

MARKET STREET AUTO CENTER
DESIGN GUIDELINES

CONCORD, CALIFORNIA

APPROVED BY THE PLANNING COMMISSION
APRIL 1989

I. INTRODUCTION

A. Description of Project

The proposed Market Street Auto Center is located in the City of Concord on Market Street between Concord Avenue and Willow Pass Road. The Auto Center will be developed on a site by site basis with the individual dealership sites varying in size from approximately two to four acres.

B. Purpose of this Document

The purpose of these Design Guidelines is to provide auto dealers, designers and public officials with requirements for the design and development of auto dealerships within the Market Street Auto Center. These guidelines are in addition to all current City ordinances and regulations which would normally affect this project. Particular attention should be given to the City of Concord Community Guidelines to which the Market Street Auto Center Design Guidelines act as a supplement.

The City of Concord Design Review Board will give preliminary and final approval of all dealership designs, based on adherence to both the Community Design Guidelines and the Market Street Auto Center Design Guidelines.

C. Intent

It is not the intent of these guidelines to describe the final design solution for each auto dealership site. Rather, these guidelines have been developed to achieve a level of consistency of design concept, quality, and a repetition of certain common elements which will serve to visually tie the entire development into a recognizable entity.

D. Benefit

The auto dealerships, as well as the Community as a whole, benefit from the implementation of these Design Guidelines. The guidelines provide for a certain level of quality in design which will create an appropriate market place for luxury automobiles, and the City of Concord will benefit from a high quality development at this visible location.

II. DESIGN CONCEPT

The Design Guidelines contained in this document have been developed based on specific concepts which define the general framework within which design solutions for each dealership site should be developed. The main goal of the Guidelines is to create a development which has a refined urban character and enhances the sale of luxury automobiles. Following are the key elements of the design concept for the Auto Center.

A. Common Design Elements

In order to attain a unified image for the Market Street Auto Center, certain design elements have been specified within this document. In order to provide as much flexibility as possible in the site design of each dealership site, the common design elements have generally been restricted to the Market Street frontage.

Although the Guidelines attempt to provide for maximum flexibility, strict adherence to the Frontage Design Plan is required. The Guidelines and the Frontage Design Plan specify exact dimensions and materials, including plant species. Since the Frontage Design serves as the one major unifying element of the development, it is imperative that each dealership conform.

B. Generous but Appropriate Landscaping

Due to practical necessities, auto dealership incorporate a high percentage of their site improvements in paving and other hard surfaces. In order to enhance and "soften" the appearance of the dealerships, the selective use of appropriate plant material is required in the design of each dealership site. A plant selection list is included in this document in order to provide consistency in the landscape design of the Center.

C. High Quality Materials

The use of superior quality materials is necessary to convey the essential character of the Market Street Auto Center and distinguish this auto center and it's products from the average dealership prevalent in Northern California. Attention to the appropriate use of high quality materials should encompass all design elements throughout the site, not just the building. Signs, lighting, screening and paving are all elements which require high quality materials.

D. Prohibit Unacceptable Materials

Although maximum flexibility in the selection and application of materials is desirable to allow for creative design solutions, some materials are inappropriate in all cases for this development. In order to achieve the goal of a refined, urban character, materials and applications which depict a residential or rural character are prohibited.

E. Use Controls

In addition to the use restrictions contained in the City of Concord's Zoning Ordinance, certain controls are necessary specific to this auto center use. The objective of incorporating specific use controls into the Guidelines is to assure the Community and the dealerships that this development will operate in a manner which promotes the high quality, refined image intended.

F. High Level of Maintenance

The time, effort and expenses necessary to create a top quality development will soon be wasted if the site and buildings are not properly maintained. Great attention needs to be paid to the maintenance of all site elements as well as to the buildings.

III. SITE DESIGN PROGRAM

The purpose of this section of the Market Street Design Guidelines is to provide specific design parameters for the development of each dealership site. These are in addition to the requirements contained in the City of Concord Community Design Guidelines and the Zoning Ordinance.

A. Allowed Land Uses

The Market Street Auto Center shall be restricted to the following land uses and subjected to the following standards:

1. New Auto Sales
2. Used Auto Sales
3. One Primary Showroom Per Parcel
4. Secondary Showroom(s)
5. Auto Repair Operations
 - a. All repair uses must be within an enclosed building.
 - b. The service doors must be oriented away from Market Street and not visible from the freeway.
 - c. The repair building is to be architecturally part of the showroom structure with a continuous roof system.
6. Display Areas
 - a. The primary display plaza shall be in conformance with the Frontage Design Plan.
 - b. The display of vehicles in the display plaza(s) should be organized and attractive.
 - c. Racks and raised platforms are prohibited on the dealership sites.
7. Storage Areas
 - a. All materials, supplies and equipment shall be stored in an enclosed building or behind a solid visual barrier.
 - b. Trash areas shall be enclosed within a solid visual barrier and shall conform to the standards contained in the Community Design Guidelines.

B. Setbacks

1. Front Landscape Setback

The setbacks of the primary entrance to the site and the display plaza shall, in all cases, conform to the Frontage Design Plan. The landscape setback along the Market Street frontage other than the primary entrance and the display plaza shall be 20 feet in depth from the Market Street property line and shall conform in design to the Frontage Design Plan.

2. Site Landscape Setback

A Landscape setback shall be provided along each side property line which is a minimum of 5 feet in depth. (This landscaping requirement is in addition to the required 5% planning contained in Section B.1.)

3. Rear Landscape Setback

No minimum rear landscape setback is required for the dealership sites, however, the Design Review Board may require rear landscaping on a site by site basis. As a general rule, tree planting is encouraged along the rear property line to provide additional buffering to the freeway.

4. Building Setbacks for Primary Showroom

The primary showroom for each dealership shall be setback at least 60 feet by not more than 80 feet from the Market Street property line.

A minimum of 60 feet shall be maintained from the primary showroom to the side property line closest to the location of the primary entrance from Market Street.

All other setbacks for the primary showroom shall conform to the Zoning Ordinance and Community Design Guidelines.

5. Building Setbacks for Secondary Showroom(s)

The secondary showroom(s) shall not be closer to the Market Street property line than the primary showroom, and not more than 80 feet from the property line. All other setbacks shall conform to the Zoning Ordinance and the Community Design Guidelines.

6. Display Area Canopy or Overhang

All display area canopies or overhangs shall be a minimum of 25 feet from the Market Street property line. All other setbacks shall conform to the Zoning Ordinance and the Community Design Guidelines.

7. Other Structures

All other structures on the dealership sites which are not discussed above shall have a minimum front setback of 60 feet from the Market Street property line. All other setbacks for these structures shall conform to the Zoning Ordinance and the Community Design Guidelines.

C. Landscape and Hardscaping

The purpose of this section of the Guidelines is to provide minimum requirements for landscape design on the dealership sites as well as guidance in preparing the landscape design.

1. The landscaped area on each parcel is to equal a minimum of 5% of the total net area of the parcel (not including the area included in the required 20-foot frontage landscaping and the 5 foot perimeter planting).
2. As part of the 5% planting, three trees per 1,000 square feet of landscaped area shall be required to provide visual relief from expansive paved sales lots.
3. The frontage of the Primary Display Plaza may not exceed 25% of the total property frontage along Market Street.
4. Special landscape treatment should be encouraged for the showroom building and entrances.
5. A refined, well maintained, formal character should be encouraged in the landscape treatment.
6. The use of well maintained annual color should be encouraged.
7. The use of vines should be encouraged for use on blank screen walls and fencing.
8. Container planting may be used but must be of a compatible scale and material with the building architecture and is to be uniform throughout each site (proposed container planting shall be approved by the Design Review Board as part of the planting plan).
9. The use of large masses of one plant material should be encouraged for a refined appearance. (The use of small amounts of many plant varieties usually creates a residential, informal appearance.)
10. A plant selection list is included in Appendix B. Plant selections for each dealership sites shall conform to the plant selection list unless alternative species are specifically approved by the Design Review Board.
11. Plant materials which compliment the architecture of the building should be encouraged.
12. The landscaped frontage along Market Street shall conform to the Frontage Design Plan which includes the following elements:
 - a. Street trees to be used to create a unified edge along Market Street.
 - b. Street trees to be in scale with the street and buildings, but with an open structure to not block signs.
 - c. A low hedge in the frontage planting will discourage pedestrian traffic through planting areas.
 - d. Walks to be provided across the frontage landscaping for pedestrian access from the sidewalk to the sales lot.

- e. Low ground cover is to be planted along the inside of the frontage hedge to accommodate the front overhang of vehicles.

13. Plant Material Sizes

All plant materials proposed for each of the dealership sites shall conform to the following minimum size requirements:

- a. Street trees: 24" box
- b. Other trees: 15 gallon minimum
- c. Medium/Large Shrubs: 5 gallon minimum
- d. Small shrubs/Accents: 1 gallon minimum
- e. Ground Cover/Annuals Flats

14. Spacing

All plant materials proposed for each of the dealership sites shall conform to the following spacing requirements:

- a. Street trees: 30 feet on center as per the Typical Frontage Design
- b. Other planting: Appropriate spacing to create a mature appearance in 3 years

15. All landscaping shall be automatically irrigated.

D. Access

1. Vehicular access to each parcel is restricted to two locations. One of the access driveways is to be considered the primary entrance and is to conform to the Frontage Design Plan. The second access driveway is not to be embellished or "visually compete" with the primary entrance.
2. Security chains are allowed to control access at both of the driveways but must conform to the Frontage Design Plan for the bollard design.
3. The width of the driveways and minimum distances between them shall conform to the Zoning Ordinance and other existing city regulations.

E. Parking

The parking requirements for the Auto Center shall conform to the Zoning Ordinance. However, due to the unique nature of this use, special attention shall be paid to the following:

1. Customer Parking

All customer parking shall be clearly marked as such and shall not be used for other types of parking. The location of customer parking should be easily accessible and visible from the primary entrance to each dealership site. Street parking on Market Street should be used for customers and will have a 2-hour time limit to discourage other types of parking.

2. Employee Parking

Each dealership site shall provide one parking space per employee for the maximum number of employees expected on the site at any one time. The location of the employee parking should be in a designated area and should not conflict with the other uses on the site.

3. Car Sales

The car sales lots are not required to be striped. Although the organization of vehicles within the sales lots is at the discretion of the operator, a neat and organized appearance should be encouraged.

4. "Undetailed" Inventory Storage

Undetailed inventory refers to those vehicles which have been delivered to the dealership but have not been prepared for either display on the sales lot or for delivery to a buyer. The location of this inventory shall be in the rear of the dealership site, a minimum of 140 feet from the Market Street property line. Multi-level structures up to 30" height are allowed for this use.

5. Repair Uses

Off-street parking and loading areas shall be provided for the repair operations on each dealership site. The site design shall include space for vehicles awaiting repairs, customers dropping off and picking up their vehicles, and parts delivery.

F. Signage

Signage is a very important feature for any business. Auto dealerships specifically have signage needs which must be taken into consideration in these guidelines. Although the content of the signs have been left to the discretion of the developers, other aspects of signage have been addressed in the following. The intent of providing regulations and design guidance for signage is to use signage as a common design element to unify the Auto Center. It is important for signage to be designed as part of the architecture and not "tacked on" after the building and site are designed.

Following are Design Standards and Guidelines for signage.

1. Materials

- a. All signage materials is to be of high quality and promote the urban, refined character intended for the Center. Materials should conform and compliment the architecture proposed for each site.
- b. Monument signs shall be constructed of solid masonry or metal panels and detailed with materials which are used on the primary showroom.
- c. Minor freestanding circulation signs shall be compatible in design and materials with the monument sign.
- d. Letters on all signs shall be individual channel tube and internally illuminated or backlighted.

2. Sign Types and Numbers

Each site is allowed the following signs:

- a. One monument sign on Market Street.
- b. Two building signs.
- c. Minor freestanding circulation signs are allowed when necessary.
- d. One secondary wall sign is allowed to designate the service area for each dealership site.
- e. All pole signs are prohibited.
- f. All flashing, revolving, or moving signs are prohibited.

3. Location

The allowed signs are to be used in the following locations:

- a. Monument Sign: The monument sign may be located anywhere along the Market Street frontage, but should be placed in relation to other site design features, such as the display plaza or primary entrance. The monument sign should not disrupt the continuity of the frontage design treatment by being placed in the lawn area.
- b. Building Signs: The building signs shall be placed within the top facia of the building elevation.

4. Size

In order to create a unified image for the Auto Center, all signage shall conform to the following:

- a. Monument Sign: The entire monument sign shall fit into a rectangle 5 feet high (including base) and 15 feet wide, positioned horizontally. The sign may be double-sided.
- b. Building Signs: Each building sign shall not exceed 100 square feet with a maximum of 30 inch high letters.

- c. Minor Free-Standing Circulation Signs: Each sign shall not exceed 4 feet in height and an area of 6 square feet.
- d. Secondary Wall Sign: The sign shall not exceed 15 square feet.

G. Lighting

The intent of including lighting requirements in these Guidelines is to create a consistency in the lighting fixtures used on all the dealership sites and to encourage creative lighting design for highlighting purposes. The following lighting standards are in addition to the standards contained in the Community Design Guidelines.

1. Pole Lights in Lots

Shall conform to the light fixture type required by the City of Concord for the Market Street Auto Center.

2. Other Lighting

- a. Building: Exterior lighting on buildings shall be concealed or indirect and shall not be visible from Market Street.
 - b. Display Plaza: All lights shall be concealed and shall not be visible from Market Street.
 - c. Pedestrian Lighting: Shall be of a refined urban character and consistent with the architectural design on the building.
3. Strings of incandescent fixtures are prohibited.

H. Fencing and Screening

Functionally, fencing and screening are important features in an auto dealership. However, the design of these features is many times an afterthought and distracts from the architectural design of the buildings and the site. Following are guidelines for the use and design of fencing and screening in the Auto Center. These are in addition to those contained in the Community Design Guidelines.

- 1. The design and materials shall be of a refined, non-residential character and compatible with the building architecture.
- 2. All fencing and screen walls shall not exceed 10 feet in height unless specifically part of the building.
- 3. Cyclone fencing and razor wire are prohibited. (Existing CalTrans cyclone fencing along the rear property line may be used for the rear fencing.)

4. Posts and/or bollards with chain strung between them is prohibited except for access control to the driveways where the bollard design is to conform to the Frontage Design Plan.

I. Pavement Enhancement

Enhanced pavement design is a major design element for the Auto Center. The use of enhanced pavement is intended to help identify the Center as a unified development. Following are standards and guidelines for the use of enhanced pavement:

1. Enhanced pavement must be used for the Primary Display Plaza and should be complimentary to the building architecture.
2. A maximum amount of enhanced pavement should be encouraged.
3. Use of one type of featured enhanced pavement material within each site should be encouraged.
4. The pavement material should be easy to walk on and appropriate to drive on for display areas/plazas and driveways.
5. Pavement materials should be easy to maintain and have a long life.

IV. ARCHITECTURAL GUIDELINES

The inclusion of architectural guidelines in this document is not intended to dictate the ultimate architectural design of each building within the Auto Center. Rather, the intent is to establish a common character and scale which will unify the Center. Using the Guidelines, the designers of the individual buildings will have common parameters within which to create their own unique designs.

It is important for these Architectural Guidelines to be used in conjunction with the Building Design section contained in the Community Design Guidelines.

A. General Architectural Character

The main design character intended for the Auto Center is an urban appearance. The building architecture which will be developed on each of the dealership sites will be the major design element used to attain this character. In general, the architecture should have simple lines and refined detailing. An expression of horizontality should be encouraged. Environmentally sensitive design should also be encouraged by designing buildings with broad overhangs providing shade in summer.

B. Heights

Building heights shall be restricted as follows:

1. Showroom: 24 feet maximum on front face.
2. Office/Rear Portions of Showroom: 30 feet maximum.
3. Service/Storage Structure(s): 30 feet maximum.

C. Orientation

1. Generally the front of the showroom building should face Market Street.
2. Special attention should be given to the design of the side elevation of the building closest to the primary entrance driveway.

D. Screening

1. Roof-mounted mechanical equipment is to be screened by the building form itself, not tacked on.
2. Storage areas are to be constructed of materials compatible in quality and detailing with the building.

E. Materials

In order to convey the intended image for the Auto Center it is important to use high quality, urban materials on the buildings. to create an expression of horizontality, the maximum use of horizontal bands of windows on the front elevation of the showroom should be encouraged. All materials which have an unfinished, residential character should be discouraged.

F. Building Form

As discussed in the previous sections, the building form should be horizontal and simple in geometry. Since the combination showroom/repair facility can be expected to be quite massive, the use of a variety of roof heights should be encouraged, however, the entire roof design should be integrated into a one horizontal statement.

G. Building Detailing

The successful detailing of the buildings plays a major role in conveying the intended image of the Auto Center. Following are guidelines which offer suggestions to the designers:

1. Finish colors and details should be repeated in all structures on each individual site.
2. All building elevations should incorporate architectural details which are reflected in the Market Street elevation.
3. Wall graphics on buildings to be prohibited.
4. Windows and doors on side and rear building elevations should be integral in the architectural expression of the structure and not just "cut in".

APPENDIX A

PLANT SELECTION LIST

MARKET STREET AUTO CENTER

FRONTAGE LANDSCAPE

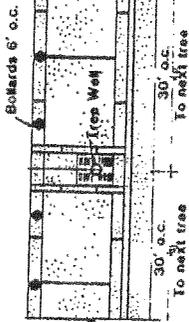
- Street Tree: Liriodendron Tulipifera
Hedge: Myrtus Communis "Compacta"
Accent Tree: Robinia Idahoensis
Entrance Shrub: Escallonia (compact variety)
Ground Cover: Lawn and Vinca Minor

SITE LANDSCAPE

- Sales Lot Tree: Pyrus Calleryana "Bradford"
Accent Tree: Robinia Idahoensis or Malus Purpurea
Collumnar Tree: Liquidambar Styraciflua
Screen Shrub: Choisya Ternata
Ligustrum Japonicum
Viburnum Davidii
Escallonia Rubra
Small Shrubs: Hebe Menziesii or Escallonia (compact variety)
Vines: Ficus Pumila or Distictis Buccinatoria
Ground Cover: Comprosmia Kirkii
Trachelospermum Jasminoides
Vinca Minor

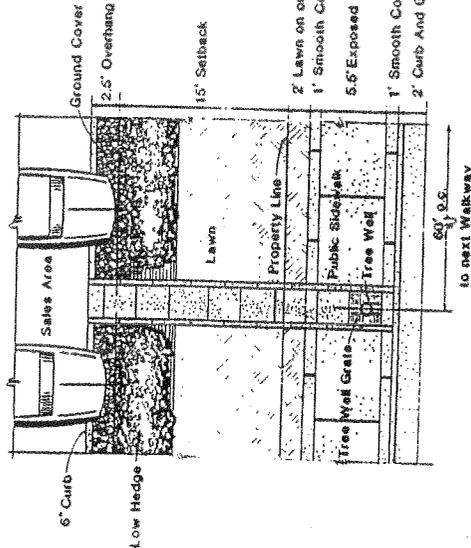
APPENDIX B

Display Plaza



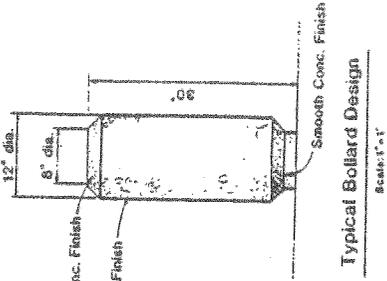
Tree Well at Display Area

Scale: 1"=4'



Walkway to Sales Area

Scale: 1"=4'

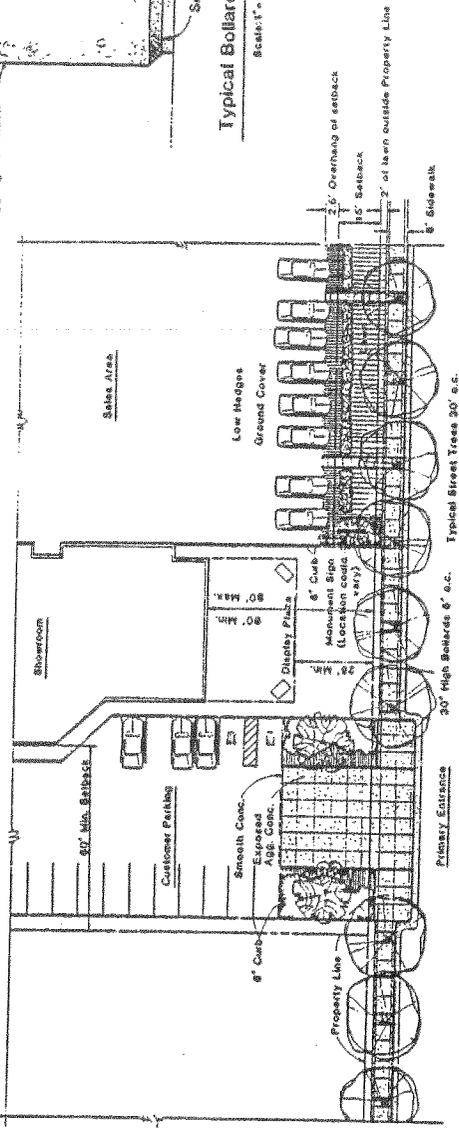


Smooth Conc. Finish

Exposed Aggregate Finish

Smooth Conc. Finish

Scale: 1"=1'



MARKET STREET



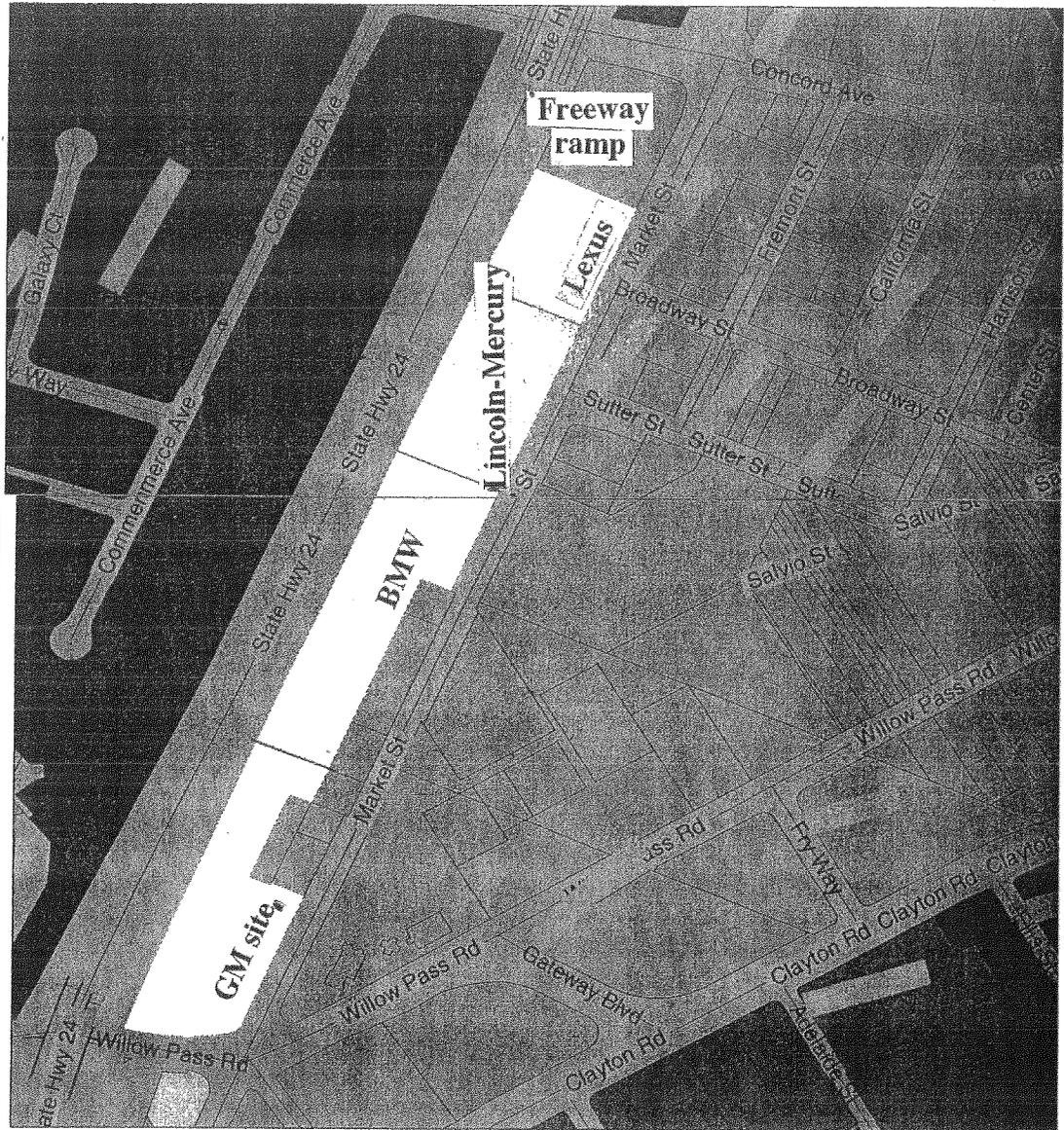
TYPICAL ENTRANCE DESIGN
MARKET STREET
AUTO CENTER

CONCORD, CALIFORNIA
CITY OF CONCORD REDEVELOPMENT AGENCY

NANOLIE and ASSOCIATES
Engineers / Planners / Surveyors

MARKET STREET AUTO CENTER Shown in White, UP 8-89

	Ortho Photos
	Parcels
	Zoning
	(POS) Perman...
	(OSR) Open S...
	(SC) Service...
	(PD) Planned...
	(SD) Study D...
	(NTS) North ...
	(PI) Planned...
	(LI) Light I...
	(SLI) Specia...
	(DB) Downtow...
	(NC) Neighbo...
	(FAR2) Floor...
	(FAR2-4) Flo...
	(D3) Duplex ...
	(APO) Apt. &...
	(M2.5) Low D...
	(M1.8) Mediu...
	(M1) High De...
	(R6) Single ...



SCALE 1 : 7,240

