

APPENDIX D
DOWNTOWN DESIGN GUIDELINES



CITY OF SANTA PAULA DOWNTOWN DESIGN GUIDELINES

INTRODUCTION

A downtown is more than bricks and mortar, or just another shopping center. It is the traditional center of a community, a center not so defined geographically or architecturally as it is socially. It is a place where people doing a quick errand run into people they know and end up spending several hours. It is a place for strolling and window shopping, and watching people go by. It is a place where people live and work. It is a place where merchants know customers by face if not by name. It is a place where parades and other public celebrations and events are held. It is, in short, a place for activities of all kinds, for all kinds of people.

The physical design and image of downtown, however, is the backdrop or stage set to the street, viewing the drama on it. The very layout and amenities of the streets, the easy accessibility for the pedestrian, the variety, diversity and vitality of businesses, housing, and places of interest all contribute to the character and image of a successful downtown. All of this, underscored by the design, cohesion and rhythm of adjacent buildings and facades from one block to another can make the difference as to whether a downtown is and continues to be the true center of a community.

These City of Santa Paula Downtown Design Guidelines are intended to provide commercial and residential property owners, business owners, builders, architects, designers and the general public with information and assistance in their planning for new construction, rehabilitation, and renovation of commercial and residential buildings, and facades in the defined Downtown area. The guidelines are in a real sense one more tool, one more resource, in addition to our adopted Downtown Improvement Plan Update, to use as we work together to establish our downtown as the true center of Santa Paula.

PURPOSE

These guidelines are intended to accomplish the following:

- Establish a high level of design quality for buildings and facades
- Provide visual continuity along street frontages
- Maintain a building scale which is consistent with Santa Paula's small town, rural heritage
- Encourage commercial development to be constructed in patterns which are more pedestrian friendly
- Insure that new development relates to good examples of nearby structures
- Encourage corporate and franchise design to adapt to the unique character of their sites and the downtown
- Reinforce the historic aspects of the downtown where applicable
- Encourage additional housing and mixed use development



- Convey the City's design expectations to property owners and developers
- Protect property owner investments by discouraging inappropriate adjacent development
- Streamline the development review process by more clearly communicating community expectations to property owners and developers

These guidelines are not intended to establish or prescribe a particular design theme or style, or force uniformity in our downtown. The intent of these guidelines is to encourage good design, with respect to both tradition and innovation, and to prevent bad design.

BASIC PRINCIPLES

The guidelines in this document are based on the following basic principles. For projects which are not specifically addressed by the guidelines these principles will be used to evaluate whether plans and designs are appropriate and consistent with the intent of these design guidelines.

- Projects should reflect the uniqueness of their specific sites and neighboring development
- Building facade and landscaping designs should recognize the small town, rural heritage of Santa Paula
- Projects should emphasize the visual prominence of buildings, building facades, enhance landscaping where possible, and minimize the visual impacts of parking
- Commercial building designs should emphasize variety and avoid large boxlike structures
- Projects should be pedestrian friendly
- Landscaping should be drought tolerant, low maintenance and well adapted to our area
- Signage should be restrained and the minimum needed to identify the business
- Colors should be restrained with strong or bright colors limited to accents or focal point areas
- Buildings located near street frontages should be encouraged in order to enliven the visual environment and encourage pedestrian movements.

HOW THE DESIGN GUIDELINES APPLY

These design guidelines apply to the downtown area as defined in the Downtown Improvement Plan Update that was adopted on _____, 2004.

These Downtown Design Guidelines are voluntary and advisory for those circumstances in which Downtown property owners and builders who intend to develop new residential dwellings, structures, or buildings, or in which they intend to, with their own funds, rehabilitate existing residential or commercial buildings and building facades.

However, compliance with the specific standards of the design guidelines are required for those property owners and builders who intend to construct new commercial development in the downtown, or who elect



to participate in the City's Downtown Facade and Rebate Program and Residential Rehabilitation Program, or participate in any other City-sponsored downtown revitalization assistance program.

DESIGN REVIEW & APPROVAL

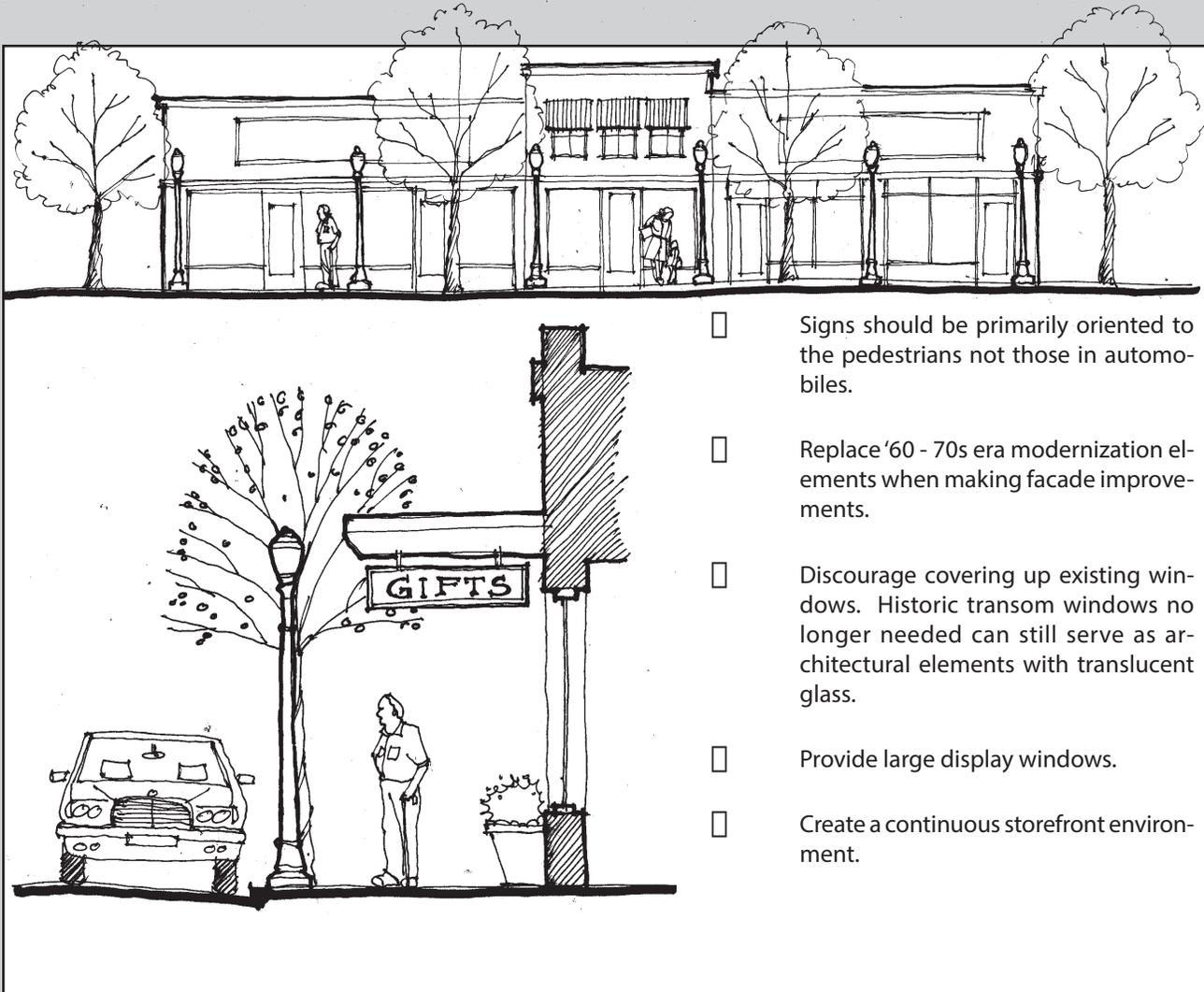
Design review and approval is conduct by the Planning Department and appealable to the City Planning Commission.

Please Note:

The reader will note that certain design or architectural elements and standards are repeated from one section to another where necessary and applicable.



COMMERCIAL DESIGN GUIDELINES



- Signs should be primarily oriented to the pedestrians not those in automobiles.
- Replace '60 - 70s era modernization elements when making facade improvements.
- Discourage covering up existing windows. Historic transom windows no longer needed can still serve as architectural elements with translucent glass.
- Provide large display windows.
- Create a continuous storefront environment.

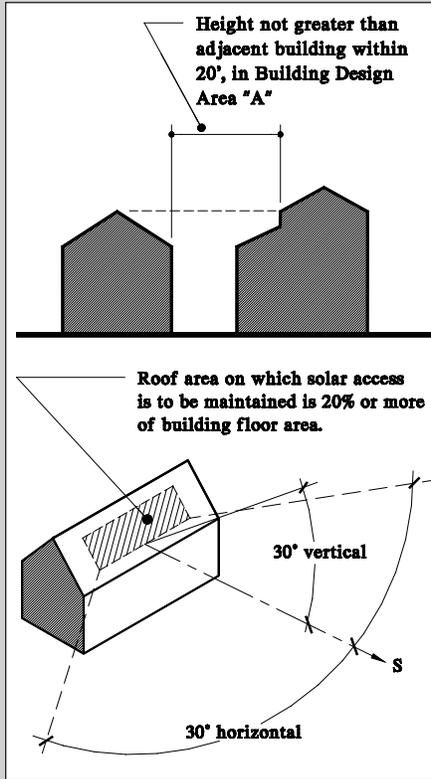
General Themes

SCALE/HEIGHT/MASSING

When appropriate a building or group of buildings shall be compatible with its surroundings through the 1) Rhythm of spaces between buildings, 2) Building scale, mass, and setbacks, 3) Building orientation and relation to the street, and 4) Continuity of storefronts on commercial streets.

Specific Criteria

Zoning Ordinance: Refer to the Santa Paula Development Code for specific height and setback requirements in addition to those discussed herein.



Solar access

Light and Air: Locate new structures on the property to maintain access to light and air circulation, and ensure the privacy of existing private open spaces on adjoining properties.

Street Trees: Balance long-term viability of trees with the need for greater or lesser setbacks where conflicts with existing street trees exist. In the Downtown, reinforcement of the street wall for the first one or two stories may be very important, while the upper floors can be set back.

Height: To be responsive to the existing context, new structures should not exceed the height of adjacent structures for an area within 20 feet of the adjacent structure.

Solar Access - Adjacent Property: To protect solar options on adjacent properties, projects should be designed to maintain solar access to a roof area equivalent to a minimum of 20% of the total floor area of each building on adjacent properties.

Solar Access - Roof Area: To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

LEVEL OF DETAIL AND ARTICULATION

Projects shall incorporate the scale and level of detail that is typical of well designed buildings in the surrounding area.

Specific Criteria

Articulation: Building articulation embodies a group of design devices that overlap Scale, Height, Massing, and Level of Detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, significant color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.

Punched Windows: Provide smaller individual windows on upper levels.

Details: Provide details that create shadows, line surfaces, and volumes at a different and more human scale than larger building volumes, allowing buildings to feel less intimidating to people.

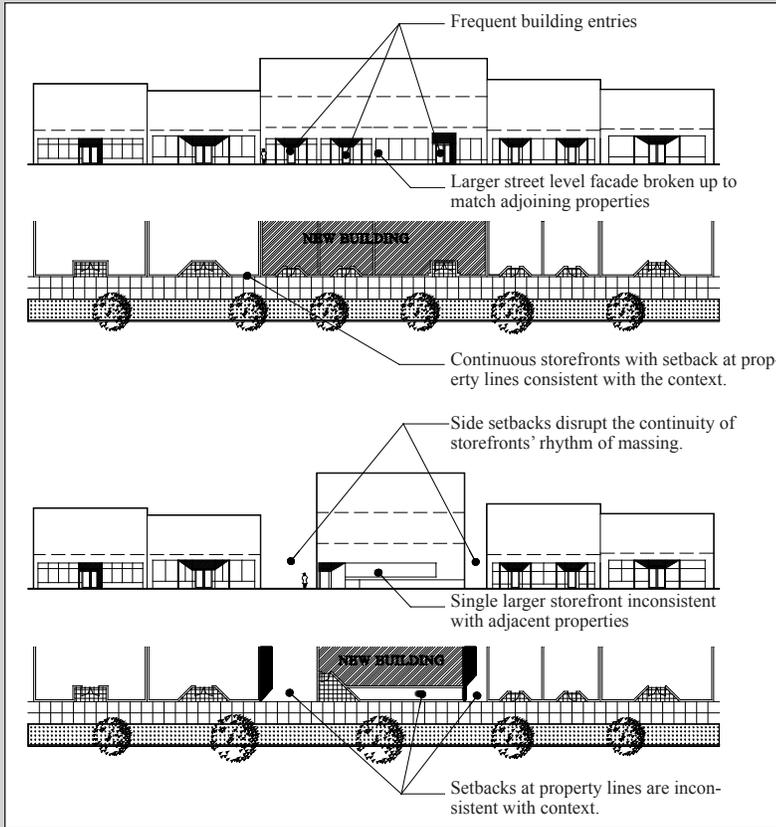


Corporate design shall be responsive to other downtown design

Equal Details: All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color.

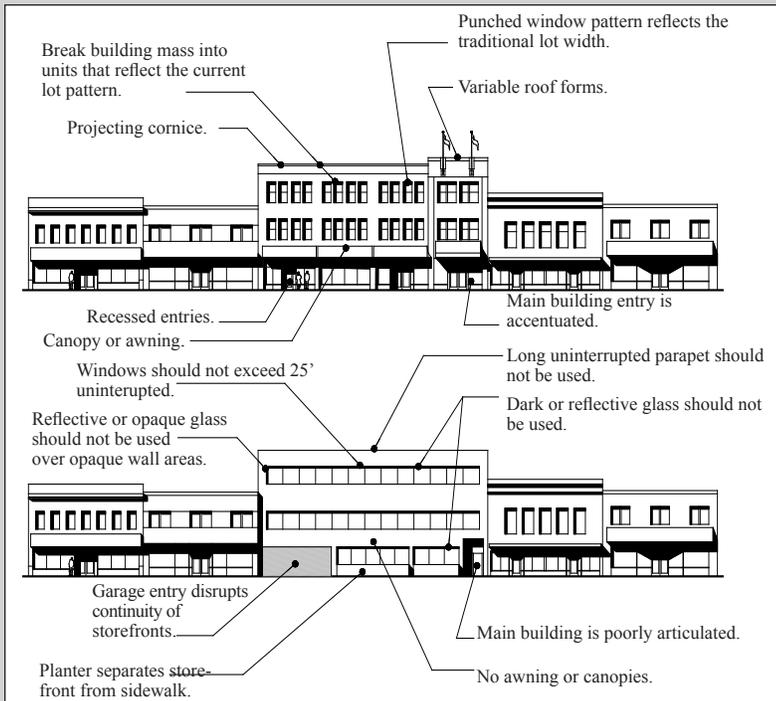
INTEGRATE CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.



Appropriate Commercial Street Scale, Height and Massing

Inappropriate Commercial Street Scale, Height and Massing



Appropriate Level of Commercial Area Articulation and Detail

Inappropriate Level of Commercial Area Articulation and Detail



Specific Criteria

Signs: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.

Corporate Design: The design character shall not be a standard franchise prototype and shall incorporate dominant characteristics that are unique to Santa Paula.

MATERIALS/TEXTURES/COLORS

Projects shall incorporate complementary materials of the highest quality, with material textures and colors selected to further articulate the building design. Building owners and businesses are encouraged to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior

Specific Criteria

Materials/Color: In general, variations in colors and materials are encouraged. Care should be taken, however, not to use too many materials that may result in visual clutter. If only one material is used, then volume and planar articulation becomes even more important.

Materials are a basic part of a building's architectural style. Certain materials can be associated with their own architectural styles. Based on the variety of architectural styles in Santa Paula's Downtown area, only the use of materials with a natural appearance, such as wood, brick, stone, tile, and stucco may be used for new commercial construction, building and/or facade renovation in the Downtown area.

Totally new building construction should select exterior finish materials that are compatible in quality, color, texture, finish and dimension to surrounding properties. However, the use of cement, concrete block, steel siding, snap-on metal grills or metal sheeting, aluminum animation or processed materials, or vinyl siding shall not be allowed for new commercial construction, or building and/or facade renovations in the Downtown area. New or renovation construction of modern, innovative or period style may be permitted through petition and approval by the design assistance committee.

Authenticity: Authenticity in materials is essential; imitation materials should be avoided and are strongly discouraged. Imitation materials, such as lava rock or perma-stone, are those that attempt to look like something other than what they are. If imitation materials are used, the detailing should be consistent with the material they are imitating.

Durability/Maintenance: Materials should be selected, detailed and finished for durability in Santa Paula's climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.

Cleaning and maintenance is critical to a building's appearance and lack of maintenance may culminate in the need for more expensive repairs in the future. Adequate provision should be made for maintenance access to all surfaces, especially two stories or more.

Finishes such as tile, brick, stone and prefinished ceramic and metal panels are encouraged on commercial and institutional buildings



The bulkhead is that area under the storefront window

Bulkheads: The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt and impact resistant (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings should be consistent in height and material. Flower boxes are encouraged as long as they are maintained and do not interfere with pedestrian sidewalk traffic. Signage in the bulkhead area shall not be allowed.

Texture: Heavily textured materials such as rough sawn lumber and lacy stucco patterns are strongly discouraged.

Colors: The positive use of color on a building or building facade can make a profound difference to the overall appearance and image of a downtown. The follow criteria should be met:

- The colors of a structure should be appropriate for the chosen materials and the architectural style of the building, and be compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, the combined effect of the colors and style should take precedence over the historic authenticity of colors when the latter does not conform to the overall image of the area. Colors should help to visually relate facades and building elements to each other. The colors chosen for any facade should relate to the neighboring building, or building facade, and to the block as a whole.
- Complimentary colors for architectural trim (window sash, window trim, etc.) can be lighter or brighter (e.g. white, off-white) or shades slightly lighter or darker than the base color. Accent colors for architectural details or ornamentation, including front doors, may be contrasting color to the base of a building.
- Generally, no more than three colors should be used on any given building, or building facade. This includes any "natural" colors such as unpainted brick or stone. These colors typically include the:



Use of imitation materials is discouraged

Base color:

Preferred base or colors include a variety of earth tones, including brown, beige, cream, muted reds and yellows, as well as natural tones of brick and stone. Colors that should be avoided are bright basic (red, green, blue) colors and fluorescent colors. The larger and plainer the building, the more subtle the base color should be. In most cases, if neighboring elements are not currently painted, new elements should not be painted.

Major Trim Color

When the wall facade is painted, the major trim color should complement the base color. In the Mercado District major trim colors can be more vivid (terra-cotta, rust, yellow, blue, light turquoise, etc.) to reflect the Mexican/Latin American culture. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together. If the base color is natural material, the major trim color should relate to the material color.

Minor Trim Color

If minor trim is used as a third color, it should be used to strengthen the color scheme already established by the base and major trim colors. The minor trim color should be a darker shade of the major trim color.

- Color schemes sharply contrasting with neighboring buildings should be avoided, especially if facades are immediately adjacent.
- Use paint colors compatible with the colors of existing materials (such as brick or ceramic tile) already found on the facade in an effort to restore the historic look of the building wherever applicable.
- Awnings are often second only to the building wall in surface area. Careful consideration should be given to ensure that awning color does not conflict with base building color.

Renovating Glazed or Brick Surfaces: Care should be taken when renovating brick surfaces so damage to the bricks does not result from renovation efforts. If it is necessary to replace original brick surfaces, new material should match the color and size of the original brick and mortar. Bonding pattern and size of joints should also match the original sections.

If you are cleaning any glazed or masonry surfaces, strip using the gentlest means possible. Low-pressure water wash is recommended so as not to destroy brick surface or mortar joints. Sandblasting is not recommended because it defaces or causes severe damage to the brick and stone and accelerates erosion of the materials.

Furthermore, painting of glazed material such as ceramic tile, terra cotta, finished stone or glass is prohibited.

Mercado Tiles: Mexican tiles are encouraged to be used on the bulkhead area in the Mercado District.

Professional Guidance: Building owners and businesses are encouraged to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior.



Examples of Mexican tiles

CANOPIES AND AWNINGS

Canopies are structural and permanently attach to the main structure whereas awnings are fabric over a storefront, window, door, or deck.

Canopies are sheltering elements that extend over the sidewalk and shelter pedestrians from rain and sun. They can also help prevent merchandise displayed in windows from sun damage. The city prefers canvas awnings as a first choice and canopies as a second choice.

Awnings play a significant role in encouraging pedestrian traffic throughout the year. Historically, the hanging of retractable canvas awnings was often used on traditional commercial facades in many towns throughout the country. In the summer, the awning could be lowered to shade the storefront and keep it cool. In the winter, in a raised position, it allowed the welcome sun to warm the store. Year around, it could be used to protect the pedestrian on the sidewalk from the extremes of sun and weather. It also contributed accent color and pattern to the streetscape and was often used for signage.

The awning can play these same roles in the Downtown. Today, awnings are available in a wide variety of types, shapes, and materials. They can be retractable or fixed in one position. They can be made in almost any shape or profile. The most appropriate awnings are made from treated canvas or matte finish vinyl on a light metal frame. These are available in many traditional colors and striped patterns.



The awning can play a special role in bringing visual harmony to Downtown. Visually unrelated upper facades and lower storefronts represent a common visual problem. The careful addition of an appropriate awning can create a pleasant transition between the two, thus minimizing undesirable visual contrast. In such cases, the color and pattern of the awning should be carefully chosen to tie the two basic facade portions together.

Specific Criteria

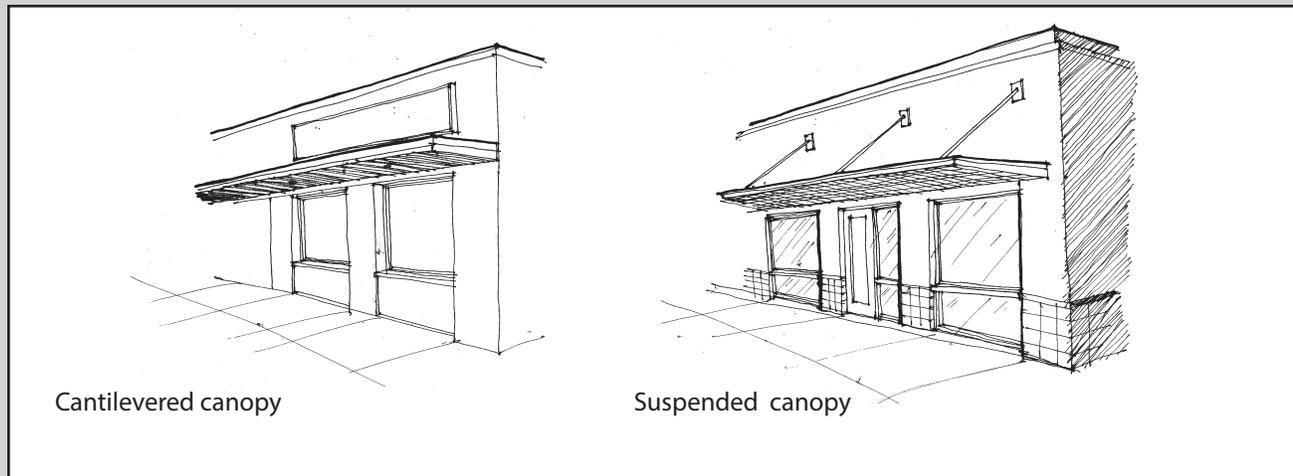
Location: Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings. Where the facade is divided into distinct bays or sections by vertical architectural elements, awnings should be placed within the width of the bay or section feature rather than extending between and overlapping them. The awning design should respond to the scale, proportion, and rhythm created by these elements.

Minimum height of awnings/canopies should be 8'-0" as measured from the bottom of the awning/canopy to the sidewalk and should not extend outwardly more than 6'-0" from the face of the structure for an awning and 8'-0" for a canopy. (The 6'-0" dimension should be diminished when tree plantings and other obstacles dictate.)

In general, they should not obscure transom windows, grillwork, piers, pilasters, and ornamental features, etc. In openings with transoms, the awnings should be mounted on the horizontal framing element separating the storefront window from the transom.

The highest point of a first-floor awning should not exceed the midpoint of space created between the second story windowsill or parapet for a single story building) and the top of the first floor storefront window. This awning location should leave a comfortable space between the awning and the architecture elements which comprise the building. The highest point of a canopy or its superstructure should not be higher than the midpoint of the space located between the second story windowsill or parapet for a single story, and the top of the first floor storefront window. The purpose of this requirement is to leave a comfortable space between the top of the canopy and the window, trim, and other architectural elements.

Canopies are permitted to shelter all openings at the bottom floor only, with awnings acceptable on all floors.



Cantilevered canopy

Suspended canopy

Canopy Types



Minimum height of a canopy or a sign hung from a canopy should be 8'-0" from the lowest canopy/sign point to the sidewalk.

Care should be taken so that awnings do not obstruct views to adjacent businesses.

Maintenance: Awnings should be well maintained, washed regularly, and replaced when faded or torn.

Individual Businesses: When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form. In order to differentiate the individual businesses found within the building, simple signs on the valance may vary in type style and color.

Design: Awnings should be designed to project over individual window and door openings and not be a continuous feature extending over masonry piers or arches. Canopies on the other hand should be continuous. Dome or Bullnose awnings should only be used on curved openings and Standard, Convex, or Concave awnings should only be used on rectangular openings.

Awnings should be mounted on the wood or metal framing within a door or window opening (and not on the wall surrounding the opening).

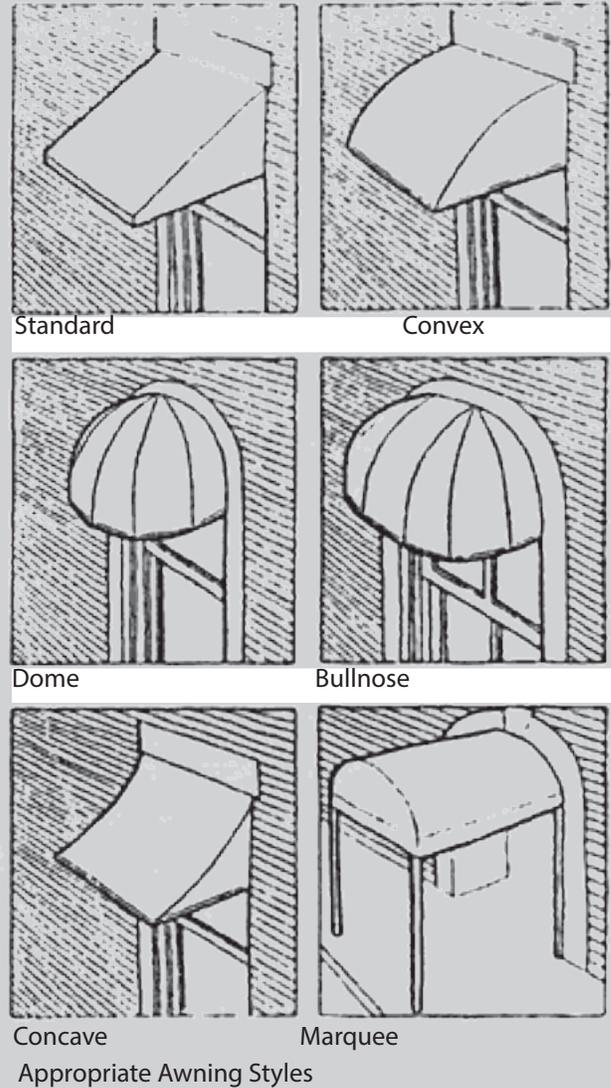
Canopies can be hung, cantilevered or supported on wooden posts. Mansard canopies or false roofs are highly discouraged. Awnings on a multiple-store-front building or groups of buildings should be consistent in character, scale, and location, but should not be identical.

Awning shape should relate to window/door openings. Barrel-shaped awnings should be used to complement arched windows, while square awnings should be used on rectangular windows.

Awnings may be dropped straight down from ends of canopies or in archways, thereby allowing more shade and sign area.

Simplicity: Awnings with no end panels are more transparent and allow better views into openings. Awnings should have simple horizontal valences instead of scalloped or decorative valences.

Color: The colors of the awnings or canopies should complement the color or colors of the building. Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and inappropriate.





Materials: Awnings should be of woven fabric (and not vinyl) and have a high Ultra Violet (UV) rating. Canopies should be constructed of wood or metal. The roofing material on canopies should be composition shingles or wood shingles (not shake). Metal (or glass) canopies may be appropriate on some buildings if they are compatible in scale and overall design. Canopies should be simple in design and not obscure architectural features. Elongated bullnose entrance canopies are inappropriate because of their exaggerated scale and projection.

Pedestrian Movement: Canopies and awnings should be mounted so they project out between four to seven feet from the building and the valance is seven feet or more above the sidewalk. The colors of the awnings or canopies should complement the color or colors of the building.

LIGHTING COMPATIBILITY WITH PROJECT DESIGN

Provide exterior site and building lighting with proposed light fixture scale, design, and color selected to best complement the character and design of the building.

Specific Criteria

Building Entries: Every building entry, including entries to individual shops, should be lighted. Lighted entries increase safety for walking, makes traveling easier and decreases possibilities of crime. Entry lights should be controlled by a photocell switch.

Height: Exterior light fixtures should not be mounted higher than 14 feet above the ground and located to minimize their visibility to reduce unwanted glare.

Simplicity: Exterior light fixtures should be simple and in scale with the building. Historic fixture replications should be of good quality and historically accurate.

SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the adjacent structure.

Specific Criteria

Paths: Paths through covered or open courtyards should be illuminated.

Storefront: Storefront lighting should be designed to illuminate the sidewalk in front of the store in the evening. Shop windows shall be well lit. Fixed overhead spotlights, recessed incandescent ceiling fixtures, track lights or other concealed fixtures are recommended. Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.

Parking Lots: Parking lots must provide adequate lighting for safety. Lighting shall complement the building lighting fixtures.

Location and Design: Lighting should be accomplished in a manner that does not create glare for pedestrians or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape or building surface.



Night Lighting: Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.

Under Canopy and Entry Lighting: Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.

STOREFRONT OR FACADE ACCESSORIES

Maintain the integrity of the Storefront or Facade.

Specific Criteria

Security: Permanent security bars/grilles (defined as those clearly visible and fixed to windows or the facade) are prohibited. Retractable interior security grilles are preferred. (See Visibility/Windows for more details) Electronic security systems are recommended.

Screening Mechanical Equipment: Mechanical appurtenances attached top building facades, such as mechanical equipment for automatic retractable interior security grilles, must be concealed. Concealment of mechanical appurtenances can be accomplished by placement under an awning (when available) or enclosed by a housing that is appropriate to the building's architecture and color.

Lighting: In the case of a deep threshold to a building, a recessed ceiling light in this area is recommended.

Windows: Visible window-mounted air conditioning units are not appropriate. Where transom windows exist, every effort should be made to retain this storefront feature. Air conditioning units should not be placed in transom windows. Visible satellite dishes or satellite dish accessories are not appropriate. If the ceiling inside the structure has been lowered, the ceiling should be sloped up by 2-3 feet to meet the transom, allowing light to penetrate the interior of the building.

Bulkheads: The original bulkhead material should always be retained, maintained, or uncovered when possible. Newer storefronts can have simplified bulkheads in similar or smooth materials. All glass, "modern" bulkheads that retain a horizontal framing bar at their top should not be used.

ENERGY EFFICIENCY

Incorporate practical energy efficient strategies in the project design.

Specific Criteria

Energy Efficiency Criteria: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on." To the greatest extent possible, design should include:

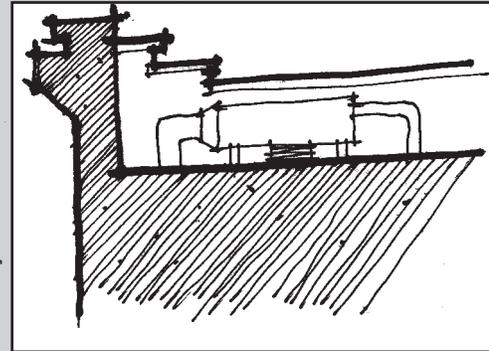
Site Design Elements: Deciduous trees should be a part of the landscape improvements, that are positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street



during the summer. South and west facing sides of the building should be shaded with deciduous trees to save the most energy.

Building Design Elements: Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize east and west facing windows. Properly proportion overhangs on south windows, and sun screening on east and west windows. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.

Equipment Elements: Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.



Screen mechanical equipment behind parapet wall.

Utility Consultation: Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.

MODIFICATIONS TO HISTORIC STRUCTURES

There are many older structures that have distinctive design characteristics. Additions, Renovations, and Repairs shall be based upon the best characteristics of these structures.

Specific Criteria

Existing buildings: The removal or alteration of any original architectural feature is discouraged. Deteriorated features should be replaced by new materials that match the material being replaced in composition, design, color, texture, and other visual qualities.

Inappropriately Remodeled Buildings: When high quality original period design can be documented, buildings undergoing rehabilitation should attempt to correct building features that deviated from the building's original design period or composition.

Past Remodeling that has Enhanced Buildings: When past remodeling has enhanced the character of the building and the neighborhood, remodel the building in a manner which conforms with the period and the architectural style of the remodeling and not to the original design.

Materials: For remodeling work, materials appropriate to the building traditions of the era in which the building was built or remodeled should be used.



Substitution of high quality, contemporary materials and construction methods that support, complement, and enhance the architecture of the existing structure may be permitted.

Best Reference: Refer to the U.S. Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings for additional guidance.

REHABILITATION DESIGN ELEMENTS

Retain high quality traditional design elements when adding to, renovating, or repairing existing structures.

Specific Criteria

Materials: Exterior materials and finishes should be of a durable high quality and generally should include details appropriate to the predominant design of the area and building style.

Unfinished or "generic" finish materials such as plywood siding, aluminum siding, aluminum awnings, and exposed concrete block are difficult to successfully incorporate into a quality design and are discouraged.

Openings: The placement, size, detailing, and construction of windows and doors should be consistent with the character of the original building design and area.

Glazing: No dark tinted or reflective glass should be utilized.

Window types: Wood frame double hung or casement windows are preferred in upper levels. Vinyl clad windows or high quality aluminum single or double hung windows with baked enamel finish may be acceptable if frame width and window style match the original.

Horizontal sliding windows as replacement windows should be avoided.

Windows should be consistent with the design style of the building.

On hand-crafted older buildings (pre-WWII), clear anodized aluminum frame sliding windows as replacement windows are not appropriate. Colored enamel may be acceptable for aluminum frame windows. In general, any obvious metallic finish, such as clear anodized aluminum, is not acceptable.

Irregular, polygonal, circular and trapezoidal window shapes are discouraged.

Window Proportions: Appropriate proportions and number of panes will vary depending upon the style of the individual building and the context.

Existing Windows: Whenever possible, original windows should be retained and repaired. The original number of panes in glazed areas should be used.

Door Style: Use of the original doors is preferred. Residential scaled and detailed solid wood or glazed doors of many styles and types may be appropriate. The style of the door should be consistent with the style of the building.



Flush veneer doors, high gloss clear-finished wood, and heavily carved “theme” doors are not consistent with the predominant building style and are inappropriate door types.

Disabled Access: Disabled access ramps and facilities where applicable and required must be designed to coordinate with the overall building design in location, materials and finishes, and landscaping. “Tacked-on” wheelchair ramps are not acceptable.

Building Shapes: Volumes and orientation should be consistent with the predominant building style.

In general, polygonal and circular building components are not appropriate unless consistent with the predominant building style.

Roofing Materials: Roofs should be of dimensional composition fiberglass shingles, or others as determined by the City of Santa Paula.

Colored standing seam metal roofs, glazed ceramic tile or imitation roofing materials are generally inappropriate. However, the newer technology may, as determined by the City, provide acceptable alternative materials.

CREATING PLACES



Flat articulated roofs with a small cornice of the 1920's - 50' era and sloped roof with tiled parapet are common in the Downtown Area

Preferred Rooflines

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

Specific Criteria

Place Transitions: Fences, bushes, elevation changes, portals, porches, and doors which face the street should be used to provide transition between varying levels of public accessibility and privacy. They should delineate

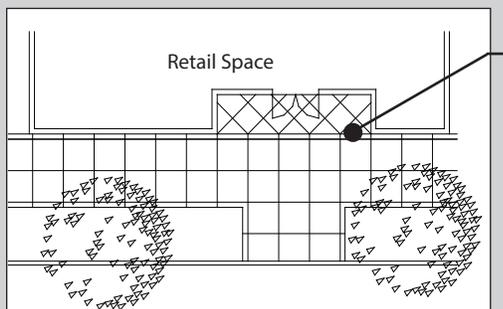
the use and ownership of public, semi-public, and private spaces, but should not be visual barriers.

Common Facilities: The inclusion of common facilities that respond to the anticipated needs of the users is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the larger downtown and the community defined by the project, e.g., a public seating area at major entrances to the project.

LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.

Specific Criteria



Pavement Treatments: Where the building is setback from the public right of way, the pavement treatment should be designed to compliment the building design and the public sidewalk pattern.

ENTRIES / REAR ENTRIES

Provide clearly defined site and building entries that are scaled appropriately to the area and that relate directly to the street frontage(s).

Specific Criteria

Importance of Entrances: Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.

Frequent Entrances: Entrances should be as frequent as possible along all street frontages and alleys. The following are the recommended maximum distance between entrances:

- Retail - Easy entry on retail streets can enhance the shopping experience. While entries placed every 25 to 30 feet is preferred, entrances should be a maximum of 40 feet apart for any given parcel.
- Office uses - To help activate streets, entrances should be a maximum of 150 feet apart.

Main Entrance: Traditionally, the storefront door was more than just a door. Tall and stately in proportion, its design reflected its commercial importance. Its wood and glass construction made it substantial and inviting to the customer. Other storefront doors (usually leading to upper floors) were similar in appearance but less impressive than the main entry door.



The storefront entry should play a similar role today. The customer should be invited into the store by a pleasant entry. Nine general concepts which guide the design of doors include the following:

- Reuse the historic door where applicable. If not, consider replacing it with a new door of exactly the same design.
- If the original design is not known, use a simple wood and glass door of traditional design. If an aluminum and glass door is used, it should be very simple in design with a dark anodized finish to match the trim of the building.
- Make the door special with simple details such as a handsome brass door pull, brass kickplate, or an attractively painted logo.
- Avoid inappropriately decorated doors. Faux historic or highly decorated contemporary doors look out of place in the traditional storefront.
- Historically, there has been one doorway per building. Entrances to each individual building (even when one business has expanded to include several buildings) should be retained. The rhythm of entrances is important to the visual character of the individual facade and Downtown as a whole.
- Doors to retail/commercial shops should have large glass openings. Full lite doors are encouraged because they extend the openness and transparency of the storefront.
- The main entrance should relate directly to the street to encourage pedestrian use.
- Recessed doors or areas are preferred because they allow the door to open without infringing on the sidewalk space; it also creates more window display area. Entrances are to be recessed from the public sidewalk at least the width of the door.
- "Roll-up" style security doors are not permitted for building facades that face a public street.

Professional Guidance: Building owners and businesses are encourage to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior.



Rear entry treatments should reflect the front facade treatment. Add pedestrian scale amenities such as display windows, awnings, wood and glass doors and surface paving. Hide utilities and provide bike lockers.

Secondary Entrances: Secondary entrances (such as small retail shops on the ground floor of a larger office building) should be architecturally treated as subordinate to the primary entrance (such as the entrance to all the residential or office uses on the upper floors). Doors that are not regularly used, such as utility access doors, should be down played through incorporation into the design surrounding them (for example, the height could align with adjacent windows).

Rear Entrances: In order to improve pedestrian access to downtown businesses, the City encourages the establishment of rear entrances wherever possible. In developing a rear entrance, a number of issues must be considered. In general, the rear entrance must respond to the same needs as the storefront, only at a reduced scale. These include identification signage, display, and a safe and pleasant entry. In addition, it must meet the functional service needs of the business. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned. A particular concern is the storage and disposal of refuse. Trash cans, dumpsters, and other containers should be hidden and screened from public view whenever possible. Regular maintenance is of paramount importance.



The design of a rear entrance should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to formal facades. In this context, a refined or grand design can look out of place. Rather, the design should be pleasantly inviting, incorporating architectural elements from the front facade, but simple in detail. Specific design criteria related to rear entrances includes the following:

- Signs should be modestly scaled to fit the casual visual character of the rear parking area.
- A canvas awning can soften rear facades and provide a pleasant protected entrance space.
- The rear entry door should be wood and glass or similar to the front door. Security hardware on the inside of the door is acceptable.
- Special lighting should be modest and focus on the entry door.
- Refuse containers should be screened from public view or integrated within the building's architecture (consult with trash removal company prior to finalizing actual location).
- Service equipment, utilities, and mechanical equipment should be screened from view and integrated into the building's architecture to the greatest extent possible.
- Rear public entries are to be well marked and lit for the safety of shoppers.

Separate Entrances: Second level residential units should have separate entrances from the street than the commercial use, and should be combined wherever possible with private outdoor space (porches) facing onto the street.

Weather Protection: Entries should have an area in front of them covered by a recess, canopy, overhang, or marquee to provide protection from the rain.

CONNECTING TO THE PEDESTRIAN

Where structures adjoin public areas, and along internal circulation paths of the downtown, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

Specific Criteria

Pedestrian Shelter: Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.

Aesthetic quality: The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.

Semi-Private Spaces on the Street: Porches, patios, balconies, and courtyards that allow residents of mixed use projects or other users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.

VISIBILITY/ WINDOWS

Design projects to build in safety with maximum visibility between building occupants and the street. Display windows allow a view of the store interior and its goods, helping shoppers decide whether to enter. Display windows can help add "warmth" to the street and enliven the pedestrian experience.



The use of windows as an architectural element is of critical importance to facade design. Windows create a visual rhythm of building openings, as well as provide views into the retail interior. The primary function of glass should be to encourage visibility to interior display areas or building interiors, especially for display windows located at the ground floor sidewalk level.

The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style. Large plate glass windows are typically indigenous to fashion stores. Small windows, often characterized by mullioned framing, are characteristic of artisan studios and taverns.

When considering new window openings, it is important to relate the proposed design to the overall existing facade theme or design of the entire block. A “package-design” used to portray a corporate image, as in the case of many national franchised stores, often does not fit the existing street theme.

Specific Criteria

Observe All Outdoor Spaces: The ability to observe all outdoor spaces from windows in shops, offices, or upper level residences and from porches and other private and semi-private outdoor spaces should be provided.

Active Rooms: Wherever possible in office uses, active functions, such as customer service areas, should be located at street level adjacent to sidewalk areas.

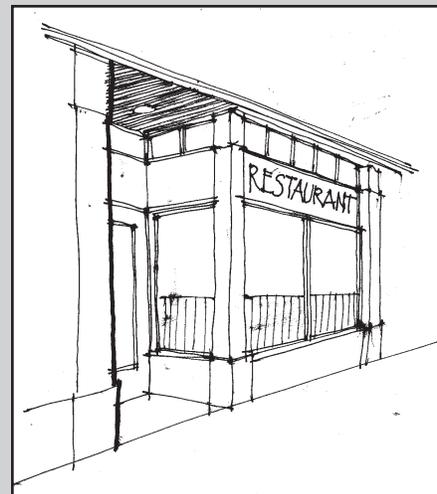
Visibility To and From Circulation Areas: Elevators, elevator lobbies, interior corridors, and stairways should be visible from the street or interior courtyards. Stairways should be designed to encourage frequent use by way of aesthetic finishes, visibility, convenient location, and location adjacent to common facilities.

Visibility: Clear glass or glass that transmits more than 88% of visible light shall be used on the ground floor of office or retail uses. Shading devices, vegetation, building massing, and low emissivity glass should be used for solar control of windows instead of reflective or darkened glass on all floors of commercial buildings. Tinted glass allowing a minimum of 50 percent light transmission may be considered only for use in second floor windows. The use of reflective glass is prohibited.

Length in windows: The first floor of a commercial building in the downtown that is fronting or siding on a street shall have a minimum of 30% of its length in windows. There should be no lengths of walls in excess of 40 feet without windows.

Window Sills: Storefront windows should be as large as possible, but no closer than 18” to the ground. Maximum bulkhead heights for new construction should be 36”. By limiting the bulkhead height, the visibility of the storefront display and retail interior is maximized.

Security Devices: Permanent, fixed security grates or grilles over windows are not allowed. The use of shatter/scratch resistant windows



Uncovered original facade - Appro-



Covered-up facade - Inappropriate



(tempered glass) is encouraged. If security grates are necessary, they should have a decorative appearance and be placed inside the building behind the window display area.

Covered Up Windows: Filled-in or covered over display windows shall be opened and reglazed.

Activity: Window displays of merchandise, night time lighting of display windows, or animated window displays are strongly encouraged to attract pedestrians and increase security. Merchandise behind display windows should face the sidewalk.

Corner Buildings: In corner buildings, adding new display windows in blank walls over 20 feet long is highly encouraged.

Single Panes: Multi- or small paned display windows are discouraged.

Maintaining the Design: Discourage introducing or changing the location or size of windows or other openings that alter the rhythm, alignment, or character of the building.

Materials: Discourage replacing window and door features with incompatible materials such as anodized aluminum, and tinted or reflective glass.

Air Conditioning: Air conditioning units placed in front of windows are not permitted.

Privacy: If there are taverns, bars or private offices in storefronts located within the Downtown, blinds, cafe curtains or if consistent with the building design glass block can be used for privacy.

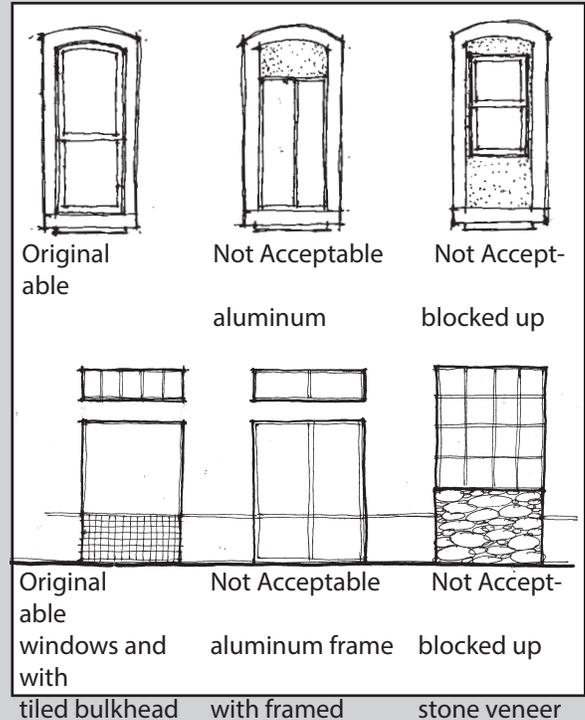
FENCES / WALLS

Fences and walls should reflect the style, materials, colors, and architectural character of the building and site.

Specific Criteria

Detailing and Materials: Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Inappropriate materials such as chain link, split rail, and other fencing systems not typical of early 20th Century cities are discouraged. If these types of fences are proposed, appropriate landscape screening shall be provided.

Screening: Where large expanses of fencing are unavoidably exposed, they should be screened with upright shrubs or trellised vines. Trellises are to be constructed of substantial, durable material





PAVING/HARDSCAPE

Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.

Specific Criteria

Fitting into the Downtown: Hardscape design should reflect the inherent character of the Downtown area with formal patterns and layout.

Quality of Design: Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the pedestrian experience. Front entries to businesses can represent the individuality of the occupants with differing hardscape treatments.

Materials: High quality building materials are recommended. Brick, cut slate, tile, cut granite, and concrete are some examples of modular materials that represent the historic qualities of the downtown. Expensive materials are not necessary to create the desired effect. Concrete can be finished in a variety of ways to create interest and character. Furthermore, the use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs. Stamped concrete, painted hardscape, and wood surfaces are discouraged from use.

Safety: All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with City building officials for current codes concerning this issue. In addition, care should be taken to avoid potential trip hazards, such as minor changes in elevation and improper stair design throughout the hardscape surface.

IRRIGATION

Provide a means for automatic timer operated irrigation in all landscaped areas.

Specific Criteria

Mechanical Irrigation Versus Hand Watering: The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is recommended to promote and/or protect the landscape investment that is installed with new projects.

Drip Irrigation: Drip irrigation is the most efficient means to deliver supplemental water to plant material; it can also be the easiest to install. Nonetheless, a drip irrigation system requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.

General Notes: All heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.



SITE FURNISHINGS

Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

Specific Criteria

Design: The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.

Scale: Due to the small scale of public and private open spaces, great care should be taken to select furniture that will not overpower the area it is intended to occupy. Furniture with simple designs may be most appropriate.

Drinking Fountains: The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.

BICYCLE PARKING/STORAGE

Provide and locate bicycle parking and storage that is convenient for the bicyclist and has surveillance from the users of the building.

Specific Criteria

Rack Design: By their shape and construction, bike racks should allow the bicyclist to secure the bike frame to the device. The best devices incorporate in their design a closed loop so that either cable lock or a high security shackle lock may be used. A second desirable feature is two points of contact, which help prevent the bicycle's steering from turning and causing it to fall. Simpler designs are generally more desirable than elaborate ones that have moving parts. Examples of appropriate types include the inverted U, the ribbon type rack, or the corkscrew. Bike racks that are designed to hold a bicycle vertically by the wheel are discouraged.

Short Term Parking: Short-term bicycle parking should be located at building entrances with adequate surveillance from building occupants and visitors. Placement in view of doors with windows is preferred. Avoid unlighted locations.

Long Term Facilities: These facilities should be located inside buildings when possible. If it is necessary to locate bicycle lockers outside, they shall be securely fastened and designed in a manner that is integral to the building design.

Clear View: To minimize theft, bike racks should not be placed in a screened enclosure.



RESIDENTIAL DESIGN GUIDELINES

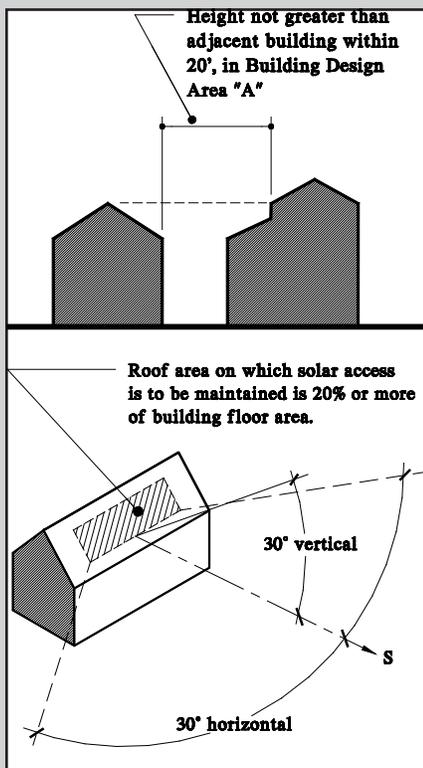
This Residential Design Guidelines section is intended to assist the effort to restore and rehabilitate the Downtown residential neighborhoods with adequate housing and a satisfactory quality of life, while maintaining the small town scale and style characteristic of Santa Paula.

Our City recognizes that maintaining and encouraging additional residential population and development in our Downtown is one of the cornerstones to a successful downtown revitalization program. Our City encourages new infill development of single-family, duplex, triplex, fourplex or multi-family residential dwelling units in the Downtown, as well as the renovation of existing housing stock in a way that preserves and enriches Santa Paula's small town character.

New residential buildings will incorporate architectural features such as peaked roofs, street facing entry porches and courtyards and site improvements such as sidewalks, street trees and lights, that help to create attractive, intimate neighborhood areas.

SCALE/HEIGHT/MASSING

When appropriate a building or group of multifamily buildings shall be compatible with its surroundings through the 1) Rhythm of spaces between buildings, 2) Building scale, mass, and setbacks, and 3) Building orientation and relation to the street.



Solar Access

Specific Criteria

Development Code: Refer to the Santa Paula Development Code for specific height and setback requirements in addition to those discussed herein.

Light and Air: Locate new structures on the property to maintain access to light and air circulation, and ensure the privacy of existing private yards on adjoining properties.

Street Trees: Balance long-term viability of trees with the need for greater or lesser setbacks where conflicts with existing street trees exist.

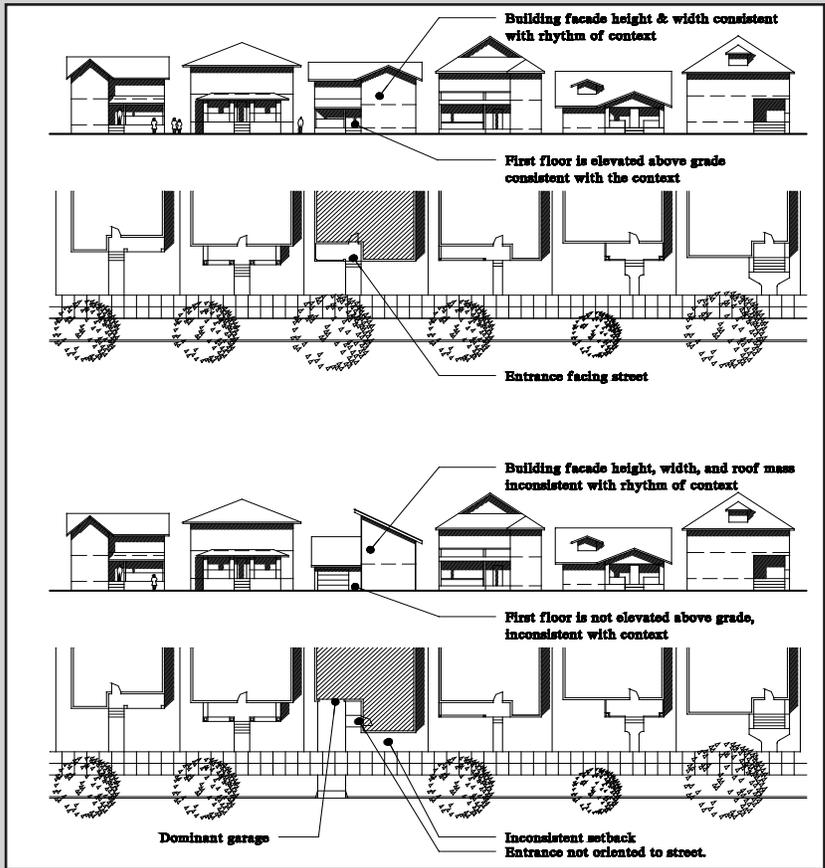
Height: To be responsive to the existing context, new structures should not exceed the height of adjacent structures for an area within 20 feet of the adjacent structure.

Solar Access - Adjacent Property: To protect solar options on adjacent properties, projects should be designed to maintain solar access to a roof area equivalent to a minimum of 20% of the total floor area of each building on adjacent properties.

Solar Access - Roof Area: To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

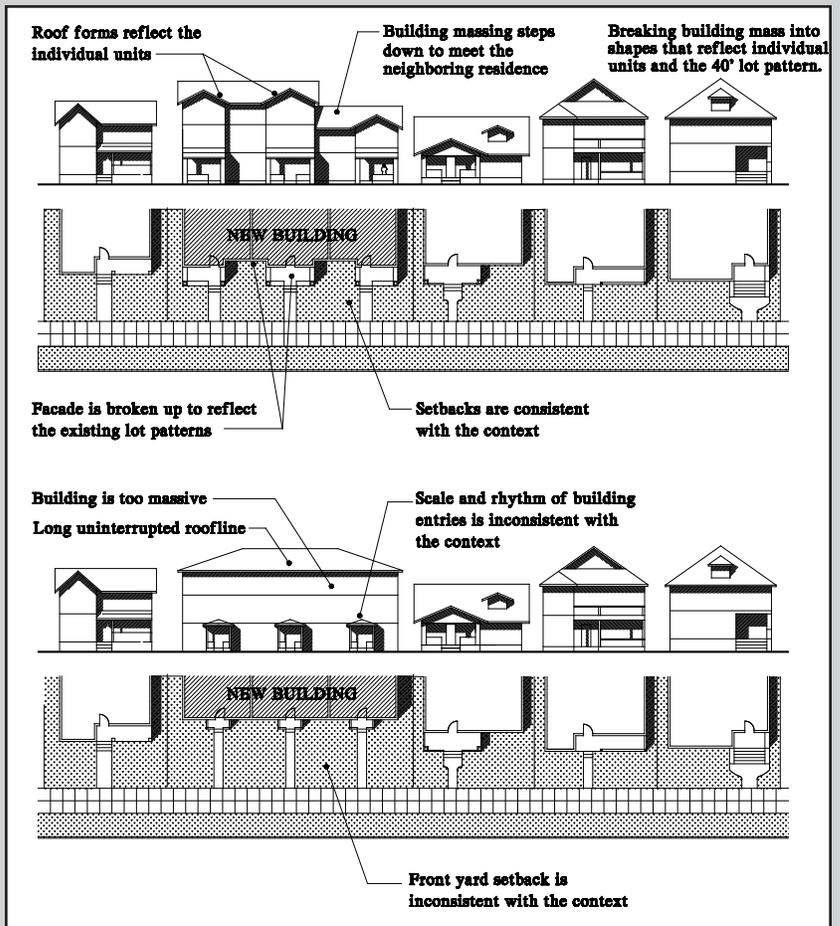


Appropriate Residential Street Scale, Height and Massing



Inappropriate Residential Street Scale, Height and Massing

Appropriate Level of Residential Area



Inappropriate Level of Residential Area



DESIGN CONCEPT

Projects shall have a coherent design concept appropriate in scale, consistent with the palette of materials, textures, and colors, and achieving continuity on all faces.

Specific Criteria

Theme: Elements of the building design, such as materials, colors, textures, light fixtures, and other features of the project should provide a cohesive theme and work together for design consistency.

Scale: Overly dramatic features that appear out of scale, especially on smaller projects, require extra design attention to be executed properly. They should not be included if they will not receive extra attention.

All Sides: All publicly visible building sides should be designed consistent with the design concept and with a complementary level of detail and material quality. All projects taller than three stories are generally not considered to have a back or rear side to be considered for lesser degree of design treatment. All projects should have, at minimum, some of the design elements of the “main” facades repeated in some form on all sides for design continuity.

RELATIONSHIP TO SURROUNDINGS

Projects shall reinforce the importance and continuity of the area by harmonizing with other neighboring structures.

Specific Criteria

Study the surroundings: A very important part of designing a harmonious relationship with project surroundings is the thorough study of the surrounding area and adjacent structures.

Immediate and Larger Area: Consideration of a project’s surrounding area should include both adjacent older structures on the same block as well as those in the broader area. When the immediately adjacent structures are poorly designed, they should not be used as design precedent. The most exemplary structures in an area should be used for guidance.

Harmony: Harmony in site planning issues, such as mass and scale, is more important than harmony in detail, color, texture, and materials.

LEVEL OF DETAIL AND ARTICULATION

Projects shall incorporate the scale and level of detail that is typical of well designed buildings in the surrounding area.

Specific Criteria

Articulation: Building articulation embodies a group of design devices that overlap Scale, Height, Massing, and Level of Detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, significant color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.

Equal Details: All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color.

EXPRESSION OF FUNCTION

The function inside and outside of buildings shall be expressed through articulation of volume, fenestration, details, textures, colors, or other means.

Specific Criteria

Individual Units: In new multifamily projects, individual units in upper levels should be defined as clearly as possible. No more than two side-by-side units should be covered by one unarticulated roof. Articulations may be accomplished by changing roof height, offset, and direction of slope, and by introducing elements such as dormers, towers, or parapets. These elements must visually break the main roof or ridgeline as viewed more than 50 feet away from the building.



No more than two side-by-side units should be covered by one unarticulated roof.

Mixed Use Buildings: Different uses in the same building should be differentiated through volume articulation, scale, fenestration, entry emphasis and other means.

MATERIALS/TEXTURES/COLORS

Projects shall incorporate complementary materials of the highest quality, with material textures and colors selected to further articulate the building design.

Specific Criteria

Durability/Maintenance: Materials should be selected, detailed and finished for durability in Santa Paula's climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.

Cleaning and maintenance is critical to a building's appearance and lack of maintenance may culminate in the need for more expensive repairs in the future. Adequate provision should be made for maintenance access to all surfaces, especially two stories or more.

Professional Guidance: Building owners and businesses are encourage to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior.

LIGHTING COMPATIBILITY WITH PROJECT DESIGN

Provide exterior site and building lighting with proposed light fixture scale, design, and color selected to best complement the character and design of the building.



Specific Criteria

Building Entries: Every building entry should be lighted. Lighted entries increase safety for walking, makes traveling easier and decreases possibilities of crime. Entry lights should be controlled by a photocell switch.

Height: Exterior light fixtures should not be mounted higher than 14 feet above the ground and located to minimize their visibility to reduce unwanted glare.

Simplicity: Exterior light fixtures should be simple and in scale with the building. Historic fixture replications should be of good quality and historically accurate.

Night Lighting: Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.

ENERGY EFFICIENCY

Incorporate practical energy efficient strategies in the project design.

Specific Criteria

Energy Efficiency Criteria: Energy efficiency strategies should be integrated into the design of the building and not "tacked on." To the greatest extent possible, design should include:

Site Design Elements: Deciduous trees should be a part of the landscape improvements, and they should be positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street during the summer. South and west facing walls of the building should be shaded with deciduous trees to save the most energy.

Building Design Elements: Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize east and west facing windows. Properly proportion overhangs on south windows, and sun screening on east and west windows.

Equipment Elements: Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.

Utility Consultation: Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.



MODIFICATIONS TO HISTORIC STRUCTURES

There are many older structures that have distinctive design characteristics. Additions, Renovations, and Repairs shall be based upon the best characteristics of these structures.

Specific Criteria

Existing buildings: The removal or alteration of any original architectural feature is discouraged. Deteriorated features should be replaced by new materials that match the material being replaced in composition, design, color, texture, and other visual qualities.

Inappropriately Remodeled Buildings: When high quality original period design can be documented, buildings undergoing rehabilitation should attempt to correct building features that deviated from the building's original design period or composition.

Past Remodeling that has Enhanced Buildings: When past remodeling has enhanced the character of the building and the neighborhood, remodel the building in a manner which conforms with the period and the architectural style of the remodeling and not to the original design.

Materials: For remodeling work, materials appropriate to the building traditions of the era in which the building was built or remodeled should be used.

Substitution of high quality, contemporary materials and construction methods that support, complement, and enhance the architecture of the existing structure may be permitted.

Best Reference: Refer to the U.S. Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings for additional guidance.

Professional Guidance: Building owners and businesses are encourage to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior.

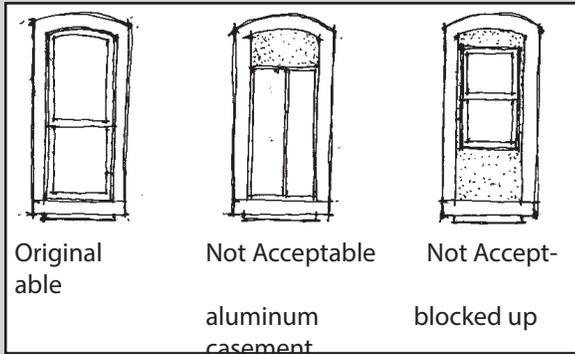
REHABILITATION DESIGN ELEMENTS

Retain high quality traditional design elements when adding to, renovating, or repairing existing structures.

Specific Criteria

Materials: Exterior materials and finishes should be of a durable high quality and generally should include details appropriate to the predominant design of the area and building style.

Unfinished or "generic" finish materials such as plywood siding, aluminum siding, aluminum awnings, and exposed concrete block are difficult to successfully incorporate into a quality design and are discouraged.



Openings: The placement, size, detailing, and construction of windows and doors should be consistent with the character of the original building design and area.

Glazing: No dark tinted or reflective glass should be utilized.

Window types: Wood frame double hung or casement windows are preferred in upper levels. Vinyl clad windows or high quality aluminum single or double hung windows with baked enamel finish may be acceptable if frame width and window style match the original.

Horizontal sliding windows as replacement windows should be avoided.

Windows should be consistent with the design style of the building.

On hand-crafted older buildings (pre-WWII), clear anodized aluminum frame sliding windows as replacement windows are not appropriate. Colored enamel may be acceptable for aluminum frame windows. In general, any obvious metallic finish, such as clear anodized aluminum, is not acceptable.

On hand-crafted older buildings (pre-WWII), irregular, polygonal, circular and trapezoidal window shapes are discouraged.

Window Proportions: Appropriate proportions and number of panes will vary depending upon the style of the individual building and the context.

Existing Windows: Whenever possible, original windows should be retained and repaired. The original number of panes in glazed areas should be used.

Door Style: Use of the original doors is preferred. The style of the door should be consistent with the style of the building.

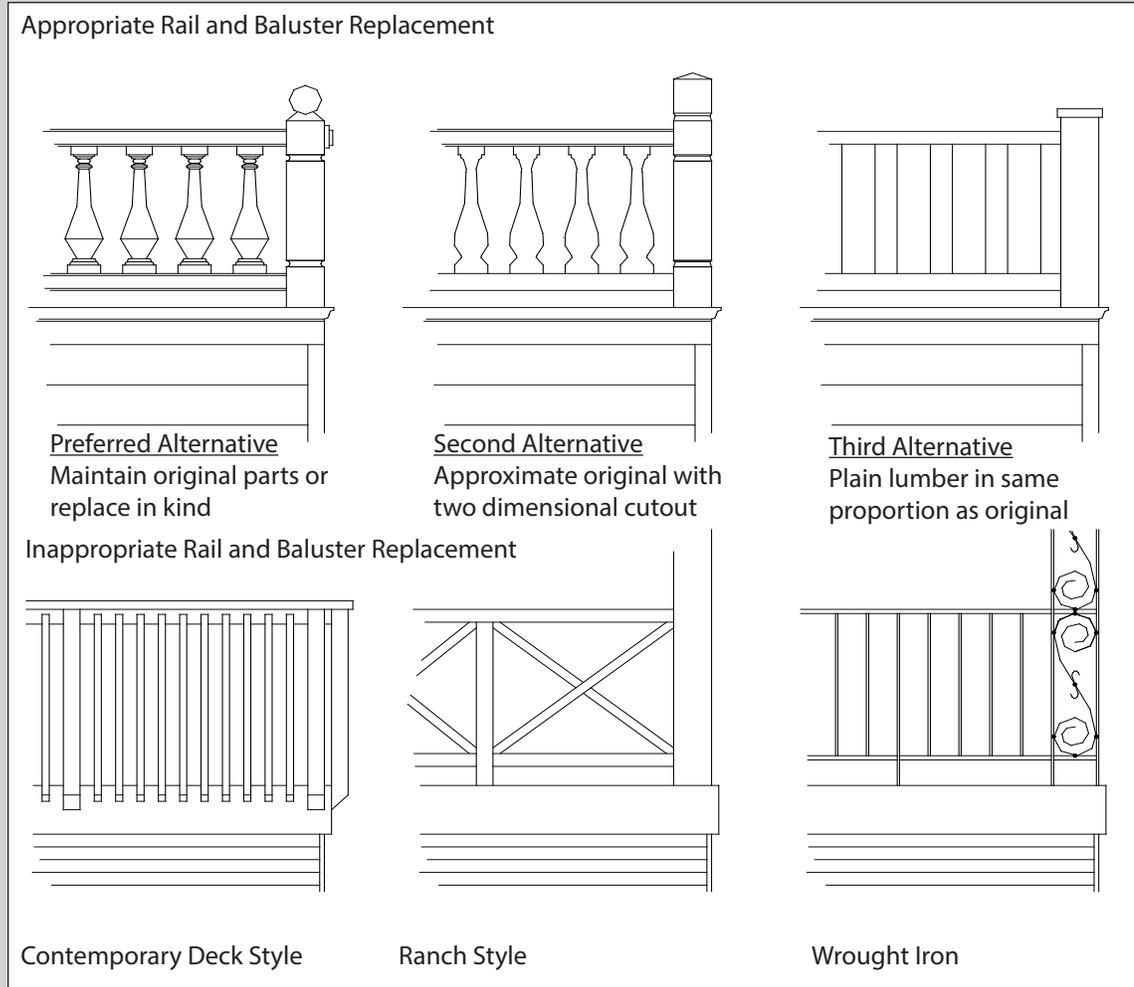
Garage doors: Garage doors should be broken up into smaller components. Single width garage doors are preferred over a double width door.

Wooden garage doors resembling those found in the neighborhood are preferred. If a metal door is used, it should be decorative and complement overall building style and character.

Porch Rebuilding: Design elements will be consistent with the style of the individual building. In rebuilding a porch, use as much of the original material as possible. When the original parts are beyond repair, use new materials that are consistent with the original.

Railing: A railing of approximately 24 inches in height is common in the porch construction of homes. This lower height is desirable because it provides a more "friendly" appearance and a better connection to the street when sitting on the porch.

To meet building codes which require a 36-42 inch height, retain the original lower height railing or structure, when appropriate, and provide the additional height by adding new structural components to the original.



Rail and Baluster Replacement

The new upper portion of the railing should be as invisible as possible. The railing design should be compatible with the architectural style of the building, the material of the original steps, and the design of the original porch railing. Wrought iron is highly discouraged.

Disabled Access: Disabled access ramps and facilities where applicable and required must be designed to coordinate with the overall building design in location, materials and finishes, and landscaping. "Tacked-on" wheelchair ramps are not acceptable.

Building Shapes: Volumes and orientation should be consistent with the predominant building style.

In general, polygonal and circular building components are not appropriate unless consistent with the predominant building style.

Existing Roofs: Original roofline shapes should be maintained. Alterations and additions must be consistent with the existing building design.

Roofing Materials: Roofs should be of dimensional composition fiberglass, or others as determined by the City of Santa Paula.



Colored standing seam metal roofs, glazed ceramic tile or similar roofing materials are generally inappropriate. However, the newer technology may, as determined by the City, provide acceptable alternative materials.

CREATING PLACES

TYPES OF PLACES

- Sidewalks are very public places.
- A frontyard or porch is a semi-private place.
- A backyard or rooftop patio is

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

Specific Criteria

Place Transitions: Fences, bushes, elevation changes, porches, community rooms in multifamily projects, and doors which face the street should be used to provide transition between varying levels of public accessibility and privacy. They should delineate the use and ownership of public, semi-public, and private spaces, but should not be visual barriers.

Common Facilities: The inclusion of common facilities that respond to the anticipated needs of the residents is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the larger downtown and the community defined by the project, e.g., a public seating area at major entrances to the project.

ENTRIES

Provide clearly defined site and residential building entries that are scaled appropriately to the neighborhood.

Specific Criteria

Importance of Entrances: Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.

Separate Entrances: Second level residential units should have separate entrances from the street than the commercial use, and should be combined wherever possible with private outdoor space (porches) facing onto the street.

Weather Protection: On multifamily structures entries should have an area in front of them covered by a recess, canopy, overhang, or marquee to provide protection from the rain.

CONNECTING TO THE PEDESTRIAN

Where structures adjoin public areas, and along internal circulation paths of the downtown, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

Specific Criteria

Pedestrian Shelter: On multifamily structures provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings, and paths internal to the project, especially on the south side of buildings.

Semi-Private Spaces on the Street: Porches, patios, balconies, and courtyards that allow residents or users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.

VISIBILITY

Design projects to build in safety with maximum visibility between building occupants and the street. Windows in active rooms (kitchens, living rooms, etc.) allow surveillance to the street.

Specific Criteria

Observe All Outdoor Spaces: The ability to observe all outdoor spaces from windows in residences and from porches and other private and semi-private outdoor spaces should be provided.

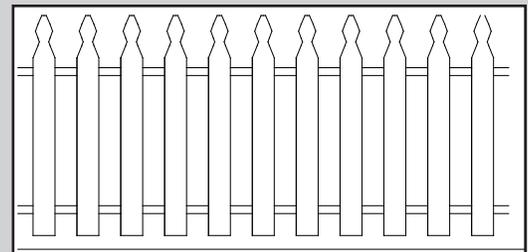
Visibility To and From Circulation Areas: Elevators, elevator lobbies, interior corridors, and stairways should be visible from the street or interior courtyards. Stairways should be designed to encourage frequent use by way of aesthetic finishes, visibility, convenient location, and location adjacent to common facilities.

FENCES / WALLS

Fences and walls should reflect the style, materials, colors, and architectural character of the building and site.

Specific Criteria

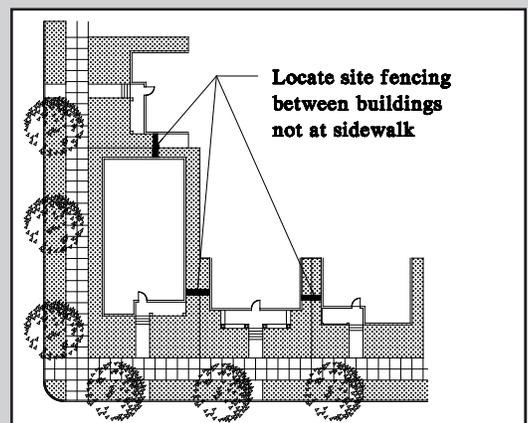
Front Yard Fences: Fences in the front yard setback should not exceed 3.5 feet in height and must be at least 50% transparent.



Front Yards - Picket fence with a minimum 50% transparency

Access Control: Fences used to control access to the interior of the site should be located between buildings as much as possible, rather than running continuously at the front of the property.

Detailing and Materials: Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Inappropriate materials such as chain link, split rail, and other fencing systems not typical of early 20th Century cities are discouraged. If these types of fences are proposed, appropriate landscape screening shall be provided.



Controlling Access



Screening: Where large expanses of fencing are unavoidably exposed, they should be screened with upright shrubs or trellised vines. Trellises are to be constructed of substantial, durable material.

IRRIGATION

Provide a means for automatic timer operated irrigation in all landscaped areas.

Specific Criteria

Mechanical Irrigation Versus Hand Watering: The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is recommended to promote and/or protect the landscape investment that is installed with new projects.

Drip Irrigation: Drip irrigation is the most efficient means to deliver supplemental water to plant material; it can also be the easiest to install. Nonetheless, a drip irrigation system requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.

General Notes: All heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.

MIXED USE DESIGN GUIDELINES

ARTICULATION OF USES

Delineate types of uses in a mixed use building through building massing and placement of fenestration.

Specific Criteria



New mixed use development with residential on upper floor and retail on the ground floor.

Massing: Recessed or projecting room volumes, gables or other roof forms that break the roof line should be used to delineate individual rooms and dwelling units on upper floors.

Location of Uses: Mixed-use projects must consider siting and types of uses to avoid conflicts with surrounding residential uses. Generally, nonresidential uses should be located at the perimeter of the site, oriented away from residential units and toward the most active area of the site or surrounding neighborhood.

Relate to Surroundings: Design elements of a commercial use should relate to those forms found in surrounding residential units.

Fenestration: The location and sizing of windows should be used to differentiate between types of uses.

Public Presence: The design of the commercial component of a mixed use project should maintain a strong public presence through clear glass, interior and exterior lighting, display areas, awnings, or signage.

Entrances: Entrances for second story offices and/or residences should be clearly articulated and accessible from the street or courtyards that open onto the street.

Orientation: Non-residential facilities should not present a rear elevation to the front or side of any residential unit.

Courtyards and Open Space: Courtyards could be shared by different uses, such as office and residential. When a courtyard is to be shared by residential units and office or retail businesses, provide individual outdoor spaces for the residential units that are private visually and functionally.

Privacy: Avoid views to private outdoor residential spaces and circulation from commercial uses to maintain privacy for the residential uses.

UTILITIES/SERVICES/ACOUSTICS

Locate and screen utilities and services to eliminate unattractive conditions for occupants of all uses and combine utilities and services where feasible.



Specific Criteria

Chases: To eliminate the need for future installation of ducts, pipes, and conduit on the exterior of the building, provisions should be made at a maximum of 60 feet on center for one-hour-rated vertical chases through the residential floors to accommodate commercial utilities that must terminate at the roof. The chases should have an interior clear dimension of a minimum of 24 inches by 24 inches to accommodate the smallest Class A exhaust hood for restaurant uses.

Odors: Adequate provision should be made in commercial ventilation systems to eliminate the migration of odors into residential and outdoor public spaces.

Acoustical Separation: Design mixed use structures with acoustical separation between uses in floors, ceilings and walls. Where residential occupancies are horizontally attached to or located over commercial spaces, acoustical separation should be provided as follows:

- Construct floor-ceiling and wall assemblies (where uses adjoin each other horizontally) with a Sound Transmission Coefficient (STC) of 60 or greater.
- Use resilient assemblies to acoustically isolate finishes on concrete and steel columns from the columns supporting second floor framing (or the framing between commercial and residential levels).

SPECIALTY USES DESIGN GUIDELINES

SPECIAL USE CRITERIA

Design special uses to respect the design context of the neighborhood and enhance the streetscape.

Specific Criteria

Public Building, Places of Worship, Schools and Day Care Facilities: Public buildings should have entrances that are inviting and clearly defined. They should be located along commercial streets, integrated into the streetscape and maintain the continuity of store frontages. These facilities should be designed to create a sense of permanence and civic presence. Use of durable and noble materials is encouraged.

ACCESSORY STRUCTURES

Design accessory structures to reflect and complement the design, materials and colors of the primary building, and place where least disruptive to existing streetscape.

Specific Criteria

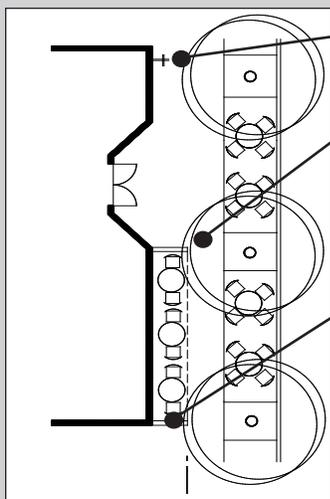
Design and Materials: Accessory structures should be compatible architecturally with primary structures, and should work together to create a sense of a whole composed project. If the character, form or materials are to be different, there should be design elements such as materials, window forms, or a dormer that links them to the main structure.

Placement: Avoid locating accessory structures in places that are part of the streetscape if they are non-habitable uses.

SIDEWALK CAFES

Design outdoor/sidewalk cafes with elements that complement the design and character of adjacent structures, and that enhance the existing streetscape.

Specific Criteria



Hose Bib: For regular cleaning of outdoor eating areas, provide a hose bib.

Path: Maintain a minimum path clearance of 4' - 0" for pedestrians to a maximum path clearance of 8' - 0". Striping on walkways to delineate eating areas should be unobtrusive and not exceed 4 inches in width and be of a cast-in-place tile or concrete material when possible.

Fences: Fences with a maximum height of 3'-6" should be used at the ends of cafe seating areas and adjacent to the curb, but not separating the seating areas from pedestrian paths. Fences shall be 75% transparent.



SIGNAGE DESIGN GUIDELINES

SIGNS AND BANNERS

In many communities like Santa Paula, the visual distinction between the traditional downtown or central business district and other commercial shopping centers, or commercial strips, has become blurred. Many businesses in the downtown use large-scale signs that are more commonly used in a commercial strip or along a commercial highway. In those locations, signs need to be large to attract the attention of motorists zooming past.

Also, businesses in relatively nondescript buildings often feel the need to rely on large, flashy signs to attract attention. In contrast, the Downtown, through facade improvements, will offer an exciting variety of building types, architectural styles, materials and well-crafted details that form a distinctive, memorable context for individual businesses. Therefore, large signs are not only out of scale here, they also overwhelm the architectural and design features that will make our downtown a special place.

Established downtown pedestrian-oriented commercial areas were designed to accommodate shoppers strolling along sidewalks and motorists driving at slower speeds. Such a pace allows people to take in more of their surroundings at a glance, including signs that are scaled more appropriately to the pedestrian environment.

When carefully planned, signs communicate essential information while ordering and enhancing the architectural character of Downtown. A sign's use of color, its size, shape, placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- Be compatible with the surrounding physical and visual character of the area;
- Promote the "individuality" of establishments;
- Identify the business clearly and attractively;
- Enhance the building on which it is located; and
- Reduce the amount of visual clutter caused by excessive and poorly placed signage.

Signs shall be consistent and integrated with the design of the project and shall be constructed of high quality materials. Temporary promotional banners are permitted in the Downtown area. All signage and banners shall be consistent with the Santa Paula Development Code Chapter 16.48 and supplemented by the following criteria.

Specific Criteria

Preferred Sign Types: While many sign types are permitted in Downtown, the following types are preferred:

- Wall-mounted signs at the upper portion of the first story. Individually mounted channel letters are encouraged.
- Awning signs (restricted to the valance or end flap).
- Internally illuminated or backlit awnings.
- Blade or projecting signs.
- Building address numbers.
- Marquee signs for movie and theater uses.
- Murals and super-graphics (painted on a wall surface) not advertising a business.



- Building signs at rear entrances when rear customer entries exist.
- Neon tube lighting on painted wall signs.
- Neon tube lighting on window signs (25 percent maximum window area).
- Neon tube lighting around architectural features.
- Neon tube lighting on projecting signs.
- Professionally designed portable sandwich signs that comply with ADA accessibility and allow unobstructed pedestrian movement.
- Temporary (30days maximum) exterior or interior special sales promotional banners or signs

Discouraged Sign Types: The following sign types are discouraged:

- Internally illuminated can signs with light colored/translucent background field.
- Freestanding pole signs.
- Any signs above the first story (except window signs).
- Roof mounted signs.
- Emitting signs.
- Rotating, moving, or flashing signs.
- Light bulb strings - except holiday decorations.
- Off-site signs.
- Paper, cloth, or plastic streamers and bunting - except holiday decorations.
- Handmade portable sandwich signs that are not professionally designed, or violate ADA accessibility requirements, or obstruct pedestrian movement.
- Statues used for advertising.
- Traffic sign replicas.
- Vehicle signs attached to vehicles parked to advertise a nearby business.
- Balloon signs.
- Swinging signs.
- Exposed raceways behind channel letters.
- Pole signs and billboards.

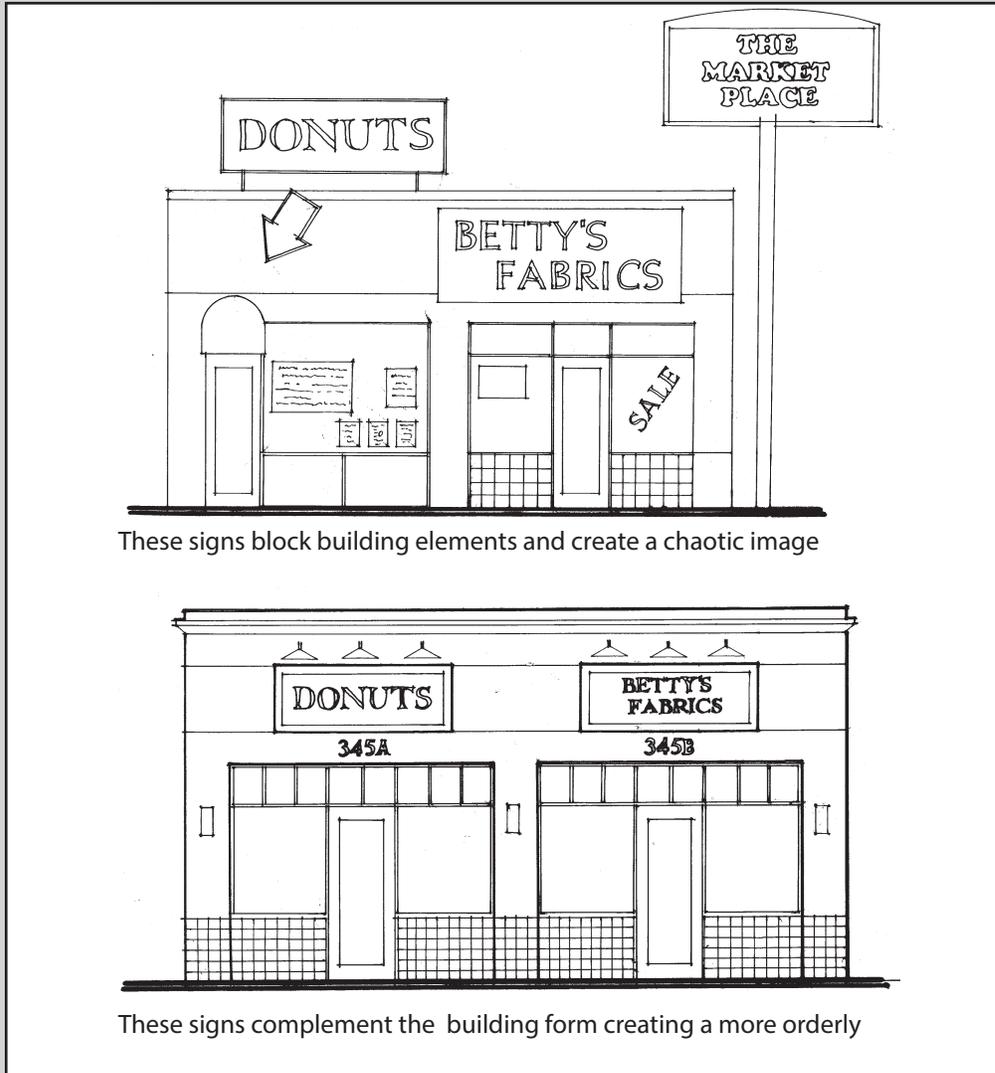
General Design Guidelines for Signs: Use widely recognized logos rather than print/text whenever possible. Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.

Sign Color: Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully designed sign may be unattractive and a poor communicator because of poor color selection.

A substantial contrast should be provided between the color/material of the background and the letters/symbols to make the sign easier to read in both day and night.

Limit colors to three on a single sign. Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective.

Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign band, can serve to unify the building facade. Carved or sand-blasted wood signs are also appropriate.



Sign Architectural Compatibility: Signs should make a positive contribution to the general appearance of the street and the character of the neighborhood in which they are located.

Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure and should not overwhelm the architecture of the building.

Place wall signs to establish facade rhythm, scale, and proportion where facade rhythm does not exist. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.

As an alternative to an attached sign, lettering may be painted directly on the building facade. This method resembles a wooden or metal band but does not require the introduction of another material.

Wall Mounted Signs: The identification of each building or store's address in six inch high numbers over the main entry doorway or within ten feet of the main entry is recommended.

Sign lettering for storefront wall mounted signs should meet the following recommendations:

- For storefronts 30 feet wide or less, a maximum letter height of 12" is recommended,
- For storefronts 30 feet - 60 feet wide, a maximum letter height of 18" is recommended, or
- For storefronts 60 feet wide or greater, a maximum letter height of 24" is recommended.

Awning Signs: An awning is a roof-like covering or shelter that is usually constructed of canvas or other fabric extending over a pedestrian walkway. Awnings provide shelter from weather, provide scale to the building architecture, and add color and liveliness to the pedestrian path and street.

An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.

The sign on awnings should be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.

The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

Banner Signs: A banner sign is a logo or design placed on a lightweight material that can move with the wind. Banner signs should not be confused with flags or pennants. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street and sidewalk.

Banners are encouraged along pedestrian-oriented streets, public plazas, and civic areas.

Banners should not extend more than five (5) feet from the building or one-third (1/3) the width of a public sidewalk, whichever is less.

Banners along the same block of a street should be set at generally the same angle from the buildings.

Banners should reflect the informality and excitement of color and movement.

Hanging Signs: A hanging sign is a sign suspended from a support that projects from the building wall. Similar to awning signs and banners, a hanging sign can add interest and vitality to a street. Hanging signs can include pictorial images, logos, and symbols.

A hanging sign is generally intended to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.

The size of a hanging sign should be proportional to the building facade to which it is attached and typically should not exceed ten (10) square feet.



Window signs are limited to 25% of the window area. Awning signs may be placed on the valance only



A hanging sign should be hung perpendicular to and should not project more than four (4) feet from the face of the building.

To minimize visual clutter, hanging signs should not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.

The placement of a hanging sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

Window Signs: A window sign is a permanent sign painted on or attached to the inside of a window and is designed to be viewed principally from outside the business by pedestrians and slow-moving motorists. To minimize clutter, window signs should not occupy more than 25 percent of the total area of the window in which they are displayed.

The sign copy of window signs should be proportional to the glass surface area

Temporary window signs should be allowed to identify special events and sales provided they are removed immediately following the event. Temporary window signs may remain a maximum of 30 days.

Clear Sign Message: Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is more attractive. The wording of signs should be limited to the occupant's names and/or company logo. The sign should not include advertising slogans or services rendered. Words describing the type of commercial use are permitted.

Undesired elements include the following:

- Phone numbers or words describing products sold, prices, or other types of advertising except as part of the occupant's trade name or logo.
- Window signs of any type except those identifying a business.

Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read, and reduce the sign's ability to communicate.

Lettering should be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third (1/3) to one-half (1/2) the height; of the sign.

Quality and Materials: All signs should be constructed of high quality and weatherproof materials. Appropriate materials should be used for all elements of signs including: all letters, exposed edges, and surfaces. Appropriate materials may include the following: Metal, Wood, Plexiglas or Plastic, Neon, Screen Print on Canvas Awnings, and Painted Graphics (durable paints) on Building Surface.

Inappropriate materials may include the following: Paper, Stucco, and porous material, i.e., Styrofoam.

A project proposed with inappropriate materials may apply for special considerations if:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.



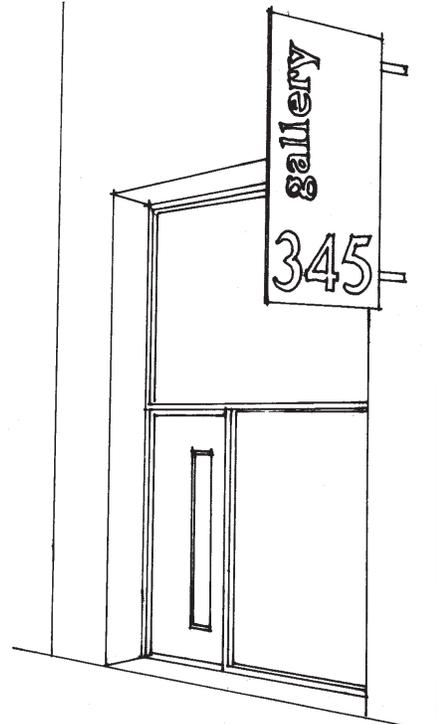
Complement Building: All signs should relate proportionately in placement and size to other building elements, and sign style and color should complement the building facade.

Historic Neon Signs: Historic neon signs should be renovated.

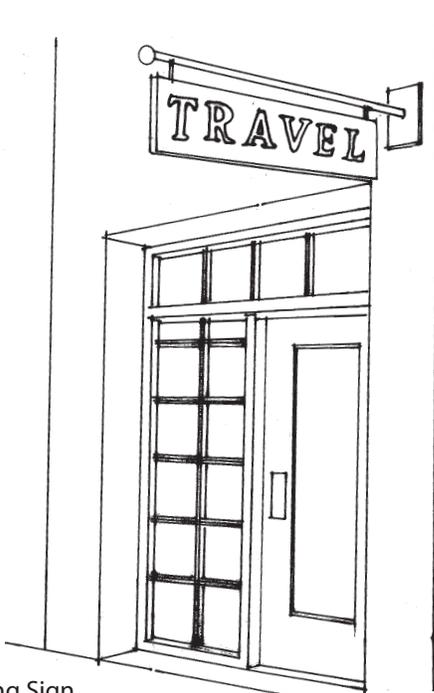
Exposed Hardware: Conduit, tubing, raceways, conductors, transformers, mounting hardware and other equipment should be concealed.



Canopy Sign



Blade Sign



Hanging Sign



Banner Sign

Sign Types