ACKNOWLEDGMENTS

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SPECIAL THANKS TO:

Arnold Soderberg
Harvey Niskala
Adele Chang
Cotton/Beland/Associates
RESOLUTION NO. R98-31

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARINO ADOPTING THE SAN MARINO COMMERCIAL DESIGN GUIDELINES

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of San Marino as follows:

SECTION 1. In an effort to facilitate the communication of the City of San Marino’s commercial design policy to the public, the City Council requested the creation of Commercial Design Guidelines.

SECTION 2. The Commercial Design Guidelines were created by a working committee consisting of one Councilmember, one Planning Commissioner, one Chamber of Commerce member/Planning Commissioner, a Design Review Committee member, and City staff.

SECTION 3. The working committee drafted a set of Commercial Design Guidelines "to provide a clear, concise summary of the City’s design policies and requirements for projects with the City’s commercial districts. The written and graphic illustrations in these guidelines are intended to provide a visual concept and feeling of the City’s unique commercial districts and to promote architectural design which will enhance each distinctive commercial district. These guidelines are not intended to limit creative design solutions that are consistent with the stated goals."

SECTION 4. The Commercial Design Guidelines are not intended to be legally required development standards but rather a document reflecting the City’s desired design policies. They are to provide architectural guidance and recommendations. It is the City’s goal to encourage development consistent with these Guidelines.

SECTION 5. The Commercial Design Guidelines when used in concert with the San Marino Commercial Plan will assist with the physical implementation of appropriate commercial development in the City.

SECTION 6. The Commercial Design Guidelines will be an invaluable tool to be used by City staff, the Design Review Committee and the Planning Commission when processing commercial projects.

SECTION 7. Following the receipt of comments from City Staff, the Design Review Committee, Planning Commission, and general public, the City Council hereby adopts the San Marino Commercial Design Guidelines.

SECTION 8. The City Clerk shall certify to the adoption of this resolution.

PASSED, APPROVED, AND ADOPTED this 9th day of September, 1998.

I HEREBY CERTIFY that the following Resolution No. R98-31 was duly adopted by the City Council of the City of San Marino at a Regular Meeting of the City Council held on the 9th day of September, 1998, by the following vote:

AYES: COUNCILMEMBERS BROWN, COTTON, DRYDEN, VICE MAYOR CROWLEY, AND MAYOR FILUTZE

NOES: NONE.

ABSENT: NONE.
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City of San Marino
PURPOSE

The purpose of these design guidelines is to provide a clear, concise summary of the City’s design policies and requirements for projects within the City’s commercial districts.

The written and graphic illustrations in these guidelines are intended to provide a visual concept and feeling of the City’s unique commercial districts, and to promote architectural design which will enhance each distinctive commercial district.

These guidelines will aid towards improving economic vitality and encourage reinvestment within the commercial districts.

Developers, property and business owners seeking to construct new commercial developments or alterations to existing projects should use these guidelines in the early design stages of their projects. The guidelines also apply to new and/or modifications to existing commercial signage, off-street parking areas, and landscaping.

These guidelines are not intended to limit creative design solutions that are consistent with the stated goals.

These guidelines will be used by the Planning Commission, Design Review Committee and City staff as a basis for evaluation of proposed projects.

LOCATION & HISTORY OF THE COMMERCIAL DISTRICTS

Two percent (2%) of San Marino’s 3.2 square miles of land use is zoned for commercial uses, located within four distinct districts. These districts are:

1. **Mission District** - north and south sides of Mission Street from El Molino Avenue west to the City Boundary.

2. **City Center** - south side of Huntington Drive from Bedford east to Del Mar Avenue, north side of Huntington Drive from West Haven Road, east to Winston Avenue, also the west side of San Marino Avenue from Huntington Drive north to the alley adjacent to the 1400 block of San Marino Avenue.

3. **Huntington Drive West** - south side of Huntington Drive from Granada Avenue east to the alley west of Old Mill Road.

4. **Huntington Drive East** - north side of Huntington from San Gabriel Blvd., west approximately 175 feet, south side of Huntington Drive from San Gabriel Blvd., west approximately 120 feet west of Belhaven Road.

Each of these commercial districts were designed and developed to provide essential commercial goods and services that met the needs of the adjacent residential neighborhoods.

The architectural designs within each of these districts are sensitive to, and in scale with, the adjacent residential neighborhoods.
In recent years, commercial uses have provided goods and services that have targeted a larger market than that of the immediate neighborhoods. The architectural design of these projects have been more likely to represent a “stand alone” design statement rather than reflecting the neighborhood and community in which they were located. The economic potential of each of these areas would greatly improve with new development maintaining the distinctive architectural character and quality reflective of each commercial district.
COMMERCIAL DESIGN GUIDELINES

GOALS

The goals of these guidelines are to:

- preserve and reinforce the existing architectural heritage and identity of each of the commercial districts
- provide pedestrian-oriented business environments which are compatible with the existing character and scale of the business district and adjacent residential areas
- provide for improved streetscape within each of the commercial districts, and maintain or establish a continuous building frontage along the main street
- provide for the improved visual quality of proposed structures by relating to adjacent roof lines, massing, building materials and colors
- provide for signage which is appropriate in scale and design to the project and the commercial district
- provide for improved visual quality and circulation within off-street parking areas
- provide for increased and appropriate landscaping of projects
- provide open spaces for pedestrian enjoyment and interaction
- provide for the enhancement of economic benefits through quality commercial districts for the developers, property owners, businesses, and the community
Each of the existing commercial areas have circumstances that contribute towards creating its individual identity and character.

**Background:**

The Mission Street District is two blocks long. It runs east-west and is bisected by Los Robles Avenue, a heavily traveled north-south arterial linking the city of Alhambra to the south and the city of Pasadena to the north. Mission Street between Los Robles Avenue and El Molino Avenue has a fifty-eight foot wide paved roadway with eleven foot sidewalks on each side. Mission Street between the westerly City Limit and Los Robles Avenue has a fifty-five foot wide paved roadway with twelve and one-half foot sidewalks on each side. The relatively narrow paved road width facilitates pedestrian crossings at the marked crosswalks, linking the businesses located along the north and south sides of the street. Marked pedestrian crosswalks, linking the businesses on both sides of the street, are facilitated by the relatively narrow roadway width. The combination of wide sidewalks and recessed building frontages provide opportunities for pedestrian activities such as outdoor dining.

The area is “built-out” with limited off-street parking. On-street angle parking has been incorporated to maximize parking opportunities.

The architectural design of many older buildings reflect European or Mediterranean themes, with recessed building frontages, arched building recesses and window openings, and tiled roofing and design elements.

**Strategy:**

Architectural designs compatible with the European/Mediterranean theme are encouraged. Sensitivity to the adjacent residential neighborhoods should be reflected in projects. Pedestrian scaled building frontages, window openings, signage, and design elements should be incorporated into projects. Street furniture within the public-right-of-way and within private projects should be consistent and further emphasize the architectural character of the district.
COMMERCIAL DESIGN GUIDELINES

CITY CENTER DISTRICT

**Background:** The City Center District incorporates both the north and south sides of Huntington Drive as well as the small commercial area on San Marino Avenue. The centralized location of the City Center Area makes it the most vital and busiest commercial area in the City. This in turn encourages the highest amount of vehicular and pedestrian traffic for a single commercial area within the City. The size of the area is the largest of the four commercial areas. Located within the City Center area is the Civic Center an abundance of real estate offices, financial institutions, professional offices, and retail stores. The size of the area allows for adequate parking to accommodate the requirements for the existing businesses. The area is unique to the City because of above normal amount of on-street parking spaces.

The periodic clusters of retail within this area attract common patrons and also have some similarities in facade materials and colors. The scale of the retail buildings, the use of natural materials and tasteful awnings contributes to an existing continuity in design and a demonstration of human scale. However, these clusters of retail tend to be broken up by the frequent location of non-retail businesses. The location of the non-retail businesses limits the potential of creating successful pedestrian interaction within the area and discourages design continuity.

The width of Huntington Drive restricts pedestrian movement between each side of the street. Pedestrian movement across Huntington Drive is not a common practice because of the distance, the high rate of vehicular speed and traffic volume. Pedestrian movement east and west is a more common practice.
COMMERCIAL DESIGN GUIDELINES

Strategy: Because the City Center area is quite large, each individual block may evolve with an independent identity which can still create design continuity within the entire area. These identities are sometimes defined by the individual businesses located within the block. The location of non-retail businesses limits the success of patrons interacting between businesses and the possible design continuity within the district.

The successful and preferred clusters of design throughout this area represent a traditional style and emphasize a human scale. New construction should be encouraged to work from this traditional design creating compatibility by combining natural materials and complementing similar facade colors and accent colors of trim details and awnings. Long uninterrupted blocks of traditional building design and many retail establishments should create character unique only to this area of the City.

HUNTINGTON DRIVE WEST

Background: Huntington Drive West is located on the south side of Huntington Drive adjacent to the western City boundary along Granada Avenue. This area is two blocks in length continuing across Chelsea Road and is the western gateway into San Marino. Similar to the other commercial areas of San Marino, this area abuts a residential neighborhood separated by a twenty foot alley from single-family residential neighborhoods.

The original structures located west of Chelsea Road have an architectural style which depicts a unique individual character. This style most closely replicates a Spanish Mediterranean style. Natural materials are used with an emphasis of red brick, stucco and barrel clay roof material. The design of the original buildings is a preferred style with unique design opportunities which include, wide sidewalks and breezeways leading into courtyards. These design opportunities can encourage the use of outdoor space. Both blocks are predominantly retail, service oriented and restaurant businesses.

The commercial developments east of Chelsea Road were built more recently and do not replicate the original style west of Chelsea Road. The width of Chelsea Road is narrow enough that the foot traffic circulation is successful between the two blocks. However, the design of these blocks is very different, creating two independent styles in this area. Because the area east of Chelsea Road is separated from the strong architectural style located west side of Chelsea, the area has its own individual character. There are however, similarities in building materials in these two distinctly different areas.

Strategy: This area has the potential of becoming architecturally recognized as the western commercial gateway into the City. Extreme sensitivity should be placed on the design of buildings west of Chelsea Road. Building design should not only compliment the traditional Spanish Mediterranean style but should create an elegant and simple architectural statement as one approaches the City. In order to promote this traditional style, natural materials should continue to be used such as red brick, stucco and barrel clay roof.
material. Businesses are encouraged to take advantage of the physical opportunities of the buildings found within the block west of Chelsea. These opportunities include the wide sidewalks, the courtyard and breezeways. These are elements which can promote pedestrian activity. New development should be oriented to continue focusing on the wide sidewalks along Huntington Drive.

The independent architectural style of the commercial area east of Chelsea Road may prove to be more integrating if this modern contemporary style could have a complimentary transition to the traditional style of the Spanish/Mediterranean architecture, found on the west side of Chelsea Road.

HUNTINGTON DRIVE EAST

Background: Similar to the commercial area previously described, Huntington Drive East is the eastern gateway into the City. The area incorporates the north and south corners of Huntington Drive and San Gabriel Blvd. This area also includes the southwest corner of Huntington Drive and Belhaven Road.

The block on the north side of Huntington Drive is unique because it is one of the few commercial areas in the City that is not directly adjacent to a residential neighborhood. Two churches abut this commercial area on each side and create a buffer between the closest residences. A service station is located on the northwest corner of Huntington Drive and San Gabriel Blvd. Adjacent to the service station to the west is a two story brick building. This building has natural materials and has a traditional style.

This area is adjacent to an intersection which handles a high volume of traffic. Similar to the City Center area, the relationship between the north and south sides of Huntington Drive is a major obstacle because of the 135 foot total lane width and the 60 foot wide median.

Strategy: Property owners should be encouraged to construct new buildings and alterations similar to the existing building styles on southwest corner of Huntington Drive and San Gabriel Blvd., and the brick building on the north side of Huntington Drive. The use of natural materials and similar colors creates continuity within this area.
COMMERCIAL DESIGN GUIDELINES

GENERAL DEVELOPMENT STANDARDS

The following standards should be encouraged in all commercial districts in San Marino:

A. Building Coverage: Driveways or parking lots with access from Huntington Drive and Mission Street are discouraged. However, narrow mid-block pedestrian passages that encourage through-block pedestrian circulation and/or arcaded spaces that create wider sidewalk areas for outdoor seating, etc. are encouraged.

B. Height: Commercial buildings should not exceed the maximum permitted height for adjacent residential properties. On corner lots, a smooth transition in height from residential to commercial is encouraged.

C. Setbacks: Most commercial properties are separated from residential properties by a public alley. However, some commercial lots abut residential properties and are not separated by an alley. In these cases, the buildings on these lots are encouraged to be setback from the common property line a distance that will alleviate any negative impacts on the residence directly adjacent to the subject building. Interior side yards on lots which are not directly adjacent to a residential

Building height is encouraged to be within the range of heights found in the immediate block. Buildings at the end of a block, look more appropriate if they are similar in height to the buildings on the adjacent corner.

City of San Marino
properties are discouraged. Building development is encouraged to maintain a consistent setback line along the street frontage. If a building has a recess from the front property line, this area would be most successful if developed into a plaza, arcade, patio, or terrace which would allow outdoor public activity along the street making a livelier street edge for people to inhabit.

D. Ground Level Treatment: All street-frontage establishments are encouraged to provide primary access directly to the street. A secondary access is also encouraged at the rear of the establishment. Long expanses of inactive building frontage should be avoided by placing street doors at intervals of not greater than a 50 foot distance. Therefore, multiple entrances to a structure are encouraged. A large amount of transparent window surface providing visual access, is also preferred on the ground level of a commercial building.

E. Service Access: Service access areas including, loading areas and docks, service yards, and all trash areas are encouraged to be screened from public view and from direct view from any R-1 zoned lot. The location of service access and trash areas are usually in rear or side yards of a commercial lot.
F. Landscaping: Landscaping greatly effects the perception of scale in conjunction with an individual building, a row of buildings or a streetscape. Plants can compliment the scale of a building and create a sense of human scale in relationship to a large building. Planting should be employed to help create the sense of entry into a building and to define and enliven public spaces. A part of the established classic character of San Marino comes from the amount of established trees located throughout the community. The City encourages development that preserves the established trees and also increases the number of the trees. The following polices encourage planting and preservation which will enhance new or existing development:

1. The use of planters between the sidewalk and the building facade is encouraged as well as landscaped parkways in front and street sides of buildings. Avoid creating a situation where a concrete sidewalk abuts a building facade. See the illustration shown on this page.

2. Preservation of exiting mature trees and incorporating them in the landscape design is encouraged.

3. The species of tree planted in the public parkway should be consistent with the Street Tree Plan provided on the following page.

4. Shading of buildings on the south and west is desirable in the summer months.

5. Use landscaping to soften the affect of blank walls.

6. Landscaping of parking areas to minimize summer glare and heat buildup, and to reduce the negative impacts associated with large expanses of asphalt is encouraged.

City of San Marino
COMMERCIAL DESIGN GUIDELINES

7. Screening of parking lots is always encouraged, particularly through the strategic use of plant materials. The purpose of the vegetation is to at least partially obscure the view of parked vehicles, while allowing visibility to the businesses beyond.

8. Large canopy trees are preferred for parking lots. These trees are encouraged to be at least 24 inch box size when planted.

9. A minimum of one tree for each four parking spaces is suggested for trees planted along rows of parking spaces.

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<tr>
<td>El Molino Ave. to Euclid - Ficus Nitida - Indian Laurel</td>
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<tr>
<td>Euclid to City Limits - Tabebuia Chrysothricha</td>
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<tr>
<td>- Golden Trumpet Tree</td>
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<td>City Center - south side</td>
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<tr>
<td>Bedford to Kenilworth - Podocarpus Gracilis - Fern Pine</td>
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<td>Kenilworth to Del Mar - Ficus Nitida - Indian Laurel</td>
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<td>north side</td>
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<tr>
<td>West Haven to Kenilworth - Ficus Nitida - Indian Laurel</td>
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<td>Kenilworth to Winston - Podocarpus Gracilis - Fern Pine</td>
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<tr>
<td>Huntington West - Pyrus Kawakami - Evergreen Pear</td>
</tr>
<tr>
<td>Huntington East - south side - Podocarpus Gracilis - Fern Pine</td>
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<tr>
<td>north side - Lagerstroemia Indica - Crape Myrtle</td>
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Planted one tree for every four spaces in a parking lot is encouraged. Placement of trees to shade vehicles in the late afternoon is also encouraged. Landscaping that incorporates more than 5% of the parking lot area is encouraged.

Low shrubs, burns, hedges or similar planting materials are ideal for obscuring the view of parked vehicles.
COMMERCIAL DESIGN GUIDELINES

G. Parking: The success of a commercial development can often depend on creating a successful parking design. The following parking strategies promote efficiency which is critical not only to the success of the commercial districts, but also in maintaining the existing harmony of the surrounding residential neighborhoods.

1. Shared access and parking between adjacent businesses and/or developments is highly encouraged. The opportunity to improve parking efficiency exists throughout the City’s commercial districts.

2. Whenever a development proposal fronts onto Huntington Drive, locate site entries on side streets or utilize alley access in order to minimize vehicular conflicts. When this is not possible, design the Huntington Drive site entry with appropriately patterned concrete or pavers to differentiate it from the sidewalks.

3. Parking access points, whether located on front or side streets, are encouraged to be located as far back as possible from street intersections so that adequate vehicle stacking room is provided. The preferred number of vehicular access points is the minimum amount necessary to provide adequate circulation.

4. Angled parking is preferred to 90 degree parking, especially for uses with rapid parking space turnover (3/hour).

5. Parking areas should be separated from buildings by either a raised concrete walkway or landscape strip, preferably both. Situations where parking spaces directly abut the buildings should be avoided.

6. Parking areas not separated by a fence from any street or alley property line which it abuts shall be provided with a suitable concrete curb or timber barrier not less than 6” in height.

7. Design parking areas so that pedestrians walk parallel to moving vehicles. Minimize the need for pedestrians to walk between parked cars or to cross parking aisles or landscape areas.

8. Parking areas which accommodate a significant number of vehicles are encouraged to be designed into a series of connected smaller lots. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of large parking areas.

9. The first parking stall which is perpendicular to a driveway or first aisle juncture should be at least 40 feet back from the public street curb. With larger commercial centers, significantly more setback areas may be required for vehicle stacking.

10. Locate off-street parking to the rear or interior side yard of the building, whenever possible.
DESIGN GUIDELINES

These design guidelines apply to all new buildings, exterior remodels and additions to buildings within the commercial zone. These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

A. SITE DEVELOPMENT:

1. Building Coverage: In order to create well defined street spaces consistent with the scale of the commercial areas, interior side yards are discouraged in favor of contiguous building facades along the street. Narrow mid-block pedestrian passages that encourage through-block pedestrian circulation and/or arcaded spaces that create wider sidewalk areas for outdoor seating, etc. are encouraged. Building designs providing a recess from the front and street side property lines are encouraged only to provide areas for public places or landscaping. These public places within the recessed areas can include but are not limited to: patios; arcades, terraces; breezeways, and landscaped areas.

2. Ground Level Treatment: All street-frontage establishments are encouraged to provide primary access directly to the street. A secondary access is also encouraged at the rear of the establishment. Long expanses of inactive building frontage should be avoided by placing street doors at intervals of not greater than a 50 foot distance. A large amount of transparent window surface is also preferred on the ground level of a commercial building. This can include the use of transom windows, glass doors, windows displaying products, or windows providing visual access into the business. Plate glass display windows at a...
pedestrian scale are encouraged. The visual experience of moving along the street should be enjoyable and interesting. A change in major composition elements of the street level facade design is recommended at small intervals of 25 to 50 feet. Colorful awnings overhanging the sidewalk are also recommended to further enhance the life and variety of the street.

Particular attention should be given to craftsmanship and detailing within the pedestrian’s range of touch and view. For instance, the use of special storefront detailing, facade ornamentation, special materials, flower boxes, and flags can reinforce the pedestrian nature of the street. Because most of the off-street parking is located at the rear of the building, those businesses with secondary access to the rear are encouraged to continue the craftsmanship and detailing to the rear facades.

Businesses fronting mid-block pedestrian passageways and patios are encouraged to provide direct access to those passageways and patios, with attractively framed windows and doorways.
3. **Parking Standards for New Construction:**

Although parking availability is a concern throughout all of San Marino's commercial districts, greater accessibility and efficiency of existing parking can be accomplished through more effective parking lot design. Parking lot design, which includes accessibility and safety, can also be a critical factor in the success or failure of a commercial use.

In considering the possibilities for developing a new parking area, a developer (or his/her architect) should analyze the following factors: ingress and egress with consideration to possible conflicts with street traffic; potential pedestrian and vehicular conflicts; on-site circulation and service vehicle zones; location of parking at grade, above grade and below grade; and the overall configuration and appearance of the parking area. The following list is suggestions to consider when designing parking areas:

a. Separate vehicular and pedestrian circulation systems are encouraged. Access between commercial uses should be emphasized, including distinct pedestrian access from parking areas in larger commercial developments.

b. Preferred parking areas are separate from pedestrian circulation routes.

c. Shared access and parking between adjacent businesses and/or developments is highly encouraged.

d. Parking areas should be separated from buildings by either a raised concrete walkway or landscape strip, preferably both.

e. Design parking areas so that pedestrians walk parallel to moving
vehicles.

f. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of large parking

Building orientation is encouraged to face the street avoiding parking lots at the side or front of the structure. Additional landscaping is also preferred.

Addition of mature trees and landscaping

B. PHYSICAL DESIGN COMPONENTS:

1. Development Massing and Scale: Building heights on each site must relate to surrounding open space to allow for maximum sun and ventilation, and enhance public views from adjoining structures. Scale, for purposes here, is the relationship between a building’s size and the size of adjoining permanent structures. It is also how the proposed building’s size relates to the size of a person. Compatibility, which includes building height and mass, is necessary for a successful design. Large scale building elements will appear imposing if they are situated in a visual environment of a smaller scale. The following is a list of design suggestions regarding the mass and scale of a building design:

a. Compatibility with height and scale of new development with that of surrounding developments, including residential structures, is preferred. The design of new development is encouraged to “transition” from the height of an adjacent building to the maximum height of the proposed building.

b. Large “box-like” buildings are generally unattractive and distort the overall scale of an area. There are several ways to reduce the appearance of excessive mass in large buildings.

1. Vary the planes of exterior walls in depth and/or direction. Wall planes that only run in one continuous direction for no more than 25-50 feet without an offset are preferred.

2. Vary the height of the building so that it appears to be divided into distinct massing elements.

3. Articulate the different parts of a building’s facade by use of color and creative arrangement of facade elements.
4. Use landscaping and architectural detailing at the ground level to lessen the impact of an otherwise bulky building.

5. Avoid blank walls at the ground floor level. Utilize windows, trellises, wall articulation, arcades, change in materials, or other such features.

   **NOT ACCEPTABLE**

   ![Not Acceptable Facade](image)

   The lack of visual relief on a facade should be avoided. Adding windows, contrasting exterior materials and other forms of articulation promotes visual interest.

c. Building scale can be reduced through window patterns, bay windows, roof overhangs, siding, awnings, moldings, fixtures, and other details.

d. The scale of buildings should be carefully related to adjacent pedestrian areas (i.e. plazas, courtyards) and buildings.

e. The creation of horizontal elements can help break up large dominating buildings. Emphasis on the horizontal can be accomplished through the use of trim; adding awnings, eaves, windows, or other architectural ornamentation; use of combinations of complementary colors; and the use of appropriate landscaping.

2. **Facade Treatment**: To maintain the present scale and character of buildings in the commercial areas, avoid designing large uninterrupted expanses of horizontal and vertical wall surface. Short vertical and horizontal divisions of a facade are traditional design components that are found in San Marino. Building facades are preferred that respond to the relatively narrow increments of development (25-50 feet) with variation in fenestration, building materials and/or building planes. Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc. A base, a middle and a top are usually expressed features on a traditional facade with vertical organization using a column or other vertical architectural element.

   ![Facade Components](image)

   **Elements of a Facade**

   - Sign
   - Solid
   - Transom Window
   - Address
   - Frame of Store
   - Door
   - Storefront Display Windows

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**City of San Marino**
3 **Windows and Doors:** Doors and windows are very important in maintaining the rhythm of a street, especially for the pedestrian. They provide interest, and invite people to come in. In addition, well treated first and second-story windows can provide unity to a building. Proportioned openings to a building wall provides relief, detail and variation of the facade. Entries are encouraged to be recessed. Windows are encouraged to be inset generously from the building wall to create shade and shadow detail. The use of high quality products with wood or steel frames contributes to the richness and detail of the facade and maintains the traditional style of the architectural characteristic of the City. The following list are practices recommended and discouraged regarding window and door design and placement within a commercial building:

**RECOMMENDED:**

- New construction should attempt to blend with the proportions and rhythm of doors and windows in surrounding buildings.

- Original doors and windows and their openings are encouraged to be retained and repaired where they contribute to the architectural character of the building.

- Missing door and window elements are encouraged to be replaced with compatible materials of wood or steel frames. They should also remain compatible with the original elements in their size, configuration, reflectivity and overall design.

- Retaining existing recessed doorways is encouraged as well as in new storefront construction.
COMMERCIAL DESIGN GUIDELINES

• Retaining entrances to each individual building (even when one business has expanded to include several buildings) is encouraged. The rhythm of entrances is important to the sidewalk character of the City.

• A high percentage of glass is preferred in the design of doors to retail shops.

• The use of display windows in retail establishments is encouraged. They are the link between the pedestrian environment outside and the business inside. Glass should be transparent and open for pedestrian viewing. The use of kickplates to protect the display window is also encouraged.

DISCOURAGED:
• Introducing or changing the location or size of doors, windows, or other openings that alter the architectural character of the building.

• Replacing door and window features with incompatible materialssuch as anodized aluminum or tinted glass.

• Covering up or filling in any original window openings on a primary facade.

• Air conditioning window units on primary facades.

• Security gates on window and doors.

• Solid or residential type doors with small areas of glass.

City of San Marino
4. Building Materials: The materials used on a building and its architectural elements complement the building design. The original materials and architectural elements are important indicators of the building type and its period. The following list includes recommended and discouraged practices when considering the choice of materials on a commercial building:

**RECOMMENDED:**

- Original exterior materials such as brick, stucco, stone, tile, glass, wood, and metal are encouraged to be retained and repaired if necessary.

- Original facades should be repaired only with materials that match the original ones.

- Materials that are compatible in quality, color, texture, finish and dimension to those most commonly used are strongly encouraged.

- Inappropriate materials and elements that may have been added in an earlier remodeling are encouraged to be removed. These include aluminum siding, plywood false fronts, or natural (clear unpainted) wood siding.

- Deteriorated architectural features are encouraged to be repaired or replaced to match the original as closely as possible in composition, design, color and texture.

- It is preferred that hardware which detracts from the building’s appearance be removed, shielded or relocated. This includes old sign supports, conduit, wires, and brackets.

- Addition of new materials should be limited so that the total number of facade materials does not become confusing. New materials should blend in or complement the originals in texture, composition and color.

- Surface cleaning of structures should be undertaken with the gentlest means possible.
5. **Building Colors:** A new paint color scheme is often the easiest and least expensive way of fixing up a building facade, and it can be the most effective way of achieving an immediate, noticeable change in an area. Much of the existing colors on commercial structures in San Marino are earth tones which is derived from the primary finish materials made of natural products. The following list provides recommended and discouraged practices for choosing appropriate colors for commercial buildings:

**RECOMMENDED:**

- When choosing colors, consideration should be given to the color of the buildings nearby. The objective being that the colors of adjacent buildings compliment one another.
- Large areas of intense white color should be avoided. While subdued colors usually work best as a dominant overall color, a bright trim color can be appropriate.
- Most of the structures in the City are simple in design and detail. Therefore, a maximum of two colors is recommended for use on the facade. A third or fourth color could be used successfully as accents on trim, signs, awnings or doors.
- Subtle paint colors are encouraged which relate to natural material colors found on the building such as brick, stucco, tile, etc. or existing elements such as signs or awnings. Primary and contrasting colors which accent architectural details and entrances should be compatible with the colors of adjacent buildings. However, duplicating colors of adjacent buildings which strongly diverge from these design guidelines should be avoided.

**DISCOURAGED:**

- Removal or alteration of distinguishing architectural features.
- Covering an original facade.
- Adding or replacing original items with non-compatible architectural elements.
- Sandblasting brick or stone.

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*City of San Marino*
• Colors such as red, blue, yellow and orange are appropriate if used only to accent building elements, such as door and window frames and architectural details.

• Architectural detailing painted to compliment the facade and tie in with the adjacent buildings is encouraged.

• Surfaces should be properly prepared before painting, using the gentlest and safest means possible for the material type.

DISCOURAGED.

• Painting materials such as tile, glass, terra cotta or stone.

• Highlighting details with many different colors of paint.

• Painting the first floor storefront or office a different color from the upper portion of the building.

• The use of more intense hues of a color and using more than one vivid color per building.

• Using any neon.

6. Awnings: Most of the commercial awnings in San Marino are simple in design, color and detail. One way of bringing color and life to the street scene, while bringing shade, is through the careful use of cloth awnings. Frames can be made to fit any storefront shape, and the color possibilities are endless. For some businesses it is the most effective way of adding signage to the front of a building. It is relatively inexpensive and easy to have a new awning made for an existing frame. Shape can add character to a facade, but exaggerated awning forms are not encouraged which dominate the streetscape. Awnings are considered as an important integrated element of the facade. The following list provides practices recommended and discouraged for awning design and placement:

RECOMMENDED:

• Preferred awning materials include canvas, treated canvas, matte finish vinyl, or other acceptable fabrics. They add quality to the street scene, and may be replaced easily for a low cost if faded or torn.

• Preferred locations for awnings occur at the top of openings to the building.

• Awnings shapes should relate to the shape of the top of the opening. This illustration successfully shows round awnings over arched transom windows.

• Awnings shapes should relate to the shape of the top of the opening. This illustration successfully shows round awnings over arched transom windows.

• Awning colors should be coordinated with the building colors. Vivid but attractive colors are encouraged which accent the building colors. Excluding any sign copy, single color awnings are preferred.
COMMERCIAL DESIGN GUIDELINES

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

- Consistent maintenance of awnings is encouraged. This includes washing regularly, and replacing when faded or torn.

- When there are several businesses in one building that has awnings, different colored awnings may be used, provided they are coordinated in color, trim, form and location. An alternative would be awnings of the same color with simple signs on the valance that vary in type style and color to differentiate the individual business within the building.

- Awnings shapes that relate to the shape of the top of the opening are preferred. Consideration should be given to the cumulative effect of all awning shapes existing along the street or multiple awnings on neighboring buildings when designing the awning.

- Signs on awnings look most appropriate when they are located on the flaps (valance) or the end panels of an angled, curved or box awning. Signs on awnings are more attractive when painted on the awnings themselves.

DISCOURAGED:

- Metal or wood awnings. Metal awnings are easily dented and scratched, and do not have the quality appearance of cloth. Wood is usually inappropriate for commercial buildings and should be avoided.

- Heavily patterned, gaudy awnings or striped awnings.

- Awnings with signage which is applied to areas other than the flap (valance) or the end panels or angled, curved or box awnings.

- Painting awnings rather than replacing them with new fabric.

- Plexiglass, metal, and glossy vinyl illuminated awnings are strongly discouraged.

- Internally illuminated awnings are not encouraged, however, a consistently designed illuminated awning program for a business or retail center will be reviewed on a case by case basis. No signs will be allowed on the shed portion of the awning in this case.

- Care should be taken so that awnings do not obstruct the view to adjacent businesses.

City of San Marino
7. **Roof Treatment:** The top portion of a building is important for it is the crown of the building. This element can be a decorative cornice or the rooftop. A major difference between residential and commercial buildings is their roof pitch or roof lines. Whereas residential structures usually have some form of sloping or pitched roof, commercial structures are known for their relatively flat roofs, sometimes hidden by the extension of the front wall plane. The following list provides suggestions to consider for building top design:

a. Roof designs are encouraged to reflect traditional commercial roof configurations. Roof planes that are hidden from view on the front facade are encouraged.

b. An offset or jog in the roof line at the top of a structure is preferred for a building with a continuous plane of more than 100 feet.

c. Nearly vertical roofs (A-frames) and partial Mansard roofs are strongly discouraged. If a mansard roof is used on a commercial structure, the roof should wrap around the entire building perimeter whenever possible.

d. Roof lines can be accented through the use of a parapet wall or false fronts. Consider parapet wall treatments derived from traditional commercial architecture: pediments, cornice molding, crests, or a stepped false-front design.

e. The decoration of roof lines is encouraged by the use of special materials, forms or decorative details using examples from surrounding buildings as a guide.

f. All rooftop equipment should be screened from public view by screening materials of the same nature as the building’s basic materials. In most cases, this can be achieved if the mechanical equipment is located behind the highest vertical element of the building.
COMMERCIAL DESIGN GUIDELINES

**g.** The following roof materials are not generally acceptable:

1. Corrugated metal;
2. High-contrast or brightly colored; glazed tile;
3. Highly reflective surfaces;
4. Illuminated roofing.

**h.** Roof materials which are encouraged are listed on a pre-approved roof material list on file in the City Planning and Building Dept. The materials preferred include natural and simulated products that replicate wood and slate materials. Two piece barrel clay tiles are recommended for Spanish Mediterranean and Italian style buildings.

**i.** Application of natural and simulated wood and slate products are encouraged to have a minimum 1 inch stagger and a \( \frac{1}{2} \) inch keyway spacing.

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**C. SIGNS:** The following design principles are preferred and should be followed in addition to any specific requirements in the City Code.

1. **Sign Content:** Identification is the primary purpose of commercial signage. When too many signs appear, they compete for attention with one another, and their effectiveness as “business identifiers” is greatly reduced. Signs reveal the general success and personality of the tenant, and can contribute color, variety, and detail to the site.

Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read and looks more attractive. Sign text should be limited to the name of the business.

Consider the proportion of letter area as it relates to sign area. If letters take up too much sign area they will be harder to read. Large letters are not necessarily more legible than smaller ones. A general rule is that letters should not occupy more than 75 percent of the sign area. Minimum letter size should be nine inches (9”), except for directory signs.

Avoid faddish typefaces. Some typefaces may be appealing today, but soon go out of style. The image conveyed may soon become that of a dated and unfashionable business.

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**NOT PREFERRED**

SANDWICH SHOP

The sign letters take up too much of the sign area

**PREFERRED**

SANDWICH SHOP

Letters that occupy approximately 75% of the sign area are encouraged

**NOT PREFERRED**

HARD TO READ

Typefaces which are hard to read are discouraged

**PREFERRED**

EASY TO READ

Simple fonts which are easy to read are encouraged

City of San Marino
2. **Sign Types:**

The City strongly encourages individually mounted, channel letters in place of interior illuminated cabinet signs. The letters can be non-illuminated, individually illuminated or backlit.

Wall mounted signs are encouraged to be flush against the building so they should not project above the eave of the roof or parapet of the building. Pedestrian-oriented blade signs that do not extend in height beyond the roofline are encouraged. Signs should not obstruct the visual path of motorists, cyclists or pedestrians.

All signs, especially free-standing signs, are more user-friendly if they include the address of the business or commercial center, whenever appropriate. The minimum size of the address number should be five inches (5”).

Avoid signs with strange shapes. Signs that are oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic it is probably confusing. The use of a can or cabinet-type signs with translucent backlit panels is strongly discouraged. If a cabinet-type sign is used, opaque panels are preferred illuminating only the lettering. Avoid the use of roof signs or pole signs.

3. **Sign Placement:** Consider the proportions of the building when deciding on sign placement. Within a building facade, a sign may be placed in different areas. A particular sign may fit well on a plain wall area, but would overpower the finer scale and proportion of the lower storefront. A sign which is appropriate near the building entry may look tiny and out of place above the ground level. Logical and integrated placement of signs is encouraged within the design of alterations or new construction of commercial buildings.

Signs can be used to establish facade rhythm. On buildings that have plain faces, signs can establish rhythm, scale, and proportion if placed in a consistent manner. Consider a comprehensive sign program. Within any development where there is more than one sign, it is encouraged that all signs be complementary to each other in the following ways:

a. Type of construction materials (cabinet, sign face, supports, etc.).

b. Color of copy and background.

c. Method used for supporting sign.

b. Shape of sign and related components.

e. Size of copy.

When existing signs are removed or replaced, all brackets, poles, and other supports that are no longer required should be removed. Any holes that remain should be patched and painted to match the surrounding portion of the building or sign support structure.

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**City of San Marino**
COMMERCIAL DESIGN GUIDELINES

Poorly designed, or improperly placed signs create clutter and confusion which detracts significantly from the appearance and general welfare of the City.

4. Sign Illumination: Direct and indirect lighting are allowed provided they are not harsh or unnecessarily bright. Avoid flashing lights, moving parts or other devices which may distract motorists or otherwise constitute a hazard.

Exposed electrical raceways are discouraged. These electrical raceways located behind individual letter signs tend to emphasize the mechanics of the sign rather than the message, and are, therefore, discouraged. It is preferred that buildings be designed to conceal electrical raceways. The use of exposed neon tubing as signage on a window or attached to the facade of a building is discouraged. The use of neon or florescent colors is also discouraged.
COMMERCIAL DESIGN GUIDELINES

D. LANDSCAPING: Planted areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Continued patterns of landscaping in the surrounding area is encouraged. Landscaping that works with buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area is encouraged. The following is a list of suggestions for commercial landscape design.

1. Use landscaping to integrate the commercial development with the community through the establishment of sidewalks, street trees and street lighting.

2. The choice, placement and scale of plants should relate to the architectural and site design of the project. Plantings should be used to shade and screen, to accent focal points and entries, to contrast with or reinforce building design, to break up expanses of paving or wall, and to define on-site circulation.

3. Unity of design can be achieved by repetition of certain plant varieties and other materials, and by coordination with adjacent landscaping where appropriate.

4. Interior site or property line landscaping consisting of connective elements, such as pathways, trellises, and plants, which allow pedestrians an unobstructed view of their surroundings is encouraged.

5. Consider the following for design of planting areas for trees required within the parking rows:

   a. Tree wells, 8 feet wide, made from the conversion of two opposing full-sized spaces to compact spaces; or

   b. Tree wells, at least 5 feet square, placed diagonally between standard or compact car spaces.

<table>
<thead>
<tr>
<th>Recommended Climbing Vine Species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bougainvillea - Bangsavillea</td>
</tr>
<tr>
<td>Campsis radicans - Trumpet creeper</td>
</tr>
<tr>
<td>Cytosoma callistegiodes - Lavender trumpet vine</td>
</tr>
<tr>
<td>Dictis buccinatoria - Blood red trumpet vine</td>
</tr>
<tr>
<td>Ficus pumila - Creeping fig</td>
</tr>
<tr>
<td>Gelsemium sempervirens - Carolina jessamine</td>
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<tr>
<td>Hibiscus schombus - Guinea gold vine</td>
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<tr>
<td>Jasminium polyanthum - Pink jessamine</td>
</tr>
<tr>
<td>Lonicera hibernaliana - Burmese honeysuckle</td>
</tr>
<tr>
<td>Macfadyena unguis - cat - Yellow trumpet vine</td>
</tr>
<tr>
<td>Pathococissus tricuspidata - Boston ivy</td>
</tr>
<tr>
<td>Pathococissus quinquefolia - Virginia creeper</td>
</tr>
<tr>
<td>Passiflora caerulea - Passion vine</td>
</tr>
<tr>
<td>Polygonaus auberti - Silverlace vine</td>
</tr>
<tr>
<td>Rosa &quot;Cecile Brunner&quot; - Cecile Brunner Rose</td>
</tr>
<tr>
<td>Solanum jasminoides - Potato vine</td>
</tr>
<tr>
<td>Tecomaria capensis - Cape honeysuckle</td>
</tr>
<tr>
<td>Vitis vinifera - Grape</td>
</tr>
<tr>
<td>Wisteria species - Wisteria</td>
</tr>
</tbody>
</table>

City of San Marino

A trellis attached to the side of a blank wall can be an added architectural feature which can also aid in softening the overall appearance.

Climbing vines against a stucco wall are encouraged.
COMMERCIAL DESIGN GUIDELINES

E. SERVICE STATIONS: Service stations are intensive uses that are characterized by large areas of paving which permit vehicles to maneuver freely and by the potential to create significant adverse impacts for adjoining streets and properties. Service stations have historically enjoyed several points of access from adjacent streets to maximize maneuvering flexibility for vehicles. When weighed against the safety risk inherent in multiple driveways onto congested streets and the negative environmental and visual impacts of large areas of asphalt, fully flexible circulation clearly can no longer be accommodated. Driveway cuts need to be limited, circulation needs to be channeled, and paved areas reduced.

Although reduced in area, substantial paving can still be expected and should be compensated for by perimeter landscaping. Service stations that provide auto repairs are also subject to this design criteria.

1. Site Organization
   a. Structures on the site should be spatially related; buildings should not be placed haphazardly but should be organized into a simple cluster.
   b. The site should be designed to accommodate all legitimate, anticipated circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscape area. Driveway cuts should be limited to one, occasionally two, per street.
   c. Outdoor storage is not permitted except within an approved totally screened storage area.
   d. Service bays should not face residential properties.

2. Building Design
   a. All structures on the site (including kiosks, gas pump columns, etc.) should be architecturally consistent with the main structure.
   b. All building elevations facing public streets, whether such elevations function as the front, side, or rear of the building should be architecturally detailed to avoid the appearance of the back of the building; buildings should contribute a positive presence to the street scene. Architecture should be compatible with surrounding buildings.
   c. Building materials should have the appearance of substance and permanency; lightweight metal or other temporary appearing structures are not appropriate.
   d. Buildings should be designed to anchor the architectural character of the neighborhood.

3. Special Requirements
   a. Areas should be provided on service stations sites to allow patrons to service their vehicles with water and air. These facilities should be located where they do not obstruct the circulation patterns of the site.
   b. A service stations attendant’s kiosk should include a restroom for the attendant’s use within the kiosk.
   c. Public restrooms are required on service station sites and must be available during all hours of operation of the service station.

City of San Marino
COMMERCIAL DESIGN GUIDELINES

d. Each pump island should include stacking for two vehicles on-site.

e. Truck circulation patterns and positions for tank filling should not conflict with critical customer circulation patterns or cause a potential for stacking over flow onto a street.

4. Signs

a. One sign per site is allowed. It should be located on the street corner, if there is one, and should incorporate pricing information as required by State law.

b. The sign should be designed in a manner where its scale does not overwhelm the site and does not create a sight-distance hazard. It should incorporate color and materials that are compatible with other structures on the lot.

c. No canopy or portable signs, banners, flutter flags, corporate flags, or similar devices are allowed.
COMMERCIAL DESIGN GUIDELINES

ADMINISTRATION
Implementation of the commercial design guidelines is through the City Staff, the Design Review Committee (DRC) and the Planning Commission. The members of the DRC and Planning Commission are appointed by the City Council. The design review of significant building modifications and new structures is conducted by the Planning Commission simultaneously with the conditional use permit process in accordance with the San Marino City Code. The Planning Commission meets once a month. The time frame of the application process for the Planning Commission is approximately six to eight weeks. City Staff provides staff reports for all Planning Commission applications.

Applications which involve only minor building modifications, such as but not limited to exterior remodels and signage, are reviewed by the DRC. The DRC meets twice a month. The time frame of the application process for the DRC is approximately three to five weeks.

Parking lot design review is conducted by the City Staff through paving permit review when not related to a more comprehensive construction project. Paving permits are available at the Planning and Building Department.

What Happens in Design Review? In design review, exterior building elevations, site plans, and other physical improvements are evaluated for the degree to which they address and meet San Marino’s commercial building; adopted design standards.

When first submitted, plans are reviewed by City Staff to check for zoning code compliance and to ensure their completeness. A review of the city’s design standards, and a determination as to whether the project incorporates the principles contained in those standards also occurs at this first stage.

At the public hearing, members of the DRC or the Planning Commission discuss the plan with the applicant. Both the DRC and Planning Commission have had an opportunity to visit the subject property and review the requested proposal(s). If the DRC or Commission concludes that the plans meet the city’s design standards, they are approved at that same meeting. If there are minor adjustments needed, those can be noted as conditions and changes can be made by the applicant for Planning Staff approval. If, in the opinion of the DRC or Commission, there are major adjustments which are important enough to warrant another meeting, the type of adjustments and specific design standards to be addressed will be clearly outlined to the applicant, and a future meeting scheduled to review the adjusted plans.

What is Covered? The following are projects which must undergo design review. This list includes the typical types of projects which involve design review. This is in accordance with Section 23.15.03. of the City Code. However, in order to be certain if your project requires design review, please contact the Planning and Building Department Staff regarding:

- All new commercial buildings;
- Exterior alterations to the front or street side facade of an existing commercial building
- All new signage;
- Any change in copy, materials, colors or size of existing signage;
- Addition of walls, fences, pilasters or gates visible from public view;

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COMMERCIAL DESIGN GUIDELINES

- Re-roof a commercial building with a material not on the pre-approved roof material list.

When Do I Start? The design review process should begin before applying for a building permit for a new structure, addition to an existing structure, buying or leasing a building which requires new signage, or beginning any exterior work on a building or constructing walls, fences, pilasters or gates on a property in the C-1 zone.

The design review process should begin after obtaining other basic land use reviews from the Planning and Building Department which might be necessary for your project, such as environmental review, re-zone, or subdivision.

The design review process should begin a review of these design standards and a discussion with City staff to clarify zoning code requirements and any points or questions you might have about the standards.

What are the Steps I Should Follow? First, review the design standards within these guidelines and the City Code Sections that affect your project. Then, schedule a meeting with City staff to discuss your ideas or questions after reading them.

Second, decide if you need someone with design skills and background to prepare your drawings. This may seem an added expense, however, getting professional design help can save a great deal of time in completing the design review process. Saving time in development is often as valuable as saving money.

Third, as you develop your design and drawings, keep in contact with City staff. All design decisions at this stage are yours to make. However, if you have questions or need clarifications on the standards, this is the most important time to get answers, not after the design is completed.

Fourth, if your project requires design review, you will need to submit the following:

1) A completed application. Applications are available in the Planning and Building Department, and;

2) Any applicable fees, and;

3) Floor area calculations for projects which add to the building’s existing floor area, and;

4) One (1) set of plans which contains the information described and checked off on the Plan Submittal Checklist or any additional information required by City staff. The Plan Submittal Checklist is available in the Planning and Building Department.

City staff will then review the plans to make sure that they meet City Code requirements. They will notify you by letter of any revisions that need to be made. After review of the proposal, or if your project only involves exterior remodeling, signage, re-roofing, walls, fences, pilasters or gates, you will need to submit the following information:

1) Eight (8) sets of plans (fan folded with project address clearly visible);

City of San Marino
COMMERCIAL DESIGN GUIDELINES

2) Eight (8) manufacturer’s brochures of any proposed new roof material, skylight, windows, doors, light fixtures, etc.;

3) Color and Materials board if applicable;

4) Evidence showing reasonable steps to notify and present proposed construction to property owners in the neighborhood. These forms used for this procedure are called “Neighborhood Notification Letters”. Neighborhood Notification letter forms are available in the Planning and Building Department. Planning staff can assist you in determining the neighbors required to be notified;

5) Addressed and stamped envelopes for the subject property owners, applicant, and property owners in the neighborhood as specified in the City Code.

At the public hearing, either the applicant or the property owner must be present to answer any questions that the DRC Members or Planning Commissioners may have. At this time you will know if the project is approved, approved with conditions, denied, or continued to a specific date.

**When Am I Finished?**

When the DRC or Planning Commission approves the proposed construction plans, required conditions have been implemented into the working drawings and proper permits have been obtained, the project is finished with the design review process. After the DRC or Planning Commission has approved a project, there is a fifteen day appeal period in which any individual may appeal their decision. After this appeal period, the applicant may submit for plan check (if needed) and obtain necessary permits.

City of San Marino
GLOSSARY

A-FRAME. A gable roof form with a very steep roof pitch.

AESTHETIC. Sensitive to art and beauty and its creative sources, forms and effects.

ARCADE. A covered passage way, often with shops on one or both sides.

ARCH. A curved structure supporting its weight over an open space such as a door or window.

ARCHITECTURAL STYLE. A fashion in which elements of a structure’s forms, materials, etc., creates a design which can be identified as a particular style. This can include the style of the building which existed when that building was constructed.

ARCHITECTURAL ORNAMENTATION. Details that are incised, molded, painted or otherwise added to a building, usually against a foil of plain surface with the purpose of establishment.

ARCHITECTURAL HERITAGE. The original style of a place or building which has specific characteristics, traditions and details.

ARTICULATION. Clear and distinct separation between design elements such as materials, walls and architectural details.

BACKLIT. Illuminated internally or from the inside.

BALANCE. Is an important aspect of rhythm. Balance can be described in terms of symmetrical and asymmetrical elements. An important feature of balance is that it is very often achieved by matching differing elements which, when perceived in whole, display balance.

BOLLARD. A vertical, freestanding, short post used as a barrier to vehicles.

BREEZEWAY. A covered passage open at each end which passes between two structures increasing in ventilation and adding an outdoor living effect.

CAPITAL. The upper part of a column, pilaster, or pier: the three most commonly used types are Corinthian, Doric and Ionic.
COMMERCIAL DESIGN GUIDELINES

CANTILEVER - A beam or architectural element projecting beyond a wall line without support from below.

CHAIN STORE - A number of retail, restaurant or service oriented businesses that are owned by one company, located in many different locations.

CLASSIC - Characteristics of or derived from the literary and artistic standards, principles and methods of ancient traditional practices or concepts.

COMMERCIAL ACTIVITIES - Include all retail activities, service activities, professional services, general office, and recreational activities.

COMPATIBILITY - Having an architectural style, visual bulk, massiveness, height, width and length which is compatible with the neighborhood and which Emphasis is an important feature in creating balance when using dissimilar harmonizes with existing structures in the neighborhood and within itself.

COMPLEMENT - In new construction it means to add to the character of the area by attempting to incorporate similar setback, height, scale, massing, and materials.

CORNICE - In classical architecture, the top, projecting section of an entablature, any projecting ornamental molding along the top of a building, wall, arch, etc. finishing or crowing.

COURTYARD - An uncovered area partly or wholly surrounded by buildings or walls.

CRESTING - An ornamental finish along the top of a screen, wall, or roof; usually decorated and sometimes perforated.

DESIGN CONTINUITY - The state or quality of a design being continuous, connected and having coherence.

DETAIL - An element of a building such as trim, moldings, other ornaments, or decorative features.

DISCOURAGED - Rehabilitation or new construction methods, design, and/or materials that are not consistent with the overall intent of these Design Guidelines.

ECLECTIC - A composition of elements from different architectural styles.

ECONOMIC VITALITY - A strong commercial zone in which its economic success contributes to the life of the community and has the ability to go on existing as an important element of the City.

EMPHASIS - Describes the use of elements that call attention to themselves. Emphasis can also provide a directional guide because it creates a point of reference for the user such as the main entrance of a building.

ENTABLATURE - The upper part of an order, consisting of a frieze and cornice.

EUROPEAN STYLE - Includes architecture which emphasizes materials such as stucco, red tile roofs, wood and iron details. The designs also promote the use of outdoor space such as plazas, arcades, and balconies. These styles include, but are not limited to, Spanish Mediterranean, Mission, Pueblo Revival, Monterey, and Italian Renaissance.

FACADE - The exterior portion of a building which faces a public street. Said portion generally consists of a solid wall, glass or other building materials. The facade is usually emphasized architecturally.

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**FALSE FRONT** The facade of a building which is not used for structural support. The exterior walls are constructed for aesthetic purposes which become curtains hung over the structural skeleton of the building. Freeing the exterior walls from structural demands allow for facade treatments that would normally not be feasible. Wall planes that extend beyond the roof plane, sometimes doubling the height of a building can be known as a false front.

**FRIEZE** A decorative sculptural ornament which is very flat and shallow.

**GABLE** A roof with two sloping planes supported at their ends by triangular upward extensions of two walls known as gables.

**GENRE** A kind or type of art where subjects or scenes from everyday life are treated realistically.

**GROUND LEVEL** The level of a building which provides direct access from the street level.

**HIP ROOF** A roof with four uniformly sloped surfaces.

**HUMAN SCALE** The proportion of a structure or elements within a structure that are small and/or lower to the ground, relative to the size of a person, creating similarity in scale. These are commonly referred to as intimate spaces or elements because of the close relationship of a human being to the space or element.

**KICKPLATE** This functions to protect the display window by raising the glass area to a safer and more easily viewed height. Materials usually include wood panels, marble, or ceramic tiles. A traditional method of breaking down the mass of a building so that it is at a human scale is to provide for distinctly different architectural treatments at the ground or lower levels.

**KIOSK** A small structure with one or more open sides often used for displaying information, selling goods or providing services such as a telephone booth.

**MANSARD ROOF** Each of the four sides of the roof have two slopes. The lower being longer and steeper than the upper.

**MASS** Describes three dimensional forms, the simplest of which are cubes, boxes, cylinders, pyramids, and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types of masses.

**MOLDINGS** Projecting materials usually patterned strips, used to provide ornamental variation of outline or contour, such as cornices, bases, window and door jambs and headers.

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MULLIONS The divisional pieces in a multi-pane window.

NATURAL MATERIALS Building materials made of resources found in nature; ie. wood, clay, slate, stone.

NON-DESCRIPT Without distinctive architectural form or style. Ordinary and without architectural style or character.

OFFICE USE A commercial use which is primarily not retail, service oriented or a restaurant.

PARAPET WALL A low wall placed to protect any spot where there is a sudden drop, for example, at the edge of a bridge, quay, or building top.

PEDESTRIAN An individual that efficiently travels on foot, requiring a separate circulation pathway from other modes of transportation.

PEDIMENTS A low pitched gable above a portico, formed by running the top member of the entablature along the sides of the gable, also a similar feature above doors; windows, etc. It can be open sided or curved segmentally.

PILASTER A column attached to a wall or independently standing. PITCH The slope of a roof expressed in terms of a ratio of height to span.

PLAN CHECK The process of having working drawings approved by the City contracted structural engineers, the Fire Department, the City Engineer, and the City Planning and Building Department.

PLANES A flat level or even surface that wholly contains every straight line joining any two points lying in it.

PORTICO- A large porch, usually with pedimented roof supported by columns.

PROPORTION Deals with the ratio of dimension between elements. Proportion can describe height to height ratios, width to width ratios, width to height ratios, as well as ratios of massing. On a larger level, proportion can be perceived in the Commercial Districts as a whole by the relationship of buildings and streetscape elements to each other.

PUBLIC HEARING A meeting open to the public which has been legally noticed and a decision making body presides; ie. Planning Commission, DRC or City Council.

RECOMMENDED Appropriate rehabilitation and/or new construction methods, design, or materials for these Design Guidelines.

REMODELING Any change or alteration to a building which substantially alters its original state.

RENOVATION To make like new again, but not necessarily preserving the architectural integrity of the original.

RESTAURANT Any establishment which provides facilities for the consumption of food on the premises.
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RETAIL ACTIVITIES Includes, but not limited to, any “pedestrian oriented use” such as retail stores, groceries, drug stores, shoe repair shops, cleaning establishments, floral shops, beauty shops, barber shops, dress & apparel shops, art galleries, travel agencies, restaurants, and coffee houses.

RESTORATION To put back exactly to an original state, or to put back to a significant style not necessarily the original.

RIDGE The highest line of a roof where sloping planes intersect.

RHYTHM The relationship of buildings to buildings or the components of a building to each other. Rhythm relates to the spacing of elements and can be described in terms of proportion, balance, patterns in the timing, spacing, repetition, accenting, and emphasis.

ROOFTOP EQUIPMENT Any equipment such as mechanical, electrical, plumbing, or antennas, satellite dishes or building materials maintained on the top of a structure.

SCALE Is the measurement of the relationship of one object to another object. The scale of a building can be described in terms of its relationship to a human being. All of the components of a building also have a relationship to each other and to the building as a whole. Generally, the scale of the building components also relates to the scale of the entire building.

SERVICE ACTIVITIES Includes, but not limited to, all retail activities, finance, insurance, real estate services, and business services. This type of activity is intended to be pedestrian attracting in nature.

SIDING Exterior wall covering of horizontal boards nailed to a wood frame.

SIGN COPY The words, pictures, graphics and layout of an advertisement within a sign.

SPANISH MEDITERRANEAN A style of architecture also referred to as Spanish eclectic. This style dates from 1915-1940. The features of this style include a low pitched roof, usually with little or no overhang; red tile roof; typically with one or more prominent arches above door or principal window, or beneath porch roof wall surface usually stucco, facades are normally asymmetrical. Not to be confused with the similar styles which include, Monterey, Mission, or Italian Renaissance.

STREET FURNITURE This includes, but not limited to, benches, bollards, railings, lampposts, pillar-boxes, telephone kiosks, usually made of cast iron or other metal and notable in design.

STREET FRONTAGE The front of the building which faces and provides access to a public street. (See facade)

STREETSCAPE The elevation of a commercial block which includes the building facades, landscaping, street furniture, and other improvements visible from the street.

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STUCCO  An exterior finish, usually textured, composed of portland cement, lime and sand, which are mixed with water.

SURFACE PARKING AREAS  Areas designated for parking vehicles on the ground surface equal to that of the street.

TASTEFUL  Having or showing good judgement in what is beautiful, appropriate, harmonious, compatible or excellent in art, architecture, decoration, etc.

TEXTURE  Refers to variations in the exterior facade finish and may be described in terms of the roughness of the surface material, the patterns inherent in the material or the patterns in which the material is placed.

TIMELESS  Something which is not restricted to a specific time and which is always valid true, traditional, or applicable.

TRANSITION  A passage connecting two sections of composition conditions or forms.

TRANSOM  An opening over a door or window, usually for ventilation, containing a glazed or solid sash, usually hinged or pivoted.

TRANSPARENT WINDOW SURFACE  A glass surface in which the view or activities within a building may be distinctly seen or the apability of being seen. The glass shall neither be opaque nor translucent. Reflective or very dark tinted glass does not meet this purpose. Window overings should be avoided. In order to provide visual access at the street level, the amount of glass must be extensive in both vertical and horizontal imensions.

TREE WELLS  A deep enclosed hole sunk into the ground which holds the root system of the tree. The hole is usually covered with an iron grate or fence.

TRELLIS  An ornamental structure of lattice work over which vines are trained, usually made of narrow strips of wood which cross each other at regular intervals.

TYPEFACES  The type surface on which a letter is cut.

VISION  To perceive something into the future by imagination, or keen foresight in order to accomplish the setting of desired goals and objectives.