

**EXCERPT OF DRAFT ORDINANCE TO BE CONSIDERED IN A
PUBLIC HEARING BY PLANNING COMMISSION ON OCTOBER
19TH, 2004, 7 P.M. AT RIVERLODGE IN FORTUNA**

"Major Retail Developments

- A. Purpose.** The purpose of this section is to prescribe standards for the location, design, color, illumination, height and size of major retail developments within the City of Fortuna in order to: 1) support the economic health of the City by allowing a diverse range of commercial activities; 2) establish design standards that protect the unique natural beauty and the unique community character of the City; 3) ensure that the long-term vitality of large retail buildings is retained should they become vacant or change ownership; 4) recognize large retail buildings as community assets that have the opportunity to contribute to the City's aesthetic character and economic well-being and that should therefore be protected as long-term investments to the community.
- B. Major Retail Development.** The standards of this section shall be applied to any development that meets the following definitions of use and size criteria.
- 1. "Major Retail Development"** is an establishment or place of business with retail sales as the primary activity. Such retail activities consist of the on-site selling of a variety of goods and merchandise directly to the consumer for personal or household consumption or use, and also wholesale selling of goods and merchandise directly to buyers who may pay for membership in the store (i.e., "club" stores) whose purchase may be for either professional use or household consumption.
 - 2. New construction:** The standards of this section shall apply to the new construction of a single major retail store occupying 80,000 square feet or more of gross floor area.
 - 3. Expansion:** These standards shall also apply to existing retail developments that expand their gross floor resulting in a structure of 80,000 square feet or more of gross floor area. For structures that are required to implement these standards as a result of expansion of existing floor area, the design standards may be implemented as determined by the Planning Commission through the use permit process.
- C. Conditional Use Permit.** A Conditional Use Permit pursuant to Chapter 17.68 shall be required for any major retail development that meets the definition and size criteria of this section."

The remainder of the proposal covers building design criteria for walls, rooflines, patterns, materials and colors, and it addresses site design/layout of entryways, screening, landscaping, parking, circulation, and transit facilities. A Design Review will also be required.

For more specific information on the design criteria being considered, please call Liz Shorey, City Planner, 725-7600, or come by City Hall to see a copy that is on display at the counter.