



# Appendix A Downtown Orangevale Commercial Design Guidelines

**Greenback Lane**

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# Acknowledgements

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# Table of Contents

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<b>Acknowledgements</b> .....	<b>ii</b>
<b>Table of Contents</b> .....	<b>iii</b>
<b>1 Project Vision</b> .....	<b>1</b>
1.1 Planning in Orangevale.....	2
<b>2 Introduction</b> .....	<b>3</b>
2.1 Downtown Orangevale Location.....	3
2.2 Purpose and Intent.....	3
2.3 Applicability.....	7
2.4 Project Review and Interpretation.....	7
<b>3 Project Context</b> .....	<b>9</b>
3.1 Existing and Surrounding Uses.....	9
3.2 Project Context .....	10
3.3 Transportation and Circulation.....	11
<b>4 Design Guidelines</b> .....	<b>12</b>
4.1 Downtown Orangevale Site Opportunities .....	12
4.2 Business District Identity and Development Themes .....	12
4.3 Project Site Design Principles.....	15
4.4 Site Design Guidelines.....	16
4.5 Building Design Guidelines.....	18
4.6 Streetscape Concept and Design Guidelines .....	19
<b>5 Conclusion</b> .....	<b>25</b>

## Figures

Figure 2.1: Downtown Orangevale Regional Location and Planning Area .....	4
Figure 2.2: Greenback Lane Orangevale Vision Area.....	5
Figure 2.3: Downtown Orangevale Boundary, SPA Area, and Mutual Cooperation Zones.....	6
Figure 3.1: Downtown Orangevale and SPA Boundaries, Existing Land Uses, and Zoning .....	9
Figure 4.1: Development and Design Themes .....	14
Figure 4.2: Streetscape Amenity Layout Plan .....	20
Figure 4.3: Desired Streetscape Vision .....	21

## Tables

Table 4.1: Recommended Palm Tree List.....	23
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# 1 Project Vision

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*Imagine Greenback Lane in old Orangevale in the post-World War II days of the 1950s. The roadway was a palm tree-lined boulevard back then. Large undeveloped parcels of land dotted both sides of Greenback Lane and there was a definite “country feel” to the area. Fruit and vegetable stands and feed stores serviced the surrounding small farms and ranchettes.*

*In 1972 the Sacramento Union reported, “Show me a man with a pick-up truck, a cowboy hat, and a pair of boots and I’ll show you the spirit of Orangevale.” Indeed, when driving through Orangevale and Greenback Lane, you could imagine yourself driving through any small, middle-class American town inviting one to slow down and stay a while.*

*The Greenback Lane Orangevale Envisions Committee (GLOVE) imagines creating a unique and memorable Downtown Orangevale that harkens back to the historical character of the community. It has survived as a small rural community even though it is completely surrounded by several larger incorporated cities. GLOVE wants to keep this “spirit of Orangevale” alive.*

*Imagine Greenback Lane traveling through Orangevale as the palm tree-lined boulevard it once was: an oasis to appreciate. Imagine mid-century modern, “town and country,” or California rancho-themed buildings with wide sidewalks and benches inviting travelers to slow down. Imagine nostalgic-themed neon-like signs tempting passersby to stay awhile and check out the spirit of Orangevale.*

*Imagine...*

## 1.1 Planning in Orangevale

### 1.1.1 Greenback Lane Economic Development Strategy and GLOVE Formation

The Orangevale Chamber of Commerce and Sacramento County, through the leadership of Supervisor Roberta MacGlashan, have helped implement projects and strategies to improve the community. In 2008, both were active on the first community planning effort in twenty years, the Greenback Lane Economic Development Strategy (GLEDS). As an outcome of the strategy, a new community-based group was formed to work on improvement projects: the Greenback Lane Orangevale Envisions (GLOVE).



### 1.1.2 Greenback Lane Orangevale Vision Plan and Current Planning

In late 2011, a subcommittee of GLOVE prepared the *Greenback Lane Orangevale Vision Plan* (Vision Plan) to serve as a guide for future planning in the Orangevale community. Among the recommendations of the Vision Plan, was the creation of the Historic Orangevale district, as a town center with public gathering areas that support renewal of Greenback Lane as a commercial main street for Orangevale.

Following the development of the Vision Plan, the concept of “Downtown Orangevale” was further advanced by GLOVE. Through support and assistance from Sacramento County, a subcommittee of GLOVE began the work of drafting commercial design guidelines for Downtown Orangevale. The Design Guidelines, within this document, define the concepts and design themes for the Downtown Orangevale, envisioned by GLOVE. These Design Guidelines are the basis of updates to zoning standards within the Greenback Lane Special Planning Area (SPA), to support the planning and development of Downtown Orangevale.

## 2 Introduction

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*The goal of these Commercial Design Guidelines is to encourage development improvements, create an identity, attract investment, support business vitality, beautify, and provide safety and security in Downtown Orangevale.*

The Greenback Lane Special Planning Area (SPA) update applies only to parcels fronting Greenback Lane without expanding the SPA boundaries. However, the attached guidelines should apply to those parcels within the SPA update area and the mutual cooperation zones, shown in Figure 2.3. This area is known as Downtown Orangevale.

### 2.1 Downtown Orangevale Location

Orangevale is bordered by the Sacramento County/Placer County boundary line to the north, between the cities of Citrus Heights, Folsom, and Roseville, displayed in Figure 2.1. The planning area for Downtown Orangevale, within Orangevale, in unincorporated Sacramento County, is identified in Figures 2.3. Orangevale is bordered by the Sacramento County/Placer County boundary line to the north, between the cities of Citrus Heights, Folsom, and Roseville. The Greenback Lane Vision Area comprises of the properties along the Greenback Lane SPA, between Chestnut Avenue and the Folsom city limits, and four (4) mutual cooperation zones, shown in Figure 2-2. Within the Greenback Lane Vision area is Downtown Orangevale, which includes the commercial properties on Greenback Lane, from Chestnut Avenue to the Folsom City limits, and the commercial businesses and other uses on Main Avenue, between Orangevale Avenue and Madison Avenue, as shown in Figure 2.3. The Downtown Orangevale planning area includes the nonresidential uses within the Greenback Lane SPA, east of Chestnut Ave, and three mutual cooperation zones, identified in Figure 2.3. Mutual cooperation zones are adjacent areas of influence, not subject to the development standards of the SPA, but where cooperation is encouraged to support the purpose and intent, vision, and recommendations of the Downtown Orangevale Commercial Design Guidelines.

### 2.2 Purpose and Intent

The Greenback Lane SPA Update and these commercial design guidelines to accompany the SPA, implement the vision to identify the original and distinct business district along Greenback Lane, expressed in the *Greenback Lane Orangevale Vision Plan*. The purpose of these Design Guidelines is to encourage and promote new and existing businesses and property owners to reinvest in Orangevale through quality design, development, and beautification of Downtown Orangevale and the properties fronting Greenback Lane and Main Avenue. These Design Guidelines support a more intimate and pedestrian-friendly business district, with gathering places, neon-lit signs, and distinct gateway and architectural focal points.

Figure 2.1: Downtown Orangevale Regional Location and Planning Area



Source: AECOM, 2014

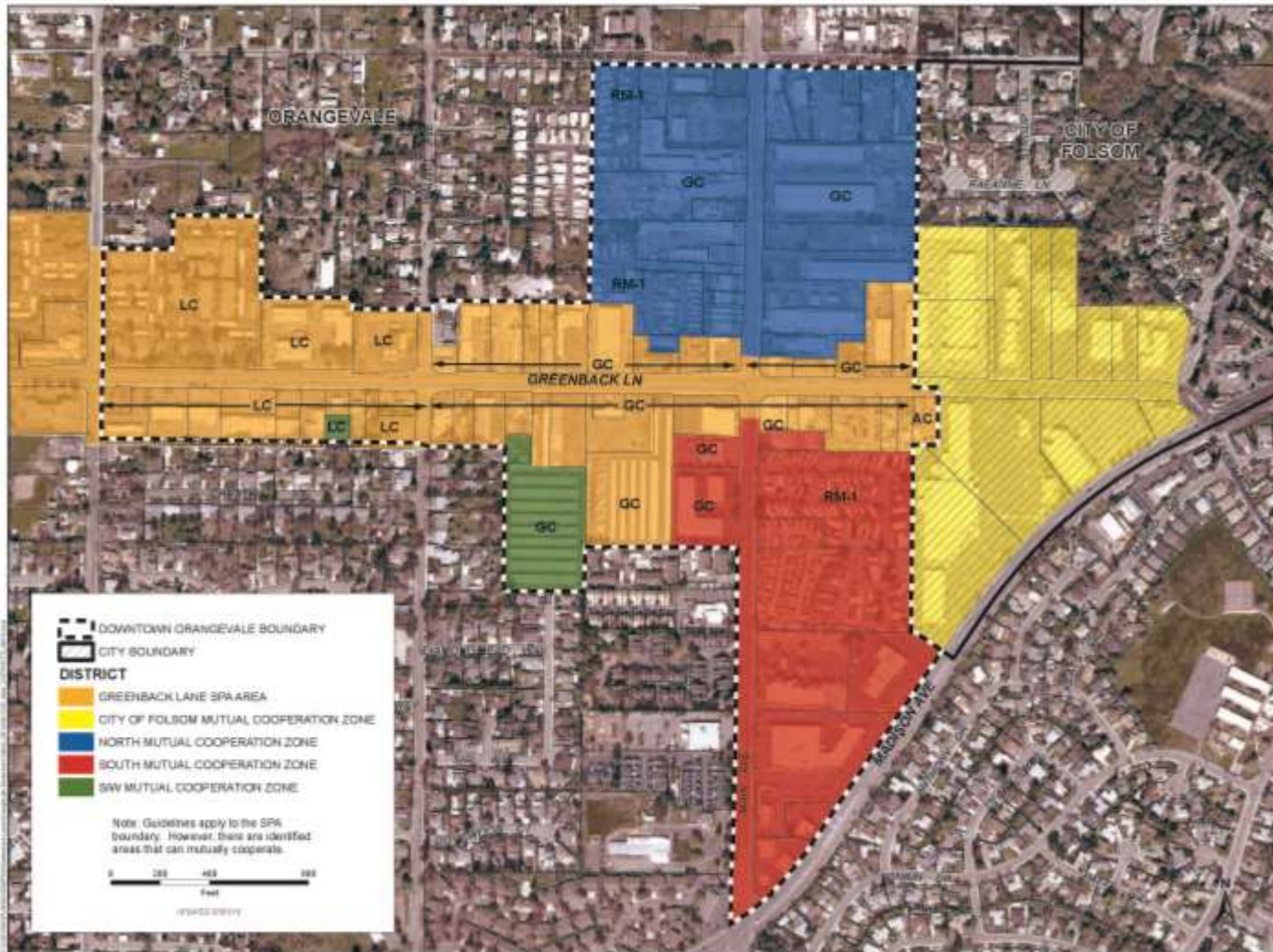
Figure 2.2: Greenback Lane Vision Area



Source: AECOM, 2014



Figure 2.3: Downtown Orangevale Boundary, SPA Area, and Mutual Cooperation Zones



Source: Sacramento County, 2015

## 2.3 Applicability

These Design Guidelines are to be used in conjunction with the regulations contained in the Greenback Lane SPA Update to guide the character of future land uses and development in Downtown Orangevale and regulate all proposed land uses and development within the boundaries of the SPA, shown in Figure 2.3. Mutual cooperation zones are not subject to the zoning and development standards of the Greenback Lane SPA, but are encouraged to follow the Commercial Design Guidelines in this document. Together the SPA and Design Guidelines address the project specific issues and conditions within Downtown Orangevale. These documents shall be used in concert with the County's Zoning Code and Countywide Design Guidelines, where these Design Guidelines are silent.

## 2.4 Project Review and Interpretation

The County shall use the Greenback Lane SPA and these Design Guidelines to evaluate development proposals in Downtown Orangevale. The project review process, including requirements for Design Review for typical projects likely to occur in the business district are addressed below.

### 2.4.1 New Construction, Major Additions/Improvements, and Deviations from the SPA

Prior to the issuance of any building permit, all public and private development projects that involve new construction; a major addition/improvement that adds more than 50% to the existing gross floor area; façade improvements that significantly alter the exterior appearance of a building and which do not meet any one of the requirements for a minor addition/improvements (described below); and undergrounding and public projects, shall be subject to Major Design Review (by the Design Review Advisory Committee) and review from the Orangevale Community Planning Advisory Council (CPAC).

### 2.4.2 Minor Improvements

Minor additions or improvements to existing structures that add less than 50% to the existing gross floor area and are consistent with the intent of these Design Guidelines, the SPA, and County zoning standards, shall be subject to Minor Design Review (a staff level review process by the Design Review Administrator), addressed in Section 6.3.2 of the Sacramento County Zoning Code. Public hearings are not required for Minor Design Review projects. Minor Design Review is permitted for the following types of projects:

- Façade improvements;
- Outdoor dining and seating within the building footprint;
- Changes to fences, signage, lighting, and similar improvements; and
- Projects that do not trigger environmental review or result in an increase in the number of primary dwelling units or increase in the amount of non-residential building square footage.

Design Review is not required for the following types of minor improvement projects:

- Public works, utility, and maintenance projects, including:

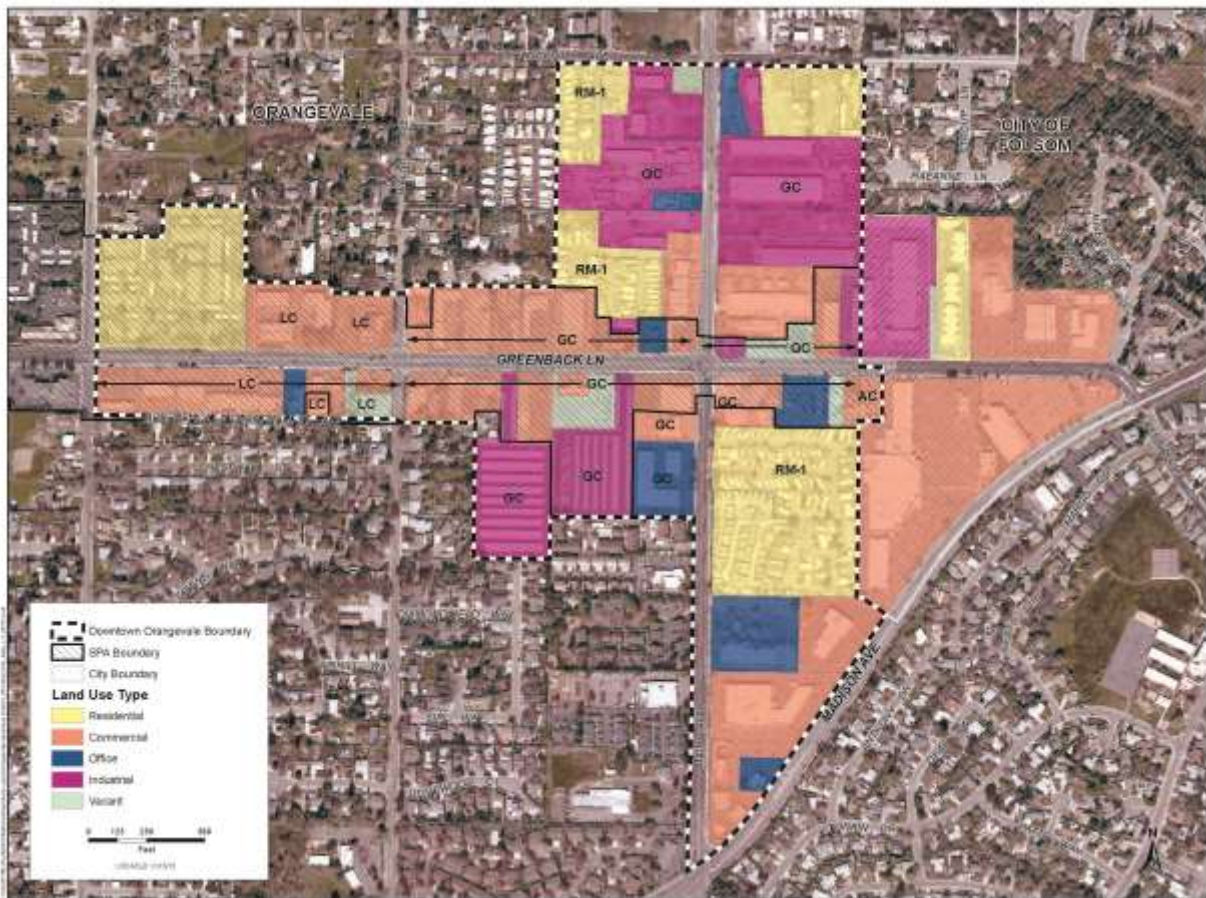
- Roadway and landscape maintenance, repaving, rehabilitation of irrigation, tree trimming, mowing, weed abatement, sidewalk repair, parking lot striping, and placement of parking and roadway placards/signs;
- Existing utility improvements; maintenance of utility poles, sewer, or water lines, water wells, drainage, and related facilities;
- Other public works or maintenance projects, as approved by the Planning Director;
- Site grading and soil remediation projects, with appropriate use permits;
- Structural improvements or repairs to existing buildings or properties that are required to protect public health, welfare, and safety; and
- Improvements to existing buildings that do not change the use of the building or alter the exterior appearance of the building.

# 3 Project Context

## 3.1 Existing and Surrounding Uses

Downtown Orangevale is an old commercial zone that consists mostly of developed parcels, with individual owners and mix of commercial and industrial uses, as shown in Figure 3.1. Figure 3.1 also indicates the existing Downtown Orangevale and SPA boundary and zoning over existing land uses currently present in Downtown Orangevale. Apartments, mobile home parks, and residential subdivisions surround Downtown Orangevale to the north, south, and west; while residential neighborhoods and recreational areas are located to the east of the district in the City of Folsom. Areas of the City of Folsom, shown in color and hatched with grey diagonal lines in the figure below, are identified as a mutual cooperation zone, as previously shown in Figure 2.3.

**Figure 3.1: Downtown Orangevale and SPA Boundaries, Existing Land Uses, and Zoning**



Source: Sacramento County, 2015

### 3.2 Project Context

Downtown Orangevale is restricted by conditions such as, building massing and small parcels. The Planning Area consists of:

- Largely, old commercial buildings;
- Utility and overhead lines that dominate the sidewalk;
- No landscaping or street trees to buffer pedestrians on the sidewalk from traffic on the street (creating an auto-oriented, rather than pedestrian-oriented environment);
- Inconsistent building setbacks;
- Many auto-related businesses;
- Strip commercial areas;
- No clear architectural style;
- No identity to convey its potential as a business district;
- Many driveways accessing Greenback Lane; and
- No on-street parking.



*Typical streetscape condition, with utility lines in the sidewalk and no landscape buffer between pedestrians and automobiles*



*Strip commercial center in Downtown*

### 3.3 Transportation and Circulation

Downtown Orangevale is currently an auto-oriented, utilitarian arterial, with narrow, disconnected sidewalks and utility poles, sharing the sidewalk on both sides of the street.

Greenback Lane, running east-west through the Planning Area, provides:

- Four-lanes and fast moving traffic;
- Connections from Interstate 80, Citrus Heights, and the City of Folsom;
- Free left turns throughout the length of the Planning Area; and
- No on-street parking.

Main Avenue, running north-south through the Planning Area, provides:

- A primary intersection crossing at Greenback Lane;
- Moderate traffic; and
- Opportunities for redesign into a more pedestrian-friendly street.



*Typical streetscape development pattern along Greenback Lane*



*Intersection condition at Greenback Lane and Main Avenue.*

#### 3.3.1 Ongoing Transportation Planning

The Orangevale community, through the leadership of the County and GLOVE, has been successful in the pursuit of funding for transportation improvements for Greenback Lane, Main Avenue, and Walnut Avenue. Transportation improvements in Downtown Orangevale, in 2014 and 2015, include:

- Sidewalk improvement projects to fix paving conditions and fill in sidewalk gaps on Greenback Lane;
- Street resurfacing or overlay along Greenback Lane, between Chestnut Avenue and the Folsom city limits;
- Work on development of a Streetscape Master Plan for Downtown Orangevale; and
- Coordination with utility companies to consider burying utility lines on Greenback Lane.

## 4 Design Guidelines

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This section defines the development standards, desired development themes, and design guidelines for existing and new commercial structures or improvements in Downtown Orangevale. The Design Guidelines in this section are intended to supplement the development standards in the Greenback Lane SPA and the *Sacramento Countywide Design Guidelines*. Additionally, the project shall be consistent with the *Regional Transit Master Plan* and *Sacramento County Pedestrian and Bicycle Master Plans*.

### 4.1 Downtown Orangevale Site Opportunities

Downtown Orangevale includes a number of site assets and opportunities.

- Corner properties have the potential to be strengthened with identifying community features such as signage, infill, landscaping, art, or other features that can help create a distinct identity for Downtown Orangevale, as further addressed in this chapter.
- Community places should be designed to include pedestrian-friendly outdoor plazas and gathering spaces that provide pleasant places for the community to meet and linger.
- Additional trees and landscaping, signage, facade, or other public improvements can enhance the appearance and identity of Downtown Orangevale and provide places for local community gathering.
- Community places contribute to the placemaking within Downtown Orangevale through unique art murals, street furnishings, and neon like/LED signage.

### 4.2 Business District Identity and Development Themes

As recognized in the Vision Plan for Downtown Orangevale, establishing an identity for Downtown Orangevale is a top community priority. At present, no uniform design theme exists along to inspire physical improvements on Greenback Lane. However, the Orangevale community has expressed a preference for preserving the “rural” and “1950s-era” themes on the corridor. The concepts for physical improvements in Downtown Orangevale planning area have been further developed by the GLOVE committee to encompass a mix of three distinct period styles: Town and County, California Rancho, and Mid-Century Modern. Each of these styles is summarized, with accompanying examples in Figure 4-1.



*Vintage postcard reflecting the 1950s era character envisioned in Downtown Orangevale*

#### **4.2.1 Town and Country Style**

The Town and Country style architecture originated in the garden cities and garden suburbs of the early 20th century. Primarily built in areas that provided short commutes to job centers while preserving the countryside, this architectural style was inspired by the efficiencies brought by automobiles. See Figure 4.1 for the key elements of Town and Country architectural style.

#### **4.2.2 California Rancho Style**

Influenced by Spanish colonial architecture, the California Rancho style combined the western ranch house and Hispanic hacienda styles with modern day technologies. Characteristics of the “rancho” style are one or two-story structures that are long and low to the ground, similar to the original Town and Country Village development in Arden Arcade. See Figure 4.1 for key elements of the California Rancho style architecture.

#### **4.2.3 Mid-Century Modern Style**

The influence of the Mid-Century Modern style is a focus for signage and architecture in Downtown Orangevale to help establish a “sense of place” along Greenback Lane. This style is characterized by clean lines, minimalist aesthetics, organic and geometric shapes, muted colors, neon-style lighting and signage, and a sense of openness. Sometimes referred to as “retro,” this style was popular from 1945 – 1975, when construction practices were highly influenced by the technological advancements of the automobile industry and the need to accommodate for modern day conveniences. Neon-lit signs envisioned within the business district, recall the mid-20th century era’s influence on entertainment, culture, and food and drink services that once thrived along Greenback Lane and other parts of the Sacramento region. See Figure 4.1 for the key elements of the Mid-Century Modern style.



Figure 4.1: Development and Design Themes

TOWN AND COUNTRY		<p><b>KEY FEATURES</b></p> <ul style="list-style-type: none"> <li>■ Exteriors with stucco and natural materials such as brick, wood, stone, and Spanish tile;</li> <li>■ Gable roofs and long, low rooflines;</li> <li>■ Arcaded walkways and patios;</li> <li>■ Decorative exterior treatments and false façades;</li> <li>■ Large windows with glass;</li> <li>■ Large windows, skylights and fixed glass to welcome natural light; and</li> <li>■ Pastel color palette.</li> </ul>
CALIFORNIA RANCHO		<p><b>KEY FEATURES</b></p> <ul style="list-style-type: none"> <li>■ Long, low rooflines;</li> <li>■ Cross-gabled, side-gabled or hip roof;</li> <li>■ Generally single-story structures or split-level two stories;</li> <li>■ Asymmetrical rectangular, L-shaped, or U-shaped floor plans;</li> <li>■ Simple, open floor plans;</li> <li>■ Large windows with decorative shutters;</li> <li>■ Large overhanging eaves;</li> <li>■ Sliding glass doors opening to a patio; and</li> <li>■ Rustic trims, shake roofs, and walls of stucco, brick, wood and glass.</li> </ul>
MID-CENTURY MODERN		<p><b>KEY FEATURES</b></p> <ul style="list-style-type: none"> <li>■ Organic and geometric shapes;</li> <li>■ Low sloping roofline, butterfly roofs, or flat roofs with ornamentation;</li> <li>■ Concrete façade;</li> <li>■ Curtain wall construction;</li> <li>■ Freestanding and structural columns as architectural features;</li> <li>■ Large windows, skylights, and fixed glass to welcome natural light;</li> <li>■ Courtyards or breezeways;</li> <li>■ Natural materials combined with concrete, steel, and glass; and</li> <li>■ Bold neon signs.</li> </ul>

### 4.3 Project Site Design Principles

The Vision for Downtown Orangevale is to create a distinctive Town and Country/California Rancho/Mid-Twentieth Century Modern development theme within the business district, integrating palm tree landscaping and signage outlined by neon-style lighting. The following principles will be applied to Downtown Orangevale, consistent with the *Sacramento Countywide Design Guidelines*:

- New and renovated projects should be designed to create a comfortable and welcoming pedestrian environment, enhance the vitality of the commercial district, and create a distinctive character and sense of place, consistent with the Vision for Downtown Orangevale.
- Every renovation and new commercial project should pursue architectural and landscape concepts that further the image and economic goals for the district and adjacent neighborhoods (see architectural guidelines and Figure 4.1).
- The architectural design of commercial projects should have a vocabulary of design elements that contribute to the overall design and image concepts that work with these Design Guidelines.
- Selection of materials and finishes for new and commercial renovation projects should be of high quality and reinforce overall image and massing concepts of Downtown Orangevale.
- Lighting should be an integral part of the planning, design, and safety of commercial projects, anticipating the needs of the shopping experience, businesses, and adjacent residential areas.
- Buildings in established commercial addresses should support streetscape, circulation, and image objectives for the district, emphasizing wide sidewalks, tree wells and safe pedestrian amenities.
- Service facilities for businesses, such as dumpsters should be concealed from public view.
- Barriers for pedestrians should be minimized along Greenback Lane.



*Business service facilities concealed from public view with landscaping and screening.*

## 4.4 Site Design Guidelines

### 4.4.1 Parking Design Guidelines

#### *Design Principle*

Parking, adjacent to Greenback Lane or Main Avenue, should be visually enhanced with landscaping, consistent with the vision for Downtown Orangevale, as described in these Commercial Design Guidelines. Parking areas should provide vehicular access without compromising pedestrian accessibility.

#### *Rationale*

Adequate and accessible parking areas are important for improving the viability of this commercial district.

#### *Design Guidelines*

- Where possible, parking areas should be modified to add tree wells for the purpose of reinforcing the image of the district. Tree wells are encouraged to be added to existing landscaping, so as not to reduce available parking.
- New parking areas shall provide shading in accordance with Zoning Code standards.
- Diagonal or parallel on-street parking is encouraged on Main Avenue to support business needs, while improving community through more defined vehicular driveway access and landscape and sidewalk improvements.
- Loading and service areas for trash and recycling in parking areas should be located away from public streets and concealed from public view.



*Tree wells provided as a landscape buffer to vehicular parking can enhance the appearance of the commercial district.*



*Parking lot landscaping can be used to reinforce the image of the business district.*



*Parking and landscape improvements are encouraged for businesses on Main Avenue to support safe community access.*



*Loading and service areas should be concealed from public view.*

#### 4.4.2 Signage, Graphics, and Art

##### *Design Principle*

Signs should enhance and protect the visual values of the community. Free standing art including sculptures, neon/neon-like signs, and murals that are consistent with Downtown Orangevale theme are encouraged. Neon/neon-like LED strip lighting, or illumination may be highlighted as functioning art to support a “Googie,” mid-century modern design theme. Appropriate staff level design review of proposals will be necessary to prevent offensive or intrusive signs, murals and art.

##### *Rationale*

Well-planned, attractive neon/neon-like lighting and signage can contribute to a vibrant commercial and community sector. Use of neon marquee lighting and other specialized lighting and signage is appropriate and may be used to advertise businesses through the use of graphic or crafted symbols, such as shoes, keys, glasses or books, as well as, the names of the business. In the interest of strengthening the commercial design and as community art, neon/neon-like signs should be encouraged within Downtown Orangevale.

##### *Design Guidelines*

- Signage should be thematic and/or artistic.
- Signs should be judged on the merits of its artistic contribution.
- Neon/neon-like signs may be allowed for use as building signs, wall signs, window signs, and freestanding monument signs.
- Projecting signs (blade signs) and signs that extend above the roof are permitted.
- Building towers with vertical letters or signs that give the impression of a historic look or character are encouraged.



*Graphic signage to advertise businesses should be used to enhance the business district identity.*



*Neon lighting and signage is encouraged to contribute to a vibrant business district.*



*Artistic signs, consistent with the design themes for Downtown Orangevale are*



*Building towers, with vertical letter or signs are encouraged.*

- Neon tubing may be used to highlight specific building architectural elements.
- A consistent design theme should be used for business district and wayfinding signage.
- Signage to identify parking area locations for businesses is encouraged.



*Wayfinding signs should be provided to identify the location of commercial parking.*

## 4.5 Building Design Guidelines

### 4.5.1 Architectural Character

#### *Design Principle*

Commercial buildings should follow “Town and Country” or the “California Rancho” style, as defined in Section 4.1. These styles compliment the surrounding community of Orangevale and structures in the adjacent residential zones.

#### *Rationale*

Interesting and well-designed building façade that support the character of Downtown Orangevale can enhance the community’s identity and vitality.



*Commercial center designed with a Town and Country development theme.*

### 4.5.2 Building Façades

#### *Design Guidelines*

- Building façade design for new construction and remodels should be encouraged to use the architectural styles identified in these guidelines.
- Entryways should be inviting and directly accessible from the sidewalk and is encouraged to incorporate verandas, arcades, porches, and outdoor seating.
- Use of tower elements is encouraged to provide focal points along the street.



*Verandas, arcades, and porch fronts are encouraged, especially as a connecting feature in commercial centers.*

### 4.5.3 Roof Elements

#### *Design Guidelines*

- Roof forms of new development should include low pitched gable roofs, with deep set eaves, consistent with the character in Downtown Orangevale.



*Roof forms of new development should use low pitch gabled roofs, with deep set eaves.*

## 4.6 Streetscape Concept and Design Guidelines

### 4.6.1 Streetscape Concept

To support a unified business district image, a pedestrian-friendly streetscape is envisioned within Downtown Orangevale, to consist of a revision to the streetscape standards in the Greenback Lane SPA (currently supporting a 50-foot setback with meandering sidewalks) in favor of streetscape enhancements described by the following bullet points:

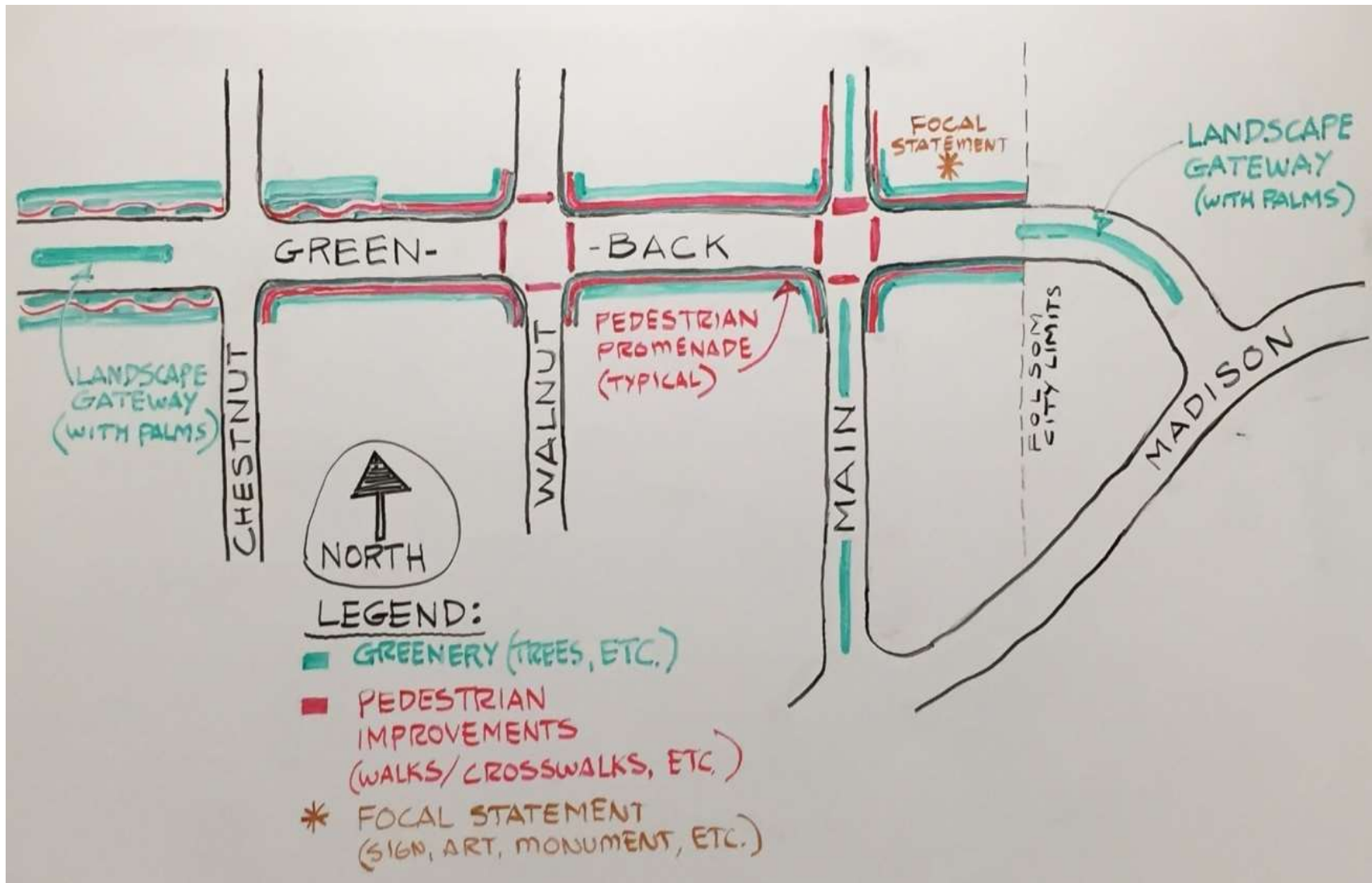
- Palm trees in median areas and/or district monument signs at primary and/or secondary gateway locations along Greenback Lane and Main Avenue, as suggested in Figure 4.2;
- Broad pedestrian promenades, with palm trees in clusters or rows at gateway corners or intersection locations within the business district; mixed with landscaped tree wells and shade canopy trees, infilling between intersections at regular intervals along the street;
- Identifying street markings, monument signs, or banners to distinguish Downtown Orangevale;
- A coordinated street furniture, lighting, and signage system, consistent with the design themes and image for the commercial business district; and
- Multimodal streetscape enhancements, including narrower and more defined vehicular travel lanes, bus parking turn-outs, separated bicycle lanes, and pedestrian improvements such as, broader sidewalks, bulb-outs, and paved or enhanced pedestrian crossings (where appropriate).

An example of these streetscape enhancements can be seen in Figure 4.3, which portrays the desired streetscape vision of the Downtown Orangevale area. Moreover, to implement the streetscape improvements envisioned within Downtown Orangevale, identified above, the streetscape standards in the Greenback Lane SPA will be updated with the attached streetscape improvement recommendations. The participation and cooperation of property owners would still be needed to provide the additional public right-of-way necessary to accommodate the proposed broad promenade walkways and landscaping. In exchange for widening the public right-of-way area, streetscape improvements on Greenback Lane and/or Main Avenue could be provided and funded by the County as part of a future public streetscape improvement project, at no expense to property or business owners. Participating property owners would be asked to coordinate with the County on street frontage improvements on Greenback Lane and Main Avenue and to work with adjacent property owners to support opportunities for sharing driveway access and closing of some driveways, to reduce the number of curb cuts on streets within Downtown Orangevale. These street/streetscape improvements would enable the provision of continuous sidewalks, support better pedestrian connectivity and a more comfortable pedestrian experience on Greenback Lane and other areas of Downtown Orangevale.

Figure 4.2: Streetscape Amenity Layout Plan



Figure 4.3: Desired Streetscape Vision



Drawn by: Ralph Carhart, 2015



## 4.6.2 Streetscape Design Guidelines

### *Design Principle*

The design of the streetscape should address the relationship between the commercial buildings and the public realm by providing pedestrian amenities such as, street trees, street furniture, landscaping, and paving. These streetscape elements contribute to the development of a walkable pedestrian-scaled environment, fostering a sense of place within the community and feelings of community pride and ownership.

### *Rationale*

Careful streetscape planning will result in traffic calming that contributes to a safer and more pleasant environment for pedestrians.

### *Street Tree and Planting Guidelines*

- Broad promenades and landscaping should be provided on Greenback Lane and Main Avenue.
- Median and gateway landscaping should include palm trees from the recommended plant list examples in Table 4.1. Mature palms should be used, whenever possible.
- Use of clustered palm trees or palm tree rows is encouraged to demarcate community gateway locations and/or define special centers of the community.
- Between palm tree plantings at gateway locations, shade trees, ground coverings and/or ornamental grasses should be planted in tree wells along the pedestrian promenade.



*Broad promenades that support pedestrian activity along the sidewalk are encouraged within Downtown Orangevale.*




*Palm tree rows, located in the median, accent a key community intersection.*



*Shade trees should be planted in tree wells along the pedestrian promenade.*

**Table 4.1:  
Downtown Orangevale Recommended Palm Tree List Examples for Medians and Streetscape**

LATIN NAME or COMMON NAME	IMAGE	TREE CHARACTERISTICS (MATURE HEIGHT, SPREAD, GROWTH RATE)	RECOMMENDED APPLICATION / NOTES
<b>Palm Trees</b>			
Phoenix canariensis or Canary Date Palm		Tall: 60 feet high; 20 feet spread; fast growth	In median; requires some maintenance to maintain appearance
Phoenix dactilifera or True Date Palm		Tall: 50 feet high; 15 feet spread; 16 inch diameter; moderate growth	In median
Washingtonia filifera or California Fan Palm		Tall: 40 feet high; 10 feet spread; 3 feet diameter; moderate growth	In median strip or rows

Source: <http://www.calpalms.com/products.asp>; <http://www.florida-palm-trees.com>;  
<http://ucce.ucdavis.edu/files/filelibrary/5673/14706.pdf>

### ***Sidewalk Guidelines***

- Wherever possible, sidewalks should be more than six feet wide and include tree wells and benches. Due to existing, established sites, some sidewalks will be narrower than wide.
- The sidewalk should be continuous between businesses so pedestrians do not have to use the street.



*Where possible, sidewalks should be more than six feet wide and include tree wells.*

### ***Street Crossing Guidelines***

- Colored or textured pavement to identify pedestrian paths at street crossings is encouraged at intersections.
- Where possible, provide a median refuge to provide safe crossings of Greenback Lane.
- No street parking is allowed on Greenback Lane. Opportunities for parking are available on Main Avenue.



*Provide median refuge areas to permit safe crossings of Main Avenue.*

### ***Public Art Guidelines***

- Artwork (murals, sculptures) should align with the community identity.
- Art should be integrated into the streetscape design and considered at gateways into Downtown Orangevale.



*Provide public art at gateway sites that align with the identity of the community.*

### ***Lighting and Street Furniture Guidelines***

- Commercial projects, including parking lots, pedestrian walkways, and building entrances should be well lit to support pedestrian safety at night.
- Lighting and street furniture should be coordinated with planned streetscape improvements.
- Uplighting and spotlighting of trees of palm trees is encouraged.



*Uplighting and spotlighting of trees for mood lighting is encouraged.*

## 5 Conclusion

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Downtown Orangevale *Commercial Design Guidelines* have been drafted to support the vision for the gradual transition of Greenback Lane into a more vibrant and pedestrian-friendly commercial main street and business district, with broad promenades and a distinct streetscape character, recalling the memory of Greenback Lane as a palm-tree lined boulevard. As envisioned, the inspiration for development of Downtown Orangevale draws from the local character and historic landscape of Orangevale as a blend of the California Rancho and “Town and Country” influence, mixed with the Mid-Century Modern cultural influences remembered along Greenback Lane, including modern architectural-styled buildings, diners, outdoor eating and seating areas, vibrant murals, and neon-lit signs.

These Commercial Design Guidelines were originated from the GLOVE committee, with technical input from Sacramento County staff and consultants. The individuals and GLOVE members involved in the development and preparation of these Design Guidelines should be commended for their vision, voluntary efforts, and role in defining Downtown Orangevale. This project will chart a course to support future improvements along Greenback Lane and adjacent commercial areas, establishing a unique business district environment that will improve, preserve, and keep the “spirit of Orangevale” alive.

However, to support this vision and the return of Greenback Lane as a distinct and thriving commercial district, community, gateway, street, streetscape, and pedestrian improvements along Greenback Lane and other connecting streets in Downtown Orangevale are needed. Streetscape improvements are proposed to be urban in character within Downtown Orangevale, consisting of broad promenades, with tree wells and palm trees at the major street corners and gateway locations in the district; landscaping and shade trees between intersections; and consistent streetscape treatment with uniform street furniture, signage, and gateway system; and pedestrian crossing improvements.

Due to the existing right-of-way constraints along the Greenback corridor, the support of the community and participation and cooperation of local property owners is essential to implementing this vision. Cooperation will be sought from property and business owners to allow for public access easements on private property to provide the space necessary for streetscape beautification, including the addition of trees and broader pedestrian walkways. Shared parking and driveway access will be encouraged to reduce curb cuts on Greenback Lane and provide continuous sidewalks, necessary to support pedestrian connectivity and activity.

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