

In February of 1983, the Department of Community Development of the City of Claremont contracted with Architectural Resources Group to develop the Design ~~Criteria~~ ^{Guidelines} ~~for~~ ^{for} ~~Section of the Specific Plan for~~ the Village, Claremont's oldest commercial area.

JUL 5 - 1984

Dept. of Community Dev.
CITY OF CLAREMONT

The purpose for establishing these ^{guidelines} ~~new criteria~~ was to help preserve the unique character of the Village and to aid the Architectural Commission as it reviews future projects within the Village. ^{with description of character} ~~The criteria can be found in Chapter 2, Part 3 of the Claremont Land Use and Development Code and also in Appendix A of this document.~~

Expand
Intro

^{plan} This document is a design ^{for arch review} ~~manual~~ ^{future development} that ^{of} ~~provides guidelines for applying the new criteria.~~ It can be used by building owners, ~~merchants,~~ ^{tenants} the Architectural Commission, ^{and statutory city} and individual who will be involved with renovating existing properties or planning new structures within the Claremont Village. It also provides recommendations for expanding the ~~exceptional~~ public improvements that already exist in the Village.

^{plan} ~~guidelines in Section 2~~ The design ~~manual~~ begins with an analysis of the ~~streetscape~~ ^{guidelines} design elements in the Village proper and the surrounding areas. The design ~~criteria~~ were derived from that analysis, current and past reports, and meetings with public officials and city staff.

Does the average merchant understand this term (streetscape design elements)

^{guidelines} Following the analysis is a section of guidelines and illustrations for applying the design ~~criteria~~. This section has been divided into three parts: design areas, building types, and general guidelines for building improvements. There are four design areas and seven building types.

rewrite

Design plans for any building shall meet the guidelines listed for the area in which it is located as well as the guidelines for the building type. The "General Guidelines" section beginning on page 56 applies to all building types in the Village.

rewrite

VILLAGE STREETScape DESIGN ELEMENTS

The streetscape is a combination of all the elements that make any area unique. It includes elements of the public environment such as the street itself, sidewalks, curbs, parking lots, public buildings, street furniture, and open spaces such as plazas or courtyards. It also includes privately owned property such as the buildings that line and enclose streets and any open spaces.

For the purposes of this analysis, the streetscape elements were ^{was} divided into ~~seven~~ ^{seven} categories:

Boundaries
Entry
Vehicular Environment
Pedestrian Environment
Buildings
Open Spaces
Other Significant Elements

The Village is a fairly compact, self-contained downtown area whose boundaries generally reflect the extent of commercial activity in the Village. The study area, which includes transition areas around the Village proper, is generally described as the area bounded on the north by Harrison Avenue and on the south by Santa Fe Street, on the west starting at the intersection of First Street and Berkeley Avenue east to Cornell, north a short distance, and then easterly and northerly to Harrison Street. College Avenue is the east boundary. See Figure .

move to
intro?

The Village is currently approached and entered from many different directions including north and south along Indian Hill Boulevard and College Avenue, and east or west along Bonita Avenue or First Street.

STREETS

Should this be combined with entry?

Indian Hill Boulevard is the main north-south corridor in Claremont. Bonita Avenue is a primary access route to the colleges and into the Village. First Street to Yale Avenue is a secondary access route into the Village.

ALLEYS

A network of alleys runs north-south, bisecting the block in the Village area. They provide access to the commercial properties, service areas, and private parking. The parking lots off of the alleys are primarily privately owned. The JHK Parking Study shows ways to consolidate and better use these lots for public parking.

PARKING LOTS

Every older commercial area in the U.S. faces issues of parking. ~~It is extremely important to the character of the village that sufficient parking be provided without requiring demolition of existing significant buildings. Some garages and minor structures may need to be demolished to develop these parking lots. See map, Figure . The majority of parking lots occur in the center of blocks. However, some newer developments have been allowed streetfront lots. These lots, primarily on Indian Hill Boulevard and Yale Avenue, have broken down the streetfront rhythm created by buildings.~~ ^{Existing}

This section should describe design elements and should not summarize previous parking studies

The City has prepared several parking studies including the

OMIT

Master Plan for Public Parking
prepared by JHK and Associates in
February 1979. In February of
1983 the "Village Action Parking
Plan" was adopted.

There is a great demand for public
parking in the core of the Village
(south of Bonita Avenue between
Indian Hill Boulevard and Harvard
Avenue), primarily for curbside
parking and Parking Lots 1 and 2.
Private off-street parking spaces
tend to be under-utilized. Also,
while there is a sufficient supply
of parking on the periphery of the
Village, particularly on public
streets, there is a substantial
amount of all-day employee parking
in the core of the Village.

As a result, the "Village Action
Parking Plan" recommended conver-
sion of under-utilized private
parking areas in the core area to
public parking areas, and provid-
ing additional employee parking
lots located at the periphery of
the Village. These recommenda-
tions are now being carried out.

This plan recommends that the
policies of the "Village Action
Parking Plan" be continued with
the acquisition and conversion of
interior core lots into public
parking areas. This should occur
in the blocks to the north of
Bonita Avenue as well as the
blocks south of Bonita where con-
versions are already underway.
The use of in-lieu fees shall
continue as an alternative to
providing parking spaces when new
developments or conversions occur.

Also, when existing buildings are
converted to new uses within the
envelope of the existing building,
no additional parking spaces shall
be required of the new use. Should
the new use extend beyond the
existing building, requiring new
construction, parking or in-lieu

OMIT

Omit entirely
(will be addressed
by parking consultant)

fees shall be provided as called for by the code for the added area. This policy is being recommended ...

To encourage outdoor dining, parking requirements for outside dining areas shall be reduced to one space for each eight persons permitted to occupy the establishment by the occupancy load provisions of the Building Code, from the current requirement of one space for each four persons.

OMIT entirely
(will be addressed by parking consultant)

STREET PARKING

The street improvements along Yale Avenue, Harvard Avenue, and First Street include diagonal on-street parking. All other streets have parallel parking.

DIRECTIONAL SIGNING

There is adequate signing from the San Bernadino freeway to the intersection of First Street and Indian Hill Boulevard. From that point, the Village lacks directional signing to the Village itself, to public parking, to an information area, or to the colleges. The signs at the corners of Indian Hill Boulevard and First Street, and Indian Hill Boulevard and Harrison that say "The Claremont Village," are the only indication that this is a special area. Any new public signing system should be carefully designed to be graphically pleasing, easy to read, and not a visual clutter.

PEDESTRIAN ENVIRONMENT

The pedestrian environment in the Village is a positive, lively one with the existing pedestrian activity and existing physical amenities working together to create a pleasant place to do

business, shop and visit.

There has already been a large successful effort in Claremont to enhance the public environment for the pedestrian shopper. An important part of this effort has included attractive landscaping, a tradition begun in the early days of Claremont. The character of the landscaping varies throughout the area from tall mature trees and lush green lawns along Harvard Avenue to smaller, newer growth along Yale Avenue. Any proposed change or improvement ~~shall~~ *should* respect the quality and character of the existing landscape.

Crosswalks have been shortened by extending corners and emphasized by using a different material. While "Bomonite", the material used, may not be the best for maintenance, the concept is a good one and should be repeated. The curbs of split granite are an important element that preserves the history of Claremont and adds texture and interest to the pedestrian environment.

Sidewalks and street furniture along Yale Avenue are in excellent condition and are also well suited to the environment. If attempts are made to expand the sidewalk improvements to other parts of the Village, then the design and the materials shall match the existing improvements. ~~The City should adopt standards for these items as part of this plan.~~ New street elements such as light standards, benches, trash receptacles, bike racks, kiosks, news racks, mail boxes, public telephones, drinking fountains, public signs, street trees and other plantings should also match those already present in the Village. Any street, alley, or parking lot that lacks amenities should be considered for future improvements.

*please pull out this
general
policy*

BUILDINGS

The variety of building types, scale, and setback has created areas of different character within the Village. Generally there are one and two story commercial buildings in the center of the Village, with residential and large scale office and commercial buildings on the perimeter.

Types, styles, and materials of buildings will be discussed at length under the Private Property Improvement section of this plan.

} Design Guidelines section?

The Architectural Quality Analysis Map (Figure) graphically indicates which structures are architecturally and/or historically important in the Village area. These buildings are among the elements that give the Village its unique character and feeling. Some buildings are more significant than others, and for this reason the buildings have been divided into four categories: significant, notable, contributing, and non-contributing.

"Significant" buildings are the most important structures in the Village either for their architectural merit, such as the train depot, or like the packing house, for their historical association. Most of the buildings are good examples of specific architectural styles, and altogether they represent the best buildings in the Village. Some of these buildings are listed in or are eligible for listing in the National Register of Historic Places. (See Map, Figure , on significant buildings.)

"Notable" buildings are also architecturally or historically important. Typically, the buildings that are "significant" are better examples of a style than "Notable" buildings. "Notable"

Fix grammar

buildings are important on a local level and contribute to the character of the Village.

"Contributing" buildings are not necessarily examples of specific architectural styles but are important to the overall scale and character of the Village.

"Non-contributing" buildings were built recently, before there was a conscious effort to preserve the unique character of the Village. While they met all land use and development code requirements of the time, they display many characteristics that are today out of character with their surroundings and are therefore discouraged in this plan, (such as monolithic scale and large streetfront parking lots.) Landscaping and, in a few cases, remodeling or new construction, could help these buildings contribute to, rather than detract from, the character of the Village.

and do not contribute to the design character of village

An additional category, "Development Opportunity Sites", includes vacant land and existing parking areas around the intersection of First Street and Indian Hill Boulevard and along First Street to the west of Indian Hill Boulevard. Use and development of these areas will be discussed further in the Design Guidelines section.

OTHER SIGNIFICANT ELEMENTS

These elements contribute to the identity and unique quality of Claremont Village. They include views north to the San Gabriel mountains, recurring elements such as trees and the granite curbs, and focal points such as significant buildings in the Village and those on the college campuses.

The citrus industry was a significant element that contributed to the growth and stability of Clare-

mont. Even though the packing houses and the groves are no longer an active part of the village, they are part of the history. The old citrus labels are a source for ideas for graphics or signs, either for public directional signs or for any developer that may buy and use the buildings that were built for the industry and still stand today in the area west of Indian Hill Boulevard.

perhaps you
can you include an
example of citrus label?

DESIGN GUIDELINES

Need Introduction
Need General Policies Section

Design Area Guidelines

VILLAGE DESIGN AREAS

The Village contains a variety of uses ranging from residential to commercial to industrial. Based on an analysis of ^{the prevailing streetscape} urban design ^{element} determinants including building types, scale, setbacks, auto circulation, etc., the Village has areas with distinctly different design characteristics. In order to tailor design criteria to the different characteristics, the Village has been divided into four design areas, as follows:

- Area I The Central Commercial Area
- Area II Indian Hill Boulevard Area
- Area III Residential Area
- Area IV Large Scale Commercial

See Figure for boundaries.

The following sections will describe these areas in greater detail and include a list of recommendations for public and private improvements including recommendations for signing and other improvements, as well as recommendations on what should be avoided when making improvements in the Village.

reuse + include in Intro to Guidelines

The following

Four important recommendations that apply to all of the areas are:

1. Compliance with the guidelines for building improvements shall be encouraged in the areas that are directly adjacent to, but not included in, the ~~Specific Plan~~ Village district area. Compliance will strengthen the effort to create visual continuity in and around the Village area.

move to
General Policy

2. Streetscape elements that have been designed and installed in the Village, such as light standards, shall continue to and terminate at

should

move to
General Policy

the boundaries of the district. This will help to clearly define ^{the Village} the ~~Village Specific Plan Area~~.

3. When a single piece of vacant property falls into two design areas such as commercial and residential, an attempt shall be made to determine which area is dominant in terms of the surrounding character. If this cannot be determined, guidelines for both areas shall be ~~complied~~ ^{met} with to the extent that setback, scale, and materials complement both design areas.

4. In general, the design of any new construction in ~~any of the~~ ^{the Village} ~~four areas~~ shall be contextual. This means that existing scale, materials, proportions, and building relationships to the street (such as setback and orientation) shall be respected. The intent here is not to encourage identical buildings, but ~~rather~~ ^{rather} to encourage design that will ~~respect the~~ ^{contribute to} existing architectural quality of the Village. Before designing any new structure it will be useful to study the building types defined in this plan. Below is a list of the four areas with their predominant building types.

Area	Building Types
I	I, II, III, IV
II	I, II, III, IV, VI
III	IV, VI
IV	I, II, III, IV, VII

AREA I
THE CENTRAL COMMERCIAL AREA

See Figure .

The commercial area is typical of many small town main streets. The buildings are side by side, forming a continuous streetwall, and are not set back from the sidewalk. The pedestrian quality of this relationship is enhanced by

General Policies

move ~~the~~ ^{into} intro to Bldg Types
Bldg types need have not been explained

the existing public improvements that include shade trees, benches, etc.

The blocks between Bonita Avenue and First Street along Yale Avenue, and the block of Harvard Avenue between First and Second Streets are the oldest and most cohesive streets in the Village commercial area. The only exceptions are the corner parking lots at the Northwest corners at First Street and Yale Avenue, First Street and Harvard Avenue, and Bonita and Yale Avenue. While these areas have existed for a long time, they do not contribute to the cohesiveness of the area.

The remaining blocks in the commercial area do not have cohesive streetfronts. Street-front parking lots have been allowed instead of new buildings.

Any new development in Area I shall exhibit the same quality and standards exhibited in the original commercial blocks. Likewise, any public area improvements in the commercial area shall complement the existing streetscape amenities, including sidewalks, crosswalks, landscaping, light standards, benches, trash receptacles, etc.

The following recommendations *guidelines* shall be followed for additional public improvements and for private property site improvements and new construction. Building improvement guidelines are under a separate section.

PUBLIC IMPROVEMENTS *guidelines*
RECOMMENDED *OK*

In general, city policy includes expanding existing street improvements, and proceeding with development of inner block parking lots.

Retain original granite curbing *may want to make to*
General Policy if applicable to all areas?

Please strive for parallel construction of policy statements

where is this written - no such city policy. This must be reworded (perhaps make part tense recently in recent years the city has ...

where possible. If this feature can be recreated in order to bring back a distinguishing feature of Claremont, it should be encouraged.

The treatment of intersections along First Street is a positive addition to the pedestrian environment. This treatment includes extended sidewalks at the corners that cut down the distance of crosswalks. Consideration might be given to changing the crosswalk material from bomonite to a more durable material such as brick, or tougher scored concrete colored to match the bomonite. This treatment should be continued when improvements are made to other intersections.

general policy?
or is this only
in area I

The quality and maintenance of public landscaping in Claremont is superior. New plants and trees ~~shall~~ match existing, or be designed in such a way as to relate to improvements already in place.

should

general policy

Proceed with plans to expand existing public parking areas, specifically at lots 1, 2, 3, and 13, and with plans to convert all-day parking to 2-hour parking, and moving employee parking to perimeters. See Claremont Village Master Plan for Parking.

} omit

Improvement plans for alleys and inner block parking lots ~~shall~~: should

- Follow plans that have already been made in previous studies.

In designing parking areas the following guidelines should be considered:

- Require enclosures for dumpsters in order to screen them from view.

- Require passageways from parking lots to the street.

- Provide pedestrian walkways parallel to alleys as access to street sidewalks if there is sufficient area and if the

general
Policy

interior parking lots lack mid-block access paths.

- Provide appropriate lighting and landscaping, including shade trees and new light standards that match existing Village light standards.

PRIVATE PROPERTY IMPROVEMENTS RECOMMENDED

Gaps in the "streetwall" ^{should} shall be filled in with either new construction or appropriate landscaping. Acceptable gaps are those that provide auto access and/or pedestrian access to existing inner block parking.

Private parking lots with street frontage that have no current infill construction plans ^{should} shall be attractively landscaped in order to continue the linear street frontage created by the buildings.

New construction shall be designed for the pedestrian shopper. First floors ^{should} shall be primarily glass for storefront displays.

New storefronts ^{should} shall face the street, not inward toward each other with blank walls facing the street.

New storefronts ^{should} shall be set back only at the entrance door for an area no more than twice the width of the door itself and ~~24 feet in depth~~, and at least the width of the door (~~or at least 7 feet~~).

New construction ^{should} shall join or butt adjacent buildings where possible.

New construction ^{should} shall be designed to complement the surrounding buildings. For instance, roof shape and materials should be similar to those found in the area, as should materials, window sizes, etc.

Perhaps
General Policy section
should have subheading
for Parking
Storefront Design
Building Design
Landscaping
etc

provide for additional outdoor use by bakery seating employees only outdoor nursery etc.

General Policy

General Policy?

General Policy or just Area I?

If surrounding Bldgs are not significant ~~to the~~ patterns of nearby significant Bldgs should be followed.

^{should}
New construction shall not be more than two stories in height, ^{of 30 feet} shall follow all street frontage recommendations, and shall maintain existing storefront and upper floor fenestration rhythm.

However, any new construction over two stories in height shall require a conditional use permit for the extra story and shall follow all recommendations in this section for new construction.

OMIT (only 2 stories permitted)

^{shall} Materials for new construction shall be materials that are common to the Village area such as wood, stucco, brick, and tile. The Village is characterized by high quality materials and workmanship, which shall be maintained and built upon whenever new construction occurs.

General Policy?

^{should} Existing buildings shall be improved by eliminating visual clutter such as inappropriate signing (see Figures and), architectural elements, or materials, and then improved with paint, new signs, etc. Pedestrian-oriented commercial quality shall be maintained.

General Policy?

Suggested uses for new buildings over one story include retail on first floor, and office or apartments on the second floor. A sufficient separate entrance to the upper floors should be provided in these cases.

OMIT

Improve rear of buildings by following general guidelines for building improvements. Include repairing deteriorated elements, replacing missing windows, painting, and adding attractive signing and lighting where feasible. This will greatly enhance the public environment, especially as mid-block parking lot improvements are made. (See Figure .)

General Policy?

New additions that are visible from the street ^{shall} relate to the principal facade by using similar materials and continuing the facade rhythm and detail such as cornices, window openings, height, location of doors and windows, etc. (See Figure .)

Only Area I or General Policy?

First floor storefront space ~~shall~~ should be retained and used for retail commercial use.

Allowable sign area for buildings in the commercial district shall be limited to one square foot for each linear foot of street frontage. See individual building guidelines for detailed sign guidelines. (See Figure .)

reword to state that 1sqft/linear foot is upper max (Arch Comm may approve) signs up to max... Arch Comm/Staff approves size

is this all we want to see about signs in Area I? Please expand

DISCOURAGED

New construction that is isolated and does not relate to the buildings around it or to the pedestrian.

general Area I specifically?

New construction that is set back from the street. If allowed, the setback area shall not be used for pedestrian purposes. An architectural device shall be employed that maintains the streetwall.

parking and shall

New construction that allows parking in front of buildings.

Uses for existing or new buildings that do not contribute to the commercial nature of the area.

} OMIT

Uses such as offices and apartments that are better suited to second floor space should be discouraged on first floors.

} OMIT

Demolition that will create more parking lots or gaps in the streetwall on any of the existing streets.

Curb cuts to new or existing parking areas.

New construction that does not complement or blend with height, scale, rhythm, size, or type of existing buildings or the materials of the Village.

~~Discourage or not permitted?~~

~~NOT PERMITTED~~ ^{omit}

New construction that is set back from the street without an architectural device or landscaping that maintains the streetwall.

Materials for new construction such as mirrored or heavily tinted glass, highly polished metal, diagonal or vertical natural (clear or unpainted) wood siding.

Colors that are fluorescent, jarring or incompatible with those found in the Village.

AREA II - INDIAN HILL BOULEVARD

Area II generally extends the length of the study area along Indian Hill Boulevard from First Street on the south to Harrison on the north. It extends the depth of one parcel to the west of Indian Hill Boulevard and to the alleyway to the east of Indian Hill Boulevard. See Figure for actual boundaries.

Indian Hill Boulevard is currently a major thoroughfare in Claremont. It is also a primary route traveled by anyone going into the Village proper. Development along this corridor was originally industrial to the south along Santa Fe Street where the railroad and the packing houses were located. To the north, near Harrison Avenue, the development was residential. Recently, as the industrial uses has faded and commercial needs have grown, the character of Indian Hill Boulevard has changed. Buildings have been torn down for new construction and/or parking, houses have been con-

all discourage
city codes
do not
not permit
these

Maybe move to General Policies
more to discourage
and tell why
they are discouraged

discourage
or not permitted?

City has no control
over painting of bldgs
if painting is not a part
of a overall remodeling
program.

verted to businesses, and new monolithic or auto-oriented buildings have been added.

Today, 40% of the street frontage is parking lots, and the remaining 60% is buildings. Half of the buildings are commercial, half are residential. Many of the changes along Indian Hill Boulevard have been unsympathetic to the quality of design that existed. New buildings have been set back with parking in front, and as a result Indian Hill Boulevard is rapidly becoming like any other auto-oriented commercial strip with very little remaining visual continuity.

} clarify that you are referring to original use rather than current use

} too harsh reword

It is important to note here that the trees lining the boulevard are a distinctive and positive feature that tend to unify the area.

~~These, along with the remaining buildings of significant, notable, and contributing quality, should be maintained.~~

There are also some

pull out policy → include later

→ Street streets are an important feature which should be maintained + enhanced

The development potential along Indian Hill Boulevard is great; with it comes the opportunity to improve the image and strengthen the order of the streetscape. Public improvements must address the needs of the developer as well as the pedestrian shopper. As the area west of Indian Hill Boulevard along First Street (Area IV) develops, the shopper who wants to get there from the Village proper must be accommodated. Street improvements like those found in Area I should be expanded to include Indian Hill Boulevard. These improvements will create a more desirable place for developers considering building new commercial space.

→ "what is order of the streetscape" please define

pull out policy → include later

→ Expand street improvements of area I on to area II to develop a pedestrian atmosphere.

Future private property development along Indian Hill Boulevard needs to respect and take into account the quality of the residential properties in the area

This is a policy that should be under private property improvements

that are considered to be architecturally significant, notable, or contributing. At the same time, this area should be considered an extension of Area I and new construction on currently vacant lots should blend with the character of the buildings found in Area I.

← Confusing
This is a private improvement guideline

While Indian Hill Boulevard will most likely remain a busy corridor in Claremont and a major access into the Village, it is hoped that alternate north-south vehicular corridors may be developed to carry more traffic, so that the area along Indian Hill Boulevard in the Village will not become ~~more of an~~ auto-oriented commercial strip. This will help preserve the residential area to the north along Indian Hill Boulevard. The guidelines in this section are designed to aid in preserving the character of the area, allow new commercial growth, establish visual continuity, and create an atmosphere that is conducive to pedestrian use, while taking into consideration the volume of traffic using the boulevard. (See Figure .)

Increasingly

> good!

**PUBLIC IMPROVEMENTS
RECOMMENDED**

City policy includes the expansion of Area I street improvements into Area II, encouragement of new streetfront commercial business, discouragement of new/existing streetfront parking lots, and demolition of significant or contributing buildings.

where? no such policy
reword
The City's desire is to ?

rewrite

reword this
says city policy
is to demolish bldgs

Improvement: Extend sidewalk at corners to allow for pedestrian crosswalks. (See Figure .)
This shall occur at the intersection of Indian Hill Boulevard and First Street, Indian Hill Boulevard and Second Street, and Indian Hill Boulevard and Bonita Avenue.

Background

Indian Hill Boulevard is broad and hot due to the large amount of paving and lack of shade trees. An added median strip down the boulevard, planted with trees, would help to shorten the distance for pedestrians while shading and enclosing the street. (See Figure .)

Add new directional signing for the Village and the colleges at the corner of Bonita Avenue and Indian Hill Boulevard.

**PRIVATE PROPERTY IMPROVEMENTS
RECOMMENDED**

Retain significant, notable, and contributing buildings.

Maintain landscaped front yards of remaining residential buildings.

Existing buildings that are set back from the street and have parking in front ^{shall} introduce a landscaping strip along the street in front to soften the edge and screen the lot.

should Parking lots with street frontage shall be landscaped in order to soften the edge at the street-front. These lots should eventually be developed into street-front commercial.

There are two options for setback of new construction, ~~depending on~~ which determines the location of the new building:

1. Set back the same distance as the existing residential buildings and landscaped area between buildings and street. Building use would include professional offices or apartments.

2. Set next to sidewalk with any parking in rear (if parking is to be to either side, it must be landscaped, particularly at the street frontage). Building use would typically be retail commer-

Figure — shows addition of Village Streetlights to Indian Hill. Are you recommending that between Santa Fe and Hansen? Are these adequate for major street?

Isn't this a general policy and not specific to Area II?

The location of the building depends on the setback allowed.

cial.

New construction of setback Type I buildings shall ^{should} attempt to complement - but not necessarily imitate - characteristics of the existing residential type buildings including scale, height, setback, materials, landscaping, as well as the size location, and rhythm of openings. (See Figure .)

New construction of setback Type II buildings shall ^{should} follow the Private Property Guidelines for similar structures in Area I (pages 27-29).

^{shall} Materials for new construction shall be common to the area such as stucco, stone, wood siding, brick, and tile.

general policy?

New additions that are visible from the street shall ^{shall} relate to the principal facade by using similar materials and continuing the facade rhythm and detail such as cornices, window openings, height, location of doors and windows, etc.

general policy

^{Bold?} Sign area shall be limited to one square foot per one foot of linear street frontage. See individual building guidelines for details of sign guidelines.

Anything else about signs along Indian Hill Blvd?

DISCOURAGED

Demolition of significant, notable, or contributing commercial or residential buildings.

We would like this not to be permitted but we don't have a Preservation Ord in place yet

^{may} Development of corner lots into parking lots. New construction can only be set back to allow landscaping. Setback shall not be deeper than setback of surrounding buildings on either side of the corner.

Conversion of landscaped front yards into ~~parking~~ pedestrian

parking or pedestrian?

Not permitted?

areas.

New construction that is set back from the sidewalk to allow parking in front.

not permitted?

Demolition that will create more parking lots or gaps in the streetwall.

New construction that does not complement or blend with the height, scale, rhythm, or type of buildings in the area or the materials of the Village.

General Policy

Curb cuts.

~~NOT PERMITTED~~

make to discourage ~~from~~ and tell why

New construction that is more than two stories in height.

Materials such as mirrored or tinted glass, highly polished metal, or diagonal natural (clear or unpainted) wood siding.

General policy
~~discourage and tell why~~

Colors that are fluorescent, jarring or incompatible with those found in the Village.

General Policy if applicable to all areas!

more these

AREA III
RESIDENTIAL AREA

The northern and eastern portion of the Village Specific Plan Area is primarily residential in character with some spot commercial development. It is bounded on the south and west by Areas I and II.

The residential areas have a consistent setback from the street, and the buildings, with a few notable exceptions, are similar to each other in size, scale and materials. The exceptions are the buildings like the one illustrated in Figure ~~and like similar to~~ Building Type V, Page 53, which are not similar in size, use, materials, fenestration, or setback. The majority of Area III is

not introduced yet

heavily landscaped with mature trees and front yard plantings. The character of this residential area should be protected and maintained while allowing for new commercial development which will be compatible with the existing area.

**PUBLIC IMPROVEMENTS
RECOMMENDED**

City policy includes retention of landscaping, granite curbs, all significant or contributing buildings, while allowing new commercial use and encouraging midblock parking similar to that found in Area I.

Retain granite curbing where possible and reconstruct, if possible, where it is missing.

Retain the parkway that runs between street and sidewalk. If this strip has been filled in with concrete, reintroduce grass. See Figure .

When the residential buildings are converted to commercial use, add inner block parking lots that will detract least from the appearance of the streetscape.

**PRIVATE PROPERTY IMPROVEMENTS
RECOMMENDED**

should
Additions to existing buildings shall relate to the original building by using matching or complementary materials and by continuing the rhythm of openings and details such as cornices, window frames and openings, roof shape, etc.

Existing buildings of significant, notable or ^{should} contributing architectural quality shall be retained and used as residences, or carefully rehabilitated and adapted for commercial uses.

where? reword
no such written policy
? The City believes it is important to...

General Policy if applicable to all ~~the~~ areas. Move to general policy section

Question:
Should village streetlights go throughout Area III?

General Policy

New uses shall respect the architectural integrity of the structure, both inside and outside.

General Policy

Retain and maintain existing landscaped front yards of the residential area.

Any existing parking lots on the streetfront ^{should} be landscaped in such a manner as to substantially screen parked vehicles.

only in Area III?

New construction ^{should} complement the scale, setback, materials, and styles of the existing significant, notable and contributing buildings of the neighborhood.

General Policy

New construction ^{should} be no more than two stories in height.

Not guideline - this is a dew standard in the Code.

Materials ^{should} blend with those existing in area including brick, shingles, wood, stone, stucco, etc.

General Policy

Signs are allowed in the residential area shall be limited to ~~75~~ ⁵⁰ sq. ft. for each linear foot of street frontage. See individual building guidelines for details of sign guidelines.

50 1.0 → Let's keep it 1.0 but this is max and signs should be smaller. AC will deny if it is too big.
Anything else
See previous comments on signs.

New construction ^{should} relate to other buildings in terms of position on the lot and spacing between adjacent buildings. See Figure .

DISCOURAGED

New construction that allows parking in front of buildings.

Conversion of landscaped front yards into parking areas.

Uses for existing or new buildings that do not complement the character of the building.

} OMIT

Demolition that will create parking lots or gaps in the streetwall

General Policy

on any of the existing streets.

New construction that does not complement or blend with height, scale, rhythm, size, or type of buildings or materials of the Village.

General Policy

Demolition of significant, notable, or contributing buildings.

General Policy

New construction ^{shall} be set back to allow landscaping. Setback shall be as deep as the shortest setback of surrounding buildings on either side.

Conversion of landscaped front yards into paved pedestrian areas, unless at least one half of the landscaping is retained.

General Policy?

New construction that is more than two stories in height.

→ tell why
~~Blatant~~

~~NOT PERMITTED~~

Materials such as mirrored or tinted glass, polished metal, diagonal or vertical natural (clear or unpainted) wood siding.

— more discouraged

General Policy

Colors that are fluorescent, jarring, or incompatible with those found in the Village.

— more discouraged

discouraged?

General Policy

AREA IIIA
CIVIC CENTER

A sub-area of this residential area is the Civic Center which includes City Hall, the Library and the Post Office. It is considered a sub-area of Area III because the scale, setback, and site treatment of the buildings are more residential than commercial in character. The guidelines for this area are the same as those given for Area III.

**AREA IV
LARGE SCALE COMMERCIAL**

The area to the south of First Street and north of Santa Fe between Berkeley Avenue on the west (including the ice house), and College Avenue on the east, has a very different character from the first three areas. To the east of Indian Hill Boulevard and on axis with Yale Avenue is a large three-story office complex. Beyond it toward College Avenue are the train station and several other large structures. These buildings are related to the commercial core in location but (excluding the train depot) are considerably larger in size.

To the west of Indian Hill Boulevard and set back from the street are two large industrial type structures: a packing house and ice house, both remnants of Claremont's citrus packing industry days. In addition, there are large vacant areas between this industrial section and the commercial core.

Proximity to the commercial core and location on the primary access road in and out of Claremont are factors that make the packing house and adjacent lots prime use or reuse prospects for adaptive uses, and new construction and commercial development.

The manner with which the intersection of Indian Hill Boulevard and First Street is developed can have an impact on the success of any development in the industrial section and on the image of the Village itself. It can define entry to the Village and provide necessary pedestrian connectors to the industrial section, or it can be like any other vehicle-oriented

intersection that may discourage pedestrian use. The former is preferred and requires specific guidelines for new construction and public improvements.

**PUBLIC IMPROVEMENTS
RECOMMENDED**

City policy includes expansion of First Street public area improvements, encouragement of sensitive adaptive use of the ice and packing houses, and construction of new buildings that will relate to the scale and character of the Village and the larger scaled structures.

*no! Reward
cut from CIP last year
omit or reward.*

Improvements -

bold

Continue development of First Street public area improvements including median strip. Provide turn lanes to parking areas.

Construct new sidewalks and curbs that will continue the plan that already exists on First Street to the east of Indian Hill Boulevard. Sequence from street would be curb, parkway with planting, and sidewalk. This way, the pedestrian is buffered from auto traffic.

Encourage adaptive reuse of buildings west of Indian Hill Boulevard and retention of and respect for the original design features.

reuse or use?

} could use some help as to significant features in intro on previous page

**PRIVATE PROPERTY IMPROVEMENTS
RECOMMENDED**

Reuse existing buildings west of Indian Hill Boulevard including the packing house and the ice house.

} could use better design guidelines for ice house + packing house

New construction west of Indian Hill Boulevard and at the intersection of First Street and Indian Hill Boulevard ~~shall~~ front the street, provide pedestrian scale, and incorporate parking to the rear of the building. See Figure

. The only exception is the southwest corner of First Street and Indian Hill Boulevard. Any new construction on the lot(s) ~~shall~~ ^{should} east of the packing house ~~shall~~ be set back at least 25' from First Street to allow for a view of the packing house. The setback area ~~shall~~ ^{should} be landscaped.

New construction near the packing house and ice house ~~shall~~ ^{should} respect the scale and character of those buildings.

Alterations to the visible facades of the existing buildings ~~shall~~ ^{should} attempt to address the desired pedestrian scale. The size of the buildings allows for monumental scale design, while still being pedestrian in quality.

new and not meaningful to merchant

Signing in this area ~~can be~~ ^{may} larger than the smaller scaled commercial ~~core.~~ ^{if appropriate.} Total sign area shall not exceed ~~1.25~~ square feet per linear foot of street frontage. See individual building guidelines for details of sign guidelines.

1.00

see previous comments

~~shall~~ ^{should} Parking lots with street frontage ~~shall~~ be landscaped to provide street enclosure and screening of lots.

General Policy

~~shall~~ ^{should} Materials for new construction ~~shall~~ blend with those in the area. Appropriate materials would include brick, stucco, concrete, tile, etc.

General Policy

DISCOURAGED

New construction that has parking facing on Indian Hill Boulevard or First Street.

New construction that does not relate to pedestrian scale.

New construction that allows streetfront parking.

Materials for new construction

such as mirrored glass, highly polished metal, diagonal or vertical natural (clear or unpainted) wood siding.

General Policy

New construction that does not blend with or complement the height, scale, rhythm, size, or materials of the area.

General Policy

Demolition of the packing house or the ice house.

Development of corner lots into parking lots. New construction can only be set back to allow landscaping.

~~General~~ General Policy

~~NOT PERMITTED~~

Colors that are fluorescent, jarring, or incompatible with those found in the Village.

General Policy
(discouraged)

~~VILLAGE BUILDING TYPES~~ Guidelines

The buildings in the Village have been grouped into seven different types based on use, design, and construction. Each type is defined and illustrated. Examples of buildings that display significant architectural styles are pointed out within each type.

~~Design Guidelines~~
OK

~~Recommendations~~ for improvements are then made for each type of building.

Following these ~~recommendations~~ ^{guidelines} OK, the occurrence or number of buildings of each building type are given, as well as the percentage of that building type found in each of the four design areas.

Following the building types is a section of guidelines that apply to those building types found in each of the areas.

Demolition of any significant, notable, or contributing building (see Figure) shall be discouraged.

The original character and design of a significant, notable, or contributing building shall be respected, and ~~shall~~ ^{shall} be retained when any changes are proposed to the building.

General Policy move to general policy section
General Policy move to general policy section

BUILDING TYPE I

Characteristics: Commercial, single story, single business occupant. May have a combination of the following: large parapet wall area, integrated permanent canopy, gable roof shape, typical commercial storefront (see Figure). Parapet wall area may be used for signing in several different ways, either by direct application of paint or individual letters, or by application of a separate but complete sign prepared on another material such as wood. Awnings with signs are frequently used and most often cover the entire parapet area or are hung from the edge of a permanent canopy.

Occurrence:

31 out of 144 buildings in the Village.

27 (87.0%) in Area I.
2 (6.5%) in Area II.
2 (6.5%) in Area III.
0 (0.0%) in Area IV.
31 (100.0%)

Recommendations: Most of these buildings are very simple in design and detail. Paint schemes should be simple using no more than two colors: one for wall and one for trim. A third color can be employed in signs and awnings to give colorful accents to the facade. Signs should fit the proportions of the facade.

BUILDING TYPE II

Characteristics: Commercial, single story, multiple business establishments. The majority of these buildings lack significant architectural elements. Most have typical storefronts, some have integrated permanent canopies or varied roof shape. Many use parapet for signs. They are generally similar to Type I buildings.

Occurrence:

24 out of 144 buildings in the Village.

19 (79%) in Area I.
4 (17%) in Area II.
1 (4%) in Area III.
0 (0%) in Area IV.
24 (100%)

Recommendations: The most common problem with these buildings is lack of coordination (sign, color, awning, materials, etc.) between the different tenants within the building. The buildings are generally simple but they could be greatly improved at moderate expense with coordinated use of paint, signs, and awnings. Though simple, they maintain the rhythm of the street wall and contribute to the pedestrian environment of the Village. Follow additional recommendations for Type I buildings.

BUILDING TYPE III

Characteristics: Two story, generally with commercial-retail establishments on the first floor, offices or residences on the second floor. The storefront is typically designed with a large glass display area, second floor typically has smaller operable windows. The building may have a gable or hip roof, or an indication of a cornice.

Occurrence:

12 out of 144 buildings.

5 (42%) in Area I.
6 (50%) in Area II.
1 (8%) in Area III.
0 (0%) in Area IV.
12 (100%)

Recommendations: Generally speaking, this type of building has more architectural detail such as cornices, window frames, and sash that can be highlighted with paint. The piers framing the storefront should be of the same material and/or color as the upper portion of the facade. Window treatment such as cloth shades or decorator venetian blinds should be used to achieve a uniform appearance in second floor windows. Awnings are appropriate on first and second floors in most cases.

Remove "inappropriate" additions
(define better)

BUILDING TYPE IV

Characteristics: Buildings with Spanish Colonial Revival design characteristics such as tile roofs, wood brackets and trim, and stucco walls. Any of the buildings that might otherwise fall into one of the other building types will be considered Type IV if they have these characteristics.

*for example deep window sills
wood windows
exposed beams + rafters*

can you more fully describe Spanish Colonial Revival style to avoid Mexican type and poor quality imitations

Occurrence:

9 out of 144 buildings.

- 6 (67%) in Area I.
- 0 (0%) in Area II.
- 2 (22%) in Area III.
- 1 (11%) in Area IV.
- 9 (100%)

need expanded text on scale + style of additions

Recommendations: Stucco walls and tile roofs should be maintained in good condition. Repairs and replacements should match existing materials. Colors used should range from white to pale browns and light earth tones.

OK but why?

BUILDING TYPE V

Characteristics: Single use structures, commonly banks, that are sited to accommodate parking and drive-through service. This condition often isolates a building from others around it, creating gaps in the streetwall.

Occurrence:

6 out of 144 buildings.

2 (33%) in Area I.
2 (33%) in Area II.
2 (33%) in Area III.
0 (0%) in Area IV.
6 (100%)

Recommendations: Since most of these buildings are fairly new and are well maintained, there is little to recommend for the existing buildings. However, landscaping should be encouraged on large blank walls.

What happened
to second part
of characteristics?
(see Jan 1984 Draft)
It seems OK to leave in.
(although occurs in Area III, not IV)

Ok but why

BUILDING TYPE VI

Characteristics: One and two story residential buildings, in various styles and materials. Most are set back from sidewalks with landscaped front yards. Some continue to be residences, others are professional offices or businesses.

Occurrences:

57 out of 144 buildings.

6 (11%) in Area I.
16 (28%) in Area II.
25 (61%) in Area III.
0 (0%) in Area IV.
57 (100%)

Recommendations: Retain the architectural integrity of the house. When converting to another use, attempt to adapt it to a use that will have the least effect on that integrity. Care must be used when adding signing to a house if it is converted into a business establishment. One well designed, low, freestanding sign in the yard or a small sign hung under the porch roof will work well.

BUILDING TYPE VII

Characteristics: Large scale buildings that are wider, longer, and taller than the common building widths and heights found in the Village. The buildings are more massive than surrounding buildings, but most offer pedestrian scale on the streetfront.

Occurrence:

5 out of 14 buildings.
100% in Area IV.

Recommendations: The larger, underused or vacant buildings should be adaptively reused and their distinguishing character should be respected. Any new construction around the existing Type VII buildings in Area IV should be scaled to the pedestrian and the rest of the Village.

In regards to Parkinghaus
need expanded text on
"distinguishing character"
what to be sure to retain etc.

Building Improvement Guidelines

DESIGN MANUAL: GENERAL GUIDELINES FOR BUILDING IMPROVEMENTS

Prior to beginning renovation or alteration work on a building or storefront in the Village, the merchant or property owner should ask several questions to ensure that the proposed work will enhance both the building and the character of the Village. These questions include:

1. *What are general guidelines for village that are applicable to ...*

2. 1. What Design Area is the building in and what are the guidelines for that area? See *page design area guidelines beginning on p. 23.*

2. What *Building Type is the structure* type of building is it?

(See the descriptions of building types beginning on page 46.) *and what are the recommendations for this bldg type?*

3. What is the architectural quality of the building? See map on page .)

4. Are there other businesses in the same building? Do they want to coordinate improvements?

5. What are the original architectural elements found on the building? Are they still intact?

6. How does the building relate to its neighbors? Is it connected to another building on each side?

7. Does the building have the required parking?

8. Does the building have *attractive and sufficient* landscaping?

9. Does the building face directly onto the sidewalk, or it is set back?

10. In what condition is the building? Does it need paint?

rework and include as general intro to Design Guidelines or rework and leave here

tenant

Maybe this should be omitted unless we are encouraging property owners to bring parking up to code. Maybe this will scare people away

11. What kind of signs are there?
Are they large and dominating?
Are there small eye-level signs
for pedestrians? How many?
Are the signs cluttered, or can
they be easily read? Are they
well maintained?

12. How many different types of
materials are there already
existing on the building? How
many have recently been added?
What are the original mate-
rials?

Equipped with the answers to these
questions, the building owner or
merchant is ready to study the
standards and guidelines for ~~his~~ *the village as a whole, the particular*
area ~~zone~~ and building type, and to
formulate an improvement plan.

GENERAL GUIDELINES

BUILDING DESIGN RECOMMENDED

Generally, a property shall be used for its originally intended purpose or an appropriate new use. For instance, an old house will easily adapt into a retail space that does not require substantial interior reorganization or large storefront space, such as a record store. However, it would not be appropriate to gut the same old house in order to make it into a recording studio. This use would be more appropriate in a large loft space in an old warehouse or on the upper floor of a commercial building. In each case the original intent, architectural quality, and detail would be respected.

Improvements shall respect and complement original design of the building. Consider its original materials, openings, height, setback, roof shape, architectural elements and relationship to its neighbors.

Consider the whole structure when making improvement plans. Peeling paint, deteriorated signs and dirty windows on the second floor will detract from a freshly renovated storefront.

Coordinate improvements with other occupants in building.

Additions to existing structures should harmonize with the existing structure and neither dominate it nor clash with it.

Use quality materials and workmanship. The improvements will last longer and will be less expensive in the long run. If too expensive to do at one time, then stage the improvements over a period of time and implement them in a logical order.

What is relationship of this discussion of bldg design with previous guidelines detailing with additions + new construction? May this needs to be titled differently ~~subas~~ or combined with introduction on previous page?

DISCOURAGED

Removal or alteration of distinguishing architectural features.

~~**NOT PERMITTED**~~

Alterations which seek to create an earlier or thematic appearance such as "Colonial Williamsburg" or "frontierland" facades.

) expand. ~~these~~ this has caused problems and we could use help in this area.

BUILDING MATERIALS & ARCHITECTURAL ELEMENTS

RECOMMENDED

Retain and repair if necessary original exterior materials such as brick, stucco, stone, adobe, tile, wood, or metal.

Remove inappropriate materials and elements that may have been added in an earlier remodeling such as aluminum siding, plywood false fronts, or natural (clear or unpainted) wood siding.

Repair or replace deteriorated architectural features. Match the original as closely as possible in composition, design, color and texture.

Remove old sign supports, conduit, wires, brackets, or hardware that is no longer operational and detracts from the building's appearance.

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

Surface cleaning of structures should be undertaken with gentlest means possible.

DISCOURAGED

Adding or resurfacing a facade with new material which is inappropriate such as artificial stone, brick veneer, asbestos or asphalt shingles, plastic or aluminum siding, or natural (clear or unpainted) wood siding.

Adding or replacing original with new or inappropriate architectural elements such as shingle mansard roofs or colonial doors.

Sandblasting brick or stone.

Cheap-looking or cheap materials.

Unskilled or unknowledgeable labor.

Question: If original is not "original" eg Yale Ave West side. How do you decide what is appropriate

} omit a word

**ROOFS
RECOMMENDED**

Retain original roof shape.
Retain, repair or replace to match original roofing materials.

Remove or relocate unsightly roof equipment. If this is impossible, screen it from view or paint it a color such as a medium gray to make it less noticeable.

New construction shall attempt to blend with the roof shapes in the area. For example, flat roofs with tall parapet walls in the commercial area and gable roofs in the residential area.

?
→ These guidelines are referring to new construction and overlap (repeat) general guidelines

DISCOURAGED

Applying new roofing material that is inappropriate to the style and/or period of the building and neighborhood. Tile roofs are a distinctive characteristic of the Village and they shall be retained and repaired when necessary.

Adding new roof shapes such as mansard ~~shingle~~ roofs.

Altering or removing original roof shapes.

} omit repetitive
} omit

WINDOWS & DOORS

RECOMMENDED

Retain and repair windows and doors and their openings where they contribute to the original architectural character of the building.

Replace missing window and door elements with compatible materials.

Replace missing window and door elements so they are compatible in size, configuration, and reflective qualities with the original elements or with the intent of the design of the building.

Doors to retail shops should have a high percentage of glass. This invites the pedestrian/shopper to look and come in.

Clean all glass areas regularly. Clean glass gives a building and a business a crisp, cared-for appearance.

Treat second story windows with curtains, shades, blinds, or shutters to eliminate a look of neglect or dilapidation.

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

DISCOURAGED

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

Replacing window and door features with incompatible materials such as anodized aluminum or tinted glass.

Dirty windows, which give an unkept look. } omit

Need something about:
Retain recessed entrances
Retaining entrances to each individual bldg (even when several bldg make up one business) Rhythm of the village to have 1 doorway per building

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

Air conditioning window units on primary facades.

Cluttering windows with window signs.

STOREFRONTS
RECOMMENDED

This area of a commercial building traditionally has experienced more change, remodeling, layers of paint, signing, and new materials than any other part of the building. All of this has been done to give a business a new appearance and catch the attention of the shopper. Start with the basics of a typical storefront and be sure to consider it within the context of the whole building.

~~Building that have ground floor first floor spaces on Harvard and Yale Avenues that have storefronts shall be used for retail establishments that will use the storefronts for attractive display of goods to be sold. Uses that do not generate pedestrian movement along the sidewalk such as legal, insurance offices, etc. shall be located on second floors or on side streets.~~

should

omit

should

The original glass-to-wall ratio shall be retained for storefronts.

Remove inappropriate materials that may have been added such as wood siding or shingles.

✓ or poorly designed awnings?

Remove any elements or signs that may be covering parts of the original storefront.

Retain and repair original storefront elements such as transoms, trim, door, glass, and decorative features such as tile.

Need something like? Not exact wording!

Research + restore replace original design elements and materials which match the original if they have been modified

New storefronts can: (a) be contemporary design that is compatible in scale, design, materials, color and texture with the existing architecture; (b) be a reproduction of what was originally there using old photos and research or original architectural plans. (Old photographs may be available at the Claremont Historic Resources Center.)

(They changed name.)

Display of available goods is the function of a storefront. Displays ~~shall~~^{should} be attractive, well lit, and convey a clear message to the pedestrian/shopper. Confusing signs in the window, displays that are never changed, or faded finishes detract from the store and project a negative image.

Restaurants in first floors ~~shall~~^{should} have attractive window treatment that allows some privacy for diners but also allows the passerby to look in.

Sign designs and awnings are two very important parts of storefronts. Their design and execution are critical to the overall appearance of a building and the business inside. Each will be discussed separately and in detail in these guidelines.

Locate air conditioning units in positions where they are hidden from view and do not dominate the storefront. In some cases, this could be behind awnings.

DISCOURAGED

Removing significant original storefront features.

Covering significant architectural elements or storefront features.

Introducing a storefront or new design element which alters the architectural character of the building or its relationship to adjacent bldgs and

the street.

Introducing new materials to the first floor that are different or incompatible with materials of the rest of the building.

Use of tinted glass in display areas.

SIGNS

The primary purpose of signs is the identification of the business name and type. Effective signs will clearly convey the message to the shopper. Attractive displays will inform the shopper in greater detail of the variety of products offered by the business. The quality of the signing is a reflection of the business.

RECOMMENDED

^{should}
Signs shall be respectful of the characteristics of the area and the adjacent buildings, thereby bringing continuity to the streetscape.

^{should}
Signs shall be coordinated with the design of the building including materials, color, and placement.

^{should}
Signs shall be coordinated with other signs on the building. Signs for the same business shall be similar in color, materials, letter style, etc. Signs for different businesses shall complement each other in size, shape, color, lettering and placement.

^{should}
Signs shall be readable. This means careful choice of letter styles, color, materials and size of sign and lettering.

^{should}
The number of letter styles shall be limited to two or three. Too many letter styles cause confusion and break down any coordination effort.

*Address sign programs
for multi-tenant buildings
They are required to ensure
coordination.*

*Please address signs
for rear of buildings
and guidelines for them*

^{should}
Type styles shall be kept simple and readable. Swirls and swags can be saved for decoration and/or logo design.

An attempt ^{should} shall be made to make typeface consistent throughout any graphic representation of the business. This includes signs and stationery, sales slips, shopping bags, and advertising.

^{should.}
Signs shall be carefully located so they can be seen and read but do not cover or obstruct important architectural elements.

Signing can be lighted either from another source, such as spotlights, or from light within storefront if sign is on glass.

| What about neon?

^{should}
Signs shall be well maintained and repaired, repainted or replaced when showing signs of deterioration or damage.

^{should}
Sign quality shall be professional.

~~Temporary paper signs shall be limited by a "time in window constraint." See Chapter 4, Part 4.45F, Temporary Signs, of the Claremont Land Use and Development Code.~~

→ more to discourage

"Temporary paper window signs"

DISCOURAGED

Signs that attempt to identify every item available in the store or temporary signs that cover display area glass. These signs create visual clutter and are confusing to the customer.

~~Other ^{bold} characteristics of inappropriate signing:~~

^{not?}
Too big, or too small.

^{Not p}
Garish and overwhelming in color such as loud, fluorescent, dayglow or metallic colors.

Projects too far.

Covers significant architectural detail.

Doesn't relate to the building design in terms of placement, size, color, materials, etc.

Poorly made, made by an amateur or non-professional sign maker.

Poorly maintained.

~~Displays~~ Advertising for national franchise that is not a primary occupant of building.

Temporary ^{signs} ~~signing~~ ^{are} that ~~is~~ never changed or that completely covers or clutters display windows.

not permitted according to LVDC

NOT PERMITTED

Signs that rotate or blink.

(OK here - this is not permitted in LVDC)

Internally illuminated signs.

currently permitted but AC will deny

**GENERAL GUIDELINES
SIGNING - SPECIFIC**

Signing in the Claremont Village area needs to successfully communicate to both the shopper in the automobile and the pedestrian shopper.

This plan recommends a two level signing system for the Village that will accommodate both types of shopper: larger signs for the auto-oriented shopper and smaller signs for the pedestrian shopper. The number, area, and types of signs will be limited by the following specific guidelines.

*Ped oriented signs are encouraged
Sometimes with right circumstances
+ good design only
1 sign is necessary which serves auto
+ pedestrian*

Refer to the Building Types section to determine the type of building and to review the recommendations for that building type.

SP.

For businesses with a permanent orientation sign mounted perpendicular to the bldg. the max sign area shall be divided and used as follows: 75% for auto oriented signing and 25% for pedestrian oriented signing up to a max of 354ft.

The maximum allowable area of signs shall be the linear street frontage of the building multiplied by 1.0 feet for Areas I, II, and IV, and .50 foot for Area III, with a minimum area of 15 square feet. If there is more than one storefront in the building, each business shall be allowed a proportionate share of the linear frontage.

Let's keep area III at 1.0 also but state that signs in this area should be smaller because of residential character.

For signs parallel to the building should
The allowed area shall be divided and used as follows: 50% for auto-oriented signage, 25% for pedestrian-oriented signage, with the remaining 25% divided between the two types as needed.

Please expand

Explanation/Clarification/Qualification needed to state that max allowable is an upper limit and the allowable sign area is dependent a number of factors including the scale of the building, the location of the sign, the sign materials, colors and design. The sign area is subject to staff and/or Architectural Comm approval.

When these standards conflict with those of Chapter 4 of the Claremont Land Use and Development Code, the more restrictive standards shall govern.

omit!
no longer conflicts

The following guidelines refer to recommended and discouraged auto- and pedestrian-oriented signs.

AUTO-ORIENTED SIGNS RECOMMENDED

Flat wall signs including individual wood or plastic letters attached to the wall, signs painted on the wall, signs prepared on other materials and attached to the wall. In no case shall these signs cover any significant architectural details. They shall be placed at least 3" from any opening.

plastic letters are almost always used poorly. We should not encourage their use

Awning and canopy signs including signs painted on or applied to the front of awnings and canopies.

Integrated or permanent signs such as signs that are part of the original architectural design of the building. This includes panels in the wall or vertical elements of the building.

Freestanding signs are allowed only on buildings that are set back from the property line, and shall not be taller than six feet from the nearest curb height. Signs shall be placed next to and perpendicular with the sidewalk, or set back and parallel to the building front. For buildings that have more than one business, all signs shall be coordinated in size, design, shape, and color.

Usually there is no need for a sign with a overall height greater than 4 1/2 feet

DISCOURAGED

Perpendicular signs that are too large, placed too high on the building, and do not relate to the architectural design of the building.

Flat signs that cover architectural elements or otherwise do not fit into the design of the building.

Any freestanding sign that is oversized, poorly placed or out of place, poorly maintained, or not coordinated with other signs on support. Freestanding signs should not hang out over sidewalks or right-of-ways.

not permitted

Signs on side wall unless:
a) building is on a corner; b) there is no other location for auto-oriented sign.

NOT PERMITTED

Roof signs.

Billboards.

Rotating or blinking signs.

**PEDESTRIAN-ORIENTED SIGNS
RECOMMENDED**

Perpendicular signs that are *small and* placed so that the bottom is no lower than 8'-6" from ground, but no higher than bottom of cornice or second floor window sills. These signs can be made in a variety of ways including carved, painted, or icon.

should Window signs that are painted on the display window. These signs shall not be so large as to detract from or obstruct the shopper's view of the display items. For storefronts with a center entrance identical window signs can be on the flanking display glass or on the entrance door. For storefronts with an entrance to one side the sign can be on the display window or on the door. For storefronts with two entrances separated by display windows there can be one sign on the center display panel, or signs on each door.

Where does this occur?

Signs can be added to side panels or valance of awnings. (Also see Recommendations under "Permanent Canopies and Awnings.")

~~NOT PERMITTED~~ Discouraged

Perpendicular internally illuminated signs.

why?

PERMANENT CANOPIES

Usually
Permanent Canopies are shelters overhanging the sidewalk and integrated into the building design. ~~Most~~ always metal or material of the rest of the building and may have integrated lighting.

RECOMMENDED

If the canopy shelters more than one business, treatment with color, awnings, signing, and lighting ~~shall~~ be similar and coordinated with each business.

Awnings can be dropped straight down from ends of canopies thereby allowing more shade and sign area. Signs on this type of awning shall be considered to be auto-oriented.

Buildings with canopies and parapet walls need careful consideration as to whether a sign could be visible in the parapet area.

Small signs attached to underside of canopy and perpendicular to a storefront ~~shall~~ be considered pedestrian-oriented.

Note on signs and canopy:

Exceptions ~~shall~~ be made for existing signs that have historical significance and add character to the area or are significant examples of sign design of other periods.

DISCOURAGED

Canopies that are particularly decorative or unusual in design ~~shall not be cluttered with signs and awnings if they obscure the design and coordination with the rest of the building.~~ *that*

Canopies on one building that are designed differently for every business covered.

signs attached to top or front of canopy,

AWNINGS

Most of the commercial buildings in the Claremont Village are simple in design, color, and detail. One way of bringing color and life to the street scene, while bringing shade, is through the careful use of cloth awnings. Frames can be made to fit any storefront shape, and the color possibilities are endless. For some businesses it is the most effective way of adding signage to the front of a building.

It is relatively inexpensive and easy to have a new awning made for an existing frame. The next least expensive solution would be to install a non-retractable, welded frame type awning. Frames for roll-up retractable awnings are an expensive but effective way of controlling sunlight while providing passive energy conservation. A less expensive variation of a retractable awning is a pull-back type. It is not as attractive when retracted as roll-up retractable awnings, but it serves the same purpose.

Shape can add character to a facade, but exaggerated awning forms should be avoided as they will dominate the streetscape. Awnings should be considered as an important integrated element of the facade.

RECOMMENDED

Cloth awnings. They add quality to the street scene.

Awnings on first floor storefronts and second floor windows.

Colors ^{should} shall be coordinated with building colors. Use bright but attractive colors to accent the

rd

building colors. Striped awnings should be limited to two or three colors.

Signs ^{should} ~~shall~~ be painted by professional sign painters. Signs can be on front valance and/or on the side panels.

Awnings ^{should} ~~shall~~ be well maintained, washed regularly, and replaced when faded or torn.

When there are several businesses in one building that has awnings, different colored awnings can be used, provided they are coordinated in 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 within the building.

DISCOURAGED

Metal or wood awnings. While a cloth awning may fade or get torn, it is easily replaced for a low cost. Metal awnings look cheap, are easily dented and scratched, and do not have the quality appearance of cloth. Wood is usually inappropriate for commercial buildings and should not be used.

Heavily patterned or gaudy awnings.

PAINTING

A new paint color scheme is often the easiest and least expensive way of fixing up a building facade, and it can be the most effective way of achieving an immediate, noticeable change in an area.

RECOMMENDED

Coordinate color scheme with sign and awning color, color schemes of all other businesses in the building if possible, and the existing natural/unpainted materials on facade such as terra cotta, tile, brick and stone.

When choosing colors consider the color of the buildings nearby. Attempt to complement your neighbor's colors. If all of the buildings are attractive, they will attract more attention.

Most of the structures in the Village are simple in design and detail. Therefore, a maximum of two or three colors is recommended for use on the facade. A third or fourth color shall only be used as accents on trim, signs, awnings or doors.

A new paint job will last a long time if the surface is properly prepared. Remove old and peeling paint using the gentlest and safest means possible for the material type.

DISCOURAGED

Painting materials such as tile, terra cotta or stone. Attempt to coordinate color scheme with the natural colors of these materials.

Competing with or imitating a neighboring building's color scheme.

Highlighting details with many different colors of paint.

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

Sandblasting wall surfaces.

Painting one finish coat of paint on dirty, peeling paint without any preparation.

SIDES AND REARS OF BUILDINGS

Similar improvements can be made to the rears of buildings, especially those facing public areas such as parking lots. Painting, signs, screened trash receptacles, and general cleanliness leave a positive image for the shopper. In some cases, entry and outdoor space can be developed for public use depending upon the type of business and security.

See Signing Guidelines beginning on page 64 for information about signing on the sides and rears of buildings.

See the recommendations made for Area I parking areas. Similar improvements can be made for other areas within the Village.