

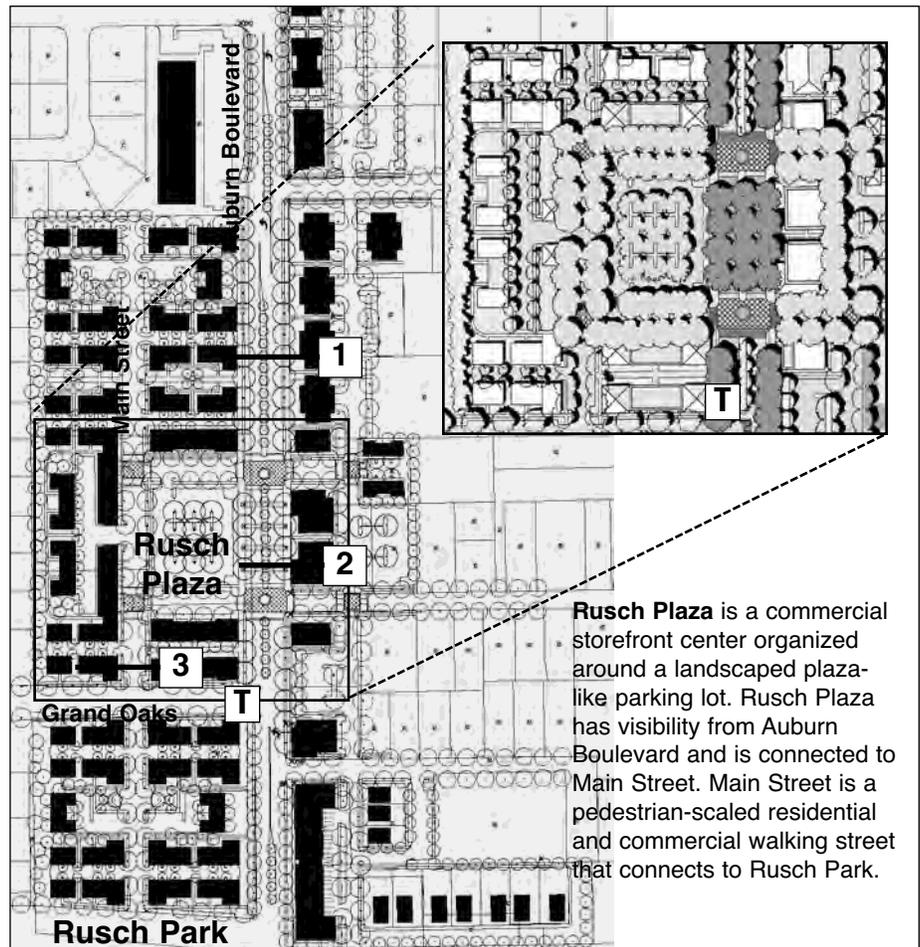
### 4.3 Rusch Park District

The Rusch Park Village Center within the Rusch Park District is to be a distinctive pedestrian-scaled mixed-use district. This area has traditionally played a role as a suburban community center. A shopping center was built here in 1958 that had a grocery store and a variety of other retail stores. Over time the center deteriorated and was broken into multiple properties. This Plan reunites these properties as part of a phased development to create an urban village of townhouses, live-work apartments, storefronts, and connected open spaces that is linked to Rusch Park and the natural open space system. The district will connect to adjacent neighborhoods providing a social and economic center.

The following guidelines are for the Rusch Park District. These guidelines provide the qualitative requirements for public and private investment in this area.



Above:  
These sketches of the Rusch Park District show the Rusch Plaza storefront area and the residential edge of Auburn Boulevard. The new projects are to provide a social and economic focus for the surrounding neighborhoods.



Rusch Plaza is a commercial storefront center organized around a landscaped plaza-like parking lot. Rusch Plaza has visibility from Auburn Boulevard and is connected to Main Street. Main Street is a pedestrian-scaled residential and commercial walking street that connects to Rusch Park.

**4.3.1 Rusch Park Urban Design Guidelines**

The Rusch Park District’s community design framework blends a mix of uses together around well-defined, active communal spaces.

Creating a Sense of Place in the Rusch Park District

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

- Site planning for new development shall locate and connect commercial and residential uses to create a sense of community. Buildings shall shape and activate streets and public spaces. Adjacent commercial and multi-family residential uses shall be designed to create and share public spaces and streets.
- New mixed-use developments shall use open space, streets and community facilities to provide social and aesthetic focal points. The district shall have a central place such as a town square, main street, or village plaza.
- Residential projects with common open spaces shall be part of a connected neighborhood open space system.
- Communal activities, such as recreation and gathering spaces, shall be centrally or purposefully located to contribute to the social interaction of the district and surrounding neighborhoods.
- New buildings in the Rusch Park District shall be designed and oriented to



Above:  
Contemporary urban live-work town-houses

Below:  
Three types of streets are illustrated below. The Rusch Plaza area is the center of the district. Adjacent to Rusch Plaza are parts of Auburn Boulevard that have residential frontage. Parallel with Auburn Boulevard is Rusch Park Main Street. This mixed-use street has both storefronts and residential frontage.

**Street Sections**

**1. Auburn Boulevard: Rusch Plaza**

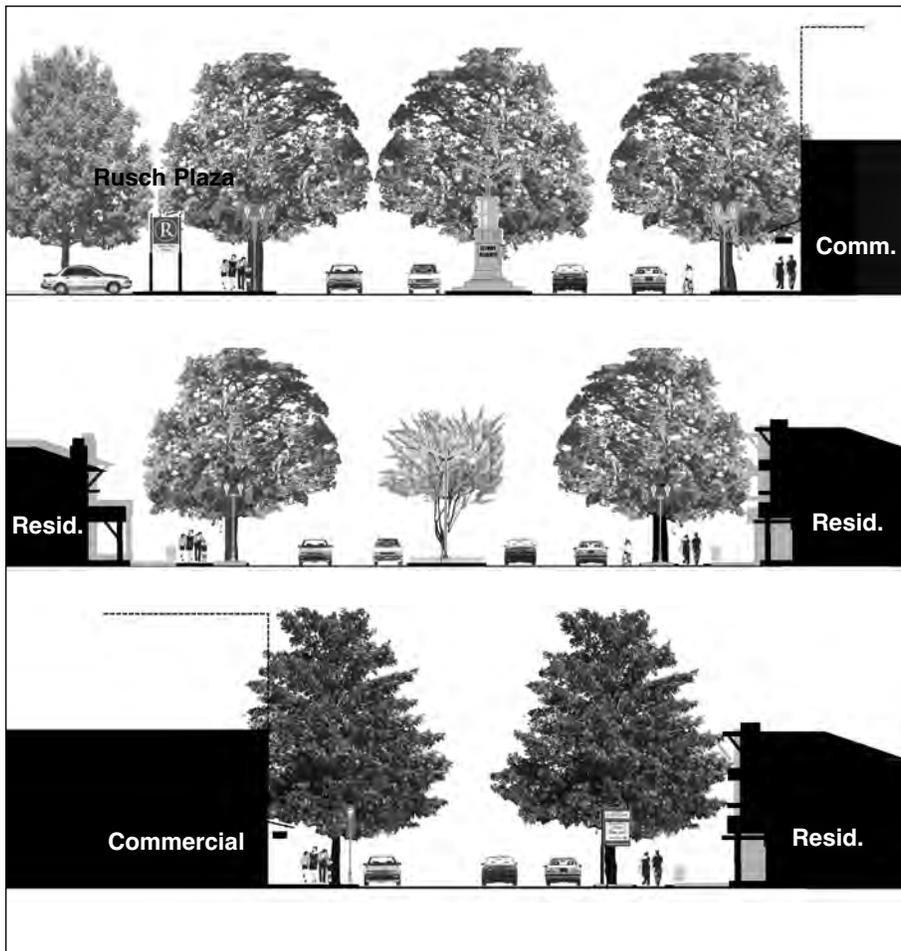
- 100’ ROW
- Median monument sign
- Median planting
- 5’ setback
- 2-3 stories
- Ground floor commercial

**2. Auburn Boulevard: Residential Frontage**

- 100’ ROW
- Median planting
- 20’ setback
- 2-3 stories
- Front porches

**3. Rusch Park Main Street**

- 72’ ROW
- On-street parking
- Commercial and residential
- Storefronts and residential porches
- 0’ setback for commercial
- 10’ setback for residential
- 2-3 stories



**Street Sections**

## Design Guidelines

spatially define and activate streets and common open space areas with building entries, storefronts, and pedestrian routes. Commercial storefront uses shall face public spaces and street edges.

### Connections to the Community in the Rusch Park District

New projects shall be developed as an integral part of the surrounding community.

- Gateways and edges of the district shall promote landscape and street improvements as common amenities that link adjacent neighborhoods.
- No part of the district shall be gated or distinguished as an enclave.
- New projects shall provide connections between existing and new streets.
- New commercial projects and retrofit of existing buildings shall be designed so that service vehicle access maintains the pedestrian friendliness of the street.

### Creating Pedestrian-friendly Streets in the Rusch Park District

The district shall be organized around pedestrian-oriented streets rather than driveways and parking lots.



*Above:  
This street has mature street trees and a wide sidewalk. It is located in a mixed residential and commercial neighborhood providing a destination for pedestrians.*

- Pedestrian connections between commercial and residential developments shall be active and friendly. Large blank walls shall not face streets or walkways.
- The street design of individual projects shall have reflect both a functional and design hierarchy identified in this Plan.
- Primary streets in the district shall incorporate planting strips, medians, and other design features.
- Private streets shall be designed to be pedestrian-friendly.
- All Rusch Park District streets shall include an interconnected system of sidewalks and crosswalks.

### Rusch Park District Block Sizes, Lot Patterns, and Building Orientation

Site plans for the district shall use block, lot, and building patterns that provide an overall organizational structure and result in a pedestrian-scaled environment.

- Traditional residential-scaled blocks (between 1 and 2 acres in size) shall be used as a reference for the pattern and scale that organize residential and commercial areas.
- Block patterns shall result in a pedestrian-scaled neighborhood that is comfortable for pedestrians and increases access options for the district and surrounding areas.
- Lots and parcels shall be reconfigured to promote orientation of residential and commercial buildings toward neighborhood streets. Lot and parcel patterns shall orient storefronts, porches, and yards to enhance the social role of district streets. Residential entries and lobbies shall face streets and common open spaces.
- Service areas for commercial uses shall be located at the edge of the site and screened to reduce impacts on residents.

### Rusch Park District Parking

Parking in the district shall support commercial and residential requirements but with less visual prominence than auto-oriented strip commercial centers.

- Sharing driveways, using alleys, or other innovative design approaches shall be used to minimize the visual impact of residential and commercial driveways.

- Parking for commercial uses shall be located next to or behind buildings. Parking shall be divided up into smaller, landscaped lots with defined pedestrian connections.
- Residential parking shall be located in courts that are not visible from public streets, are broken up with shade trees and landscaping, and use a variety of paving materials.
- For residential uses, a maximum of four (4) garage doors (spaces) shall be allowed without a five-foot break between groups of doors.
- Residential parking garages shall be located behind the front building elevation.

**Rusch Park District Streetscape and Landscape**

Streetscape and landscaping shall enhance pedestrian comfort and connections while contributing to overall placemaking and image objectives for the district.

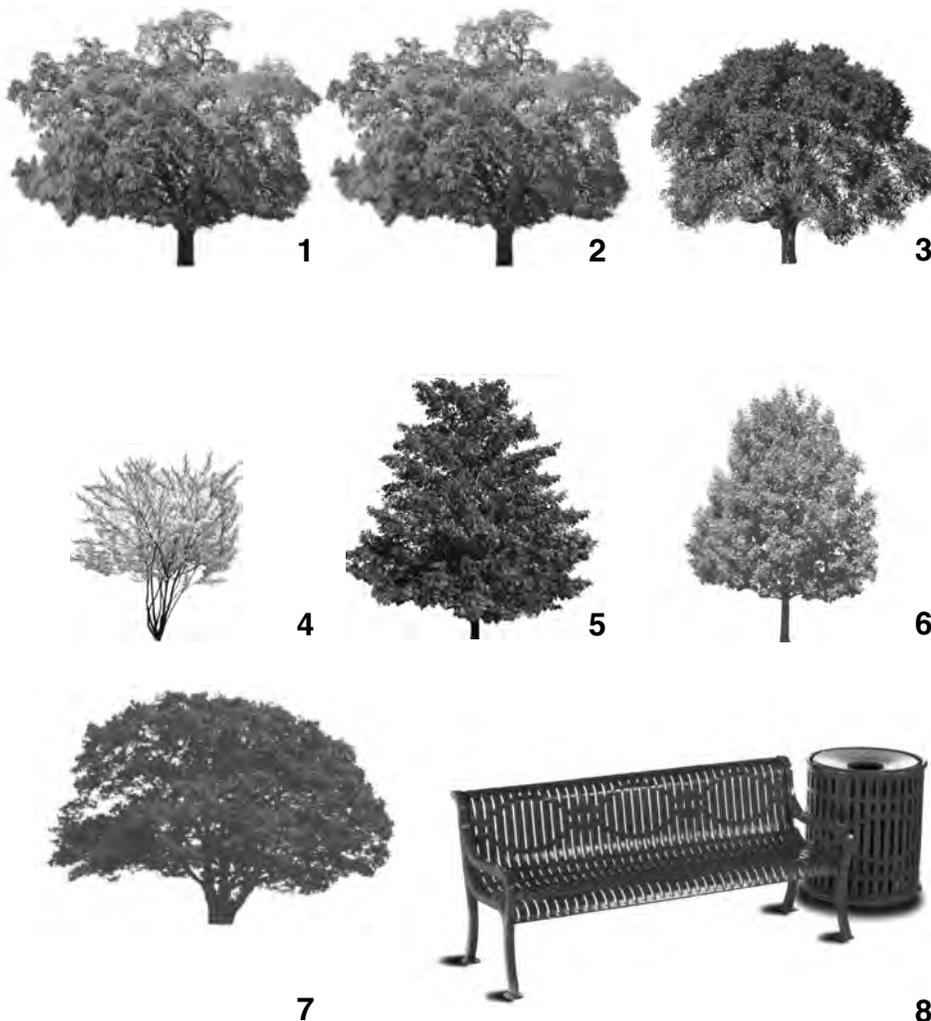
- Landscape concepts shall enhance the linkages between Rusch Park and residential and commercial uses.



*Above:  
Rusch Park Main Street and Rusch Plaza are to be commercial storefront streets like the photograph. The plaza and main street will service the new residential development and residents in adjacent neighborhoods.*

**Tree List**

- 1. Auburn Blvd. Street Tree:**  
Valley Oak, Ht. 50'-70', Sp. 50'-60'.  
Deciduous, Fall color.
- 2. Median @ Center Square:**  
Valley Oak, Ht. 50'-70', Sp. 50'-60'.  
Deciduous, Fall color.
- 3. Rusch Plaza Tree:**  
Chinese Elm, Ht. 40'-60', Sp. 50'-70'.  
Semi-evergreen.
- 4. Median @ Auburn Blvd.:**  
Eastern Redbud, Ht. 25'-35', Sp. 25'-35'.  
Spring color.
- 5. Secondary Street Tree:**  
Red Maple, Ht. 60', Sp. 40'.  
Deciduous, Fall color.
- 6. Parking Lot:**  
Evergreen Ash, Ht. 40'-60', Sp. 30'-40'.  
Evergreen.
- 7. Grand Oaks Blvd.:**  
Red Oak, Ht. 60-75', Sp. 50'.  
Deciduous, Fall and Spring color.
- 8. Trash receptacle and bench**



**Streetscape Pallet**

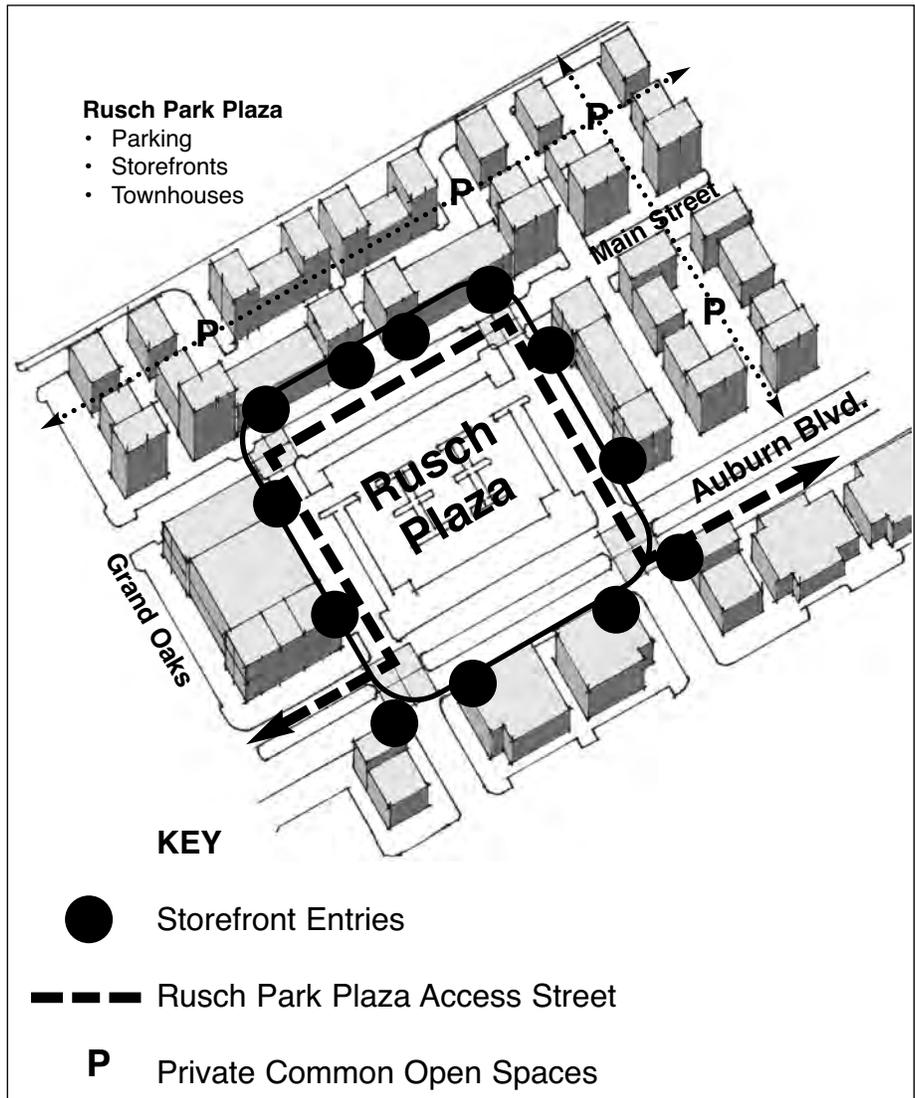
## Design Guidelines



Above:  
These photos of a residential courtyard and new storefronts reflect the scale and character of a mixed-use district proposed for the Rusch Park District.

Right:  
The site planning guidelines organize buildings, roads, and parking locations around Rusch Plaza.

- Larger trees shall require wider planting strips.
- Streetscape shall enhance the identity of the district by employing a variety of trees and other plant material that contributes to each street's identity and character.
- In residential areas, projects shall include at least one street tree per lot or 40 feet of lot frontage, whichever is smaller. Trees shall be placed in planting strips, sidewalk tree wells or front yards in a manner that supports the district's comprehensive streetscape plan.
- Sidewalks adjacent to storefronts shall be wide enough to accommodate outdoor sitting areas and landscape. This shall include a combination of at least four to six feet for planting, six to eight feet for sitting, and four feet clear for walking.
- Street trees shall be required for sidewalk areas. Trees shall be coordinated with the bay spacing and storefront design of the project.
- Street furniture and pedestrian-scale lighting shall be included in the site development planning for each project.
- Utility services and equipment shall be enclosed, buried, or otherwise concealed from view.



Integrating Transit in the Rusch Park District

Transit access is of particular importance for the Rusch Park District. Transit stops shall be safe, social, and centrally-located places that help energize the district.

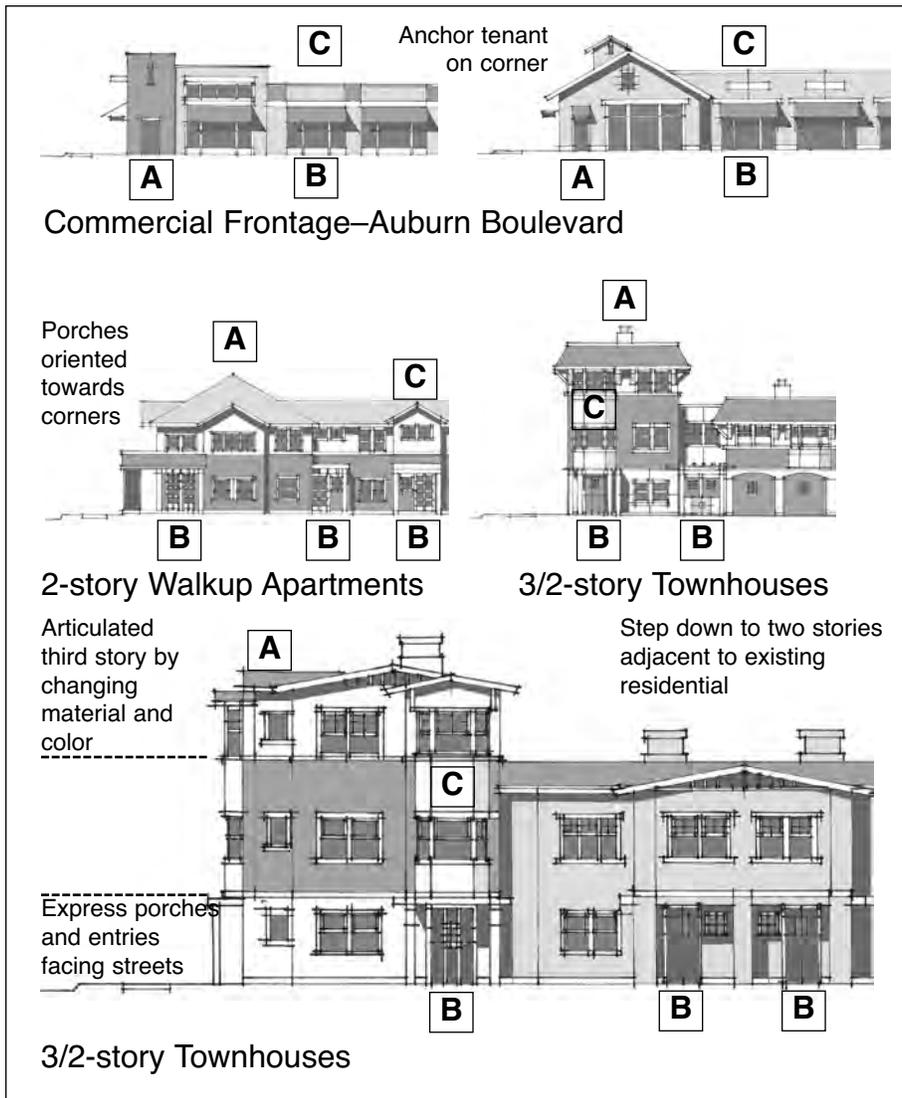
- Pedestrian connections to transit facilities shall be easy to navigate, safe, comfortable, and friendly.
- Shelters and lighting shall be provided. The design of shelters shall anticipate the number of transit patrons and their physical comfort. Shade and screening from wind and rain shall be a design consideration for transit shelter design.
- Bike facilities shall be designed into every project.

Rusch Park District Transition to Residential Areas

New and renovated projects shall be designed to enhance adjacent residential neighborhoods. Projects shall be designed to reduce the visual, noise and use impacts on adjacent residential areas.



*Above:  
These three-story condominiums are of similar scale as housing that are proposed for the Auburn Boulevard frontage.*



**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

## Design Guidelines

- New and renovated commercial projects shall enhance the connections to Auburn Boulevard. They shall provide streetscape, sidewalks, building setback and storefront design that link residential streets to Auburn Boulevard. Residents should be able to walk a direct route from their homes to commercial center stores without traversing parking lots.

### 4.3.2 Rusch Park District Architecture Principles and Guidelines

Each project shall contribute to placemaking objectives for the district and surrounding community.

#### Rusch Park District Building Form and Massing

Massing and orientation of commercial and residential buildings in the district shall reinforce placemaking, economic, and social objectives.

- Building form and design shall have a deliberate street and street corner orientation in the district.
- Upper levels of buildings shall have expressive design features, such as balconies and bay windows, to give the buildings rhythm and residential scale.
- Roof forms shall reflect the project's architectural context. In a commercial context, the roof may be flat or have a strong horizontal cornice element. In a residential neighborhood edge or residential context, roof forms shall include hip or gable elements.
- Roof-mounted equipment shall be concealed by enclosures that are consistent in design with the building roof.
- The massing concepts of multi-story development shall transition in scale between commercial streets and single-family residential areas. Design concepts may include:
  - *Stepping down the scale and mass and increasing side or rear yard setbacks of taller buildings where they are adjacent to existing single family areas;*
  - *Using residential roof forms on residential streets;*
  - *Orienting units toward 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.*



*Above:  
This commercial project has taller massing at the corners of the site and includes outdoor sitting areas at pedestrian pathways intersections.*

#### Rusch Park District Architectural Features

Architectural features and themes shall reinforce massing and placemaking concepts for the Rusch Park District and express the mixed-use nature of the district.

- Commercial and residential buildings in the district shall contribute to overall planning and placemaking objectives, while providing architectural variety.
- Residential and commercial buildings shall express their function and purpose. Transparent storefronts and bay spacing shall reflect the pedestrian scale of storefront retailing.
- Storefront edges shall be transparent with a maximum 18-inch kickplate, minimum seven (7) foot high storefront, and minimum 12-foot high transom window.
- Residential design features shall enhance the expression of individual units and houses. This includes balconies, bay window elements, roof design, entries and porches, and window patterns.

Rusch Park District Materials and Colors

Selection of materials and finishes shall support architectural and massing concepts for the district.

- Commercial frontage portions of projects shall utilize materials and colors that support retailing and image objectives for shopping environments.
- Portions of mixed-use projects with residential frontage shall use colors and materials that enhance the project’s architectural concepts.
- Architecture within each project shall use a palette of materials that convey an image of quality and durability. Certain materials have an inherently inexpensive, insubstantial, or garish quality. These materials shall not be used in new construction or renovation:
  - *Roofing materials: glazed or painted tiles, highly reflective metal or sheet materials*
  - *Wall materials: vinyl, metal, plywood, T-111 siding, masonite or other sheet materials*
- Wood or hardboard siding, if used, shall be shiplap or board-and-batten.
- Shiplap shall be installed so there are no visible joints. Board-and-batten shall be installed so there are no visible joints in the underlying "board" material.
- Painted surfaces shall use colors that reinforce architectural concepts and are compatible with natural materials, such as brick or stone.



*Above:  
This three-story townhouse development orients towards the street, includes balconies, and has a variety of massing and roof forms.*

**Auburn Boulevard Median and Sidewalk  
A**

**Rusch Plaza and Residential Streets  
B**

*Right and Above:  
The streetlighting concept includes two zones:*

*(A) Auburn Boulevard frontage includes lighting in the median and sidewalks.*

*(B) Rusch Plaza area and internal streets include pedestrian-scaled poles and fixtures.*

## Design Guidelines

### Rusch Park District Lighting

Lighting concepts shall be an integral part of the overall district design and enhance pedestrian and automobile circulation, open space, and storefront shopping.

- Lighting on commercial building elevations shall support overall objectives for the street and storefront design.
- Elevations with residential front porches shall have individual lights that illuminate entries and walkways.
- Lighting in service or common areas shall be shielded from adjacent residential units.

### Rusch Park District Walls and Fences

When walls or fences are needed, they shall be designed as an extension of architectural and landscape design concepts.

- Screen walls shall be architecturally treated as an extension of the building. They shall 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 shall be included.
- Screen walls along pedestrian routes or sidewalks shall be set back to allow for landscaping.
- Chain link fencing is not allowed. Razor wire or barbed wire is not allowed.
- Planting of climbing vines or ivy on fences and soundwalls is encouraged.
- Soundwalls and fences shall be limited to eight feet in height.

### Rusch Park District Service Areas

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

- Loading areas shall be located to the rear of buildings or inside side yards. Loading areas shall not be visible from public streets or adjacent buildings.
- Trash bins and compactors, utility meters, transformers, and other service elements shall be enclosed or otherwise completely concealed from view. Service elements shall be designed as an integral element of the project's architecture.

### **4.3.3 Rusch Park District Signage**

Rusch Park District signage shall help define the district's identity and address at a pedestrian's pace and scale.

### Rusch Park District Image and Directional Signage

The district shall have overall signage and graphic identity concept that guides district, site, and building signage design.

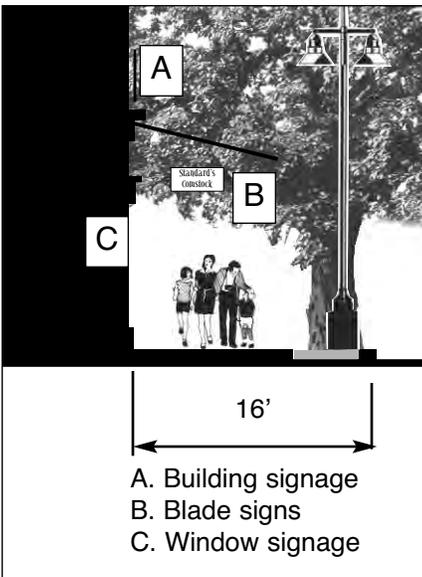
- Overall image and design themes shall be reflected in street signage. Signage should support the merchandising needs of tenants and wayfinding, and graphic identity objectives for the district and adjacent neighborhoods.
- District identity and wayfinding signage shall be designed and located as part of an overall signage concept.
- Placement and maintenance of district signage shall be coordinated with City General Services Department.

### Rusch Park District Multi-tenant Project Signage

Rusch Park District buildings shall have graphic standards and schedule for



Above:  
This district directional sign provides a map and information about businesses in the surrounding district.



Above:  
The storefront edges of buildings in the Rusch Park District should have at least 16' of sidewalk for street trees, lighting and seating.

Signage should work at three scales:

- Auto
- Street
- Storefront

building and tenant signage that reinforce the pedestrian scale of the district.

- Multi-tenant buildings in the district shall have an overall signage concept.
- Large, garish signs unnecessary to the commercial use of a village center are discouraged.
- The cumulative area of all affixed signs shall not exceed one (1) square foot per linear foot of storefront in the center. Affixed signs shall be composed of individual characters. Cabinet signs are discouraged.
- Individual characters shall be no greater than 18 inches in height for minor tenants. Major tenants shall be reviewed on a case-by-case basis. Generally, major tenant signage over 36 inches in height is discouraged.
- Affixed signs shall be placed only on vertical surfaces below the eaves or parapet line. Rooftop signs are prohibited.



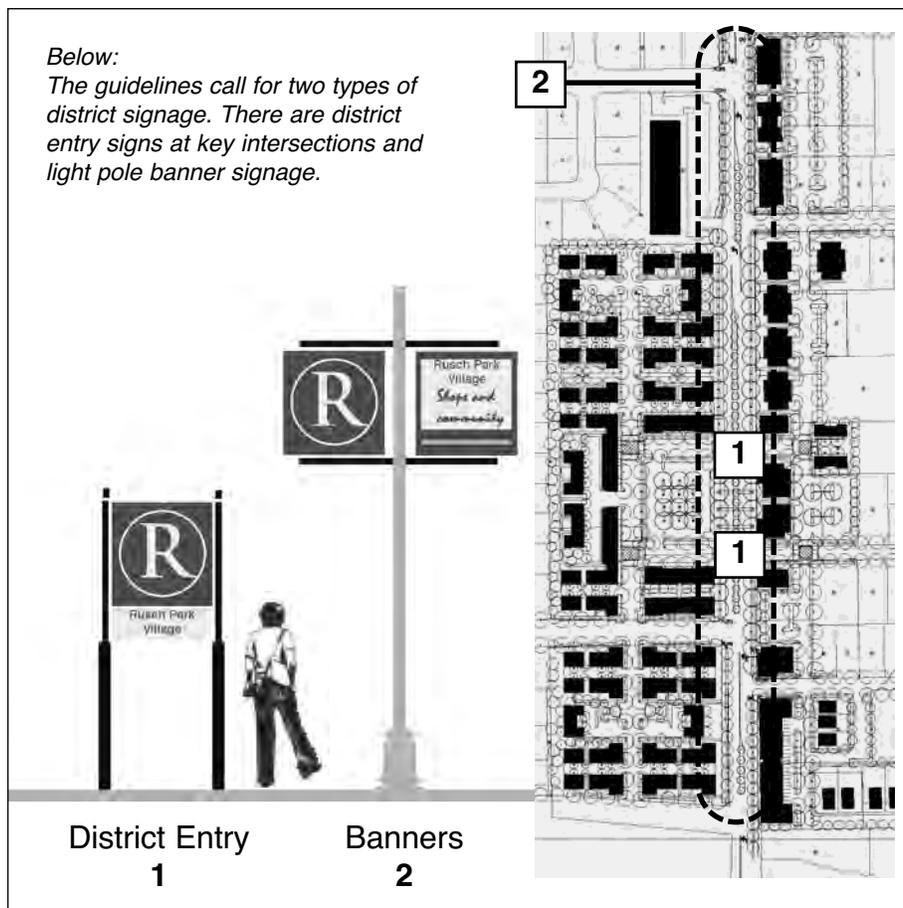
*Above:  
This new storefront street is adjacent to a residential neighborhood providing services and amenities.*

**Rusch Park District Storefront Signage**

Storefront signage shall reinforce the pedestrian orientation of storefronts.

- Awning signs are allowed with graphics and signage and limited to vertical surfaces. Awning signs shall count against cumulative areas for affixed signs.
- Suspended blade signs are allowed under awning or canopies. Each face shall not exceed six (6) square feet and counts against the cumulative allowable area of affixed signage for each storefront.
- Window signage cannot exceed four (4) square feet and shall count against the cumulative allowable area of affixed signage for each storefront.

*Below:  
The guidelines call for two types of district signage. There are district entry signs at key intersections and light pole banner signage.*



**Signage**