



Block Face Character

SUMMARY OF FOCUS QUESTIONS

1. *Does Summerland have definable commercial areas that may act as a "core"?*

- Hard to define, but Summerland is sort of a core in itself due to size
- A core is important to community character and therefore commerce
- A good and natural thing to have a core
- Core offers business opportunities that feed off one another
- Most successful towns have a distinct core
- Highway ramps tend to define our core area
- Restaurants are key to core area
- Pedestrian friendly amenities are essential to a core especially if the core sprawls
- A core helps to create a sense of place, community and a pedestrian oriented, resident serving commercial area
- Having a core is desirable, a good thing but not sure why—A centering thing for orientation
- These discussions are not intended to result in zoning changes

Location of a core:

- Summerland core is deepest near Liquor store
- Core spreads west to onramp—The Nugget to Just Folk
- The busiest area—Most heavily used area—Evans to Hollister to Colville
- Disagree core is Post Office to Nugget, with Cantwell's going in core is full length of Lillie have two cores
- I like Coast Village Road type if that is the definition of commercial core
- Liquor store is presently where the town plaza or Zócalo would naturally be (create a vision for this site for future)
- When Joe's Market moved to the edge of town that diminished Summerland's core
- I want core to spread to Greenwell

Implications of a core:

- Critical that we are not talking about limiting commercial outside the core
- How can a core benefit the community?
- Would like to not see the ends of Summerland suffer from too much focus on a core
- If Summerland has a core how do we enhance it?

- May not want to create a core that intensifies parking

2. *What defines a “block?” If so what are the boundaries?*

- Street to street section
- Summerland is not traditional in layout
- Uniqueness goes back to tent lots
- 101 took our downtown—Terrain, geology, views, traffic patterns, highway, historic setting influence blocks character
- Doesn't apply as much to Summerland as other communities

3. *What is important in these areas?*

- Protect ocean views
- Some of the buildings that have been torn down should not have been//real concerned about what is torn down
- What was most significant and nice about Summerland when we got here is being demolished and disrupted
- We have different views of what generation of Summerland we like
- Keep Summerland's uniqueness, distinct from any town anywhere, Montecito, Carp so that Summerland is attractive to business, commerce, residents and a desirable, sought after place to live and do business
- Need for community serving commercial—Provide incentives for community serving commercial
- Uniform intensity of development along Lillie, more to look at is more enjoyable
- Preserve variety of mixed uses of commercial and small homes along Lillie
- A walkable main street

4. *What architectural styles define the different blocks along Lillie Avenue? Are there any common themes or characteristics?*

- We need to study this important topic more
- How everything is presently developing is good
- Another example of the disruption of block face character is the big grey barn next to the Summerland Beach Café
- Need to clarify that block character is not just architectural
- Uniqueness of Summerland block character is from run of the mill to totally distinct

5. *What are the prominent colors and building shapes, styles and materials along Lillie Avenue?*

- We need to have a better understanding of this question and the texture of the area before providing any definitive list

6. *To what extent should the Summerland Commercial Design Guidelines address neighborhood compatibility, block to block?*

- Prefer eclectic character and concerned about too much restriction
- The challenge is to achieve compatibility with variety
- Guidelines limit the exceptional and bring up the bottom
- SunPac members got very little input here
- We need more discussion of this

7. *On blocks with a mixed visual character where no clear architectural pattern has been established, what standards should a project be subject to?*

- Aesthetics of downtown is important
- Europa took what was there and morphed it into something very fitting
- Strengthen the unique qualities of Summerland
- Just Folk really added to eclecticism and took us to the edge
- Tear Liquor Store down for open space or community center
- SunPac members got insufficient feedback on this

8. *Considering the eclectic characteristics of the buildings in Summerland, how can building design guidelines be used to achieve neighborhood compatibility and appropriate transitions while still respecting the unique architecture represented along Lillie Avenue?*

- SunPAC members got insufficient feedback on this

Other comments:

It was discussed that to the extent there exists a "block face character" that any new development should be compatible. However, there does not appear to be strong consistent blocks. We asked the planning staff to come up with a block to block photo montage showing the elevations of the buildings.

We discussed that the character of the block should include other factors such as topography, views, noise, and that these other perspectives might inform what type of block face character should be encouraged. For instance, all of the structures on the south side of Lillie should have a lower height limit than the buildings on the north side of the street.

We discussed the idea of core and there was a definite split. It was discussed that a core is an area of denser development and activity and created a sense of a center of the town.

Just like the hillside nature gives Summerland a visual identity, having a core also adds in a positive way to the identity of the community. It was discussed that the two blocks between the post office and the Europa store, naturally serve as the core. It is the only place where there is commercial development on both sides of the street. It also

contains the two freeway off-ramps and thus the circulation pattern helps to strengthen the sense of core.

The participants who own property outside the core were against distinguishing between the core and the rest of the commercial district. They were concerned that somehow they would be losing out on some of the improvements and that strengthening the sense of core would resultantly diminish their property. If the strengthening of a core is to be pursued, it should be done in such a way that it would not detract from the other commercial properties. Hopefully it could be a win-win situation.

We discussed studying the history of Summerland, the portion of what was removed by the freeway, to give us clues that would inform our guidelines. One thought is that the 25 foot wide tent lots would be articulated on building facades so that it would be broken up into conforming segments (25' less two 5' setbacks = 15').



Site Design

SUMMARY OF FOCUS QUESTIONS

1. *Do the existing setback regulations for commercial corridor in Summerland need to be revised, and if so, how?*
 - Yes, buildings should be allowed to be closer to the street
 - Possibly use Build-to lines

2. *Is current landscaping along Lillie Avenue appropriate? What types of landscaping does the community wish to recommend? What elements are important?*
 - Should encourage Native, drought tolerant landscaping
 - Plantings should consider views
 - Streetscape should use non-fruit bearing trees to limit the amount of debris on the sidewalk and street
 - Olive trees may be a possibility

3. *What are the parking problems or concerns in Summerland? How do you think they should be addressed beyond the current streetscape improvements being conducted by County Public Works?*
 - Currently pedestrians and cars share the same area
 - Numerous extra vehicles are parked on Varley, this needs to be cleaned up
 - Parking should be provided at the rear of the property
 - Development on corner lots should be encouraged provide site access on the side street
 - Interior lots should provide parking at the rear and accessed from Varley or a small side driveway from Lillie
 - Possibly look at Varley and Banner as one-way streets to ease congestion
 - The use of underground parking should be encouraged

4. *Are existing requirements for the consideration of public views sufficient?*
 - The guidelines should address the retention of public views from the commercial corridor
 - Guidelines for landscaping considerations could be added

5. *What is important about the relationship of commercial space and the sidewalk?*

- Pedestrian safety
- Allowing room for gathering on the sidewalk, such as in front of businesses

6. *What other issues related to site design should be addressed? Why?*

- Considerations for private views should be added
- Views into commercial businesses from the sidewalk
- Undergrounding of on-site utilities for new developments

7. *What intersections are important in Summerland?*

- Evans & Ortega
- Valencia & Lillie
- Greenwell & Lillie
- Hollister & Lillie
- Colville & Lillie

8. *What areas are "gateways" (entrances) to Summerland?*

- Evans & Ortega (this includes Evans down to Lookout Park)
- Greenwell & Lillie

9. *What are the important aspects of Site Design in relation to Summerland?*

- Overall would like the commercial corridor to have a "European" type of feel with outdoor seating

Other comments:

- Traffic, Parking and Circulation Chapter Update
 - Look at the use of Padaro Lane
 - Varley and Banner as one way streets
 - Evans off-ramp, clearer directions and flooding issues
- Work with Caltrans on the following:
 - Gain access to landscaping area around the Evans overpass. Need to be able to clean up garbage and debris
 - Clean up of landscaping in right of way
 - Clean up of chain link fence
 - Additional Landscaping the right of way
 - Setback fencing on Evans to enhance the pedestrian environment



Building Scale & Form

SUMMARY OF FOCUS QUESTIONS

1. *What elements of commercial design are important to Summerland?*

- Viewshed protection
- A mix of commercial development
- Uniqueness of style in Summerland-small buildings, setbacks, etc.
- Buildings integrated with site
- Pedestrian – friendly feel
- Minimal lighting

2. *Do the existing FAR regulations for Summerland need to be revised, and if so, how?*

- Some felt FAR rules should be guidelines
- Others felt they should be strict rules
- Many felt FAR's provide the best available mechanism to protect views

- (David Hill) Keeping in mind the desired purpose behind FAR's (to keep a human scale and protect the charm and flavor of Summerland, among others) stricter rules do a better job of achieving that purpose. Guidelines invite challenges, increasing emotional confrontations and diluting the protections for Summerland's character. Commercial viability is an important factor of course. California communities that have retained their charm have generally done better commercially. Simplifying the rules may increase ambiguities, further increasing disagreements and arbitrary judgments. However, some adjustments may be needed (plate height, basement treatment, measurement methodology). Also allowing for variance in special very limited situations might be worth considering.

3. *What are the advantages and disadvantages for using FAR to regulate building size?*

- Most felt Summerland had unique conditions (hillside, views, special character) that warranted its own version of rules to some degree
- Many felt some mechanism for ruling on variance for special situations was desirable
- Basement issues were discussed—maybe allow additional credit for basement if used for parking (get more cars off the street)

- Maybe allow sidewalks to be elevated (ramp up) from street level to entrance level of some buildings to separate cars and improve accessibility.
- FAR measurement should be from interior, not exterior—otherwise, thicker walls (which would be desirable) are discouraged
- FAR's should use inside measurements—thick walls penalize interior space under current rules

4. *How applicable are plate height and understory to the generally level commercial area of Summerland?*

- Plate height shouldn't be restrictive
- Plate heights should not be part of FAR calculation.
- Overall height limits are ok—but not plate height limits. If gross size of building is in compliance with FAR, plate height shouldn't matter.
- Basement issues were discussed—maybe allow additional credit for basement if used for parking (get more cars off the street)

5. *What commercial spaces do you like and why?*

- "Just Folk" – the way the 2nd story steps back toward hillside
- No Taco Bell or other franchises

6. *Does the existing Height Calculation Methodology for Summerland need to be revised, and if so, how?*

- Feels height limits shouldn't be any higher
- Height limits may help protect views
- Plate height should be more liberal

7. *How does the community want commercial development to relate to the street and do the current height requirements accomplish that goal?*

8. *Can additional guidelines pertaining to form, architectural details and materials ensure quality design while allowing more discretion to the architect?*

- Design materials could be modified to allow metal siding, solar treatments
- More porches
- No bigger windows
- Keep pedestrian scale
- No more than two story buildings
- Allow buildings to come to street level
- Minimal lighting—Turn outside lights out after certain hours. Protect night sky. Use down lights—lighting should stay on property as much as possible. Light quality is

important-yellow (bad) vs. more pleasing spectrum. Some businesses may need lighting to stay on later at night (Nugget, Post Office)

9. *Does the community want to provide consistency in the application of regulations and guidelines throughout the County?*

- Should have a mechanism to make a decision in special situations that may not follow guidelines—approval or denial
- Many felt some mechanism for ruling on variance for special situations was desirable

Other comments:

- Question raised: *Does the freeway side of Lillie need lower height limits to protect views?*
- Question raised: *Would Form Based Codes work better for the commercial district?*



Architectural Features

SUMMARY OF FOCUS QUESTIONS

1. *Do you feel the noted architectural styles are sufficient? Should they be further clarified? Should additional styles be added? Are the styles too restrictive?*
 - Most felt noted architectural styles were sufficient
 - We may want to allow some additional styles like Mediterranean
 - Architectural styles should not be too prescribed or "cookie cutter"
 - We may want to allow more leeway for certain styles like Spanish and Contemporary

2. *Should the category of "conditionally acceptable architectural styles" be retained in the new commercial design guidelines for Summerland? Why or why not?*
 - Most felt the "conditionally acceptable architectural styles" category is useful and should be retained

3. *What type of guidelines, if any, should be given for new construction of historic architectural styles (i.e. Victorian) replication versus interpretation?*
 - Both interpretation and replication should be allowed
 - Interpretation should be allowed, but within limits
 - Current buildings are good examples
 - Emphasis on high quality design and materials for replication

4. *What are the important issues related to building entrance styles and locations?*
 - Entrances should be pedestrian-oriented, inviting and recognizable
 - Entrance should also be in scale with the rest of the building and compatible with the building's architecture

5. *Is facade fenestration important to Summerland? If so, how should be implanted in Summerland?*
 - Fenestration needs to be inviting
 - Size should be compatible with architectural style
 - Some flexibility should be allowed for varied siting, styles, etc.

6. *How should pedestrian space be treated around buildings? What are the important elements of pedestrian space and how should these be addressed in the commercial design guidelines?*

- We should encourage good access between buildings and the sidewalk
- Sidewalk should be an extension of the building, with street furnishings
- Pedestrian space around buildings should encourage walking
- This space should be large enough for seating and tables (e.g. Just Folk)
- We should encourage pedestrian access between buildings
- Easier access can depend on topography

7. *The size and location of parking can distract from the architecture of a building. Should further guidance regarding the location, size and treatment be provided?*

- We should encourage buildings be forward on sites with parking in rear when feasible
- There are concerns about the impact on Varley so we should allow for flexibility
- Encourage underground parking where viable (i.e. on corner lots) but leave flexible to suit the site's topography
- Address garages

8. *How important are paving materials to the commercial area of Summerland?*

- It's desirable to have different types of paving materials such as brick
- Paving materials are important – need to balance consistency with uniqueness
- May want to require different paving materials for new or remodeled buildings

9. *Should the "Passive Solar Design" section of the existing BAR guidelines be updated, or replaced with the Green Building Guidelines found in the County's Draft Design Guidelines for Mission Canyon and Los Alamos?*

- We need more time to review other "green" guidelines, but individuals were generally supportive of updating the "Passive Solar Design" section with more current guidelines
- We may want to keep the passive solar design section, but add to it

Other comments:



Building Details

SUMMARY OF FOCUS QUESTIONS

1. *Should the category of "conditionally acceptable materials" be retained? Why or why not?*
 - Keep this category – it is useful and helpful to applicant, implying higher standard of review
 - Move metal siding to this category
 - Flat roofs should be secondary – hidden from view – use to help neighbors view
 - Add solar panels to this category

2. *What types of building materials, windows, and doors should be encouraged and discouraged?*
 - Should be harmonious with accepted esthetics and neighboring business and residences
 - Encourage unique casing and molding details
 - Retain residential feel "old country town – keep windows smaller" - "village feel"
 - Be open to alternate/green materials
 - Windows should compliment architectural style
 - Modern or Mediterranean should be allowed
 - Create variety – without allowing one single anomaly of design
 - Have a minimum % of glass in front 1st floor 70% +/-
 - Have a maximum single pane size – 30 sq ft suggested

3. *Which colors, if any, should be encouraged and discouraged for commercial buildings on Lillie Avenue?*
 - Important to blend in
 - Variety is good
 - Should not look like a movie set
 - Color should be reviewed on site
 - No white (any shade)
 - Avoid primary colors (main body of building)
 - Clarify and codify values – what's approved (light reflectivity value)
 - Change of color needs BAR approval

4. *Is building lighting in the commercial area of Summerland sufficient?*

- Street lighting is needed and important
- Not too much up lighting – mostly down lighting
- Control light pollution – minimal lighting
- Change of fixtures needs approval

5. *Should additional lighting requirements be added? If so, what is important and why?*

- Should not impact neighbors
- Wattage should be considered and relative to building size to keep illumination to a minimum
- Solar environmentally sensitive - low energy lighting
- No all night lighting – light timers and motion sensors
- Color of lighting important
- How does lighting standards mesh with building codes

6. *How do building details influence the pedestrian realm and experience in Summerland?*

- Porches, benches, table and chairs
- Anything that encourages outside activity
- No blank faces to the street
- Parking behind building when possible
- Interesting materials
- Balconies
- Fountains and planting areas
- Public art

7. *How do paving materials influence the pedestrian experience?*

- Smaller scale and texture – with color
- More engaging
- Inviting
- If required to do a sidewalk or paving it should be at least color stamped concrete or brick
- Encourage artisan elements, public art, mosaics, beach glass
- Natural paving – Permeable
- Create quiet public area

8. *Are there other building details that should be considered?*

- Landscape raised planters for seating
- Widow walks
- Cupola and roof decor
- Focus of roof slopes – interesting
- Well articulated roof lines

- Public restrooms

9. *Which elements should be suggested versus required?*

- Minimal exterior lighting – non-invasive (Fully Shielded)
- Paving upgrade at public sidewalks if developed to brick
- Size of glass panels maximum pane size
- Moldings at doors and windows to be proud of site
- Hidden building maintenance areas from public view – ex; trash, electric meters, mechanical

Other comments:

- Commercial area should reflect/compliment residential area
- Landscaping – tree types, etc., including lighting – should be in commercial guidelines
- Encourage public art
- Development standard should be broke paving
- Solar to be encouraged – show how to make it work in guidelines



Signage

SUMMARY OF FOCUS QUESTIONS

1. Which signs work well and don't work well in Summerland, and why?

- Signs that work well: Just Folk, Summerland Beach Café, Bellezza Vita, Summerland Winery, Rooms and Gardens, Stacky's Seaside, Nugget, etc. are examples of signs that complement both the building and the business
- Signs that do not work well: Liquor is an example of a sign that is too high and too remote in relation to the existing structure. It is generic. It is non-conforming.

2. What types of signs should be encouraged in the Summerland Commercial Design Guidelines?

- Carved or painted wood or other painted non-glass, non-reflective materials
- Signs that are flat to the building wherever possible, even painted on the building itself
- Signs that can be attached to new or existing structures wherever possible, including light poles, to reduce clutter in the right of way
- Signs that portray uniqueness/individuality of Summerland
- Signage that makes it easy for Summerland visitors to identify businesses within the commercial area
- Signage that is unique to and consistent with the architecture/design of each building
- Signs that include murals
- Where not obvious, businesses with off-street parking should have signage so indicating (i.e. Summerland Beach Café, Café Luna, Just Folk, Summerland Winery and Rooms & Gardens)

3. Are the Special Sign Standards for Summerland sufficient? If not, what should be added?

- Awnings: lettering should be limited to 25% of overall awning size; no logos or graphics; other considerations?
- Banners should be restricted to 30 days per three-month period; otherwise, permanent signs should be permitted and installed (i.e. 'wine tasting' banner in front of Summerland Winery, 'sale' or 'consignment' signs on antiques store in 2500 block, etc.)
- Identification signs should at least include the name of the business
- Neon signs should be moved to 'prohibited' section

4. What types of signs should be restricted or discouraged?

- Neon signs should be discouraged or at least restricted to interior displays, as secondary signage only, perhaps further restricted to 'grandfather' existing neon signs but no new ones
- Plastic, glass or reflective materials
- Signs that are higher than building and/or obstruct views; signs that extend over public right of way
- Banners should be restricted to 30 days per three-month period; otherwise, permanent signs should be permitted and installed (see #3)
- Sandwich board signs in public roads or on public sidewalks should be prohibited (especially real estate signage)
- Freestanding signs should be restricted or discouraged, except where businesses are not easily visible from the street because of setback, for example (i.e. Kimsey and Perkins commercial spaces next to Summerland Church)
- Signs that are generic and do not include the business name (i.e. Liquor)
- Signs that bear foreign flags
- Flashing, blinking or streaming signs
- Signs that are solely/obviously intended to attract business from US 101
- Poles for projecting signs should project no further than the width of the sign itself and should not extend beyond front of porch or into public right of way; minimum clearance 8'

5. Should the Commercial Design Guidelines provide guidance on lettering and font(s) for signs? If so, what types should be considered acceptable or encouraged, and why?

- No

Other comments:

- Placement: tops of signs should be at or below the roof line
- Better signage needed to indicate where Lillie Avenue diverges from and the main street becomes Ortega Hill Road.
- Signage design – size, placement, style (borders, trim, recesses), compatibility with architecture – should be submitted for BAR consideration in conjunction with overall site plan. Colors, wording/messaging, lettering font, etc. should be considered in the permitting process, as this could change depending on the commercial tenant
- Variances to guidelines should be considered when they would not affect property rights or aesthetics
- The Big Yellow House sign: there was a lot of discussion about whether or not it is iconic to Summerland, whether or not it should be 'grandfathered' if exact size and shape are maintained even if business name/design changes. This sign and structure provide an economic benefit to the community. People associate Summerland with its 'big yellow house.' At the same time, there was concern about setting a precedent that could be used by owners of the liquor store.
- Lots of interest in the liquor store location becoming a public property, either through County or citizen acquisition, as it is considered the 'gateway' to and

center of Summerland. Also lots of interest in the current status of the litigation re: the liquor store sign

- Signage should be maintained in good working order (i.e. replace missing letters, broken signs, burned out lighting, etc.)
- Underground utility lines throughout Summerland out of compliance exterior lighting