



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Chair Boyle and Members of the Architectural Review Board
FROM: Community & Economic Development Department
MEETING DATE: June 26, 2018
SUBJECT: Sub-Committee for Architectural Review Guidelines for Downtown Commercial Buildings

RECOMMENDATION

Staff recommends the Architectural Review Board appoint sub-committee members to review the Draft Architectural Review Guidelines for Downtown Commercial Buildings, together with the Historic Resources Committee’s sub-committee.

BACKGROUND

The City of Pacific Grove currently provides [Architectural Review Guidelines for Single-Family Residences](#), but does not provide design guidelines for commercial buildings. As a result, staff has drafted Architectural Review Guidelines for Downtown Commercial Buildings. This is an effort to provide design guidelines for commercial buildings located within the city’s downtown.

DISCUSSION

The draft Architectural Review Guidelines for Downtown Commercial Buildings discusses a variety of design considerations for commercial buildings. The document discusses general design objectives, site planning for building placement, architectural standards, building materials, windows, storefront designs, landscaping, lighting, signage, and more. Please see the draft document for more information.

ATTACHMENTS

- A. Draft Architectural Review Guidelines for Downtown Commercial Buildings

RESPECTFULLY SUBMITTED:

Wendy Lao, AICP
Associate Planner

Pacific Grove Architectural Review Guidelines for Downtown Commercial Buildings

A. Introduction

The guidelines in this chapter provide design direction and concepts applicable to new development and rehabilitation of existing structures within downtown Pacific Grove. The design guidelines reflect early Twentieth Century Commercial design precedents with flavors of Victorian and Spanish influence. The downtown exhibits a traditional “Main Street” pedestrian-oriented character. Further, the design guidelines are intended to promote high standards in site planning, and architectural design.

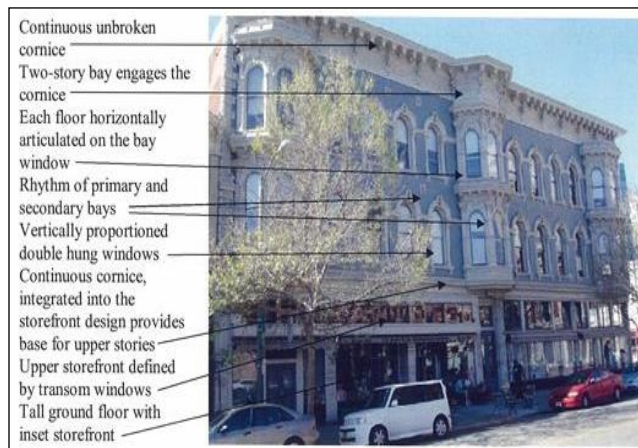
These guidelines address design of private improvements in the C-D Zoning District and are not intended to supersede or replace the Zoning regulations found in Title 23 of the Pacific Grove Municipal Code.



B. General Design Objectives

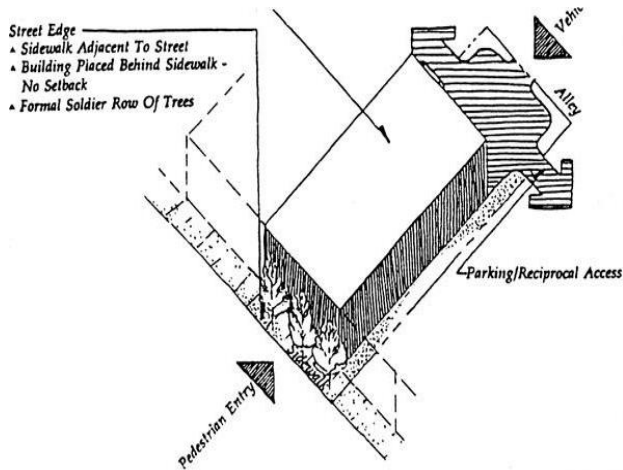
The design of new development projects, additions and rehabilitation of existing structures within the Downtown should:

- Enhance the City’s downtown as a principal focal point of the community. Developments should contribute to a pedestrian-oriented “village-like” environment and should physically and visually relate to the existing built context of one to three story buildings less than 40 feet high.
- Consider the scale, proportion and character of development in the surrounding area.
- Establish pedestrian-oriented, attractive, inviting, imaginative and functional site arrangement of buildings and the repetitive window and door openings.
- Facilitate and encourage pedestrian activity and mitigate existing adverse automobile oriented planning patterns.
- Preserve and incorporate structures which are distinctive due to their age, cultural significance, or unique architectural style into the project.
- Avoid long monolithic building facades with one central entrance. Consider breaking down the façade into unique, 25 to 50 foot storefronts with classic main street facades.



C. Site Planning for Building Placement

1. Street-adjacent building siting is required.



Example of street-adjacent building siting.

2. Provide corner "cut-offs" for buildings on prominent intersections.
3. Place ground-level front elevations of the building on the front property line to maintain the continuity of the "street wall."
4. Only provide additional setbacks from the front setback line for hardscaped public plaza areas which enhance the width of the public sidewalk
5. Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.
6. Prohibit the placement of sidewalk adjacent surface parking lots that interrupt commercial space along street frontages.

7. Avoid blank walls and other "dead" spaces at the ground level.
8. Create pedestrian paseos to parking lots at the rear of buildings whenever the site planning permits it.



Pedestrian paseos are encouraged.

9. Use building indentations to create small pedestrian plazas along the street wall, particularly along Lighthouse Avenue.
10. The first floor of any commercial building within Downtown will be built on the front zero setback line.
11. Storefronts and major building entries should be oriented towards major streets, courtyards or plazas.
12. Buildings on Lighthouse Avenue corners should include storefront design features on at least 50% of the side street elevation wall area.

D. Architectural Guidelines

1. Architectural Imagery

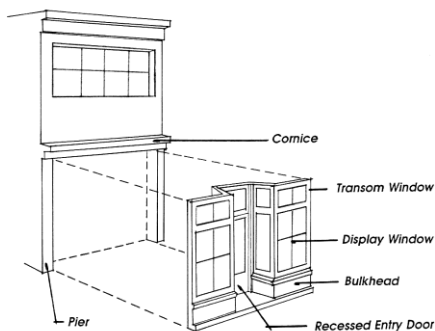
a. Architectural Style

If an overall positive ambiance is to be created and if historic integrity is to be preserved, new infill development and renovation to existing structures must be respectful of its nearby historic context. In the downtown area, Victorian and Spanish style commercial design solutions and elements characteristic to that style are strongly encouraged.

Architectural styles that attempt to copy other historically significant styles found in the downtown area may also be acceptable. Designs that are compatible, but distinguishable from their historic neighbors are encouraged. Design solutions may use historic ornament in new "revival" interpretations of older styles. These may be appropriate as long as the result is visually compatible with its surroundings and the design is distinguishable as new.

b. Use of Traditional Facade Components

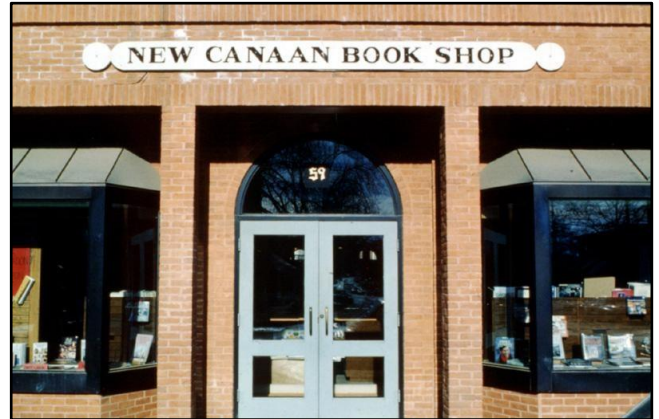
Repetition of traditional facade components creates patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to the pedestrian and help establish a sense of scale. The use of traditional facade components is encouraged. Some traditional facade components include bulkheads, arches, arcades, piers, plazas, and balconies. These elements may be reinterpreted in a variety of ways.



STOREFRONT COMPONENTS
Traditional storefront components

c. Façade Rhythm

The typical downtown lot/parcel rhythm has resulted in buildings of relatively uniform width that create a familiar scale. This pattern helps to visually tie the streetscape together. Reinforcement of this facade rhythm is encouraged.



Contemporary storefront using traditional components

d. Perceived Scale of Structures

Buildings with “human-scale” proportions are most suitable to the atmosphere of downtown Pacific Grove. “Human-scaled” buildings respect the existing architectural character of the district while enhancing its marketability as a unique commercial area.



Desirable massing distinction between upper and lower floors

e. Distinction between Upper and Lower Floors

The first floor of commercial buildings should be predominantly comprised of transparent surfaces (windows), with a high ratio of void (windows) to solid (wall) areas. Upper floors should be characterized with smaller windows and more wall surface.

f. Building Heights

In the downtown area, new development infill should be compatible with the height and scale of surrounding buildings at or under 40 feet high.

g. The Pedestrian Experience

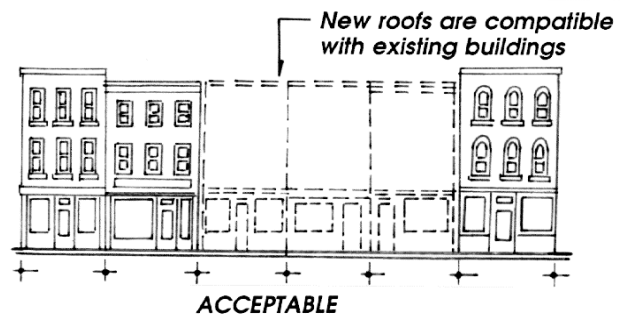
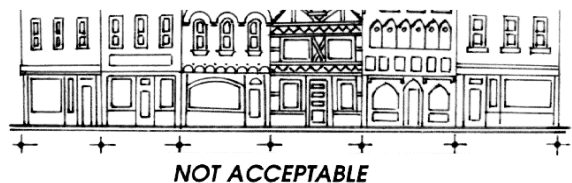
Buildings facing pedestrian streets and plazas should incorporate design features that provide visual interest at the street level. Building elements should be designed in a way that enhances the visibility of merchandise and store related activities by pedestrians.

h. Predominantly Transparent Ground Floor Facades on Lighthouse Avenue

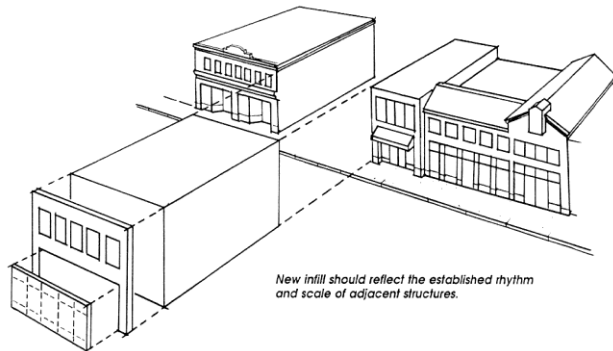
Storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience on Lighthouse. To enhance the pedestrian atmosphere, it is important to provide transparent storefronts to maintain visual interest.

2. Building Form and Mass

- a. Taller 3-story buildings can be made less imposing by “stepping back” upper floors from the street level.
- b. The characteristic proportion (relationship of height to width) of existing facades should be reflected in new infill development.
- c. Building facades should be detailed in such a way as to make them appear smaller in scale. This can be achieved by articulating the separate floor levels with horizontal bands or by increasing the level of detail on the building at the street level.
- d. New buildings should be designed to create pleasing transitions to surrounding development. The bulk of infill buildings should relate to the prevailing scale of adjacent development.

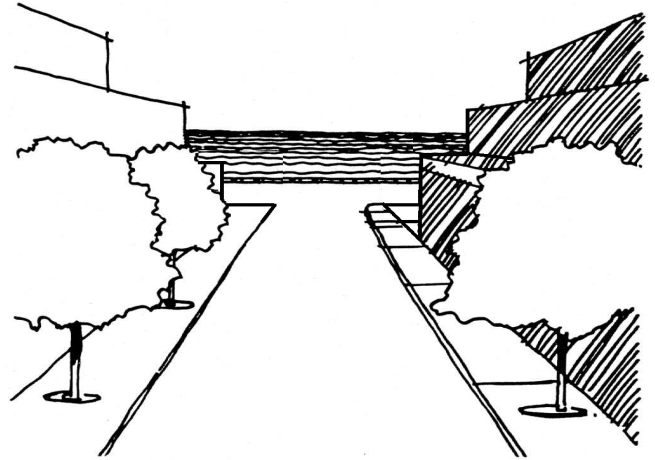


- e. The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained.
- f. Whenever a proposed infill building is wider than the existing facades on the street, the infill facade should be broken down into a series of appropriately proportioned "structural bays" or components such as a series of columns or masonry piers.
- g. Long, solid, unarticulated street wall facades are strongly discouraged.
- h. If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is encouraged to establish a shared horizontal storefront rhythm.
- i. Monolithic street wall facades should be "broken" by vertical and horizontal articulation.



3. Views

- a. Buildings should be designed to take advantage of views of Monterey Bay by providing windows, balconies, stairway landings and other design features.



- b. Infill buildings should be designed to respect the views of existing buildings, where possible through upper floor articulation. It should be noted however that there is no requirement to redesign a building to permit Bay views from other existing buildings.
- c. Rooftops should be designed to be visually attractive when viewed from adjacent buildings.

4. Environment

- a. Design buildings and plaza spaces in downtown to account for strong prevailing westerly winds from Monterey Bay.
- b. Consider the shadowing effect a new building will have upon adjacent development. While this should be addressed it may not be used to deny the project of utilizing its permitted building envelope.
- c. The effects of shadows cast by buildings into open areas such as courtyard and plazas should be analyzed and minimized.
- d. Additional sunlight should be brought into large developments through the use of courtyards, atriums and skylights.

5. Building Materials and Colors

- a. Exterior building materials should complement the materials used on adjacent buildings. The following materials are considered appropriate for buildings within Downtown Pacific Grove:
 - *stucco (smooth or textured)*
 - *smooth block, brick or stone*
 - *granite*
 - *clapboard or other wood siding*
- b. Accent materials should be used to highlight building features and provide visual interest. Accent materials may include any of the following:
 - *Wood*
 - *Glass*
 - *Glass block (storefront only)*
 - *Glass block (transom) new or used face-brick*
 - *Tile, (bulkhead)*
 - *Brick*
 - *Concrete*
 - *Stone*
 - *Copper (sparingly)*
 - *Cloth Awnings*
 - *Plaster (smooth or textured)*
 - *Painted Metal*
 - *Wrought Iron*
- c. The appropriateness of any given color for a particular building depends on a number of factors, including, architectural style, building material, building features and details, building size, building orientation, building context, and climatic considerations. Here are some concepts to consider regarding color:
 - Use subtle/muted colors on larger and simpler buildings
 - Use multiple and more intense colors on small buildings or those with elaborate detailing
 - Encourage contrasting colors which accent architectural details
 - Encourage colors which accent entrances

- No more than three colors should be used on any given facade, including “natural” colors such as unpainted brick or stone
 - Avoid using colors that are not harmonious with colors found on adjacent buildings
- d. Light building colors are encouraged. Soft tones ranging from white to very light pastels are preferred. Neutral colors such as off-white, beige and sand are also acceptable.
- e. Finish material with “natural” colors such as brick, stone, copper, etc., should be used where practicable.
- f. The orientation of a building should be taken into consideration when selecting colors, because it affects color appearance. Colors on south and west facades appear warmer than if placed on north or east side.

6. Roofs and Upper Story Details

- a. Roof materials most indicative of Victorian commercial architecture such as clay shingle tile, concrete shingle tile, Mission tile and other tile-like designs are encouraged. Other acceptable roof materials include architectural shingles, cedar shingles, and painted metal.
- b. Flat roofs are very common occurrence in downtown Pacific Grove and shall include ornamental roof cornice. Mansard-style roofs have little historical context in Downtown Pacific Grove and should be avoided.
- c. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- d. Roof-mounted mechanical or utility equipment shall be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. Mechanical equipment should not be visible from any angle or any height outside of the building.
- e. Chimneys, roof flashing, rain gutters, downspouts, vents and other roof protrusions should be finished to complement or accent the adjacent materials and colors.



Two story infill



One story infill

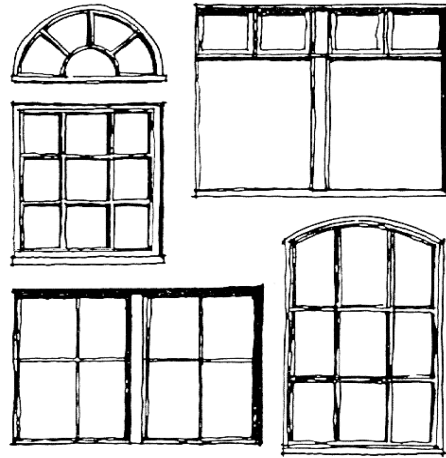


Two story infill

New construction should be similar to existing buildings in height, width, and rhythm of openings.

7. Windows

- a. Large storefront glass windows are encouraged. Simple shape window forms are preferred.
- b. Windows, which allow more light in, such as clerestory windows, skylights or greenhouse windows and wells are strongly encouraged.
- c. When windows are added or changed, the established facade theme and window rhythm along the whole block should be taken into consideration.
- d. Use of clear glass (at least 88% light transmission) on the first floor is strongly encouraged. Reflective glass on the storefront is prohibited.
- e. Storefront windows should be as large as possible with a minimum 18 inch bulkhead. By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be 36 inches.
- f. Windows should provide variety along street frontage. The following is a list of appropriate window treatments:
 - Tile borders
 - Colored window framing
 - Shutters
 - Plant-on relief features
 - Iron or wooden grills
 - Dormers
 - Projecting bay windows
 - Window boxes
 - Window pop-outs



A variety of window shapes.

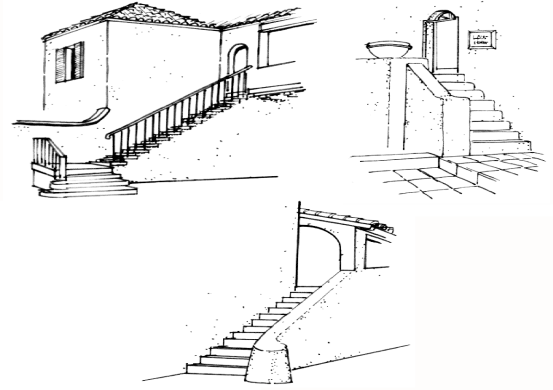
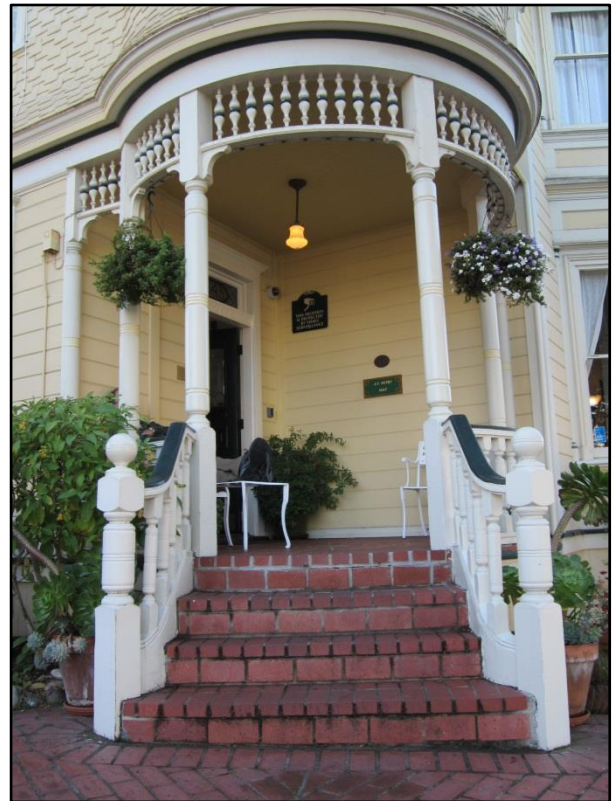
- g. Window security grates or grilles along street frontages are prohibited unless integrated with the overall architect
- h. Brightly colored cloth or painted metal awnings can enhance the visual appearance of buildings. Awnings should be of a solid color or two-color stripes and designed to coordinate with the architectural divisions of the building.

8. Doorways and Entrances

- a. Building entries should be protected from the elements and provide a “sense of shelter” by incorporating overhangs and simple recesses.
- b. Building entries should afford a “sense of entry” to the building.
- c. Appropriate design treatments include:
 - Traditional wooden door
 - Contemporary wood and glass paned door
 - Stucco arch surrounding the door
 - Brightly colored awning over the door
 - Brightly painted door or framing
 - The use of a wall or eave to emphasize the door
- d. Doors for retail shops should include a high percentage of glass area.

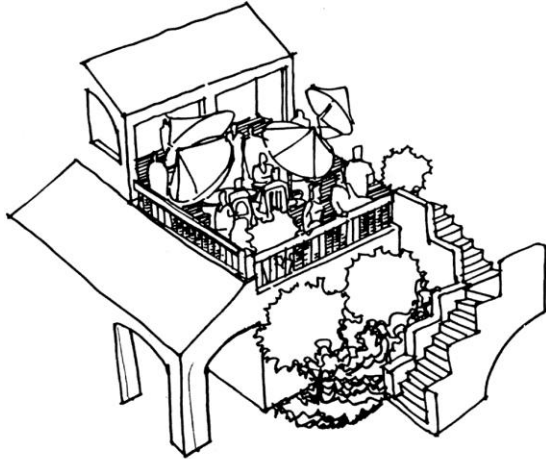
9. Exterior Stairways

- a. Simple, clean, bold stairway projections which complement the architectural massing and form of the building are encouraged.
- b. Stairways should be designed with decorative features such as tile risers and rails to create visual interest while meeting functional needs.
- c. Stairways should be of smooth stucco, plaster or wood.

*Example of exterior stairways*

10. Balconies and Rooftops

Inclusion of balconies and rooftop outdoor areas in building design is encouraged. Balconies can be designed as deep insets on the building form or projections from the building. Rooftops can provide usable outdoor space in both residential and commercial developments



Rooftops can provide exciting outdoor spaces. The incorporation of balconies and usable rooftops onto or within the building form is encouraged.

11. Arches and Arcades

- a. Arches should be semi-circular or slightly flat. Parabolic arches are strongly discouraged.
- b. Care must be taken that arches appear authentic. The integrity of an arch is lost when its mass is not proportional to its size. Columns must relate in scale to the building.
- c. Columns may be square, rectangular or round. The column height should be 4-5 times the width of the column.
- d. A base should be incorporated at the bottom of the column. The use of capitals and column bands is strongly encouraged.

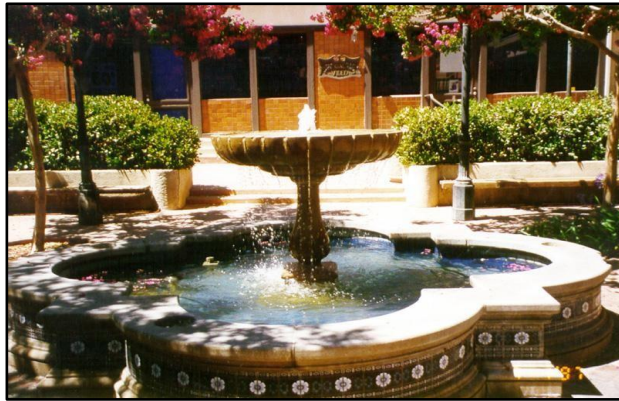
12. Plazas/ Courtyards

- a. Plazas/courtyards are encouraged within downtown Pacific Grove.
- b. Ample seating should be provided in the plaza areas.



Seating provided in a shaded area.

- c. A visual focal point such as a fountain or public art should be provided within plaza/courtyard areas.



Plaza fountain.

13. Garden Walls and Fences

- a. Walls should be integrated with the overall building design.
- b. Care must be taken to maintain scenic views available to the community. Wall design should preserve views to the greatest extent possible.
- c. Walls may be constructed of stucco or brick and enhanced with decorative inset tiles, wrought iron fencing, and highly ornate iron entry gates, or low planters incorporated into the base of a wall.

14. Other Building Elements/Details

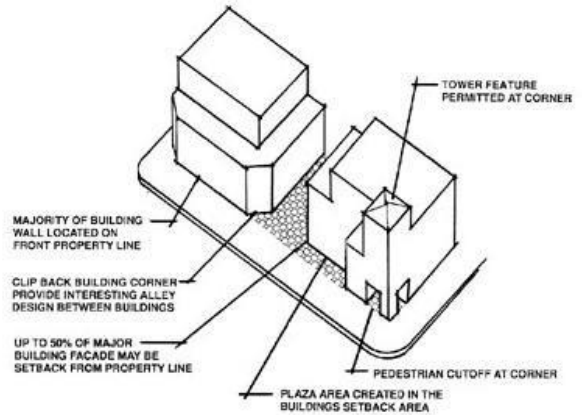
- Building and site details should be integrated into the overall design of the building or development.
- Gutters and downspouts should be properly screened where necessary, unless designed as a continuous architectural feature. Exposed gutters and downspouts should be colored to match the fascia or wall material to which they are attached.
- Accessory elements such as mailboxes, trash enclosures, newspaper racks, and security gates should be compatible with the architectural style of the project.



The clock tower is a focal point for the plaza.

15. Focal Elements

Vertical building focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal/orientation points for the community.



Use of towers are encouraged.

16. Parking Structure Design

- Where possible, elevators and stairs should be located on the perimeter of parking structures and should be incorporated into the structure, not tacked on the sides.
- Shops, offices or other commercial spaces should be incorporated on the ground level of parking structures along street frontages. Landscaping should be provided adjacent to wall surfaces.

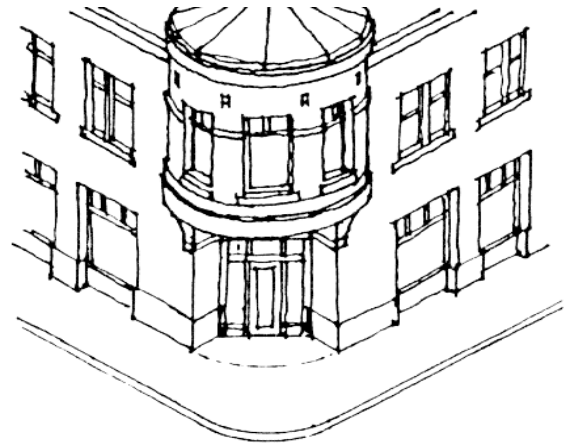
E. Storefront Design Guidelines

Although the storefront is only one of the architectural features of the facade, it is the most important visual element for Downtown buildings. Storefronts are the most frequently altered building elements and their modification can affect the character of the building and the streetscape.

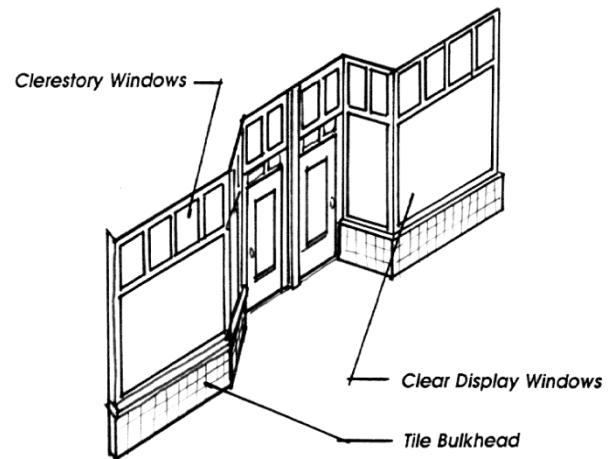
Traditional storefronts are comprised of few decorative elements that repeat across the face of the building (e.g., structural bays containing window and door openings, continuous cornice line, piers, transoms, bulkheads), and integrate the storefront into the entire building facade.



Main Street storefronts



Corner building façade



Storefront details

Storefront Details

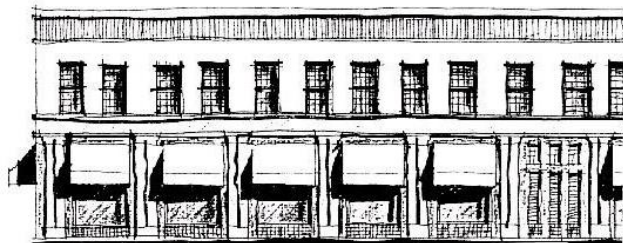
1. Entries/Doorways

- a. The main entry to downtown storefronts should be emphasized by utilizing one or more of the following design elements or concepts:
 - Flanked columns, decorative fixtures or other details.
 - Recessing the entry door within a decorative opening
 - Incorporating a portico (formal porch) projection or inset into the building
 - Providing a change in roofline, a tower, or a break in the surface of the subject wall.
- b. Buildings situated at the corner of a public street should relate to the prevailing scale of adjacent development. Provide a prominent corner entrance to street level shops or lobby space.

2. Awnings and Canopies

- a. Use of awnings with a single color or two-color stripes are encouraged. Lettering and trim utilizing other colors is permitted.
- b. Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and “nestle” into the space created by the structural bay.
- c. Metal awnings or canopies are permitted but not encouraged.

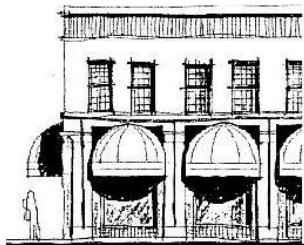
- d. Awnings should be of a durable, commercial grade fabric, canvas or similar material. Awning frames and supports should be painted or coated to prevent corrosion.
- e. Glossy, shiny plastic or similar awning material is not recommended.



Shed awning is consistent with rectilinear building form Encouraged



Awning In Scale With Facade Encouraged



Round awning is not consistent with rectilinear window/door frame Discouraged

Awnings should not overlap vertical building elements.

3. Grille Work/Metalwork and Other Details

- a. A number of details may be incorporated into the building design to add visual richness and interest while serving functional needs. Such details include the following items:
- Light fixtures, wall mounted or hung with decorative metal brackets.
 - Metal grille work, at vent openings or as decorative features at windows, doorways or gates
 - Decorative scuppers, catches and downspouts.
 - Balconies, rails, finials, corbels, plaques, etc.
 - Flag or banner pole brackets
 - Fire sprinkler stand pipe enclosures and hose bib covers, preferably of brass
 - Security devices

4. Rear Entrances

- a. Signs should be modestly scaled to fit the casual visual character of the alley or rear parking area.
- b. An awning can soften rear facades and provide a pleasant protected space.
- c. The rear entry door design should be compatible with the front door. Special security glass (i.e. wire imbedded) is allowed.
- d. Security lighting should be modest and should focus on the rear entry door.
- e. Selective use of tree planting, potted plants and other landscaping should be used to improve a rear facade.
- f. Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

F. Building Additions and Renovation Guidelines

The renovation/restoration of structures provides an excellent means of maintaining and reinforcing historic character of Pacific Grove. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to undertake similar efforts.

When an existing structure is proposed to be renovated or expanded, the work should respect the original design character of the structure and should comply with the design guidelines in this section. In addition, renovation of all structures of historic significance should follow *The Secretary of the Interior's Standards for the Treatment of Historic Properties and associated Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*, published by the U.S. Department of the Interior, National Park Service.

1. Preserve Traditional Features and Decoration

- a. Existing materials, details, proportions, as well as patterns of materials and openings should be considered when any additions or building renovations would affect the appearance of an existing building's exterior.
- b. Frequently, original storefront decorative details are intact as visual "leftovers" or simply covered up by previous construction. When a building is proposed to be refurbished, these forgotten details should not be wasted. If enough of them remain, they should be restored, based on the original design. If only a few remain, they should be incorporated as design features in a new storefront. In either case, the design of any improvements should evolve from the remaining building details and should create a harmonious background which emphasizes them.
- c. All existing historic building detailing should be preserved.

2. Removal of Elements Inconsistent with Original Facade

- a. Buildings are often altered by owners or shopkeepers in an effort to "keep up with changing times" or to "update a tired image."

Unfortunately, such changes often result in gradual but severe erosion of the original character of the building and architectural cohesion of the Downtown core area. Restoration of buildings which have been substantially or carelessly altered back to their original state is strongly encouraged.

- b. Building elements which are incompatible with the original facade design of the building should be removed. These include excessive use of exterior embellishments and "modernized" elements such as metal grilles or rusticated materials.
- c. Metal aluminum canopies have a thin, unsubstantial and "tacked on" appearance and are inconsistent with the desirable design concept for Downtown Pacific Grove. Existing metal canopies should be removed and, if appropriate, replaced with fabric awnings, consistent with the architectural style of the building. See Holman Building renovation.

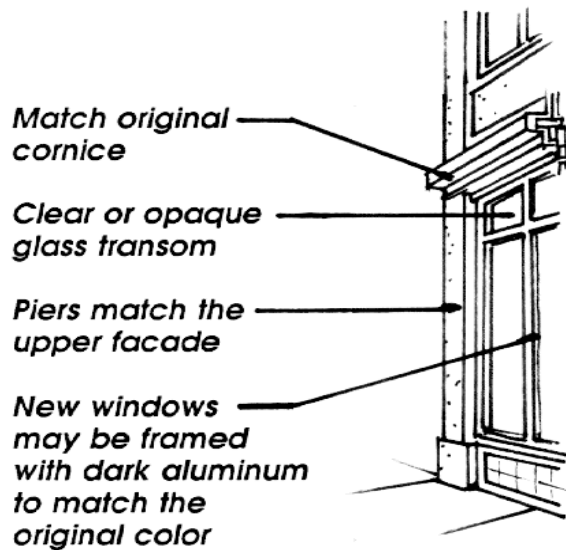
3. Storefront Renovation

- a. Where the original storefront remains (little or no remodeling has occurred), it should be preserved and repaired with as little alteration as possible.
- b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired. Historic details/materials should be maintained where possible. Extensively deteriorated or missing details/parts should be replaced with new reproductions of the original ones.
- c. Where the original storefront is completely missing (extensive remodeling has occurred), the storefront should be reconstructed based upon historical, pictorial and other physical documentation. If that is not practical, the design of the new storefront should be designed to be compatible with the size, scale, proportion, material and color of the existing structure.

4. Window Replacement

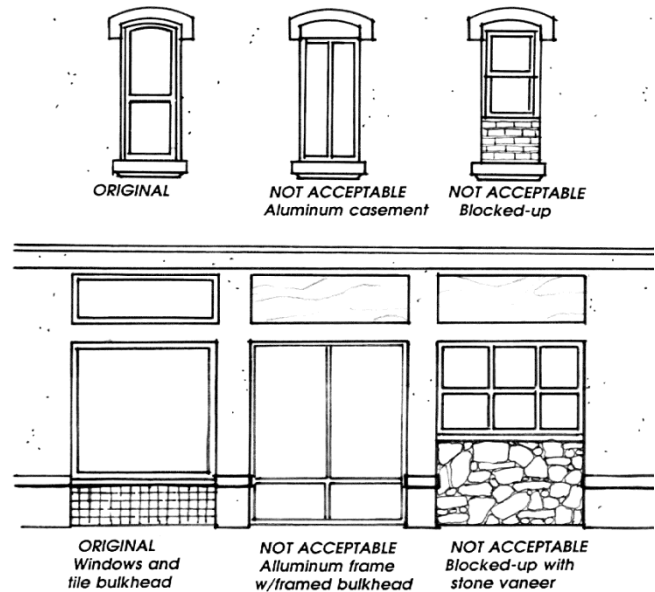
- a. Wherever possible, the original window openings should be retained. If the existing interior ceiling has been lowered, the dropped ceiling should be pulled back from the original window.

- b. If possible, the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins with similar material should be replaced.
- c. If the original window openings have been altered, the openings to their original configuration and detail should be restored. Blocking or filling window openings that contribute to the overall facade design should be avoided.
- d. When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type as the original window.



Window renovation

WINDOW REPLACEMENT



5. Door Replacement

- a. Original doors and door hardware should be retained, repaired and refinished.
- b. If new replacement doors are necessary, they should be compatible with the historical character and design of the structure.

6. Awnings

- a. Original awning hardware should be used if they are in working order or repairable.
- b. Use of slanted canvas awnings is most appropriate for older storefronts and is preferred over contemporary hooped or box styles.

STOREFRONT WITH TRADITIONAL MATERIALS

A Cornice Can Be Constructed With Wood Framing, Plywood And Moldings With A Sloping Sheet Metal Cap To Shed Water. The Cornice Spans The Top Of The Storefront, Often Covering A Structural Beam Or Unfinished Brick.

Transoms Are Optional Design Elements That Help To Break Up The Massive Effect Of Very Large Sheets Of Glass. Transom Windows Can Be Clear, Tinted, Or Stained Glass.

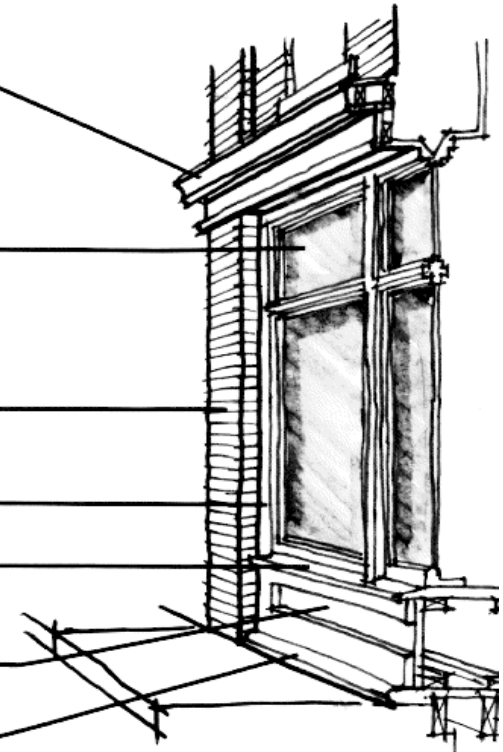
Masonry Piers Are Uncovered And Match The Upper Facade.

The Storefront Is Recessed 6 Inches Into The Opening.

The Storefront And Windows Are Framed In Wood. The Sill Slopes Forward For Drainage.

The Bulkheads Are Constructed With Wood Framing And A Plywood Back With Trim Applied To It.

The Storefront Rests On A Masonry Or Concrete Base To Prevent Water Damage.

**STOREFRONT WITH CONTEMPORARY MATERIALS**

A Cornice Is Made With Sheet Metal Over A Wooden Frame.

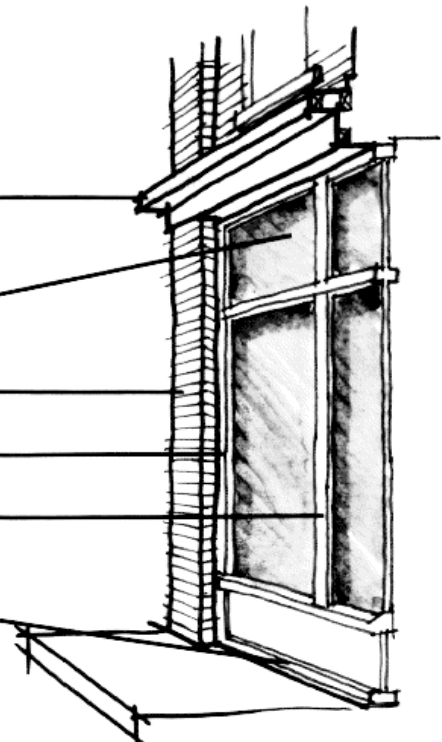
Optional Transoms Can Be Stained Glass, Clear Glass Or Opaque.

Masonry Piers Are Uncovered And Match The Upper Facade.

The Storefront Is Recessed 6 Inches Into The Opening.

The Storefront And Windows Are Framed With Dark Anodized Aluminum Or Painted Aluminum.

The Storefront Rests On A Masonry Or Concrete Base.



Contemporary material storefront

7. Repair and Cleaning

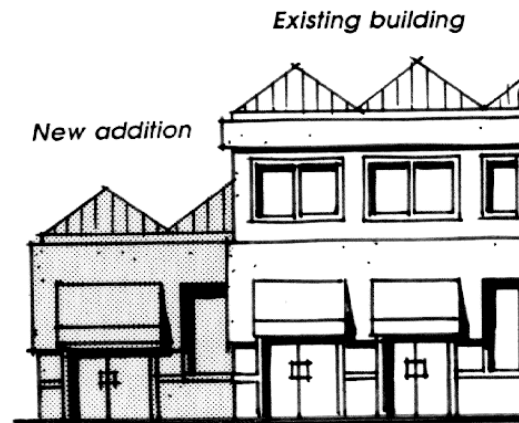
- Surface cleaning should be undertaken by the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials should be avoided.
- Waterproofing and graffiti proofing sealers should be used after cleaning and repair.

8. Replacement of Unavailable Components

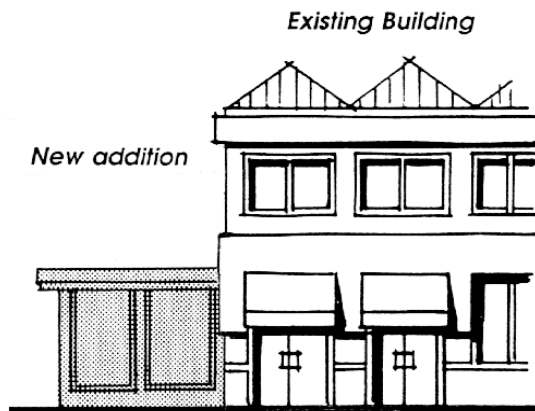
- When original construction materials are not available, care should be taken to match the original thickness, color and texture as closely as possible with available materials. In general, simulated replacement materials (artificial stone, simulated "aged" brick) are discouraged.

9. Additions to Existing Structures

- The design of a proposed addition should follow the general scale, proportion, massing and detailing of the original structure.
- New additions should be interpretations of the existing buildings wherein the main characteristics of the existing structure are incorporated using modern construction methods. This may include: the extension of architectural lines from the existing structure to the addition; repetition of window and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar architectural details (i.e., window/door trim, lighting fixtures, tile/brick decoration).
- New additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.



Encouraged addition



Discouraged addition

10. Seismic Retrofitting

- Exterior structural improvements for seismic retrofitting should be undertaken with care and consideration to minimize negative impacts on the appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be carefully integrated into the existing building design.
- Seismic improvements should receive the same care and forethought as any other building modification.

G. Landscaping

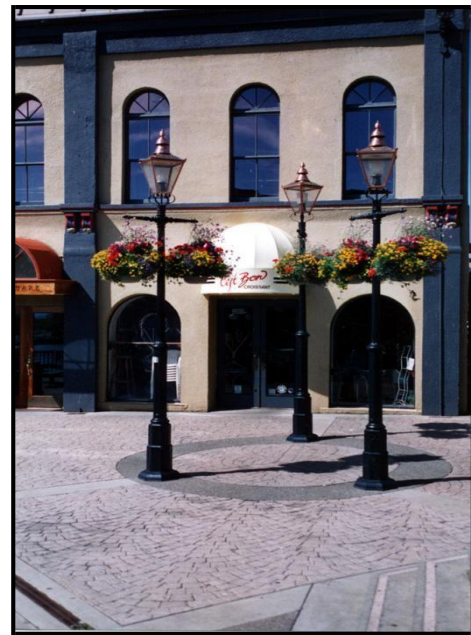
- a. Emphasis should be placed on Central California and Mediterranean landscapes and gardens. Native planting, vines, flowering plants, arbors, trellises and container planting are encouraged.
- b. Courtyards, gardens, and fountains are encouraged. Landscaping within courtyards should include a balance of hardscape and landscape materials.
- c. Boxed and container plants in decorative ceramic, terra cotta, wood, or stucco planters should be used to enhance street frontages, plazas and courtyards.
- d. Large planters may be incorporated into seating areas. Such planters should be open to the earth below and should incorporate permanent irrigation systems.
- e. All trees in paved areas should be provided with “Deep Root” barriers automatic irrigation and metal grates.



Container planting is encouraged

H. Lighting

- a. Lighting should create a festive atmosphere and encourage nighttime use by pedestrians.
- b. Lighting fixtures should be attractively designed to complement the architecture of the project and improve visual identification of residences and businesses.



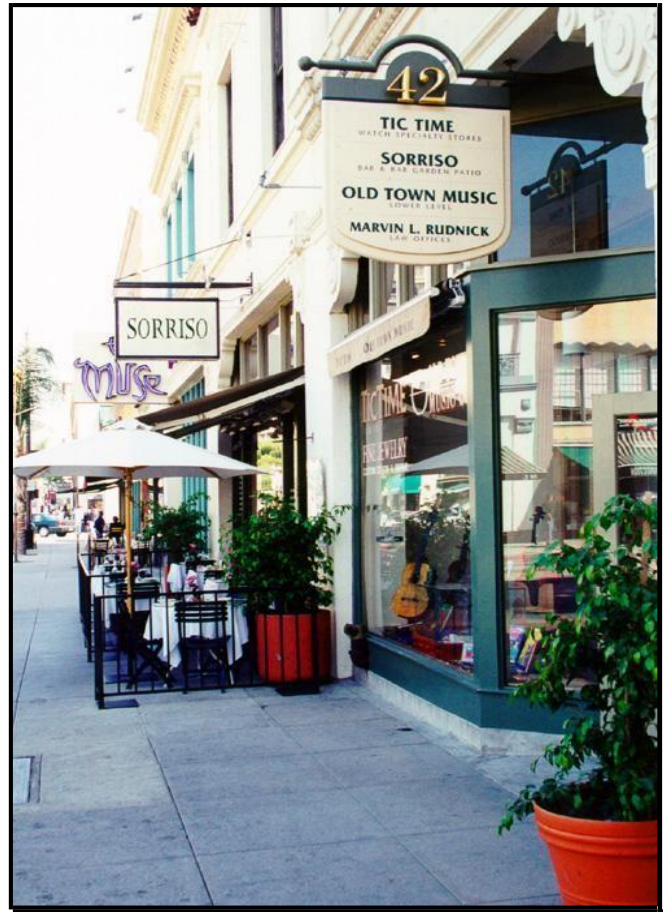
Lighting should be aesthetically pleasing

- c. Wall mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.

I. Signs

Signage in downtown Pacific Grove should advertise a place of business or provide directions or information. It should also contribute to the historic Victorian theme. Design, color, materials and placement are all important in creating signs that are architecturally attractive and integrated into the overall site design. The City’s goal is to promote a quality visual environment by allowing only signs that are compatible with their surroundings and which effectively communicate their message.

Due to the unique nature of the downtown area there are some special provisions and restrictions with respect to permitted signs. The purpose of this section of the Design Guidelines is to set forth design guidelines, which may be more restrictive than those outlined in Pacific Grove’s Downtown Sign Code. Unless specifically restricted within this section, all signs are subject to the Pacific Grove Sign Code.



“Projecting signs”



“Wall sign”

1. Sign Design

- a. Sign color should be compatible with building colors. A light background matching the building with dark lettering is best visually. No more than two primary colors should be used on a sign with a third secondary color used for accent or shadow detail.
- b. Fewer words make a more effective message. Use symbols only if they are easily recognizable.

- c. Keep the overall shape simple so as not to detract from the message.
- d. As a general rule, letters should not appear to occupy more than 75% of the sign area.
- e. Avoid hard-to-read and overly intricate typefaces. The letter style chosen should be appropriate to the business and the building.

Souvenir Medium
Folio Extrabold
Franklin Gothic
Eurostile Bold
Gill Sans Bold

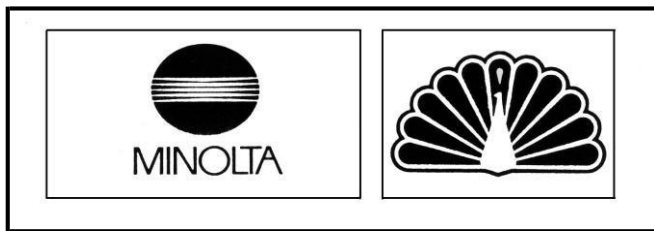
Appropriate fonts

ORBIT SHAPED
Algereta
BABY TEETH
Murray Hill Bold
Round Black

Inappropriate fonts



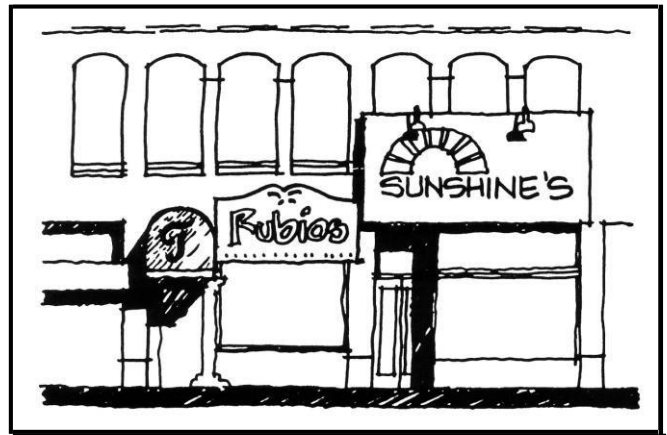
Intricate logos, inappropriate for signage.



Simple and appropriate logos for signage

- f. Signs should be consistent with the proportion and scale of building elements within the façade. The placement of signs provides visual clues to business location and affects the design integrity of the entire building.
- g. Ground level signs should be smaller than those on higher levels. Pedestrian-oriented signs should be smaller than automobile oriented wall signs.
- h. Signs should establish rhythm, scale and proportion in facades and arcades.
- i. Sign placement on a façade should complement building elements rather than block them.
- j. There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign.
- k. Internal illumination in downtown Pacific Grove is discouraged as it is out of character.
- l. Signs should be illuminated externally.

- m. Signs must be lighted with continuous light sources.
- n. Below are definitions and examples of the different types of allowable signs. Illustrations are provided to stimulate ideas.



These signs block building elements and create a chaotic image

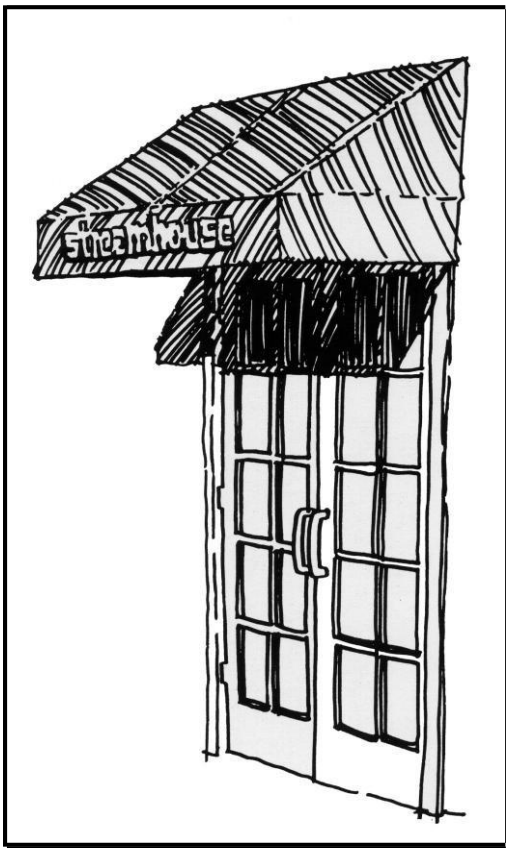


These signs complement the building form creating a more orderly appearance

2. Awning Signs

Definition: An awning sign is a sign on or attached to a temporary retractable shelter that is supported from the exterior wall of a building. These signs are permitted in the downtown area.

- a. Sign copy shall be centered on the awning to achieve symmetry.
- b. Message shall be limited to the business name and logo and sized to be proportional with the awning.



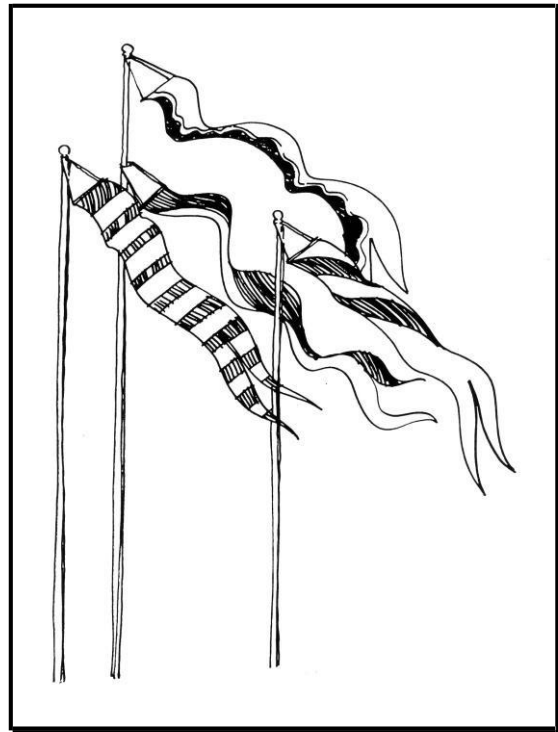
An awning sign accents a doorway

3. Banners

Definition: Banners and flags include cloth, plastic, or other materials which have been tested and shown to have long life expectancy and resistance to the elements attached to or suspended from any structure, staff, pole, line framing, or vehicle. These are permitted subject to the discretion of the Architectural Review Board. A flag of the nation or state of California shall be exempt from these regulations.

Banners and flags will create a festive atmosphere downtown, and promote pedestrian activity in the area.

- a. Bright colors are appropriate because they stand out against light-colored backgrounds.
- b. Banners must be kept in good repair and be replaced when fading or deterioration occurs.
- c. Banners shall not be used for advertising.

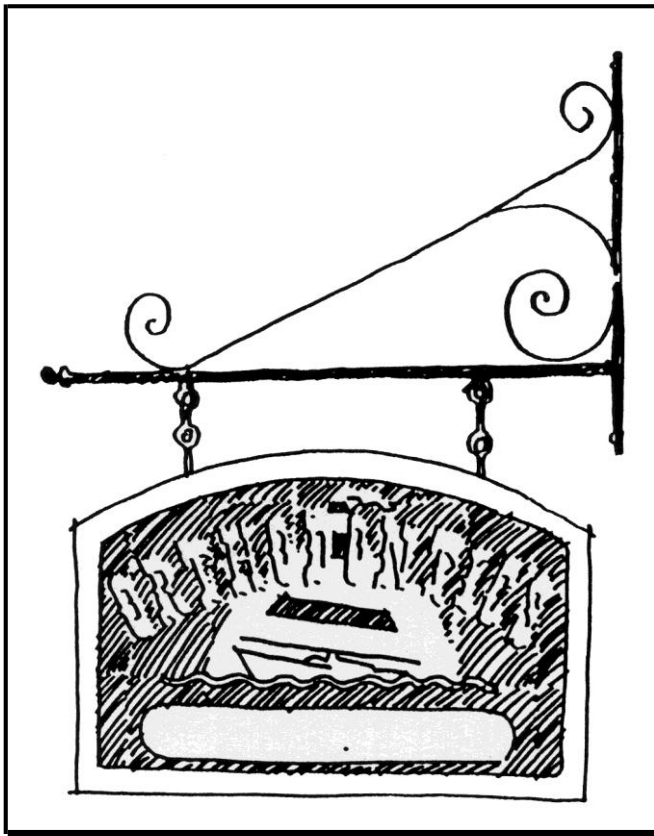


Banners add color and festivity to the area

4. Canopy Signs

Definition: A canopy sign is any sign attached to the underside of a projecting canopy or protruding over a sidewalk or right-of-way

- Canopy signs provide pedestrian scale and can enhance building fronts.
- Projecting signs are permitted as a special type of canopy sign pursuant to the Sign Standards chart.

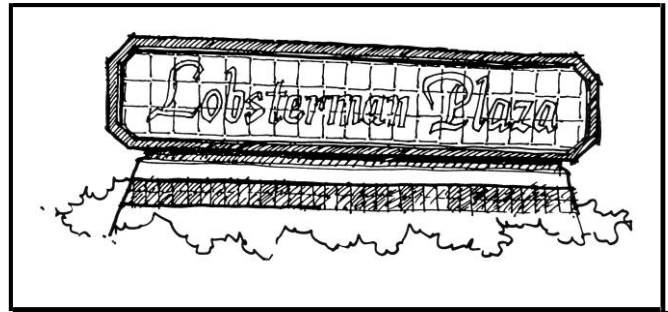


Projecting signs are permitted in the downtown area

5. Freestanding Signs

Definition: A freestanding sign is any sign permanently attached to the ground and which does not have a building as its primary structural support.

- The Victorian/Spanish theme(s) can be suggested through the use of materials such as stucco, stone and wood.
- Pole signs are not permitted in the downtown area.



Tile and stucco accent a freestanding sign

6. Wall Signs

Definition: A wall sign is any sign which is attached or erected on the exterior wall of a building including the parapet, with the display surface of the sign parallel to the building wall, and which does not project more than eighteen (18) inches from the building or project above the height of the wall or parapet.

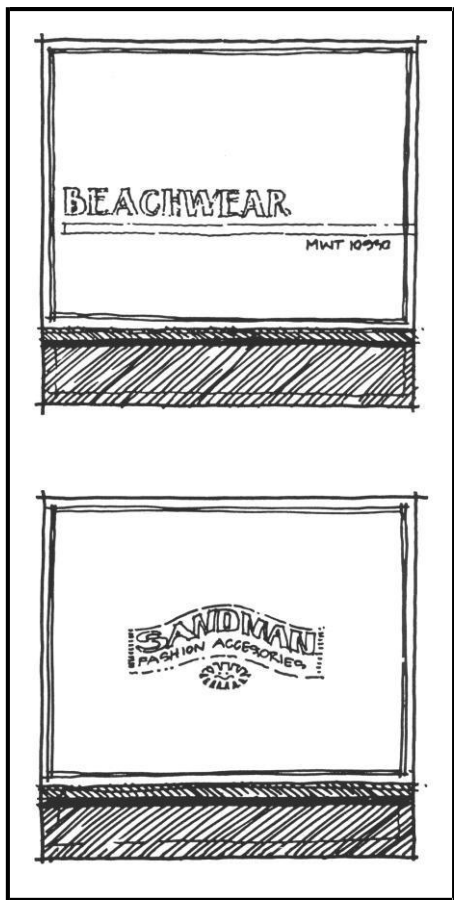
- Brightly colored individually cut metal (not plastic) letters add to the festive atmosphere and may be illuminated from behind (reverse channel).
- Wall murals can brighten and add interest to the downtown area. Wall murals should be done to enhance the area rather than for advertising. Wall murals shall be permitted subject discretion by the Director.

7. Window Signs

Definition: A window sign is any sign in which the name, logo, address, phone number or hours of operation are applied directly to the window of a business or placed on a sign hung inside the window. Letters applied to the glass may be vinyl or painted. Interior signs shall be within 36" of the window so as to be readable from the exterior. Sign area should be less than 15-20% of the total window area.

Window signs should be geared to the pedestrian and be at eye level.

Window signs shall be designed to be pleasing and to aesthetically enhance storefronts.



Appropriate window sign.