

Gardnerville Design Guidelines

Plan for Prosperity



December 2019

Gardnerville Plan for Prosperity

Gardnerville envisions a vibrant downtown that is a regional destination at the hearts of the community. The town center will be mixed-use, feature cultural facilities, have a full annual events calendar, and integrated arts programming. The successful main street district is enabled by a completed Muller Parkway allowing through-traffic to bypass Main Street. The Parkway supports redesign of the Gardnerville's Main Street and Minden's historic Railroad Avenue as pedestrian-oriented experiences. Trails will connect the town centers with new parks along Martin Slough and Muller Parkway, which double as detention facilities that reduce flooding. Neighborhoods will have definable centers including parks, schools, libraries and their own namesake streets. New neighborhoods will include housing supporting the needs of existing and future residents. Gardnerville envision new types of housing including mixed-use development in the downtowns and agri-neighborhoods on the towns' edges.



ABOVE: Gardnerville Town Board

ACKNOWLEDGEMENTS

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1. Admen Hotel (now)
2. Howards Gen. Merch./Odd Fellows Hall (before)
3. Hotel (before)
4. JsT Bar (now)
5. Gardnerville Shoe Store (before)
6. Battle Born Wine (now)
7. General Merchandise (before)
8. Cheshire Antiques (now)
9. Arendt Jensen Co. General Merch. (before)
10. The Overland (now)
11. Imelli Building (before)

Gardnerville's History

The Town of Gardnerville was founded in 1879 by Lawrence Gilman of Genoa when he moved the Kent House from the Genoa area to a 7-acre tract of land on the East Fork of the Carson River. Gilman had purchased the land from a homesteader, John M. Gardner, in whose honor he named the new town. In its new location, the Kent House was renamed the Gardnerville Hotel. The hotel is no longer standing, but its site was just west of the present J & T Bar, near the intersection of Eddy and Main Streets (US Highway 395).

Gilman added a black-smith shop and a saloon to his hotel to ensure his town's utility and popularity with the ranchers. As the town prospered, a number of hotels, shops, and saloons sprang up. By 1899, Main Street was lined with two livery stables, a woodworking shop, a boarding house, a tin shop, three general merchandising stores, a hall, four saloons, one meat market, one furniture store, a drug and confectionary store, and two hotels. The Valhalla Society—a Danish organization whose purpose was to disseminate information to immigrants—was formed in 1885, making Gardnerville an important social center in the valley as well as a commercial center. Because of its location, Gardnerville came to serve as feed stop for the 24-horse freight teams passing between Carson City and Bodie.

(Dangberg, Carson Valley: Historic Sketches of Nevada's First Settlement. Carson Valley Historical Society. Carson Valley, Nevada, 1972.)

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INTRODUCTION

Gardnerville is located in one of the most quickly urbanizing regions in the West. The Town realizes it has the responsibility to plan and develop residential, commercial, mixed-use, and industrial districts to support higher standards for investment. The community's expectations for more livable neighborhoods have motivated the Town's leadership to press forward with design policies to be included in the Douglas County Master Plan and design guidelines. These guidelines, and the community discussion that guided their preparation, demonstrate this commitment.



Purpose of Guidelines

The Gardnerville Town Board views the quality of the built and natural environment as an important priority. Participants in the Plan for Prosperity process have voiced concern about raising expectations for reinvesting along US 395. In newly developed areas, the pattern of development is replicating many of the same patterns and design issues found in the aging auto-oriented commercial districts. These guidelines, and the associated design review process, are intended to support the Town's efforts to improve community design and encourage reinvestment.

The Guidelines communicate the community's qualitative expectations for new commercial and mixed-use development. The Guidelines are a tool used by project sponsors, Town Board, County staff, the County Planning Commission and Board of Commissioners to support policies in the Plan for Prosperity and County Master Plan. The document provides:

- A general description of expectations for investment in Gardnerville;
- Design criteria for site planning;
- Architectural design guidelines;
- Signage design guidelines; and

- The submittal requirements that support design review process.

Relationship to other Plans and Policies

The Guidelines are part of the Town's and County's planning and development review system that includes the policies in the Douglas County Master Plan; policies and strategies found in the Gardnerville Plan for Prosperity; and standards in the County's development code.

Gardnerville Plan for Prosperity

The Town of Gardnerville prepared the Plan for Prosperity in 2005 and complimentary design guidelines in 2006. The Plan for Prosperity was updated in a joint effort with Minden in 2018. These guidelines are based on the 2018 Plan for Prosperity update. The Plan for Prosperity includes land use, circulation and community design policies and a supporting action plan. The Plan provides additional flexibility for property owners and investors to mix residential and commercial uses.

County Master Plan

The Douglas County Master Plan is the "blueprint" for future public and private investment. It contains urban planning policies for Minden-Gardnerville that establish regulatory and implementation criteria for the Towns.



ABOVE: Sketch of infill residential mixed-use facing Heritage Park at the corner off Gilman Avenue and Ezell Street

The Minden-Gardnerville section of the Master Plan has been updated to reflect policies identified in Minden's and Gardnerville's local visioning and strategic planning efforts. The Plan for Prosperity is integrated into the 2011 County Master Plan and will be migrated into future updates.

County Development Standards and Guidelines

The County's development standards provide the quantitative criteria for projects. These include allowable uses, height and setback requirements, parking standards and other measurable criteria. The standards are to reflect new Master Plan policies and emphasis on pedestrian-friendly development.

Organization of the Guidelines

The Design Guidelines are organized into six sections.

Section 1: Overarching Design Goals

The first section includes overarching design goals for Gardnerville.

Section 2 Downtown Gardnerville

The second section focuses on Gardnerville's downtown area where the core of the community's traditional pedestrian-oriented main street buildings are located.

Section 3: Traditional Neighborhoods

The third section provides guidelines for the traditional residential blocks contiguous to downtown. These blocks have some of the oldest and most historic homes in Douglas County.

Section 4: New Neighborhoods

This section provides direction for receiving areas with an emphasis on designing livable neighborhoods rather than merely engineering subdivisions.

Section 5: Commercial Corridors and New Employment Areas

The fifth section provides direction for designing new buildings along Gardnerville's commercial US395 commercial corridor. These areas have larger parking lots and appeal to the region's pass-through traffic.

Section 6: Community Facilities

The sixth section focuses on community facilities. These include buildings, parks, trails and other public investments that contribute to Gardnerville's quality of life.

Using the Guidelines

The Design Guidelines define Gardnerville's and Douglas County's expectations for site planning, architectural design and signage. They do not add steps to the development review process but increase the amount of discussion about HOW projects address

The map below indicates the generalized land uses for Gardnerville in the Plan for Prosperity chapter of the Douglas County Master Plan. The Design Guidelines are to be used for all new projects and renovations in the existing Town boundaries, Receiving Areas, and Future Urban Reserve.



The Town Board currently reviews projects in Gardnerville. The Board makes a recommendation to Douglas County Community Development Staff, the County Planning Commission and the Board of County

Commissioners. The County is required to implement the Master Plan design policies, which are the basis for the Guidelines. Therefore, project sponsors can take advantage of the more flexible approach to land uses in the Plan for Prosperity.

Do the Guidelines Apply to Your Project?

If your project falls within Gardnerville, then they apply except if the project is exempt from development review. Exempt projects include interior renovations, single-family homes not requiring subdivision, and minor renovations.

What Sections Apply?

The Guidelines includes Overall Guidelines that apply to every project and sub-area guidelines that provide criteria for different character districts. For example, if your project is located in Old Town, you would use sections 1.0 (overall planning goals) and 2.0 (downtown guidelines).

Focus on Fitting Projects into Their Context

The Town expects each project to contribute to streetscape, pedestrian and auto access objectives, architectural and signage design objectives for the site and surrounding area. To do this, each project will need to be planned and designed to fit existing and anticipated investment with a particular focus on the pedestrian experience. Project sponsors need to consider the following questions.

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? Are there 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?

Submittal Requirements

The development review process already requires basic project information. The Guidelines require additional information about the development site context. The Town's design and development review submittal requirements require the following exhibits:

Context Analysis for Design Review

- An exhibit with photos showing site and adjacent structures
- Map including adjacent neighborhoods, site features (existing buildings, trees, creeks, views, slopes, etc.) and adjacent structures
- One-page written description of how the project has responded to its current and future context

Development Program Summary

- Site plan, size and dimensions
- Existing and proposed square feet and unit count
- Existing and proposed parking
- Multifamily private and any common usable open areas

Project Design Information

(Subdivision only)

- Subdivision lot layout
- Grading plan/contours and site sections
- Any proposed improvements such as landscaping or fences/walls

Design Information

- Typical building elevations
- Typical floor plans and roof plans
- Site cross sections
- Site landscape plan
- Fence/wall details
- Color and material sheet
- Typical street sections
- Sketches of public elements (as requested by the Town)

SECTION 1

OVERALL DESIGN GOALS AND GUIDELINES

The 2006 Gardnerville Plan for Prosperity and 2008 Design Guidelines emphasized the physical integration of new projects into the traditional Main Street/395 downtown and neighborhoods. Residents attending Gardnerville's workshops stressed the importance of expecting new investment respecting their traditions and uniqueness, to be planned and designed as extensions of the existing town, and to reflect their aspirations for lasting, quality places and buildings. This section identifies existing conditions related to community character, and sets forth goals and policies for Gardnerville's downtown, traditional neighborhoods, new neighborhoods, commercial corridors and employment areas, and community facilities.



1.1 BACKGROUND/OVERARCHING COMMUNITY CHARACTER DESIGN GOALS

There are universal expectations that new investment supports goals for community character. Regardless of where projects are located in the town, they should meet the following six overarching goals.

COMMUNITY IMAGE AND IDENTITY GOAL 1. TO DESIGN FOR GARDNERVILLE

Protect the distinct qualities and traditions of Gardnerville. Each new project should contribute to the character of the community by protecting and supporting its natural resources, distinct neighborhoods, and downtown.

COMMUNITY IMAGE AND IDENTITY GOAL 2. TO DESIGN FOR VIEWS

Enhance views to mountains and cultural features in Gardnerville. Streets in new development should consider views to natural features and landmarks, and new buildings and outdoor use areas should be positioned to maximize view opportunities.

COMMUNITY IMAGE AND IDENTITY GOAL 3. TO ENHANCE THE BUILT ENVIRONMENT

Convey "high quality design" in development that respects the Gardnerville contexts.

COMMUNITY IMAGE AND IDENTITY GOAL 4. TO BALANCE INDOOR AND OUTDOOR ACTIVITY

Make use of outdoor areas and indoor spaces in new buildings and site design features to engage in the scenic appeal and mild climate of the setting. For example, it may occur as indoor/outdoor dining areas, gardens, and pocket parks.

COMMUNITY IMAGE AND IDENTITY GOAL 5. TO ENHANCE CONNECTIVITY

Provide an interconnected pedestrian system that links the community to public sidewalks, downtown, neighborhoods, open space, trails, schools and civic facilities.

COMMUNITY IMAGE AND IDENTITY GOAL 6. TO ENHANCE THE PEDESTRIAN EXPERIENCE ALONG COMMERCIAL AND NEIGHBORHOOD STREETS

Provide streetscape improvements that enhance the pedestrian experience and orient primary entrances of

buildings to face the street and activate walkways. Also, parking should remain subordinate. Parking should not dominate the setting and should be buffered.

1.2 OVERARCHING DESIGN PRINCIPLES AND GUIDELINES

This section provides overall design principles and guidelines for that tier from the Overarching Community Character. The principles and guidelines address site planning, architecture, and signage criteria for projects located in the Town of Gardnerville.

P1.1 OVERARCHING SITE PLANNING PRINCIPLES AND GUIDELINES

Projects should create a sense of place and integrate new development into the town.

Creating a Sense of Place

New mixed-use, residential and commercial projects should provide a social and economic focus for surrounding neighborhoods by creating a sense of place.

- Developments should locate and connect commercial and residential uses to result in a sense of community. Buildings should shape and activate streets and public spaces. Adjacent commercial and residential uses should be designed to create and share public spaces and streets.
- New developments should use open space, streets and community facilities to provide social and design focal points. Developments should have a central place such as a park, square, main street or village plaza.
- New projects should integrate common open space as a centrally located and defining feature.
- Communal activities, such as recreation and gathering spaces, should be centrally or purposefully located to contribute to the social interaction of mixed-use projects and surrounding neighborhoods.
- Pedestrian and auto entry and travel experiences should contribute to the sense of community and “neighborhood belonging” in mixed-use projects and adjacent neighborhoods.
- New buildings should be designed and oriented to spatially define and activate streets and common open space areas with building entries, storefronts and pedestrian routes. Commercial storefront uses should face public spaces and street edges.

Connections to the Community

New mixed-use, residential and commercial projects should be planned as an extension of adjacent neighborhoods.

- Gateways and edges of development should promote landscape and street improvements as common

amenities that are shared with adjacent neighborhoods.

- Projects should not be gated or distinguished as a separate enclave.
- Projects should provide for connections of existing and future streets.
- Principal access roads into new development areas should be of similar scale as streets in adjacent residential neighborhoods.
- The street patterns at the edges of projects should be extended into the site.
- The design for new shopping or commercial centers and for retrofit of existing centers, should improve the pedestrian friendliness of the street.
- Unnecessary tall concert block sound walls should not separate commercial uses from residential uses.

Creating Pedestrian-friendly Streets

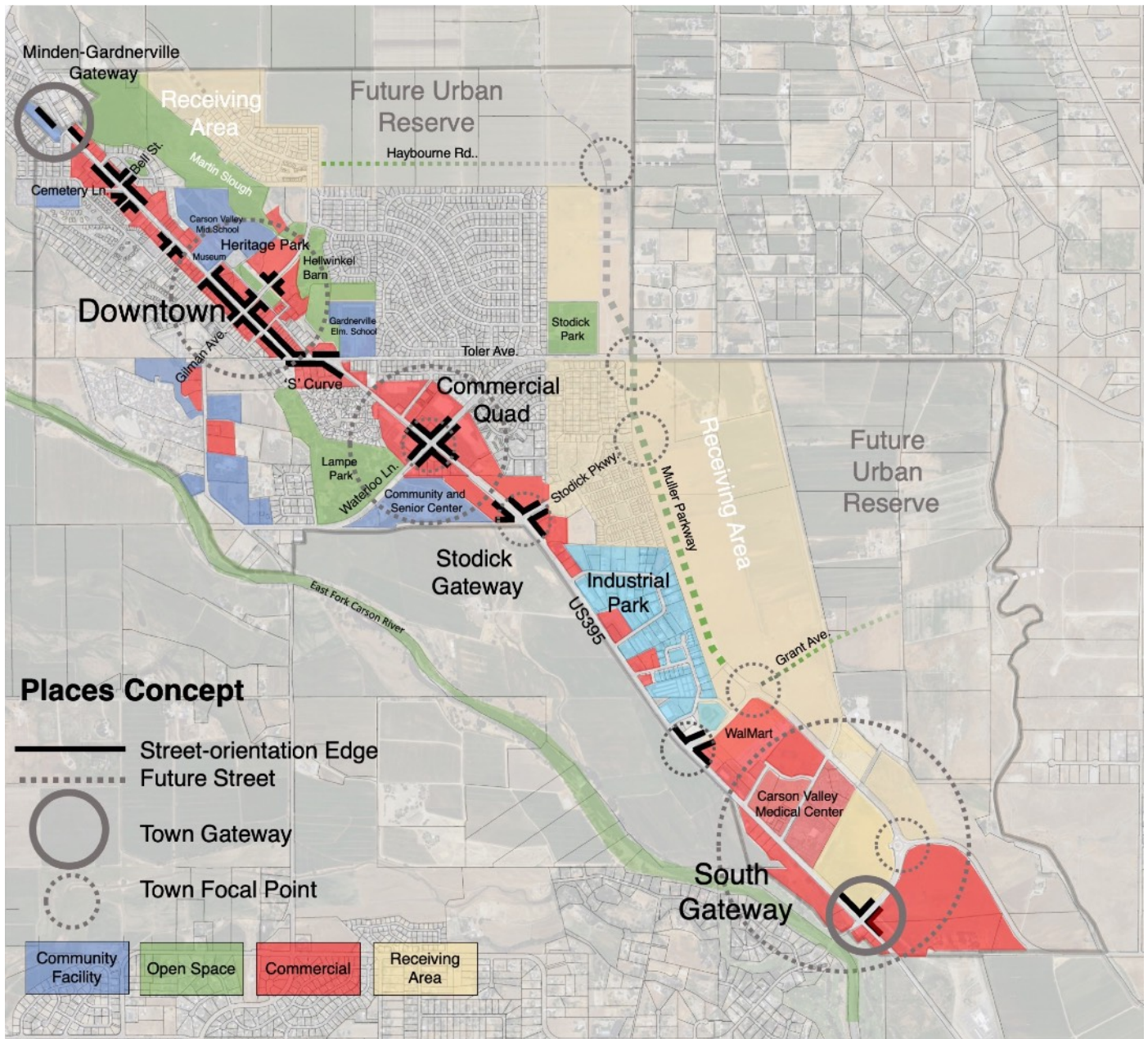
New projects should be organized around pedestrian-oriented streets rather than driveways and parking lots.

- Pedestrian connections between commercial and residential developments should be active and friendly. Large blank walls should not face streets or walkways.
- Development should have a street design that reflects both functional and design hierarchy identified in the Gardnerville Plan for Prosperity.
- Primary organizational streets in mixed-use development should incorporate planting strips, medians and other design features.
- Private drives should be designed as pedestrian-friendly streets that are a natural extension of the surrounding neighborhood.
- All streets should include an interconnected system of sidewalks and crosswalks.

Block Sizes, Lot Patterns and Building Orientation

Projects should have block, lot and building patterns that provide an overall organizational structure and result in a pedestrian-scaled environment.

- Traditional residential-scaled blocks should be used as a reference for the pattern and scale that organize development.
- Block patterns should result in pedestrian-scaled neighborhood that is comfortable for pedestrians and increases access options for the project and surrounding areas.
- Design concepts for projects should consider the scale and character of residential streets. The sizes of lots, scale of buildings, and width of streets should be planned to support the design concept.
- Lots and parcels should be planned to promote friendly residential and commercial building orientation towards neighborhood streets. Lot and parcel patterns should orient storefronts, porches, and yards to enhance the social role of streets.



ABOVE: The diagram indicates Gardnerville's important places and intersections

Residential entries and lobbies should face streets and common open spaces.

- Service areas for commercial uses should be located at the edge of the site and screened to reduce impacts on residents.

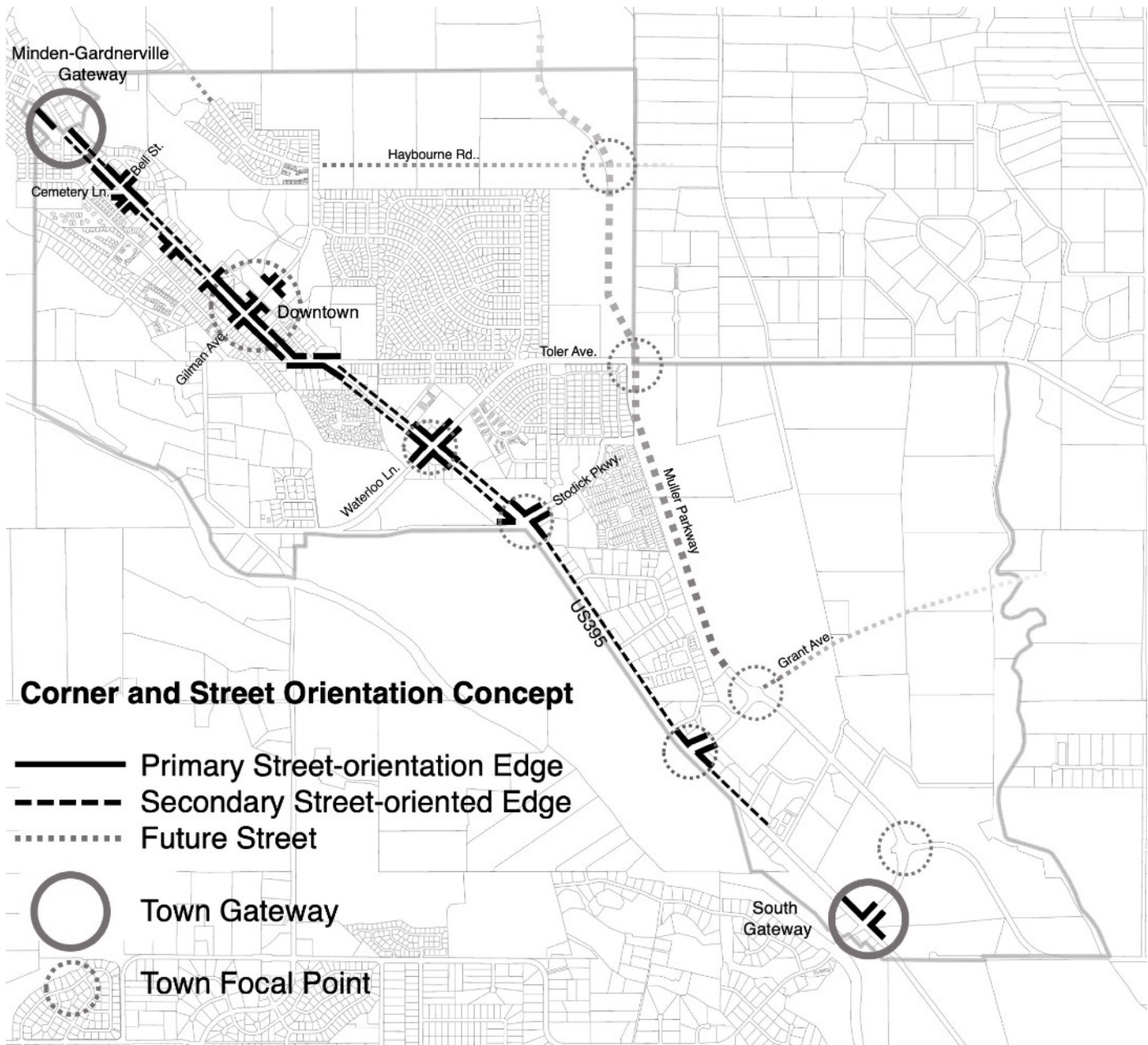
Parking

Parking should support commercial and residential requirements but with less visual prominence than auto-oriented strip commercial centers.

- Solutions that minimize the visual impact of residential and commercial driveways should be used

including sharing narrow driveways, using alleys, or other innovative design approaches.

- Large driveway parking areas in front of houses are discouraged.
- Parking for commercial uses in projects should be located next to or behind buildings. The parking should be divided up into smaller, landscaped lots with defined pedestrian connections.
- Residential parking garages should be located at least 5' behind the front building elevation.
- Large parking lot surface areas for multifamily and mixed-use developments should be located in courts that are not visible from public streets; broken up with



ABOVE: Corner orientation and ground floor commercial use diagram

shade trees and landscaping; and use a variety of paving materials.

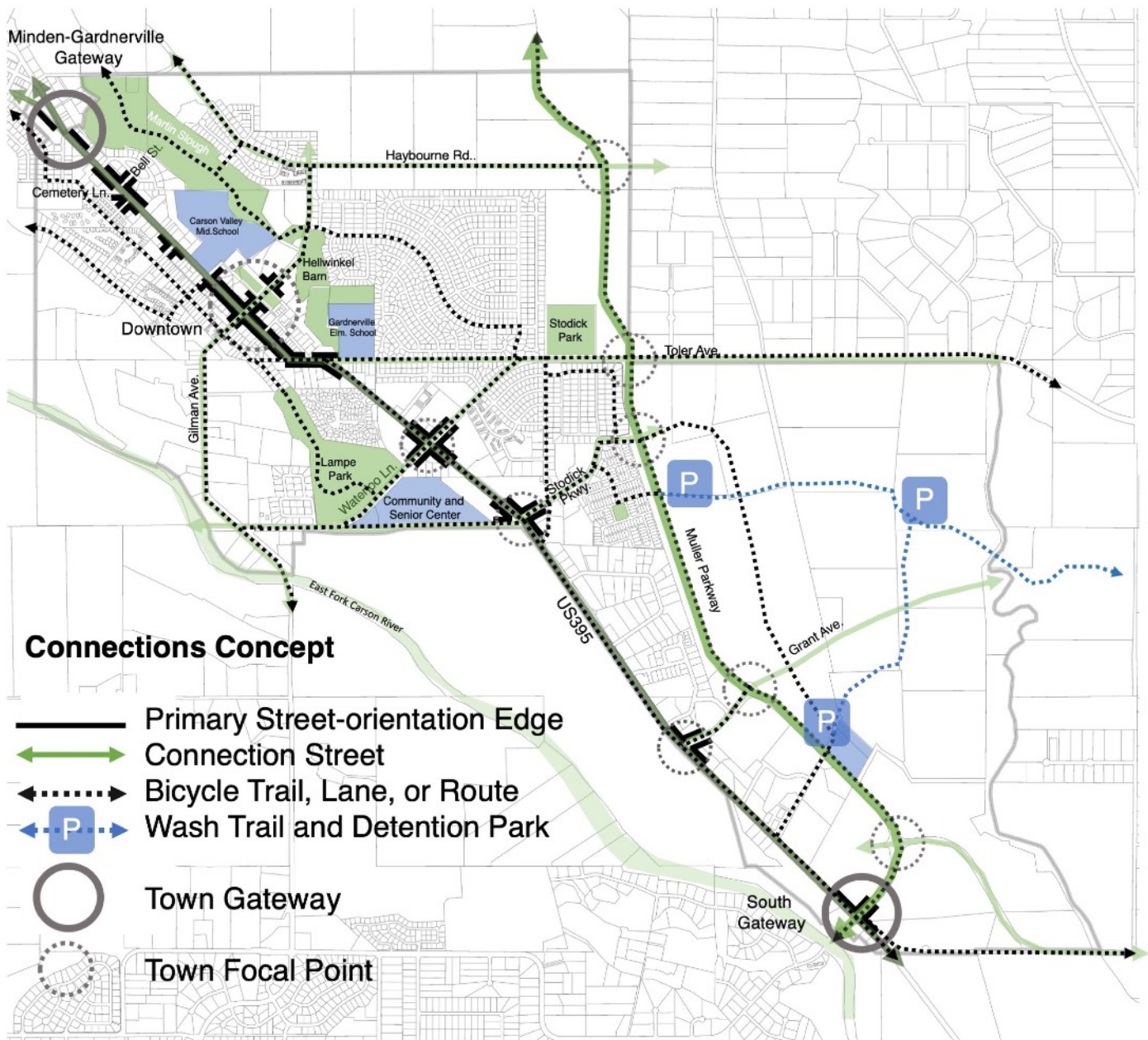
Streetscape and Landscape

Streetscaping and landscaping should enhance pedestrian comfort and connections while contributing to overall design and image objectives for Gardnerville.

- Landscape concepts should enhance the linkages between residential and commercial uses.
- Larger trees will require wider planting strips.
- Mixed-use, residential and commercial developments should include a comprehensive streetscape plan. The plan should satisfy street design, pedestrian

comfort, and visual amenity objectives. Signage, lighting and landscaping should provide a thematic identity for the project and Town.

- Streetscaping should enhance the identity of the project by employing a variety of trees and other plant material that contributes to each street's identity and character.
- In residential areas, projects should include at least one street tree per lot or 40' of lot frontage, whichever is smaller. Trees should be placed in planting strips, sidewalk tree wells or front yards.
- Sidewalks adjacent to storefronts should be wide enough to accommodate outdoor sitting areas and landscape. This should include a combination of at



ABOVE: This diagram indicates key connecting streets and trails that new development should facilitate

least 4' for planting, 8' for sitting, and 4' clear for walking.

- Street trees are required for sidewalk areas in commercial development. Trees should be spaced 25'-30' on center and be coordinated with the bay spacing and storefront design of the project.
- Street furniture and pedestrian-scale lighting should be included in development planning for mixed-use projects.
- Utility services and equipment should be enclosed or buried, or otherwise concealed from view.

Integrating Transit

Transit access should be planned to support the Plan for Prosperity transportation goals for improving "regional and local transit access for residents, employees, and visitors." Gardnerville should consider the best locations in new projects that can facilitate future transit services. To do so, new projects should:

- Identify locations for bus and transit stops that will be safe, social and centrally located places that help energize and focus development.
- Make transit services visible and socially integrated into the planning of new and redeveloped projects.

- Provide pedestrian connections to existing and future transit facilities that are easy to understand, safe, comfortable and friendly.
- Have shelters that provide lighting, shade, screening from wind and rain.
- Incorporate bike facilities and routes.

P1.2 OVERARCHING ARCHITECTURE PRINCIPLE AND GUIDELINES

Each project's design should contribute to implementation of the Plan for Prosperity's urban design policies.

Building Form and Massing

Massing and orientation for residential, commercial, mixed-use and industrial projects should have a pleasing composition while reinforcing the Town's design, economic and social objectives.

- Building form and design should have a deliberate street and street corner orientation.
- Upper levels of residential projects should have expressive design features, such as balconies and bay windows, which give the building a rhythm and residential scale.
- Roof forms should reflect the project's architectural context. In a commercial context, such as in Old Town, the roof may be flat or have a strong horizontal cornice element. In a residential neighborhood context, roof forms should include hip or gable forms.
- Roof-mounted equipment should be concealed by enclosures that are consistent in design with the building roof.
- The massing concepts of multi-story development should transition in scale between commercial streets and single-family residential streets.

Design concepts may include:

- *Stepping down the scale and mass and increasing side or rear yard setbacks of taller buildings where they adjacent to existing single-family areas;*
- *Use residential roof forms on residential streets;*
- *Orienting units towards public streets and commons rather than neighboring backyards;*
- *Enclosing parking to reduce the impact on adjacent houses; and/or*
- *Interfacing residential and commercial development with streets or open spaces rather than sharing a property line.*

Architectural Features

Architectural features should reinforce massing and design concepts.

- Commercial and residential buildings should contribute to overall planning and design objectives, while providing architectural variety.



ABOVE: Creating new places - - Mixed-use and small plaza space



ABOVE: Corner orientation - - mixed-use with on-street parking, merchandizing, and comfortable sidewalks



ABOVE: Places for people to gather - - commercial projects with outdoor spaces



ABOVE: Designing for walking - - parking lot edge with storefronts and sidewalks



ABOVE: Pedestrian-scaled shopping - - center with pedestrian-scaled lighting and landscaping



ABOVE: New buildings designed to fit in - - two-story retail-office building along street edge

- Each residential block face should have at least three plan and architectural variations.
- Residential and commercial buildings should express their function and purpose. Commercial storefront buildings should be designed to create a successful shopping experience. Transparent storefronts, bay spacing and details should reflect the pedestrian scale and pace of storefront retailing.
- Storefront edges should be transparent with a maximum 18" kickplate, minimum 7' high storefront, and minimum 12' high transom window.
- Residential design features should enhance the expression of individual units and houses. This includes balconies, bay window elements, roof design, entries and porches, and window patterns.

Materials and Colors

Selection of materials and finishes should support architectural and massing concepts for projects.

- Commercial frontage portions of projects should utilize materials and colors that support retailing and image objectives for shopping environments.
- Portions of mixed-use projects with residential frontage should use colors and materials that enhance the project's architectural concepts and are compatible with adjacent residential streets.
- Architecture within each project should use a palette of materials that convey an image of quality and durability. Certain materials have an inherently inexpensive or insubstantial quality. These materials should not be used in new construction or renovation.

Examples include:

- *Roofs: glazed or painted tiles, highly reflective metal or sheet materials, fake shingles made from metal or plastic materials*
- *Walls: vinyl, metal, plywood, T-111 siding, masonite or other sheet materials*
- Wood or hardboard siding, if used, should be shiplap or board-and-batten.
- Shiplap should be installed so there are no visible joints. Board-and-batten should be installed so there are no visible joints in the underlying "board" material.
- Painted surfaces should use colors that reinforce architectural concepts and are compatible with natural materials, such as brick or stone.

Lighting

Lighting concepts should be an integral part of the overall design concepts anticipating the needs of pedestrian and automobile circulation, open spaces, storefront shopping, and residents.

- Lighting on commercial elevations of projects should support overall objectives for the street and storefront design.

- Elevations with residential front porches should have individual lights that illuminate entries and walkways.
- Lighting in service or common areas should be shielded from adjacent residential units.

Walls and Fences

Screen walls are generally regarded as mitigation for poor site planning. However, when walls or fences are required, they should be designed as an extension of architectural and landscape design concepts.

Service Areas

Service and loading dock areas should be placed in locations that are not visually prominent and screened from view.

- Loading areas should be located to rear or inside side yards. Loading areas should be screened from public streets or adjacent buildings.
- Trash bins and compactors, utility meters, transformers, and other service elements should be enclosed or otherwise completely concealed from view. Service elements should be designed as an integral element of the project's architecture.

1.3 OVERARCHING SIGNAGE DESIGN PRINCIPLE AND DESIGN GUIDELINES

Signage should help define the town's identity at a pedestrian's pace and scale.

District and Neighborhood Image and Wayfinding Signage

Projects should have overall graphic identity concepts that guide site and building signage design.

- Image and design themes should be reflected in each project signage plan. The plan should include a "family" of signage that supports the merchandizing needs of tenants, wayfinding, and graphic identity objectives for the development and adjacent neighborhood.
- For large developments, identity and wayfinding signage should be designed and located as part of an overall project signage plan.
- Placement and maintenance of signage must be coordinated with the Town.
- Signs located within the US 395 Right of Way require NDOT approval.

Multi-tenant Project Signage

Buildings should have graphic standards and schedule for building, tenant and wayfinding signage that reinforce pedestrian scale and pace of the district.

- Multi-tenant buildings should have an overall signage concept plan.



ABOVE: Corner orientation - - mixed-use project new landmark for intersection



ABOVE: Corner orientation - - gas station and convenience store oriented towards street and intersection



ABOVE: Corner orientation - - Shops face into plaza space at intersection

ABOVE: New mixed-use, gas stations/convenience stores, and commercial pads should be positioned towards intersections to improve pedestrian crossing, provide visual interest, and reinforce their importance as a civic intersection



ABOVE: Walking edges - - commercial frontage with wide sidewalks for merchandising, and sitting



ABOVE: Walking edges - - commercial frontage with outdoor sitting areas



ABOVE: Walking edges - - commercial frontage with sidewalks that are comfortable and work at a pedestrian's pace

- Commercial projects' signage plan should have designs for tenants and future tenants.
- Large, garish signs unnecessary to the commercial use of a project are discouraged.
- Cumulative area of all affixed signs should conform to the Douglas County Development Standards.
- Affixed signs should be placed only on vertical surfaces below the eave or parapet line. Rooftop signs are discouraged.

Storefront Signage

Storefront signage should reinforce the pedestrian orientation of projects.

- Awning signs are allowed with graphics and signage limited to vertical surfaces. Awning signs should count against cumulative areas for affixed signs.
- Suspended blade signs are allowed under awning or canopies. Suspended and window signage should conform to the Douglas County Development Standards.

Temporary Signage

Temporary signage for commercial developments should be designed to a high graphic and construction quality.

- Temporary signage, such as A-frame signs, should be designed to reflect the same high graphic and artistic standards as permanent affixed signs. Douglas County has specific standards for A-frame signs (2'x3' maximum size) and requires a "temporary sign permit".

1.4 HISTORIC PRESERVATION AND STOREFRONTS DESIGN PRINCIPLE

Investment in Gardnerville's historic areas, buildings, and facades should protect and repair their traditional features.

Historic Storefronts Guidelines

Many storefronts in Old Town Gardnerville have components typically seen on commercial buildings. Early storefronts in Gardnerville varied slightly by building type but often included large display windows and recessed entryways. Some storefronts incorporate a balcony that defines the first story, while others incorporate transom windows above the main display windows. Many of the buildings are also capped by a cornice. The repetition of these standard elements creates a visual unity at the street that should be preserved. These features on historic storefronts should not be altered, obscured or removed. Preserving a historic storefront maintains pedestrian interest by providing views to goods and activities inside. Where one or more component(s) of a historic building front need to be replaced, the new element(s) should be compatible with the historic style but should be

identifiable as new. These elements that are reconstructed or replaced should utilize durable materials.

Character Defining Features

Investment should preserve character-defining elements on a commercial façade with traditional storefront. This includes:

- Cornice: a decorative band at the top of the building
- Upper-story windows: Windows located above the street level have punched openings and often have a vertical orientation
- Lintel or mid-belt cornice: a decorative band at the top of a window, door or other opening; the mid-belt cornice is a decorative band at the top of the first floor
- Sign band: a flat band running above the transoms to allow for the placement of signs
- Transom: a horizontal window opening over a door or window, separated by a frame
- Display windows: the main portion of glass on the storefront where goods and services are displayed
- Entry: usually set back from the sidewalk in a protected recess
- Kickplate: structural panels found beneath the display window that are supportive and decorative in design; also referred to as bulkhead
- Gallery: covered passage extending along the outside wall of a building with support columns
- Repair an altered storefront to its original design, when feasible.
- Use historic photographs when determining the original character of a storefront design.
- Alternative designs that are contemporary interpretations of traditional storefronts may be considered where the historic façade is missing and no evidence of it exists.
- Utilize a new design that continues to convey the character of a traditional storefront. This may include display windows, a kickplate and transoms, for example.
- Design the storefront system to be in proportion to the building. The storefront components should also be appropriately proportioned to one another.
- Where an individual building component is not original, and is proposed to be replaced, choose a design that is simple in nature and does not distract from the building's historic components.

Storefronts on New Infill Development

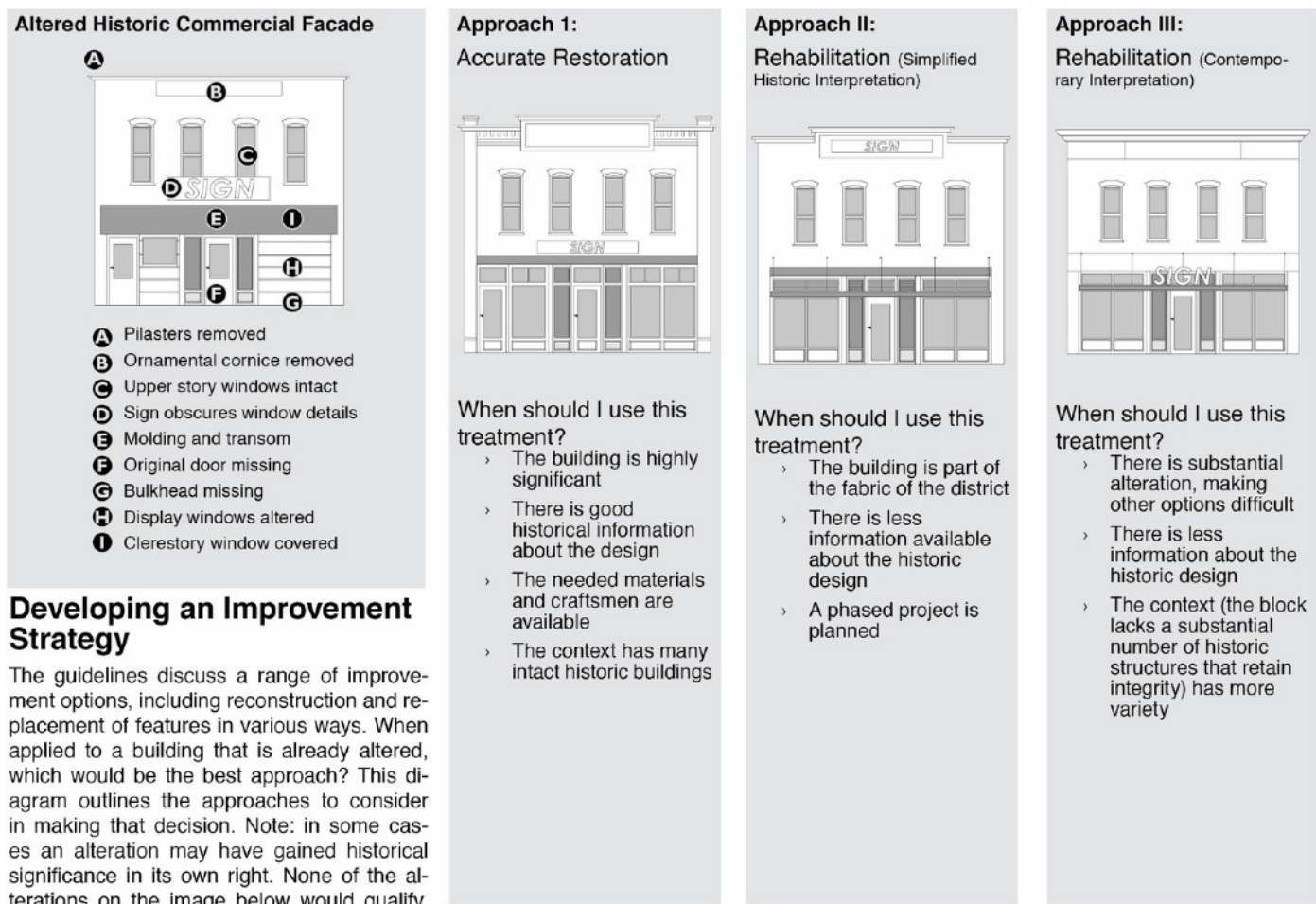
Historic commercial facades along Main Street exhibit a mix of façade designs. Some buildings incorporate a traditional storefront with large display windows at the street level and smaller windows on the second floor. Other two-story buildings in the commercial area incorporate modest-sized windows on the ground floor, with similar windows on the second story above. Some buildings also incorporate a balcony that defines the ground floor and creates a gallery. In addition, there are



ABOVE: Historic buildings - - older storefront buildings work collectively to create a successful street



ABOVE: Historic buildings - - providing a cultural and physical memory of downtown



ABOVE: Example facade improvement strategies for historic commercial building

some single-story buildings along Main Street that exhibit a mix of windows with some utilizing a storefront and others utilizing modest-sized fixed windows. With this eclectic mix of building fronts, a new building front and storefront may be designed in a variety of ways. However, the design should still reflect established building alignments, solid-to-void ratios and recessed entries. Where a storefront and fully transparent windows are not feasible on a street-facing wall, it should be designed to incorporate elements to create pedestrian interest.

Design a new storefront to incorporate traditional building components while expressing a new, contemporary interpretation that is compatible in style. This can include:

- Using durable storefront materials that are compatible with the scale and context of the area.
- Expressing a kickplate, display window and transom in a new storefront design.
- Storefront components and upper story windows should be similar in height, proportion and transparency to traditional downtown buildings.

- When portions of a storefront fold or pivot, all of the storefront components should still be visible.
- Providing a clearly defined entry and canopies, awnings or other projecting elements that define the pedestrian area.
- A large expanse of blank wall is inappropriate on any street-oriented façade.
- Incorporating a recessed entry at the ground level to maintain the pattern created by historic commercial buildings and storefronts.
- Setting the door back an adequate distance from the front façade to establish a distinct threshold for pedestrians. A recessed dimension of four feet is typical for commercial entrances.
- Recessing the entry only on the ground level. Upper stories should maintain the presence at the street property line.

Where a storefront and fully transparent windows are not feasible on a street-facing building wall, design the building to create street level interest. Enhance ground floors by incorporating elements such as:

- Architectural details
- Display cases and windows



ABOVE: These building facade renovations revealed historic features that were incorporated into the design

LEFT: Above left are storefronts on the south side of Main Street in Gardnerville. The buildings' facades have been covered with siding and their original features removed. On the lower left is an example of a similar building that had its original siding and windows restored and painted to emphasize its architectural features.

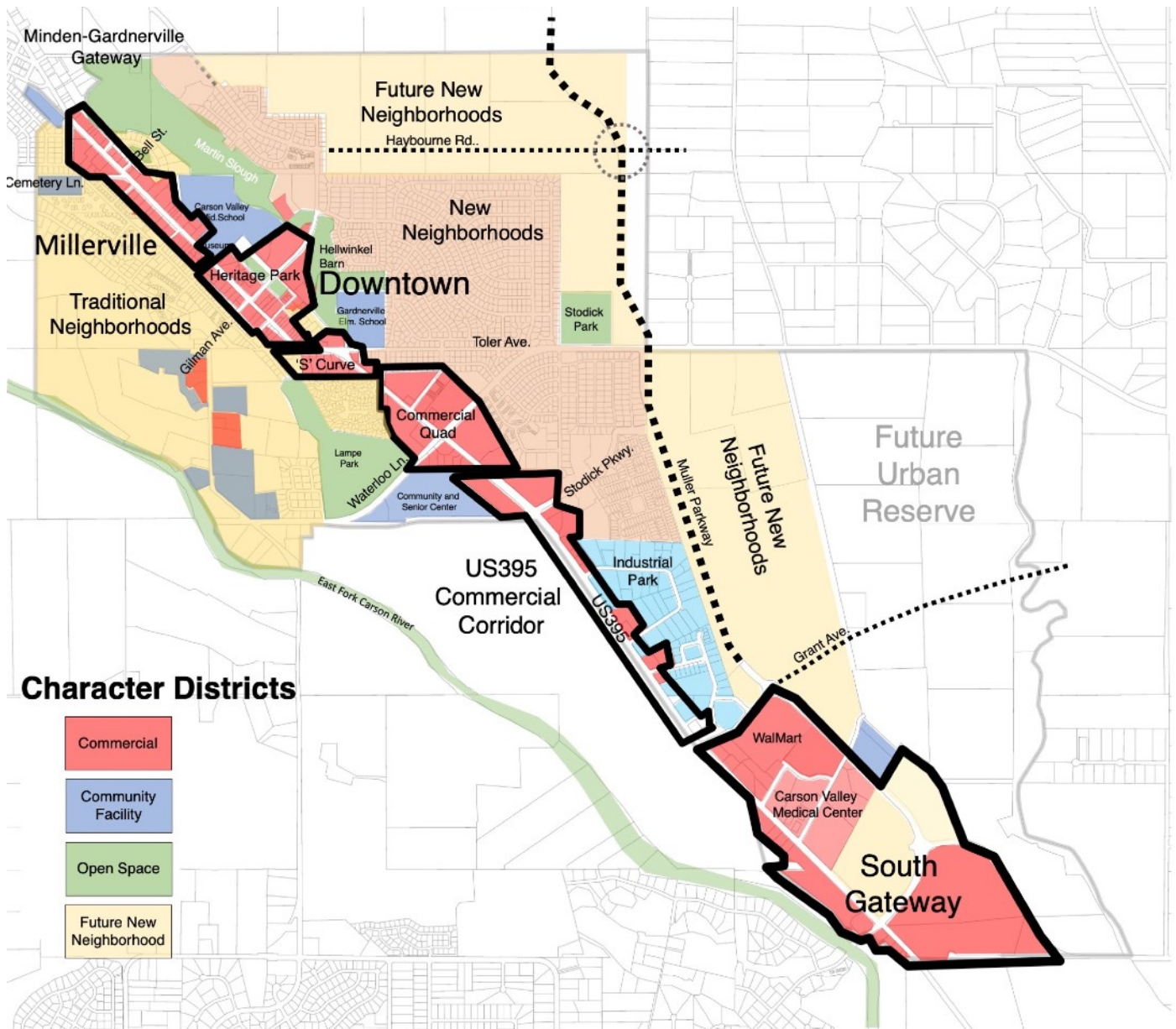
- Awnings and canopies
- Wall art
- Planters and landscaping

Adaptive Reuse

Adaptive reuse is the process of converting an existing building to a new use. It may include expanding an existing property or constructing a new building on a lot with an existing building, but it most often occurs within built-out areas of the city. Adaptive reuse projects include:

- Change in use from residential to commercial
- Change from one type of commercial to another
- Reactivation of a building that has been vacant
- Small scale infill (or an addition) on an existing site
- Redevelopment of an older shopping center to mixed use

Reusing a building preserves the energy and resources invested in its construction, and removes the need for producing new construction materials, significantly reducing environmental impacts. When a historic building is being adaptively reused, the best use is that for which the building was originally designed or a closely related use. New uses may be introduced if they do not adversely affect the historic integrity of the building and its site. Adaptive reuse projects may also occur with buildings that are not historic but that are planned to be converted in use in order to keep the building in active use. The guidelines that follow apply to all adaptive reuse projects. A set of guidelines specific to adaptively reusing a historic structure are also included.



ABOVE: Character District Key Map for the design guidelines

When adaptively reusing a building, consider opportunities to:

- Activate and enhance the site.
- Provide an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Integrate pedestrian site circulation between buildings.
- Consolidate and share parking between uses.
- Create shared vehicular access between uses.

When adaptively reusing a building, minimize the visibility of parking lots. This includes:

- Minimizing the length of the front property line that would have exposed cars.

- Balancing the exposed part of a parking area with outdoor activities, such as dining patios, along the frontage.
- Using decorative landscaping features, such as planters and low hedges, to filter views of parking.
- Incorporating clusters of shade trees near outdoor use areas and throughout the parking area.

Adaptive Reuse of an Historic Building

Seek uses that require minimal change to the original structure.

- When a significant change in use is necessary to keep the building in active service, those uses that require the least alteration to significant elements are preferred.

- Adaptively reusing a building may be inappropriate if the new use would require radical alteration to the historic building's key character-defining features. In most cases, however, designs can be developed that respect the historic integrity of the building while also accommodating new functions.
- New door/window openings may be appropriate if located on the secondary and/or rear façade for additional access and natural light.

1.5 CHARACTER DISTRICTS

Gardnerville has evolved into a community with a variety neighborhoods and areas with their own distinctive character. At its center are the oldest commercial and residential blocks reflecting an era in time where Main Street and adjacent traditional residential blocks provided commercial services and housing for the Valley's ranches. The town has grown along US395 where contemporary commercial and institutional have located to support Carson Valley's a growing population.

The design guidelines acknowledge the differences and relationships between these character districts. They build upon the goals and policies in the Plan for Prosperity providing overall directions for Gardnerville's historic traditional downtown and adjacent housing, new neighborhoods, commercial corridors, and community facilities.

The following diagram indicates the location of character districts.

The guidelines are organized by character districts.

- Section 2: Downtown Gardnerville
- Section 3: Traditional Neighborhoods
- Section 4: New Neighborhoods
- Section 5: Commercial Corridors
- Section 6: Community Facilities

LEFT: UNDESIRABLE

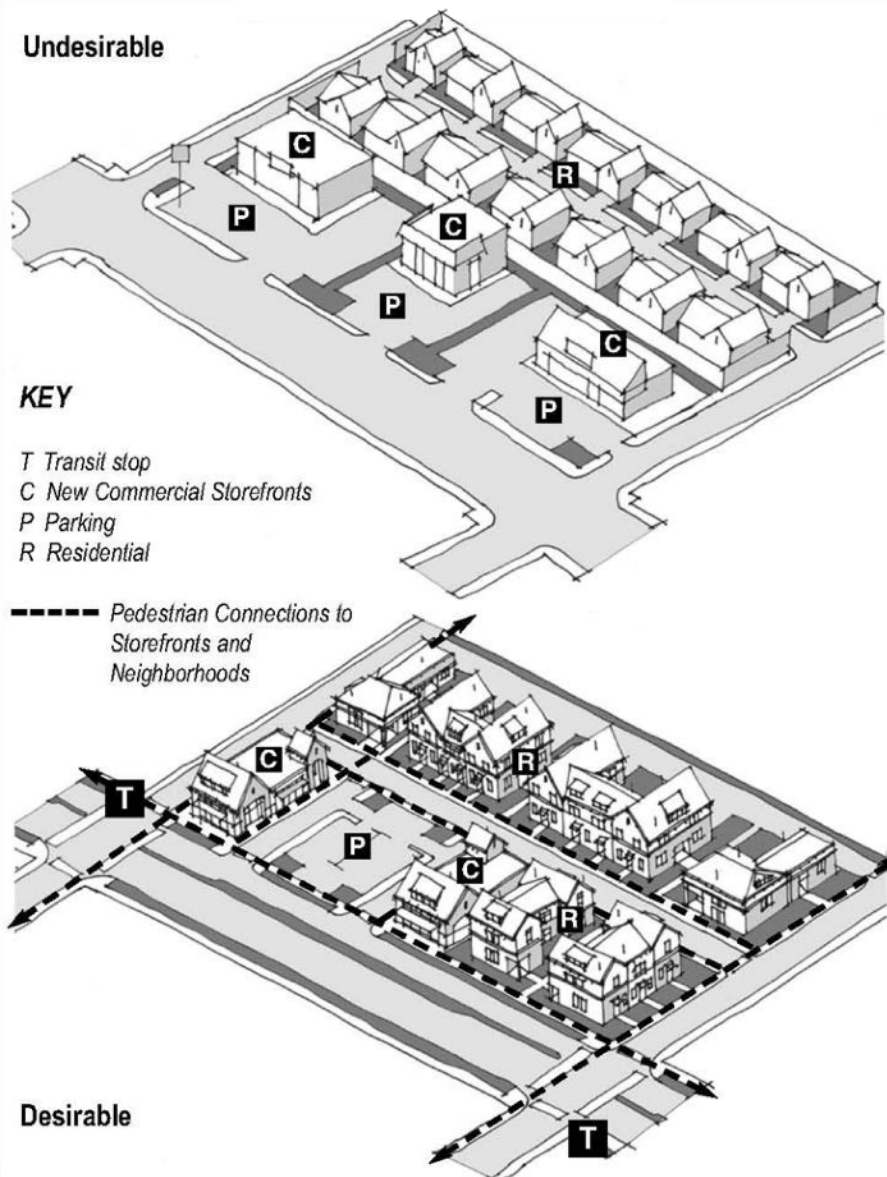
This illustration shows the type of mixed-use developments resulting from applying development standards.

- Uses are separated.
- There is no pedestrian or vehicular connections between parcels.
- Parking and driveways serve each site using more paving and driveways that interrupt the sidewalk.

LEFT: DESIRABLE

This illustration shows the type of mixed-use developments resulting from applying the design guidelines.

- Uses face public streets and open spaces making them more social.
- Parking and driveways are shared providing safer sidewalks.
- It is easy to walk between commercial buildings because they become part of the same business address.



SECTION 2

DOWNTOWN GARDNERVILLE

Gardnerville envision a vibrant downtown that is a regional destination. The Town Center will honor the past, promote a mix of uses, feature cultural facilities, have a full annual events calendar, and integrated arts programming. An eclectic mix of older commercial buildings and contemporary mixed-use buildings that complement the traditional commercial settings will frame a memorable “Main Street” experience. New and renovated buildings will be located close to the street edge and will create a pedestrian-oriented setting, which will be enhanced with activated storefronts, dining areas, and public amenity spaces.



2.1 BACKGROUND: Existing Community Characteristics of Downtown Gardnerville

Gardnerville was established in 1879 by Lawrence Gilman to serve the ranching and agricultural community. Featured historic properties in Gardnerville include the Richford Hotel, JT Basque Bar & Dining Room, The French, Adivin, Cheshire, and the Overland Hotel. Many buildings are oriented toward Main Street (US 395) in a few blocks that form the core of the downtown area. Transitional edges expand out from the downtown core to the north and south along Main Street (US 395).

Development Patterns

Gardnerville’s Downtown is oriented to Highway 395, between Gilman Avenue and Douglas Avenue and is generally one block in depth. Gardnerville’s downtown setting has streets oriented perpendicular to parallel with the highway.

Building Orientation/Setback

Many building fronts align at the sidewalk edge and orient to the street, creating a “street wall” that provides a sense of scale. In Gardnerville, this street wall is interrupted in the following ways: some buildings are set back farther from the sidewalk, parking lots located at the street edge, and some vacant lots.

Building Types

Gardnerville has a mix of commercial, industrial, and residential building types that front US 395. There are pre-1950 buildings reflecting the town’s traditional pedestrian main street period. From this era, the commercial buildings orient towards Main Street/US 395 and side streets on contiguous blocks. State road era buildings are set back from the street with parking.

Building Height

Most buildings are one and two stories in height, although a few are three-stories. For most buildings, similar heights of the first floors helps contribute to a sense of visual continuity.

Building Mass, Scale & Form

Buildings in downtown are generally simple rectangular forms. Commercial storefront buildings range in width from 25 feet to 100 feet or more. Wider buildings have variations in materials and details that reflect the similar widths of the narrower buildings, establishing a similar rhythm along the street. This contributes to a sense of visual continuity. These buildings typically have flat roofs with parapets. Downtown residential buildings have gable and hip roofs, while industrial buildings include a variety of gable, flat, and hip forms. Building features include canopies, galleries and porches, which provide a sense of human scale along the streets.

Pedestrian Level Character

Most commercial storefronts have a high degree of transparency, which invites pedestrian flow and provides views into buildings where goods and services are on display. Building features such as canopies, galleries, and porches also provide shade, which enhances the pedestrian experience. Sidewalk features include trees with grates, planters, light fixtures, and seating. These also provide a sense of place for pedestrians.

Materials

Brick is the traditional material for buildings in the downtown areas. Stucco is also present, and some buildings are clad in wood lap siding, which is painted.

Streetscape

The traditional combination of building fronts located at the sidewalk edge, with display windows and recessed entrances, supports pedestrian activity. This is, however, diminished somewhat by the predominance of automobile traffic that runs close to the sidewalks in Gardnerville.

Downtown Gardnerville has sidewalks attached to the curb along the highway. Decorative streetlights with hanging flower baskets, small pockets of landscaping and a few street trees enhance the setting. The streetscape changes where the downtown transitions into residential building forms. In this area, some of the sidewalks are detached with a planting strip between the sidewalk and curb.

Heritage

Many buildings date from the early days of the community and have historic significance. Others, while being newer, reflect similar forms and characteristics that reinforce the design traditions of downtown. Building detailing, original storefronts, awnings, galleries, landscaping, and seating all contribute to the historic character of downtown. Even so, some properties depart from the heritage of "Main Street" and reflect a more auto-oriented character.



ABOVE: Outdoor places - - Downtown needs more comfortable outdoor places to sit



ABOVE: Sidewalks - - Downtown needs wider and more comfortable sidewalks



ABOVE: Outdoor displays - - nice example of how to make a storefront appealing



ABOVE: Heritage Park - - parking lots facing the park could be developed to shape and activate its edges



ABOVE: Adaptive reuse of historic buildings - - these metal buildings at the corner of Eddy and Mission Streets could become part of a larger mixed-use project



ABOVE: Adaptive reuse example - - this metal building in Truckee was converted to a coffee shop on Jibboom Street

2.2 DOWNTOWN GOALS AND GUIDING PRINCIPLES

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

P2.1 PRESERVE HISTORIC RESOURCES

Encourage restoration and adaptive reuse of heritage resources in downtown's traditional commercial blocks.

P2.2 PROMOTE ACTIVE USE OF HISTORIC BUILDINGS

Consider adaptively reusing downtown heritage properties to ensure they remain in active and productive use, maintain their historic character, and are not lost to demolition.

DOWNTOWN IMAGE AND IDENTITY GOAL 2: To preserve the traditional context as a reference for new development.

P2.3 PROMOTE WALKABILITY

Reflect the walkable scale of traditional downtowns in new development.

P2.4 CONTINUE TRADITIONAL DEVELOPMENT PATTERNS

Integrate traditional downtown block and lot size development patterns, and the street wall for new commercial, mixed use, multifamily and civic infill projects in the downtown core.

P2.5 MAINTAIN DESIGN TRADITIONS

Reflect the mass, scale, height, form, and orientation of traditional buildings for new commercial, multifamily, mixed use and civic infill development along the street.

DOWNTOWN IMAGE AND IDENTITY GOAL 3: To preserve the scale and pedestrian friendliness of Downtown as a shopping environment.

P2.6 CONTINUE A STOREFRONT ENVIRONMENT

Develop new commercial projects and renovate existing buildings, as an extension of Downtown's historic storefront-shopping environment.

P2.7 ENHANCE THE PEDESTRIAN EXPERIENCE

Continue to develop pedestrian amenities and streetscape improvements in the public and private realm. This includes defining street edges with buildings and spaces that are visually interesting, invite pedestrian activity and are oriented to the street.

DOWNTOWN IMAGE AND IDENTITY GOAL 4: To enhance the historic context of the Downtowns as an authentic place with quality design.

U.S. 395 (looking west)



c. 1940



c. 1970



2002

ABOVE: Main Street Gardnerville has always been the center of the community. It is a historic destination for services and socializing. Above are photos from 1940, 1970, and 2002 showing the implementation of contemporary highway standards for US395. The policies in the Plan for Prosperity redirect traffic to Muller Parkway so that Main Street can be redesigned as a pedestrian-oriented place with on-street parking.

P2.8 RESPECT THE MAIN STREET CHARACTER

Develop new context-sensitive projects that enhance the historic character, while reflecting their own time. The result should be a sense of authenticity in buildings and materials with a “Main Street” character.

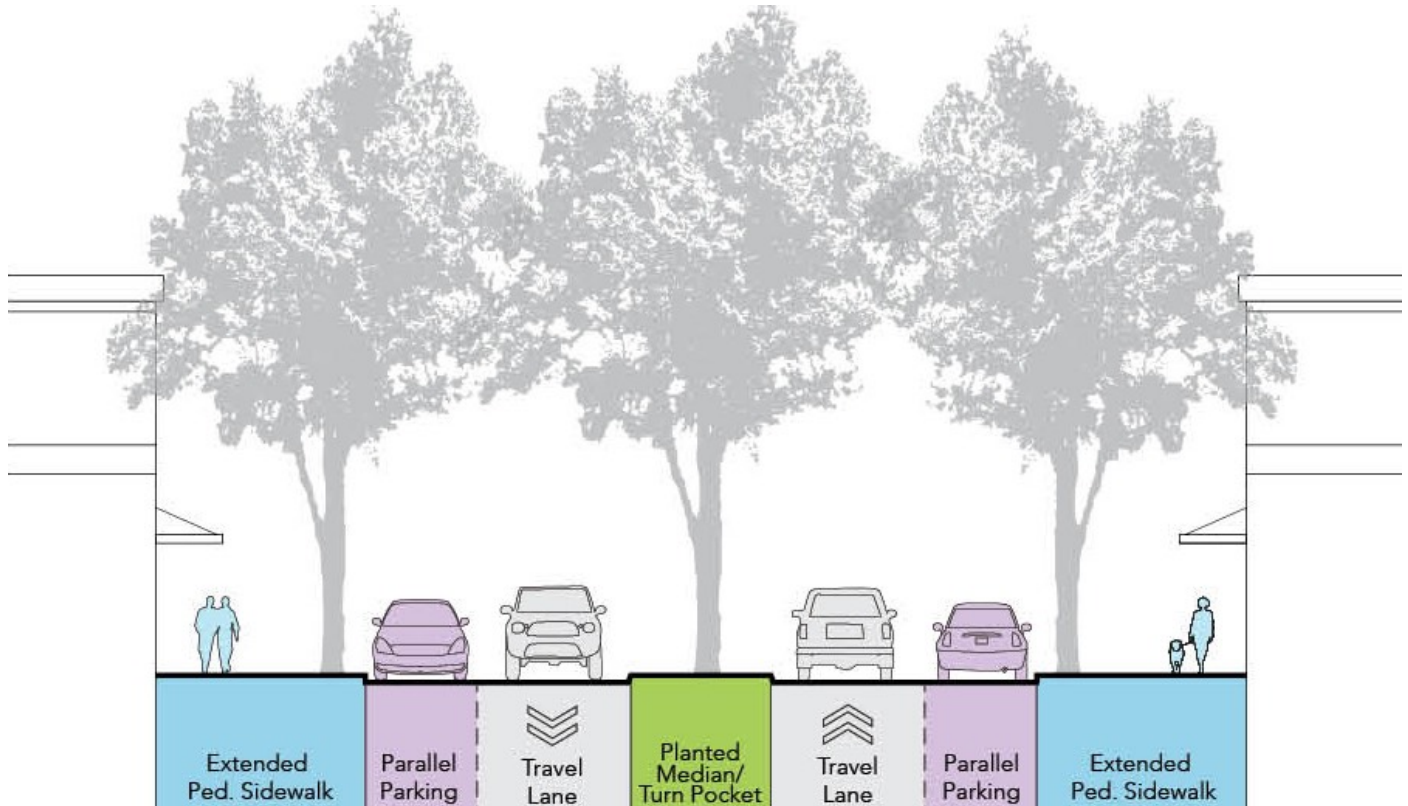
P2.9 RESPECT THE HISTORIC COMMERCIAL BLOCK CONTEXT

Develop new context-sensitive projects that enhance the historic character of the historic blocks, but reflect

their own time. The result should be a sense of authenticity in buildings and materials with a compatible character.

P2.10 PROMOTE HIGH QUALITY DESIGN

Provide high-quality design for new projects. This includes using high quality, durable materials and construction methods.



ABOVE: Main Street design section from the Plan for Prosperity imagines US395 transformation into a pedestrian friendly street with reduced street width and paving, landscaped median, street trees, and on-street parking.



ABOVE: Examples of main street sidewalk, landscaping, and medians that calm traffic and provide a more walkable district and destination.



ABOVE: Existing historic commercial block on Main Street



ABOVE: Infill commercial mixed-use and renovated historic buildings



ABOVE: Infill commercial mixed-use on Main Street and townhouses facing Mission Street



ABOVE AND BELOW: Infill commercial and residential mixed-use on Main Street, and renovated historic buildings



Potential Futures:
Old Town as a Storefront Street



ABOVE: Old Town commercial block - - preservation and restoration opportunity



ABOVE: Parking lot - - potential infill site on Main Street



ABOVE: Metal buildings on Mission Street at the rear of the Main Street block - - opportunity for adaptive reuse

DOWNTOWN IMAGE AND IDENTITY GOAL 5: To activate Heritage Park in Gardnerville with development along its edges.

P2.11 FRAME THE PARK WITH ACTIVE USES

Orient new development to the park with parking to the rear.

P2.12 DEFINE PARK EDGES

Activate and enhance the public and private realms adjacent to park lands with new development that is more urban in character. For example, multifamily housing would incorporate small yards, stoops and porches along the sidewalk edge that faces the park.

DOWNTOWN IMAGE AND IDENTITY GOAL 6: To enhance connectivity throughout downtown.

P2.13 CONTINUOUS PEDESTRIAN CIRCULATION SYSTEM

Provide an interconnected pedestrian circulation system to access buildings, courtyards, paths and plazas. In most cases, these connections will simply involve providing an enhanced streetscape, but may also include new internal circulation systems in new development.

2.3 DOWNTOWN CHARACTER DISTRICTS CONTEXT AND GUIDELINES

Downtown Gardnerville has four areas that have their own defining features that provide a context for infill projects and renovation of existing buildings. These “character districts” include Old Town, Heritage Park, the S Curve, and Miller Town.

Old Town Context

New development should reflect the pedestrian scale, orientation and character of Gardnerville’s traditional commercial, residential and mixed-use buildings.

Urban Design Concepts for Old Town

New investment is to revitalize Old Town Gardnerville into a pedestrian friendly traditional town center for the community. As a mixed-use place, it is to have projects that are designed to coexist with commercial and residential uses. Soundwalls, blank walls, locating parking lots in front of buildings, and providing service access to buildings without regard of their impact on existing and future residents and tenants will be discouraged. Old Town has distinctive traditional and planned gateways, focal points and pedestrian linkages. Every new project will have to contribute to these design elements in Old Town.

Block and Lot Patterns

Old Town possesses a traditional pattern of blocks and lots that new development should fit within and emulate. The underlying pattern of lots creates an “Old Town



ABOVE: Heritage Park existing conditions



ABOVE: Plan diagram of Plan for Prosperity long-term vision for a mixed-use place and focal point for



Potential Futures: Heritage Park as a Carson Valley Destination

ABOVE: Diagram of long-term vision for a mixed-use storefronts and residential facing Heritage Park and Gilman Avenue providing social oversight, reinforcing its role as a destination for Gardnerville, and supporting Main Street revitalization objectives



ABOVE: Undeveloped north park edge



ABOVE: Gilman connection to Old Town



ABOVE: South edge of park with parking lots and rear yards



ABOVE: Ezell connection to Ezell House, Martin Slough, and future community center



ABOVE: View of old jail and Main Street parking lot facing park



ABOVE: Pedestrian connection across Heritage Park



ABOVE: Existing JTs Site on Main Street - - former gas station has been redeveloped as parking lot



ABOVE: Potential site plan for future JT site - - restaurant and parking expansion, and infill storefront building on current parking lot



Potential Futures: Infill Commercial Storefronts Supporting Main Street Revitalization

cadence". The bay spacing and building widths are relatively narrow providing pedestrian-scaled walking edge and variety. New development should be developed in the block and lot "modules" familiar to traditional Gardnerville.

Gateways

There are two important gateway points in the Old Town character area. The 'S' Curve is the traditional point of arrival from the south. The Gardnerville Museum (historic school) is the traditional entry from the north. New investment in these areas has to reinforce these entries.

Focal Points

The intersection at Gilman and Main Street is Old Town's "number one corner". The location was the place where hotels clustered and was a crossroad arrival point. It was the traditional location for Gardnerville's taller buildings. This location has important opportunity sites that should frame the intersection and activate it with ground floor commercial uses.

Old Town Guidelines

New investment in Old Town should reflect its role as the historic core of the community with traditional street-oriented storefront buildings, narrow lots, pedestrian-scaled block pattern, and a mix of residential and commercial uses.

Site Connections

- Building entries should be located facing streets.
- Public streets and open spaces should be the primary means of visually and functionally connecting various buildings and development in Old Town.

Building Alignments and Orientation

- Commercial buildings should be aligned and orientated towards public streets.
- The ground floors of commercial and mixed-use buildings should have transparent storefronts that contribute to pedestrian connections.
- Building and landscape setbacks along public streets should provide an interconnected sidewalk system.
- Commercial buildings should have storefronts located along the sidewalk.
- Residential development should have front yards and porches oriented towards the street.

Streetscape and Landscape Design

- New development should be coordinated with any future improvements the Town is planning for Main Street.

Roadway and Parking Lot Design

- Parking lots and driveways should be accessed by mid-block alleys rather than by individual curb cuts.
- Parking lots should be located in the middle of Main Street blocks, hidden behind buildings.

Response to Architectural Context

- New investment should reflect Old Town's variety of architectural styles.
- Storefront buildings should be either wood frame construction or brick with strong cornice lines and punched window openings.
- Commercial buildings should have flat roofs or gable roofs hidden behind a parapet.
- Residential architecture should be varied but with an emphasis on porches and facing the street with parking at the rear of the site.

Signage Design

- Signs in Old Town should be mounted on buildings and work at the modest scale of the historic state highway (rather possessing large auto-oriented signage) and at the street level experience of a pedestrian.
- Window signs should be part of the overall graphic concept for the business and part of the pedestrian signage tradition.

Heritage Park Context

New development built next to Heritage Park should activate and contribute to its maturity as a mixed-use address and destination.

Urban Design Concepts

Development on the south side of the park should spatially define and activate its edges. On the south, sites are part of Old Town's traditional commercial Main Street blocks. Multi-story buildings with commercial uses that face the park are planned for this area. These could also include residential uses. Commercial uses are planned for the corner sites facing the park at Gilman. These corner sites should orient towards the park and enhance pedestrian connections to existing and future residential development along Gilman. Infill housing south of the park should reflect the scale and character of historic housing. It should be more urban in character, potentially stacked-flats, townhouses or small-lot single-family with narrower side and front yard setbacks. Parking garages and driveways should not face the park but be accessed via a neighborhood alley system. A combination of two and three-story development would be allowed along Gilman and facing the park.

Pedestrian Connections

Old Town has been the traditional location for a social walk and visit. In recent years traffic on US 395 has increased and road widening has impacted sidewalks. New development on Main Street still has to reinforce the pedestrian nature of the area in concert with the Town's efforts to add streetscape features and work with NDOT on traffic calming measures. In addition, the improvement of side street connections to Douglas Street's traditional residential neighborhood and new neighborhoods to the north is important.

Vehicular Access

In Old Town, development has traditionally been serviced via the alleys or through the front door. Main Street's traffic and lack of on-street parking no longer allows the front door service. Therefore, the importance of the alley system for parking lots access and service is more important. Every project that connects to the alleys has to support this system with connecting driveways, service access, and parking lots. The mid-block and rear parking system have to be reinforced by every new investment in Old Town. No parking garages or driveways should face on to Heritage Park.

Heritage Park Guidelines

New development built next to Heritage Park should reinforce its important social role in the community. Development should orient towards the park providing social oversight and spatial definition.

Site Connections

- Streetscape improvements should enhance the pedestrian connections while new development provides interest and orients towards the street.
- Parking lots, blank walls and other investment that does not support these enhanced connections should not be permitted on connecting side streets.
- New corner buildings should be oriented towards intersections.

Building Alignments and Orientation

- New buildings should be oriented towards the park defining its edges and spatially contain it as a special place.
- Corner sites should orient towards the park and enhance pedestrian connections to existing and future residential development along Gilman.

Streetscape and Landscape Design

- New project landscaping should reflect Heritage Park's design and landscape as an urban, town-scaled park.
- New landscaping should reinforce the visual edges of the park.
- Paving patterns should complement the overall park design plan and better define pedestrian areas and driving lanes.

Roadway and Parking Lot Design

- Every project that connects to the alleys should connect to, and reinforce, traditional alley system and service access.
- The mid-block and rear parking system should be reinforced by every new investment in Old Town. No parking garages or driveways should face on to Heritage Park.

Response to Architectural Context

- Building developed around the park should reflect the orthogonal block and building orientation patterns of Old Town.
- The massing and scale of new projects should reflect the 1-3 story commercial buildings on Main Street.
- Commercial and other nonresidential buildings should orient towards the park and have transparent storefronts.

Signage Design

- Projects facing Heritage Park should not have auto-oriented signage including pylon, monument, or pole signs.
- New projects should have signage that reinforce the pedestrian scale and orientation objectives for development around the park.

SECTION 3

TRADITIONAL NEIGHBORHOODS

Traditional Gardnerville neighborhoods will remain a vital part of a growing community. As growth occurs within the neighborhoods, it should reinforce the established context in Gardnerville. These neighborhoods are not frozen in time, but should evolve while maintaining their defining features. A new building in this context should be compatible with the surrounding building fabric, while expressing its own time. The vision is to retain the overall character of these traditional neighborhood while accommodating creative, yet compatible, new buildings and additions.



3.1 BACKGROUND: Existing Community Characteristics of Traditional Neighborhoods

Gardnerville's oldest neighborhoods are located in areas contiguous to downtown. These areas contain older, "porch-forward" cottages and minimal traditional buildings. Some of these neighborhoods have experienced the adaptive reuse of houses into commercial businesses along their US 395 frontage. In Gardnerville, the older traditional neighborhoods run one-to-two blocks deep between Ezell, Douglas, and Toler on either side of Main Street. Other established neighborhoods that developed later include ranch, contemporary, and new traditional building styles.

Development Patterns

The oldest residential neighborhood streets are based on a grid and are located adjacent to downtown areas. Many of these older parcels abut alleyways. Some blocks that developed later are also oriented to the grid while some are organized around curvilinear through-streets, and some those employ cul-de-sacs. Lots are oriented to the street and are similar in size depending on the era in which they were developed.

Building Orientation/Setbacks

Residential buildings are oriented to the street. Building setbacks vary depending on the block in which they are located; some blocks have shallow front and side yards, while on other blocks the front and side yards are more generous in size. Most building fronts appear to align in each of these settings. This affects the appearance of density from the street edge as well.

Building Height

Most houses are one or two-stories in height. For many of these buildings, similar heights of first floors helps contribute to a sense of visual continuity along the street.

Mass, Scale and Form

Traditional residential buildings are simple rectangular forms with hip or gable roofs. In the oldest traditional residential neighborhoods, a porch or covered stoop is the primary feature on the front of the house. Typically, these are one-story in height and face the street. This establishes a consistent scale along a block, even when actual building heights vary. Other features that establish scale include simple wall offsets and

projecting one-story elements, as well as other types of entry features.

Materials

Materials for traditional neighborhood buildings include wood lap siding, brick, stone, and stucco.

Streetscape

In Gardnerville's oldest residential neighborhoods, most of the sidewalks are detached with trees located in planting strips. In the remaining neighborhoods most of the sidewalks are attached, while some lack sidewalks. Most yards are open lawns that extend to the back of sidewalk and contain individual specimen trees. Fences appear occasionally throughout the traditional neighborhoods, but are not typical. Where fences are present, wooden picket fencing that is approximately three feet tall is common.

Heritage

Some houses in traditional neighborhoods date from the early days of the community and have historic significance. Other newer buildings reflect similar forms and characteristics of older buildings reinforcing the design traditions of the neighborhoods.

On-site Parking

Parking is accessed primarily from the street. Most houses have garages, which vary in locations, including at the front, and to the side and rear of the property. The location is typically defined by building era.

3.2 TRADITIONAL NEIGHBORHOODS GOALS AND GUIDING PRINCIPLES

TRADITIONAL NEIGHBORHOOD IMAGE AND IDENTITY GOAL 1: To preserve residential heritage resources.

P3.1 PROMOTE HISTORIC PRESERVATION

Encourage the preservation of historic residential buildings in Gardnerville.

TRADITIONAL NEIGHBORHOOD IMAGE AND IDENTITY GOAL 2: To protect and complement Gardnerville's traditional residential neighborhoods.

P3.2 PROMOTE COMPATIBLE DESIGN

Conserve Gardnerville's traditional residential neighborhoods by promoting infill development that reflects the existing neighborhood block development patterns and building character.

P3.3 ENHANCE THE PEDESTRIAN EXPERIENCE

Enhance Gardnerville's traditional residential neighborhood streetscapes by completing missing sidewalks and crosswalks, and planting trees in appropriate locations to enhance the experience for the pedestrian.



Historic home on Mission Street

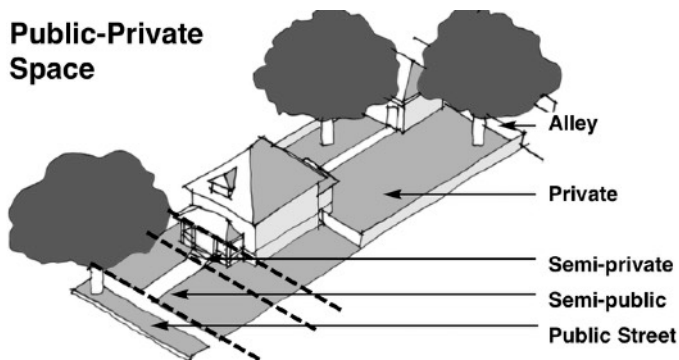


Historic home on the corner of Eddy Street and Ezell Street

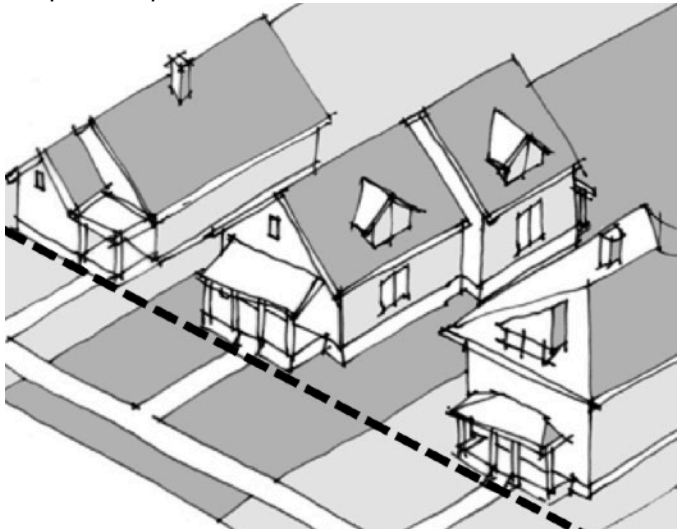


Traditional blocks and houses along Douglas Avenue

Public-Private Space

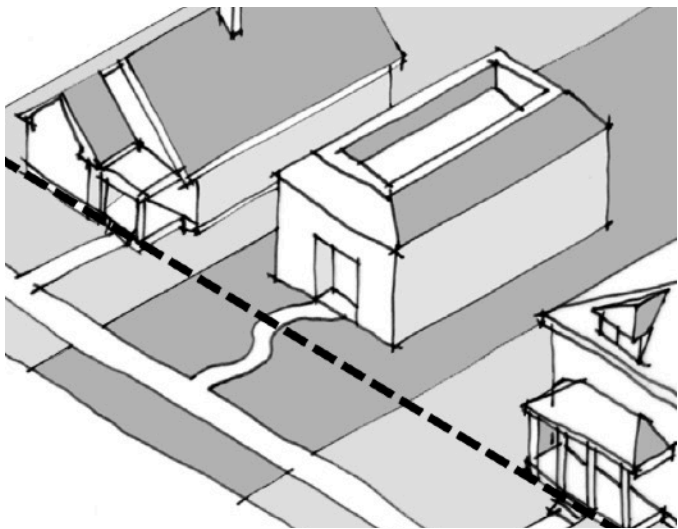


ABOVE: This diagram illustrates how houses in traditional neighborhoods are sited to respect public to private space



ABOVE: DESIRABLE

This residential infill project is in a traditional neighborhood and has a comparable scale, setbacks, orientation, and design



ABOVE: UNDESIRABLE

This diagram illustrates an infill design that is a poor fit because it is set back too far and lacks basic architectural elements and roof forms found in the surrounding neighborhood

3.3 TRADITIONAL NEIGHBORHOOD DESIGN GUIDELINES

Gardnerville's traditional pre-war neighborhoods, infill housing should be of similar scale, orientation and design as existing buildings.

Orientation and Streets

Infill housing located in Gardnerville's traditional neighborhoods should reflect the traditional orientation towards streets and sidewalks. They should:

- Locate the primary entrance towards the street.
- Clearly define the primary entrance by using a front porch and walkway.
- Have similar street design, sidewalk, and streetscaping - especially for Infill subdivisions in or contiguous to traditional neighborhoods.

Front Setbacks

Infill housing should have similar front setbacks and side yard spacing on neighborhood streets and blocks. They should:

- Provide a front setback consistent with those found on the block facing the street.
- Limit front setback fencing to 36" in height if masonry and 48" if visually open.
- Front porches are encouraged and may extend into the required front setback by up to five feet.

Parking

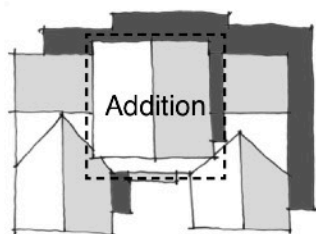
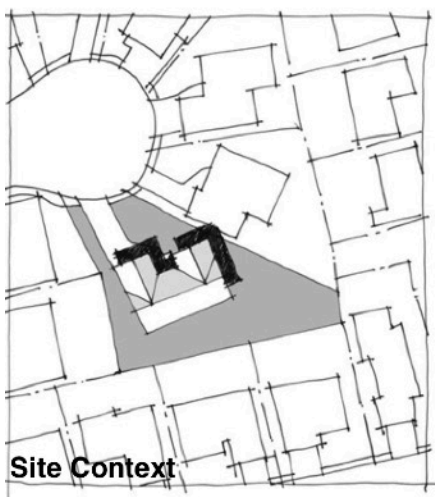
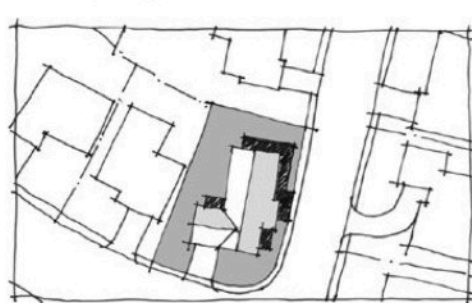
Residential parking for infill projects in traditional residential neighborhoods should be located along existing alleys or towards the rear of the lot. Parking should:

- Not be located in the front setback.
- Not have garages dominating the street scene.
- Access parking from alleys where possible.
- Locate parking areas and garages towards the rear of the lot.
- Design new driveways and parking in a way that minimizes their visual impact by avoiding overly wide design and screening parking areas with landscaping to reduce their visual presence.

Massing

The scale, roof form and shape of infill single family and multifamily housing should be compatible with the existing houses along the street and block. New houses and renovated houses should:

- Have a mass and scale similar to the buildings seen traditionally in the neighborhood.
- The width of building face of an infill project should be similar in width of a typical residential structure on adjacent lots.

Cul de sac Lot**Roof Plan****Elevation****Sketch****Mid-block Lot****Roof Plan****Elevation****Sketch****End Lot****Roof Plan****Elevation****Sketch**

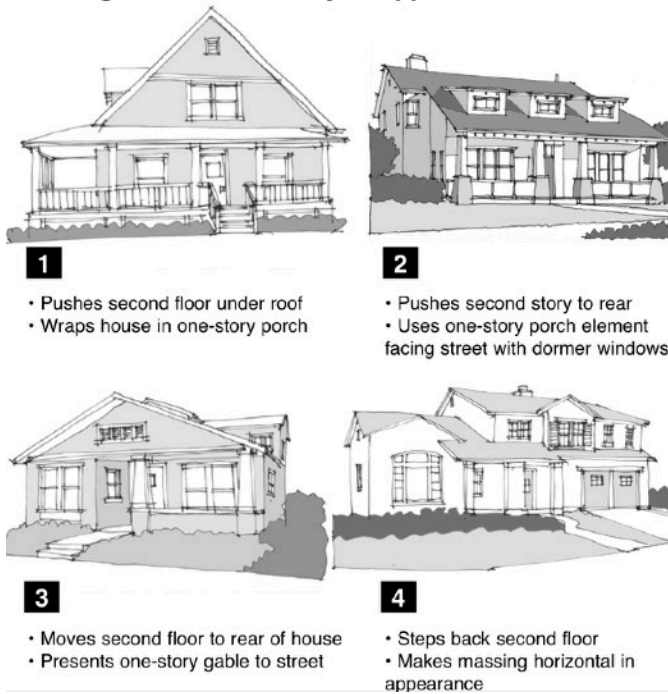
ABOVE: These diagrams illustrate various ways to incorporate second story additions in traditional neighborhoods.

- Minimize their perceived scale by stepping down their height toward the streets and neighboring smaller structures.
- Divide larger buildings into smaller "modules" of similar size as traditional houses in the neighborhood.
- Use building roof forms that are similar to those seen traditionally in the neighborhood.
- Infill development should have finished floor heights within the range typically seen in the neighborhood.

Architectural Features

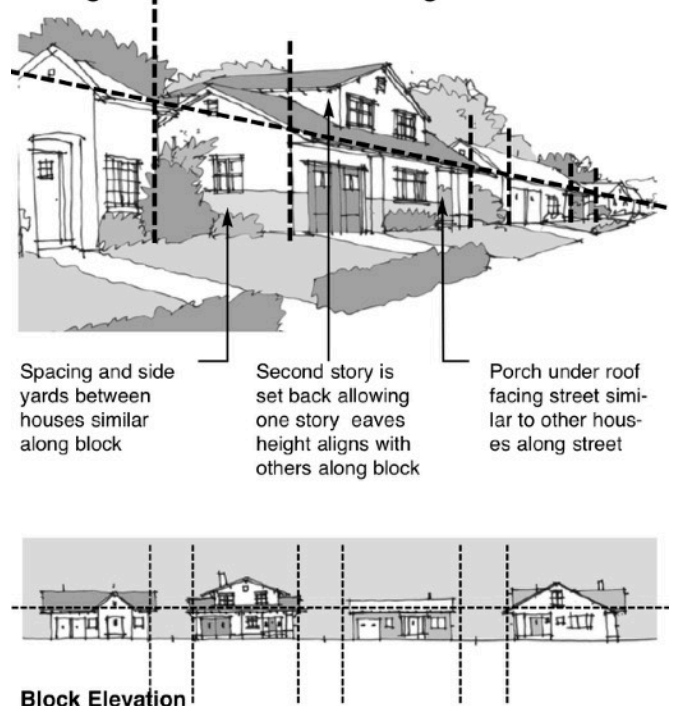
New infill single family and multifamily housing in Gardnerville's older neighborhoods should respect their architectural context with richness in texture, patterns and design elements that are common in traditional neighborhoods. New infill and renovated projects should:

Making Houses One Story in Appearance



ABOVE: These sketches illustrate different techniques for developing two-story homes in one-story traditional neighborhoods.

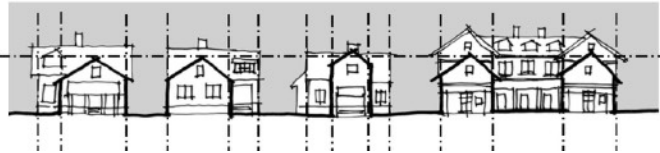
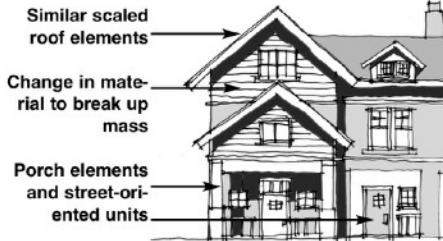
Fitting New Houses into Existing Blocks



ABOVE: This sketch illustrates how to insert new houses onto existing blocks and respecting the scale and side yard spacing between houses

Examples: Multifamily Infill

This example illustrates how new apartments should reflect the scale and rhythms of existing neighborhoods. The spacing and scale of porches and roof elements should be evident in new buildings.



ABOVE: Infill multifamily housing in traditional neighborhoods should be designed to fit into the block



ABOVE: Infill housing in traditional neighborhoods should feature a porch-forward design and reduce the visual impact of cars and parking

- Have a coherent architectural design concept where windows, doors, roof forms, siding materials and other building elements create a balanced composition.
- Have windows and doors that reflect the scale and patterns in the neighborhood and windows should be proportioned and grouped to provide a pleasing composition.
- Use a materials and colors that are indigenous to the traditional neighborhood.

SECTION 4

NEW NEIGHBORHOODS

New residential neighborhoods in Gardnerville should be master planned and create a pedestrian-centric context that is interconnected with parks, schools, open spaces and neighborhood services. These residential neighborhoods should be designed to be compatible with the community's architectural traditions. New neighborhoods will include community facilities such as recreation centers, and provide neighborhood services in a small village cluster setting. The intent of these small neighborhood service centers is to provide the neighborhood with a place to walk to and grab a cup a coffee. Suburban auto-oriented shopping or service stations will be prohibited. Where Agri-hoods are planned, they should be designed as the interface between the towns and riparian and agricultural edges.



4.1 BACKGROUND: Design Characteristics for New Neighborhoods

In Gardnerville, each new development should have a coordinated design concept with a sense of order and place within the community. However, new neighborhoods should not emulate tract development where similar designs are repeated in close proximity to each other. Sufficient variety in designs should provide visual interest. In addition to overall goals and guiding principles (4.2), this section includes general design guidelines for new neighborhoods (4.3), single family design guidelines (4.4), and multi-family guidelines (4.5).

4.2 NEW NEIGHBORHOODS GOALS AND GUIDING PRINCIPLES

NEW NEIGHBORHOOD IMAGE AND IDENTITY GOAL 1. To encourage the development of new residential neighborhoods reflecting Gardnerville's traditional developments patterns and building designs.

P4.1 PROMOTE TRADITIONAL DEVELOPMENT PATTERNS

Design a new neighborhood development to emulate the community's traditional neighborhood scale. The development should be organized around a hierarchy of interconnected streets, connect to nearby corridors, and reflect a walkable block size and pattern. All lots in the new development should be oriented to a through street and garage loaded alleys should be considered.



ABOVE: New neighborhoods should be designed for walking



ABOVE: New neighborhoods should make park spaces central to their identity and organization



ABOVE: Housing should provide eyes-on-the-street social oversight

P4.2 ORIENT TO THE STREET

Design residential buildings in new neighborhoods to be oriented to the street in order to create a strong relationship between the public and private realm. Residential buildings should be set back from the street a uniform distance; however, some modest variation may occur. Side-yard setbacks should also be provided and may vary in size depending on the building type. For example, more separation may be provided between a residential building and a neighborhood-serving commercial building.

P4.3 SUPPORTING NEIGHBORHOOD SERVICES

Locate smaller neighborhood commercial buildings to anchor a corner near a primary roadway.

P4.4 COMPATIBLE BUILDING SCALE

Design buildings in the new neighborhoods to be one or two-stories in height. Some special use buildings, such as community centers, may exceed this.

P4.5 DIVERSITY OF HOUSING CHOICE

Provide a variety of residential building types such as small lot single-family, duplex, fourplex, six and eight-pack townhomes. Design new residential buildings to reflect simple rectangular forms of traditional buildings with hip and gable roofs. These buildings should provide similar floor-to-floor heights and larger projects should be articulated to break up the mass.

P4.6 TRADITIONAL BUILDING MATERIALS

Use traditional building materials such as brick, wood, stucco, stone and corrugated metal siding. New durable materials may also be used if they are configured similarly to traditional materials.

P4.7 PARKING SUBORDINATE TO THE PEDESTRIAN REALM

Garages may be attached, detached, front-loaded, or located behind the building in a parking area, or off an alley. Locating a garage to the rear of the property, or off an alley is preferred to encourage more pedestrian-friendly streets. On-street parking may also be provided to offset parking counts.

P4.8 INCORPORATE PASSIVE AND ACTIVE OUTDOOR SPACE

Design passive and active outdoor space into new neighborhoods. This may include tot lots, sports fields, agricultural/community gardens, pocket parks, etc. These spaces may be located along the edges where the neighborhood abuts open space, or located internally where they're framed by buildings.



ABOVE: This is an aerial of the Valley West Neighborhood in Bozeman, MT. It has many of the attributes Gardnerville is looking for in new neighborhoods. These include: Integration of storm detention into parks connected by a community trail system; integration of schools into the neighborhood; a mix of housing types adding to the design and social diversity of the neighborhood, hierarchy of street sizes, porch-forward design of housing; a mix of alley lots that reduce curb cuts; and traffic calming measures.

4.3 NEW NEIGHBORHOODS GENERAL DESIGN GUIDELINES

Creating a Sense of Place

New projects in new neighborhoods should create a sense of place by using a strong organizational concept

with a hierarchy of streets, parks and public facilities. New developments should:

- Use open space and community facilities to provide social and design focal points.
- Integrate common open space as a centrally located and defining feature.



ABOVE: New neighborhood alley block housing along a parkway without curb cuts



ABOVE: Single family houses with clearly defined public and private spaces and social porch-forward design

- Centrally or purposefully locate communal activities, such as recreation and gathering places, to contribute to the social interaction of infill projects and surrounding areas.
- Design pedestrian and auto entry and travel experiences so they contribute to the sense of community and “neighborhood belonging” in new projects and adjacent areas.
- Have buildings designed and oriented to spatially define and activate streets and common open space areas with entry porches and pedestrian routes.
- Have buildings frame views of mountains, historic landmarks, and natural landscape features.

An Extension of Gardnerville

New development in evolving infill areas should be planned as part of an interconnected neighborhood of existing and future streets. They should be planned and designed as an extension of adjacent neighborhoods’ auto, bicycle, pedestrian, and open space systems. The design of new neighborhoods should include:

- Street and block patterns that are an extension of Gardnerville’s existing downtown, traditional, and new neighborhoods.
- Common amenities shared with adjacent future neighborhoods such as landscaped gateways and streetscape.
- Block patterns that create access points for emergency vehicles and bicycle routes.

Creating Residential Streets

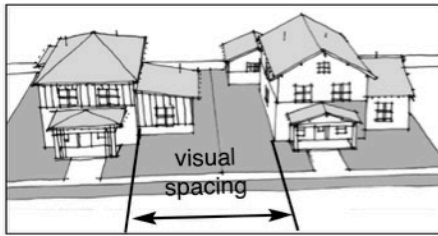
New infill development in evolving areas should be organized around pedestrian oriented residential streets rather than driveways and parking lots. In addition, new neighborhoods should have:

- A street design that reflects both functional and design hierarchy - - using street size and design to enhance the neighborhood’s identity.
- Primary organizational streets in new neighborhoods that incorporate planting strips, medians and other design features within the public ROW or streets owned by the Town of Gardnerville.
- Private roads designed as pedestrian-friendly streets that are a natural extension of the neighborhood.
- An interconnected system of sidewalks and crosswalks.

Incremental Development

New neighborhoods will evolve over time and new infill lots should:

- Connect existing sidewalks, streets, and alleys.
- Respect the scale and spacing between houses.
- Maintain the social and neighborly orientation towards the street.



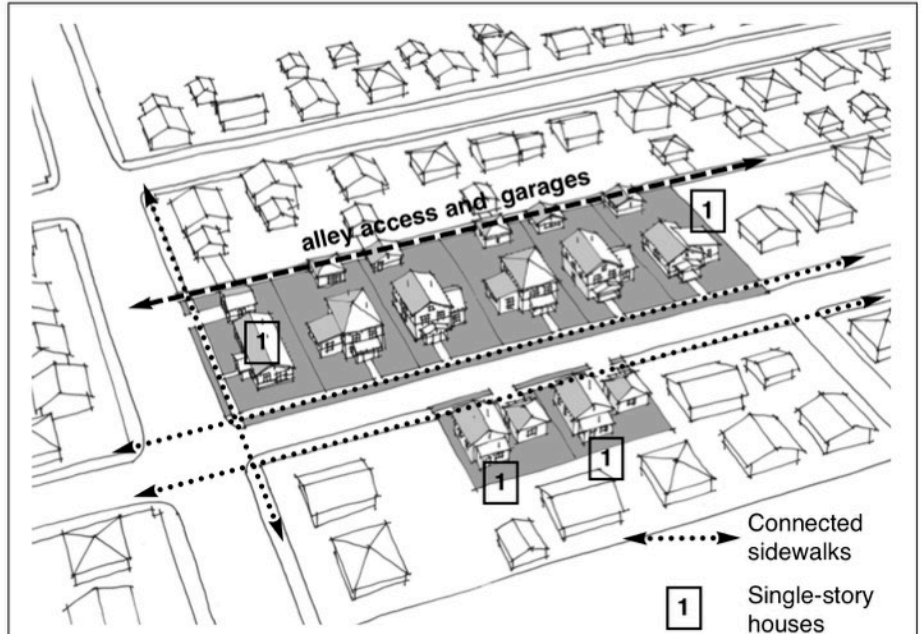
Above: VISUAL SEPARATION

New houses face the street, setback portions of the house to give the appearance of larger side yards



Above: CONNECTING STREETS AND SIDEWALKS

The eight-house infill subdivision completes a street and alley to reconnect the block to the surrounding neighborhood.



Above: FITTING INTO THE NEIGHBORHOOD

The case study neighborhood has smaller homes ranging from 900 SF to 1,600 SF on average. The case study mixes 2,400 SF and 1,200 SF houses into the neighborhood by using similar lot, block and setback patterns. Smaller homes are adjacent to existing houses and along single-story streets. Two-story homes are placed facing other new homes and separated from existing back yards by an alley.

ABOVE: These sketches illustrate how neighborhoods could develop over time, how future lots and blocks should connect sidewalks and streets, and house design respond to the scale and privacy of existing homes.

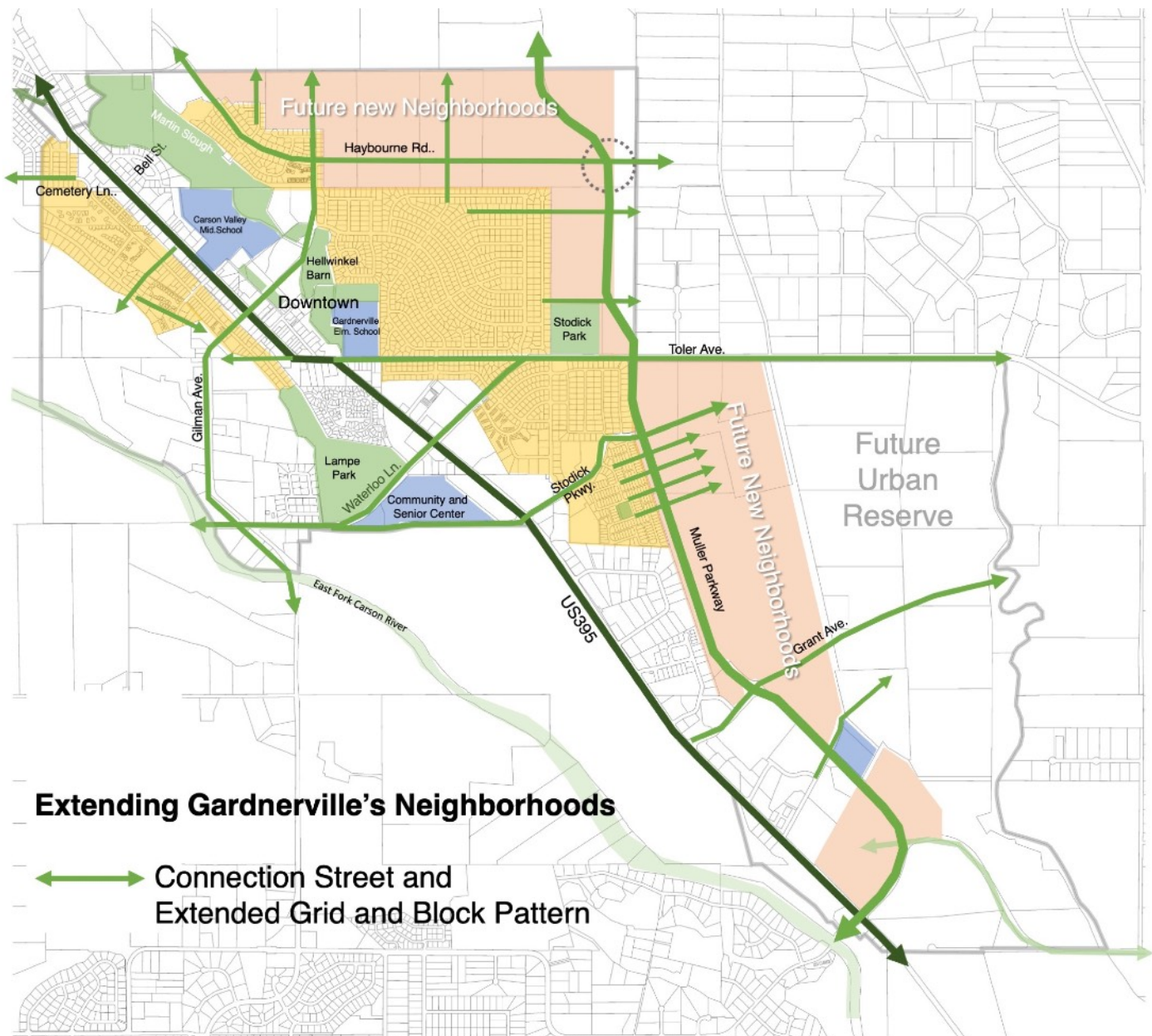
Streetscape

Streetscape planting should be a unifying and defining feature of new residential neighborhood streets. New neighborhoods should:

- Include a comprehensive streetscape plan that satisfies street design, pedestrian comfort, and visual amenity objectives for the neighborhood.
- Streetscaping plan that enhances the identity of the neighborhood by employing a variety of trees and

other plant material that contributes to each street's identity and character.

- Include at least one street tree per lot or 40' of lot frontage, whichever is smaller.
- Have trees placed in planting strips, sidewalk tree wells or front yards in a manner that supports the neighborhood streetscape plan.
- All Streetscape must be setback or of a type or material that will not interfere with the operations of solid waste collection, street sweeping or snow removal vehicles.



ABOVE: New neighborhoods should connect to existing street and block systems to provide walkable connections between neighborhoods

- Include pedestrian-scaled lighting that protects “night sky” policies.

Block Sizes, Lot Patterns and Building Orientation

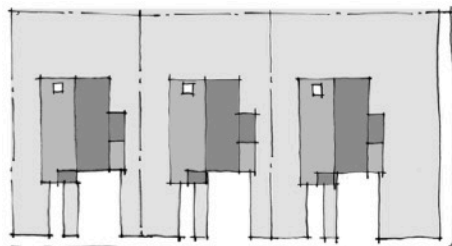
Neighborhoods developed in new, evolving parts of the community should use block sizes, lot patterns and housing orientation that supports pedestrian friendly and social neighborhoods. These areas should:

- Use Gardnerville’s traditional blocks as a reference for the pattern and scale.
- Use block patterns resulting in pedestrian-scaled neighborhoods that are comfortable for pedestrians and increases access options for future adjacent new neighborhoods.

- Include lots layouts that support building orientation towards neighborhood streets.
- Lots layouts that promote porches, yards, and architectural plans that enhance the social role of streets in the neighborhood.
- Use alley blocks when facing arterial or collector streets that have driveway limitations with porch-forward house design and alley access for parking.

Parking

Parking in new subdivisions should be in less visible locations such as toward the rear of the site, side yards, and along new alleys. New neighborhoods should:

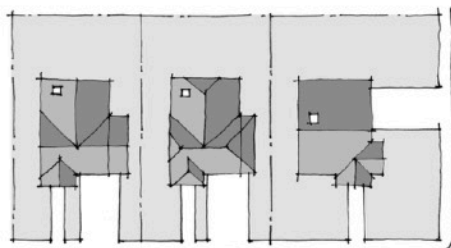


Examples:

This example residential block lacks variety. The roof and unit types are the same. The block does not have a corner housing type.



Undesirable: Lacks design variety



Examples:

This example residential block has architectural variety. The roof and unit types are different. The block uses a specially designed corner housing type.



Desirable: Design variety

outcroppings, and hills into the site planning of new infill development.

- Have grading contours that connect to, and blend with, existing elevations on adjacent sites. Extensive use of retaining walls is discouraged.
- Reduce drainage and run-off that may impact adjacent areas.

Urban/Rural Edge Buffers

New neighborhoods and development at the edge of Gardnerville should continue to employ site planning and design that provides a transition between residential and agricultural uses. New neighborhoods at the edge of Gardnerville should:

- Include yard and landscaped setbacks that transition or “feather” new development into agricultural or natural areas outside the rural urban limit.
- Use a mix of trees, shrubs, berms, fences or low walls, landscaping, and open fencing rather than opaque sound walls or fences.

Agri-Hoods

The new Plan for Prosperity allows agri-hoods to be built in Gardnerville’s new neighborhoods. These neighborhoods are to be designed to share a common garden or small farm. These could be located at the edge of Gardnerville or as part of a larger new neighborhood. They can be developed with a wide range of building and housing types including utilitarian buildings, common and shared kitchens, sales or shop space, and community-oriented educational facilities.



Examples: Making parking less visible

A. Mid-block lot with 5' minimum garage setback from front facade

B. Mid-block lot with detached garage located in rear yard

C. Corner lot with 5' minimum garage setback from front facade

D. Mid-block lot with tandem parking and 5' minimum garage setback from front facade

E. Mid-block with alley accessible garage

F. Corner lot with detached garage

ABOVE: This diagram indicates several site planning strategies for reducing the visibility of garages in single family neighborhoods

LEFT: This sketch explore ways to increase the visual variety of homes in new neighborhoods

Agri-hoods can include a mix of single-family, duplex, and multifamily homes. The design of agri-hoods should:

- Reflect adjacent neighborhood block and street patterns.
- Provide social orientation towards residential streets employing similar design considerations.
- Allow for the garden to be viewed and used as the neighborhood’s “commons” - a shared visual and spatial site design feature.
- Include street and site access to shared buildings and facilities.
- Protect adjacent neighbors from impacts of farming operations.

Flag Lots

Flag lots are not a preferred method for subdividing land, but when necessary to develop a rear portion of a parcel, they should be planned to reflect the traditional patterns in the neighborhood and reduce isolation or rear lots. If a flag lot is required and/or permitted, it should:

- Reflect the general building spacing and pattern of front and side setbacks seen in the frontage road houses.
- Orient houses towards drives as though they were streets where front porches are allowed to encroach into front setbacks.

- Promote more social and secure development for flag lot subdivisions with three or more houses by clustering entry porches.
- Locate parking to reduce visibility of driveways and garages.
- Promote entry porches at the rear to be visible from the public street.
- Not visually isolate rear lot houses with fences.

4.4 SINGLE-FAMILY GUIDELINES FOR NEW NEIGHBORHOODS

Single Family Housing Design Guidelines

The design of new single-family housing should reflect the scale and street orientation of Gardnerville's traditional neighborhoods.

Single-Family Residential Site Planning

New single-family housing in subdivisions should result in residential design and site planning that supports overall neighborhood design objectives and context.

- New single-family housing should be oriented towards public streets and reduce the visibility of parking garages.
- Entrances and windows, not garages, should be the dominant elements of front facades. Low hedges, fences or entry gates should be used to define the edge of private yards.
- Garages should be pushed back at least 5' from the front elevation. Rear garages are strongly encouraged and should be designed to preserve back yard space. Where possible, alley access should be used for garage access.
- In no case should the width of the garage be more than 50% the width of the house.
- Corner homes should be planned so both exposed facades address the street.
- On corner lots, the sides of the house should be set back at least 10' from the property line.
- Where natural features exist, such as creeks or hills, open spaces should be preserved and used to frame and define residential areas.
- Grading for new homes should limit the visual distinction between grading of existing neighborhood streets and adjacent natural landforms.
- Grading should be contoured to blend into adjacent open spaces, lots, or public ways. The use of retaining walls will only be considered in extreme circumstances.

Single-Family Residential Massing, Transitions and Architectural Design

New single-family housing should be high quality architecture and provide a variety of styles and design within each block, respecting the neighborhood setting.



ABOVE: Two-story apartments designed as an infill community and neighborhood



ABOVE: Multifamily housing oriented towards the street with clearly defined public and private spaces



ABOVE: Multifamily housing with porches and balconies oriented towards the street rather than a parking lot



ABOVE: This agri-hood has porches and front doors socially oriented towards a shared garden space



ABOVE: This agri-hood co-housing development is organized around a central green



ABOVE: This co-housing pocket-neighborhood shares a neighborhood green

- Block frontages should include at least three distinct models (both in plan and elevation), plus one or more variations for corner lots. Homes of the same model should not occur on adjacent lots.
- Architecture within each new residential area should use a variety of forms, details and materials. New projects should create a pleasing variety of homes.
- Roof forms should be consistent on all parts of the house and garage. All roofs should have a similar pitch.
- Larger wall and roof planes should include 3-dimensional design features such as chimneys, balconies, bay windows or dormers.
- All facades of a home, including side and rear elevations, should have the same level of quality in detail and materials.
- The entire home should have a coherent architectural composition. Roofs, walls, and materials should gracefully transition from front, sides and rear elevations.
- Open porches, balustrade railings, and roofs that complement the pitch and materials of the main roof is encouraged.
- On corner lots, architectural style and details shall be consistent on both exposed facades.
- Details should reinforce and enhance the architectural form and style of the house. Windows and doors should have a similar or of a matching style. Trim profiles and recessed windows and doors are encouraged. Special windows, such as bays, and dormers are encouraged to add interest to the facade.
- Stairways, fences, and other accessory elements should be designed as integral parts of the architecture. These should not be visible features at the ends of streets or driveways.
- Two story homes should also step back second floors and/or increase side and rear yards to provide transitions to adjacent existing single-story homes.
- For smaller infill subdivisions, the side yard spacing should appear to be similar (from the street) to that found in the surrounding neighborhood. Building footprints that are stepped as illustrated help accomplish this, and lot design may also be important.
- Varying roof heights, step-backs, and/or changes in wall planes should be used to break up perceived mass.
- In two story designs, applicants should use more than one material or color changes on an elevation to help break up the vertical massing.

Single-Family Residential Materials and Color

The choice of materials and colors should provide long-lasting quality and enhance architectural and massing concepts.

- Architectural design within each residential subdivision or infill site should use a palette of materials that convey a quality image and durability.

Architectural Guidelines

Commercial Storefront Buildings

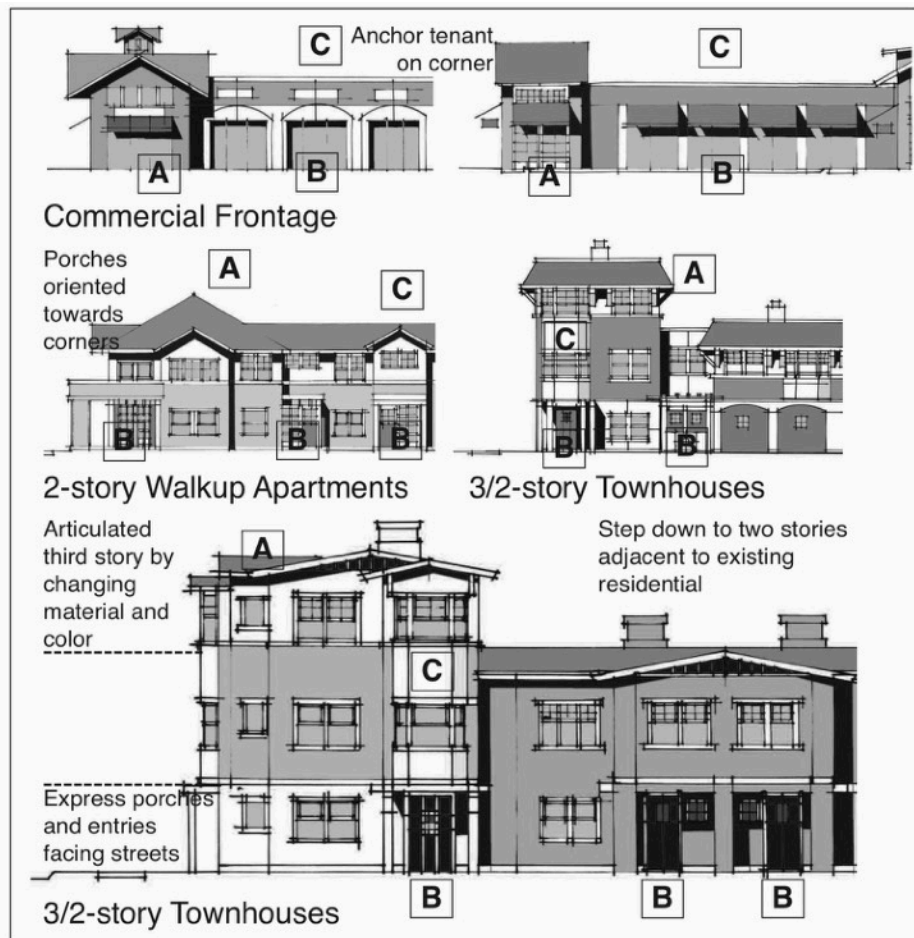
- A. Corner massing and roof feature at intersections
- B. Transparent storefronts and awnings along sidewalks and walking routes
- C. Signage concept addressing auto and pedestrian-scaled visibility

Walk-up Apartments

- A. Roof forms and porches towards corners and pedestrian routes
- B. Porches oriented toward sidewalks
- C. Balconies, bay windows, and porches are encouraged

Townhouses

- A. 3-story portion of buildings facing streets and corners
- B. Porches oriented toward sidewalks
- C. Balconies, bay windows, and porches are encouraged

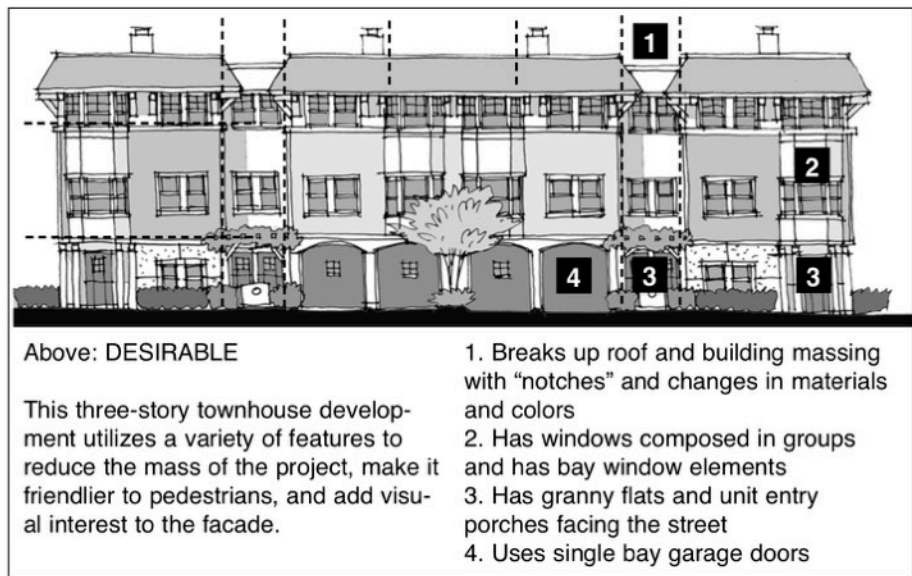


ABOVE: These sketches indicate architectural expression of new neighborhood shops, apartments, and townhouses can result in a community that conveys Carson Valley traditions and lifestyle.

Right: DESIRABLE

This elevation sketch illustrates how townhouse and apartment buildings can be designed to support pedestrian-friendly streets by:

- Breaking up the mass of the building and roof;
- Orienting units towards public or private streets;
- Breaking up expansive rows of parking with unit entries, single bay garage doors, and landscaping; and
- Adding residential-scaled architectural features, such as bay windows.



Above: DESIRABLE

This three-story townhouse development utilizes a variety of features to reduce the mass of the project, make it friendlier to pedestrians, and add visual interest to the facade.

1. Breaks up roof and building massing with "notches" and changes in materials and colors
2. Has windows composed in groups and has bay window elements
3. Has granny flats and unit entry porches facing the street
4. Uses single bay garage doors

ABOVE: This sketch illustrates strategies for reducing the scale and adding interest to multifamily projects.



ABOVE: Sketch of neighborhood gateway off future Muller Parkway

- Examples include:
 - Roofs: Unglazed clay tile, architectural composition shingles
 - Walls: Painted stucco, shiplap wood siding, wood shingles, board and batten wood siding
- On corner homes, architectural materials should be consistent on both exposed elevations.
- Certain materials have an inherently inexpensive, insubstantial or garish quality. These materials should not be used in new construction. Examples include:
 - Roofs: glazed or painted tiles, highly reflective metal or sheet materials, composition roll roofing
 - Walls: vinyl, metal, T-111 siding, plywood, other sheet materials
- Wood or hardboard siding, if used, should be shiplap or board-and-batten. Shiplap should be installed so there are no visible joints. Board-and-batten should be installed so there are no visible joints in the underlying "board" material.
- Painted surfaces should use colors that reinforce architectural concepts and are compatible with natural materials, such as brick or stone, used in projects.

4.5 MULTIFAMILY GUIDELINES FOR NEW NEIGHBORHOODS

Multifamily Housing Guidelines

Multifamily housing should be designed to reflect the scale, rhythm and street orientation of Gardnerville's traditional neighborhoods.

Multifamily Residential Site Planning

New multifamily housing should be an integral part of the neighborhood and community creating and enhancing pedestrian friendly streets and places.

- When possible, new multifamily development should incorporate a mix of housing types, such as flats, townhouses, granny units, and duets.
- Infill multifamily housing should reflect the patterns of front and side setbacks found in the neighborhood.
- Buildings should frame neighborhood gateways and define community and common open spaces.
- Public, communal, and private spaces should be clearly distinguishable.
- Ground floor units should have direct access from streets and from common spaces.
- Units should provide "eyes-on-the-street" security by orienting towards streets and common areas.
- Site entries should distinguish themselves with added texture or use of contrasting materials.



Architectural Guidelines

KEY

- A. Porches and/or stoops
- B. Eaves at second levels
- C. Bay and roofs that express individual units
- D. Stepping down to two-stories adjacent to existing single family housing

Duplex



Townhouse

ABOVE: Multifamily housing design should be oriented towards the street and designed to break down the massing to reflect the scale of traditional Gardnerville houses

- Entry drives to multifamily housing should be designed to create a positive identity for the project. Landscape and site design should frame and distinguish entry drives.
- Parking lots should be screened by shade trees, landscaping or buildings.
- Parking should be unobtrusive and not disrupt the quality of common spaces and pedestrian environments of multifamily development.
- Visible long, and unbroken rows of parked cars or garage doors should not be permitted. Parking should be distributed throughout the site in discrete courts and garages.
- Services for multifamily development should not be visible from public areas. Trash bins, utility meters,

transformers, and other service elements should be enclosed or otherwise concealed from view in enclosures architecturally compatible with the project.

- Where garbage cans are used for individual units they should be stored behind a fence on a screened concrete pad.

Multifamily Residential Scale Transition and Views

Neighborhood and architectural design concepts should provide for a transition in scale between multifamily streets and smaller single-family residential streets. The transition should respect the character, views, privacy and sunlight of adjacent properties without isolating individual houses or developments.

- Projects should be designed to integrate with adjacent development.
- Opaque concrete block sound walls are not allowed as they indicate poor site planning solutions.

Multifamily and single-family houses interface should use a variety of design methods to ensure a well-integrated community. Design concepts may include:

- Orienting units towards public streets and commons rather than neighboring backyards;
- Enclosing parking in smaller, scattered structures within multifamily projects to reduce the impact of parking lots and expansive carports on adjacent houses;
- Including screening and shading in the landscape plan;
- Interfacing single and multifamily development with streets or open spaces; and/or
- Stepping down the mass and increasing side or rear yard setbacks of taller multifamily projects adjacent to existing single-family homes.

Multifamily Residential Common Areas

New multifamily projects should provide common spaces that are physically defined and socially integrated into the site plan as gathering places.

- Multifamily development must provide common and/or private open space for each unit consistent with development standards in the Zoning Ordinance including usable open space in private and/or common courtyard areas.
- Common spaces and amenities should be visible, central and socially active in multifamily projects to enhance the sense of community.



ABOVE: Community garden as a focal point for new neighborhoods

- Multifamily projects should include both landscaped and hardscape areas that encourage social interaction.
- Play spaces for children are strongly encouraged and should be both secure and observable.
- Common private open space should be centrally located and have a physical and visible connection to public open space.
- Common open space should be connected to each project's internal pedestrian system.

Multifamily Residential Architectural Design

New multi-family projects should fit into the surrounding neighborhood by transitioning in scale, and reflect local architectural traditions, and respond to Gardnerville's climate.

- Architectural styles and features found in traditional Gardnerville neighborhoods or in historic structures on or around the site should be reflected in the design of new housing.
- Multifamily projects should utilize a unifying theme with common family of roof and building forms and architectural elements.
- Building forms should use varying roof heights, setbacks and wall planes to break up the perceived bulk of buildings. Long, unbroken volumes and large, unarticulated wall and roof planes should not be permitted.
- Facades should have 3-dimensional elements, such as chimneys, balconies, bay windows or dormers, to break up large wall and roof surfaces.
- Every facade should possess an overall design concept that is well composed and articulated and of consistent quality.
- Roof forms should cover the entire width and depth of buildings. Superficial roof forms, such as "mansards", affixed to the building should not be allowed.



- For buildings over two stories, upper floors should be incorporated into the design of roof “attic space”.
- Roof forms should reflect their context. While traditional sloping roofs, such as gable or hip roofs are generally preferred, there may be instances (such as adjacent to a traditional commercial district) where flat roofs may be allowed, if screened from public view by continuous parapets or by pitched roofs.
- In response to single-family context, smaller multifamily developments should strive to have the appearance of gracious single-family homes.
- Outbuildings, such as community buildings, management offices, clubhouses, or freestanding parking garages should incorporate design features, materials and colors of the residential buildings.
- Garage entries should be expressed as single bay openings. Garage doors should be designed to include windows, materials and proportions that reduce their impact and scale.
- Stairways, fences, trash enclosures and other accessory elements should be designed as integral parts of the architecture. These should not be visible features at the ends of streets or driveways.

Multifamily Residential Materials and Color

Multi-family housing should demonstrate a commitment to lasting and durable design with materials and colors that support overall image and massing concepts.

- Architecture within each multifamily project should use a palette of materials that are complementary to adjacent neighborhoods and convey an image of quality and durability.
- All the facades should employ the same quality of materials.
- On corner units, architectural materials should be consistent on both exposed elevations.
- Buildings designed with obvious references to styles or periods should use materials consistent with that style or period.
- Painted surfaces should use colors that reinforce architectural concepts and are compatible with natural materials, such as brick or stone.
- Certain materials have an inherently inexpensive, insubstantial or garish quality. These materials should not be used in new construction. Examples include:
 - Roofs: glazed or painted tiles, highly reflective metal or sheet materials, fake shingles made from metal or plastic materials
 - Walls: vinyl, metal, plywood, T-111 siding, masonite or other sheet materials
- Wood or hardboard siding, if used, should be shiplap or board-and-batten. Shiplap should be installed so there are no visible joints. Board-and-batten should be installed so there are no visible joints in the underlying “board” material.

Multifamily Residential Lighting

Lighting location and design should be an integral part of the design concept for multi-family projects.

- Lighting in projects should be designed for specific tasks (i.e., illuminating common areas, parking, streets, paths, and entryways).
- Lighting should be mounted on architecturally designed posts less than 16’ in height, and preferably lower. Post should match the color of the building or be black.
- Fixtures and posts should be consistent throughout the project.
- Lighting along public streets and spaces should reflect the Town’s standards.
- Fixtures should incorporate lens or shades to screen the view of light sources from residences.

Multifamily Residential Landscape

Multi-family project landscaping should support design concepts for residential streets, common areas and architectural design.

- All site areas not covered by structures, walkways, driveways, plazas or parking spaces should be landscaped.
- Landscaping should support the privacy requirements, distinction, and transition between private, common and public spaces.
- Freestanding landscape elements that provide visual accents and a sense of entry are encouraged. These could include trellises, arbors, and special landscape materials that add character to yard and common areas.
- Landscape materials should be live plants. Gravel, rock, bark and other materials are not a substitute for plant cover.
- Landscape shall be permanent with automated irrigation. Water-intensive plants, such as lawns and flowering exotics, should be used sparingly as accents.
- Natural features and existing trees should be incorporated into the landscape plan.
- Plazas and common areas subject to pedestrian traffic may be surfaced with a combination of landscape and decorative pavers or textured concrete.
- Parking lots should be generously landscaped to provide shade, reduce glare and provide visual interest. Parking lots should provide shade trees (of at least 15 gallon in size) for each 8 spaces. Higher ratios are desirable.
- Parking lots should be landscaped. Lots should be screened from view with low architectural fences, berms or shrubs consistent with Town standards.

SECTION 5

COMMERCIAL CORRIDORS AND EMPLOYMENT AREAS

New development along US 395 commercial corridors and the proposed Muller Parkway should convey high quality design that respects Gardnerville's distinct character, and the vision for each unique area. In Gardnerville this includes Millerville, "S" Curve and South Entry. In these corridors, site and building designs should focus on creating a comfortable walking environment for pedestrians, providing visual interest and high-quality shopping experiences. New development should respond appropriately to the character envisioned for each area. In addition, it should consider its surroundings, and provide a compatible transition to adjacent land uses. Buildings should orient towards US 395 and entrances should be designed to be visible and easily accessible. Muller Parkway is envisioned as a landscaped boulevard with a rural-like interface for new neighborhood development. This description excludes the portion of the commercial corridors that are part of the Downtown Character Area. In addition, Gardnerville expects industrial and warehouse projects being inserted into commercial corridors and formally developed industrial subdivisions to meet higher design standards.



5.1 BACKGROUND: Characteristics of Existing Commercial Corridors

Development Patterns

The primary commercial corridor that runs through the Town of Gardnerville is US 395. US 395 is primarily two travel lanes in each direction, and has additional turn lane when intersecting with a secondary street. Large agricultural areas occur at the southern gateway into Gardnerville and the northern gateway into Minden. Some areas along the corridors are closely related to contiguous residential neighborhoods. The majority of the parcels have frontages that are oriented to the highway corridors. They range in size, with many individual curb cuts for access.

Building Orientation/Setback

Building setbacks vary along the commercial corridors, with some structures located close to the street while others are set back significantly. In some cases, primary intersections and entrances to developments are identified with substantial landscape areas. No fences exist along the commercial corridors. Some buildings orient toward the highway. Others orient towards interior parking lots or side streets which results in some blank side walls that face the highway itself.

Building Height

The heights of buildings along the corridors vary from one to four-stories; the majority of buildings are between one and two-stories in height.

Mass, Scale and Form

Most of the buildings along the corridors are simple rectangular forms with flat, hip, and gable roofs. Building features such as simple wall offsets, galleries, and one-story elements create a human scale.

Materials

Brick, wood, prefabricated paneling, stucco, and stone are used along the commercial corridors.

Streetscape

Most sidewalks attached to the curb throughout the corridor; however, some sections have been improved with detached sidewalks and landscaped edges. Some sections of the corridor have only one sidewalk on one side of the street. Examples are the southern gateway into Gardnerville and the northern gateway into Minden. In many parts of the corridors, landscaping occurs on the inside edge of the sidewalk, to screen surface parking; however, a few blocks provide a planting strip between the street and sidewalk, which helps to buffer pedestrians from highway traffic.

Heritage

A number of buildings along the corridors date from the early days of the community. These reflect the heritage of the area and enhance the character of the corridor.

Parking

Large areas of surface parking characterize the commercial corridors. This often occurs in front of buildings. At times, a landscaped strip buffers this parking.

5.2 COMMERCIAL CORRIDORS GOALS AND GUIDING PRINCIPLES

COMMERCIAL CORRIDORS AND EMPLOYMENT AREAS IMAGE AND IDENTITY GOAL 1: To enhance the built environment along commercial corridors.

P5.1 COMPATIBLE SCALE IN BUILDING

Provide varied building mass and articulation methods that create a human-scaled environment.

COMMERCIAL CORRIDORS AND EMPLOYMENT AREAS IMAGE AND IDENTITY GOAL 2: To enhance the pedestrian friendliness of commercial corridors and promote safety.

P5.2 ENHANCE THE STREET EDGE FOR PEDESTRIANS

Continue to develop pedestrian amenities and streetscape improvements in the public and private realm. This includes placing buildings close to the street, creating visually interesting spaces that invite pedestrian activity, and providing continuous planting strips and medians.



ABOVE: US395 southeast of Gardnerville has over 2-miles of commercial and industrial land with several generations of auto-oriented development



ABOVE: Northwest of Old Town US395 has smaller auto-oriented buildings and pads that range from shops in converted houses to suburban financial service companies



ABOVE: The 'S' Curve is the the eastern gateway into downtown that merges residential scale, auto visibility and downtown connections



ABOVE: There are potential development sites along the 'S' Curve where Main Street bends east



ABOVE: This sketch illustrates potential development of underutilized sites at the 'S' Curve with commercial frontage and infill multifamily



ABOVE: 3-D diagram of future 'S' Curve development that renovates existing houses and new compatible commercial development facing Main Street and multifamily buildings organized along a small walking street

COMMERCIAL CORRIDORS AND EMPLOYMENT AREAS IMAGE AND IDENTITY GOAL 3: To revitalize and reenergize commercial corridors considering defined character areas.

P5.3 REVITALIZE EXISTING BUILDINGS AND ADDRESS THE STREET EDGE

Create new building projects along “Millerville,” “S” Curve, and “Commercial Quad” areas to reflect the scale, character and orientation of traditional buildings in the downtown areas and promote a pedestrian-friendly experience. Building entries and storefronts should face the sidewalk and parking should be located to the rear or side of the building.

P5.4 COMPATIBLE DESIGN

Create new infill buildings within established residential building clusters (converted to commercial use) to reflect the traditional mass, scale, form and orientation of these buildings. Include key features such as porches.

P5.5 CREATE GATEWAYS

Create “Gateways” into each community at the “South and East Entries” areas by clustering different building types. New development should reflect the scale and character of the regional context and have an internal system of open spaces framed by multifamily, mixed-use, office, healthcare, and institutional buildings.

P5.6 A MIX OF USES IN SCALE

Provide a mix of neighborhood services, multifamily, and small lot residential buildings that orient to the street within the “South Central” Gardnerville area. New buildings should reflect the scale and character of the regional context.

COMMERCIAL CORRIDORS AND EMPLOYMENT AREAS IMAGE AND IDENTITY GOAL 4: To be sensitive to surrounding neighborhood context.

P5.7 RESPECT NEIGHBORHOOD EDGES

New buildings should be designed to be sensitive to their adjacent residential contexts by providing lower scale buildings, and buffer parking areas where they transition to these areas.

5.3 COMMERCIAL CORRIDOR DESIGN GUIDELINES

The design guidelines for commercial corridors are organized into two categories. These include portion of corridors that were initially developed before 1950 and susceptible to redevelopment and areas that are more recently developing and or evolving.

Pre-1950 Commercial Corridors

These older portions of Main Street/US395 include two former residential and commercial areas that include converted houses and residential context that should influence the design of new development. These

pre-1950 areas include the ‘S’ Curve and Millerville character areas.

‘S’ Curve Context

New development should incorporate historic buildings, hide parking and make an esthetic thematic connection to Old Town.

Urban Design Concepts for the ‘S’ Curve

The ‘S’ Curve is the traditional arrival point from the south for Gardnerville’s Old Town. The Plan for Prosperity envisions mixed-use development that orients towards the street and the curve to reinforce the definition of the entry. It includes a corner plaza and a multi-story mixed-use building facing the curve. On the south is a horizontal mixed-use development that incorporates the historic house and uses it as an architectural reference for new development to reference. The concept also includes a small green as a focal point for the development.

Block and Lot Pattern

This area should be master planned as a mixed-use village that reflecting traditional development in Old Town and Douglas Avenue. The north side of Main Street is a continuation of the historic block. On the south, new development should be organized around a small-scaled block pattern that orients new buildings towards small private streets. Architecturally, new townhouse residential development on the interior part of the ‘S’ Curve should be designed to reflect the scale and character of the historic homes on Douglas Avenue. The commercial frontage buildings should orient towards Main Street with parking at the rear or sides of the ‘S’ Curve area.

Gateways

The ‘S Curve is a gateway for Old Town. Buildings on Main Street need to be designed to frame the entry at a civic scale. Every building should contribute to this objective. Landscaping, both along Main Street and internal streets and open spaces, should contribute to the sense of entry into Old Town.

Focal Points

The plaza on the north side of Main Street should provide a focal point for the ‘S’ Curve. Ground floor activity should face onto the plaza. A café or other type of use that can take advantage to the visibility and outdoor space should be encouraged in this location. The streetscape and roadway concepts in the Plan for Prosperity also identify this visible location as an opportunity to include public art.

Pedestrian Connections

The orientation of development in the ‘S’ Curve should make walking between Old Town and traditional neighborhoods more comfortable. Landscaping and traffic calming concepts need to be an integral part of

this objective. Douglas Avenue needs to be considered as part of the connections concept.

Vehicular Access

Vehicular access for the north side of the 'S' Curve can happen from Mission Street. On the south, Douglas Avenue can provide access for residential uses. A single shared access point should be planned for all the commercial uses on Main Street. An alley system should be provided for residential uses. No driveways or parking garages should face internal streets.

'S' Curve Guidelines

New investment in the 'S' Curve should reinforce its role as an important point of arrival in Old Town.

The 'S' Curve has terrific visibility due to the bend in the road where historic Main Street transitioned into US 395 at Douglas and Toler. On the south side of US 395 area is a mix of historic buildings and nondescript post war commercial buildings. Commercial uses back up against a residential area. On the north side of Main Street are opportunity sites that will continue the storefronts to the 'S' Curve as part of a commercial block. This area faces a traditional residential block on Mission Street.

Site Connections

- Building entries should be located facing streets.
- Public streets and open spaces should be the primary means of visually and functionally connecting various buildings and development in the future.

Building Alignments and Orientation

- As an extension of Old Town, commercial buildings should be aligned and orientated towards public streets.
- The ground floors of new buildings should match existing traditional commercial and mixed-use buildings where transparent storefronts contribute to pedestrian edges and connections.
- Building and landscape setbacks along Main Street should provide an interconnected sidewalk system. Commercial buildings should have storefronts and be located along the sidewalk.
- Residential development should have front yards and porches and be oriented towards the street.
- Housing should be oriented towards streets and open spaces. Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 traffic calming and streetscape concepts for the area should replace the traffic barrier wall with another pedestrian protection system, such as bollards, and extend Main Street's lighting and landscaping.

Roadway and Parking Lot Design

- Parking lots and driveways should be accessed by mid-block alleys rather than by individual curb cuts.
- Parking lots should be located in the middle of Main Street blocks, hidden behind buildings.

Response to Architectural Context

New projects should feel as though they are part of Old Town.

- On the north of Main Street storefront buildings should be either wood frame construction or brick with strong cornice lines and punched window openings. Commercial buildings should have flat roofs or gable roofs hidden behind a parapet.
- On the south side, residential architecture should have gable roofs with an emphasis on porches facing the street with parking at the rear of the site.

Signage Design

- Signs in the 'S' Curve area should be similar to Old Town. They should be mounted on buildings and work at the modest scale of the historic state highway (rather than possess large auto-oriented signs) as well as part of the pedestrian experience.
- Window signs should be part of the overall graphic concept for the business and part of the pedestrian signage tradition.

Millerville Context

Site planning and building design should reflect the traditional character of Gardnerville's adjacent commercial and residential areas.

Millerville is a mixed-commercial area that has been inserted into a former residential area between Minden and Gardnerville. It has a variety of uses and site conditions. Historic houses are located along US 395 in the portions near Old Town. This area backs up against traditional residential areas on the south side along Douglas and on the north side by Gardner Drive. Some areas on the north side of US 395 have views and access to protected open space.

Urban Design Concepts for Millerville

Millerville is a mixed-commercial area that connects Minden and Gardnerville. Design concepts for this area primarily enhance this by placing buildings facing the street and improving pedestrian and auto connections between them.

Block and Lot Pattern

The Millerville character area has residential and traditional scale blocks and lots in contiguous areas of Old Town, Douglas Avenue and Gardner Drive. The design concepts for this area should emulate the scale and pattern of these adjacent areas to enhance the continuity and image of between Minden and Gardnerville.

Gateways

The west entry into Gardnerville is located near Church Street. Development in this area should reinforce the town's gateway. Development site planning, building orientation and streetscape should work together framing an entry on both sides of US 395.

Focal Points and Pedestrian Connections

The Plan for Prosperity identifies crosswalks at Church, Centertown, Mill and High School Streets. These streets are important pedestrian connections along US 395. In these locations, buildings need to "turn the corner" providing street edges that make walking comfortable and interesting. The strong corner orientation of buildings in these locations can also provide focal points and definition to the otherwise long stretch of commercial development. A traffic signal is proposed in the Plan for the Mill Street and US 395 intersection. This will provide a safe place to cross and connect neighborhoods to the south to commercial and open space on the north side of US 395.

Vehicular Access

New development in Millerville should reduce the amount of curb cuts and improve pedestrian safety along US 395. Development on the south side of US 395 west of Mill Street has alley access. The alley can be accessed via side streets reducing the need for curb cuts on Main Street. Other sites should be accessed by side streets and share curb cuts where possible.

Millerville Guidelines

New development should contribute to the continuity of commercial activity and pedestrian connections along US 395.

Site Connections

- New investment should connect to adjacent development to make it easier to walk and drive between businesses.

Building Alignments and Orientation

- New commercial development should be located at the edge of the sidewalk along US 395.
- Building entries and storefronts should face the sidewalk.
- Parking should be located at the rear or side of the building.

Streetscape and Landscape Design

- The US 395 traffic calming and streetscape concepts for the area should extend Main Street's lighting and landscaping.
- On-site landscaping should reflect the Town's streetscape improvements providing similar quality lighting and landscaping.

Roadway and Parking Lot Design

- New investment should combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- New buildings adjacent to traditional residential buildings (even when they have been converted to commercial uses) should reflect their massing and orientation.
- New investment should emulate the architectural elements the scale of historic buildings.
- Larger commercial buildings should be developed in "modules" of the traditional buildings, reflecting their scale.

Signage Design

- Millerville signage should work at the modest scale of the historic state highway (not large auto-oriented signs) as well as be part of the pedestrian experience.
- Pole signs are not allowed by code.

Evolving Commercial Corridors

These newer and underdeveloped portions of US395 include areas of evolving commercial and horizontal mixed-use development. These include four portions of US395: the Minden-Gardnerville gateway zone, Commercial Quad at US395 and Waterloo Lane, US395 and Stodick Parkway, and US395 and Muller Parkway.

Commercial Quad Context

New development in the Commercial Quad area should contribute to the overall character of the district as a convenient and comfortable shopping experience.

The Commercial Quad is an important community intersection that has become the primary auto-oriented commercial service address for Gardnerville. It has grocery stores, service commercial uses, and franchise restaurants. The Plan for Prosperity emphasizes enhancing this economic role and improving the connections between existing and future development.

Commercial Quad Urban Design Concepts

The overall goal for the Commercial Quad area is to improve its position in the market by making future investment and reinvestment solidify its image and performance as a coherent auto-oriented shopping destination for the larger community.

Block and Lot Pattern

The block and lot pattern of the Commercial Quad area reflects its roots as a post war auto-oriented shopping center making visibility of tenants and maximizing parking as a top priority. The Plan for Prosperity



ABOVE: This diagram illustrates a plan that relocates a Millerville historic house and development of comparably design commercial facing Main Street



ABOVE: This diagram illustrates preservation and renovation of a Millerville historic house with new comparable infill commercial frontage and residential developed on the rear of the lot

stresses introducing site planning approaches that emulates block and lot patterns found in traditional portions of Gardnerville. This includes treating driveways like internal streets with sidewalks and landscaping, pushing future development to the street edge and towards corners (with storefronts), and connecting storefronts.

Gateways and Focal Points

Waterloo and US 395 is an important intersection from a traffic and circulation standpoint and as a vehicular entry for Gardnerville from the east and west. The Plan for Prosperity identifies the intersection as an important focal point in the community. A combination of building orientation, streetscaping and signage should reinforce this urban design concept.

Pedestrian Connections

Future investment in the Commercial Quad area should add organizational features that improve internal and external walking connections. Alignment of storefronts, adding sidewalks, and the orientation of new buildings should increase the accessibility of the area to pedestrians and make it more comfortable and safer for patrons once they get out of their cars.

Vehicular Access

As in other areas, combining curb cuts and connecting driveways should be a goal of every new investment and reinvestment in the Commercial Quad. Over time, new projects should help transform the area into a more coherent shopping destination that feels and performs as one place.

Commercial Quad Guidelines

New investment should reinforce the Commercial Quad as a single contemporary community-shopping destination.

Site Connections

- Commercial buildings should be planned, designed retrofitted to improve pedestrian and parking access connections.
- New investment should connect to adjacent development to make it easier to walk and drive between businesses.

Building Alignments and Orientation

- New buildings should align with existing storefronts and street edges to enhance internal pedestrian connections and links to surrounding areas.

Streetscape and Landscape Design

- Streetscape concepts for US 395 should include a planting that results in a tree canopy to strengthen the image and identity of public streets.

- New site development should include landscaping that improves the pedestrian environments within the auto-oriented Commercial Quad area.

Roadway and Parking Lot Design

- Future reinvestment in the Commercial Quad's existing parking lots and driveways should connect large anchors, shops and pads.
- New investment, renovation and new buildings, should combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels and buildings to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- New buildings in the Commercial Quad should set the tone for future reinvestment in existing buildings.
- Over time, regional materials and response to the Carson Valley climate should be expressed in the renovation of existing buildings.

Signage Design

- The Commercial Quad should have an overall graphic identity and wayfinding approach to signage found in successful managed shopping centers and districts.

South-Central Context

New development should be designed to orient towards the street, hide parking, provide connected walking edges and respond to visibility created by the bend in US 395.

Photo Caption: South-Central Gardnerville includes a long stretch of US 395 from the Commercial Quad and South Gateway character areas. South-Central has little architectural context that new development can reference. The area is zoned for commercial and industrial uses. It has permanently protected open space located on the west side of US 395 with great views of the valley floor and mountains. To the east, the lands include emerging neighborhoods and Receiving Areas. The Plan for Prosperity emphasizes enhancing the connections and integration of new development on US 395 frontage and contiguous areas.

South-Central Urban Design Concepts

The South-Central part of Gardnerville has some of the biggest image challenges and opportunities. It has older commercial and industrial development and important vacant opportunity sites. Every new commercial project in this area should orient towards US 395 and great views to the west while connecting to adjacent areas.

Block and Lot Patterns

New investment in the South-Central character area should emulate Gardnerville's traditional scale. Residential blocks in the Stodick Parkway identified in the Plan for Prosperity area should organize and



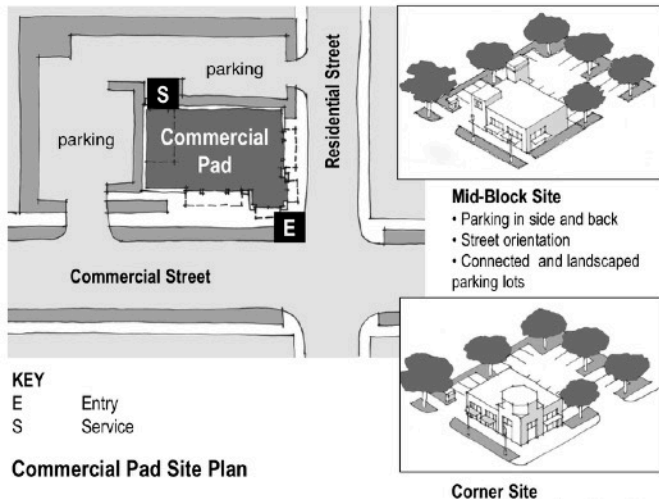
ABOVE: This shopping center includes a corner plaza with shop storefronts



ABOVE: These shops are organized as a pedestrian oriented street edge

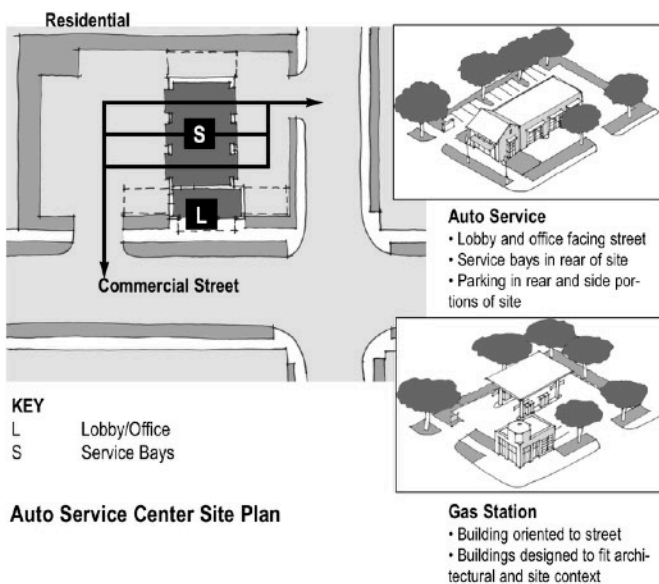


ABOVE: This shopping center features architectural variety and pedestrian walking edges



ABOVE:

- This illustration shows a site concept plan for a commercial pad site. The concept features: Buildings located along the street edge or corner with parking in the side and rear of the site;
- Architectural interest and storefronts along street; Interconnected driveways and walk-way system with adjacent sites; and
- Service areas located out of sight.



ABOVE:

This illustration shows a site concept plan for an auto service centers. The concepts features:

- Street orientation for offices, lobbies and convenience stores;
- Parking and driveways located away from pedestrian sidewalks and path- ways; and
- Providing architecturally interesting and pedestrian-friendly designs facing public streets.

connect to US 395 commercial frontage. In other US 395 areas, the spacing between (shared) driveway access and building frontage should also reflect a walkable block size and pattern.

Gateways and Focal Points

The Plan for Prosperity identifies three locations for future signalized intersections—Stodick Parkway, Industrial and Service. These intersections create pauses along the long stretch of US 395 and are gateways to development areas to the east of the highway. The urban design concept for South-Central Gardnerville makes the most out of these “places along the highway” by orienting commercial projects towards the intersection welcoming entries into mixed-use and commercial developments.

Pedestrian Connections

The concepts for this area stress two types important pedestrian connections. The first is to develop continuity between parcels facing the highway. The second is to make walkable relationships between commercial frontage and adjacent residential and commercial areas. The Roadway Concepts in the Plan provide for a continuous sidewalk along US 395.

Vehicular Access

As in the Millerville and Commercial Quad areas, consolidating curb cuts and where possible using side streets for access is an important part of the overall concept for the South-Central part of Gardnerville.

South-Central Guidelines

New development should improve the travel experience and express quality entries for existing and future neighborhoods and campuses along US 395.

Site Connections

- Parcels on US 395 should share access where possible combine curb cuts. Projects should also be planned to better connect parking and pedestrian facilities for adjoining parcels.
- The area located around Stodick Parkway should be planned as a gateway for contiguous residential neighborhoods.
- Retention basins should be designed as parks. New residential development should orient towards parks, activating their edges.
- New construction and renovation projects at the entries of industrial subdivisions should orient towards the corner improving its identity and image.
- Development of corner properties should improve pedestrian connections to neighborhoods.

Building Alignments and Orientation

- New development should align with existing buildings where they are not likely to change, or towards US



ABOVE: Sketch of commercial development in South Gateway with commercial pads lining US395 as gateway to center

395 frontage with parking at the side or behind the building.

- Housing should be oriented towards streets and open spaces. Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 streetscape concepts for the South-Central area should introduce street trees and sidewalks. Streetscaping should provide visual and access continuity along the highway.
- Landscaping of individual developments landscaping should increase pedestrian comfort and connections to adjacent areas.

Roadway and Parking Lot Design

- New investment should combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- Larger projects should develop their own overall architectural concepts and image creating a sense of place.
- Smaller single projects should strive to achieve a higher quality design reflecting a future context of



ABOVE: This sketch illustrates how moving commercial pads to the edge of the site can better activate the street and make it more walkable.

higher rent uses and becoming part of an emerging mixed-use address.

Signage Design

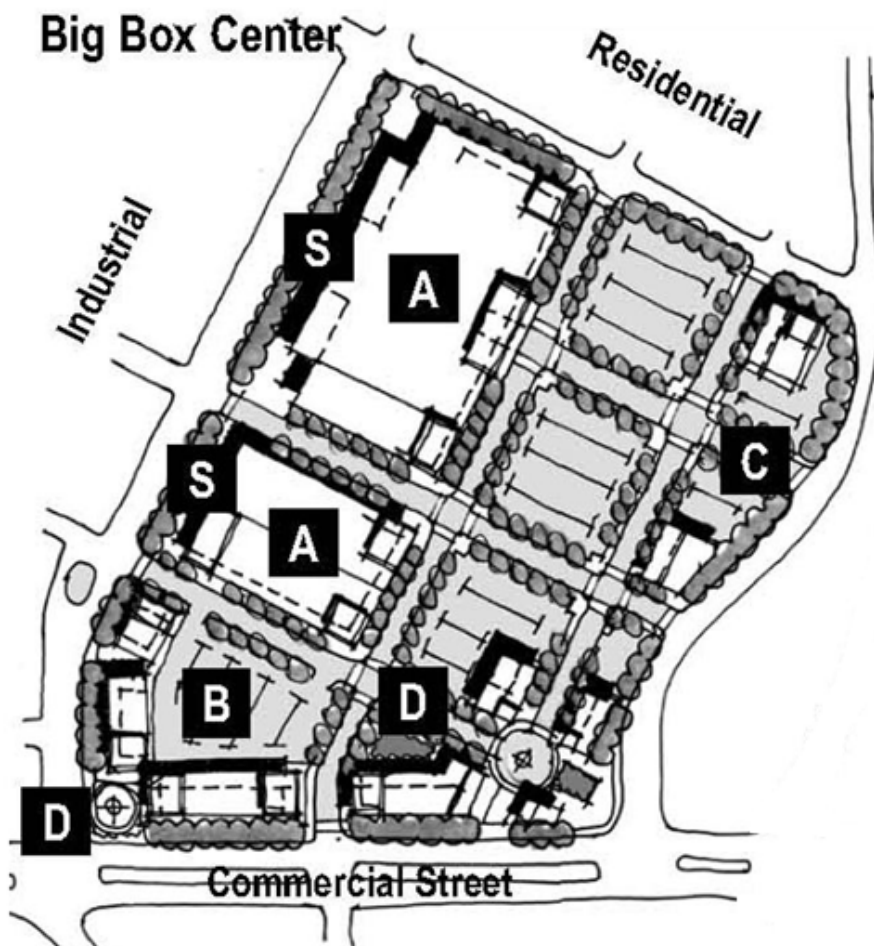
- Signs mounted on poles and buildings in South-Central Gardnerville are not allowed.
- The future context assumes signs will need to work at the modest scale of the historic state highway (rather than large auto-oriented signage) as well as part of the pedestrian experience.

South Entry Context

New investment should create a gateway cluster of buildings and open spaces along US 395 and have an internal system of open spaces framed by commercial and residential buildings.

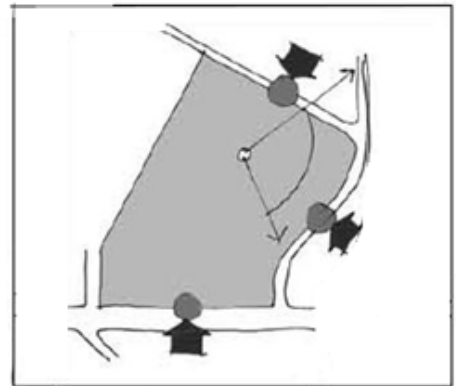
Land Use Context

The South Entry will set the tone for Gardnerville's image and travel experience. The South Gateway has a medical center and vacant land. The frontage of US 395 is zoned for General Commercial and backs-up on the



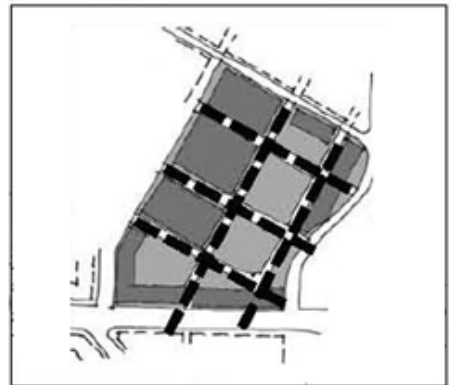
KEY

- A. Anchor Stores
- B. In-line Shops
- C. Commercial Pads
- D. Open Space/Public Art
- S. Service/Loading Docks



Access

- Three primary access points
- Visual access to freeway for anchor and pads



Organizational Pattern

- Flexible street and parking systems
- Defining internal and public street edges

The Guidelines requires commercial uses located adjacent to non-residential land uses to:

- *Be planned as part of the neighborhood street and block pattern;*
- *Include deliberate pedestrian connections to the adjacent neighborhoods; and*
- *Locate pad and in-line shop buildings along the edges of the site to support walking between buildings.*

east by Receiving Areas. On the west side of the highway are shallow parcels zoned for General Commercial uses.

South Gateway Urban Design Concepts

The South Gateway is to be more than a single point along the highway. It is a mixed-use district that may expand and grow over time. It is to be designed as a part of Gardnerville, not a separate suburban development. It is one of the Town's neighborhoods and it welcomes you as you arrive from the south.

Block and Lot Pattern

The South Gateway is to be developed in walkable and connected blocks with commercial uses located along the highway and residential and employment uses designed as pedestrian-oriented neighborhoods and campuses behind.

Gateways and Focal Points

The South Gateway is the entry to Gardnerville. Charlotte Way is the neighborhood entry for the Virginia Ranch Road development area. In the longer term, the Muller Parkway connection through the Virginia Ranch Specific Plan area and Matley Ranch (receiving area) will provide another opportunity to create a neighborhood entry and extend the South Gateway frontage along the highway. These locations can provide focal points in the area and connect to small neighborhood parks as a means for providing a physical and social focus for neighborhoods and nonresidential campuses.

Pedestrian Connections

As in the South-central area, connection along the highway frontage is important. In the South Gateway, development opportunities in contiguous receiving areas is significant. Therefore, the internal street and pathway systems need to be based on neighborhood planning that stresses connecting streets and blocks. Smaller neighborhood park spaces should be compatible with a walking community and spaced within at least a 5 to 7-minute walk (approximately 6 blocks apart).

Vehicular Access

As in the Millerville, Commercial Quad, and South Central areas, consolidating curb cuts and where possible using side streets for access is an important part of the overall concept for the South Gateway. Internal streets should reflect the type land use activities they support where residential and neighborhood-serving commercial streets are narrow with ample sidewalks.

South Entry Guidelines

New investment in the South Entry should set the tone for Gardnerville's image and travel experience.

Site Connections

- Existing and future planned developments comprised of multiple parcels in the South Gateway should be master planned to meet the design goals for the South Gateway.
- The medical center campus should be master planned with an integrated parking and transportation solution and a site plan that connects buildings with pedestrian walkways and open spaces.
- Future development the Receiving Areas should be planned as part of a larger pedestrian-friendly neighborhood.

Building Alignments and Orientation

- Employment uses should be planned as a campus where buildings frame open spaces, orient towards views and cluster to enhance pedestrian movement between buildings and social interaction.
- Master planned projects should include street-oriented commercial buildings fronting US 395.
- Buildings in adjacent mixed-use neighborhoods and campuses should have buildings that orient towards internal streets and open spaces providing a social and comfortable walking environment.
- Housing should be oriented towards streets and open spaces. Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 streetscape concepts for the South Gateway area should introduce street trees and sidewalks.
- Streetscaping should increase pedestrian comfort and connections to adjacent areas.
- Landscaping should provide visual continuity along the highway and internal streets.

Roadway and Parking Lot Design

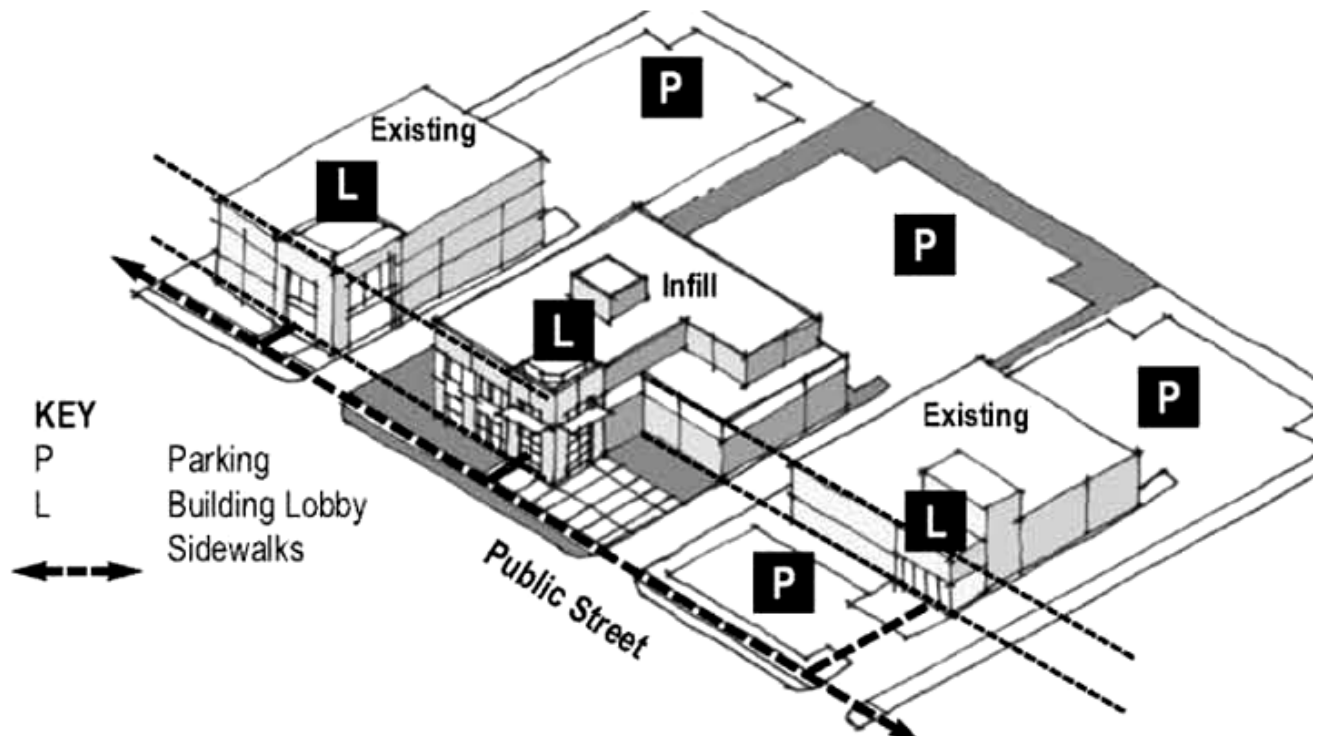
- Parking lots in the South Gateway should be accessed by internal streets rather than US 395.
- New investment should continue to be access from internal streets and combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- Larger developments should develop include overall architectural concepts where each project strives to achieve a higher quality design becoming part of an emerging mixed-use neighborhood.

Signage Design

- New signs signage should provide a graphic identity and wayfinding system for a mixed-use community.



ABOVE: OFFICE DEVELOPMENTS

This diagram shows how new commercial buildings along a major road are oriented towards the street. In cases where they are located next to a building that has parking in front, they step back along one edge to align with the existing buildings.

- Signage should work at a modest automotive scale on the US 395 frontage and a pedestrian scale in internal streets.
- Pole signs are not allowed.

New Employment Areas

In the future, there may be opportunities for new employers to locate office or research and development projects in Gardnerville. These could be located in Future Urban Reserve or in an existing commercially zoned area. If an opportunity arises, the Town needs to be able to discuss how the project can be incorporated into Gardnerville and maintain a high level of design excellence.

New Employment Areas Context

New employers could propose projects in a Future Urban Reserve Area or redeveloped existing commercial areas. These projects could include multiple developments or a phased larger project.

Community Integration

Projects that introduce a major employer or phased multi-tenant address could be developed on the edge of Gardnerville or as part of a redevelopment of an existing area. These projects will need to mitigate their traffic and visual impacts to be woven into Gardnerville.

Scale and Orientation

Larger projects could introduce bigger buildings, parking fields, and supporting infrastructure that is incompatible with the scale of the town. How the project is designed to mitigate scale and how it connects to Gardnerville should be addressed.

Environmental Design

Development of new employment areas can alter the image of Gardnerville's townscape and landscape. Larger projects will require more extensive grading, wider roads for access, and stormwater facilities.

New Employment Areas Guidelines

Larger multi-tenant or campus projects should be master planned and designed as an extension of Gardnerville and not a separate enclave.

Community Integration

- Projects that introduce a major employer or phased multi-tenant address developed in the Future Urban Reserve Area should be planned as an extension of Gardnerville rather than a separate address.
- New larger projects' access and street system should provide for pedestrian and local connections to the town.

- Project access streets should be planned to keep commuter and truck traffic off local residential streets.
- Any stormwater facilities should be planned as part of the town's open space and trail system.

Scale and Orientation

- Projects should be site planning and building design should endeavor to be in the scale of the town.
- Larger projects should be planned and designed to reduce the visual scale of buildings, parking fields, and supporting infrastructure.
- New projects that are located along US395 should be oriented towards the street with parking and services areas in the back of the site.

Environmental Design

- Development of new employment areas should reflect the image of Gardnerville's townscape and landscape.
- Larger projects with more extensive grading, wider roads for access, and stormwater facilities should mitigate their environmental impacts with Best Management Practice (BMP) and Low Impact Design (LID) strategies.

5.3 NEW AND EXISTING EMPLOYMENT AREAS: INDUSTRIAL AND BUSINESS DISTRICTS

Section 5.3 provides design guidelines for industrial and office buildings and employment areas such as industrial parks, office campuses, and business centers. In Gardnerville, the opportunity for new master planned employment areas are primarily in the Future Urban Reserve areas. These guidelines also apply to infill office, industrial, warehouses, and self-storage infill projects in Gardnerville's existing commercial and industrial centers.

Industrial and Business District Context

Projects in industrial or business districts have an opportunity to further the business and image objectives for the district. When considered in context, each project can contribute to the streetscape, pedestrian and auto access architectural, and signage design objectives for the site and surrounding area.

Views

New employment areas could have a considerable visual impact on Gardnerville if not carefully sited and planned. New employment areas need to consider views of, and views from the site.

Site Connections

New projects have site planning contexts that require driveway and sidewalk connections that increase the connectivity and accessibility between the project and the business or industrial district.

Building Alignments and Orientation

New projects may have a varied external and internal design context requiring a studies approach to building and landscape setbacks along public streets, alignment of buildings, and orientation of entries or lobbies.

Streetscape and Landscape Design

New development will require an overall landscape concept plan that identifies streetscape for both public and internal streets.

Roadway and Parking Lot Design

Parking lots and driveways in business parks are part of a larger walking and vehicular system and have to consider pedestrian comfort, safety, and connectivity.

Architectural Context

New projects have their own identity but are also part of a larger address and have to consider how they contribute to the overall image of the district and Gardnerville as a desirable business address.

Signage Design

Overall signage concepts for projects can consider how they contribute to the graphic identity of both the project and the district.

Industrial and Office District Planning Guidelines

Office and industrial districts should possess an overall design framework that provides an internal organizational structure and a contextual response to the surrounding community.

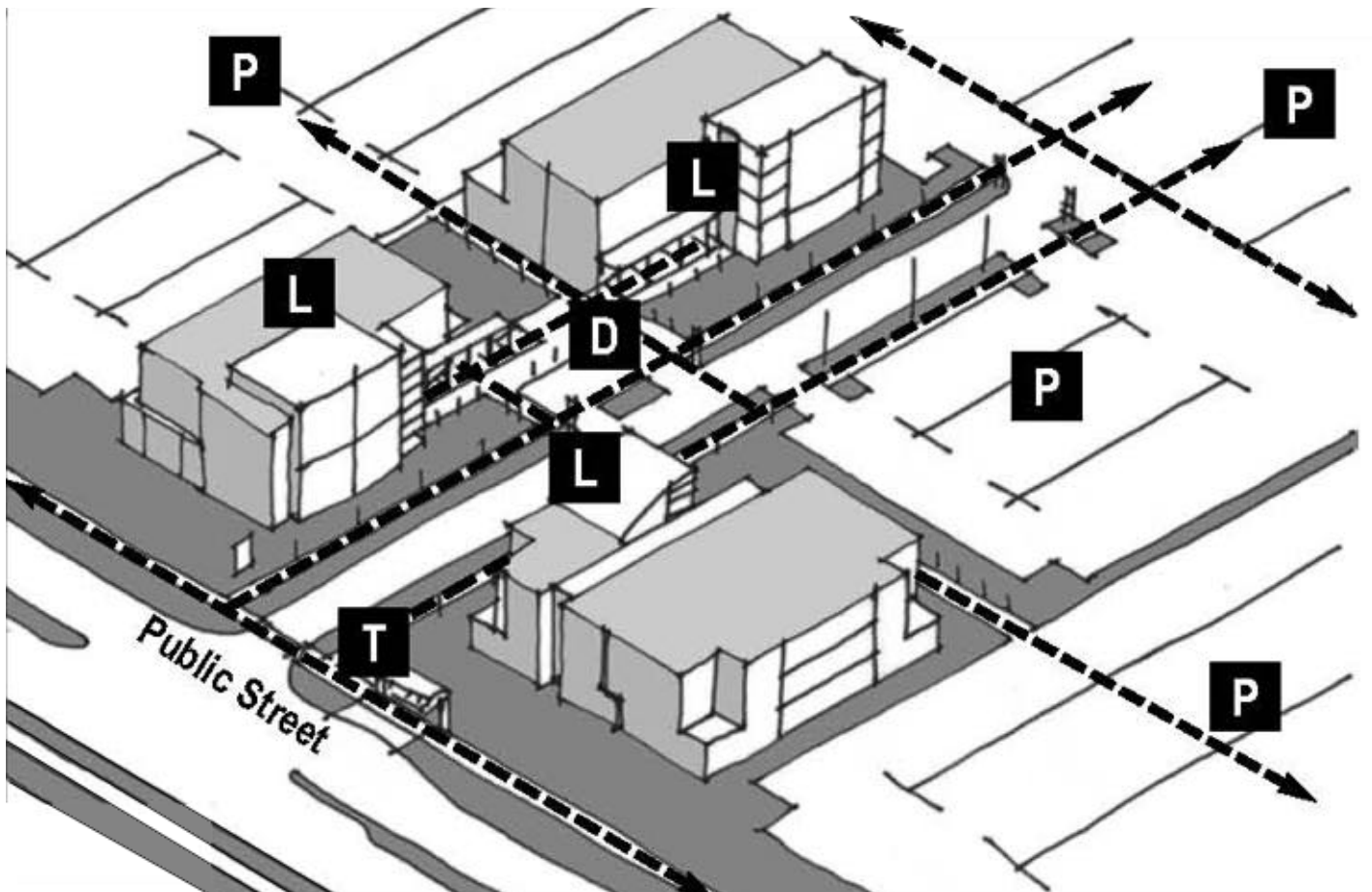
Business Park and District Plans

Business and office parks should be planned to accomplish both functional and Gardnerville overall design objectives.

- Business and office parks should possess a clear organizational structure. The urban design concept for business parks should make it a distinctive address with definable hierarchy of streets and focal points.
- Industrial and business parks should be planned to provide centrally located or accessible commercial services and conveniences for employees.
- Business and office parks should provide a deliberate gateway and entrance design.
- How business parks interface with other types of uses, particularly residential, should be planned carefully. The transition in scale, use, visual privacy, noise and traffic flow should respect the needs of adjacent neighborhoods.

Street Design in New Business Areas

Streets should be designed to reflect both the placemaking and circulation objectives for new and existing business addresses.



ABOVE: OFFICE DEVELOPMENT

In contrast to a plan that separates buildings by surface parking lots, this concept diagram illustrates a cluster of commercial/industrial buildings that result in a new street and address.

KEY

D Shared entry Drive and Drop-off

T Transit Stop

L Building Lobby

P Parking at Sides and Rear of Buildings



ABOVE: These two-story office buildings group lobbies and entry plazas



ABOVE: This two-story mixed-use industrial-commercial building accommodates a variety of tents

- Streets should have a design hierarchy. Primary address streets should demonstrate a “higher order” of streetscape, setbacks, medians and other distinctive features.
- Functional street requirements for truck and emergency vehicle access should be accommodated. However, streets should not be used for cueing and backing into loading and service yard areas.
- All streets should be designed to encourage pedestrian and future transit use. The design of sidewalks and planting strips should contribute to the comfort and safety of walking in new employment areas.
- Traffic calming techniques, such as a change in paving materials, should be used at crosswalks, drop-offs and lobby zones.

Streetscaping in New Business Areas

New employment areas should have complete streetscape concepts and strategies that contribute to their identity and comfort.

- Streetscaping concepts and themes should be a distinctive feature for the area. This includes tree selection, lighting, furniture, signage, decorative walls, arbors, pylons, trellis, and other design elements.
- Streetscaping should reinforce urban design concepts for the new business area. This includes creation of gateway elements, defining focal points, framing views and edges, and highlighting architectural design features.
- When necessary, streetscaping should screen views of parking lots and loading areas. Berms or shrubs should be used to screen parking lots.
- Public art is encouraged. Art should be integrated into streetscape and landscape concepts.

Parking and Loading Areas in New Business Areas

The visual presence of parking and loading areas should be played-down in the planning and design of new employment areas.

- On-site circulation concepts should reduce the visibility of parking lots from adjacent buildings and public streets.
- The design of on-site circulation and parking lots should reflect the need for mixing and segregation of modes (i.e., trucks, autos, transit, pedestrians and bicycles).
- Parking should be to the rear or side of buildings to allow them to front public streets.
- Loading areas should be located to rear or inside side yards. Loading areas should not be visible from public streets or adjacent buildings.
- For corner parcels, parking should be from primary streets and service areas from secondary streets.

Building Orientation and Alignments in New Business Areas

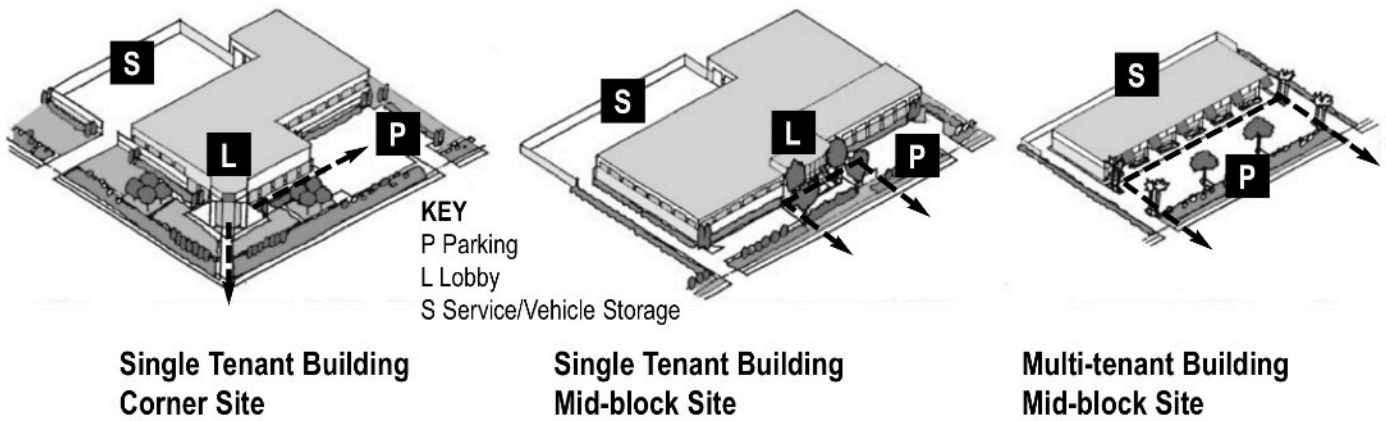
The overall planning concepts for new employment areas, such as business centers and parks, should result in a pleasing composition of buildings that shape and enliven public and common spaces while enhancing pedestrian connections.

- Building entries should be placed to reinforce their presence on primary business streets and where they can enhance pedestrian linkages to other buildings, transit and parking areas.
- Buildings located at street intersections should orient building entries towards the corner. This is particularly important at key intersections and entryways.
- Building orientation and placement should shape and activate public spaces.
- Building design should place public uses towards streets and public spaces. Private and service uses should be placed to the rear or away from public spaces. For industrial buildings, business and reception areas should face public streets.
- Industrial buildings should place auto parking adjacent to lobby and public areas and truck loading and parking adjacent to service and manufacturing areas.
- Multi-tenant single story buildings should face lobbies towards public streets.

Site Landscaping in New Business Areas

On-site landscaping should reinforce overall site and architectural concepts while increasing pedestrian comfort.

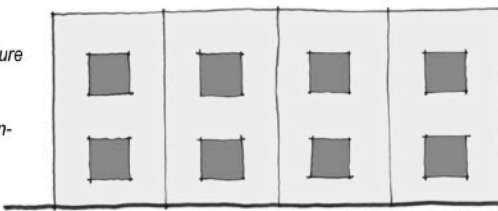
- Landscaping should contribute to the “sense of place”. It should enhance the definition and distinctiveness of courtyards and other public spaces.
- Planting in front and side yards should reinforce the business district’s streetscape concept.
- Foundation planting should enhance architectural and massing concepts for buildings.
- Accent planting and color should reinforce architectural and site design entry expression.
- Screen planting should be used around parking lots and to block undesirable views. Parking lot screen planting should be at least 30” tall.
- Grading should be done to fulfill functional requirements and architectural and site design concepts.



ABOVE: These diagrams of industrial buildings illustrate desirable site design for lobby orientation, landscaping, parking, and work yard location and screening.

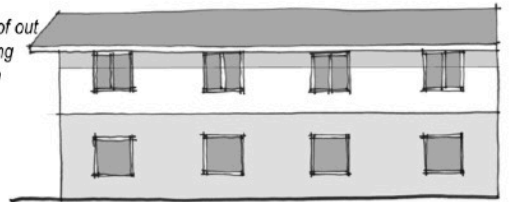
Undesirable

- Lacks color or texture variation
- Flat profile
- Poor panel and window proportions



Undesirable

- Poor proportions
- Fake mansard roof out of scale with building
- Flat and utilitarian walls



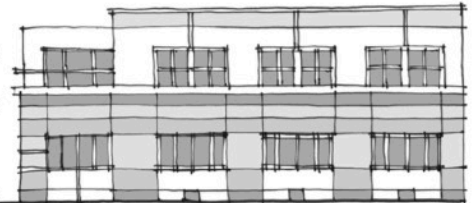
Desirable

- Added color and texture to panels
- Architectural profile
- Expresses bays and window system
- Expresses corner window
- "Notched" parapet



Desirable

- Rich patterns and colors
- Materials and patterns provide good proportions in bay and horizontal rhythms
- Corner patio or design feature



ABOVE: Tilt-up industrial buildings can be designed to have expressive, well-designed facades

ABOVE: Industrial buildings with concrete masonry facades should be designed to an office park design standard



ABOVE: Metal siding lobby on a tilt-up industrial building



ABOVE: Tilt-up industrial building with canopy and storefront access to lobby

Industrial and Office Architecture Principles and Guidelines

New office and industrial buildings should reflect both their tenants' business needs and contribution to the design objectives for the district. The architectural design for industrial and office projects should strive for design excellence. Building design should be unique to the project. "Stock plan" buildings and generic designs are discouraged.

Building Form and Massing in New Business Areas

The massing of industrial and office buildings should express a combination of the internal function and external urban design objectives for the new employment area.

- The shape and orientation of industrial and office buildings should support overall district or area design concepts. This includes framing of gateways, views, edges and focal points.
- New office and industrial buildings should respond to their architectural context by transitioning in scale by stepping the massing.
- Buildings massing and siting should demonstrate a response to how they are viewed. This includes orientation and posture towards streets.
- The massing and shape of buildings should result in a coherent and pleasing composition of roof, wall, building base and site landscape elements.
- Roofs should be designed as integral elements of the building architecture. Flat roofs with a continuous parapet around the entire building are preferable to mansards or other superficial roof forms.
- Industrial buildings should be designed and shaped to reflect how they function as well as meeting district and site design objectives.
- Buildings should be sited and oriented to create and activate public spaces. Building massing should provide an appropriately scaled edge for pedestrians.

Architectural Features in New Business Areas

Architectural features and themes should provide a pleasing composition of elements and support massing concepts.

- The architectural context of new office and industrial buildings should be considered. This includes the choice of materials, architectural design features, proportions and other desirable attributes in the district.
- The vertical and horizontal bay spacing should have a pleasing rhythm and composition in building elevations. Articulation of structural elements is desirable. Design features, such as canopies, trellis, and grillwork should be designed as part of the building's composition of design elements. Poorly proportioned "tacked-on" elements that do not fit the building's character are discouraged.

- Lobbies and entries should be featured in the design of building elevations. In office and industrial buildings, the scale and pedestrian use of entries provide a connection to the rest of the district.
- Walking edges of buildings should provide visual and tactile interest. Long stretches of blank walls are discouraged.
- Vertical elements in office buildings, such as elevators, stairways, and multi-story interior spaces should be expressed as design opportunities. For industrial buildings, louvers, vents, mechanical equipment, loading bays, roof venting, skylights and other functional elements should not be treated as an afterthought. They should be hidden or deliberately treated as an architectural feature.
- Window patterns for office and industrial buildings should result in pleasing and sophisticated elevations. Banding a building in ribbon windows or using a monotonous "egg crate" grid is discouraged.

Materials and Colors in New Business Areas

Material and color selection for industrial and office buildings should reinforce overall massing and architectural concepts while portraying a sense of quality and permanence.

- Architectural materials should convey an image of quality and durability. Preferable façade materials include plaster, articulated pre-cast concrete panels, and masonry. Curtain wall systems with large continuous surfaces are discouraged. Concrete block, if used, should be split faced. Precision blocks should be used sparingly only as color or texture accents. Combining materials should support the overall architectural concept.
- Material selection for industrial and office buildings should be appropriate for building type, location and context. Materials that have an inherently residential or garish quality are discouraged.
- Discouraged roofing materials: composite shingles, painted or glazed tiles
- Discouraged wall materials: faux stone, plywood, hardboard or vinyl materials
- Similar quality materials and quality should be used on all sides of office buildings.
- Window glass should be lightly tinted or clear. Reflective and very deeply tinted glass is discouraged.
- Reflective materials, such as mirrored glass and unpainted steel siding or roofs, are discouraged.
- The color and textures of materials should enhance the expression of architectural features. The pattern of wall materials should acknowledge the scale and proportions of building elevations.

Lighting in New Business Areas

Every industrial and commercial office project should have an overall lighting plan for pedestrian pathways, architectural lighting, lobbies and entryways, parking

lots, and service areas. Gardnerville, this includes special consideration for “night sky” policies.

- Lighting should enhance the architectural and site design concepts. Architectural lighting is encouraged. However, spillover lighting that is visible from outside the site should be avoided.
- Lighting should be at levels that provide a minimum of public safety.
- Low, pedestrian-scaled fixtures are encouraged to help identify and light pedestrian routes.
- Lighting in service areas should be the minimum required for operation, and should be designed to minimize the visibility to those areas.

Screen Walls and Security Fences in New Business Areas

Service and loading dock areas should not be placed in visually prominent locations. They should be screened from view. Screen walls are generally regarded as mitigation for poor site planning. However, when walls or fences are required, they should be designed as an extension of architectural and landscape design concepts.

- Screen walls should be architecturally treated as an extension of the building. They should be architectural concrete block, use a cement plaster finish or otherwise reflect the design and materials of the building. Vertical and horizontal reveals, accents and other details should be included.
- Screen walls along pedestrian routes or sidewalks should be set back to allow for landscaping.
- Chain link fencing is discouraged. When it necessary, it should be set back from streets and sidewalks and include a landscaped buffer of irrigated evergreen planting.
- If razor wire or barbed wire is necessary it should NOT be visible from public streets or adjacent properties.

Industrial and Business District Signage in New Business Areas

Signage for business and industrial districts should be designed to enhance the identity of the district and individual businesses.

Business Center Signage in New Business Areas

Business centers and parks should have overall signage and graphic identity concepts that guide district, site and building signage design.

- Business center should have one detached monument sign located at the principal entry. Larger

corner sites may be allowed a second sign to be located on the corner. Monument signs should be a maximum of 50 SF and 8 feet in height.

- Monument signs should be incorporated into the landscaping concept and be consistent with the architecture of the buildings that they serve.
- Wayfinding signage is encouraged. Signage that directs people to building address, parking and visitor areas should be design to reflect the graphic identity of monument and building signage. Wayfinding signage should not exceed 4 SF along roadways and 2 SF in driveways and parking areas.

Multi-tenant Buildings in New Business Areas

Multi-tenant industrial and office buildings should have graphic standards and schedule for monument, building, tenant and wayfinding signage.

- Multi-tenant buildings should have an overall signage design concept supported by tenant standards.
- Signage should be systematically located and styled to support the architectural design.
- Tenants can have one exterior window sign (4 SF maximum) and one blade sign (4 SF maximum).

Single Tenant Buildings in New Business Areas

Each industrial and commercial building should have an overall signage design concept that informs standards for tenant signage.

- Building signs should appear on one elevation and be not greater than 1 SF per 5 linear feet of building elevation.
- Affixed signage should be placed only on vertical surfaces below the parapet or eave. Roof signs are discouraged.
- Corporate parapet signage should include only the company name or logo. Naming services or products on building signage is discouraged.

Temporary Signage in New Business Areas

Temporary signage permitted by the County for industrial and office developments should be designed to a high graphic and construction quality.

- Temporary “A” frame signs, banners and window signage that do not meet County standards are discouraged.
- Temporary signage should be designed to reflect the same high graphic and artistic standards as permanent affixed signs.

SECTION 6

COMMUNITY FACILITIES

Gardnerville will continue to provide and enhance urban services for Carson Valley including public facilities, such as government offices, public safety facilities, schools, recreation centers, community centers, parks and open space. In Gardnerville, these facilities elevate the quality of life for county citizens, residents and visitors by bringing people together on a regular basis to share, grow and support commerce, institutions, and recreation. These facilities will enhance their urban and natural settings, and will be connected to the community with pedestrian ways, open space and trails.



6.1 BACKGROUND: Community Facilities in Gardnerville

Gardnerville is in its initial phase of developing community facilities that improve the quality of life for residents and visitors. These include investments in social and recreational assets, that when planned together as a set of connected experiences and places, can enhance Gardnerville's identity and sense of community.

6.2 COMMUNITY FACILITY GOALS AND GUIDING PRINCIPLES

COMMUNITY FACILITIES IMAGE AND IDENTITY GOAL 1: To develop new cultural buildings within Gardnerville to enhance the downtown setting and reflect the vision for the area.

P6.1 CULTURE & ART IN THE CORE

Where new public buildings such as museums, theaters, government facilities, etc. are considered,

locate them in the downtown to strengthen the cultural and art core of the community.

COMMUNITY FACILITIES IMAGE AND IDENTITY GOAL 2: To integrate trails, outdoor recreation facilities, watercourse and natural detention features into a connected open space system.

P6.2 FIT WITH NATURAL LANDSCAPES

Provide enhanced storm water detention areas that are designed to reflect natural landscapes.

P6.3 INTERCONNECTED PEDESTRIAN WAYS

Provide interconnected pedestrian ways that create an opportunity for visitors and locals alike to explore the full breadth of Gardnerville and the county trail system.

P6.4 NATURAL OPEN SPACES

Design open space to have a natural informal character.



ABOVE: Historic buildings and cultural facilities are important landmarks and should be preserved and featured in Gardnerville



ABOVE: Community parks provide a window into the community and are part of the neighborhood-building process and an asset to residents



ABOVE: The new community and senior center is a landmark and symbol of a higher quality of life

COMMUNITY FACILITIES IMAGE AND IDENTITY GOAL 3: To provide public amenities along open space and trails.

P6.5 ENHANCED TRAILS AND OPEN SPACES

Provide interpretive materials and furnishings along the trail system that complement and celebrate the natural setting.

COMMUNITY FACILITIES IMAGE AND IDENTITY GOAL 4: To make Muller Parkway into a multi-modal corridor with connected trails and open spaces.

P6.6 MULLER PARKWAY AS AN AMENITY

Develop Muller Parkway as a neighborhood connector where wetland parks and trails provide a focal point for new neighborhoods.

6.3 COMMUNITY FACILITY GUIDELINES

The community facility guidelines are intended to inform the community dialog about how investments in the public realm and facilities can make a greater impact when considered all together as a network of experiences.

Community Facility Context

Gardnerville's community buildings, parks, and trails can improve community image and expand recreational opportunities when they are viewed in the context of future districts and neighborhoods.

Cultural and Community Buildings

Gardnerville has community buildings and grounds developed by the Town, County, School District, and other special districts. These buildings symbolize the pride and commitment to community and provide neighborhood- and community-scale amenities.

Trails and Parks

The Plan for Prosperity builds upon, and extends trail and pathway concepts developed by Carson Valley Trails Association, Douglas County, and the Towns. These trails are expected to support healthy lifestyles and become part of a recreational system of trails and parks.

Muller Parkway

Muller Parkway is envisioned in the Plan for Prosperity as a transportation facility with trails, parks, and wetland detention facilities. The parkway will provide access to future new neighborhoods.

Community Facility Guidelines

Community facilities should respond to their urban and natural context providing a visual reference and connected set of experiences.



ABOVE: The Muller Parkway will include a bike trail and integrate wetland parks into future neighborhoods on the east side of Gardnerville

Cultural and Community Buildings

- Schools should be located and designed as neighborhood centerpieces and featured as gateways and destinations.
- School grounds should be connected to bike and walking trails to improve student access and community asset to the trail system.
- Cultural facilities, such as Carson Valley Cultural Center and Douglas Community and Senior Center, should be connected by trail systems.
- Town of Gardnerville existing and future offices should be located in a visible and accessible location that symbolizes the Town's purpose and commitment to being an integral part of the community.
- Historic resources, such as the Hellwinkel barns, should be included as visible cultural heritage resources accessible by trails.

Trails and Parks

- Trail and parks should be developed as an interconnected system.
- Parks and trails should incorporate stormwater detention facilities as visual and natural features.
- Incremental implementation of trails should reflect consistent use of design standards.
- Cultural and community facilities, such as Carson Valley Cultural Center, schools, Douglas Community and Senior Center, should be connected by local and regional trail systems.
- Trails and parks should include design elements reflecting Gardnerville's agrarian traditions.
- Town-wide informational signage should be developed for the trail system to improve wayfinding and enhance Gardnerville's town identity.



ABOVE: Bike trail as a way to experience Carson Valley's agrarian and natural landscapes

Muller Parkway

- The Muller Parkway should be planned to incrementally implement trails, parks, and wetland detention facilities into an integrated whole.
- The parkway should incorporate gateways to future neighborhoods.
- The overall image of the Muller parkway should reflect a weaving of natural landscapes, water, and parks with formal landscapes being reserved for community and neighborhood gateways.



ABOVE: This new residential neighborhood in Napa, CA integrated a historic stables into the plan. The building was renovated as a community center and faces on to the neighborhood green.



ABOVE: This trail system has night-sky friendly lighting