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INTRODUCTION

DESIGN STANDARDS AND GUIDELINES

VISION AND COMMUNITY CHARACTER

Shell Beach is a unique beachside community located on picturesque cliffs within the City of Pismo Beach. The character of the built environment can be described as a diverse village with a mix of old and new, with structures that do not resemble cookie cutter designs but rather individual buildings that collectively can be described as an eclectic beach community. Its natural beauty, small town charm and convenient location make it a desirable place for both families and retirees alike to call home. It is safe, kid-friendly, family-oriented and provides both residents and visitors with access to spacious parks, beautiful beaches and stunning sunsets. This is the ‘essence’ of Shell Beach.

HISTORY

The history of Shell Beach is one intrinsically tied to the growth of the town of Pismo Beach. As Pismo Beach grew in the early 1900’s as a seaside vacation town, need for more permanent accommodations led to new development demand in nearby Shell Beach. The first subdivision of Shell Beach was focused along Boeker Street and was characterized by a number of small, individual lots. Around 1925, subdivisions began to increase in the area and the original Boeker Street subdivision was soon joined by an additional six streets to the south and another six streets to the north. The final five
streets were later added to the north, thus completing the Shell Beach village area that exists today; extending from Cliff Avenue in the south to Vista Del Mar Avenue in the north.

A number of architectural styles have occurred since the initial period of growth and development in Shell Beach to the present day. Architectural styles that are most visually prominent in Shell Beach include Spanish Revival, Cape Cod, Bungalow, Craftsman, Beach Cottage, Ranch, Mid-Century Modern and Contemporary. While Shell Beach is not defined by any one particular architectural style, it is rather the collection of individual styles and unique homes that comprise the Shell Beach community.

**DEVELOPMENT TIMELINE**

1925 Boeker Street  
1930 Chapman House  
Early 1940s Commercial/Post Office  
Late 1950s Cape Cod Motel  
Late 1960s Annexed to City  
1970–2017 Continued residential and commercial growth

*Note: All historical photos courtesy of Effie McDermott.*
PURPOSE

The purpose of this Shell Beach Design Standards and Design Guidelines document is to guide future residential, commercial and mixed-use developments and to give clear direction for the renovation and redevelopment of built areas within the community. The intent of these standards and guidelines is to retain and encourage architectural variety, promote quality development and ensure both existing and new development within Shell Beach are compatible in size and scale, incorporate quality articulation and detailing and exude the characteristics of the community.

Design standards and guidelines contained herein have been written in a manner to make it easy for property owners, architects, developers, City staff, members of the various City commissions and the City Council to use. It is intended to provide clear and concise direction in a user-friendly format that is easy to administer.

Projects that are not consistent with the general intent of these guidelines will not receive a positive recommendation from staff nor will they be supported by staff at any public hearings that may be required.

CONTENT AND ORGANIZATION

This document is a compilation of design standards and design guidelines that provide direction for new development and redevelopment within Shell Beach. No single architectural theme is promoted, but rather the emphasis is focused on
promoting a variety of styles and designs. The document is organized into four chapters: 1) Introduction, 2) Single-Family Residential, 3) Multi-Family Residential and 4) Commercial/Mixed-Use. An appendix has been attached with recommendations for concepts to be considered during a future Local Coastal Plan amendment process. This is not an all-inclusive list of concepts to be considered, but rather ideas and solutions that arose during the community engagement planning process.

**DESIGN STANDARDS VERSUS DESIGN GUIDELINES**

Each land use chapter includes Standards and Guidelines. As part of these standards and guidelines, a number of pictures and graphic illustrations have been provided. These visual cues are intended to demonstrate the concepts of recommended building elements and details as opposed to strictly thematic images.

**Design Standards:** Standards are more quantitative and measurable requirements that typically include words such as: shall, minimum, must, required or will.

**Design Guidelines:** Guidelines are recommendations that provide direction on qualitative aspects of a development project and provide flexibility for architectural variety. They include words such as: should, recommend or suggest.

While the City is open to considering innovative and alternative designs not envisioned as part of these standards and guidelines, development must comply with the general intent.

**RELATIONSHIP TO OTHER PLANNING DOCUMENTS**

This document is a tool for the implementation of the City of Pismo Beach’s Municipal Code and the General Plan. While the standards and guidelines contained herein are not intended to supersede the requirements of the Municipal Code, these standards and guidelines are additional city requirements and recommendations that the community considers important to the design of projects within Shell Beach. Projects within Shell Beach Planning Area H shall comply with the Municipal Code and other Citywide Design Guidelines. Where there are discrepancies between other Citywide Design Guidelines and this Shell Beach Design Standards and Guidelines document, this document shall prevail.

**APPLICATION PROCESS**

All applications for Coastal Development Permits, Development Permits, Conditional Use Permits, Tentative Parcel Maps, Tentative Tract Maps, Major and Minor Planned Development Permits and Administrative Development Permits shall be reviewed to ensure consistency with these standards and guidelines. In approving an application for a proposed project, the Community Development Director and/or the Planning Commission/City Council must find that the proposed project is consistent with the overall intent of this document.
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SINGLE- FAMILY
DESIGN STANDARDS AND GUIDELINES

SITE PLANNING AND NEIGHBORHOOD CHARACTER

STANDARDS

SP 5.1 Where a new single-family structure is proposed on a lot without curb, gutter and/or sidewalk improvements within the street right-of-way, the City shall require the installation of one (1) or all of these improvements as part of a project approval. Permeable pavers, decomposed granite or decorative pea gravel shall be provided within the street right-of-way in instances where the installation of a standard sized sidewalk is determined to be infeasible due to lot size limitations to the satisfaction of the Director of Public Works. Changes to existing drainage patterns shall not be altered in a way that would negatively affect neighborhood properties.

GUIDELINES

SP G.1 While no specific architectural style is required for single-family dwellings, applicants should identify the chosen architectural style and its defining characteristics as part of the permit application. All building designs should contribute to and complement the neighborhood character as outlined in the Vision and Community Character and History sections in Chapter One.

SP G.2 Though contemporary architecture styles are allowed, applicants should exhibit caution when considering architectural styles that have recently become popular or trendy but have not yet withstood the test of time. In addition, historic styles that cannot be authentically replicated should be avoided.

SP G.3 The City strongly encourages the renovation, repair, maintenance and/or addition to existing single-story homes to maintain the diverse and eclectic mix of structures within the Shell Beach area.

SP G.4 Site planning and building designs should create areas of open space for outdoor living while also aiding in the reduction of perceived building massing.

SP G.5 Homes are encouraged to engage the street by including front porches and minimizing the prominence of garage doors.

SP G.6 While interior floor plans of adjacent sites may be repeated, the front facade massing, roof forms and articulation should provide clear differentiation between single-family dwellings on adjacent sites to avoid “cookie-cutter” designs.
SCALE AND MASSING

STANDARDS

SM 5.1 For single-family residential lots greater than 3,000 square feet, the amount of gross floor area on any second floor shall not exceed 80% of the amount of gross floor area on the ground floor, based on the area contained within the exterior walls including footprint of stairs on the ground floor and airspace (i.e. vaulted ceilings or elevators).

SM 5.2 For single-family residential lots less than 3,000 square feet, the amount of gross floor area on any second floor area shall not exceed 70% of the amount of gross floor area on the ground floor, based on the area contained within the exterior walls including footprint of stairs on the ground floor and airspace (i.e. vaulted ceilings or elevators).

SM 5.3 Front building elevations shall not be single, solid monolithic planes. Thirty (30%) of the width of the second-story front elevation shall be stepped back a minimum of 3-feet.

SM 5.4 Side building elevations shall not be single, solid monolithic planes. Fifteen (15%) of the width of the second-story side elevations shall be stepped back a minimum of 3-feet, including roof overhang/design.

Encourage single-story massing element(s) on the front facade.

Second-story front setback with single-story massing element.

Second-story side setback with associated roof forms reflecting setback area, and single-story massing element.
SCALE AND MASSING

SM 5.5 Where a new or remodeled two-story home is proposed, a single-story massing element(s) shall be provided on the front facade to aide in breaking up the overall massing. This may be achieved by using porches or single-story living areas visible from the street.

GUIDELINES

SM G.1 Break up massing through the use of design features such as balconies, varied upper floor setbacks and/or varying roof forms.

SM G.2 When located next to an existing single-story home, place second-story massing elements towards the rear or away from the adjacent single-story home to the greatest extent feasible.

SM G.3 To reduce large blank wall expanses on side yard wall planes visible from the street, articulate with a variety in form and/or material use, similar to those used on the front facade.

SM G.4 Traditional scale and proportions of the chosen architectural style should be reflected in the building design.

SM G.5 Surface detailing, such as score lines and color changes, are not considered a substitute for required material integration and distinctive scale and massing.
ROOF FORMS AND ROOF DECKS

STANDARDS

RF S.1 The permitted area of all roof decks shall not exceed 25% of total square footage of the second floor of the structure or 300 square feet, whichever is less. Where a roof deck is proposed on a single-story dwelling, all roof decks shall not exceed 50% of total square footage of the first floor or 600 square feet, whichever is less.

RF S.2 Roof decks shall be set back a minimum of 10-feet from front, side and rear yard roof eaves. Where 10-feet setbacks on front or rear are impractical due to building and/or roof design, the Community Development Director may allow up to a five (5) foot reduction to this setback standard.

RF S.3 Access to roof decks is allowed within required roof deck setbacks and is not considered a part of the roof deck square footage.

GUIDELINES

RF G.1 Roof decks should be integrated into roof forms to minimize their appearance in the overall form of a structure.

RF G.2 Access to roof decks should be architecturally integrated into building form through use of building massing and/or articulation.

RF G.3 Roof forms should be utilized to minimize the appearance of any roof deck screening walls to the greatest extent feasible. Any roof deck railing should be solid, with transparent roof deck railing strongly discouraged.

RF G.4 Exterior stairways should complement the architectural massing and be integrated into the design of the structure. Thin-looking, open metal, prefabricated stairs are strongly discouraged and should not be placed along the front elevation to be visible from the street.

RF G.5 Ensure roof forms, materials and detailing are consistent with the chosen architectural style.

RF G.6 Multi-form roofs, such as gable, hip and shed roof combinations, are encouraged to create varying roof forms, create interest and break up the massing of the building. Mansard type roofs are discouraged.

RF G.7 Place lower profile roof forms adjacent to existing single-story homes to promote greater compatibility.

RF G.8 If flat or low-slope roof forms are proposed on a second-story, shading of adjacent structures should be minimized to the greatest extent feasible.

RF G.9 Deep roof overhangs, rafter tails and other roof elements are encouraged to create shadow and add depth to building forms.

RF G.10 Roof deck furniture or structures should not exceed maximum building height requirements.
ARCHITECTURAL FEATURES AND ARTICULATION

GUIDELINES

AF G.1 Incorporate four-sided architecture with variation in massing and wall planes, as well as surface articulation on each building elevation.

AF G.2 Varied architectural elements and details, such as porches, balconies, trellises or decks, consistent with the chosen architectural style, should be designed to enhance visual interest and help reduce perceived building mass on all elevations.

AF G.3 Building facades should be well-articulated with windows, window trim, window sills, wall articulations, moldings, pilasters, exposed chimneys, variation of building materials, etc. Blank walls should be avoided.

AF G.4 Artificial plant-ons, foam detailing and other similar elements not consistent with the chosen architectural style of the house, are discouraged.

AF G.5 Ensure all architectural elements are in proportion with the overall home design.

AF G.6 Align architectural elements (i.e. windows, doors), whether vertically or horizontally, to provide balance on each building elevation consistent with the chosen architectural style.
SINGLE-FAMILY
DESIGN STANDARDS AND GUIDELINES

GARAGES, CARPORTS AND ACCESSORY STRUCTURES

STANDARDS

GC S.1 Where the width of a garage exceeds 50% of the linear front or side elevations, recess the garage a minimum of five (5) feet from the front wall of the house or provide an entry porch or trellis extending in front of the face of the garage.

GC S.2 Recess garage doors a minimum of 4-inches from the adjacent exterior wall plane.

GC S.3 To minimize the dominance of garage doors along the street frontage, no three (3) car garages are allowed with side-by-side garage doors on lots less than 60-feet wide.

GC S.4 On lots larger than 3,000 square feet, driveways shall accommodate two parking spaces that meet the minimum City Standards for parking space dimensions.

GUIDELINES

GC G.1 Acknowledging lot size, applicants are encouraged to utilize alternative garage configurations in new developments and remodels such as those recessed from the front facade, side loaded, single door tandem or detached and located at the rear of a lot.

GC G.2 Vehicle lifts may be permitted on a case-by-case basis, provided they are integrated into the design of a structure, improve the design aesthetic and aid in meeting the off-street parking requirements for a property with physical constraints or as determined appropriate by the Community Development Director. Where a vehicle lift is pursued as part of a project, the City may require a deed restriction to ensure the property complies with off-street parking requirements long-term.
GARAGES, CARPORTS AND ACCESSORY STRUCTURES

GC G.3  Single car curb cuts with driveways that widen to divided or staggered garage door openings are encouraged to aid in minimizing the concrete area of the driveway apron.

GC G.4  Provide decorative paving materials, tire strips and/or other driveway enhancements to minimize large expanses of paving.

GC G.5  Garage doors should be articulated with panels and/or windows to minimize the dominance of these large planes on a front or side facade.

GC G.6  Design garages, carports and accessory structures as an integral part of the architecture of a project in terms of similar materials, colors and detailing to the principal structure.
MATERIALS AND COLORS

STANDARDS
MC S.1 A minimum of three (3) colors and/or materials shall be provided as part of a project submittal. This may include trellis structures, wall materials and roof materials such as terra cotta tile.

GUIDELINES
MC G.1 Material changes should occur at intersecting planes to appear natural and integral to the facade. Material or color changes at the outside corners of structures should be avoided.
MC G.2 Materials, colors and details should be used in an authentic manner, reinforcing the chosen architectural style and overall development concept proposed.
MC G.3 While stucco is not prohibited as a material, it should be used only when consistent with the chosen architectural style and in the correct application manner (e.g. smooth troweled finish).
MC G.4 Where appropriate to the proposed architectural style, vary materials and textures between the base and body of a building to break up large wall planes and add a visual base to the building. In general, heavier materials and darker colors should be used lower on the building elevation to form the building base and anchor the building to the site.
MC G.5 Natural materials such as brick, stone, copper, etc. should be left in their natural state or color.
MC G.6 Accent and trim elements should be differentiated from the primary surface materials/colors through colors and/or materials.
MC G.7 While more subdued colors usually work best for overall building color, bright or accent colors are typically more appropriate for trim, windows, doors and/or key architectural elements, as long as they are consistent with the chosen architectural style.
LANDSCAPE AREAS AND FENCING

GUIDELINES

LA G.1 Landscape areas should be an integral part of the project design and not simply left-over areas of a site.

LA G.2 Define outdoor spaces and soften a building's appearance through the use of landscaping.

LA G.3 Drought tolerant landscaping is required consistent with City water requirements. Alternative plant materials, such as artificial turf, may be considered.

LA G.4 Locate and space trees and shrubs to allow for adequate mature and long-term growth. Trees and shrubs that create minimal root problems should be selected.

LA G.5 Front yard fencing and walls should complement the chosen architectural style of the structure through the use of materials and colors. Chain link type fences are strongly discouraged.

LA G.6 Any decks proposed within front yard areas of a property should be architecturally compatible with the dwelling and be located outside of any street right-of-way area.
GOOD NEIGHBOR

STANDARDS

GN S.1 The use of large, blank walls as a method to address privacy impacts is not acceptable.

GUIDELINES

GN G.1 Site plans should identify potential privacy-sensitive areas on adjacent parcels with details provided on how they have been addressed by the proposed design.

GN G.2 New development should carefully consider floor plan layout and window placement to minimize unfiltered and direct views from a primary living area into a neighboring primary living area or backyard recreational area, as feasible.

GN G.3 Roof decks and balconies should be located and designed to minimize potential privacy-sensitive issues on adjacent parcels.

GN G.4 Mature height of shade trees should be considered at the time of planting to minimize long-term growth above the maximum allowed building heights.

Landscaping associated with appropriate fencing can also enhance privacy.

Minimize direct sight lines into adjacent properties by proper planning of window placement.
INCENTIVES FOR SINGLE-STORY HOMES

STANDARDS

IS 5.1 As allowed by the Municipal Code, permit Administrative Coastal Development Permits (CDPs) for the renovation or addition to an existing single-story cottage.

IS 5.2 Consistent with General Plan Land Use Policy LU-H-4a.c, where a new single-story dwelling or a single-story addition to an existing single-story dwelling is proposed, only one (1) off-street, enclosed parking space is required without the requirement of a variance.

IS 5.3 For the purposes of this document, the required enclosed parking space for single-story dwellings may be provided as a carport and is not required to provide three walls and a door(s) but shall provide a permanent roof.

IS 5.4 Where a carport is proposed as part of a new single-story dwelling, it shall be setback from the front facade a minimum of two (2) feet. Any parking space located within a carport must meet the minimum City Standards for parking space dimensions.

IS 5.5 Where General Plan Land Use Policy LU-H-4a.c is pursued as part of a proposed project, the City shall require the applicant to record a deed restriction limiting future second-story additions, unless off-street parking required under the Municipal Code can be met.

IS 5.6 Where a single-story dwelling is existing or proposed, accessory structures may be setback five (5) feet from the rear property line on non-bluff top properties, where feasible with utility constraints. Accessory structures associated with single-story dwellings shall not have cooking facilities but living and sleeping quarters are permitted.

IS 5.7 As permitted by General Plan Land Use Policy LU-H-4a.c, where a new single-story dwelling or an addition to an existing single-story dwelling is proposed, the total building area may be expanded in excess of that specified in the Zoning Ordinance with the ability to reduce the front, side and rear yard setbacks without the requirement of a variance, subject to Community Development Director approval.
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MULTI-FAMILY
DESIGN STANDARDS AND GUIDELINES

SITE PLANNING AND NEIGHBORHOOD CHARACTER

STANDARDS

SP S.1 Where a new multi-family development is proposed on a lot without curb, gutter and/or sidewalk improvements within the street right-of-way, the City shall require the installation of one (1) or all of these improvements as part of a project approval. Permeable pavers, decomposed granite or decorative pea gravel shall be provided within the street right-of-way in instances where the installation of a standard sized sidewalk is determined to be infeasible due to lot size limitations. Changes to existing drainage patterns shall not be altered in a way that would negatively affect neighborhood properties.

GUIDELINES

SP G.1 While no specific architectural style is required for multi-family dwellings, applicants should identify the chosen architectural style and its defining characteristics as part of the permit application. All building designs should contribute to and complement the neighborhood character as outlined in the Vision and Community Character and History sections in Chapter One.

SP G.2 Though contemporary architecture styles are allowed, applicants should exhibit caution when considering architectural styles that have recently become popular or trendy but have not yet withstood the test of time. In addition, historic styles that cannot be authentically replicated should be avoided.

SP G.3 Multi-family buildings should be oriented towards the adjacent primary public street while also utilizing porches, landscaping and other features to extend the living area toward the street.

SP G.4 Buildings should be oriented to minimize instances where living spaces of one dwelling unit face the living space of another.

SP G.5 Private drive aisles at rear or side of lot should be utilized when garage parking is proposed in order to maximize landscaping, porches and entries at the street edge.

SP G.6 Incorporate additional landscaping, setbacks and/or address building orientation and placement where adjacent land uses may be incompatible with a multi-family development.
SCALE AND MASSING

GUIDELINES

SM G.1  Break up massing through the use of design features such as balconies, varied upper floor setbacks and/or varying roof forms.

SM G.2  Combinations of single and multi-story elements are encouraged to create variation in massing and building height.

SM G.3  Step back upper stories to reduce the scale of facades that are adjacent to the street, courtyards or open spaces and adjacent single-family dwellings.

SM G.4  Traditional scale and proportions of the chosen architectural style should be reflected in the building design.

SM G.5  Minimize the appearance of building mass with building articulation such as the use of windows, roof overhangs, awnings, moldings, fixtures and/or other detailing.

SM G.6  Utilize architectural details and materials on lower walls that relate to the human scale such as arches, trellises and/or awnings.

SM G.7  Surface detailing, such as score lines and color changes, are not considered a substitute for required material integration and distinctive scale and massing.

Incorporate articulation into the building design, such as roof overhangs, balconies or porches to minimize the mass of the overall building.

Step back the upper stories of developments to break up building massing.
ROOF FORMS AND ROOF DECKS

GUIDELINES

RF G.1 Ensure roof forms, materials and detailing are consistent with the chosen architectural style.

RF G.2 Multi-form roofs, such as gable, hip and shed roof combinations, are encouraged to create varying roof forms, create interest and break up the massing of the building. Mansard roofs are discouraged.

RF G.3 Place lower profile roof forms adjacent to existing single-story homes to ensure greater compatibility.

RF G.4 If flat or low-slope roof forms are proposed, the shading of adjacent structures should be minimized to the greatest extent feasible.

RF G.5 Roof elements should continue all the way around the building and not just be utilized in the most visible locations.

RF G.6 Deep roof overhangs, rafter tails and other roof elements are encouraged to create shadow and add depth to building forms.

RF G.7 Roof decks should be integrated into roof forms to minimize their appearance in the overall form of a structure.

RF G.8 Roof decks should be integrated into roof forms to minimize their appearance in the overall form of a structure.

RF G.9 Access to roof decks should be architecturally integrated into the building form through the use of building massing and/or articulation.

RF G.10 Roof forms should be utilized to minimize the appearance of any roof decks and roof deck screening walls to the greatest extent feasible. Any roof deck railing should be solid, with transparent roof deck railing strongly discouraged.

RF G.11 Exterior stairways should complement the architectural massing and be integrated into the design of the structure. Thin-looking, open metal, prefabricated stairs are strongly discouraged and should not be placed along the front elevation so as to be visible from the street.

A variety of roof forms should be utilized in a project.
ARCHITECTURAL FEATURES AND ARTICULATION

GUIDELINES

AF G.1 Incorporate four-sided architecture with variation in massing and wall planes, as well as surface articulation on each building elevation.

AF G.2 Varied architectural elements and details, such as porches, balconies, trellises, awnings or decks, consistent with the chosen architectural style, should be designed to enhance visual interest and help reduce perceived building mass on all elevations.

AF G.3 Building facades should be well-articulated with windows, wall articulations, moldings, pilasters, trellises, exposed chimneys, variation of building materials, etc. Blank walls should be avoided.

AF G.4 Artificial plant-ons, foam detailing and other similar elements not consistent with the chosen architectural style of the house, are discouraged.

AF G.5 Ensure all architectural elements proposed are in proportion with the overall building design.

AF G.6 Align architectural elements (i.e. windows, doors), whether vertically or horizontally, to provide balance on each building elevation consistent with the chosen architectural style.
GARAGES, CARPORTS AND ACCESSORY STRUCTURES

STANDARDS

GC S.1 Parking areas tucked under residential structures and visible from the street shall be enclosed behind garage doors.

GC S.2 Recess garage doors a minimum of 4-inches from the adjacent exterior wall plane.

GUIDELINES

GC G.1 Design garages, carports and accessory structures as an integral part of the architecture of a project in terms of similar materials, colors and detailing to the principal structure.

GC G.2 Recess garages and parking areas behind a structure, where feasible, rather than being located between the main living area and a public street.

GC G.3 Where it is determined that recessed garages and parking areas behind a structure are infeasible, minimize the appearance of garage doors through the use of roof forms, trellises and/or balconies above garage doors to minimize the impact from street view.

GC G.4 Sectional roll-up garage doors should be used and articulated with panels and/or windows to minimize the dominance of these large planes on a building elevation.

GC G.5 Any required bicycle parking should be placed in conveniently accessible locations on a site.
ENTRIES, DOORWAYS AND WINDOWS

**GUIDELINES**

**ED G.1** Emphasize dwelling unit entries through the use of lighting, landscaping, porches and/or architectural detailing.

**ED G.2** Upper story unit entries should have a distinctive design that complements the main building frontage.

**ED G.3** Utilize window and door types, materials, shapes and proportions that complement the proposed architectural style of the building.

**ED G.4** Apply window articulation such as sills, trim, kickers, shutters, balconies, trellises or similar treatments to articulate the façades of the development.

**ED G.5** To enhance privacy, particularly when adjacent to existing single-family dwellings, stagger and offset windows on side elevations from the windows of an adjacent structure.

**ED G.6** Stairways should complement the architectural massing and form of multi-family structures.

Ensure door types are consistent with the proposed architectural style.

Provide stairways that complement multi-family structures.

Incorporate window detailing, such as flower boxes or trims to aid in providing facade interest.
UTILITARIAN AND TRASH AREAS

STANDARDS

UT S.1 A minimum 10’ x 10’ concrete pad shall be placed at the front of a trash enclosure to accommodate large collection vehicles and minimize long term paving maintenance.

GUIDELINES

UT G.1 Integrate gutters and downspouts that are designed or decorated to be consistent with the building elevation on which they are proposed.

UT G.2 Screen any outdoor mechanical or utility equipment, whether on a roof, side of a structure or attached to the ground from public view. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, colors, shape and size.

UT G.3 Utility equipment such as Fire Access Control Panels (FACP) and/or electrical service (SES) panels should be placed in a room that is architecturally integrated into the building. Exterior access doors to mechanical rooms should be labeled appropriately and be painted to match the approved building color.

UT G.4 Roof-mounted equipment should be screened so that it is not visible from any street or scenic highway, such as Shell Beach Road or the 101 Freeway.

UT G.5 Screen trash and recycling enclosures from public view with landscaping and/or decorative wall materials and colors that are architecturally compatible with the building design.

UT G.6 On larger properties, trash enclosures should be set at a 30-degree angle to the drive aisle to provide efficient trash truck access and collection, where feasible.

UT G.7 Where large trash and recycling bins are proposed, they should be located for easily accessible collection and maintenance.
LIGHTING

GUIDELINES

LG G.1 Design or select light fixtures to be architecturally compatible with the main structure or theme of the development.

LG G.2 Shield and direct lighting downward or to specific object or target areas to avoid spilling onto adjacent properties.

LG G.3 Utilize accent lighting to illuminate walkways, entries, seating areas, common open space areas and/or specimen plants and trees.

LG G.4 Any uplighting of building, signage or landscape elements should use the lowest wattage possible to minimize impacts to the night sky.
MATERIALS AND COLORS

STANDARDS

MC 5.1  A minimum of three (3) colors and/or materials shall be provided as part of a project submittal. This may include trellis structures, wall materials and roof materials such as terra cotta tile.

GUIDELINES

MC G.1  Materials, colors and details should be used in an authentic manner, reinforcing the chosen architectural style and overall development concept proposed.

MC G.2  While stucco is not prohibited as a material, it should be used only when consistent with the chosen architectural style and in the correct application manner (e.g. smooth troweled finish).

MC G.3  Where appropriate to the proposed architectural style, vary materials and textures between the base and body of a building to break up large wall planes and add a visual base to the building. In general, heavier materials and darker colors should be used lower on the building elevation to form the building base and anchor the building to the site.

MC G.4  Natural materials such as brick, stone, copper, etc. should be left in their natural state or color.

MC G.5  Accent and trim elements should be differentiated from the primary surface materials/colors through the use of textures, colors or materials.

MC G.6  While more subdued colors usually work best for overall building color, bright or accent colors are typically more appropriate for trim, windows, doors and/or key architectural elements.

MC G.7  Material changes should occur at intersecting planes to appear substantial and integral to the façade. Material or color changes at the outside corners of structures should be avoided.
LANDSCAPE AREAS AND FENCING

STANDARDS

LA S.1 Provide a minimum of 80 square feet of usable private open space for each residential unit proposed, with a minimum of six (6) feet in any one direction. Private open space areas may include, but are not limited to, patios, balconies, courtyards and/or usable landscape areas.

LA S.2 Areas not covered by structures, parking or walkways shall be appropriately landscaped with a variety of materials in compliance with Chapter 17.30 (Landscaping) of the Municipal Code.

GUIDELINES

LA G.1 Landscape areas should be an integral part of the project design and not simply left-over areas of a site.

LA G.2 Orient private and common open space areas to take advantage of sunlight while also sheltering residents from noise and traffic of adjacent streets or other incompatible uses.

LA G.3 Utilize landscaping to frame, soften and embellish the quality of the site, buffer units from undesirable views, provide privacy screening, break up areas of parking and separate projects from adjacent public streets.

LA G.4 Accent plantings should be utilized around entries and activity hubs such as common open space areas.

LA G.5 Drought tolerant landscaping is required consistent with City water requirements. Alternative plant materials, such as artificial turf, may be considered.

LA G.6 Locate and space trees and shrubs to allow for adequate mature and long-term growth. Trees and shrubs that create minimal root problems should be selected.

LA G.7 Front yard fencing and walls should complement the chosen architectural style of the structure through the use of materials and colors. Chain link type fences are strongly discouraged.
GOOD NEIGHBOR

STANDARDS
GN 5.1 The use of large, blank walls as a method to address privacy impacts is not acceptable.

GUIDELINES
GN G.1 Site plans should identify potential privacy-sensitive areas on adjacent parcels with details provided on how they have been addressed by the proposed design.
GN G.2 New development should carefully consider floor plan layout and window placement to minimize unfiltered and direct views from a primary living area into a neighboring primary living area or backyard recreational area.
GN G.3 Roof decks and balconies should be located and designed to minimize potential privacy-sensitive issues on adjacent parcels.
GN G.4 Mature height of shade trees should be considered at the time of planting to minimize long-term growth above the maximum allowed building heights.

Landscaping and trees can provide screening between neighboring properties.
Shutters provide screening between neighboring properties.
Blank walls are not an acceptable method to address privacy issues.
SITE PLANNING AND NEIGHBORHOOD CHARACTER

STANDARDS

SP S.1 Provide a minimum three (3) foot buffer area between buildings and parking areas or driveways in order to avoid placing paved vehicular areas next to building walls. Except where there are walkways, this buffer area shall be landscaped (See Municipal Code 17.108.030(B) 7).

GUIDELINES

SP G.1 While no specific architectural style is required for commercial and mixed-use buildings, applicants should identify the chosen architectural style and its defining characteristics as part of the permit application. All building designs should contribute to and complement the neighborhood character as outlined in the Vision and Community Character and History sections in Chapter One.

SP G.2 Buildings and plazas should be oriented towards the site’s primary public street and placed at the property lines (back of sidewalk) to define the street frontage and pedestrian areas. Where buildings are not placed at the property line, a publicly accessible outdoor use area should be provided.

SP G.3 Siting of buildings should be located in a manner to optimize views from public streets to the ocean or nearby hills, as feasible.

SP G.4 Multiple buildings in a single project are preferable to create building clusters that achieve “village” scale and creates opportunities for plazas while preventing long repetitive “barracks-like” rows of buildings.

SP G.5 Commercial and mixed-use projects should be linked to residential areas through pedestrian circulation and strong visual relationships created by landscape and buildings.

SP G.6 Parking areas should be located behind, on the side or underground from main building.

SP G.7 Connect parking areas to building entrances through the use of enhanced or decorative paving and/or develop rear business entries, as feasible.
SCALE AND MASSING

GUIDELINES

SM G.1 Scale and proportions of a structure should be consistent with the proposed architectural style of the neighborhood.

SM G.2 Transition the scale and massing of new developments to address adjacent existing developments.

SM G.3 Large monolithic massing and unarticulated buildings are unacceptable.

SM G.4 Building footprints should be designed with variations composed of insets, entries, corners and jogs integrated with adjacent outdoor areas in order to create visual interest and give a sense of small scale and intimacy.

SM G.5 Portions of upper stories of new commercial and mixed-use developments should be stepped back, consistent with General Plan Land Use Policy LU-H 4b.b requirements, to reduce the scale of facades along street frontages.

SM G.6 Provide a sense of human scale through the proper use of awnings, street level windows, roof overhangs, moldings, fixtures and/or other detailing.

SM G.7 Surface detailing, such as score lines and color changes, are not considered a substitute for required material integration and distinctive scale and massing.

Recessed storefront entryways help provide a sense of human scale.
**ROOF FORMS**

**GUIDELINES**

**RF G.1** Ensure roof forms, materials and detailing are consistent with the chosen architectural style.

**RF G.2** Multi-form roofs, such as gable, hip and shed roof combinations, are encouraged to create varying roof forms, create interest and break up the massing of the building. Mansard roofs are discouraged.

**RF G.3** Roof lines should be varied in height, and long horizontal roof lines should be broken up.

**RF G.4** Buildings with flat or low pitched roofs should incorporate parapets or other architectural elements to break up long horizontal rooflines.

**RF G.5** If flat or low-slope roof forms are proposed, the shading of adjacent structures should be minimized to the greatest extent feasible.

**RF G.6** Roof elements should continue all the way around the building and not just be utilized in the most visible locations.

**RF G.7** Deep roof overhangs are encouraged to create shadow and add depth to building forms.

**RF G.8** Rafter tails and other roof elements are encouraged as roof overhang details.

**RF G.9** Roof vents should be painted to match the roof color.

Varied roof heights and forms are encouraged to provide articulation and variety to a building facade.
ARCHITECTURAL FEATURES AND ARTICULATION

GUIDELINES

AF G.1 Incorporate four-sided architecture with variation in massing and wall planes, as well as surface articulation on each building elevation.

AF G.2 Varied architectural elements and details, such as porches, balconies, trellises, awnings or decks, consistent with the chosen architectural style, should be designed to enhance visual interest and help reduce perceived building mass on all elevations.

AF G.3 Building facades should be well-articulated with windows, wall articulations, moldings, pilasters, trellises, exposed chimneys, variation of building materials, etc. Blank walls should be avoided.

AF G.4 Ensure all architectural elements proposed are in proportion with the overall building design.

AF G.5 Align architectural elements (i.e. windows, doors), whether vertically or horizontally, to provide balance on each building elevation consistent with the chosen architectural style.

AF G.6 Awnings should be made of high quality, durable materials. Plastic awnings are strongly discouraged.
ENTRIES, DOORWAYS AND WINDOWS

STANDARDS

ED 5.1 Exterior walls facing any front- or street-facing lot line must include windows, doors or other openings for at least 30% of the building wall area located between three (3) and seven (7) feet above the elevation of the sidewalk. Openings fulfilling this requirement have transparent glazing and provide views into work areas, sales areas, lobbies or similar active spaces or into window displays that are at least three (3) feet deep.

GUIDELINES

ED G.1 Primary entries for commercial and residential uses should be emphasized through the use of lighting, landscaping, unique paving and/or architectural detailing.

ED G.2 Where multiple uses are proposed within the same building, separate and conveniently located entrances should be provided for each use.

ED G.3 For commercial uses, recessed storefront entries are strongly encouraged.

ED G.4 All commercial and residential unit entries should have a distinctive design that complements the main building frontage.

ED G.5 Utilize window and door types, materials, shapes and proportions that complement the proposed architectural style of the building.

ED G.6 Apply window articulation such as sills, trim, kickers, shutters, balconies, trellises or similar treatments to articulate the façades of the development.

ED G.7 To enhance privacy, particularly when adjacent to existing dwellings, stagger and offset windows from the windows of an adjacent structure.

ED G.8 Exterior stairways should complement the architectural massing and form of commercial/mixed-use structures.
PARKING

STANDARDS

PA 5.1 Consistent with General Plan Land Use Policy LU-H-4b.e, on-site parking is not required for new development or redevelopment of commercial structures adjacent to Shell Beach Road, which are not adjacent or accessible to a side street.

GUIDELINES

PA G.1 Utilize landscaping, low walls, berms and/or other means to further minimize views of parking areas from adjacent public streets while promoting views of buildings on the site.

PA G.2 Locate loading facilities to the rear of the site, as feasible.

PA G.3 Design detached garages, carports and accessory structures as an integral part of the architecture of a project, incorporating similar materials, colors and detailing to the principal structure of the development.

PA G.4 Avoid open views of basement parking structures and carports, as feasible.

PA G.5 Where a parcel fronts onto Shell Beach Road, place bicycle parking in conveniently accessible locations consistent with the Shell Beach Road Streetscape Master Plan.

PA G.6 Parking areas should be designed so as to physically and visually link the site to the street sidewalk as an extension of the internal pedestrian environment in order to invite pedestrian access and reduce pedestrian/vehicle conflicts. This may be accomplished by using design features such as walkways, trellis structures and/or landscaping.

Locate bicycle parking in appropriate and accessible areas.

Create and connect pedestrian areas from parking to commercial uses.
UTILITARIAN AND TRASH AREAS

STANDARDS

UT S.1 A minimum 10’x10’ concrete pad shall be placed at the front of a trash enclosure to accommodate large collection vehicles and minimize long term paving maintenance.

GUIDELINES

UT G.1 Integrate gutters and downspouts that are designed or decorated to be consistent with the building elevation on which they are proposed.

UT G.2 Screen any outdoor mechanical or utility equipment, whether on a roof, side of a structure or attached to the ground from public view. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, colors, shape and size.

UT G.3 Utility equipment such as Fire Access Control Panels (FACP) and/or electrical service (SES) panels should be placed in a room that is architecturally integrated into the building. Exterior access doors to mechanical rooms should be labeled appropriately and be painted to match the approved building color.

UT G.4 Roof-mounted equipment should not be visible from a street or a scenic highway, such as Shell Beach Road or the 101 Freeway.

UT G.5 Screen trash and recycling enclosures from public view with landscaping and/or decorative wall materials and colors that are architecturally compatible with the building design.

UT G.6 On larger properties, trash enclosures should be set at a 30-degree angle to the drive aisle to provide efficient trash truck access and collection, as feasible.

UT G.7 Where large trash and recycling bins are proposed, they should be located for easily accessible collection and maintenance.

UT G.8 Trash enclosures should be located away from adjacent single-family residential uses to the greatest extent feasible.
LIGHTING

GUIDELINES

LG G.1 Design or select light fixtures to be architecturally compatible with the main structure or theme of the development.

LG G.2 Decorative shields that direct lighting downward or to specific object or target areas to avoid spilling onto adjacent properties should be used for overhead lighting.

LG G.3 Any parking lot and/or other outdoor lighting proposed should be the minimum illumination necessary to accommodate safety and security in order to minimize impacts on the adjacent residential areas.

LG G.4 Bollard or other low-height lighting should be used whenever possible for pedestrian areas of the project.

LG G.5 Utilize accent lighting to illuminate walkways, entries, seating areas, common open space areas and/or specimen plants and trees.

LG G.6 Any uplighting of building or landscape elements should use the lowest wattage possible to minimize impacts to the night sky.
SIGNAGE

GUIDELINES

SE G.1 Neon is highly encouraged for signage within commercial and mixed-use projects, as it contributes to the historical and community character of Shell Beach.

SE G.2 Signage proposed as part of a commercial or mixed-use project should reflect the type of business through design, shape and/or graphic form.

SE G.3 Integrate the method of sign attachment to the building into the overall sign design chosen.

SE G.4 For commercial portions of a project, hanging signs attached to a building that project perpendicular to the building are encouraged along pedestrian areas.

SE G.5 Signs should not cover up windows or important architectural features of a building.

SE G.6 Any lighting associated with exterior signage should be directed to illuminate the sign without producing glare on pedestrians, vehicles or adjacent properties. Neon signs are exempt from this guideline.

SE G.7 Projects should be identified by low-level monument signing in order to provide business center identification for commercial tenants, visitors and patrons. Such signs may include logos and should be harmonious in scale, form, materials and colors with project buildings, walls and other structures. Plastic-faced internally-lighted signs and sign cabinets or raceways are not acceptable.

SE G.8 Monument signs should be placed perpendicular to the street and should be located within a landscape area.
MATERIALS AND COLORS

STANDARDS

MC 5.1 A minimum of three (3) colors and/or materials shall be provided as part of a project submittal. This may include trellis structures, wall materials and roof materials such as terra cotta tile.

GUIDELINES

MC G.1 Materials, colors and details should be used in an authentic manner, reinforcing the architectural style and overall development concept proposed.

MC G.2 While stucco is not prohibited as a material, it should be used only when consistent with the chosen architectural style and in the correct application manner (e.g. smooth, rough, trowel, etc.).

MC G.3 Where appropriate to the proposed architectural style, vary materials and textures between the base and body of a building to break up large wall planes and add a visual base to the building. In general, heavier materials and darker colors should be used lower on the building elevation to form the building base and anchor the building to the site.

MC G.4 Where a mixed-use project is proposed, utilize a consistent architectural style and materials palette. If the intent of an applicant is to differentiate between proposed buildings or uses, variation in architectural detailing may be considered appropriate.

MC G.5 Natural materials such as brick, stone, copper, etc. should be left in their natural state or color.

MC G.6 Accent and trim elements should be differentiated from the primary surface materials/colors through the use of textures, colors or materials.

MC G.7 While more subdued colors usually work best for overall building color, bright or accent colors are typically more appropriate for trim, windows, doors and/or key architectural elements.

MC G.8 Material changes should occur at intersecting planes to appear substantial and integral to the façade. Material or color changes at the outside corners of structures should be avoided.
PUBLIC SPACES, OPEN SPACE AND LANDSCAPE AREAS

STANDARDS

PS S.1 Provide a minimum of 60 square feet of usable private open space for each residential unit proposed, with a minimum of six (6) feet in any one direction. Private open space areas may include, but are not limited to, patios, balconies, courtyards and/or usable landscape areas.

PS S.2 Public art, subject to City approval (Municipal Code Chapter 15.49), shall be provided with all new development and additions or reconstruction that expand existing floor area by 50% or greater.

PS S.3 One (1) tree shall be planted in a parking lot diamond planter for every four (4) parking spaces.

GUIDELINES

PS G.1 Where a single development is proposed over two or more contiguous lots or extending along an entire block frontage along Shell Beach Road, publicly accessible open space areas are encouraged. Publicly accessible open space areas may include, but are not limited to, outdoor areas such as plazas, paseos, outdoor dining areas and/or usable landscape areas.

PS G.2 The streetscape design should invite pedestrian activity, through defined publicly accessible outdoor spaces, such as arcades, colonnades and courtyards.

PS G.3 Publicly accessible outdoor spaces should include seating, trash cans, bicycle racks and/or pedestrian amenities.

Integrate public art into any new development, additions or reconstruction.

Incorporate drought tolerant landscaping into the project design.
PUBLIC SPACES, OPEN SPACE AND LANDSCAPE AREAS

PS G.4 Landscape areas should be an integral part of the project and not simply left-over areas of a site.

PS G.5 Landscape should be designed to accentuate the architecture and not be a substitute for quality building design.

PS G.6 Define outdoor spaces and soften a building’s appearance through the use of landscaping.

PS G.7 Accent plantings should be utilized around entries and activity hubs such as public open space areas.

PS G.8 Drought tolerant landscaping is required consistent with City water requirements.

PS G.9 Locate and space trees and shrubs to allow for adequate mature and long-term growth. Trees and shrubs that create minimal root problems should be selected.

PS G.10 Decorative paving at project entries and interior project pedestrian areas should be used. This may consist of brick, tile, pavers, integrally-colored stamped concrete and/or similar materials.

Provide pedestrian amenities in publicly accessible area.

Intentionally create public and accessible open space areas.
GOOD NEIGHBOR

STANDARDS

GN S.1 The use of large, blank walls as a method to address privacy impacts is not acceptable.

GUIDELINES

GN G.1 Site plans should identify potential privacy-sensitive areas on adjacent parcels with details provided on how they have been addressed by the proposed design.

GN G.2 New development should carefully consider floor plan layout and window placement to minimize unfiltered and direct views from a primary living area into a neighboring primary living area or backyard recreational area.

GN G.3 Roof decks and balconies should be located and designed to minimize potential privacy-sensitive issues on adjacent parcels, as feasible.

Provide appropriate treatments to privacy-sensitive areas.
This Appendix has been attached with recommendations for concepts to be considered during a future LCP Amendment process. This is not an all-inclusive list of concepts to be considered, but rather a collection of ideas and solutions that arose during the community engagement and planning process for this document. Language provided herein will need to be updated, modified, and/or added to at the time of an LCP Amendment.

**SCALE AND MASSING**

**SINGLE-FAMILY DESIGN STANDARDS**

- Front entry porches for a dwelling may encroach into the required front yard setback to a maximum of 30% of the required setback distance, but in no instance may the total front entry porch encroachment area exceed 90 square feet. All front entry porches may be covered but not enclosed, with the maximum allowable railing height limited to 42 inches.

![Diagram of front entry porch encroachment area.](image-url)
ROOF DECKS AND ROOF FORMS

SINGLE-FAMILY DESIGN STANDARDS

- Modifying the max height to a flat roof vs. pitched roof (midpoint).

GARAGES AND CARPORTS

SINGLE-FAMILY DESIGN STANDARDS

- One (1) required off-street parking space for single-family dwellings must be located in an enclosed garage, however the second required space may be located in a carport or a driveway. Any parking space located within a carport or driveway must meet the minimum City Standards for parking space dimensions.

- Property owners proposing to include a vehicle lift as part of a proposed project shall be required to record a deed restriction ensuring the property maintains the required one (1) enclosed and one (1) non-enclosed off-street parking spaces.
PUBLIC SPACES, OPEN SPACE AND LANDSCAPE AREAS

COMMERCIAL/MIXED-USE DESIGN STANDARDS

- Consistent with General Plan Land Use Policy LU-H-4b.d, for those commercial and/or mixed-use projects over two or more contiguous lots or where a single lot is greater than 6,000 square feet, publicly accessible areas provided within a project shall include enhanced landscaping, seating, unique paving, fountains and/or other streetscape amenities. Where streetscape amenities are proposed, Public Works shall review the proposal to determine whether the amenities are consistent with the Shell Beach Road Streetscape Master Plan.

- Consistent with General Plan Land Use Policy LU-H-4b.d, for those commercial and/or mixed-use projects on a single lot development less than 6,000 square feet fronting Shell Beach Road, streetscape amenities such as seating, bicycle racks and/or other pedestrian amenities shall be provided where Public Works determines them to be consistent with the Shell Beach Road Streetscape Master Plan.

OTHER

PLANNING AREA H

- Modify existing Coastal Appeal Overlay Zone to simplify and bring consistency to the Administrative Coastal Development Permit process within Planning Area H.
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