

ATTACHMENT 5

KEY ISSUE IDENTIFICATION AND INTEGRATION

The following discussion provides a logical sequence of the development the Summerland Commercial Design Guidelines based on input from the SunPAC and Community. The Draft Commercial Design Guidelines do not include maps, graphics, or illustrations at this stage in order to focus on the text of the document. Placeholders for images are included with a description of what the figure will illustrate. The discussion below consists of the following elements:

- Commercial Design Guideline Chapter Topic: A brief overview of the chapter topic.
- Topic Table Summary: A brief summary of key points from the table discussion. Response: A discussion on how main points were addressed and identification of remaining issues to be discussed.
- Focus Questions: Certain topics, such as Block Face Character, Site Design and Building Scale and Form contain key policy areas that need to be resolved by the SunPAC in order for the draft to be fully developed.

CHAPTER 1: INTRODUCTION

This chapter provides an overview of the purpose, applicability, organization and history of the proposed guidelines and Summerland history. This chapter applies to the application of the design guidelines and does not influence the actual design of a structure.

CHAPTER 2: BLOCK FACE CHARACTER

Block Face Character refers to the context and common patterns and rhythms of buildings along a street block, and between those blocks. The acknowledgement of existing patterns and rhythms define possible building locations, massing, architecture and treatment of the proposed structure, addition or signage.

TABLE SUMMARY

New Commercial Design Guidelines should emphasize adherence to neighborhood context and the existing block character in order to maintain neighborhood compatibility when considering design for new development or renovation. It is understood that not all blocks along Lillie Avenue have a unified pattern and in those case design should help to define a character. Some participants liked the idea of defining a core, others did not. The character of the block should also be defined by other factors such as topography, views, and noise. These in combination with perspectives from various points should assist in the definition of block face character. 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. Participants generally prefer the eclectic character of Summerland and want to achieve compatibility among development while maintaining some distinct variety.

RESPONSE

This chapter provides direction for applicants, assisting them in determining the context of the area and character of the block face so that the proposed project can be designed to be compatible with the area. This is accomplished through identification of the broader and immediate areas and the existing patterns found on the block. The text in chapter speaks to the eclectic mix of architecture and that development is encouraged to respect the existing charm and character of the community.

Identification of a “core” for Summerland was an issue in which clear direction was not achieved at the workshop. A core area can allow for additional design standards and reduced setbacks that will give the core a more dense appearance. There was concern that the entire commercial frontage should be a core in light of the future development at the southern end of Lillie Avenue. tenant occupation of former grocery store near Greenwell. At this time, the draft document does not address the definition of a core for Summerland.

FOCUS QUESTION, BLOCK FACE CHARACTER

1. Should a “Core” be defined in Summerland?

CHAPTER 3: SITE DESIGN

Site Design involves considerations of several factors that will influence the location of the building including required setbacks, required parking, landscaping and a building’s relationship to the street. Other elements that are important in site design are consideration for “gateway” areas and corner lot at important intersections.

TABLE SUMMARY

Participants felt that the relationship of the building to the sidewalk and street is important. Buildings hidden behind parking lots are not the preferred outcome. Development should be encouraged to locate parking at the rear of the site and if development occurs on a corner lot, it should avoid using Lillie Avenue for site access. Site landscaping should use native and drought tolerant plants and trees. Plantings should take views into account by recommending certain types of growth patterns for trees and consideration of their mature size. The intersections of Ortega & Evans and Greenwell & Lillie act as gateways to the commercial area of Summerland. Special design considerations may be developed for properties at these intersections. In addition, corner buildings play an important role in overall feel and appearance of the Summerland Commercial Area.

RESPONSE

This chapter provides direction for applicants including proper placement of a structure, setbacks, parking location, trash collection areas, landscaping and grading (if required). The draft design guidelines promote a “village feel” sensitive to the existing community, compatibility with the surroundings of the site, and encourages enhancements to the pedestrian realm. Building placement is

addressed through guidelines for setbacks that provide a focus on bringing buildings forward when possible and creating space in front only when this enhances the pedestrian realm and character of the street. Rear setbacks will take into account any nearby residential zone. Landscape, drainage and paving materials are also addressed and several guidelines are provided based on workshop input. Parking design and placement is encouraged at the rear of the site (or underground where feasible). Guidelines for the protection of public views (views from public open space or vista points) have been added into the guidelines. In addition, privacy protection has been addressed through proper window placement guidelines and illustrations. Language for building placement for gateways and corner buildings has been included and will enhance and define the pedestrian area.

FOCUS QUESTION, SITE DESIGN

1. Should the front and street side setback requirements be adjusted within the LUDC to set the requirements based on the back of sidewalk?

Considerations: The LUDC currently requires the front setback of 30 feet, measured from the centerline of the road (street paving) or 15 feet from the edge of the public right-of-way, whichever is greater. The concern is that the paving wonders within the right of way, which causes the required setback to vary which does not “establish” the public realm.

CHAPTER 4: BUILDING SCALE AND FORM

Building scale and form refers to building elements and details as they proportionally relate to each other and to humans.

TABLE SUMMARY

Elements important to the commercial area of Summerland were identified as viewshed protection, a mix of commercial development, uniqueness of style in Summerland (small-buildings, setbacks, etc.), buildings integrated with site, pedestrian friendly feel, and minimal lighting. There was not general consensus on maintaining current FAR calculations. Some participants 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. There were differing opinions on plate height as well. Some felt the plate height should be more flexible and that they serve to protect views. Most felt Summerland had unique conditions (hillside, views, and special character) that warranted its own version of rules to some degree.

RESPONSE

This chapter addresses elements that determine the physical and perceived size of a structure through the application of three main elements; Floor Area Ratio (FAR), Height, and Building Form. FAR and Height will be discussed further below. Building Form deals with major components of the architecture of a building such as plate heights, the body of the structure and the roof as ways to reduce the apparent size of a proposed structure.

Floor Area Ratio was a table topic in which there was not clear consensus in either direction. It is understood that the establishment of a FAR maximum has limited development in the community and that it plays an important role in the regulation of the size of a structure. Montecito is another community plan area in which FAR is used; however, it used as a guideline, not as a hard and fast rule (i.e., codified). The Draft Summerland Commercial Design Guidelines have maintained the existing FAR amounts, .29 for commercial use and .35 for mixed use development. However, the terminology used in calculating floor area has been modified to be generally consistent with language used in other areas within the County, such as Montecito. The proposed language changes include the following:

- Floor Area, Net – Summerland. The language has been modified to be generally consistent with the method of measurement for Montecito and reads as follows:

The total floor area of all floors of all buildings and structures on a parcel measured to the interior surfaces of exterior walls, or from the centerline of a common or party wall separating two buildings excluding unenclosed porches, balconies and decks. Interior stairs shall be counted on only one floor.

- Floor Area Ratio – Summerland. Similar to the above term, the language has been modified to be generally consistent with that of Montecito and reads as follows:

A measurement of development intensity represented by the quotient of net floor area, excluding basements used exclusively for storage or parking and residential units that meet the County's definition of affordable housing, divided by net lot area. Where there is an approved Final Development Plan, the floor area ratio shall be the quotient of net floor area, excluding basements used exclusively for storage and residential units that meet the County's definition of affordable housing, divided by the sum of the net lot area of all lots included in the Development Plan.

- Lot Area, Net and Mixed Use have remained the same.

The language changes noted above will result in a modest change in the floor area allowed on a lot with the difference in measurement from the outside of the exterior wall to the interior of the exterior wall. Staff will illustrate the quantifiable difference and the perceived difference in the Power Point presentation at the February 27, 2008 meeting. The language also excludes parking located within a basement, consistent with the LUDC definition (see Height discussion below). In addition, the language clarifies that the floor area of all structures are counted.

Staff would like the SunPAC members to consider the existing FAR for Summerland and its implications on development. Currently, it is .29 for commercial uses and .35 for mixed use. The existing FAR is restrictive and may impede redevelopment of important sites within the commercial corridor. For the discussion it is important to note that the community of Summerland was originally subdivided by small "tent" lots of 25 feet wide and 50 or 60 feet deep. Today the commercial area of Summerland consists of approximately 57 various configurations of these types of lots. The following table illustrates the typical lot configurations, lot size and the application of the Commercial FAR versus the Residential FAR for comparison.

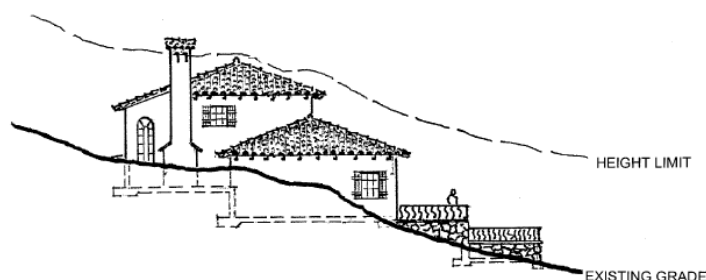
Summerland FAR Comparison			
Lot Configuration	Lot Size	Commercial	Residential
2 Lot	2,750 s.f.	.29 FAR = 797 s.f.	.38 FAR = 1,045 s.f.
4 Lot	5,500 s.f.	.29 FAR = 1,595 s.f.	.34 FAR = 1,856 s.f.
6 Lot	12,000 s.f.	.29 FAR = 3,480 s.f.	.26 FAR = 3,100 s.f.
8 Lot	36,000 s.f.	.29 FAR = 10,440 s.f.	.05 + 2,500 FAR = 4,300 s.f.

This table illustrates that the existing commercial FAR restricts floor area more than residential up to a lot size of approximately 12,000 square feet. As noted above, staff will provide more clarification on the extent of the allowable floor area change based on the change in method in measurement. SunPAC members may feel that the language change is enough at this time or that it warrants further discussion.

Building Height is a second building form issue that was discussed at the workshop. Participants noted that the current requirements are confusing and the use of plate heights and basements should be thought out. The proposed language has been modified to be generally consistent with height measurement in Montecito as noted in the draft design guidelines. The following points are specific terms used in Summerland and include the following:

- Height Measurement: The method used to measure height is proposed to be consistent with the method used in Montecito. The maximum height allowed will be 22 feet, which is consistent with the existing maximum. The proposed change in measurement method will result maximum vertical height of 22 feet measured from grade. This will result in a height limit that reflects the topography of the site.

Diagram 1



- Basement – Summerland: The language of this term has been modified to reflect the main element of the UBC definition and the intent of these design guidelines. The modified language reads as follows:

A basement shall be counted as a story if its floor-to-ceiling height is 6.5 feet or more, and the finished floor directly above is more than four feet above the finished grade for more than one-half of its perimeter.

- Plate Height and Understory: The language for both terms has remained the same. However, the use of the term has been moved from a method to measure height to a guideline when referring to height.

Staff will clarify the difference between the existing measurement method and the proposed as it applies to Summerland. The goal is develop general consistency in methods of measurement within the County.

FOCUS QUESTIONS, BUILDING SCALE AND FORM

1. Should the FAR be increased for commercial and mixed use development?
2. Should the FAR become a guideline?
3. Should Floor Area Ratio – Summerland be modified to limit the amount of floor area over the .35 for mixed use be limited by establishing a maximum FAR for the affordable component?

Chapter 5: Architectural Features

Architectural elements and features play an important role in the perception of scale and mass, quality of design, enhancement of the pedestrian realm and compatibility with the community. Discussion of architectural elements included architectural styles, building entrances, sidewalk access, fenestration, garages, and roofs. A “Green Building” discussion has been included in the appendices of the draft document.

TABLE SUMMARY

Participants felt the current categories of architectural styles (acceptable, conditionally acceptable and discouraged) should be maintained, and that the styles listed in each are well-suited to each category, although some suggested allowing more leeway for certain styles like Spanish and Contemporary. Development should allow for both replication and interpretation of various architectural styles, but with a focus on quality materials. Building entrances and fenestration should be pedestrian-oriented, welcoming and in scale with the rest of the building while compatible with the building’s architecture. Sidewalk access should be clear, with street furnishings and different types of paving materials encouraged. Parking should be located in the rear when possible with buildings located forward on the site. Individuals were generally supportive of updating the “Passive Solar Design” section with more current green building design guidelines.

RESPONSE

The existing three levels of architectural styles have been retained and enhanced. The discussion for each style has been clarified and defining elements have been pointed out to allow easier interpretation for these styles. The replication of an architectural style can be difficult due to the craftsmanship and materials used in the past. Identified elements for each style have been added to assist with interpretation of styles. Building entrances, fenestration, garages and roofs have all been addressed, with specific guidelines provided for each topic based on the workshop input above. The "Green Design" section of the other County design guidelines has been added to the draft.

Chapter 6: Building Details

Building details help to establish and define a building's character and to visually unify the neighborhood or block face. Elements such as windows, doors, exterior materials and lighting provide the finishing touches on the architecture of the building. Building details provide relief, texture, color and shadows to the building, all of which enhance the character of the building and the block and overall community.

TABLE SUMMARY:

Participants suggested retaining the categories of building materials (acceptable, conditionally acceptable and discouraged). There was general agreement that metal siding should be moved from the "discouraged" to "conditionally acceptable" category. High quality building details that promote a "small town feel" should be encouraged and compliment the building's architecture. Variety in building details is good, whereas building colors should be in keeping with the area. It was suggested a change of building color or light fixtures should require BAR approval. Quality, shielded, energy efficient lighting is important and should be encouraged while avoiding "light pollution" or overlighting. Paving materials should provide pedestrian interest and possible include artisan elements; public art, mosaics, beach glass, etc. It was suggested a maximum pane size for windows be considered for incorporation into the design guidelines. Well-articulated rooflines, window walks, balconies, fountains and other elements should be encouraged to provide interest with no blank wall faces to the street. Solar should be encouraged and "how to" illustrations included in the design guidelines.

RESPONSE

Similar to the categories for architectural styles, the categories for building materials (acceptable, conditionally acceptable and discouraged) were retained at the suggestion of workshop participants. Non-reflective metal roofing and siding was moved from the "discouraged" to "conditionally acceptable" category at the suggestion of the community (Just Folk providing a positive example of the use of this material). Building color has been addressed by a quantifiable number (light reflectivity value, LRV), leaving the variety of color up to applicants and the SBAR. The appropriate use of to reduce the perceived size, bulk and scale of buildings is a concept that has been added into the

guidelines. Lighting guidelines promote general sentiment given at several topic tables: lighting fixtures should be high quality, provide adequate lighting, while being energy efficient and avoid of light pollution in keeping with Summerland's small scale. High quality architectural detailing is strongly encouraged to add richness and variety to building facades.

FOCUS QUESTIONS, BUILDING DETAILS

1. Should there be a minimum window recess from the wall face to create interest and a shadow line?
 2. Should a change of building paint color or light fixtures require County and/or Summerland BAR approval?
 3. Should additional illustrations be included in the guidelines or glossary of terms to show examples of materials, correct lighting and other elements?
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Chapter 7: Signage

Signage is an important factor in the appearance of a commercial corridor. The location and quality of materials can either enhance or detract from the community. In order to maintain the communities eclectic charm, the location, material and size need to be appropriate.

SUMMARY

Signs should compliment the architectural style and the type of business located inside. Signs made of natural materials are encouraged. If other materials are used they should be constructed of non-reflective materials. All signs should be unique to the business while respecting the character of the community. Directional signage should be installed to indicate the location of rear parking. Lettering on awnings should be limited as not to clutter the awning and time limitations on temporary banners should be revisited. Neon signs, flashing signs and freestanding signs should be discouraged as well as reflective materials. Signs should be located within the architecture of the building and relate to the sidewalk and street not the highway.

RESPONSE

While there are special required "Sign Standards for Summerland" codified in the County's Land Use Development code, design guidelines serve to further explain the design and treatment of such lighting beyond what is permitted/not permitted in the LUDC. The draft design guidelines address all important aspects of business signs including placement/visibility, type, style, intent and messaging, location, materials and sign lighting. The overarching theme, as with many other topics addressed in the draft design guidelines, is that lighting should be designed and executed in keeping with Summerland's existing character and compatible with the architectural style of the building. Directional signage is addressed, specifically to indicate rear parking when this exists.

FOCUS QUESTIONS, SIGNAGE

1. Are the noted figures in the draft guidelines sufficient?
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Other Items Not Part of the Design Guidelines for Consideration

The following discussion is provided for your consideration; however, it is important to note that it may be appropriate to take action on the issues below when the SunPAC is working on the Traffic, Parking and Circulation Chapter of the Community Plan. The Public Works Department will provide staff with additional data pertaining to traffic counts and parking within the commercial area.

BACKGROUND

As part of the 1992 Community Plan update, policies pertaining to parking were codified into the LUDC. The LUDC contains sections that allow for deviations from its requirements. Two sections commonly used are modifications and variance. Modifications allow for slight deviations from specific code standards based on certain criteria that take into account the design and other site constraints. Variances allow for exceptions to the LUDC requirements due to a physical hardship. An example would be a large rock outcropping on a lot, which prohibits development unless a variance from the front setback requirements can be granted. The following language has been incorporated into these sections of the LUDC:

Modifications, Allowed Modifications (35.82.130.B.3.f(5))

A reduction in the required number of parking spaces for development within the Summerland Community Plan Area be allowed that results in an increase in on-street parking.

Variances, Additional Finding for Sites within the Summerland Community Plan Area (35.8200.E.2.a)

The granting of a Variance to reduce the number of required parking spaces shall not result in an increase in on-street parking.

CONSIDERATION

Both items limit any deviation from the required parking as any reduction in the minimum requirements would contribute to additional parking on the street. As noted above, it may be more appropriate to review these issues when we update the Traffic, Circulation, and Parking Chapter of the Community Plan.