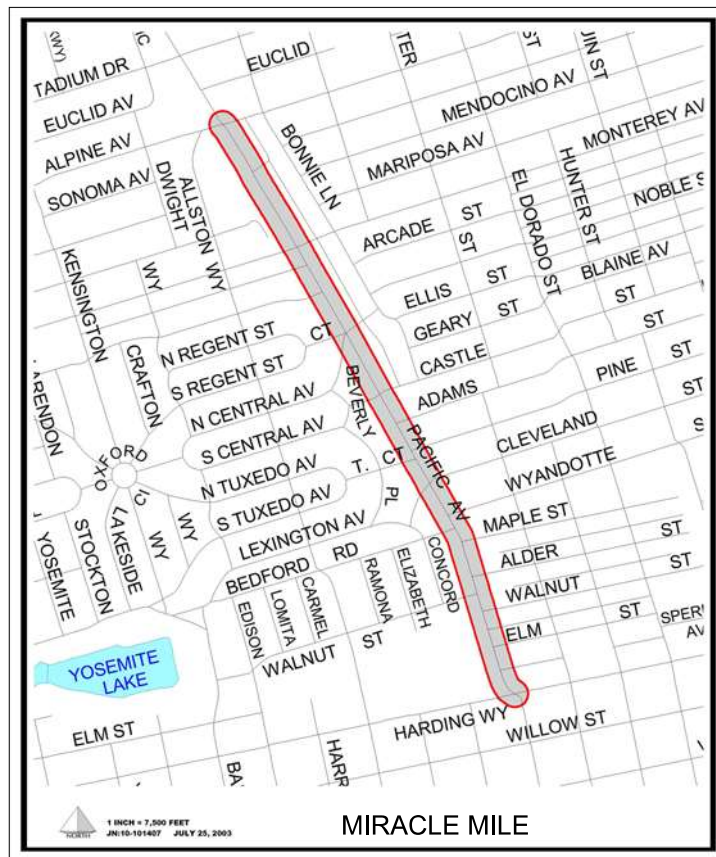


INTRODUCTION

This section provides design guidelines for Stockton's Miracle Mile commercial district as shown in the map below. The Miracle Mile is a unique commercial district that functions very much as a small downtown. The main street, Pacific Avenue, is lined with buildings that are oriented to the sidewalk, which promotes a very pedestrian-friendly character to the district. Buildings are one and two-story which also helps to maintain the desired pedestrian scale of the street. The intent of the design guidelines in this section is to maintain the small town, pedestrian-oriented character of the Miracle Mile District by ensuring that new and remodeled projects contribute to and are compatible with the existing pattern of development.



APPLICABILITY

4.05.020

The design guidelines in this section are applicable to projects within the Miracle Mile District as shown in the map above. The boundaries of the district are formed by the rear and side property lines of commercially zoned properties fronting on Pacific Avenue and intervening side streets between Alpine Avenue to the north and Harding Way to the south.

The guidelines apply to the following types of projects:

- Development of new buildings
- Additions to existing buildings
- Exterior remodeling/rehabilitation of existing buildings
- New signs and awnings

HOW TO USE THIS SECTION

4.05.030

The design guidelines in this section pertain specifically to the Miracle Mile District and are to be used in conjunction with the more general design guidelines in Section 4.01 of this chapter, General Commercial Design Guidelines and Section 4.02 (Special Commercial Use Design Guidelines). Proponents of projects located in the Miracle Mile District should first consult the guidelines in this section to establish the basic framework of the project in terms of building orientation, parking location, and building mass and scale. The general design guidelines in Section 4.01 will be helpful in shaping the design of different site elements such as landscaping, lighting, parking, screening, and public safety. The design guidelines in Section 4.02 will provide guidance for the design of specific types of uses, including the conversion of houses to nonresidential uses. In the case of a conflict, the guidelines in this section shall apply.

GENERAL DESIGN OBJECTIVES

4.05.040

The design guidelines for the Miracle Mile District are formulated to help achieve the following key objectives.

- **Quality Development** – Achieve a high level of quality development by ensuring that development fits within the context of its surroundings, does not negatively impact adjacent uses, provides superior architectural detailing, incorporates appropriate high

quality/durable materials, includes significant landscape improvements, and achieves an efficient/aesthetic arrangement of onsite facilities.



- **Small Town Character** – Preserve the existing small-scale character of the Miracle Mile and a strong sense of visual continuity along street frontages. Maintain a scale of development that people can relate to and feel comfortable in through the appropriate use of design details and human-scaled materials.
- **Pedestrian Orientation** – Maintain and enhance the pedestrian character of the Miracle Mile. Provide pedestrian-scaled storefronts and avoid blank walls in pedestrian areas.
- **Compatibility With Surrounding Uses** – Ensure that new development (including redevelopment and remodeling) complements surrounding uses and does not create negative impacts for such uses. Ensure that development is aesthetically pleasing, especially when viewed from adjacent properties and streets.
- **Functional Site Arrangement** – Ensure that the arrangement of onsite facilities (e.g., buildings, parking areas, accessory uses, etc.) are planned appropriately to establish an efficient, safe, and aesthetically pleasing site layout.
- **Safe/Convenient Circulation and Parking** – Provide safe, convenient, and efficient vehicular access, circulation, parking, loading, and maneuvering. Encourage pedestrian activity by providing convenient access and safe pedestrian routes.
- **Architectural Character** – Maintain a high level of architectural design through appropriate detailing, use of quality/durable materials, and the avoidance of blank, uninteresting wall planes. Provide high quality and visually interesting roof designs consistent with the overall design of the building and surrounding quality development.
- **Safety** – Maintain a high level of public safety through appropriate design of spaces and amenities, including pedestrian areas, parking lots, landscaping, and lighting.

SITE ORGANIZATION AND PARKING

4.05.050

Issues

Site planning and parking issues are concerned with how the various components of a development (i.e., buildings, circulation, parking, open space, etc.) relate to adjacent streets and existing development, and how the various components relate to each other within the development site. The main issues related to site planning and parking include:

- Ensuring the new development has the appropriate relationship to the street given the existing pedestrian orientation of the Miracle Mile.
- Ensuring that new development takes into account its relationship to and interface with surrounding existing development, especially residential uses.
- Ensuring that the arrangement of onsite facilities has been planned in a comprehensive manner and that the layout of the various site components is efficient, convenient, safe, and aesthetically pleasing.

Objectives Supported

- Quality development
- Small town character
- Pedestrian orientation
- Compatibility with surrounding uses
- Functional site arrangement
- Safe/convenient circulation

A. Building and Facilities Location

1. New buildings in the Miracle Mile District should be built to the property lines adjoining streets to form a continuous line of active building fronts. The exception to this guideline is house conversions
2. Portions of a building's façade may be set back to provide areas for plazas, pedestrian areas, outdoor eating spaces, and landscaped areas. Such areas should be provided with outdoor furniture and amenities appropriate for the space. Parking is not allowed between any buildings and public sidewalk.



Setting back a building's front façade provides outdoor space for dining.

3. The provision of corner setbacks and cutoffs is strongly encouraged to facilitate pedestrian movement, provide better visibility for drivers and accent corner buildings. The use of angled or sculpted building corners and the provision of plaza areas at street corners is encouraged.
4. The main pedestrian entrance should be located on the front of the building facing the street. Secondary entrances that face a parking lot, side street, or alley are encouraged.
5. Parking lots should be located to the rear of buildings on Pacific Avenue and to the rear or side of buildings on other streets whenever possible.
6. Parking lots are required to incorporate landscaped screening at their street periphery in compliance with the Development Code (Development Standards for Off-Street Parking). Parking lots should be screened from view at their periphery utilizing non-deciduous (evergreen) trees at one tree per 30 lineal feet at a minimum 15 gallon container size and one of the following alternatives:
 - a. Utilize a maximum 30-inch high dense evergreen hedge; or
 - b. Utilize a maximum 30-inch high decorative masonry wall with landscaped berm.
7. Screen walls or landscaping should not be located where they block the sight lines of drivers entering or leaving the site.

8. Driveways should be shared with adjacent uses whenever possible and the number of driveways along Pacific Avenue should be limited. Preferred access is from side streets provided that such access is not adjacent to or opposite from residential uses.



The Miracle Mile maintains a very strong pedestrian orientation and scale.

B. Interfaces

1. Adjacent residential and nonresidential uses should be buffered as necessary to maintain a livable residential environment in compliance with requirements of the Development Code (Screening and Buffering). This may be accomplished by the provision of masonry walls, dense landscaping, building orientation, and limitations on activities adjacent to residential uses.
2. Loading areas, access and circulation driveways, trash enclosures, storage areas, and rooftop equipment should be located as far as possible from adjacent residences and should never be located next to residential properties without fully mitigating their negative effects.
3. Parking lots for commercial uses should not take access from a predominantly residential street unless no other alternative is available.
4. To protect residential privacy and reduce the visual mass of commercial buildings adjoining a residential use, the commercial building should be set back an additional distance in compliance with the Development Code.

5. The orientation of windows in buildings adjacent to residential uses should preclude a direct line of sight into residential properties.

ARCHITECTURAL FORM AND DETAILING

4.05.060

Issues

The architectural design of a structure must consider many variables from the functional use of the building, to its aesthetic design, to its “fit” within the context of existing development. The main issues related to architectural design in the Miracle Mile area include:



Typical scale of Miracle Mile buildings.

- Ensuring that the mass and scale of the building fits within the context of surrounding development and does not sharply contrast with or dominate other development in the area.
- Ensuring that the building is well designed by including the appropriate level of design detail on all facades, avoiding blank/uninteresting facades, and providing for the proper screening of equipment and trash enclosures areas.
- Ensuring a harmonious relationship between new and remodeled buildings and the Miracle Mile’s overall design framework.
- Ensuring that buildings maintain a “small town” pedestrian scale and orientation at the ground floor level.

Objectives Supported

- Quality development
- Small town character
- Pedestrian orientation
- Compatibility with surrounding uses
- Architectural character

All elements of a building should relate logically to each other, as well as to surrounding buildings. This is critical in the Miracle Mile District because of its small-scale development and pedestrian orientation.

- A. In general, buildings are encouraged to contain the three traditional parts: a base, a mid section, and a top. However, for small scale, low rise buildings, as encouraged in the Miracle Mile District, the different parts may be expressed through detailing at the base and cornice line or parapet.

- B. New and remodeled buildings in the Miracle Mile District should reflect the predominant scale and volumes of existing buildings in the area. For larger buildings this can be accomplished by repeating the storefront modules and bay widths of existing buildings.



The apparent width of new buildings should replicate the existing pattern of the area (i.e., approximately 20 to 30 feet).

- C. Transitions between existing and new buildings should be gradual. The height and mass of new buildings should not create abrupt changes from those of existing buildings.
- D. Because of the Miracle Mile District's existing small-scale development, consistency of scale, proportion, and details is very important. The scale of new buildings should be compatible with adjacent buildings. Care should be taken to achieve compatibility next to small-scale buildings using techniques such as limited size, building articulation, storefront detailing, and shadow patterns.
- E. Because of the Miracle Mile District's unique character, franchise architecture is discouraged. New buildings should be designed to relate to the pedestrian sidewalk with building elevations consistent with the character of the District as a whole. Architectural gimmicks, such as roof lights, distinctive roof shapes, etc., that sacrifice the integrity of a streetscape to promote a single structure should be avoided.
- F. Buildings should be designed with windows or other openings along street frontages to permit views into active spaces or display spaces. Blank walls adjacent to the public sidewalk are strongly discouraged.
- G. Clear glass, rather than tinted glass, should be used for windows on the ground floor to allow increased visibility of the interior.

- H. The height of the wall portion below the display window (bulkhead) should not exceed about 40 inches, and lower heights are encouraged.

USE OF MATERIAL AND COLOR

4.05.070

Refer to Section 4.03, Downtown Commercial Guidelines.

BUILDING ACCESSORIES

4.05.080

Refer to Section 4.03, Downtown Commercial Guidelines.

ADDITIONS AND RENOVATION

4.05.090

Refer to Section 4.03, Downtown Commercial Guidelines.

LANDSCAPING

4.05.100

Issues

Landscaping has a variety of functions, including softening the hard edges of development, screening unattractive views, buffering incompatible uses, providing shade, and increasing the overall aesthetic appeal of an area. Since the Miracle Mile has only limited opportunities for landscaping, the main issues related to landscaping include:

- Ensuring that landscaping (including site furniture and paving) is considered in the overall project design scheme and that landscaping is provided whenever feasible.
- Ensuring that landscape materials are selected for their ability to adapt to Stockton's climate and for their ease of maintenance.

Objectives Supported

- Quality development
- Small town character
- Pedestrian orientation

The Miracle Mile District has limited opportunities for large landscaped areas because buildings are usually built to the property lines, thus covering most of the site. However, when opportunities do exist, landscaping is strongly encouraged.

A. The following are some options for existing buildings:

1. Planters under display windows and around outdoor dining areas
2. Window boxes
3. Potted plants near entries
4. Hanging baskets and sconces



Good examples of small planters adjacent to sidewalk.

- B. For new buildings, small landscaped areas or movable planters/containers are encouraged in front of the building adjacent to the sidewalk and near the main entrance.
- C. Buildings at corner locations should consider cutting back the corner of the building to provide outdoor plazas and landscaped open space.