Chapter 3

DESIGN GUIDELINES

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301 Purpose

A. Purpose.

This Chapter provides guidelines for grading, site planning, landscaping, and architecture. These design guidelines are 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 shall be integrated to create a unified "Spanish-Village" character by integrating the old with the new.

B. Use of Guidelines.

The design guidelines in this Chapter are used in conjunction with the City’s Design Guidelines. First, the design guidelines in this Chapter are used as the primary reference for desired design principles in the Pier Bowl area. Then, when this Chapter does not address a site design, grading, landscaping, or architectural design topic, the City’s Design Guidelines should be used as a reference to design projects.

The Pier Bowl design guidelines are used to design and evaluate projects that are subject to design review through a discretionary permit process, according to Chapter 6. This includes but is not limited to projects involving new development,
Design guidelines describe desired principles for designing projects that implement the General Plan and urban design program. The guidelines also provide a framework for decision-makers to evaluate design and make the necessary findings for design-related decisions. The Design guidelines should assist design efforts to meet or exceed the City’s quality standards. More specifically, the objectives of the Design guidelines are to:

- Preserve and strengthen San Clemente’s unique atmosphere and historic identify as the “Spanish Village By The Sea.”
- Help implement the grading, land use, landscape, and other concepts described in Chapter 1.
- Define a consistent approach to site planning, architecture, streetscape, lighting, landscaping, and other design elements to achieve visual harmony within the Pier Bowl area.
- Preserve significant natural coastal zone features and develop pedestrian/open space linkages within and between neighborhoods.
- Recognize the unique character, constraints, and opportunities of the Pier Bowl area.
- Preserve and reinforce the integrity of historically significant structures and site according to the Local Coastal Program and Secretary of the Interior Standards for the Treatment of Historic Properties.
- Maintain and enhance public view corridors.

### 302 Grading Design Guidelines

Within areas intended to be graded, the following principles should apply:

**A. Natural Landforms.**

Grading should maintain or enhance the natural landforms within the Pier Bowl area, such as the arroyo bowl, coastal canyons and bluffs. Manufactured slopes should be contoured to blend with the natural terrain at the development edge. Large flat slopes and highly visible down drains should be avoided.

**B. Slope Stabilization.**

Vegetation, irrigation, and continuing maintenance programs should be used to stabilize manufactured slopes, with trees and shrubs used to soften their appearance.
C. **Maximum Gradient.**

The maximum gradient for manufactured slopes should not exceed a ratio of 2:1 (exceptions should be in compliance with criteria in the City's Grading Ordinance).

D. **Scenic Views from Public View Corridors.**

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 public view corridors. Public view corridors are shown on Figure 2-10 in Chapter 2.

E. **Resource Protection.**

Precautions should be taken during grading operations to ensure coastal canyons and bluff habitat areas are protected. Coastal canyons and bluff habitat areas are shown on Figure 2-3 in Chapter 2.

### 303 Site Design Guidelines

Site planning should follow desired design principles in the City Design guidelines and the following:

A. **Site Considerations.**

1. **Pedestrian elements for Visitor Serving Commercial Overlay.**

   The incorporation of pedestrian elements is of primary importance in site design when a project is located in the Visitor Serving Commercial Overlay. 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 the streetscape including sidewalks and streets, open plazas, courtyards, cafes, and shops.

2. **Relation to site.**

   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 the traditional form of the project's architecture. Many historic buildings, such as the Casa Romantica, have been situated to take advantage of the area's topography, climate, and views.
3. Relation between size and form.

Larger areas should reflect grand symmetrical forms, such as the example of the historic Hotel San Clemente in the downtown, while smaller areas should reflect irregular asymmetrical forms, creating intimate spaces.
4. Parking and service areas.

Parking and service areas can often diminish the pedestrian environment, so these areas should be screened from the primary streetscape where feasible.

5. Traditional site planning for Spanish Colonial Revival projects.

For projects with Spanish Colonial Revival architecture, traditional site planning is encouraged with enclosed patios and interior courtyards in somewhat formal arrangements. Water features are often focal elements in these enclosures.

6. Outdoor hardscape materials.

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

7. Sense-stimulating elements.

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.

8. Preserve mature landscaping if feasible.

If a site has mature landscaping consistent with this Chapter, a project should preserve mature landscaping where feasible and practical.

9. Driveway cuts should be minimized.

Where feasible, driveway cuts should be minimized to maximize pedestrian access and landscaping along street frontages.

B. Surrounding Neighborhood.

1. Minimize impacts between commercial and residential.

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.
2. Consider all building sides.

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.

3. Neighborhood connections.

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.

304 Landscape and Streetscape Guidelines

A. Introduction.

Landscaping is an important component of the urban-design fabric; to a large extent, it establishes the overall site character. Well-conceived plantings can do much to transform an otherwise dull and barren site into a more useful, comfortable, and pleasant place. It also softens the visual image of architecture or development. A common landscape theme helps create a sense of place; it can provide areas for public activity by creating attractive spaces to enjoy views, relax, and recreate. The four primary goals for Pier Bowl’s landscape are to: 1) develop a unified streetscape design, 2) enhance the Pier Bowl’s "Spanish-Village" character, 3) create a sense of arrival, and 4) maintain and enhance public view corridors.

1. Unified streetscape design.

Development of a unified streetscape will enhance the Pier Bowl's pedestrian and vehicular circulation system. Streetscape includes: street trees, street furniture, lighting, signage, and sidewalks. Unity in the streetscape design will help identify the key circulation routes for the pedestrian and the driver by establishing a pattern that is recognizable to the user.
2. **“Spanish Village” character.**

The landscape and streetscape concept, described in this Chapter, will maintain and enhance the "Spanish Village" character of the Pier Bowl. Much of the impression of the "Spanish Village" is the tight-and-close arrangement of buildings where passageways are comfortable to the pedestrian on curving, winding streets, and alleys. The streetscape does not change the inherent spatial arrangement in the Pier Bowl, yet it can enhance it by making pedestrians more comfortable in their surroundings; and by enhancing public views, entries, and open space. The "Spanish Village by the Sea" can also be suggested by utilizing plant material and decorative streetscape furniture or paving materials which are reminiscent of the Spanish Colonial Revival styles. Materials should be consistent with the Spanish Colonial Revival tradition (see Section 305 below). Plant materials should be consistent with traditional plantings found at California Missions or in association with Spanish Colonial Architecture such as palms, flowering trees and vines, drought-tolerant plants, and succulents.

Two goals in creating a "Spanish Village" are to: 1) underground the overhead utilities, and 2) to preserve significant existing trees. If cost becomes a limiting factor in implementing these goals, then undergrounding utilities and preserving mature trees should apply to areas where the most aesthetic benefits will be gained.

3. **Sense of arrival.**

The streetscape should create a "sense of arrival" at key intersections entering the Pier Bowl. This goal is accomplished by creating focal areas, or entries, at key intersections along the main circulation routes. These entries are made "focal" by highlighting the location with highly noticeable
plant material, gateway structures, street furniture, or other spatial enhancements which signify changes in location, direction, or importance, in other words, gateways are created. The intent then is that the user notices the change from outside to inside, recognizes it as the gateway, and has the desired "sense of arrival."

4. **View corridors.**

A goal of the Specific Plan is to maintain and enhance public view corridors while allowing tree planting that supports and directs the streetscape. Public view corridors are shown on Figure 2-10 in Chapter 2. These views should be enhanced, directed, or protected by the planned streetscapes. The relative positioning of street trees, as well as the types selected, will allow windows of view in the key areas, as needed. Street trees are chosen, in part, for their respective character of becoming a manageable, mature size.

B. **Criteria for Plant Selection.**

Plantings should be consistent with the following planting guidelines so landscape and streetscape designs fit with the desired landscape concept for the Pier Bowl. Plant types and landscape plants are reviewed by the City for consistency with this Specific Plan and Local Coastal Program as a part of the project approval process.

1. Plants must be drought-tolerant, non-invasive, and non-toxic.

   Plants must be primarily drought-tolerant and consist of non-invasive species. Plants should consist of non-toxic varieties in the public right-of-way and not have root systems that could become intrusive to underground infrastructure, such as sewer systems, because aggressive roots can damage sewer lines and cause sewer spills.

2. Spanish Village landscape theme.

   Plant species should be used that maintain and enhance the City’s Spanish Village By The Sea” theme. To achieve this theme, California native species are encouraged, but non-native species are allowed when proposed in areas not adjacent to or in proximity with the bluff, coastal canyons, the ocean, or other open space areas (see Subsection B.4 below). Examples of Spanish Village themed plant types include select palm, citrus, and fruitless olive trees, and flowering shrubs and vines (or drought tolerant substitutes).
All individual site planting designs should be sensitive to the relationship of the landscape to Pier Bowl architectural guidelines. Those guidelines require the provision of outdoor spaces according to the Spanish Colonial Revival theme. Outdoor spaces take the form of arcades, courtyards, plazas, patios, verandas, trellis areas, and colonnades. Landscape designs should enhance such spaces in a manner that complements and reinforces the Spanish Colonial Revival theme, reminiscent of the Santa Barbara and Montecito area of California: flowering vines at walls, slopes, and trellises; use of course-leaf succulents, use of flowering shrubs and trees. A strong design with simplistic, yet rich, landscape plantings should be incorporated into the theme of each project.

Plantings adjacent to City streetscape areas should be aware of the streetscape design theme for the Pier Bowl and should complement, not conflict with it. In these circumstances, trees in frontages adjacent to City streetscapes may be the same as the designated City street trees (in Subsection B.5 below), but other varieties included in the planting lists are encouraged to add variety. Selection of additional varieties of trees helps to reduce creation of a tree monoculture. For example, palms, or palm-like trees (i.e., soft-tip yuccas, dragon trees, etc.) with slender trunks and relatively small canopies, which act to provide both a vertical delineation and frame views toward the sea. Working from a designated list limits the planting palette to provide continuity of theme.


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

4. Native species in open space and other sensitive areas.

Native species should be used in areas adjacent to or in proximity with the bluff, coastal canyons, the ocean, or other natural open space areas. In these sensitive and natural open space areas, plant materials should be used that blend-in with and complement the native Southern California environment to provide a sustainable and environmentally sensitive landscape system that is water conscious, environmentally or micro-climate appropriate, and allows visitors to observe unique Southern California plant species. Plantings also are 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.

5. Streetscape tree theme.

Street trees planted along the primary and secondary streetscapes should not vary from the primary and secondary tree species listed below. The streetscape program is explained in detail in this Chapter, while the planting list below reiterates the plant selections identified there. In order to maintain mature trees in the Pier Bowl, the preservation of mature, healthy trees is encouraged and may substitute for the required street trees.

a. Primary streetscape, primary street trees.

(1) Trachycarpus fortune (Common name: Windmill Palm)
b. Primary streetscape, secondary street trees.
   (1) Arbutus Unedo (Common name: Strawberry Tree)
   (2) Cercis occidentalis (Common name: Western Redbud)

c. Primary streetscape, support tree in frontages.
   (1) Trachycarpus fortune (Common name: Windmill Palm)
   (2) Arbutus Unedo (Common name: Strawberry Tree)
   (3) Umbellaria californica (Common name: California Laurel)
   (4) Livistona spp. (Common name: King Palm)

d. Secondary streetscape, primary street trees.
   (1) Aesculus californica (Common name: California Buckeye)
   (2) Cercis occidentalis (Common name: Western Redbud)

e. Secondary streetscapes, support trees in frontages.
   (1) Arbutus Unedo (Common name: Strawberry Tree)
   (2) Brahea edulis (Common name: Guadalupe Palm)
   (3) Brahea armata (Common name: Mexican Blue Palm)
   (4) Trachycarpus fortune (Common name: Windmill Palm)
   (5) Koelreuteria spp. (Common name: Chinese Lantern Tree)

f. Gateway streetscapes, primary street tree.
   (1) Brahea armata (Common name: Mexican Blue Palm)

g. Gateway streetscapes, secondary street tree.
   (1) Trachycarpus fortune (Common name: Windmill Palm)

h. Special effect (minor public gateway/interest or private special effect).
   (1) Magnolia grand (Common name: Little Gem Magnolia)
   (2) Cassia leptophylla (Common name: Gold Medallion Tree)
(3) Stenocarpus sinuatus (Common name: Firewheel Tree)

(4) Erythrina Caffra (Common name: Coral Tree)

Chapter 4, Implementation, includes a future update of plant lists in the City’s Design Guidelines for consistency with LUP policies, including a policy that calls for street trees in the coastal zone to emphasize California Native tree species. After this implementation project is completed, the updated plant lists in the City’s Design Guidelines should be used as a primary reference to select plants to use for a project in the Pier Bowl area. Plant species can vary from the Specific Plant species listed in the City’s Design Guidelines but must be consistent with the LUP.

C. **Ornamental Landscape Elements.**

1. Landscaping on contoured slopes.

   Slope banks should be 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.

2. Parking area screening.

   Parking and circulation areas should be screened from the street by landscaping and berms 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. Opportunities to add tree canopies for shade without obstructing public view corridors are encouraged.

3. 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.

4. Street trees in front yards and street side yards.

   Trees in front yards and street side yards between buildings and the public right-of-way should provide a shade canopy along street edges and visually soften the effect of buildings and hardscape as viewed from the street.

D. **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 likely not needed on potential projects in the area because slopes are not expansive and projects would not be adjacent to wildland conditions. Plant selection should comply with the Fuel Modification Standards of the Orange County Fire Authority and with requirements of the California Coastal Commission.

E. Space Limitations.

One important element in creating the streetscapes and entries noted above is the amount of space available to create the effects which show unity and sense of arrival. Trees, structures, street furniture, lighting, and other special features need space in which to be placed. The Pier Bowl area has a severe limitation on the amount of parkway space available—that is, the public right-of-way (ROW) space between private property and street paving. In some locations, there is less than three or four feet available to place, streetscape features like sidewalk, street trees, and street signs. The minimum sidewalk width is 4 feet, which leaves no extra room for providing other streetscape features. The result of these pockets of limited space is that they can disrupt the repetition and pattern of the streetscape. While the tight spaces lend to the impression of the "Spanish Village," they conflict with minimum widths of parkway needed to add streetscape features.

These space limitations require that several strategies be developed when dealing with areas where there is not sufficient right-of-way (ROW) to accommodate the full streetscape improvements. This Specific Plan recognizes the need for sidewalks throughout the primary and secondary circulation routes as the minimum practical streetscape treatment. Sidewalks will provide for pedestrian safety and a minimum degree of uniformity to suggest main circulation routes. True visual uniformity, will be provided by vertical streetscape elements, such as street trees and monument signage, where space allows. This Specific Plan identifies four ways to approach the space limitation problems. The best strategy could be a combination of these options. The four options include:

1. Expand the City parkway by acquiring private property. This option should only be used for the most important streetscape features such as at gateway intersections or where the minimum sidewalk width is not available in existing ROW.

2. Expand the parkway area by narrowing the street width. This option should be utilized only when the existing parkway does not allow room for sidewalks, where additional ROW cannot be gained between existing curb lines and existing private buildings or structures, and where there will not be a significant effect on the traffic flow. Use of this strategy is recommended for the secondary entries into the Pier Bowl.
3. Reduce the amount of streetscape improvements provided where the available parkway cannot accommodate significant vertical streetscape features, such as street trees and monuments. This recognizes that on several street segments space for street trees or other vertical elements is not practically available, and further recognizes that a full streetscape treatment cannot be provided on those segments of secondary circulation routes. With this strategy, minimum parkways are being provided for sidewalk only, while street trees, monuments, and decorative paving are utilized only at intersections or gateway areas.

4. Require projects that front areas where there is deficient parkway to plant the designated street tree on private property. This would help fill the gaps in the streetscape and, over time, provide consistency. The trees would be maintained by property owners on which the trees are placed. This, of course, is not the preferred option, since consistent maintenance cannot be guaranteed over time. The preference is to install street trees within the right-of-way, and the "back-up" tree option should be left for the most extreme circumstances.

F. Streetscape Treatments.

Streetscape treatments are meant to enhance and unify the visual and spatial experience of the driver and the pedestrian. A comfortable experience through streetscape pattern gives the user a sense of direction and a "sense of place" within the Pier Bowl. Streetscape treatments follow along primary and secondary circulation routes used to enter and exit the Pier Bowl area, and streets that define the Pier Bowl boundaries. These streets are shown on Figure 3-1.

Streetscape treatments are divided into two types. The "primary" streetscape follows along the primary circulation route: Avenida Del Mar/Avenida Victoria. The "secondary" streetscape is along for the secondary circulation route. Each streetscape has a street tree palette and specialty features to define the circulation route, such as decorative paving, street monuments, or street furniture. The primary streetscape has more define features to define the circulation route than what is needed for the secondary streetscape. For this reason, the secondary streetscape design features are fewer in numbers, frequency, and scale.

Portions of the primary and secondary circulation routes are located outside the Pier Bowl Specific Plan. Chapter 4 (Implementation) includes a future update of the City’s Design Guidelines that will consider streetscape guidelines to continue the Pier Bowl streetscape theme from the Specific Plan boundary to gateway points. The design guidelines update will consider several issues, including various City infrastructure priorities and budget, right-of-way width, and the existence of driveways and structures.

1. Primary streetscape.

The right-of-way (ROW) width for this segment allows approximately seven-to-ten feet 7-10 feet of parkway on both sides of the street. More space is available on one side of the street (the northwest side at the upper end, and
the southwest side at the lower end) due to the City-owned parking lot and park on that side.

The significant view opportunities of this streetscape segment of Avenida Del Mar make it unique. The public view corridor is framed and enhanced by the tall palm planting, in contrast to adjacent streetscapes where there is no ocean view. A distinct "opening" is created at the entrance to this primary streetscape, where the public view corridor is presented. The streetscape should maintain palm planting because of the strong visual impact and relation to the "Spanish Village by the Sea" image. The inland side of the street has less space, making it difficult to duplicate the palm statement. Instead, the "palm" theme will be mimicked through the use of a smaller-scale palm. Smaller palms relate to the pedestrian scale and are in keeping with concerns of maintaining the public view.

Small canopy trees are recommended because of their relation to the pedestrian. These trees have the added benefit of decreasing blockage of views. When installing street trees to frame public views, it is impossible not to block a portion of these views. The objective is to space trees at regular intervals to create a continuous streetscape pattern, but to leave spaces, or "windows," where significant public-view opportunities are present.

These views are not hampered greatly by regular plantings of small trees, since the viewers are below the tree canopies. The taller existing palms do not hamper the public view because those trees are spaced at some distances, the trunks are narrow, and the heads are tall and often out of sight. Yet the palms frame views between trunks at the lower end of the streetscape and the heads from higher vantage points. Several Coral trees on public property impede the public view. Should those trees require removal for health or other reasons, they should not be replaced, which should enhance public views.

This streetscape is also required to relate to the adjacent primary and secondary streetscape segments in plant material and decorative features in order to create continuity. The street-tree selection and arrangement for this primary streetscape, then, should be an alternating mix of small fan palms and small trees. Street trees will be spaced regularly on the inward side of the street, and spaced regularly but intermittently on the ocean side of the street to allow public-viewing windows to the ocean. This lop-sided arrangement will be balanced by the strong palm-tree statement on the ocean side of the street. Accent trees may relate to those already used on the Avenida Del Mar streetscape, outside but adjacent to the Pier Bowl. The following specifications should be utilized for this streetscape segment:

a. The inland side of the street should use both primary street trees, alternating from one to the next, regularly spaced at approximately 25 feet on center.

b. The ocean-view side of the street should alternate both primary street trees, spaced regularly but intermittently, allowing public viewing windows.
c. View windows should not exceed 60 feet maximum distance, should only be allowed within 60-80 feet of another view window, and only on the ocean-view side of Avenida Del Mar/Avenida Victoria.

d. Street trees should be planted according to Subsection B.5 above.

e. Decorative paving for sidewalks and parkway hardscape should be red ("Terra Cotta") interlocking concrete pavers.

f. Removal of the overhead street lights and the installation of decorative street lamps at intervals of 30-50 feet.

g. Street furniture items should be added to provide pedestrian-scale detail, such as bollards, sign monuments, benches and seating, tree grates, and decorative signage. Pedestrian-scale street furniture should be spaced at regular, close intervals of 30-50 feet intermittent with street lamps for uniformity. Seating and directional signage may be at irregular intervals, as needed or desired.
2. Secondary streetscapes.

Segments of the secondary streetscape have severely limited parkway space. Many existing features crowd the parkways, leaving as little as 2-3 feet for streetscape improvements. In other cases, driveway cuts are so numerous that virtually no parkway space is available. These segments of streetscape are so limited it will be difficult to provide any streetscape features, even the minimum width sidewalk. Overhead power lines and overhead vehicular-scale street lights line the secondary circulation routes. These features are detrimental to the pedestrian scale of the area and break up the streetscape continuity. If possible, utility lines should be underground and street lights should be exchanged with pedestrian-scale lamps. A minimum of 7 feet of parkway is needed to provide a sidewalk, small street trees, and some other minimum streetscape features. In areas where mature trees exist, additional parkway will be required to accommodate saving trees in place and providing the minimum-width sidewalk.
The secondary streetscape relates in design with the primary streetscapes and entries. This segment has a unifying plant palette, with varying continuity of some features, such as the spacing of street trees, due to severe limitations of parkway space or crowding of parkway by driveways. The exact spacing of street trees, sidewalks, and other design features will be evaluated on a case by case basis in order that the best design features feasible are installed given the right-of-way and driveway-cut limitations. The following specifications should be used when designing this streetscape segment:

a. Sidewalks will be provided at a minimum, in all cases, at the required width of 4 feet. Street trees will be provided where 4 feet can be obtained for them by parkway expansion strategies, for a total of 6.5 to 7 feet of parkway.

b. Street tree type should be planted according to Subsection B.5 above, spaced 25-30 feet in cutouts to sidewalk.

c. Special pedestrian-streetscape features such as decorative paving and monument signage should be limited to all street intersections or gateway locations.
d. Streetscape furniture, such as bollard-size monuments and decorative signage posts for informational and traffic signage, should be placed where parkway width and length allows safe placement.

e. When feasible, underground utilities and replace street lights with pedestrian-scale street lamps.

G. Streetscape Gateways.

The Pier Bowl area is accessed from outlying neighborhoods by primary and secondary circulation routes shown on Figure 3-1. Street intersections at these primary and secondary gateway points should be improved with design elements that provide a “sense of arrival” and create a first impression of Pier Bowl’s character, consistent with streetscape themes in Subsection B.5 above. The primary gateway intersection and several of the secondary entries are located outside the Pier Bowl Specific Plan. Chapter 4 (Implementation) includes a future update of the City’s Design Guidelines that will consider design guidelines for these gateway intersections with a focus on integrating their design into the Specific Plan streetscape theme. The design guidelines update will consider several issues, including various City infrastructure priorities and budget, right-of-way width, and the existence of driveways and structures.

1. Primary gateway.

The primary gateway is located at Avenida Del Mar and Calle Seville/South Ola Vista, where the primary circulation route (Avenida Del Mar) leaves the Del Mar/T-Zone Downtown visitor serving mixed-use district and enters the Pier Bowl area. This circulation route is the primary, most traveled gateway to the Pier Bowl. As the main gateway to the area, the intersection should have design features that create a "sense of arrival" bold enough to capture the attention of people traveling to the Pier Bowl.

2. Secondary gateways.

Secondary gateways exist where secondary circulation routes enter into the Pier Bowl area from outlying neighborhoods at the intersections of West Avenida Palizada/Calle Seville, Avenida Victoria/Calle Seville, and Avenida Del Mar and Avenida Granada. These intersections are secondary entries. The secondary circulation routes are important to identify and highlight with special design features; again, to create the "sense of arrival," as well as to visually define the boundaries of the area. Secondary entries are important but less in scale than the primary gateway.

Limited right-of-way for parkway and streetscape is a constraint on enhancing the appearance of secondary entries. Any design must be preceded by expansion of parkway to 7 feet through acquisition of approximately 3-4 feet from either private property or narrowing of street width, depending on which corner of the intersection.
H. **Street Furniture.**

Street furniture is defined as any fixture within public streetscape that can be used in a functional way by pedestrians. The pedestrian may interact directly with or touch street furniture, and the furniture is often placed within the reach of the pedestrian for his/her specific use and comfort: for example, benches, trash receptacles, tree grates, light fixtures, directional or informational signage, and even parking meters. These items are put to full use by the pedestrian, and they are a significant part of the pedestrian experience in the Pier Bowl.

Street lights and other street fixtures on vehicular-oriented streets are designed to be functional, but may not necessarily be visually attractive. This type of street-furniture treatment is generally designed not to draw attention and are more functional than aesthetic. The street furniture in pedestrian-oriented environments, on the other hand, is designed with aesthetics as well as functions in mind. The primary streetscape and the pedestrian walkways in the Pier Bowl are oriented toward the pedestrian and therefore demand a more aesthetic design approach. The street-furniture program in the Pier Bowl should include fixtures that are full of detail and visual interest at a scale comfortable to the pedestrian.

I. **Directional Sign Program.**

Directional signage should be used along vehicular circulation routes, bicycle routes, and pedestrian walkways. Chapter 4, Implementation, includes an update of the City’s Design Guidelines that adds guidelines for a cohesive wayfinding program, including signage for the Pier Bowl area. Directional signs should have a small-scale material, and design that is consistent with the City’s Design Guidelines. The signs will be used to direct the public to parking, commercial districts, recreation areas, and other public places. Signage should be grouped to avoid sign clutter and be constructed of materials consistent with streetscapes and the "Spanish Village by the Sea" theme.

### 305 Architectural Guidelines

A. **Purpose.**

The purpose of the Pier Bowl architectural guidelines is to:

1. Maintain and enhance the architectural character of the Pier Bowl consistent with the vision for San Clemente as the "Spanish-Village-by-the-Sea";

2. Maintain a high quality of design consistent with the General Plan Urban Design Element, this Specific Plan, and the City's Design Guidelines; and

3. Preserve and reinforce the integrity and character defining features of historic resources. When historically significant buildings have distinctive architecture other than Spanish Colonial, the Local Coastal Program requires projects to preserve and reinforce the character defining features
Chapter 3 describes when a project is required to have Spanish Colonial Revival architecture. The intent is for the Pier Bowl to have a "Spanish-Village-by-the-Sea" theme. In some instances; however, it may not be practical or desired for a project to have Spanish Colonial Revival architecture. For example, a site may have historic resources with a distinctive architectural style other than Spanish Colonial Revival, or a project may be limited to minor changes that are costly and technically burdensome to convert an existing structure into a different form of architecture.

For Spanish Colonial Revival projects, the following architectural guidelines should be used to design projects in the Pier Bowl. The design guidelines in this Chapter are used in conjunction with the City's Design Guidelines. First, the design guidelines in this Chapter are used as the primary reference for desired design principles in the Pier Bowl area. Then, when this Chapter does not address a site design, grading, landscaping, or architectural design topic, the City’s Design Guidelines should be used as a reference to design projects, including specific guidelines for Spanish Colonial Revival architecture.

B. Ole Hanson-era Spanish Colonial Revival architecture.

The intent is for development in the Pier Bowl to have Spanish Colonial Revival architecture consistent with the "Spanish-Village-by-the-Sea" theme. At the same time, creative interpretation of Spanish Colonial Revival architecture should be permitted, where appropriate.

Architecture should follow the basic principles of Spanish Colonial Revival architecture discussed below and in detail within the City’s Design Guidelines. 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.

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. The integration of traditional design elements reinforces the Spanish Colonial Revival style and defines a building's individual character. The following design elements should be considered to enhance the Spanish-Village theme and establish its "sense of place."

1. Wall surfaces.
   a. Provide uninterrupted stucco surfaces that are carefully scaled with Ole Hanson-era traditional projections and recessions.
   b. Convey a structure of stone, brick, or adobe through the suggestion of thickness (mass).
   c. Stucco is the preferred surface cover to create a relatively smooth surface that is suggestive of a masonry structure behind.
   d. Stucco texture should be a smooth-sand finish or other traditional style. Other non-traditional textures, such as rough-sand and lace finish, should be avoided.
2. Colors.
   a. Traditional colors for wall surfaces are a light earth tone, typically white or off-white.
   b. A limited number of colors should be used on a building.
   c. Accents, trim, and highlighting features should have colors that contrast with but complement wall surfaces. Traditional trim colors are dark blue, green, and brown. Extremely vivid, bright, and/or fluorescent colors are inconsistent with traditional Spanish Colonial Revival architecture, and are therefore inappropriate.
   d. 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.
   e. Clay materials, such as roof tiles and pavers, should be terra-cotta red.

3. Roofs.
   a. Simple low-pitched gabled and shed roofs are preferred. Hipped roofs are also used on architectural elements such as towers or turrets. Single-barrel mission terra-cotta clay tile should be used on pitched roofs. There should 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.

b. Flat roofs, including roof decks, particularly from higher topography in the Pier Bowl, should not be a structure’s primary roof element visible from public right-of-way. Flat roofs, including roof decks, should have a color and material that matches mission clay tile on pitched roof elements as closely as possible. These color and material guidelines are to make flat roofs less noticeable. Roof decks should be integrated into the roof system, preferably concealed within a roof well if possible, so roof decks are architecturally compatible with a structure’s exterior.

c. Mansard roofs are discouraged.

d. Roof mounted Ventilation, heating, cooling, and other equipment should be screened from public streets and public view corridors within parapet wells or roof projections, such as towers, cupolas, and varied chimney forms.
4. Ground surface.
   a. 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.
   b. 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.

5. Windows and doors.
   a. Openings are to be placed and designed to suggest the thickness of traditional masonry buildings.
   b. Recess windows and doors away from the outer wall surfaces. Plant-on strips around doors and windows are discouraged.
   c. 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.
   d. Glass areas should be broken up by mullions. Reflective glass is not allowed.
   e. 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.
f. Windows of either casement or a double-hung design are encouraged.

g. 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.

6. Arches.

a. 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.

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

c. The arch and its support column should be a minimum of 18 inches depth, with an articulated column base.

d. 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.
7. Columns, piers, and pilasters.
   a. 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.
   b. 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.

8. 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.

   a. 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.
   b. Locating arcades against broad expanses of plain surfaces is recommended.
   c. 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.
10. Exterior staircase.
   
a. Exterior staircases should be compatible with the architectural character of the building.

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

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

d. The tread should be a stone or a Mexican paver, and the rise enhanced with a decorative tile.
11. Metalwork.
   a. Metal is encouraged and can be used: over windows, doors, and vents; as railings; as awning supports; balconies; and as weather vanes, etc.
   b. Smooth-finish milled and anodized metal is not allowed.
   c. Metalwork should be rough-finish, and painted black or another traditional color.
   d. All metalwork should be designed with individual bars of appropriate thickness.

   a. 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.
   b. Decorative wrought-iron metal supports are encouraged.
   c. 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.
   a. Decorative towers, chimneys, and cupolas are encouraged.
   b. 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.
14. Lighting.

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

b. 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.

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

C. 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 below and in detail within the City's Design Guidelines.

The Pier Bowl is nearly built out, Therefore, the majority of future development in the Pier Bowl is anticipated to be in-fill. These observations make the following considerations of proper mass and scale important:

1. Thicker masonry walls.

   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.
2. Break-up mass into smaller units.

The building volume or mass should 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.

3. Materials to reduce apparent mass.

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.

4. Setback areas of maximum height.

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. Step backs of a minimum of five feet should be provided for at least 25 percent of the building face on each story; this will provide building off-sets and variation in the building mass.

5. Increase structure spacing for increased height.

Usable human scale spaces are encouraged between structures where narrow corridors are created. 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.
D. Parking and Loading Facilities.

For parking and loading facility guidelines, refer to the City’s Design Guidelines in addition to the discussion below. Parking and loading facilities in the Pier Bowl should be created and maintained in a manner that is consistent with Spanish Colonial Revival architecture so these areas will contribute to the pedestrian village environment and minimize 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.

1. Compatibility with village character.

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

2. Compatibility with streetscape.

   Parking surface lots should maintain a pedestrian scale and be compatible with the streetscape.
3. Facilitating safe pedestrian travel.

The safety of both the pedestrian and driver is paramount in designing circulation patterns. Parking areas should be designed to lead pedestrians from their parked vehicles to the primary circulation routes in the Pier Bowl.

4. Access points with decorative design elements.

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.

5. Screen parking areas from main pedestrian areas.

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

6. Screen loading facilities from streets.

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 should be taken off the street that is within the Visitor Serving Commercial Overlay zone.

7. Consolidate loading facilities. Combining of loading facilities for several properties is encouraged.

8. Loading zones that facilitate multi-modal traffic flow.

When public streets are impacted by service vehicles, loading zones must allow passageway for both pedestrians and vehicles.
E. **Street Orientation for Pier Bowl Core.**

1. Primary building access from lower streets.

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

2. Storefronts toward primary street.

   Storefronts and the main building entrance should be oriented toward the primary street, the street from which the project address is taken (see Figure 5-1).

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F. **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:

1. Courtyards linked to pedestrian network.

   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.
2. Courtyards with active pedestrian uses.

Active pedestrian-oriented uses for courtyards such as for dining, exhibits, seating areas, etc., are encouraged.
G. **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 MU4 area 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:

1. **Consistent fenestration.**
   
   Fenestration on secondary elevations should match the primary elevation.

2. **Attractive, inviting, and compatible rear entrances.**
   
   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 should 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.

3. **Landscaping and awning enhancements.**
   
   Planters, awnings, and landscaping can be used to improve the appearance on secondary streets or alleys.

4. **Screen less attractive areas.**
   
   Storage, trash, loading and mechanical equipment should be concealed from public view.

5. **Coronado Lane entries are encouraged.**
   
   Commercial uses facing Avenida Victoria should also be encouraged to provide entries off Coronado Lane.

H. **Signage.**

Refer to the Zoning Ordinance for details about design and sign review procedures. Signs should be designed to enhance the special character of the Pier Bowl and the buildings on which they are placed. Commercial projects should be designed with signage placement in mind; the placement of signage is an important part of the overall composition of the building. In general, large font lettering 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:

1. Projecting signs, with a hand-crafted appearance on wrought-iron brackets.

2. Pinned-off metal or wooden letters applied to a wall.

3. Signs painted directly on a wall, awning or window.

4. Wood sandblasted signs.

5. Handcrafted or carved signs. Often, this style of sign is a sculpture of an object, such as a whale, fish, boat, etc.

6. Graphic logos are encouraged to be incorporated into the sign design.