CHAPTER 5
DESIGN GUIDELINES

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501. PURPOSE

The purpose is to maintain and enhance the unique 'Spanish-Village- by-the-Sea" character and the Pier Bowl's "sense of place." Urban design, architecture, and landscape architecture should be integrated to create a "Spanish-Village" character and unity by integrating the old with the new. The intent is to encourage site and structural development that exemplifies the Ole Hanson era. At the same time, creative interpretation of Spanish Colonial Revival architecture should be permitted, where appropriate.

No written set of design guidelines can detail fully all aspects of the Ole Hanson-era Spanish Colonial Revival design criteria. What sets the Ole Hanson-era Spanish Colonial Revival style apart from other designs is its simple forms, shapes, and details. While the following guidelines, illustrations, and photographs help answer many of the design questions about the Spanish Colonial Revival style, perhaps the best way to understand the City's "Spanish Village" character is to visit the City buildings on the National Registry of Historic Places and any of the other buildings that the City has traditionally recognized as being historic. (See the City of San Clemente Planning Division for a list of historic structures.)
502. APPLICABILITY

Any new development, signs or exterior modifications, alterations or additions to an existing building or structure within the boundaries of the Pier Bowl Specific Plan area are subject to Architectural Design and/or Sign Review in accordance with the City Zoning Ordinance. Refer to the City Zoning Ordinance for details on the review procedures.

503. USE OF DESIGN GUIDELINES

The design guidelines in this Specific Plan are to be used in conjunction with the Design Guidelines of the City of San Clemente. To use these design guidelines, first consult Section 11, "General Design Guidelines," and Section IV, "Additional Guidelines for Special Districts," of Design Guidelines of the City of San Clemente. Then, refer to Chapter 3 of this document for overall urban design goals, objectives, and policies. Lastly, refer to this chapter for additional considerations that apply to the Pier Bowl Specific Plan area.

These guidelines are intended to serve as a guide to the property owner, business person, developer, and builder for the design of a new structure or remodeling an existing structure that is within the boundaries of the Pier Bowl. These design guidelines will also provide a framework for design review by City staff, Community Design Commission, Planning Commission, and City Council. They serve as the guide for the decision-makers to formulate the necessary findings for their design-related decisions.

504. SITE DESIGN

Site-design considerations are discussed in detail in Section II.A and the relationship to neighboring structures in Section II.B in the "Design Guidelines, City of San Clemente" (see these sections and the site considerations and surrounding neighborhood discussion below).

A. SITE CONSIDERATIONS

- The incorporation of pedestrian elements is of primary importance in site design. Spanish Colonial Revival pedestrian elements such as paseos, courtyards, plazas, and sidewalk arcades should be incorporated into a project whenever possible. Site design should consider adjacent pedestrian areas and attempt to form paseos (pedestrian walkways) between a series of private and public pedestrian areas to connect streets, open plazas, courtyards, cafes, and shops.

- The site design of the project should relate to the building size, bulk, and scale. How the building is placed on the site, street configurations, and pedestrian spaces should reflect a traditional Spanish Colonial Revival form. Original buildings such as the Casa Romantica have been situated to take advantage of the area's topography, climate, and views (see Figure 8).
- Larger areas should reflect grand symmetrical forms, such as the Hotel San Clemente, while smaller areas should reflect irregular asymmetrical forms, creating intimate spaces.

- Parking and service areas can often diminish the pedestrian environment. Parking and loading areas that are visible from the street are discouraged.
• Traditional site planning for Spanish Revival buildings with enclosed patios and interior courtyards in somewhat formal arrangements is encouraged. Water features are often focal elements in these enclosures.

• Outdoor hardscape materials should be brick, stone, tile, or other compatible materials and be placed in appropriate historical design patterns.

• Sense-stimulating elements should be included in the site plan design, such as the sound of the water fountain, the scent of flowers, the play of light, and shadows off the building forms.

B. SURROUNDING NEIGHBORHOOD

• The Pier Bowl is a blend of commercial and residential uses. In areas where commercial uses abut residential buildings and streets, careful site design is required to minimize the impacts on existing residential neighbors. For example, parking and loading areas that are visible from neighboring residential buildings should be avoided. Main entries to commercial buildings should be taken off primary pedestrian and vehicular circulation routes.

• Many of the properties in the Pier Bowl abut two or more streets and are visible from all sides. For this reason, careful design consideration should be given to all sides of a building. Side and rear elevations with less or dissimilar fenestration than is on the primary elevation are discouraged.

• Spanish Colonial Revival pedestrian elements included within a site design should connect with the pedestrian elements of neighboring projects. The goal is to connect these elements with the pedestrian circulation system for the Pier Bowl.

505. OLE HANSON-ERA SPANISH COLONIAL REVIVAL ARCHITECTURE

The architectural character for all new or historically-designated buildings should reflect the Spanish Colonial Revival architectural style. The basic principles of the “Spanish Colonial Revival” architecture are discussed in detail in Section II.C within the “Design Guidelines, City of San Clemente”; please refer to that section along with the discussion below. The City founder’s vision of a “Spanish-Village-by-the-Sea” can longer be established throughout the City, but this vision can be kept alive through the enhancement of the “Spanish Colonial Revival” tradition in community focal areas such as the Pier Bowl. The Specific Plan requires that all new projects in the Pier Bowl be of a Spanish Colonial Revival design.
The California Spanish Colonial Revival Style is similar in form to those that are found in other moderate climates such as in Mexico and along the Mediterranean Sea. Climate and California's Spanish traditions have encouraged the use of building materials such as stone, clay, and stucco surfaces for walls, floors, roof tiles, and a limited use of milled lumber. These traditions tend to convey a "hand-made quality" in their overall design and details. The result is a simple form, articulated by a design orientation relating to the warm Mediterranean climate.

The buildings exhibit strong expanses of stucco surfaces, deep reveals, porches, arcades, and red-tile roofs. Buildings also have weather-protecting colonnades and wall extensions to enclose garden spaces and are situated with respect for natural topography. The decorative details used in the Spanish Colonial Revival style are borrowed from the entire history of Spanish architecture. Some of these decorative elements include: low-keyed traditional colors; exposed stone and woodwork; Spanish/Mediterranean inspired ironwork; fountains; arbors; courtyards; arcades; towers; chimneys; traditional paving; and landscaping which emphasizes flowering material.
B. REMODELS

Although Ole Hanson-era Spanish Colonial Revival architecture is the ultimate goal for all new buildings in the Pier Bowl, it may not always be practical to convert a contemporary building into a true Spanish Colonial Revival style. It is not the intent of these design guidelines to prevent minor building improvements, additions, maintenance, etc., from occurring. The conversion of a building into a new architectural style can be difficult depending on the extent of change in the building design (see Figure 9). Minor changes may only warrant minimal exterior changes to give the building a Spanish or Mediterranean look; in other cases, an extensive remodel or demolition of a structure will allow a Spanish Colonial Revival design to occur. The following should be considered when remodeling a building:

- In cases where only minor modifications are proposed, the goal should be to include Spanish elements such as traditional colors and decorative details. Minor modifications are changes that leave the existing building intact and are primarily cosmetic—e.g.: paint, re-stucco, enlarged windows.

- For all major remodels, an Ole Hanson era Spanish Colonial Revival style shall be required unless it can be demonstrated that it is impractical to do so. Major remodels are changes that significantly alter a building's design—e.g.: second-story additions, new roof design, etc.

506. SCALE, MASS, AND FORM

The mass and scale of a building should reflect the Spanish Colonial Revival architectural style. The basic principles of the mass and scale appropriate to "Spanish Colonial Revival" architecture are discussed in detail in Section 11.C within the "Design Guidelines, City of San Clemente." Please refer to that section along with the mass and scale issues listed below; also refer to Figure 10.

The Pier Bowl is nearly built out. For this reason, the majority of future development in the Pier Bowl is in-fill, which makes the following considerations of proper mass and scale all the more important:
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PIER BOWL
SPECIFIC PLAN
MIXED USE REMODEL
FIGURE 9
Chapter 5: Design Guidelines

BUILDING JOGS AND SETBACKS TO CREATE LANDSCAPE AREAS
BUILDINGS SHOULD STEP DOWN WITH THE TOPOGRAPHY OF THE SLOPE
MAINTAIN PEDESTRIAN ORIENTATION AND SCALE
ROOFLINE AND HEIGHT VARIATIONS

VARIATION OF ROOF LINE
HORIZONTAL AND VERTICAL - ROOF ELEMENTS
HEIGHT OF THE BUILDING INCREASES AS THE BUILDING STEPS BACK

PIER BOWL
SPECIFIC PLAN

MASS AND SCALE

FIGURE 10
• Buildings are to be designed so that their surfaces convey a visual suggestion of masonry construction--e.g.: thick stucco walls and inset windows and doors. Exposed masonry is not recommended.

• The building volume or mass shall be broken up into smaller units to better relate to the physical scale of the Pier Bowl area. "Box-like" building forms are discouraged. The use of architectural features can serve to help break up unacceptable mass and bulk. One method of breaking up mass and to provide visual interest is to vary rooflines or provide a combination of gabled, hipped, and shed roofs. This can also be accomplished by using a combination of vertical and horizontal elements--e.g.: pilasters, columns, exterior stairways, towers, etc.

• Materials should be used to reduce the apparent mass or scale of the building. Complimentary colors when used on window mullions, building trim and other design elements is encouraged to reduce a building's perceived scale.

• Areas of maximum height and the building's highest points should be set back from neighboring structures. The general building form should not contrast greatly with the neighboring structure. Stepbacks of a minimum of five (5) feet should be provided for at least twenty-five (25) percent of the building face on each story; this will provide building off-sets and variation in the building mass.

• Minimize the appearance of a vertical canyon between structures. The space between structures should increase as the building height increases. Crowding or overwhelming neighboring buildings should be avoided.

• Buildings on sloping lots should step down with the topography of the slope.
507. PARKING/LOADING FACILITIES

Refer to Section II.E within the "Design Guidelines, City of San Clemente" in addition to the discussion below. Public and private parking and loading facilities that are not carefully designed will impact the Pier Bowl's village character and pedestrian environment. Parking facilities in the Pier Bowl should be created and maintained in a manner that is consistent with Spanish Colonial Revival architecture so that these areas will contribute to the village environment and minimize their visual impacts. Loading facilities should be screened from view in such a way as to not detract from the aesthetics of a building or a neighborhood. Walls or landscaping compatible with Spanish Colonial Revival architecture should be used to help reduce the impact of loading and parking areas. The items that follow should be considered when designing parking and loading facilities.

A. PARKING

- Parking structures and lots shall be designed to be compatible with Spanish Colonial Revival architecture, and shall maintain the village character through use of trellis-screen devices, walls, and/or landscaping.

- Parking structures and surface lots shall maintain a pedestrian scale and be compatible with the streetscape.
• The safety of both the pedestrian and driver is paramount in designing circulation patterns. Parking areas shall be designed to lead pedestrians from their parked vehicles to the primary circulation routes in the Pier Bowl.

• Entrances and exits into parking lots, garages, and other parking areas along primary circulation routes should be designed with the use of decorative gates, landscaping, and special paving.

• Parking areas should be screened from main pedestrian areas. Subterranean parking or surface parking located to the rear of buildings is recommended.

• Loading facilities should be located, when possible, so as not to be visible from a street. In areas where commercial property abuts both residential and commercial zones, the parking area and loading facilities access shall be taken off the street that is within the Commercial Zone.

• Combining of loading facilities for several properties is encouraged.

• When public streets are impacted by service vehicles, loading zones must allow passageway for both pedestrians and vehicles.

508. STREET ORIENTATION FOR PIER BOWL CORE

• Major pedestrian access for all buildings shall occur off the lower street. Pedestrian connections from Avenida Victoria to Coronado Lane are encouraged.

• Storefronts and the main pedestrian entry shall be oriented toward the primary street, the street from which the project address is taken.
509. COURTYARDS

Courtyards and other intimate pedestrian spaces are key components of the Spanish Colonial tradition that enrich the pedestrian experience. The design of a courtyard or other pedestrian space should consider the following:

- Courtyards should be linked with the existing pedestrian network, parking lots, and streets; to encourage pedestrian use, courtyards should connect with adjacent City streets and sidewalks.

- Active pedestrian-oriented uses for courtyards such as for dining, exhibits, seating areas, etc., are encouraged (see Figure 11).

510. REAR BUILDING FACADES

Many of the commercial and mixed-use properties in the Pier Bowl face onto more than one public street. For this reason, attractive building facades should be provided on all visible sides of a building. For example, buildings in the Pier Bowl Core should provide the same type of fenestration on elevations facing Coronado Lane as they apply on the elevation facing Avenida Victoria. The following should be addressed:

- Fenestration on secondary elevations shall match the primary elevation.

- Entrances off the secondary street or alley should be attractive and inviting with signing and proper lighting. Rear entrances for commercial uses on secondary streets that abut a residential district shall be low key and maintain the residential character of the area. Uses that have an obvious conflict with a residential area—such as a pub or restaurant—should not take access off a residential street or alley; the only exception is emergency exits.

- Planters, awnings, and landscaping can be used to improve the appearance on secondary streets or alleys.

- Storage, trash, loading and mechanical equipment should be concealed from public view.

- Commercial uses facing Avenida Del Mar should also be encouraged to provide entries off Coronado Lane.
511. SIGNAGE

Refer to the City of San Clemente Sign Ordinance, Sign Design Guidelines, and the City Zoning Ordinance for details about design and the Sign Review procedure. Signs should be designed to enhance the special character of the Pier Bowl and the buildings on which they are placed. Commercial projects shall be designed with signage placement in mind; the placement of signage is an important part of the overall composition of the building. In general, lettering over ten (10) inches in height and the use of plastic, foam, or internally-illuminated signs should be avoided. Decorative lettering, preferably in a Spanish style, should be used. Lighting of signs should be indirect; lighting fixtures should be carefully placed, non-obtrusive, and of an appropriate style. The following types of signs are encouraged:

- Projecting signs, with a hand-crafted appearance on wrought-iron brackets.
- Pinned-off metal or wooden letters applied to a wall.
- Signs painted directly on a wall, awning or window.
- Wood sandblasted signs.
- Handcrafted or carved signs. Often, this style of sign is a sculpture of an object, such as a whale, fish, boat, etc.
- Graphic logos are encouraged to be incorporated into the sign design.

512. SPECIFIC DESIGN ELEMENTS

The integration of traditional design elements reinforces the Spanish Colonial Revival style and defines a building's individual character. The incorporation of the following elements into building design throughout the Pier Bowl will enhance the Spanish-Village theme and establish its "sense of place." Specific design elements that should be considered include:
A. WALL SURFACES

- Provide uninterrupted stucco surfaces that are carefully scaled with Ole Hanson-era traditional projections and recessions.
- Convey a structure of stone, brick, or adobe through the suggestion of thickness (mass).
- Stucco is the preferred surface cover to create a relatively smooth surface that is suggestive of a masonry structure behind.
- Stucco texture shall be a smooth-sand finish or other traditional style. Other non-traditional textures—such as rough-sand and lace finish—shall be avoided.

B. COLORS

- Traditional colors for wall surfaces are white or off-white. Bright colors shall be avoided on wall surfaces.
- A limited number of colors should be used on a building.
- Brighter colors should be reserved for accents, trim, or highlighting architectural features. Traditional trim colors are dark blue, green, and brown. Extremely bright or fluorescent colors are not appropriate.
• Signage and awnings for commercial uses can be used and successfully introduce brighter, more intense colors to a building's color scheme. These colors should be coordinated with the building colors.

• Clay materials--such as roof tiles and pavers--should be terra-cotta red.

C. ROOFS

• Simple, low-pitched gabled and shed roofs with little or no eave overhang are preferred; hipped roofs are also used on architectural elements such as towers or turrets.

• Flat roofs and parapets should only be used where they are the logical outcome of the building's traditional architectural style and in combination with pitch roofs. Mansard roofs are discouraged. Flat roofs should not be used to maximize building floor area ratios in those areas where they are visible from adjacent buildings or from a distance. Roofing color on a flat roof should be terra cotta.

• All flat roofs should be surrounded by a parapet which is articulated with a traditional cornice or clay-tile cap. Such a parapet should hide all roof mounted equipment.

• Single-barrel mission terra-cotta clay tile shall be used on pitched roofs. There shall be a double-starter row employed at the eve ends, and the tile wrapped in a traditional fashion around the rake gable of the building. Tiles should be laid in random or scattered fashion to avoid the uniform look associated with "S-Tile" and other non-traditional roof materials. "Pack-and-stack" mortar between clay roof tiles is also encouraged.

• Projecting towers, cupolas, and varied chimney forms are encouraged as roof projections to house ventilation and other heating and cooling equipment.
D. GROUND SURFACE

- Brick, tile, and stone are the preferred surface materials. Where concrete is used, it should be appropriately colored, textured, and designed in traditional geometric patterns.

- Building surfaces should be broken up into appropriately-scaled geometric patterns which are related to the design of the building, to the general area within which the building is located, and to plantings.

E. WINDOWS AND DOORS

- Openings are to be placed and designed to suggest the thickness of traditional masonry buildings.
• Recess windows and doors away from the outer wall surfaces. Plant-on strips around doors and windows are discouraged.

• The material used for door and window frames, and for the door and window mullions is encouraged to be wood, painted or stained. Decorative metalwork should be traditional steel (iron). The use of anodized or mill finished aluminum is not allowed.

• Glass areas should be broken up by mullions. Reflective glass is not allowed.

• Focal windows--such as triple-arched windows or windows with parabolic shaped grills of wood, iron or other traditional Ole Hanson-style elaborations-- are encouraged.

• Windows of either casement or a double-hung design are encouraged.

• Decorative entrances, with carved arched doors or heavy wood-panel doors emphasized by an inset; adjacent columns or pilasters; calved stonework pattern tiles or other elements, are encouraged.

F. ARCHES

• Arches are one of the key identifying elements of Spanish Colonial Revival architecture. Full (rounded) arches of appropriate scale are encouraged. Segmented or pointed arches are used in limited situations but are less desirable.

• Generally, arches should be extended from a column, pier, or pilasters.

• The arch and its support column should be a minimum of eighteen inches (18) in depth, with an articulated column base.
• Careful consideration should be given to the wall surface and mass above an arch. There should be sufficient wall surface between the key of the arch and the next architectural element above the arch. Given that Spanish Colonial style is imitating masonry construction, the mass of the building elements above the archway should be in proportion with the supporting arches.

G. COLUMNS, PIERS, AND PILASTERS

• These elements should be in scale with the building and the pedestrian environment. Columns are typically round or square in shape with no capital or base.

• The relationship of the diameter of the column, its height, and its base is important. Each of these components should maintain a proper scale to one another.

H. CORNICES

• Cornices should be in scale with the surfaces and the architectural elements in which they are placed. To avoid a fake or planted-on appearance, the contour of the cornice should be designed so its height and width are harmonious with the building design.

I. ARCADES

• Arcades are not only decorative but function as a covered outdoor passageway. The use of this element strictly as a decorative feature should be avoided.
• Locating arcades against broad expanses of plain surfaces is recommended.

• Full (round) arches should be used; pointed or segmented arches are not recommended. A traditional ratio of proportions between columns, the diameter and height of the columns, and the width of the arch should be maintained.

J. EXTERIOR STAIRCASES

• Exterior staircases should be compatible with the architectural character of the building.

• The railing should be a stepped or rounded-stucco wall that is a continuation of building form.

• Exterior staircases are encouraged in mixed-use projects to enhance the pedestrian environment.

• The tread should be a stone or a Mexican paver, and the rise enhanced with a decorative tile.

K. METALWORK

• Metal is encouraged and can be used: over windows, doors, and vents; as railings; as awning supports; balconies; and as weather vanes, etc.

• Smooth-finish milled and anodized metal is not allowed.

• Metalwork should be rough-finish, and painted black or another traditional color.

• All metalwork should be designed with individual bars of appropriate thickness.
• Canvas awnings should be designed in the traditional form of a simple triangular shape open on the sides with either a pane or decorative valance.

• Decorative wrought-iron metal supports are encouraged.

• Segmented curved awnings and domed awnings are to be avoided. Curved awnings may be used in those instances where they are appropriate to an arched opening. When a curved awning is used within an arched opening, the awning should be placed within the arch so that visually the form and depth of the arch is maintained.
M. TOWERS/CHIMNEYS/CUPOLAS

- Decorative towers, chimneys, and cupolas are encouraged.

- Decorative chimney caps should be designed in a traditional manner. Metal imitations of the traditional style are not allowed. Materials should be stucco, brick, terra-cotta pipe, or barrel tiles. Ironwork is also sometimes used.

N. LIGHTING

- Decorative metal light fixtures should be used to illuminate pedestrian space.

- Fixtures should be designed as an integral part of the building's Spanish Colonial Revival architectural design. Lighting should accent important building features such as arcades and entrances; over-use of lighting should be avoided.

- Directional lighting to accentuate the building form and the public importance of the Casa Romantica is encouraged.