



SOUTH EL CAMINO REAL DESIGN GUIDELINES

*Recommended on June 6, 2002 by the City of Palo Alto
Architectural Review Board for interim use by staff and
applicants in conjunction with the City Council-adopted
El Camino Real Design Guidelines*

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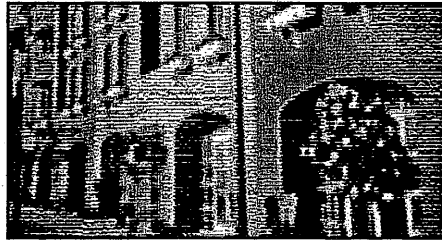
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1. INTRODUCTION

1.1. PURPOSE

Historically thought of as an automobile oriented strip, El Camino Real runs through some of the densest urban development areas and accommodates the highest volume of transit service in the Mid Peninsula. There is an opportunity to create a dynamic mixed-use corridor that serves the diverse needs of the community. The challenge for this kind of transformation is to develop a new character for both residential and commercial uses which creates an attractive environment for pedestrians, motorists and transit riders while fitting in with existing development and adjacent low density residential areas behind El Camino Real.

The purpose of these design guidelines is to:

- Provide a set of guiding design principles for public officials, developers, designers and the community with which to anticipate, evaluate and encourage appropriate development;
- Give the jurisdiction tools to evaluate and direct project design;
- Provide developers with clear direction as to what type and quality of development the city desires, anticipates and will approve;
- Give the community a better understanding as to what type and quality of development the city and community should anticipate and expect along South El Camino Real.

The design guidelines apply to all new development and remodeling of building exteriors of frontage properties along El Camino Real between Stanford Avenue and the southern city limit boundary.

The District Design Guidelines address site design and building design issues that have the greatest influence on the overall character of the respective districts, such as facades, setbacks, building form, materials, parking and signage.

The design guidelines will be extensively used by the review boards, including the Architectural Review Board (ARB), the Planning Commission and the City Council. The guidelines are intended to direct the project design process toward solutions that, given site conditions and the requirements of the development program, best meet city goals and community values and expectations.

1.2. OBJECTIVES

South El Camino Real has been dramatically affected by the changing role of the road from a regional highway to an urban inter-city arterial. While remnant uses such as auto retail still provide services to the community and contribute to the economic well-being of the city, the city would also like to emphasize more localized, neighborhood-oriented uses.

The land uses and development prototypes found on South El Camino Real play a significant role in defining the corridor's character. Pockets of the original development pattern remain with commercial buildings fronting the street with residential or office above. More recent developments have created a pattern of buildings oriented away from the street, with parking or landscaping in front, for both access or buffering from the street. This historically varied treatment of the highway has created a "gap toothed" effect with indiscriminant uses and site planning and building design of dramatically varied type and quality. Design guidelines will bring more consistency to site planning and building quality and design, enhancing the image and character of El Camino Real.

The design guidelines reflect the vision for the corridor and the urban design goals and objectives that have been developed as part of the Palo Alto 2010 Comprehensive Plan.

In order to realize the overall vision and goals for El Camino Real, the design guidelines encourage property owners, merchants, public officials and the community to:

1. *Support land uses that locate higher density development adjacent to transit nodes, and provide a compatible mix of uses in aesthetically pleasing, well-sited buildings.*
2. *Create an identity that is specific to South Palo Alto.*
3. *Encourage design that compliments the streetscape concept and attracts additional private investment.*
4. *Ensure a healthy and vibrant market for new development projects, both large and small.*



The land uses and development prototypes found on South El Camino Real play a significant role in defining the corridor's character. Currently South El Camino Real has a strong automobile-orientation.

1.3. VISION FOR SOUTH EL CAMINO REAL

El Camino Real is home to a variety of auto-oriented community and neighborhood commercial uses. The Palo Alto Comprehensive Plan calls for creating an environment that is more hospitable for pedestrians and a place that can be identified as one or more distinct “centers” rather than a commercial “strip.” It should become a well-designed, compact, vital, multi-neighborhood center with diverse uses, a mix of one-, two- and three-story buildings fronting the street, and a network of pedestrian-oriented streets and ways.

This long range positive transition of El Camino Real will be predicated on a consistent set of site planning and building design parameters. This should provide a series of different areas or nodes which might have some varied pattern while also sharing some common elements.

The South El Camino Real Design Guidelines are intended to implement the vision of El Camino Real as a vibrant corridor by providing design directions for a range of site planning and building design components, including facades, setbacks, overall building form, parking location and signage. Over time, as existing properties are improved and new projects developed, El Camino Real will take on the character of a civic realm, focusing on the local community while at the same time connecting to the larger region.



El Camino Real should become a more pedestrian-oriented street, even while carrying large volumes of traffic, by addressing street frontage design.

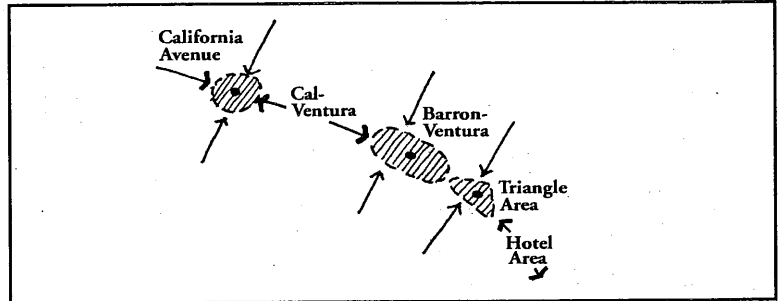


The architecture which fronts El Camino Real should have a strong presence. Buildings should address the street with a strong edge.

1.4. GUIDING PRINCIPLES

The South El Camino Real Design Guidelines provide direction for enhancing the quality of El Camino Real. While the guidelines address issues and details ranging from lot coverage and site planning to the treatment of parking lots and facade details, there are several overriding design principles which provide the guiding framework for new projects:

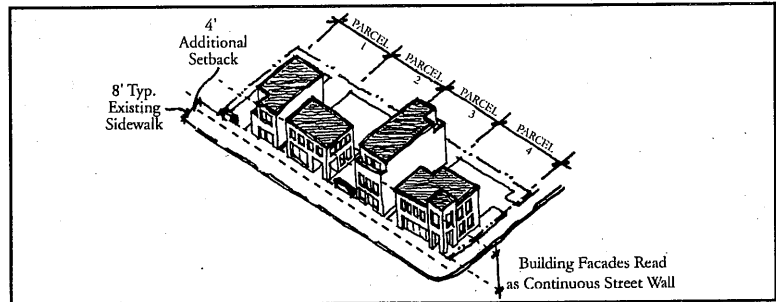
1. Create a pattern of pedestrian-oriented "nodes" linked by corridors.



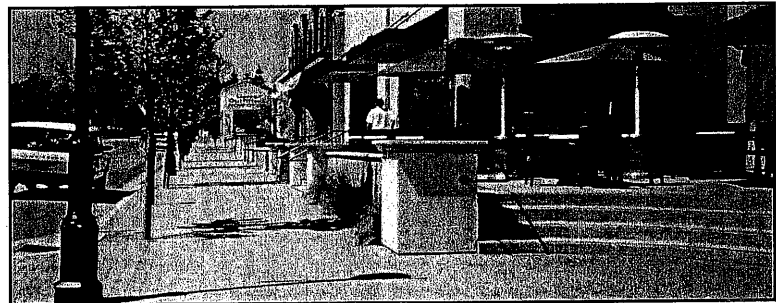
2. Create a pedestrian-oriented 12-foot sidewalk along El Camino Real featuring trees, planters and seating.



3. Bring buildings up to the sidewalk to reinforce the definition and importance of the street.



4. Public amenities such as a wider sidewalks, outdoor seating or outdoor dining are encouraged where appropriate.



5. Buildings should have a minimum height of twenty-five feet in order to provide a presence in scale with El Camino Real. Two- and three-story buildings are strongly encouraged.



6. All buildings should be oriented towards the street with entries facing El Camino Real.



7. Corners should be addressed with special features such as prominent entries, massing and architectural elements.



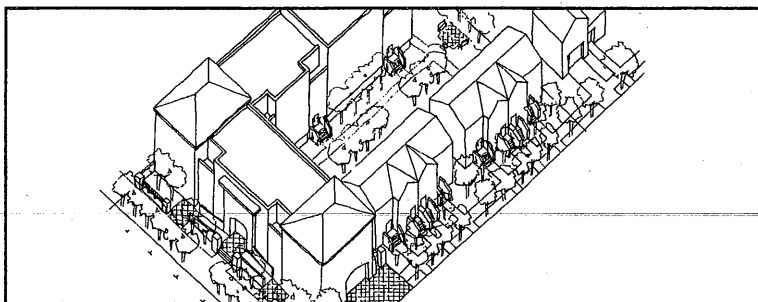
8. Building facades should animate the street with ample door and window openings, as well as amenities such as arcades, awnings, stairs, and balconies.

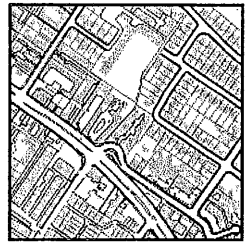
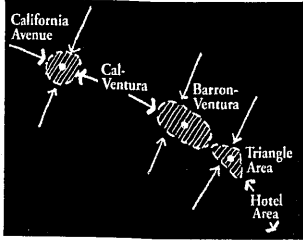


9. In order to create a cohesive streetscape, flat roofs with parapets are strongly encouraged. Building facades should be articulated with clearly expressed bases, bodies, and roofs or parapets.

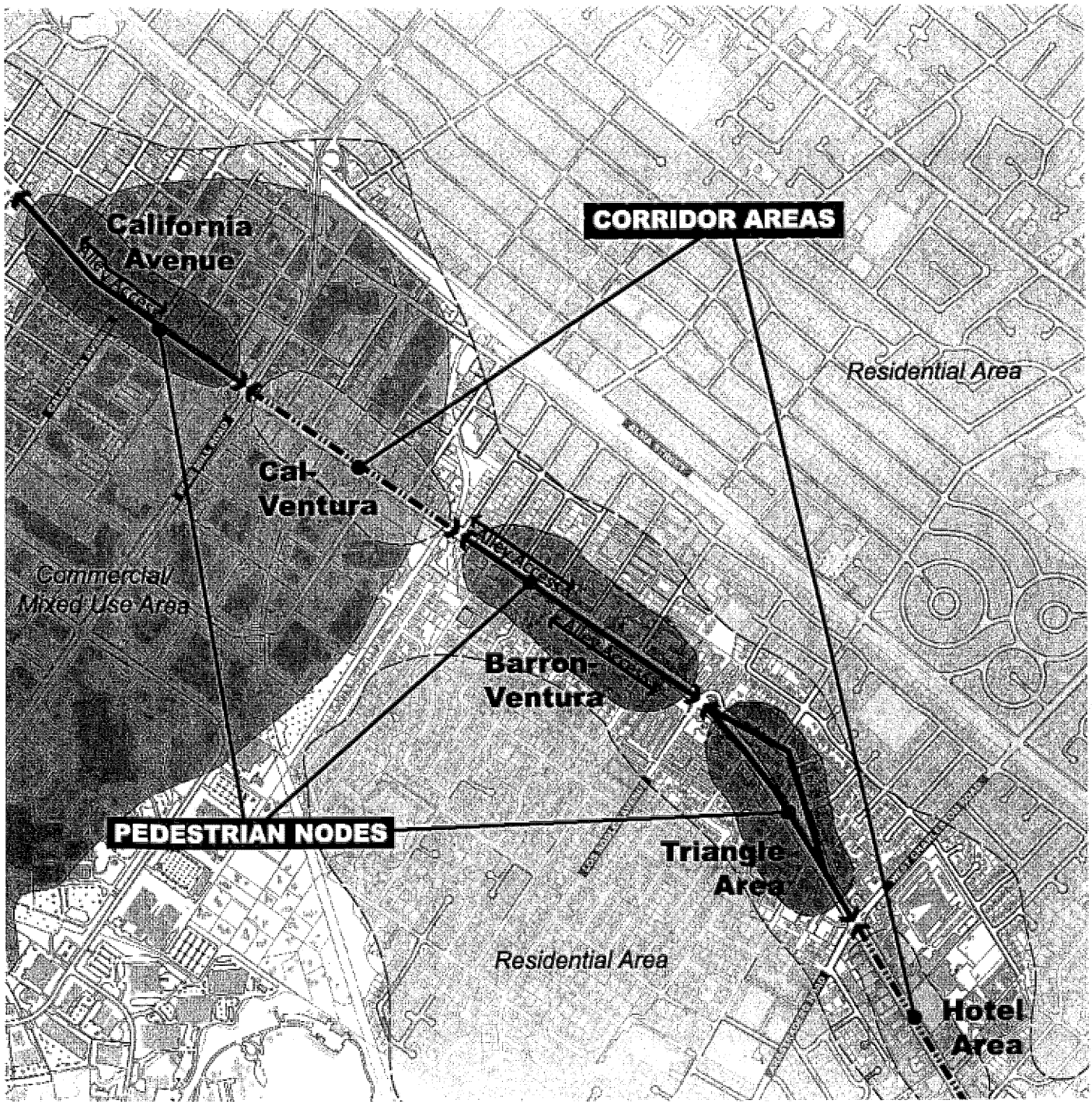


10. Frontages along El Camino Real should have a scale and presence proportional to the scale and importance of the thoroughfare. Transitions to adjoining residential neighborhoods should be established with variations in scale, articulation, and setbacks.





2. DISTRICT VISIONS



South El Camino Real Sub-Districts

2.1. NODE AND CORRIDOR CONCEPT

While there is general interest in promoting increased pedestrian activity and neighborhood-serving uses along South El Camino Real, a continuous pedestrian-oriented environment along the entire two-plus mile length of the corridor is unrealistic. Instead, a pattern of pedestrian-oriented “nodes” linked with corridors should be pursued.

The pedestrian-oriented nodes (California Avenue, Barron-Ventura and Triangle areas) are located in areas that already experience a fair amount of pedestrian activity, have access to multiple transit lines, and which have development patterns such as buildings situated close to the sidewalks that support pedestrian activity. The corridor areas between these pedestrian nodes, while also having some pedestrian activity, tend to be characterized by more vehicle-oriented uses.

2.2 PEDESTRIAN-ORIENTED NODES

California Avenue, Barron-Ventura and Triangle Areas

2.2.1. CALIFORNIA AVENUE AREA

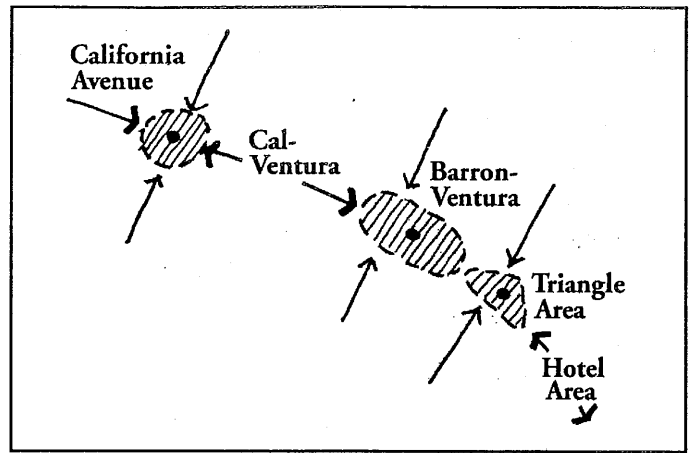
The California Avenue area, extending from Park Boulevard on the north to Page Mill Road on the south, is the most densely developed section of South El Camino Real. California Avenue serves as Palo Alto’s “second” main street, complete with pedestrian-oriented amenities and a CalTrain station. The California Avenue/El Camino Real node is the oldest in the city, dating back to the 1850’s when California Avenue served as the main street for the town of Mayfield and El Camino Real was the principal highway on the Peninsula. Today, California Avenue serves as a regional commercial retail center with a relatively high level of pedestrian activity.

Although only fragments of the early commercial development is visible, the original street pattern is intact and relatively few lots have been combined. Many buildings are built close to the sidewalk. Conceivably, this development pattern would create an environment conducive to pedestrian activity and streetfront retail, but the designs of many of the buildings do not promote this kind of setting.

2.2.1.1. California Avenue Area District Vision

Development in the California Avenue segment of El Camino Real should reinforce the area’s origin as an historical node with an urban, pedestrian-oriented design approach that takes advantage of California Avenue’s relatively high levels of pedestrian activity.

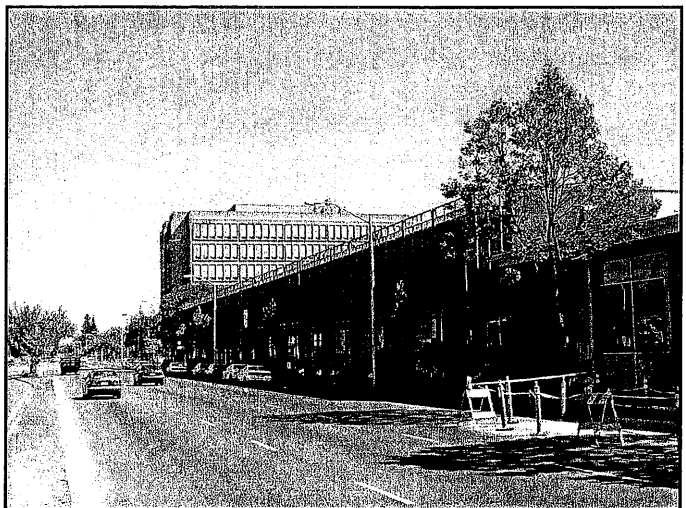
- New buildings should front El Camino Real with prominent facades. Streetlevel facades should have numerous pedestrian amenities.
- Renovations of existing buildings should support the area



South El Camino Real nodes and corridors diagram.



The 490 California Avenue building anchors the California Avenue area. Its parking treatment prominent massing, articulated facade and streetfront retail support the vision of the area as a pedestrian-oriented node.



Some of the buildings in the California Avenue area are well situated close to the street but their architectural design undermines their urban design potential. Elements such as monolithic sunscreens and undifferentiated storefronts do not create an appealing and interesting environment for either pedestrians or vehicle passersby.

as an activity node with carefully-conceived pedestrian amenities, and improved materials and signage.

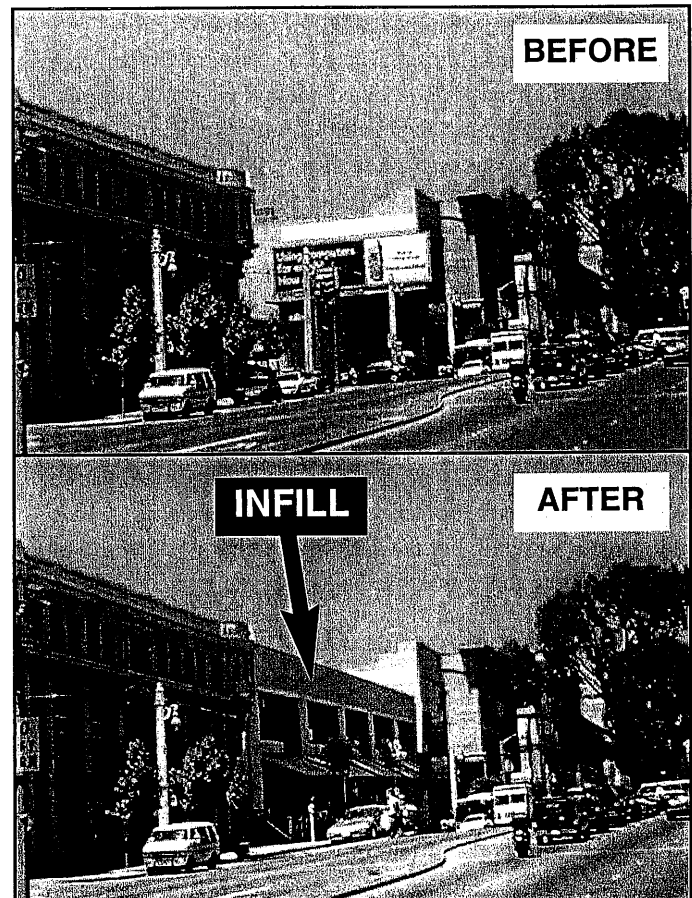
2.2.1.2. California Avenue Area Strategic Sites

Currently the activity generated by California Avenue loses momentum relatively near the intersection with El Camino Real. However, if properties within the area between Stanford Avenue and Page Mill Road are developed in a manner that supports pedestrian activity, the impact of the node could extend for a larger area along South El Camino Real. In particular, the properties at the intersection of Page Mill Road and El Camino Real need to be architecturally prominent with a strong street presence so that they serve as anchors for the southern end of the district. Having strong anchors is critical for extending the momentum of the California Avenue intersection down to Page Mill Road. The following sites are key to implementing this vision:

- Page Mill Road/El Camino Real Corner. Buildings should feature a prominent corner to anchor the large-scale intersection. El Camino Real frontage should feature extensive windows, as well as pedestrian amenities such as an arcade or canopy, seating, and planters.
- Valley Transit Authority Transit Center at the corner of Page Mill Road and El Camino Real/Former Nursery site. Existing park-and-ride use should be incorporated into a more intensive use of the site that would take advantage of the prominent location. A mixed-use building with structured/subsurface parking would be desirable. Aggregation of adjacent underutilized parcels such should be encouraged.
- Bank Office Building at the corner of California Avenue and El Camino Real. Building would benefit from a facade improvement, including removal of sunscreens, which obscure facade.
- Small infill sites. Design of new infill projects should “stitch” surrounding buildings together to create a coherent streetscape.



Strategic sites in the California Avenue area offer the opportunity to enlarge and expand the pedestrian-oriented activity node.



Design of new Infill projects should “stitch” surrounding buildings together to create a coherent streetscape.

2.2.2. BARRON-VENTURA AREA

The Barron-Ventura area, extending from Fernando Avenue to Los Robles Avenue, is characterized by moderately-dense development, with a large portion of buildings situated near the street. The area has neighborhood-oriented commercial uses that serve the surrounding residential areas, as well as some regionally-oriented commercial establishments.

Architectural quality in the Barron-Ventura area varies, but generally the buildings lack many of the design elements needed to reinforce the area as a pedestrian-oriented activity node. While there are some nostalgic examples of old roadside architecture such as the Glass Slipper Inn and the Palo Alto Tailoring building, there are many other examples of poorly remodeled or designed buildings which detract from the area. However, the overall development pattern of small-scaled buildings situated close to the street has tremendous potential for creating a pedestrian-oriented area. Additionally, a large number of the properties are served by rear alleys, which requires fewer project curb cuts along El Camino Real, providing more opportunities for a cohesive building frontage and streetscape.

2.2.2.1. Barron-Ventura Area District Vision

Development in the Barron-Ventura segment of El Camino Real should reinforce the area as a neighborhood-serving commercial node. Care should be taken to reinforce connections to the surrounding residential areas but also buffer the residential areas from the El Camino Real development.

- New buildings should front El Camino Real with a scale appropriate to a neighborhood commercial district. Streetlevel facades should have numerous pedestrian amenities. Streetlevel facades should also be highly transparent from the sidewalk.
- Renovations of existing buildings should support the area as an activity node with pedestrian amenities, and enhance the overall visual appearance of the area with improved building massing, facade articulation, facade transparency, materials and signage.

2.2.2.2. Barron-Ventura Area Strategic Sites

Opportunities in the Barron-Ventura area consist of small and medium-sized infill sites. Many buildings are underutilized and present infill or rehabilitation possibilities. While any development activity should support the vision of the area as a pedestrian-oriented node, there are a few sites that are particularly important in establishing this context:

- 3600 Block of El Camino Real. This sizable collection of vacant and underutilized parcels represents an opportunity to anchor the Barron-Ventura segment of El Camino Real and serve as a catalyst for the continued evolution of the area into a pedestrian-oriented node. Street frontage should be generously scaled with a wide sidewalk. High-quality pedestrian amenities such as a plaza, seating areas and an arcade are critical. The building should establish a



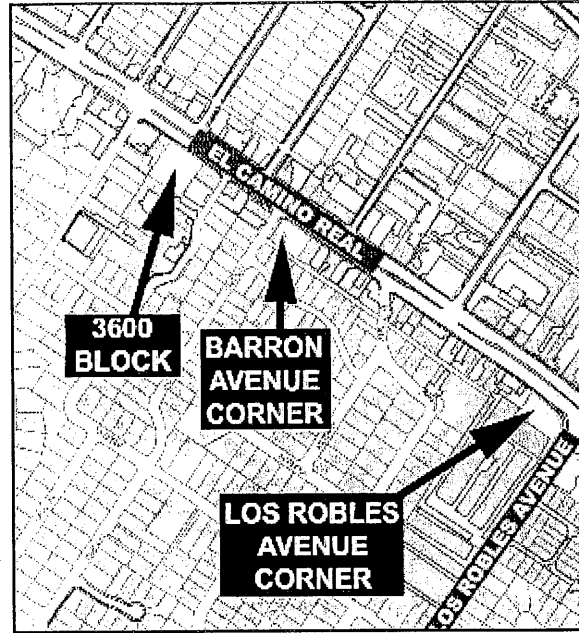
The Barron-Ventura area includes numerous buildings oriented to the street. Many are serviced by rear alleys, which allows a more cohesive frontage along the El Camino Real streetscape.



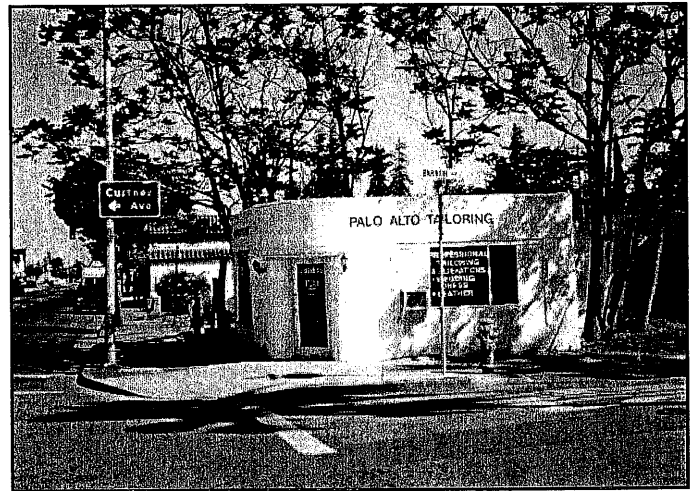
The area includes many buildings that are well-oriented to the street but have poorly-executed architectural design. Renovations should reinforce the streetscape orientation and contribute to the visual appearance of the area with improved building massing and facade detailing.

prominent presence on El Camino Real. If parcels are grouped, vehicular access should be from side streets.

- **Barron Avenue Corner (3700 El Camino Real).** This largely underutilized site contains a modest but well-conceived commercial building at the corner. While modest, the building represents a simple yet effective method of addressing the corner. New development on the site should address the corner in a similarly effective way, while the remaining frontages should fill in the streetwalls with frontages built up to the street, enriched with amenities such as small plazas, seating areas, arcades, recesses and balconies. Vehicle access should be from Barron Avenue.
- **Los Robles Avenue Corner.** Both corner parcels on the western side of El Camino Real have recently been developed so it is improbable there will be substantial changes in the near future. However, the corner marks a shift in the direction of El Camino Real, tying two distinct segments together. Any redevelopment of the commercial site should push development up to the street to provide continuity to the streetwall. Storefronts should be oriented to the sidewalk and the corner should be articulated with special architectural features.



Opportunities in the Barron-Ventura area consist of small and medium-sized infill sites.



The commercial building at the corner of Barron Avenue and El Camino Real represents a simple yet effective method of addressing the corner.

2.2.3. TRIANGLE AREA

The Triangle area, extending from Los Robles Avenue to Arastradero and West Charleston Roads, has the most unusual development pattern of the South El Camino Real subareas. El Camino Real turns and runs diagonally, and is paired with El Camino Way to form a triangular configuration. While this pattern suggests a “village” setting, particularly in the intimately-scaled El Camino Way area, the diagonal orientation of El Camino Real in relation to the gridiron-based property lines has resulted in many buildings oriented to the side property lines facing El Camino Real at odd angles and creating a “gap toothed” effect.

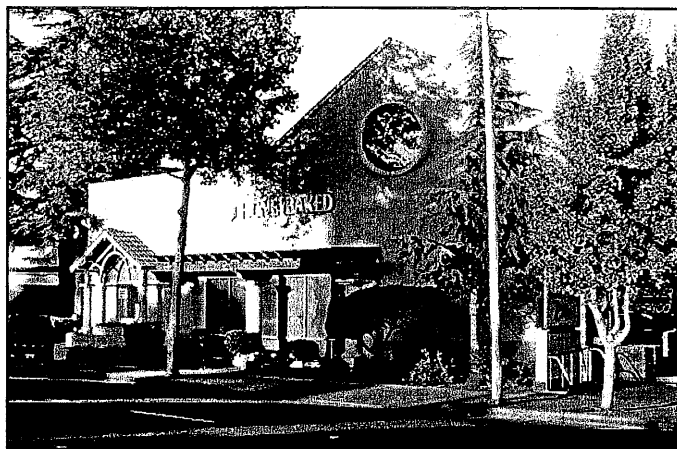
2.2.3.1 Triangle Area District Vision

The Palo Alto Comprehensive Plan calls for the area to become a well-designed, compact, vital multi-neighborhood center with diverse uses and a mix of one-, two- and three-story buildings, and a network of pedestrian-oriented streets and ways. New development and improvements to existing properties should support this vision.

- New buildings should front El Camino Real with a scale appropriate to a neighborhood commercial district. Streetlevel facades should have numerous pedestrian amenities. Facades should be oriented to the street to create a coherent streetscape.
- Buildings with more than one streetface (such as facing both El Camino Real and El Camino Way) should front each street with character appropriate to the scale of each street. All street frontages should be designed with the same level of care and attention to detail.
- Renovations of existing buildings should support the area as an activity node with pedestrian amenities, and enhance the overall visual appearance of the area with improved building massing, facade articulation, materials and signage. Facades and/or strong architectural elements (low walls, arcades, etc.) should be oriented to the street to create a coherent streetscape.

2.2.3.2. Strategic Sites

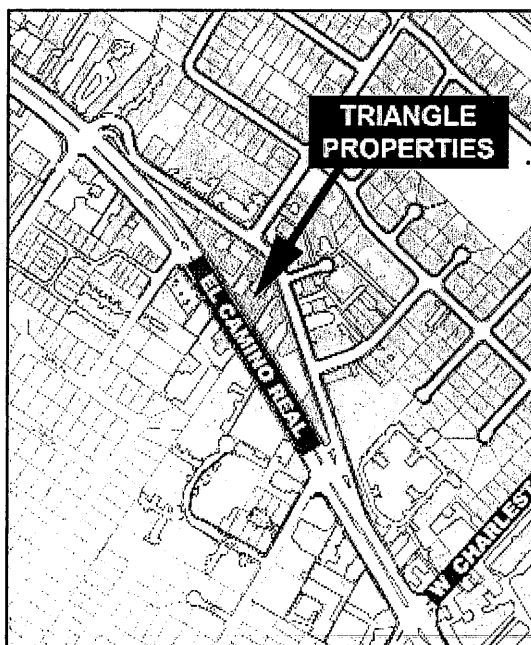
- Triangle Properties. Buildings should orient towards both El Camino Real and El Camino Way. El Camino Real frontage should have a height and mass appropriate to the larger scale of the street, as well as pedestrian amenities such as arcades, awnings, storefront display windows and wide sidewalks. El Camino Way frontage should be more intimately scaled to suit the mixed residential character of the street, with highly articulated massing, balconies and plaza areas.



The unusual development pattern and relationship with El Camino Way suggests an intimate village-like setting, conducive to pedestrian activity.



Buildings orientated to El Camino Real at odd angles create a “gap toothed” effect.



Properties in the “triangle” area should support the vision of a well-designed, compact, vital multi-neighborhood center.

2.3. CORRIDOR AREAS

Cal-Ventura and Hotel Areas

2.3.1. CAL-VENTURA AREA

The Cal-Ventura area, extending from Page Mill Road on the north to Fernando Avenue on the south, is designated in the Palo Alto Comprehensive Plan as a mixed use district with a network of pedestrian-oriented streets providing links to California Avenue. Mixed use retail/professional office development is encouraged for El Camino Real properties.

The western frontage of El Camino Real in the Cal-Ventura area is dominated by the Palo Alto Square development. Palo Alto Square is inwardly-oriented, with parking areas and a heavily landscaped buffer along the El Camino Real frontage. The eastern frontage is characterized by auto-oriented commercial development. Pedestrian activity exists, but it is relatively light.

2.3.1.1. Cal-Ventura Area District Vision

While the development of mixed uses along the eastern frontage of El Camino Real should increase pedestrian activity, it is likely development will remain auto-oriented to an extent, and the Palo Alto Square frontage is unlikely to change in the near future. Development should accommodate pedestrian activity with attractive sidewalks and landscaping, while recognizing that there will be a diversity of uses, including auto-oriented uses.

- New buildings should front El Camino Real with prominent facades. Entries should face El Camino Real, or be clearly visible and easily accessible to pedestrians. Auto-oriented development should include pedestrian-friendly design elements to accommodate those arriving by foot or transit.
- Renovations of existing buildings should focus on enhancing the appearance of the area with architectural and landscape improvements. Buildings that are more auto-oriented should include landscape, site design and signage improvements that improve the pedestrian connection to the street, better define the public realm, and improve the environmental quality for all users.

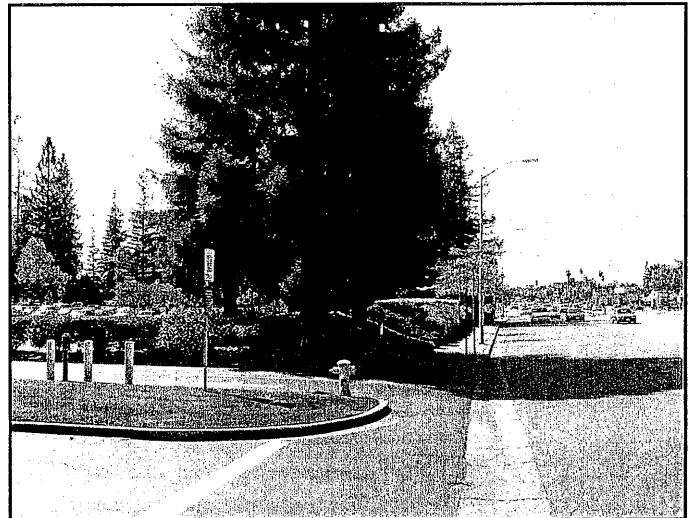
2.3.1.2. Cal-Ventura Area Strategic Sites

The strategic sites in the Cal-Ventura area are medium and large-scale and offer the potential to strengthen the legibility and appearance of the El Camino Real streetscape. Key sites include:

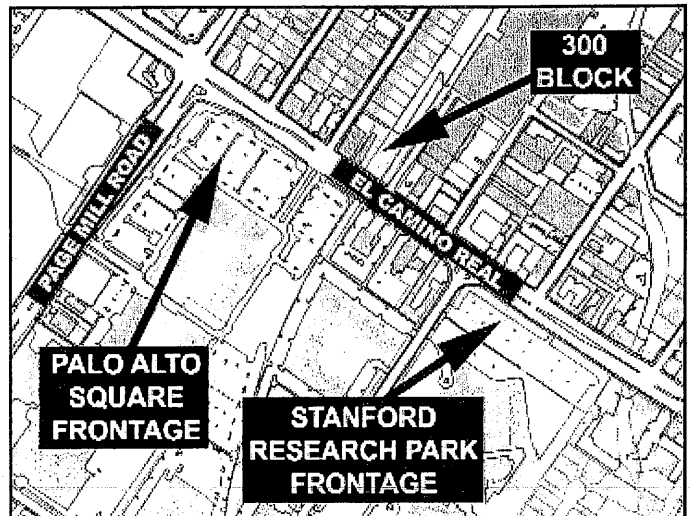
- **3000 Block of El Camino Real.** These parcels currently support single-story automobile dealerships. In the future, the properties may be redeveloped with more intensive uses. The parcel at the northeast corner of Arcadia Avenue and El Camino Real is part of a railroad right-of-way, which the Comprehensive Plan designates as a future light rail/jitney corridor. Development of the properties adjacent to the right-of-way should anticipate



Many of the existing uses in the Cal-Ventura area have an automobile orientation.



The western frontage of El Camino Real in Cal-Ventura is dominated by the Palo Alto Square development, which features parking areas and a heavily landscaped buffer.



Strategic sites in the Cal-Ventura area offer the opportunity to strengthen the legibility and appearance of the El Camino Real streetscape.

the eventual transit use, with amenities such as plazas and seating areas. These amenities can also take advantage of an interim park/plaza use of the right-of-way.

- **Palo Alto Square Frontage.** The Palo Alto Square development faces El Camino Real with expansive surface parking lots and landscape buffers, greatly underutilizing the potential of the frontage. If in the future, if a proposal is brought forward it should reinforce the importance of the El Camino Real frontage and create a gateway at the corner of El Camino Real and Page Mill Road, which is a major entry into the South El Camino Real area. Positive components of the existing landscape buffer such as the large trees should remain, but new buildings should be built up to or close to the sidewalk. The corner of Page Mill Road and El Camino Real should be marked with significant architecture that will downplay the vehicle nature that characterizes the intersection currently.
- **Stanford Research Park Frontage.** The Stanford Research Park is similar to Palo Alto Square in that it fronts El Camino Real with an expansive surface parking lot. Unlike Palo Alto Square, the parking is not concealed with a dense landscape berm. In the future, if a proposal is brought forward it should reinforce the importance of the El Camino Real frontage. New buildings should be built up to or close to the sidewalk, and the frontage improved with street entries, wide sidewalks, street trees and pedestrian amenities.



Although the El Camino Real frontage of the Stanford Research Park is attractively landscaped, its expansive parking lot does not create interest for pedestrians and passersby. Future redevelopment of the site should have buildings fronting on El Camino Real and increased pedestrian amenities.

2.3.2. HOTEL AREA

The Hotel area, extending from Arastradero and West Charleston Roads on the north to the Palo Alto/Mountain View city limit line on the south, is dominated by large- and small-scale hotels oriented to a regional market, as well as a number of auto-oriented retail commercial uses. Over time, some of the properties may redevelop at increased intensities, but the lodging and hospitality nature of the area will likely remain. The regional orientation and self-contained nature of many of the uses means that pedestrian activity is relatively light.

2.3.2.1. Hotel Area District Vision

While the Hotel area is not characterized by a high level of pedestrian activity, it is important that street frontages be designed to accommodate the activity that does exist, and create a favorable impression to passers-by entering the city.

- New buildings should front El Camino Real with prominent facades. Entries should face El Camino Real, or be clearly visible and easily accessible to pedestrians. Auto-oriented development should include pedestrian-friendly design elements to accommodate those arriving by foot or transit.
- Renovations of existing buildings should focus on enhancing the appearance of the area with architectural and landscape improvements. Buildings that are more auto-oriented should include landscape, site design and signage improvements that improve the environmental quality for all users.

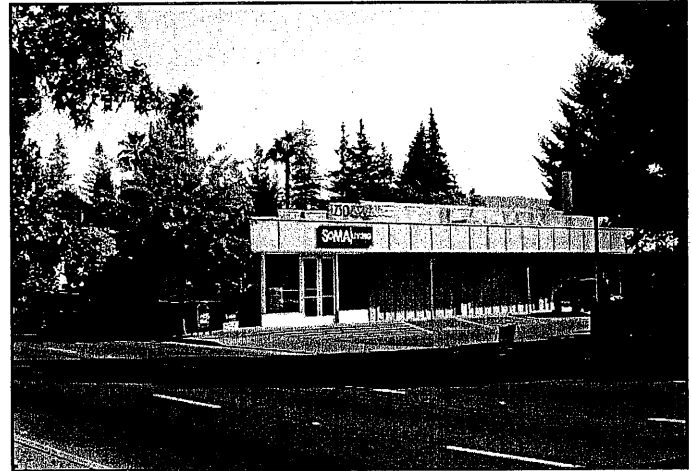
2.3.2.2. Hotel Area Strategic Sites

The strategic sites in the Hotel Area are generally large-scale and offer the potential to dramatically change the appearance and character of the area. Key sites include:

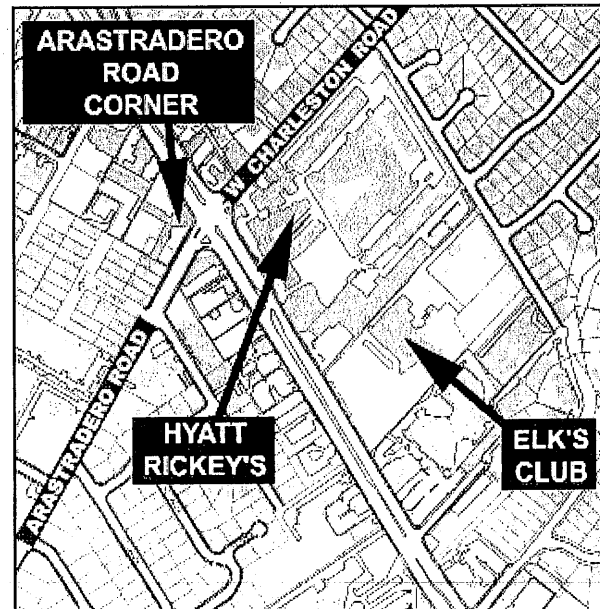
- Hyatt Rickey's Hotel. If this site is redeveloped, buildings should have a greater presence on El Camino Real, with a prominent corner building at the West Charleston Road intersection. Retail spaces should be oriented to El Camino Real; a small pedestrian-oriented node related to the hotel entrance and El Camino Real frontage would be appropriate. Development adjacent to the residential area should provide a transition between uses, sensitive to the neighborhood's quiet ambience but avoiding a defensive, walled approach.
- Elks Lodge. If this site is redeveloped, new buildings should be placed along El Camino Real to create a more continuous building frontage. Parking should be placed behind buildings or under ground. As with the Hyatt site, development adjacent to the residential area should be sensitive to the neighborhood without resorting to a defensive, walled approach.
- Arastradero Road Corner. The auto dealership at the corner of Arastradero Road and El Camino Real marks the corner with a showroom window. If remodeled, this gesture should be enhanced with a corner entrance, which



The Hotel area is so called because of its predominance of large and small hotel complexes.



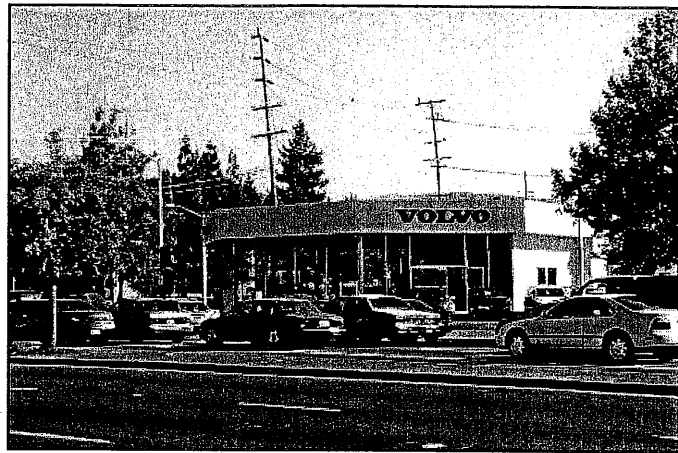
The area also includes a variety of commercial retail businesses.



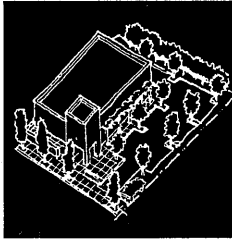
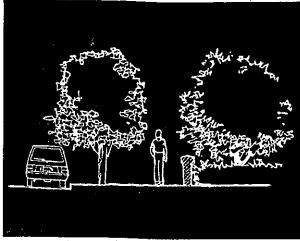
The strategic sites in the Hotel Area offer the potential to dramatically change the appearance and character of the area.

would direct pedestrian activity to the corner. In the future, if the site is redeveloped or intensified, a corner architectural feature should be maintained with the building brought to the corner, with a larger scale suited to the scale and importance of the intersection as a designated gateway location. Autos between the sidewalk and the building should be removed, and site development elements which better define the public right-of-way should be added.

The remaining frontages on both El Camino Real and Arastradero Road should feature buildings built up to wide sidewalks, and include street trees and pedestrian amenities. The significance of the intersection as a designated gateway should be expressed through design features such as towers, arcades and plazas.



The auto dealership at the corner of Arastradero Road and El Camino Real marks the corner with a showroom window, which would be enhanced with a corner entrance and larger scale architecture.



3. SITE PLANNING AND DESIGN

3.1. STREET FRONTAGE

3.1.1. EFFECTIVE SIDEWALK WIDTH

In order to create a 12-foot effective sidewalk width along El Camino Real, buildings should be set back from the El Camino Real property line sufficient to maintain 12 feet of effective sidewalk width, inclusive of the existing width of the public sidewalk (measured from the back-of-curb to the building face).

3.1.2. SIDEWALK SETBACK DESIGN

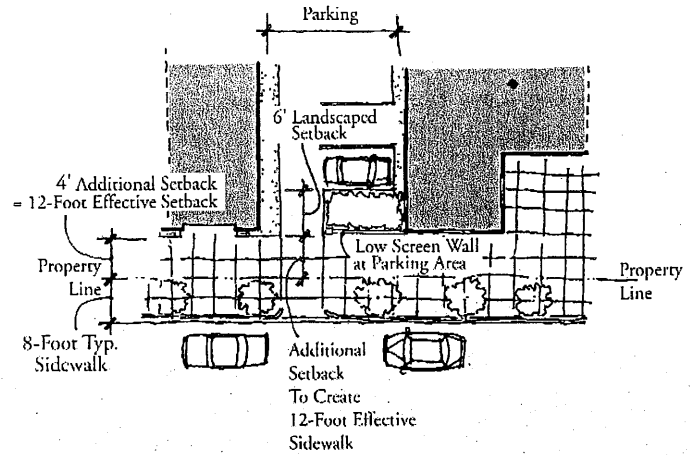
The design of the sidewalk setback should create an urban “downtown” character. The sidewalk must be at least 12 feet wide, typically paved continuously from curb to building face. The sidewalk area should feature amenities such as street trees with tree grates, planters, benches and removable cafe furniture. Tree wells with ADA-compatible metal grates should be consistently located within the effective sidewalk area adjacent to the buildings.

3.1.3. BUILD-TO LINES

Buildings should be built up to the sidewalk to reinforce the definition and importance of the street. It is recommended that buildings be designed with “build-to” lines, where the building mass/facade is built up to the setback line continuously, except for articulation such as doorways, recessed window bays, small plazas, driveways, and small parking areas to the sides of buildings. Where the facade is set back from the build-to line, low walls and hedges are encouraged to maintain the continuity of the streetscape.

3.1.3.a On parcels located in node areas, a minimum of seventy-five percent of the El Camino Real frontage must be comprised of building mass built up to the build-to/setback line.

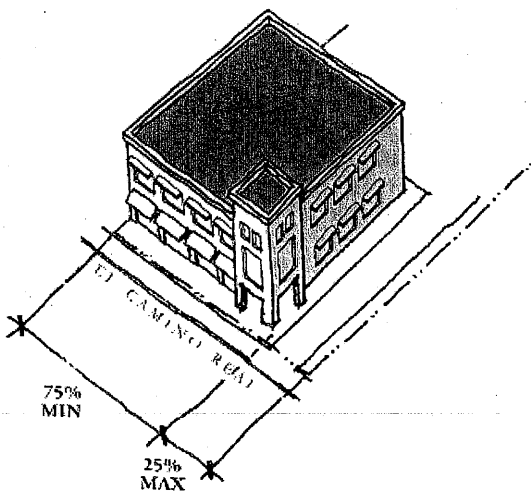
3.1.3.b On parcels located in corridor areas, a minimum of fifty percent of the El Camino Real frontage must be comprised of building mass built up to the build-to/setback line.



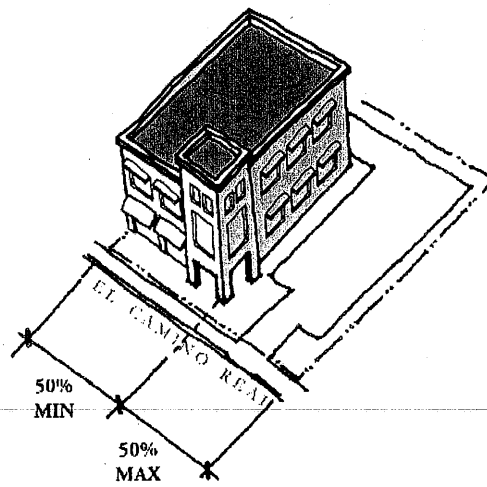
GUIDELINE 3.1.1. The 12-foot required effective sidewalk width creates a suitable environment for pedestrians.



GUIDELINE 3.1.2. The sidewalk setback area should feature amenities such as trees, planters and seating.



NODE AREAS



CORRIDOR AREAS

GUIDELINE 3.1.3. In node areas, building mass should occupy a minimum of **75%** of the property frontage.

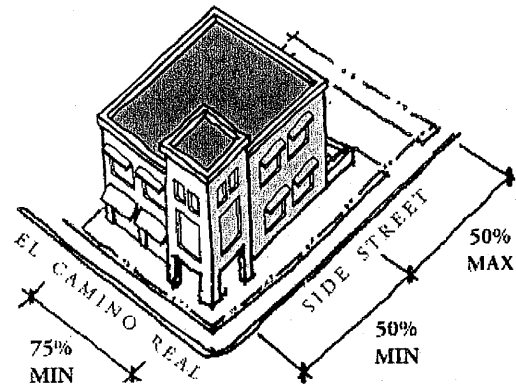
In corridor areas, building mass should occupy a minimum of **50%** of the property frontage.

3.1.4. CORNER PARCELS

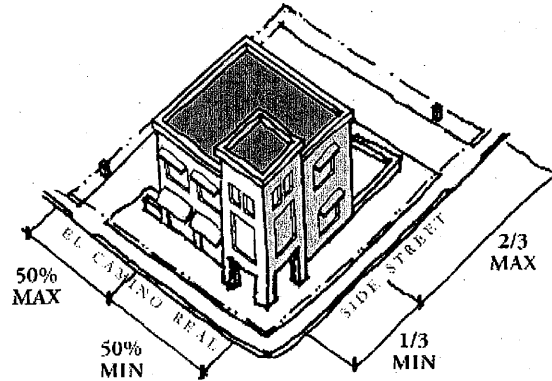
For corner parcels, the building should be built up to the setback line in order to define the corner. The remaining portion of the side street frontage should include features such as low walls, trellises and hedges to continue the street wall.

3.1.4.a In node areas, the building should continue at the side street setback line for a minimum of fifty percent of the side street property frontage.

3.1.4.b In corridor areas, the building should continue at the side street setback line for a minimum of one third of the side street property frontage



NODE AREAS



CORRIDOR AREAS

3.1.5. MINIMUM HEIGHT

Buildings should have a minimum height of twenty-five feet in order to provide a presence in scale with El Camino Real.

3.1.6. ENTRIES

All buildings should have entries facing El Camino Real. Recessed entries that provide space for seating and gathering are encouraged.

3.1.7. INCREASED SETBACK

Increased setbacks are permitted only if the additional setback provides a public amenity such as a wider sidewalk, outdoor seating or outdoor dining. If a building is to be set back beyond the recommended dimension, the setback should not exceed 20 feet so that a comfortable pedestrian environment and well-defined streetscape is established. Low walls should be used to define the streetscape along the edge of the increased setback.

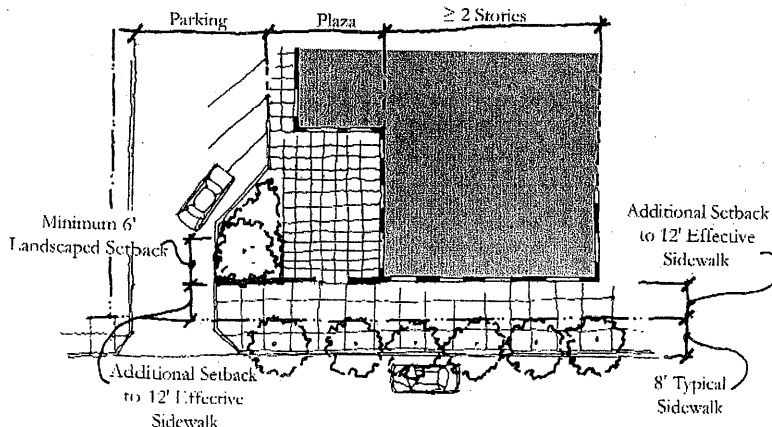
3.1.8. RELATIONSHIP TO CONTEXT

New buildings should relate to and compliment surrounding buildings and street frontages. Projects should relate to adjacent buildings with complimentary building orientations and compatible landscaping.

GUIDELINE 3.1.4.

In node area corner parcels, the building should continue at the side street setback line for a minimum of **fifty percent** of the property frontage.

In corridor area corner parcels, the building should continue at the side street setback line for a minimum of **one third** of the frontage.



GUIDELINES 3.1.6 & 3.1.7. The design of the street frontage establishes a project's relationship to the public realm. Where the main entrance of a building is on the side, it should be combined with small pedestrian plazas that are visible from the street. Increased setbacks are permitted only if the additional setback provides an amenity.

3.2. PARKING LOTS

3.2.1. LIMITED DRIVEWAY ACCESS FROM EL CAMINO REAL

New developments should minimize driveways and curb cuts to reduce impacts on El Camino Real traffic flow and on-street parking. Where curb cuts are unavoidable, width should be minimized, and their impact lessened by extending the sidewalk paving material across the driveway.

3.2.2. SHARED DRIVEWAYS

Where two parking lots abut and it is possible for a curb cut and driveway to serve several properties, owners are strongly encouraged to enter into shared access agreements. The agreements must include deed restrictions so that the shared access is transferred to future owners.

3.2.3. SIDE STREET DRIVEWAY ACCESS

Where possible, driveway access to frontage properties should be from intersecting side streets.

3.2.4. ALLEY ACCESS

Properties with rear alleys are strongly encouraged to have all vehicle access from the alley. No new curb cuts are recommended for properties where rear alley access is available.

3.2.5. LIMITATION ON PARKING LOT FRONTAGE

Surface parking areas, including driveways, should not occupy more than 50% of a property frontage along El Camino Real, and continuous parking lot frontage may not exceed 120 feet.

3.2.6. LANDSCAPE TREATMENT OF PARKING SETBACK

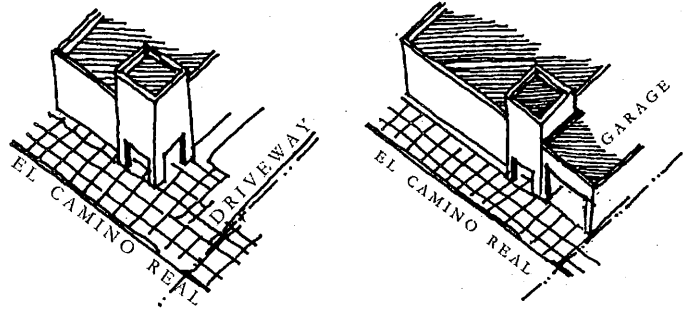
The landscape setback for surface parking areas should be planted with trees and shrubbery that provide a strong visual edge along the street. Trees should be spaced no less than 20 feet on center to achieve a canopy effect. Low walls and shrubs can also provide an effective way to screen the lower portion of parked cars from the sidewalk.

3.2.7. AMPLE LANDSCAPING

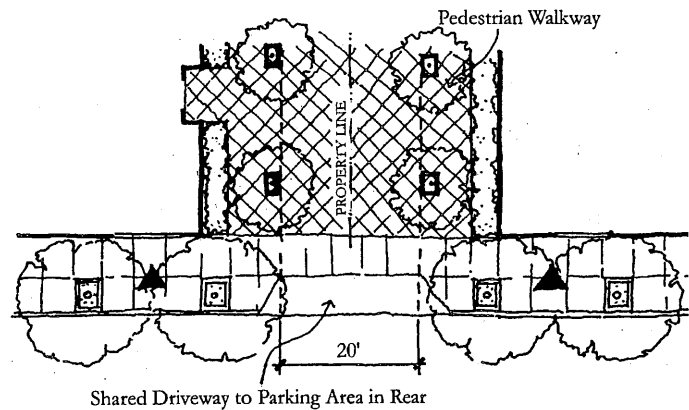
Landscaping such as trees, shrubs, vines, groundcover should permeate parking areas. Open parking areas should have a 6-foot landscape buffer along adjacent properties. Every six spaces should be separated by 4-foot minimum width landscape "fingers" planted with trees.

3.2.8. ARCHITECTURAL ELEMENTS

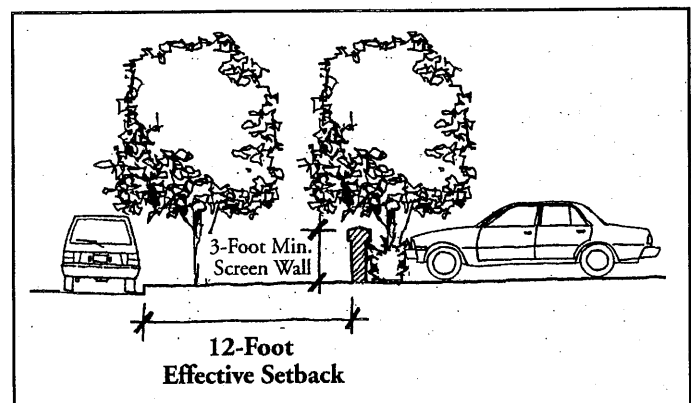
Architectural elements such as pergolas, arcades and low fences can further enhance the function and appearance of parking areas. Care should be taken to maintain sight lines within surface parking areas, with landscaping no higher than 30 inches in height.



GUIDELINE 3.2.1. Extending the sidewalk paving material flush across the driveway minimizes the impact of curb cuts.



GUIDELINE 3.2.2. Shared driveways are strongly encouraged to minimize curb cuts and improve circulation. Pedestrian walkways should be an integral part of any driveway to a parking area.



GUIDELINE 3.2.6. In corridor areas, surface parking areas can be planted with trees and shrubbery to provide a strong visual edge along the street. Low walls, trellises and shrubs can provide an effective way to screen the lower portion of parked cars from the sidewalk.

3.2.9. EASILY UNDERSTOOD WAYFINDING

Parking lots should be arranged so that drivers, bicyclists and pedestrians can find their ways easily. Generously-scaled pathways should traverse parking areas so that pedestrian access is clear, safe and pleasant.

3.2.10. PEDESTRIAN PASSAGEWAYS

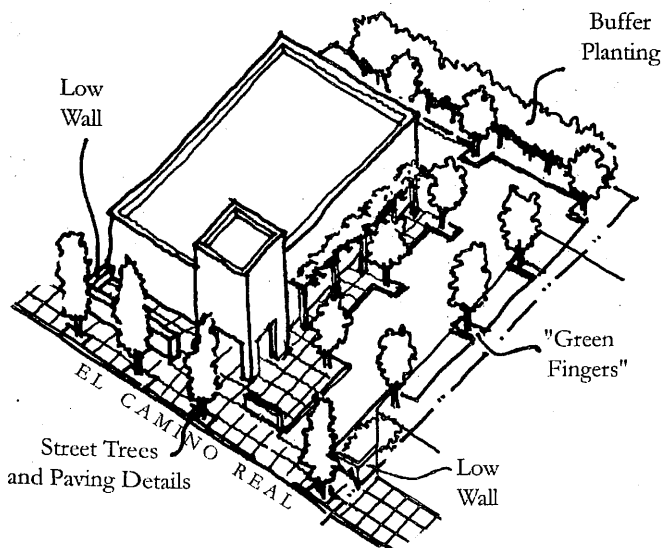
Pedestrian passageways leading from rear parking areas to the El Camino Real sidewalk are encouraged.

Passageways should be animated with features that provide interest such as windows, trellises, benches and planting.

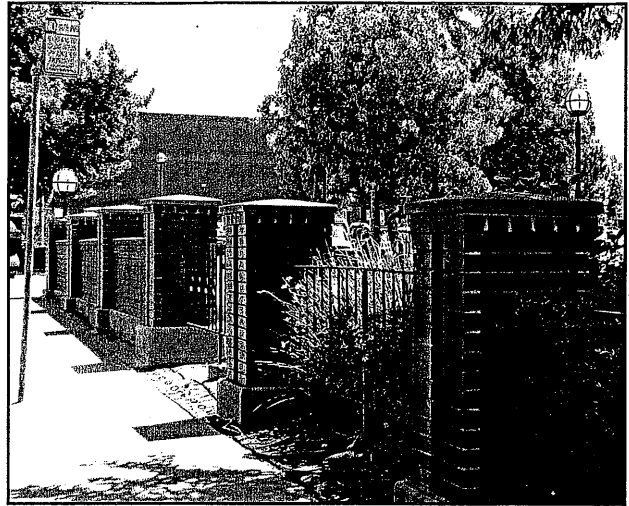
3.2.11. SHARED USE AGREEMENTS

Property owners are encouraged to enter into agreements for the shared use of parking spaces.

- Where peak demand differs and spaces can be shared, the number of required spaces could be reduced at the discretion of the City, as permitted in the Zoning Ordinance.
- Where peak demand is effectively the same, the required number of spaces should still be provided, but by agreement, access between parking lots can be "shared" allowing people visiting one business to remain parked and walk to other businesses in the area.



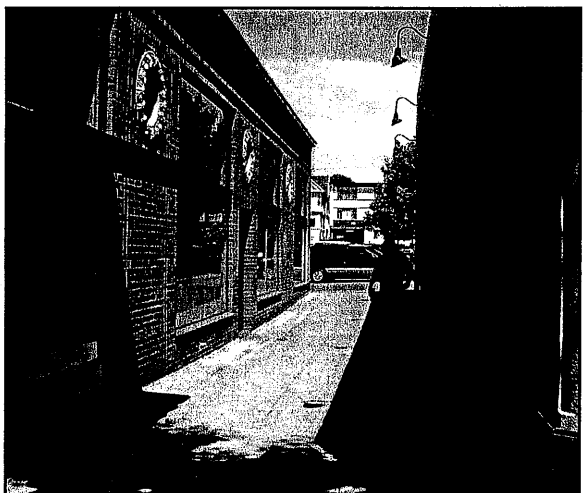
GUIDELINE 3.2.7. Ample landscaping including trees, shrubs, vines, groundcover should permeate parking areas.



GUIDELINE 3.2.6. Well designed screening at parking lots minimizes their impact on the sidewalk environment and frames the public realm in a way similar to a building



GUIDELINE 3.2.9. This pathway through a parking area provides an easily understood, inviting entrance to the building from the street.



GUIDELINE 3.2.10. Passageways from rear parking areas can provide an interesting pedestrian experience through the use of landscape and urban design amenities.

3.3. LANDSCAPE AND HARDSCAPE

3.3.1. USABLE AMENITIES

Landscape and hardscape features should not just be visually appealing, but also function as open space amenities to be used and enjoyed. Open spaces such as plazas, seating areas and activity areas should be located at building entries, along or near well-travelled pedestrian routes to encourage frequent and spontaneous use. Amenities should be functional as well as visually appealing, with seating, tables, canopies and covering trellises.

3.3.2. SITE LANDSCAPING

Landscaping should permeate the site, creating “outdoor rooms.” The site plan should treat the site as an integrated building and landscape composition, rather than a building surrounded by obligatory strips of landscape buffer. Parking areas, spaces between buildings and property edges should be designed with the same care that is given to prominent areas.

3.3.3. PROPERTY EDGES

Property edges and spaces between buildings should be designed with the same care that is given to prominent areas.

3.3.4. SCREENING

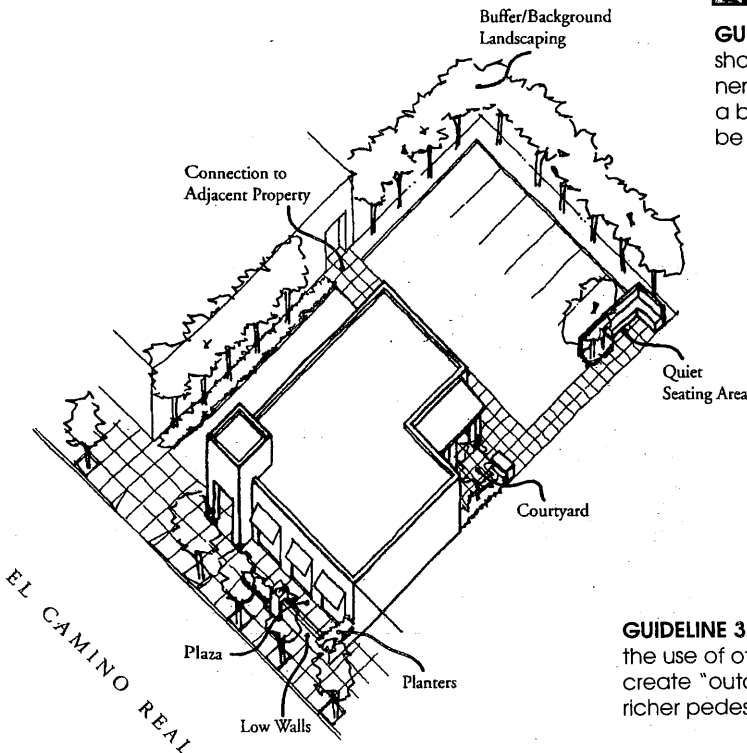
All mechanical equipment should be screened from view from all public right-of-ways, pedestrian paths and adjacent residences. Screens should be designed to be consistent with the building architecture in form, material and detail, as well as the site’s landscape elements.



GUIDELINE 3.3.1. Plazas provide places to rest during shopping, take a lunch break, have a meeting, and visit with friends and neighbors.



GUIDELINE 3.3.3. Property edges and spaces between buildings should be designed with the same care that is given to prominent areas. For example, a lushly landscaped path can serve as a boundary between projects and provide an amenity that can be enjoyed in day-to-day use.



GUIDELINE 3.3.2. Extensive planting and the use of other landscape amenities create “outdoor rooms,” making for a richer pedestrian experience.

3.3.5. LOW WALLS

Low walls should be used for screening parking areas and mechanical equipment, for providing spatial definition and for providing seating areas near entries. Low walls should be well designed of quality materials and coordinated with landscaping to provide effective and attractive screening.

3.3.6. MATERIALS

Wall materials should be consistent and compatible with building materials. High quality, durable materials such as masonry, cement, stucco and decorative metal railing is encouraged.

3.3.7. PAVING

Accent paving at plazas, seating areas, driveway entries and pedestrian pathways is strongly encouraged. Internal streets and drives are encouraged to use pavers and other accent paving to minimize impervious surface and for visual appearance.

3.3.8. COOPERATIVE DESIGN APPROACH

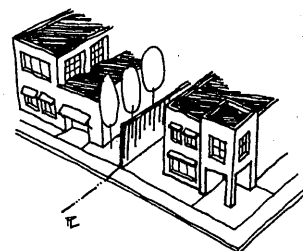
A cooperative, rather than defensive, design approach is encouraged when adjacent uses are compatible. For example, the space between a new project and an existing residential area should be attractive and functional, rather than minimal "dead space" composed of dense landscaping and/or high fences. As more properties engage in a cooperative design approach, areas will feel more like a neighborhood or district, as opposed to a collection of individual projects, and will experience more efficient and effective pedestrian and vehicle circulation.



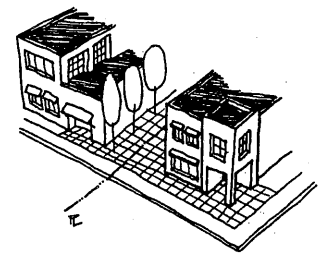
GUIDELINE 3.3.4. A simple lattice screen with flowering vines creates an attractive screen for mechanical equipment.



GUIDELINE 3.3.5. Low walls can be used to define space and create seating areas. The design of the wall should be consistent with the building.



DEFENSIVE
FENCE WITH PLANTER
BUFFER



COOPERATIVE
PLAZA/PATHWAY VISUALLY
UNITES BUILDINGS

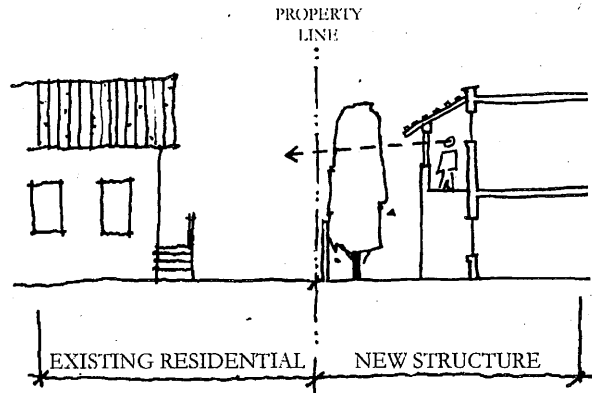
GUIDELINE 3.3.8. Following a cooperative, rather than defensive design approach for the spaces between buildings results in a more coherent neighborhood/district feel, as opposed to a collection of unrelated projects.

3.3.9. PRIVACY OF ADJACENT RESIDENTIAL USES

Privacy of existing residential properties must be protected through screening and landscaping. Fencing, shrubbery, trellises and high windows should be used to protect views into residential properties.

3.3.10. PODIUM DESIGN

For projects built on a podium over parking, the top of the podium slab should be landscaped to mask the slab's artificial character. Naturalistic elements that includes mature trees and shrubs, lawns and decorative paving materials is preferred to landscaping in planters with walking surfaces directly on the slab. Designs should include provisions for preserving existing trees, either by keeping portions of the site as open space or by building around them.



GUIDELINE 3.3.9. Fencing, shrubbery, trellises and high windows should be used to protect views into residential properties.

3.4. SITE LIGHTING

3.4.1. VARIETY OF LIGHT FIXTURE TYPES

Site lighting placement and design should emphasize pedestrian paths and safety with a combination of bollard, post and building lighting.

3.4.2. INTEGRATE INTO PROJECT DESIGN

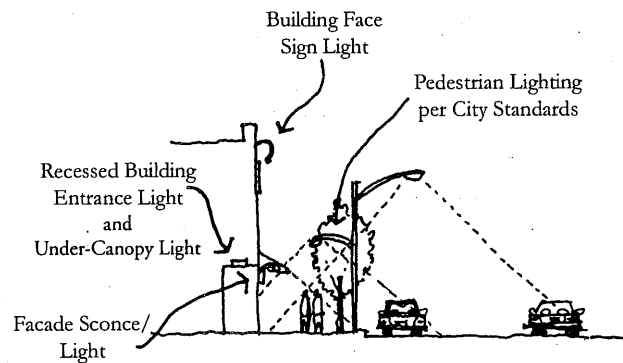
Exterior light fixtures should be integrated into the facades of buildings and as landscape architecture elements. Fixtures should be pedestrian scaled and evenly spaced for visual impact and safety. Fixtures should be selected for their consistency with the overall architectural design and scale of a project.

3.4.3. MINIMIZE GLARE

All exterior lighting, including those in parking areas, should be positioned to minimize glare. The intensity of exterior illumination should be adjusted to a level that provides safety but respects the privacy of neighboring properties.



GUIDELINE 3.3.10. The top of the podium slab should be landscaped to mask the slab's artificial character. Here, the podium is designed to provide important community open space.



GUIDELINE 3.4.1. A range of light fixtures should be integrated into the building and site design to enhance visual impact and safety.

3.5. ALLEYS

Alleys represent a largely underutilized asset for many of the properties along El Camino Real. While the principal function of alleys has historically been to provide service access, the use of alleys for principal access should be strongly encouraged. By doing so, the El Camino Real streetfront can be further improved for pedestrian activity, and the alleys become viable circulation and buffer spaces. Alleys offer the potential to become attractive, intimately-scaled spaces which can contribute to the experience of visiting an El Camino Real business.

3.5.1. MINIMUM ALLEY SETBACK

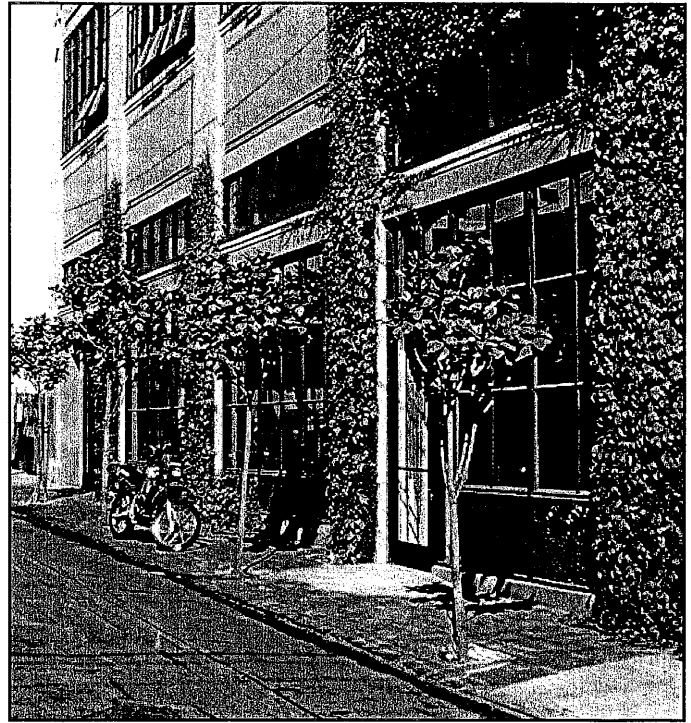
Buildings and landscaping should be set back to create a 20-foot minimum clearance. Where alleys intersect with streets, adequate sight distances and building setbacks should be provided.

3.5.2. ORIENTATION TO ALLEY

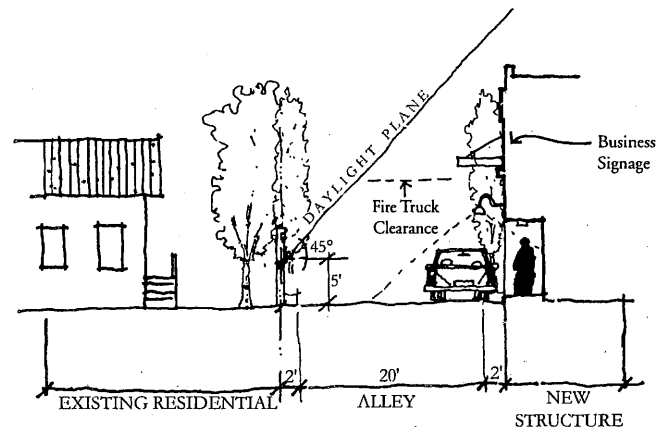
Buildings should have windows and doors oriented towards the alley. Although it is not expected that a building will have as many doors and windows facing the alley as it does El Camino Real, the openings that do face the alley should have human scale and details. Alley-accessed parking should include well-designed, covered rear building entries, or connect to front entries through generously proportioned pedestrian passageways.

3.5.3. SERVICE FACILITIES

Service facilities such as trash enclosures and mechanical equipment should be screened with enclosures and devices consistent with the building architecture in form, material and detail.



GUIDELINES 3.5.1 through 3.5.7. Alleys offer the potential to become attractive, intimately-scaled spaces which can contribute to the experience of visiting an El Camino Real business.



GUIDELINE 3.5.1. Buildings should be set back to create a 20-foot alley clearance.

3.5.4. SERVICE BAYS AND GARAGE DOORS

To enhance the appearance of the alley, entry doors, garage doors and windows should be attractive and durable. Where possible, paired single-vehicle garage doors should be used in place of double doors to improve the scale and appearance of the alley space.

3.5.5. PAVING

Surface parking areas, driveways, aprons and loading areas are encouraged to have accent paving and impervious paving where appropriate. Pavers and stamped concrete are both attractive and durable.

3.5.6. SECURITY DEVICES

Where security devices are desired or warranted, designs should be artful.

3.5.7. ALLEY LIGHTING

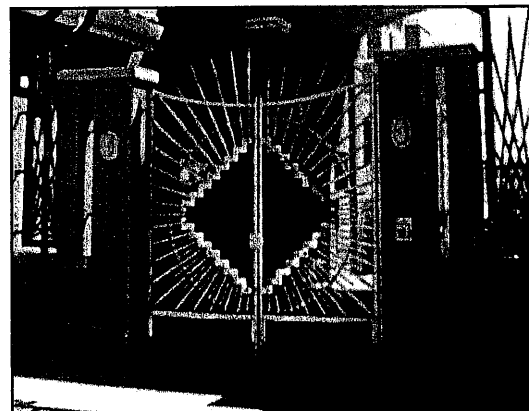
Lighting from alley should be designed so as not to impact adjacent properties. Lights should be directed away from adjacent residential properties.



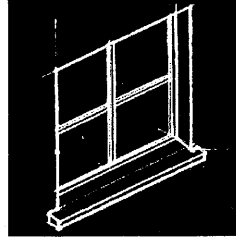
GUIDELINE 3.5.5. Alley parking areas can be attractive and intimately scaled. Accent paving can enhance the appearance.



GUIDELINES 3.5.2, 3.5.4 & 3.5.5. Buildings should have windows and doors oriented towards the alley. Garage doors of attractive and durable materials and detailing should be selected. Pavers should enhance the architecture and the overall appearance of the alley.



GUIDELINE 3.5.6. Where security devices are desired or warranted, designs should be artful.

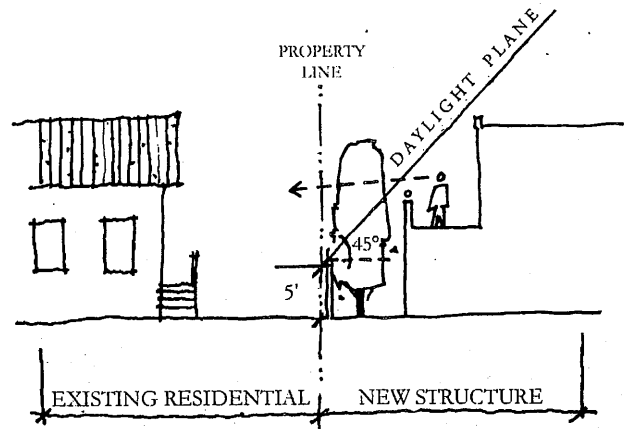


4. BUILDING DESIGN

4.1. MASSING AND ARTICULATION

4.1.1. REAR DAYLIGHT PLANE

Buildings abutting established residential areas shall have a rear daylight plane. For buildings abutting established residential areas, no structure, except for television and radio antennas, chimneys and flues, shall extend above or beyond a daylight plane measured five feet above the rear property line and an angle of forty-five degrees (consistent with zoning regulations).



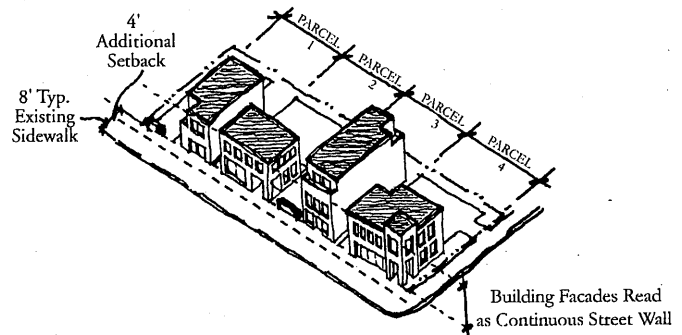
GUIDELINE 4.1.1. New structures abutting existing residential areas should allow daylight to reach the rear property line at a height of 5 feet and at an angle of 45 degrees.

4.1.2. SIDE AND FRONT DAYLIGHT PLANES - NO REQUIREMENT

It is recommended that buildings in the South El Camino Real area not be required to have front and side daylight planes. (*This is a proposed modification to current zoning regulations*)

4.1.3. REINFORCE THE DEFINITION OF THE STREET

Building mass should reinforce the definition and importance of the street. Buildings shall conform to the build-to lines as outlined in Section 3 of the design guidelines to create a consistent streetwall.



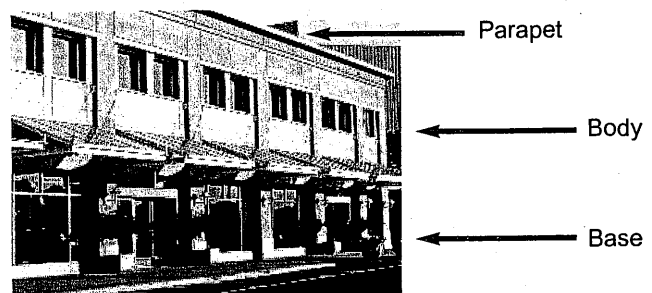
GUIDELINE 4.1.3. A row of buildings located at the setback line helps create a street wall which defines the space of the street.

4.1.4. BUILDING COMPOSITION

Building mass should be articulated to reflect a human scale, both horizontally and vertically. Examples of such building elements include articulated facades, corner elements, inset windows, highlighted entry features and prominent cornices and rooflines.

4.1.5. ARTICULATED FACADES: BASE, BODY & ROOF

In order to create a cohesive streetscape, building facades should be articulated with a building base, body and roof or parapet edge. This creates a shared point of reference that allows different buildings to relate to each other, regardless of individual architectural styles or approaches.



4.1.6. ORIENTATION

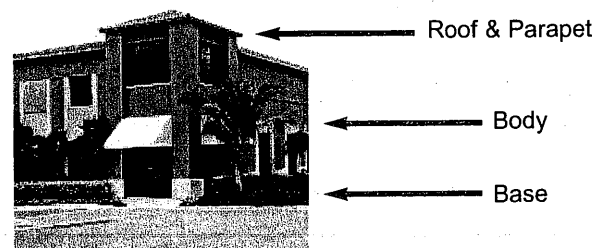
Buildings facing El Camino Real should be oriented parallel to the El Camino Real right-of-way to create a cohesive, well-defined streetscape.

4.1.7. CORNERS

Corners should be addressed with special features such as prominent entries, massing and architectural elements.

4.1.8. EXPRESSION OF USE

Building forms should be articulated as an expression of the building use. For example, the various uses in a mixed-use building should be apparent through the pattern or scale of entries and windows, and through building elements such as arcades, awnings and balconies.



GUIDELINE 4.1.5. In order to create a cohesive streetscape, building facades should be articulated with clearly expressed bases, bodies and roofs or parapets.

4.2. ENTRANCE DESIGN

4.2.1 RELATIONSHIP OF ENTRIES TO THE STREET

Buildings should have entries directly accessible and visible from El Camino Real. Buildings with the main entry on the side should include architectural elements that make the entry visible from El Camino Real and include a generously proportioned sidewalk from the street to the entry. In multi-use buildings, each building use and ground floor tenant space should have at least one functional entrance directly visible and accessible from the street.

4.2.2. ARCHITECTURAL EXPRESSION OF BUILDING ENTRIES

Entries should be marked by architectural features that emphasize their importance. Features such as tall building features, projecting overhangs, special lighting, awnings and signage can signify the location and importance of an entry.



GUIDELINE 4.1.7. Corner structures should address both street frontages. Building mass should be focused on the street frontages, and special building articulation at the corner is encouraged.



GUIDELINE 4.2.1. Building entries should be directly accessible and visible from El Camino Real.



GUIDELINE 4.2.2. Entries should be marked by architectural features that emphasize their importance

4.3. FACADE DESIGN

4.3.1. FACADE TRANSPARENCY

Building facades should animate the street, providing visual interest to passers-by. "Transparency" means that one can see or have a sense of what is behind a building facade, creating an interesting and lively street face.

4.3.2. WALL OPENINGS

Transparent doors and windows must extend at least 75% of ground floor facades facing El Camino Real or side streets, and 50% of second floor facades. Facades should have ample, articulated doors and windows to create visual interest and allow one to see inside. No more than 20% of window space may be covered by window signs.

4.3.3. GLAZING

Glazing should not prevent one from seeing inside a building. The use of reflective or dark-tinted glass is discouraged, especially at ground level, because it prohibits transparency and lacks the visual interest of clear window openings.

4.3.4. SOLAR CONTROL DEVICES

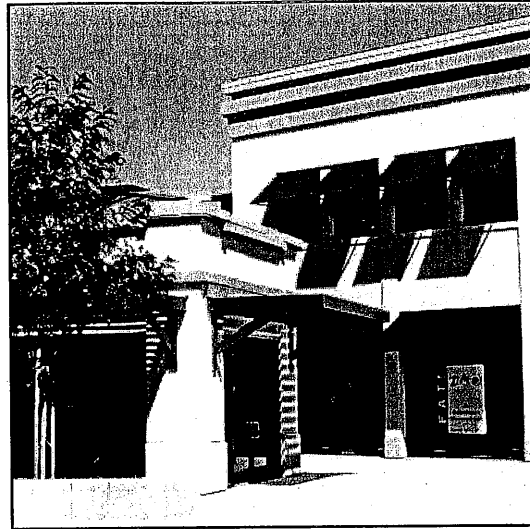
Solar control devices should not interfere with the transparency of a building facade. Awnings and deep overhangs are appropriate because they provide protection from the elements and enliven facades without obstructing views into and out of buildings or obscuring the pattern of openings. Sunscreens that mask windows and other facade articulation are not appropriate because they detract from the transparency of the facade and can mask articulations which provide a sense of scale.

4.3.5. EXPRESSION OF HABITATION

Residential or mixed-use residential projects should incorporate elements that signal habitation such as entrances, stairs, porches, bays and balconies that are visible to people on the street.

4.3.6. DESIGN CONSISTENCY ON ALL FACADES

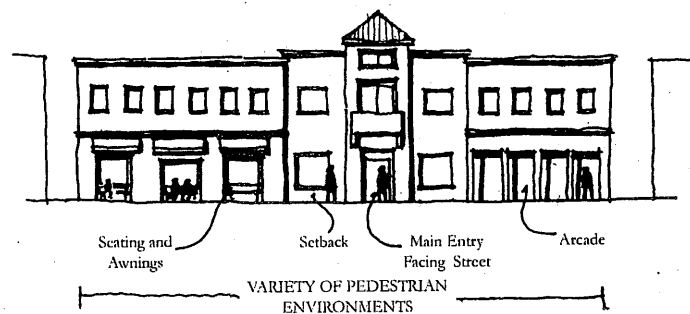
All exposed sides of a building should be designed with the same level of care and integrity. Buildings should be attractive and visually engaging from all sides, unless in a zero lot-line condition.



GUIDELINE 4.3.4. A variety of awnings and sunshades gives protection from the elements and enlivens facades by calling attention to the pattern established by windows, and openings.



GUIDELINE 4.3.7. Architectural features should be architecturally valid, not just decorative. Design features on this building such as sills and overhang brackets have a relation to the building's function and structure. The varied massing defined by the different shapes, projections and recesses creates interest.



GUIDELINE 4.3.2. The design of the street frontage establishes a project's relationship to the public realm. Facades should have ample doors and windows to create transparency and visual interest.

4.3.7. ARCHITECTURALLY VALID DETAILS

Architectural details and features should be architectural-ly valid, not just decorative. Features should be related to the building's structure, function and/or engineering, rather than rather than "tacked on" or arbitrary.

4.3.8. ARTICULATION AND DEPTH

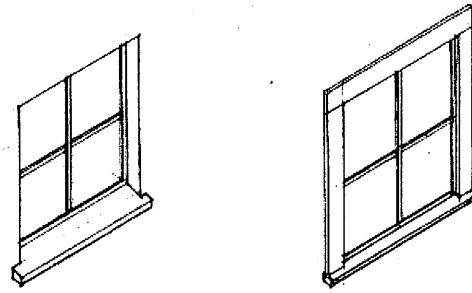
Building elevations should have variation and depth, rather than a false front treatment. Varied massing, projections and recesses can be used to create a sense of articulation and depth. Structural elements such as columns, parapets, rooflines and window fenestration can inform building design, as can functional elements such as location of entries, circulation spaces and special rooms.

4.3.9. RHYTHM AND SCALE

Building facades should be designed to have a rhythm and pattern measured according to human movement and scale. Architectural elements such as expressed structural bays and individual display windows (as opposed to continuous bands of glazing) can contribute to the rhythm and pattern of the facade, creating visual interest and an inviting pedestrian environment. Vertical proportions of doors, windows and projections should achieve human scale.

4.3.10. STREET FRONTAGE CHARACTER

The street frontage should have continuous ground floor commercial uses characterized by display windows, recessed entries, and amenities such as arcades, awnings and seating areas. Grade-level and partially subgrade parking should be fronted with habitable building space such as storefront and building lobbies.



RECESSED/PUNCHED

TRIMMED WINDOW

GUIDELINE 4.3.8. To provide depth and articulation, windows should be recessed or trimmed, with detailing consistent with the overall architectural approach. Flush "nail-on" windows and false mullions are not appropriate.



GUIDELINES 4.3.8 & 4.3.9. Building Elements such as structural columns and scores in the finishes can enrich a building's facade. Recessed windows and projecting awnings create interesting shadows, provide comfort for users, and create a strong visual rhythm.



GUIDELINE 4.3.10. The street frontage should have continuous ground level uses. Parking facilities should be fronted with habitable building space.

4.4 AMENITIES & FUNCTIONAL REQUIREMENTS

4.4.1. AMENITIES

Building design should offer amenities to users and the public such as protection from the elements and places for people to gather or retreat. Elements such as arcades, balconies, awnings, roof gardens and seating areas enhance the user's experience and provide architectural interest.

4.4.3. DISABLED ACCESS

Disabled access should be seamlessly incorporated into the building design. Facilities should be designed to provide inviting access that all users will want to use.

4.4.4. INTEGRAL TO BUILDING STRUCTURE AND USE

Amenities and functional requirements and amenities should be integrated into the overall project design. For example, awnings should be individually placed in bays and over windows, as opposed to a continuous horizontal awning that ignores building structure or use. Code and functional requirements such as life safety, disabled access, servicing and security provisions should blend into the overall design, rather than appearing appear added on as an afterthought.

4.4.5. SCREENING OF SERVICE, TRASH AND UTILITY AREAS

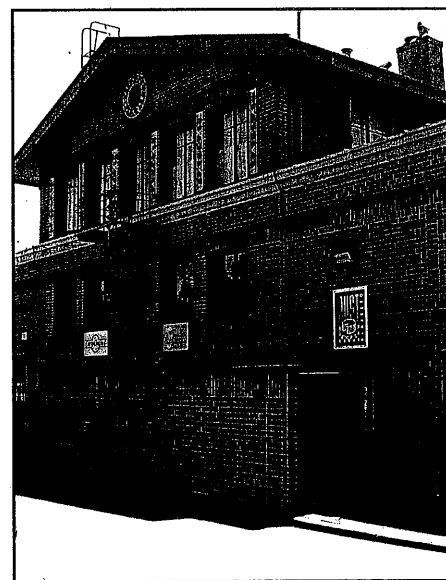
Service, Trash and Utility areas should be screened or enclosed in structures that are consistent with the building design, in terms of materials and detailing. Roofs or trellises are recommended for screening of views from above.



GUIDELINE 4.4.1. A functional balcony can create architectural interest and provide a protected outdoor space for people to enjoy, whether the building is commercial, office or residential.



GUIDELINE 4.4.3. Disabled access should be seamlessly incorporated into the building design. This wheelchair ramp serves as a principle pedestrian access. It is an integral part of the building design, inviting everybody to use it.



GUIDELINE 4.4.5. Service, Trash and Utility areas should be screened or enclosed in structures that are consistent with the building design, in terms of materials and detailing.

4.5. ROOFS AND PARAPETS

4.5.1. FLAT ROOFS AND PARAPETS ENCOURAGED

Flat roofs with parapets are strongly encouraged. Gabled and hip roofs are generally discouraged except when mixed use or residential projects are reflecting an appropriate residential character based on surrounding or adjacent building forms.

4.5.2. PARAPET DESIGN

Parapets should be provided to articulate flat roofs and hide roof mounted equipment. Parapets should have strong cornice detailing to provide scale and visual interest.

4.5.3. FUNCTIONAL INTEGRITY OF ROOFLINE

Roofs and architectural elements should have functional integrity and should not be used primarily to create a "style" or "image." False roof structures such as mansards are strongly discouraged.

4.5.4. ROOF LINES CONSISTENT WITH BUILDING AND CONTEXT

Roof lines and roof shapes should be consistent with the design and structure of the building itself as well as with roof lines of adjacent buildings.

4.5.5. ROOF FORMS REFLECT FACADE ARTICULATION

Roof forms should reflect the facade articulation and building massing, as opposed to a single-mass roof over an articulated facade.

4.5.6 ROOF MATERIALS

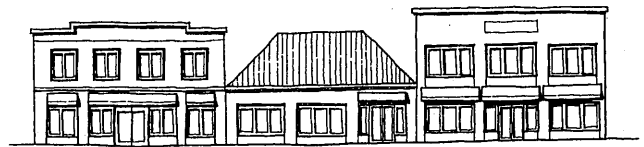
Roof materials should reflect the character and use of the buildings. Highly reflective or brightly colored roof materials are strongly discouraged.

4.5.7. SCREENING OF ROOFTOP MECHANICAL EQUIPMENT

Rooftop mechanical equipment should be screened with either an equipment screen or penthouse. The screen or penthouse should have a material and form similar to the building.

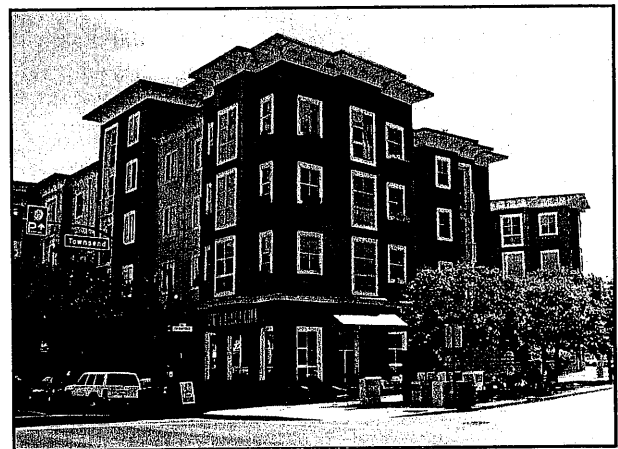


APPROPRIATE



INAPPROPRIATE

GUIDELINE 4.5.4. Roof lines and shapes should be consistent with the design and structure of the building, as well as the roof lines of adjacent buildings.



GUIDELINES 4.5.1 & 4.5.2. Flat roofs with parapets are strongly encouraged. A flat roof can be articulated with strong, well-detailed parapets.

4.8. MATERIALS

4.8.1. MATERIALS INTEGRITY AND DURABILITY

Exterior building material and finishes should convey a sense of integrity, permanence and durability. The selection of appropriate materials and finishes has a powerful impact on the perception of quality.

4.8.2. MIX OF MATERIALS

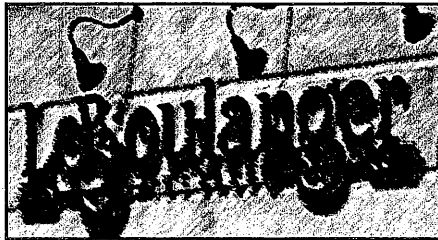
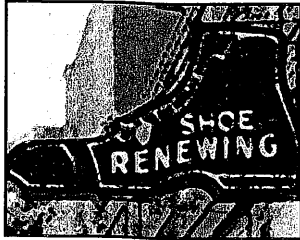
Juxtaposition of contrasting materials, such as masonry and glass, can create interest when carefully integrated. Thoughtful attention should be given to the selection of the full range of materials in a project -- from the wall finishes, paving and roofing to window frames and door hardware.

4.8.3. MATERIALS REFLECT ARTICULATION OF BUILDING ELEMENTS

Change in materials should be used to articulate building elements such as base, body, parapets caps, bays, arcades and structural elements. Change in materials should be integral with building facade and structure, rather than an application. Materials should not change at outside corners or in the same plane of the facade.



GUIDELINE 4.8.1. Exterior building material and finishes should convey a sense of integrity, permanence and durability. Cement plaster cladding, terra cotta, metalwork, high-quality window frames and awnings add a sense of elegance and permanence to this mixed-use building.



5. SIGNAGE

Refer to Palo Alto Municipal Code Chapter 16.20 for information regarding size and number of signs permitted.

5.1. WALL/BUILDING FACE SIGNS

5.1.1. PRIMARY SIGNS

Locations for wall signs should be designed as an integral part of the building. Signs should not cover or obscure architectural elements. A place for a sign or signage should be designed into the elevation.

5.1.2. WALL SIGN LETTERING

Wall sign lettering should be legible and easily identified, but not detract from architectural features such as windows or expressed structural bays. Lettering on building face signs should be individually formed letters and icons, as opposed to single-piece box signs. Lettering can be integrated into the details of the building such as along cornices, base treatments and entrances. Sign and lettering materials should be compatible with the building's material and convey a sense of permanence. Text should be limited to the name of the business and the logo.

5.1.3. MULTI-TENANT WALL SIGNAGE

In multi-tenant complexes, individual tenant wall signs may be located on individual storefronts, over display windows and at entries, but not above the first floor. Sign elements may include projecting signs, awning signs, or smaller building face signs. Signage should be part of a master sign program for the entire building or complex to be reviewed by the Architectural Review Board (ARB).

5.1.4. WALL SIGN HEIGHT

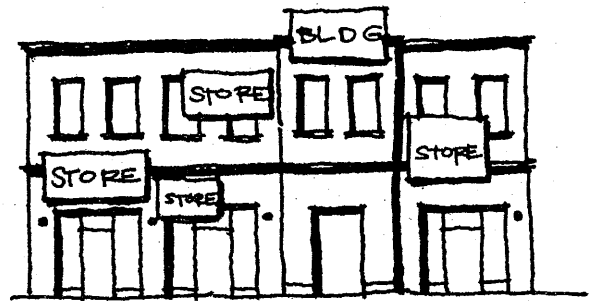
No part of any wall sign may extend above the top level of the wall on which it is situated. Signs extending over public or private walkways must have an overhead clearance of at least seven feet.

5.1.5. THICKNESS/PROJECTION

Individually formed letters shall have a thickness of no more than six inches, unless the average area of the characters exceeds six square feet. The thickness may be increased by one-half inch for each additional square foot of average area over six feet, but in no case to exceed fifteen inches.



APPROPRIATE



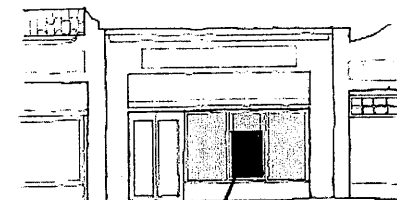
INAPPROPRIATE

GUIDELINE 5.1.1. All signage should be integrated into the building facade.

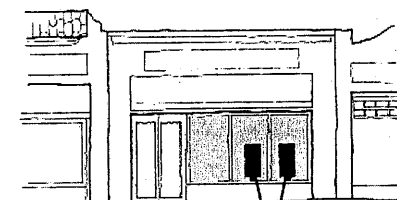
5.2. WINDOW SIGNS

5.2.1. WINDOW SIGN ALLOWABLE COVERAGE

Painted and placard window signs and sign boards within three feet of the window are allowed as long as they do not exceed a maximum of 20% coverage of the glazing area. Signs located within windows should be located at the lower portion of the window to allow visibility into the businesses.



20% COVERAGE MAX



20% COVERAGE MAX

5.3. PROJECTING SIGNS

5.3.1. PROJECTING SIGN DESIGN

Design and construction of projecting signs should be complementary to the architecture of the building. Projecting signs attached to a building can be used as a secondary sign for use as pedestrian-scaled signs and storefront signs directly adjacent to the street. Structural supports should be hidden or designed to be a decorative element.

5.3.2. PROJECTING SIGN OVERHANGS

Projecting signs must provide a minimum overhead clearance of 10 feet.

GUIDELINE 5.2.1. Painted and placard window signs and sign boards within three feet of the window may not exceed 20% coverage of the glazing area.

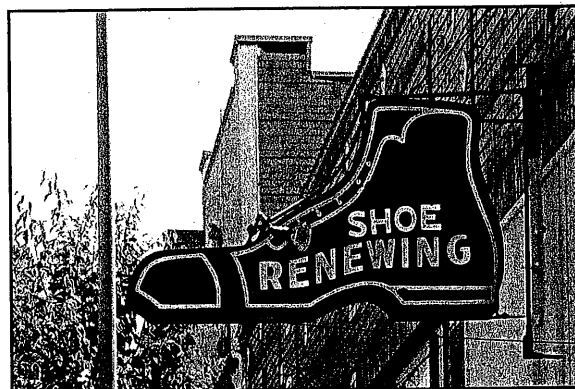
5.4. MONUMENT SIGNS

5.4.1. USE OF MONUMENT SIGNS

Monument signs should only be used in existing retail and multi-tenant projects where tenants do not have street frontage and where wall/building face signs are not visible from the street.

5.4.2. MONUMENT SIGN DESIGN

A monument sign should be low-profile, with architectural features consistent with the building, and be integrated with low screen walls. The sign should be set within the landscape setback so as to not block sight lines for vehicles entering and exiting parking areas or for pedestrians to see the building. Typography and graphics should be limited to project/tenant names and identity graphics. Monument signs should feature individually formed lettering as opposed to box signs.



GUIDELINE 5.3.1. Stylistic projecting signs convey the type of business before text is read, and they make for a lively environment.



GUIDELINE 5.4.2. A monument sign should be low-profile, with architectural features consistent with the building, and be integrated with low screen walls.

5.5. AWNING SIGNS

5.5.1. AWNING SIGN DESIGN

Awnings should be integrated with the architecture of the building and not obstruct architectural elements and structural bays. No part of the awning sign may extend above the top level of the wall from which it is supported. Continuous awnings are strongly discouraged.

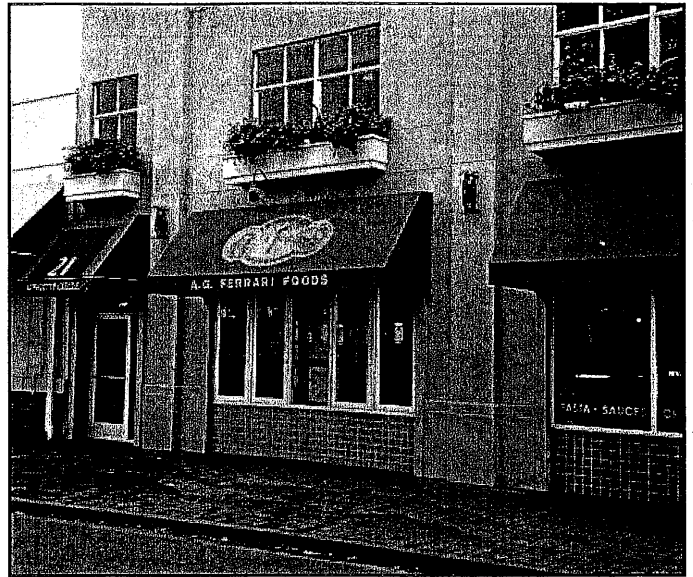
5.5.2. LOCATION OF AWNING SIGN GRAPHICS

Lettering on an awning should be located on the vertical "flap" element of the awning so that it can be read easily. The sloped area of an awning sign may include logos or graphics, however.

5.6. POLE SIGNS

5.6.1. NO NEW POLE SIGNS

New pole signs are not appropriate for South El Camino Real. Pole signs were initially introduced as buildings were set back behind large parking lots, making the use of a sign on the building itself difficult. However, the intent of the design guidelines is to bring buildings forward with signage on them, allowing the buildings to provide the identification rather than pole signs. In cases where existing pole signs are to be refaced, it is strongly recommended that the design be changed to a monument sign.



GUIDELINE 5.5.1. Awnings should be integrated with the architecture of the building and not obstruct architectural elements and structural bays.

5.7. DESIGN GUIDELINES FOR ALL SIGN TYPES

5.7.1. ILLUMINATION

Lighting by separate wallwashing lights or backlighting as silhouettes is recommended. Light fixture design should be integrated with the architectural character of the building. Projecting signs should be lit by fixtures on either side of the sign. Signs should not be internally illuminated unless they consist of individually-formed letters.

5.7.2. FABRICATION

Sign lettering and graphics should be professionally fabricated and, in most cases, should specify an established, easily readable typeface. Highly ornate typefaces can be difficult to read and are discouraged unless they are part of a coherent commercial marketing theme.

5.7.3. SIGN COLORS

The colors of the signage should fit with the overall color palette of the building. Florescent materials and very bright colors are discouraged as they are distracting to the building design. The desire to apply corporate-derived color schemes should not override the need for overall architectural and color compatibility.

5.7.4. BELL MARKER IMAGERY

Bell marker imagery associated with El Camino Real has gained wide recognition through the concerted efforts of the California Federation of Women's Clubs (CFWC). The bell markers, found along the length of El Camino Real through the state, commemorate the important role the route has played in California history and culture. Creative design use of the bell marker in commercial sign graphics, as well as in public signage and markers such as address plates, may be considered as a way to distinguish businesses along the historic corridor and to promote the special identity of El Camino Real.



GUIDELINE 5.7.1. Building face signage of high-quality, individual letters, lit with wallwashing lights.



GUIDELINE 5.7.4. The bell marker characteristic of El Camino Real throughout California.



6. RENOVATIONS AND FACADE IMPROVEMENTS

6.1. GENERAL APPROACH TO RENOVATION AND FACADE IMPROVEMENT PROJECTS

Existing buildings undergoing renovations or facade improvements should follow the spirit of the South El Camino Real Design Guidelines as outlined in this document. Renovation projects present special challenges and opportunities, however, which are addressed by design guidelines specific to these types of projects.

Specific building improvements must be compatible with the original character of a structure if the building being retained and remodeled has potential value or quality. This is particularly important for buildings with architectural value, which may have attractive stonework, tiles, windows or doors which should be retained.

6.2. BUILDINGS WITH DESIGNATED HISTORICAL QUALITY OR SIGNIFICANCE

The Palo Alto historical inventory designates 12 buildings along El Camino Real that may have historical merit or significance. These buildings may be subject to the Secretary of the Interior's standards, rather than the guidelines presented in this document. Owners of historically-designated buildings should consult with city staff for guidance on restoration or remodeling.

6.2. NON-DESIGNATED BUILDINGS WITH ARCHITECTURAL QUALITIES OR MERIT

There are a number of buildings along El Camino Real that, while not carrying an historic designation, nevertheless have architectural qualities that may be worth preserving. Over the years, some of these buildings have lost some their luster or fallen victim to unsympathetic alterations. In instances where older buildings with architectural qualities are to be renovated or remodeled, alterations should be faithful to the building's architectural character.

6.2.1. CHANGES TO EXISTING WINDOWS AND DOORS

Changes to existing window or door openings should consider the overall composition of the building design. When existing openings are closed, finish fill materials should match existing building material, be covered by closed shutters or screens that match the architectural style, or be covered by a new exterior finish material for the entire building facade. Closure of existing openings should be minimized, however, to preserve the transparency of the facade.

THE ELEMENTS OF A RENOVATION/FACADE IMPROVEMENT PROJECT

The following elements are encouraged in the context of a comprehensive renovation or facade improvement:

- Appropriately scaled window areas for display or for looking into a retail, restaurant or service business, with lighting to facilitate night viewing.
- Restoration of details in historically contributing or significant buildings, and removal of elements which cover architectural details.
- Replacement of blocked or inappropriately altered windows with high-quality windows that are complementary to the building and streetscape.
- Landscaping features where appropriate, such as low walls, planters, hedges and trees.
- Signs which are attractively integrated into the architecture of the building.
- Awnings that are functional and visually appealing.
- Streetlevel building entrances which contribute to the active edge along El Camino Real.
- Cleaning, repainting or recladding of buildings.
- Removal of barriers to access to people with disabilities.
- Removal of heavy, unattractive roll-down security gates.

6.3.2. NEW WINDOWS AND DOORS

New window and door openings should be should be carefully proportioned to tie in with the existing pattern. The type of window and its detailing should be consistent throughout the facade; mixtures of different types of window materials (such as wood and aluminum) should not be employed.

6.3.3. DRAW INSPIRATION FROM OLDER BUILDINGS

Renovated facades should reflect features common to attractive older buildings on El Camino Real and within Palo Alto's other commercially-oriented areas. Although facades should express the identity of individual tenants, recessed doorways, window height from the sidewalk, cornice lines and other features should compliment adjacent buildings.

6.3.4. ADDITIONS

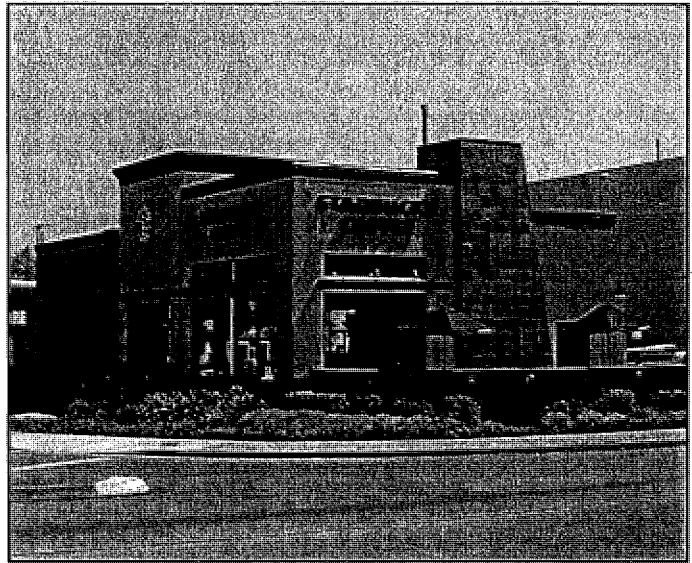
Additions to existing buildings should be complimentary to the original form if the building is being retained.

6.3.5. SIGNAGE

New signage should be integrated with the renovation/facade improvement, with a style and color consistent with the building. Signage should follow the guidelines outlined in Section 5 of this document.

6.3.6 PARKING AREA RENOVATION

Where a property undergoing renovation includes an existing parking area, the parking area should receive improvements consistent with the guidelines set forth in Section 3.2, with trees, landscaping, screen walls, accent paving, and architectural elements.



GUIDELINE 6.1. The Starbuck's Coffee outlet at El Camino Real & Stanford Avenue is an example of a renovation that is architecturally successful. The building masses and roof elements are well articulated, outdoor seating has been provided, and the entrance facing El Camino Real is well defined. Decorative elements and materials are integrated with the overall architectural design.

6.4. BUILDINGS WITHOUT ARCHITECTURAL QUALITIES OR MERIT

Some buildings along El Camino Real do not have significant architectural qualities, and in some cases these buildings may in fact represent poor architectural design. In these instances, a renovation or facade improvement project can provide the architectural and human-scale qualities that have been missing.

6.4.1. BUILDINGS UNSUITABLE FOR REHABILITATION

Buildings or properties that do not generally conform to the site planning design guidelines outlined in Section 2 of this document are not considered appropriate for remodeling or rehabilitation. Examples include buildings with parking areas fronting El Camino Real, or buildings with minimal or poor architectural relationships to neighboring properties. Many of these buildings are vestiges of El Camino Real's highway-oriented past, but because they no longer conform with the city's adopted Comprehensive Plan goals and policies, ultimately they should be redeveloped with new buildings which follow the design guidelines. Property owners should be strongly encouraged to redevelop in lieu of renovations. If renovation is chosen, property should be held to a strictly enforced high standard consistent with the design guidelines.

6.4.2. ARTICULATION

Renovated facades should emphasize building and structural elements such as columns and bays, consistent with design guidelines for new construction. Where existing buildings have long, visually uninteresting facades and rooflines, facade improvements should make it easier to identify individual businesses from the street.

6.4.3. ROOFLINES

Rooflines should complement improvements to individual storefronts, with a focus on parapets and other roof features that add visibility and interest to the facade. All buildings should have a clearly visible roof, cornice line or parapet to create the building silhouette and finish the overall facade composition.

6.4.4. DOOR AND WINDOW DETAILING

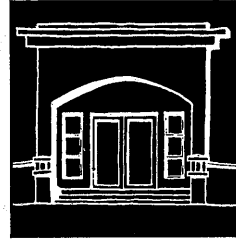
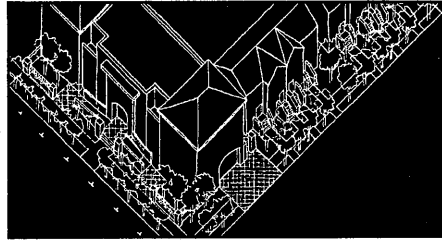
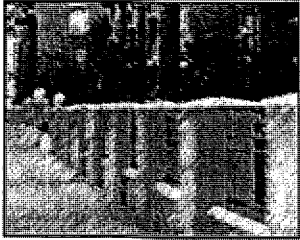
The main entrance to buildings should be on the El Camino Real frontage. The architectural interest of doors, windows and other facade details should add pedestrian interest. Recessed entries are encouraged because they provide protection from the elements and clarify the location of entrances to passersby.

6.4.5. DECORATIVE FEATURES

Decorative features should be integral to the building's use and structure rather than "tacked on," and should be scaled in proportion to the size of the building.

6.4.6. PARKING AREA RENOVATION

Where a property undergoing renovation includes an existing parking area, the parking area should receive improvements consistent with the guidelines set forth in Section 3.2, with trees, landscaping and architectural elements.



7. EXCLUSIVELY RESIDENTIAL PROJECTS

El Camino Real has traditionally been characterized by commercial uses. However, recently many properties have redeveloped with residential uses only, with no commercial components. These projects require special site planning and building design approaches.

Overall, exclusively residential projects shall conform to the Site Planning and Building Design guidelines as set forth in Sections 3 and 4 of this document. The following guidelines represent distinctions which only apply to projects which are exclusively residential in use.

7.1. RESIDENTIAL PROJECT SITE PLANNING

7.1.1. EL CAMINO REAL RESIDENTIAL SETBACK

Exclusively residential projects are required to be setback between 20 to 24 feet from the El Camino Real curb.

7.1.2. EL CAMINO REAL SETBACK DESIGN

The 20-foot El Camino Real setback on exclusively residential buildings shall include an effective sidewalk measuring at least twelve feet wide, lined by double rows of trees. Low screen walls and shrubbery may be used to create privacy between the sidewalk and adjacent residences.

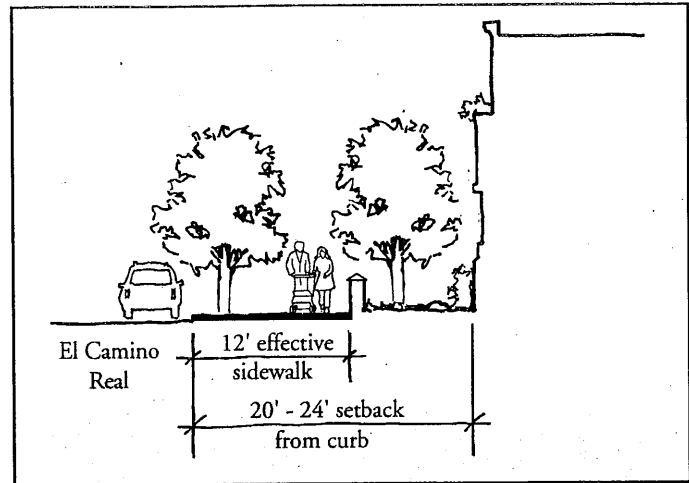
In corridor areas, where a project area is predominantly residential, the sidewalk may be narrowed to eight feet with the remaining 4-foot setback area landscaped as a planter strip. The planter strip should be located between the sidewalk and the curb. Building entrances and pathways should be emphasized with low walls, planters and landscaping.

7.1.3. EL CAMINO REAL BUILD-TO LINE

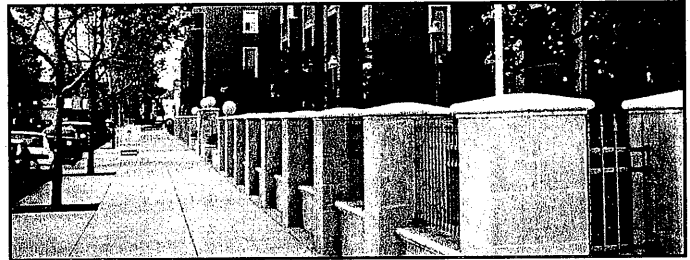
The 20 to 24-foot El Camino Real setback required for exclusively residential projects shall also serve as the build-to line. This will ensure that new projects contribute to the overall continuity of the streetscape. Buildings may only be set back from the setback/build-to line if the additional setback provides amenities such as a wider sidewalk or outdoor seating. In no cases should an increased setback have a frontage greater than twenty feet.

7.1.4. SIDESTREET SETBACK

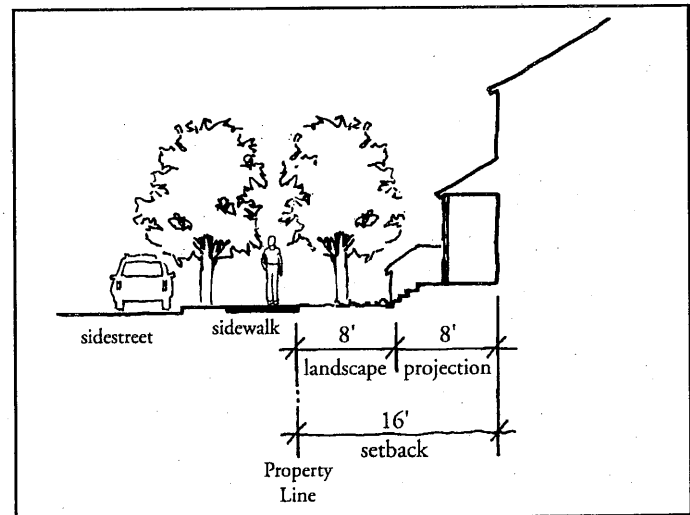
On corner properties, exclusively residential projects are required to be setback 16 feet from the sidestreet property line, with a sidewalk measuring at least eight feet wide lined by double rows of trees. Low screen walls and shrubbery may be used to create privacy between the sidewalk and adjacent residences. Stoops and porches may project eight feet into the setback.



GUIDELINES 7.1.1 & 7.1.2. Exclusively residential projects are required to be setback 20-24 feet from the El Camino Real curb with a 12-foot effective sidewalk lined by double rows of trees.



GUIDELINE 7.1.2. Low screen walls and shrubbery may be used to create privacy between the sidewalk and adjacent residences. Sidewalks must be at least 8 feet wide, lined with a row of trees on each side.



GUIDELINE 7.1.4. Residential projects are required to be setback 16 feet from the sidestreet property line, with a sidewalk lined by a double row of trees. Stoops and porches may project eight feet into the setback.

7.1.5. PARKING

Parking must be located behind buildings, or in underground or podium structures. Parking should be accessed from side streets where possible, and should have a minimum impact on streetscape appearance and function.

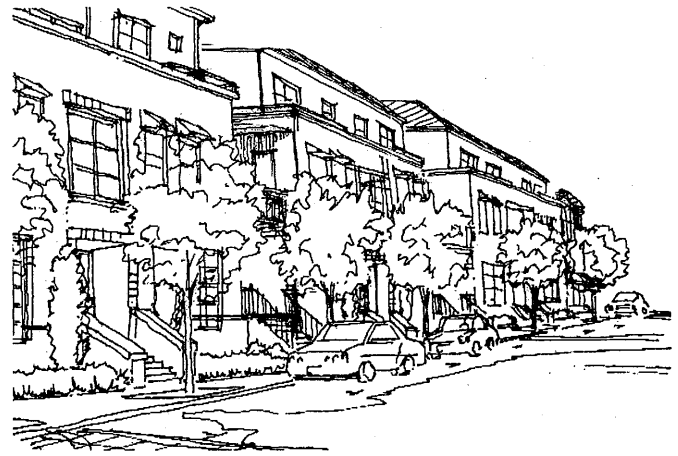
7.2. RESIDENTIAL BUILDING DESIGN

7.2.1. 50-FOOT "BOULEVARD CHARACTER" ZONE

The portion of a residential project within fifty feet of the El Camino Real setback shall have prominent massing and presence appropriate to the scale and importance of the thoroughfare. Buildings in this zone should have a dignified character, with units grouped below a single or large scale roof forms. The sidestreet build-to line within the Boulevard Zone shall range from eight to twelve feet.

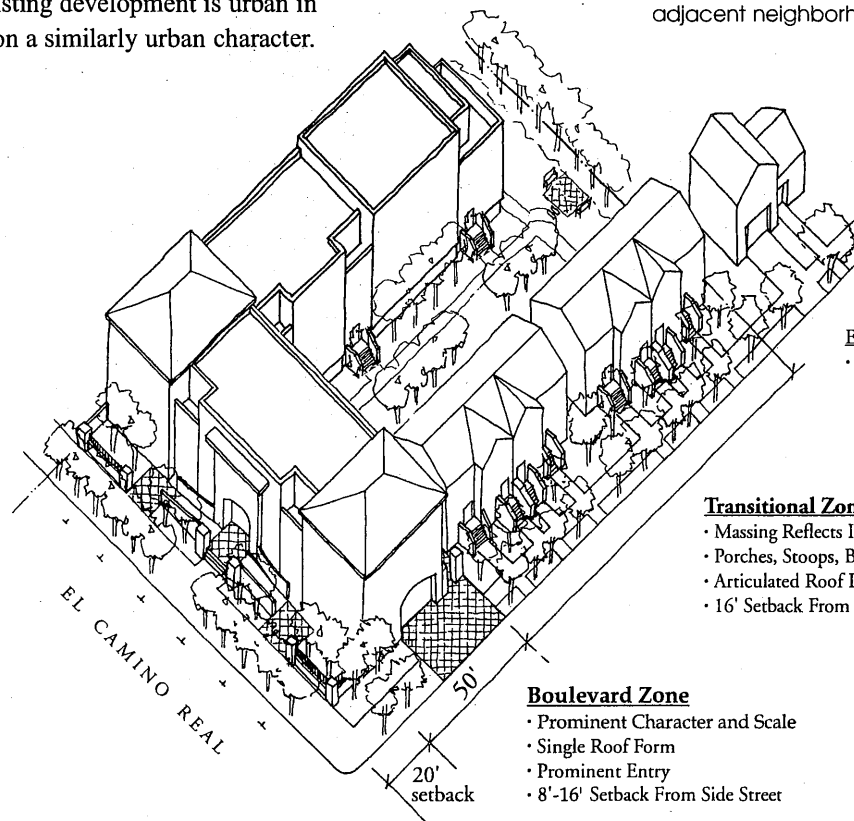
7.2.2. TRANSITIONAL ZONE

The portion of a residential project beyond the fifty-foot Urban Character Zone should be designed to provide a transition between the urban character of El Camino Real and the more residential character of adjacent neighborhoods. Buildings in this zone should transition from the scale of El Camino Real development to a scale compatible with adjacent existing residences. Rowhouses and apartments with balconies and stoops can provide an appropriate transition in many instances. Units may be grouped into a single building but should feature individual entries, porches and balconies. Where adjacent existing development is urban in character, this zone may take on a similarly urban character.



GUIDELINE 7.1.1. Residential buildings facing El Camino Real should have prominent massing and presence appropriate to the scale and importance of the thoroughfare.

GUIDELINES 7.2.1 & 7.2.2. The portion of a residential project within fifty feet of the El Camino Real setback shall have prominent massing and presence, with a dignified character. The portion beyond the fifty-foot Boulevard Zone should be designed to provide a transition between the urban character of El Camino Real and the more residential character of adjacent neighborhoods.



Existing Neighborhood
• 20' Setback (typical)

Transitional Zone

- Massing Reflects Individual Units
- Porches, Stoops, Balconies
- Articulated Roof Pattern, Often Gabled
- 16' Setback From Side Street

Boulevard Zone

- Prominent Character and Scale
- Single Roof Form
- Prominent Entry
- 8'-16' Setback From Side Street

7.2.3. SIDESTREET BUILD-TO LINES

On corner properties, the sidestreet build-to line within the **Boulevard Zone** shall be **8 to 16 feet** from the property line. The sidestreet build-to line within the **transitional zone** shall be **16 feet**. This will ensure that the corner is well-defined, and that a transition is made to existing adjacent residential properties. A request may be made for a Design Enhancement Exception (DEE) for the 8'-16' setback.

7.2.4. EL CAMINO REAL ENTRYWAY

Exclusively residential buildings shall each have a **prominent pedestrian entryway facing El Camino Real**. The entryway should include elements such as overhangs, awnings, columns, low walls, steps and ramps to create a strong presence.

7.2.5. ENTRY DESIGN

Building and unit entries should be the most prominent feature of the facade. The importance of the entry should be emphasized through unique massing, level of detail, and materials. Design should be compatible with the overall building design.

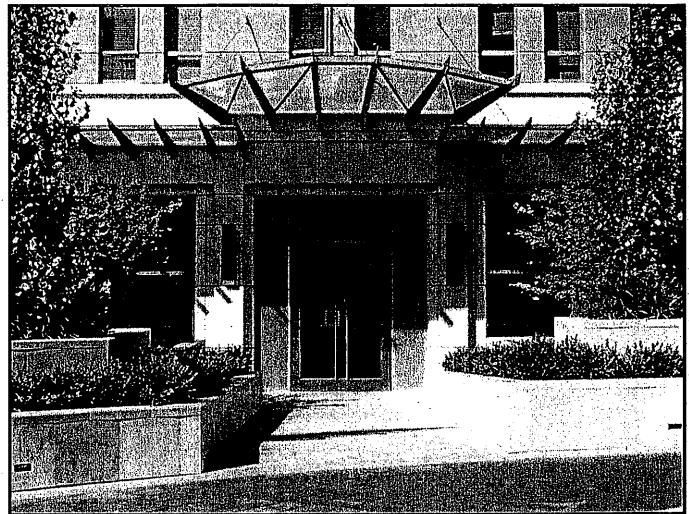
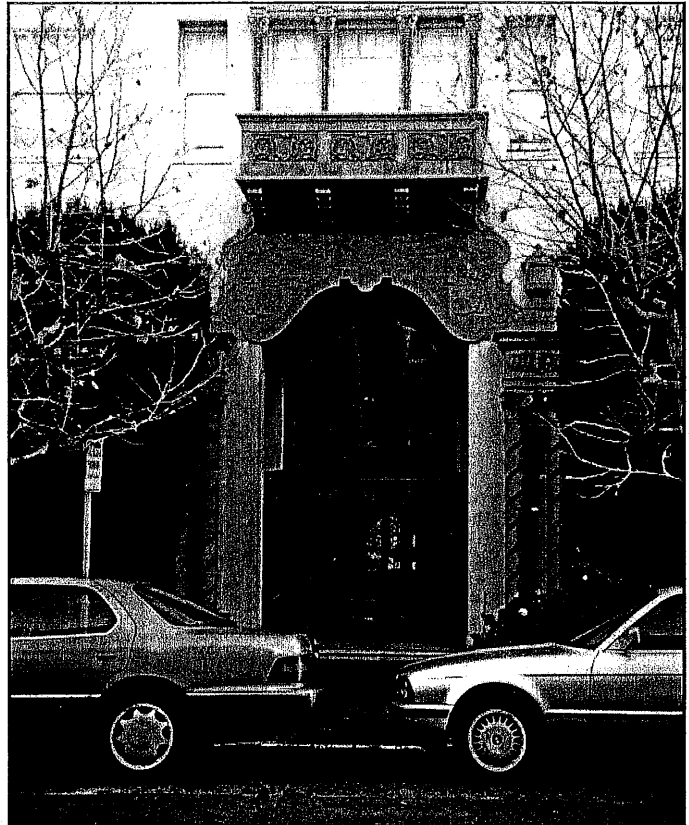
7.2.6. ENTRY SCALE

Building and unit entries should have a scale appropriate to the context and number of units provided access.

Entries facing El Camino Real, providing access to a number of units, should have an appropriately prominent scale and high level of design. Side street and internal entries with access to a smaller number of units, or just one unit, should have a more residential scale.

7.2.7. ACTIVE STREET FRONTAGE

Residential projects should maintain an active ground-floor street frontage. Uses such as lobbies, community rooms, and habitable outdoor terraces and plazas should be situated along ground floor street frontages. Windows and doorways should be designed to create an interesting streetscape.



GUIDELINE 7.2.4. Exclusively residential buildings shall each have a prominent pedestrian entryway facing El Camino Real.

7.2.8. ARCHITECTURAL CHARACTER AND SCALE

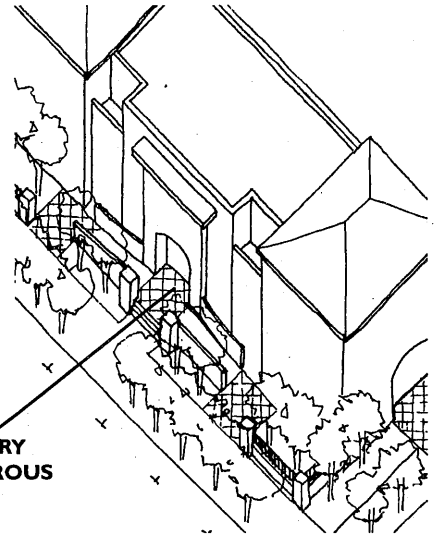
The architecture which fronts El Camino Real in the Boulevard Zone should be substantial in character and scale, with a strong presence. Buildings should have a dignified character, and should address the street to provide a strong street edge. Building and detail scale should be appropriate to the boulevard-scale of El Camino Real.

7.2.9. ROOF FORMS

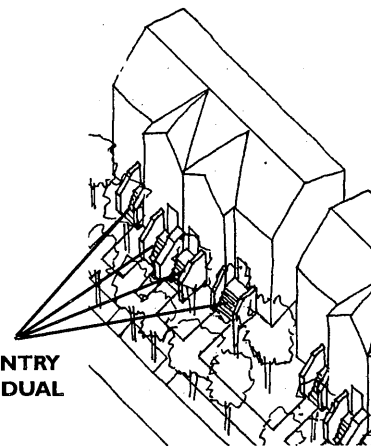
Flat roofs with parapets are strongly encouraged along El Camino Real to provide a cohesive appearance. Roofs in the Transitional Zone may be either flat or gabled, depending on the neighborhood context, and should be articulated to indicate individual units. Parapets on flat roofs should be articulated with well-designed details. Roofs over corners and major entries should be more strongly articulated for architectural legibility.

7.2.10. FACADE ARTICULATION

Building massing should be articulated to create a strong rhythm in the building facades and should emphasize groupings of units. Typically, facades in the Urban Character Zone will emphasize groups of units, while facades in the Transitional Zone will emphasize individual units. Facades should be articulated with bays, terraces, balconies, awnings, stoops and recessed openings to provide visual interest and scale.



**LARGE ENTRY
FOR NUMEROUS
UNITS**



**SMALLER ENTRY
FOR INDIVIDUAL
UNITS**

GUIDELINE 7.2.6. Building and unit entries should have a scale and level of detail appropriate to the context and number of units provided access. The vernacular character of the Townhouse/Rowhouse entry is not appropriate for an El Camino Real frontage, but may be suitable for transitional sidestreet conditions.



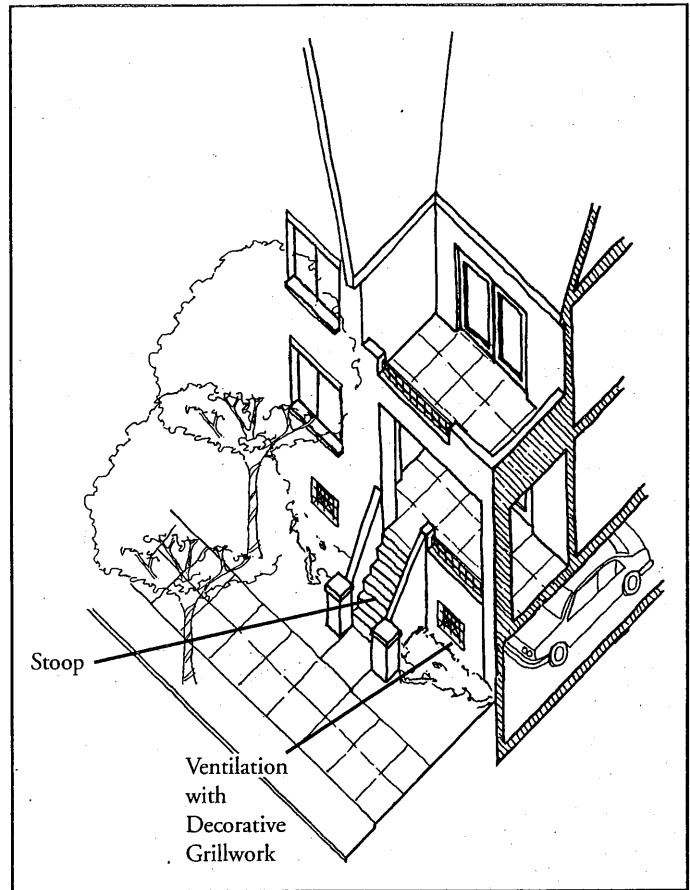
GUIDELINE 7.2.8. The architecture which fronts El Camino Real in the Urban Character Zone should be urban in character and scale, with a strong presence. The urban appearance of these rowhouses is appropriate for residential buildings with individual entrances fronting El Camino Real.

7.2.11. PARTIALLY-RECESSED OR UNDERGROUND GARAGE TREATMENT

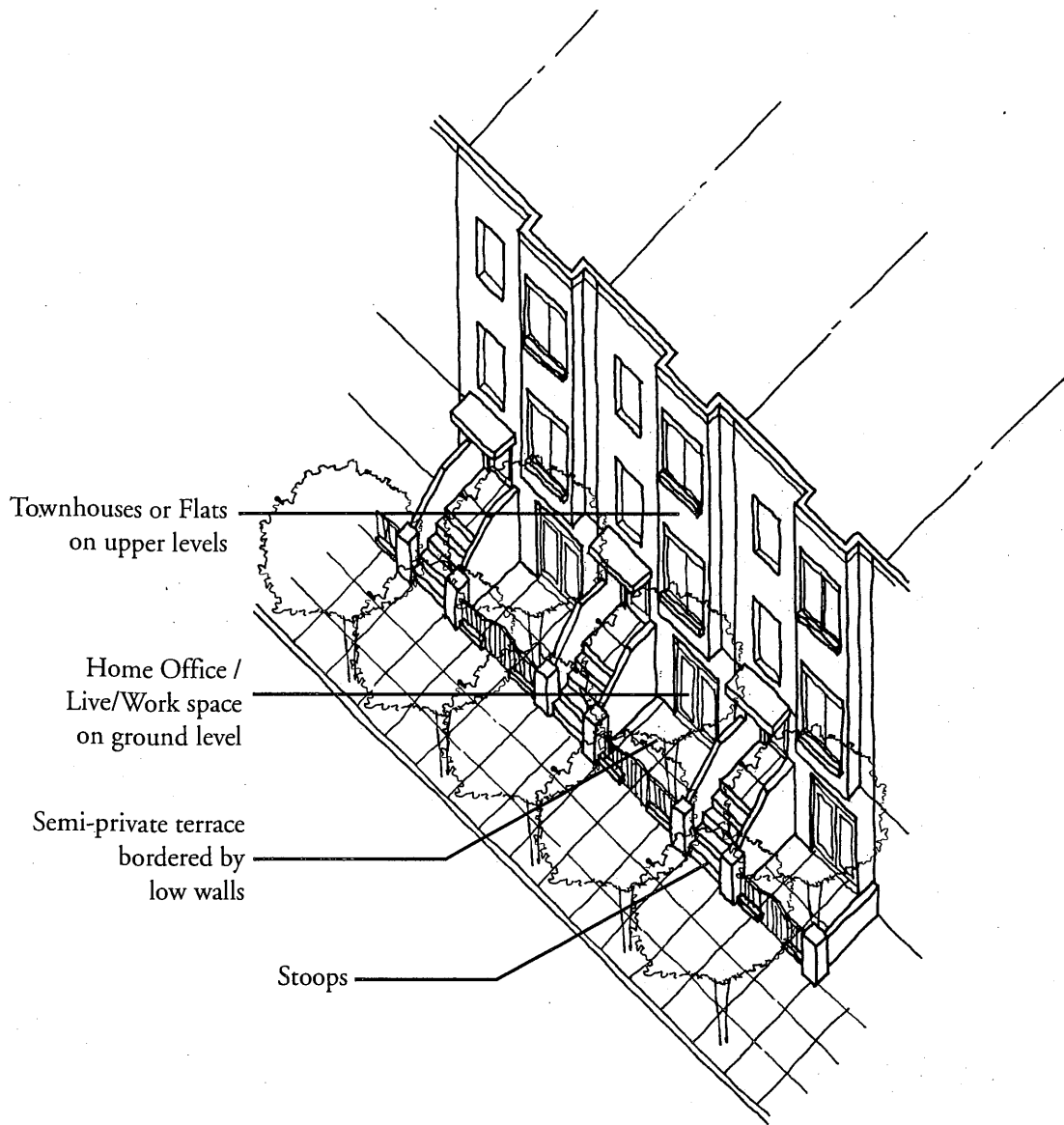
Where parking is provided in a partially-submerged/split-level garage, the ventilated garage facade should be completely screened with architectural and landscape devices. Ventilation opening size should be minimized and screened with decorative grillwork and landscaping. Stoops should extend beyond the garage facade, particularly on side street frontages, and be spaced no more than 50 feet apart. Screening of the podium should not rely entirely on landscaping. Exposed podiums may not extend more than 5 feet above grade along any frontage.

7.2.12. PRIVACY OF STREET-LEVEL RESIDENCES

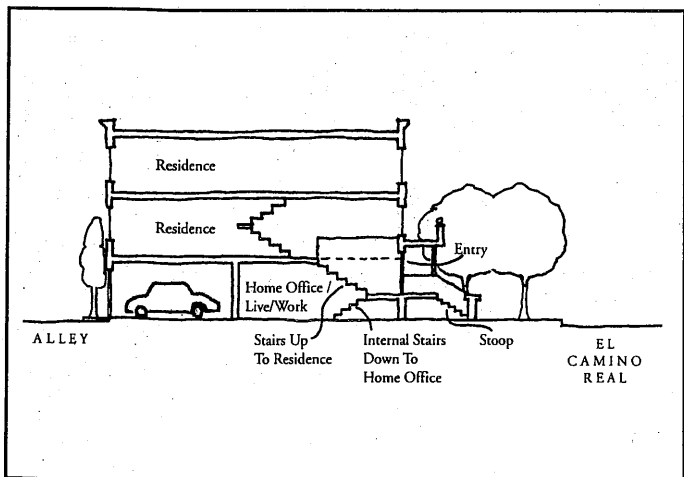
Residences at or near street level should be designed to ensure privacy of the residents from passersby. Low walls (no more than four feet in height), hedges and grade changes should be used to create privacy while maintaining a relationship to the street. Where a grade change (including partially-submerged parking) is used, the raised portion should be designed to read as the base of the building, with an architectural treatment consistent with the rest of the building.



GUIDELINE 7.2.12 Submerged/split-level garage facades should be completely screened. Ventilation opening size should be minimized and screened with decorative grillwork and landscaping, and overhanging balconies and stoops should extend beyond the garage facade.



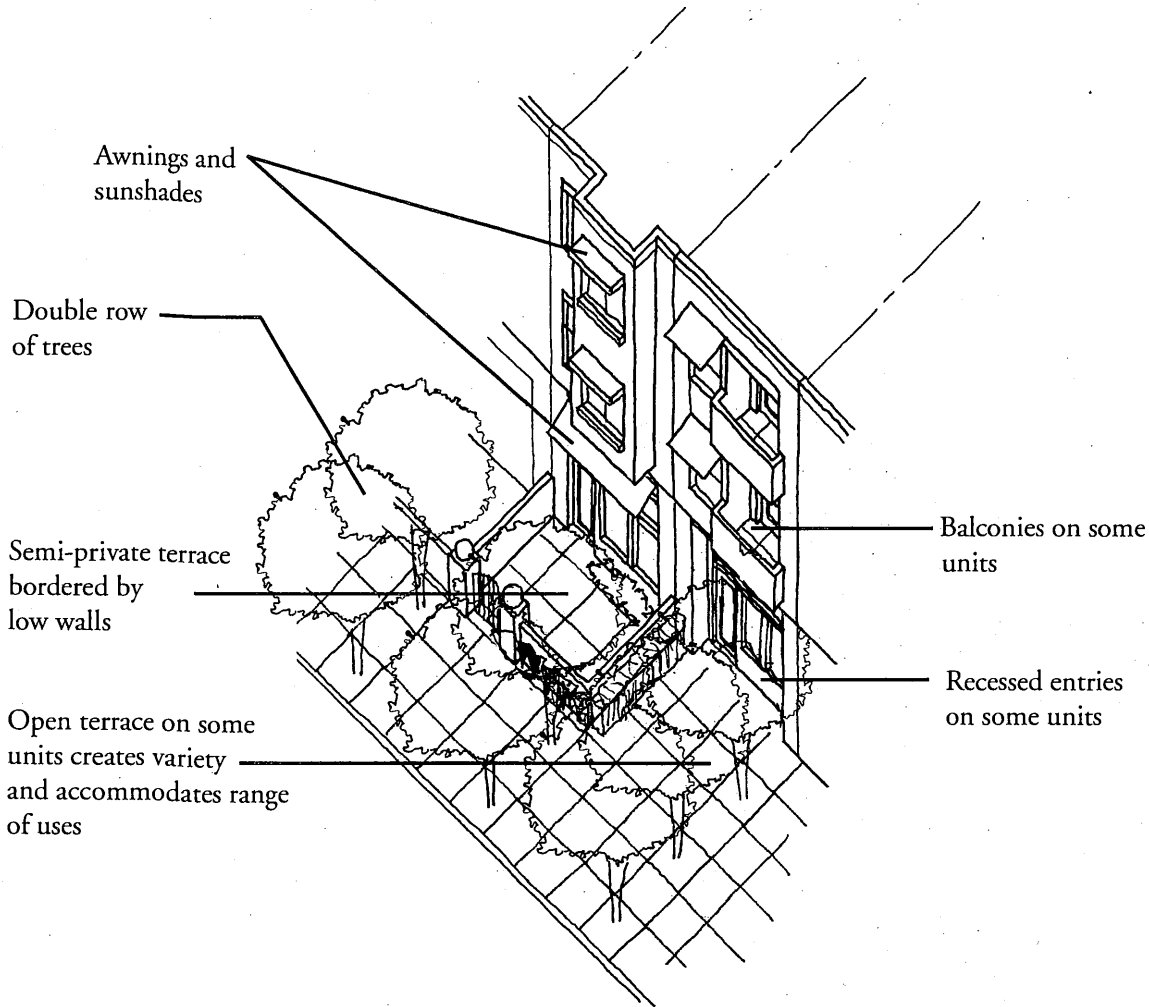
GUIDELINES 7.2.3 & 7.2.6. Rowhouse-style units with ground floor home office/live-work spaces can bring an strong presence to El Camino Real. Stoops and low walls create interest along the streetscape and provide a privacy buffer to the residences.



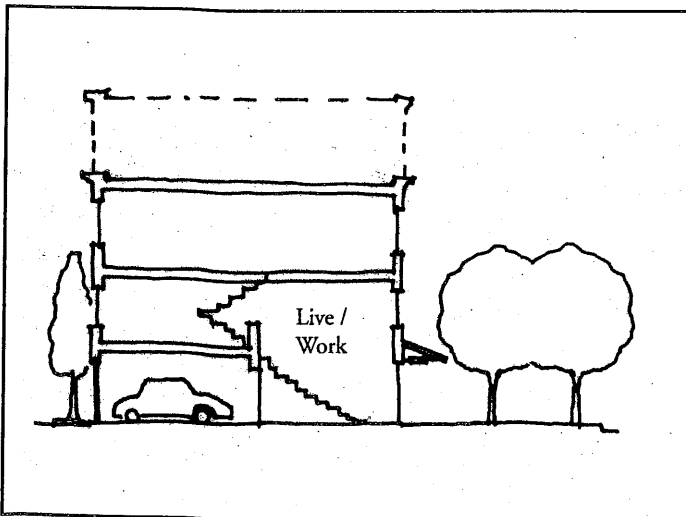
GUIDELINES 7.2.3 & 7.2.6. The live-work arrangement can be an effective strategy for screening parking from El Camino Real and creating an active streetscape.



GUIDELINE 7.2.11. Low walls, stoops and grade changes can be used to create privacy for residences that front directly onto El Camino Real.



GUIDELINES 7.2.3 & 7.2.6. Live-work designs are an alternative that creates a strong presence and can accommodate a range of uses and lifestyles.



GUIDELINES 7.2.3 & 7.2.6. The live-work arrangement can be an effective strategy for screening parking from El Camino Real and creating an active streetscape.



GUIDELINE 7.2.6. Flexible Live/Work units fronting the street are rapidly becoming popular in communities across the country. These units are located in Portland, Oregon.

