



**AGENDA FOR THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE**

Wednesday, September 10, 2014

3:00 P.M.

Community Development Department

Conference Room A

910 Calle Negocio, Suite 100

San Clemente, CA 92673

The purpose of this Subcommittee is to provide direction, insight, concerns and options to the applicant on how the project can best comply with the City's Design Guidelines and/or City Policies. The Subcommittee is not an approving body. They make recommendations to the Planning Commission and Zoning Administrator regarding a project's compliance with City Design Guidelines. Each of the Subcommittee members will provide input and suggest recommendations to the applicant based upon written City Design Guidelines and/or City Policies. The Subcommittee will not design the project for the applicant, nor will the members always agree on the best course of action. The applicant can then assess the input and incorporate any changes accordingly with the understanding that the Subcommittee is simply a recommending body. Decisions to approve, deny, or modify a project are made by the Planning Commission, City Council, or the Zoning Administrator with input and recommendations from the Subcommittee and City staff. The chair of the Subcommittee will lead the discussion. Planning staff will be available to provide technical assistance as necessary. Time is limited. Consequently, the Design Review Subcommittee will focus on site and project design rather than on land use issues, which are the purview of the Planning Commission, City Council or the Zoning Administrator.

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such a modification from the Community Development Department at (949) 361-6100. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

Written material distributed to the Design Review Subcommittee, after the original agenda packet is distributed, will be available for public inspection in the Community Development Department located at 910 Calle Negocio #100, San Clemente, CA during normal business hours.

1. APPROVAL OF MINUTES

Minutes to be considered for approval: August 27, 2014

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS

A. Minor Cultural Heritage Permit 14-257, Flowers and Friends (Gregg)

A request to consider a 66 square foot addition and façade remodel to an existing 111 square foot flower kiosk. The project is located at 1844 N. El Camino Real and is in the Mixed Use land use designation, and the Pedestrian, Architectural, and Coastal Zone Overlays (MU3-P-A-CZ).

B. Architectural Permit 14-329, Estrella Shopping Center (Nicholas)

A request to review the preliminary architectural design for the remodel of the Estrella Shopping Center (K-Mart/Big Lots).

4. NEW BUSINESS

None

5. OLD BUSINESS

A. Base of Pier Restroom - Mural Options (Jones)

A request by staff to review the two tile niche image options for the Base of Pier Restroom project previously approved by the Planning Commission. The project is located at the south side of the base of the historic municipal pier within the Pier Bowl Specific Plan within the Beach and Parks – Open Space land use designation at 615 Avenida Victoria.

6. ADJOURNMENT

Adjourn to the Design Review Subcommittee meeting of Wednesday, September 24, 2014 at 3:00 p.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
August 27, 2014**

Subcommittee Members Present: Bart Crandell, Julia Darden and Jim Ruehlin

Staff Present: Jim Pechous, Cliff Jones, John Ciampa and Sean Nicholas

1. MINUTES

Minutes from August 13, 2014

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:

A. Amendment to Cultural Heritage Permit 12-027/Amendment to Minor Exception Permit 12-086, Mino Residence (Ciampa)

A request to construct a new house with walls exceeding 42 inches and a pool within the required setbacks located adjacent to two historic homes. The project is located at 240 Avenida La Cuesta.

Associate Planner John Ciampa presented the staff report.

Subcommittee Member Darden asked if the roof could be another color other than red since the house is not a true Spanish design.

The Owner Mike Mino responded stating that they just received the roof samples at their house and the tiles are an earth tone brown color that is similar to other colors for homes in the adjacent area.

Subcommittee Member Ruehlin asked if the fence/wall is still part of the original proposal. He stated that when he reviewed the project when it previously came to the Planning Commission he voted against the project because he did not feel the previous wall design was compatible with the neighborhood.

The applicant's Architect, James Chinn, responded stating that the fence/wall design will start at the north corner of the house and will be a mixed wall/fence design. The goal for the wall/fence is to keep the owners dogs in the yard and they are flexible with the fence design to ensure it is compatible with the neighborhood.

The DRSC was pleased to see the revised project had been reduced in size. The DRSC requested the design of the back of the house be improved because the site is a corner lot and the back of the house is highly visible.

They stated that the design is too simplistic and it appears like the back of a house. The DRSC recommended that the architect improve the architectural design to improve the elevation that fronts Patero De Oro.

The DRSC requested the changes be made prior to the project being presented to the Zoning Administrator.

Subcommittee Chair Crandell stated for the record that the new Zoning Ordinance should require projects like the Mino Residence not be considered an amendment because of the degree of changes to the project.

B. Cultural Heritage Permit 14-146, Price Residence (Ciampa)

A request for an addition to a legal nonconforming historic house located at 135 Avenida Florencia.

Associate Planner John Ciampa presented the staff report. Staff received a letter prior to the DRSC meeting from Historical Society member Larry Culbertson that stated the project was not in compliance with the Design Guidelines and Secretary of the Interior's Standards. It was also stated that the addition needs to be pushed back and reduced in size and the interior floor plan needs to be retained.

The DRSC stated that this is a difficult project and they want to make sure the historical significance of the house is not lost with the proposed addition.

Subcommittee Member Ruehlin stated that the review of historic projects and their compliance with the Secretary of the Interior's standards can be difficult because they can be interpreted in different ways. He asked staff how the project complies with Standard 10.

Staff summarized the standard and stated that the addition is located at the back of the house where it is not an original roof and there are no character defining features. Additionally, staff stated that the second story is inset on both sides to show the original roof line.

Subcommittee Member Ruehlin stated that the inset design of the second story addition helps with the differentiation of the addition from the original house; however more detail should be provided to the front elevation to provide more differentiation.

Subcommittee Chair Crandell asked the applicant how many of the windows were original. Because if original windows are being modified there will not be much of the building left.

The applicant said there are only four original windows and many of the windows were modified when the house was relocated.

The DRSC asked staff and the applicant to research to see if there are any historic photos of the house that show the location of some of the original windows. The DRSC requested the applicant to bring back some of the original elements of the house to bring it closer to its original appearance if there is evidence to show where the windows were located. Or if there is no evidence, improvements could be made that are in keeping with the historic nature of the building.

DRSC was in favor of the project moving forward to the Planning Commission with the staff recommended modification to the rear elevation to remove the beams that extend out from the walls of the addition, improving the architectural design of the pop-out designs on the north elevation, and eliminate or redesign the grid pattern windows to the bathroom on the east elevation.

C. Historic Property Preservation Agreement 14-298, Myhren Residence
(Ciampa)

A request for a Mills Act agreement for a historic house located at 245 Avenida Del Poniente.

Associate Planner John Ciampa presented the staff report.

The DRSC supported staff's recommended rehabilitation improvements for the proposed Mills Act. Staff noted that the wood siding appears to be original however this is not a feature that is typically seen in Spanish Colonial Revival architecture. The City Planner stated that he has seen a few of the historic properties in San Clemente with this feature and they were on properties constructed later in the historic period of significance for the City and it is likely an original feature.

As a result of the information provided by the City Planner the DRSC suggested the wood siding and vent features be required to be restoration improvements unless they are discovered to be not original.

Subcommittee Member Darden stated that the walkway to the house does not appear to be in good condition and should be included in the rehabilitation list. The owner stated they would like to replace it and he did not have an issue with the request.

Staff distributed to the DRSC a letter from Historical Society member, Larry Culbertson, stating that the cost and timing of the improvements is a

concern and the easiest and least expensive improvements should be completed first.

Staff explained that they work with the applicant to establish a timeline for the rehabilitation improvements and try and establish a win-win for the community and the property owner.

The DRSC supported staff's recommended rehabilitation improvements with the modifications identified, supported the timeline for the improvements, and recommended the project move forward to the City Council for consideration.

D. Pre-app for Estrella Shopping Center – K-Mart/Big Lots Location
(Nicholas)

A request to review the preliminary architectural design for the remodel of the Estrella Shopping Center (K-Mart/Big Lots).

Associate Planner Sean Nicholas presented the staff report. Staff indicated that staff received a revised elevation on Monday August 25th, and forwarded this to the Design Review Subcommittee. Mr. Nicholas indicated that this is a further enhancement of the design previously provided to DRSC, so while the comments provided in the staff report apply, it is a different elevation before the Subcommittee. Mr. Nicholas narrated a PowerPoint which highlighted the applicant's primary goal of getting permits for construction by early December, and the time table put together by staff to meet those goals. Mr. Nicholas noted that staff has utilized their standard review time, and the timeline informs the applicant's design team the turnaround times which they need to make every submittal.

Mr. Nicholas also showed the evolution of the design before DRSC and indicated this process started only three weeks ago. The property owner for the K-Mart site, Joe Kornwasser, gave some background of the history of the site and their goals to find balance between improvements to the site and making a project fiscally work. Staff also re-iterated that the City's goal is a win-win scenario where the applicant gets a well-designed and successful shopping center and the City gets a well-designed project at a City gateway consistent with City requirements. Therese Hotvedt, representing Burnham and the property owner of the rest of the site, indicated they are following up quickly behind Kornwasser and will be submitting a design for the rest of the site consistent with the architecture being reviewed so it appears as one development.

Staff showed images of features that would help the overall design of the project and make it more "San Clemente" and consistent with the Design Guidelines. A lot of that is simplification of planes and details, and really focus on massing and scale.

Subcommittee Chair Crandell stated that the most important aspect of the project to him is the massing and scale and to make sure that it is done appropriately, rather than over detailing the project with no connection as to why the improvements are there. Subcommittee Members Darden and Ruehlin agreed. Subcommittee Member Ruehlin also suggested pulling from iconic buildings in the community could help with designing the project; particularly looking at iconic towers.

Discussion regarding openings/entries, approach to design, towers, and scale took place to help the architects simplify down the design. Staff also indicated that they have not received signage information. Staff also indicated that the project is on schedule and the applicant is working towards obtaining the necessary permits.

Staff indicated that the project is going to Development Management Team (DMT) tomorrow, Thursday August 28th, for initial review, and staff and the applicant's architect, David Anderson, are going to go take a look at a few projects and elements in the community to help with the design.

The project is scheduled to return for DRSC review on September 10th.

E. Minor Architectural Permit 14-259 /Minor Exception Permit 14-260, Cutlip Remodel (Jones)

A request to consider an addition to a nonconforming residence located at 114 Avenida Barcelona.

Associate Planner Cliff Jones presented the staff report, presented the plans, and the color/materials board.

Subcommittee Chair Crandell indicated that the project was a good design but had concerns with the roof deck maintaining the nonconforming side yard setback of 3'-9" and requested that it be setback to the required side yard setback of four feet. The DRSC agreed with the recommendation.

The applicant's architect, Jack Garland, indicated he would do that.

Subcommittee Member Darden asked how far back the roof deck was setback from the street. Mr. Garland indicated it was setback 30 feet. Subcommittee Member Darden indicated that she was not a big fan of roof decks because of what they can do to the architecture of buildings and that they can be intrusive to neighbors. However, in this case, since the roof deck was setback far from the street it would not negatively affect the architecture of the building and did not appear to be intrusive to the neighbors because the adjacent driveway provided additional separation between the outdoor areas.

Mr. Garland added that the reason they are keeping the 3-9" nonconforming setback is that the foundation work required to build the addition at the required four foot setback broke his clients budget.

Subcommittee Member Ruehlin indicated that he understood the financial costs of moving the building to meet the required setback of four feet and felt as though maintaining the 3" encroachment into the side yard setback was acceptable and did not negatively impact the project.

The DRSC recommended that the project move forward to the Zoning Administrator for consideration.

3. NEW BUSINESS

None

4. OLD BUSINESS

None

5. ADJOURNMENT

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held September 10, 2014 at 3:00 p.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

Respectfully submitted,

Bart Crandell, Chair

Attest:

Cliff Jones, Associate Planner

DRAFT



Design Review Subcommittee (DRSC)

Meeting Date: September 10, 2014

PLANNER: Amber Gregg, Associate Planner 

SUBJECT: **Minor Cultural Heritage Permit (MCHP) 14-257, Flowers and Friends Remodel and Addition,** a request to consider a 66 square foot addition and façade remodel to an existing 111 square foot flower kiosk. The project is located at 1844 N. El Camino Real and is in the Mixed Use land use designation, and the Pedestrian, Architectural, and Coastal Zone Overlays (MU3-P-A-CZ)

BACKGROUND:

The original project flower kiosk was approved in 1990 in its current configuration. The applicant, Keith Jones, is the original owner and is looking to update the facility to meet his needs, as well as the community's. The request is to remodel the existing kiosk to a Spanish Colonial Revival style and add 66 square feet of covered outdoor display area.

The project site is in the Architectural Overlay and requires a Minor Cultural Heritage Permit (MCHP). MCHP projects require Design Review Subcommittee (DRSC) review to evaluate the project's architectural compatibility with the Architectural Overlay.

The project is zoned Commercial with a Mixed Use Overlay. The project is located on the same parcel as the Kaylani Coffee House. Surrounding uses include a bicycle shop and Metrolink station to the west, Marblehead Coastal development to the north, and City parking lots to the east and south. Directly adjacent to the property is a vacant City lot that was recently approved to be developed into additional beach parking. The lot will have Spanish Colonial Revival architectural features including a decorative archway and smooth white stucco, low perimeter walls.

ANALYSIS:

Development Standards

Table 1 on outlines the development standards and how the project meets these requirements.

Table 1
Development Standards

	Code Requirements	Proposed Site Plan	Meets Code Req.
Building Height Maximum	33'	12'6"	Yes
Setbacks (Minimum):			
• Front	0'	15'	Yes
• Side Yard	0'	5'	Yes
• Rear Yard	0'	8'	Yes
Lot Coverage (Maximum)	100%	14.4%	Yes
Required Parking (Minimum):	13 spaces	15 spaces	Yes
Landscaping Req. (Minimum):	10%	17%	Yes

Architecture

The applicant is proposing to remodel the kiosk from a Cape Code style to Spanish Colonial Revival. The 177 square foot building will be an adobe style with smooth white stucco, wood rafter tails, and a single barrel tile roof. The tiles will have 25% random mortar packing with 100% packing on the first two rows, and the tiles will wrap the rake for a traditional finish. Functional red tile vent details will be used on the sides, or gable wall, of the building.

The door and windows will have six inch inset and the door is a wood Dutch door with a dark brown stain. The wood beams and rafter tails will be treated with the same dark brown color. The rafter tails will have a decorative finish.

Signage is not a part of this review but the applicant has shown tentative locations where signage may be located.

Design Guidelines

Table 2 identifies the goals of the Design Guidelines and how the project complies with them.

Table 2
Design Guidelines

Goal	Compliance
Preserve and strengthen San Clemente's unique atmosphere and historic identity as a Spanish Village by the Sea.	Yes. The proposed project will redesign a Cape Cod style flower kiosk into a Spanish Colonial Revival style kiosk. The project is located at a gateway to the City and will be a complimenting focal point entering North Beach.

Goal	Compliance
Develop stronger relationships between San Clemente’s neighborhoods.	Yes. The proposed project will transform an additional building to Spanish Colonial Revival architecture style helping meet the goals of the Architectural Overlay District. The project will be a nice compliment to surrounding Spanish Colonial Revival buildings creating a sense of unity through consistent architectural style.
Identify and preserve significant natural features and open spaces.	Yes. The project is located in the Avenida Pico public view corridor. Maintaining the small scale building would not interfere with the view corridor and will continue to respect and preserve the natural aesthetic resource.

General Plan Consistency

The General Plan identifies North Beach as a focus area in the Land Use Element. The goal for the area is:

Re-establish and maintain a vibrant community- and visitor-serving, mixed use entertainment center which capitalizes on its proximity to the beach and significant historic resources.

Table 3 identifies the goals of the Design Guidelines and how the project complies with them.

Table 3
General Plan Policies and Consistencies

Policy	Consistent
LU-10.03. Gateways. We enhance and maintain attractive gateways and informational signage signifying arrival to the North Beach/North El Camino Real area.	Yes. The proposed project will remodel the flower kiosk to a Spanish Colonial design which will be a nice enhancement to our Spanish Village by the Sea and visually add to the sense of entry the consistent architecture provides. The City is currently looking for ways to add a City entry sign but not at this location.
LU-10.05. Ocean Views. We preserve the General Plan-designated public view corridor from Avenida Pico through North Beach and encourage new development along El Camino Real to take advantage of ocean vistas.	Yes. The project is located in the Avenida Pico public view corridor. Maintaining the small scale building would not interfere with the view corridor and will continues to respect and preserve the natural aesthetic resource.

Policy	Consistent
LU-10.19. Property Improvements. We encourage property owners to renovate or upgrade their properties through a combination of incentives, grants and other programs (e.g., façade improvement programs).	Yes. The applicant is choosing to remodel his building and the waiver of the Minor Cultural Heritage Permit fees as well as the North Beach Façade Grant program are being utilized to complete the renovation.

RECOMMENDATIONS:

The project, although small in scale, will be an enhancement at the north entrance into the City and will highlight the *Spanish Village by the Sea* character, as well as help foster the goals of the Architectural Overlay. The flower kiosk and adjacent City parking lot (scheduled to break ground later this year), in conjunction with the Metrolink building and Ichibiri Restaurant will further enhance the Spanish Colonial Revival architectural district in the North Beach triangle area. Staff supports the overall design of the project but does have some minor suggestions to improve the architecture of the building:

1. Rafter tails should be spaced no more than three-times the width of the rafter.
2. The applicant should be aware that the future signage will have to be hand crafted in appearance as required by the Zoning Ordinance.

Staff seeks DRSC's concurrence and welcomes any additional comments or recommendations.

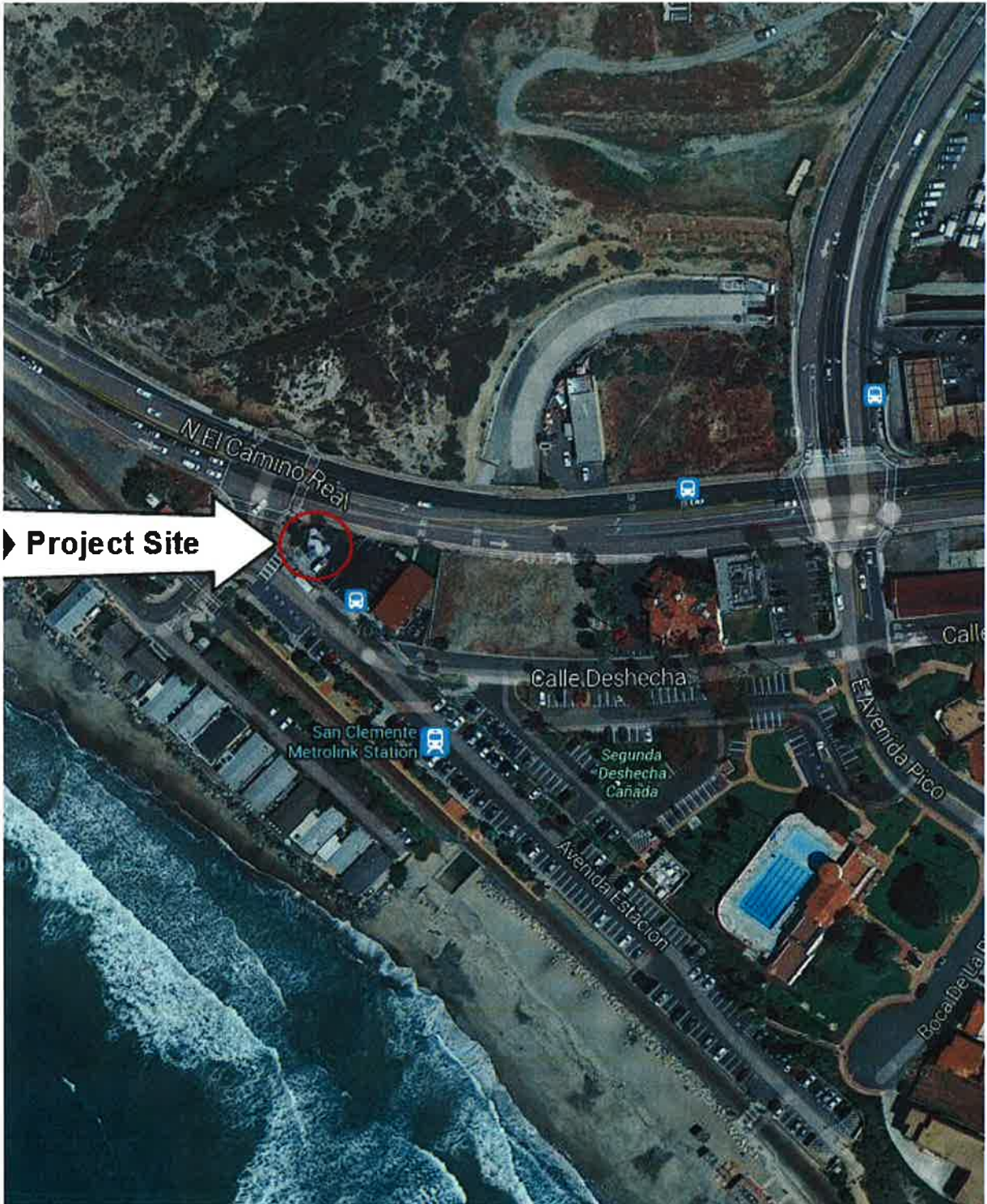
Attachments:

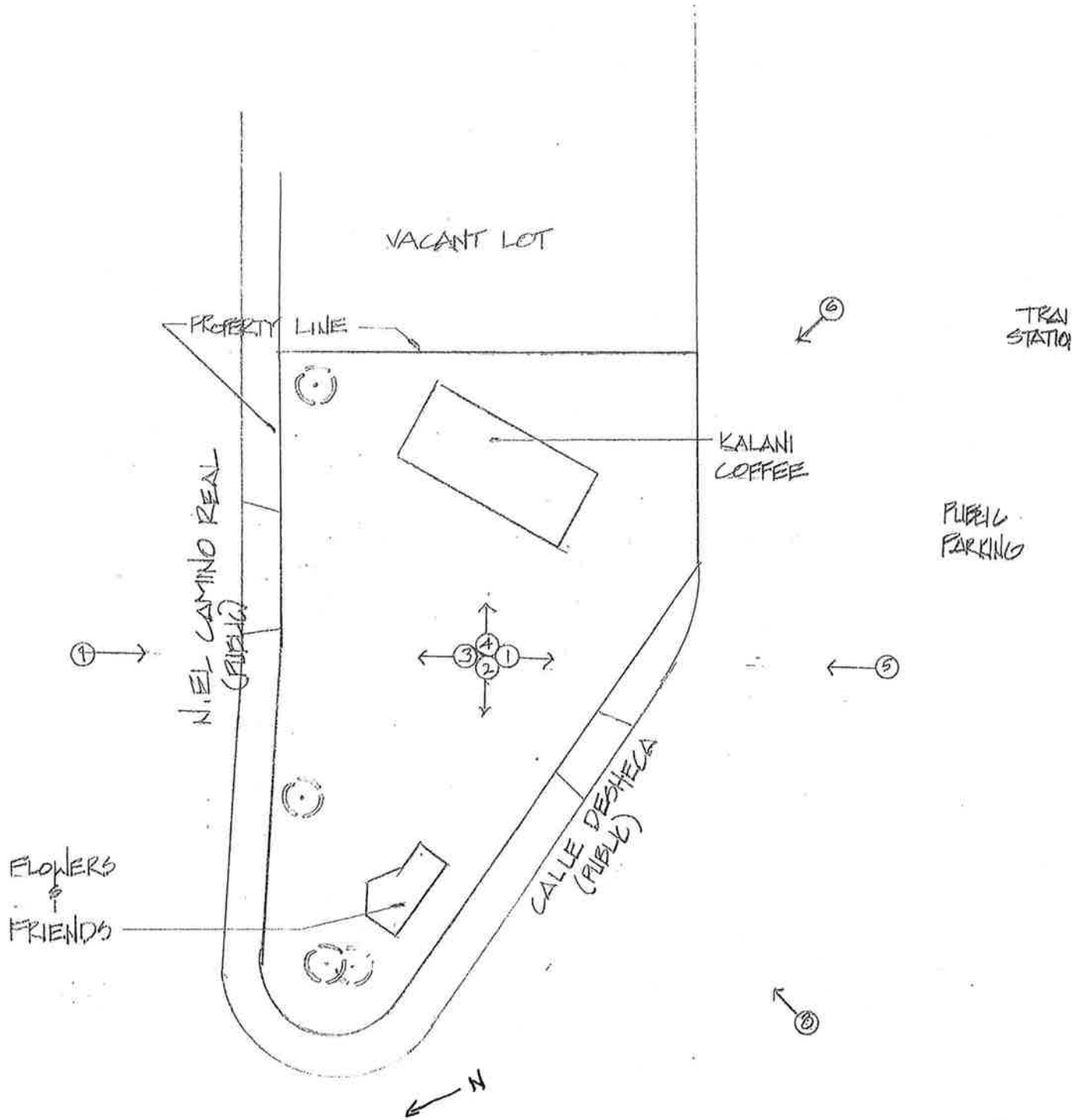
1. Location Map
2. Photos of Original Building
3. Photo of similar building that inspired the applicant



LOCATION MAP

MCHP 14-257, Flowers and Friends Kiosk
1844 N. El Camino Real





PHOTOGRAPHIC LOCATION MAP

NO SCALE

①



②



3



4



5



6



7



8





The image above is of the Old Customs House near the Ocean Institute in Dana Point Harbor. Omit the chimney and a few windows and this is the intended look of the proposed addition/remodel of Flowers and Friends.



Design Review Subcommittee (DRSC)

Meeting Date: September 10, 2014

PLANNER: Sean Nicholas, Associate Planner

Handwritten initials "SN" in blue ink.

SUBJECT: Architectural Permit 14-329, Site Plan Permit 14-346, and Minor Conditional Use Permit 14-347, Estrella Shopping Center (Phase 1), a request to consider a façade enhancement for an existing shopping center. This is for the portion of the project site that was the K-Mart facility.

BACKGROUND:

The proposed project was reviewed as a preliminary application at the Design Review Subcommittee (DRSC) meeting of August 27, 2014. General comments and recommendations were provided to the applicant regarding the overall need to scale the massing, proportions, and design details to comply with Spanish architecture required in this area. The applicant has modified the plans to address that discussion.

DRSC review is required per Section 17.12.020, Review Authorities, to provide architectural review of the proposed project in accordance with the City's Design Guidelines and Municipal Code.

An Architectural Permit (AP) is required per Section 17.16.100 of the Zoning Code. The purpose and intent of the AP is to provide for architectural review of certain classes of development projects to ensure their compliance with the General Plan Urban Design Element and the City's Design Guidelines.

The project site is zoned Community Commercial (CC-2). The project site is part of a larger multi-tenant (retail and restaurant) development. It is anticipated that the adjacent property owner will be submitting improvements for the rest of the shopping center soon.

ANALYSIS:

The previous submittal reviewed by DRSC had several issues of concern, most notably massing and proportionality. The applicant has taken these comments and revised the development to be more consistent with the Design Guidelines and General Plan requirements of Spanish architecture.

The project is a façade enhancement and includes approximately 1,200 square feet of additional building area with this project. For the complete remodel of the shopping

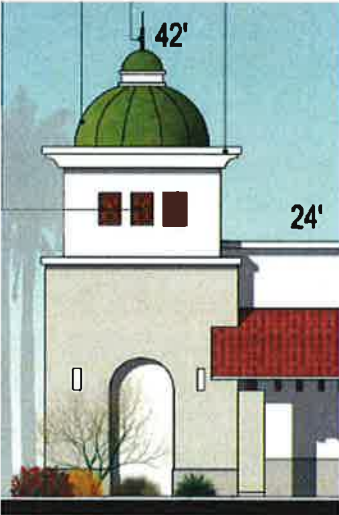

center (this phase and the second phase), all of the parking requirements are met. The total landscaping provided is still being determined as the applicant needs to provide additional information regarding the existing landscaped areas, as well as additional landscaped areas associated with these recommendations.

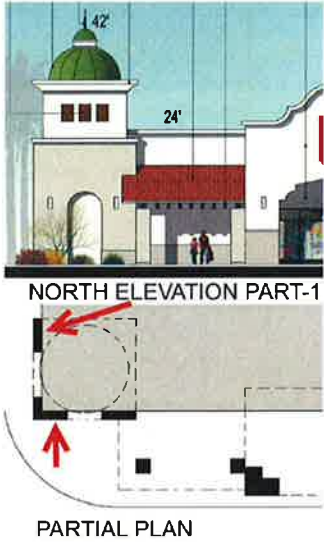
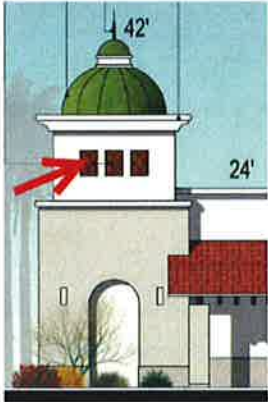

Signage has not been formally submitted. Signage is shown on the plans, but staff does not have any comments nor information regarding the signage proposal. Signage will need to return to DRSC for review.







Recommendations:


To move the design of the project forward to Planning Commission, and to ensure consistency with the Design Guidelines, staff has developed the following recommendations. Table 1 provides a breakdown of the proposed design elements, staff’s recommendation, and the basis for the recommendation. Staff seeks Design Review Subcommittee’s comments and recommendations.


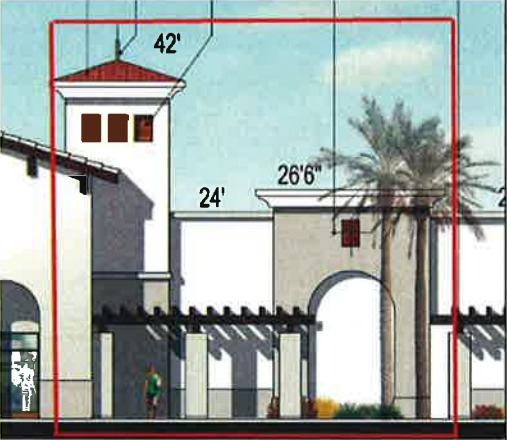
Table 1 – Proposed Elements, Staff Recommendation, and Basis for Recommendation

Proposed Element	Staff Recommendation	Basis for Recommendation
<p>Staff is supportive of the dome element of the tower, though some additional detail and scaling needs to occur.</p> 	<p>These are examples from the similar Ralphs tower that staff feels will enhance the design.</p> 	<ol style="list-style-type: none"> 1. The proportions of the tower seem off. The lower horizontal plane break should be higher above the 24 foot primary roof line. 2. Adding the simple decorative features at the corners of the lower break will fill in those areas appropriately. 3. The cornice under the dome should be reduced and simplified. 4. The arch at the bottom should be widened and increased in height and utilization of a similar stone cap around the arch would be beneficial to the design.



Proposed Element	Staff Recommendation	Basis for Recommendation
<p>Dimensionality of the elements are a concern to staff because the elements in the field will appear flat and not authentic.</p>  <p>NORTH ELEVATION PART-1</p> <p>PARTIAL PLAN</p>	<p>The areas noted with the arrows should be wider to appear as if they are supporting the elements above them. This will provide appropriate proportionality and shadow lines.</p>	<p>While these are façade enhancements, and the tower is not functional, more depth should be given to the elements so they are authentic in design and appearance.</p>
<p>The applicant is proposing tiles in these insets, and a simpler more authentic approach can be utilized.</p> 	<p>This simple design will provide a more authentic appearance.</p> 	<p>Utilized on several projects, this "chevron" design is a simple and elegant treatment to break up the use of tiles.</p>

Proposed Element	Staff Recommendation	Basis for Recommendation
 <p>H ELEVATION PART-1</p> <p>The collonade areas indicated by the arrows should be redesigned to resemble a more traditional arcade.</p>	 <p>This example from the Ole Hanson Beach Club is a good example of the arcade element.</p>	<p>This would help meet the Design Guideline requirements regarding pedestrian scale and be a traditional Spanish design.</p>
<p>The parapet wall embraces the Mission style, but the two end pieces should be better defined columns to bookend the entry. A decorative feature should be included at the top of the newly defined columns.</p>  <p>I PART 1</p>	<p>A smaller scale example from the Santa Barbara Train Station to complete the entry detail.</p> 	<p>Again this provides the correct massing and proportionality of the entry into Sports Authority.</p>
<p>The corners of the segmented arch should be traditional.</p>  <p>I PART 1</p>	<p>Here is an example of a corner detail from the City Golf Clubhouse.</p> 	<p>This detail proposed is more traditional. Staff recommends, if the applicant is not able to get the feature completed, a condition of approval be added requiring City Planner, or designee, to review and approve this design element.</p>

Proposed Element	Staff Recommendation	Basis for Recommendation
<p>There are several recommendations for the boxed area to simplify the design.</p> 	<p>The first recommendation would be to remove the darker plant on façade and simply do a column detail break that has more dimensionality and allow for the transition to the higher roof element. Here is an example of such an element with a traditional top feature from Plaza San Clemente:</p>  <p>Additionally, staff recommends removing the trellis elements, unless they will be used for landscaping, and do two things; 1) provide a simple stucco design similar to this to provide relief (scale, location on the façade, and proportions should be modified for the building):</p>  <p>2) To help the transition, and simplify the design between tenants, staff recommends using large pots or in ground plantings, irrigation, and trees to fill the space:</p>	<p>This will reduce and simplify the design, while making it more traditional and elegant. It will also enhance the pedestrian experience and scale which is required per the Design Guidelines.</p>

	 <p>The same landscape approach and details should be utilized on the other side of the Steinmart up to the transition to the Sprouts.</p>	
Proposed Element	Staff Recommendation	Basis for Recommendation
<p>Similar to the recommendations made above on the other side of the Steinmart entry, similar features should be incorporated. To simplify the design, staff recommends removing the tower.</p> 	<p>Removing the tower, and bringing in the design features discussed for the other side of the Steinmart entry will simplify the design, save costs, and make the scale and propositions more traditional and enhance the pedestrian experience.</p>	<p>The modifications will be consistent with the Design Guidelines and simplify the architecture.</p>

Proposed Element	Staff Recommendation	Basis for Recommendation
<p>With the goal to simplify the design and to be more traditional, staff has four (4) comments on this elevation.</p> 	<p>1) Consideration should be given to utilizing a different parapet wall cap. To introduce some additional red tile, staff recommends a tile parapet cap design similar to this:</p>  <p>2) Staff again recommends removing the trellis unless used for vines, and utilize the same approach of landscaping as discussed above, or perhaps utilizing stucco insets and allow for landscaping similar to what is shown on the side of the building.</p> <p>3) A traditional cloth awning (perhaps in green to match the Sprouts color palette) and wrought iron components to help break up this space.</p>  <p>4) As noted for the Sports Authority entry the opening should be a true segmented arch with corner detail.</p>	<p>These recommendations will simplify the design, introduce additional landscaping and additional red tile, awnings, and have true proportions, bringing the project into consistency with the Design Guidelines.</p>

Proposed Element	Staff Recommendation	Basis for Recommendation
<p>As recommended with the other tower, there are a few minor modifications that will enhance the design and make the tower more traditional and consistent with the Design Guidelines.</p> 	<p>As recommended above the arch should be widened and increased in height with a stone cap application which will provide some additional detail.</p> <p>The tower foundations, as recommended above, need to be increased in mass so it does not appear to be just a flat façade.</p> <p>The arches should have a minimum of a 12 inch inset and do not need the tile component. A simple approach to the arches as shown here would be appropriate:</p>  <p>The roof should utilize a 5/12 roof pitch to have accurate proportionality for an accent tower. This will increase the height, but be more authentic in design, scale, and massing.</p>	<p>These details will make the tower more traditional and authentic, and bring it into conformance with the Design Guidelines for accent elements such as towers.</p>

General recommendations on the overall project:

- 1) All details shall be conditioned to be reviewed and approved by the City Planner, or his designee, prior to installation in the field.
- 2) All standard conditions of approval such as Stucco finish, no control joints, and roof tile boosting shall be included in the Resolution.
- 3) The tile roof's above the Steinmart and Sprouts shall have a minimum depth of 16 feet to provide an authentic appearance.
- 4) All lights need to be decorative and sized to be proportionate to the area which it is located. All light designs and sizes shall be reviewed and approved by the City Planner, or his designee, prior to installation in the field.

- 5) The arches within the two towers proposed are not functional, and staff recommends utilization of tile features in these arches. A tile design shall be approved by the City Planner, or his designee, prior to installation.

Conclusion

The applicant and staff have worked quickly in four weeks to develop the project to this point. Staff's position is with the design as shown, and the additional detail simplifications and modifications recommended, that it will simplify the project as well as make the development consistent with the Design Guidelines. Signage will need to be brought back for review once submitted.

Staff seeks DRSC comments and any additional recommendations.

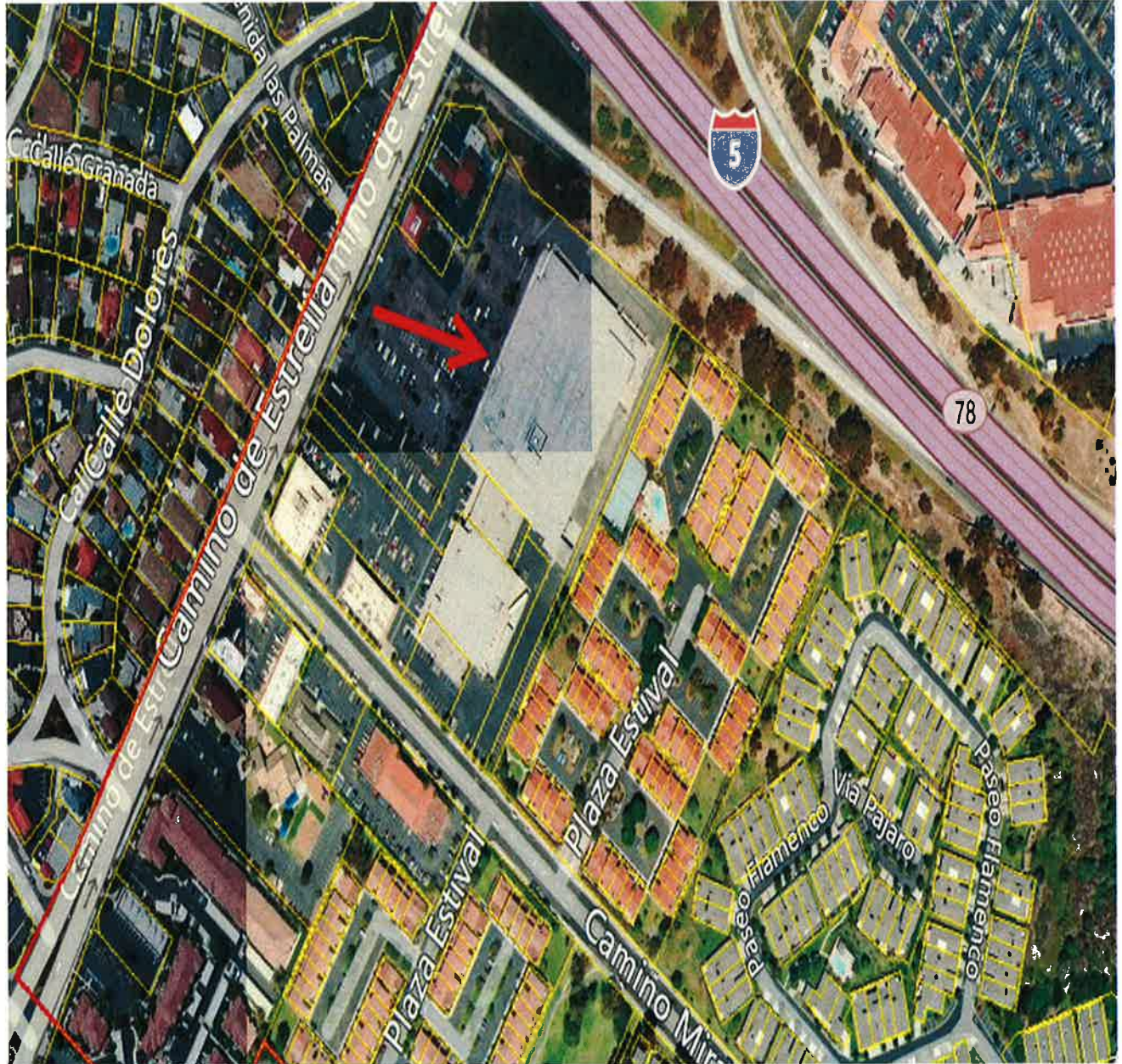
Attachments:

1. Location Map
2. DRSC Staff Report of August 27, 2014
3. Architectural Guidelines for lights
Plans



LOCATION MAP

Architectural Permit 14-329, Site Plan Permit 14-346, and Minor Conditional Use Permit 14-347, Estrella (K-Mart) Shopping Center (Phase 1)



No scale





Memorandum Planning

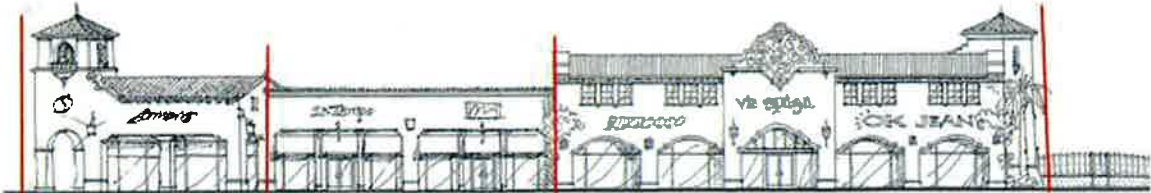
Wednesday, August 27, 2014

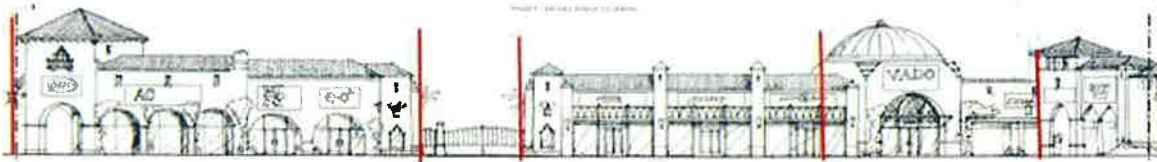
To: Design Review Subcommittee
From: Sean Nicholas, Associate Planner
Subject: Preliminary Design Review-Estrella Shopping Center Remodel
Copies: Jim Pechous, City Planner

The property owners of the shopping center located on Camino De Estrella (K-Mart/Big Lots Center), have requested the Design Review Subcommittee complete a preliminary review of enhancements for the shopping center as depicted in Attachment 1. The formal review is scheduled for September 10th.

While the applicant has made progress with the overall design, staff still has concerns that the design appears to be a large box with three plant on façade entries. This is not consistent with the Design Guidelines for building form and massing (Section II.C.3.b, included as attachment 2), and other recent projects and remodels approved in the community. Staff’s position is that the applicant needs to look at the in between spaces so the development reads more as three separate buildings developed over time. This can be accomplished in a number of design ways, for example: varying wall planes, roof lines and types, window types, openings, arches, murals, style, heights, and incorporate different/varying elements that will enhance the overall design. Also keeping in mind the importance of five sided architecture will assist in designing this approach. These are examples taken from the Plaza San Clemente project which shows the idea which staff is recommending to emulate:

This is one large building though the façade works and feels as if it is 3 distinct buildings:

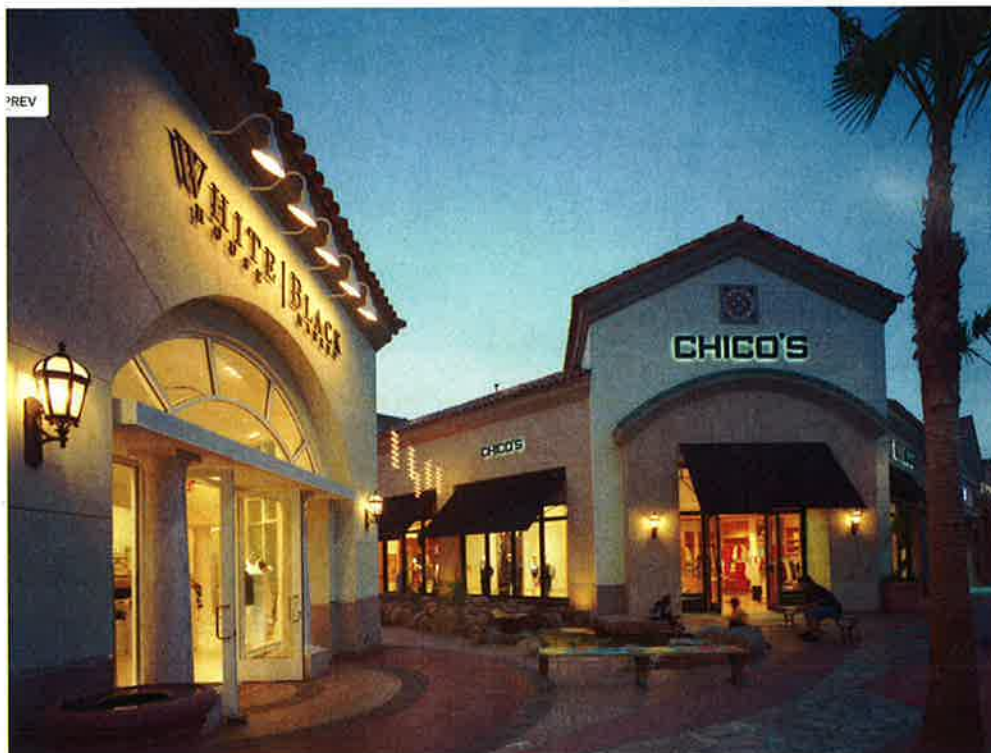




Similarly, this is 2 very large buildings that read as many separate buildings built next to each other over time, the movement of the building (up and down, in and out) really help to create the pedestrian environment/scale, unique tenant facades, and make the buildings feel real, rather than just a big box façade (which in reality they are):



Staff also found great examples of the details, movement, and architectural quality on other projects the applicant's architect, Nadel, has designed. These examples show design quality, scale, massing, and pedestrian environment the community is looking for:





Staff seeks Design Review Subcommittee concurrence with the above recommendations and any additional comments.

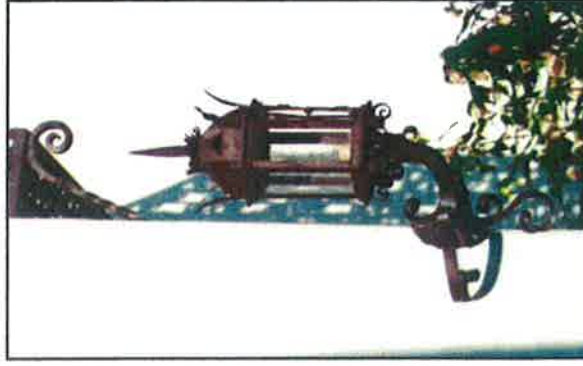
Attachments

- 1) Applicant's Submittal
- 2) Design Guidelines Section II.C.3.b



Exterior Lighting:
GUIDELINES

Decorative Lighting



Lanterns, pendants, sconces and other various decorative fixtures should be used on the exterior for architectural interest, and the fixtures should be as interesting to look at during the day, as they do at night.



Exterior Lighting:
GUIDELINES

Decorative Lighting



Fixture placement should be restricted to entrances and passages, and should not be used for spotlighting.



Exterior Lighting:
GUIDELINES

Decorative Lighting

 **Conditions to Avoid** 



Avoid using generic low quality fixtures.

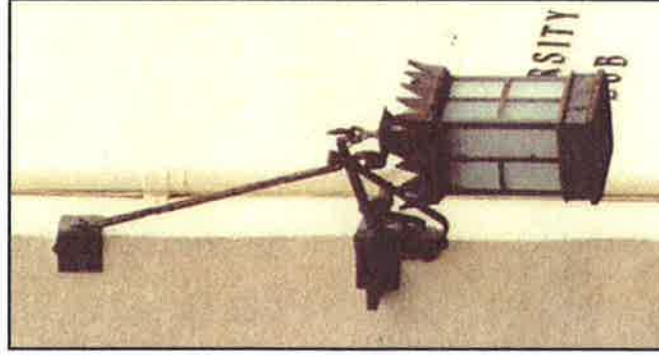
Possible Solution

Replace cost of numerous small generic fixtures with fewer larger high-quality hand made fixtures.



Exterior Lighting:
GUIDELINES

Decorative Lighting



Spanish styled light fixtures tend to be geometric and angular, and have many points and spikes.



Memorandum Planning

Wednesday, September 10, 2014

To: Design Review Subcommittee
From: Cliff Jones, Associate Planner *CJ*
Subject: New Business: Base of Pier Restroom Tile Murals

On October 16, 2013, the Planning Commission approved the Base of Pier Restroom project. The project is located at the south side of the base of the historic municipal pier within the Pier Bowl Specific Plan within the Beach and Parks – Open Space land use designation at 615 Avenida Victoria. In review of the project, it was understood that the two tile niche image options would return to the DRSC for input. City staff has narrowed the tile mural design options to ten images, provided as Attachment 1, and seeks DRSC feedback on the two preferred images. The front elevation depicting the location of the tile mural niches is provided as Attachment 2.

Attachments:

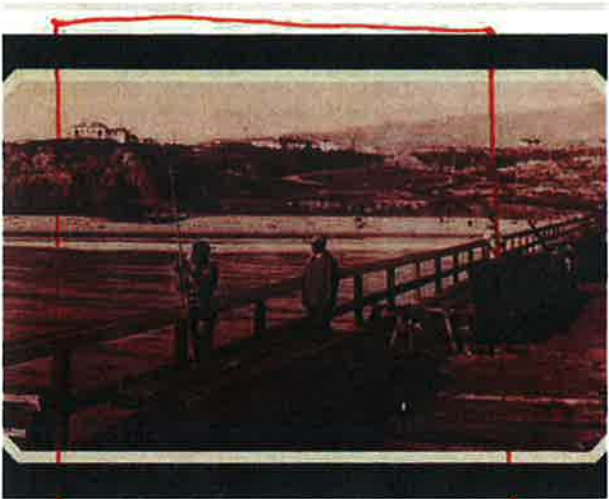
1. Image options for tile murals
2. Front elevation depicting location of the tile mural niches

Base of Pier Restroom Tile Mural Image Options – Page 1

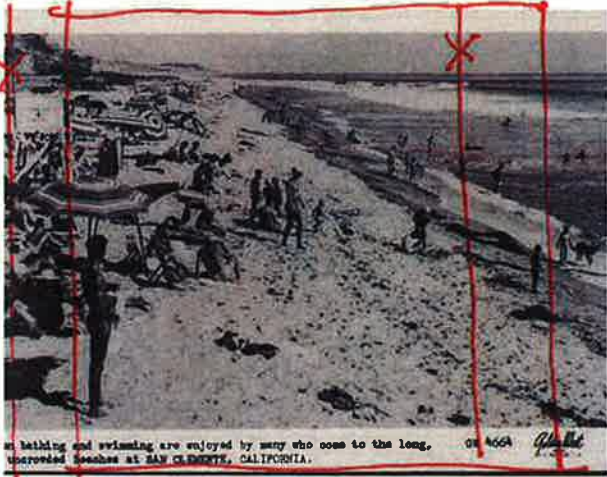
Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Base of Pier Restroom Tile Mural Image Options – Page 2

Option 7



Option 8

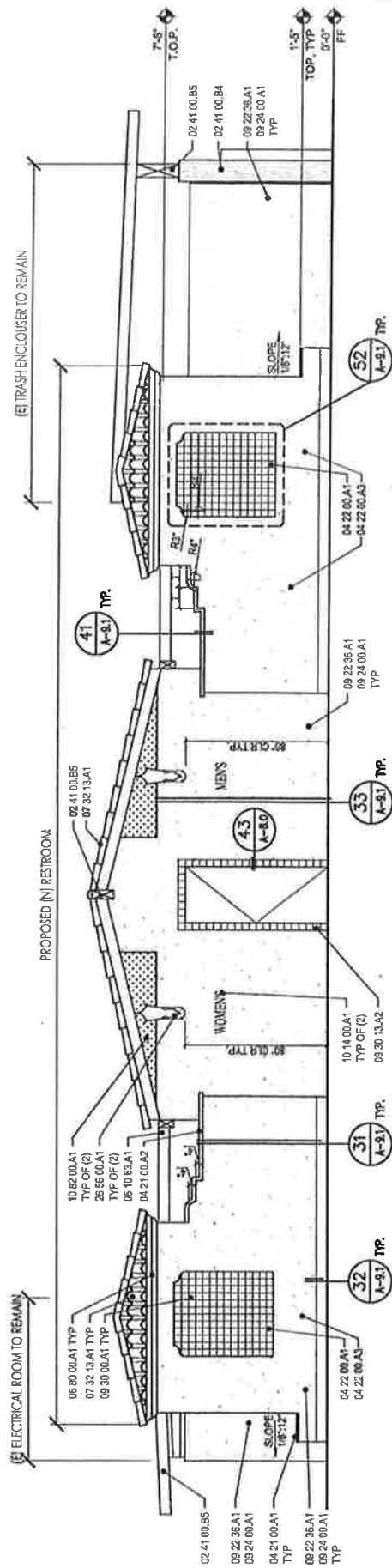


Option 9



Option 10





PROPOSED WEST ELEVATION SCALE: 1/4" = 1'-0" **3**