Gardnerville Design Guidelines
Plan for Prosperity

Workshop

June 18, 2019

RACESTUDIO • Winter and Company

Agenda

Plan for Prosperity

Design Review Basics

Organization of Guidelines

Case Studies

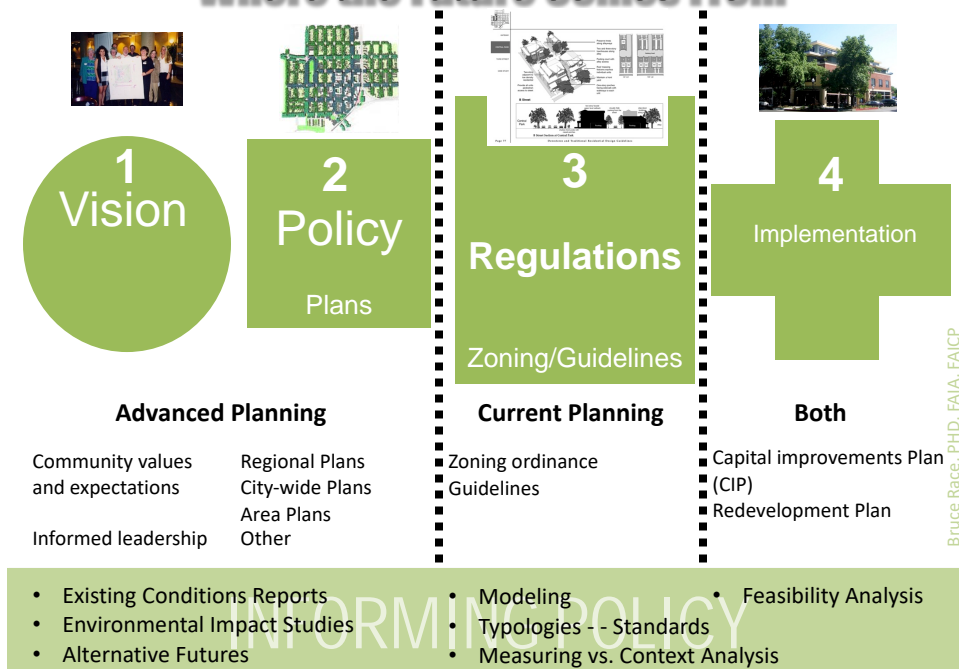Mock review of two projects

Summary and Next Steps

MAIN STREET IN BLOOM

Plan for Prosperity

- Implementing policy
- Preserving Gardnerville's identity
- What will change?

Where the Future Comes From

1 Vision

2 Policy
Plans

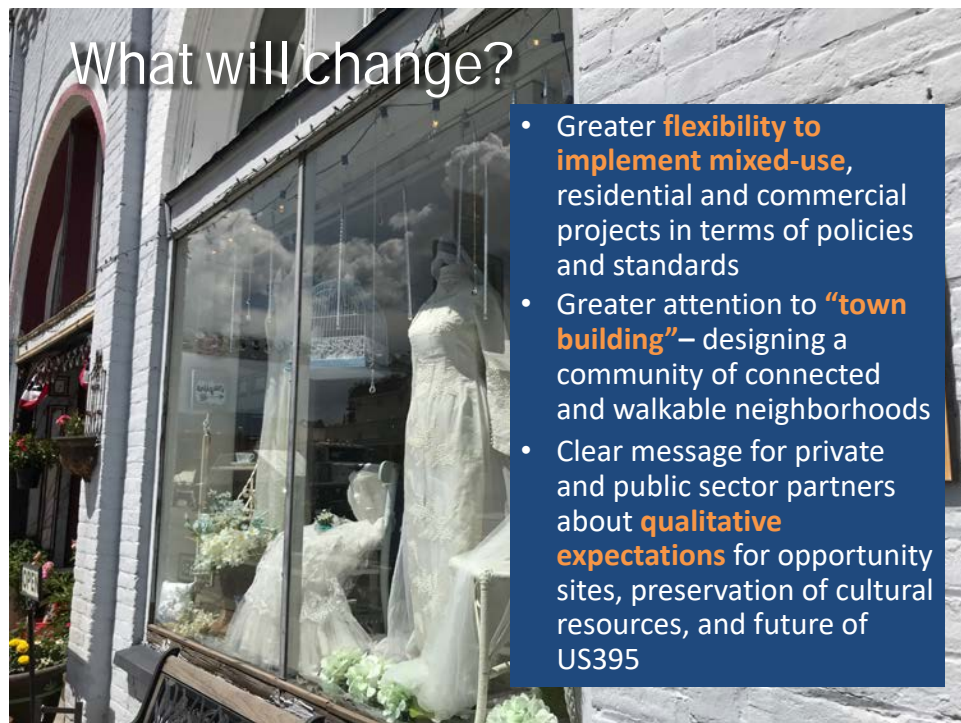### 3 Regulations
Zoning/Guidelines

4 Implementation

Advanced Planning		Current Planning	Both
Community values and expectations	Regional Plans City-wide Plans Area Plans	Zoning ordinance Guidelines	Capital improvements Plan (CIP) Redevelopment Plan
Informed leadership	Other		

Bruce Race, PHD, FAIA, FAICP

INFORMING POLICY

- Existing Conditions Reports
- Environmental Impact Studies
- Alternative Futures
- Modeling
- Typologies - - Standards
- Measuring vs. Context Analysis
- Feasibility Analysis

Plan for Prosperity
PRESERVING IDENTITY

Dec 2018 Plan for Prosperity

BUILD ON TRADITIONAL DOWNTOWN

PROTECT NATURAL FEATURES AND RURAL SETTING
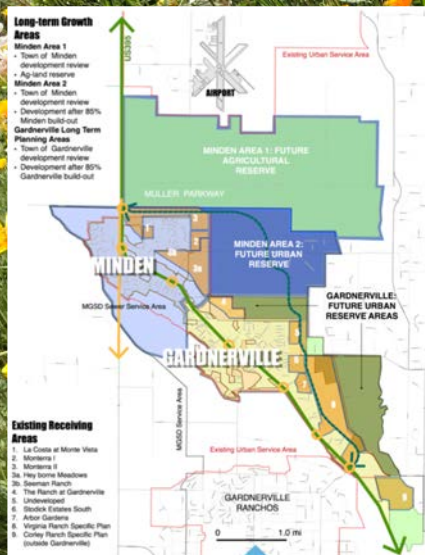
BUSINESS-ORIENTED PLANNING

BUSINESS CLIMATE

EXTEND AND CONNECT NEIGHBORHOODS

MIXED-USE FRONTAGE ON 395

EXTEND THE TRADITIONAL GRIDDED PATTERN

What will change?

- Greater **flexibility to implement mixed-use**, residential and commercial projects in terms of policies and standards
- Greater attention to **"town building"** – designing a community of connected and walkable neighborhoods
- Clear message for private and public sector partners about **qualitative expectations** for opportunity sites, preservation of cultural resources, and future of US395

What has changed since the Plans for Prosperity were adopted?

GARDNERVILLE
- Main Street/395 infill and housing
- Main Street success with image projects and low vacancy rate
- Vacancy outside of downtown
- New large format box stores
- Subdivisions vs. neighborhoods with mix of uses envisioned in the Plan
- Service Industrial areas are full

Building on Plan for Prosperity

LAND USE DESIGNATIONS	SINGLE FAMILY ESTATE	SINGLE FAMILY RESID.	COMMERCIAL	MULTI-FAMILY RESID.	COMMUNITY FACILITIES	INDUSTRIAL	AGRICULTURAL	RECEIVING AREA
ZONING CATEGORIES								
SFR-8,000 Single Family Residence 8,000 SF	●							
SFR-5,000 Single Family Residence 5,000 SF	c							●
SFR-3,000 Single Family Residence 4,000 SF	c							
MFR Multi-Family Residence 6.01-16 DU/A			●	●				●
MFR-Core Multi-Family Residence 17-40 DU/A			c	c				
OC Office Commercial			●					c
TC Tourist Commercial			●					c
GC General Commercial			●					
MUC Mixed-use Commercial			●	●				●
NC Neighborhd. Commercial			●	c				c
LI Light Industrial						●		c
GI General Industrial						●		
SI Service Industrial						●		c
PR Private Recreation				c				c
PF Public Facility					●			c
KEY: ● Permitted c Conditionally approved * New zoning category not in current County code								

Guidelines Organization

CONTENTS

Introduction

1.0 Overarching Design Goals
2.0 Downtown Gardnerville
3.0 Traditional Neighborhoods
4.0 New Neighborhoods
5.0 Commercial Corridors and Employment Areas
6.0 Community Facilities

Appendix

CHARACTER DISTRICTS

- **Down town Gardnerville**
- **Traditional Neighborhoods**
- **New Neighborhoods**
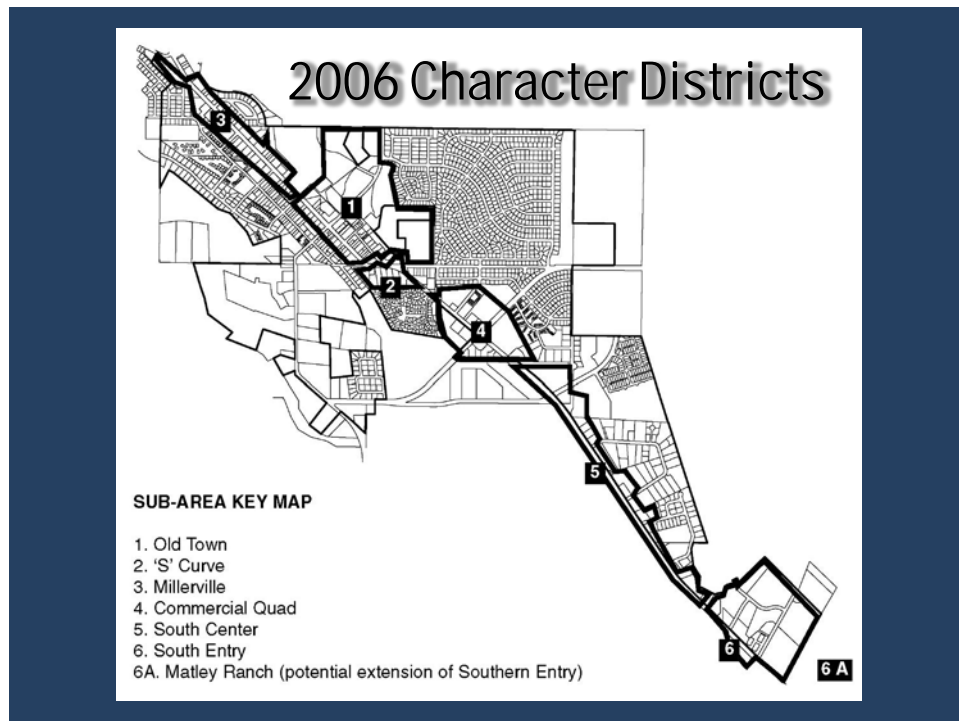- **Commercial Corridors**
- **Community Facilities**

Construction of Guidelines

DOWNTOWN IMAGE AND IDENTITY GOAL 1: To preserve heritage resources and support opportunities which allow them to remain in active and productive use.

Creating a Sense of Place

P2.1 PRESERVE HISTORIC RESOURCES
Designate downtown historic districts and adopt a design review process to better protect heritage resources.

guidelines

2006 Character Districts

SUB-AREA KEY MAP

1. Old Town
2. 'S' Curve
3. Millerville
4. Commercial Quad
5. South Center
6. South Entry
6A. Matley Ranch (potential extension of Southern Entry)

6 A

2006-Focus on US395

Preliminary
Roadway
Concepts

Section 1: Old Town
Section 2: North Entry
Section 3: Commercial Quad
Section 4: South Entry
Section 5: Base 395

KEY
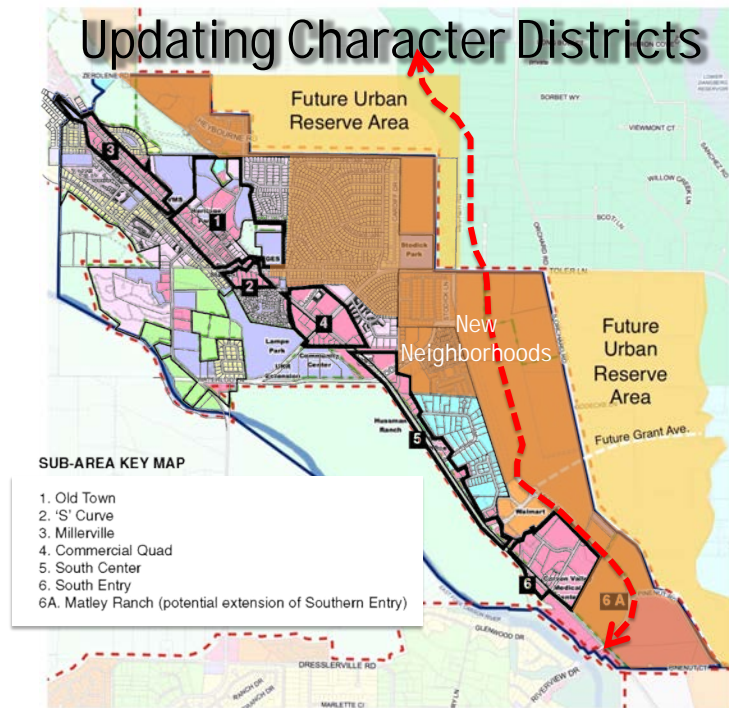
Town Gateway
Featured Intersection
Future Traffic Signal
Public Art Feature
Crosswalk

PURPOSE:

This represents preliminary concepts for landscape treatment for Hwy 395 as it passes through Gardnerville. These ideas are intended to used to facilitate a dialog between the Town of Gardnerville, Douglas County and NDOT regarding future improvements.
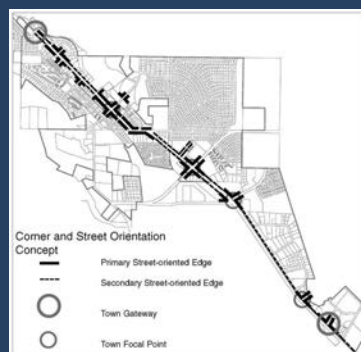
9-8-05
progress draft

Creating New Mixed-use Neighborhoods

Gardnerville
Plan for Prosperity

- Create a mixed-use and connected community.
- Make sure plans are feasible.
- Improve US 395's image.

Updating Character Districts

Future Urban Reserve Area

New Neighborhoods

Future Urban Reserve Area

Future Grant Ave.

SUB-AREA KEY MAP

1. Old Town
2. 'S' Curve
3. Millerville
4. Commercial Quad
5. South Center
6. South Entry
6A. Matley Ranch (potential extension of Southern Entry)

Character Districts

- Downtown Gardnerville
- Traditional Neighborhoods
- New Neighborhoods
- Commercial Corridors
- Community Facilities

Downtown - - Old Town - - Main Street

Traditional Neighborhoods

New Neighborhoods

Commercial Corridors

Community Facilities
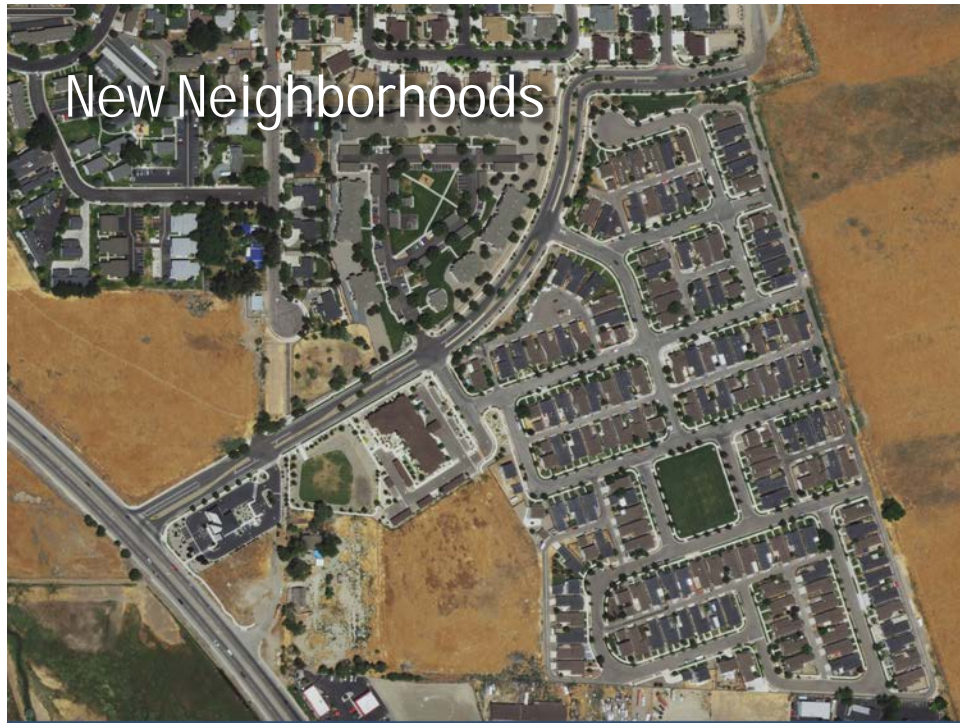
Overall Urban Design Concepts
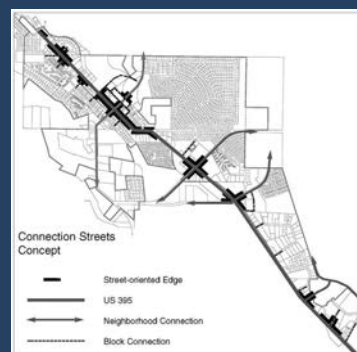
Each project contributes to the making of business, residential and civic places.
- Activating street edges
- Connecting neighborhoods
- Shaping public spaces

Context: Fitting Projects into Gardnerville's Future

- **Site connections:** How can driveway and sidewalks design increase the connectivity and accessibility between the commercial and residential portions of the project and the district?

- **Building alignments and orientation:** How can building alignments, orientation and transparency contribute to pedestrian connections? What are friendly building and landscape setbacks along public streets? How are building storefronts, residential yards and entries oriented?

- **Streetscape and landscape design:** What type trees exist along public streets? Is there a landscape plan for the neighborhood or district? How can the landscape plan help to knit the project together and link it to the surrounding community?

- **Roadway and parking lot design:** How can parking lots and driveways be designed to increase pedestrian comfort, safety and connectivity? How can trees be used to reduce heat generated by parking lots?

- **Architectural context:** What are the strongest architectural features in the adjacent neighborhoods and buildings and how can the project complement them?

- **Signage design:** How can an overall signage concept contribute to the graphic identity of the project and the area?

Design Strategies for Various Building Types

- Preservation
- Additions
- Main street context
- Transition to residential
- Auto-oriented retail
- Large-scale commercial centers
- Retrofitting corridors
- Front setback improvements
- Adaptive reuse

Why Have Design Guidelines?

Design Standards are:

- Prescriptive
- Measurable
- Offer limited options
- Administered by staff
- In the code
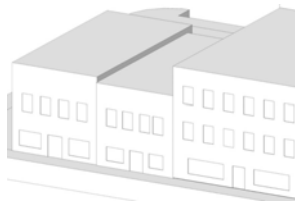
Design Guidelines are:

- Discretionary
- Qualitative
- More Flexible
- Administered by staff and board
- Referenced in the code

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Some Frequent Design Questions

1. **Using historic buildings**
2. **New buildings for Main Street**
3. **Adaptive reuse**
4. **Designs for corridors**
5. **Phasing corridor improvements**

Preserving historic details

Preserving historic details

Rehabilitating Historic Resources

Details are exposed and reconstructed

Small Budget Improvements

Additions

- Compatible addition preserve historic facade

Building New on Main Street

- Wall offset extends from the ground all the way up.
- Upper floor is set back
- Tower element has change in roof line

Transitions to Residential

- Retail and Offices in Front Building
- Third floor set back from street
- Residential in Buildings to Rear

Transitions to Residential Areas

Retail Below, Offices Above

Townhouses with Parking Below

Transitions to Residential Areas

Townhouses
with Parking Below

Single Family Beyond

Auto-oriented Infill

Building sited at the corner to define street edge

Phased Improvement in Corridors
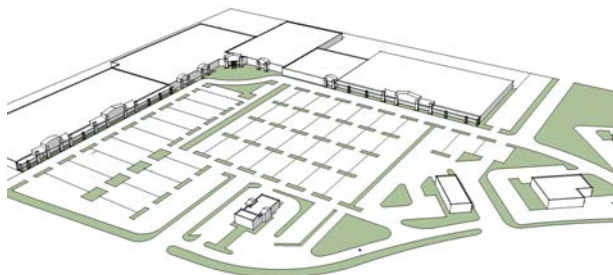
Existing condition: Big box with pad sites and field of parking

Phased Improvement in Corridors

Phase 1: New Double-fronted liner buildings

Phased Improvement in Corridors

Phase 2: Mixed-use center with public amenity space

Retrofitting Corridors
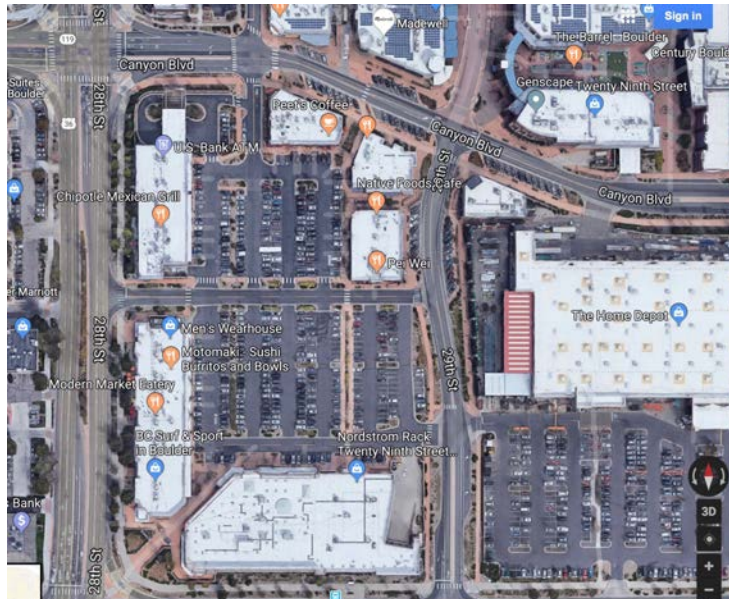
Retrofitting Corridors:

Big box with variation in wall planes and materials

Retrofitting Corridors

Big box with central pedestrian connection

Double-fronted Liner Buildings

The street side presents "secondary" entrances and display windows.

Double-fronted Liner Buildings

The street side presents "secondary" entrances and display windows.

Double-fronted liner buildings

The street side presents "secondary" entrances and display windows.

Double-fronted liner buildings

The interior parking side presents "primary" entrances and display windows.

Front Setback Retrofit Options

Activating Spaces

Adaptive Reuse of Auto-oriented Commercial

Adaptive Reuse of Auto-oriented Commercial

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Adaptive Reuse of Strip Commercial

After

Façade improvements and landscaping

Adaptive Reuse of Auto-oriented Commercial

Existing condition: Parking on all sides, building set back from the street

Adaptive Reuse

Option 1: Outdoor use are in front

Adaptive Reuse

Option 2: Outdoor use are in front

Adaptive Reuse

Adaptive reuse building attracts new investment nearby
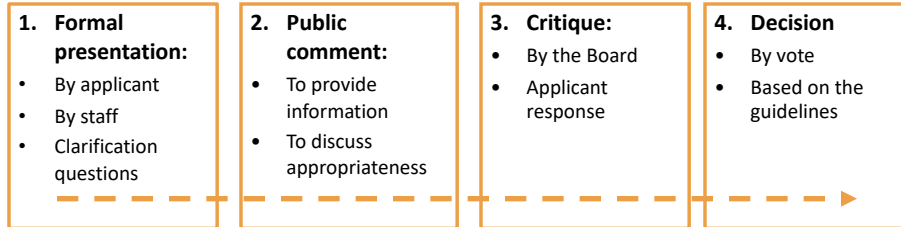
Adaptive Reuse

Design Review Procedures

- Steps in the review session
- Commenting on a proposal
- Alternative review products
- Dealing with difficult topics

Steps in a Review Session

The Information Sequence

1. Formal presentation:	2. Public comment:	3. Critique:	4. Decision
• By applicant	• To provide information	• By the Board	• By vote
• By staff	• To discuss appropriateness	• Applicant response	• Based on the guidelines
• Clarification questions			

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Steps in the Review Session

Steps in the Review Session:

1. **Introduce** the Planning and Development Board and the review process

2. **Explain the purpose** of the review to applicants

3. Call each case according to the published **agenda**

4. **Introduce** applicant and their project

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Steps in the Review Session

Steps in the Review Session:

5. Check to ensure **documentation** of the proposal is complete
6. Listen to **staff report**
7. Listen to the presentation by the **applicant**
8. Ask for **clarification** of any content in the presentation

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Steps in the Review Session

9. Open for **public** comment
10. Take statements from other public agencies or organizations
11. Board members **discuss** the proposal and its **context**
12. Allow the applicant to **respond** to comments or questions

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Steps in the Review Session

13. Secure a formal **motion**

14. Vote on the proposal

15. Summarize the outcome clearly for the applicant and record the decision

16. Thank the applicant for participating in the review process

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Commenting on a Proposal

- Use simple, clear language
- Cite the design guidelines
- Keep the discussion on track
- Focus on the "end product"
- Be respectful
  - Speak for yourself
  - Acknowledge others' concerns
    - Fellow board members
    - The applicant
    - Other parties

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Alternative Review Products

1. A formal decision, reached by vote of the board
2. Clear, concise direction to staff for further research or information
3. Clear, concise directions to the applicant to refine the proposal

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Dealing with Difficult Topics

1. When the guidelines don't seem clear
   - Use the broader intent statements
2. When there are other factors outside of your purview
   - Acknowledge them, but note they are not a factor in the decision
3. When the applicant is aggressive
   - Focus on the problem, not the person
4. When you are concerned about setting precedent
   - Clearly state the specific conditions
5. *Keep the big picture in mind*

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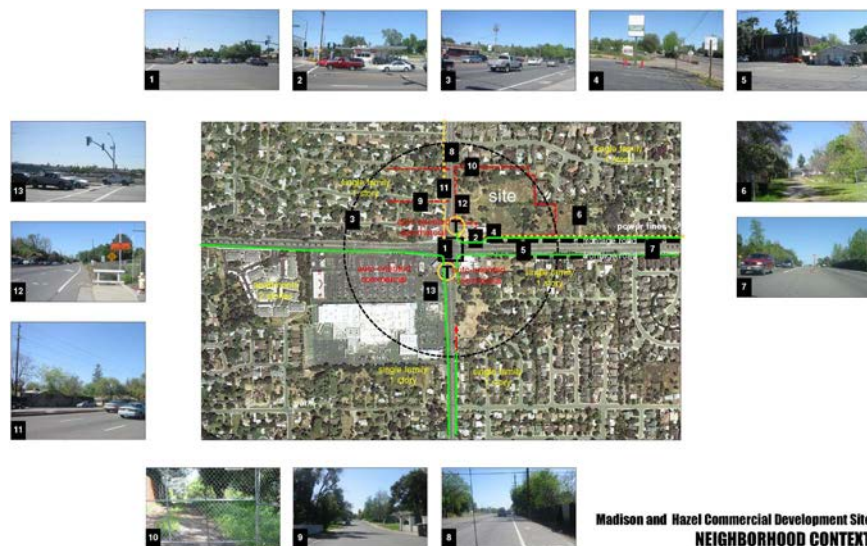# Mock Review of Downtown Infill

STEP 1: Context features

STEP 2: Guidelines for that kind of project and context

STEP 3: Discuss how the project responds

Context Boards–Example

Madison and Hazel Commercial Development Site
NEIGHBORHOOD CONTEXT

Millerville Infill

Millerville Infill

site

MULTI-STORY OFFICE BUILDING
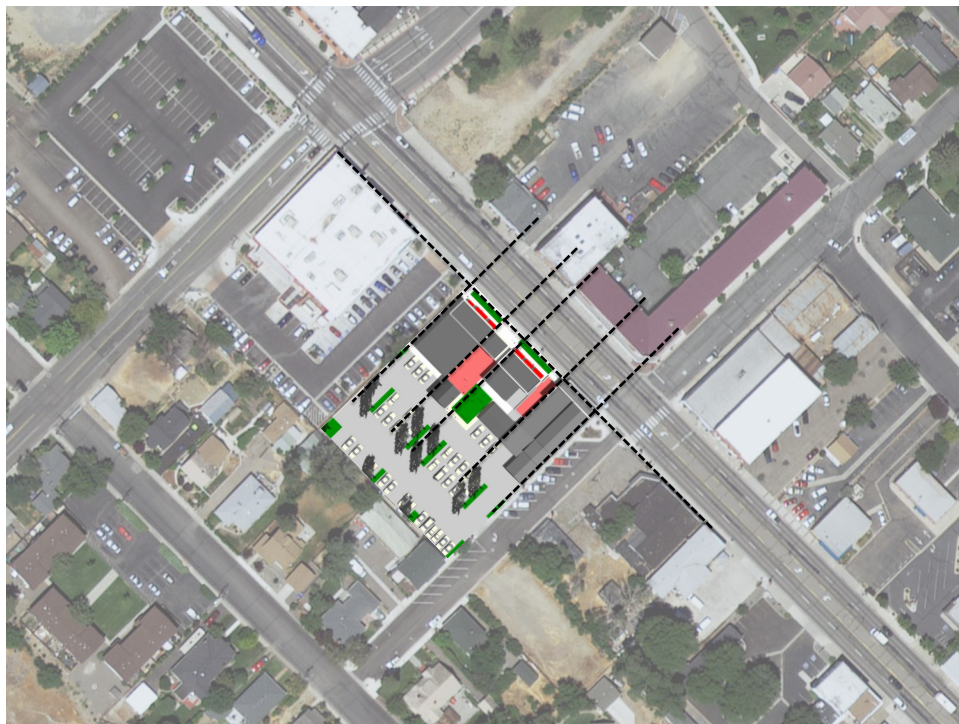
When can a historic building be demolished?

NEW CONSTRUCTION COMPATIBLE WITH MILLERVILLE CHARACTER

When can a historic building be relocated?

INFILL RESIDENTIAL, SMALL SCALE OFFICE, AND/OR LIVE-WORK

When/How can a historic building site be developed?

Garage Site

Brick Tradition

Brick and Western Storefront

Summary and Next Steps

- Merge 2006 design guidelines with Plan for Prosperity Goals and Principles
- Plan for next workshop in September

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