

6.0 DESIGN GUIDELINES

This section provides design direction for private property in Old Town Victorville and will guide new development, improvements, and renovations to be consistent with the vision for the area. These guidelines describe and illustrate designs that are appropriate for transforming Old Town Victorville into an economically vibrant and pedestrian-friendly destination. The guidelines are intended to strengthen the area's sense of place by promoting urban design that responds to the local climatic conditions and unique character of Victorville.

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6.1 Architecture

6.1.1 Architectural Style

The desired architectural style for Old Town development should draw upon the architectural vernacular commonly associated with Route 66 heritage and reflect elements of the below architectural styles that will be further defined in this section:

- Mid-Century Modern
- American Roadside
- Googie

New development and remodels of existing buildings should make a strong effort to demonstrate a contemporary take on the architectural elements of these styles, described below. The guidelines in this section are intended to pull inspiration from these styles and encourage creative use of materials that are modern and available.



Mid-Century Modern¹

This style is defined as an architectural, interior, and product design form that generally describes mid-twentieth century developments in modern design, architecture, and urban development from roughly 1933 to 1965. This style emphasized creating structures with ample windows and open floor plans with the intention of opening up interior spaces and bringing the outdoors in. Many mid-century houses utilized then-groundbreaking post and beam architectural design that eliminated bulky support walls in favor of walls seemingly made of glass.

At the core of the style is an appreciation for nature and the simplicity of form, also called minimalism. This appreciation of nature is most notable in the way that natural materials like stone and wood are incorporated as much for their beauty as for their structural qualities.



¹ http://en.wikipedia.org/wiki/Mid-Century_modern

American Roadside²

Also known as novelty or mimetic architecture, this figurative style evolved in the United States during the 1950s and represents a programmatic approach to building design. Buildings are shaped to mimic, or copy, their function or to suggest objects associated with their function.

The mid-twentieth century was the heyday of roadside architecture. Commercial buildings were designed to catch the attention of potential customers. A coffee shop might be shaped like a coffee cup. A diner might be painted to resemble a hot dog. Even the most inattentive passerby would know instantly what was featured on the menu.



Googie³

This architectural period was born of the post-World War II car culture and thrived in the 1950s and 1960s. Reflecting high-tech space-age ideas, the Googie style grew out of the Streamline Moderne, or Art Moderne, architecture of the 1930s. Googie describes a futuristic, often flashy, building style that evolved in the United States. Often used for restaurants, motels, bowling alleys, and assorted roadside businesses, Googie architecture was designed to attract customers.

Signature features, including bold angles, colorful signs, plate glass, sweeping cantilevered roofs, and pop-culture imagery, captured the attention of drivers on adjacent streets. Googie has also been known as Populuxe, Doo-Wop, Coffee Shop Modern, Jet Age, and Space Age. It is also sometimes identified as part of a larger overall movement of space-age industrial design.



² <http://architecture.about.com/od/roadside/g/mimetic.htm>

³ <http://www.spaceagecity.com/googie/>

Art Deco⁴

A style of decorative art developed originally in the 1920's with a revival in the 1960's, marked chiefly by geometric motifs, streamlined and curvilinear forms, sharply defined outlines, often bold colors, and the use of synthetic materials such as plastics.





Streamlined Moderne or Art Moderne is a late type of Art Deco that emerged in this period during the 1930's. This style is emphasized by curving forms and long horizontal lines.

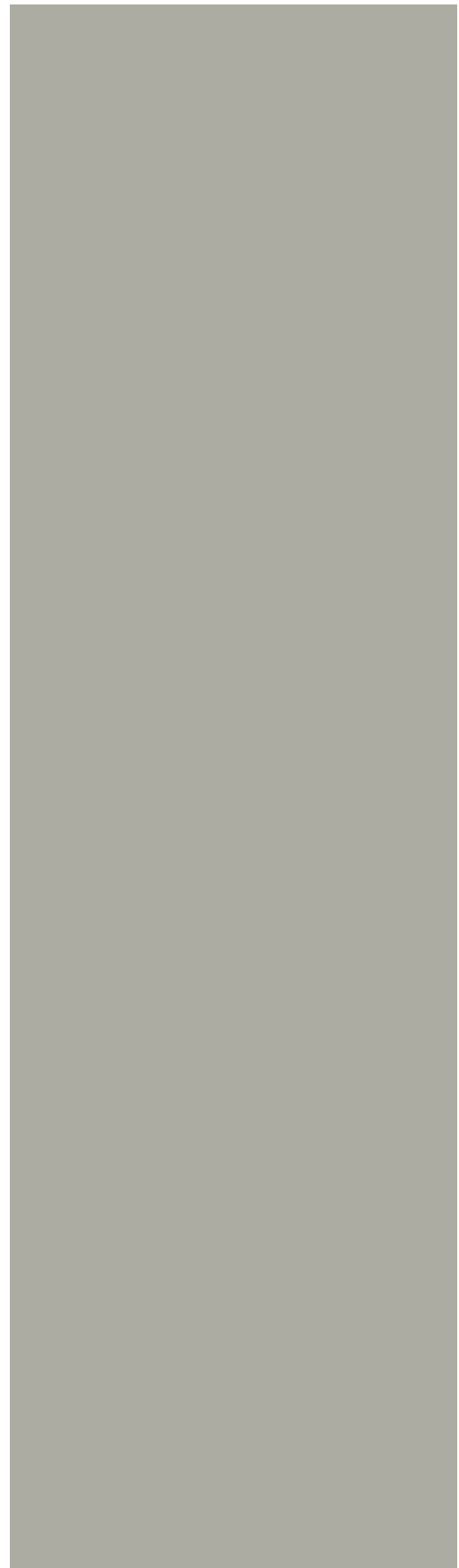





⁴ A Visual dictionary of Architecture, Ching, 1997 and http://en.wikipedia.org/wiki/Streamline_moderne



Signature Elements

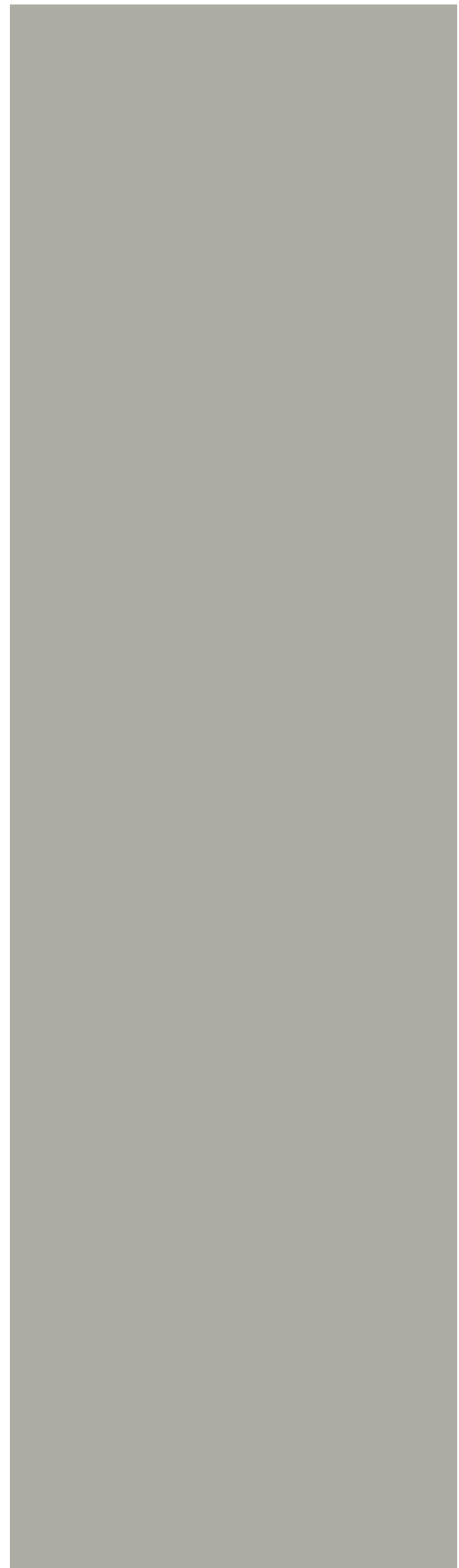
The following elements are representative of historic architectural style. It is important to reiterate that the styles desired for the Old Town area are modern interpretations of the elements and graphic examples shown below. Literal interpretation of these examples is not expected, as these are exaggerated forms intended to be used for creative inspiration.



Element	Example
Geometric shapes	
Louvered/cantilevered canopies	
Upswept roofs	

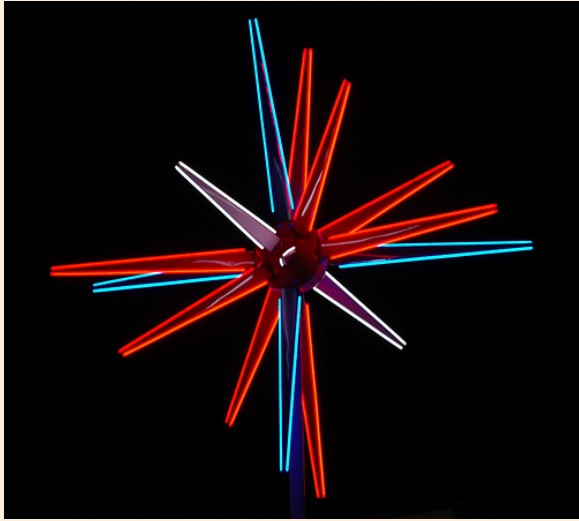




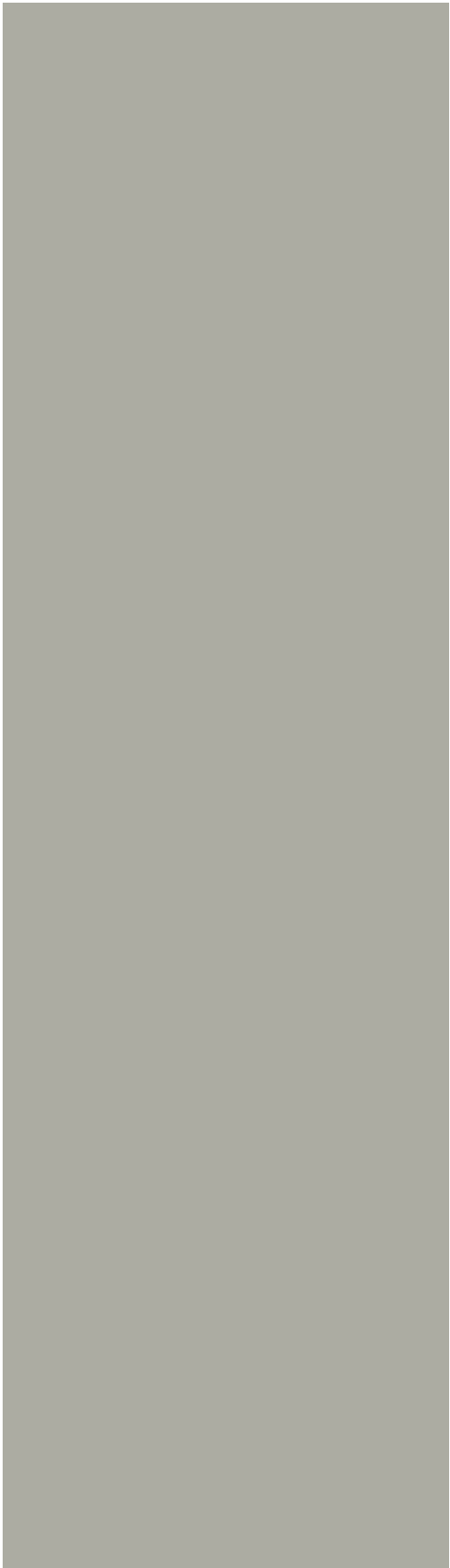
Element	Example
Large domes	
Large sheet glass windows	 

Element	Example
Flashing lights and neon signs	
Boomerang shapes	



Element	Example
Flying wings or zigzags	 <p>The top photograph shows a modern building with a prominent, cantilevered roof structure supported by red columns, featuring a zigzag profile. The bottom photograph shows a multi-story building with a red and white striped awning that has a zigzag pattern along its edge.</p>
Amoeba shapes	 <p>The photograph shows an outdoor pool with an irregular, amoeba-like shape. Next to the pool is a circular target with a red and white striped pattern radiating from a central point.</p>

Element	Example
Starbursts and atomic models	
Flying saucer shapes	
Exposed steel beams	



Modern Interpretations of Historic Elements

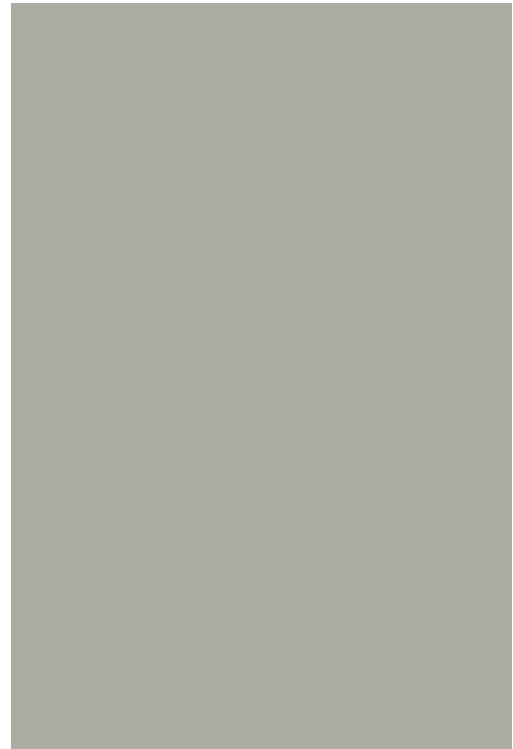
The below imagery demonstrates modern interpretations of the above historic design elements.



6.1.2 Building Materials & Color

- Building materials and colors indicative of the mid-century modern era as described above are encouraged.
- Building materials and colors should complement the architectural style of the building.
- Materials and finishes should be durable, low maintenance, resistant to sun and water damage, and able to withstand the local climatic conditions.
- The use of high-quality, sustainable materials is encouraged.
- The use of metal materials for architectural detailing is strongly encouraged.
- The creative use of color is encouraged, provided it is consistent with the project's architectural style or theme.
- Complementary variations in color and materials are encouraged to enhance the visual quality of building façades. Building elevations facing public areas should be given particular emphasis.

Encouraged Materials



Nice Use of encouraged materials



Concrete



Fluted block



Corrugated metal



CMU block



Aluminum



Glass



Neon



Tile



Encouraged Color Palette

The below color palette is indicative of mid-century modern colors and represents colors chosen for the Old Town Specific Plan.



Use of retro color palette

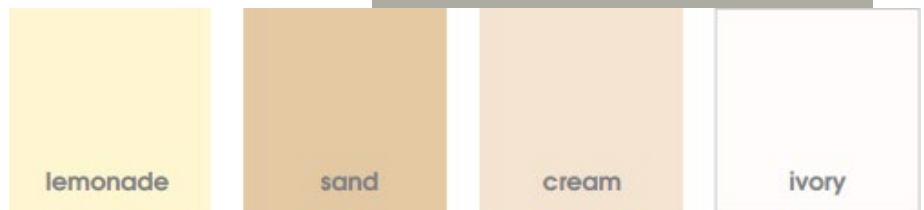
Combinations

and/or variations

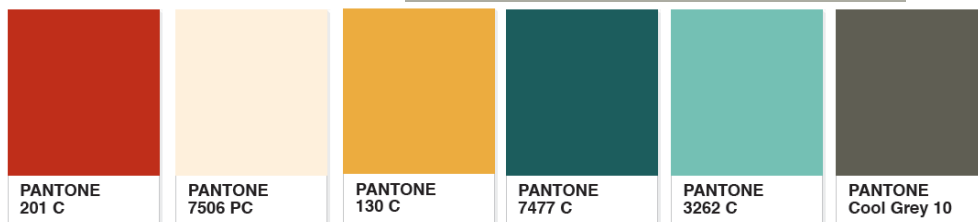
of these colors shall be creatively used in future development and signage. The colors that represent the architectural period of influence include but are not limited to:

- Robin's-egg blue
- Primary yellow
- Cantaloupe orange
- Celery green
- Pink Flamingo
- Tarragon

Base Color examples:



Secondary Color examples:





Storefront featuring a recessed door

The below signage concepts are excerpts from the public wayfinding program elements in Chapter 7. These examples are included for reference and inspiration for private sign design using the recommended color palette.



6.1.4 Storefront Design

- storefront elements should be unified. awnings, lighting, and color.
- Obscure window glazing is discouraged. Clear glazing is strongly recommended.
- Glazing should be angled to reduce glare, and the use of awnings and canopies to identify entrances, provide weather protection, and provide a transition zone between the sidewalk and building elements and reinforce the architectural theme for the area.
- To better display goods, ground-floor retail shops should make use of windows that contain a high percentage of glass.
- Given Victorville’s intense summer heat, building design should provide sufficient shade and respite for the pedestrian. When possible, building and streetscape design should maximize views of the stunning desert landscape that surrounds Old Town.
- The use of cantilevered awnings and geometric canopies is encouraged to protect pedestrians and to add interest to storefronts and reinforce the modern architectural theme for the area.
- The design and placement of awnings, canopies, galleries, and arcades should correspond to the building’s scale, proportion, and overall design.
- Canvas and metal are appropriate materials for awnings and canopies.
- Businesses with rear entrances located along alleys or parking areas are encouraged to improve this entrance and the corresponding façade with architectural features, such as signage, lighting, and awnings. To make this



Cantilevered awnings and geometric canopies protect pedestrians from the elements and reinforce the architectural theme for the area.

entrance more desirable to pedestrians, businesses are encouraged to construct, install, and/or place pedestrian amenities, including landscaping, enhanced paving, pedestrian-scale light fixtures, and outdoor seating, along the alleyway.

- Creative designs that establish a unique identity for a project are encouraged; however, these must be executed within the boundaries of the Specific Plan area's established character.
- Corporate chain or franchise architecture is strongly discouraged, unless the project's design is consistent with the desired scale and character of Old Town Victorville.
- Development should feature a consistent design concept that is expressed on all exterior elevations of the buildings on the site.
- Entries should be well defined, face directly to the main public street or street corner, and be well illuminated. Dark entry spaces are discouraged.
- Building design features should respond to the local climatic conditions and enhance comfort for people both indoors and outdoors. Examples of such features include arcade and gallery frontage types, awnings, and sunshades.



Improved rear entrances along an alley



Creative designs that establish a unique identify for a project are encouraged.



6.2 Private Sign Design

6.2.1 Guidelines for the 7th Street and D Street Corridors

To emphasize Old Town Victorville's location along and important historical relationship to the former US Route 66, signage along 7th Street and D Street should pay homage to the time of the highway's heyday in the city. The objective is not to erect signs that replicate the signage prevalent in the area during this period, but is instead to establish a "modern Route 66" signage theme that creatively melds historical and contemporary elements and styles.

- The preferred sign type is made from metal, painted with a porcelain finish, and contains neon elements, such as lettering, an outline, and possibly a logo. These signs should feature angular geometric configurations and may have animated elements. Depending upon the location, these signs may be placed upon the building's roof or be pole-mounted.
- Signs painted onto blank building walls are also encouraged, provided they include characteristics of Route 66 roadside design and relate to the highway's automobile culture.
- The use of lettering styles, colors, and fonts that were popular during the 1950s and 1960s is encouraged. Please refer to section 6.1.3 for information on preferred color palette.



6.2.2 General Sign Guidelines

All signage should complement the project design, be compatible with the character of Old Town Victorville, and be designed for pedestrians, bicyclists, and motorists. Recognizing that not all signage in every new development or renovation project can be a custom themed design, the following guidelines are included for use in designing all other Old Town signs.

- Signs should complement the style and character of the development and be integrated with the building architecture.
- Signs must be professionally designed and fabricated.
- Appropriate sign materials shall include metal, fiberglass, wood, concrete, neon, screen print on canvas awnings, or painted graphics on building surfaces.
- Signs must be maintained in good repair.
- The use of small, pedestrian-oriented signs is strongly encouraged.
- The use of hanging signs, projecting signs, window signs, wall signs, and awning signs is encouraged.
- The use of pole signs is strongly discouraged.
- Roof signs, plastic, internally illuminated box signs, and signs with moving (not flashing), or animated illumination are encouraged only if the style of the sign is reflective of the signature architectural styles as described in section 6.1.

6.3 Mixed Use

6.3.1 Site Planning & Building Siting

- Site designs should be pedestrian-oriented, not dominated by parking lots, automobile use, or unattractive utilities.
- To enhance the street frontage, safety, and social interaction, building edges shall generally be aligned with the edge of the public right-of-way. Slight deviations from this configuration can be made to allow for play in massing and scale of buildings and to facilitate the construction of pocket plazas.
- Buildings should be arranged to define, connect, and activate pedestrian paths and public spaces.
- Buildings and windows should be located in a manner that maximizes the visibility of entryways, pathways, and on-site parking areas and to promote natural surveillance and security.
- The preservation and enhancement of trees, topography, and other natural features existing on the site is encouraged.



**Align buildings to public right-of-way.
Deviations can be made for massing
and pocket plazas.**



**Arrange buildings to define, connect,
and activate pedestrian paths and
public spaces.**

6.3.2 Form, Massing & Articulation

- Mixed-use buildings shall be at least two stories tall. To help further create a sense of urban enclosure along the street, it is encouraged that buildings be constructed to a height of three to four stories.
- The fourth floor of a building may be stepped back from the building's front façade by a minimum of 5 feet and a maximum of 10 feet.
- It is encouraged that buildings be designed to include a rhythm and scale of fenestration (doors and windows) that unifies and complements the adjacent buildings.
- To establish nodes in Old Town Victorville's mixed-use areas, certain buildings should stand out as more extensively designed.

6.3.3 Building Usage

- Buildings should contain a mixture of residential with ground-floor retail and small office uses. Residential areas should be confined to the upper floors and along alleys. Commercial space, primarily comprising restaurants, cafés, and neighborhood-serving retail, should be located on the building's ground floor, facing onto the street.

6.3.4 Landscaping

- Development should make extensive use of landscaping to accomplish many objectives, including:
 - Add texture to walls and other vertical surfaces.
 - Bring buildings down to human scale.
 - Provide shade.
 - Complement and enhance the architecture.
 - Screen undesirable views and reduce noise.
 - Establish a connection to the desert through the use of regionally appropriate species and landscape design techniques.



6.3.5 Circulation & Access

- Circulation systems should be designed to avoid conflicts between vehicular, bicycle, and pedestrian traffic.
- The site design should provide a network of convenient and safe pedestrian pathways to connect areas on the site to building entrances, adjacent properties, transit stops, and public rights-of-way. It is strongly encouraged that developments provide continuous, direct pathways, street crossings, elements that create visual interest, shade, site furnishings, and safety for pedestrians.
- Blank wall space adjacent to pedestrian pathways should be mitigated by articulated wall planes, landscaping, and/or covered walkways.
- To create a sense of arrival, pedestrian and vehicular entrances should be clearly identified and easily accessible. It is strongly encouraged that these areas feature enhanced paving, landscaping, and special architectural features.
- To reduce the number of driveway curb cuts and provide for convenience, safety, and efficient circulation, it is strongly encouraged that adjoining non-residential developments establish reciprocal access.
- Site access should be provided by alleys, from the rear, or via side streets as well as frontage along Seventh Street from 'D' Street to Forrest.
- Drive-Thru facilities are conditionally permitted within the Mixed-Use Service (MUS) and MUS Overlay (MUSO) Districts. They shall only be placed behind the building and wrap on the interior side only. Drive-thru facilities shall not be permitted adjacent to or visible from the front or street side right-of-ways.



Clearly identified pedestrian and vehicular entrances





Trellised pedestrian path provides shade

6.3.6 Parking

- On-street parking should be located in front of the building, and on-site parking should be located behind, next to, under, or within the building.
- Parking areas shall be well connected to the street by pedestrian mews/paseos. The entries to these spaces shall be articulated to indicate the presence of parking.

- Access to on-site parking should be provided by alleys, from the rear, or via side streets.
- Large parking fields shall be avoided. Instead, site designs should incorporate small, connected parking lots that utilize shared driveways.
- Shared parking is encouraged wherever possible. Parking lot designs should provide safe and convenient pedestrian access. This includes creating wide, well-lit walkways that connect on-site pedestrian circulation systems in parking lots to public sidewalks and building entries and incorporating pedestrian drop-off locations within overall parking lot circulation patterns.
- It is strongly recommended that developments provide bicycle racks. These shall be placed in a well-lit, secure, and highly visible location near the primary entrance(s) to a building and shall not obstruct the designated pedestrian pathways.
- Surface parking areas should be shaded with trees, landscaping, trellises, or other shading devices.



On-street parking in front of buildings



Pedestrian walkway in surface parking area shaded by trellis and shade trees



Surface parking area shaded by trees/bicycle rack example



Courtyard



Plaza



Outdoor dining/caf  seating

6.3.7 Plazas & Outdoor Spaces

Old Town Victorville’s mixed-use areas should incorporate many kinds of open spaces that complement a variety of activities. Appropriate open spaces include plazas, courtyards, forecourts, outdoor dining/caf  seating areas, and pedestrian mews/paseos.

- Public outdoor spaces shall be well designed and complement the project’s architecture. It is recommended that open spaces incorporate a combination of accent materials, site furniture, shade structures, accent lighting, color, texture, art, or other focal elements.
- Plazas should provide ample pedestrian amenities. These may include seating, pedestrian lighting, planters, fountains, drinking fountains, distinctive paving, public art, landscaping, and bicycle racks.
- To encourage the use of plazas and discourage unwanted activity within the spaces, it is recommended that they be located in highly visible locations and visually linked to the street.
- To introduce moisture into the air and cool summer temperatures in semi-enclosed areas, designs are strongly encouraged to place water features in public spaces such as courtyards and plazas.
- Shade trees and shaded seating areas are strongly encouraged in public spaces to provide protection from the sun.



Fountain in plaza to help cool air on hot days

6.3.8 Lighting

- Lighting should provide visual interest and security and complement the project's architectural and landscape design.
- Pedestrian pathways and building entrances should be sufficiently lit to enhance public safety and security in those areas.
- To protect the night sky and prevent off-site glare, exterior light fixtures must shield the light and direct illumination downward utilizing narrow spectrum LED lighting.
- Energy-efficient lighting solutions should be considered.

6.3.9 Service & Storage

- Developments should adequately plan for and screen from public view storage and service areas, including garbage collection, recycling, fire, and utilities. Appropriate methods to accomplish this screening include a combination of building design, landscaping, berming, walls, and/or location.
- Chain-link fences and/or gates are prohibited for screening purposes.

6.4 Green Development

6.4.1 Green Site Design

Each project site should be designed to reduce water runoff and consumption, to minimize the heat island effect and solar access, to increase natural ventilation, and to incorporate the current standards for sustainable development practices.

- Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces and vegetative ground cover. This includes the following considerations:
 - The use of permeable paving, pavers, turf, stone, brick, and decomposed granite is encouraged.
 - The use of natural topographic features or built swales to filter site drainage is encouraged.
 - Roof drainage should be routed through turf or other landscaping to treat stormwater runoff and allow percolation and groundwater recharge.
- To reduce water consumption for landscaping, the use of native vegetation is encouraged.
- The use of recycled water for landscaping is encouraged.
- The site should be oriented to respond to solar access and to maximize natural ventilation. Buildings and landscaping should be placed in a manner that maximizes solar access during the cooler months and minimizes it during the warmer months.



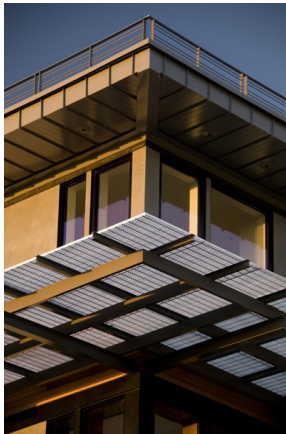
Natural stormwater filtration



Permeable paving



Roof drain routes to permeable landscaping



Large eaves



Integrated solar panels



Solar panels as afterthought

- It is strongly encouraged that the project be designed to reduce the heat island effect. Examples of appropriate measures to accomplish this include green roofs, light-colored materials, and landscaping.
- It is encouraged that LEED, or similar standards and thresholds, be used to improve overall site and building quality in terms of energy efficiency and renewable resources.

6.4.2 Green Building Design

Consideration should be given to incorporating green building practices into every project design. These practices should focus on minimizing heat gain during summer months and heat loss during winter months.

- To reduce energy demand, the use of natural climate control techniques is encouraged. Examples of such techniques include appropriately orienting buildings, using light-colored materials and high-albedo (white) roofs, incorporating green roofs and roofs with larger eaves, constructing thick walls that feature recessed windows, and planting deciduous trees to provide shade coverage for south-facing windows.
- To provide natural light indoors, the abundant usage of windows is encouraged. Wherever possible, windows should be placed appropriately to provide cross-ventilation and promote natural cooling.
- To reduce interior temperatures during the summer months, it is encouraged that sun control and external shading devices be placed over windows. Examples of shading devices include awnings, shutters, sunshades, vertical fins, overhangs, eaves, and trellises.
- Building materials made from recycled/green materials are strongly encouraged.
- It is required that new project designs incorporate renewable energy sources, such as integrated solar panels. Whenever solar panels are used, careful consideration should be given to placing the panels in a manner that prevents reflection and glare on adjacent properties.