



Cal Poly State University SLO

Design Guidelines for the City of Carpinteria

Senior Project

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1. INTRODUCTION AND SCOPE

1.1 PROJECT LOCATION

The City of Carpinteria was established in 1963 and is located on the California Coast approximately 15 miles south from The City of Santa Barbara and approximately 80 miles north from the City of

Los Angeles. The population of Carpinteria is 13,040, with approximately 7,031 working population (American FactFinder) The Downtown area of Carpinteria is relatively small, consisting of a main thoroughfare: Linden Avenue, and part of another main thoroughfare:

Carpinteria Avenue, to create a distinctive "T-shape" project boundary as shown by the red area in

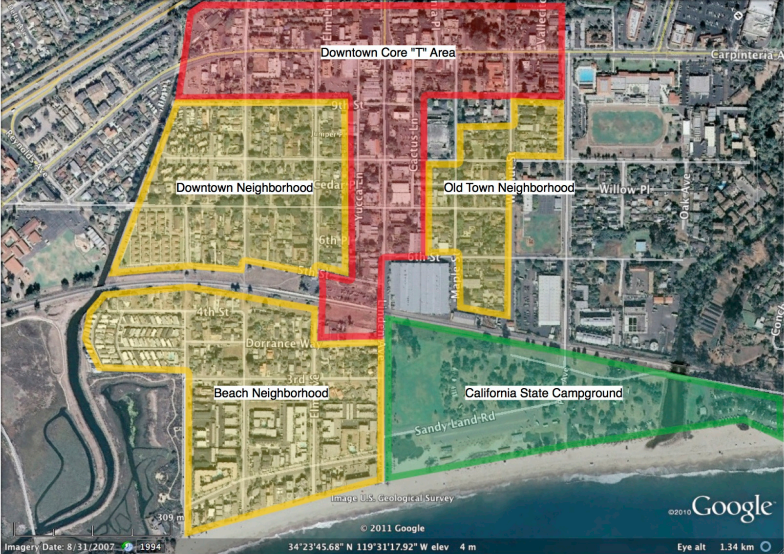


Figure 1-1: The southern area of the City of Carpinteria can be identified by a series of primary land uses and their distinguished "districts." The project boundary for these design guidelines are shown in red and titled "Downtown Core 'T' Area"

Figure 1-1. Other areas surrounding the Downtown Core "T" Area of Carpinteria include the Downtown Neighborhood, the Old Town Neighborhood, the Beach Neighborhood (a.k.a. Subarea 1), and Carpinteria State Beach and Campgrounds (State of California-owned property). While the design guidelines presented in this project are strictly limited to the scope of only the Downtown Core "T" area, it is also necessary to represent Downtown Carpinteria as a whole in Design and that these design guidelines accomplish this.

1.2 BACKGROUND INFORMATION

The City of Carpinteria hired Sargent Town Planning to develop a Specific Plan for the Downtown area. Later on, the City of Carpinteria was assisted by Main Street Architects based in Ventura, California. This Specific Plan however did not gain much public approval and failed to gain approval from the City Council. The City of Carpinteria then decided that the best course of action to implement a downtown and

beach neighborhood plan would be to develop design guidelines in-house, similar to the guidelines developed for Sub-Area 3, a residential area located in the northern part of the city (See Appendix A). The City sees the need for design guidelines as a more feasible and approachable implementation method for urban design than a Specific Plan because it gives developers more liberty and is a less intensive document to produce.

1.3 EXISTING DESIGN GUIDELINES

The SubArea 3 design guidelines are strictly residential design guidelines. The design guidelines are organized into 5 sections that are reviewed by the Architectural Review Commission:

- Mass and Scale
- Architectural Elements
- Color and Materials
- Privacy
- Solar Access

Using similar methodology and format, I developed design guidelines for the Beach Neighborhood (Subarea 1). These design guidelines were based off the same specific plan that failed to pass City Council approval for the Downtown and Beach



Figure 1-2: The boundaries of Design Guidelines for Subarea 3 in Carpinteria. The area is mostly residential. Subarea 3 Design Guidelines have jurisdiction within this boundary only.

Neighborhood, and modeled after Subarea 3 Design Guidelines. The Beach Neighborhood Design Guidelines are organized somewhat differently to be tailored to the characteristics of the neighborhood. Similarly, the Downtown Guidelines are modeled after Subarea 1 and Subarea 3 Design Guidelines, but are tailored to cater to the primarily commercial land uses found in Downtown.

1.4 PURPOSE OF DESIGN GUIDELINES

Design guidelines are an important implementation tool for the City of Carpinteria. Design Guidelines have been proven to be more effective for the Architectural Review Process in the city by providing developers clear guidelines for new additions to the city while still upholding city building code. Guidelines give objective criteria to base decisions of the Architectural Review Board and inform applicants of expectations and requirements (Pregliasco 1988).

Several studies will indicate that urban design guidelines are much simpler for jurisdictions to use, but are seldom evaluated, which stresses the importance of why design guidelines need to be written clearly and properly. In order to effectively evaluate urban design guidelines, recommendatory clauses must be identified within the guidelines in order use them in the Architectural Review Process (Poerbo 2001). Mandatory clauses provide a much more rigid form of urban design control, and can

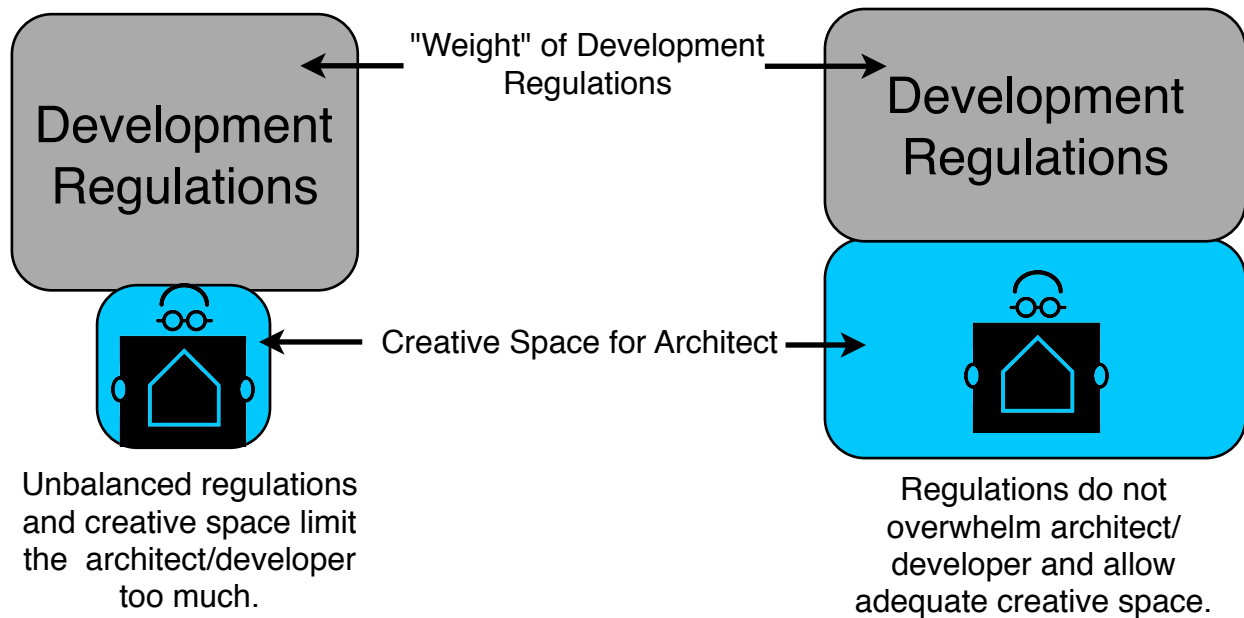


Figure 1-3: This graphic shows the relationship between the architect/developer and the regulations he/she must follow in order for his/her project to be approved by the City's Architectural Review Board.

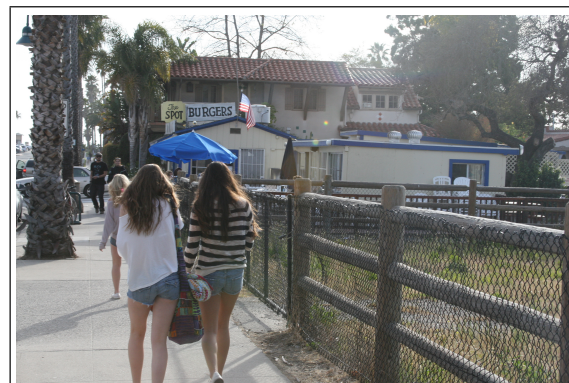
also be used in the guidelines to give the document regulatory authority, making it easier for the Architectural Review Board to make decisions. The recommendatory clauses is the area that developers have space to work, and therefore bring uniqueness to their projects. The Architectural Review Board's intent is not to remove subjectivity from the architectural review process, but rather to continue the creative process of developers and architects for projects within the City of Carpinteria (City of Carpinteria). Because of this, City Planners may have a restrictive effect on architects and developers, thus severely limiting their potential designs. However, design guidelines help reduce this effect by adding less regulatory weight on the architect's creative space, while still maintaining urban design control within the city by using recommendatory language as well as teeth in the document.

1.5 METHODOLOGY

The design guidelines for the Downtown Carpinteria were developed using a draft specific plan as its base. The specific plan for the Downtown and Beach Neighborhoods (Subareas 1 & 2) never gained approval from the city council and therefore, the staff determined that it would be better for the city to create design guidelines out of the plan instead. The design guidelines are modeled after the subarea 1 and subarea 3 design guidelines and address building attributes such as color, finish, height, windows (type/number/location), setbacks, parking, and conditions as well as other notable features. These attributes were gauged using a synoptic survey and building inventory. These attributes were photographed and organized into a synoptic survey for downtown Carpinteria (Appendix A).

Carpinteria Downtown Design Synoptic Survey

Building #1



1. Building Information			
Street Name	Linden Avenue		
Street Number(s)	389		
2. Design Information			
Color	White		
Finish	Wood/Blue Trim		
Height	1 Story		
Windows (Type/Number/Location)	Large	4	Frontage
Setback	To Sidewalk		
Parking	Street		
Other Features	Patio		
3. Design Conditions			

Figure 1-4: Sample Page from Synoptic Survey Form (Appendix A)

The synoptic survey provides a base for the existing character of Downtown Carpinteria. By documenting the attributes of each building in the blocks, consistencies in proper design and inconsistencies in design can be easily seen, and therefore the character can be preserved. The goal of these guidelines is to preserve Carpinteria's "small town charm" in order to maintain consistency with the General Plan (City of Carpinteria General Plan 2003).

The guidelines are organized into a pallet of options and recommendations based on the observations of the synoptic survey and the policies in the General Plan. Because of the nature of this project, community participation will not be included in the development of these design guidelines until the draft guidelines are presented to the Planning Commission for first approval. Once presented to staff, however, they will undergo necessary changes that supervisors feel must be addressed, as well as be subject to amendment to the Planning Commission and City Council prior to final approval.

2. DOWNTOWN INVENTORY AND SYNOPTIC SURVEY

2.1 DESIGN SYNOPTIC SURVEY

In order to provide an adequate base of background information about the design of Downtown, a synoptic survey of all buildings within Downtown Carpinteria was documented and analyzed, and a site inventory was developed for all existing conditions within Downtown.



Figure 2-1: The intent of the synoptic survey is to provide a snapshot of the character of the City of Carpinteria as well as provide useful information regarding the design of the buildings and streets.

The synoptic survey revealed many trends about Downtown Carpinteria that are useful in developing guidelines for projects to complement the existing buildings. This analysis of trends shows the proper materials and attributes that should be mandatory for all major development. All development will still be subject to Architectural Review.

2.1.1 COLORS

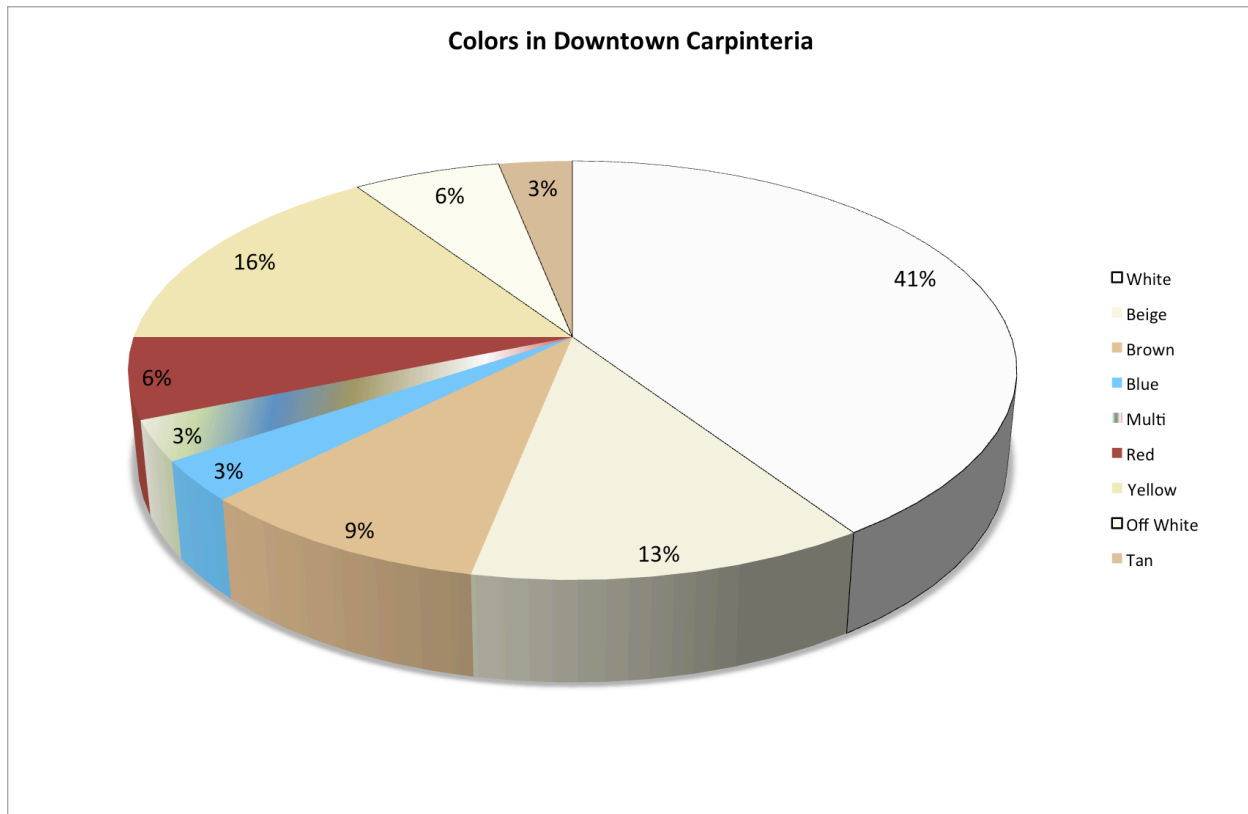


Chart 2-1: Color trends in Downtown Carpinteria.

Color is a sensitive subject in design guidelines. Often innocuous phrases such as *colors should coordinate with neighboring buildings*, have been interpreted by design review committees to mean *match*, leading eventually to blocks or entire towns in a variation of yellow. Some cities have developed a pallet of approved colors, often chosen as the colors least likely to offend, leading to a dull streetscape lacking punch and distinction (Pregliasco, 1988). The use of only pre-approved colors may be unlawful as a California Superior Court Ruling has found.

The synoptic survey revealed a pallet of 9 main colors for existing buildings in the Downtown area. The most prominent color is white, while the least prominent colors include tan, blue, and multicolored. (Multicolored buildings were generally comprised of complimentary earth tones such as those reflected in Chart 2-1 above). This reveals a comprehensive pallet of colors for the Downtown area, and there is no reason to add any other mandatory colors to the pallet. Still, other colors should be allowed within the guidelines, as long as they are complimentary to the colors above and gain approval from Architectural Review.

2.1.2 FINISHING MATERIALS

Finishing materials are an important component in the design and character of the downtown. Many downtowns will feature a common architectural quality such as mission style buildings for Downtown Santa Barbara, California or mostly brick buildings in Downtown Boulder, Colorado. Downtown buildings share a history of

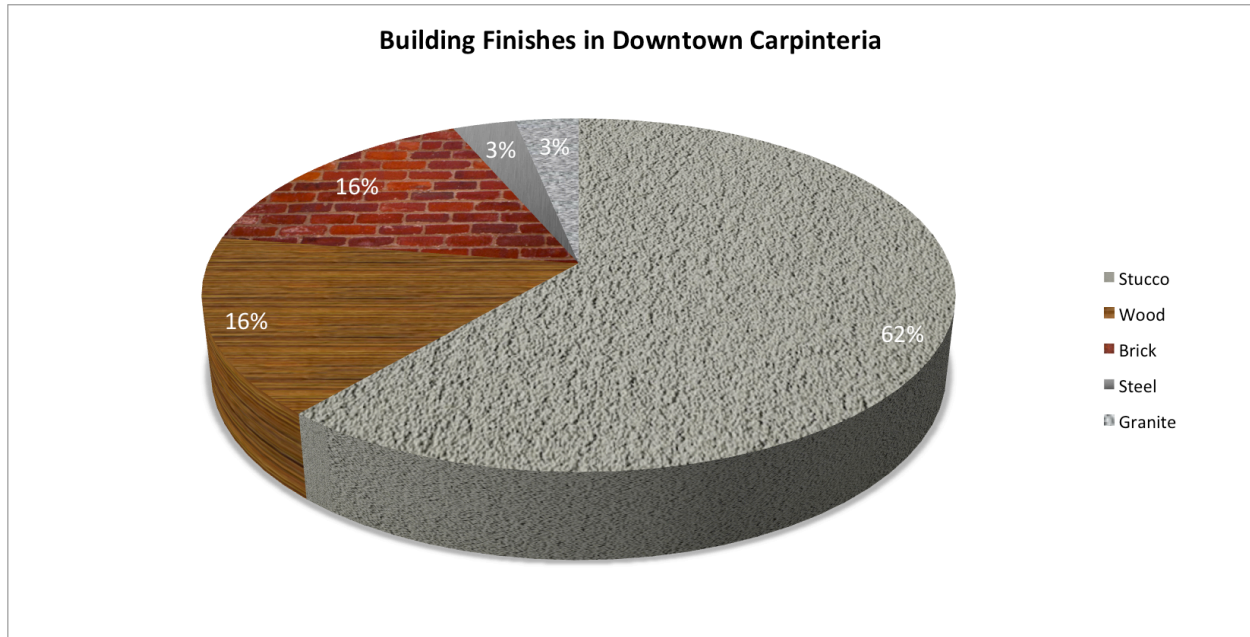


Chart 2-2: Finishing trends in Downtown Carpinteria.

local building materials. In Southern California this includes mostly stucco as is the case with the majority of buildings in Carpinteria. These common materials help link the city to its geographical setting (Pregliasco 1988)

The synoptic survey for Carpinteria revealed 5 main materials used for finishing in Downtown Carpinteria. The most prominent material used is stucco, mostly for mission-style architecture buildings. 62% of all buildings downtown are stucco. 16% of buildings used wood and 16% used brick. The City of Carpinteria Municipal Code §2.36.080.E states that "a limited number of materials on the exterior face of the building or structure (wood, concrete, brick, stone). The use of natural materials is encouraged. With the exception of one building comprised of a steel finish, the common building materials stated in the City Code is represented in Downtown Carpinteria, and therefore the design guidelines should not comprise of more than what is listed there.

2.1.3 BUILDING MASSING

Building massing is represented in the Synoptic Survey primarily by building height. For this section, a chart was compiled of all the existing building heights and is described in chart 2-3 below.



Chart 2-3: Building Height Trends in Downtown Carpinteria

Another element of building massing that was considered is the notion of horizontal rhythms in Downtown Carpinteria. Closely related to the pattern of openings on a building facade is a rhythm of elements. Moving past repeated similar elements on neighboring buildings creates a continuous band, a shared element of its own. Examples include a band or division between storefront and upper facades of buildings at similar heights, or a predominance of canopies or awnings extending along several facades, or the alignment of windows and window sills (Pregliasco, 1988). Building heights are a catalyst for these elements, since the massing of the building will help to determine the overall character and scale of Downtown Carpinteria.

The building massing of Carpinteria is comprised of both one-story and two-story buildings as shown by Chart 2-3. The majority of buildings are 1 story, while half of that quantity are 2 stories. Due to this trend and pursuant to the zoning code §14.50.090.1, it is not recommended that the building heights for future development exceed 2 stories and this will be reflected in the design guidelines.

2.1.4 WINDOWS AND OPENINGS

One of the common elements within the synoptic survey that applies to most downtown design guidelines is the proportions of windows and openings common to the downtown area. The synoptic survey revealed trends about windows and openings that can be applied to the downtown design guidelines. See Charts 2-4 and 2-5 below.

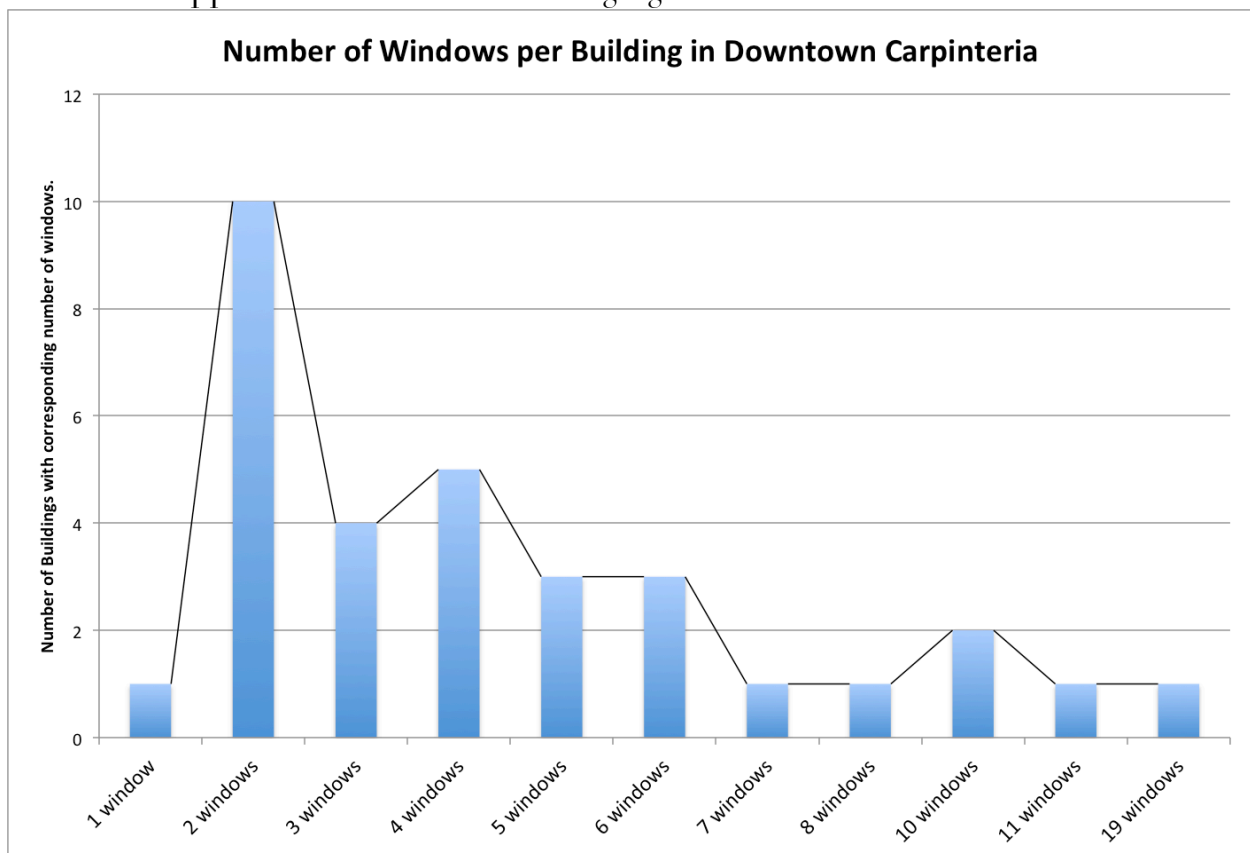


Chart 2-4: Number of window trends per building in Downtown Carpinteria.

Chart 2-4 reveals that though some buildings in Downtown Carpinteria actually have high number of windows, the majority of buildings actually only have 2 windows. The proportion of buildings can be derived from this statistic, and it can be concluded that Downtown Carpinteria is generally comprised of smaller, bungalow-style type commercial buildings and stores. Businesses are generally small, and therefore it is not

recommended for larger buildings to be suggested in the Downtown area. One exception to this rule, however is Vons, which requires a parking lot as well and is setback relatively far from the street.

Chart 2-5 reveals the majority of window types within Downtown Carpinteria. From the data collected in the synoptic survey, an overwhelming majority of windows are hung windows that do not open. Other window types observed included bay, large, casement, arch, door, and open casement. The following window types are shown in Figure 2-2 to further describe the nature of window types in Downtown Carpinteria.

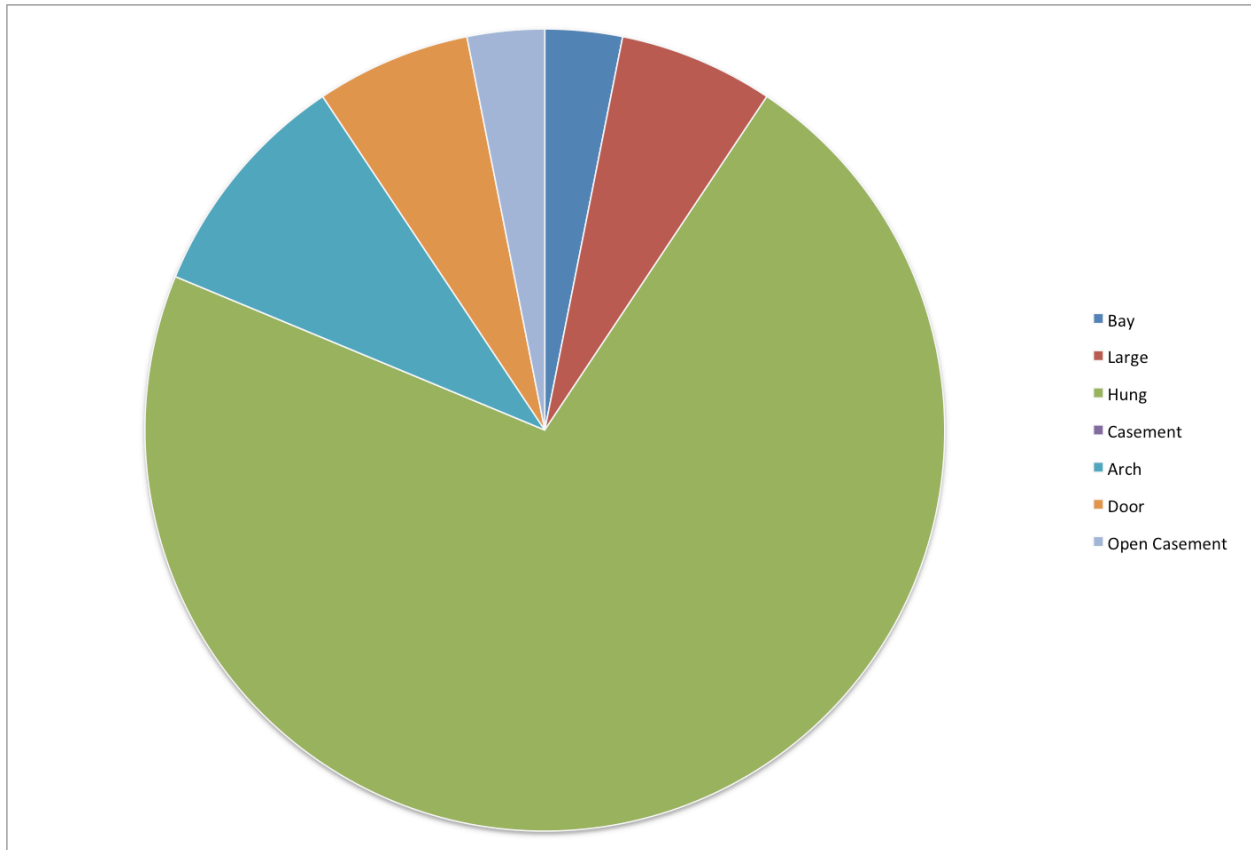


Chart 2-5: Window Types in Downtown Carpinteria.



Door Window



Bay Window



Hung Window



Arch Window



Large Window



Open Casement Window

Figure 2-2: Types of Windows commonly seen in Downtown Carpinteria.

Though architectural variety is encouraged in Downtown Carpinteria, it is recommended that these window types be used for most building development, since they will be most compatible towards the historic and small beach town charm of Carpinteria. However, there can be some leniency within the City of Carpinteria in order to update buildings to more energy efficient standards, should the City decide such action should take place.

2.1.5 SETBACKS

Setbacks are a distinguishing factor for downtown areas, since they differentiate the downtown from neighboring residential areas. Because of this, setbacks can be considered an important edge for downtown, and may even act as a landmark for allowing visitors to recognize that they are within the downtown area. It is recommended within design guidelines to maintain the alignment of facades along the sidewalk (Pregliasco 1988).

The synoptic survey revealed that nearly all commercial buildings within Downtown Carpinteria had setbacks to the sidewalk, with slightly recessed but compatible entrances. The primary exception to this was the Vons shopping market, which is set back behind a parking lot while still situated in Downtown Carpinteria. However, mitigation efforts were involved to keep the small town charm and continue to characterize the downtown. It is not recommended that any other larger automobile oriented buildings be built in the downtown, but rather continue the trend of small storefronts and some mixed use, such as what exists now.



Figure 2-3: A wall and plaza with fountain is erected in Downtown Carpinteria in front of the Vons shopping center in order to preserve Carpinteria's small town charm and setbacks.

2.1.6 PARKING

Parking is an element of downtown with much maneuverability, despite its critical nature for defining a downtown. What is meant by this is that parking can either completely enhance a downtown or completely destroy it based on how it is configured in the area. A systematic method exists for modeling how much parking is needed in downtowns (Crankshaw 2009), but it is the configuration of parking that determines whether or not it is pedestrian friendly. The goal for any downtown should be to promote foot traffic, rather than just automobile traffic due to the historic nature that downtowns carry with them. The most common configuration for downtown parking is street parking, since it can act as a traffic calming method as well, shielding pedestrians from traveling cars within the roadway. Other configurations include block interior parking, quadrant parking, alley parking, and perimeter parking (See Figure 2-4).

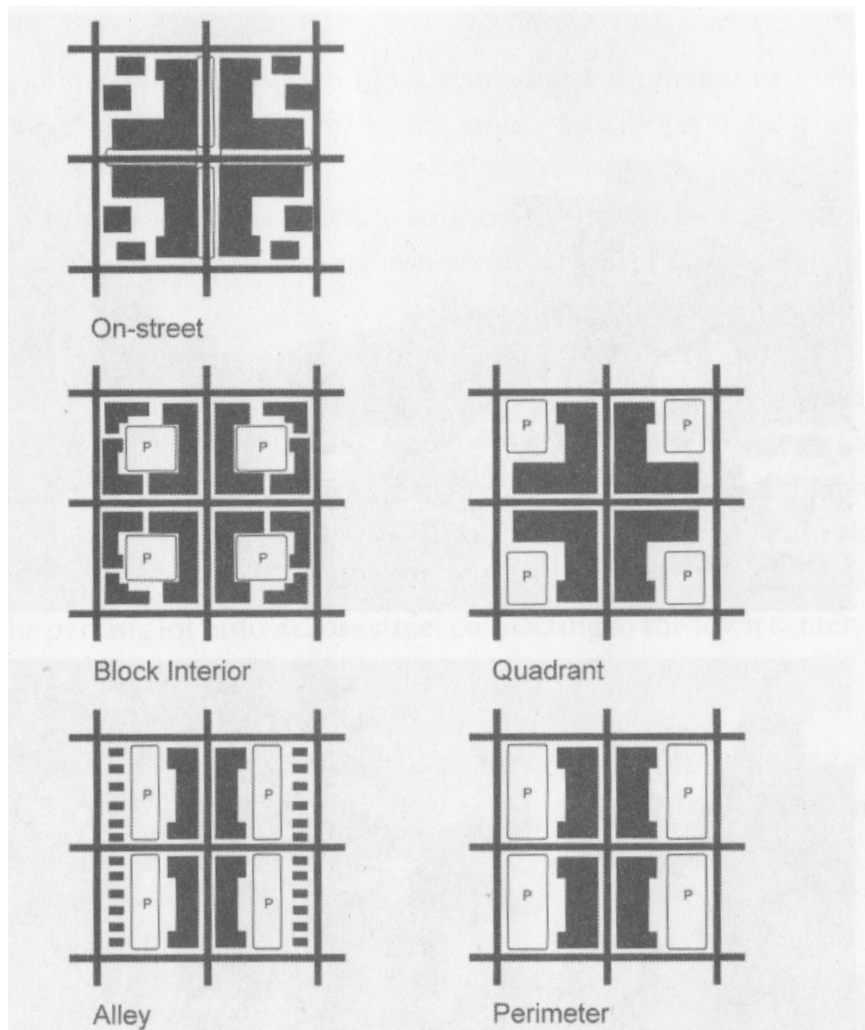


Figure 2-4: Types of parking arrangements available to Downtowns. (Source: Crankshaw 2009)

The on-street model for access is the simplest system for parking and pedestrian access and is the current existing method for Downtown Carpinteria. Other parking, however does exist in Downtown Carpinteria, including some alley parking, and a parking lot as a requirement for Vons. Due to the small nature of Carpinteria, however, it is recommended that on-street parking continue to be the primary type of parking for Downtown Carpinteria, since it is the simplest and generally works well. Parking, however, will not be addressed in these design guidelines, but rather applicants will be referred to the building code to address parking requirements and the Architectural Review Board will determine appropriate action for approval of new development that requires parking. Carpinteria is also not projected to significantly grow in population or tourism within the next 10 years, so parking should not be an issue of primary concern for the Planning Commission or City Council in Downtown.

[Figure 2-5: Google Earth Map with Parking Highlighted]

2.1.7 OTHER DESIGN ELEMENTS

There were other design elements that were not quantified by the Synoptic Survey, but still found common among many of the buildings in Downtown Carpinteria. Such elements included:

- Outdoor Seating
- Recessed Doors
- Low Fences
- Balconies

Though these design elements are minor, it is important to note their existence because the Architectural Review Board can determine what kind of amenities and details are important based on the existing character of Carpinteria's Downtown.

2.2 SITE ANALYSIS

Carpinteria has a small downtown with relatively small shops and boutiques, characterizing the small beach town charm. It is recommended that all future development follow these trends and that the design guidelines reflect this policy within the Carpinteria General Plan and City of Carpinteria Municipal Code.

3. CASE STUDIES

Case studies are an important component in the urban design process. By exemplifying past successes and failures of communities equal or proportionate in size to Carpinteria, planners can make better decisions that will suit the community well. In this case, 4 other community design guidelines were examined and analyzed for their content. These design guidelines are mostly for commercial areas, or all-encompassing community design, and are similar to the community of Carpinteria due to their size, geographic location, and architectural features throughout them.

3.1 CITY OF SANTA CRUZ

The City of Santa Cruz, California developed a Community Regulations Background Report to analyze what of the 16 plans that govern the jurisdiction include design guidelines within the plan. The following table (Figure 3-1) shows which plans in the city include urban design guidelines:

TABLE 4-1 **AREA PLANS ADMINISTERED BY THE CITY**

Area Plan	Year Adopted	Agency	Design Guidelines in Plan
Arana Gulch Master Plan	2006	City of Santa Cruz Parks and Recreation Department	—
Beach and South of Laurel Comprehensive Area Plan	1998	City of Santa Cruz	X
City-wide Creeks and Wetlands Management Plan	2006	City of Santa Cruz	—
Downtown Alley Walk Concept Plan	1994	City of Santa Cruz Redevelopment Agency	X
Downtown Recovery Plan	2001	City of Santa Cruz	X
Eastside Business Area Improvement Plan	1996	City of Santa Cruz Redevelopment Agency	X
Mission Street Urban Design Plan	2002	City of Santa Cruz	X
Moore Creek Corridor Access and Management Plan	1987	City of Santa Cruz	—
Neary Lagoon Management Plan	1992	City of Santa Cruz	—
Pogonip Master Plan	1998	City of Santa Cruz Parks and Recreation Department	—
San Lorenzo Urban River Plan	2003	City of Santa Cruz/San Lorenzo Urban River Plan Task Force	—
Santa Cruz Harbor Development Plan	1992	Santa Cruz Port District	X
Seabright Area Plan	1981	City of Santa Cruz	X
Western Drive Master Plan	1979	City of Santa Cruz	X

Figure 3-1: This graph shows the plans within the City of Santa Cruz's jurisdiction that include design guidelines within the plan.

The City of Santa Cruz Background Report also acknowledges the process and importance of design review, citing that design review allows cities to ensure that new buildings will employ high- quality architecture and site planning, so the buildings reinforce and enhance the community's overall character and value (City of Santa

Cruz). Since Santa Cruz is a town of larger size than Carpinteria, all design guidelines cannot be mimicked. However the methodology of Santa Cruz's design guidelines about the importance of design review can be borrowed for increased legitimacy and political clout of Carpinteria's Design Guidelines.

3.2 CITY OF SONOMA

The City of Sonoma, California incorporates standards organized into a development code comprised of articles relating to different facets of design within their community. This case study is a regulatory document that serves as the zoning ordinance as well as community design guidelines. The document is illustrated based on subareas within the city, similar to Carpinteria. The Ordinance also gives land use designations for design guidelines as well, which should be referred to in any design guidelines document as an applicability section.

Though the design guidelines for Downtown Carpinteria are intended to be a regulatory document, they will not be as extensive as Sonoma's development code. The purpose and intent of Carpinteria's Design Guidelines is to be used by building permit applicants, the public, City staff, and the City's Architectural Review Board to evaluate the suitability of a project as it goes through the City's review process. The Carpinteria Downtown Design Guidelines, however, will of course be used in conjunction with the Carpinteria Development Municipal Code and serve as regulation. The City of Sonoma serves as a useful methodology for implementing Design Guidelines, and the City of Carpinteria should consider amending their zoning ordinance to recognize these design guidelines.

3.3 CITY OF HALF MOON BAY

The City of Half Moon Bay, California Urban Design Plan was developed by Cal Poly Graduate City and Regional Planning Students, and contain design guidelines within the plan. These design guidelines will serve as a design example for illustrating graphics and covering other components of design within the City of Carpinteria.

The Urban Design Guidelines (Chapter 7 of the Half Moon Bay Urban Design Plan) are defined in the plan as "a set of policies to guide the architectural quality of future development [to] help preserve the small town character and historic image of Downtown" (City of Half Moon Bay 2011). When extracted, this purpose for design guidelines can be directly applicable to the design of Downtown Carpinteria.

Downtown Carpinteria is similar to Downtown Half Moon Bay in size, character, and design, in that it is a small beach town in California with many historic qualities. It is important to preserve and enhance the historic nature of this town, as deemed fit in the design guidelines of the Urban Design Plan. In this case, the regulatory document takes the form of a formal plan used by the city, rather than limited to only design guidelines. Still, the design guidelines from Half Moon Bay can be applicable to Carpinteria.

The Urban Design Guidelines for Half Moon Bay begins by outlining the districts applicable to the jurisdiction of the plan and the guidelines. The Plan states that "urban design guidelines are not ordinances or regulations: they are a set of design standards and recommendations to implement future changes, improvements, or development" (City of Half Moon Bay 2011). The urban design and creative process are not limiting the architect or developer by stating this, but rather encouraging the architecture of buildings to further enhance the character of Half Moon Bay. The Guidelines also use a series of graphical examples with callouts to specific features to outline the standards. Since planners are not the architects designing the buildings, it is acceptable in the Carpinteria Downtown Design Guidelines to use images from other sources to help to illustrate the desired features that will be reviewed in projects by the Architectural Review Board.

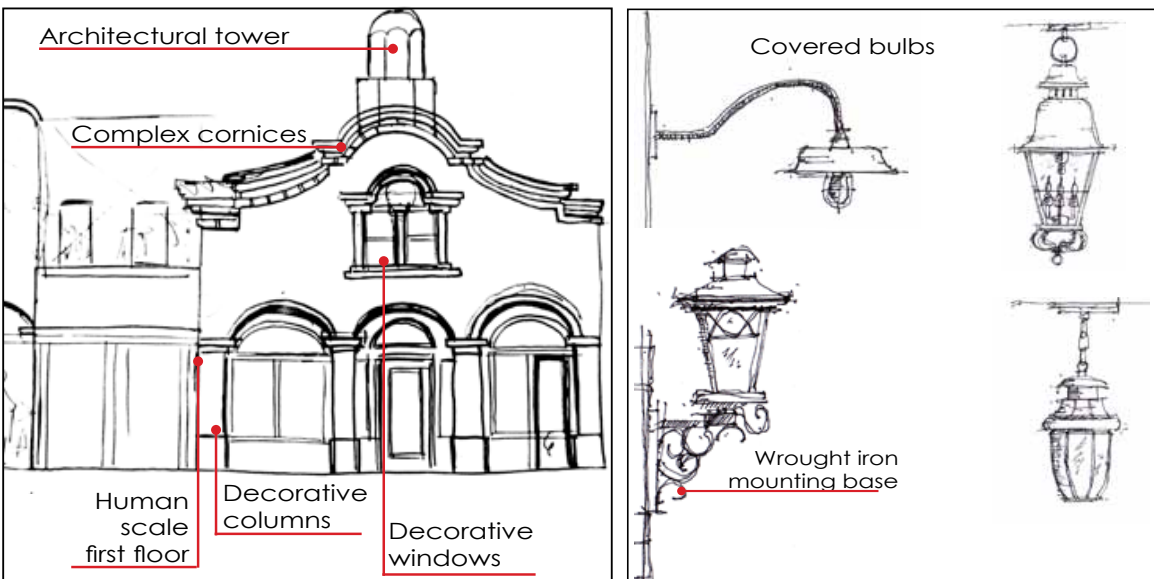


Figure 3-2: Examples of graphics from the Half Moon Bay Urban Design Guidelines. These sources were borrowed from the San Mateo County AIA, HMB Charette (1990).

3.4 CITY OF PISMO

Pismo Beach is recognizable on the Central California Coast as a popular tourist destination and caters to many visitors every year. Carpinteria is similar in this nature, only smaller than Pismo Beach in relative size and population. Because of this, Pismo Beach, California does allow greater density than what would be appropriate for Carpinteria. However, the City of Pismo Municipal Code has design standards integrated into the code itself. The applicable sections for the City of Pismo include the Purpose of Chapter, Applicability, Overall Design Objectives for Commercial Projects, Site Planning Standards, and General Architectural Design Standards (City of Pismo 2006).

The Carpinteria Design Guidelines will differ from the Pismo Beach Design Guidelines in regulatory clout, since the Carpinteria Design Guidelines are intended for an evaluative analytical tool, rather than being integrated into city code. The City Municipal Code still stands as the primary law that developers and the Architectural Review Board are intended to follow, but the Design Guidelines for Carpinteria do not remove the subjectivity from the architectural review process.

Contextually, the City of Pismo cites criteria that will be applicable to all facets of design. §17.14.050 of the City of Pismo Zoning Code (General Architectural Design Standards) include sections on:

- A. Architectural style
- B. Neighborhood compatibility
- C. Design consistency
- D. Form and mass
- E. Rooflines
- F. Parapets
- G. Entries
- H. Additions to existing structures
- I. Building Materials
- J. Colors

The City of Carpinteria can draw some similar guidelines to the City of Pismo for the Downtown Commercial Design Guidelines since the physical environment of Pismo

Beach is similar to Carpinteria, and these facets of design are deemed important to the design of Downtown Buildings in Carpinteria.

Graphically, The City of Pismo shows limited graphics when needed to give a snapshot of what commercial development should look like. Mostly, the graphics use show an example of undesirable design and desirable design to contrast. The City of Carpinteria Downtown Design Guidelines will follow a similar pattern for graphics.

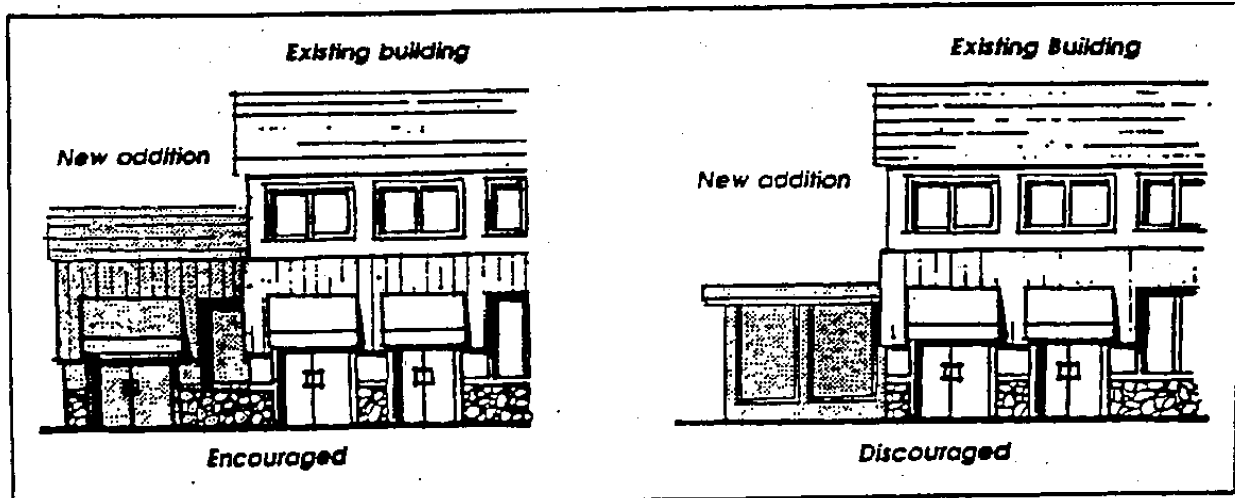


Figure 3-3: Example of graphics from the Pismo Beach Municipal Code. Generally, the graphics should communicate undesirable examples and desirable examples to contrast each other (City of Pismo 2006).

3.5 ANALYSIS OF CASE STUDIES

For the City of Carpinteria, many trends can be borrowed from these case studies. Among them, the trends recommended for the City of Carpinteria include:

- Acknowledgement and process guide for development in downtown (City of Santa Cruz)
- Incorporation of Design Guidelines into Municipal Standards and Code (City of Sonoma)
- Appropriate Graphic Communication that highlights features of architectural design (City of Half Moon Bay)
- Appropriate facets of architectural design organized in a readable and coherent fashion for developers, planners, and the Architectural Review Board (City of Pismo)

Though the City of Carpinteria Design Guidelines are not a formal part of the municipal code or zoning ordinance, it is strongly recommended that the Planning Commission and/or the City Council considers integrating the design guidelines into the municipal code. Six goals of good governance that are particularly important to zoning include effectiveness, responsiveness, fairness, efficiency, understandability, and predictable flexibility (Elliot 2008). Design guidelines are another "tool" to use in a zoning ordinance, which adds significant effectiveness to the zoning ordinance, and therefore other facets of better zoning fall into place as well.

4. DESIGN OF CARPINTERIA

The design of Carpinteria will require organized attributes to encapsulate the city's character and charm, and to ensure consistency with the General Plan. Some design features may be recognized within design concepts in order to create the overall design features of Carpinteria. Design attributes of Carpinteria will stem from a Santa Barbara Design Concept, a themed design concept, a small town design concept, and a beach town design concept. These design concepts can mesh to form the design of Carpinteria, thus influencing the design guidelines to carry the design of the city in the proper direction.

4.1 SANTA BARBARA DESIGN CONCEPT



Figure 4-1: A graphical rendition of Santa Barbara Design (Source: City of Santa Barbara Community Design Element 1999)

The urban area of Santa Barbara is known for its historic character, pedestrian-friendly qualities, and exemplary architecture. It is a distinctly urban environment, softened by vistas of the mountains, ocean and the attention to detail that is evident in both the build environment and landscaped open spaces (City of Santa Barbara 1999). The City of Carpinteria shares the scenic vistas of mountains and the ocean and it is necessary for the design of Carpinteria to exemplify these views as Santa Barbara does.

The Santa Barbara Design concept places much emphasis on architectural detail, theme and style. For Santa Barbara, the established style is the Spanish Colonial Revival Style, and this theme is what characterizes the design of Santa Barbara. Though there is no design style for Carpinteria, it is important to notate that there is a common theme used. Also, Santa Barbara emphasizes a high degree of urban walkability and features amenities for pedestrians and visitors in order to encourage non-vehicular circulation. Santa Barbara also complements the design of its private

commercial buildings with streetscape features such as seasonal decor, complementary lighting, and other spanish themed features such as brick sidewalks and mosaic street art.

The City of Carpinteria is a neighbor to Santa Barbara, so its architectural features may be borrowed, but not mimicked. For the Carpinteria Downtown Design Guidelines, it is important to establish a common target for themes of buildings, however a required style is not necessary. It is important for buildings to complement each other to this common theme and character of Carpinteria, and the design of Carpinteria will reflect the character of Carpinteria.

4.2 THEMED TOWN DESIGN CONCEPT



Figure 4-2: A graphical rendition of Solvang, A Danish-themed town in Santa Barbara County (Source: Low 2009)

Themed towns are towns with a particular architectural AND cultural style unique to the area attribute to the design of the overall town. Santa Barbara possesses architectural style and culture common throughout most of California, whereas the case of the City of Solvang, California possesses a unique danish-themed town plan. The city of Solvang is one of California's most unique communities. In the

late nineteenth century and early twentieth century, Scandinavian immigrants began settling in the Santa Ynez Valley, thus eventually resulting in Danish/North European architecture circa 1930s (City of Solvang 1988).

The element of uniqueness is what allows the City of Solvang to hold its character. Though the City of Solvang is a rather extreme example in design, notable common features in compatibility can be attributed to successful design. Again, compatibility is the center of the notable features. The architectural style does not need to be established, but must coexist with the other buildings and themes of the town. This certainly prevents Solvang from being a "cookie-cutter" town that is mimicked like another town in America. The need to maintain the Danish theme in the Village Area

of Solvang is a paramount consideration. Further it is important to ensure that development in the Village is high-quality and authentic, and that Village maintains a charming "small town" atmosphere. This requires the establishment of architectural guidelines for the Village (City of Solvang 1988)

Carpinteria requires design guidelines to be unique, as stated in the case of Solvang. Representing itself as a unique city encapsulates the character that is Carpinteria. It is not enough for the City of Carpinteria to only describe itself as being a small town, but it must establish common design guidelines in order to match the atmosphere that the Architectural Review Board is trying to achieve, pursuant to the goals and objectives within the Community Design Element of the Carpinteria General Plan.

4.3 BEACH TOWN DESIGN CONCEPT

There is more character to be attributed to beach towns than the fact they exist by the beach. The American Pacific beach community carries with it a particular character in the form, design, and architecture of it. Cities such as Pismo Beach, Capitola, and Malibu all serve as adequate examples of urban beach communities. Many would describe these towns as "laid back" or "lazy" since many visitors usually flock to these towns for escape from big city life, the suburbs, or the summer heat of the central valley. In a sense, beach towns are icons of escape from everyday life.



Figure 4-3: A graphical rendition of a beach community. (Source: Road 2011)

The City of Pismo Beach Design Element offers excellent examples of notable features for a beach community. The main features of an iconic American Pacific beach community include a foundation principal of visual quality. The visual quality of a

beach city's environment should be preserved and enhanced for the aesthetic enjoyment of both residents and visitors and the economic well being of the community. The feeling of being near the sea should be emphasized even when it is not visible and designs reflective of a traditional California seaside community should be encouraged (City of Pismo 1993). Mainly, visual quality is preserved by provisions and features such as small scale development and preservation of notable viewsheds.

Carpinteria is also a small beach town, similar to Capitola, Pismo Beach, or Malibu, because it is set on the pacific ocean and follows the design criteria of the California Seaside. The goal of the community of Carpinteria is to preserve the essential character of the small beach town, and the City of Carpinteria is a small beach town in a rural setting, as described by the Carpinteria General Plan (2003). It is therefore important to treat its design as such and follow a similar design concept.

4.4 APPLICABILITY OF THESE CONCEPTS TO CARPINTERIA

The City of Carpinteria Downtown Core Design Guidelines can borrow these concepts in order to create a carefully synthesized blend of all of them. The Santa Barbara Design Concept serves The city of Carpinteria, since Carpinteria may reflect the historic and cultural qualities of the county it resides in through its design. The Themed Town Design Concept can add uniqueness to Carpinteria, transcribing it into its own identity as a city and community of people. And the Beach Town Concept should provide the underlying foundation for all design in Carpinteria, since its goals and provisions in the Carpinteria General Plan define the community as such. The design guidelines for Downtown Carpinteria are especially important for reflecting these concepts because Downtown is the center of all main tourist activity and history in the area, and should accurately define Carpinteria into the community reflective in the goals of design in the General Plan.

5. DESIGN GUIDELINES

Using all of the principals and sources described in the previous chapters of this literature review, the Commercial Design Guidelines for the Downtown Core District were formulated and drafted for the City of Carpinteria. These Design Guidelines will be submitted to review under Community Development Staff, The Architectural Review Board, The City Planning Commission, and the City Council before they are approved. The preliminary facts and background information of the design guidelines sections include:

- Purpose
- Goals
- Procedure
- Evaluation
- Applicability
- Organization
- Building Types

Each of these sections describe a facet to implementing and using the design guidelines once they are approved by the city. The design guidelines are organized into the following facets of policy:

- Frontage Design
- Architecture
- Street Walls and Fences

Each facet of design includes policy supporting the need for the design guidelines and the guidelines themselves are written as policy, notated as "DG-#."

The Draft Downtown Carpinteria Commercial Core Design Guidelines prepared for public and staff review by the City of Carpinteria are found in Appendix A of this Literature Review.

5.1 APPLICABILITY

The Downtown Core Area Design Guidelines apply to the CB-Zone in subarea 2a and may be applied to other commercial zone areas located within subarea 2, excluding RES-Zoned areas (Resort District).

The Downtown Core District is comprised of the lower part of the "T-shape" of the downtown area. The main thoroughfares are Linden Avenue and Carpinteria Avenue. Downtown Carpinteria is characterized by numerous small shops and boutiques that

are pedestrian-oriented with Class II bicycle lanes and on street parking. The area is zoned primarily as CB (Central Business District) and CPD (Commercial Planned Development District). There are few Residential Land Use Designations, however these design guidelines are not applicable to them. Other regulating documents, such as the Residential Design Guidelines for the Beach Neighborhood (Subarea 1) have limited applicability to this area, but until such a regulating design document is developed pertinent to the residential land uses of this jurisdiction (Subarea 2a), regulation for residential projects must abide by more general land use law and zoning code for Carpinteria.

5.2 GOALS AND OBJECTIVES

The goals of these design guidelines and the Community Design Element that apply to commercial development in the Downtown Core Area (Subarea 2a) are categorized by each facet of these design guidelines and don consistency with the Carpinteria General Plan.

Goal for Frontage Design:

To create frontages that are visually appealing and welcoming to pedestrians, including but not limited to visitors and residents, and to provide clear and clean articulation for commercial storefronts to effectively suit the needs of Carpinteria businesses and customers.

Goal for Architecture:

To facilitate a historic and cultural heritage of Carpinteria's Downtown Core as the center for civic activities and business revenue, marking it as the primary success point for the city.

Goal for Street Walls and Fences:

To enhance pedestrian walkability and the welcoming nature of the "small beach town" charm of Carpinteria by creating enclosed but appealing spaces to dine, shop and interact with downtown.

5.3 RECOMMENDATIONS

This section contains the summary of the design guidelines as recommendations. The design guidelines document is submitted to the City of Carpinteria to be implemented as policy.

5.3.1 FRONTAGE DESIGN

The Downtown Core Area of Carpinteria is a pedestrian-oriented area therefore it is critical that the space between the street and the building be an inviting place to walk. The three allowable frontage types described above are intended to make the merchandise in the shops very visible to pedestrians, and define, enclose and enliven the pedestrian way. All buildings on Linden Avenue shall be located at or near the front property line unless an arcade or gallery is built over the sidewalk.

The following policy from the Community Design Element relates to frontages:

CDS2A-d: Enhance the pedestrian character of the District's streets, plazas, paseos, parks and lanes.

In addition to this policy, of refuge and prospect when developing urban spaces should also be taken into account when designing frontages for Carpinteria's Downtown Core. A permeable street wall is punctuated with alcoves, doorways, windows and window displays. Some elements that are commonly considered clutter in a street environment actually enhance the sense of refuge. Large projecting signs, fire escapes, and utility poles and lines all can contribute to the complexity of an edge and are frequently seen in historic photographs of street scenes filled with people. Prospect allows clear observation of one's surroundings. An environment with a high level of prospect has few hidden areas and is much desired in urban areas. Environmental balance occurs only when prospect and refuge are appropriate (Crankshaw 2009)

Commercial Frontages

DG-1: Building facades should be highly articulated at the street level, with interesting uses of material, color, and architectural detailing, located directly behind the sidewalk and should include:

- Design amenities related to the street level such as awnings, paseos, arcades;
- Visibility into buildings at the street level;
- A continuous sidewalk, with a minimum of intrusions into the pedestrian right-of-way;
- Continuity of building facades along the street with few interruptions in the progression of buildings and stores;
- Signs oriented and scaled to the pedestrian rather than the motorist;

- Landscaping; and
- Street furniture

5.3.2 ARCHITECTURE

These design guidelines are intended to relate to the vernacular building traditions of the region. Walls, roofs, openings, and other elements are guided and intended to produce visual harmony among disparate building types. The primary purpose of architecture guidelines is to prevent windowless, faceless, facades that would otherwise contribute no character to the City of Carpinteria (Duerksen et al. 1999).

The following objectives and standards from the Community Design Element relate to architectural design in the Downtown Core Area:

Objective CDS2A-3: Preserve and enhance the downtown's historic status as the center of civic life of the city by encouraging the construction and expansion of cultural and governmental facilities in the downtown.

CDS2A-b: Ensure that intensified land uses within the subarea support a lively place to visit, live, work and shop, and that the scale and character of the District remain consistent with the city's small beach town" image.

Finishing

DG-2: Walls shall be constructed of wood or wood-like products and shall be in the pattern of clapboard, drop siding or board-and-batten and shall be painted.

DG-3: Trim shall be a minimum of grade "B" lumber and shall not exceed one inch in depth or six inches in width at corners and around openings except at the front entrance, which may be any size or configuration.

DG-4: Arches and piers of masonry shall be no less than 12 by 12 inches.

DG-5: Posts shall be no less than 6 by 6 inches.

DG-6: Horizontally massed buildings shall have their facades broken down vertically by articulation and/or change of material at least every 30 feet.

Details

DG-7: Chimneys shall extend to the ground and have a projecting cap.

DG-8: Balconies shall be visibly supported by brackets and may not exceed three feet in depth.

DG-9: Railings shall have top and bottom rails centered on the balusters, Bottom rails shall clear the floor. Maximum railing spacing shall be four inches clear.

DG-10: Blade signs may be attached perpendicularly to the façade extending up to four feet from the frontage line, eight feet above the sidewalk and not exceeding 2 feet in vertical dimension.

DG-11: Postal numbers shall be placed on the principal building facades and in the alley.

DG-12: Awnings shall be sloping rectangles without side panels.

DG-13: Yard equipment, hot tubs and the like shall be permitted at rear yards only.

DG-14: Trash and recycling containers shall be located within a permanent enclosure.

Materials

DG-15: Building walls shall be finished in stone, brick, stucco, cast stone, wood, shingle and wood, or other wood-like materials.

DG-16: Columns and posts shall be made of wood, metal or cast stone.

DG-17: Street walls shall be made of brick or block and stucco or other material to match the façade of the principal building.

DG-18: Fences along frontages, if provided shall be painted wood or metal. Gates on frontage walls shall be wood or metal.

DG-19: Fences at other lot lines may be painted natural wood, trellis, lattice, coated chain link or masonry.

Attachments

DG-20: Chimneys shall be brick, stone or stucco. Flues may be black painted or galvanized metal.

DG-21: Decks shall be made of wood or synthetic recycled wood products and located within rear yards only.

DG-22: Signs shall be made of wood or metal or may be printed on canvas awning.

DG-23: Awnings shall be light metal armature stretching a non translucent canvas fabric.

Roofing

DG-24: Sloped roofs shall be clad in slate, galvanized metal, concrete/clay tile, wood shingles, or fiberglass shingles reviewed by the Architectural Review Board.

DG-25: Gutters, downspouts and projecting drainpipes shall be made of galvanized metal, copper or painted aluminum. Water shall be directed so it does not drain across the sidewalk.

DG-26: Pitched roofs shall be symmetrically sloped no less than [4:12], except that porches may have shed roofs with slopes no less than [2:12].

DG-27: Flat roofs shall be enclosed by parapets a minimum of 42 inches high or as required to conceal HVAC equipment and as reviewed by the Architectural Review Board.

DG-28: Ancillary roofs may be sheds angled no less than 3:12.

DG-29: Overlapping gables are permitted only when the smaller gable is associated with a balcony porch or entrance on the façade.

DG-30: Eaves shall be as deep and continuous as possible. Eaves which overhang less than one foot may have a closed soffit.

DG-31: Rafter tails may not exceed six inches in height at their ends.

DG-32: Gutters shall be half-rounded.

DG-33: Roof penetrations, including vent stacks may not be placed on the frontage roof slope and shall match the color of the roof.

DG-34: Skylights shall be flat, or may be simple geometric forms (gables or pyramids, not bubbles) if designed as an integral element of the building massing.

5.3.3 STREET WALLS AND FENCES

In a more traditional realm of design, Downtown buildings are constructed on with a “build-to lines” aspect. This means that they show presence on the street itself by carrying setbacks of at least 10 feet back from the curb of the street, and with no parking lot between the sidewalk and the building entrance (Arendt, 2010). Fences and street walls when used improperly can create boundaries between the pedestrian and the storefront, thus deterring business. However, when used properly, street walls and fences may add a useful and attractive accent to commercial areas, such as enclosed seating for restaurants and other urban spaces.

The following Objectives and Standards from the Community Design Element relate to street walls and fences:

Objective CDS2A-2: Preserve and enhance the downtown’s historic status as the center of commercial activity of the city by encouraging a range of uses that serve both residents and visitors.

CDS2A-d: Enhance the pedestrian character of the District’s streets, plazas, paseos, parks and lanes.

DG-35: Commercial street walls shall be no more than 36 inches in height to screen surface parking lots or commercial front yards.

DG-36: Walls of six feet or less shall be used to provide privacy for commercial service areas at the side or rear of the building.

DG-37: Walls shall be constructed of a material matching the adjacent building façade.

DG-38: Street walls may have openings no larger than necessary to allow pedestrian access. At side yards or alley openings, streetwalls shall turn and extend a minimum of 5 feet parallel to the driveway or alley where feasible.

DG-39: Walls or fences may be replaced by a hedge if reviewed by the Architectural Review Board.

5.5 IMPLEMENTATION

As mentioned before in the purpose of these Design Guidelines, the intent of these guidelines is to be used by the applicant, the public, City staff, and the City's Architectural Review Board to evaluate the suitability of a project as it goes through the City's review process. These Guidelines (Appendix A) are to be submitted to Staff at the City of Carpinteria for draft review. After an in-house draft review, they are intended to be presented to the City's Planning Commission for approval, then to the City Council (if necessary) for final approval. The Commercial Design Guidelines for Subarea 2a will then be implemented as policy, containing all necessary amendments as deemed by City Staff, City Planning Commission, and the City Council in the previous process. These guidelines are strongly recommended to be integrated within the City of Carpinteria's Zoning Ordinance upon a review of the ordinance and/or renewal of the law.

6. CONCLUSION

The Carpinteria Downtown Core Design Guidelines are to serve the City, applicants, and designers in order to evaluate the suitability of projects within Carpinteria. The Design Guidelines were written using a careful methodology gained during my experience as an undergraduate student in City and Regional Planning at the California Polytechnic State University in San Luis Obispo. This final project serves as the capstone project to all coursework at Cal Poly, and all work herein is subject to grading by the Senior Project Advisor.

APPROVAL PAGE

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Carpinteria, California

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DATE SUBMITTED: June 5, 2012

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APPENDIX A

*Commercial Design Guidelines for the
City of Carpinteria*

APPENDIX B

*Residential Design Guidelines for the
Beach Neighborhood (Subarea 1)*

APPENDIX C

Subarea 3 Residential Design Guidelines

APPENDIX D

Synoptic Survey