Chapter 3

DESIGN GUIDELINES

301 Purpose

I. PURPOSE

The purpose of this Section is to ensure that development within Marblehead Coastal will be consistent with the City’s General Plan goals, Urban Design Program, and Master Landscape Plan for Scenic Corridors. This chapter provides guidelines for grading, site planning, landscaping, and architecture.

II. USE OF GUIDELINES

Although these Design Guidelines are to be followed by developers, project designers, and City decision-makers in the design and review of development projects, they are not precise zoning regulations. Instead, these guidelines were developed to implement General Plan goals, the Urban Design Program, and the Master Landscape Plan for Scenic Corridors. City decision-makers should use this Chapter to assist in the discretionary review of projects in accordance with Chapter 6 of this Specific Plan. The Design Guidelines should assist design efforts to meet or exceed the City’s quality standards. More specifically, the Guidelines’ objectives are to:

A. Preserve and strengthen San Clemente’s unique character as the “Spanish Village By The Sea.”

B. Help implement the grading, land use, landscape, and other concepts described in Chapter 2.

C. Define a consistent approach to site planning, architecture, streetscape, lighting, landscaping, and other design elements to achieve visual harmony within Marblehead Coastal.

D. Preserve significant natural coastal zone features and develop pedestrian/open space linkages within and between neighborhoods, as well as linkages to North Beach Village and inland trails.

E. Recognize the unique character, constraints, and opportunities of the Marblehead Coastal area.
302 Grading Design Guidelines

Grading within Marblehead Coastal should conform to the Grading Concept outlined in Chapter 2. Within those areas intended to be graded, the following principles should apply:

I. **Natural Landforms** - Grading should maintain or enhance the major natural landforms within Marblehead Coastal, such as the main canyon and bluffs. Manufactured slopes should be contoured to blend with the natural terrain at the development edge. Large flat slopes and highly visible downdrains should be avoided.

II. **Slope Stabilization** - Vegetation, irrigation, and continuing maintenance programs should be used to stabilize manufactured slopes, with trees and shrubs used to soften their appearance.

III. **Maximum Gradient** - The maximum gradient for manufactured slopes should not exceed a ratio of 2:1 (exceptions shall be in compliance with criteria in the City’s Grading Ordinance).

IV. **Curvilinear Streets** - Streets should be curvilinear and designed so that the dwelling units blend with the natural topography when viewed from a distance. Long straight streets should be avoided.

V. **Scenic Views** - Building pads should be designed and sited in a manner that compliments the natural topography and does not interrupt the view of the ocean from selected public vista points identified in Chapter 2.

VI. **Resource Protection** - Precautions should be taken during grading operations to ensure that habitat areas designated to remain natural on Exhibit 2-8 will be protected.

303 Site Design Guidelines

I. **RESIDENTIAL DEVELOPMENT**

A. **Pedestrian and Open Space Linkages** - Open space areas with footpaths should be designed throughout residential neighborhoods to provide linkages to the major recreation trail system.

B. **Setback Variation** - In single-family detached projects, front yard setbacks should be varied sufficiently to create visual interest, variety, and individuality along the street.

C. **Relation to Site** - Structures should be designed with appropriate mass and scale in relation to the site on which they are located, in order to achieve visual balance and harmony with the surrounding prominent natural features.

D. **Recycling and Trash Storage** - Storage areas and trash enclosures should be designed to be an adequate size to allow for storage of recyclable materials, including separate containers for glass, plastic, paper, or other recyclables, when required. Such areas should be screened from view by walls and landscaping.
E. **Project Identification Signs** - Projects should be identified by low monument signage to provide neighborhood identification. Such signs should be harmonious in scale, form, materials, and colors with residential buildings, walls, and other structures, and shall conform to the City’s Sign Ordinance.

F. **Open Space and Views** - Neighborhoods should be planned to maximize the feeling of open space within the development. Design methods to achieve this include curving streets, orienting development toward open areas and views, and separation of structures to create pocket views.

G. **Circulation Pattern** - Streets, pedestrian paths, and bike paths should contribute to a system of fully connected and interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being as narrow as safety standards will allow. Streets, pedestrian paths, and bike paths should also be spatially defined by landscaping and structures, thereby discouraging high-speed traffic.

H. **Private Local Street Cross Sections** - Private residential streets should be designed in accordance with Exhibit 3-1 and 3-2 (see Exhibits 4-1 and 4-2 for Public Roads).

I. **Buffer with Colony Cove** – Adjacent to the existing residential Colony Cove neighborhood, referenced lots adjacent to the Colony Cove buildings shall have a minimum 20 feet wide landscape separation between the Colony Cove property line and the Marblehead Coastal residential lot lines, with the potential for the construction of a private trail linking the coastal bluff trail, Colony Cove residents, and transitioning to the Shorecliffs community.

II. **COMMERCIAL DEVELOPMENT**

A. **Pedestrian Environment** - Buildings should be sited in such a manner as to encourage walking from one part of the commercial area to another, minimizing automobile intrusion. Defined outdoor spaces, such as arcades, colonnades, and courtyards, should be provided. The internal and external streetscape design should encourage pedestrian activity. Pedestrian paths should be provided to create convenient accessible linkages from one part of the commercial area to another. Pedestrian walkways should be identified with textured and/or colored paving, and should be buffered from automobile traffic by use of landscaped planters, bollards, street furniture, etc. Vertical elements should be employed to draw the pedestrian to designated walkways leading from the parking areas to the commercial activity areas.

B. **Scenic Vistas** - The siting of buildings should protect and enhance public view opportunities to the ocean, with restaurant and entertainment uses located in areas, which maximize ocean views.

C. **Variations in Building Footprint** - Building footprints should be designed with variations composed of insets, entries, corners, and jogs integrated with adjacent outdoor areas, in order to create visual interest and give a sense of small scale and intimacy.
A. 56' STREET (PRIVATE)
VIA ESCORIAL (EAST OF PARK ACCESS ROAD), VIA BELLAS ARTES,
VIA VELAZQUEZ, VIA ALMODOVAR, VIA PAMPLONA (PORTION OF), VIA SALAMANCA (PORTION)
N.T.S.

B. 54' STREET (PUBLIC)
AVENIDA COSTA AZUL (STLY OF VIA CANTABRIA)
N.T.S.

C. 52' STREET (PRIVATE)
VIA MURCIA, VIA GALICIA (PORTION)
N.T.S.

D. 50' STREET
VIA ARTEMESIA (PORTION FROM AVENIDA COSTA AZUL TO VIA BELLAS ARTES-PUBLIC),
VIA PAMPLONA (EAST OF VIA CANON VERDE), VIA SAN SEBASTIAN (PORTION), VIA BILBAO
N.T.S.

E. 44' STREET (PRIVATE)
VIA SALAMANCA (PORTION), VIA SAN SEBASTIAN (PORTION), VIA MURILLO
N.T.S.

KEY MAP
(N.T.S)

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PRIVATE LOCAL STREETS CROSS SECTIONS
MARBLEHEAD COASTAL SPECIFIC PLAN/GPA
EXHIBIT 3-1
PRIVATE LOCAL STREETS CROSS SECTIONS

MARBLEHEAD COASTAL
SPECIFIC PLAN/GPA

EXHIBIT 3-2

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ELEVATION VIEW

NOTE: EXISTING PAD ELEVATIONS FOR COLONY COVE DEVELOPMENT ARE APPROXIMATE. ANY RELIANCE ON THE REPRESENTED ELEVATIONS SHALL REQUIRE A FIELD SURVEY BY A LICENSED SURVEYOR.

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COLONY COVE EDGE OPEN SPACE BUFFER

MARBLEHEAD COASTAL SPECIFIC PLAN/GPA

EXHIBIT 3-A
D. **Signs** - Commercial centers should be identified by a sign program with monument signage and wall signs for individual tenants. Such signs may include logos, and should be harmonious in scale, form, materials, and colors with project buildings, walls, and other structures. Due to the size and proportions of the buildings, appropriate scaled signage may require maximum sign area allowances greater than currently specified in the City's Sign Ordinance. A specific Sign Plan accounting for all such allowances shall be provided for consideration at the time of site plan review.

Freestanding signage shall be integrated with the overall architectural and landscape design for the commercial center. Multiple locations for the freestanding signage shall be permitted and appropriately located with respect to multiple frontages and entries into the center.

E. **Outdoor Lighting** - Parking lot and outdoor lighting should be the minimum needed to accommodate safety and security, in order to minimize impacts on surrounding residential areas, habitat areas in the canyons and areas, intended for public recreation. Decorative fixtures with shields to direct light downward and shield habitat areas from light spill should be used for overhead lighting. Pedestrian scale lighting should be used whenever possible for pedestrian areas. Light fixture design should be consistent with the character of the project.

F. **Screening of Service Areas** - Service and storage areas and trash enclosures should be screened from public view by means of walls, landscaping, natural berms or a combination thereof.

G. **Parking Lot Design** - Parking lot design should provide for vehicular and pedestrian access to adjacent parcels where uses are compatible and where such connection is practical, in order to provide interconnections without requiring vehicles or pedestrians to re-enter the public right-of-way. Parking structures shall be permitted, subject to site plan review.

H. **Parking Lot Buffering** - A landscape (or walkway) buffer area of at least 5 feet should be provided between buildings and parking areas or driveways, in order to avoid placing paved vehicular areas next to building walls. These buffer areas should be landscaped or designed as pedestrian walkways with landscaped planters. Parking areas should be screened from the street by landscaping and berming.

I. **Parking Lot Entries** - Internal parking lot entries should be located as far as possible from intersections in order to minimize congestion and stacking conflicts. For projects on major or primary arterials, or where otherwise determined necessary by the City, full curb return street intersection type entries should be used instead of standard driveway approaches. Major entries should have a paved width of at least 30 feet and all entries should be at least 250 feet apart.

J. **Shared Parking** - The concept of shared parking should be utilized wherever feasible in order to reduce the overall amount of pavement and surface runoff.
304 Landscape Guidelines

I. ORNAMENTAL LANDSCAPE ELEMENTS

A. Project Entries - Major project entries should be designed as statements reflective of the character of the project in order to establish identity for residents, commercial tenants, and visitors. Textured paving, flowering accents, and specimen trees should be used to reinforce the entry statement.

B. Slope Landscaping - Major slope banks should be graded and landscaped to reflect the appearance of natural slopes in the area. Shrubs should be arranged in broad informal masses. These masses should be built up to produce a "mounding" or textured appearance on the slope surface similar to natural slopes.

Trees used on slopes should be of rounded, less vertical species. They should be planted in informal groupings on the lower half of the slope to visually reduce the height of the slope when viewed from below, without blocking views from the top.

C. Parking Area Screening - Parking and circulation areas should be screened from the street by means of landscaping and berming in order to shield views of cars and paving, while promoting views of buildings on the site. Trees should be planted throughout the parking areas to soften the visual impact of large expanses of asphalt.

D. Parking Structure Screening - Parking structures shall have plant material used on the perimeter of the structure to soften the visual impact of the structure from offsite views, consistent with the Habitat Management Plan. This plant material should reflect the open space natural plant communities as they currently occur on the site, with the additional use of ornamental screening plantings within 15 feet of the structure.

E. Boundary Landscaping - Boundary landscaping should be installed along all property lines with at least one tree planted for every 30 lineal feet on average. Landscape mounding can be used along all arterial highways unless determined infeasible by the Planning Commission or City Council, as appropriate, due to safety or other site considerations.

F. Decorative Paving - Decorative paving at project entries and interior project pedestrian areas should be used. Decorative paving should consist of brick, tile, pavers, stamped concrete, or similar materials.

G. Street Trees - Street trees should be provided in front yards on local and collector streets at an average ratio of one tree per every 30 feet of frontage, in order to provide a shade canopy along street edges and visually soften the effect of buildings and hardscape as viewed from the street. Trees should be a minimum of 15 gallons in size and should be planted within 15 feet of the sidewalk (or curb where there is no sidewalk). Preferred species must be selected per Coastal Commission requirements for Public Roads (Avenida Costa Azul and Via Artemesia) – See Appendix D1 and Private Roads – See Appendix D2 in Landscape Design Guidelines Book, dated December 23, 2005.

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First Amendment Adopted August 21st, 2007
H. **I-5 Landscape Treatments for Project Perimeter** - Landscape treatments along the project perimeter will utilize ornamental and native plantings. This treatment is encouraged to soften the potential visual impacts and to comply with the Habitat Management Plan. Landscape treatments shall be used to screen some areas, while enhancing and preserving some view corridors in other areas. There are existing small segments of views, which lead into the commercial center. The applicant shall work with Caltrans to preserve, if feasible, the existing eucalyptus trees within the Caltrans right-of-way adjacent to the proposed regional commercial center.

1. **Screening** - The utility area and rear of building which face the I-5 Freeway shall be screened with plants. Wherever possible, trees should be planted which grow to exceed the height of the building to break up the long horizontal lines.

2. **Buffer Area** - A landscape buffer shall be provided adjacent to I-5, having a minimum width of 5 feet from the I-5 right-of-way.

I. **Landscape Adjacent to Commercial Buildings** - Commercial buildings may have a landscape area immediately adjacent to the front and sides of buildings except for loading and service areas. These areas shall be considered in meeting the overall 15 percent site landscape area requirement. Covered walkways, patios, courtyards, and landscape areas may be counted toward the total landscape requirements.

J. **Commercial Pedestrian Plaza Treatments** - San Clemente has the potential to develop courtyards for pedestrians, which take advantage of the City’s exceptional climate. If possible, it is preferable that the courtyards be partially visible from the street and surrounding commercial/retail areas. Courtyard treatments will be used for pedestrian areas consisting of decorative paving and landscaping. The total courtyard area shall count toward the landscape requirements.

1. **The Entertainment Court** - Entertainment facilities, retail shops, and restaurants shall be provided at the edges of the Entertainment Court. Blank walls or dead spaces without pedestrian interest shall be minimized. The design of the courtyard may provide a choice of sunny and shaded areas, variety of texture and color, movable seating and table (for outdoor eating), and a focal point object.

2. **The Retail Promenades** - The Retail Promenade walk system located in front of the retail stores will be primarily made of various forms of decorative concrete, with landscape planters and movable pots to create people spaces. Outdoor furniture shall be located at convenient locations.

3. **The Restaurant Plazas** - The Restaurant Plazas shall primarily be established as outdoor eating areas. These plazas shall maximize ocean vistas whenever possible. The design of these plazas shall be similar to the Entertainment Plaza, yet on a smaller scale for single or double users.

K. **Transition from Off-Ramp Planting** - The landscape at the Avenida Vista Hermosa and I-5 off-ramp will follow the landscape concept of Palms, and
Bougainvilleas, transitioning into the commercial center parkway landscape for the first 300 feet.

L. **Commercial Landscape Screening and Buffers** - Landscape screening and buffers are necessary to provide a visual barrier between utility structures and functions (i.e., loading areas) and off-site areas. A landscape screen may consist of walls with landscaping, or massings of trees, shrubs, and groundcover planters in key areas along the perimeter of the development to mitigate unfavorable views from off-site.

M. **Commercial Landscape Area Requirements** - A minimum of 10 percent of the site area shall be landscaped. This percentage includes landscape buffers within the site (adjacent streets and highways), landscape islands, tree wells and other landscape planting areas within the site, landscape easements, and **hardscape outdoor pedestrian areas**.

N. **Commercial Parking Lot Landscape Treatments** - Parking areas shall be broken up by a combination of building placement and landscape planting (primarily trees for visually screening). Landscape planting in parking areas shall be located in planter areas (landscape islands and tree wells), which are bounded by concrete curbing (minimum 6 inches high). Tree wells in parking areas shall have a minimum size of 5 feet by 5 feet (outside curb dimension). Landscape islands and tree wells shall contain trees, shrubs and groundcover.

1. **Landscape Areas** - The landscape areas within the parking lot shall contribute to the overall 15 percent landscape area requirement for the site (landscape area calculated based on net site area excluding building footprints). No specific landscape area percent is designated exclusively for the parking lot area. Landscape fingers with a minimum width of 5 feet to the outside curb shall occur at the end of all parking stall runs, except at pedestrian paved areas.

2. **Tree Requirements** - A minimum of one 15-gallon tree shall be provided for every 10 parking stalls on average. Due to the unique view opportunities of this site, palm trees shall be counted toward the tree count requirement. Clustering of parking lot trees to allow for view corridors shall be encouraged where appropriate.

3. **Tree Selection** - Trees used within the parking lot shall be from the Marblehead Commercial parking lot plant palette or approved by the City Planner. A consistent emphasis on view, coordination, clustering, and circulation shall be realized within the tree layout.

4. **Shrub Selection** - Shrubs within the parking areas shall be over 8 inches in height, but not exceed 36 inches in height, so as not to obstruct auto visibility. All parking lot tree planters shall also contain shrubs.

5. **Groundcover Use** - Groundcover plant material is not required in tree wells if there are adequate shrubs for eventual full coverage of groundcover areas.

6. **Tree Well Irrigation** - Drip irrigation is encouraged in tree well areas.
7. **Parking Lot Screening** - Along Avenida Vista Hermosa, parking areas for the commercial development shall be screened from the street by means of landscape planting or berming in the landscape buffer. A continuous screen 30 inches in height should be formed by the use of plants or berms. Shrubs should be 30 inches in height after 2 years growth, and should be spaced in massed plantings so that branches inter-twine.

II. **SCENIC HIGHWAYS**

A. **Parkways Within the Right-of-Way** - In accordance with the Master Landscape Plan for Scenic Corridors, landscaped parkways adjacent to scenic highways should generally be 15 to 20 feet in width. Bikeways may be placed within or outside these parkways. Sidewalks may be adjacent to the curb or may meander through the parkways. Such specific design considerations will be approved by the City at the project level of review. Scenic highway cross-sections for Avenida Vista Hermosa, Avenida Pico, and El Camino Real are as shown on Exhibits 4-1 and 4-2.

B. **Plant Palette** - Plant materials utilized in scenic highway medians and parkways should be consistent with the Landscape Guidelines approved by the Coastal Commission and landscape theme described in Chapter 2, reflecting the City’s “Spanish Village By The Sea theme.”

C. **Wall Adjacent to Scenic Corridors** - Masonry or stucco walls or view fences (e.g. wrought iron) should be used adjacent to scenic highways instead of wood fences. Designs should incorporate colors, materials, and finishes that blend with the surrounding environment. Wall standards are as follows:

1. Materials and general appearance are to be consistent on both sides of Avenida Vista Hermosa.

2. Setbacks for walls should vary to add interest to the streetscape. Long straight stretches of wall are to be avoided. Walls may be opened up at select locations with panels of wrought iron, tubular steel, or similar materials.

3. Wall heights should be less than 6 feet wherever feasible.

4. Landscaping should be integrated into wall design to soften appearance.

III. **FUEL MODIFICATION**

A fuel modification zone is a wide strip of land where flammable native vegetation is removed or thinned, and partially or totally replaced with drought tolerant, fire resistant plants. The many variables involved with fuel modification make precise regulations for general application infeasible. Therefore, each project must be reviewed for its particular needs. These guidelines may be modified in areas where unique conditions or biological resources exist, subject to review and approval of the Fire Marshall.

Fuel modification generally consists of a wet zone and one or more thinning or fuel modification zones. The wet zone, also referred to as the irrigation zone, generally extends from the edge of a graded pad or the limit of an area where storage of
combustible materials or combustible structures may be located. The project wet zone will vary (when needed), and planted only with fire resistant plants and permanently irrigated. The thinning zone is not needed on most of this project because slopes are not expansive and the project is not adjacent to wildland conditions. Plant selection should comply with the Fuel Modification Standards of the Orange County Fire Authority. The Habitat Management Plan and the Landscape Concept for the residential and commercial Site Plans identify specific standards and locations for fuel modification for this project.

IV. CRITERIA FOR PLANT SELECTION

Plant materials should be chosen on the basis of both functional and visual characteristics. The following additional criteria should be used in plant selection:

A. **Landscape Theme** - Plants (non-native, non-invasive), which are consistent with the City’s Spanish Village By The Sea theme, are encouraged in residential and commercial areas. These include select palm, citrus, and fruitless olive trees, and flowering shrubs and vines (or drought tolerant substitutes). Native species are preferred for open space areas (see C. below).

B. **Plant Selection Considerations** - Consideration will be given to the reduction of landscape maintenance and water consumption, adaptability to high-salt and high boron soil conditions present in San Clemente, low fire-fuel content in transition areas between development and open space, and enhancement of slope stability and erosion control.

C. **Native Species** - Within natural open space areas, preference will be given to species native to the Southern California coastal region, and will be subject to constraints pertaining to soil and other environmental conditions (see Landscape Concept submitted with Site Plans). A soils agronomy report will be submitted with the Landscape Construction Drawings.

### 305 Architectural Guidelines

I. **RESIDENTIAL**

The purpose of the residential architectural guidelines is to provide general design criteria and guidance for development of the various residential neighborhoods in Marblehead Coastal. These guidelines have been developed to establish a high level of product quality, to assure both variety and compatibility, and to enhance the community’s overall value.

Due to the proximity of Marblehead Coastal to North Beach Village and the high degree of visibility the dwelling units will have from North Beach Village, the overall architectural character in Marblehead Coastal will encourage a variety of themes, which are compatible with the existing Marblehead project. Each neighborhood within Marblehead Coastal will create its own character, while adhering to a unified theme through the use of quality landscaping, architecture, and entry monumentation.
A. Elevation and Plan Treatment

1. *Recesses and Shadow* - The effect of sunlight is a strong design consideration since shadow and shade gives the building a sense of depth and substance. Projections, offsets, overhang, and recesses should be utilized in the creation of shadows.

2. *Architectural Projections* - A projection not only creates shadow but also provides a strong visual focal point. It can be used to emphasize some aspect of the design such as an entry or a major window.

3. *Entry Statement* - The entry should be designed to serve as a focal point of the elevation and should be readily discernible.

   The approaching observer should be drawn into it by its visual impact. Front porches are encouraged.

4. *Articulation of Side and Rear Elevations* - The rear and sides of homes backing onto major streets are highly visible from off-site and should be treated in a similar manner to the front elevation. This is particularly true of second story conditions visible above a solid fence line.

B. Building Mass and Streetscape

1. *Variation in Roofline* - A key technique for creating a sense of variety within a residential project is to vary the heights and forms of the homes as seen from the street. This can be accomplished by utilizing both one and 2-story building elements. To improve the visual relationship between adjacent 2-story buildings, it is desirable to introduce an intermediate transition between them. This can be done by either introducing a composite one-and 2-story unit to be placed between the 2 buildings, or by creating a single-story architectural element within the 2-story building to lessen it's apparent height. Views of the residential development from public vantage points are equally important. A monotonous appearance can be avoided by incorporating a mixture of hip, shed and gable roofs on the rear elevations, increasing building separation, and varying the orientation of building footprints.

2. *Front Elevations* - The design of single-family residential units should incorporate front elevations which convey a friendly neighborhood environment. Plans, which have living areas closer to the street and recessed garages, are encouraged. Front porches are also encouraged.

3. *Interior Lots and Street Corners* - Units located at street corners should be either single-story or have a significant single-story mass oriented towards the exterior side yard. At interior side yards, it is desirable to create the appearance of increased building separation by stepping the second-story mass away from the property line. This decreases the "canyon-like" effect between buildings, and allows greater light penetration into what otherwise might be a dark sideyard.
C. Roof Form

1. Roof Pitch - The principle roof forms should have a pitch of between 3:12 and 6:12. A single roof pitch should be used on both sides of a ridge. The more shallow pitches should be used when it is necessary to lessen the apparent building mass.

2. Roof Types - There is no single roof type or form that is preferred. With careful design, hip, gable and sheds may be used separately or together on the same roof. Repetitious gable ends along rear elevations should be avoided. Mansard roofs and flat roofs should avoided.

D. Materials and Colors

1. General Criteria - The materials and colors should be compatible with and contribute to the overall quality of the community.

2. Walls, Trim and Siding-
   a) Stucco Textures: Smooth, light sand, sand, and machine applied textures are appropriate. Lace textures should be avoided.
   b) Trim Materials: Trim materials, window frames, or surrounds should be 2 inches wide or greater. The width of trim should be appropriate to the chosen architectural style or theme. Both resawn and smooth finishes are acceptable.
   c) Wood Siding: Most traditional wood siding techniques are generally acceptable. Hardwood siding is acceptable but should be painted with a flat finish to avoid the visual impact of warpage. Plywood siding is not acceptable.
   d) Use of Stone and Brick: The tasteful use of stone and brick as an accent is encouraged. Grout should be of a light color.

3. Roof Materials-
   a) Specific Materials: Clay tile, concrete tile, composition roofing, and other similarly appearing fire-resistant materials are acceptable from a design viewpoint. Wood shakes or shingles should not be used because of the difficulty in ensuring fire resistance.
   b) Texture and Color: Roof colors should complement the wall and fascia color, and be of a generally neutral tone while avoiding high contrast colors such as bright red, deep orange, or ceramic blue. The community should have a variety of roof color in order to avoid a monotonous monolithic appearance when viewed from a distance. Vents should be of the same color as the surrounding roof surface.
E. Garages

1. Units should be designed and plotted so that the living portion of the house becomes the focal point, rather than the garage. Several design strategies can be employed to de-emphasize the garage:

a) Wide-shallow units allow more of the living area of the house to be seen from the street.

b) The living area can be designed to be closer to the street than the garage.

c) Garages shall be located in accordance with Section 501 of the Residential Development Standards.

d) Where there are three car garages, one of the garage spaces can be recessed with a separate door and separated from the double portion of the garage by a landscaped strip in the driveway.

e) Some garages can be designed for side entry.

f) A mix of 2 and 3 car garages can be provided.

g) Second-story feature windows above the garage and strong architectural entry elements can be employed.

II. COMMERCIAL

The purpose of the commercial architectural guidelines is to provide a design tool, which will contribute to attaining certain goals of the City's General Plan Urban Design Element. The integration of design elements characteristic of the Spanish Revival combined with the City “Village By The Sea” architectural style defines the character of the buildings and gives the shopping area a sense of place. The guidelines in this Section will enhance the City’s “Spanish Village By The Sea” theme.

For Regional Servicing Commercial Planning Area 1 A, the following guidelines apply in order to:

- Preserve and strengthen San Clemente's unique character and historic identity as the "Spanish Village by the Sea."

- Create a regional shopping center consistent with the City's historic Spanish Colonial Revival buildings, Mediterranean climate, and natural features.

The Coastal/Recreation Commercial Planning Area 1B is subject to the Spanish Colonial Revival Architectural Guidelines in the City's adopted Design Guidelines. The guidelines found herein also apply to Planning Area 1B.

A. Architectural Style

The massing, asymmetric forms, and spatial relationships should incorporate the application of the following basic design elements and patterns of the Spanish
Colonial Revival tradition combined with the City “Village By The Sea” style: a) simple white stucco walls; b) red or clay tile roofs; c) arches as an architectural feature; d) distinctive roof lines with low pitches; and e) balconies and verandas, plazas and other public and private open space areas.

1. **Articulation** - Building design shall be articulated by integrating architectural building elements and incorporating defined outdoor spaces, courtyards, patios, plazas, covered walkways, trellised areas, gardens, verandahs, balconies, roof terraces.

2. **Screening** - Roof mounted mechanical equipment shall be enclosed within the roof structure or visually screened using design elements compatible with the overall design theme of the building.

3. **Architectural Style** - The outlet complex buildings shall reflect the Spanish Revival – Village By The Sea style of architecture as specified in the City’s Design Guidelines with predominantly low eave lines below pitch roof elements and arched arcades over covered walkways.

### B. Building Mass and Form

1. **Mass and Form Relationship to Open Space** - A spatial relationship between indoor and outdoor spaces should be created. The resulting courtyards and patios are defined by the placement of surrounding building mass and walls. Outdoor spaces should be bordered by restaurants; coffee houses and other uses that will help activate the outdoor space, achieving a pedestrian scale environment due to the smaller size of these uses.

2. **Single-and Multi-Story Elements** - It is desirable to create a combination of one-, 2- and 3-story elements within the larger building form in order to provide a variety of scale and to reduce the perceived box-like appearance. Elements above the second-story should be reduced in size.

3. **Large Buildings** - Visual relief should be provided for large expanses of building facade by creating focal points, significant secondary elements off the larger buildings, design details, and articulation. Entry locations and pedestrian walkways should incorporate architectural treatments, which relate to human scale. Three-dimensional treatments are encouraged in order to avoid the appearance of a false facade.

   Roofs are perhaps the most visually dominant element in Spanish originated designs. In dealing with a commercial application, it is desirable to break the large expanses of roof plane into smaller irregular sized areas. The roof type, height, and overhang type should vary enough to enhance the desired irregular asymmetric form and mass.

4. **Roof Types** - Gable roofs should have an eave and may have exposed rafter tails. Hipped roofs should be used in combination with gables or on a tower element. Shed roofs may be used in conjunction with verandas and other accent features. In larger commercial spaces, it is understood that the full hip and gable roofs may not be practical or affordable. Shed
roofs, with a low pitch and sufficient depth, can be used to provide the appearance of a full roof on portions of larger commercial spaces. In large retail buildings where flat roofs are utilized, pitched roof elements should be incorporated by inclusion in distinct massing segments of the building such as entry features, towers, and arcades rather than in a continuous manner. Where straight wall parapets are utilized and visible, cornices and other architectural detailing shall be incorporated.

The roofline on large buildings with long elevations should be broken up by roof elements of varying height. Tower elements are also encouraged to break up large elevations. Parapet walls can also be used to add variation in the roofline.

5. **Screening of Equipment** - All roof equipment should be completely screened within a horizontal line of sight at parapet level. A screen enclosure behind the parapet may be used if made to appear an integral part of the building. The parapet roof must be tall enough to completely screen the equipment. Superficial mansard treatments, which appear as plant-ons or “eyebrows”, are not acceptable.

6. **Rear and Side Facades** - Carefully design rear and side facades to be compatible with the principal facades of the building.

7. **Building Massing** - Reduce perceived height by dividing building mass into smaller components scaled to human size.

8. **Building Clusters** – Building clusters shall consist of a grouping of buildings connected by courtyards and pedestrian walkways, intended to serve complimentary or related uses.

9. **Building Footprints** - Multiple smaller building components connected by outdoor spaces are preferred over large footprint buildings.

10. **Roofs** - Roof forms shall be predominantly hip roofs with some use of gable and shed roofs allowed.

11. **Building Siting and Orientation** - Organize buildings and open spaces to take advantage of the spaces between buildings as opportunities for outdoor activities, as transitions between indoors and outdoors, and as potential points of focus on the site.

C. **Elevation Treatment**

1. **Articulation of the Facade** - When read in plan view, a continuous facade should be avoided by stepping adjacent storefronts. The main vertical wall plane should be articulated by the use of balconies, verandas, and arcades to provide outdoor areas protected from the weather. Tower and columns can also be used to provide variation and visual interest to a facade.
2. **Wall surfaces** - Buildings should be designed to appear as if they are constructed with thick masonry walls. Wall surfaces should be light colored, stucco, or plaster with a finish texture influenced by the Spanish Colonial Revival style. Walls should have recessed door and window openings where feasible to achieve a shadow impact.

3. **Use of Focal Elements** - The use of focal points in a commercial complex is desirable. The focal elements recommended include courtyards, towers, fountains, and artwork.

### D. Materials and Colors

1. **Roof Materials** - Two-piece clay mission barrel tile should be used in commercial projects. The tile should be laid in a slightly irregular manner to give a rough uneven texture to the roof appearance. Eaves may be left open, closed with grout, or with clay bird stops. The ridge, hip and rake should be of barrel tiles irregularly spaced and grouted. On flat roofs, vents and other exposed equipment should be painted to match the selected tile color. Parapets and enclosures should reflect the exterior wall color. Roof flashing may reflect either the roof or wall color as appropriate.

2. **Wall and Trim Materials** - The primary wall material should be stucco or painted brown coast. The texture of the exterior plaster/stucco should be smooth. Heavy "Spanish lace" finishes should not be used. The stucco surface, while relatively smooth, should have a slightly irregular hand applied appearance with radiused corners. Re-sawn wood is encouraged to be used as secondary wall material for the following and similar elements: 1) posts and exposed beams; 2) railing, spindles and grill work; and 3) shutters, window frames and doors.

3. **Accent Materials** - Accent materials should be closely coordinated to achieve a design continuity with the period theme. Accents reinforce and build on the character of the Spanish Revival design. Accents that are inappropriate for Spanish Revival Architecture can degrade the architecture quality. The following accent materials are encouraged:
   
a) Brick, tile, and stone are preferred surface materials. Where concrete is used, it should be colored and textured in patterns and designs replicative of Spanish Colonial hardscape. Carved stone or cast concrete for door surrounds, fountains, or caps may also be considered.

b) Ceramic tile for door and window surrounds, fountains, wainscots, stair risers, and wall accents are encouraged.

c) Metal work is encouraged and can be used for railing, grills over windows, awning supports, weather veins, decorative hardware, lighting, and gates.
d) Decorative towers and cupolas with tile roof or metal or tile domes are strongly encouraged as accents.

4. **Color Palette** - The colors used should be primarily as follows:
   a) Stucco/Plaster: white, off-white, occasional earthen tones.
   b) Wood Post/Beams: stain or natural.
   c) Doors, Windows, Shutters: terra cotta, blue, yellow, ocher, dark or sea green.
   d) Roof Tile: reddish brown, terra cotta, and natural.

5. **Signs** - Signs should be integrated into the architectural design of the building in a manner consistent with the intent of the City’s Sign Ordinance, as well as the architectural elements, scale, and massing of the project.

6. **Arches** - Full rounded arches are a key element of Spanish Colonial Revival architecture and are strongly encouraged. Arches should be of a size and thickness that is in scale with the building mass. The arch and support column should be a minimum of 18 inches in depth. Square or rectangular columns are preferred; the use of circular columns should be limited.

7. **Windows and Doors** - Openings should be placed and designed to suggest the thickness of a masonry building. Windows and doors should be recessed where feasible and appropriate. Plant-on strips around doors and windows are discouraged. Windows with clear glass and mullions are encouraged. Metal windows and doors can be used but should have the appearance of wood. Clear glass should be used for windows and doors; mirrored glass is strongly discouraged.

E. **Landscaping**

1. **Purpose** - Use planting to define outdoor spaces, soften the impact of buildings and parking, screen parking and service areas from public view and create visual linkages. Landscaping shall also be used to visually define pedestrian and vehicular linkages and circulation access points.

2. **Location** - Landscape design shall address streetscape, landscaped entries, landscaped outdoor spaces and landscaped building facades.

F. **Parking**

1. **Screening** - Visually screen parking from street view by landscaping, berms, etc.

2. **Design** - Break parking areas into multiple smaller areas distributed around buildings and outdoor areas, using landscaping and pedestrian access paths.
G. Circulation and Pedestrian Linkages

1. **Between Commercial and Open Areas** - Provide clearly defined and separated pedestrian linkages between commercial buildings and outdoor use areas.

2. **Between Parking and Buildings** - Provide defined and separated pedestrian linkages from parking areas to buildings and outdoor use areas.

3. **Between Circulation Routes** - Separate primary internal circulation routes from parking circulation.