

5. Architecture and Sign Guidelines

The purpose of this section to provide guidance for architectural design that not only complements, but also enhances community character.

5.1 Guiding Principles

- 5.1.1 *Buildings shall be designed with the site potentials and constraints in mind. Pre-designed buildings or stock plans are rarely appropriate for the site and fail to take advantage of the site opportunities, including, but not limited to, usability, natural terrain, scale, walkability, energy efficiency, solar orientation, advantageous views, relationship to adjoining uses, and prevailing winds.*
- 5.1.2 *The impact on surrounding uses shall be considered in the building design.*
- 5.1.3 *The character of the community in which the project is to be built shall be considered when designing the building.*
- 5.1.4 *The eclectic architectural nature of Encinitas should be reflected in any project.*

5.2 Guidelines

Unless otherwise stated, the guidelines shall apply to both residential and non-residential uses. The Architectural and Signage Design Guidelines are contained in the following sections: Building Design; Reduction of the Visual Bulk of Structures; Colors and Materials; Architectural Character and Detailing; Solar Integration; Mechanical Equipment; and Signage.

5.3 Building Design

- 5.3.1 Design for buildings should pay special attention to roof area treatment and materials. Pitched roofs or other special roof forms are usually preferred to flat roofs (See Section 5.4.4). Large flat roofs shall be avoided. If visible, flat roofs shall be accompanied by parapets or other design elements to screen them from view. In visible areas, roof materials and the backsides of parapets should be earth tone colors. Large flat roof surfaces should incorporate shed roofs, porches, or trellis-covered exterior walkways to aid in reducing the scale of a structure. In larger buildings, careful attention should be given to the view of the roof surface and appurtenances from off-site locations.

5.3.2 Structures should be designed to create transitions in form and scale between large buildings and adjacent smaller buildings. For example, if adjacent buildings are one story, new buildings should gradually transition from one story to two stories

5.3.3 Building forms should be designed to create visual interest. Changes in form accomplished by varying levels and planes can create a visually interesting structure while minimizing the appearance of bulk (See Figure 5-1).



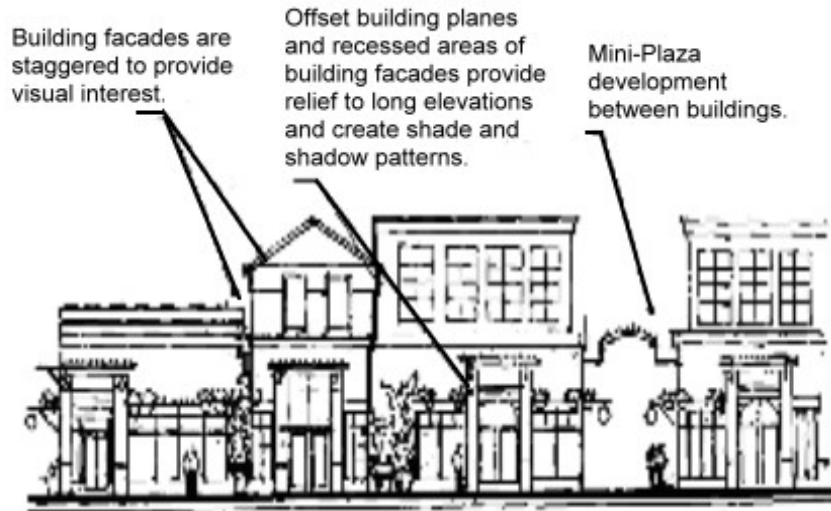
Figure 5-1 Visual Interest in Building Form

5.3.4 For subdivisions having five (5) or more lots, a minimum of one (1) in five (5) should be single-story when located within the Rural Residential (RR) through Residential-8 (R-8) zones. Additional single story homes may be required to address site specific issues.

5.3.5 Variety in home design is an important element of residential subdivisions. Homes of similar exterior design treatment, floor plan or color scheme should not be located in close proximity to one another. As a general rule for subdivisions of five or more lots, a minimum of three (3) distinctly different floor plans and exterior design treatments should be provided, more in the case of larger subdivisions. No two homes of similar color schemes or floor plans should be located on adjacent lots or directly across the street from one another. No homes of the same exterior design treatment should be located within three (3) lots nor directly across the street from one another.

5.3.6 Non-residential building facades should be staggered to decrease the commercial strip image as well as provide for additional visual interest and identification for separate retail stores. Building facades should have a compatible material treatment of all elements of the structure (See Figure 5-2).

Figure 5-2
Encourage Visual Interest in Building Facade



- 5.3.7 Buildings on sloped sites should be sensitive to the topography and angle of the slope.
- A. Structures should utilize building materials and color, in earth tones, particularly darker hues, when located on hillside topography or in view corridors.
 - B. Buildings should provide a variety of floor levels to step with the slope. Roof forms should also follow the slope.

5.3.8 Walled patios, loggias, and arcades are encouraged as architectural elements to create places for outdoor activities on the site and to create transitions between indoors and outdoors. They should also be used to link individual buildings together for multi-family and non-residential projects.

5.3.9 Visual interest is strengthened by shadow relief. This is best accomplished by breaking larger masses into smaller parts. (See Figure 5-3)

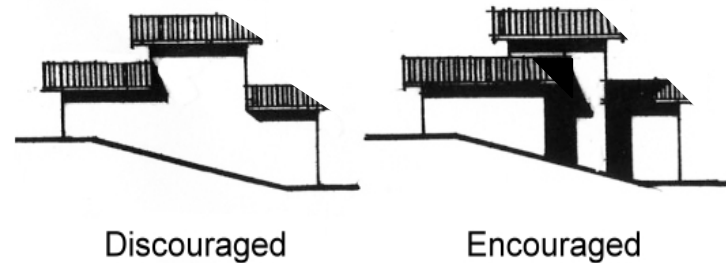


Figure 5-3
Overlapping Masses

5.4 Reduction of the Visual Bulk of Structures

- 5.4.1 The apparent mass of each building should be minimized by placing the building away from adjacent streets, thus allowing space for landscaping to soften the appearance of the building heights. In addition, the wall planes facing the streets should modulate, creating a varying street façade.
- 5.4.2 Large or long unbroken wall planes should be avoided. Building masses should be broken into smaller-scale elements. In order to produce shadows and visual relief, elevations should be articulated with eave overhangs, decks, porches, architectural projections and recesses, varied rooflines, varied materials and color, second story setbacks, courtyards, and projected windows.
- 5.4.3 The topography of the site can be used to reduce the visual bulk of a building. On sloped lots, buildings should be integrated into and step with the slope.
- 5.4.4 The roof is the most visible portion of the building and should be designed to provide architectural unity and interest to a building. Roof lines should be varied vertically and horizontally to provide greater visual relief. Roofing material and design should provide texture, pattern and overall interest to the building rather than present a dull, flat appearance (See Figure 5-4).

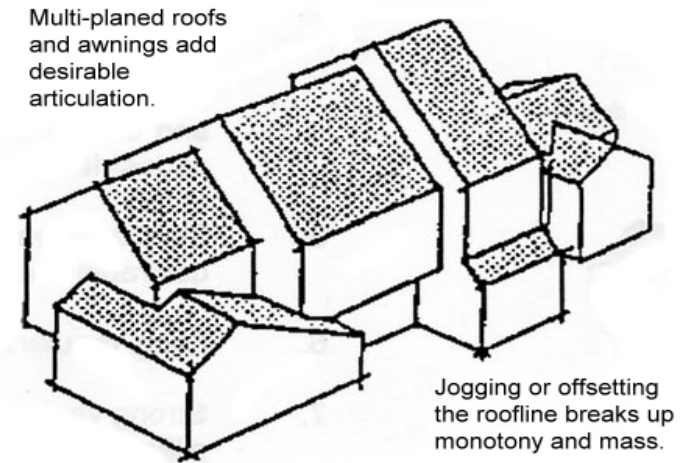


Figure 5-4 Encourage Rooftop Offsets

- 5.4.5 Rooflines should avoid extended flat horizontal lines.
- 5.4.6 Use of engineered vertical walls, including keystone and other block or masonry walls, shall be avoided where possible and minimized where necessary in order to avoid visual impact. Consideration shall be given to rounding of walls and use of offset walls softened with landscape treatment. Retaining walls (or offset sections thereof) should be kept to an exposed height not exceeding six feet where possible.

- 5.4.7 Large buildings should be designed to appear as an aggregation of smaller “building blocks” rather than a single large block or box.
- 5.4.8 A human scale should be achieved near ground level on large buildings and along entryways with the use of human scale elements including, but not limited to, windows, doors, columns, beams, canopies, overhangs, and arcades.

5.5 Colors and Materials

- 5.5.1 Exterior facing materials are one of the major determinants of a building's visual image. Variety in complementary exterior materials and colors should be used. Additional colors, materials and details including, but not limited to, fascia, trim, and railings may be applied to small areas to emphasize certain features including entrances, decks, etc. Trim, fascia, rafter tails and the like should be of a sufficient dimension to achieve the desired visual effect and to be consistent with the overall character of the building design.
- 5.5.2 Use of manufactured materials that simulate natural materials (e.g. cultured stone, wood siding panels, etc.) is acceptable. However, the use of such materials should be used in a manner that appears

natural (e.g. avoid use of visually unsupported cultured stone, particularly on wainscots not reaching the ground and over openings).

- 5.5.3 Glass, skylights and reflective materials such as aluminum and plastic should be used carefully to minimize their reflective properties. Overhangs should protect large areas of glass. Highly reflective mirrored glass or roofing should be avoided.

5.6 Architectural Character and Detailing

- 5.6.1 Buildings should include sensitive architectural detailing and careful selection of materials to enhance character definition. Special care should be given to building detailing on all visible sides of developments, particularly at building entrances. Although side and rear elevations may be less intensely detailed than the front elevation, some recollection of front elevation materials and detailing shall be incorporated.
- 5.6.2 Walls and fences shall be compatible with the surrounding landscape and architecture. Straight, unbroken solid fence or wall lines can become monotonous and should be avoided, through the use of offsets, color changes, columns, and varied material treatments.

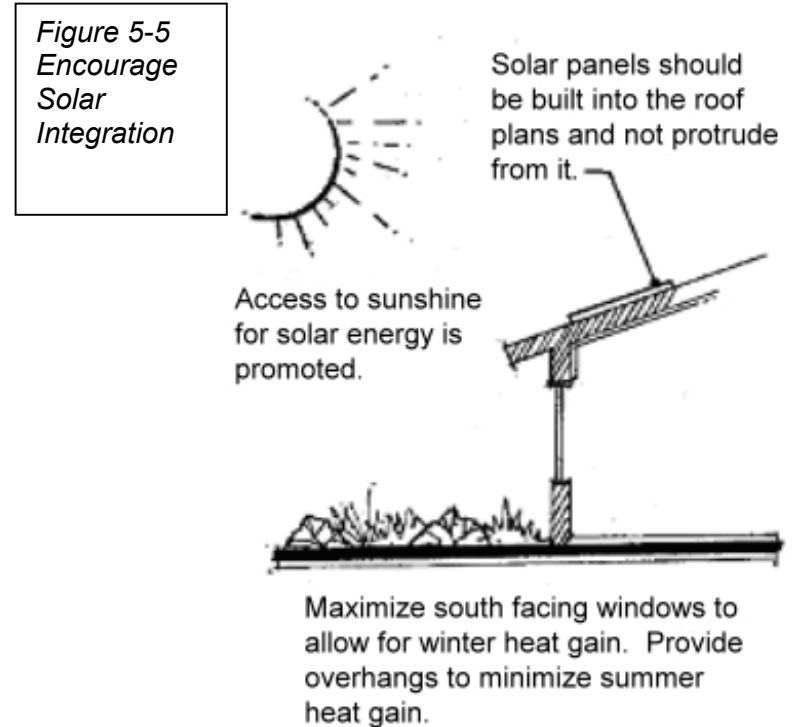
5.6.3 Building masses should be arranged so that they create shadows and emphasize the contrast of light and shaded surface.

5.7 Solar Integration

5.7.1 The use of solar and other energy collecting and conserving strategies is strongly encouraged. Solar hardware, such as water heating collectors, should be an integral part of the overall building design, and should never appear to just be set on roofs, walls, or the ground, as an after-thought (See Figure 5-5).

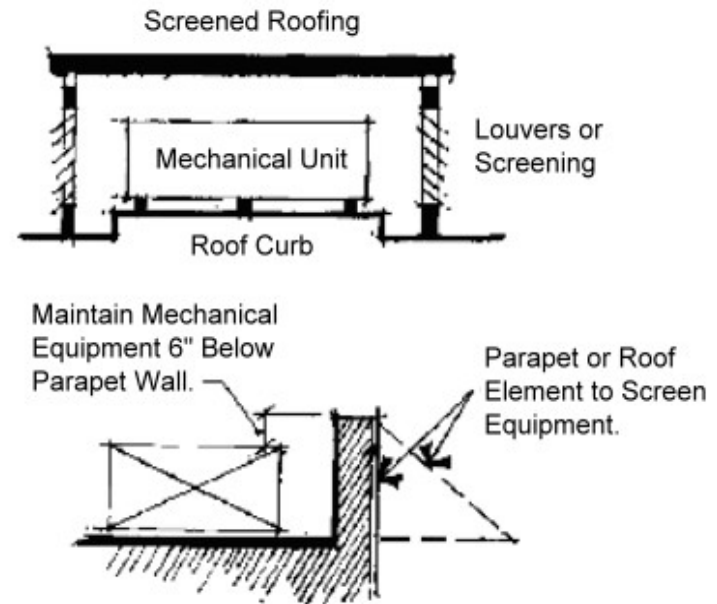
5.7.2 Glass areas should be integrated into the structure in a manner that maximizes use of solar energy.

5.7.3 Solar equipment shall be designed to avoid reflecting onto nearby buildings, streets, open space or pedestrian areas.



5.8 Mechanical Equipment

- 5.8.1 All roof-mounted equipment and appurtenances, including air conditioners and their associated vents, conduits and other mechanical equipment, shall be architecturally integrated and shall be shielded from view and sound buffered (See Figure 5-6).
- 5.8.2 Rooftop vent pipes should be combined below roof level, or if not feasible, below the parapet height of the roof, and shall utilize decorative caps where visible from any point.
- 5.8.3 Ground-mounted mechanical and electrical equipment shall be screened through the use of a wall, roof, fence, slopes, landscaping, berms, or combination thereof.



*Figure 5-6
Encourage the Screening of Mechanical Equipment*

5.9 Signage

- 5.9.1 Project signage should be unified and provide orientation, direction, and sense of arrival. Clear hierarchy for major and minor entries, project and street names, traffic information, public facilities, and shopping opportunities should be integrated under one common graphic system.
- 5.9.2 Where project identification signs are provided, they should be located at the primary entrances to a project. These permanent signs should be incorporated into a freestanding entry monument with appropriate material and color accents that are consistent with the project design theme.
- 5.9.3 Design of entry signs shall be consistent with the design of the project and complement the surrounding neighborhood. Monument entry signs should be integrated into a landscape plan.
- 5.9.4 Secondary site signs should include information signs for parking and traffic control, loading areas, directory information, etc. These signs shall conform to other signage located within the project in terms of type, style, layout, form, detail, colors, and materials.
- 5.9.5 All signs shall be of materials and design that are compatible with and complementary to the on-site design concept as well as landscape and physical design features.
- 5.9.6 Where freestanding signs are proposed, they should be of a monument style composed of materials that are architecturally related to the buildings on the site.
- 5.9.7 Freestanding "can" type signs with interior illumination are discouraged. Consideration shall be given to alternative sign types, including use of halo-lit sign lettering, surface mounted lettering lit from above or below, sandblasted wood panels, or other treatment compatible with the design of the on-site buildings and adjoining properties. In the case of signs lit from above or below, the source of light shall not be visible from publicly accessible areas in the vicinity of the sign.
- 5.9.8 Signage should not dominate exterior building architecture or individual storefront design. Signs should be no larger than required for legibility and should respect the scale, proportions, colors, and materials of the buildings to which they are applied.
- 5.9.9 Different sign types may be utilized with a project; however, they shall maintain a uniform design theme. In lieu of a standard interior-lit can

type sign, creative sign types shall be considered, including, but not limited to, the following:

- A. Carved or incised into wall surface material.
- B. Inset in decorative tile work.
- C. Cast, carved, or inset in some form of plaque attached to the wall.
- D. Individual letters pegged out from wall surface.
- E. Signage may be suspended within the openings into an arcade if height and configuration allow it.
- F. Suspended blade signage may be projected perpendicular to the walls, vertical columns or posts of the arcade.
- G. Blade signs may be suspended from the ceiling of the arcades perpendicular to the storefronts to provide easy reference for pedestrians moving within the arcades.