

Chapter 8

Downtown Development Guidelines

8.1 INTRODUCTION AND PURPOSE

The purpose of this Chapter is to aid building owners, developers, tenants, merchants, architects, and contractors with preservation and adaptive reuse projects in the City's Downtown. The guidelines are intended to promote high standards of architectural design and building construction that reflect the rich history and culture of the Downtown area.

The guidelines contained in this Chapter are organized in two sections to accommodate Downtown's unique architectural and land use characteristics. The first section addresses guidelines for historic structures since downtown has several buildings and a district listed on the local, state and national Register of Historically Significant Properties. The second portion of this Chapter addresses guidelines for infill projects as well as remodel and additions of non-historic buildings.

8.2 GENERAL DESIGN OBJECTIVES

In an effort to promote the vitality of Downtown and to establish a commitment to the quality and experience of Downtown, the following general design objectives

and recommendations for maintaining and rehabilitating buildings are provided.



Broadway Theater

photo courtesy Guy Ball

- **Preserve Structures with Notable Historic and Architectural Value**

Many older buildings have historic significance, distinctive design, or characteristics exemplifying the best in past styles of development. Their character-defining features should be preserved.

- **Preserve Original Building Facades and Storefronts**

Preserve the original facades/storefronts that are distinctive due to their age, cultural significance, or unique architectural style. The use of original facade components is encouraged. Use of traditional facade components (such as bulkheads, balconies, arches, etc.) creates patterns and alignments that are familiar to the pedestrian and help establish a sense of scale.



Pacific Building

- **Preserve the Character Defining Features of the Downtown District**

The Downtown District contains numerous features that contribute to the overall character. Preserving these unique features will contribute to the preservation of the District's overall character.

- **Provide Business Signage that Supports Traditional Downtown Character**

The size and design quality of signs in Downtown should be compatible and contribute to the architectural character of a building's facade while at the same time enlivening the streetscape.

- **Ensure Architecture that is Sensitive to Pedestrian Scale and Encourages Pedestrian Activity**

Strengthen the pedestrian experience throughout Downtown through preservation and enhancement of architecture, and through the function and arrangement of buildings and parking areas in Downtown. Pedestrian-oriented architecture

includes amenities such as plazas, courtyards, outdoor dining, meandering paths, view corridors, and attractive landscaping.

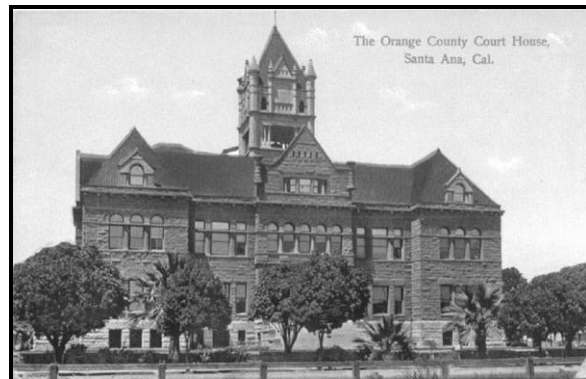
- **Screen Parking Lots, Utilities and Other Appurtenances**

The Downtown environment must be simplified and made attractive through the screening of distracting elements such as roof top equipment and the installation of underground utilities, as well as the beautification of unsightly elements such as parking lots, structures, and utilities.



Fourth Street circa 1957 *photo courtesy Guy Ball*

8.3 A BRIEF HISTORIC OVERVIEW OF DOWNTOWN:



The Orange County Courthouse
photo courtesy Guy Ball

Founded in 1869 by William Spurgeon, and selected as Orange County's seat since the county's creation in 1889, Santa Ana's downtown soon became the commercial and civic center of the county. By the end of the 1880s, five city blocks of brick commercial buildings along Fourth Street defined Santa Ana's downtown business district, with the heart of the city at the intersection of Fourth and Main Streets. Following national trends, downtown Santa Ana experienced a decline in the 1950s and lost its competitive commercial edge to the suburbs. The 1970s and 80s witnessed the demise of many downtowns, as they were razed to make room for new, modern buildings. Many invaluable examples of architecture were destroyed in Santa Ana and around the country in the 1970s and 80s before preservation groups rallied to save them.



Old City Hall

photo courtesy Guy Ball

In 1984, the Downtown Santa Ana Historic District was listed on the National Register of Historic Places. This district is composed of two sub-

districts: the North and the South sections, and as illustrated in *Figure 8-1* includes buildings which remain from the early part of the century when they served as the commercial core of Santa Ana and as the retail center of the larger Santa Ana region.

The predominantly two story business blocks with ground level retail uses and upper story residential or office uses are complemented by a scattering of taller structures, the largest of which is six stories. The buildings date from the late 1870s to the post earthquake reconstructions of 1934. They include commercial buildings, churches, fraternal halls and civic buildings which remain as a collection of historically and architecturally significant buildings that typify a complete small city urban environment as it would have existed in the first third of the century. The district is represented by several stylistic eras, but the dominant image is set by the preponderance of 1920s Spanish Colonial Revival influence commercial architecture. Despite some facade changes of the 1950s and later, the district has retained the better part of its historic and architectural integrity.¹

¹ National Register of Historic Places Inventory-Nomination Form, April 1984

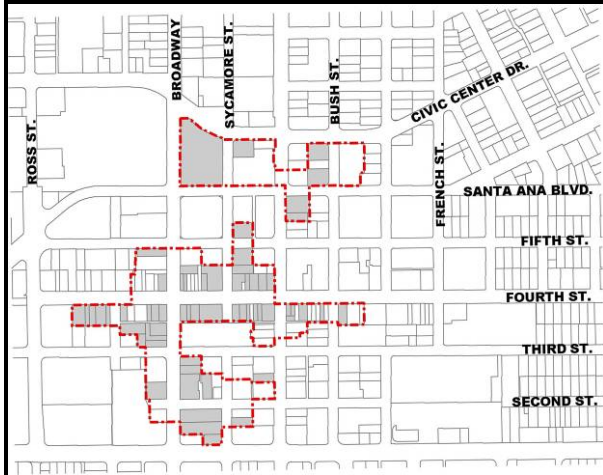


Figure 8-1: Downtown Santa Ana National Historic Register Districts

In the 1990s, the city embarked on an effort to individually list properties of historic and architectural significance on a local register. To this end, the City adopted a Register of Historical Properties, created a Historic Resource Commission, and adopted a Chapter 30 to the Santa Ana Municipal Code. The Downtown Santa Ana Historic Districts, as shown in Figure 8-1, is significant as the largest and most representative collection of downtown commercial buildings in Orange County. The presence of this rich cultural and historic fabric in a relatively young county, makes the composition of Santa Ana's downtown an architectural gem which should be preserved for future generations to experience.

The Downtown District

The Downtown area, as shown in Figure 8-2, is generally bounded by Civic Center Drive to the north, First Street to the south, Spurgeon Street

to the east and Flower Street to the west.

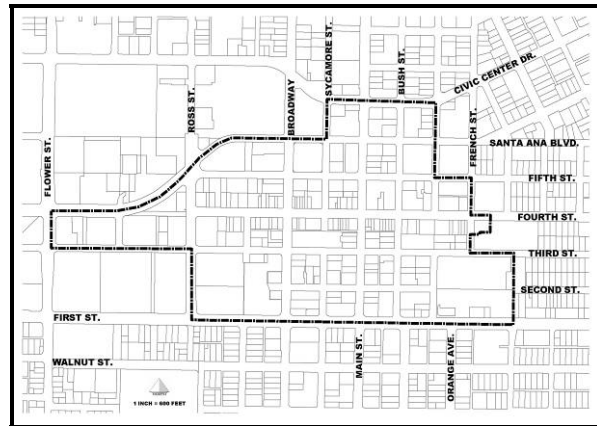


Figure 8-2: Downtown District Boundaries.

The Downtown area has developed into five distinct areas of unique and complementary development, including;

Fourth Street Retail Corridor and Fiesta Marketplace – A thriving, Hispanic retail area centered at Fourth Street and Main Street including Fiesta Market Place, a mixture of historic and new buildings integrated into a unique shopping experience.

Artists Village – Centrally located in Santa Ana's historic downtown, the Artists Village is a premier location for emerging artists to live and work. The area has studios, galleries, small live performance theatres and restaurants, and is the home for the Orange County Center for Contemporary Art (OCCCA) and CSUF Grand Central Art Center.



Main Street Lofts

Live/Work Studios – Live/work lofts adjacent to historic City Hall are characterized by high ceilings, exposed structural elements, operable windows and hardwood floors. The lofts include one and two story units available for purchase. The lofts are located at the northeast corner of Second Street and Main Street, in the heart of the Artists Village.

Ronald Reagan Federal Courthouse – Located on the northeast corner of Fourth and Ross Streets, the Ronald Reagan Federal Courthouse is modern landmark of the Civic Center.

CSUF Grand Central Art Center – In an effort to support the artists in the area, California State University, Fullerton and the City of Santa Ana have combined efforts to create an Art Center in the heart of the Artists Village. The facility has student apartments, galleries, student studio space, and classrooms. There is also a small live performance theatre, a restaurant and a fine art printmaking studio.

8.4 HISTORIC BUILDING GUIDELINES

This section applies to downtown properties listed on the city’s Register of Historical Properties and properties located within the Downtown Historic District, listed on the National Register of Historic Places. The preservation, restoration, and rehabilitation of historic structures provide an excellent means to recognize the City’s rich heritage. Renovation, restoration, and expansion increase property values in the area when done in a responsible and sensitive manner. However, when done in an insensitive manner, it can destroy the character defining features of a building and ultimately erode the historic fabric of downtown.

The following guidelines are based on the *Secretary of the Interior’s Standards for the Treatment of Historic Properties* (The Standards) (see Appendix C for the complete standards). The Standards provide general information to determine appropriate architectural treatment of historic properties. They are written in broad and general terms to apply to many conditions.



Fourth Street circa 1910 photo courtesy Guy Ball

The guidelines focus on rehabilitation, adaptive reuse, and on preservation of historically significant structures. Property owners looking for guidelines to assist with the restoration of their building are encouraged to explore the websites referenced in Appendix G.



The Santora Building



Broadway circa 1957 photo courtesy Guy Ball

In a commitment to the preservation of historic properties, the City, the State, and the Federal government have adopted several types of incentives designed to make the investment in these properties more profitable (see Appendix E for a list of incentives). Additionally, if you plan on pursuing Federal tax credit for your project, please contact the State Historic Preservation Office (SHPO) in Sacramento prior to beginning any proposed work. Removing or altering any exterior or interior features of the structure prior to SHPO consultation could immediately disqualify the eligibility of a project for tax credits. If you would like to take advantage of the available incentives, please contact the City of Santa Ana, Planning Division for additional information.

8.4.1 General Guidelines

Before embarking on any exterior modification, owners should understand the historic significance and architectural style of their building. **Appendix A** provides a summary of the different architectural styles present in Santa Ana. It presents a starting point for research of an architectural style. More specific information can be found through the History Room in the main Santa Ana Library, which contains old photographs, in books about the style that describe typical features, and by observing similar buildings in the neighborhood.

- a. Owners should conduct research before alterations or rehabilitation are considered. Research should include determining the appearance of the building at the time of original construction. Obtaining resources such as historical photographs and illustrations will provide insight into a building's original features and character, which should always be preserved. These resources may be obtained from the History Room in the Santa Ana Library, architectural

books, and private libraries open to public such as the First American Title Co. in Santa Ana.

- b. Owners should also conduct a physical examination of the structure to determine if the significant historic fabric has been altered and is recoverable or restorable or can be reconstructed.
- c. When replacement of an architectural feature is necessary, and original material cannot be used, substitution material should incorporate the design, color and form which conveys the visual appearance of the original material.
- d. The character-defining features of the style need to be preserved and not removed or altered (*Refer to Figure 8-3*).
- e. When historic construction materials cannot be replaced or matched, care should be taken to match the original pattern, thickness, color, width (siding) and texture as closely as possible with available materials. Simulated replacement materials (e.g. artificial stone) are highly discouraged. It is always better to repair than replace.
- f. When an entire piece of a building is missing (e.g. original porch columns), research can be very helpful in understanding the functional and aesthetic ideas

behind the original style and form.

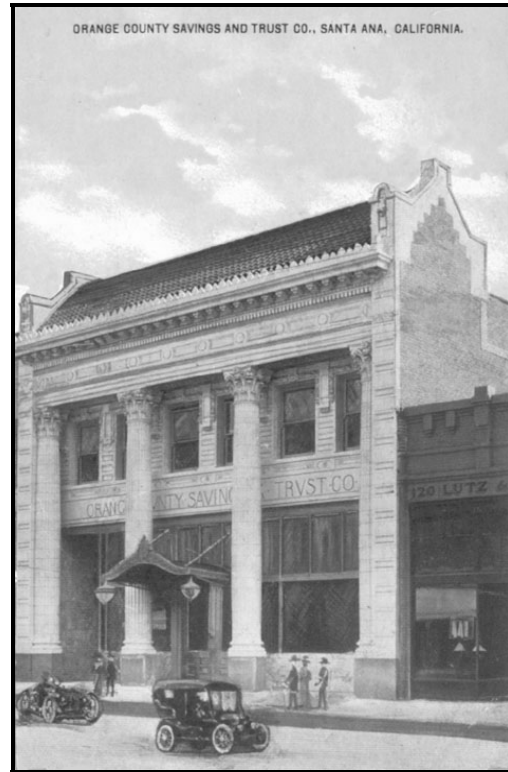


photo courtesy Guy Ball

Figure 8-3a: Original 1929 Orange County Savings and Trust Co. Building



Figure 8-3b: Modified Orange County Savings and Trust Co. Building.



Figure 8-3c: Numerous alterations to this 1929 building has left it with little or no visible historic fabric



Fourth Street circa 1950 photo courtesy Guy Ball

- g. Rehabilitation efforts should not try to create or add a preconceived concept of history, but should reuse the existing or appropriate features.

8.4.2 Components of a Building

Historic buildings in the Downtown area range in architectural style, function, and use. However, with the exception of specialty uses buildings, there is a certain identifiable pattern typical of a downtown building. The first floor is designed with pedestrian traffic in mind and generally composed of the storefront and the main building entrance. Above the storefront is the body of the building. The main features of the body are the windows and wall treatments. The body of the building may vary from one to several stories in height. Lastly, most historic downtown buildings have a decorative roofline to terminate the building. These are general comprised of cornices, cupolas, dormers, etc.

8.4.3 Storefront Guidelines

The storefront generally experiences the greatest amount of change during the life of a building. Original storefront design is the best guideline for any refurbishment or alteration. Inappropriate renovations can negatively affect the character of the building and the streetscape. The following guidelines are provided to encourage appropriate storefront renovation.

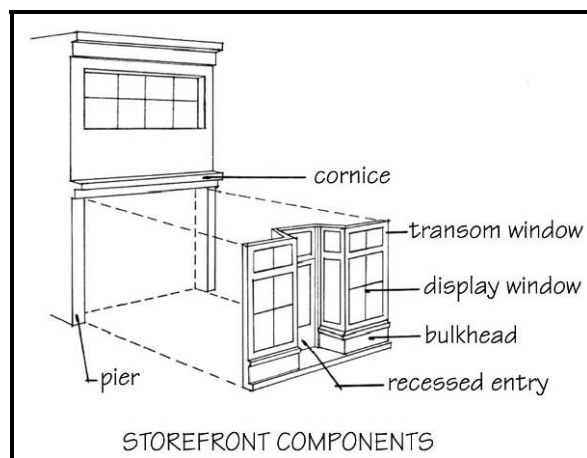


Figure 8-4: Storefront Components

Transom Window: the area of glass above the display window. In many cases, this area has been filled in, painted over, or utilized for signage.

Transoms help break up the large sheets of glass at the street frontage. Transom windows can be clear, tinted or stained glass.

Bulkhead: A bulkhead is the space located between the pavement/sidewalk and the bottom of a traditional storefront.

Cornice: Cornices help to reduce scale through defining stories. A cornice can be constructed of wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.

Display Window: Display windows are primarily constructed of glass. Display windows are typically designed to be recessed into the storefront opening, between piers. The display window sill slopes downward for drainage.



Gildmacher Building (1887)
photo courtesy Guy Ball

Pier: Piers frame the storefront and define space between adjacent buildings and/or storefronts. Piers

typically match the design and detailing of a facade’s upper stories.

- a. Original storefronts should preserve the historic and functional features. Elements to a storefront that define the overall historic character of a building should be preserved.
- b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including the replacement of extensively deteriorated or missing parts with new parts based upon surviving examples of transoms, bulkheads, pilasters, signs, etc.
- c. Avoid altering storefront features that help to define the overall historic character of a building. The historic integrity of a storefront should not be diminished by alterations. *(Refer to Figure 8-5).*



Figure 8-5: Avoid alteration of storefront features that help define the overall historic character



Figure 8-5a: Preserve traditional storefront features



Figure 8-5b: Preserve traditional elements

- d. When storefronts are in the process of preservation, deteriorated or damaged elements should be stabilized and/or protected to avoid further deterioration.
- e. Materials that comprise a storefront (e.g., masonry, metals, and wood) should be protected and maintained through appropriately applied treatments such as paint and rust removal, cleaning and protective coating. Original storefront materials should not be removed.
- f. Storefront elements should only be repaired by means of recognized preservation methods. Improper repair techniques should never be employed.
- g. When all methods of preservation have been employed to a storefront the greatest extent feasible, limited in-kind replacement is allowed. Avoid use of materials that do not match a particular storefront feature. Replacement should match original features in design, color and texture.
- h. Storefronts of historic buildings should not be modified through tinting, or reflective materials. Avoid the use of reflective coatings or other treatments on glass surfaces.
- i. Where the original storefront is completely missing (extensive remodeling has occurred), the first priority is to reconstruct the storefront based upon historical, pictorial and physical

documentation. If not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.

- j. Existing materials, details, proportions, patterns of materials, and openings should be considered when additions or building renovations would affect an existing building's appearance.
- k. All existing historic storefront decoration/ornamentation should be preserved. Decoration/ornamentation reinforces the traditional character and adds a richness of detail that is often irreplaceable at today's costs. Details of the decoration/ornamentation lend a unique character to individual buildings and to the downtown as a whole (*Refer to Figure 8-6*).



Figure 8-6: Avoid the removal of storefront as part of any remodel

- l. Existing building elements incompatible with the original facade design of the building should be removed. These

include excessive use of exterior embellishments and "modernized" elements such as metal grilles, stucco, siding, or other materials.

- m. Metal aluminum canopies have a thin, unsubstantial and "tacked on" appearance inconsistent with the desirable design concept for Downtown. When not of historic significance, existing metal canopies should be removed and, if appropriate, replaced with fabric awnings, consistent with the architectural style of the building (see Awnings).

8.4.4 Doors, Entries and Canopies

The following guidelines apply to doors, entries and canopies:

- a. Entries and canopies should be protected through the application of appropriate surface treatments such as cleaning, rust and paint removal, and protective coatings.

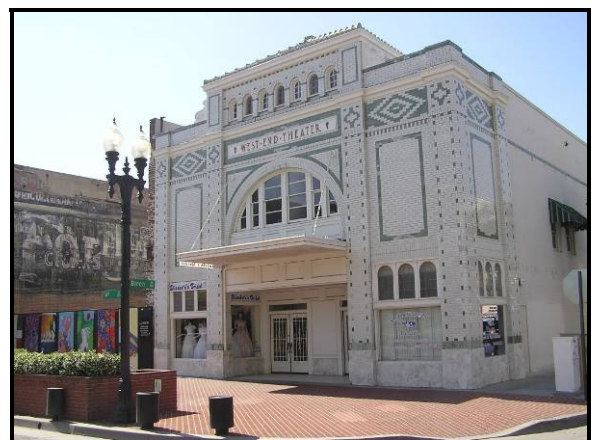


Figure 8-7: Preserve entries and canopies

- b. Entries and canopies should not be altered in a way that significantly diminishes the overall historic

character of a building (*Refer to Figure 8-7*).

- c. Historic entry and porch features should be repaired rather than replaced.
- d. When all efforts to preserve existing features have been exhausted, limited replacement in kind is allowed. Any new work should match the original features in materials, design, color and texture.
- e. When in kind replacement applies to a limited number of features, the entire entry or porch should not be replaced.

- g. Avoid the alteration of service entrances so they appear to be formal entrances.
- h. When an entrance, canopy or porch is completely missing, efforts should be made to design and construct a new entry that is compatible with the historic character of a building. If reconstruction is desired, the design should be based on historical, physical or pictorial documentation.
- i. When additional entries or porches are added to secondary elevations, the design should be consistent with the overall character of the building. Such additions should be limited to secondary elevations.

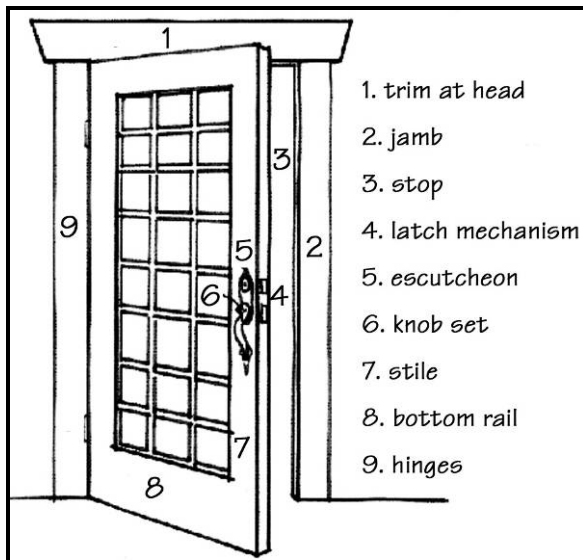


Figure 8-8: Components of a door

- f. Avoid removal of original entrances and canopies when the building has been re-oriented to accommodate new entrances.



Figure 8-9a: Example of original door style

- j. Original doors and door hardware should be rehabilitated and restored, provided they comply with ADA requirements.
- k. If new replacement doors are necessary, they should be compatible with the historical character and design of the structure.



Figure 8-9b: Example of inappropriate use of security door

- l. Avoid the use of security doors or other additions that cover, block or degrade original architectural features. When possible, security features should be located within the interior of a building (*Refer to Figure 8-9b*).

8.4.5 Windows

The following guidelines apply to windows and the individual components of a window including glazing, hardware, trim and other character-defining features:

- a. When preserving windows, the window and other functional or decorative features should also be included. These features can include window frames, molding, sashes, muntins, mullions, glazing, sills, jambs, shutters and blinds (*Refer to Figure 8-10*).

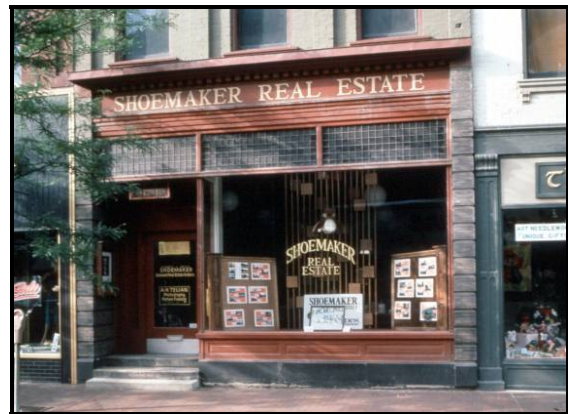


Figure 8-10: Example of well-preserved storefront windows

- b. The historic appearance of a window should not be changed. Avoid replacing materials, finishes or colors that would result in a noticeable change in appearance.
- c. Windows should be replaced only when significant efforts to repair have been exhausted or deteriorated or missing parts are beyond repair. Replacement windows should match the original window in material, design, color and size.

- d. Window trim should always be preserved never covered, or obscured in any way.
- e. Window hardware such as hinges, sash lifts locks or other components should be reused. Avoid replacement of otherwise usable parts.
- f. For preserving wood and metal components that make up the components of a window, protection and maintenance should be applied through the gentle use of surface treatments including rust and paint removal, cleaning and protective coatings.
- g. Windows should be made weatherproof through the application of caulking and/or weather strip. The application should not compromise or negatively affect the historic integrity of the window and the window's components (*Refer to Figure 8-11*).
- h. Repair of window frames and sashes should be done through patching, piecing-in, consolidating or otherwise reinforcing the using recognized preservation methods.
- i. The installation of floors or ceilings that cut across glazed areas of windows is appropriate. The exterior form and appearance of windows is not to be altered.

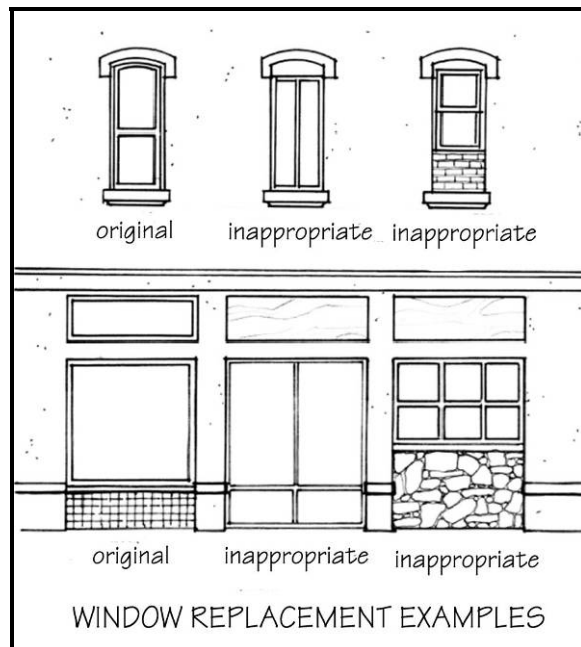


Figure 8-12: Preserve the character of a window by preserving the original features

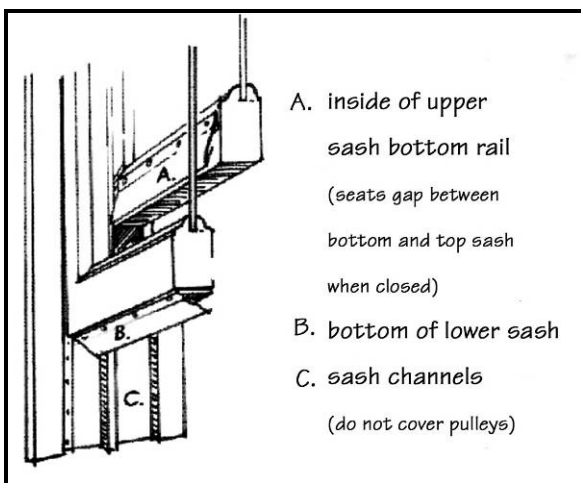


Figure 8-11: Example of proper weather stripping

A. Window Replacement

- a. When historic windows or window components are completely missing, replacements may be used provided they are an accurate restoration using any one of the following:
 - b. A new design that is compatible with the window opening and is compatible with the existing historic

character of the building may be acceptable if it preserves original features (*Refer to Figure 8-12*)

- c. The incorporation of new windows on the rear or other non-primary elevations may be appropriate. Such windows should be compatible with the overall design of the building, but should not duplicate the fenestration pattern and/or detailing of a primary elevations
- d. Avoid the creation of a “false” historic appearance when windows are replaced.
- e. When windows are added or changed, the new design should be sympathetic to and compatible with the facade theme of adjacent development.
- f. Introducing or changing the location, size, and shape of windows or other openings that alter architectural rhythm or character of the original building is not permitted.
- g. When replacing windows, consideration should be given to the original detailing and framing materials. If possible, the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins should be replaced with a like material.
- h. If the original window openings have been altered, the openings to their original configuration and

detail should be restored. Blocking or filling original window openings should be avoided.

- i. Where transom windows (see Storefronts) exist, every effort should be made to retain this traditional storefront feature. If the ceiling inside the structure has been lowered, the ceiling should be sloped up to meet the transom so that light will penetrate the building (*Refer Figure 8-13*).



Figure 8-13: Example of well-preserved transom window

- j. Windows of historic buildings should not be modified through tinting, or reflective materials. Avoid the use of reflective coatings or other treatments on glass surfaces.

8.4.6 Exterior Walls

The following guidelines apply to wall elements of historic buildings:

A. Masonry

- a. Masonry, including brick, stone, terra cotta, concrete, adobe, stucco and mortar, should be cleaned only when necessary to stop deterioration or remove heavy soiling. Cleaning should only employ generally accepted methods for historic structures. Surface tests should also be undertaken to ensure a particular cleaning method is appropriate. Sandblasting, or other abrasive treatments are an inappropriate method of surface cleaning (*Refer to Figure 8-14*).

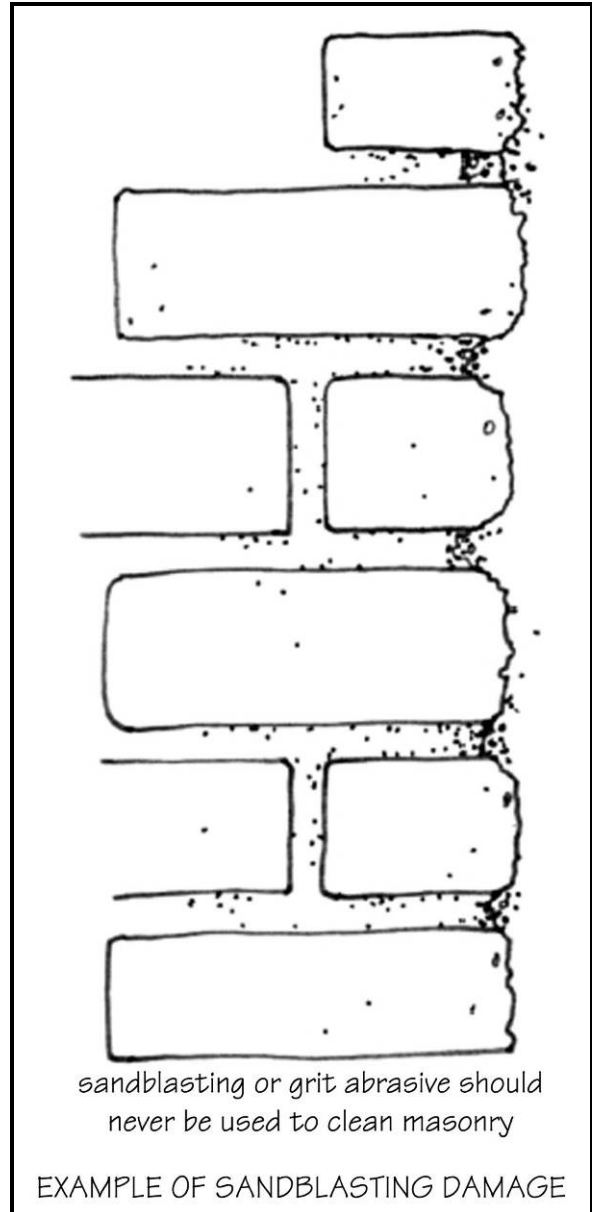


Figure 8-14: Sandblasting should not be employed as a cleaning method

- b. Avoid the alteration or removal of masonry features that are important character defining features (*Refer to Figure 8-15*).
- c. Avoid applying paint or other coatings such as stucco to masonry that has historically been unpainted or uncoated.



Figure 8-15: Preserve masonry and tile in their original form

- d. Paint should not be removed from historically painted or coated masonry. When painting or coating is applied, it should match the original in type and color.
- e. When repainting or recoating masonry surfaces, colors should be historically appropriate to the building and any applicable district.
- f. Masonry features should be repaired through patching, piecing-in or other reinforcement using generally accepted methods of preservation.
- g. When mortar joints are in need of repair or replacement, new mortar should be duplicated in strength, composition, color and texture. Avoid repointing mortar with synthetic caulking compounds.

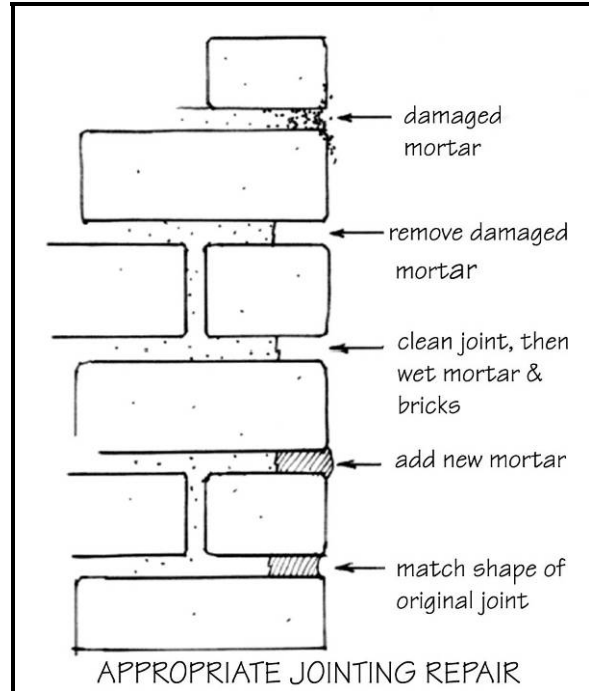


Figure 8-16: Example of appropriate jointing repair

- h. Repair of masonry and stucco should remove only damaged material and replace with new stucco that duplicates the original in strength, composition, color and texture (Refer to Figure 8-16).
- i. When all preservation methods have been exhausted, limited in kind replacement is allowed. Only extensively deteriorated or missing elements should be replaced. The new replacement should match the original in material, design, color and texture.

B. Exterior Plaster (Stucco)

- a. The repair of older exterior plaster (stucco) is always preferred over replacement, but when extreme deterioration is present, total replacement may be necessary to

ensure proper bonding. The replacement should match the original in design, color and texture.

- b. It is important to pay attention to the texture and pattern of the original stucco. Most of the older stucco in the United States will have a smooth, hand-troweled finish (also known as sand or float finish). Although the method to implement the texture may utilize modern equipment, the finished patterning should be true to the original.
- c. For detailed information on the repair or replacement of historic stucco, please referenced Preservation Brief 22: “The Preservation and Repair of Historic Stucco” located at <http://www.cr.nps.gov/hps/tps/brief22.htm>

C. Wood

- a. Exterior wood features should be retained and preserved to the greatest extent feasible. Historic wood features should be repaired whenever possible rather than replaced.
- b. If original to the structure, protective coatings, such as paint, should be retained. When coatings are deteriorated, they should be removed and replaced to match.

- c. When all methods of preservation have been exhausted, limited replacement in kind is allowed. New work should be consistent with the original in material, design, color and texture. Replacement should be limited to only the features or components necessary to be replaced.

D. Architectural Metals

- a. Architectural metal, including columns, capitals, window hoods, and stairways should be preserved to the greatest extent feasible.
- b. Architectural metals should be cleaned to remove corrosion prior to painting or application of protective coatings. Cleaning should employ generally accepted methods preservation methods and should avoid the use of highly abrasive agents. Avoid use of grit blasting or inappropriate chemical agents.
- c. Avoid alterations of architectural metals that are significant character-defining elements. Architectural metals should not be altered in a manner that diminishes the overall historic character of a building.
- d. Architectural metals should be repaired rather than replaced. When significant deterioration is apparent, only those features which are severely deteriorated may be replaced.



Figure 8-17: Preserve architectural metals and historic colors or finishes

- e. The historic color or finish of architectural metals should be preserved. Avoid the application of paint or other coatings to metals that are originally meant to be exposed (*Refer to Figures 8-17 and 8-18*).
- f. Avoid removal of the patina of historic metals, such as copper or bronze. The patina may serve as a protective coating and should be preserved.
- g. When architectural metals are subject to heavy use (e.g. doors), protective coatings may be applied provided it does not diminish the historic character of the metal.
- h. When all methods of preservation have been exhausted, limited in kind replacement may be appropriate. In kind replacement should be historically consistent in design, material, color and texture.

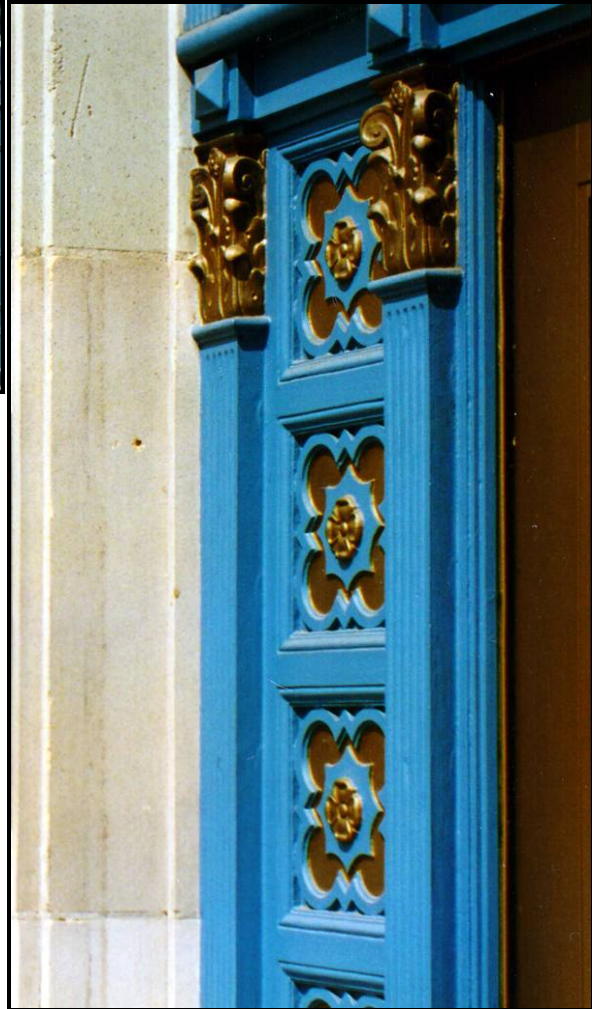


Figure 8-18: Preserve architectural metals
8.4.7 Roofs

The following guidelines apply to roof elements of historic buildings:

- a. Avoid significantly changing, damaging or destroying roofs that are important in defining the overall historic character of a building in such a way that it diminishes the overall historic character.
- b. Avoid changing the configuration of a roof through the addition of new features such as dormer windows, vents, skylights or other

elements that diminish the historic character.

- c. Avoid removal of historic materials such as slate, clay tile, wood or architectural metal.
- d. Avoid addition of paint or other coatings that are not historically used on the original roof structure.
- e. When all methods of rehabilitation have been exhausted, limited in kind replacement is allowed. The replacement should be consistent with the overall form and detailing
- f. Avoid removal of original roof features such as cornices, dormers or cupolas when they are beyond repair. Original roof features should be replaced and not removed. Replacement should be as limited as possible and provide replacement that is consistent with the buildings historic character.
- g. Whenever possible, original gutters, downspouts and vents should be repaired and not replaced. If they are too deteriorated to repair, then they should be replaced with like materials to match the original design. Even these very utilitarian elements can contribute to the overall character of the structure, such as copper downspouts.



*Fourth Street circa 1957
photo courtesy Guy Ball*

8.4.8 Awnings

- a. Original awnings, when present, should be preserved. Original awnings and hardware should be rehabilitated and repair to the greatest extent feasible.
- b. Awnings should complement the historic quality of the facade. Avoid the use of awnings that do not match the period of architecture.



Figure 8-19a: Example of inappropriate awnings

- c. To preserve the historic quality of the facade, the use of retractable

awnings, with open sides is encouraged.



Figure 8-19b: Example of appropriate retractable awnings

c. If the secondary facade is architecturally significant or displays a distinct plan characteristic of the neighborhood, it should be preserved (Refer to Figure 8-21).

- d. When awnings deteriorate, efforts should be made to match the replacement to the original in material, color, and quality.
- e. When replacement of canvas or similar material is necessary, the new material should be of a complementary color and pattern.

8.4.9 Secondary Facades

- a. Secondary facades should preserve existing character-defining elements. Avoid over-improving secondary facades (Refer to Figure 8-20).
- b. When entrances or other ingress/egress is required on secondary facades, the design should be consistent with the historic character of the primary character-defining elevation.

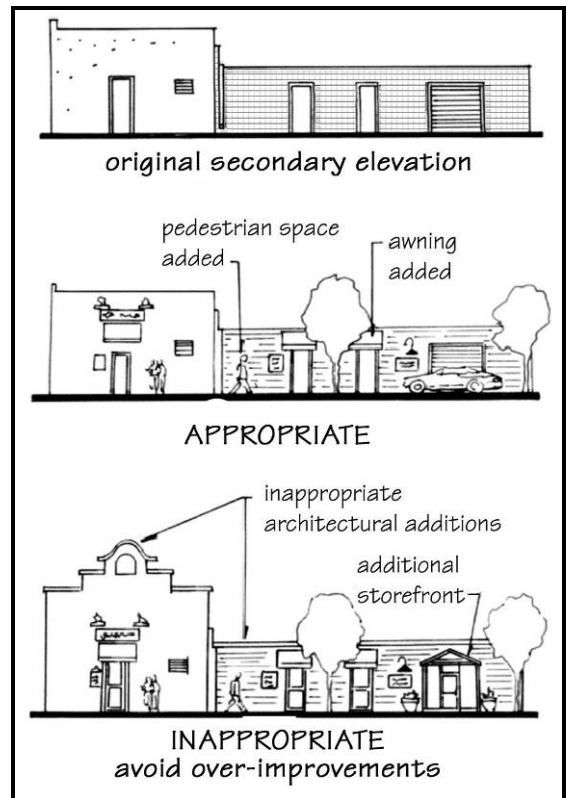


Figure 8-20: Example of secondary facade modification



Figure 8-21: Secondary facades that are character-defining should be preserved

metal components, finishes and electrical components.

8.4.11 Maintenance

The following guidelines provide guidance for the appropriate maintenance of historic structures. Persons engaging in maintenance of historic structures should also consult with contractors specializing in the maintenance of historic structures:

- a. Surface cleaning should be undertaken with the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials should not be undertaken.
- b. Waterproofing, weatherproofing and graffiti proofing sealers should be used only after cleaning and repair is completed.
- c. Historic structures and architectural features should provide proper drainage so that water does not stand on flat horizontal surfaces or accumulate on decorative features.
- d. When appropriate, protective coatings should be applied to architectural elements provided they do not alter the historic character of the original elements.
- e. Existing mechanical equipment should be regularly cleaned to prevent accelerated deterioration. Mechanical systems should provide adequate ventilation and be accessible.

8.4.10 Lighting

- a. Original light fixtures and lighting schemes should be preserved. Avoid altering the original placement of lighting fixtures.
- b. Lighting fixtures and associated hardware should be repaired rather than replaced. When components to a fixture are missing or deteriorated beyond repair, those components may be replaced provided they are consistent in design, material, color and texture.
- c. Repair of lighting fixtures should incorporate generally accepted methods for the restoration of

8.5 SEISMIC RETROFIT OF HISTORIC STRUCTURES

The following guidelines apply to the seismic retrofit of historic structures. All structures in Santa Ana are subject to minimum seismic standards, as provided in the City's Building Code. Project applicants should consult with Santa Ana Planning and Building Agency staff.

- a. Historic materials should be preserved and retained to the greatest extent possible and not replaced wholesale in the process of seismic strengthening.
- b. New seismic retrofit systems, whether hidden or exposed, should respect the character and integrity of the historic building and be visually compatible in design.
- c. Seismic retrofit should preserve the original configuration of the storefront.
- d. Seismic work should be "reversible" to the greatest extent possible to allow removal for future use of improved systems and traditional repair of remaining historic materials.

8.6 NEW CONSTRUCTION AND REMODEL OF NON-HISTORIC BUILDING GUIDELINES

This section provides guidelines for the infill construction, additions and

remodel of buildings not currently on the Historic Register.

Downtown Santa Ana includes a variety of architecture. It has an interesting mix of traditional downtown commercial architecture, Art Deco, and numerous structures of the Period Revival style. Therefore, the design guidelines in this section are not intended to specifically control any particular architectural style. Instead, they encourage a quality and completeness of design that will contribute to the overall improvement of the downtown's "built-out" environment.

8.6.1 Architectural Guidelines

A. Building Form and Mass

- a. The use of standardized "corporate franchise" architectural styles is discouraged. Architectural styles must consider compatibility with surrounding character, including building style, form, size, materials, and roofline (*Refer to Figure 8-22*).

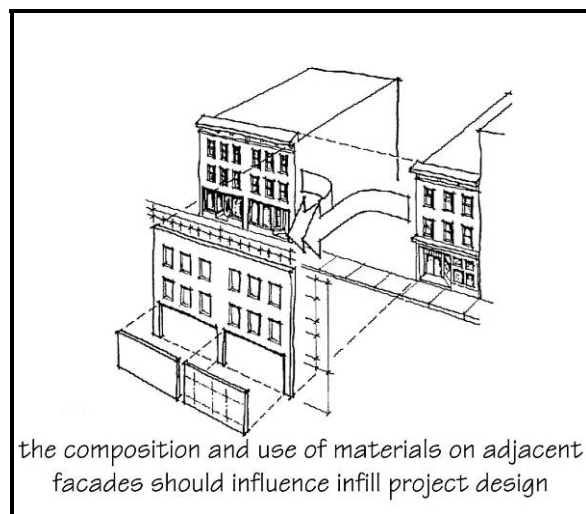


Figure 8-22: Adjacent development should influence infill design

- b. Height and scale of new infill developments within Downtown should complement existing structures and provide a sense of human scale and proportion (*Refer to Figure 8-23*).

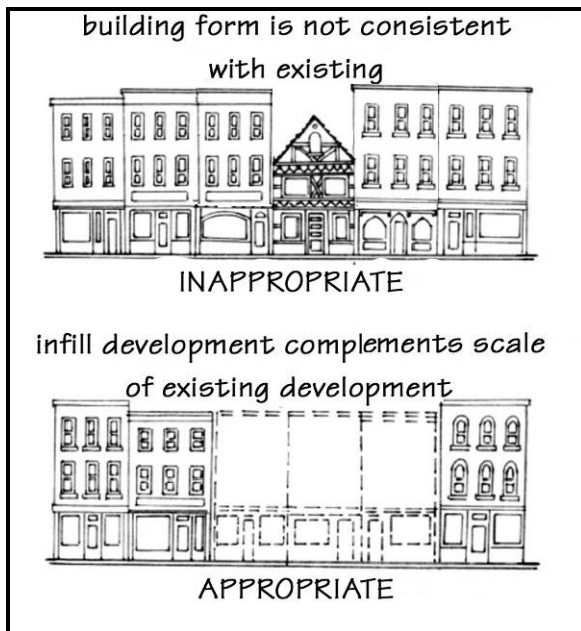


Figure 8-23: Infill development should be complimentary in scale and height

- c. Multi-story buildings should be made less imposing by physical stepping back from the street level.

B. Rhythm and Proportion

- a. The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained (*Refer to Figures 8-24 and 8-25*).
- b. When an infill building is proposed, the common horizontal elements (e.g. cornice

line, window height/width, and spacing) found in neighboring structures should be used to maintain a similar architectural rhythm.

- c. When a proposed infill building facade is wider than the existing facades on the street, the infill facade should be broken down into a series of appropriately proportioned components to continue and/or complement the existing facade rhythm.



Figure 8-24: Maintain rhythm with adjacent development



Figure 8-25: Example of rhythm and proportion

C. Wall Articulation

- a. Long, blank, unarticulated street-facing facades shall be avoided. Monolithic street wall facades should be "broken" by vertical and horizontal design elements.
- b. Building facades should be detailed to create visual interest and promote pedestrian scale. This can be partly achieved by articulating the separate floor levels and increasing the level of detail at the street level (*Refer to Figure 8-26*).

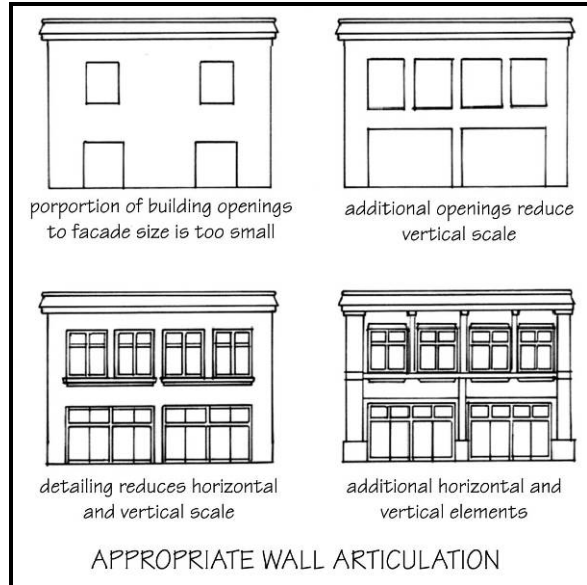


Figure 8-26: Avoid the use of blank facades by proper articulation

- c. Common design features should be continued or repeated on all building elevations for new construction only. Side and rear elevations of a building should be given design treatment equal to that of others.

D. Roof Articulation

- a. Roofs should be given design considerations and treatment equal to that of the rest of a building's exterior.
- b. Roofs and rooflines should be continuous in design except where there is a major change in an element of a building elevation.
- c. Roofline elements including parapet walls should be developed along all elevations, regardless of orientation away from the right-of-way.
- d. Roofs should be flat or sloped. Radical roof pitches that create

overly prominent or out-of-character buildings such as A-frames, mansards, and geodesic domes should be avoided.

- e. Flat roofs should include ornamental cornices and edge details.
- f. The visible portion of sloped roofs should utilize materials complementary to the architectural style of the building and other surrounding buildings.
- g. Roof-mounted mechanical or utility equipment is required to be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. Equipment should be screened by solid building elements (e.g. parapet wall) instead of add-on screening (e.g., wood or metal slats). Mechanical equipment should not be visible from any angle or any height outside of the building.



Figure 8-26a: Roof should use materials complementary to the style

E. Materials and Colors

- a. Materials should be compatible with materials used on the adjacent buildings.
- b. Exterior materials, textures and colors should be appropriate for the architectural style or theme of the building and contribute to the visual quality of the streetscape.
- c. Colors and materials should be durable and not readily deteriorate if exposed to the elements.
- d. Natural, light colored (e.g. neutrals such as off-white, beige and sand) base walls of buildings and other large expanses are encouraged unless otherwise dictated by architectural style.
- e. Use color to accent architectural details.
- f. No more than three colors should be used on any given facade, including “natural” colors such as unpainted brick or stone.
- g. Chimneys, roof flashing, rain gutters, downspouts, vents and other roof protrusions should be finished to complement or accent adjacent colors and materials.

8.6.2 Storefront Design Guidelines

Although the storefront is only one of the architectural features of a facade, it is perhaps the most important visual element in the Downtown streetscape. Historically, the traditional storefront

had few decorative elements other than those details that were repeated across the face of the building in order, integrating it into the character of the facade. Emphasis was typically placed on the windows and their contents to clearly project the products and services offered within. The composition of a traditional downtown storefront generally includes the following elements:



photo courtesy Guy Ball

at the street in one or more of the following ways:

- Flanked columns, decorative fixtures or other details;
- Recessed within a larger arched or cased decorative opening;
- Covered by means of a portico (formal porch) projecting from or set into the building face (refer to zoning guidelines for allowable projections);
- Punctuated by means of a change in roofline, a tower, or a break in the surface of the subject wall.

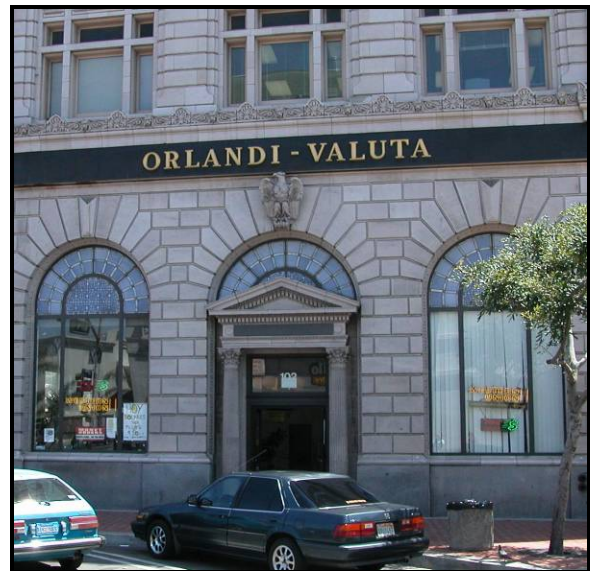


Figure 8-27a: Main entrance should be emphasized

A. General Guidelines

a. The first two floors of any building shall be compatible with the pedestrian tradition of Downtown. Storefronts, shops, restaurants, and theaters enhance the visual experience of Downtown by providing inviting window displays and opportunities to view inside at the business activities are encouraged.

B. Entries/Doorways

a. The main entry to Downtown buildings should be emphasized

b. Buildings at corner locations should provide a prominent corner entrance to street level shops or lobby space, in a manner consistent with main entries.

c. Doors to retail shops should provide a high percentage of glass to increase visibility.

- d. Security grates, grilles, or wrought iron bars over doors should not be used.

C. Windows

- a. Storefronts should be comprised predominantly of transparent surfaces (windows). Storefronts with blank or solid (wall) areas degrade the quality of the pedestrian atmosphere.
- b. Storefront windows should be as large as possible and 18 inches off the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new storefront design should be approximately 36 inches.
- c. Use of clear glass (at least 88% light transmission) on the first floor is recommended.
- d. Windows such as clerestory windows, skylights, or greenhouse windows and wells that increase natural lighting are strongly encouraged.

- e. Security grates, grilles, or wrought iron bars over windows should not be used.

D. Awnings

- a. Awnings are encouraged. Awnings should have a single color or two-color stripes and

coordinate with the architectural divisions of the building.

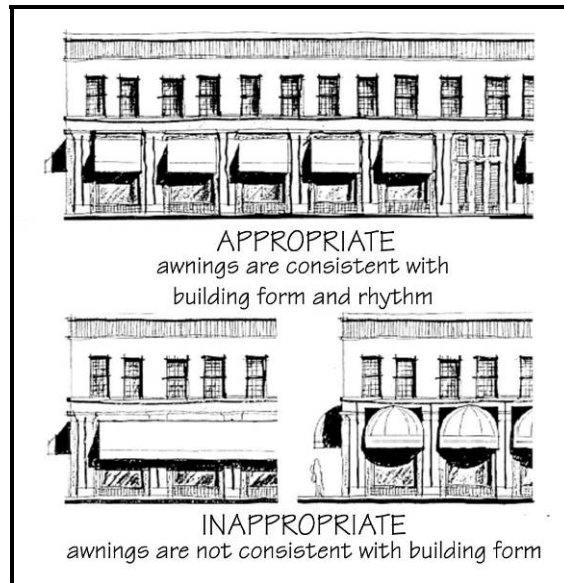


Figure 8-27b: Awnings should be consistent with building form

- b. Awnings are encouraged over first and second level windows and doors.
- c. Where the facade is divided into distinct structural bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed between the vertical elements rather than overlapping them (*Refer to Figures 8-27b and 8-28*).

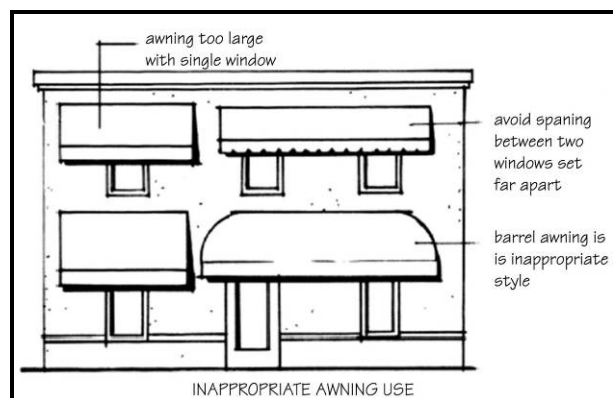


Figure 8-28: Avoid overlapping of vertical elements of a facade

- d. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and "nestle" into the space created by the structural bay (Refer to Figure 8-29).

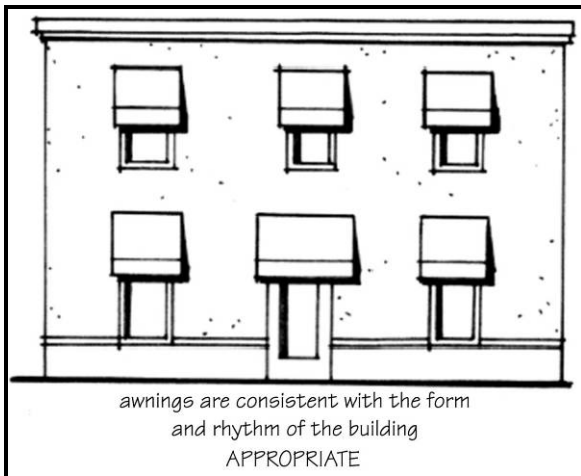


Figure 8-29: Awnings should complement the rhythm on the facade

- e. The traditional slanted, retractable awning is most appropriate for traditional storefronts and is encouraged versus contemporary barrel or box styles.
- f. Aluminum awnings or canopies are strongly discouraged unless consistent with the original architectural style (Refer to Figure 8-30).

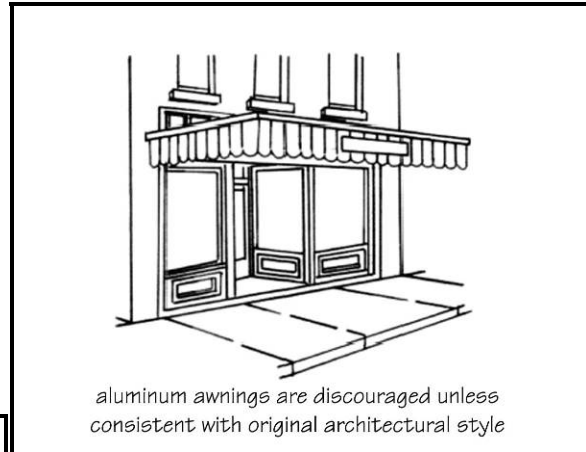


Figure 8-30: Aluminum awnings are not recommended

- g. Awnings should be of durable, commercial grade fabric, canvas or similar material having a matte finish.
- h. Awning frames and supports should be of painted or coated metal. The finish should complement.
- i. Glossy, shiny plastic, or similar awning material is not recommended.

Storefront Details

There are a number of details, often thought of as mundane that may be incorporated into storefront design to add visual richness and meet functional need. (Refer to Figure 8-31). Details include:

- a. Light fixtures, wall-mounted or hung with decorative metal brackets.
- b. Decorative scuppers, catches, and downspouts, preferably of copper.

- c. Balconies, rails, finials, corbels, plaques, etc.
- d.



Figure 8-31: Example of storefront detailing

8.7 SECONDARY (REAR) FACADE AND ENTRANCES

While front entries are primary, attention to rear entrances is encouraged, especially in locations visible from parking areas and pedestrian circulation.

- a. An awning can soften rear facades and provide a pleasant protected space.
- b. Signs should be modestly scaled to fit the casual visual character of the alley or rear parking area.
- c. Security lighting should be modest and focus on the rear entry door. The rear entry door should be similar to the front door.
- d. Selective use of tree planting, potted plants and other landscaping can subtly improve a rear facade.

- e. Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

8.8 LIGHTING

- a. Lighting fixtures and luminaries should be provided to complement the architectural style and be compatible with the development where they are located. On each project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.
- b. All exterior doors, aisles, passageways and recesses should be equipped with a lighting device providing a minimum maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers should protect lighting devices.
- c. Older style light fixtures should be provided for any new development in the Downtown area. Light fixtures should be provided at a spacing of approximately one every 75 feet.
- d. Decorative accent lighting and fixtures above the minimum one foot-candle illumination levels of surrounding parking lots should be provided at vehicle driveways, entry throats, pedestrian paths, plaza areas, and other activity areas.

- e. All artificial illumination should be installed, directed and shielded to confine all direct rays within the property. Lighting should minimize glare onto adjacent property.
- f. Lighting should be provided in a relatively even pattern with ground level foot-candle illumination levels not varying by more than four to eight foot-candles.
- g. Site lighting should not exceed five foot-candles of illumination within 50 feet of a property zoned or used for residential purposes or is a sensitive land use [as defined by 41-130 (h)].
- h. Illumination to a minimum maintained one foot-candle should be provided at steps, ramps and other potentially hazardous grade differentials.
- i. Wall mounted lights may not extend above the height of the wall or parapet to which they are mounted.
- a. Signs should be consistent with the scale of building elements within the facade. Over-scaled signs are should never be used.
- b. The determination of sign size shall take into consideration adjacent facades.
- c. Fewer words make a more effective message. Use of symbols is encouraged only if they are easily recognizable.
- d. Internal illumination is permitted on channel letters only. Signs without channel letters must be illuminated externally.

8.9.2 Storefront Signs

- a. Signs shall be placed over business entrance within an architecturally established area or unbroken area of the building face.

8.9.3 Awning, Canopy and Marquee Signs

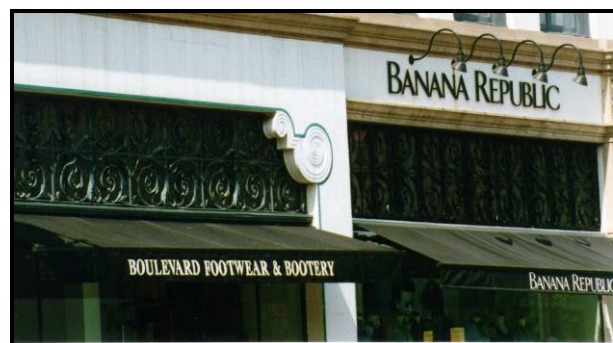


Figure 8-32: Awning signs should be permanent

- a. Only permanent signs that are an integral part of the awning or canopy are allowed.

8.9 SIGNAGE

The following are general design guidelines for creating well-designed signs in Downtown. For additional sign guidelines refer to Chapter 14 of this Design Manual.

8.9.1 Building Signs

- b. Lighting should be directed downwards onto awnings signs.
- c. Awning signs should not be internally illuminated.

8.9.4 Convenience Signs



Figure 8-33: Example of convenience sign

- a. The use of convenience signs at the street frontage should be minimized.
- b. When using convenience signs, the design, placement and scale should not obstruct free flow of pedestrians or reduce lines of sight.

8.10 OPEN SPACE AND SITE AMENITIES

The following guidelines apply to open space and site amenities for private development within the Downtown District. Project applicants should also refer to Chapter 5: Downtown Public Urban Design Guidelines to ensure consistency between public and private property.

A. Site Planning - General

Project site planning is one of the most important determinants of the look and feel of Downtown Santa Ana. Site planning involves the relationship between the project, the street and adjacent structures. The intent of the following site planning guidelines is to preserve and reinforce the traditional pedestrian-oriented character of Downtown Santa Ana.

The locations of structures and other facilities are controlled by specific zoning regulations. The city’s zoning code should always be consulted prior to any site design.

B. Setback and Street Orientation

- a. The first floor of any commercial building within Downtown should be built directly at the front property line and parallel to the street.



Figure 8-34: Example of appropriate front building setback

- b. Primary building entrances should be oriented to the major street frontage and public sidewalk.

- c. Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.
- d. Utilize building indentations and inconsistent setbacks to create small outdoor dining areas, plazas, and similar public open space areas along the street wall.
- e. When possible, create mid-block pedestrian paseos and linkages to parking lots or activity areas.

C. Pedestrian Amenities and Landscape

- a. Landscape plans should consider the scale and mass of a building and its relationship to the scale of the street and neighboring properties.
- b. Buildings should consider the incorporation of landscaping at store frontages. On private property, this can be accomplished by raised planters, sidewalk cutouts, or portable planters. Building setbacks should easily accommodate landscape planters. Annual color, shrubs, vines, and ground covers are well suited to these sites. (Refer to Figure 8-35)



Figure 8-35: Use of landscaping at street frontage is encouraged

- c. Boxed and container plants in decorative planters of ceramic, terra-cotta, wood, or stucco with tile accents should be used to enhance building frontage in Downtown (Refer to Figures 8-36 and 8-37).



Figure 8-36: Boxed plants or potted landscaping is encouraged



Figure 8-37: Example of landscaped planter



Figure 8-38: Landscaped courtyards are encouraged

- d. Landscaping should be incorporated into seating areas. Landscaping should include a permanent and automatic irrigation system.
- e. Expansive horizontal or vertical surfaces comprised of a single material can be segmented or interrupted with vines or foliage. Vines can be used to complement a building's architecture or soften unarticulated surfaces. Vines can also be used to enhance or screen fences and trash enclosures.
- f. Courtyards, gardens, and fountains are very desirable in Downtown. Landscaping within courtyards, both public and private, should include a balance of hard and softscape materials provide shaded seating areas and other pedestrian amenities (*Refer to Figure 8-38*).

D. Plazas and Courtyards

- a. Exterior spaces, plazas, courtyards and outdoor eating areas are encouraged. Relate the scale of plazas and courtyards to the surrounding structure.
- b. A visual feature should be provided in plazas. This can be a sculpture, fountain, or a display pond.
- c. Any decorative paving used in the plaza areas should complement the paving pattern and color of the pavers used in the public right-of-way.
- d. Ample seating should be provided in plaza areas. Seating locations should consider pedestrian concept and protection from the elements.

E. Site Furniture

- a. Site furniture, including benches, bollards, trash receptacles, bicycle racks, newspaper racks, and kiosks

should complement existing development (*Refer to Figure 8-39*).



Figure 8-39: The use of site furniture should be complementary to adjacent development

f. Tree guards should be provided to protect trees in high activity areas. Tree guard design should be consistent with the adjacent development and should coordinate with other street furnishings.

- b. Site furniture should maintain a clear passage for pedestrians. Avoid obstructing walkways and sidewalks.
- c. Street furnishings should be placed to eliminate clutter and any potential pedestrian/vehicular conflict.
- d. Kiosks/directories should be provided adjacent to vehicular and pedestrian entrances and pedestrian nodes. Kiosk siting should maximize visibility and minimize traffic hazards or obstructing views.
- e. Tree grates should be utilized at street edges and passages to provide a continuous walking surface. Tree grates should be a minimum of four feet in diameter.

F. Lighting

- a. Lighting fixtures and luminaries should be provided to complement on-site open space and amenities. On each project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light (Refer to Figure 8-40).



Figure 8-40: On-site lighting should complement open space and amenities

- b. Exterior pathways, walkways or other pedestrian areas should provide sufficient illumination to provide a sense of security and an adequate level of off-site surveillance.

- c. When placing lighting fixtures and luminaries, consideration should be given to the extent of landscape growth affects the function of lighting. Landscaping such as trees and shrubs should be placed and maintained so that it does not obscure or deteriorate on-site illumination.

8.11 PARKING AND MISCELLANEOUS GUIDELINES

A. Parking

- a. Parking should not be located between the front building wall and the front property line.
- b. Parking should be located behind buildings whenever possible. When off-street parking in the rear is not possible, parking must be screened from view by landscaped berms and/or low walls.
- c. Parking lot entries should be located on side streets or alleys to minimize pedestrian/vehicular conflicts. Driveways should be kept to the minimum number and width required for the project.
- d. Vehicles entering parking areas should not be required to enter a street to move from one location within the same parking facility or premises. Parking areas should be interconnected where possible.
- e. Design parking areas so that pedestrians walk parallel to moving cars in parking aisles. Minimize the need for the pedestrians to cross

parking aisles and landscape islands to reach building entries.

B. Mechanical Equipment and Utilities

- a. All utilities should be completely screened from view.
- b. Screening for mechanical equipment and utilities should be constructed of a solid opaque material, sealed and painted to match the existing building.
- c. When multiple pieces of equipment are located on a roof structure, individual equipment screens are discouraged. A continuous single equipment screen is required.
- d. Exterior plywood and metal mesh is not permitted as a screen method, unless it is consistent with the overall building design.
- e. Mechanical equipment screens shall be of quality construction and meet all requirements of the Santa Ana Building Safety Division.
- f. Roof-mounted mechanical equipment should be located so that it is not visible at a minimum of 300 feet from the edge of the building.

8.12 ADDITIONAL RESOURCES

To further assist preservation efforts and the development of appropriate infill development, the following Appendices are provided;

Appendix A: Santa Ana Architectural Styles

This Appendix provides an overview of architectural styles predominant in the community

Appendix B: Fence Design

This Appendix provides an overview of fence design for most of the predominant architectural styles in the City.

Appendix C: Secretary of The Interior’s Standards for Rehabilitation

This Appendix contains the full text of the Secretary of Interiors Standards for Rehabilitation of Historic Buildings.

Appendix D: Glossary of Architectural Terms

This Appendix provides a listing of commonly used architectural terms.

Appendix E: Incentives for Historic Properties

This Appendix provides an overview of currently available incentives for the preservation of historic properties.

Appendix F: Historic Precedents for Color

This Appendix provides an overview of the historic precedents for the use of exterior colors for various architectural styles.

Appendix G: Resources for Historic Preservation

This Appendix provides a listing of resources available for research.