DESIGN STANDARDS
FOR THE
AMENDMENT TO THE SOUTHWEST PROJECT AREA

CITY OF ORANGE REDEVELOPMENT AGENCY
JUNE 1988

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ACKNOWLEDGEMENTS

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I. GENERAL INTRODUCTION

A. PURPOSE OF THE STUDY

The Orange Redevelopment Agency requested a study of the area known as the Amendment to the Southwest Redevelopment Project Area, which includes "The City" shopping center and areas west of the I-5 Freeway, and are **not** included in this study, and are not affected by these design standards. The areas which **are** included are described in Section I-C and illustrated in Figure 1. The design standards will regulate building design, signage, and landscape design within both the public right-of-way and on private property.

The purpose of Design Standards is to coordinate individual buildings or projects, which were often constructed at different times, into a harmonious whole and to improve the aesthetic environment. In addition, design standards encourage investment by property owners, as each owner is assured that his or her efforts will be matched by neighboring businesses. Reinvestment into the Project Area is the primary goal of the City's Redevelopment Plan, and these design standards are a step toward meeting that goal. Reinvestment will also be encouraged by Agency-funded loans and grants, which are further described in Section IV.

B. PLANS AND PROJECTIONS

The Study Area addressed by these design standards was adopted as a Redevelopment Project Area in July 1986 through an amendment to the previously adopted Southwest Project Area. The Redevelopment Plan for this Project Area includes public improvements in circulation, parking, open-space, and infrastructure. The overall purpose of the Plan is to enhance and conserve the present character and services of the Area with sensitivity to the preservation of historic areas, while improving its economic viability. The specific actions proposed by the Redevelopment Plan, as stated in the Plan, include:

"A. The comprehensive planning, redesign, planning, development, reconstruction or rehabilitation of the area thereby contributing to the public health, safety and welfare.

B. Stimulating construction activity and increasing employment in the commercial and office segments of the community.

C. Assisting in the financing, reconstruction and/or construction of curbs, gutters, sidewalks, streets, flood control improvements and other public facilities and buildings.

D. Attracting commercial and office uses to stagnant and unproductive areas, including the recycling of land uses into viable productive uses consistent with the City General Plan.

E. Assisting in the development of commercial and office construction by financing such development in the project area so as to make the development economically feasible.

F. Assisting County and State agencies in their ability to provide services by street and parking improvements and by other public facilities.

G. Stimulating commercial development and redevelopment through focused rehabilitation of buildings and properties,

design and beautification efforts, investment marketing, and land acquisition and assembly."

While the Redevelopment Plan does not propose substantial changes in the current pattern of land uses in the Project Area, it does provide a mechanism for funding needed public improvements and for financial assistance to private developments. With the Agency's guidance and financial support, the Project Area can become the major commercial core of the city, providing a broad range of retail uses, services, accommodations, and office space.

C. DESCRIPTION OF THE PROJECT AREA

The Southwest Study Area is located within the southwest sector of the City of Orange and encompasses approximately 458 acres of land. (See Figure 1.) The Study Area extends generally from Shaffer Street east of the Plaza to the western city limits and the Santa Ana Freeway (I-5) (excluding the area known as "The City"), running primarily along Chapman Avenue. Also included are Glassell Street from La Veta to Rose Avenue and Main Street from La Veta to Palm Avenue (approximately). The Southwest Study Area also includes portions of Old Towne, particularly the Plaza and the Spoke Streets. Although the Redevelopment Project Area encompasses portions of Old Towne, design standards for properties located within the boundaries of the historic district are contained in the Historic Preservation Design Standards for Old Towne and the Santa Fe Depot Specific Plan.

Nearly half of the Study Area (207 acres) is currently in commercial use, 14% is industrial (65 acres), and smaller areas are devoted to residential (4% or 19 acres) or public (9% or 40 acres) uses. Streets or highways occupy 16% (75 acres) and parking or vacant parcels comprise 11% (75 acres). The majority of the commercial uses are located on Chapman Avenue and Main Street. Pockets of industrial uses are found near the Santa Fe Railroad line north and south of Chapman Avenue and residential uses are found throughout. Much of the vacant land is found at the newer, western end of the Study Area, although scattered parcels of vacant land or parking are located throughout much of the Study Area.

D. STUDY AREA DESIGN COMPONENTS

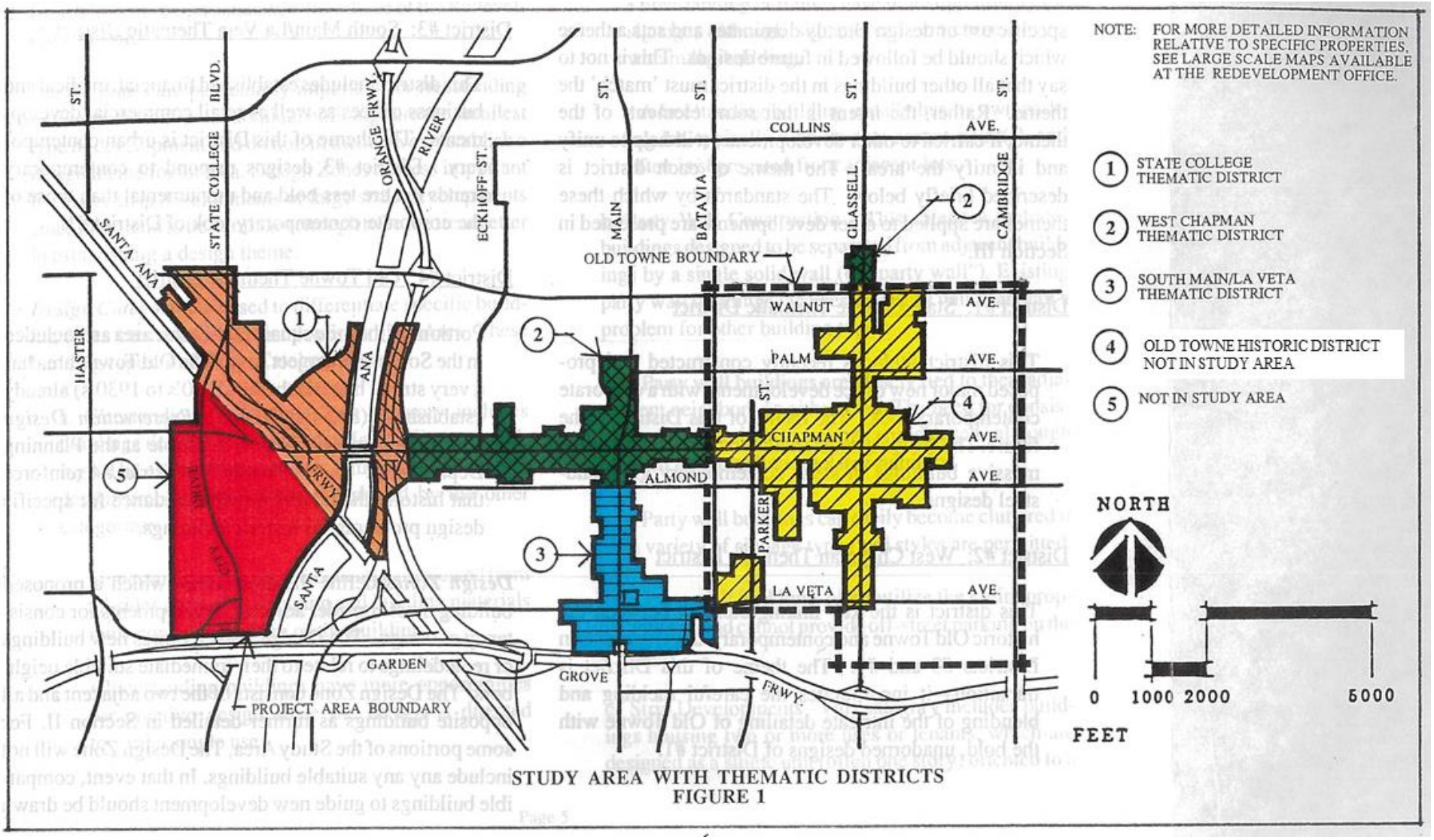
1. Districts, Zones, and Categories

In order to differentiate types of design problems, design themes, and the relationship between buildings, three special terms, or labels, have been developed for the Southwest Study Area: 1) Thematic Districts, 2) Design Zones, and 3) Design Categories.

Thematic Districts define the geographic districts within the Southwest Study Area. The Study Area is divided into four districts as shown in Figure 3. Within some districts a specific use or design already dominates and sets a theme which should be followed in future designs. This is not to say that all other buildings in the district must 'match' the theme. Rather, the intent is that some elements of the theme, if carried to other developments, will help to unify and identify the area. The theme of each district is described briefly below. The standards by which these themes are applied to other developments are presented in Section III.

District #1: State College Thematic District

This district includes recently constructed and proposed major new office developments with a corporate contemporary look. The theme of this District is the future. The design characteristics include monumental, massive buildings in sleek contemporary glass-and-steel designs.



STUDY AREA WITH THEMATIC DISTRICTS
FIGURE 1

District #2: West Chapman Thematic District

This district is the key linking element between the historic Old Towne and contemporary developments in Districts #3 and #4. The theme of this District is transition—it incorporates the careful melding and blending of the intricate detailing of Old Towne with the bold, unadorned designs of District #1.

District #3: South Main/La Veta Thematic District

This district includes established financial, medical, and business offices as well as retail commercial developments. The theme of this District is urban contemporary. District #3 designs respond to contemporary trends, but are less bold and monumental than those of the corporate contemporary look of District #1.

Design Zones define the area within which a proposed building must consider adjacent developments for consistency of design. The Design Zone requires new buildings or remodelings to relate to their immediate suitable neighbors. The Design Zone consists of the two adjacent and all opposite buildings as further detailed in Section II. For some portions of the Study Area, the Design Zone will not include any suitable buildings. In that event, compatible buildings to guide new development should be drawn from adjacent design zones with the advice of the Redevelopment staff.

Design Zones are particularly important for freestanding buildings, since these individual buildings are the smallest type of development and do not, in themselves, establish a design theme for an area. Design Zones are less important for major strip developments or large-scale developments, since these tend to be dominant enough to be the trendsetter in establishing a design theme.

Design Categories are used to differentiate specific building types common to the Southwest Project Area. These building types, or Design Categories are:

a. Freestanding Buildings – This category includes buildings designed to stand apart from adjacent buildings. The existing freestanding buildings have several design problems which are not shared by other categories:

- Freestanding buildings frequently are viewed from all sides so that landscaping and building materials must consider all sides of the building.

- Freestanding buildings have more opportunities for creative design, since the design is directed toward a single use.

- Freestanding buildings have more opportunity for signage, although signage can sometimes overwhelm the building.

- A freestanding building usually has its own parking lot, typically with its own access point(s), and often is segregated from adjacent lots.

b. Party Wall Construction – This category includes buildings designed to be separated from adjacent buildings by a single solid wall (or "party wall"). Existing party wall buildings face design issues, which are not a problem for other building types:

- Party wall buildings are closely tied to their adjacent neighbors on either side. The need for consistency in design, therefore, is increase, although each tenant still desires individuality.

- Party wall buildings can easily become cluttered if a variety of signage types and styles are permitted.

- Party wall buildings often utilize the entire property site, and cannot provide off-street parking on the site.

c. Strip Developments – This category includes buildings housing two or more uses or tenants, which designed as a single unit (often one story) oriented to a parking area. In responding to the needs of individual tenants, these buildings often have the greatest problems with maintaining consistency in materials and signage.

Existing strip developments exhibit several problems which are not shared by other design categories. These include:

- A need to provide storefront visibility and access for a number of tenants.

- A need to provide signage identifying a number of different tenants.

- A perceived need by tenants for individuality in storefront designs or signage.

- A need to provide landscaping to soften the building bulk without hiding signage or storefronts.

- A need to provide convenient shared parking, often located between the street and the primary façade.

d. Mall Developments – This category includes building housing more than three uses or tenants, with provisions for internal pedestrian circulation. While there are no mall developments currently existing in the Southwest Study Area, they are not restricted by zoning. Additionally, existing buildings, particularly some of the industrial buildings, could be converted to a mall providing retail uses with internal pedestrian circulation. Depending on the building's size and design, these buildings may have some of the design problems of strip developments, or may have problems with the mixtures of mass and scale.

Mall developments in general exhibit several problems which are not shared by other design categories. These include the following:

- A need to provide an identity for the mall as a whole and for major retailers (anchors), if any.

- A need to provide an extensive floor area, often under one roof, with internal pedestrian circulation.

- A need to provide substantial shared parking in areas convenient to major entries of the mall.

- A need to provide landscaping to unify the structures and to provide intimate scale at entries.

- A tendency to provide a "faceless" character to the street, due to the inward focus of the pedestrian activities.

e. Large-Scale Developments – This category includes major development sites and buildings generally over three stories in size, which are designed to include or provide a self-contained atmosphere. Often these developments include mid-rise or high-rise building and associated parking, sometimes in parking structures.

   Large-scale developments generally have specific design problems, which are not shared by other design categories, including the following:

   - A need to provide substantial parking areas, while maintaining an aesthetically pleasing site.

   - A need to provide extensive landscaping to create a distinctive character to the site.

   - A perceived need to create a specific identity or "statement" through building design and/or landscaping.

2. Types of Building Construction

There are three types of building construction that could take place in the Southwest Project Area: *Remodeling, Rehabilitation, and Replacement or Infill.* The Design Standards address these types of construction, and the following definitions should be understood as a base from which to work:

Remodeling describes any change or addition to a building which substantially alters its original state. Remodeling often improves a non-descript building but may also disrupt the original design of the buildings, particularly when historic buildings are affected. Beneficial remodeling occurs when the original massing, rhythm, texture and color of a building are retained or enhanced by an addition or a change in the façade. The financing mechanisms established by the Redevelopment Agency provide specific guidelines for funding under remodeling or rehabilitation criteria.

Rehabilitation is the term used to describe alterations to historic buildings which maintain the original architectural character of the building while adapting it to current needs. (*Restoration* is the term used for returning a building to its original condition.) The State Historic Building Code identifies standards by which historic buildings can meet life safety requirements with minimal impact on the historic character of the building.

Replacement, or *infill* describes work on a vacant site or where an existing building is (or has been) removed and replaced with a new building. While much of the Study Area is already developed, new construction will occur at the western end, and may also occur where existing buildings are no longer efficient or appropriate for proposed uses. Both remodeling and new construction are required to comply with building and safety standards established by the Uniform Building Code.

3. Types of Landscape Improvements

Landscape improvements are defined as both the planting treatments (trees, shrubs, groundcovers), and the site improvements such as pavement, walls and fences, lightings, and other site furnishings. While the standards for building design discuss only privately-owned properties, the standards for landscape improvements also consider publicly-owned property, primarily the street rights-of-way. The boundary between private property and the public right-of-way is generally the inner edge of the sidewalk which flanks the public street.

a. *Public Property*: The Southwest Study Area, over the last decades, has experienced continuing growth. This growth has had an impact on the amount of traffic in the area, and consequent widening of the streets to accommodate increased traffic flows. A myriad of traffic control signs, power lines and street light poles have sprung up along the rights-of-way. This has also resulted in narrow, cluttered sidewalk areas, conflicts between vehicular traffic and pedestrians, and a lack of amenities within these congested streetscape corridors.

The purpose of the design standards in the public right-of-way is to improve the visual order of the street, enhance circulation, and establish policies within which both the City and the adjacent private landowners can work. In many cases, because access to private property is necessarily via the public right-of-way, close coordination is necessary. There are plans and proposals for street widening projects within the Southwest Project Area. These and other proposals that address new construction for public improvements within the Southwest Project Area will be addressed by the design standards for landscape improvements for new construction.

b. *Private Property*: Over the course of time, City requirements for landscape improvements on private property throughout the Southwest Project Area have varied. Some developments have not provided planting or other landscape improvements, while other developments have been subject to minimum landscape requirements. The design standards are intended to encourage consistency of landscape improvements within the Project Area, and to promote the necessary public / private coordination.

The design standards for landscape improvements on private property will address such issues as provisions of screening, adequate planting in relation to buildings and parking, and coordination with adjacent private properties and public areas. In some cases, specific

private properties may offer unique opportunities to enhance the overall landscape image of the Southwest Project Area; these cases will also be discussed within the design standards.

E. HOW TO USE THIS BOOK

The Design Standards are organized as follows:

Section 1 – General Information - This section describes how the study was initiated, and provides general background information.

Section II – General Design Standards - This section presents general standards to be followed in designing or evaluating both rehabilitation and new construction of buildings, signage and landscape conditions.

Section III – Specific Standards for Thematic Districts – This section presents individualized standards for buildings and landscaping within each of the four thematic districts of the study area.

Section IV – Implementation – This section describes the design review and permit proves, as well as general information on the types of assistance programs available. Details on the currently available assistance programs are included as an attachment to these Standards.

Appendix – This section contains a glossary of architectural terms, a color guide for historical buildings, and a plant schedule.

This book is intended to be used primarily by five groups:

Tenants/Owners who may be interested in altering their buildings or storefronts, but are not sure how to proceed or what is acceptable;

Design Professionals who work with the tenants or owner to alter a building or landscaping and will want to know what design elements are required by the City;

Design Review Committee (DRC) which has the responsibility of reviewing proposed projects in the City, and which will interpret the Standards for each submittal;

City/Agency Staff who will utilize the public improvements portions of the standards in determining programs for City or Agency funding and design of public improvements

The *General Public* who may want to learn about design concepts and appreciate the changes anticipated for the Southwest Study Area.

II. DESIGN STANDARDS

A. INTRODUCTION

The purpose of design standards is to foster good design, to encourage reinvestment in the Southwest Study Area, and to improve the area's economic vitality. The Southwest Study Area currently contains a lively mix of architectural styles and designs, many of which contribute to the whole. The standards do not seek to impose an overriding style, a limited color palette or an artificial theme, but to enhance and coordinate the area, and to supplement the existing buildings and landscaping with quality design.

The concept of "compatible" design is one of the most important concepts in understanding the architectural standards. Compatible designs do not seek to imitate neighboring buildings, but do reflect their surroundings in terms of basic design concepts – mass, scale, rhythm, texture and color as discussed in Appendix A. Compatible designs are in harmony with the best designs of surrounding buildings.

The Standards presented in this book are divided into General Standards and Specific Standards. The General Standards define how to determine a design zone for any building throughout the Project Area, and discuss standards related to particular types of buildings (design categories). The General Standards also include a description of the Conceptual Landscape Master Plan. The Specific Standards (Chapter III) provide detailed regulations for each of the four thematic districts in terms of building design, signage, landscaping, and streetscaping.

B. GENERAL STANDARDS

1. Architectural Design

a. How General Architectural Standards are Used:

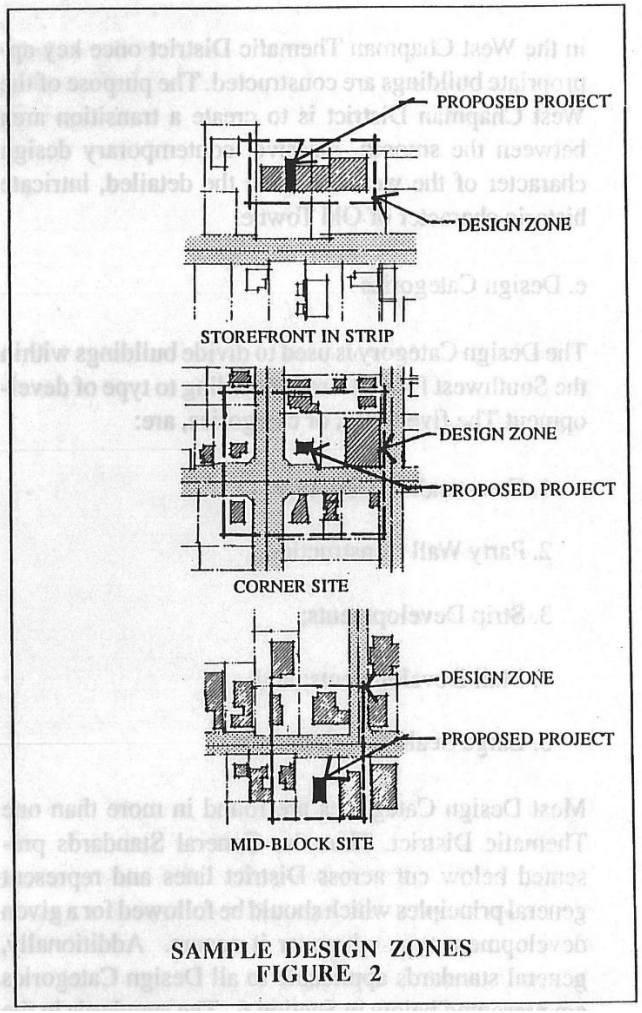
The general standards which are described in terms of Design Zones and Design Categories, apply to buildings throughout the Project Area. These standards represent the overall principles upon which the Design Standards document is based. The Design Zone defines which of the surrounding buildings must be considered in the design of the proposed building. The Design Category establishes some basic principles that all buildings of a given type (freestanding, strip, etc.) must follow.

b. Design Zones

The Design Zone defines the area within which a proposed building must consider adjacent building designs. Design Zones include the two neighboring and all opposite buildings surrounding the proposed building.

The limits of the zone are defined by the edges of the two adjacent neighboring buildings, and encompasses all buildings included within, or touched by, a perimeter line extended from the neighboring buildings. Examples of Design Zones are shown in Figure 2. The proposed project will be evaluated against all other suitable

buildings in the Design Zone. “Suitable buildings” are those which comply with these Standards, specifically new construction, remodeling, or rehabilitation which



SAMPLE DESIGN ZONES
FIGURE 2

has occurred after the adoption of these Standards, and which follow the regulations contained herein. As an interim measure until designs are built which follow these standards. “Suitable buildings” may also include existing building which generally follow the Standards, even though they were built or remodeled before the Standards were adopted. These buildings should be identified by Redevelopment staff for each applicant before plans are prepared. A listing of suitable buildings for each thematic district is available at the Redevelopment offices.

Modifications to an individual storefront within a strip or mall development need not consider other buildings in the design zone, but must consider the design of all other storefronts in the mall or strip which comply with these Standards and any existing sign program.

Design zones are important in all districts, but will be especially important to consider for proposed buildings in the West Chapman Thematic District once key appropriate buildings are constructed. The purpose of the West Chapman District is to create a transition area between the smooth, massive, contemporary design character of the west end and the detailed, intricate, historic character of Old Towne.

c. Design Categories

The Design Category is used to divide buildings within the Southwest Project Area according to type of development. The five types, or categories, are:

1. Freestanding Buildings;

2. Party Wall Construction;

3. Strip Developments;

4. Mall Developments; and

5. Large-Scale Developments.

Most Design Categories are found in more than one Thematic District. Thus, the General Standards presented below cut across District lines and represent general principles which should be followed for a given development type, wherever it occurs. Additionally, general standards applicable to all Design Categories are presented below in Section 6. The standards in the next section (Section III) discuss specific concerns of each Thematic District, and identify which Design Categories are commonly found in that District.

1. Freestanding Buildings

Freestanding buildings occur in all four thematic districts. For the purpose of establishing specific standards, freestanding buildings have been divided into three groupings, as follows: a) Small-scale buildings such as residences food service buildings, individual offices and financial establishments (banks or S&L's); b) Medium-scale buildings, such as institutions (schools or churches), retail business and entertainment establishments; and c) Large-scale buildings or uses, such as industrial or warehouse buildings.

a. Standards for Small Scale Buildings

- Use Distinctive Massing – Much of the building massing in the Southwest Project Area consists of simple box-like forms. Small-scale buildings offer the best opportunity for varied building massing, and such variation is encouraged to add interest to the Area.

- Use Intimate Scale – Uses commonly found in small-scale freestanding buildings, such as food service establishments, offices, and financial institutions, emphasize personal service as their primary products. These structures shall reflect that service by designs which provide intimate scale. Building components such as windows, doors, and decorative trim shall emphasize the intimate scale in coordination with each other and the building scale.

- Limit Visual Impression of Height – The maximum height of proposed projects shall be consistent with the established zoning. However, small scale buildings shall limit the visual impression of height by use of roof treatments, varying the plane of exterior walls and/or stepping back upper floors where feasible. Residential buildings which are adapted for another use (generally office

or specialty retail) shall maintain the height and roof character of the original building..

- Design for Public View – Each wall surface of a freestanding small-scale building, which is accessible or visible to a public right-of-way or parking area, shall be treated as a primary façade, and shall be designed for public view. These areas shall also be landscaped in accord with the landscaping standards defined elsewhere in this document. Landscaping and screening of areas needed for services, such as deliveries or trash collection is also required.

- Use Varied Textures – Small-scale freestanding buildings are encouraged to be trend-setters in the use of varied textures and materials. These buildings should be the design jewels within the simple setting of surrounding larger buildings. Suitable buildings within the Design Zone shall be reviewed for textures and materials. Where the Design Zone emphasizes large-scale surface maters, a new small-scale building is encouraged to include alternative treatments if these alternatives promote an intimate scale. Where the Design Zone includes such small-scaled, textured materials, the new design shall be compatible with the existing materials.

- Use Related Colors – Buildings within the Design Zone shall be reviewed in terms of colors used. Colors used on the proposed food service or financial building shall be compatible with those dominant in the design zone. The use of accent colors for trim areas is encouraged for these buildings. Bold or garish colors such as “hot pink”, “bright lime green”, “electric blue” or day-glow colors are prohibited. Samples of suitable color selections are available for review at the Redevelopment Office. Approval of color selections are at the discretion of the Design Review Board, which will evaluate colors in relation to the architectural style, and to surrounding building styles and colors.

b. Standards for Medium Scale Buildings

- Use Similar Massing – The massing of medium-scale freestanding buildings shall remain generally consistent with relevant buildings within the Design Zone. Where the massing within the Design Zone emphasizes a simple block form, variations to this form are encouraged to break up large solid wall surfaces. Radically different massing, such as A-Frames, is discouraged.

- Retain Scale of Components – The scale of proposed buildings and building components shall remain consistent with the applicable buildings in the Design Zone.

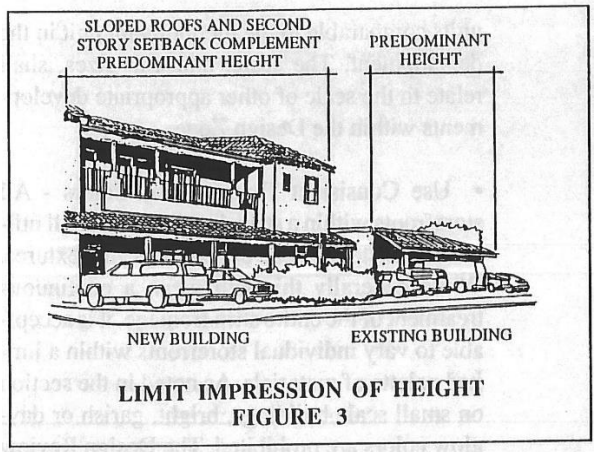
Building components such as windows, doors, and storefront modules shall be considered in respect to 1) each other; 2) the entire new façade; and 3) the scale of these elements found in appropriate buildings within the Design Zone.

- Limit Visual Impression of Height – The maximum height of proposed projects shall be consistent with the existing zoning. However, the facades shall be designed to be in harmony with the maximum height predominant within the Design Zone. New buildings exceeding the predominate height of the Design Zone shall use one or both of the following methods to limit the visual impression of height:

  1) Step back from the main façade those stories which exceed the predominant height of buildings in the Design Zone;

  2) Use a sloped roof treatment to limit the impression of height. (See Figure 3)

- Maintain Similar Proportions – The proportion of the major elements of a building shall be complementary to the proportion found between similar elements in suitable buildings in the Design Zone. These elements include windows, doors, and storefront design, where appropriate.



LIMIT IMPRESSION OF HEIGHT
FIGURE 3

- Limit New Emphasis – In new projects, emphasis shall be used with restraint in order not to detract from the overall character of the Design Zone. A major element of emphasis, such as at an entry, shall not overshadow design elements of adjacent buildings.

- Use Compatible Textures – The texture of new facades shall be compatible with the relevant buildings within the Design Zone. The predominant materials found in the Southwest Study Area vary from one Thematic District to the next. Other materials may be inappropriate, particularly where their surface texture or pattern differs substantially from existing materials.

c. Standards for Large-Scale Buildings or Uses

Large-Scale buildings shall comply with the standards listed above for Medium-Scale buildings; however, it is recognized that most industrial and warehouse buildings will, because of economic and functional necessity, use very simple massing and large-scale components.

2. Strip Development

Currently strip developments occur primarily in the West Chapman and South Main/La Veta Districts, but possibly could occur in the other districts.

- Use Similar Massing – The massing of strip developments shall remain consistent with suitable buildings within the Design Zone. The use of arcades, roof overhangs, and full roofs is encouraged to add variety to the simple block-like massing of many strip developments.

- Use Consistent Scale – The scale of units within a strip development shall be consistent throughout the development. Where anchor or major tenants require larger building areas, the larger scale of these units shall be broken down into units comparable to the predominant unit in the development. The scale and unit sizes shall relate to the scale of other appropriate developments within the Design Zone.

- Use Consistent Textures and Colors – All storefronts within a strip development shall utilize a consistent palette of materials and textures. While generally this will mean a continuous treatment of the entire strip frontage, it is acceptable to vary individual storefronts within a limited palette of materials. As noted in the section on small-scale builds, bright, garish or day-glow colors are prohibited. The Design Review Committee will review all proposed color selections.

- Use Height for Balance – Anchor stores, which are typically taller than the strip stores, can be used to create balance within the development. The placement of anchor stores shall consider the overall effect of balance for the strip and its relationship to surrounding buildings in the Design Zone.

- Limit Emphasis – The height and scale of an anchor store will automatically create an emphasis for the strip development. The use of textures, colors and materials on the anchor store shall be consistent and/or harmonious with that of the other stores in the strip, to avoid an over-emphasis.

- Maintain Similar Proportions – The proportion of the major elements of a strip development shall be consistent throughout the strip, and shall be compatible with proportions found in the Design Zone. These elements include windows, doors, and storefront design.

3. Mall Developments

Mall developments are not currently found in the Study Area, but could occur as a new development in any district except Old Towne. A mall-like rehabilitation of existing industrial buildings could occur in Old Towne, and would be designed according to the standards presented for the Old Towne Thematic District.

- Use Variety in Massing – By their large size, mall developments tend to provide the visual impression of a very large solid form. Design approaches which break up this large form will help add variety to the mall. Glass-fronted entries, glass display windows or cases, and variations to the solid plane of exterior walls will help to reduce the solid form to a more interesting composition of forms.

- Provide Elements of Intimate Scale – The large-scale of the mall structures and building components tend toward a monumental scale. The scale of building components shall be consistent with relevant buildings in the Design Zone, and shall provide an intimate scale where possible. For example, while entries to the mall itself may be large and imposing, entries to anchor tenants can employ angled recesses, awnings, roof overhangs, planter boxes, or similar design components to provide a more intimate scale.

- Use Height for Balance – Anchor stores, by their greater mass and height, create emphasis which can be used to create balance within the mall development. Anchors may be balanced by other anchors, or by design treatments which create asymmetrical balance.

- Design for Public View – Like freestanding buildings, a mall development is generally open to public view on all sides. Therefore, each side of the mall shall be treated consistently in both building design and landscaping, and shall be maintained in a matter suited to public view.
- Use Consistent Textures and Colors – The entire mall exterior, including anchor stores, shall utilize a consistent palette of textures and colors. This palette may include a range of materials and colors to provide for individuality, but each texture or color shall

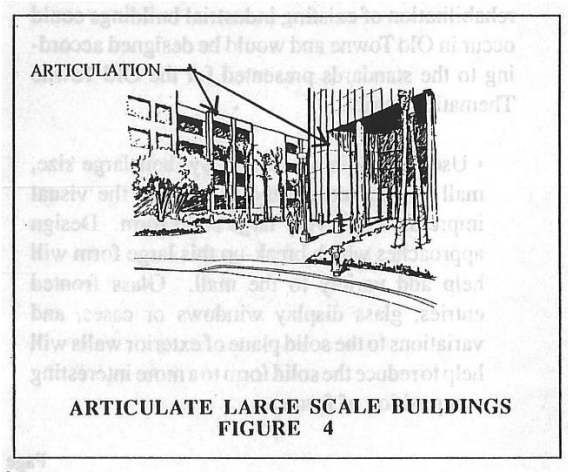
be repeated in use in such a manner to provide a sense of unity to the whole. For example, an anchor store may use a brick façade, while the other facades are stucco if the use of brick is repeated in planter boxes or entry treatments elsewhere on the mall's exterior.

4. Large-Scale Developments

Large-scale developments are found primarily in the State College Thematic District, and in portions of the South Main/La Veta District.

- Use Variety in Massing – By their large size (height or area, or both), large-scale developments often provide the visual impression of a large solid form. Design approaches which break up this form – such as articulation of the building form, or use of varied textures – are encouraged. (See Figure 4.)

- Provide Elements of Intimate Scale – Large-scale buildings tend toward the monumental scale. Intimate spaces at building entries are encouraged to create more inviting human spaces.



ARTICULATE LARGE SCALE BUILDINGS
FIGURE 4

- Design for Public View – Many large-scale buildings are visible on all sides. Each side of the building, which is open to public view, shall be treated consistently in building design and landscaping.

- Use Consistent Designs, Textures and Colors – Many large-scale developments incorporate several buildings. To unify the entire development, buildings designs and the textures and colors should be compatible throughout. As noted in the section on small scale buildings, bright, garish or day-glow colors are prohibited.

  The Design Review Committee will review all proposed color selections.

6. All Design Categories

   a. Service Systems

   - Mechanical Equipment – All rooftop mechanical equipment shall be located at a distance from the edge of the building so as not to be visible from the pedestrian level. If such units must be placed in a visible location for functional reasons, they shall be screened in a matter consistent with the building façade. For high-rise buildings, mechanical equipment shall be integrated into the building design. Where rooftops are visible from adjacent high-rise buildings or elevated freeways, the tops of the mechanical equipment shall be screened, as well.

   - Trash Enclosures – Trash enclosures shall be designed with permanent walls (rather than fences) designed in a manner compatible with the building design. The size, number and configuration of trash enclosures shall be approved by the City Sanitation Inspector, in accord with City zoning requirements. Gates for trash enclosures shall open onto private property, not the public street or right-of-way.

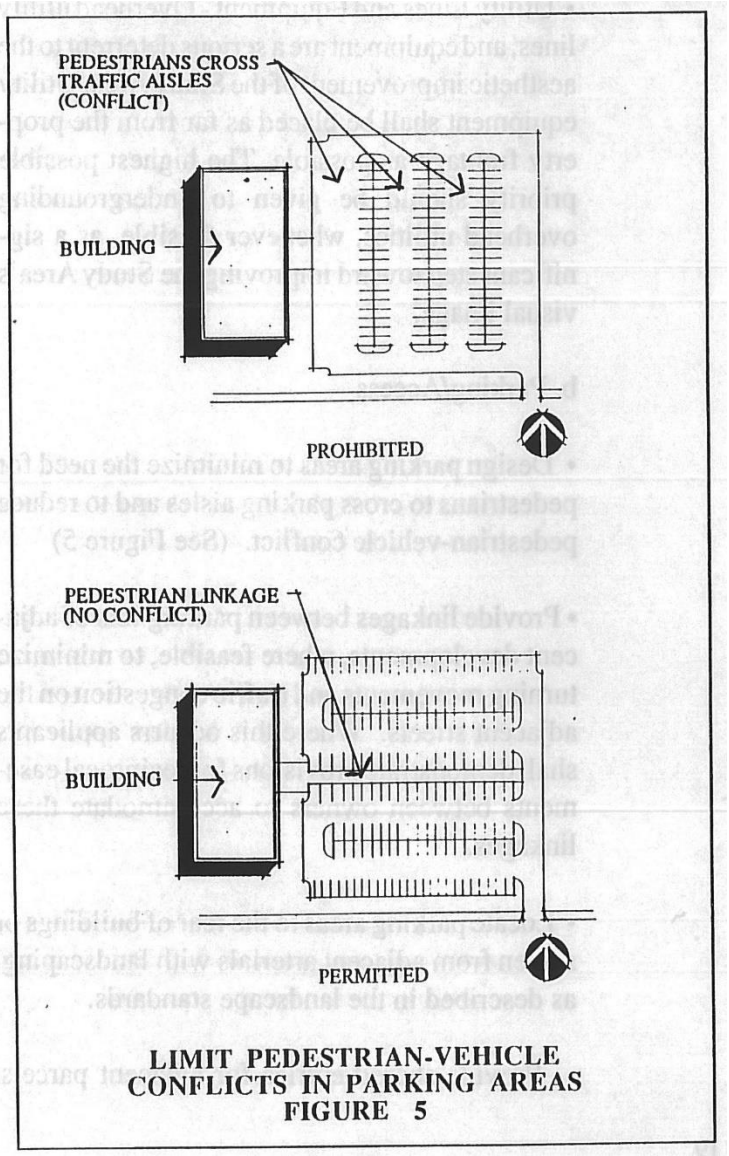
   - Utility Lines and Equipment – Overhead utility lines, and equipment are a serious deterrent to the aesthetic improvement of the Study Area. Utility equipment shall be placed as far from the property frontage as possible. The highest possible priority should be given to undergrounding overhead utilities, whenever feasible, as a significant step toward improving the Study Area's visual image.

   b. Parking/Access

   - Design parking areas to minimize the need for pedestrians to cross parking aisles, and to reduce pedestrian-vehicle conflict. (See Figure 5.)

   - Provide linkages between parking lots of adjacent developments, where feasible, to minimize turning movements and traffic congestion on the adjacent streets. Where this occurs applicants shall demonstrate provisions for reciprocal easements between owners to accommodate these linkages.

   - Locate parking areas to the rear of buildings or screen from adjacent arterials with landscaping, as described in the landscape standards.



LIMIT PEDESTRIAN-VEHICLE CONFLICTS IN PARKING AREAS
FIGURE 5

- Provide shared entries for adjacent parcels, where feasible, to limit the location of turning movements and improve traffic flow on adjacent streets.

- Parking structures shall utilize massing, scale, textures, and height consistent with appropriate buildings within the Design Zone. Circulation between levels of the parking structure shall occur internally, so that automobiles do not have to use adjacent streets to access different levels.

c. Signage

- In order to achieve the revitalization goals of the Redevelopment Agency in designating the Southwest Study area, signs not in conformance with the provisions of the City's Sign Ordinance (as adopted in 1988) will be required to conform when 60% of tenant signs have been replaced to conform to an approved sign plan, or within five years, whichever comes first. For additional information, see the City's current Sign Ordinance.

2. Landscape Design

a. Conceptual Landscape Master Plan

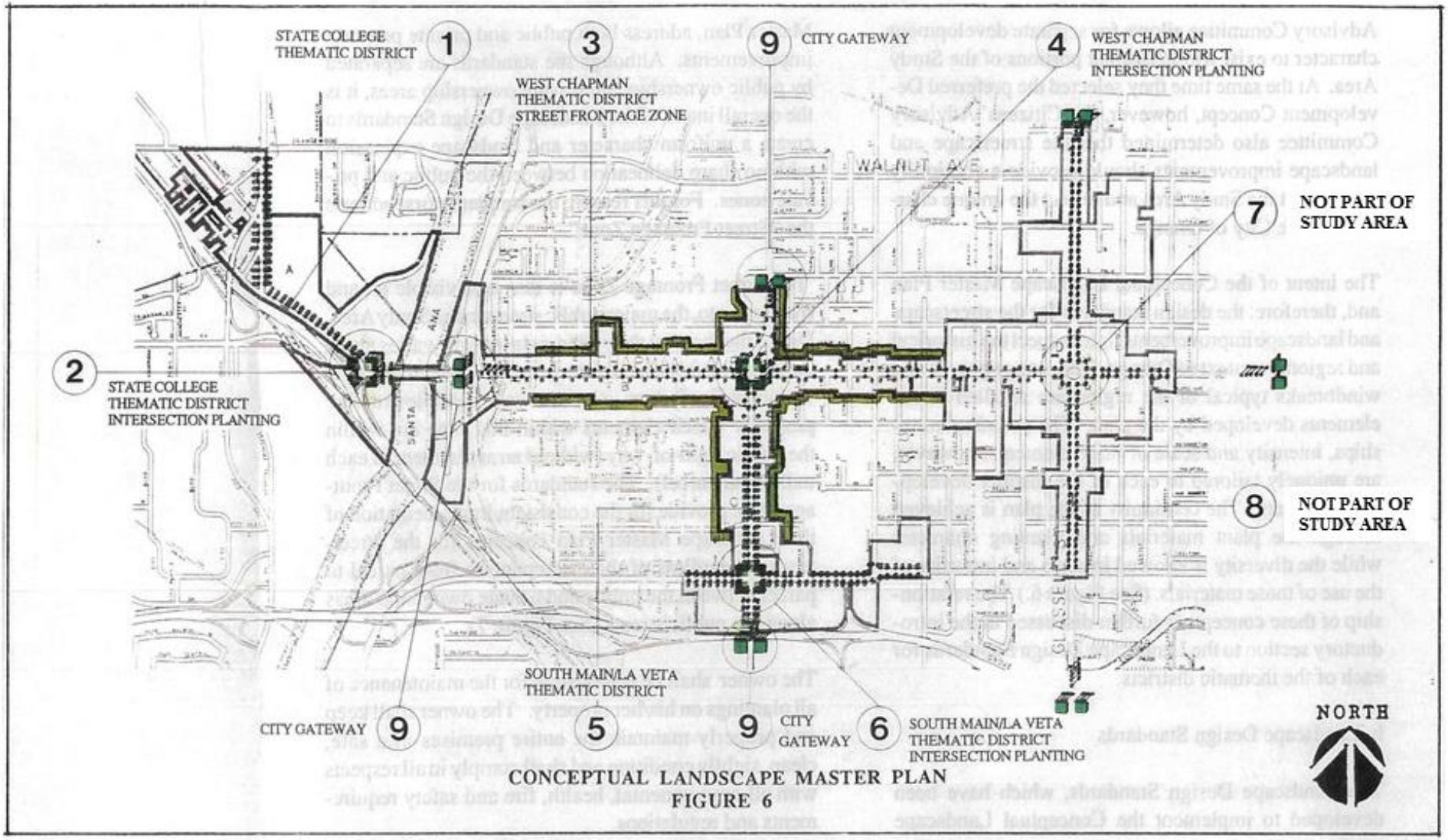
The Development Concept selected by the Citizens' Advisory Committee allows for separate development character to exist within distinct portions of the Study Area. At the same time the selected the preferred Development Concept; however, the Citizens' Advisory Committee also determined that the streetscape and landscape improvements should provide a continuity throughout the Study Area, and reflect the unique character of the City of Orange.

The intent of the Conceptual Landscape Master Plan and, therefore, the design standards for the streetscape and landscape improvements, is to respect the historical and regional context of Orange. The orange groves and windbreaks typical of the region are recalled in the elements developed by the plan. The actual relationships, intensity, and scale of these elements, however, are uniquely tailored to each of the distinct development districts. The continuity of the plan is achieved through the plant materials and planting character, while the diversity is allowed in scale and intensity of the use of those materials. (See Figure 6.) The relationship of these concepts is further discussed in the introductory section to the Landscape Design Standards for each of the thematic districts.

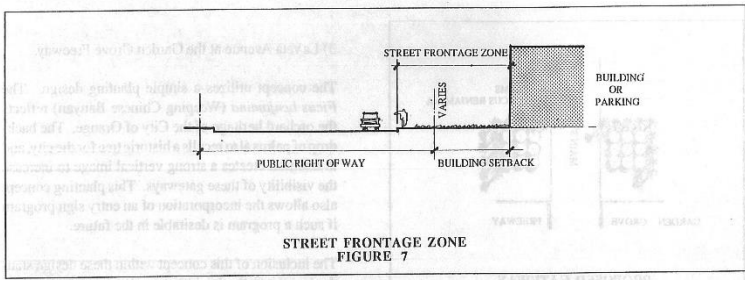
b. Landscape Design Standards

The Landscape Design Standards, which have been developed to implement the Conceptual landscape Master Plan address both public and private property improvements. Although the standards are separated by public ownership and private ownership areas, it is the overall intent of the Landscape Design Standards to create a uniform character and landscape expression with no sharp delineation between the public and private zones. For this reason, the standards first address the 'Street Frontage Zone".

The Street Frontage Zone is that area visible to, and fronting onto, the major public streets in the Study Area. Due to the fact that the public right-of-way varies along individual streets, as well as from one street to the next within the Study area, it is not always possible to define precisely which elements within this zone are within the public right-of-way (without an assessment of each individual parcel). The standards for the Street Frontage Zone provide for the consistent implementation of the Landscape Master Plan concepts for the streetscapes, regardless of the discrepancies from parcel to parcel between the public and private ownership areas along the public streets. (See Figure 7.)



CONCEPTUAL LANDSCAPE MASTER PLAN
FIGURE 6



STREET FRONTAGE ZONE
FIGURE 7

The owner shall be responsible for the maintenance of all plantings on his/her property. The owner shall keep and properly maintain the entire premises in a safe, clean, sightly condition, and shall comply in all respects with all governmental, health, fire, and safety requirements and regulations.

Undeveloped areas proposed for future expansion shall be maintained in a weed-free condition.

Tree pruning shall be limited to minimal thinning and removal of dead or damaged limbs. The natural form of the *Ficus benjamina* (Weeping Chinese banyan) shall be maintained to the fullest extent possible. Shearing of trees is prohibited.

Full planting and landscape improvements shall be completed prior to issuance of the Certificate of Occupancy by the City of Orange.

In addition to the Street Frontage Zone, the Landscape Design Standards address the following:

Public Improvements, specifically intersection improvements and utility placement;

1. Private Improvements including parking, driveways, screening, and rear yard setbacks where applicable; and

2. Secondary streetscapes.

c. City Gateways

During the initial analysis of opportunities and constraints within the Southwest Redevelopment Project Area, it was noted that the study area included several of the major points of entry into the City of Orange. It was identified that there was a strong opportunity to create a "gateway", or an entry feature that would become recognized as *distinctively Orange.*

The adjacent figure (Figure 8), indicates the concept developed by this study for these gateways. The potential locations are as follows:

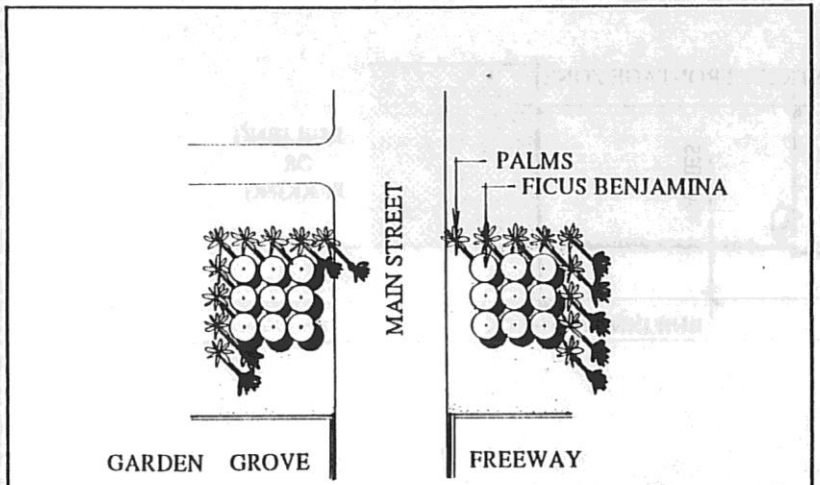
1) Chapman Avenue at the SR 57 Interchange;

2) Main Street at the Garden Grove Freeway; and

3) La Veta Avenue at the Garden Grove Freeway.

The concept utilizes a simple planting design. The *Ficus benjamina* (Weeping Chinese banyan) reflects the orchard heritage of the City of Orange. The backdrop of palms also recalls a historic tree for the City and, in addition, creates a strong vertical image to increase the visibility of these gateways. This planting concept also allows the incorporation of an entry sign program, if such a program is desirable in the future.

The inclusion of this concept within these design standards sets forth the intent to create such a public streetscape element at these critical points within the Study Area. As the opportunity presents itself for implementation, further design studies will be necessary to analyze the precise feasibility of implementation of this concept.



PROPOSED GATEWAY
FIGURE 8

III. SPECIFIC STANDARDS FOR THEMATIC DISTRICTS

A. INTRODUCTION

The Southwest Study Area is divided into four separate areas, each with a different design concept, or "theme". Each of these four thematic districts has different design standards for both architectural design and landscape design, as detailed below. Where any conflict occurs between the general standards (described for each thematic district Chapter III) and the specific standards (described for each thematic district Chapter III), the specific standards shall take precedence over the general standards.

B. STATE COLLEGE THEMATIC DISTRICT

The State College Thematic District is comprised of those portions of the Study Area west of the Orange Freeway (S.R. 5). This district is expected to be the area of greatest change over the next five to ten years, and is characterized as "the future" in its designs. The design concept for this area emphasizes a contemporary corporate look, featuring monumental buildings in modern designs; however, hotels, restaurants and other buildings in the area may be more modest in scale and design.

1. Architectural Design Standards

a. Site design

Many of the large-scale developments in the State College District will include multiple buildings, designed as a single development project. Because of their size, multi-building large-scale developments tend to be viewed as distinct units. Therefore, the need for compatibility with neighboring buildings and application of the design zone is less important here than in other districts; however, because large land parcels allow for flexibility in siting, the need for good site design is increased. The Redevelopment staff can provide examples of suitable building and site design if needed.

The following factors should be considered in the site design of projects within the State College District:

- Locate and design buildings to avoid the cavernous effect of closely-spaced tall buildings. This may be accomplished by providing adequate spacing between buildings (a distance of at least one-fourth the combined height of the two buildings is recommended), or by stepping back above the second story. Such stepping back should occur on all significant sides, such as those facing major entries or plazas.

- Locate buildings to provide convenient walking distances between buildings, and between buildings and parking areas or structures.

- Link high-rise buildings with outdoor plazas or similar amenities for employees and visitors to create a sense of place, and provide coordination and continuity between buildings in a single development. The intent of these standards is to encourage the creation of usable outdoor spaces that are attractive to people.

- Locate buildings and accessways to insure that outdoor plazas and courtyards are easily accessible, and that they provide desirable sun and shade for users (See Figure 9.)

- Design buildings and the distances between buildings to minimize "wind tunnel" or vortex" effects at ground level, particularly at entrances or in plazas.

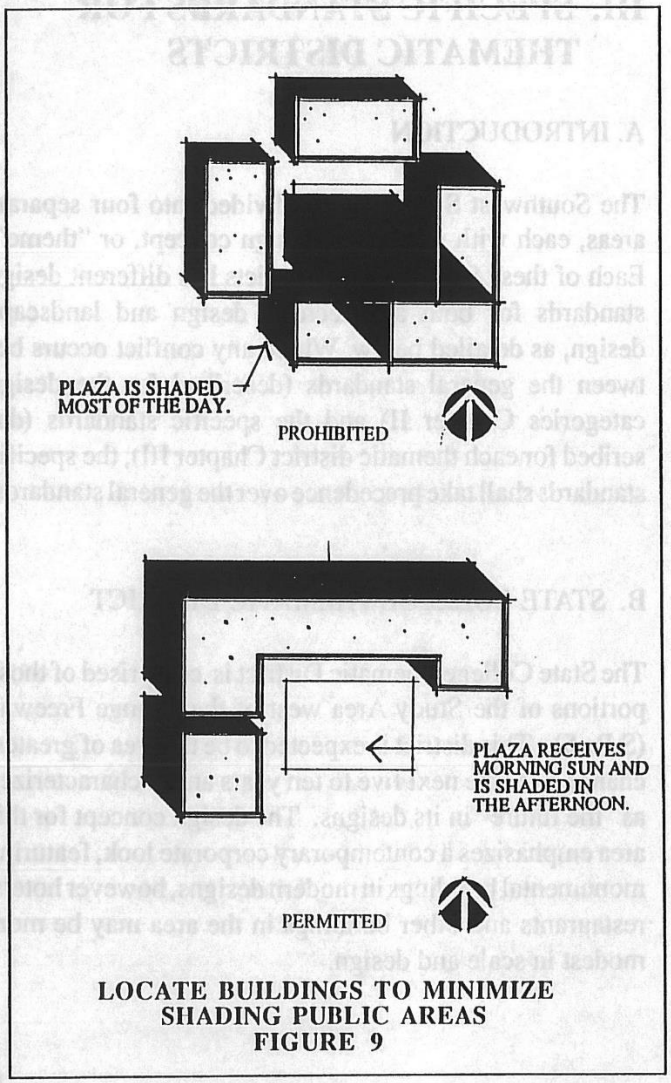
- Provide landscape buffers between large-scale buildings and adjacent arterials, wherever possible, to avoid a sense of overcrowding the street. (See landscape standards for detailed standards.)

- Locate high-rise buildings to avoid shadow impacts on adjacent properties between the hours of 10:00 a.m. and 3:00 p.m.

- Locate buildings and on-site circulation systems to minimize pedestrian/vehicle conflicts where possible. (See Figure 10.)

- Where pedestrian linkages between project sites already exist, or can be created, developers are encouraged to retain or establish these.

Many of the buildings, both existing in and proposed for the State College District, are generally large in mass and monumental in scale. Where buildings of one or two stories exist, these are often collected into larger groups, or are spread over a large ground-floor area, or "footprints". For example, several of the motels in the area are large in mass, even though they are only two stories in height, because they extend several hundred feet in length. Other buildings, such as the office buildings at the south end of Anita Drive, are large both in mass and scale. The following factors should be considered in the design of new buildings, or remodeling existing buildings in the State College District:



LOCATE BUILDINGS TO MINIMIZE SHADING PUBLIC AREAS
FIGURE 9

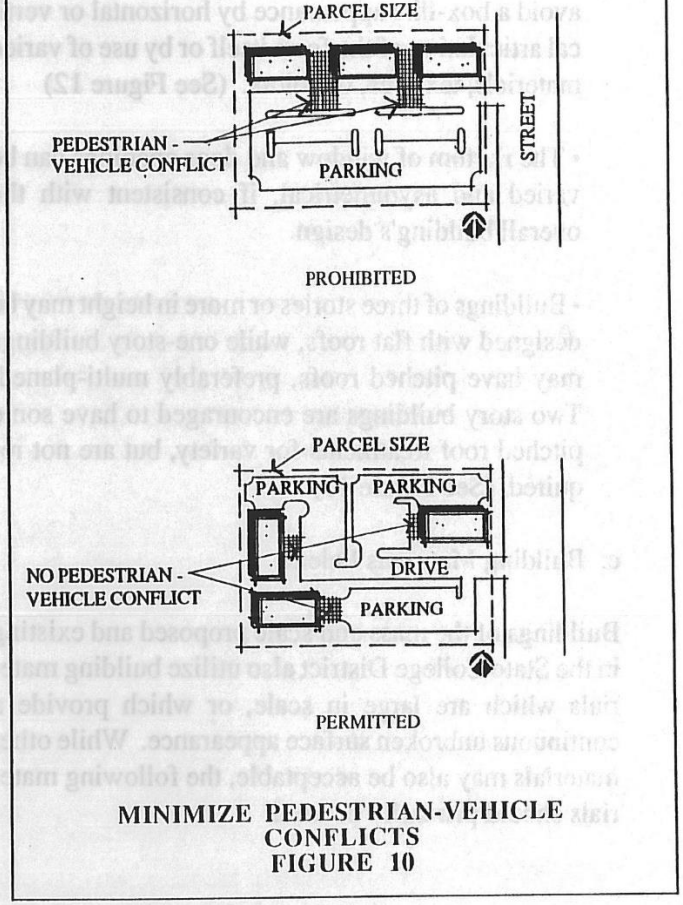
- Buildings of large mass and monumental scale are encouraged in the State College District. However, entry areas should provide design elements and/or landscaping of human or intimate scale. (See Figure 11.)

- Buildings of large mass should be designed to avoid a box-like appearance by horizontal or vertical articulation of the form itself or by use of varied materials, textures, or colors. (See Figure 12.)

b. Building Design

- The rhythm of window and door openings can be varied and asymmetrical, if consistent with the overall building's design.

- Buildings of three stories or more in height may be designed with flat roofs, while on-story buildings may have pitched roofs, preferably multi-planed. Two story buildings are encouraged to have some pitched-roof treatments for variety, but are not required. (See Figure 13.)



MINIMIZE PEDESTRIAN-VEHICLE CONFLICTS
FIGURE 10

c. Building Materials Palette

Buildings of the mass and scale proposed and existing in the State College District also utilize building materials which are large in scale, or which provide a continuous unbroken surface appearance. While other materials may also be acceptable, the following materials should primarily be used as follows:

<u>Building Walls</u>

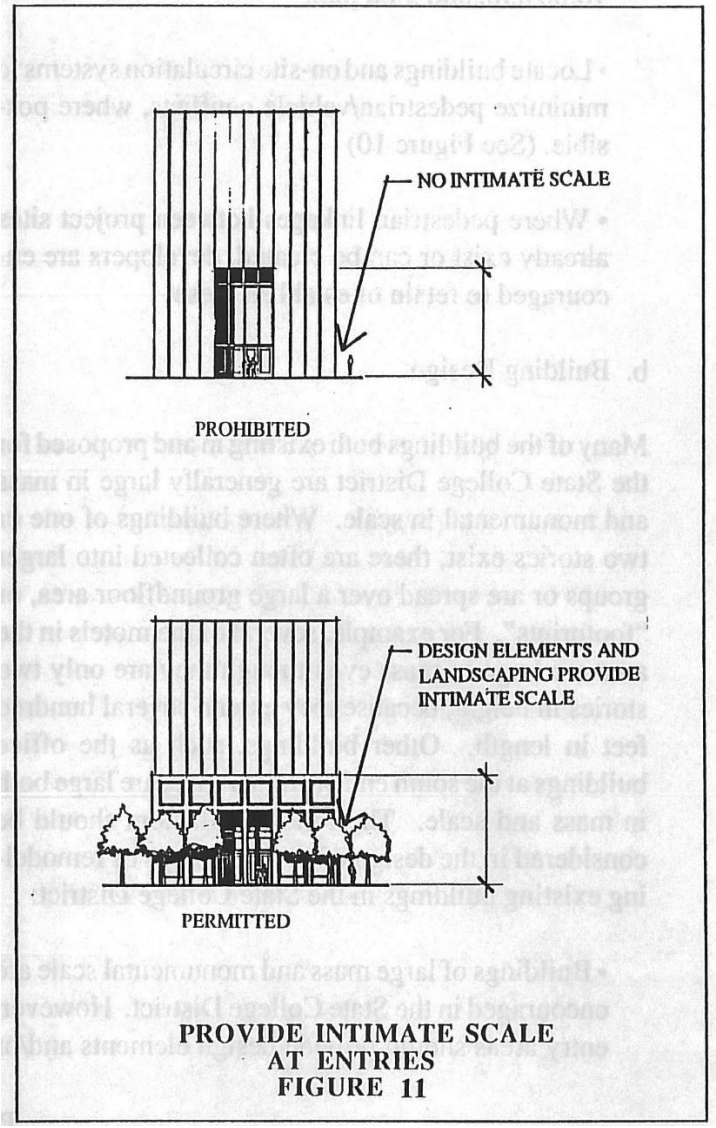
- Reflective glass, tinted glass, or clear glass
- Concrete or plaster
- Metal panels (baked enamel finish is allowed)

<u>Roofs (where visible)</u>

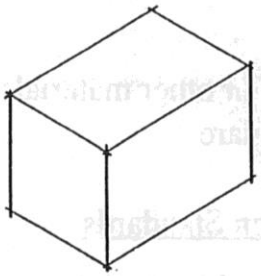
- Concrete, slate, or clay tiles
- Standing seam metal (baked enamel finish is allowed)

<u>Fences/Walls/Gates</u>

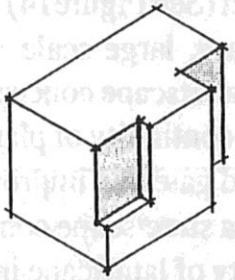
- Concrete or plaster
- Wrought iron
- Concrete block



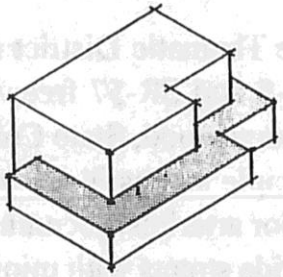
PROVIDE INTIMATE SCALE AT ENTRIES
FIGURE 11



(BOX-LIKE APPEARANCE)
PROHIBITED

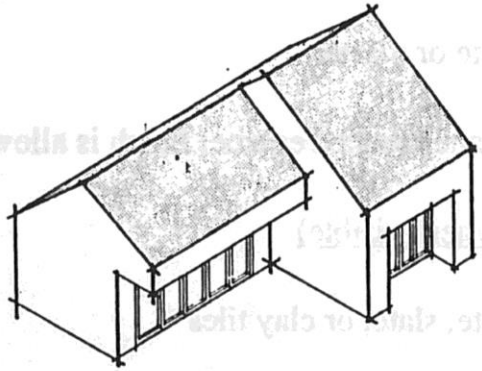


(VERTICAL ARTICULATION)
PERMITTED



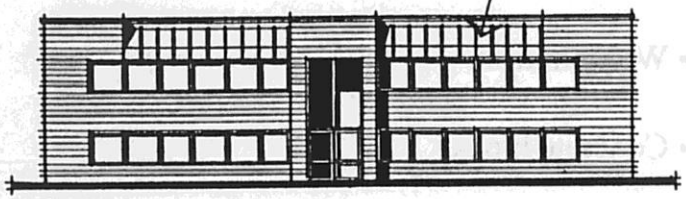
(HORIZONTAL AND VERTICAL ARTICULATION)
PERMITTED

AVOID BOX-LIKE APPEARANCE
FIGURE 12



MULTI-PLANED PITCHED ROOF

PARTIAL METAL ROOF



ROOF TREATMENT
AT TWO STORY BUILDING

USE VARIED ROOF TREATMENTS
FIGURE 13

Materials to be **avoided** include:

Walls

- Highly reflective glass with a reflectance coefficient greater than 30.

Roofs

- White colored or other materials of sufficient reflectivity to create glare.

2. Landscape Design Standards

The landscape and streetscape character of the State College Thematic District (see Figure 14) is complementary to both the contemporary, large-scale development of the area and the overall streetscape concept for the Study Area. This is achieved by a continuity of plant materials, general planting character and gateway improvements to maintain the overall Study Area streetscape concept, while a distinctive scale and intensity of landscape improvements reflect the unique qualities of this district.

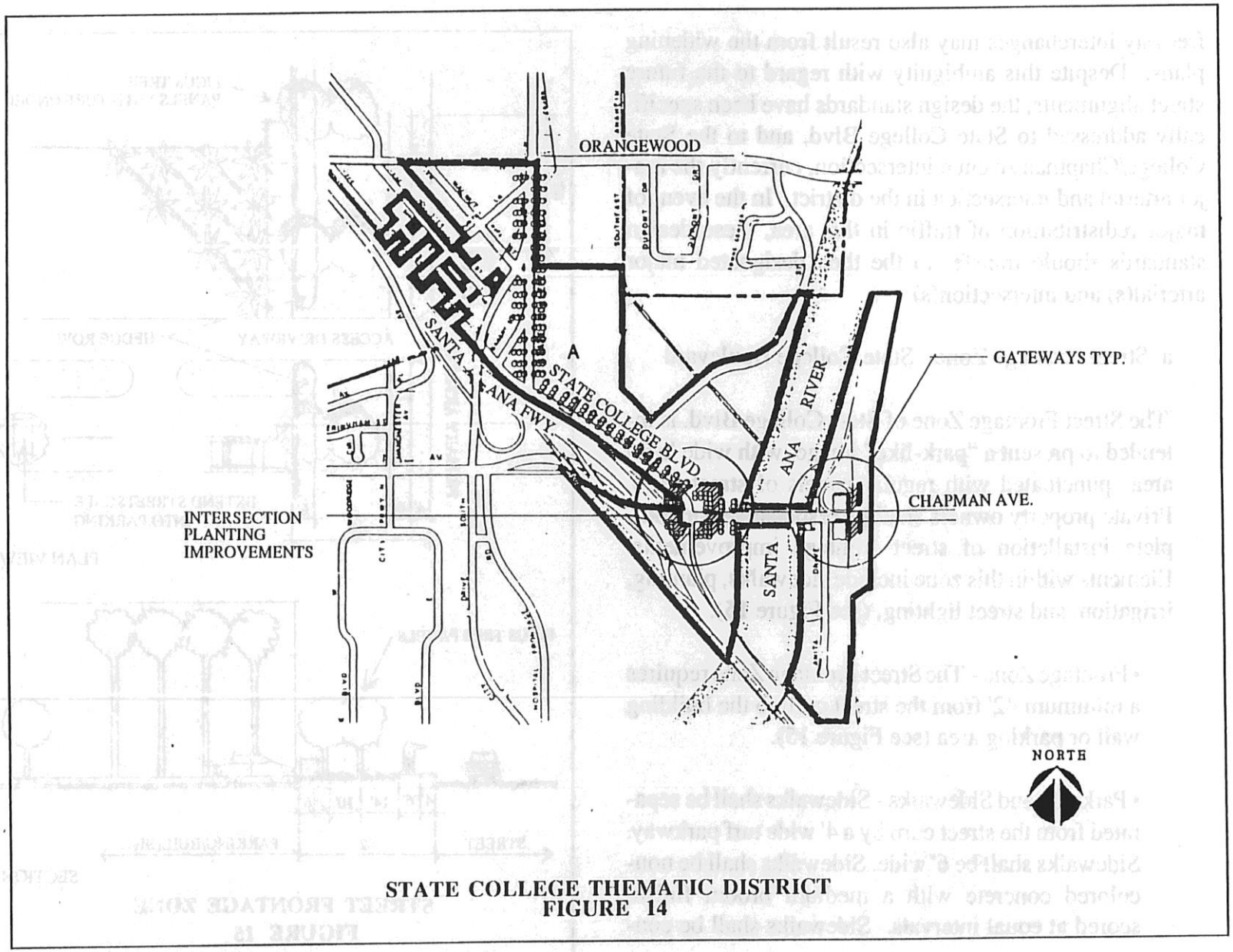
a. Street Frontage Zone – State College Boulevard

The Street Frontage Zone of State College Boulevard is intended to present a "park-like" image, with wide lawn areas punctuated with regular panels of street trees.

The State College Thematic District is dominated by the presence of the I-5 and SR-57 Freeways, and the related interchanges. Orangewood, State College, and Chapman Avenue (the principle streets in this district) all function and appear as major arterials, accommodating heavy traffic demands on wide streets with minimal pedestrian use.

A significant constraint in the preparation of design standards for the streetscape in this district is the plan for widening of the I-5 freeway. Major relocations and/or realignments will undoubtedly occur for State College Boulevard and The City Drive, while new frontage roads and freeway interchanges may also result from the widening plans. Despite this ambiguity with regard to the future street alignments, the design standards have been specifically addressed to State College Boulevard, and to the State College/Chapman Avenue intersection, currently the major arterial and intersection in the district. In the event of major redistribution of traffic in this area, these design standards should transfer to the then designated major arterial(s) and intersection(s).

Private property owners shall be responsible for complete installation of street frontage improvements. Elements within this zone include sidewalks, planting, irrigation, and street lighting. (See Figure 15.)



STATE COLLEGE THEMATIC DISTRICT
FIGURE 14

- Frontage Zone – The Street Frontage Zone requires a minimum 42’ from the street curb to the building wall or parking area. (See Figure 15.)

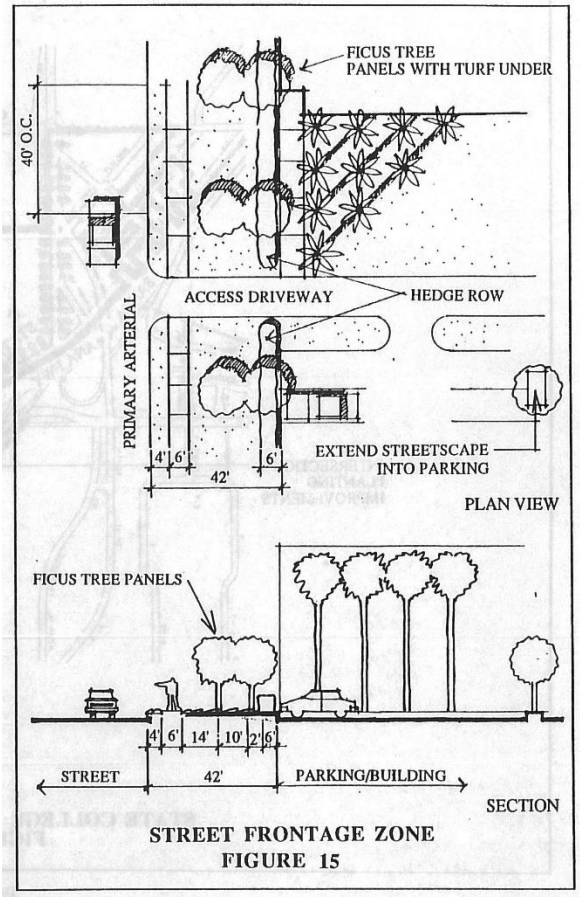
- Parkway and Sidewalks – Sidewalks shall be separated from the street curb by a 4’-wide turf parkway. Sidewalks shall be 6’ wide. Sidewalks shall be non-colored concrete with a medium
- The panels to be at 40’ o.c., allowing for coordination with individual site plans as necessary. Street trees shall be a minimum 36” box size. All trees shall be installed with deep root barriers.

- Hedgerow – A consistent hedgerow of *Ligustrum japonicum* (Wax-Leaf Privet) shall be provided at the inside edge of the setback area. (See Figure 15.) The hedgerow shall be maintained at 42” in height. Plants shall be a minimum 5-gallon size at planting, installed at 3’ o.c. Refer to the Plant Schedule in the Appendix for recommended plant materials list.

- Turf – the groundplane shall be planted with turf from the edge of the curb to the hedgerow. A 6”-wide concrete mowstrip shall be required as a separation between turf and the shrub hedgerow.

broom finish, scored at equal intervals. Sidewalks shall be continuous from one property to the next, and shall comply with all state and federal handicap access regulations.

- Street Trees – Street trees shall be *Ficus benjamina* (Weeping Chinese Banyan) planted in “panels” of (2) trees at 10’ o.c. (See Figure 15.)

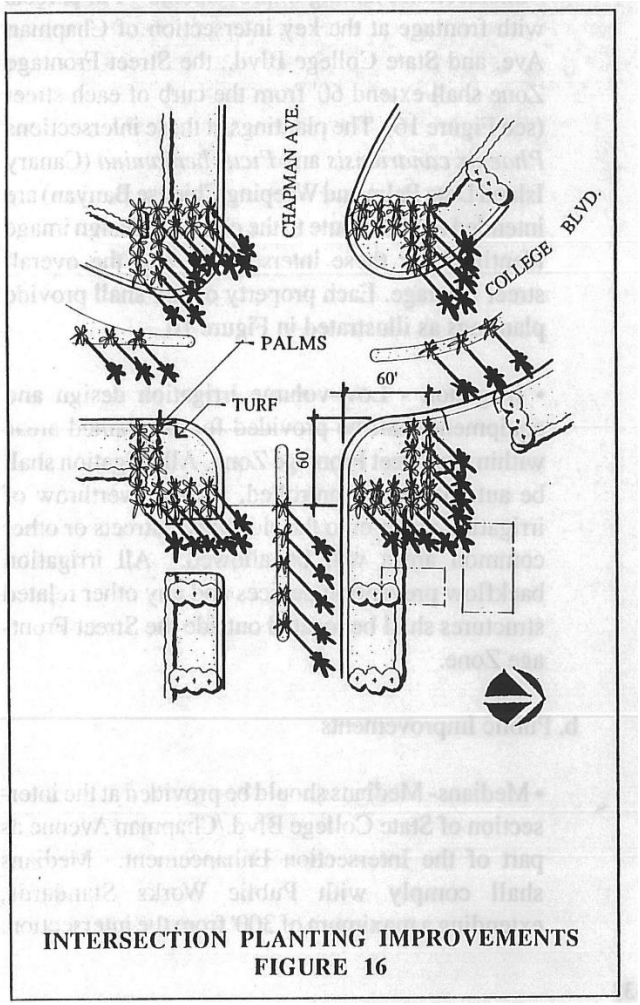


STREET FRONTAGE ZONE
FIGURE 15

- Street Lighting – Street lights shall be the City of Orange standard "Cobra" fixture. The pole shall be Marbelite D-Series #5-9, as currently utilized by the City.

- Intersection Planting Improvements – For parcels with frontage at the key intersection of Chapman Avenue and State College Boulevard, the Street Frontage Zone shall extend 60' from the curb of each street. (See Figure 16.) The plantings at these intersections, *Phoenix canariensis* and *Ficus benjamina* (Canary Island Date Palm and Weeping Chinese Banyan), are intended to contribute to the cohesive design image identified for these intersections, and the overall street frontage. Each property owner shall provide plantings as illustrated in Figure 16.

    - Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within the Street Frontage Zone. All irrigation shall be automatically controlled, and no overthrow of irrigation water onto the sidewalks, streets, or other common areas will be allowed. All irrigation backflow prevention devices and other related structures shall be located outside the Street Frontage Zone.



INTERSECTION PLANTING IMPROVEMENTS
FIGURE 16

b. Public Improvements

- Medians – Medians should be provided at the intersection of State College Boulevard/Chapman Avenue as part of the Intersection Enhancement. Medians shall comply with Public Works Standards, extending a maximum of 300' from the intersection. Median treatment shall include stamped concrete in a brick pattern (City standard) within the "nose" of the median along the turn pocket (minimum 4' wide by 50' linear distance). Turf and palm trees shall be planted in the remainder of the median (minimum 12' width). (See Figure 17.)

- Utilities – Overhead utilities and utility poles are currently abundant along State College Boulevard. The highest priority should be given to undergrounding overhead utilities to improve the street's visual image. Any above-ground equipment (gas meters, electrical transformers, telephone pedestals, fire hydrants, and standpipes, etc.) shall be located in a landscaped area behind the sidewalk, and shall be visually screened.

c. Public Improvements

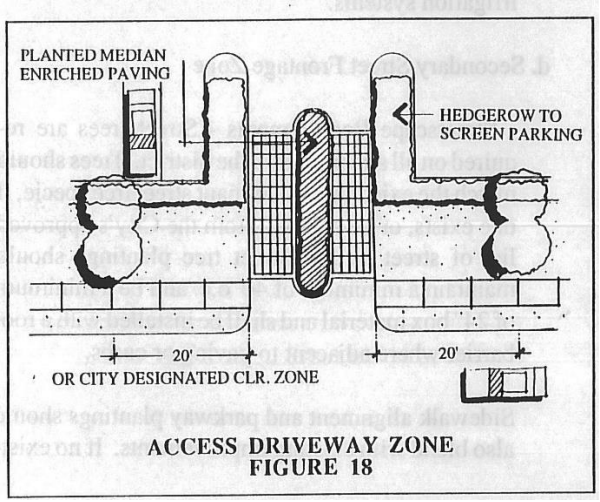
- Parking Lot Landscape Requirements – A minimum of 15% of parking lot area shall be planted to screen the lots from view, and to provide trees within the parking area. Where curbs are used as wheel stops, the car overhang area (2') shall not be considered as part of the 15% landscaped area. Screening of parking areas from State College Boulevard shall be achieved by the Street Frontage Zone landscape requirements. Parking lots with frontage onto other streets shall comply with current city parking code requirements for a 10' landscaped front yard with a maxim 42" height on plant materials or other features (exclusive of trees).

  Where parking is immediately adjacent to the building, a minimum of 8' of planting or landscape area is required, except in service or loading areas.

- Access Driveway – The number of access points to State College Boulevard should be minimized. Common access driveways should be encouraged.

  The access driveway zone is illustrated in Figure 18. Required elements include: planting islands on either side of the driveway to screen parking; and a 20' zone at either side of the driveway for sign location. Other features encouraged and/or allowed for access driveways include special paving, planted medians within the driveway, and accent plantings for individual

project identification within these medians. (See Figure 18.)



ACCESS DRIVEWAY ZONE
FIGURE 18

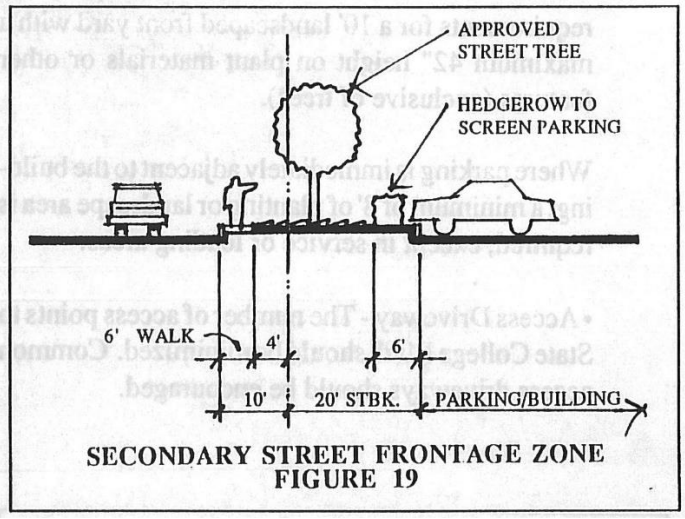
- Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within the individual development sites. All landscaped areas are required to have fully automatic irrigation systems.

d. Secondary Street Frontage Zone

- Streetscape Requirements – Street trees are required on all streets within the district. Trees should match the existing predominant street tree specie, if one exists, or be selected from the City's approved list of street trees. Street tree plantings should maintain a minimum of 40' o.c., be a minimum of 24" box material, and shall be installed with a root barrier adjacent to paving or curbs.

Sidewalk alignment and parkway plantings should also blend with existing improvements. If no plantings or improvements exist, the preferred configuration and materials should comply with the Street Frontage Zone (Section a.).

The standard setback from Secondary Streets Frontage Zone is a minimum of 20'. (See Figure 19.)



SECONDARY STREET FRONTAGE ZONE
FIGURE 19

C. WEST CHAPMAN THEMATIC DISTRICT

The West Chapman Thematic District includes those portions of the Study Area along Chapman Avenue east of the Orange Freeway to Batavia Street (where the Old Towne District begins). This district also includes parcels fronting on Main Street north of Chapman Avenue to the Study Area boundary (approximately Acacia Avenue), and on South Main Street to Almond Avenue. Currently this area includes a wide variety of uses, building styles, and ages. The predominant design categories existing are freestanding buildings and strip developments. This district is the key linking element between the historic Old Towne and newer developments on South Main Street and in the State College area. This district is a crucial focus of the Design Standards, since it is here that the greatest change from current designs are anticipated. The theme of this district is "transition" – a careful blending of the intricate design elements of Old Towne with the contemporary look of the other two districts.

1. Architectural Design Standards

a. Site Design

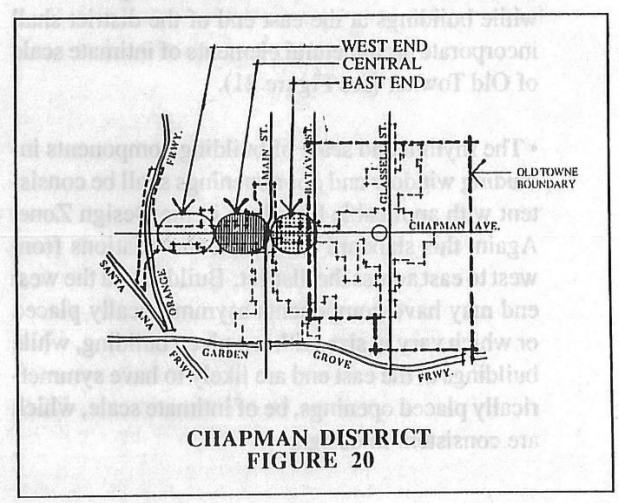
Due to the limited size and depth of existing parcels in this district, there is currently very little flexibility in site design; most parcels are likely to be developed to the full extent of zoning limits, given project needs for parking, access, etc. In the event that parcels are assembled to create parcels of 2 acres or more in size, or where large-scale buildings (3 stories or more) are involved the standards set forth in the State College District for site design shall be followed.

b. Building Design

Many of the buildings in the West Chapman District, both existing and proposed, are small to moderate in scale and mass. These sizes are generally a result of the small parcel size and zoning restrictions which limit building height on parcels within 120 feet of any residentially-zoned property. These restrictions limit building size, and help insure that the West Chapman District will remain an appropriate transition zone between the intimate scale of Old Towne and the monumental scale found in portions of the other two districts. The second factor, which will promote the transition theme of this District, is the extensive use of the Design Zone.

In the standards below, the District is divided into East, Central and West portions, as shown in the bubble diagram. (See Figure 20.) Any building design in the East portion of the West Chapman district without a relevant historical building within its Design Zone shall utilize significant architectural elements from the nearest block to the east (on either side of the street) that does have a prevailing historical style. Buildings in the Central and West portions of this district shall use the Design Zone, and need not make special reference to historic

buildings. Until designs are built which follow these Standards, very few suitable buildings exist in the Central and West portions. During this interim period, the Architect/Designer shall work with the Redevelopment Agency staff to identify suitable buildings in adjacent design zones, or elsewhere. A list of compatible buildings is available from Redevelopment staff.



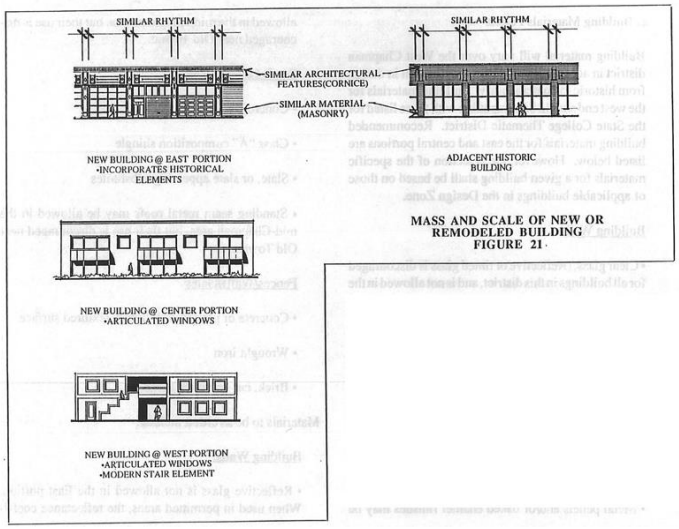
CHAPMAN DISTRICT
FIGURE 20

The following standards are intended to insure that the designs of new and remodeled buildings are compatible, and also to promote the transition theme of the district.

- The mass and scale of new or remodeled buildings in this district shall be consistent with suitable buildings in the Design Zone. In effect, this standard means that buildings in the west end of this district can incorporate some of the mass and large scale elements, as found in the State College District, while buildings at the east end of the district shall incorporate architectural elements of intimate scale of Old Towne. (See Figure 21.)

- The rhythm and scale of building components, including window and door openings, shall be consistent with applicable buildings in the Design Zone. Again, this standard will result in variations from west to east across the district. Buildings at the west end may have components asymmetrically placed or which vary in size within a given building, while buildings at the east end are likely to have symmetrically placed openings and be of intimate scale, which are consistent in design.

- The texture of new or remodeled facades shall be compatible with suitable buildings in the Design Zone. Texture includes building materials, their method of application, and applied ornamentation. In order to reflect the texture of Old Towne, buildings in the east end shall utilize richly-textured detailed designs in materials and ornamentation. Such textures will gradually decrease from east to west through the district with buildings on the west end focusing on fewer, simpler materials with less texture and detailing.



MASS AND SCALE OF NEW OR REMODELED BUILDING
FIGURE 21

- Roof treatments of new or remodeled buildings shall be compatible with relevant buildings in the Design Zone. Since many commercial buildings in Old Towne have flat roofs, new or remodeled buildings in the West Chapman District near Old Towne, may also have flat roofs. In the western portion of the District, buildings should follow the standards presented for State College, as repeated below:

    - 3 stories or more - Buildings may have flat roof.

    - 2 stories – Buildings are encouraged, but not required, to have at least modified or partial roof treatment.

    - 1 story – Bui*l*dings may have pitched roofs, to promote intimate scale.

- The height and emphasis of new or remodeled buildings shall be compatible with applicable buildings in the Design Zone, and should not detract from the overall character of the district. If greater height is permitted on a given parcel than those of surrounding parcels, the additional height shall be stepped back from the main façade. This approach allows the individual property owner his right to build, but maintains the desired low-scale image at the street.

c. Building Materials Palette

Building material will vary over the West Chapman district in accord with the gradual transition in design from historic to contemporary. Building materials for the west end should be compatible with those listed for the State College Thematic District. Recommended building materials for the east and central portions are listed below; however, the selection of the specific materials for a given building shall be based on those of applicable buildings in the Design Zone.

Building Walls

- Clear glass (Reflective or tinted glass is discouraged for all buildings in this district, and is not allowed in the East Portion.)
- Concrete or plaster (Lightly textured surface allowed.)
- Brick, terra cotta, cut or carved stone.
- Smooth finished wood (generally as trim materials or accents only for the east end). Buildings in the mid-Chapman area may use smooth wood as wall materials, and may use rough-sawn wood as a trim material.
- Metal panels and/or baked enamel finishes may be allowed in the mid-Chapman area, but their use is discouraged near Old Towne.

Roofs (where visible)

- Concrete or clay tiles
- Class “A” composition shingle
- Slate, or slate appearing substitutes
- Standing seam metal roofs may be allowed in the mid-Chapman area, but their use is discouraged near Old Towne.

Fences/Walls/Gates

- Concrete or plaster with lightly-textured surface
- Wrought iron
- Brick, cut or carved stone

Materials to be **avoided** include:

Building Walls:

- Reflective glass is not allowed in the East Portion. When used in permitted areas, the reflectance coefficient shall be less than 30. Tinted glass with a transmittance coefficient of less than 30 is not permitted.
- Heavily textured stucco
- Rough sawn or “natural” wood

Roofs

- Crushed stone
- Exposed corrugated metal or plastic

Fences/Walls/Gates

- Concrete block, whether colored or unfinished
- Chain-link or “cyclone” fences
- Rough sawn wood

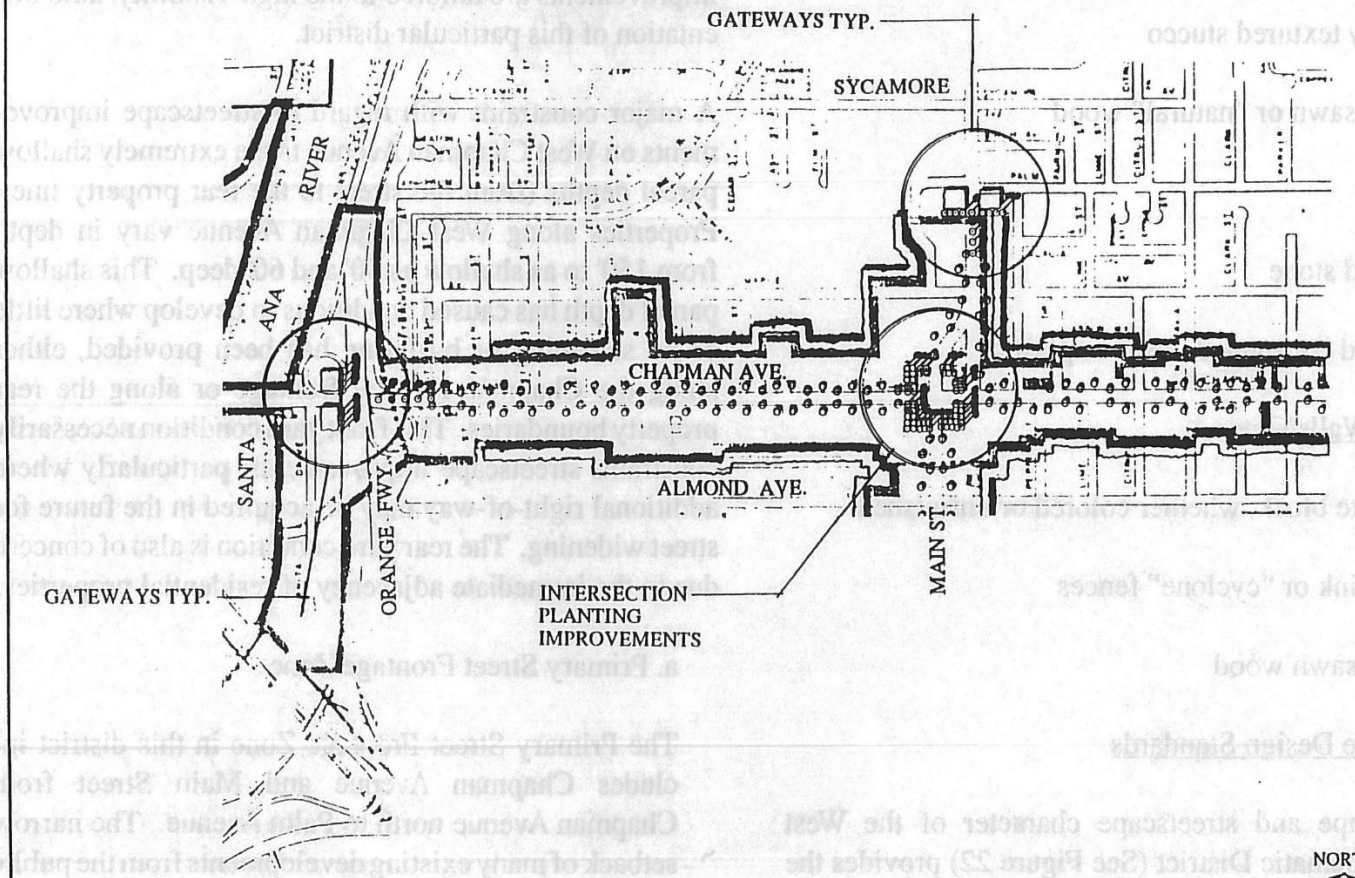
2. Landscape Design Standards

The landscape and streetscape character of the West Chapman Thematic District (See Figure 22) provides the transition between the strong historic theme of the Old Towne Thematic District and the contemporary large-scale development in the State College and South Main/La Veta Thematic Districts. A similar palette of plant materials and street furnishings provides continuity in the overall streetscape, while the specific design of the Chapman Avenue improvements are tailored to the high-visibility, auto orientation of this particular district A major constraint, with regard to streetscape improvements on West Chapman Avenue, is the extremely shallow parcel depths (from the street to the rear property line). Properties along West Chapman Avenue vary in depth from 150' to as shallow as 80' and 60' deep. This shallow parcel depth has caused conditions to develop where little or no screening or buffering has been provided, either along the Chapman Avenue frontage, or along the rear property boundaries. This front-yard condition necessarily constrains streetscape improvements, particularly where additional right-of-way may be acquired in the future for street widening. The rear yard condition is also of concern, due to the immediate adjacency of residential properties.

a. Primary Street Frontage Zone

The Primary Street Frontage Zone in this district includes Chapman Avenue and Main Street from Chapman Avenue north to Palm Avenue. The narrow setback of many existing developments from the public right-of-way requires a landscape treatment effective within a very narrow street frontage zone. As mentioned earlier, this is further necessitated by the proposals for future street widening on both Main Street and Chapman Avenue.

In addition, consideration has been given in the design of the street frontage zone to the need for a high visibility to the businesses that typically locate in such a commercial zone. The design also incorporates the need to screen parking and other structures to create a positive streetscape image. (See Figure 23.)

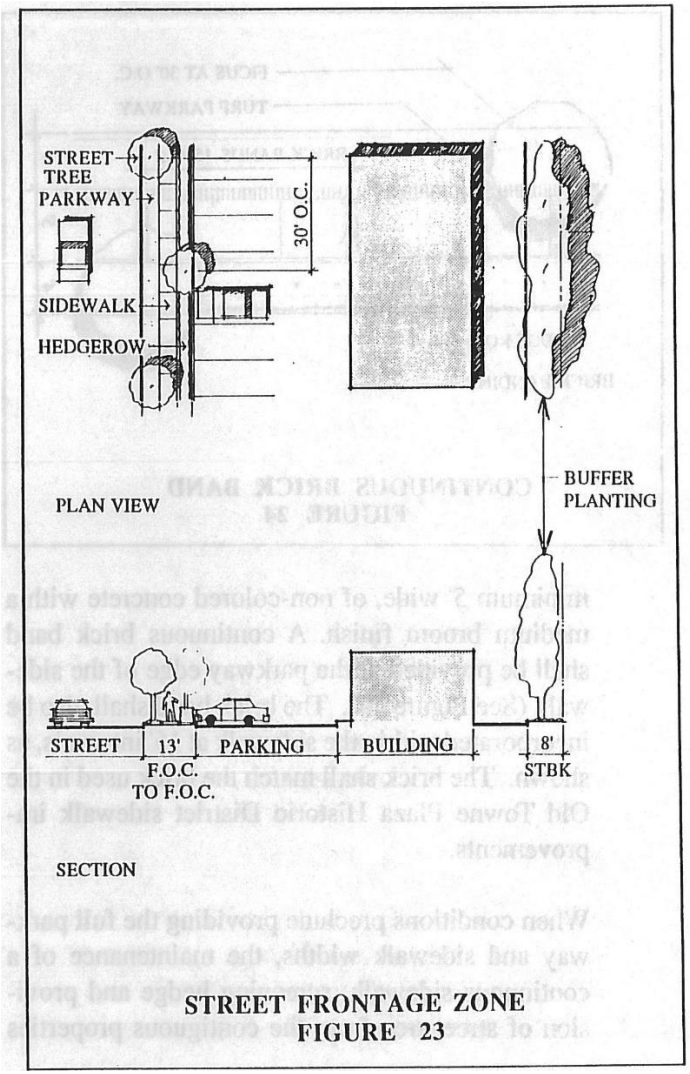


WEST CHAPMAN THEMATIC DISTRICT
FIGURE 22

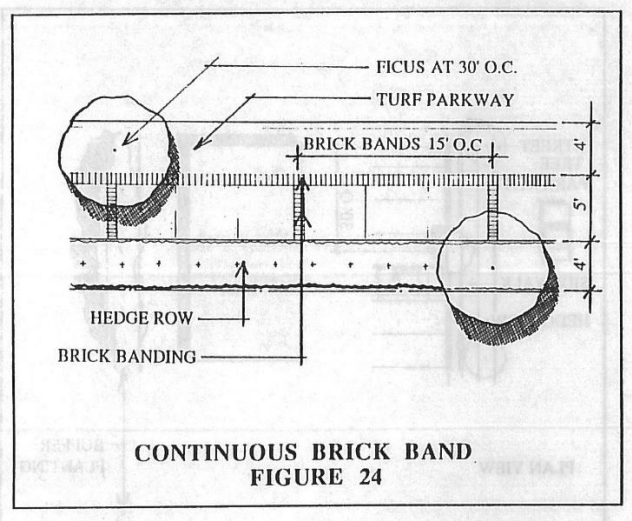
The installation of the improvements within the Street frontage zone shall be the responsibility of the private property owners and/or the city, dependent upon the nature of the project. For example, the City would provide the street frontage zone improvements as part of a street-widening project. A private developer, on the other hand, would provide the improvements as part of a new construction, remodeling or rehabilitation plan for a specific property. The responsible party shall be determined by negotiation on an individual project basis.

- Street Frontage Zone – A minimum 13’ setback is required from the street curb to building wall or parking area to implement the Primary Street Frontage Zone. (See Figure 23.)

- Parkway and Sidewalks – Sidewalks shall be separated from the curb by a 4’-wide turf parkway where adequate setback exists. The sidewalk shall be a minimum 5’ wide of non-colored concrete, with a medium broom finish. A continuous brick band shall be provided at the parkway edge of the sidewalk. (See Figure 24.) The brick band shall also be incorporated within the sidewalk at 15’ intervals, as shown. The brick shall match the brick used in the Old Towne Plaza Historic District sidewalk improvements.



STREET FRONTAGE ZONE
FIGURE 23



CONTINUOUS BRICK BAND
FIGURE 24

When conditions preclude providing the full parkway and sidewalk widths, the maintenance of a continuous sidewalk, screening hedge, and provision of street tree from the contiguous properties should be the first priority. Figures 25 and 26 illustrate landscaping where narrow condition of building and parking exists.

- Street Trees – Street trees shall be *Ficus benjamina* (Weeping Chinese Banyan) planted at 30' on center, allowing for coordination with individual site plans, as necessary. Street trees shall alternate from curbside to back-of-sidewalk, as shown in Figure 23. Where setback conditions exist that preclude the placement of a tree at the back of the walkway, the trees should all be placed at the curb. In those cases where the parkway has been eliminated, all tree wells shall be provided with a tree grate.

  All street trees shall be a minimum of 36" box size, and shall be installed with deep root barriers and a drip irrigation system.

- Hedgerow: A 4'-wide hedgerow planning of Ligustrum japonicum (Wax-Leaf Privet) shall be provided between the backside of the sidewalk and the building or parking area. The hedgerow shall be maintained at a height of 36". Shrubs shall be a minimum 5-gallon size at planting, installed at 3' on center.

- Street Lighting – Street lights shall be the City of Orange standard "Cobra" fixture. The pole shall be the Marbelite D-Series #5-9, as currently utilized by the City.

- Intersection Planting Improvements – For the parcels with frontage at the intersection of Main Street and Chapman Avenue, the street frontage zone shall include a 50' setback at the corner. (See Figure 27.) The Intersection Improvement shall include landscape components to contribute to the cohesive design image identified for this intersection and the overall street frontage. Individual property owners shall coordinate improvements with the city of Orange to maintain continuity with the city

median installations. (See Public Improvements, Section c, below.)

No commercial signage shall be located within the Intersection Improvement areas.

- Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within the street frontage zone. Drip irrigations design shall be used for all street trees in tree wells. All irrigation shall be automatically controlled, and no overthrow of irrigation water onto the sidewalks or other common area will be allowed. All irrigation backflow prevention devices and any other related structures shall be located outside the street frontage zone, and visually screened from the street.

5. Secondary Street Frontage Zone

    - Street Trees – Street trees are required on all streets within the district. Trees should match the existing predominant street tree specie, if one exists, or be selected from the Plant Schedule in Appendix C. Street tree plantings should maintain a maximum of 40' on center and be a minimum of 24" box material.

      Sidewalk alignment and parkway plantings shall also blend with existing improvements. The configuration and materials, if no existing plantings or improvements exist, shall comply with the Primary Street Frontage Zone. (See Figure 23.)

a. Public Improvements

- Medians – Medians shall be provided at the intersection of Main Street and Chapman Avenue as part of the Intersection Planting Improvements. Medians shall comply with existing Public Works Standards, extending a maximum of 300' from the intersection. Median treatment shall include stamped concrete in a brick pattern (City standard) within the "nose" of the median (minimum 4' wide by 50' linear distance). Planting in the remainder of the median (minimum 12' width) shall be limited to turf and palm trees. (See Figure 28.)

- Utilities – All site utilities (gas meters, electrical transformers, telephone pedestals, fire standpipes, etc.) shall be located outside the street frontage zone, and shall be visually screened.

- Street Furnishings – Figure 29 illustrates the standard bench and trash receptacle for the Chapman Avenue streetscape. These shall be a standard product, coordinated, installed, and maintained by the City. The

existing bus shelter design shall be retained as the standard shelter for the District.

b. Private Improvements

- Screening of parking areas from the major streets shall be achieved by the street frontage zone landscape requirements. Parking lots with frontage onto secondary streets shall provide for a 10' landscaped area, with a maximum 42" height on plant materials or other features (exclusive of trees).

  In order to ensure a consistency between the streetscape and the 'backdrop" created by large parking areas adjacent to Chapman Avenue, tree selections shall be limited to those listed on the Plant Schedule. (See Appendix C.)

- Access Driveways – The number of access points to Chapman Avenue shall be minimized. Common access driveways shall be encouraged.

  The access driveway zone is illustrated in Figure 30. Planting islands are required on either side of the driveway to screen parking. The location of ground signs along Chapman Avenue is encouraged within this driveway area. Other features encouraged and/or allowed for access driveways, include special paving and planted medians within the driveway.

- Rear Yard Setback – A minimum 8' setback shall be required of all parcels that abut residential properties at the rear property line. (See Figure 23.) This setback shall be planted with a single variety tree, as selected from the plant schedule (see Appendix C for recommended plant materials list "Buffer Planting"), at fifteen feet on center. Walls or fences must also be installed on this property line; however, the minimum 8' setback shall still be required.

- Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within individual development sites. All landscaped areas are required to have fully-automatic systems.

D. SOUTH MAIN/LAVETA THEMATIC DISTRICT

The South Main/La Veta Thematic District includes those portions of the Study Area along Main Street south of Almond Avenue and on La Veta Avenue between Crest Road and Batavia Street, except for the hospital properties of the Children's Hospital of Orange County and St. Joseph's Hospital. Currently, this area includes a wide variety of uses, building styles and ages, but the trend toward contemporary styles, office

buildings and mid- to high-rise heights is evident. The design categories of existing buildings include large scale, strip developments and freestanding buildings. Mall developments are possible within existing zoning. Similar to the State College District, the theme of this district is contemporary, but within a mixed urban setting, rather than the "corporate park" image.

1. Architectural Design Standards

a. Site Design

As with the West Chapman District, limited parcel size restricts the flexibility in the site design in this district. Those parcels without proximity to residentially-zoned parcels have more potential for high rise development, and are located primarily at the south end of this district. For parcels of two acres or more in size, or where large scale buildings (three stories or more) are involved, the standards set forth in the State College District for site design shall be followed. For new construction or remodeling in the South Main Street/La Veta Avenue District, the following standards shall apply:

- Due to lot sizes, most buildings in this district will be closely spaced. In order to minimize the cavernous effect of closely-spaced high-rise buildings, it is recommended that upper stories (above the third floor) be stepped back from the ground floors. (See Figure 31.)

- Locate entrances, walkways, plazas and courtyards to provide pedestrian connections between adjacent buildings to promote pedestrian activity and minimize automobile use.

- Locate buildings and on-site circulation systems to minimize pedestrian/vehicle conflicts, where possible.

b. Building Design

Existing buildings in the South Main/Le Veta Thematic District vary widely in height, mass, and scale from the high-rise buildings at the south end to the freestanding single story buildings at the south end to the freestanding single story buildings at the north end. Although considerable new development is anticipated, and the number of large scale office/financial/medical buildings is expected to increase, the district is likely to retain a lively mixture of building sizes due to the variations in parcel size and zoning restrictions on building height near residential uses. The design zone is an important tool for this district to help meld the potential variations into a unified district. However, not all portions of the District currently include suitable buildings for use in the design zone. Until additional buildings are designed under these Standards, architects/designers shall consult with Redevelopment staff to determine which buildings in the design zone are applicable. If none are suitable, examples of buildings from adjacent design

zones or the district will be used. The Redevelopment staff has a listing of suitable buildings.

The following standards shall regulate new construction and remodeling in the South Main Street/La Veta Avenue District:

- The mass and scale of new or remodeled buildings in this district shall be consistent with relevant buildings in the Design Zone. Because there is a variation from high-rise to low-rise and from south to north in the district, the use of the Design Zone will help to reinforce this variation, and encourage a gradual blending of the two, where feasible.

- Buildings of large mass should be designed to avoid a box-like appearance by horizontal or vertical articulation of the form itself, or by use of varied materials, textures, or colors.

- The rhythm and scale of building components, including window and door openings, shall be consistent with applicable buildings in the Design Zone. Since all of the buildings in this district will feature contemporary designs, the rhythm and scale of building components will be fairly similar throughout the district. Since this district is intended to be the contemporary urban setting of the study area, these components should provide a more intimate scale then those used the "corporate" State College District; however, asymmetrical placement and varied scales, consistent with contemporary designs are permitted. Mid-range component, as found in the West Chapman Avenue District near Main Street will be generally appropriate for South Main Street near Chapman Avenue. (See figure 32.)

- The texture of new or remodeled facades shall be compatible with suitable buildings in the Design Zone. In general the textures used for this district should reflect contemporary styling, but with sufficient detailing to provide an intimate scale, particularly at entryways, or on smaller freestanding buildings. (See Section c. Building Materials Palette.)

- Roof treatments of new or remodeled buildings shall be compatible with applicable buildings in the Design Zone. Pitched roofs and partial roof treatments are encouraged for all buildings in this district of three stories or less to add variety to massing, and to promote intimate scale.

- Buildings within the Design Zone shall be reviewed in terms of colors used, and shall be compatible with those colors. Small freestanding buildings are encouraged to provide accent colors varying from the dominant colors, but coordinating or compatible in intensity and hue.

c. Building Materials Palette

Because the buildings in this district will vary in mass and scale, the building materials used will also vary. The materials selected shall be consistent with those used in the Design Zone and consistent with the scale of the proposed building. While other materials may be acceptable, the following materials primarily should be used:

Building Walls

- Reflective glass or tinted glass in limited amounts as follows:

    1. Reflective glass is not permitted on one story buildings or the first floor of buildings with more than one story;

    2. Reflective or tinted glass cannot be used to define the mass of the building, but is acceptable as an accent; and

    3. Reflective glass shall not be the "mirror look" highly reflective type. The reflective co-efficient of any reflective glass used shall be less than 30. Where tinted glass is allowed, the transmittance co-efficient shall be greater than 30.

- Concrete, plaster or stucco.

- Smooth finished wood may be used as accents or as wall surfacing, rough sawn wood may be used as a trim material or accent.

- Brick, terra cotta, cut or carved stone especially for freestanding buildings, or as an accent to promote intimate scale at entries.

Roofs (where visible)

- Concrete, slate or clay tiles

- Standing seam metal (baked enamel finish is allowed)

Fences/walls/Gates

- Concrete or Plaster

- Wrought Iron

- Brick, cut, or carved stone

Materials to be **avoided** include:

Building Walls

- Reflective or tinted glass as a full-wall surface. (See restrictions above.)

- Rough sawn or "natural" wood is not permitted for a full-wall surface.

Roofs

- Class “A” composition shingles
- Exposed corrugated metal or plastic
- White-colored or highly-reflective surfaces

Fences/walls/Gates

- Untextured, uncolored precision block
- Chain-link or “cyclone” fences
- Rough sawn wood

2. Landscape Design Standards

The landscape and streetscape character of the South Main Street/La Veta Avenue Thematic District (see Figure 33) is designed to complement the contemporary office and business center developments of the area.

Although this area is addressed as one Thematic District due to its overall development character, the streetscape improvements incorporate portions of other thematic districts. North from Almond Avenue, the Main Street streetscape improvements are consistent with the West Chapman Avenue Thematic District, as the streetscape character of this portion of Main Street is closely tied with that of Chapman Avenue and the Chapman Avenue/Main Street intersection.

South of almond, and in the vicinity of the Main Street/La Veta Avenue intersection, the streetscape design standards promote a pedestrian scale and character to accommodate the present and future employees in the area, as well as other pedestrian traffic. With proposals for major street widening at this area of Main Street, the need for safe and pleasant pedestrian amenities is a major goal of the streetscape design standards.

Finally, for that portion of La Veta Avenue that falls within the Old Towne boundaries (east of Batavia Street), the streetscape improvements are consistent with the Old Towne Thematic District, to maintain the integrity of the Old Towne Historic District.

a. Primary Street Frontage Zone

- The Primary Street Frontage Zone in this district includes Main Street, south of Almond Avenue to the overpass for the Garden Grove Freeway (SR-22), and La Veta Avenue from Crest Road to Batavia Street. For streetscape standards on Main Street north of Almond Avenue, the reader is referred to the Landscape Design Standards for the West Chapman Avenue Thematic District. For streetscape standards on Main Street from Batavia Street to Parker Avenue, the reader is referred to the Landscape Design Standards for the Old Towne Thematic District.

- Street Frontage zone – A minimum 16’ setback is required from the street curb to the building wall or parking area. (See Figure 34.)

- Parkway and Sidewalks – A 10’-wide sidewalk shall be separated from the curb by a 4’ wide parkway. (See Figure 34.) The sidewalk shall be of non-colored concrete with a medium broom finish. Brick banding across the sidewalk and around the tree wells shall be provided, as illustrated in Figure 35. The brick shall be common brick to blend with the brick utilized in the Old Towne streetscape design.

  The parkway shall be planted with a continuous hedgerow of *Ligustrum japonicum* (Wax-Leaf Privet). The hedgerow shall be maintained at a 36” height. Shrubs shall be installed at a minimum five-gallon size at 3’ on center. Where visual clearance is required at driveways and/or intersections, the parkway shall be planted with turf or an approved ground cover in the designated clearance zone.

  - Street Trees – Street trees shall be *Ficus benjamina* (Weeping Chinese Banyan) planted in panels of two trees at 40’ on center, allowing for coordination with individual site plans as necessary. (See Figure 34.) Trees within the parkway shall be planted as an integral part of the parkway; trees planted in the sidewalk shall be planted in 4’ tree wells aligned with the sidewalk, as shown in Figure 35. Tree wells shall be covered with a grate.

    All street trees shall be a minimum of 36” box-size, and shall be installed with deep root barriers and a drip irrigation system.

- Street Lighting – Street lights shall be the City of Orange standard “Cobra” fixture. The pole shall be the Marbelite D-Series #5-9, as currently utilized by the City.

- Intersection Planting Improvement – For the parcels with frontage at the intersection of Main Street and La Veta Avenue, the street frontage zone shall include a 50’ setback at the corner. (See figure 36.) The intersection improvement shall include landscape components to contribute to the cohesive design image identified for this intersection and the overall street frontage zone. Individual property owners shall coordinate improvements with the City of Orange to maintain continuity with the City median installation. (See Public Improvements, Section 3. below.)

  Urban Design elements such as public art, fountains, and street furniture are encouraged within the Intersection Improvement areas.

- Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within the street frontage zone. Drip irrigation design shall be used for all street trees in the tree wells. All irrigation shall be automatically controlled, and no overthrow of

irrigation water onto sidewalks or other common area will be allowed. All irrigation backflow- prevention devices, and any other related structures, shall be located outside the street frontage zone, and visually screened from the street.

b. Secondary Street Frontage zone

- Street Trees – Street trees are required on all streets within the district.

  Trees should match the existing predominant street tree specie, if one exists, or to be selected from the Plant Schedule in Appendix C. Street tree plantings should maintain a maximum of 40’ on center, and be a minimum of 24” box material.

  Sidewalk alignment and parkway plantings shall also blend with existing improvements.

c. Public Improvements

- Medians – Medians shall be provided at the intersection of Main Street/La Veta Avenue as part of the Intersection Enhancement. Medians shall comply with existing Public Works Standards, extending a maximum of 300’ from the intersection. Median treatment shall include stamped concrete in a brick pattern (City standard) within the “nose” of the median (minimum 4’ wide by 50’ linear distance). Planting in the remainder of the median (minimum 12’ width) shall be limited to turf and palm trees. (See Figure 37.)

- Utilities – All site above-ground equipment (gas meters, electrical transformers, telephone pedestals, fire hydrants, standpipes, etc.) shall be located outside the street frontage zone, and shall be visually screened.

- Street Furnishings – Figure 38 illustrates the standard bench and trash receptacle for the South Main Street/La Veta Avenue streetscape. These shall be a standard product, coordinated, installed, and maintained by the City. The existing bus shelter design shall be retained as the standard shelter for the District.

d. Private Improvements

- Screening of parking areas from the major streets shall be achieved by the street frontage zone landscape requirements. Parking lots with frontage onto secondary streets shall provide for a 10’ landscaped area, with a maximum 42” height on plant materials or other features (exclusive of trees).

  In order to ensure a consistency between the streetscape and the “backdrop” created by large parking areas adjacent to Main Street and/or La Veta Avenue, tree selections shall be limited to

those listed on the Plant Schedule. (See Appendix C.)

- Access Driveways – The number of access points on Main Street and La Veta Avenue shall be minimized. Common access driveways shall be encouraged.

  The access driveway zone is illustrated in Figure 39. Planting islands are required on either side of the driveway to screen parking. The location of ground signs along Main Street and La Veta Avenue is encouraged within this driveway area. Other features encouraged and/or allowed for access driveways include special paving and planted medians within the driveway.

- Rear Yard Setback – A minimum 8’ setback shall be required of all parcels that abut residential properties at the rear property line (see Figure 34) in addition to the wall required by City code. This setback shall be planted with *Brachychiton populneus* (Bottle Tree) at 15’ on center.

- Irrigation – Low-volume irrigation design and equipment shall be provided for all planted areas within individual development sites. All landscaped areas are required to have fully-automatic systems.

IV. IMPLEMENTATION

A. DESIGN REVIEW AND PERMIT PROCESS

All work on the exterior of a building in the Orange Southwest Project Area (including painting) requires design review, and most work also requires a building permit. The process below describes a series of steps to guide the applicant through the entire process; however, the Redevelopment Agency or Planning Department should be contacted to verify the processing steps have not recently changed.

Step 1: The Pre-Application Conference

Once a property owner has decided to alter an existing building, or build a new one, he/she should visit the Planning Department, which is located at the main entrance of City Hall and the Redevelopment Agency office located at the address shown at the end of this section. The Planning staff will describe what submission materials are needed, and can answer questions about the City approval process and the Design Review process. Staff of the Redevelopment Agency can answer specific questions on the Design Standards and the Agency review process. In addition, the Agency can describe any assistance or financial incentive programs which may be available.

The applicant will want to know whether Planning Commission review is needed, and whether a building permit is required for the type of work proposed. He/she should find out exactly which application materials are required, since these vary according to the type of work proposed.

Step 2: Preparation of Application Materials

The applicant should prepare all requested application materials carefully and completely. The Design Review Committee (DRC) and Building Division try to respond quickly to all submissions, but incomplete applications will cause needless delays.

Step 3: Planning Commission, City Council or Agency Approval (if needed)

If Planning Commission or City Council approval is required, the hearing must occur prior to review by the DRC, or approval of building permit application.

Approvals of the Planning Commission and City Council are required only for projects requiring a conditional use permit (CUP), or projects not meeting zoning standards which require a zone change, variance, or tentative tract map (TTM). Agency approval is required for all projects receiving Agency assistance.

Step 4: Design Review Committee (DRC) Review

Review by the DRC is required for new construction, exterior building alterations, and signage in accordance with Section 17.10.070 of the Orange Municipal Code.

Step 5: Building Permit Issuance (if needed)

Most actions reviewed by the DRC will also require a Building Permit. A few (such as painting) will not require this permit. The applicant should clarify the Building Permit requirements for the proposed project at Step 1. If a permit is required, staff in the Building Department, located on the first floor of City Hall, will be able to identify what submission materials are required.

The applicant may submit the required materials and request a Building Permit prior to DRC approval, but the permit cannot be issued until after the decision date of the DRC. Since the DRC may request modifications to the project—which will then require modifications to Building Permit application materials—it is generally best to wait until the DRC approval is obtained to finalize and submit the Building Permit applications materials.

Building Permits require payment of a fee, and a plan check to evaluate the building, in terms of fire and safety regulations and building codes. After the permit is issued, a building inspector from the City will check the work during construction to assure that the work is proceeding in accordance with approved plans and building codes of the City.

The permit process is required by municipal code, and is a safety check for the citizens of the City of Orange. Avoiding the permit process is *illegal*, and can cause fire or safety hazards.

B. WHERE TO GO FOR MORE INFORMATION

Community Development Department
Planning Division
City Hall 300 East Chapman Avenue
Orange, California 92866
(714) 744-7203

APPENDICES

APPENDIX A – GLOSSARY OF DESIGN TERMS

This appendix is divided into two separate parts. The first includes definitions of basic design concepts which are necessary to a full understanding of the Design Standards. Because these concepts are very important to the Design Standards, each is defined and discussed in detail, and many are illustrated. These concepts are presented in detail to provide the reviewing boards and the property owner with a common basis for communication.

The second section consists of a glossary of common terms for architectural and design components. While many of these are not directly used in the text they are used frequently enough in building design to warrant their inclusion.

Mass describes three dimensional forms, the simplest of which are cubes, boxes (or "rectangular solids"), cylinders, pyramids, and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types of masses. This composition is generally described as the "massing" of forms in a building. Buildings in the Southwest Study Area, which are contiguous, such as linear strip developments or party wall buildings, appear more two-dimensional than freestanding buildings, which stand alone. Examples of how massing can affect the perception of a building can be seen in Illustration A-1.

During the design process, massing is one of many aspects of form considered by an architect or designer, and can be the result of both exterior and interior design concepts. Exterior massing can identify an entry, denote a stairway, or simply create a desirable form. Interior spaces (or lack of mass) can be designed to create an intimate space or perhaps a monumental entry. Interior spaces create and affect exterior mass, and exterior mass can affect the interior space.

Mass and massing are inevitably affected by their opposite, open space. The lack of mass, or creation of perceived open space, can significantly affect the character of a building. Architects often call attention to a lack of mass by defining open space with low walls or railings. (See Figure A-2.) In addition, lack of mass can be expressed in variations between solid mass and lack of mass, by the introduction of elements which create *transparency,* such as an open railing at a balcony guardrail. The degree of perceived transparency will be affected by the spacing of the elements of the balustrade – vertical railings spaced at two inches on center will appear to have more mass than vertical railings spaced at eight inches on center.

Massing is also a basic concept in landscape design. Massing is achieved by utilizing groupings of plants perceived as a whole, rather than as individual specimens. Massing is used to fill a space, define the boundary of an open air, or to extend the perceived form of an architectural element.

Plant massing is not presently utilized to any great extent in the Southwest Study Area landscape. Reference to massing will most often occur in relation to new construction, and with regard to screening of particular elements or edges. The provision of additional plantings throughout the area will greatly benefit from increased understanding, appreciation and utilization of the concept of plant massing.

Scale is the measurement of the relationship of one object to another object. The scale of a building can be described in terms of its relationship to a human being. All of the components of a building also

have a relationship to each other and to the building as a whole, which is the *scale* of the components. Generally, the scale of the building components also relate to the scale of the entire building.

The relationship of a building, or portions of a building, to a human being is called its relationship to *human scale.* The spectrum of relationships to human scale ranges from *intimate* to *monumental. Intimate* usually refers to small spaces or detail which are very much in keeping with the human scale, usually areas around eight to ten feet in size. These spaces feel intimate because of the relationship of a human being to the space. The distance of eight to ten feet is about the limit of sensory perception of communication between people, including voice inclination and facial expression. This distance is also about the limit of an upstretched arm reach for human beings, which is another measure of human scale. The components of a building with an intimate scale are often small, and include details which break those components into smaller units,

At the other end of the spectrum, *monumental scale* is used to present a feeling of grandeur, security, timelessness, or spiritual well-being. Building types which commonly use the monumental scale to express these feelings are banks, churches, and civic buildings. The components of this scale also reflect this grandness, with oversized double door entries, 18-foot glass storefronts, or two-story columns. (See Figure A-3.)

In the Southwest Study Area, many factors influence scale, including the buildings, landscape, and streetscape.
Landscape improvements greatly affect the perception of scale in conjunction with an individual building, a group of buildings or a streetscape. The issue of scale is relevant to both planting and other landscape construction such as pavement widths and materials, street and site furnishings, landscape setbacks, walls and fences, and the scale of individual plantings. Plants can complement the scale of the architecture, such as the use of large trees next to a tall building, or the use of small trees to accent the entry. Scale within the site improvements is extremely important to creating a sense of human scale in relation to a large building, and to maintain the human scale and emphasis within such areas as Old Towne.
Rhythm, like scale, also describes the relationship of buildings to buildings or the components of a building to each other. Rhythm relates to the spacing of elements, and can be described in terms of *proportion, balance,* and *emphasis.*

Proportion deals with the ratio of dimension between elements. Proportion can describe height to height ratios, width to width ratios, width to height ratios, as well as ratios of massing. On a larger level proportion can be perceived in the Southwest Study Area as a whole by the relationship of buildings and streetscape elements to each other. The lack of consistent proportions is one reason that the area appears as a mixture of unrelated forms. (See Figure A-4.) Landscaping can be used to establish a consistent rhythm along a streetscape, which will disguise the lack of proportion in building size and placement.

Balance is another important aspect of rhythm. Balance can be described in terms of symmetrical and asymmetrical elements. An important feature of balance is that it is very often achieved by matching differing elements which, when perceived in whole, display balance.

Emphasis describes the use of elements which call attention to themselves. Emphasis is an important feature in creating balance when using dissimilar elements. Canopies and balconies are examples of elements which, when emphasized properly, can assist in presenting a balanced look.

Emphasis also can be found within strip developments or malls by the location of a more massive or monumental building, such as a supermarket or major department store. This emphasis provides a directional guide, because it creates a point of reference for the users. Emphasis can also be used as a directional element, such as the emphasis at a store or the main entrance of a large office building.

As detailed in the Design Standards (Section II), the rhythm of existing buildings in the Design Zone will be analyzed with respect to proportion, balance, and emphasis when a change is proposed. While new buildings need not copy existing rhythms, they can provide an interesting variation on that rhythm, and not a contradiction.

Texture refers to variations in the exterior façade, and may be described in terms of the roughness of the surface material, the patterns inherent in the material or the patterns in which the material is placed. Texture, and the lack of texture, influence the mass, scale and rhythm of a building. Texture also can add intimate scale to large buildings by the use of small detailed patterns, such as brick masonry. (See Figure A-5.)

Texture within the landscape improvements refers to both the textural qualities of the plant materials (leaf shape, size and density), as well as to the textures created by other site elements, such as the pavement materials and modules. Fine texture is created by smaller paving units, more intricate patterns and surfacing. Bold texture is the result of larger masses of paving, large-scale site features, and large massings of plant materials.

The concept of texture, similar to the concept of scale, is extremely important in the landscape improvements to enhance a sense of human scale. Fine textures imply more attention to detail and, therefore, more attention to the perception and appreciation of individual users. Bold textures and scales are utilized in situations where there is less intimacy between the user and the space, for example, the plantings along the roadway where traffic is primarily vehicular, as opposed to pedestrian. Bold textures allow individual elements to be recognized in such situations where detailed, fine textures would not be appreciated.

Texture is also used to refer to the particular texture of individual plant materials. Plants with large leaves carried openly on the branching system are considered coarse-textured. Plants with small leaves carried densely on the branches create a fine texture. However, these relationships are dependent upon the particular situation. The perception of the texture of an individual plant will vary depending upon the texture of the adjacent and surrounding plantings.

Surface materials can be used to create a texture for a building, from the roughness of stone, or a ribbed metal screen to the smoothness of marble or glass. Some materials, such as wood, may be either rough (such as wood shingles, or resawn lumber) or smooth (such as clapboard siding).

The pattern of a material can also add texture, and can be used to add character, scale, and balance to a building. The lines of wood siding and many types of brick bonds are examples of how material can be placed in a pattern to create texture. The natural texture of rough wood shingles exhibit texture by the nature of the material, and by the pattern in which the shingles are placed. (See Figure A-6.)

Color is an important feature in the Southwest Study Area, and shall be considered carefully in rehabilitation, remodeling, and new construction. Color can affect the perception of mass, scale, rhythm, and texture. The areas in a building that shall be considered when selecting colors include, 1) the main body of the building, 2) the trim

(all portions of a building that protrude from the main face, such as trim around windows or parapets that protrude above the roof overhang), 3) window sashes, and 4) roofs or roof overhangs. Some buildings incorporate materials which provide color in their natural state, such a brick, stone, or marble. (See Figure A-7.) Colors appropriate to historic architectural styles are described in Appendix B.

Similar to the use of color in architecture, the use of color in landscape improvements can be selected to harmonize or accent the particular project or element with its surroundings. Color occurs in plantings, in paving, in walls and fences, and in individual site features. The design standards address the use of color in landscape improvements in order to ensure appropriate use of color as both an accent, and a harmonizing element throughout the Southwest Project Area.

GLOSSARY OF COMMON DESIGN TERMS

ADAPTIVE REUSE – Converting a building designed for a specific use to a new use, e.g., a residence converted to office space.
ARCADE – An arched roof or covered passageway.
ARCH – A curved structure supporting its weight over an open space, such as a door or window.
ARTICULATION – Clear and distinct separation between design elements.
BACKLIT – Illuminated internally, or from the inside.
BALUSTER – An upright support for a rail.
BALUSTRADE – A series of balusters surmounted by a rail.
BAY WINDOW – A window projecting outward from the main wall of a building.
BOLLARD – A vertical, freestanding, short post used as a barrier to vehicles.
BOSQUE – A space defined by a geometrical grouping of trees.
BOWSTRING – A roof structural system composed of parallel trusses, which resemble a bow with the string parallel to and nearest to the ground.
BRACKET – A support element under overhangs; often more decorative than functional.
CAPITAL – The upper part of a column, pilaster, or pier: The three most commonly used types are Corinthian, Doric, and Ionic.
CANTILEVER – A beam or architectural element projecting beyond a wall line without support from below.
CLAPBOARD – A long thin board graduating in thickness, with the thick overlapping the thin edges; also known as weatherboard.
CLERESTORY – An upward extension of a single-storied space used to provide windows for lighting and ventilation.
COLONNADE – A row of columns supporting a roof structure.
CORNICE – A projection at the top of a wall, usually decorative.
CUPOLA – A small structure, sometimes rectangular, but usually round in plan, projecting from the ridge of a roof.
DESIGN CATEGORY – (As used in this book) Specific building types, including freestanding buildings, party wall construction, strip development, mall development, and large-scale developments.
DESIGN ZONE – (As used in this book) The area within, which a proposed building must consider adjacent developments for consistency of design.
DOME – A hemispherical roof or ceiling.
DORMER – A vertically-framed window which projects from a sloping roof, and has a roof of its own.
DOUBLE-HUNG WINDOW – A window with an upper and lower sash arranged so that each slides vertically past the other.
EAVES – The under part of a sloping roof that overhangs a wall.
ECLECTIC – A composition of elements from different styles.
FAÇADE – The front of a building.
FASCIA – A flat strip or band with a small projection, often found near the roofline in a single-story building.

FINIAL – A vertical ornamentation at the top of a gable or tower.
FENESTRATION – The arrangement and design of windows in a building.
FIRE RETARDANT – Will not burn readily, or provide fuel to a fire.
FOOTCANDLE – A unit of measurement of illumination.
FRIEZE – A decorative sculptural ornament which is very flat and shallow.
GABLE – The triangular part of an exterior wall, created by the angle of a pitched roof.
GABLE ROOF – The triangular wall segments at the end of a double-pitch or gable roof.
GAMBREL ROOF – A roof with a broken slope, creating two pitches between eaves and ridges found often on barns.
GARISH – That which is gaudy, showy, flashing, dazzling, or too bright to be aesthetically pleasing.
HIP ROOF – A roof with four uniformly pitched sides.
HISTORIC FABRIC – Significant remaining interior or exterior original features of a historic building.
INFILL – Generally refers to a newly-constructed building within an existing developed area. KIOSK – A small, light structure with one or more open sides.
LINTEL – The horizontal member above a door or window which supports the wall above the opening.
MANSARD – A roof with two slopes on each side, the lower slope being much steeper; frequently used to add an upper story.
MINARET – A tall, slender tower of a mosque from which people are called to prayer.
MONOCHROMATIC – Painting with a single hue or color.
MULLIONS – The divisional pieces in a multi-paned window.
NATIONAL HISTORIC LANDMARK – The highest designation of a historically significant site or building in the United States.
NEWEL POST – The major upright support at the end of a stair railing or a guardrail at a landing.
NON-DESCRIPT – Without distinctive architectural form or style. Ordinary and without architectural character.
PALLADIAN WINDOW – A three-part window with a central, top-arched portion and long, narrow rectangular windows on either side.
PARAPET – The part of a wall which rises above the edge of a roof.
PERMITTED – (As used in this book) Designs which are allowed or encouraged to solve problems addressed in the text. These designs are suitable examples, but are not the only ones acceptable.
PIER – A stout column or pillar.
PILASTER – A column attached to a wall or a pier.
PITCH – The slope of a roof expressed in terms of a ratio of height to span.
PORTAL – The principal entry of a structure.
PORTICO – A large porch, usually with a pedimented roof supported by columns.
PROHIBITED – (As used in this book) Design approaches which are not allowed unless otherwise determined by the Agency for a specific case.
RAFTER – A sloping structural member of the roof that extends from the ridge to the eaves, and is used to support the roof deck, shingles, or other roof coverings.
REHABILITATION – Alterations to historic buildings which maintain the significant architectural style of the building, while meeting the needs of current uses.
REMODELING – Any change or alteration to a building which substantially alters its original state.
RENOVATION – To make like new again.
REPLACEMENT – (As used in this book) New construction which occurs where a historic building has been demolished (such as new construction is required to reproduce the pre-existing historical style).
REPRODUCTION – To produce again.
RESTORATION – To put back exactly to an original state.
RIDGE – The highest line of a roof where sloping planes intersect.
SHED ROOF – A sloping, single-planed roof as seen on a lean-to.

SHIPLAP SIDING – A horizontal siding, usually wood, with a beveled edge to provide a weathertight joint.
SILHOUETTE – Profile or outline of an object.
SOFFIT – The finished underside of an eave.
STREET FRONTAGE ZONE – (As used in this book) The area visible to, and fronting on, a major public street. This zone includes both public right-of-way and private property in the area between the curb and the building or parking lot.
TOWER – A building or structure typically higher than its diameter.
TURRET – A little tower, often at the corner of a building.
WIDOW'S WALK – A small roof deck with guardrail, usually located at the peak of a roof, from which wives of ship captains could catch a first glimpse of their husband's ship returning from sea.
WINDBREAKS – Plants used to provide protection from the wind. In California, eucalyptus trees were commonly planted in closely spaced rows to provide wind protection for citrusgroves.

APPENDIX C – PLANT SCHEDULE

Street Trees – Primary Streets

Ficus benjamina	Weeping Chinese Banyan

Street Trees – Secondary Streets

Magnolia grandiflora 'Samuel Somers'	Southern Magnolia
Cupaniopsis anacardioides	Carrot Wood
Pyrus calleryana	Bradford pear

Parking Lot Trees

Magnolia grandiflora 'Samuel Somers'	Southern Magnolia
Cupaniopsis anacardioides	Carrot Wood
Pittosporum undulatum	Victorian Box
Jacaranda acutifolia	Jacaranda

Hedgerow

Ligustrum japonicum	Wax Leaf Privet

Intersection Improvement Planting

Phoenix carnariensis	Canary Island Date Palm
Ficus benjamina	Weeping Chinese Banyan

Project Gateways

Phoenix carnariensis	Canary Island Date Palm
Ficus benjamina	Weeping Chinese Banyan

Median Planting

Washington robusta	Mexican Fan Palm

Buffer Planting

Malalveca linarifolia	Flax-Leaf Paper Bark Tree
Brachychiton populneus	Bottle Tree