. Most buildings should have a base color, a contrasting trim color and an accent color for architectural details. Bright colors, if used, are appropriate at the storefront, not on the body of the building.
2. Use paint colors that complement the colors of existing materials on the facade, such as brick or ceramic tile.
3. The use of multiple accent colors is appropriate for architectural styles with ample detailing, however, accent colors should not be too different from each other, as that would cause the building to look garish.
 - a. For a building rich in architectural detail, such as Turn-of-the-Century and Beaux Arts styles, the accent color detail should be just slightly darker than the base color.
 - b. Spanish Revival buildings have solid light colors with an accent color being limited to window trims.
 - c. When a building is very plain with minimal detail, a stronger contrast is recommended.
4. Muted, soft colors are best used to soften hard lines and spaces, and bright colors to energize a space.
5. Lighter colors are to be used at the storefront level, since storefronts are generally well lit.
6. The building color cannot overpower the look of street-level businesses.
7. Consider patterns and shade created by landscaping (particularly trees) and awnings on a building.





A brightly colored storefront draws attention to an otherwise subdued building



Differences in colors between the background body and trim present an eye catching image to an otherwise ordinary storefront



Light-colored trim on a dark background enlivens the overall facade

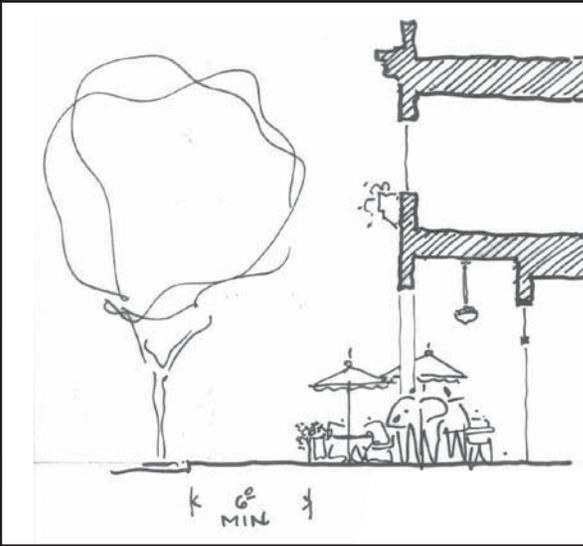
N. ARCADES

Many of the existing buildings within Downtown San Leandro are built to the lot line, not providing room for an arcade. An arcade adds value through the provision of a protected walkway, but for some designs, such as those extending an entire block, they distract attention from storefronts. Careful consideration must be given to design and detail.

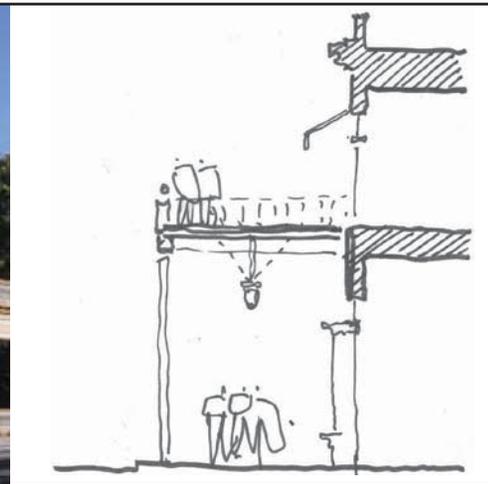
1. Arcades are to be visually open, well detailed, and scaled to the facade.
2. Arcades are to be functional, serving as weather protection for the sidewalk below.
3. Arcades must be designed to not hide or interfere with architectural features of the facade.
4. Upon removal of the arcade, the facade's architectural character and integrity must remain intact.
5. Arcades are to be attached just above the storefront, in alignment with adjacent arcades or horizontal elements on neighboring buildings.
6. If the arcade is supported vertically, posts or columns are to be spaced to reinforce existing facade rhythms, such as piers. Pedestrian movement is not to be interrupted; supports are to be placed alongside existing street trees.
7. Arcade design must relate to or complement the architectural style of the building and adjacent building projections.
8. Arcades must have architectural or decorative details/elements.
9. Arcade roofs must be shallow sloped (4-inch to 12-inch maximum).
10. Roughhewn materials are not to be used for arcade posts and framing unless appropriate to the architectural style of the building.
11. Arcade landscaping cannot interfere with pedestrian movement.



A trellised arcade with tenant signs can compensate for an unassuming and recessed building



An arcade can be built inside the building



Arcades provide outdoor use above

ARCADES

O. OUTDOOR SPACES

The best way to enliven a streetscape is through outdoor activity. Downtown San Leandro's location is incredibly blessed with good weather that can accommodate outdoor activity throughout the year. Outdoor spaces are so popular that retail businesses are now designing storefronts that open up completely – to make the entire store feel like it is part of the sidewalk experience. This openness can reward shopkeepers with bonus space such as extra seating.

1. Outdoor areas must be attractively designed and the use of the outdoor area must complement the building.
2. Maintain a four foot passageway along the sidewalk for passing pedestrians.
3. At least 7'-0" of vertical clearance must be maintained below fabric umbrellas or awnings.
4. Outdoor seating and dining furniture must be attractive and made of high-quality materials. An outdoor facilities permit is required to ensure quality design and safety.
5. If barriers are required or desired around outdoor dining areas, they must be decorative in nature, they cannot exceed three feet in height, and they need to be low enough to maintain visibility of building fronts. Preferable decorative barriers include flower boxes, potted plants or ornamental screens. Merchandise displays may be used, but only as an attractive eye-catching device. Merchandise on display is not to clutter the sidewalk, but to encourage the passerby to enter the shop. Not all merchandise is appropriate for outside. The overriding criteria should be an attractively presented display.
6. An outdoor facilities permit is also required for any and all sidewalk displays that are on the public right of way.
7. All items, including screens, must be portable and self-supporting. Care must be taken to avoid damage to public improvements.
8. Outdoor areas to the side of the building must be screened with decorative gates or walls if used for service or other non-public use.



OUTDOOR SPACES



Water features within restaurant entry ways are always eye catching



Decorative pots, light metal railings and comfortable chairs all create a relaxed yet fully functional space



OUTDOOR SPACES



Clever sculptural elements invite passersby to the store



Portable signs must be creatively designed and placed adjacent to the storefront so as to avoid clutter



Here an antique ice-cream 'cart' is used both as a sign and as a barrier for a seating area

OUTDOOR SPACES