

Main Street San Jacinto



Revitalization Project

Design Guidelines

ARTICLE 10A

Purpose

The purpose of the “Downtown Design Guidelines and Façade Rehabilitation Concepts” is to outline the necessary design improvements specifically aimed at revitalizing the San Jacinto Downtown area. Unlike General Plans, zoning codes, or design studies, this study makes very specific design improvement recommendations to the property owners, tenants, developers and architects interested in undertaking specific improvement actions.

One of the key factors for enhancing the physical image of the Downtown Main Street area is the renovation of the existing building facades along the street. Probably no other single element within the visual framework of the street does more to create a positive image for the area than the quality of the building fronts that frame the street. For this reason, the City of San Jacinto is focusing attention on the need to upgrade and revitalize existing facades in order to create a better quality image for the City’s cultural and emotional “heart.”

The Main Street Design Guidelines and Façade Rehabilitation Concepts are based on fulfillment of the following guiding objectives:

1. To upgrade the physical appearance of the Downtown Main Street area.
2. To encourage quality development and redevelopment by establishing a set of design criteria to be utilized for the evaluation of proposed projects.
3. To encourage and assist the rehabilitation of existing building facades through the provision of financial incentives.
4. To facilitate improvements in the public right-of-way by developing a comprehensive urban design framework.

5. To establish a Downtown Main Street Overlay Zone to assure appropriate future development.

FAÇADE RENOVATION CONCEPTS

Existing Façades Analysis and Proposed Concepts

Each building façade along Main Street (between Jordan Avenue and San Jacinto Avenue) was analyzed with regard to its architectural design. Specifically, each façade was analyzed as to its merchandising preventability and how the façade could become more aesthetically inviting to customers. Items, which block views in storefronts, such as security grilles, temporary signs, reduced storefront windows and other view blockages, are consistently found to be negative elements.

Many other storefronts lack the basic organization elements of a well-designed storefront. These elements are the bulkhead, entry, storefront windows, side piers, transom windows or an awning and a sign band. These basic elements are consistently requested as renovation elements. Finally, other requested modifications found in the existing façade analysis related specifically to the architecture of that particular structure.

City Financial Assistance

In order to encourage the renovation of Downtown Main Street's storefront facades, the City can provide an impressive array of matching funds and low interest loans. All exterior modifications must be approved in advance by the City for disbursement of funds. For further information contact the Community Development Department.

Architectural Design Guidelines

While the Architectural guidelines for Downtown San Jacinto are contained as a major component of this Project Booklet, they are formatted to be separate stand-alone document.

Introduction

General

This architectural design manual is intended to serve as a guide for conservation, adaptive re-use and enhancement of new buildings, existing buildings and streetscapes within the two block commercial core. The main thrust is to meet the needs of many users: property owners, merchants and real estate interests of the

district; architects, designers and building contractors; vendors and craftsmen; the City of San Jacinto staff and other interested persons and organizations in the community. Each of these interested has a vital and interrelated role to play in successful revitalizing the downtown.

Emphasis is placed on practical guidelines for the restoration and rehabilitation of those buildings and storefronts, which can contribute to the distinct character of the downtown. Recognizing that selective replacement of existing structures may occur; guidelines for new construction are included.

Such new construction, when reflecting sensitive design, unquestionably will contribute an additional dimension and important vitality to the existing character of the downtown. As a design manual, the information contained within the following pages address and respond to the opportunities for enhancing the architectural environment of the downtown. By its very nature, this design manual does not address financial requirements and programs necessary to effectuate or otherwise implement important changes in the land use, circulation, parking and public area improvements. It is understood that design enhancement alone will not effectuate revitalization in the downtown area. It is, however, an important first step in the right direction.

Guidelines are not an immediate revitalization tool. The need for guidelines evolved out of early experience in the revitalization effort, after some positive physical changes have been made. It is that merchants, property owners and the City feel a need to protect the value added by those positive improvements to insure new projects, improve the downtown and reduce the likelihood of ill-planned ones.

Due to the variety of existing architecture and “modernization” designs in the downtown, the design guidelines in this manual are, by specific intent, illustrative rather than prescriptive. They do not dissect every architectural influence or manifestation, nor do they attempt to prescribe specific, detailed ways to handle every type of past alteration to existing structures. They do, however, provide the City with a common framework for reviewing submissions and attaching design conditions, if any, to project approvals.

This design guidelines manual is a handbook for design in the San Jacinto Main Street District. It is organized into three distinct sections. The manual first looks at how new construction can or cannot fit into the existing historic context of the district. This section will be entitled INFILL DESIGN GUIDELINES. Since it is the Main Street retail storefront establishments which are the most prevalent building type in the area, the guidelines for STOREFRONT DESIGN is provided next. The Storefront Design Guidelines present the basic design principles which protect the traditional downtown retail storefronts. The next section, FAÇADE REHABILITATION GUIDELINES addresses specific elements of the storefront as well as other elements of the structure. Guidelines are provided to establish a continuity of quality and

architectural proportion, as well as variety of design. It is also assures that contemporary ornamentation will not adversely affect a structure's historic image.

One of the most prominent elements of the downtown street scene is signs. Typically, signs are controlled on a citywide basis with little or no regard to local conditions, speed limits, setbacks, etc. The SIGN GUIDELINES section is provided establish sign standards and criteria which will enhance the visual image of the district and actually assist merchants in presenting their store to the public.

Study Area

The San Jacinto Downtown Area Guidelines apply to structures primarily located contiguous to Main Street between Estudillo Avenue and Jordan Avenue.

General

The construction of new buildings along Main Street is a valid tool for street revitalization. It is extremely important, however, that any new buildings relate harmoniously to the older historic buildings, which surround them. Since these buildings are often constructed on vacant lots, filling a "hole" in the street, they are called infill construction.

The design of an infill building, particularly its front façade, should be influenced by the other quality facades located on Main Street. It should "grow" out of them. Although infill rooflines may vary in height, they should maintain the rhythm of the existing facades.

The new design should not, however, duplicate the design of neighboring Main Street facades. Rather, it should be a design utilizing contemporary materials or historic replication influenced by its surroundings (a blend of new and old). The infill façade should not pretend to be historic by using faux or fake "historic" detail. Architectural details from past architectural periods are often used to blend a new building with older surroundings. This approach generally ends up only compromising what is authentically historic in the environment. Since good infill design responds directly to all cases. There are, however, several general ideas which should govern the visual ties between an infill building and it Main Street neighbors.

To Theme Or Not To Theme

The commercial facades along Main Street do not represent an architectural theme. There are too many various architectural expressions to single out a specific building as thematic or particular noteworthy example of some architectural manifestation.

The commercial facades along Main Street constitute what is commonly referred to as early twentieth century vernacular or Main Street Architecture. New infill buildings

must respect what important character defining elements were contained in this broad architectural movement.

Undesirable Building Types

Undesirable buildings contain elements such as:

- Blank Front Walls
- Floor to ceiling glass
- Glass curtain walls
- Two story entry elements
- Pitched roofs
- Overhead Signage
- Office type windows vs. Display windows
- No Sidewalk entry doors

Site Planning

Setbacks Lines

- The first floor of any new infill building along Main Street must be built at the front property line.
- Awnings, trellises and other accessory building structures which are relatively open and do not restrict pedestrian or vehicular movement may project into the front right-of-way. Permanent building brow canopies are included in this category.
- Any building located at a corner intersection should incorporate architectural features at the ground floor which emphasize the importance of pedestrian movement. These features may include building cut-offs, walk-through covered arcades, trellis structures and other elements which focus visual interest on the corners.

Street Orientation

- The front or Main Street building wall shall be oriented parallel to Main Street. Slight modifications will be allowed for corner lots.
- Major pedestrian access for all building shall oriented to the major street upon that it is located. Secondary rear pedestrian entries are encouraged.

- Storefronts shall be designed to orient to the major street frontage. While side or rear entries may be desirable, the predominant, major building entry shall be oriented toward Main Street.

Building Architecture

Façade Proportion

- The character proportion (relationship of height to width) of existing facades (particularly on the blocks along Main Street) should be respected.
- Whenever an infill building is proposed which is much “wider” than the existing characteristic facades on the street, the infill facades on the street should be broken down into a series of appropriately proportioned “structural bays”.
- Existing buildings in the downtown are generally in the one to two story range and to maintain the horizontal rhythm, all infill buildings shall be the same height as the surrounding structures, with the same number of stories.

Proportion of Openings

- Maintain the predominant difference between upper story openings and street level (storefront) openings such as windows and doors. Usually, there is a much greater transparent or glazed open area at the storefront level for pedestrians to have better view of the merchandise displayed behind.
- Whenever an infill building is proposed which has two adjacent neighboring structures, attempt to maintain the characteristic proportion and spacing of openings.

Horizontal Rhythms

- Whenever an infill building is proposed, identify the common horizontal elements found among neighboring structures and develop the infill design utilizing a similar rhythm.
- If maintained a horizontal rhythm in a infill building is difficult or otherwise impossible due to years of “modernization,” the use of canopies or awnings is strongly encouraged to establish a shared storefront rhythm.

Color Palette

Glaring, distracting colors (e.g., chartreuse, bright yellow) or pure primary colors (red, green) shall be used only in small areas for trim orientation graphics, traffic signs or warning signs. A monochromatic color scheme, such as all green or earth tone is not considered appropriate to the desired spirit of the Downtown. The colors of the structure shall be appropriate for the chosen materials, the architectural style of the building and compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, the combined effect of the colors and style shall take precedence over historic authenticity of colors when the latter do not conform to the overall image of the area.

- Colors should visually relate facades and building elements to each other. The colors chosen for any façade should relate to the neighboring façade and to the block scape as a whole.
- No more than three colors should be used on any given façade. This includes any “natural” colors such as unpainted brick or stone. The colors constitute the:
 - i. Base Color
 - ii. Major trim color
 - iii. Minor trim color
- The color of the top, upper portion wall façade and bottom storefront piers is defined as the base color. In most cases, if these elements are currently not painted, they should not be painted. Paint can sometimes be removed from painted elements (such as brick) to establish their natural material color and texture.
- When the base color is natural material, the major trim color should relate to the natural material color. When the wall façade is painted, the trim color should complement the base color(s). Use of the same major trim color on the upper façade and on the storefront is recommended to visually tie the façade together. The use of bright (neon) colors is restricted.
- If minor trim is painted a third color, it should strengthen the color scheme already established by the base and major trim colors. In most cases, two colors are used on trim. The minor trim color should be a darker shade of the major trim color. In some cases, a subtle third color can effectively enhance the character of the entire façade. Extreme care should always be taken when choosing a third color.

Roofs

- Roofs should be flat however, decorative pediments may be sloped and extended above the roofline. Mansard roofs are not permitted.
- Consider the rooflines of buildings on adjacent properties to avoid clashes in scale, style and materials.
- The roof form should be designed in conjunction with its mass and façade, so that the infill building and its roof form a consistent and integrated composition.
- The roof shall be designed to screen rooftop equipment. Mechanical equipment shall not be visible from public view.

Mechanical Equipment Screening

- Any Mechanical or utility equipment, whether on the roof, side of building, or ground, shall be screened. The method of screening shall be architecturally integrated in terms of materials, color, shape and size. The screening design shall blend with building design. Where individual equipment is provided, a continuous screen is required. Building screening shall be accomplished by primary building elements (i.e. parapet wall) instead of after-the-fact add-on screening for mechanical equipment located above door transoms shall not be permitted.
- Outdoor storage is prohibited.

Security

- Storefront security shall be enhanced through the utilization of shatter resistant laminated vigil pane security glass.
- The use of exterior scissor style security grilles shall not be permitted. Any utilization of interior scissor grilles must be concealed from public view when not in use by retracting the grilles into casings that are in proportion and scale with the building's architecture. The use of scissor style grilles shall be at the discretion of the Office of the Planning Department.
- Permanent security bars (defined as those clearly visible and fixed to windows or the façade) and roll-up metal security doors are prohibited.
- Exterior lights that are a part of the streetscape improvements shall provide adequate lighting levels. However, in the case of a deep

threshold to a building, a light applied to the ceiling of this area is recommended to illuminate building entrances.

- Rear security lighting shall be provided and maintained at 1.5-foot candles per square foot. The level of lighting shall be measured at ground level.
- Any window signage shall be so placed as to provide a clear and unobstructed view of the interior of the business establishment from the sidewalk.

STORFRONT DESIGN

Historical Perspective

Although the front storefront is only one of the architectural features of the entire building façade, it is the most important visual element. The storefront traditionally experiences the greatest amount of change during a building's life, and holds the most potential for creative alterations affecting both the character and the building and the streetscape. Once inappropriate additions are removed, the storefront's original design is the best guideline for any new alterations.

Awnings

Awnings play a significant role in encouraging pedestrian traffic throughout the year. Historically, the hanging of retractable canvas awnings was often used on traditional commercial facades in many towns throughout the country. In the summer, the awning could be lowered to shade the storefront and keep it cool. In the winter, in a raised position, it allowed the welcome sun to warm the store. Year round it could be used to protect the sidewalk pedestrian from the elements of the weather. It is also contributed bright color and pattern to the streetscape, and was often used for signage.

The awning can, and does, play these same roles in the San Jacinto Downtown. Today, awnings are available in a wide variety of types, shapes, and materials. They can be retracted or fixed in one position. They can be made in almost any shape or profile. The most appropriate awnings are made from treated canvas or matte finish vinyl on a light metal frame. These are available in many traditional colors and striped patterns.

The following guidelines should be consulted when constructing or rehabilitating structures located with in the downtown:

- Where the façade is divided into distinct bays or sections by vertical architectural elements, awnings should be placed within the width of the bay or section feature rather than overlapping them. The awning

design should respond to the scale, proportion and rhythm created by these elements.

- Minimum height of awnings shall be 8'-0" as measured from the bottom of the awning to the sidewalk and should not extend outwardly more than 6'-0" from the face of the structure. The 6'-0" dimension must be diminished when tree plantings and other obstacles dictate.
- Awnings should have a single color or single color with an accent stripe. Lettering and trim of an accent color is allowed.
- Care should be taken so that awnings do not obstruct views to adjacent businesses.
- Awning shape should relate to window/door openings.
- Awnings may be dropped straight down from ends of canopies or in archways thereby allowing more shade and sign area.
- Awnings should be well maintained, washed regularly, and replaced when faded or torn.
- When there are several businesses in one building that utilize awnings, different colored awnings may be used, provided they are coordinated in terms of color, trim, and form. An alternative would be awnings of the same color with simple signs on the valance that may vary in type style and color to differentiate the individual businesses found within the building.

Canopies

Canopies serve a similar function to awnings; however, canopies are different than awnings in many ways. A canopy is usually permanently affixed to the building, flat and made out of solid materials versus canvas or vinyl. The design criteria for canopies are similar to those of awnings. They are as follows:

- Canopies must reflect the character of the building, particularly in material and color selection.
- Minimum height of the canopy shall be 8'-0" as measured from the bottom of the canopy to the sidewalk and should not extend outwardly more than 6'-0" from the face of the structure. The 6'-0" dimension must be diminished when tree plantings and other obstacles dictate.
- Adding a brow canopy to an existing building, which historically never contained a canopy, is strongly discouraged.

Door and Window Design

Doors

Many of the entranceways to stores in the downtown are standard aluminum and glass doors. In any renovation effort, doors should be selected to harmonize the building façade. Traditionally, the storefront door was more than just a door. Tall and stately in proportion, its design reflected its commercial importance. The storefront entry should play a similar role today. The customer should be invited into the store by a pleasant entry.

Rear Entrances

In developing a rear entrance, a number of issues must be considered. In general, the rear entrance must respond to the same needs as the storefront only at a reduced scale. These include identification signage, display, and a pleasant entry. In addition, it must also meet the function service needs of the business as it has in the past. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned. A particular concern is the storage and disposal of reuse. Trash cans, dumpsters, and other containers should be hidden and screened from public view whenever possible. Regular maintenance is of the paramount importance.

The design of a rear entrance should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to formal Main Street facades. In this context, a refined or grand design can look out of place. Rather, the design should be pleasantly inviting, incorporating architectural elements from the front façade, but simple in detail. Specific design criteria related to rear entrances includes the following:

- Signs should be modestly scaled to fit the casual visual character of the rear parking area.
- A canvas awning can soften rear facades and provide a pleasant protected entrance space.
- The rear entry door should be similar to the front door. Security hardware on the inside of the door is acceptable.
- Special lighting should be modest and focus on the entry door.
- Reuse containers and service facilities should be screened from public view.

FAÇADE REHABILITATION

When considering the renovation of your building, it is important to make any change or addition as compatible with the original design of the building as possible. Find out as much information about your building as possible. The San Jacinto Museum has an array of photographs of the San Jacinto Downtown Area. Additionally, there are several City appointed committees that can assist you in rehabilitating your building.

The façade rehabilitation guidelines that follow are written to allow flexibility of choice within basic design criteria. Their purpose is to promote diversity of design choices for “adding to” or modifying an existing structure. These guidelines do not promote stylizing a building to appear older since this approach is almost always unsuccessful. Contemporary designs can create a distinguishing identity for a building’s façade as long as the contemporary design is compatible with the historic design integrity and proportions of the building as a whole.

Window replacement

If a window has deteriorated beyond repair or is missing, the replacement should match the original window. Replacement windows should always fill the entire opening and duplicate the original pattern.

Door Replacement

Each storefront has a door or a pair of doors that enter into the place of business. Replacement doors should always match the original opening and duplicate the original pattern. Aluminum doors should be painted a dark color to compliment the trim color of the building.

Removal of Unsightly Materials

Any exterior plumbing, electrical lines or other utilities on any façade in public view should be relocated or enclosed. Unsightly electrical service entries should be relocated or rehabilitated. Whenever possible, locate air conditioning units of roof areas behind parapet walls.

SIGN GUIDELINES

The Role of the Sign Guidelines

In many American communities the visual distinction between the traditional downtown business district and outlying commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses in many downtowns to adopt the large-scale signs used on the strip or along commercial highways. In those locations, signs need to be large to attract the attention of motorists passing by. But established downtown pedestrian oriented commercial areas where designed to

accommodate shoppers strolling along sidewalks and motorist driving at slower speeds. Such a pace allows people to take in more of their surroundings at a glance, including signs scaled more appropriately to the pedestrian's environment.

Along Main Street, businesses in relatively nondescript buildings often rely on large signs and heavily covered display windows. The purpose of the sign guidelines is to compliment the design guidelines for the Downtown Area.

All signs within the boundaries of the San Jacinto Downtown Area are to be designed utilizing these Design Guidelines. These guidelines are in **addition** to the requirements of the City of San Jacinto Sign Regulations. If there is a conflict between the requirements of the guidelines and the Zoning Code, the more restrictive of the requirements shall prevail.

Preferred Sign Types

- Under canopy signs.
- Business wall mounted ID signs in sign board area at upper portion of first story Individually cut channel letters.
- Awnings signs (restricted to valance or end flap).
- Blade or projecting signs.
- Buildings address numbers.
- Marquee signs for movie or theater uses.
- Wall signs that have vacant property next to them. Sign size not to exceed 50% of front wall sign.
- Murals and supergraphics not advertising a business.
- Permanent painted window signs, first floor, limited to 25 percent of the window area.
- Temporary window signs, limited to 25 percent of the window area, and limited to two 30 day periods per calendar year subject to approval from the Community Development Department.
- Building signs containing the name of the business at rear entrances used by customers.

Discouraged Sign Types

- Internationally illuminated can sign with light colored/translucent background.
- Freestanding pole signs.
- Any signs above the first story.
- Roof mounted signs.
- Animated Signs
- Emitted Signs.
- Rotating, moving or flashing signs.
- Light bulb strings (except holiday decorations).

- Off-site Signs.
- Paper, cloth or plastic streamers (except holiday decorations).
- Portable Signs.
- Statues used for advertising.
- Traffic sign replicas.
- Vehicle signs, attached to vehicles parked to advertise a nearby business.
- Balloon Signs and Swinging Signs.

Recommended Sign Standards

Wall Mounted Signs – Individually Cut Channel Letters

The total area of the main wall sign shall be based upon the ratio of one (1) sq. ft. of building frontage. However, the main wall sign does not have to be less than 32 sq. ft. In no case shall the main wall sign exceed 100 sq. Ft. Where accessory wall signs are permitted, the total area of all wall signs combined, shall not exceed 150 sq ft. A business activity shall be allowed one additional sign on the side of the building, not including the main entrance, which is adjacent to, fronts on, or is directly accessible from a public street, with no building or structure separation.

Permanent Window Signs

On the ground level, coverage should not exceed 25 percent of the total window and door area visible from the exterior of the building. On the second floor, coverage should not exceed 30 percent per window. (No window signs are permitted above the second level).

Awning Valance Signs

On the ground floor level; 30 percent maximum coverage allowed of the total valance area of each awning. On the second floor level and above; 20 percent maximum coverage allowed of total valance area of each awning.

Projected Signs

Allowed on ground floor level only; maximum size of sign shall not exceed three square feet.

Under Canopy Signs

Allowed under a canopy, roof, covered walkway, or porch; maximum sign of three square feet per business entrance; minimum of eight feet vertical clearance shall be required from walking grade to the bottom of the sign.

URBAN FRAMEWORK

Concept Plan

The first step in planning and executing a streetscape revitalization plan for the San Jacinto Downtown Area is to develop a skeleton or basic framework for these design enhancements. The Urban Framework is the basic organizational concept that must be established prior to initiating further design studies. The framework established where the primary and secondary entrances to the downtown area are located. It also establishes where primary traffic and pedestrian flow are and how they do or do not work together. Utilizing and being mindful of what currently exists in downtown helps define the “edges”, open spaces, and what intersection(s) are considered the center of “heart” of the area.

It is the purpose of this Urban Framework Plan to identify the areas or components critical to the identity and unity of the San Jacinto downtown Area. Once these are identified, design of each element may proceed.

Street Trees and Other Public Improvements

Street trees are important and desirable elements along a community’s downtown shopping street. It is recommended that the City nominate a single tree for the streetscape along Main Street to establish a sense of community. A tree grate should be utilized to prevent root compaction and to facilitate irrigation. If appropriate, the tree should be placed in a deep root barrier to prevent surface foots from cracking sidewalks and curbs.

As part of an overall streetscape program. Two other elements should be considered. The first is unique public signage program for downtown. These signs would direct vehicles and pedestrians alike to public parking, City Hall, and other points of interest Secondly, vehicular entry points into the downtown area should receive special treatments, including, but not limited to:

- Enhanced paving treatments
- Special lighting accents
- Signage
- Special furniture elements
- Special planters (planters should be designed and strategically located to enhance pedestrian movement)

Street Furniture

The suggested family of streetscape elements should be metal and painted the same color to further establish the San Jacinto Downtown Area. In these elements the following should be included but not limited to:

- Lighting
- Benches
- Bollards
- Kiosks
- Tree grates
- Tree guards
- Trash receptacles