ITEM NO. 19

STAFF REPORT

CITY OF OCEANSIDE

DATE: May 26, 2010

TO: Chairman and Members of the Community Development Commission

FROM: Economic and Community Development Department

SUBJECT: **APPROVAL OF THE RESIDENTIAL DESIGN GUIDELINES FOR THE REDEVELOPMENT PROJECT AREA**

SYNOPSIS

Staff recommends that the Community Development Commission approve the Residential Design Guidelines for the Redevelopment Project Area.

BACKGROUND

In 2007, the Community Development Commission directed staff to create a new residential guidelines for residential projects located within the Redevelopment Project Area.

In September of 2007, staff entered into an agreement with PMC to produce the Residential Design Guidelines for the Redevelopment Project Area. In the ensuing months, staff and the consultant met several times in an informal setting with local architects, developers, RAC members and interested citizens to solicit their input. Four meetings were held which are as follows:

- November 21, 2005, RAC workshop;
- March 20, 2006;
- April 24, 2006;
- October 17, 2007.

ANALYSIS

The purpose of the Residential Design Guidelines is to set forth design principles intended to provide a framework for the design of future residential projects. The guidelines are a set of ideas intended to define direction to positively influence design and to achieve an integrated residential area in which all of the buildings relate to each other regardless of when they were built.

More specifically, the goals for residential development located within the Redevelopment Project Area as follows:

- Promote and maintain property values with the higher density residential neighborhoods in Downtown Oceanside.
- Promote a stronger and more positive image of Downtown Oceanside's higher density neighborhoods.
- Promote well-designed and visually pleasing higher density residential structures.
- Promote the continued desirability of Downtown Oceanside as a place to live.
- Provide a basis for making fair and consistent decisions in design review.
- Provide for the health and well-being of residents within the meaningful residential environment.
- To encourage development with minimal effects to the environment, including the use of sustainable materials, low-water landscaping, recyclable materials, and the reduction of construction techniques associated with global warming.
- To encourage and/or employ Smart Growth design strategies.

Some of the key provisions of the Residential Design Guidelines are as follows:

- The garage and driveway shall be subordinate relative to the pedestrian access, landscape and livable portions of the building.

- Integrate underground parking into higher density projects to reduce visual appearance of automobiles and surface parking while increasing open space and landscaping.

- Create more open space.

- The scale, mass and height of a new building shall complement the existing historical neighborhood development pattern.

- Utilize sloping roofs that vary in height, direction and shape.

- Utilize landscaping as a design element to reduce the appearance of building mass.

- The architectural style should enhance the neighborhood.

- A building's form should respect and complement Downtown Oceanside's residential architectural tradition.

- Façade components facing the street should correspond to the scale of the human form.

- Consistent pattern and application of exterior materials shall be used on new buildings and additions in order to enhance the appearance and character of the existing neighborhood.

Staff believes that the proposed Residential Guidelines for the Redevelopment Project Area will guide future residential development projects for a more sustainable downtown. The guidelines will be utilized in conjunction with the Zoning Ordinance development standards to provide a quality residential development. The guidelines provide excellent direction in developing future infill residential projects by integrating new development and existing residential buildings through height, massing, size, scale, landscaping and building orientation.

FISCAL IMPACT

Not applicable.

CITY ATTORNEY'S ANALYSIS

The referenced document has been reviewed by the City Attorney and approved as to form.

COMMISSION OR COMMITTEE REPORT

On February 10, 2010, the Redevelopment Advisory Committee (RAC) reviewed the Residential Design Guidelines for the Redevelopment Project Area and approved the guidelines on a 7-0 vote with suggested modifications which have been included within the attached guidelines.

RECOMMENDATION

Staff recommends that the Community Development Commission approve the Residential Design Guidelines for the Redevelopment Project Area.

PREPARED BY:

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SUBMITTED BY:

Peter A. Weiss
Executive Director

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Jane McVey, Economic and Community Development Director

EXHIBITS/ATTACHMENTS

1. Residential Design Guidelines

City of Oceanside

Draft Downtown Residential Design Guidelines

March 2010

CITY OF OCEANSIDE
DOWNTOWN RESIDENTIAL DESIGN GUIDELINES

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CITY OF OCEANSIDE
DOWNTOWN RESIDENTIAL DESIGN GUIDELINES

I. INTRODUCTION

A. Purpose and Applicability

The primary purpose of this document is to communicate to City staff, architects, developers and the public a clear and common understanding of the City's design expectations for new construction and additions to existing structures within the various high density zoning districts in Downtown Oceanside. It is the objective of the City to ensure that these projects are well designed, integrate compatibly into the neighborhood context and contribute to an enhanced community aesthetic.

The ultimate ambition of the Design Guidelines is to direct physical and visual changes to new residential construction and additions alike in a manner that is respectful of the architectural history contained in the single-family residences that still exist downtown. Residents and decision makers alike do not want to see these few downtown residential enclaves turned into "high density" barracks like apartments or condominiums. By being respectful of the organic style of development that formed these extraordinary neighborhoods along Myers Street, Pacific Street, Cleveland Street and the Strand, the City seeks to bring added value to these rapidly redeveloping neighborhoods. Ultimately, these Design Guidelines are a means of bringing together the interests of individual property owners and the general public to achieve mutual benefits.

The City emphasizes the creative use of this document where room for interpretation exists. A successful project should not necessary fulfill the letter of the guidelines, but should instead focus on meeting the intent of the guidelines' goals. The Design Guidelines should encourage innovative contextually based residential development, but not diminish good design in the process.

B. Goals

In setting forth the criteria for these guidelines, the City encourages the achievement of the following goals:

- Promote and maintain property values within the higher density residential neighborhoods in Downtown Oceanside.
- Promote a stronger and more positive image of Downtown Oceanside's higher density neighborhoods.
- Promote well-designed and visually pleasing higher density residential structures.
- Promote the continued desirability of Downtown Oceanside as a place to live.
- Provide quality housing for households of all economic levels within the City.
- Provide a basis for making fair and consistent decisions in design review.
- Provide for the health and well-being of residents within a meaningful residential environment.
- Minimize the effect of new development on the surrounding neighborhoods.
- To encourage development with minimal effects to the environment, including the use of sustainable materials, low water landscaping, recyclable materials, and the reduction of construction techniques associated with global warming.

C. Organization and Use

The Residential Design Guidelines document is structured into the following chapters:

I. Introduction

II. Design Criteria and Guidelines

III. Appendix – Definitions

Chapter II includes specific criteria and guidelines that describe the City's design objectives. Graphics and photos are used throughout the Chapter to illustrate design objectives but are not intended to depict the only design solution to a specific criteria or guideline. Chapter III is an appendix for definitions of special terms used.

As previously stated, qualifying residential projects will be required to be found consistent with relevant provisions of these adopted guidelines for approval in the design review process. In some cases design provisions herein are mandated, and sometimes there is more flexibility in how a project can meet a particular design objective. Generally, the following rules apply to the language used in Chapter II:

a. "**Shall**" or "**must**" indicates a design standard and means that conformance is mandatory.

b. "**Should**" or "**encouraged**" means the guideline is intended to be a recommendation about how to implement the goals of the Design Standards and Guidelines.

The Downtown Residential Design Guidelines shall be used in conjunction with other documents adopted by the City that inform how development should occur within the high density residential zones. Development projects shall comply with applicable provisions of the City's General Plan, the Local Coastal Plan, and Zoning Code, applicable sections of the Municipal Code and other adopted standards or plans. In addition, recognizing that zoning regulations alone cannot ensure quality design, these Design Guidelines will provide the City with a consistent means of reviewing and evaluating future higher density residential projects.

D. Design Review Process

Design review in Oceanside is a discretionary process and is established to determine the compliance of a development proposal with applicable design criteria and guidelines. It is also used to ensure quality urban development in accordance with the City's design objectives and to ensure that the appearance of development will be compatible and harmonious with the use and enjoyment of surrounding properties.

Design review approval is required for all discretionary action of corresponding development applications (e.g., Conditional Use Permit, Variance), including development plans, subdivision maps, and coastal permits. The City of Oceanside Development Processing Guide is available to help an applicant through the development process.

E. Setting

There are three Residential Land Use Character areas shown on the "Residential Land Use Character and Neighborhood Districts Map" for Downtown Oceanside. They are called the Residential-Coastal, Residential-North Beach and Residential-Transition Neighborhood. These three Residential Land Use Character areas comprise of five distinct neighborhood districts. For the purposes of these Design Guidelines, they will be identified as the Strand District, the South Coastal District, the North Coastal District, the North Beach Rowhouses District and the Freeman Street District (see **Figure 1-E.1**).

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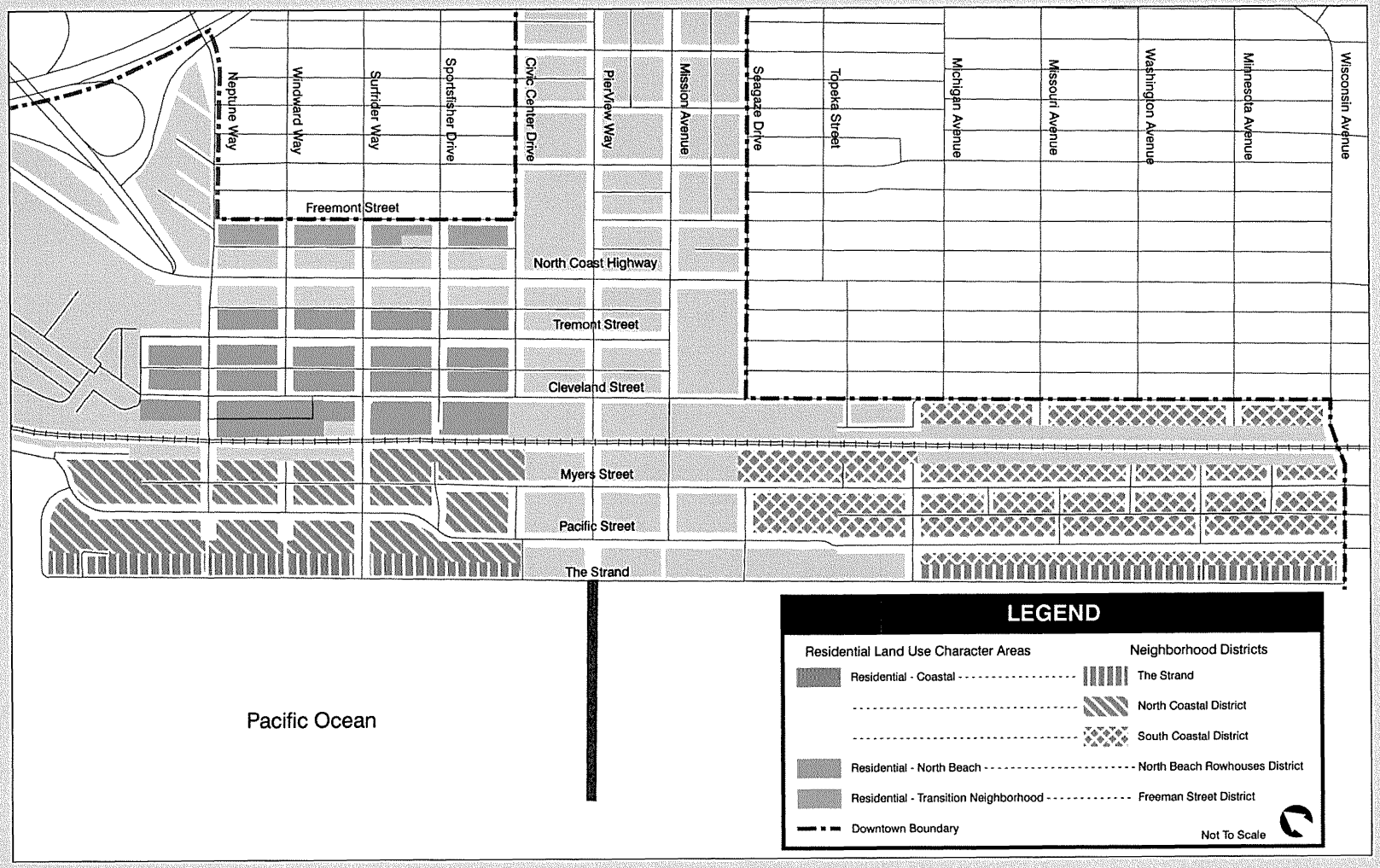
Figure I-E.1: Residential Land Use Character and Neighborhood Districts Map



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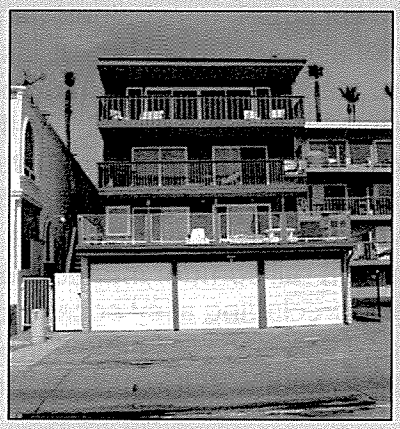
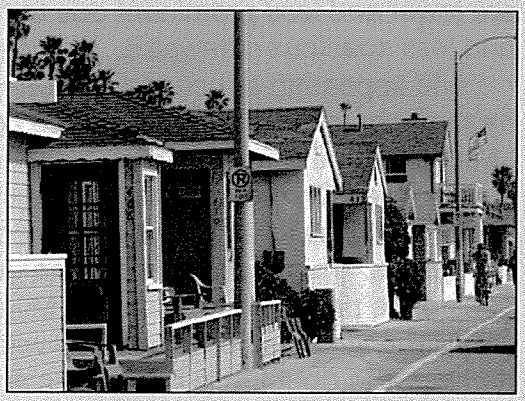
The Strand District

The Strand is a narrow roadway directly adjacent to the beach sand. It is one-way with buildings situated on the east side of the roadway. The wide sandy beach comprises the west side of the road. Lot sizes vary significantly. There are some very large contiguous parcels north of Oceanside's Pier and long narrow lots to the south. The age, size, and quality of the homes vary considerably. Many structures feature flat roofs to maximize the district's constrained building heights. Since very few of these properties has direct alley access, the design of the structures tends to be a bit more geared toward garage doors and the parking of autos.

The development types range from single-family detached bungalows, to small motor courts, to large multifamily attached dwellings.

Figure I-E.2: The Strand District





The South Coastal District

The South Coastal District is primarily located along Pacific Street and Myers Street. Pacific Street is a classic beach city boulevard that overlooks the Pacific Ocean. It is comprised of a wide roadway, wide tree-planted parkways and sidewalks designed for pedestrian strolling. The residences are primarily located on the east side of street and the Pacific Street Linear Park principally occupies the west side of the street, providing spectacular views of the ocean.

The single-family detached homes located on the east side of Pacific Street are very well kept and many are of significant architectural quality. These homes are obviously some of the nicest homes in the downtown area. Large grass lawns and white picket fences are the norm. One of the most obvious and desirable characteristics of these homes is the lack of visual intrusion by garages, driveways and on-site parking. This is due to the placement of an alley to the rear of the properties. Without this asset, these homes would appear very different and Pacific Street would not be as attractive as it is.

There is evidence of contemporary attempts to maximize the allowable building envelope. These more modern residential structures do not contain the charm and prominence of the older, more historic structures along the street. It appears that this disparity could be alleviated by giving more attention to materials and roof types associated with the older structures and reevaluating the "permitted build-out" for each parcel.

The homes along Myers Street are very nice, but generally not as "grand" as the homes along Pacific. A significant amount of properties along Myers seem to have been built-out with newer development types. Historic appearing homes are fewer and less prominent due to the narrower street, constrained parkways and less spacious sidewalks. Lot consolidations have created larger, less historic appearing structures, appearing more massive and bulky than the existing context of the street. Once again, because of the alley behind, the structures on the west side of the street have less visual intrusion from the automobile. On the other hand, the structures on the east side are significantly challenged due to the preponderance of driveways, garages and on-site storage of vehicles. This is attributed to the presence of a rail corridor immediately behind the parcels on the east of Myers Street, precluding alley access to this area. The street is heavily parked with cars and some spaces have metered parking. No doubt, this represents an attempt to deal with the preponderance of beach visitors.

Figure I-E.3: The South Coastal District

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The North Coastal District

The North Coastal area is found primarily along Pacific Street, north of Oceanside Pier. Pacific Street is a grand oceanfront boulevard with wide planted parkways and ample sidewalks for pedestrians. This portion of Pacific is not as historic feeling as the southern portion of the street. The area is the most eclectic among the five districts and is among the most lacking in what would be called existing context. It contains multifamily attached condominiums, apartments and freestanding single-family homes of varying ages and styles. Architectural styles and the exterior building materials used vary greatly. No one architectural style or building material stands out as exceptionally unique. Building heights vary as well. The newer buildings all seem to have built up to the maximum building height while the older, quainter cottages have predominantly single-story massing.

Lot sizes and shapes are the most varied in this district. This fact lends itself to the observation of different building types, shapes and massing. This area would benefit greatly from architectural design guidelines.

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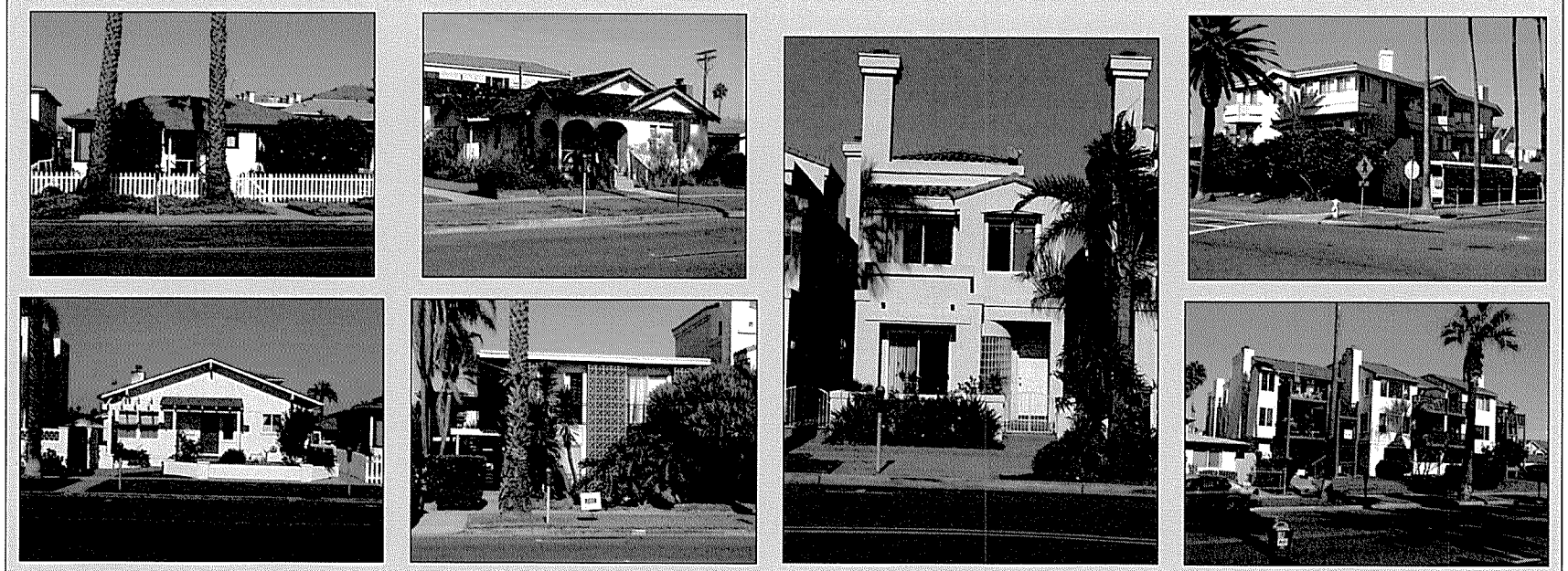
Figure I-E.4: The North Coastal District



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The North Beach Rowhouses District

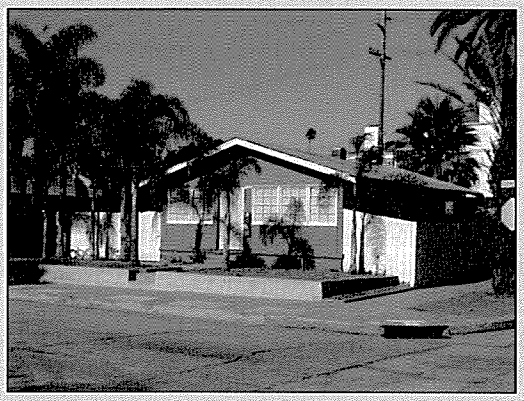
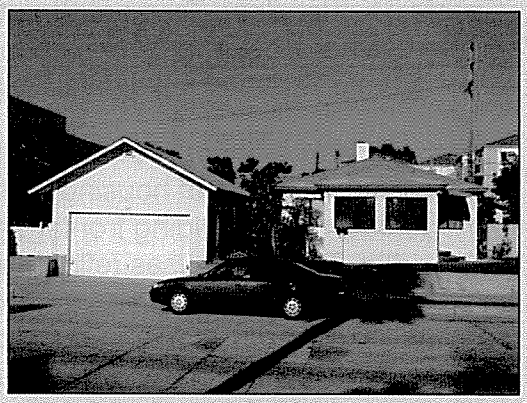
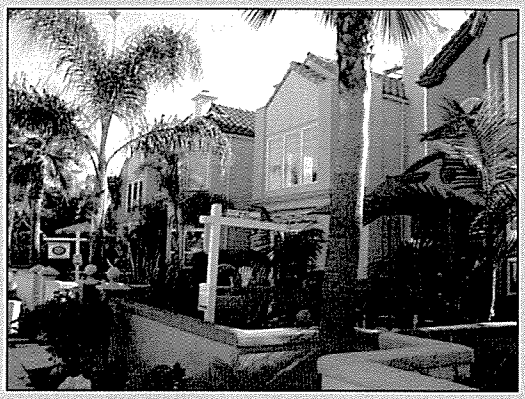
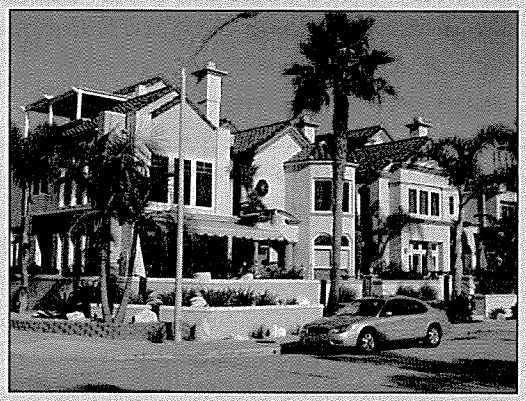
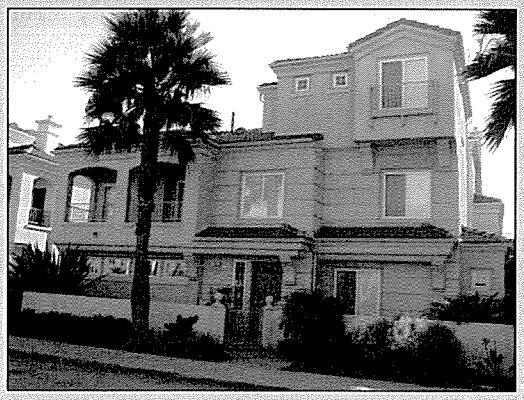
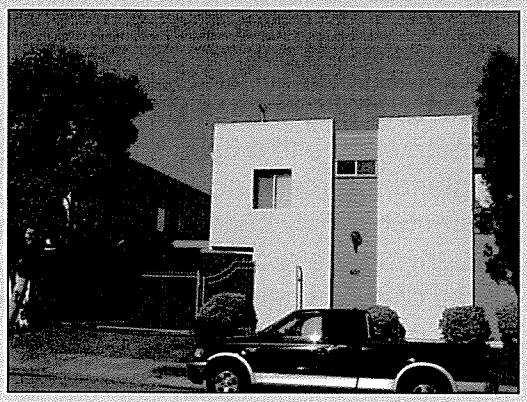
The North Beach Rowhouses District is located in the blocks east of the North Coastal District along Tremont Street and Cleveland Street. Most of the properties have been redeveloped in recent years, making the district unique among the downtown residential areas.

A considerable amount of the development along both streets is comprised of rowhouses. This type of housing is defined by narrow, deep lots, minimal front yard setbacks and building frontages that extend across the majority of each lot's width. The rowhouses reflect several architectural styles, are primarily clad in stucco and display a variety of color schemes, ranging from bright orange, red and yellow hues to more subtle pastels, grays and off-white tones. Typically, the lots are alley loaded, allowing the front yard setback area to provide pedestrian circulation and serve as an outdoor gathering space. In most instances, these spaces are fenced within a stucco or masonry half wall and landscaped with a variety of plant and tree species, making the streetscape appear particularly lush and green.

The district also includes a handful of detached single-family houses and a few apartment buildings. The houses appear to date to the time of the neighborhood's original development during the early twentieth century and are of some architectural value. They are smaller than many of the homes located in the coastal districts and in generally good condition. The apartment buildings are primarily located toward the district's northern extents. It would appear the apartments were constructed more recently than the houses, probably during the middle decades of the twentieth century. These structures have only limited architectural value.

The Design Guidelines are apt to play a lesser role within this district. Because so many of the lots have recently been redeveloped from small, one-story single-family residences to larger, multiple-story rowhouses, the district's original character largely ceases to exist. The guidelines will have the greatest impact in influencing the redevelopment of the few aging apartment buildings to conform to the district's new denser, rowhouse-style character.

Figure I-E.5: The North Beach Rowhouses District

The Freeman Street District

The Freeman Street District is located along the south side of Freeman Street between Neptune Way and Civic Center Drive. The district provides a transition from larger mixed-use and commercial buildings along the North Coast Highway and within the downtown's urban core and the neighborhood northwest of downtown.

The district includes a mixture of commercial buildings, single-family residences, apartment buildings and a few vacant lots. A number of the buildings, particularly many of the houses, appear to be of historic value. These structures reflect a variety of styles and are generally smaller and of humbler origin than the homes located elsewhere within the downtown. The newer buildings, including all of the apartment buildings, mostly lack stylistic value. Typically, the older, more historic structures are better maintained than their newer counterparts. The lots containing single-family houses tend to be small. Where apartment buildings are located, it would appear that two or three single-family home lots have been combined to accommodate the larger buildings. Design guidelines can play a vital role in establishing a more consistent sense of character within the district.

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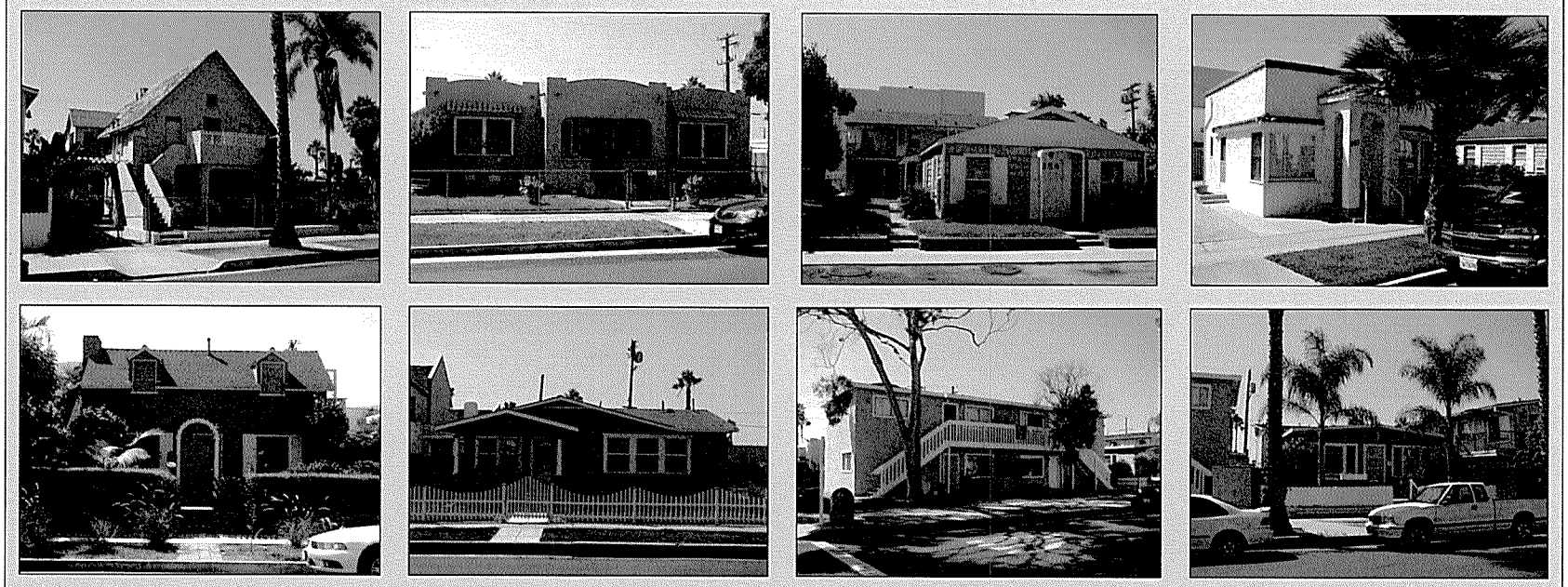
Figure I-E.6: The Freeman Street District



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CITY OF OCEANSIDE
DOWNTOWN RESIDENTIAL DESIGN GUIDELINES

II. DESIGN CRITERIA AND GUIDELINES

This chapter includes four design components for development occurring within the Subdistricts 4A, 4B, 5, and 5A zoning districts. Each component includes specific approval criteria and corresponding design guidelines to ensure that qualifying residential projects meet the City's design expectations.

A. Design Component 1: Basic Site Design: Placement of House, Garage, and Access

Approval Criteria:

- Building placement shall be configured to support the neighborhood's existing site patterns, including building location, setbacks, yard areas and relation to the street.
- The driveway and the garage shall be secondary to the livable portions of the house, landscaping and pedestrian entry as seen from the street.
- The use of hard, impervious surfaces shall be minimized.
- Open space shall be provided on-site in a manner that preserves the surrounding area's existing open space network.
- Existing natural amenities shall be incorporated into a site's design.

Design Guidelines

1.1 Buildings should be placed in a manner that considers the existing context of the surrounding block. Structures should respect existing setback patterns in terms of distance to the street and spacing between structures, unless this does not meet the property's front yard and side yard setback requirements. (see **Figure II-1.1a** and **Figure II-1.1b**). Where 40 percent of lots along a blockface are improved with buildings, the required front yard shall be the average of the front yard depths for structures on each developed site on the blockface (see City of Oceanside Zoning Ordinance, Part IV, Article 30, Section 3016).

Figure II-1.1a: Do this - Respect existing setback patterns.

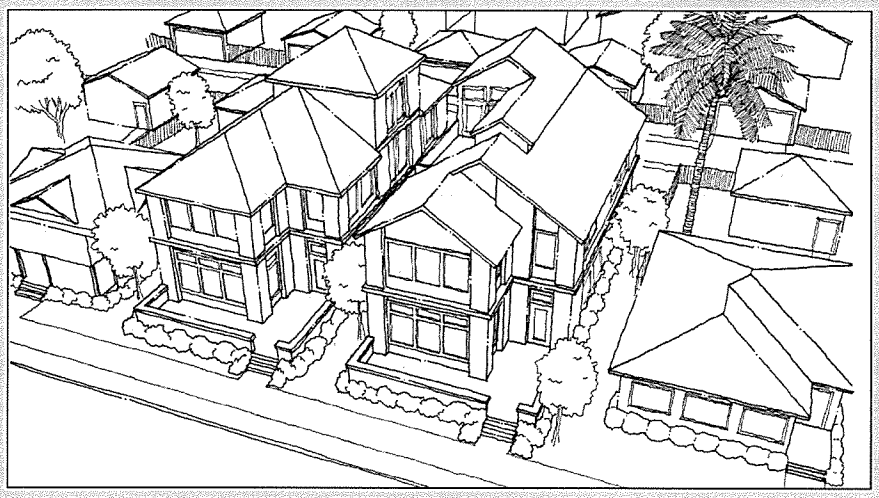
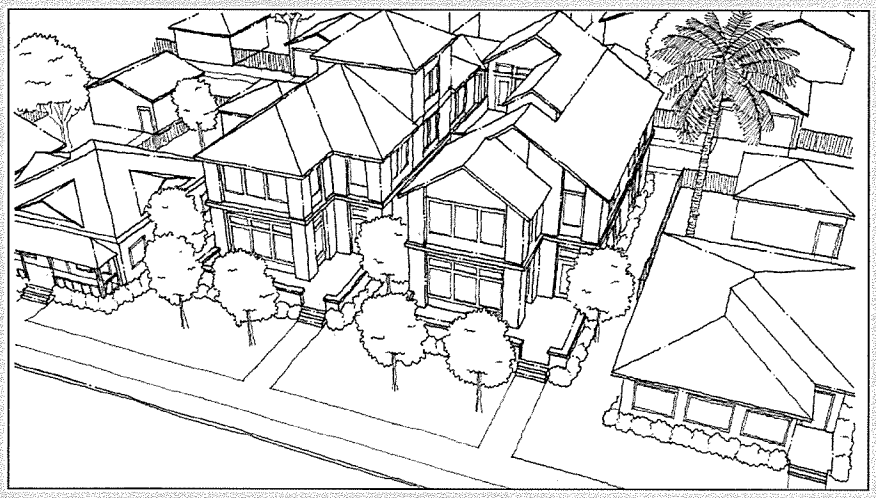
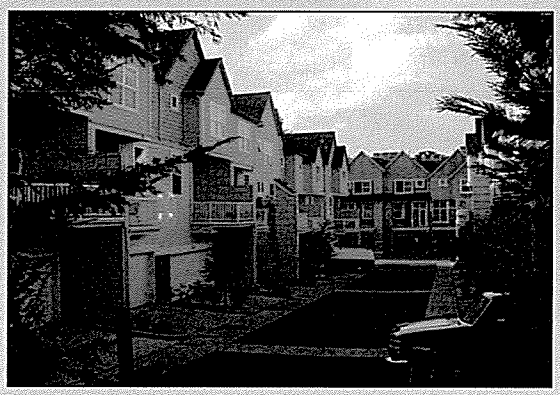


Figure II-1.1b: Don't do this - Ignore existing setback patterns.



1.2 Site designs shall be configured to minimize the appearance of the driveway and garage relative to the pedestrian access, landscape and livable portions of the building. Priority should be placed on the relationship of the rooms of the house or outdoor spaces to the street rather than the relationship of the garage to the street. Designs that minimize views of garages shall be encouraged. Examples of appropriate garage placement and orientation include alley loaded garages, side loaded garages, and garages that are set back from the house's front façade, detached garages and two-car tandem garages (see **Figure II-1.2a** and **Figure II-1.2b**).

Figure II-1.2a: Do This - Design the site to minimize the appearance of the driveway and garage.



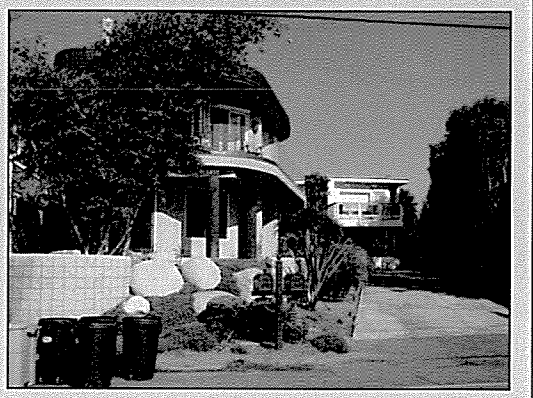
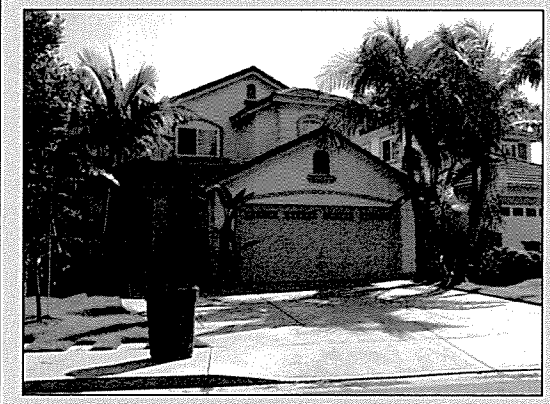
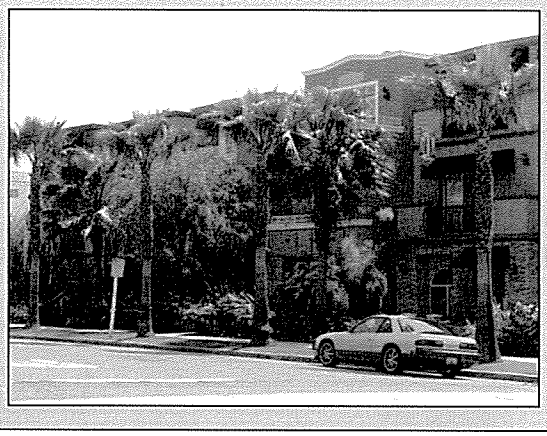


Figure II-1.2b: Don't do this - Design the site in a manner that focuses on the driveway and garage.



1.3 To encourage front yard landscaping and minimize the appearance of driveways, a maximum of 60% of the front yard area may be paved or covered with impervious surface (see **Figure II-1.3).** To accomplish this, consider limiting the width of a driveway to 16 feet, replacing a continuously paved driveway with paving strips, sharing a driveway with an adjacent property and/or separating the driveway from the front walkway with plant material.

Figure II-1.3: Minimize the appearance of the driveway and maximize the landscaped area in the front yard.



1.4 Integrate underground/subterranean parking into higher density projects to satisfy parking requirements, reduce the visual presence of automobiles and surface parking, and increase the amount of open space (see **Figure II-1.4**). Underground facilities require that the following considerations be addressed:

a) Whenever possible, parking access should be provided along a secondary frontage (i.e. an alley or a side street). Driveways shall possess a safe slope that provides ample vehicular clearance.

b) Introduce daylight, particularly near pedestrian entrances and exits.

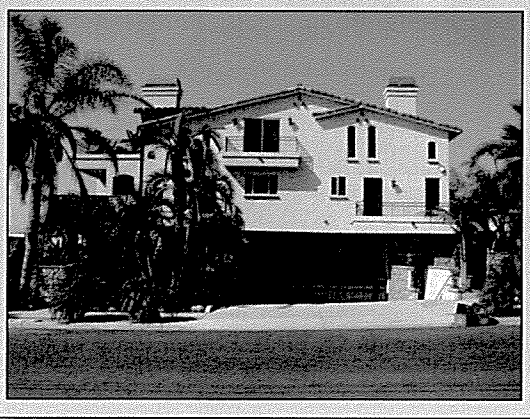
c) Make interiors logical, inherently guiding users to entrances and exits.

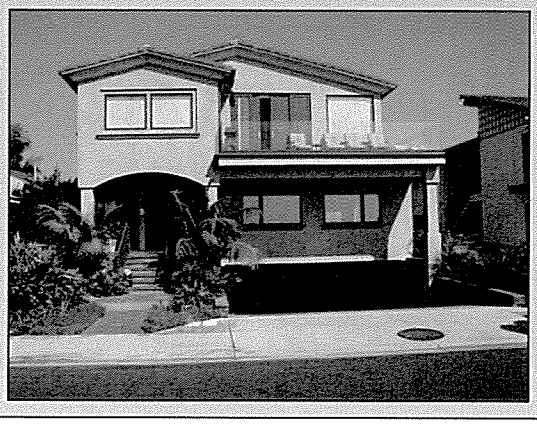
d) Enhance security with good lighting throughout and by eliminating hiding places.

e) Integrate long-term bicycle parking into the parking strategy.

f) Provide adequate vertical clearance (i.e. 8 feet) to permit different uses in the future.

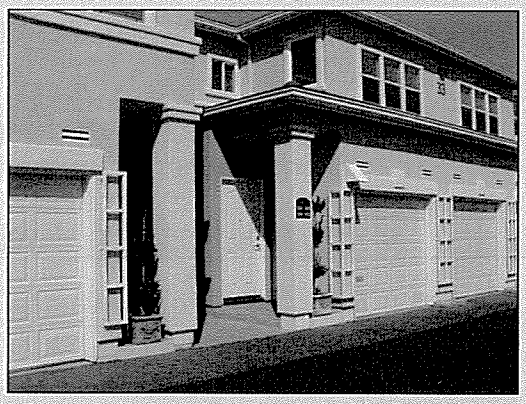
Figure II-1.4: Integrate underground/subterranean parking into higher density projects.

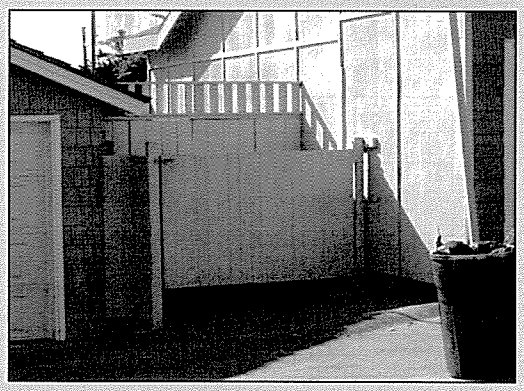




1.5 All sites adjacent to alleys shall be designed to facilitate the safe and comfortable passage of pedestrians and bicyclists through the alley (see **Figure II-1.5**). This should include providing lighting to illuminate the portion of alley adjacent to the property, screening trash receptacles, planting landscaping along the rear property line, and providing special paving accents on the driveway and any walkways where they are visible from the alley.

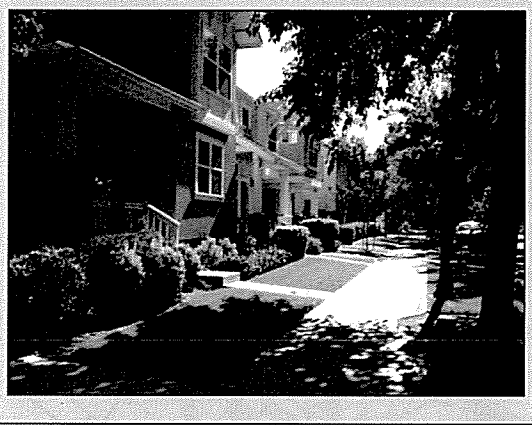
Figure II-1.5: Design sites adjacent to alleys to facilitate the safe and comfortable passage of pedestrians and bicyclists through the alley.





1.6 All sites shall include open space in a manner that is consistent with the surrounding area (see **Figure II-1.6**). It is encouraged that open space provided on a site make linkages to open areas located on adjacent lots and flow visually from the site into the adjoining right-of-way.

Figure II-1.6: Provide open space in manner that makes linkages to open areas located on adjacent sites and flows visually into the adjoining right-of-way.



1.7 Natural amenities unique to a site, including ocean views and mature trees, should be incorporated into the site's design (see **Figure II-1.7**).

Figure II-1.7: Incorporate naturally amenities, including mature trees, by incorporating them into the site's design.

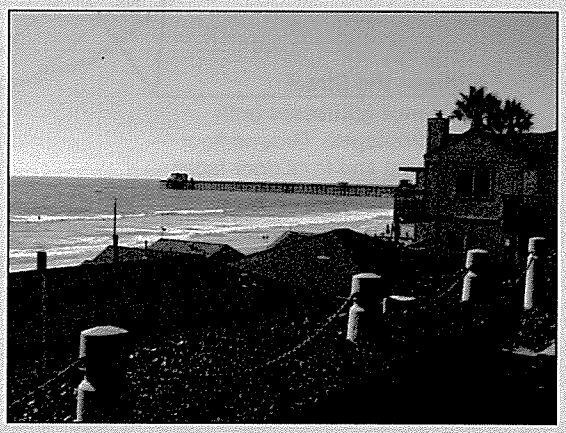
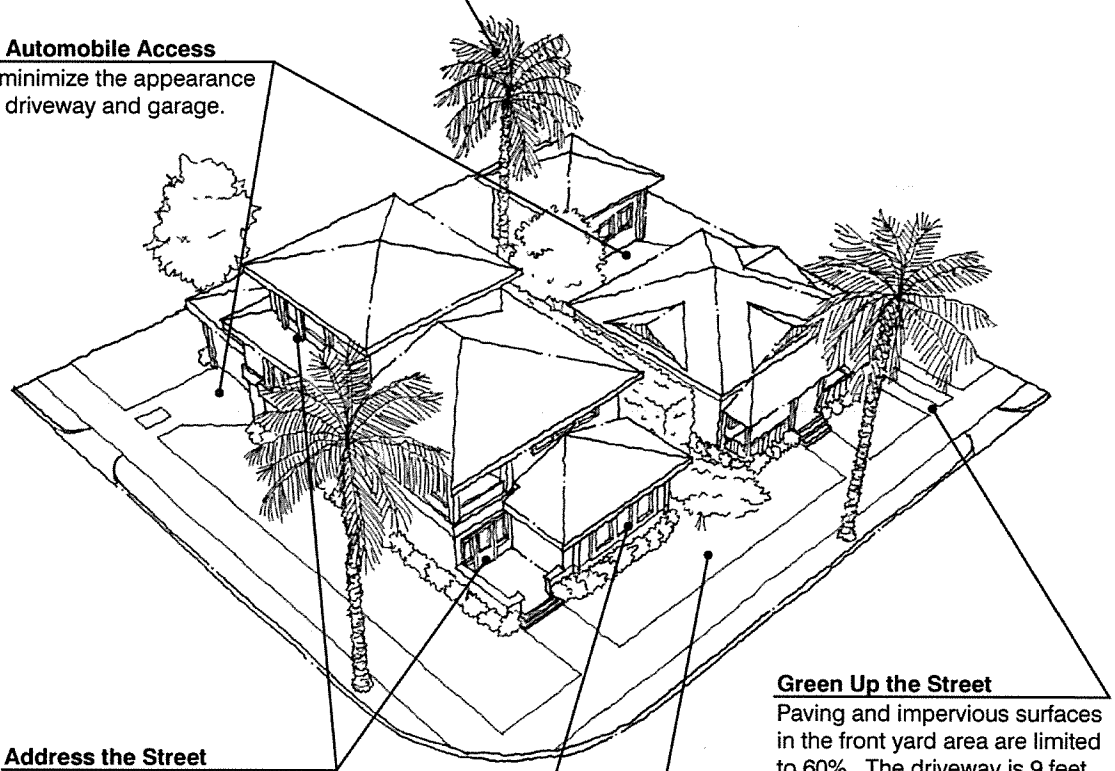


Figure II-1.8: Illustration of how to achieve Design Component 1 Guidelines



B. Design Component 2: Building Envelope: Height, Mass, Size, and Scale

Approval Criteria:

- The scale, mass and height of a new building or an addition should compliment the existing historic neighborhood development pattern. Care should be exercised; however, to assess the long term viability and potential longevity of the adjacent smaller home.
- A building's scale should be in proportion to the area of the site.
- Roof profiles shall define the form, scale and proportion of the home and reduce bulk.
- The dwelling structure's building envelope shall be the most visually dominant element on a site.

Design Guidelines:

2.1 A building's mass should relate to the context of nearby structures. This may be accomplished by dividing larger building masses into forms that are similar in scale to structures seen within the immediate vicinity.

2.2 The mass of a building shall appear minimized from the street and adjacent properties. This can be met in the following ways (see **Figure II-2.2a** and **Figure II-2.2b**):

a) Build to less than the maximum floor area. Reduce the floor area on upper stories.

b) Vary setbacks to create interest and visual relief. A greater setback for the upper stories of a structure is recommended.

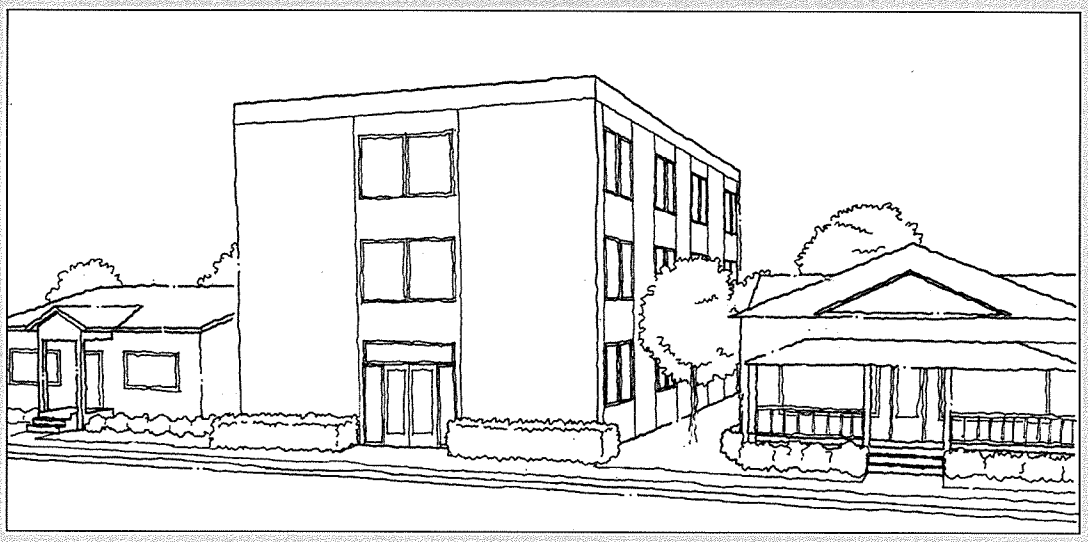
c) A building should appear to be no more than two stories in height, as viewed from the street. It is encouraged that a building be presented to the street as a one-story structure.

d) Minimize the use of tall, multiple-story design elements with no architectural relief or a steep roof.

e) Avoid the inclusion of long (i.e., over 100 feet) or tall, uninterrupted wall planes. This can be achieved by using recesses and projections to divide the surface, including two or more materials and/or textures in the construction of the wall or otherwise providing appropriate architectural detailing (i.e., fenestration, openings and design accents) to convey a sense of scale.

Figure II-2.2a: To minimize a multiple-story building's mass, design the structure to include horizontal elements and varied setbacks that increase with the height of the building.

Figure II-2.2b: Avoid designing a building to include multiple-story forms without architectural relief.



2.3 To avoid the appearance of a narrow corridor or tunnel between buildings as seen from the street, a tall sidewall should not be placed near a property line when it will be adjacent to similar walls on neighboring sites. Consider the ample inclusion of open space between structures to avoid this effect (see **Figure II-2.3a** and **Figure II-2.3b**).

Figure II-2.3a: Do this – Include ample open space between buildings to avoid the appearance of a "tunnel" along a street.

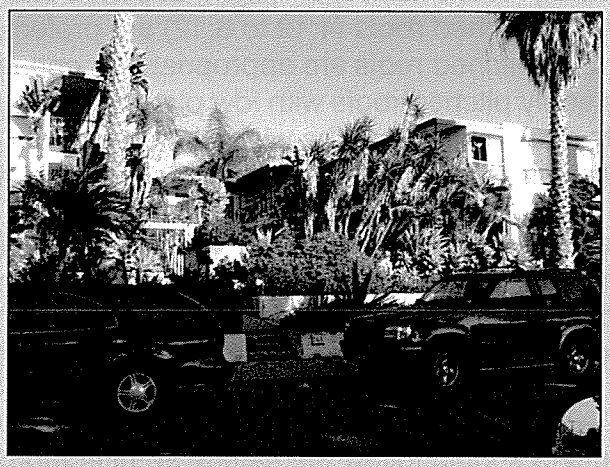


Figure II-2.3b: Don't do this - Design a tall sidewall to be placed near a property line when it will be adjacent to similar walls on the neighboring site.

2.4 Where a residential zone abuts a commercial zone, the building heights in the residential area should transition to a height that is compatible with the average building heights in the commercial area.

2.5 Choose appropriate roof forms that are proportional to the scale of the building and break up the building's perceived mass and height. This can be accomplished by making use of the following methods:

a) Use sloping roofs that vary in height, direction and shape. In general, moderately pitched roofs (4:12 to 6:12) are preferred. Shallow to moderately pitched roofs are appropriate on one-story buildings. More steeply pitched roofs with low plate lines can be used on multiple-story buildings. The wider the area a roof must span, the shallower the pitch should be to avoid excess height.

b) Rain eave lines should appear low in scale. Low plate heights (i.e. 16 feet) that reduce the height of exposed walls are encouraged. Consider tucking upper story rooms under the sloping sides of a roof form and keeping low eave heights. Light can be brought into such rooms using dormers or clerestory windows.

c) Rain gutters should follow the natural architectural lines of a building or be encased within the building walls.

d) Flat roofs should only be utilized to better accommodate the Strand's constrained building envelopes and in the design of buildings that emulate architectural styles present in Downtown Oceanside which make use of such roofs. Parapet walls should be constructed to articulate flat roofs and hide roof-mounted mechanical equipment. Architectural elements such as projecting cornices should be included to define the roofline. False roof structures such as mansard-style roofs are strongly discouraged.

2.6 A building should relate to the human scale through the use of basic forms (see **Figure II-2.6a**). Avoid the use of oversized elements that make the structure appear massive and forms that make the structure appear top-heavy (see **Figure II-2.6b**).

Figure II-2.6a: Do this - Use basic forms to relate to the human scale.

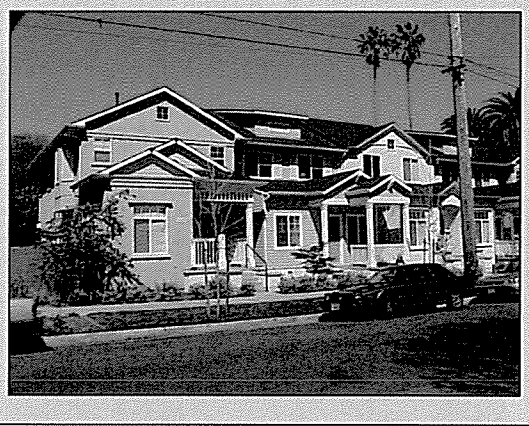
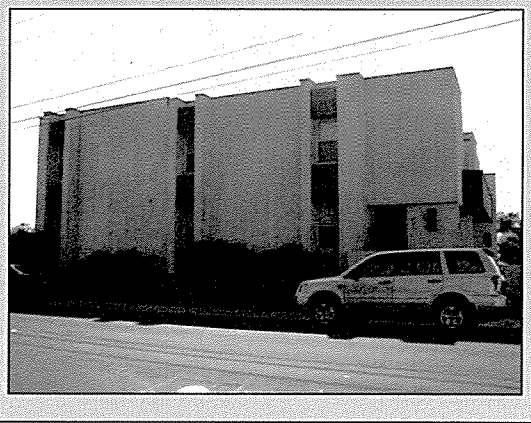
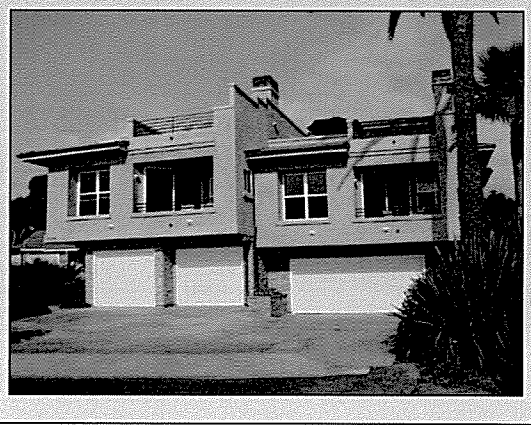


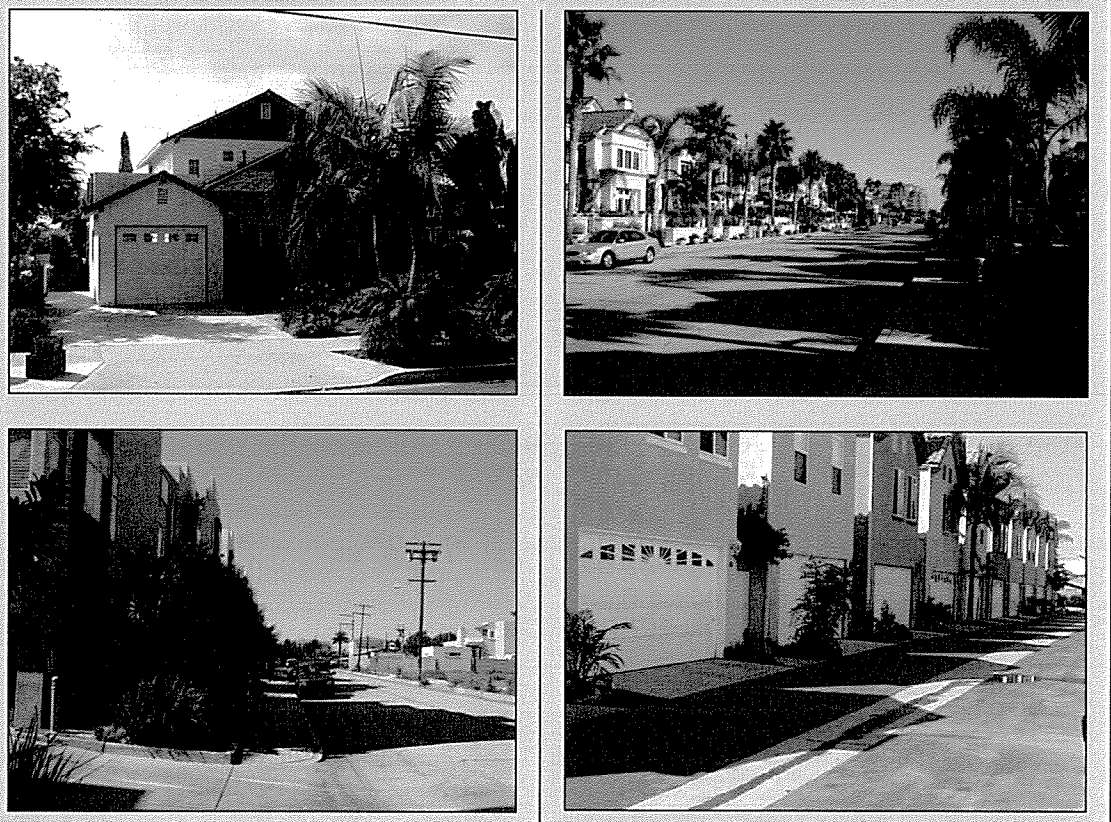
Figure II-2.6b: Don't do this - Use oversized elements that make the structure appear massive and forms that make the structure appear top-heavy.





2.7 Use landscaping as a design element to reduce the appearance of building mass. This may include providing groundcover, berms or raised planters against a large structure, or planting large, open, spacious trees against a structure and adjacent streets or properties. Landscaping may not replace building enhancements (see **Figure II-2.7**).

Figure II-2.7: Use landscaping to reduce the appearance of building mass.



2.8 The mass of the garage shall be subordinate to that of the house (see **Figure II-2.8**).

Figure II-2.8: Design the mass of the garage to be subordinate to the house.

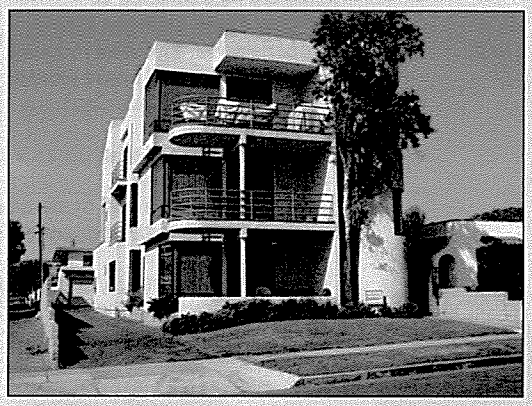
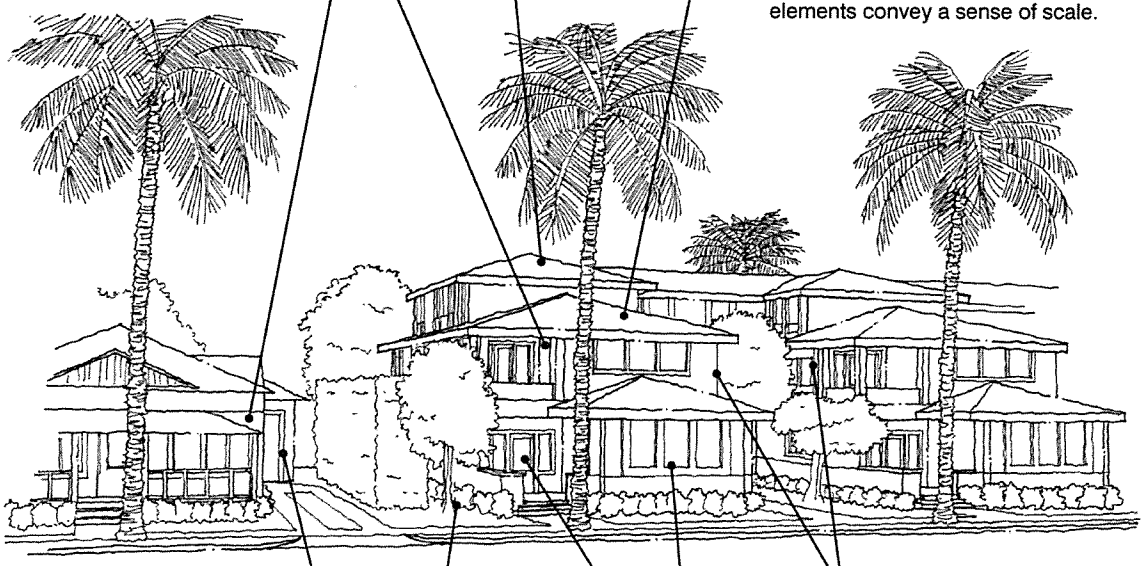


Figure II-2.9: Illustration of how to achieve Design Component 2 Guidelines



C. Design Component 3: Architectural Style and Form

Approval Criteria:

- The architectural style of a building shall enhance the character of the neighborhood.
- The form of a building shall be carefully designed to articulate the architecture style of the structure.
- Façades facing the street shall be designed to include architectural elements that relate to the human scale and add visual interest.

Design Guidelines:

3.1 New buildings shall be designed with an identifiable architectural style that enhances the character of the existing neighborhood. Additions to existing homes should be designed to be compatible with the architectural style of the existing home and surrounding neighborhood. The City encourages the use of architectural styles that reflect the City's architectural history (see **Figure II-3.1**).

Building articulation and building elements (architectural style, roof shape, materials and window type) should be appropriate to the building style and massing.

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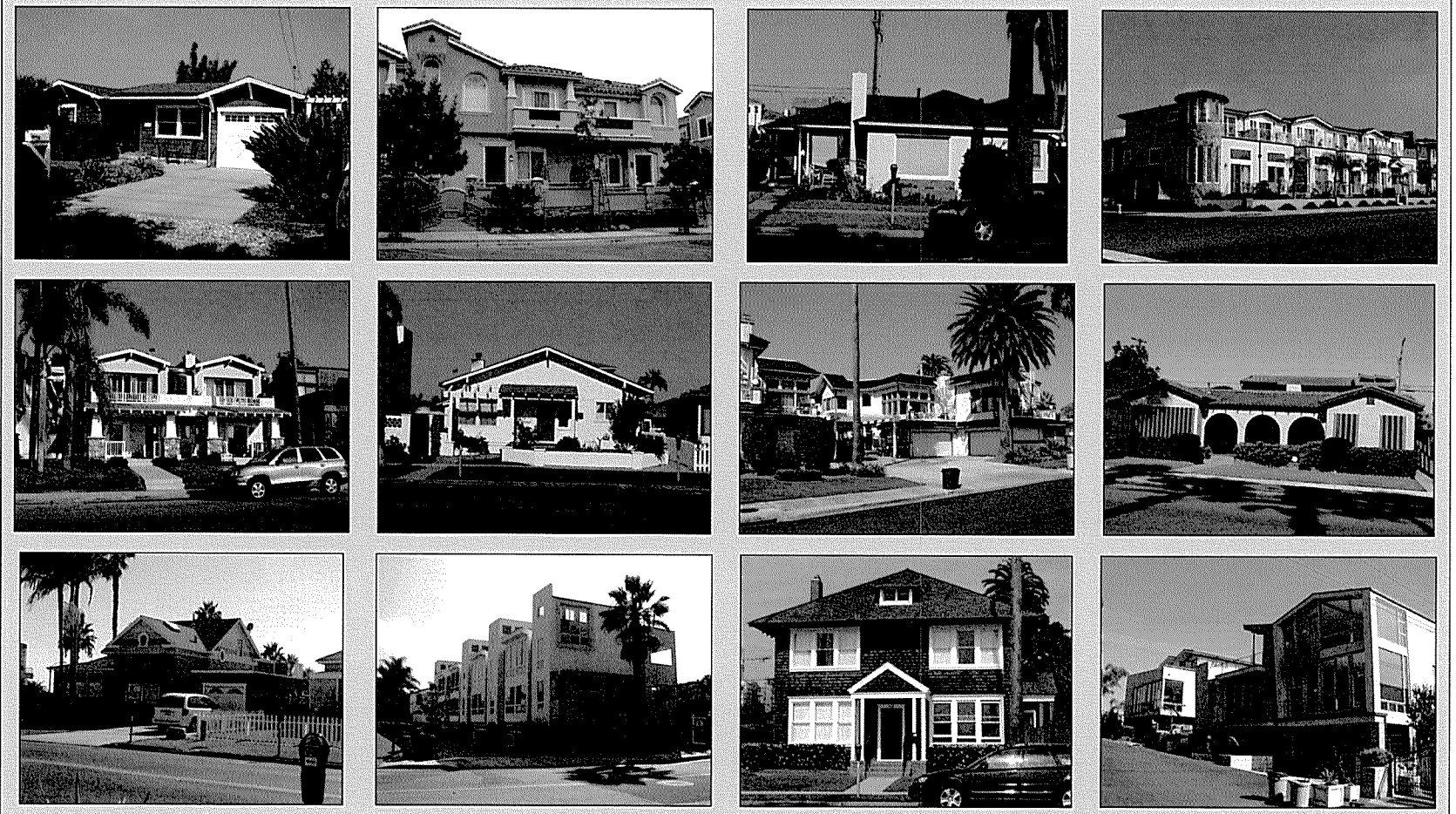
Figure II-3.1: Examples of architectural styles present or desired in the Downtown Area



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3.2 Consider using the vocabulary of a particular architectural style to define a structure's visual form. This can be achieved in the following ways:

a) Avoid forcing building mass and rooflines to fit into a detailed interior design-driven floor plan. Floor plans and roof layouts should coordinate well to create the best three-dimensional design.

b) Architectural elements of buildings (such as openings, doors, windows) and architectural features (for example, roof elements, columns, dormers, etc.) should be in proportion to the overall home design (see **Figure II-3.2a**).

c) Include architectural elements that add visual interest to roofs (such as dormers, masonry chimneys, cupolas and other similar elements) (see **Figure II-3.2b**).

Figure II-3.2a: Design architectural elements and features to be proportional with the overall home design.

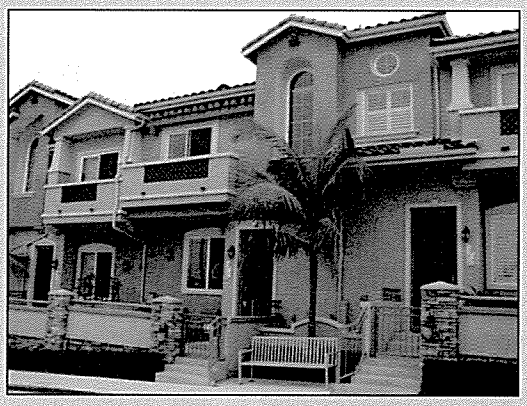


Figure II-3.2b: Include architectural elements that add visual interest to roofs.

3.3 A building's form should respect and compliment Downtown Oceanside's residential architectural tradition. Appropriate characteristics of this tradition include the following:

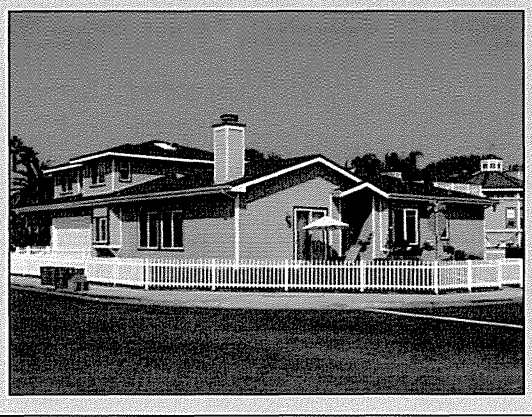
a) Building forms should be simple. Basic rectangles, L- or U-shapes are typical. Overly complex building forms should be avoided.

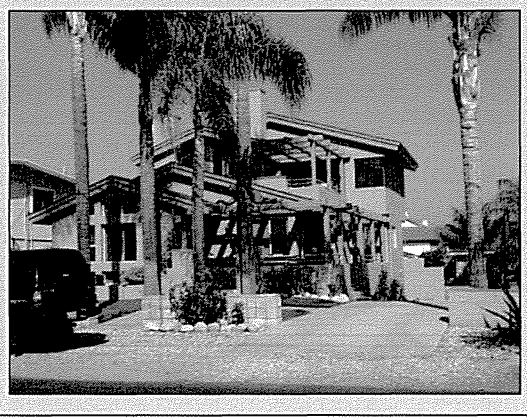
b) A form with a proportional emphasis is preferred.

c) Roof forms should be composed of just a few simple planes.

3.4 Second-floor additions should be architecturally integrated and visually subordinate to the original building unless the original structure is devoid of any historic or architectural character worth keeping. Primary and secondary volumes should be carefully proportioned, balanced and spaced for a unified design (see **Figure II-3.4**).

Figure II-3.4: Second-floor additions should be architecturally integrated and visually subordinate to the original building.





3.5 Building articulation should be varied for visual interest and to provide relief from close adjacency of structures. Breaking up a building into smaller component parts will make it compatible to human scale. This can be achieved by employing the following techniques):

a) Divide the building's form into portions or segments compatible with the adjacent buildings' scale. Façades of long buildings should be architecturally subdivided into shorter segments every 50 to 100 feet maximum. These divisions should be made with the architectural style of the building and could employ things such as porches, window fenestration, wall breaks, and vertical plane changes (see **Figure II-3.5a**).

b) Long walls (over 15 feet) may have architectural detail or be staggered to provide shade and shadow. Vertical two-story elevations should contain some architectural relief elements such as windows or decks and unifying architectural elements such as a sill or header line in the surface of the wall. Include these variations in a manner that maintains the wall's simplicity (see **Figure II-3.5b**).

c) Use a few simple, well-proportioned masses accented with a few smaller elements, such as bay windows or dormers. Using too many elements can create a cluttered appearance (see **Figure II-3.5c**).

d) Accentuate the ground floor of the building by making it more substantially visual than upper stories. This can be achieved by using entry porticos and front porches or other articulation at the ground level (see **Figure II-3.5d**).

e) Use upper-story setbacks or partial indentations for upper-story features, such as balconies, outdoor moldings or cornices, to accentuate the horizontal levels of a building (see **Figure II-3.5e**).

Figure II-3.5a: Façades of long buildings should be architecturally subdivided into shorter segments every 50 to 100 feet maximum.

Figure II-3.5b: Long walls (over 15 feet) may have architectural detail or be staggered to provide shade and shadow. Vertical two-story elevations should contain some architectural relief elements such as windows or decks and unifying architectural elements such as a sill or header line in the surface of the wall.

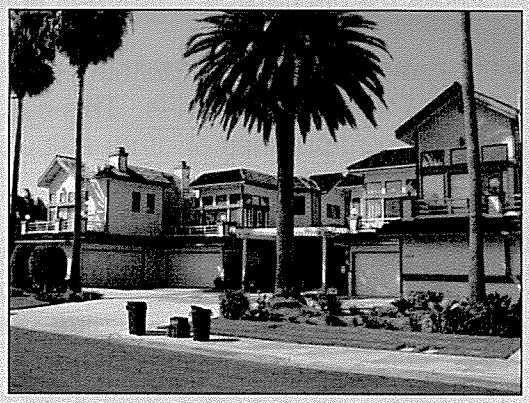


Figure II-3.5c: Use a few simple, well-proportioned masses accented with a few smaller elements, such as bay windows or dormers.

Figure II-3.5d: Accentuate the ground floor of the building by making it more substantially visual than upper stories.

Figure II-3.5e: Use upper-story setbacks or partial indentations for upper-story features, such as balconies, outdoor moldings or cornices, to accentuate the horizontal levels of a building.

3.6 Use simple roof forms that include only a few subordinate attachments, such as dormers, to avoid cluttered design. In general, roofs should appear sloped. Basic gable and hipped roofs are traditional and their use is encouraged (see **Figure II-3.6a**). Mansard roofs typically add more mass than these forms and should be avoided (see **Figure II-3.6b**). Flat roofs are also discouraged, except in the Strand or in the design of buildings that emulate certain historical architectural styles which make use of such roofs (see **Figure II-3.6c**).

Figure II-3.6a: Basic gable and hipped roofs are traditional and their use is encouraged.

Figure II-3.6b: Mansard roofs should be avoided.

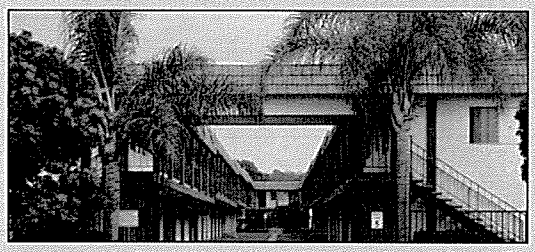
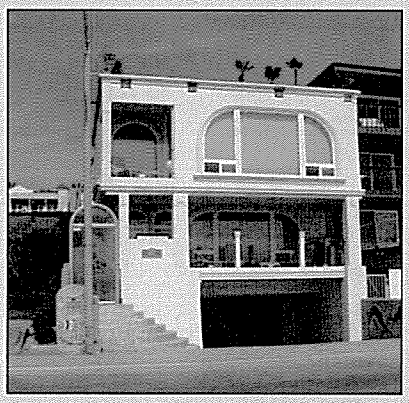
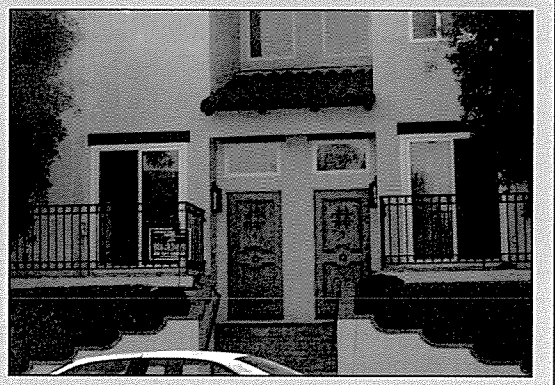


Figure II-3.6c: Only use flat roofs in the Strand and in association with architectural styles that specifically incorporate such roofs.



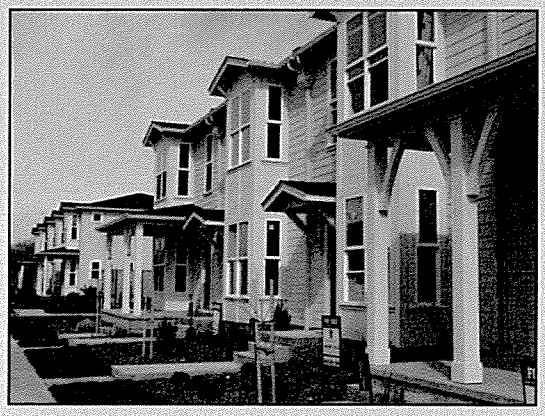
3.7 Entry features should be integral to the façade, designed at a human scale and with substantial detailing. Entry features should not be over-scaled or monumental in nature and should not stand out on the structure or in relationship to other buildings in the neighborhood due to size, height or proportion (see **Figure II-3.7**).

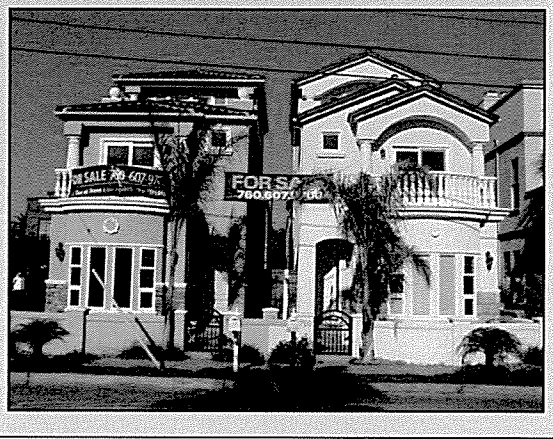
Figure II-3.7: Design entry features to a human scale and with substantial detailing that relates to the overall façade.



3.8 Façade components facing the street should correspond to the scale of the human form. This is accomplished by visually breaking up façades into smaller components with elements such as windows, wall insets, balconies, ledges and trim and by stepping back upper stories (see **Figure II-3.8**).

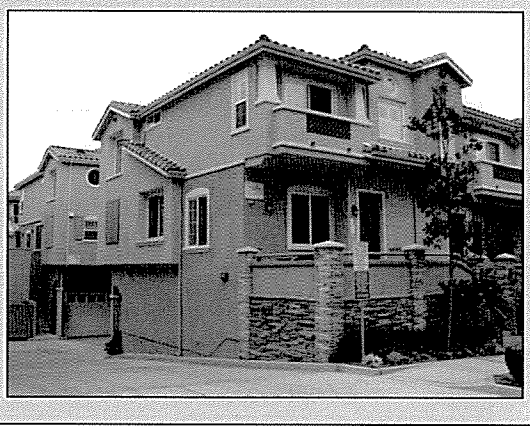
Figure II-3.8: Façade components, including windows, wall insets, balconies, ledges and trim, facing the street should correspond to the human scale.





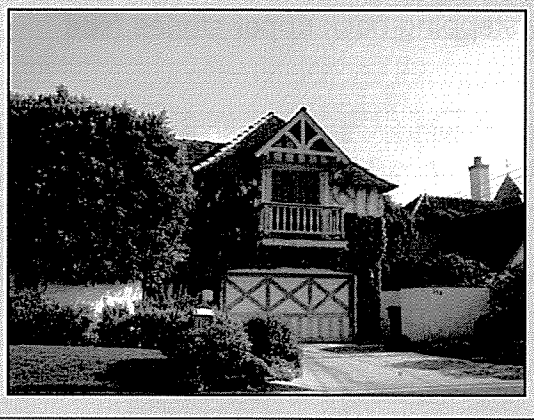
3.9 Give special attention to elevations on the sides of the structure and corners visible from the street (see **Figure II-3.9**).

Figure II-3.9: Provide articulation on all façades that are visible from the street.



3.10 A garage door, especially one facing onto a street, should be detailed to diminish its visual impact. This includes designing the door to create visual interest or to blend in with the background materials of the building. A standard overhead garage door, with contrasting color and materials, should be avoided (see **Figure II-3.10**).

Figure II-3.10: Detail a garage door to diminish its visual impact.



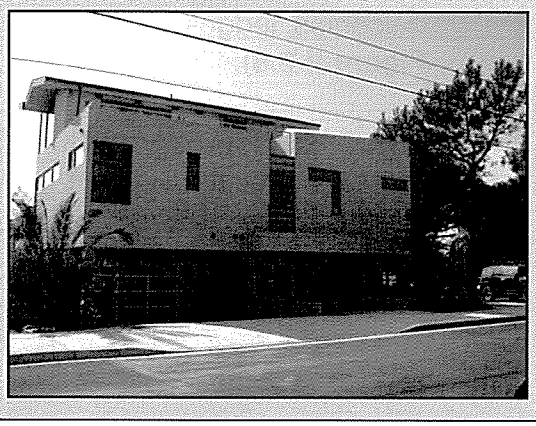
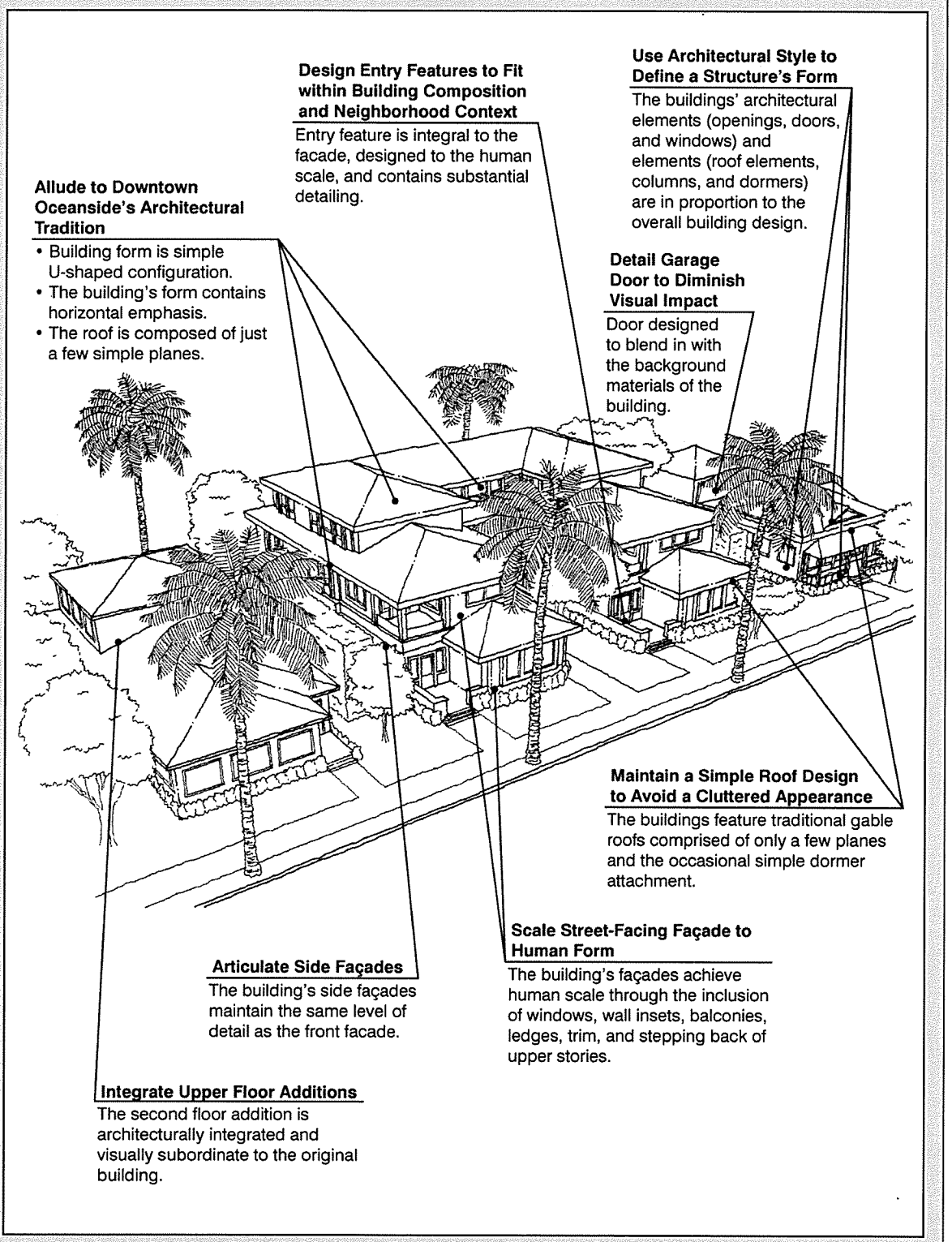


Figure II-3.11: Illustration of how to achieve Design Component 3 Guidelines



D. Design Component 4: Materials, Finishes, and Colors

Approval Criteria:

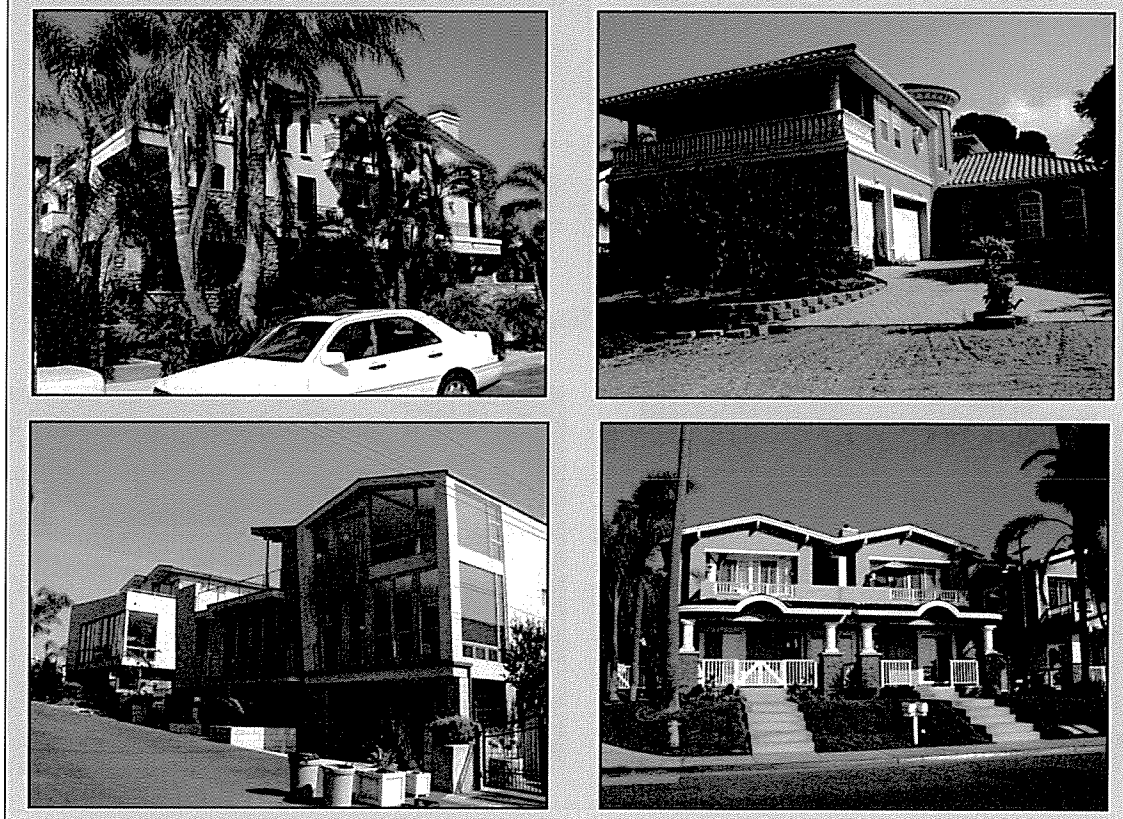
- Consistent pattern and application of exterior materials shall be used on new buildings and additions in order to enhance the appearance and character of the existing neighborhood.
- Materials should be applied in a manner that is consistent with the complexity of the building's design.
- Materials shall be of a substantial and long-lasting quality to prevent weatherization and deterioration, including corrosion from the salt air.
- High quality finish materials should be applied to all surfaces of a building visible from the street, including the roof and trim pieces.

Design Guidelines:

4.1 If the building mass and pattern of windows and doors is complex, simple wall surfaces are recommended. If the building volume and the pattern of wall openings are simple, additional wall texture and articulation should be employed.

4.2 A variety of materials should be used to emphasize and differentiate between a building's various components (see **Figure II-4.2**). The combination of materials on a building façade shall be appropriate to its style and design and be visually appealing to the pedestrian.

Figure II-4.2: Use a variety of materials to emphasize and differentiate between a building's various components.



4.3 Appropriate wall surface materials shall include stucco and brick, ceramic tile, stone, and stone veneer.

4.4 Accent materials should not be used as the only exterior material to the home; however their use is encouraged to add interest and variety at a more intimate scale. Appropriate materials include stucco and brick, ceramic tile, stone, and stone veneer.

4.5 All exterior windows within public view from adjacent streets and prominent view from other properties, as well as public common areas within a project, shall be architecturally framed. Acceptable framing includes shutters, plant shelves, stucco pop-out framing, color anodized aluminum frames with mullions, and/or awnings.

4.6 The City encourages the use of metal railings and/or solid walls finished with glass, stucco, or other materials for stairways, balconies and elevated walkways (see **Figure II-4.6a**). The extensive use of minimal iron railing should be avoided (see **Figure II-4.6b**).

Figure II-4.6a: Do this - Use metal railings and/or solid walls for stairways, balconies, and elevated walkways.

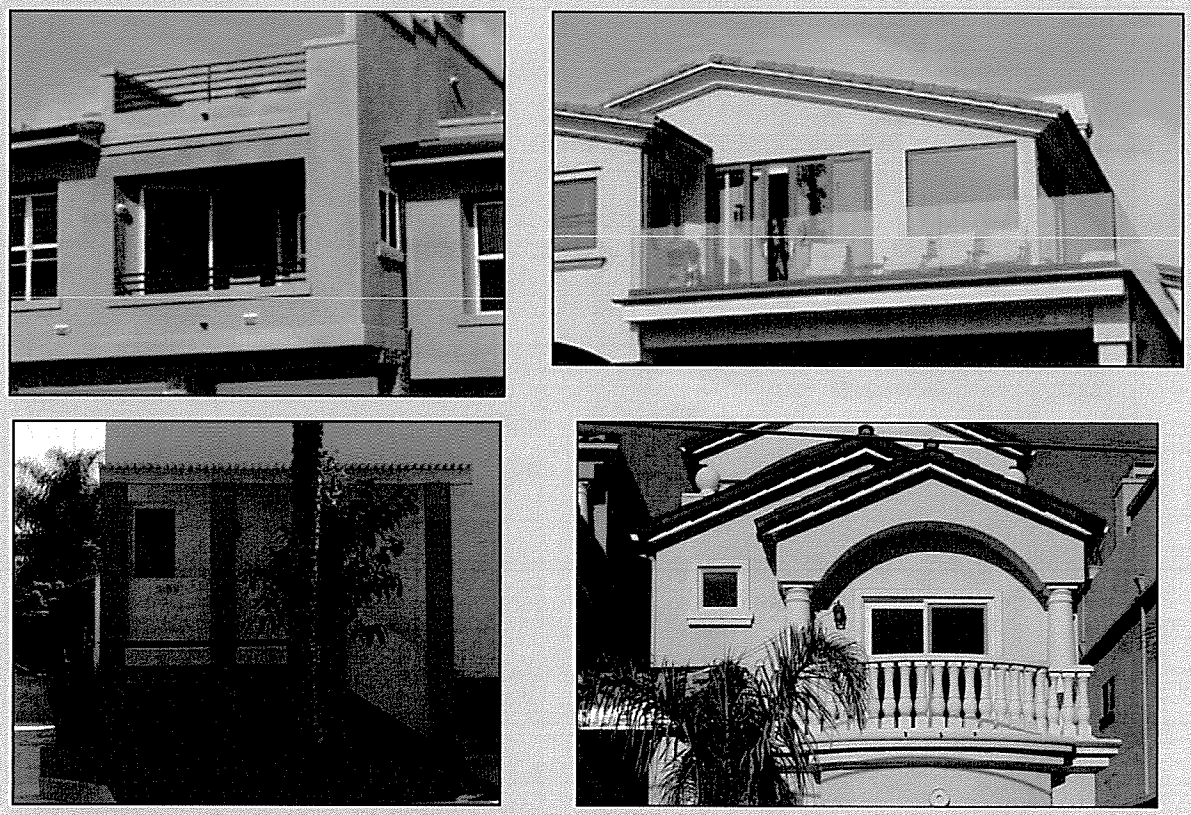
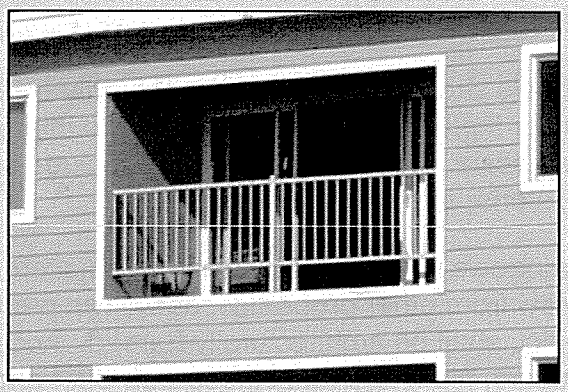


Figure II-4.6b: Don't do this - Use minimal iron railing.



4.7 The City encourages the use of recycled material such as brick, recycled concrete, metals, glass, etc.

4.8 Roofing materials should be consistent with the architectural style of the building and within the context of the surrounding areas. Appropriate materials include lightweight concrete tile, clay tile and heavy-weighted, multi-thickness and dimensional asphalt shingles (see **Figure II-4.8**). Treated metal, plastic and glass should not be used.

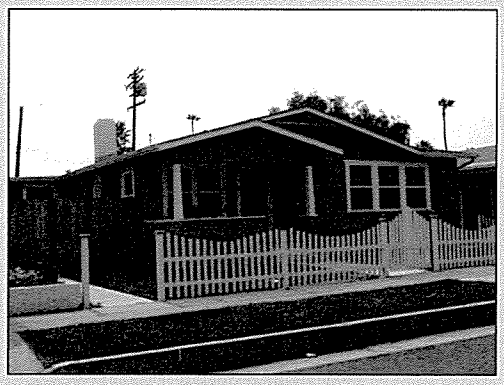
Figure II-4.8: Use roofing materials that provide architectural interest.

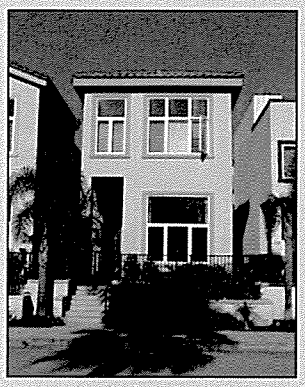
4.9 Visible portions of flat roofs should be given an appropriate finish treatment. These may include a gravel (non-granular) surface in an earth tone color, compatible with the overall house color, a Japanese rock garden, or a vegetated roof garden.

4.10 Exterior building colors should be compatible with the surrounding neighborhood setting and include variety to promote visual interest.

4.11 Accent colors should be used to emphasize building details such as trims and window sashes (see **Figure II-4.11**).

Figure II-4.11: Use accent colors to emphasize building details.





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III. APPENDIX – DEFINITIONS

Alterations – Any construction or renovation to an existing structure.

Articulation – The manner in which portions of a building form are expressed (i.e., materials, color, texture, pattern, modulation, etc.).

Authentic Architectural Style – Architecture that encompasses many styles within an architectural theme; a holistic approach. Possessing appropriate architectural characteristics, massing and detail consistent with a specific architectural style.

Compatible – Capable of existing together without conflict or detrimental effects.

Context – The area surrounding a project site that helps define the community character which that site or building is part of. In general, a building should visually relate to its surrounding context.

Cornice – A continuous, molded projection that crowns a wall or other construction, or divides it horizontally for compositional purposes.

Deck – An open, unroofed porch or platform extending from a house or other building.

Design Elements – The individual visual components within an architectural composition.

Detached Garage – A completely freestanding structure, which is not attached to the house by any roof or wall element.

Façade – The front or principal face of a building, and the side of a building that faces a street or other open space.

Floor Area – The total gross square footage included within the surrounding exterior walls of all floors contained within all enclosed buildings on a site.

Guidelines – Qualitative statements that describe the preferred appearance and the expected quality.

Human Scale – The size or proportion of a building element or space relative to the structural or functional dimensions of the human body. Used generally to refer to building elements that are smaller in scale, more proportional to the human body, rather than monumental (or larger scale).

Massing – The three-dimensional bulk of a structure: height, width and depth.

Open Space – Any portion of a lot that is free of structures, paving or improvements other than landscaping.

Pedestrian Scale – The proportional relationship between an individual and his or her environment.

Scale – The spatial relationship among structures along a street or block front, including height, bulk, and yard relationships. Proportional relationship of the size of parts to one another and to the human figure.

Setbacks – Imaginary vertical planes applied to each site beyond which building improvements may not encroach. These areas must remain as open space on a lot.

Standards – Minimum/maximum requirements based on quantifiable criteria.

Streetscape – The visual character of a street as determined by elements such as structures, access, greenery, open space, view, etc. The scene as may be observed along a public street composed of natural and man-made components, including buildings, paving, planting, street hardware, and miscellaneous structures.

Texture – The quality of a surface, ranging from mirror finish, smooth, to coarse and unfinished.