



Design Review Subcommittee (DRSC)

Meeting Date: January 10, 2018

PLANNER: Jonathan Lightfoot, Community Development Technician *JS*

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

On December 13th, 2017, the Design Review Subcommittee (DRSC) reviewed the proposed project and provided recommendations to improve project consistency with the City's Design Guidelines. The minutes and report from the meeting are provided as Attachments 2 and 3, respectively. The project has been modified to address DRSC comments as summarized in the Analysis section below.

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.

ANALYSIS:

In response to the general project discussion at the initial DRSC hearing, the applicant has modified several façade details that bring the proposed project closer to Spanish Colonial Revival style as required in the Architectural Overlay Zone. Also significant, the applicant was able to confirm that only one disabled parking stall is required on the site and has shifted the parking and pedestrian pathway in the parking lot to make way for a planter strip. The

renderings in Figures 1 and 2 demonstrate the change from the previous elevation to the current proposed elevation. Please reference the title page of the full plan sets for images of the existing conditions. Additional recommendations made at the initial DRSC hearing and the applicant's responses are summarized after the elevation renderings in Table 1.

Figure 1 – Prior NE Corner Elevation of 102 Ave. Victoria



NORTHEAST CORNER VIEW

Figure 2 – Current Proposed NE Corner Elevation of 102 Ave. Victoria



Table 1 – DRSC Recommendations

DRSC Recommendation	Applicant Response
1. The applicant should explore options (like changes in parking lot striping) to allow for additional landscaping wherever possible.	Modified. The applicant moved the proposed pedestrian pathway to coincide with the existing van accessible parking space, which has created room for a planter strip on the east side of the lot. This is in addition to the already proposed 2 foot planter strip on the southwest edge of the parking lot and the vine pockets on the northeast side of the building. ¹
2. Increasing the massing at the existing posts would help add depth and move closer to SCR style.	Modified as requested.
3. Arches are recommended in the towers, but will not be required.	Not modified. The applicant prefers not to use arches due to a preference by the owner/tenants to maintain existing interior layouts of the stores. The applicant does not want to center the doors in the towers so as to avoid the need for tenants to rearrange their interior spaces.
4. The awnings should be split for visual breaks in the façade.	Modified as requested.
5. The width/scale of the eyebrow canopy should be reduced.	Modified. The applicant removed the eyebrow canopies in favor of using the same awnings proposed for the rest of the frontage.
6. The staff recommendation for stamped concrete could cause drainage/ engineering issues if there is a material change encroaching into the alley.	Modified. The location that staff had recommended for the improved pavement is now going to be a planter strip in the new proposal.
7. Control joints should be removed (or hidden from view).	Modified as requested.

¹ The DRSC committee discussed a potential solution of creating a single direction traffic flow with back-in parking. This scenario was discussed with engineering, and it was determined that the parking lot is not wide enough to meet the City's Engineering Design Standard ST-15 for that configuration without losing parking spaces.

Additionally, the applicant incorporated other changes as recommended in the staff report from the December 13th DRSC meeting, including the following:

1. Utilizing consistent smooth white plaster on both the Avenida Victoria and alley-side elevations that are visible from the public right of way;
2. Using decorative tile around the tower doorways;
3. Thickening the cornice;
4. Removing the decorative tile squares and quatrefoil elements;
5. Adding traditional, decorative wrought-iron for lighting fixtures, for the parking lot railing, and for the supports for the awnings.

RECOMMENDATIONS:

Staff supports the overall design of the project. Staff maintains a preference that the doors be centered in the towers; but the applicant does not want to incorporate this modification due to the potential impacts on internal layout of existing businesses which will continue to operate during the remodel. Staff does want to acknowledge, however, the applicant's efforts to address all other recommendations and is therefore supportive of the project.

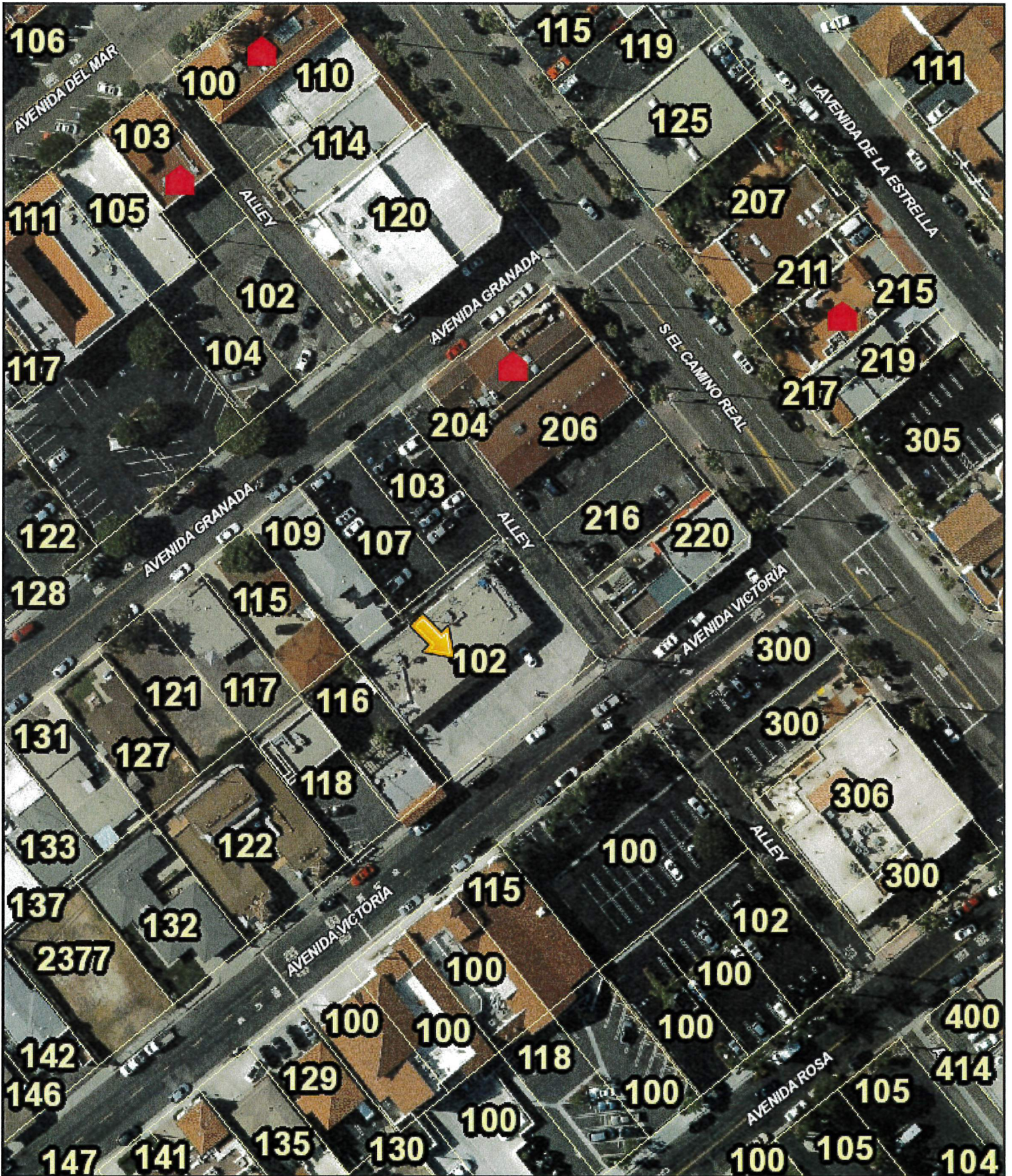
In regards to landscaping, staff is supportive of the new site design that incorporates vine pockets for the alley wall and trash enclosure, a low planter strip along the southwest elevation, and a new planter in the location of the prior pedestrian pathway. An additional potential solution to the pervasive concrete on the site would be to incorporate turf block in the less traveled areas of the parking lot. Staff recommends extending the proposed 2 foot wide planter strip on the southwest edge of the lot as a two foot strip of turf block adjacent to the sidewalk, except at existing curb cuts and drive approaches. Due to the lack of permeable area for landscaping, staff does recommend that the applicant prepare a landscape plan. The applicant should procure an agronomic soils report to determine the optimum plantings for the identified landscaping areas to ensure that the new plant material can thrive at the site. Staff will incorporate the report and landscape plan submission as conditions of approval for the Zoning Administrator's review.

CONCLUSION

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. 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:

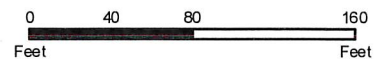
1. Location Map
2. Staff Report from December 13, 2017 DRSC Meeting
3. Minutes from December 13, 2017 DRSC Meeting (refer to Item 1 of the Agenda)



City of San Clemente

Project: MCHP 17-300 for Facade Improvement

Address: 102 Avenida Victoria





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

	Development Standard	Existing Condition	Proposed	Complies with standards
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

Design Guideline	Project Consistency
<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
<p><i>Design Guidelines II.C.2. and IV.G:</i> Building and site design should follow basic principles of Spanish Colonial Revival (SCR) architecture</p>	<p>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.</p>
<p><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.</p>	<p>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.</p>
<p><i>Design Guidelines II.C.3.e. Signage:</i> Signs should be integrated with the design concept of the building and site.</p>	<p>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.</p>
<p><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.</p>	<p>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.</p>
<p><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</p>	<p>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</p>

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.

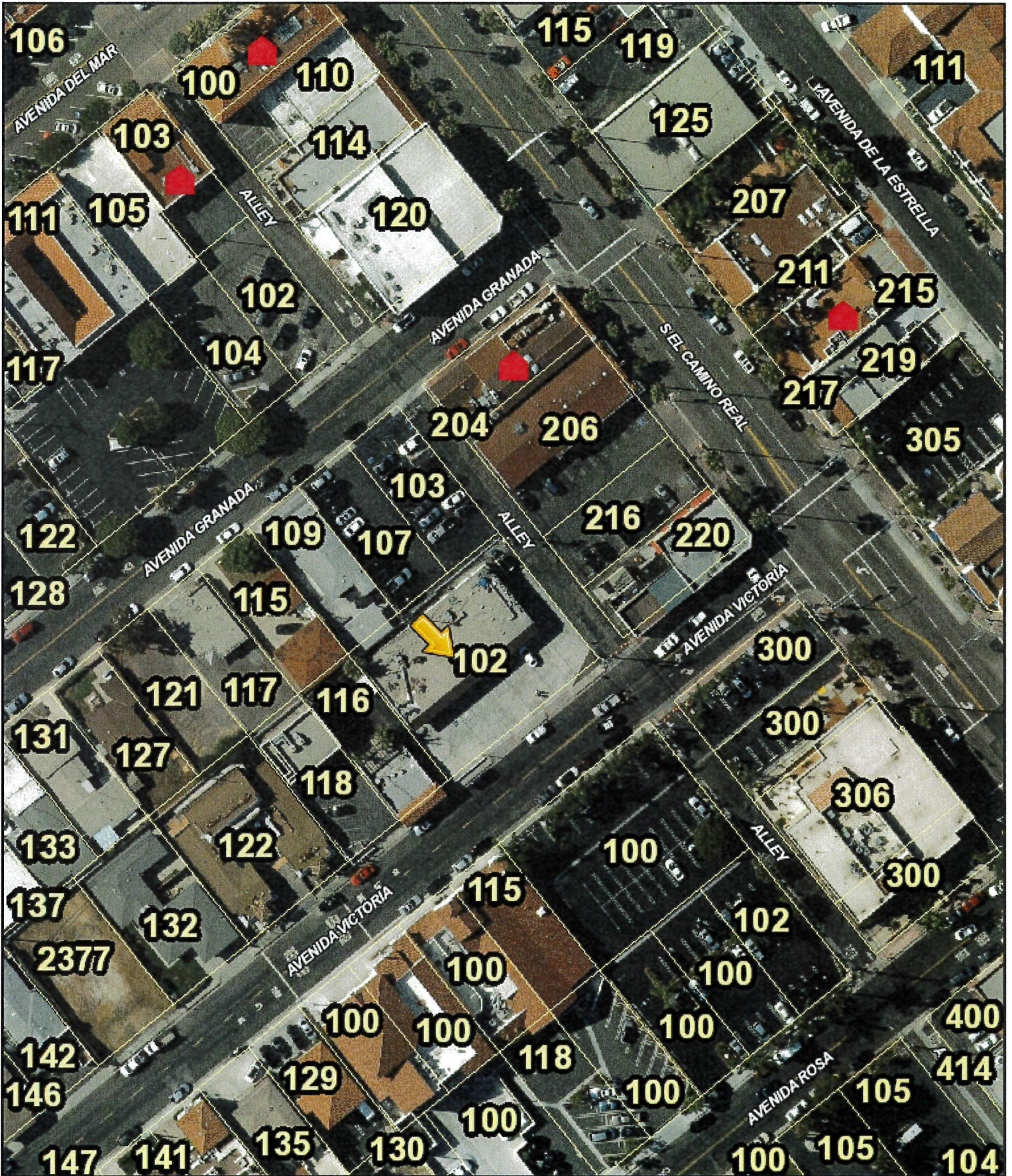
13. Utilize colored concrete or stamped and colored asphalt to delineate the pedestrian accessible pathways in accordance with Paseo Plan recommendations.

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



City of San Clemente

Project: MCHP 17-300 for Facade Improvement

Address: 102 Avenida Victoria





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>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>	 Two photographs showing door frames with Catalina style ceramic tile accents. The left photo shows a wooden door with a decorative tile border. The right photo shows a wooden door with a decorative tile border and a small arched window above it.
<p>4. The cornice should be thickened and painted white to match plaster.</p>	 A photograph of a building exterior with a thickened cornice. The building has a white stucco finish and a dark wood pergola structure over the entrance.
<p>5. Remove the quatrefoil, eyebrow canopy, and the recessed lines in the plaster siding.</p>	 A photograph of a building exterior with "Tenant Sign" signs. The building has a white and grey stucco finish. Red "no" symbols are placed over the signs and other architectural features, indicating they should be removed.

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>	