



NORTH BROADWAY CORRIDOR DESIGN STANDARDS

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The following design standards shall apply to proposed additions, façade renovations on existing buildings and all new construction in the area bound by Santa Clara Avenue to the north, Tenth Street ~~Civic Center Drive~~ to the south, and all of the properties which have street frontage on Broadway within those boundaries (~~Graphic one~~)(Exhibit 1).

DESIGN POLICY ONE

MAINTAIN THE STREET'S PALM TREES

DESIGN PRINCIPLE

The consistent use of Queen Palm trees planted on a regular interval imparts a sense of order and continuity appropriate to major thoroughfares. The planting of majestic Queen Palms along the North-South axis of the corridor provides a special theme and a sense of place. Any improvements to the street should capitalize on the distinctive nature of the landscape pattern. The special character of the Broadway Corridor is made primarily through the distinctive landscaping and light fixture pattern.

DESIGN GUIDELINE

Street tree planting (Queen Palm trees) should be provided at a spacing not to exceed one palm tree every 30 feet. In order to maintain the continuum of the street profile the minimum brown trunk length of a newly planted or replaced palm tree shall be 20 feet. The Queen Palm trees should be placed along the centerline of the six-foot landscape parkway adjacent to the curb. The six-foot landscape parkway is preferred and should be maintained. Certain areas along the corridor, however, have existing full width (edge of curb to property line) sidewalks. When full width sidewalks are existing or required, the Queen Palm trees should be placed along the axis, spaced at one every 30 feet, and planted in approved tree wells.

In order to emphasize the identity of the Queen Palms as the street tree along the Broadway Corridor, the planting of Queen Palms and other similar species should be discouraged in all front and side yard areas (~~Graphic Two~~)(Exhibit 2).

DESIGN POLICY TWO

MAINTAIN UNIQUE STREET LIGHT FIXTURES

DESIGN PRINCIPLE

Unique lighting fixtures and their quality of light enhances the identity of the Broadway Corridor. Similarly to the rhythm and distinctiveness of the Queen Palm trees, the regularly spaced double lamp light fixtures along the North-South axis of Broadway give the area an orderly pattern and positive image.

DESIGN GUIDELINE

Older style light fixtures shall be provided for any new development along the Broadway Corridor where they currently do not exist. Light fixtures should be provided at a minimum spacing of one every 75 feet (~~Graphic Three~~)(Exhibit 3).

DESIGN POLICY THREE

MAINTAIN A 20 FOOT LANDSCAPED SETBACK

DESIGN PRINCIPLE

The existing streetscape along the corridor is also characterized by a broad landscaped setback. This large viewable landscaped setback shall be a dominant design feature. The relationship between the street, the row of palm trees, the sidewalk, the setback, and the building scale and proportion shall be maintained as the design character of the Broadway Corridor.

DESIGN GUIDELINE

Informal and diverse patterns of planting and varieties of plant materials including rare and exotic tropical and subtropical trees and shrubs are appropriate for the area. Appropriate lighting needs to be incorporated throughout the landscaping area. The massing of landscape on private properties, however, should not detract from the featured palm tree arcade along the corridor (~~Graphic Four~~)(Exhibit 4).

DESIGN POLICY FOUR

MAINTAIN THE ARCHITECTURAL CHARACTER OF THE BROADWAY CORRIDOR

DESIGN PRINCIPLE

The distinctive character of the corridor can be further attributed to the one to three story buildings which line the corridor. The uniform scale and massing of the buildings help preserve the character of the area and serve as an appropriate backdrop to the arcade of palm trees. The historic nature of several structures along the corridor also provides continuity and historical context to the corridor.

DESIGN GUIDELINE

The uniformity of detail, scale, proportion, texture, materials, and building form should be maintained. Architectural design, style, and exterior materials must be reflective of the professional office/residential atmosphere of the corridor.

All building materials should be used which are appropriate with the architectural style of the building. Building materials that preferred for new construction, additions, and façade rehabilitations include: brick, brick veneer, stone, decorative concrete block, solid wood, and wood siding. Materials such as reflective glass, precise concrete panels, and metal panels are discouraged. Windows and window glazes should either be clear or nonreflective shades, primarily in colors that are earth tone hues which are compatible

with those materials listed above. Roof material should be composed of non-glazed clay tile, slate, fire retardant wooden shakes, or architectural composite shingles.

The height, massing, and orientation of buildings must preserve the low scale character of the area. The dominance of one building or a group of buildings due to height, massing, color, type of exterior, or any feature which breaks the prevailing height or building line along the corridor shall not be permitted. Careful attention should be made to adjacent properties in developing the form, mass, and basic silhouette of a new structure, addition, or façade. Roof forms, bay widths, and the horizontal planes of window heights, doorframes, or other architectural features should complement the design of the adjacent properties.

External details in building facades, entries, stairways, porches, and other features provide visual interest and must be consistent with the scale and texture of the corridor. The use of cornices, mouldings, and other appropriate exterior details is recommended to provide interest and maintain scale to the corridor.

~~New construction can have a positive effect if it is in harmony with the character of adjacent older buildings of architectural merit. New building can be based on contemporary styles and design sensibilities if they are within the context of the corridor's massing, scale, texture, and rhythm.~~

New construction in the North Broadway Corridor should consider all character-defining site and district features, as well as creating a compatible experience at the street level. Obvious prominent building elements present in other buildings in the district, such as porches and storefronts, should be given particular attention. **Primary** entrances should face the street, with secondary entries facing parking areas if needed. Buildings that are not adjacent to the sidewalk are encouraged to create pedestrian courtyards, plazas or seating areas with the space between the sidewalk and building wall to enhance the street level appearance and give pedestrians a sense of enclosure. Additionally, appropriate exterior materials and finishes, along with their respective pattern, texture, color, and sheen should be given consideration.

Renovation and restoration of older buildings preserves the character and interest of original buildings and the streetscape. Original building designs should be respected with the use of matching materials and details (~~Graphics Five and Six~~) (Exhibit 5 & 6).

DESIGN POLICY FIVE

PRESERVE NOTABLE STRUCTURES OF HISTORIC AND ARCHITECTURAL VALUE

DESIGN PRINCIPLE

Older buildings that have historic significance, distinctive design, or characteristics exemplifying the best in past styles of development should be permanently preserved.

Preservation measures should not be bound by hard-and-fast rules, since to some degree all older structures are worthy of preservation and public attention. Therefore various kinds and degrees of recognition are required encouraged, and the success of a preservation program will depend upon the broad interest of property owners, historic associations organizations, and the public at large.

DESIGN GUIDELINE

All development projects in the area including new construction, additions, and façade rehabilitations, which affect any existing exterior façade, shall be subject to review for historic and architectural contribution to the area. An addition to an existing structure needs to be consistent with the architecture style, material and mass of the existing structure. All full or partial demolitions of structures on the local historic list or with the potential to be on the local historic list in the area shall be subject to a ~~90-day minimum hold on the issuance of the demolition permit~~ Section 30-7 of the Santa Ana Municipal Code. The United States Department of Interior Standards and State Historical (Building) Code should be instituted as a means to provide assistance and guidance in preserving those buildings, which contribute to the cultural richness of the area.

DESIGN POLICY SIX

SCREEN EXPOSED PARKING LOTS AND INSTALL UTILITIES UNDERGROUND

DESIGN PRINCIPLE

The Broadway Corridor environment must be simplified and made attractive through the screening of distracting and unsightly elements such as parking lots and utilities. The clutter of utility wires and public street signs should be kept to a minimum. No other element in the street environment is more disruptive than exposed parking lots. Parking lots break the building facades and stand as large voids in the continuity of the corridor streetscape.

DESIGN GUIDELINE

Parking should be placed behind buildings whenever possible. When off-street parking in the rear is not possible, parking must be screened from view by landscaped berms and walls. Parking lot screening should be designed to restore to the street some of the visual interest that has been taken away by the removal of buildings. In order to maintain continuity with the streetscape screen walls should be constructed with the similar style, character, and materials of the primary building façade. In order to allow for adequate police patrol surveillance capability, landscaped berms shrubs/hedges and walls should be a maximum height of three feet.

Parking structure facades must maintain the similar architectural sensitivity to the streetscape. The building's massing, fenestration, rhythm, and horizontal planes shall complement the streetscape. The use of warm materials such as brick, brick veneer, stone, decorative concrete block, and wood siding are preferred. All parking structures must comply with the following sections from the Design and Development Standards for

Parking Structures (1990): Section I (Exterior/Architecture), Section II (Interior), Section III (Circulation), and Section V (Landscaping).

DESIGN POLICY SEVEN

DISCOURAGE DRIVEWAYS AND CURB CUTS

DESIGN PRINCIPLE

The uniqueness of the corridor has been attributed to its openness, continuous green space, and deliberate cadence of the street trees and light fixtures.

DESIGN GUIDELINES

In order to maintain the continuity of the streetscape, vehicular driveways and curb cuts on to the private properties should be prohibited, if there is an alternative access point. When possible driveways should be consolidated. No property should have more than one driveway on Broadway. Driveways should be spaced at a minimum of one every 60 feet, and shall not interrupt the spacing of a light fixture.

DESIGN POLICY EIGHT

NORTH BROADWAY CORRIDOR SIGNAGE

DESIGN PRINCIPLE

The size and design quality of signs must be regulated in order to establish design compatibility, lessen negative visual impact and reduce confusion. Well-designed signs contribute to the character of a building's façade, while enlivening the streetscape in addition to and communicating information about professional services offered in the corridor.

DESIGN GUIDELINE

The small scale of the corridor justifies the placement of wall plaque signs and freestanding monument signs only.

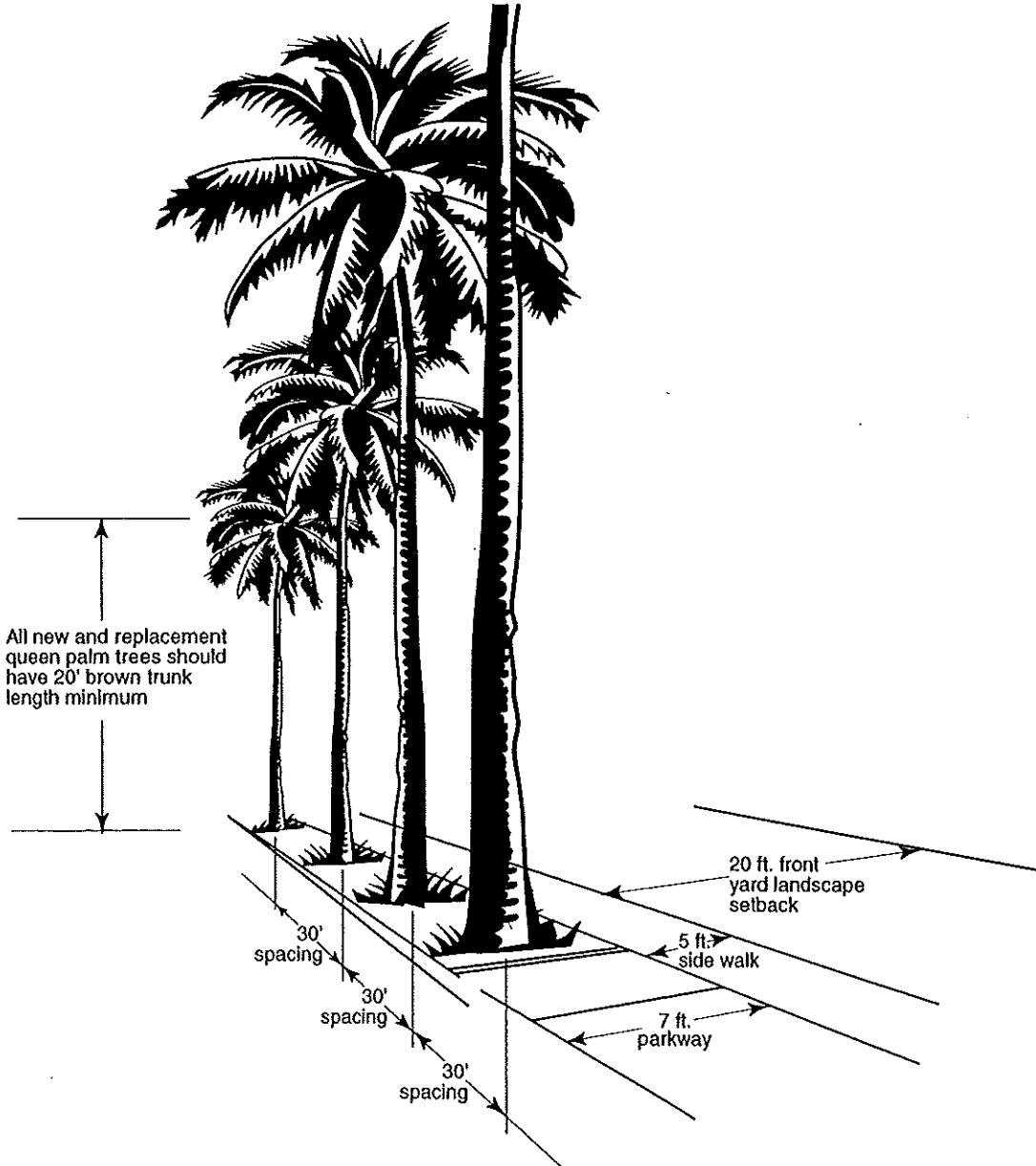
All wall plaque signs shall fit into the architectural order of the façade so as to not obscure or damage the building's integrity. Wall plaque signs shall be designed and constructed with materials that complement the exterior finish, style, and character of the structure. Foam, plastic, and internally illuminated cabinet signs should not be used. Hanging wood shingle signs or metallic plaques are preferred. ~~Wall signs shall be restricted to nine square feet.~~ All wall signs shall meet the regulations for number, location, area and design as set forth in Section 41-863 of the Santa Ana Municipal Code.

All monument signs shall be designed and constructed with compatible character, style, materials, colors, and finish of the main structure. Pole signs are not permitted. ~~The maximum height of all freestanding monument signs should be four feet from top of curb.~~ In order to ensure the compatibility of design and construction, colors and

materials of the freestanding signs should match that of the main structure. Plastic or Plexiglas sign faces are discouraged. All freestanding signs shall meet the regulations for number, location, area and design as set forth in Section 41-862 and ~~Section 8-211~~ of the Santa Ana Municipal Code.



NORTH BROADWAY CORRIDOR DESIGN STANDARDS

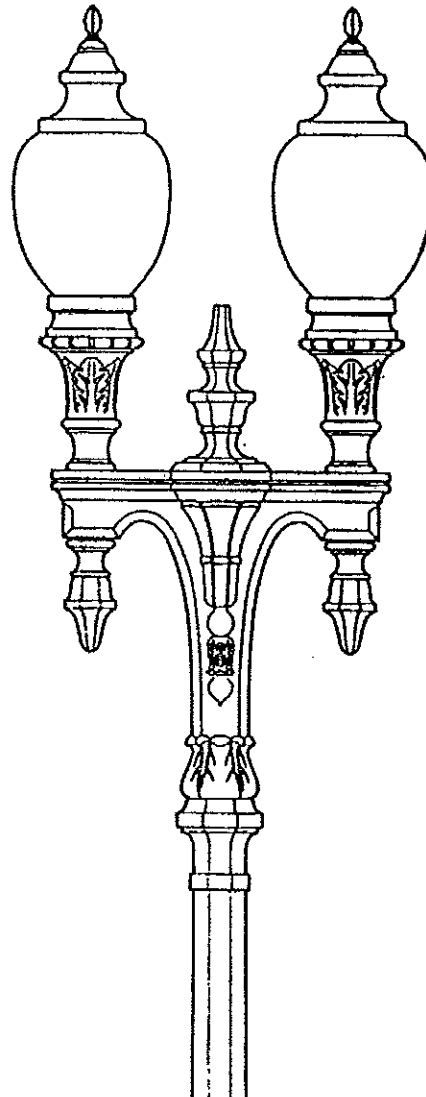
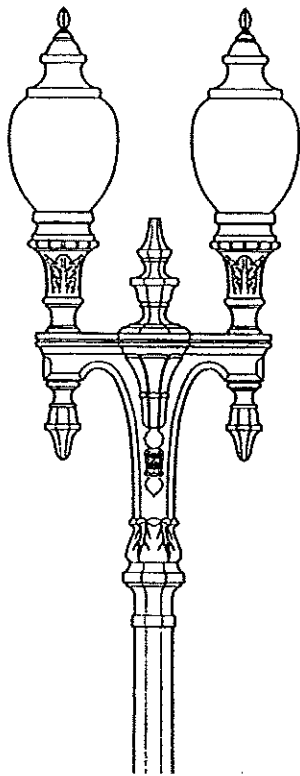




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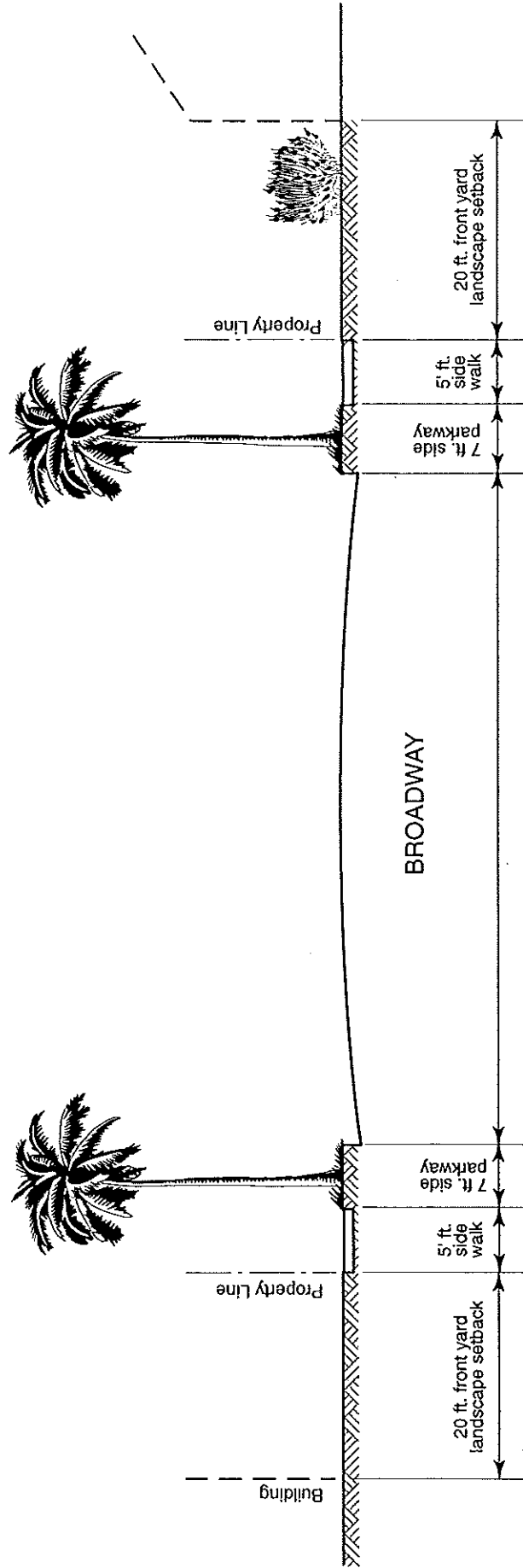
Double lamp light fixtures spaced at 75 feet on center
placed in or along parkway

Model No. SA27-2LA25F





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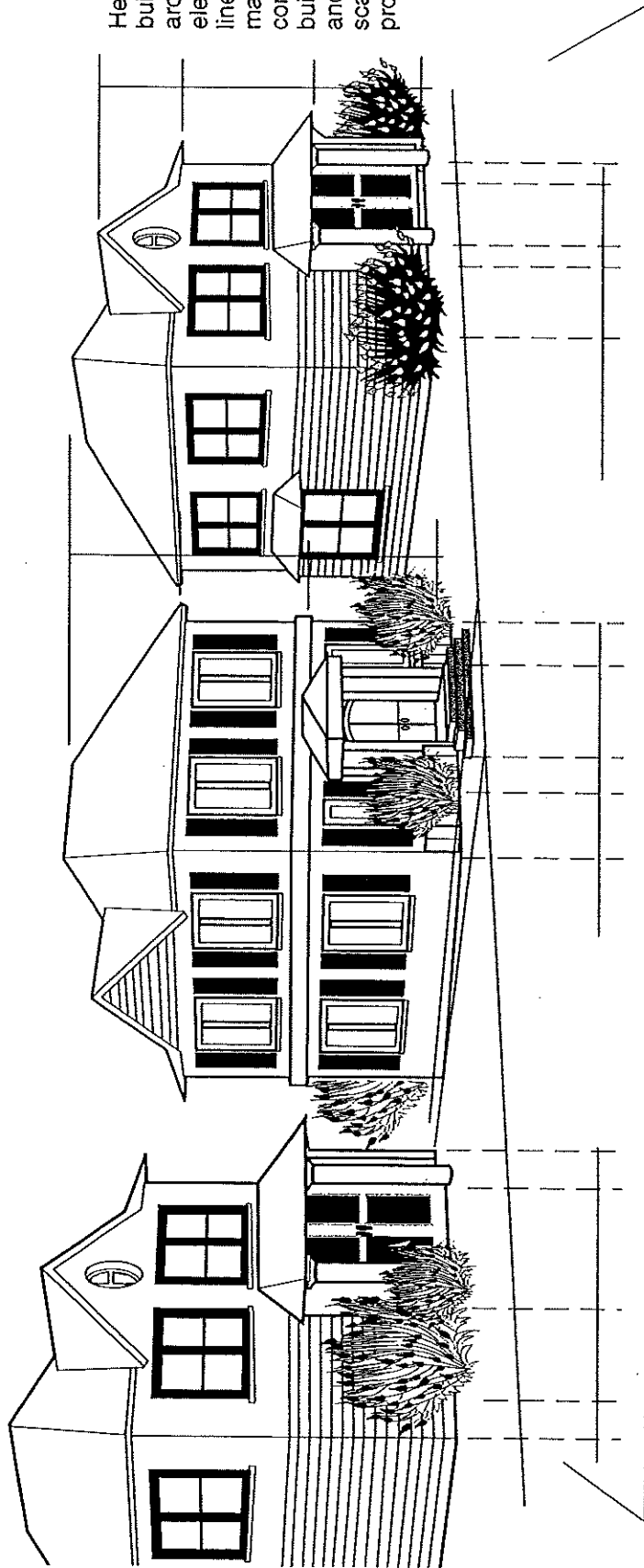




NORTH BROADWAY CORRIDOR DESIGN STANDARDS

Desirable Building Pattern

Use of similar architectural elements, scale, mass and voids, building forms, and materials maintain harmony with the predominant building pattern.



Height of buildings and architectural elements line up and maintain consistent building line and appropriate scale and proportions

Similar spacing of windows and bays match each other and provide rhythm and harmony



NORTH BROADWAY CORRIDOR DESIGN STANDARDS

Undesirable Building Pattern

