

Section 5.0

DESIGN GUIDELINES



Design guidelines are provided in this section for: a) Site Planning and Landscape Design; and b) Architecture. They are divided into these two categories because the community expressed a desire to create a sense of unity through site planning and landscape design (suggesting specific guidelines), while encouraging variety and vitality of architecture (suggesting more general guidelines).

These guidelines describe improvements on private and public properties located within the Specific Plan area. Improvements of both types are described without distinguishing whether they are the responsibility of the City of Solana Beach or private parties. The City may accept responsibility for some of the improvements described and may also require additional improvements beyond those identified in this Specific Plan as part of a project approval to achieve the intent for each subject described in Section 6.0. However, only the improvements described in these guidelines are regulated by them.

Relationship of Design Guidelines to Development Standards

To distinguish the design guidelines in this section from the development standards in Section 4.0, descriptions of each are provided. Guidelines address primarily quality and character of physical development (such as types of paving materials and trees to formal or informal character), while standards primarily address the physical size and limitations of development (such as setback distances and height limits).

Design guidelines address more qualitative factors of development and are described for the Specific Plan area as a whole, and for individual districts within the area, rather than for categories of land use. This distinction in format is necessary because different parts of the Plan area have different characters that the community wishes to address. This section identifies design guidelines for both public and private projects.

Organization of Section 5.0

The Site Planning and Landscape Guidelines (Section 5.1) are organized by geographic area or district:

- 5.1.1 Area-wide Guidelines
- 5.1.2 North Highway 101 District
- 5.1.3 North Cedros District

5.1.4 Plaza District

5.1.5 South Highway 101/South Sierra District

5.1.6 South Cedros District

The guidelines within each district address the following subjects and are summarized in Table 5-1 (p. 5-4):

- Intent of the Guidelines
- Public Spaces
- Landscaping
- Site Planning
- Views
- Parking
- Signs
- Lighting (Area-wide Guidelines only)

The Architectural Guidelines (Section 5.2) are also organized by geographic area or district and address:

- Store Fronts and Street Entrances
- Awnings, Canopies and Roofs
- Rear Facades and Entrances
- Building Materials
- General Design
- Signs on Buildings

5.1 Site Planning and Landscape Guidelines

Site Planning and Landscape Guidelines address the design of the exterior spaces of public and private development. The guidelines are primarily qualitative, but also provide additional descriptions of many of the quantitative factors identified in Section 3.0 (Development Plan) and Section 4.0 (Development Standards).

5.1.1 Area-wide Guidelines

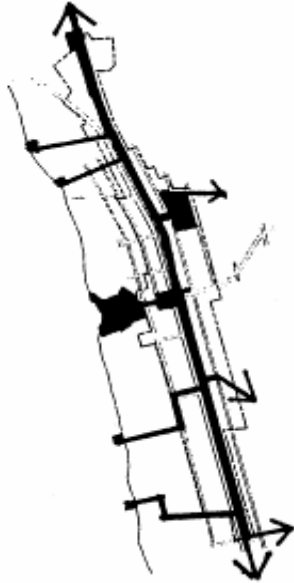
Intent of the Guidelines

Link public open space and private development, creating a coordinated landscape setting for the area as a whole. Graphic depictions of concepts for area-wide lighting and streetscapes for each district are contained in Appendix C. These concepts may be modified during the preparation of design plans to address specific constraints on safety factors if the City determines that such modifications remain consistent with the Specific Plan Vision, Urban Design Concepts, and design guidelines.

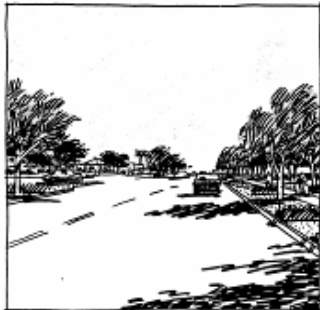
**Table 5-1
Site Planning and Landscape Guidelines Summary**

Guidelines	Districts	N. 101	N. Cedros	Plaza	S. 101/S. Sierra	S. Cedros
Intent	Area-Wide Create continuous system of open space linked to private development	Create a dramatic northern gateway district	Create distinct residential neighborhood	Create a vital pedestrian district more related to Beach Park and Transit Station	Create a distinctive parkway-like southern entry with retail uses	Reinforce "Design District"
Public Space	Create a framework connecting neighborhoods with Plaza, beach, and transit	Link Linear Park and north gateway with visual connection to beach access	Utilize school site for community activities	Increase usable open space in Plaza, Beach Park and Transit Station area	Develop open space in rail distinctive	Treat edges of street as pedestrian open space
Landscape	Provide unifying theme for landscape and hardscape	Rustic landscape in 101 Parkway. Private areas lend with Linear Park	Rustic large trees in open space. Varied trees in neighborhood Note: (a)	Frame view of ocean and create attractive outdoor public space Note: (a)	Rustic trees in Linear Park. Mixed "residential" trees on Sierra	Mixed trees reinforce eclectic "Design" theme Note: (a)
Site Planning	Create public edges, great accessibility and public activity areas	Screen parking, create picturesque edges and skyline	Create attractive residential streets	Provide continuous retail frontage, mixed use and pedestrian orientation	Provide auto-oriented retail on 101 and residential on Sierra	Extend and reinforce the Design District
Views	Frame the views at gateways and Plaza. Preserve views from neighborhoods	Maximize lagoon views to north from 101 and Linear Park	Provide views to Linear Park and ocean	Frame a window to the beach and ocean, and control height	Frame views to Del Mar/San Dieguito lagoon	Provide views through sites to west and Linear Park
Parking	More organized parking	Provide parking on-site	Allow parking at curb and on-site Note: (a), (b)	Provide shared public parking, on-site parking and parking at curb Note: (a), (b)	Parking on-site on 101, at curb and on-site along Sierra	Curb parking and on-site parking Note: (a), (b)
Signs	Special public signage/City-wide sign ordinance	Low-key signs blending with parkway landscaping	Minimal	Transit Station signage, retail storefront signage	Low-key monument and building-mounted signage	Unique, with sign over street to reinforce "Design" image
Lighting	White light/high-pressure sodium and/or metal halide for all districts					

- (a) For Special Commercial (SC) Zones, along South Cedros Avenue, in the Plaza District, and in the South Cedros District, roof-top parking is disallowed, and roof-top architectural features, screening, and landscaping are required.
- (b) For Special Commercial (SC) Zones, South Cedros Avenue, in the Plaza District, and in the South Cedros District, approximately one commercial parking space per 300 square feet gross floor area, and one restaurant/cafe parking space per 143/133 square feet gross floor area are required.



Open Space Armature



Parkway character for Highway 101

Area-wide Public Spaces: Develop a continuous system of open space that uses the rail and highway corridor as a connector between neighborhoods, the Plaza, the Beach Park, the Transit Station, and beach access ways; and orient private development to best take advantage of the open space system.

Linear Park: 1) Develop the rail right-of-way as a dramatic Linear Park which will set the theme for the park-like setting of Solana Beach, including a paved trail meeting Caltrans standards to serve both pedestrians and bicyclists; and 2) maximize the usable area in the Linear Park by lowering and covering the rail tracks near Lomas Santa Fe Drive.

- **San Dieguito and San Elijo Lagoons:** Provide natural-appearing visual transitions and runoff protection for the lagoons to the north and south of the Plan area.
- **Community Open Space:** Provide bicycle and pedestrian links between the Linear Park and the Plaza, Beach Park, beach access points north and south of the Plaza, the school site on North Cedros and the Lagoons to the north and south of the Plan area.
- **Street Right-of-Way:** Encourage encroachments of trellises and awnings over the public right-of-way to create a more pedestrian atmosphere, subject to height requirements and safety considerations.
- **Public Art:** Allocate one percent of all public improvement project budget to public artwork. Selection of the artists will occur through a process outlined for each project by the Planning Director and selection criteria will include the evaluation of how the artist has in past work or current proposals addressed the issues supporting the identity of Solana Beach, such as enhancing appreciation of the natural landscape and coastal setting and enriching the character of the districts, neighborhoods and open spaces within the community.

Area-wide Landscaping: Create an overall unity for the Specific Plan area through coordination of landscape character of public and private areas, including design of planting and irrigation, as well as hardscape design for paving, walls, landscape structures and street furniture (see Appendix B, Landscaping Materials).

- **Planting:** Coordinate tree plantings to create a memorable, unified image, especially along Highway 101 and around the Plaza and Beach Park. Specific landscaping materials are provided in Appendix B, including trees, shrubs and groundcovers in keeping with the desired landscape character. Tree planting is more dense and regular on the east side of the highway near the Plaza to create an edge for the Linear Park across from pedestrian retail areas in the Plaza District and to provide screening for the Transit Station parking north and east of the Plaza. On the west side of the highway within the Plaza District, trees are to be planted in large, irregularly placed sidewalk cutouts. The existing planting areas in the highway medians will be enlarged and additional trees will be added to extend the parkway character across the roadway.



Rustic, naturalized landscape character

- **Street Tree Plan:** 1) Develop a street tree plan with rustic parkway character at the entries or gateways to the community on Highway 101 and a more formal character near the Plaza. Incorporate existing trees and median plantings provided by the Women’s Civic Club; 2) plant loose, open groves of Torrey Pines and Melaleucas on both sides of the highway at the north and south ends of the Highway 101 right-of-way and the rail right-of-way south of the Plaza District and north of Estrella; 3) raise the Linear Park grade closer to the grade of Highway 101 and use contour grading and retaining walls to save existing Torrey Pines which are currently growing at grades below the level of Highway 101; 4) minimize the pavement width of Highway 101 and incorporate the excess area into the Linear Park; 5) construct pedestrian bridges over the rail tracks connecting Cedros to the Linear Park in at least two locations; and 6) connect the north edge of the school site on North Cedros to the Linear Park opposite Cliff Street to the west of Highway 101 (the pedestrian easement is opposite the north edge of the school site to the east of Cedros, while the second location is opposite the intersection of Rosa Street and Cedros).

- **Materials and Furniture:** Use natural materials in site walls and paving similar to those used in the older areas of Fletcher Cove, including natural gold and gray colored stone and concrete. Furniture, light fixtures and signs will be simple and durable, including traditional and contemporary concrete lighting poles and sign bases. Benches and plan structures will include concrete, stone and unfinished wood.



Linear park with a combined bikeway/walkway

Area-wide Site Planning: Improve the overall appearance and function of properties by creating public edges, greater accessibility, public activity areas, and screened service areas.

- **Public Edges:** Visually emphasize the primary use of the site through building location, landscaping, pedestrian use areas and clear access, not services such as parking, service areas, and on-site driveways.
- **Sidewalks:** Provide sidewalks adjacent to all public streets, and by easement on some private sites to provide access points at Sierra.
- **Driveway Locations:** Eliminate driveway openings for commercial uses on Sierra and minimize the number of openings on Highway 101 and Cedros to improve traffic flow. Sites with access to cross streets will take access from the cross street. No new access should be permitted from Sierra to commercial uses. Access to otherwise land-locked sites may have a minimum of one curb cut, and additional curb cuts for each 100 linear feet of frontage on Plaza Street, Highway 101 or Sierra.
- **Uses in Street Setback Areas:** Encourage landscaping, outdoor dining and public activities in street setback areas.
- **Location of Service Areas:** Visually screen service areas, including trash enclosures, loading areas, and storage areas from public streets.



Simple natural-color building materials like Old Fletcher Cove

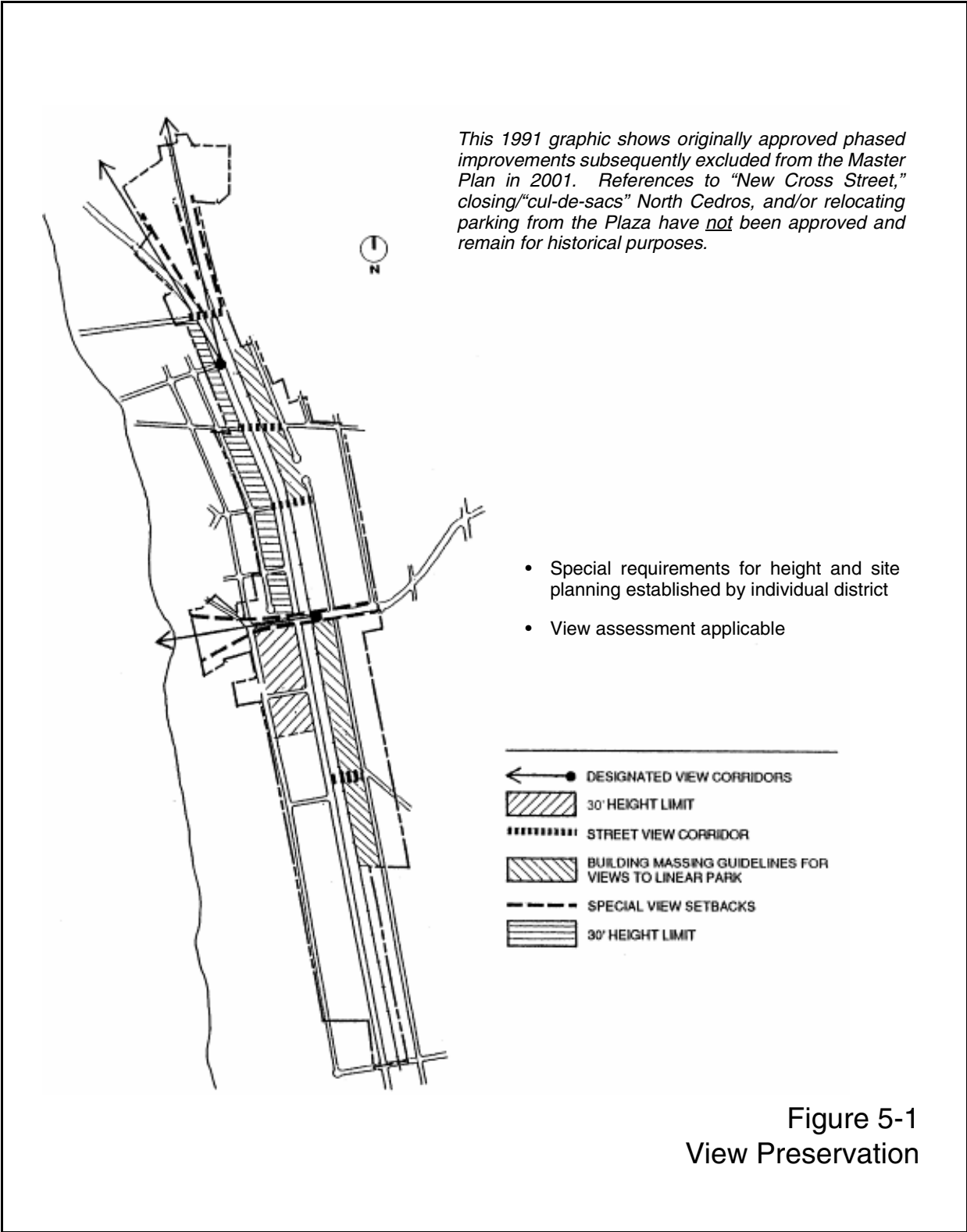
Area-wide Views: Preserve, enhance and frame designated public view corridors toward the ocean at the Plaza and to the lagoons at the north and south edges of the City through landscaping for public areas (see Figure 5-1, View Preservation).

Area-wide Parking: Design off-street parking areas and location of curb parking as described in each district section.

Area-wide Signs: Design public community signs to complement the landscape character of the Specific Plan area and reinforce a unique image for the City as a whole. Private signs not attached to buildings are regulated by the City Sign Ordinance, but should also follow the guidelines below for materials, design, size, and placement. Guidelines for signs on buildings are described in Section 5.2.

- **Materials:** Relate signs on individual lots or uses to the architectural style of buildings and building materials. Incorporate materials in public signs that reinforce the landscape theme of rustic simplicity. Stone, wood and metal are appropriate, but brightly colored materials are not.
- **Design:** Use low monument signs in all districts except the Plaza District where monument signs are prohibited. Pole-mounted signs may be approved if they have a historic character reflecting the early history of the Pacific Coast Highway.

Area-wide Lighting: Provide lighting on all streets, parking areas, and public walkways (see Figure 5-2). Within the Plaza District, high-pressure sodium or metal halide lighting should be used (see Appendix C, Conceptual Streetscape). Incandescent or other white lighting can be used for features such as outdoor dining, and other enclosed architectural elements, store fronts, and signs.



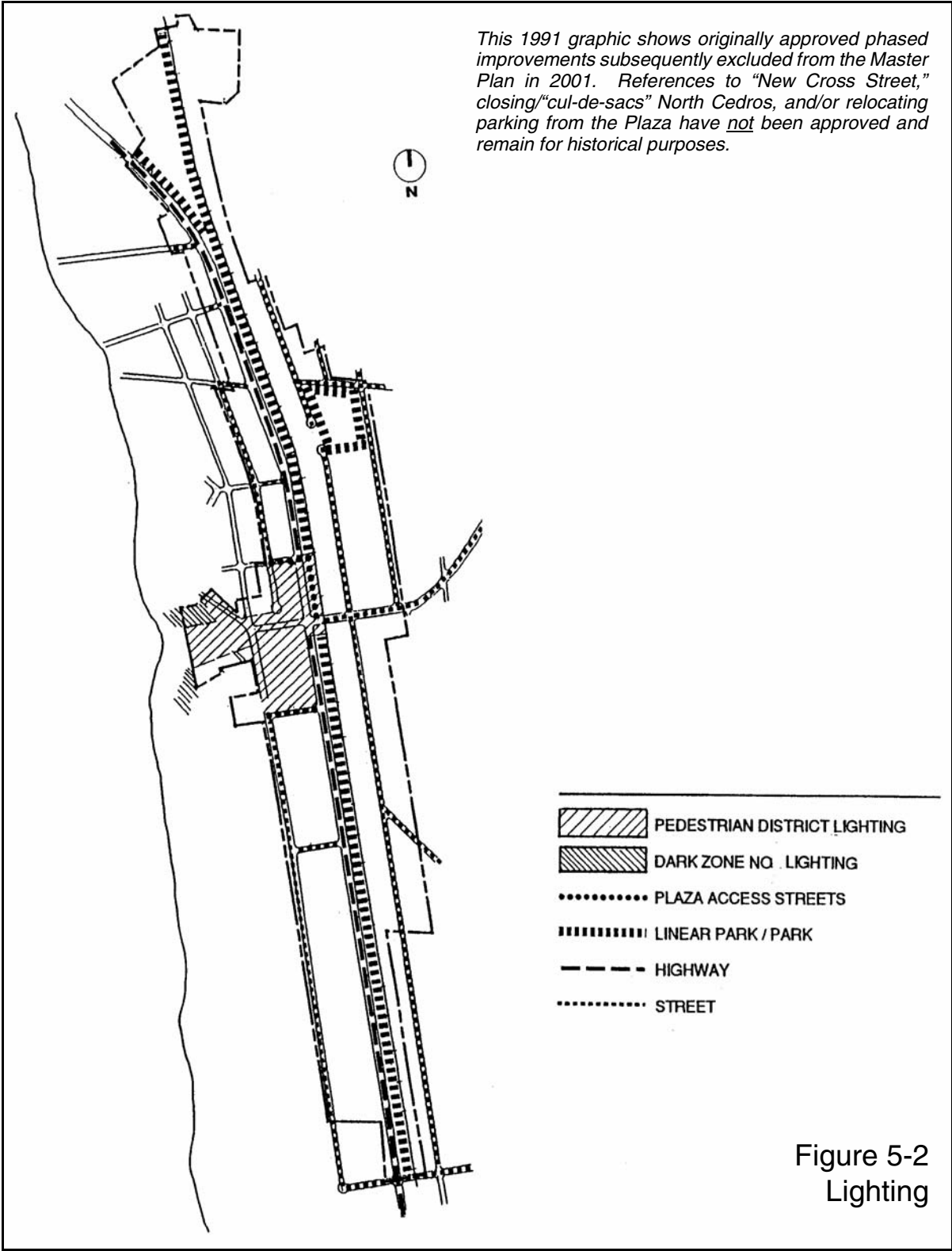


Figure 5-2
Lighting

5.1.2 North Highway 101 District

This district is a gateway area that includes: a) the automobile-oriented retail uses facing Highway 101; b) the Linear Park located to the east; c) a transitional edge facing single-family detached residential neighborhoods across Acacia Avenue; d) a cluster of office-professional buildings on the north; and e) a prominent hotel site. The southern limit of the district is approximately 1,100 feet north of Plaza Street, and the northern limit is the City boundary at San Elijo Lagoon.

Intent of the Guidelines

Create a dramatic northern gateway district for the Specific Plan area, including a rustic landscape character for development on the west side of Highway 101 to complement landscape character along the railroad right-of-way, reinforcement of a low-intensity parkway character similar to existing development, and greater definition of public areas and edges (see Figure 5-3 and Appendix C, Conceptual Streetscape).

North Highway 101 District Public Spaces: Create a dramatic entry to Solana Beach from San Elijo Lagoon by developing the distinctive public spaces described below:

- **Highway 101 Linear Park:** Visually widen the northern portion of the Linear Park and the Highway 101 right-of-way by incorporating the landscape of the setback areas on the western side of Highway 101 into the parkway character. Recreational uses which do not block views of the lagoon from Highway 101 may be located in the rail right-of-way and associated with use on the triangle site east of the highway.
- **North Gateway:** A community gateway should be developed on the slopes above San Elijo Lagoon on both sides of Highway 101 at the northern City limits of the community. The gateway will include rock retaining walls, rustic groves of Torrey Pines and a gateway sign.
- **North Acacia:** Use tall trees to develop a visual connection between the Specific Plan area and the beach access points.

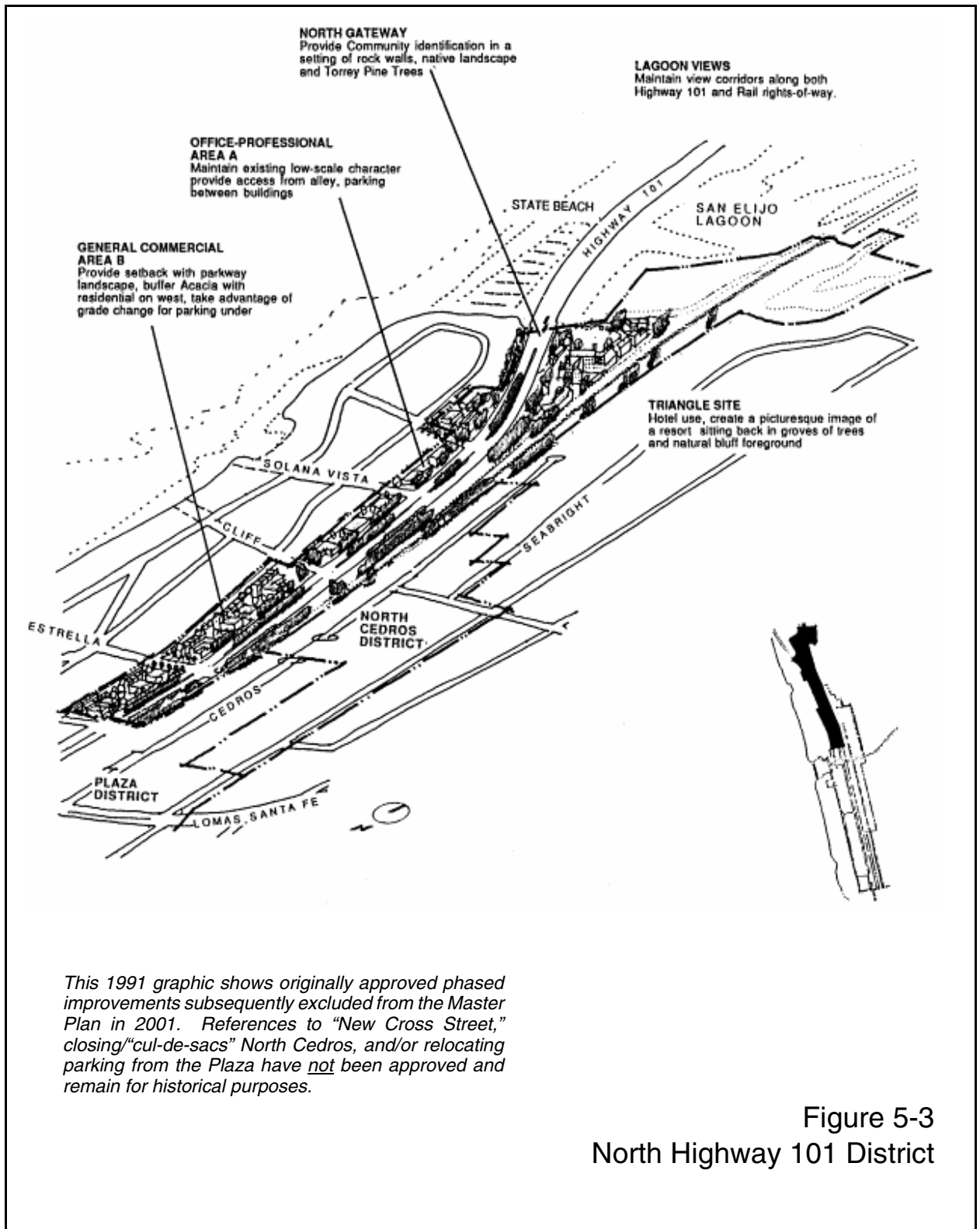
North Highway 101 District Landscaping: Create a dramatic northern entry by developing the distinctive landscaping described below:

- **Linear Park and Parkway:** Use informal groves of irregularly spaced trees in both public and private open space visible from Highway 101. Naturalized shrubs and groundcovers will complement the Linear Park design described in the Area-wide Guidelines. Area tree plantings should emphasize shorter Melaleuca trees. Use fewer Torrey Pines and locate them carefully to retain views from residential areas to the east.
- **Parking Areas:** Parking areas facing Highway 101 should have one Torrey Pine or Melaleuca for every 15 spaces and should be arranged in an irregular pattern.

- **Triangle Site:** The Triangle Site should be landscaped to create a naturalized transition to the lagoon landscaping on the north and the Linear Park planting on its east and west. The tree massing on this site should screen most of the building mass and parking from views looking north. Low planting as well as trees will frame views of the building from the lagoon to the north.
- **Private Development:** Private development landscaping should use the same plants and character as the Linear Park on parts of sites visible from Highway 101 to visually broaden the parkway.
- **North Acacia Street:** Tree planting should be a mix of species.

North Highway 101 District Site Planning: Create a dramatic northern entry by utilizing the site planning approaches described below:

- **Office/Professional West of Highway:** Sites west of Highway 101 and north of Solana Vista shall take access from rear alleys and place screened parking between buildings to create landscaped openings visible from Highway 101. No curb cuts will be granted from the highway. Buildings should create an irregular, stepped edge rather than a continuous wall at the setback line.
- **General Commercial West of Highway:** Develop horizontal mixed use on lots between Highway 101 and Acacia south of Solana Vista. Uses fronting on Acacia shall be residential to complement existing single-family detached buildings on Acacia's west side. Access shall be from cross streets wherever possible and parking shall make up no more than 50 percent of any frontage. Due to the narrow width of Acacia right-of-way, property owners must provide two feet of the five-foot walkway on the east side of Acacia.
- **Triangle Site:** Buildings should be stepped away from Highway 101 and the lagoon with tallest buildings near the center to protect view corridors at the site edges. Desired features include the following:
 - A picturesque skyline combining Torrey Pines with building roof lines.
 - Public access to an open space area overlooking the lagoon.
 - Parking areas screened from Highway 101, the rail right-of-way and the lagoon.
 - Continue the combined bikeway/walkway and the Linear Park landscape along the Highway 101 edge of the site.
 - Protect view corridors and easements established by the Community Development Department in previous plan submittals.



This 1991 graphic shows originally approved phased improvements subsequently excluded from the Master Plan in 2001. References to "New Cross Street," closing "cul-de-sacs" North Cedros, and/or relocating parking from the Plaza have not been approved and remain for historical purposes.

Figure 5-3
North Highway 101 District

North Highway 101 District Views: Create a dramatic northern entry by preserving views looking north to the lagoon from Highway 101 and rail right-of-way, and west to the ocean. The lagoon should remain visible from Highway 101 through the rail right-of-way. This will require careful location of trees and buildings on the triangle site and in public right-of-way.

North Highway 101 District Signs: Create a dramatic northern entry by the following sign requirements:

- Entry signs for private sites will blend with the parkway landscape and not contrast in colors and materials more than necessary to create legible text.
- See Public Spaces above and Gateways in the Areas-wide Sign Guidelines for treatment of the north Gateway sign.

North Highway 101 District Lighting: See Area-wide Guidelines.

5.1.3 North Cedros District

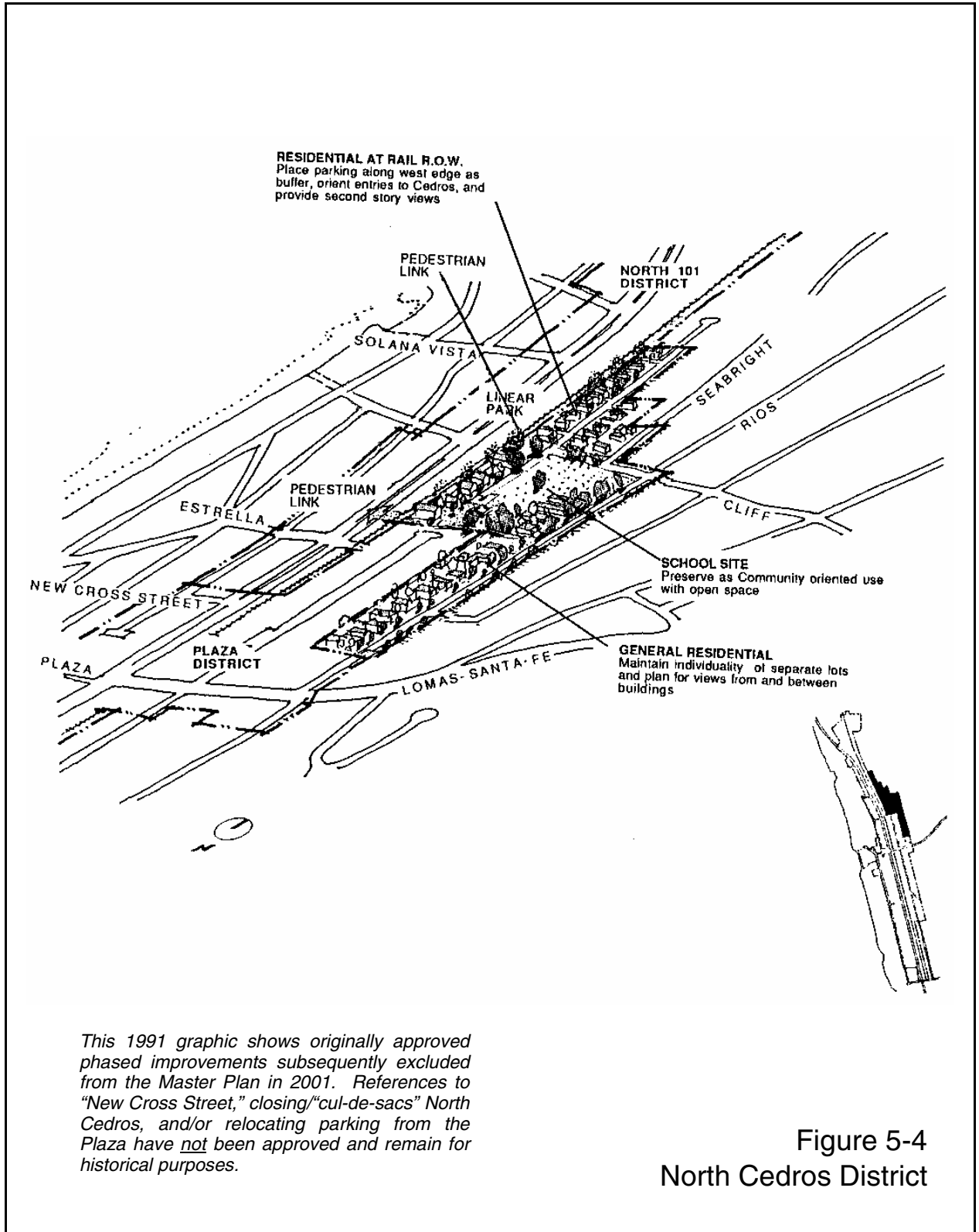
This district includes neighborhoods along North Cedros Avenue, Cliff Street and Rios Street east of Highway 101. The district includes one large land parcel which is adjacent to the rail right-of-way while most property is in individual gridded lots.

Intent of the Guidelines

Create a distinct residential district, consisting of single-family and multi-family residences, that is separated and buffered from the traffic of the Transit Station and the railroad right-of-way, with pedestrian connection to the school site and Linear Park (see Figure 5-4 and Appendix C, Conceptual Streetscape).

North Cedros District Public Spaces: Create pedestrian linkages to the school site and Linear Park as described below:

- **School Site:** Continue to use the school site as a community use and maintain its park-like character.
- **Pedestrian links:** Establish pedestrian links across existing private parcels between Cedros Avenue and the Linear Park.
 - **Link:** From the north edge of the school site along Cliff Street across Cedros Avenue and bridging the railroad right-of-way. It is a link required/desirable on NCTD property (midway to cliff).
- **Public Sidewalks:** Provide sidewalks (six feet wide) and landscaped parkways (six feet wide) on all streets.



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**Figure 5-4
North Cedros District**

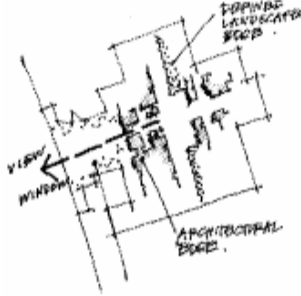
North Cedros District Landscaping: Create and maintain a distinct residential neighborhood character through landscaping as described below:

- **Private Property Eclectic Character:** Maintain the existing eclectic character of residential front and street side yards.
- **Public Space Character:** Use informally-spaced Torrey Pines in the school site, pedestrian links, and private open spaces to visually connect to the landscape development in the Linear Park.
- **Parking Areas:** Plant one tree for every 15 parking spaces in surface parking areas facing Cedros.

North Cedros District Site Planning: Create and maintain a distinct residential neighborhood character through site planning as described below:

- **Residential Sites East of Railroad:** Apply the following site planning standards:
 - Orient front doors of buildings adjacent to streets to face front yards.
 - Place parking along rail right-of-way or below grade, and screen view of parking from Linear Park using a minimum six-foot-high opaque fence or wall and landscaping.
 - Provide views to the Linear Park from upper stories. Vary roof lines and provide one 15-foot-wide east-to-west view corridor, at second story and above, through the site at a minimum of every 75 feet of site length from north to south.
- **All Residential Sites:** Apply the following site planning standards:
 - Provide views to the Linear Park and ocean from upper stories. Vary building roof lines and provide one 15-foot-wide east-to-west view corridor, at second story and above, through the site at a minimum of every 50 feet of site length from north to south.
 - Provide a maximum of 20 feet of curb cut per 50 linear feet of site frontage.
 - **School Site:** If the school site is redeveloped:
 - Maintain 75 percent of the site as open space.
 - Provide a park-like character on the north Cliff Street edge of the site which incorporates a major east-west walkway as a component of the pedestrian link.
 - Provide auto access from Rios Street.
- **Noise Attenuation:** Provide noise attenuation for residential areas as required. Use a minimum six-foot-high masonry wall and a combination of tall shrubs and trees for screening.

North Cedros District Views: A view corridor 40 feet wide with no structures or parking shall be established between Cedros Avenue and the railroad right-of-way generally in line with the Cliff Street right-of-way.



Create a distinctive architectural frame for the view to the ocean

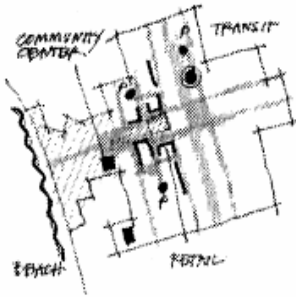
North Cedros District Parking: Open basement or “tuck-under” parking should be used rather than surface parking for multi-family residential development. Openings should face to side or rear away from the street. On-street parking should be allowed on all streets.

North Cedros District Signs: See Area-wide Guidelines.

North Cedros District Lighting: See Area-wide Guidelines.

5.1.4 Plaza District

The Plaza District was the focus of community concern during the public and Specific Plan Committee workshops. The district’s varied land uses include Fletcher Cove Beach Park, a post office, and existing retail, office and other development east of Highway 101 along Lomas Santa Fe Drive. The district extends approximately 430 feet north of the centerline of Plaza Street and 700 feet south along Highway 101 and its centerpiece is the pedestrian-oriented area at the Plaza.

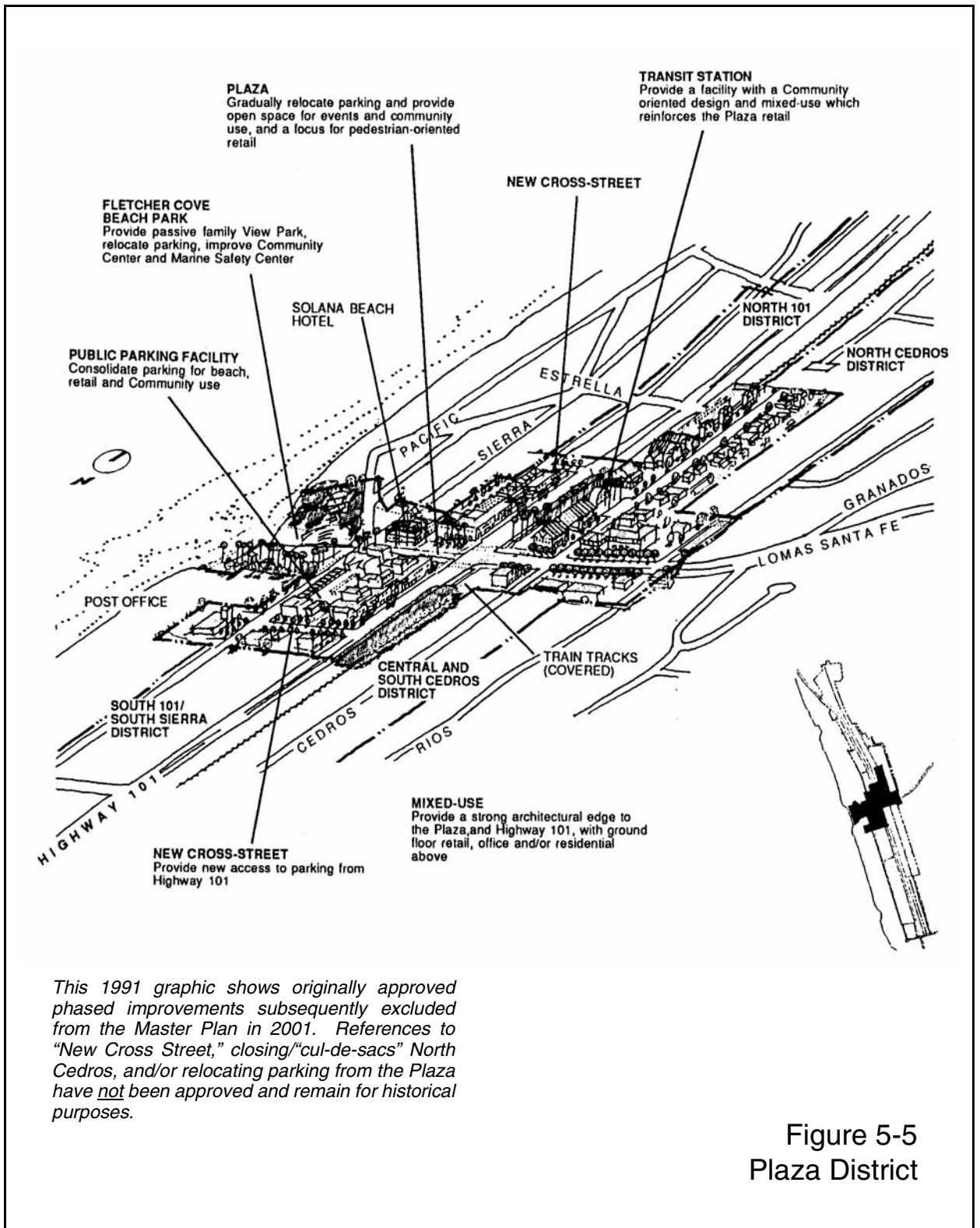


Create a series of unified open spaces

Intent of the Guidelines

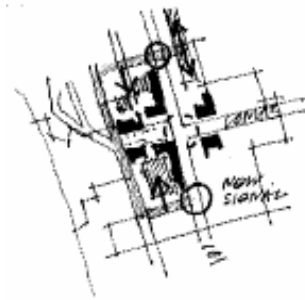
Create a distinctive: a) mixture of compatible uses with ground floor retail, common public parking, and more open space within the Plaza for outdoor events and activities; and b) architectural frame for the public pedestrian spaces in the Plaza through storefront setbacks and height control along Highway 101 to dramatize the view to the ocean (see Figure 5-5 and Appendix C, Conceptual Streetscape).

Plaza District Public Spaces: Expand the perceived size of the Plaza by creating a visually unified open space area on both sides of Highway 101, north and south of the Plaza from the railroad to Sierra.



This 1991 graphic shows originally approved phased improvements subsequently excluded from the Master Plan in 2001. References to "New Cross Street," closing/"cul-de-sacs" North Cedros, and/or relocating parking from the Plaza have not been approved and remain for historical purposes.

Figure 5-5
Plaza District



Create a refaced edge and consolidated parking



The Plaza is an area for strolling, shopping, people watching and events



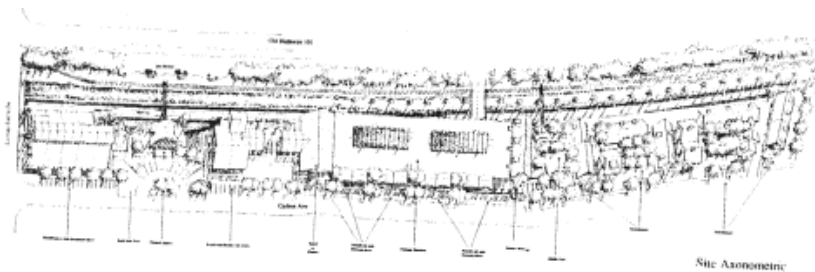
The Plaza window from Highway 101

- **Plaza Area:** Visually unify the Plaza to encourage pedestrians to cross Highway 101 and Lomas Santa Fe Drive.

 - Redesign the Plaza, incorporating as much of its Lloyd Ruocco fountain and the Solana Beach Women’s Civic Club plantings as possible, to create a more pedestrian-friendly space.
 - Redesign the Plaza for strolling, sitting, people watching, performances, festivals and other events by widening sidewalks, creating spaces for events, and providing amenities, such as gardens and seating at an attraction.
 - With the redesign, accommodate both keeping Plaza Street in place with some modifications in the short term and the potential for eventually closing the street for events or a permanent open space (Plaza/Circulation phasing is described in Appendix D of this Specific Plan).
 - Create a minimum 15-foot-wide facade walkway with trees, awnings or an arcade at each storefront facing the Plaza.
 - Utilize the area between the new facade walkway and the existing Ficus trees for either parking or gardens, outdoor cafes, seating areas, and other events/festivals.
 - Relocate the fountain to the side of the view window to the ocean in a landscaped seating area near the old Solana Beach Hotel. The central part of the space will be open to frame the ocean view and will include low plantings. Low stone walls will define use areas, the edges of the Plaza east of Highway 101 and the foreground of the view to the ocean from the highway.
- **Railroad Right-of-Way:** Visually open this portion of the Plaza District with groves of palm trees in contrast to the dense mass of Torrey Pines which provide a frame for the Plaza on the east side of Highway 101. Also, provide a dense, tall hedge-type planting on the east side of the right-of-way south of Lomas Santa Fe Drive to screen the parking and services areas on private property, but provide open views and pedestrian access to the Transit Station and retail north of Lomas Santa Fe.
- **Highway 101, West Pedestrian Retail Edge:** Create a widened sidewalk along the retail edge by moving the curb in repaving Highway 101.

 - Locate Torrey Pines and Melaleucas at random in minimum five-foot square planting cutouts to create a rustic streetscape. Create sidewalk pop-outs into the curb-side parking bay where merchants may lease garden or cafe space.
 - Protect pop-outs with low stone or masonry walls and trees.
- **Lomas Santa Fe Drive:** Provide a 15-foot-wide walkway from the curb to the tract of retail between the rail right-of-way and Cedros Avenue and plant Ficus trees in tree grates to match species size and spacing of the Plaza Ficus.

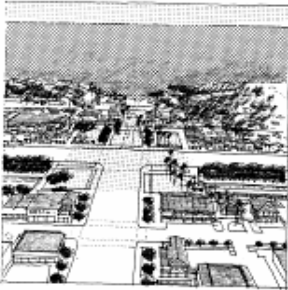
- **Sierra Avenue and Cross Streets:** Provide a six-foot-wide parkway with a six-foot concrete sidewalk.
- **Cedros Avenue at the Transit Station:** Include a 15-foot-wide sidewalk with a right-of-way of regularly-spaced trees at the curb between Lomas Santa Fe and the Transit Station platform.
- **South Side of Intersection of Cedros Avenue and Lomas Santa Fe:** Provide a 10-foot walkway from the curb to the face of retail buildings.
- **Transit Station Area:** A study of this property and its project, known as Solana Station in 1991, should follow these guidelines:
 - Develop a continuous retail frontage and vertical mixed use buildings (with second story office and/or residential development) on the south end of the parcel fronting on Lomas Santa Fe Drive.
 - Develop horizontal mixed use at the north end of the parcel with residential use to relate to adjacent residential neighborhoods. This residential development should orient to Cedros Avenue, with second story views to the west and screened parking along the railroad right-of-way.
 - Make the platform of the station clearly visible and accessible by pedestrians from the intersection of Highway 101 and Lomas Santa Fe. Develop with landscape materials characteristic of the Plaza District.



Transit Station Proposal, 1991, includes platform, parking, office, retail and residential uses.

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- **Bus Access to Transit and Plaza:** Provide a parallel pull-out bay on Highway 101, allowing for preservation of the 40-foot-wide Linear Park right-of-way between the westerly extension of the second rail line and its earth cut and the location of bus parking.
- **Fletcher Cove Beach Park:** Maintain the opening of the view to the ocean through the park and its associated improvements described in the June 2001 Fletcher Cove Master Plan.



Proposed Plaza Development places emphasis on view and pedestrian amenities

Plaza District Landscaping: Frame the view of the ocean and provide interesting gardens, seating areas and space for outdoor community events and activities.

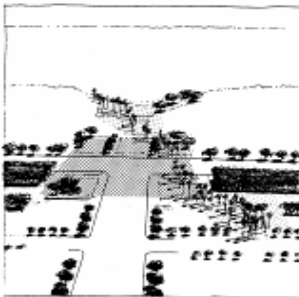
- **Gardens:** Create a more garden-like appearance in the Plaza with gardens that feature a pattern of texture and color of interesting, rugged, drought-tolerant coastal natives and perennials, such as aloes, other succulents, grasses and geraniums. Use hedges to define edges and cafe seating areas. Continue the garden theme from the Beach Park east through the Plaza, across Highway 101, and up to the Transit Station.

- **Strong Tree Frame:** Retain the Lloyd Ruocco design, including the Ficus trees for the Plaza, and use Washington or Mexican Fan Palms on both sides of Lomas Santa Fe east of the railroad to create a skyline accent that visually emphasizes the view of the ocean and connects the Transit Station with the Beach Park.

- **The Fountain:** Relocate the Lloyd Ruocco-designed fountain from the central median to allow narrowing of Plaza Street and creation of additional pedestrian area. Highlight the ocean view by using the fountain as a part of the composition of the view rather than its centerpiece. Relocate the fountain within a setting of gardens, palm trees and seating, perhaps in front of the old Solana Beach Hotel.

- **Hardscape and Materials:** Use natural hardscape materials, such as gray and/or natural earth-toned concrete with flagstone and brick at building entries, borders or accents.

- For private development, use natural rustic stone materials, such as sandstone for recessed facade walls and unglazed brick or earth-colored tiles for outdoor dining areas.
- Define outdoor spaces with low stone walls built of Southern California cobble or gold quarried rock similar to the existing walls at Fletcher Cove or the old Solana Beach Hotel.



Proposed Plaza Landscape reinforces view and defines pedestrian areas

- **Outdoor Furniture:** Provide benches, pots, trash receptacles and other street furniture for public spaces.

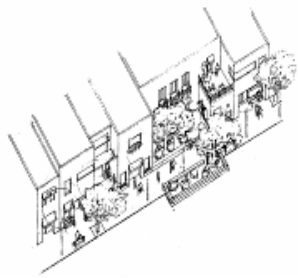
- **Private Gardens and Furniture:** Create the feeling of overflowing shrubs, vines and flowers in notches/recessed areas in building facades, garden pots and window boxes. Allow masonry or terra cotta planters in walkway areas and outdoor dining areas.

- **Roof-Top Areas:** For Special Commercial (SC) Zones, in the Plaza District, along South Cedros Avenue, roof-top parking is disallowed, and roof-top architectural features, screening, and landscaping are required.

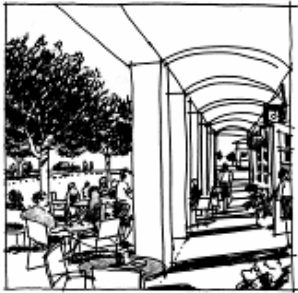
Plaza District Site Planning: Create development within the Plaza District that is pedestrian-oriented and based on the following guidelines:

- **Continuous Retail Frontage:** Provide ground floor pedestrian-oriented retail uses on properties facing Plaza Street and Highway 101.

- **Mixed Uses:** Develop buildings with second story office and/or residential development. Incorporate residential use facing Sierra to screen parking and create a compatible transition to residential on the west side of Sierra. For South Cedros Avenue, upper level architectural relief is required, as described in Table 5-3 (pp. 5-32 to 5-34). Side, front, and rear setbacks are required, as described in Table 4-3 (p. 4-6). A residential deed restriction is required for mixed use floor area ratios, as described in Table 4-3 (p. 4-6).
- **Allowable Floor Area:** Allow a floor area ratio (FAR) of up to 1.2:1 on General Commercial properties to achieve the desired street wall facing the Plaza.
- **Building Height Limits and Setbacks:** Limit the heights of buildings to 30 feet or two stories and create a vertical facade at the property line with no second story setback for properties along Highway 101 and fronting the Plaza.
- **Hotel Site:** Allow a second story addition for the old Solana Beach Hotel, but require setback from the south facade facing Plaza Street to be a minimum of 10 feet. If the hotel building is expanded, access must be taken from new cross streets and Acacia Avenue. If the site is redeveloped removing the stone walls, a 10-foot setback is required at grade facing Plaza Street.
- **Office Site West of Plaza:** Require a 10-foot setback of the second story on the north facade and a two-story, 30-foot maximum height for redevelopment of the General Commercial site south of Plaza Street and west of Acacia Avenue.
- **Plaza Phasing:** Demonstrate compatibility of site planning proposed for individual projects with future proposed Plaza parking and open space improvements as described in the Plaza/Circulation Phasing Appendix.



Create a street wall at the right-of-way with indentations for pedestrian activity



Facade walking zone in Plaza may include arcades or awnings and trees to create a transition to Plaza open space

Plaza District Views: Protect views in the Plaza District based on the following guidelines:

- **Plaza Window:** Protect views through the Plaza window to the ocean from additional encroachment through use of height and setback requirements.
- **Views Over the Plaza District:** Protect views from residential areas to the east of Highway 101 by applying the height limits established in the Plaza District Site Planning section above.

Plaza District Parking: Provide parking in the Plaza District west of Highway 101 based on the following guidelines:

- **Roof-Top Areas:** For Special Commercial (SC) Zones, in the Plaza District, along South Cedros Avenue, roof-top parking is disallowed, and roof-top architectural features, screening, and landscaping are required.
- **On-site Parking:** Screen all parking with ground floor uses from the Plaza and Highway 101, and encourage shared driveways and consolidated private parking.
- **Plaza Parking Phasing:** Develop parking and service area access to facilitate the future configuration of the Plaza area as described in the Plaza/Circulation Phasing Appendix.
- **Public Parking:** Satisfy parking requirements on-site, through participation in a common parking facility, and a parking management and development program such as a parking assessment district or a system of in-lieu parking fees as these programs are available.

Plaza District Signs: Provide signs based on the following guidelines:

- **Public Signs at the Transit Station:** Design public signs for use at the Transit Station that are coordinated with other City of Solana Beach public signs and the character of the gateway signs for North Highway 101 and South Highway 101 Districts, and that are distinct from adjacent private commercial signs.
- **Permanent Private Signs:** Require permanent private signs to the building mounted as described in Section 5.2, Architectural Guidelines.

Plaza District Lighting: See Area-wide Guidelines.

5.1.5 South Highway 101/South Sierra District

Like the North Highway 101 District, the South Highway 101/South Sierra District is an important gateway to the Specific Plan area that includes: a) the automobile-oriented retail uses facing Highway 101; b) the Linear Park to the east; and c) a transitional edge facing residential neighborhoods on Sierra Avenue. The northern limit of the district is 770 feet south of the Plaza centerline, and the southern limit is the City boundary at San Dieguito Lagoon.

Intent of the Guidelines

Create a distinctive southern gateway for the Specific Plan area, including: a) a parkway landscape character with site planning for all projects supporting that character; and b) establishment of residential frontage on the western edges of commercial parcels along the eastern side of Sierra Avenue (see Figure 5-6 and Appendix C, Conceptual Streetscape).

South Highway 101/South Sierra District Public Spaces: Create a distinct entry to Solana Beach from the San Dieguito Lagoon by developing the public space described below:

- **Highway 101 Linear Park:** Visually widen the southern portion of the Linear Park and the Highway 101 right-of-way by incorporating the landscape of the setback areas of development into the parkway character.
- **South Gateway:** Work with Del Mar to plant additional Torrey Pines along the approaches to the Via de la Valle intersection which would frame the entry. Provide a community sign on a freestanding rock wall which forms a gate-like opening for the bikeway to mark the entry on the east side of Highway 101 near the location of the existing community sign.
- **Pedestrian Link Across the Rail Line:** Establish a pedestrian link from Cedros Avenue across the existing Linear Park, rail right-of-way and private parcels and use this link to connect Rosa Street with the beach access south of Dahlia. This link will require an at- or above-grade bridge and an easement on private parcels in this district between Highway 101 and Sierra.

South Highway 101/South Sierra District Landscaping: Create a distinct southern entry by developing landscaping described below:

- **Rustic Parkway Character:** Incorporate the plant materials and tree canopy character of the Linear Park within building setback areas and parking areas visible from Highway 101 for development west of the highway. Landscape parking areas facing Highway 101 shall be arranged in an irregular pattern with one Torrey Pine or Melaleuca for each 15 parking spaces.
- **Sierra Residential Character:** Create a residential character along the east side of Sierra that is similar to that of the residential development on the west side of Sierra. This includes varied trees, lawn areas, and semi-private gardens and entries. Screening with hedges, trees, and shrubs shall be used to fully screen parking adjacent to Sierra.

South Highway 101/South Sierra District Site Planning: Create a distinct southern entry by utilizing the site planning approaches described below:

- **Auto-Oriented Highway 101 Edge:** Projects will provide a visually open building edge that allows deep views through trees into parcels. No more than 40 percent of the setback can be occupied by building, and the remaining frontage will have a minimum 20-foot additional setback.

This 1991 graphic shows originally approved phased improvements subsequently excluded from the Master Plan in 2001. References to "New Cross Street," closing "cul-de-sacs" North Cedros, and/or relocating parking from the Plaza have not been approved and remain for historical purposes.

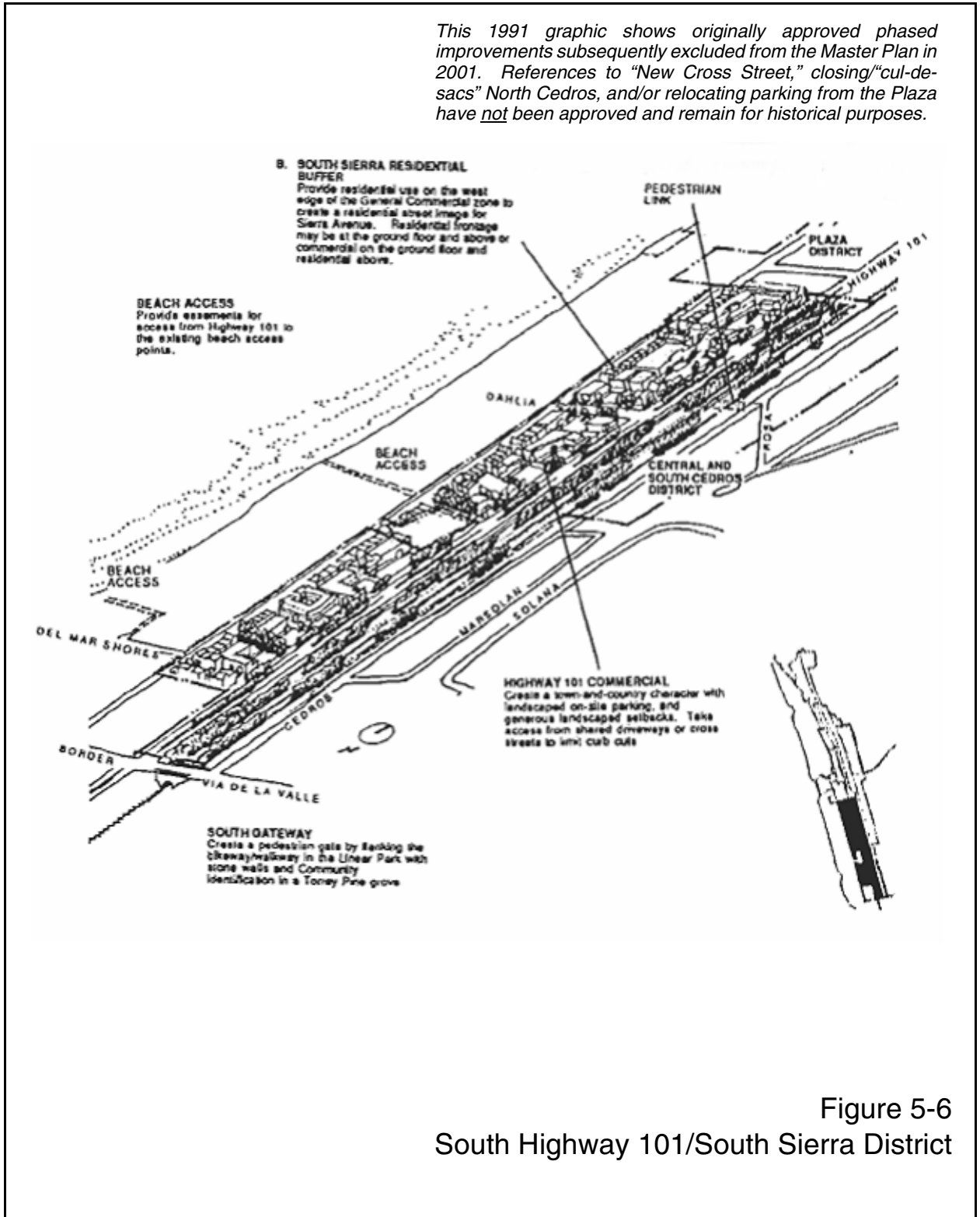


Figure 5-6
South Highway 101/South Sierra District

- **Relationship to Parking:** Provide a landscaped edge facing the parkway for all buildings which occur at the setback line, as well as direct pedestrian access from the parkway walk. Prohibit freestanding pad buildings at the parkway edge surrounded by driveway and parking on four sides.
- **Building Stepping:** Buildings shall step away from the setback line on Highway 101 according to height with second stories located a minimum of 15 feet from the setback line.
- **Mixed Use:** Provide residential use on the east side of Sierra to offer a compatible transition between residential uses west of Sierra and commercial and office uses to the east. Residential frontage may be at the ground floor and above, or commercial on the ground floor and residential above. Parking for residential use will be below grade or screened by landscape. Residential units will primarily face Sierra and shall have a minimum 10-foot setback from the right-of-way.
- **Vehicular Access:** Limit access to parcels from Highway 101 to one driveway opening per parcel or 100 feet of linear frontage.
 - Sharing of access between parcels at points opposite existing median openings on Highway 101 is encouraged.
 - No site with 50 feet or more of frontage on a cross street shall take access from Highway 101 or Sierra Avenue.
 - Parking areas for commercial uses shall have no access to Sierra Avenue.
 - Residential uses provided under mixed use guidelines may take access from Sierra Avenue, but shall have circulation separated from adjacent commercial and office uses.
- **Site Pedestrian Access:** Provide a paved pedestrian walkway a minimum of four feet wide from the parkway walk on Highway 101 to all buildings within a site with highway frontage.
- **Highway 101 Walkways:** Provide a minimum 10-foot-wide landscaped parkway and a six-foot-wide concrete parkway walk adjacent to Highway 101.
- **Other Walkways:** Provide a six-foot-wide landscaped parkway and a six-foot-wide concrete parkway walk on cross streets and Sierra Avenue.

South Highway 101/South Sierra District Views: Frame views to Del Mar/San Dieguito Lagoon. Existing height limits prevent the development of buildings which would block the existing ocean view over this district.

South Highway 101/South Sierra District Parking: Create a distinct southern entry to the Specific Plan area by providing parking either on-site or in consolidated areas shared by two or more parcels. No parking will be provided at the curb on either side of Highway 101, but is encouraged on Sierra Avenue and cross streets.

South Highway 101/South Sierra District Signs: Create a distinct southern entry by blending entry signs for private sites with the parkway landscape and not contrasting colors and materials more than necessary to create legible text.

5.1.6 South Cedros District

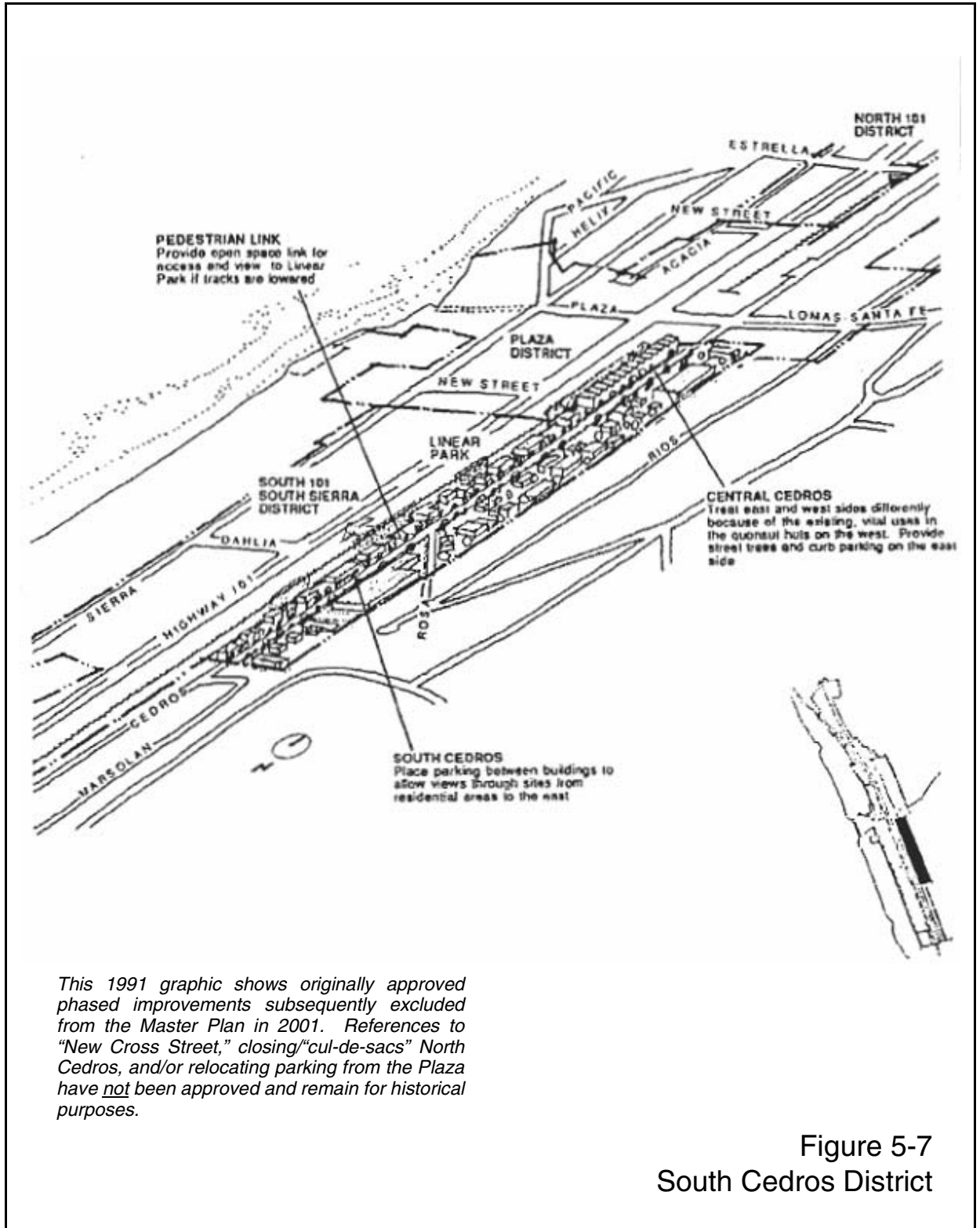
This district includes the parcels facing Cedros Avenue from the southern boundary of the Plaza District (120 feet south of the centerline of Lomas Santa Fe) to the southern limit of the Specific Plan area. This district is the most mixed in character, including various entertainment, retail, craft industrial and office uses. This district is also known as the “Cedros Design District” and includes identification signage over the street right-of-way in one or more appropriate locations to reinforce the district’s “design” image.

Intent of the Guidelines

Reinforce the rugged individualism of Solana Beach’s “Arts and Crafts” area and create a pedestrian-oriented Design District on South Cedros (see Figure 5-7 and Appendix C, Conceptual Streetscape).

South Cedros District Public Spaces: Create a pedestrian-oriented Design District by developing the public spaces described below:

- **Cedros Avenue:** Provide a 10-foot-wide walkway from the curb to the face of retail development and plant trees in tree grates to contrast with both those on Lomas Santa Fe and those on the Transit Center frontage. In areas south of the Quonset huts, a six-foot-wide walkway with a four-foot-wide planting area is acceptable in locations with residential use or low levels of pedestrian traffic.
- **Setbacks:** For properties along South Cedros that are more than 120 feet south of Lomas Santa Fe Drive (measured from the south right-of-way of Lomas Santa Fe Drive), require front setbacks of 30 feet from the centerline of Cedros or coterminous with the front property line, whichever is the greater distance from the street centerline. Where existing structures are closer than 30 feet from the street centerline, they are considered conforming; provided, that any future building additions shall comply with the 30-foot setback.
- **Pedestrian Links:** Establish a pedestrian link across the existing private parcels between Cedros Avenue and the Linear Park. This link shall include a 10-foot easement on either the north or south edge of the parcel on the west side of the intersection of Rosa Street and Cedros Avenue. The link shall include a walkway with a minimum width of six feet and shall be open and visible to Cedros (see Section 5.1.5, South Highway 101/ South Sierra District, for a description of the connection across the rails to Highway 101).



South Cedros District Landscaping: Create a pedestrian-oriented Design District by developing the landscaping described below:

- **Roof-Top Areas:** For Special Commercial (SC) Zones, along South Cedros Avenue, roof-top parking is disallowed, and roof-top architectural features, screening, and landscaping are required.
- **Planting Design:** Use informal groves of irregularly spaced trees in both public and private open spaces. Naturalized shrubs and groundcovers will complement the landscape development planned for the Linear Park.
- **Screening Views from the Linear Park:** Screen service areas located to the rear of buildings along the west side of Cedros Avenue from the Linear Park with a combination of trees, shrubs, and fencing.
- **Planting in Parking Areas:** Require that surface parking areas facing Cedros have one tree for every 15 parking spaces.

South Cedros District Site Planning: Create a pedestrian-oriented Design District by utilizing the site planning approaches described below:

- **Pedestrian Link:** Incorporate a 10-foot-wide pedestrian easement between Cedros and the Linear Park into new development at the location indicated in the Pedestrian Circulation Plan in Section 2.0. This easement will include a six-foot-wide concrete walkway and shall have no more than 20 feet of continuous wall adjacent to the walkway easement.
- **Special Commercial Sites West of Cedros:** Create the following relationships for these sites to the pedestrian link, rail right-of-way and street:
 - Orient the front doors of buildings towards Cedros.
 - Place parking along the rail right-of-way, if possible, and screen such parking as viewed from the Linear Park using a six-foot-high opaque fence or wall and planting.
 - Provide views to the Linear Park from the upper floors of buildings and vary the building roof lines to allow occasional east-west views across these sites.
 - Provide a maximum of 20 linear feet of curb per 50 linear feet of site frontage.
- **Noise Attenuation Walls:** Provide noise attenuation for outdoor use areas using a six-foot-high masonry wall and a combination of tall shrubs, trees and vines to soften the appearance of the wall.

South Cedros District Views: Site planning guidelines, height limits and landscape guidelines will protect views to the west along the street right-of-way.

South Cedros District Parking: Open basement or “tuck-under” parking is preferred to surface parking, and curb parking is encouraged along Cedros.

South Cedros District Signs: Identification signage over the street right-of-way in one or more appropriate locations to reinforce the district’s “design” image. See Area-wide Guidelines.

South Cedros District Lighting: See Area-wide Guidelines.

5.2 Architectural Guidelines



Pedestrian-oriented character

The architectural character of the Specific Plan area is eclectic in nature, scattered and unpronounced. However, there are a few exceptions, such as: a) the Solana Beach Hotel in the Plaza District which is recognized for its use of rustic cobblestone; b) the dental offices, also in the Plaza District, which are unique in terms of their scale, courtyard design, and use of materials; c) the Quonset-style buildings which form a continuous edge on South Cedros Avenue contributing to the scale of the street and are recognized for their specific focus as an artists/craftsmen district; and d) the low-scale office buildings at the north end of Highway 101 which provide good examples of contemporary architecture and site planning.

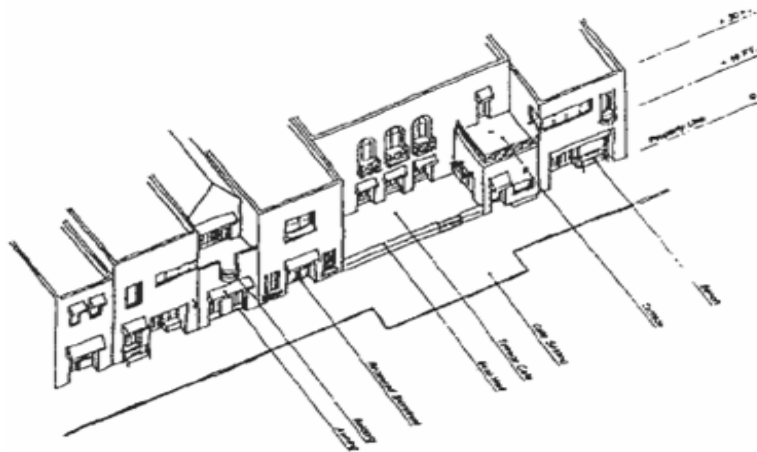
Architectural design within the Specific Plan area is divided into two distinct characteristics – that with pedestrian orientation and that with vehicular orientation.



Building facades that enhance the experience of public space

Intent of the Guidelines

Develop the architectural characteristics of building facades in a manner that enhances the experience of public space by designing the facades to interact with the pedestrian, while also being legible to vehicular viewers. In addition to building facades, develop the architectural character of various building use types in a manner that enhances the quality of physical development within the Specific Plan area. Establish sign guidelines that are consistent with the City’s Sign Ordinance (but in some cases more restrictive) to allow interaction with the pedestrian and legibility for vehicular viewers. For a more in-depth description of architectural and signage qualities, see Appendix E.



Architectural Guidelines for Building Facades

Table 5-2 below provides specific architectural guidelines for building facades.

**Table 5-2
Architectural Guidelines for Building Facades**

Storefronts and Street Entrances	Awnings and Canopies	Rear Facades and Entrances	Building Materials
1. At a minimum, 40% of the facade shall have no setback from the front property line. (See Note 1 below)	1. Awnings that add a variety of color, texture, and shelter are encouraged.	1. "Personalized" landscaping in the form of planters or flower boxes is encouraged.	1. Materials such as stone, brick, tile and wood should be natural and authentic, rather than artificially simulated.
2. Recessed storefronts are encouraged to provide a sheltered transition and, where provided, shall be limited to a 5-foot setback from property line.	2. Awnings shall have non-combustible frames, but may have combustible coverings.	2. The rear entry door should have 75% minimum of glass to frame. (See Note 1 below)	2. Materials used should be compatible with adjoining buildings and the surrounding neighborhood character.
3. At least 60% of the building front facade shall be transparent through the primary use of clear glass (untinted, 88% minimum light transmission) and decorative glass, such as stained glass, etched glass or sandblasted glass is permitted in moderation.	3. Individual awnings may not exceed 20 feet in length, nor a maximum pitch of 60 degrees. Their projection may not be less than 1 foot from the building face, or more than 5 feet from the building face, measured horizontally.	3. Storefronts and display windows are encouraged.	3. Use of integrally colored stucco is encouraged. A variety of finishes are permitted where they are compatible with the building's concept and character.
4. Stepped storefronts obscure displays and are not permitted.	4. The lowest point of any awning must be a minimum of 8 feet above any public walk.	4. Refuse containers and service facilities shall be incorporated within the building footprint, screened from view, and properly ventilated.	4. Use of clear glass and glass blocks is encouraged, while mirrored glass or tinted glass is discouraged.
5. Permanently fixed security gates or grills over storefront entrances or windows are not permitted.	5. In multi-story buildings, the highest point of any ground floor awning may not exceed the finished floor height of the second story.	5. Awnings or canopies that add a variety of color, texture and shelter are encouraged and shall comply with the guidelines described in the second column of this table.	5. Use of steel, copper, aluminum and other such metals is permitted if they are compatible with the building's concept and character.

**Table 5-2
Architectural Guidelines for Building Facades (Continued)**

Storefronts and Street Entrances	Awnings and Canopies	Rear Facades and Entrances	Building Materials
6. Mechanical equipment exposed in the area of the facade is not permitted.	6. Awnings above the ground level may not project beyond 3 feet from the building face, nor exceed the width of the horizontal dimension of the opening it is covering.	6. For South Cedros Avenue, second story rear facade architectural relief is required.	6. Use of metal, tile, fiberglass, and asphalt-based roofing materials are permitted if compatible with the building's concept and character.
7. Where recessed facades are used, providing a bench or low wall for seating is encouraged.	7. Canopies which are of non-combustible, permanent construction are encouraged only as an integrally planned feature of the facade's design concept.		7. Use of wood, concrete, and simulated roofing products which are artificial in appearance are not permitted.
8. "Personalized" landscaping, such as planters or flower boxes is encouraged.	8. Canopies may be constructed of steel and wire, or other non-combustible materials, and sizes regulating awnings also apply to canopies.		
9. Storefronts within a larger building should be compatible with the architecture of the larger building footprint. A system of "neutral strips" or a method of dividing adjacent storefronts should be devised. (See Note 2 below)	9. Canopies which give the appearance of a mansard roof are not allowed.		

Notes:

1. *Applies primarily to pedestrian-oriented districts, such as the Plaza, North Cedros and South Cedros Districts.*
2. *Applies primarily to vehicular-oriented districts, such as the North Highway 101 and South Highway 101/South Sierra Districts.*

Architectural Guidelines by Type of Use

In addition to those identified for building facades, architectural guidelines for the Specific Plan area also relate to the use of buildings, such as those for building “shell” design, hotels/motels, townhouses and basement flats, and mixed use residential, as described in Table 5-3 below.

**Table 5-3
Architectural Guidelines by Type of Building Use**

Building “Shell” Design	Hotels/Motels	Townhouses and Basement Flats	Mixed Use Residential
1. New building projects should be sited to orient toward the street. (See Note 1 below)	1. Lobby, retail and restaurant uses should be incorporated into the ground floor.	1. Basement flats are encouraged to provide affordable housing.	1. Residential units in mixed use projects should have a different architectural character than office and retail uses.
2. New building projects should concentrate automobile parking so that it does not conflict with the opportunity for a pedestrian experience within the project. Whenever possible, parking should be arranged in “pockets” between and behind buildings as opposed to between buildings and the street. (See Note 1 below)	2. Guest rooms are restricted to levels above the ground floor, and shall be located to achieve privacy.	2. The finished floor of the basement flat shall not be more than 5 feet below finished grade.	2. Materials and forms used for residential uses should be compatible with the architectural character of adjoining uses.
3. Rather than creating one large monotonous structure, buildings should be grouped to provide pedestrian plazas and outdoor eating areas. (See Note 1 below)	3. Guest rooms shall be accessible from the interior of the hotel or motel, not the exterior.	3. The basement flat shall have a forecourt of not less than 8 feet in depth.	3. Awnings, trellises and canopies are encouraged for use with mixed use residential uses.

**Table 5-3
Architectural Guidelines by Type of Building Use (Continued)**

Building “Shell” Design	Hotels/Motels	Townhouses and Basement Flats	Mixed Use Residential
4. Buildings that are sidewalk adjacent, or “satellite” buildings, should house functions that are oriented toward the sidewalk pedestrian experience and should comply with the architectural guidelines for pedestrian-oriented development. (See Note 1 below)	4. Exterior balconies for guest rooms are encouraged.	4. Townhouses are encouraged to provide a porch of not more than 4 feet above grade, not less than 8 feet in depth, and not less than 40% of the width of the unit.	4. Balconies and decks are encouraged.
	5. All mechanical units shall be screened from public view with permanent architectural features.	5. Flat roofs, hipped roofs, and gable roofs are permitted.	5. Mansard roofs are not permitted. For South Cedros Avenue, roof-top parking is disallowed, and roof-top architectural features, screening, and landscaping are required.
		6. Mansard roofs are not permitted.	6. Flat roofs, gable roofs and hip roofs are permitted.
		7. All mechanical equipment, whether on the roof or on the ground, shall be hidden from view by walls which are architecturally integrated into the building design.	7. All mechanical equipment shall be hidden from view by walls which are architecturally integrated within the building design.
		8. Balconies and decks are encouraged.	8. For South Cedros Avenue, upper level architectural relief is required.
		9. Materials used should be representative of the neighborhood character.	9. For South Cedros Avenue, second story rear facade architectural relief is required.
		10. All materials should be genuine and artificially simulated stones, bricks, tiles and the like are not permitted.	

**Table 5-3
Architectural Guidelines by Type of Building Use (Continued)**

Building “Shell” Design	Hotels/Motels	Townhouses and Basement Flats	Mixed Use Residential
		11. When composing materials that are not monolithic, such as veneers, applications should encompass the entire volumetric part of the building to which it is applied. Avoid false fronts, and a change of materials on outside corners or in the same plane.	

Notes:

1. *Applies primarily to vehicular-oriented districts, such as the North Highway 101 and South Highway 101/South Sierra Districts.*

Sign Design Guidelines

Table 5-4 below provides specific sign guidelines.

**Table 5-4
Sign Guidelines**

Sign Location	Sign Types	Sign Size and Quantity
1. No sign shall be located on a storefront bulkhead.	1. Wall-mounted signs, including individual lettered signs, neon lettered signs, and panel signs are permitted.	1. Each individual business may have a maximum of 2 signs.
2. A sign may be located in a window or storefront provided its application is on the interior.	2. Wall-mounted “can” signs, illuminated or non-illuminated, are not permitted.	2. Individual business wall-mounted signs shall not exceed 1 square foot for 1 linear foot of storefront.
3. A sign may be located on an awning provided its application occurs only on the awning’s valance.	3. Window signs are permitted, provided they are applied from the interior. They may include neon, sandblasted glass, stained glass, and painted glass.	3. Permanent window signs may occupy up to 50% of the window or storefront area, but may not exceed the total permitted sign area. In combination with other signs, the area of window signs shall be deducted from the total permitted sign area.

**Table 5-4
Sign Guidelines (Continued)**

Sign Location	Sign Types	Sign Size and Quantity
4. A wall sign may be located above a storefront at the transom, provided the transom is not glazed.	4. Credit card stickers and hours of operation are permitted.	4. Awning signs may occupy up to 75% of the awning valance, but may not exceed the total area permitted for signs. In combination with other signs, their area shall be deducted from the total permitted sign area.
5. A “blade” or projecting sign may be located below the transom with a minimum clearance of 7 feet.	5. Awning signs which identify the business are permitted at the valance location only. Addresses may also be incorporated on awning valances.	5. “Blade” or projecting signs shall not exceed 4 square feet. Their area shall be deducted from the total permitted sign area. Only 1 blade sign is permitted per business.
6. A “plaque” sign may be located above the bulkhead height and below the transom height.	6. “Blade” or projecting signs are permitted.	6. Plaque signs shall not exceed 3 square feet. Their area shall be deducted from the total permitted sign area. Only 1 plaque sign shall be permitted per business.
7. In the case of multi-story buildings, no signs are permitted on the upper facade.	7. “Plaque” signs are permitted.	
8. A sign may be located between the upper facade and the parapet with the following provisions: a. On single-story structures, the sign must identify the business and must be the only wall sign. b. On multi-story structures, the sign must identify a building and not an individual business that the building may house.	8. Roof-mounted or parapet-mounted signs are not permitted.	
9. No sign shall be roof-mounted or parapet-mounted. Signs “architecturally integrated into the design of a roof” are not permitted.		