

DESIGN REVIEW MANUAL AND DESIGN REVIEW GUIDELINES

(Resolution #3117 and
Resolution #2022-01)



RESOLUTION NO. 3117

A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF IMPERIAL BEACH ADOPTING THE DESIGN MANUAL
AND DESIGN REVIEW GUIDELINES.

The City Council of the City of Imperial Beach does hereby resolve as follows:

WHEREAS, an adjourned meeting of the Planning Commission continued from a duly advertised and regularly scheduled meeting was held on April 4, 1984 to consider adoption of the Design Manual and Design Review Guidelines; and,

WHEREAS, the Planning Commission requested informal testimony from all persons desiring to be heard in support of or in opposition to the adoption of said Design Manual and Design Review Guidelines; and,

WHEREAS, the Design Manual and Design Review Guidelines are exempt from the California Environmental Quality Act since it is by definition not a project but a continuing administrative activity involving general policy and procedure making, and is authorized by the adopted Zoning Ordinance; and,

WHEREAS, the Planning Director and Architectural Design Review Advisory Committee recommend adoption of the Design Manual and Design Review Guidelines; and,

WHEREAS, the Planning Commission of the City of Imperial Beach adopted the Design Manual and Design Review Guidelines and recommended adoption of the Design Review Manual and Design Review Guidelines by the City Council at a public hearing held April 4, 1984; and,

WHEREAS, the City Council concurs with the action of the City Planning Commission; and,

WHEREAS, a duly advertised public hearing was held by the City Council of the City of Imperial Beach on May 1, 1984 and continued to May 15, 1984, and to June 4, 1984.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Imperial Beach that the City Council adopts the Design Manual and Design Review Guidelines.

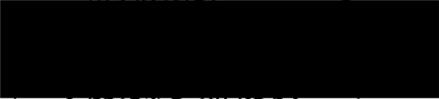
PASSED AND ADOPTED at a regular meeting of the City Council of the City of Imperial Beach held on the 4th day of June, 1984 by the following vote to-wit:

AYES: BENNETT, SPURCK, SMITH, BILBRAY, RUSSELL

NOES: NONE

ABSENT: NONE

APPROVED:


BRIAN T. BILBRAY
MAYOR
CITY OF IMPERIAL BEACH

ATTEST:


SHERMAN I. STENBERG
CITY CLERK
CITY OF IMPERIAL BEACH

APPROVED AS TO FORM:

CLIFTON E. REED
CITY ATTORNEY
CITY OF IMPERIAL BEACH

RESOLUTION NO. DRB-2022-01

A RESOLUTION OF THE DESIGN REVIEW BOARD OF THE CITY OF IMPERIAL BEACH, CALIFORNIA, RECOMMENDING APPROVAL OF THE REDESIGNED DESIGN REVIEW GUIDELINES AND ADDENDUM FOR USE ON DEVELOPMENT APPLICATIONS.

WHEREAS, on December 17, 2020, the Design Review Board noted that some of the materials within the existing design guidelines and standards that are used when reviewing projects provide conflicting and/or outdated information, and that an updated and more comprehensive document would assist in the review of projects; and

WHEREAS, on February 18, 2021, the Design Review Board conferred and determined that there is a need to discuss the content and creation of an Addendum to the existing design standards which would not replace the existing guideline documents but would indicate significant design criteria that should be considered on projects; and

WHEREAS, on April 15, 2021, the Design Review Board provided guidance to staff regarding the content of the Addendum; and

WHEREAS, the existing Design Review Guidelines were redesigned, and an Addendum was created incorporating the comments and recommendations provided by the Design Review Board in the April 15, 2021 meeting; and

WHEREAS, redesigning the Design Review Guidelines and creating an Addendum are exempt from the California Environmental Quality Act since it is, by definition, not a project but a continuing administrative activity involving general policy and procedure making, and is authorized by the adopted zoning ordinance; and

WHEREAS, the Design Review Board considered the consistency of the Addendum with the General Plan Design Element.

NOW, THEREFORE, BE IT RESOLVED by the Design Review Board of the City of Imperial Beach that the Design Review Board approve Resolution DRB-2022-01 adopting the redesigned Design Review Guidelines and Addendum for the use on development applications.

PASSED, APPROVED, AND ADOPTED by the Design Review Board of the City of Imperial Beach at its meeting held on the 17th day of March 2022, by the following vote:

**AYES: DESIGN REVIEW BOARD MEMBERS: ROGERS, GRACE, VORONCHIHIN
BRADLEY**
NOES: DESIGN REVIEW BOARD MEMBERS: NONE
ABSENT: DESIGN REVIEW BOARD MEMBERS: BELTRAN



KARL BRADLEY, CHAIR

ATTEST:



**SUNEM CARBALLO, CMC
DEPUTY CITY CLERK**

Design Manual And Design Review Guidelines

City of Imperial Beach
Architectural Design Review Advisory Committee

Adopted by the Imperial Beach City Council
June 19, 1984

Redesigned by the Imperial Beach
Community Development Department
August 2021

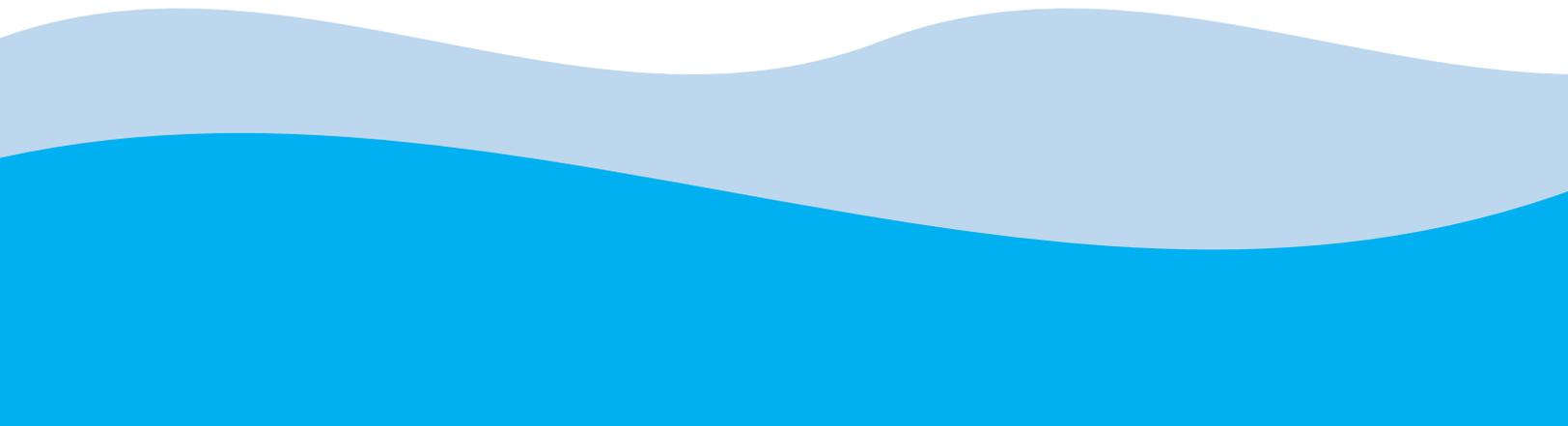
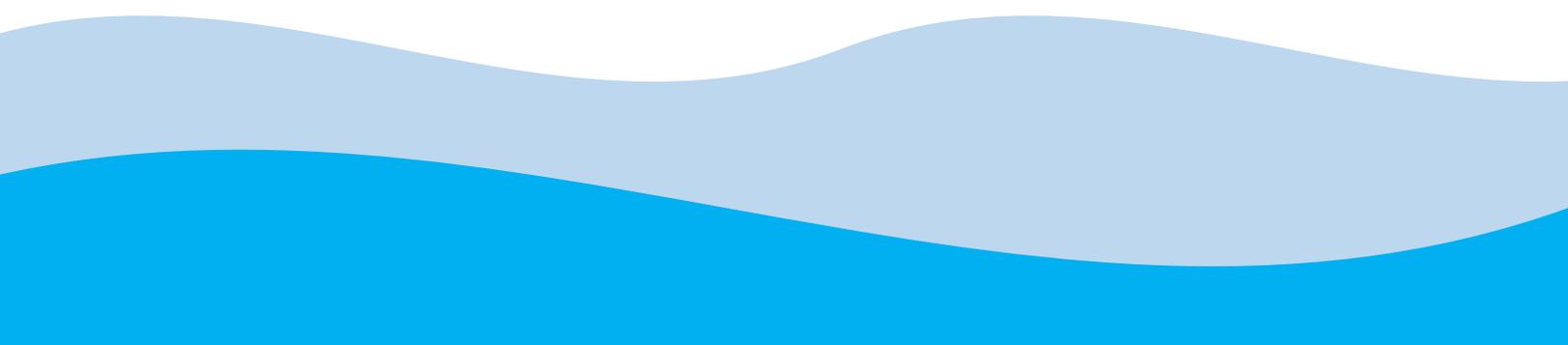


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1 Introduction

A. General Statement

It is with considerable pleasure that the City Council and the City Planning Commission present The Design Manual and Design Review Guidelines of the City of Imperial Beach to the residents and developers of the Imperial Beach Planning Area.

The Design Manual embodies the official design policy of the City of Imperial Beach and has been especially prepared to guide the Imperial Beach Architectural Design Review Advisory Committee during its consideration of developmental proposals governed by this municipality's complex zoning regulations. However, notwithstanding the Manual's multi-residential orientation, its criteria has purposefully been crafted in a broad enough language to govern commercial and industrial land uses. In addition to general criteria regarding building design materials, landscaping, parking and signing, augmented criteria are provided regarding high density residential, and commercial and industrial land uses.

The Design Manual provides guidelines for Community Design and addresses the arrangement of spatial relationships. While community design involves urban appearance and amenity, and, under certain circumstances, even covers the application of cosmetics or decoration, it is primarily comprehensive in scope. In short, urban design is an integral part of the structure of a city and should be applied in the context of the entire community. The Manual, therefore, is founded upon general principles, and not exact requirements.

The Design Manual of the City of Imperial Beach provides comprehensive, medium-range guidelines. Its provisions implement the long-range, comprehensive, and general policies and objectives of the Imperial Beach General Plan and Local Coastal Plan. The Design Manual of the City of Imperial Beach applies to all parts of the City. It is subject to change and elaboration. More specific guidelines may be added to address considerations for specific areas of the City.

B. Intent/Purpose

Section 19.83.010 of the City's Zoning Ordinance:

- a) The City Council of the City of Imperial Beach does hereby find and declare:

1. That the appearance of open spaces, buildings, and structure visible from public streets has a material and substantial relationship to property values and the taxable value of property.
2. That many neighborhoods in other urban communities have deteriorated in the past by reason of poor planning, neglect of proper design standards and the erection of buildings and structure unsuitable to and incompatible with the character of the neighborhood, resulting in poor design, possible reduction of property values and the impairment of the public health, safety, and welfare therein;
3. That it is the policy of the City of Imperial Beach to avoid and prevent community deterioration by the various means provided in this chapter.
4. This chapter is adopted pursuant to the appropriate provisions of the Planning and Zoning Law of the City that this chapter shall serve the following purposes:
 - b) It is therefore the declared intent of the City that this chapter shall serve the following purposes:
 1. To improve the general standards of orderly development in the City of Imperial Beach through design review of individual buildings, structures, signs and their environs;
 2. To improve and augment the controls now included in ordinances related to planning and building and to establish additional guidelines and policies that will promote and enhance good design, site relationships and other aesthetic considerations for all development under the Design Review as described in this chapter.
 - c) To ensure that those design concepts and theme for the Imperial Beach beachfront project are followed

C. Authority

The Design Manual and Design Review Guidelines are mandated by the City's Zoning Ordinance, Section 19.83.100:

Establishment of Design Guidelines

The Architectural Design Review Advisory Committee shall establish design manual. After review by the Planning Commission and the City Council, the Design Manual shall prescribe the design procedures and criteria to be used by the Committee when evaluating projects.

D. Jurisdiction

Design Review is applicable to the following areas and development projects specified in Section 19.83.020 of the Zoning Ordinance:

- a) Any development adjacent to the following corridors within the City limits requires review from the Architectural Design Review Advisory Committee.
 - 1. Highway 75
 - 2. Palm Avenue
 - 3. Silver Strand
 - 4. Rainbow
 - 5. Imperial Beach Blvd.
 - 6. Seacoast Drive
 - 7. 9th Street
 - 8. 13th Street
- b) All commercial development within the City requires Design Review.
- c) All development requiring a Site Plan Review or Conditional Use Permit requires Design Review.
- d) All development in the Seacoast Residential Commercial and Seacoast Commercial zone requires Design Review.
- e) Variance applications will be subject to Design Review when deemed necessary by the Director of Planning.
- f) Sign permits will be subject will be subject to Design Review when deemed necessary by the Director of Planning
- g) All development within the beachfront development project area requires Design Review (also subject to Specific Plan guidelines).
- h) Any development not subject to review by the Architectural Design Review Advisory Committee shall be reviewed pursuant to the guidelines to the satisfaction of the Director of Planning.

2 Procedure

Applications which satisfy the filing requirements indicated in Appendix A may be accepted by the Director of Planning. When the Director of Planning determines the application to be substantially complete, the application will be scheduled for review by the Site Plan Review Committee. After completion of the Site Plan Review Committee meeting, the Director of Planning will forward his report to the ADRAC and to the applicant. The applicant and/or his authorized agent is requested to attend the ADRAC meeting and to present the project. The ADRAC may recommend for approval, for denial, or for approval with conditions. The applicant is also responsible for completing environmental processing requirements. Items which require Planning Commission approval will not be scheduled for public hearing until after the ADRAC meeting. The procedure is summarized by the flow chart below:

Application materials submitted	Preliminary Planning Dept. review	Site Plan Review Committee Mtg.	
Planning Dept. Report to ADRAC And notice of Agenda	ADRAC meeting	Neg. Dec. per CEQA	Planning Commission decision

The requirements of each step shown above must be met before the next step can begin.

The time required to complete processing of applications cannot be guaranteed, but complete projects may be reviewed by the ADRAC within 2 weeks after submittal to the Planning Department. The ADRAC generally meets 15 days prior to the Planning Commission meeting due to requirements for public notice/advertising of the decision to be made by the Planning Commission.

Circumstances may require that a project applicant propose changes to his design. It is necessary to submit changes to the Planning Director who will determine whether further review is necessary. In some cases, it may be necessary to resubmit the project design for review by City staff, by ADRAC and by the Planning Commission.

3 Statements of Policy

1. The Design Manual shall provide the criteria for the arrangement of spatial relationships; the improvement and conservation of the townscape; the promotion of aesthetic quality; and, the development and furtherance of the amenity of the high-density residential areas, the commercial and industrial complexes of the City of Imperial Beach and the area within its sphere-of-influence.
2. The Design Manual shall constitute the basic design parameters and vocabulary for the development and redevelopment of the residential, commercial, industrial, and of the other zones to which its purview is extended.
3. The Design Manual is a supportive, companion to the zoning regulations of the City of Imperial Beach, and is governed by the General Plan thereof.
4. The ADRAC shall not recommend for approval any development which fails to conform substantially to the Design Review Guidelines of the Design Manual.

4 Design Review Guidelines

The ADRAC will review projects according to the following criteria. These criteria are not intended to restrict imagination, innovation, or variety. They are provided as guidelines to assist in focusing on design principles which can result in creative solutions to assist in promoting the purpose and objectives states in this manual.

A. Relationship of Buildings to Site and Surrounding Area

1. The site should be planned to accomplish a desirable transition with the streetscape, and to provide for adequate planting, pedestrian movement, and parking areas.
2. Site planning should provide landscaped setbacks in scale with buildings, an inviting streetscape, usable open space areas, and buffering between properties.



Brigantine contains potted landscaping along the pedestrian pathway as well as a desirable transition with the streetscape containing large storefront windows and indoor/outdoor seating areas.

3. Parking areas should be treated with decorative elements, such as, building wall extension, plantings, trellises, surface patterns, berms or other innovative means to largely screen parking areas from view from public way.
4. Whenever the natural or existing topography contributes to the amenity and utility of a proposed project, it should be preserved in a manner which enhances and accentuates the project. Modifications to the topography will be considered only when it can be determined that they will contribute to the amenity and utility of the project.
5. Architectural styles should be made compatible or integrated with adjacent buildings by such means as screens, site breaks, colors, and materials.
6. Attractive landscape transition to surrounding properties should be provided.
7. Harmony in design elements, including texture, lines, and masses is required. Monotony shall be avoided. Contrasting design elements should be repeated where appropriate in a harmonious manner. For example, vertical elements

contrast with general horizontal lines and should be used where appropriate to make a strong statement.

8. The height, bulk, mass and scale of each building should be compatible with its site and building expected to remain or be developed in the surrounding area. Monotony of architectural design is not encouraged.
9. A project proposed in an area deemed to be in a state of decline or blight infestation should be developed in a manner which will establish and improve the aesthetic quality and character of the area.

B. Building Design, Colors and Materials

1. Evaluation of appearance of a project shall be based on the quality of its design and relationship to existing or future surroundings. Inappropriate, incompatible designs shall be avoided.
2. Existing and proposed structures on the same project site should be architecturally and functionally integrated.
3. Innovative and imaginative design and architecture should be encouraged, and inappropriate and monotonous design should be avoided.



Mike Hess exhibits innovative and imaginative design and uses a variation of details, forms, and colors to create visual interest.

4. Variations of building details, form, line, colors and materials, and setting should be employed to create visual interest.

5. Monotony of design in single or multiple building projects should be avoided. Variation of detail, form, and siting should be used to provide visual interest. In multiple building projects, variable siting of individual buildings may be used to prevent a monotonous appearance. Variation in wall plan, roof line and direction, materials and color may be used to prevent a monotonous appearance in buildings. Wall plant variation is recommended to reduce scale and bulk and may often be simple provided by building projections, bay windows, and balconies. Color and landscape materials may be used to accent the variation.
6. Window trim, pop-outs, dormers, bay windows, and other features are encouraged to provide exterior variation in wall plan and materials.

Recommended Features

- Window Trim
- Pop-outs
- Dormers
- Bay Windows



Notice the use of bay windows and popouts in the image above.

7. New building components, such as windows, doors, eaves, and parapets, shall have good proportions and relationship to one another and with wall masses.
8. The architectural theme employed on a particular building should normally be executed on all exterior surfaces.
9. In any design in which the structural frame is exposed to view, materials and finishes should be selected for architectural harmony or enhancements of the theme, as well as aesthetic quality, durability, and ease of maintenance.
10. Exterior colors which are harmonious and contribute to the aesthetic quality of the project should be selected.
11. Colors shall be harmonious yet color contrast or contrasting tone is encouraged to emphasize architectural detail (see examples in Planning Department). Fluorescent paints and garish colors should be avoided.
12. Materials and colors should be varied where appropriate to provide architectural interest. However, material and color combinations should be repeated where necessary to provide contrast and harmony (visual order) to

the building. The number of materials should not exceed what is required for contrast and accent or architectural features and may generally be limited to three.



This multi-unit home uses a variety of colors and materials while remaining cohesive.

13. Building materials should not stop abruptly at corners but continue from front to side elevations.
14. Parapet walls/mansard roofs should not stop at short distances on side elevations, but should continue to visually unify all building elevations, as appropriate.
15. Blank walls should be avoided by the use of windows, variation of surface plan and materials, and use of shrubbery or trees as landscape screening.
16. Mechanical equipment, including solar collectors and panels, or other utility hardware on roof, ground, or buildings should be screened from public view with materials harmonious with the building, or they should be located so as not to be visible from any public ways.



Notice in the image to the left, the solar panels are more discreet, on the side of the house, while the image on the right has panels clearly visible from the front of the house and street.

17. Metal fixtures, trims, and devices exposed to the ocean environment are subject to abnormally high corrosion and are discouraged.
18. Continued good appearance depends upon the extent and quality of maintenance. The choice of materials and their use, together with the types of finishes and other protective measures, should be conducive to easy maintenance and upkeep.
19. Materials and finishes should be selected for their durability and wear as well as for their beauty. Property measures and devices should be incorporated for protection against the elements, neglect, damage, and abuse.

C. Landscape Improvements and Exterior Lighting

Landscape elements included in these criteria consist of all forms of planting and vegetation, ground forms, rock groupings, water patterns, and all visible construction except buildings and utilitarian structures.

1. An inviting atmosphere should be created in pedestrian oriented areas through the use of landscaping, walls, fencing, seating, plazas, statues, fountains, and other design features.



Both of these images create an inviting and stable atmosphere with a focus on being pedestrian oriented.

2. Grades of walks, parking spaces, terraces and other paved areas should provide an inviting and stable appearance for walking and, if seating is provided, for sitting.
3. Landscape treatment should be provided to enhance architectural features, strengthen vistas and important axis, and provide shade, privacy, and buffering, soften large surfaces and paved areas, and accent points of interest. Where

practical, existing trees and drought tolerant plants should be preserved and included in the planning and design of the site.

4. Unity of design should be achieved by repetition of certain plant varieties and other materials, and by correlation with adjacent developments, where appropriate.
5. Plant material should be selected for interest in its structure, texture, and color and for its ultimate growth.



An example of appropriate tree guards

6. In locations where plants will be susceptible to injury by pedestrian or motor traffic, or other environmental hazards, they should be protected by appropriate curbs, tree guards, or other devices.

7. Service and storage yards, trash collection areas, exterior work areas, and other places which tend to be unsightly, should be screened by use of walls, fencing, planting, or by combinations of these.

8. In areas where general planting does not prosper, other materials such as fences, walls, trellises and pavings of wood, brick, stone, gravel, and cobbles, should be used. Carefully selected plants should be combined with such materials where possible. Materials should be harmonious with building materials.
9. All plant materials should be selected, arranged, and installed in accordance with sound horticultural and landscape architectural practices per landscape and irrigation plans
10. Color and texture of landscape elements should be coordinated with color and texture of building materials. Coarse textures and darker or brighter colors may be used where appropriate to reduce perceived distance and size. Fine textures and light or greyed colors may be used for the opposite effect where appropriate.
11. Miscellaneous structures (i.e., structures other than buildings: sign posts, railings, etc.) and street furniture located on private property should be designed to be integrated with, or harmonious with, the architectural building

and landscape design proposed for the site. Materials should be durable and compatible with buildings and surroundings in color and scale.

12. Exterior lighting should be designed to enhance the architecture of the building and landscape and shall be restrained in color and brightness. Light standards and fixtures shall be architecturally compatible and scaled to the buildings with consideration for energy efficiency.

D. Sign Criteria

(The same criteria applicable to wall signs shall apply to monument signs.)

1. Signs should be designed as supportive elements to land use. They should be used primarily to identify businesses, professional offices, and public and quasi-public facilities.
2. Signs should be compatible with the nature, scale, character, and design of the locale and land uses they serve.



This sign is compatible with the locale and land use that it serves by the beach. It is harmonious with the design of the area and the size and coloring is appropriate.

3. Signs should be part of the architectural concept. Size, color, lettering, locations, and arrangement shall be harmonious with the building design, and shall be compatible with approved signs on adjoining buildings. Signs shall have good proportion.
4. Colors should be used harmoniously and with restraint. Lighting should be harmonious with the design. If external spot or floodlighting is used, it shall be arranged so that light source is shielded from view.
5. Identification and directory signs should manifest a high degree of artistic order and taste, as well as legibility.

6. Signs should be characterized by restraint. Where practical and practicable, artistic graphics and fine art displays should be used in lieu of "commercial" signs.
7. Signs should place considerable emphasis upon color, harmony, size, shapes, letters, materials, and character.

E. Circulation and Parking

1. It is recommended that parking areas be screened from view by the use of landscaping, walls, buildings, or other innovative and decorative concepts.
2. Parking areas and trafficways should be enhanced with landscaped spaces containing trees or tree groupings which shall be adequately irrigated and maintained. Shrubs should be used only where they will not obscure vision.



There are good examples of a parking areas enhanced with landscape spaces. The right image is from the City of Carrollton.

3. The placement of trees in parkways or paved areas is encouraged.
4. Vine covered trellises should be provided where appropriate to provide shading and buffering of open parking areas, particularly where tree planting is not provided.
5. Parking bays located between the building and the street should be separated from buildings by landscaped areas or protected walkways.
6. The mass of large parking areas should be improved through the employment of landscaping, textural variation, or structural interruption (i.e., walls and trellises). Variation of paving material, texture and color is recommended where pedestrian and vehicular areas overlap. The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, colored concrete, or other methods to divide or improve the effect of large expanses of pavement is encouraged.

Suggested Paving Materials

- Stamped concrete
- Stone
- Brick or granite pavers
- Exposed aggregate
- Colored concrete



7. Onsite circulation shall be designed to promote adequate security, police, and fire protection; and, to facilitate postal delivery, moving, trash collection and trades services.
8. The layout of off-street parking areas and onsite circulation systems should place emphasis on:
 - a) Convenience and proximity to the units served.
 - b) Safety.
 - c) Screening and separation of buffering from common uses areas, residential units, and recreation areas.
9. Directional signs and graphics should be used to promote public safety and convenience.
10. Loading, unloading, and delivery service operations should be preplanned. Parking layouts should clearly indicate that these operations would not adversely affect customer parking or access.
11. The plans of major commercial centers shall be responsive to the physical requirements of public transportation and should provide the requisite pedestrian ways, bus stops, benches, and shelter.



To the left is the route for the bus stops in Imperial Beach.

12. Secure bicycle parking facilities are encouraged.

13. Public or commercial parking areas should be designed for convenience and, where feasible, should be directly accessible from two streets, or a street and an alley.
14. Pedestrian ways within commercial parking areas should be protected from vehicular movements by landscaped areas, curbs, or posts.
15. In multiple family developments, it shall be considered undesirable to locate off street parking areas between the buildings and the street. In cases where this design solution is utilized by the Architectural Design Review Advisory Committee, the parking areas should be screened from view. Parking shall be considered between buildings and streets where it does not detract from otherwise exceptional design and neighborhood amenities.
16. It is recommended that all parking or maneuvering areas which are perpendicular to building walls be separated by landscaped areas.

F. Multi-family Residential Environment

1. Multiple family dwelling developers should place cardinal emphasis on the protection of residential privacy. Privacy requires sensitive structural and landscaping design, and effective sound-proofing. It is also dependent upon the selection of proper building, screening, and landscaping materials
2. The site development and design of multi-family development should be coordinated with that of existing or potential adjoining and adjacent development. The project design should be consistent with the standards of good site planning and spatial relationships.
3. The landscape of a multi-family dwelling should be oriented towards the establishment and maintenance of a high order of on and off site environmental and aesthetic quality.
4. The design of all multiple units should promote good circulation, adequate exterior lighting, and noise protection. The said design should minimize hazards and optimize energy conservation. Solar orientation should be considered to reduce heating requirements.
5. Each building site upon which a multi-family project is developed shall provide landscaping and usable open space. The space developed to landscaping may be improved with textured flooring, fountains, ponds, kiosks, and sculpture, as well as plant material.
6. Where practicable, large multi-family developments should provide a variety of building sizes and arrangements.
7. Multiple-family dwelling development shall provide their residents private and/or common open space. Private open space may take the form of patios, balconies, courtyards (atria), or gardens. The establishment of game rooms, children's play areas, meeting rooms, and roof gardens should be encouraged where appropriate.

Provide

- Patios
- Balconies
- Courtyards
- Or Gardens

Encouraged

- Game rooms
- Children's play areas
- Meeting rooms
- Roof gardens



Notice the use of balconies for this multi-family dwelling as well as the landscaping.

8. Usable open space required by the zoning ordinance should be distributed throughout the project site.
9. Noise effects on and from all common and private open space should be buffered by fences, walls, and/or barriers, which block the line-of-site of the noise source.
10. Indoor-outdoor integration can be promoted in projects by the use of large windows and sliding glass doors in conjunction with patios, balconies, and courtyards. The said windows and doors, however, should be effectively shuttered or draped in order to prevent substantial night-time energy losses.
11. Common open space should be provided in large areas if feasible. Large areas of open space can be imaginatively landscaped, well utilized, and economically maintained.



Notice the casual theme, non-extensive signing, and muted colors of the buildings. Also notice the pedestrian traffic areas and outdoor eating areas surrounded by planting.

4. Where feasible, customer traffic should not be mixed with truck-service traffic. Furthermore, customer parking should be both convenient and ample. Employee parking, which is often long-term parking, should be designated in order to make customer parking, which is usually short-term in nature, more convenient.
5. Neighborhood and subneighborhood (or convenience) shopping facilities have captive markets, and therefore do not require extensive signing or external outdoor advertising. The appurtenant signs employed in these centers should be solely oriented towards “shop identification”. Artistic graphics, wood-carved signs, gold lead window signs, and symbolic handing signs are especially appropriate on the neighborhood and subneighborhood scenes.

Appropriate Signs (Neighborhood and Subneighborhood)

- Artistic graphics
- Wood-carved signs
- Gold lead window signs
- Symbolic handing signs

6. While pole signs were popular in the 1950s and 1960s, they are a principle source of visual pollution and are not appropriate. On the other hand, low profile monument signs tend to be consistent with the tenets of good urban design and can provide adequate shopping center identification.

THIS



NOT THIS



7. It is recommended that a minimum of 15% of the gross area of a commercial industrial center should be devoted to landscaping. The required landscaping may take the form of decorative flooring, masonry walls, fountains, sculpture, or clusters of mall furniture, as well as plant material.
8. The extensive use of trees within and along the periphery of commercial and industrial centers is urged. Trees provide beauty and improve environmental quality. They also soften the impact of commercial activity upon shoppers and local residents.
9. Since commercial and industrial uses are situated in close proximity to residential areas buffers are essential. Where abutting directly upon residential lands, an appropriate landscaped buffer should be established on the commercial/industrial property. Architectural walls or decorative fences should be used to protect local residents from the noise and visual impact of commercial parking lots.
10. The landscape of commercial projects should not be confined to plant material. Textured flooring, masonry, fountains, water features, exterior works of fine art, and exterior furniture should be used to promote a project's visual interest, variety and amenity.



The image to the left is a good example of how to landscape commercial spaces with the inclusion of textured flooring, water features, exterior works of fine art, and exterior furniture. This graphic is from the City of Carrollton.

11. Where feasible, trees with unique structural characteristics should be planted. These trees should improve the aesthetic quality of commercial areas and compliment adjacent urban forms.
12. The use of fountains, water sculpture, and other recycling water features provide a cooling effect with respect to the urban environment, and visual relief from the impact of hard surfaces. The use of these features should be encouraged.

13. Planters and tree wells should be designed to protect the plants they accommodate and to promote the aesthetic quality of their surroundings.
14. Mall furniture should be carefully coordinated with the landscaping and works of fine art which share its setting. This coordination requires that each mall, enclosure, plaza, or open space be planned as a single design composition, and not on an element-by-element basis.

5 Other Applicable Provisions

Projects shall remain subject to all City codes which affect their design.

6 Graphic Examples

Examples to be provided by and kept on file in Planning Department.

7 Definitions – Terms Frequently Used by ADRAC

1. Amenity

A project characteristic or existing situation providing “pleasantness” or “convenience” (examples: recreational use areas, easily accessible parking, attractive landscaping and buildings.)

2. Bulk

Three dimensional size; heaviness; objects with greater bulk are usually also greater in scale with larger uniform building planes.

3. Community and Site Design

Art of arranging physical objects in three dimensional relationships to each other – emphasis on outside spaces and indoor/ outdoor relationships

4. Cosmetics

Improvements to aesthetic quality applied after design decisions have been made

5. Design Review

Subjective assessment and discussion of submitted development projects based on consideration of specific design elements and their effect (which may often be objectively described). For example, uniform arrangement of windows creates a line which attracts attention, in it contrasts with other factors such as vertical columns, lines of varying distance, etc. The objective of design review is to evaluate projects based on the best understanding of proposed design elements. The ADRAC generally attempts to arrive at a consensus through the discussion rather than voting on project designs.

6. Enclosure

Confinement, separation

7. Harmony

Pleasant repetition of design elements to provide visual linkage, direction, orientation, and connection of areas; orderly development.

8. Line

Direction; orientation

9. Order

The regular and harmonious arrangement of the natural and man-made environments. The antonym of order is confusion.

10. Residential Density

Residential density refers to the number of dwelling units per net acre.

11. Row Houses

A group of single-family dwellings or apartment houses located along continued lines, and not separated by yards. Row houses usually form an “architectural whole”.

12. Scale

Relative size; proportion.

13. Texture

Surface quality of materials; Coarse texture – large particles of materials (connotes closeness, smaller scale – useful in larger spaces); Fine texture – small particles (connotes distance, larger scale – useful for smaller spaces).

14. Townhouse

An attached dwelling unit, two or more stories in height

15. Vista

A framed view; a distant view through or along an avenue or opening.

8 Appendices

8.1 Appendix A - Plans and Information Requirements

The following are plans and information are required to be submitted for architectural design review. Once submitted, the plans and information become the permanent property of the City.

A. Plot Plan. The plot plan shall indicate:

1. Location of buildings and structures both existing and proposed.
2. Location of off-street parking and loading facilities.
3. Locations and dimensions of present and proposed street and highway dedications requires to handle the traffic generated by the proposed uses. Where denoted in the Circulation Element of the General Plan, street ending design shall be provided in accordance with the City's adopted Street-Ending Improvement Policy.
4. Location of walls, fences, and hedges, and the indication of their height and the materials of their construction;
5. Location of refuse collection/enclosures and an indication of the height and the materials of their construction;
6. Location and name of trees taller than 10' high and indicate whether they will remain or be removed.
7. Locations and calculations of areas proposed to satisfy usable open space requirement (100 sq. ft. per bedroom) and 10% landscape area for open parking areas.
8. Location and dimensions of easements.
9. Location of neared buildings adjacent to the project site.

B. Lighting Plan. The lighting plan shall indicate: Exterior lighting standards and devices. The lighting plan shall be adequate to review possible hazards and disturbances to the public and adjacent properties.

C. Sign Program, the sign program shall indicate:

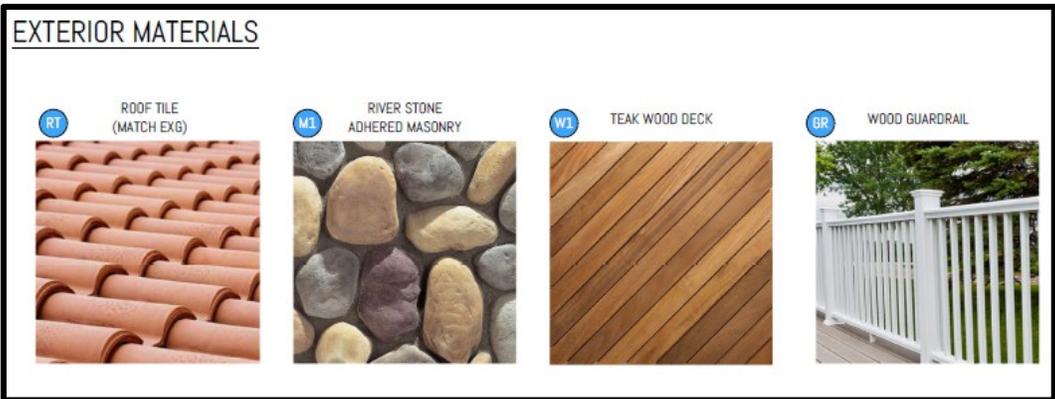
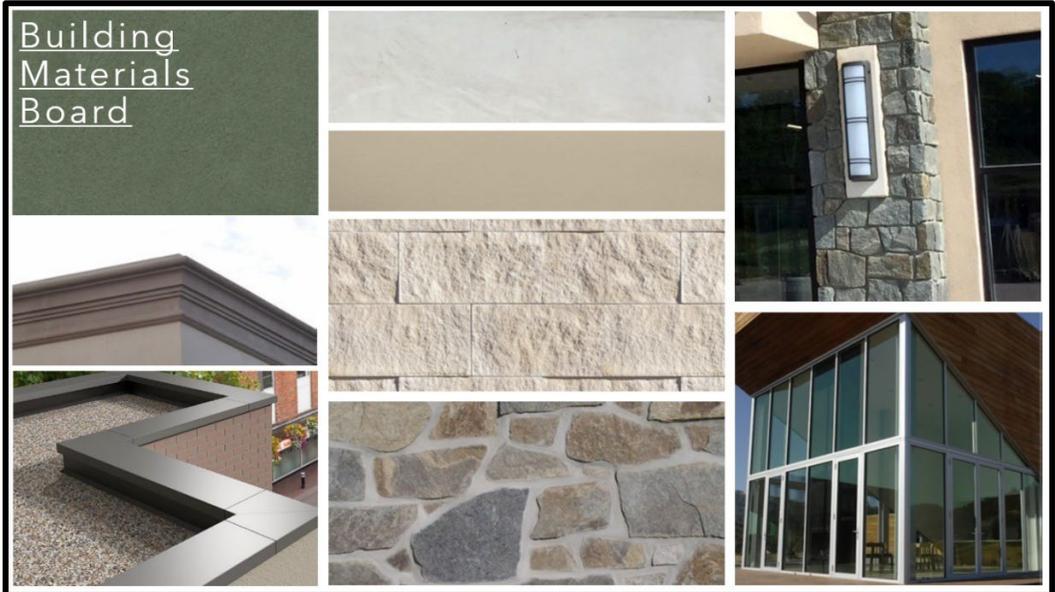
1. Location and size of exterior signs and outdoor advertising:
2. The nature of temporary or seasonal on-site advertising.

D. Landscaping and Irrigation Plan. The landscaping and irrigation plan shall indicate:

1. Plant material type, size, and location and schedule (listing by quantity);
 2. Locations and size of irrigation facilities.
 3. Grading and slopes where they affect the relationship of the buildings.
- E. Elevations. Elevations shall indicate:
1. Building materials and colors; (samples of building materials and colors should also be submitted; i.e. color chips)
 2. The height of buildings and structures.
- F. Floor Plan
- G. Architectural and Engineering Data. Such other architectural and engineering data as may be required to permit necessary findings that the provisions of this code are being complied with.
- H. Photos of the site and adjacent areas:
- I. Vicinity Map (8 1/2 x 11" preferred)
- J. Existing buildings and improvements, including landscaping shall be shown on plot plans and elevations as they are proposed or remain (existing trees over 10' tall shall be shown on plot plans and indicated whether they are proposed to remain or to be removed).
- K. Proposed Attachment or Addition to Existing Building, Where an attachment or minor addition to an existing building or structure is proposed, the plans and elevations shall indicate the relationship of such proposal to the existing development.
- L. All plans shall be drawn with scale dimension and direction (i.e. north arrow) indicated.
- M. A color and materials sample board, 8 1/2" x 11" or larger, for building siding, trim, and roof. Colors shall be shown in the form of a manufacturer's color chip or material sample.
- N. One complete set of colored plans and elevations (perspectives are desirable but not required). The number of copies of the above items will be determined based on the required approval (generally 15 copies of plot plans and elevations are required).
- O. Requirements Waived When. Any of the above requirements may be waived by the planning director if the information is deemed not essential.

8.2 Appendix B - Plant Material Sustainability

Refer to the City of Imperial Beach Minimum Landscape Planting and Irrigation Standards (April 1986)



2. Project submittals are recommended to include renderings of the finished project site within the context of the neighborhood. Renderings should be provided for different times of day and from different perspective/views of the site.





DAYTIME VIEW LOOKING S/W FROM GROVE AVE



NIGHT VIEW LOOKING S/E FROM ESTUARY PATHWAY

- Colored elevations and project renderings should incorporate all aesthetic features of the building including any visible fixtures such as scuppers or downspouts.



B. Building Elements and Appurtenances

1. Roof deck parapets are strongly recommended to be comprised of a transparent material that reduces the massing of the building and restricts potential impacts to coastal views. Examples of recommended materials include glass and cable railing.



2. Whenever projects include storage of mechanical systems on the roof, adequate screening must be provided.
3. Projects that are adjacent to residential uses should consider the window alignment in relation to the adjacent residential use to maximize privacy.

4. Projects should incorporate elements that provide public benefits such as bike racks/storage, foot wash station for projects adjacent to the coast, and surfboard racks.



C. Landscaping

1. Driveways and other utilitarian uses of paved surfaces will not be calculated toward the 15% landscape requirement. Plans should clearly show how landscaping is being calculated and that it is excluding driveways.
2. If developers intend to use patios or courtyards toward the landscape requirement, a detailed rationale should be included stating why these areas should be calculated toward landscaping.
3. Projects should incorporate a combination of hardscape and landscaping and refrain from proposing groundcover that is entirely compromised of hardscape or non-planted materials (including pavers, concrete, decomposed granite, river rock, etc.). Areas adjacent to parking areas that require landscaping must be comprised of planted landscaping.



TREES

STREET VEGETATION

				
Fern Pine	Southern Magnolia	Canary Palm	California Fan Palm	Specimen Tree

COMMON AREA VEGETATION

				
Bronze Loquat	Arbutus Marina	Hong Kong Orchid Tree	Magnolia Little Gem	Yew Pine

PLANTERS / POTS

			
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GREEN WALL

			
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GROUNDCOVER / VINES / SHRUBS

			
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PLANT LIST - TREES, SHRUBS, GROUNDCOVERS, VINES

BOTANICAL NAME	COMMON NAME	BOTANICAL NAME	COMMON NAME
Moderate Water Use, Such As:		Low Water Use, Such As:	
Agapanthus africanus	Lily of the Nile	Agave sp.	Agave
Carex divulsa	Berkley Sedge	Alice sp.	Agave
Dianella tasmanica	Flax Lily	Calandrina grandiflora	NCN
Escallonia "Fradesii"	Escallonia	Castilemon viminalis	Dwarf Bottlebrush
Gaura lindheimeri	Gaura	Little John	
Hemerocallis Hybrids	Daylily	Grevillea noelii	Grevillea
Lomandra longifolia "Breeze"	Dwarf Mat Rush	Katantoe luciae	Paddle Plant
Phormium Hybrids	New Zealand Flax	Lantana Hybrid	Lantana
Philodendron "Xanadu"	Dwarf Philodendron	Mycoporum parviflorum	Mycoporum
Prunus caroliniana	Carolina Laurel Cherry	Mulenbergia lindheimeri	Deer Grass
Trachelospermum jasminoides	Star Jasmine	Rosmaria officinalis	Rosmary
		Senecio mandraliscae	Kleinia

DECORATIVE PAVING

			
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INTERACTIVE FEATURES

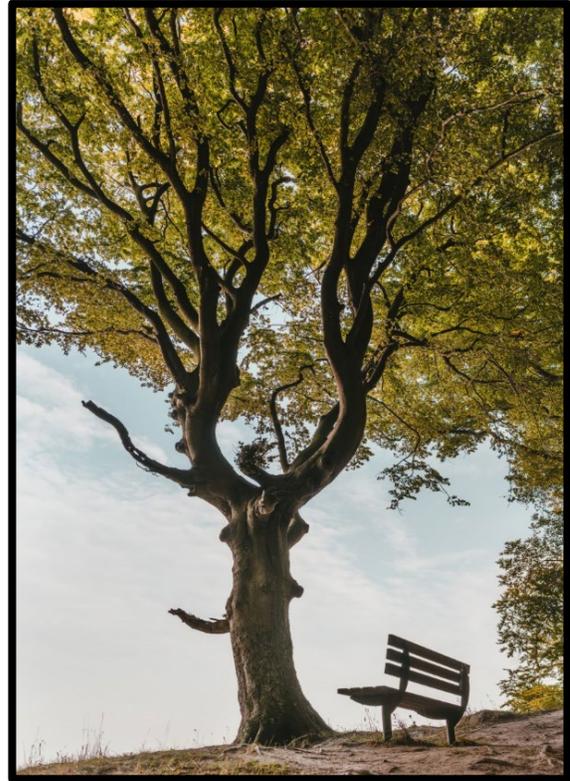
		
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SEATING

		
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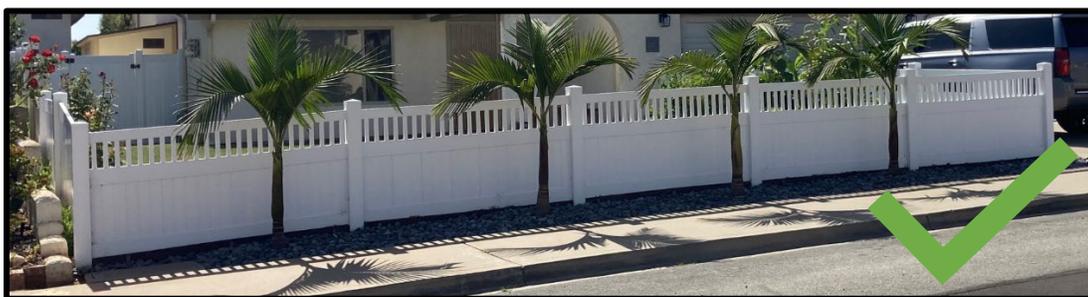
- Artificial turf, high water use plants, and water features shall, combined, not exceed 25% of the total landscaped area. Projects shall prioritize the utilization of drought tolerant plantings and alternate ground-cover (rock, mulch, plants, trees, etc.). For projects that propose the use of artificial turf, the developer/applicant must provide a detailed rationale that must be considered by the Design Review Board.
- Ground cover proposed adjacent to the right of way shall be a suitable size and material to prevent public utilization or potential injurious interaction with the ground cover.

6. All live planted areas must incorporate live plants; artificial plants (turf, trees, etc.) must be avoided.
7. When possible, it is strongly encouraged that plant species are non-invasive, drought tolerant species with a very low to moderate WUCOLS category for water needs. Additionally, the plant salinity tolerance should be considered if the project site is adjacent to the coast or areas with high salinity.
8. Shade trees should be utilized in projects when possible.



D. Fencing

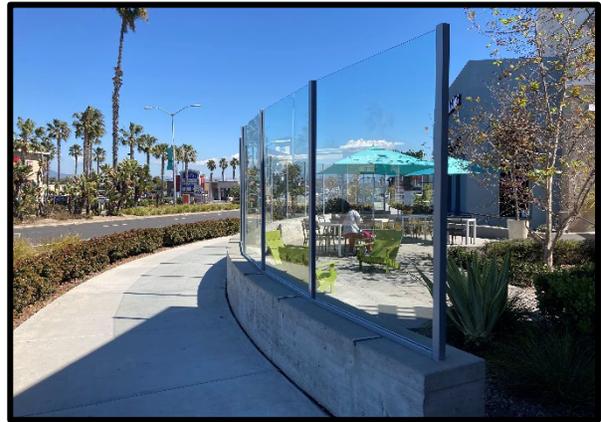
1. Chain-link fencing is a prohibited material for fencing located along or within a Design Review Corridor, projects that require Design Review, or any area within the public right-of-way.



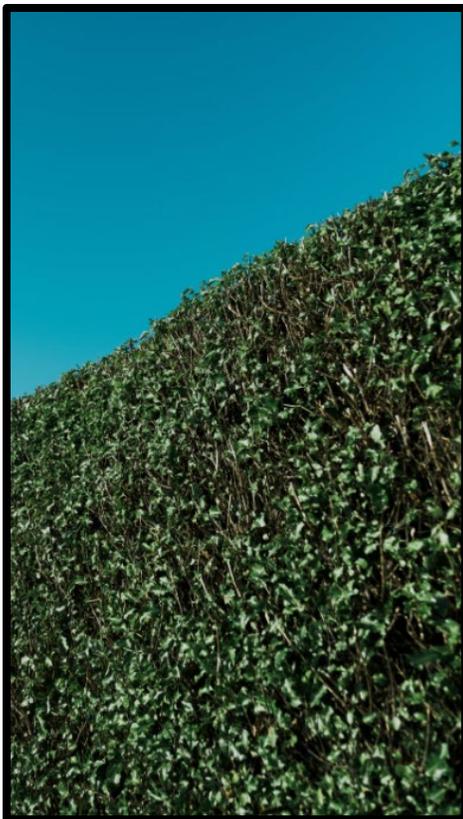
2. For projects proposing fencing that incorporates vertical boards or materials, the fencing shall be designed to have the vertical boards flush leaving no gaps to disincentivize climbing.

Noise Attenuation

1. Projects adjacent to busy streets and/or roadways should incorporate aesthetically pleasing sound/noise attenuation features.

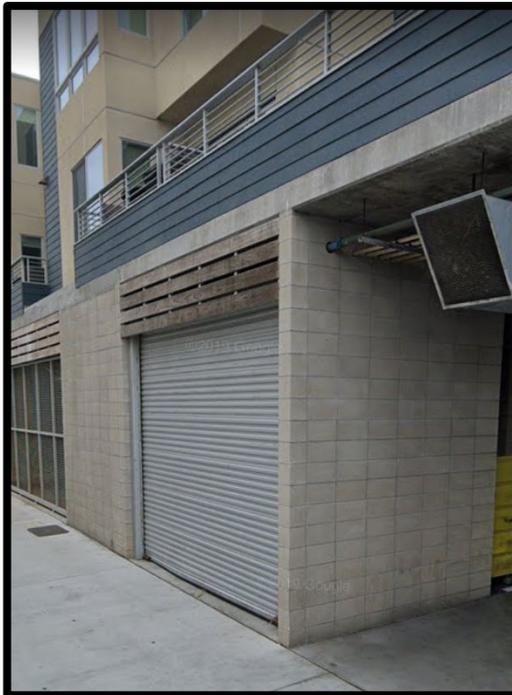


2. Projects should incorporate shrubs, trees, or other live planted material that promote privacy and provide shielding from adjacent uses as well as reduces any noise related impacts.



Trash Enclosures

1. Trash enclosures must be covered to prevent rainwater infiltration into the storage area. A horizontal or slopped roof shall be designed of solid material for protection of the containers from the elements. The roof should extend sufficiently outward in all directions so that wind-blown rain will not enter the interior of the storage area. A minimum of 8 feet of vertical clearance within the storage area shall be provided to allow the container lids to be fully opened and closed. A detail of the trash enclosure must be included.
2. Trash enclosures should be located away from the street and obscured from public views to deter any illegal dumping. When enclosures must be located adjacent to the street, the enclosure must be adequately shielded from the street and incorporate materials utilized in the primary structure as well as enhanced landscaping for screening purposes.



E. Building Facades

1. Blank walls shall be avoided. When possible, projects should incorporate artistic and/or ecofriendly aesthetic improvements such as a living green wall or mural.

