



## Design Review Subcommittee (DRSC)

Meeting Date: December 13, 2017

**PLANNER:** Jonathan Lightfoot, Community Development Technician 

**SUBJECT:** **Minor Cultural Heritage Permit (MCHP) 17-300, 102 Ave Victoria Façade Improvements**, a request to consider façade improvements to a multi-tenant, single-story commercial building at 102 Avenida Victoria.

### **BACKGROUND:**

#### *Project Description*

The applicant proposes to alter the façade of the building at 102 Avenida Victoria to make it more compatible with Spanish Colonial Revival architecture. The building currently hosts three tenants including a restaurant, a liquor store, and a laundromat. The project is in the Mixed Use Zone and within the Architectural Overlay: MU 3.1-A. Surrounding land uses include commercial, office, and parking lots. Refer to Attachment 1 for a vicinity map.

The following list includes the proposed exterior changes for the façade remodel project (see rendering in Figure 1 on following page):

- 1) Removal of the partial mansard roof and soffit;
- 2) New smooth plaster towers on either end of the structure;
- 3) New smooth plaster sign band;
- 4) New plaster cornice;
- 5) New plaster parapets to screen roof top equipment;
- 6) New eyebrow canopies over the entries in the tower elements;
- 7) New decorative tile accents in wood frames and quatrefoils on tower elements;
- 8) New storefront glass in bronze anodized aluminum frames;
- 9) New fabric awning along the front elevation;
- 10) New wall and metal gates around alley side trash enclosure;
- 11) New 24" planter strip and 36" high pipe railing along southern edge of parking lot;
- 12) New vine pockets on alley-side elevation;
- 13) New 48" wide painted pedestrian path of travel from public sidewalk.

#### *Why is DRSC Review Required?*

A Minor Cultural Heritage Permit is required because the project includes exterior modifications to a non-residential structure located within the Architectural Overlay. The project requires Zoning Administrator approval of a Minor Cultural Heritage Permit (MCHP)

because the site is in the Architectural Overlay, per Zoning Ordinance Table 17.16.100(B). MCHPs require DRSC review if: 1) the City Planner refers an item at their discretion per Zoning Ordinance Section 17.12.025(B), or 2) if the City Planner determines a proposal doesn't meet required findings. The City Planner referred this item to the DRSC because the site is located in the Architectural Overlay and falls within the boundaries of the Downtown Paseos Plan.

The focus of the DRSC's review is to advise applicants on how projects can best comply with policies and/or design guidelines that relate to visual impact issues, such as site planning, architecture, landscaping, etc. The DRSC's recommendation will be forwarded to the Zoning Administrator which is the final decision making authority for the project.

**Figure 1 – Proposed NE Corner Elevation of 102 Ave. Victoria**



**NORTHEAST CORNER VIEW**

**ANALYSIS:**

The project is a façade remodel that brings the existing architecture closer to a Spanish Colonia Revival style. The rendering in Figure 1 above is the second submission to staff. The applicants initially submitted a more modern style proposal, but redesigned after meeting with staff to discuss the City's goals with SCR architecture in the Architecture Overlay Zone. Please reference the title page of the full plan sets for images of the existing conditions.

***Development Standards***

The proposed project's consistency with required development standards is shown in Table 1 below.

**Table 1 – Applicable Development Standards**

	<b>Development Standard</b>	<b>Existing Condition</b>	<b>Proposed</b>	<b>Complies with standards</b>
Front Yard Landscaping Req. (Minimum):	50% covered with drought tolerant plants, one 15- gallon tree planted per 25 feet street frontage	No existing landscaping or trees.	Add 2' strip of landscaping on south edge of parking lot; add vine pockets on northern wall.	Yes*

*\*Engineering comments from DMT preclude most of the lot from being converted to permeable landscaped surface due to back out and turning radius requirements.*

**Design Guidelines Consistency**

The project is located in the Architectural Overlay with an intent to “require new and renovated buildings within the Overlay district be designed to reflect the City's Spanish Colonial Revival heritage in accordance with the urban design element and design guidelines.” This does not mean that the building has to be fully converted to Spanish Colonial Revival (SCR) style. Zoning Code Section 17.56.020.D.2 acknowledges "In cases where only minor modifications are proposed, the goals shall be...to improve the architectural quality of the building...and to include Spanish Colonial Revival elements, where practical." Table 2 below is an analysis of the project’s consistency with these goals and related Design Guidelines.

**Table 2 – Relevant Design Guidelines**

<b>Design Guideline</b>	<b>Project Consistency</b>
<i>Downtown Paseos Plan: Private Improvements (pp. 38-47):</i> Private buildings fronting on the downtown alleys can help accomplish the goals of the Paseo Plan by utilizing recommended signage, landscaping, hardscape materials, etc.	Partially consistent. The project would enclose a trash container and provide additional screening of rooftop equipment. It also adds decorative tile elements on the front (east) elevation and vine pockets on the alley side (north) elevation. The paseos plan does include other recommendations relevant to this project such as lighting fixtures and wall art that are included in the recommendations section of this report.

Design Guideline	Project Consistency
<i>Design Guidelines II.C.2. and IV.G:</i> Building and site design should follow basic principles of Spanish Colonial Revival (SCR) architecture	Partially consistent. With a minor remodel of a non- SCR building, the building's form makes it impractical to require a full SCR conversion. However, the proposed materials, colors and architectural details move the building's architecture towards the SCR style.
<i>Design Guidelines II.C.3.d. Building Materials, Color, and Texture:</i> white, off white, or earth tone cement plaster/stucco finishes are encouraged along with whitewashed brick or adobe; windows should be wood framed or non-corrosive metal finish; awnings are encouraged; dark and reflective glass are discouraged.	Partially consistent. The project includes an off white smooth plaster finish on the façade with existing block on the side elevation painted to match. The proposed color for the door frames is an earth tone metal finish (bronze anodized aluminum). The window type is not specifically called out in the plans but appears dark in the renderings. They should be neither dark nor reflective.
<i>Design Guidelines II.C.3.e. Signage:</i> Signs should be integrated with the design concept of the building and site.	Not consistent. Staff recommends that the applicant apply for a Master Sign Program that can be reviewed concurrently with this project at a hearing. The site currently has only three signs, but the renderings show five signs which would trigger the Master Sign Program requirement. Encouraged sign types include hand painted wall signs, awning signs, pin mounted letters, and projecting wall mounted signs.
<i>Design Guidelines II.F: Building Equipment and Services.</i> "Locate and design building equipment to minimize visual impact on public streets and neighboring properties.	Partially consistent. New parapet walls provide additional screening of rooftop equipment and full enclosure of the trash container is proposed. There are ground utilities on the alley side near the trash container that should also be screened.
<i>Design Guidelines III.A.1: Pedestrian Districts.</i> The property falls within the designated "Del Mar Commercial District" of the Design Guidelines which requires additional consideration for pedestrian oriented	Partially consistent. The existing building is not consistent with these design principles – including the standards for wider sidewalks and buildings on the street front with parking tucked behind. The site currently provides neither of these, but the scope of the façade

Design Guideline	Project Consistency
design treatments. It suggests 12' wide sidewalks and concealed parking among other guidelines.	remodel provides limited opportunity to address these design issues at this time. The project does improve pedestrian orientation with proposed plantings and applied decorative elements.

**Table 3 – Relevant General Plan Policies**

Policy	Project Consistency
1. Urban Design-5.04. Site Access and Entries. Downtown site and building designs shall be integrated with the public sidewalk, street and where applicable, alleys to create inviting and attractive commercial and residential areas and public spaces.	Partially consistent. The project will add a striped pedestrian walkway from the sidewalk. Selecting one of the preferred materials for hardscape (see recommendation 11) would enhance the site access and aesthetic.
2. Urban Design-5.18. Drought Tolerant/ Native Species Landscaping. Ornamental plantings in new, nonresidential development should consist primarily of drought tolerant and California native species. Only in small areas and special public locations, such as high-use areas of parks, should lawns or other high water use vegetation be used.	Not yet specified. The proposal includes a 2' planter strip along the southern edge of the parking lot and vine pockets along the northern elevation of the building wall. The plant species are not specified. The applicant should submit a preliminary landscape plan for review.

**RECOMMENDATIONS:**

Due to the project’s location in the Architectural Overlay, and it’s proximity to SCR style buildings such as the SCR senior center and fire station at 117 Avenida Victoria, complementary architectural elements are significant. The applicant has already made improvements upon the initial design, and this revised project brings the building closer to Spanish Colonial Revival style. It also provides screening of roof top equipment and introduces some landscaping – both of which are significant improvements to the site. The following comments (with visual samples provided in Attachment 2) are aimed at bringing the project further in line with the Design Guidelines and improving the project’s architectural quality:

1. Apply a smooth white plaster finish with bull nosed edges to both the front and alley side elevations for material consistency from the public right of way.
2. Add additional wall/plaster massing to “support” the building around the two existing posts that are offset of the central part of the front elevation. Consider adding additional massing to the tower elements by incorporating archways instead of square openings.
3. Steel doors and aluminum windows are acceptable provided their finish and detailing is consistent with a wood door/window. They should have traditional recessed profiles (standard is 8” for windows and 12” for doors), and the aluminum windows should have lites. Additional design emphasis can be added with Catalina style ceramic tile. In particular, staff recommends that Catalina style tile be utilized around the door frame of the tower element instead of as a decorative accent in a frame.
4. The cornice should be thickened and painted white to match plaster.
5. Remove the quatrefoil, eyebrow canopy, and the recessed lines in the plaster siding.
6. Use the fabric awnings to divide the unbroken mass of the central wall plane. Separate the large awning into several distinct awnings. (Or remove awnings as the front/east elevation does not receive primary sun exposure.)
7. Replace the inconsistent light fixtures at the site with traditional wrought-iron lighting fixtures per the Design Guidelines and the Downtown Paseos Plan.
8. Use traditional wrought-iron instead of pipe railing along the southern edge of the parking lot, and soften with plant material recommended by the Paseo Plan in the adjacent planter strip.
9. The design details of the trash enclosure are unclear. Use a smooth plaster finish to match the building, black or brown metal gates, and ideally a wood trellis atop – which would also allow for additional landscaping. The ground level utilities adjacent to the trash enclosure should also be screened (if allowed).
10. Submit a Master Sign Program that incorporates traditional signage consisting of sand blasted wood, painted signage, or pinned metal letters. Goose neck lighting is a preferred exterior illumination type. The proposed goose neck lighting application is modern and should project off the face of the canopy face to appear traditional in design.
11. In accordance with the Downtown Paseo Plan, add visual interest to the alley side wall (northern elevation) with decorative tile, architectural elements, or plant materials – such as a “green wall” – to enhance the pedestrian orientation of the building on the paseo.
12. Prepare a preliminary landscape plan for the project. The Downtown Paseo Plan provides a plant palette, including Bougainvillea – which could serve as the vine pocket plant. The Paseo Plan includes a plant palette for other recommended species.

13. Utilize colored concrete or stamped and colored asphalt to delineate the pedestrian accessible pathways in accordance with Paseo Plan recommendations.

**CONCLUSION**

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. Staff is cognizant that the scope of a façade remodel may not require all recommended design improvements suggested by the Downtown Paseo Plan and Design Guidelines, and seeks DRSC prioritization of desired improvements. DRSC comments on the project's design will help ensure a project of the highest quality and will be forwarded to the Zoning Administrator for consideration.

***Attachments:***

1. Location Map
2. Recommendations with sample images



**Table 3 – Recommendations to Improve Architectural Quality**

Recommendation	Sample Image
<p>1. Apply a smooth white plaster finish to both the front and alley side elevations for material consistency from the public ROW and remove the control joints.</p>	 <p style="text-align: right; font-size: small;">NORTHEAST CORNER VIEW</p>
<p>2. Add additional wall/plaster massing to “support” the building around the two existing posts that are offset of the central part of the front elevation. Consider adding additional massing to the tower elements by incorporating archways instead of square openings.</p>	
<p>3. Steel doors and aluminum windows are acceptable provided their finish and detailing is consistent with a wood door/window. They should have traditional recessed profiles (standard is 8” for windows and 12” for doors), and the</p>	

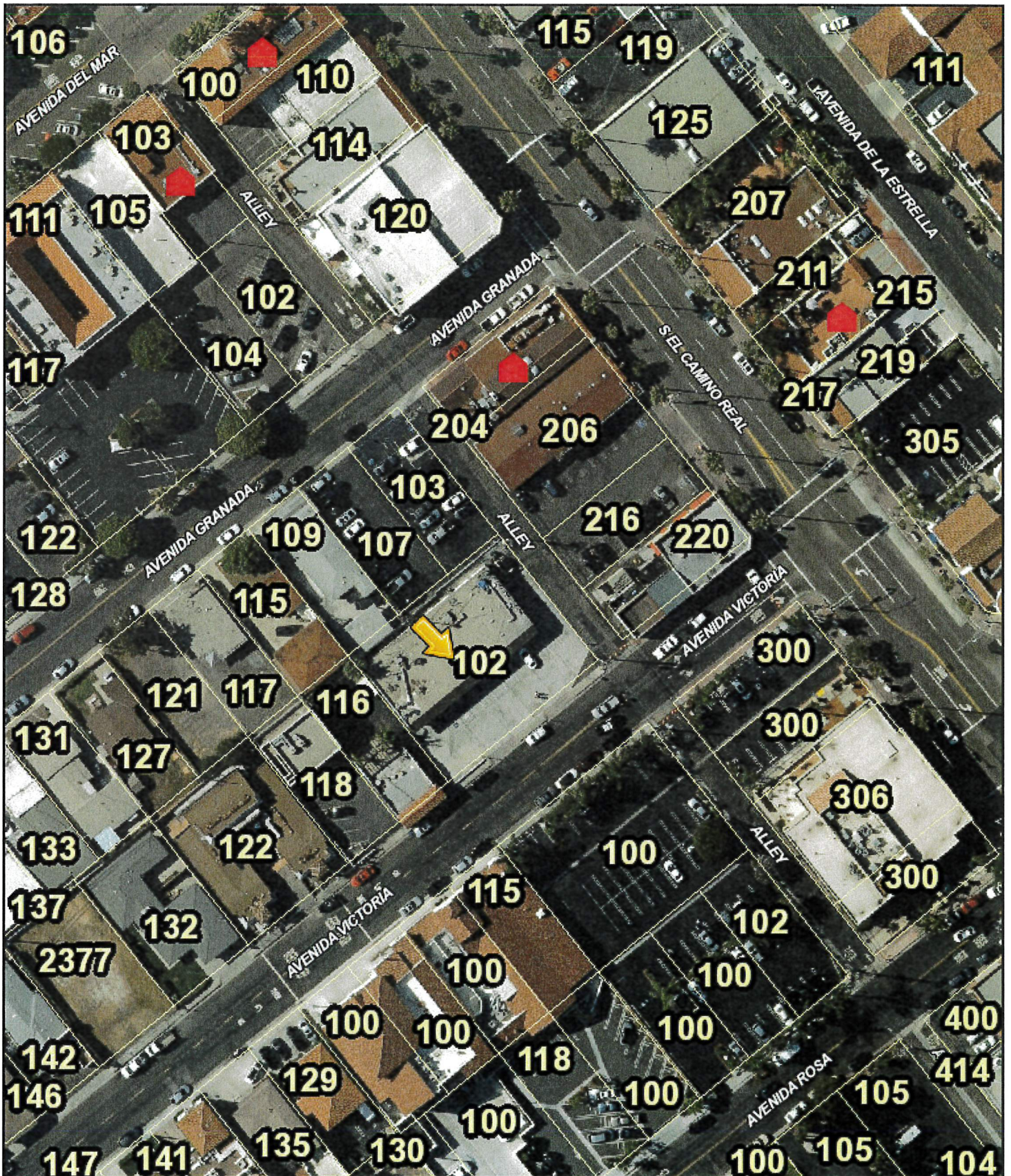


Recommendation	Sample Image
<p>aluminum windows should have lites. Additional design emphasis can be added with Catalina style ceramic tile. In particular, staff recommends that Catalina style tile be utilized around the door frame of the tower element instead of as a decorative accent in a frame.</p>	
<p>4. The cornice should be thickened and painted white to match plaster.</p>	
<p>5. Remove the quatrefoil, eyebrow canopy, and the recessed lines in the plaster siding.</p>	

Recommendation	Sample Image
<p>6. Use the fabric awnings to divide the unbroken mass of the central wall plane. Separate the large awning into several distinct awnings. (Or remove awnings as the front/east elevation does not receive primary sun exposure.)</p>	
<p>7. Replace the inconsistent light fixtures at the site with traditional wrought-iron lighting fixtures per the Design Guidelines and the Downtown Paseos Plan.</p>	
<p>8. Use traditional wrought-iron instead of pipe railing along the southern edge of the parking lot, and soften with plant material recommended by the Paseo Plan in the adjacent planter strip.</p>	

Recommendation	Sample Image
<p>9. The design details of the trash enclosure are unclear. Use a smooth plaster finish to match the building, black or brown metal gates, and ideally a wood trellis atop – which would also allow for additional landscaping. The ground level utilities adjacent to the trash enclosure should also be screened.</p>	
<p>10. Submit a Master Sign Program that incorporates traditional signage consisting of sand blasted wood, painted signage, or pinned metal letters. Goose neck lighting is a preferred exterior illumination type. The proposed goose neck lighting application is modern and should project off the face off the canopy face to appear traditional in design.</p>	

Recommendation	Sample Image
<p>11. In accordance with the Downtown Paseo Plan, add visual interest to the alley side wall (northern elevation) with decorative tile, architectural elements, or plant materials – such as a “green wall” – to enhance the pedestrian orientation of the building on the paseo.</p>	
<p>12. Prepare a preliminary landscape plan for the project. The Downtown Paseo Plan provides a plant palette, including Bougainvillea – which could serve as the vine pocket plant. The Paseo Plan includes a plant palette for other recommended species.</p>	
<p>13. Utilize colored concrete or stamped and colored asphalt to delineate the pedestrian accessible pathways.</p>	



**City of San Clemente**

Project: MCHP 17-300 for Facade Improvement

Address: 102 Avenida Victoria

