



CITY OF

F I L L M O R E

VENTURA STREET DESIGN GUIDELINES

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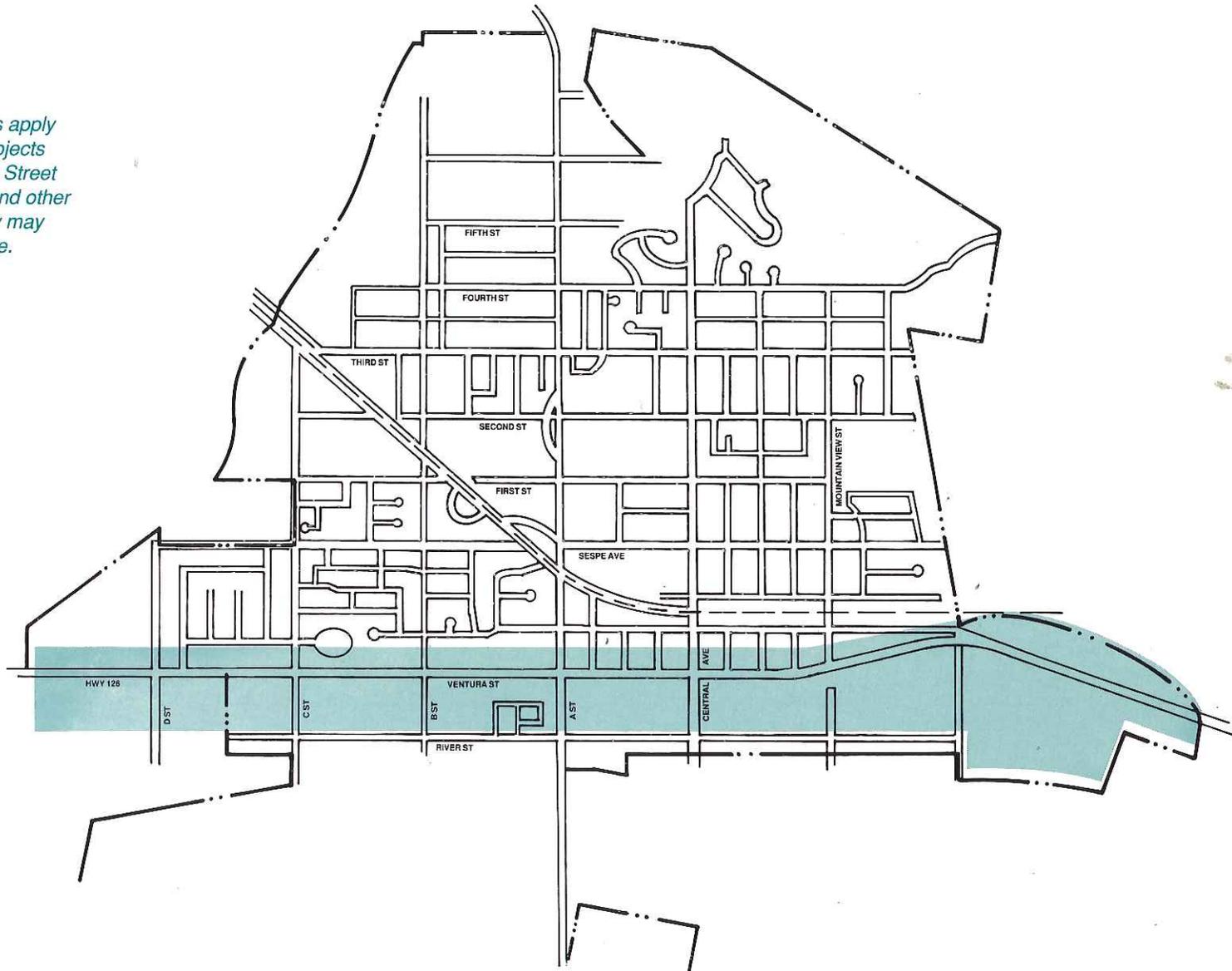
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GUIDELINES AREA MAP

These guidelines apply specifically to projects abutting Ventura Street (shaded area), and other areas as the City may deem appropriate.





I N T R O D U C T I O N

On November 8, 1988 the City Council of the City of Fillmore adopted two architectural themes to be incorporated into Design Guidelines for new development and existing development undergoing extensive remodeling or additions along Highway 126 (Ventura Street). The themes were selected from several alternatives studied by the Planning Commission, City Staff, and the consulting firm of Mainstreet Architects and Planners. These two themes were judged to be most representative of Fillmore's architectural roots and of the kind of image that the City would like to create for itself in the future. The themes, referred to as "Railroad" and "Craftsman", are based upon an eclectic assortment of architectural references from Fillmore's past, some of which have been destroyed, but many of which exist today throughout the City. These guidelines are intended to define the elements which will contribute to the creation of these themes and incorporate them into new site and building design standards for projects occurring along Highway 126, as well as any other areas that the City may choose to apply them.

It is intended that developers and architects will use these guidelines as a tool to assist them in creating projects of excellence and in harmony with Fillmore's unique historic character and scale.



S U B M I T T A L R E Q U I R E M E N T S

All new construction in a C-3 (General Commercial) zone requires the approval of a Planned Development Permit from the Planning Commission. Some projects will also require a Conditional Use Permit. Staff review for compliance with the standards set forth in the zoning code and conformance with these guidelines occurs prior to scheduling for a hearing before the Commission.

The City of Fillmore has specific standards to guide the submittal of applications for planning permit entitlements. These requirements describe such matters as the content, size, and form of site plans, landscape plans, and architectural elevations. To obtain a complete application package with the necessary forms and applications, please contact the Fillmore Planning Department at (805) 524-3701.

All project applications for a Planned Development Permit must include the following exhibit materials:

1. Project Site Plan:
Indicating all setbacks, easements, proposed planter areas, paved areas, building footprints, driveways, site lighting, etc.
2. Building Floor Plan(s):
Indicating general building configuration, doors, windows, covered walks, etc.
3. Building Elevations:
Showing all exterior design features, materials, sign areas and approximate locations, overall dimensions, etc.
4. Landscape Plan
Showing location of all landscape materials (identified by common name), indicating all land berming and mounding, hardscape features, etc.
5. Color and Materials Board
With photographs and/or actual material samples and color chips of all proposed exterior materials.

6. Illustrated Sign Program
Clearly identifying all sign locations (both on the building and on the site), maximum sizes, proposed materials, and method of illumination.

IMPLEMENTATION AND PROCEDURES

Projects occurring within the Design Guidelines Area shall be reviewed by the Planning Department and the Planning Commission for consistency with these guidelines as well as all requirements of current zoning and other city ordinances. Applicants are encouraged to submit preliminary design studies of proposed projects for conceptual review prior to submitting a formal application for a Planned Development and/or Conditional Use Permit.



A R C H I T E C T U R A L T H E M E S

These architectural themes are intended to establish a “stylistic realm” within which various projects are to be designed. The purpose is to assure a relatedness between individual projects along the highway and a sense of “belonging and place” as they relate to the rest of the City of Fillmore. Both themes offer a wide range of design opportunities for the variety of specific user needs while assuring a lasting compatibility from project to project. It is recommended that the project designer spend some time studying the contextual references in the City of Fillmore by which these Guidelines were inspired.

Following is a discussion of each theme along with sketch examples of the design elements and features associated with each. The examples and sketches provided are not intended to be copied or duplicated in project proposals, but are provided to help clarify the criteria and intention of these guidelines.



THE RAILROAD THEME

The railroad played an important role in Fillmore's history, being one of the primary catalysts for its existence, and as such is used here as a source for creative historical reference. However, this theme does not seek to emulate the style and materials of the railroad buildings particular to Fillmore's history, which were typically simple wood clapboard buildings (the City's original Southern Pacific Railroad depot, built in 1888, can be seen in Downtown Fillmore on the north side of Main Street). Rather, this theme is based upon references found in many of the older commercial buildings (primarily brick) in Fillmore's downtown area, typically built between 1900 and 1930, mixed with traditional streetscape elements (such as iron benches, light standards, and bollards) to create the impressions and character of "old-time" railway stations and other early 20th century commercial vernacular. The architectural impression should be one of permanence and enduring quality.



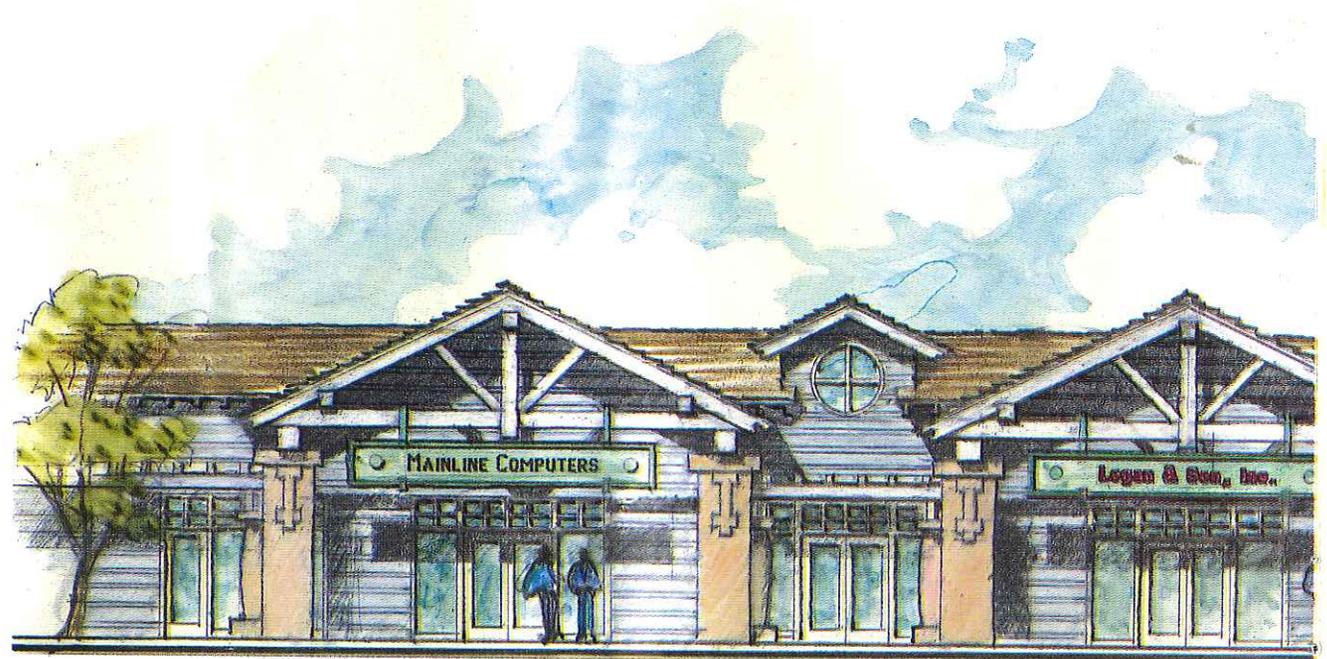




THE CRAFTSMAN THEME

While the Railroad Theme emphasizes Fillmore's early 20th Century commercial architecture, the Craftsman Theme represents the domestic architecture that predominated in Fillmore during roughly the same time period. Many fine examples of these modest homes, often called Craftsman or California Bungalows, can be found on Fillmore, Saratoga, and Clay streets, northeast of the old downtown. The Craftsman aesthetic emphasized low, ground-hugging designs, naturalistic color schemes and building materials. Typically, these buildings showed off, rather than hid structural elements, such as rafter ends, trusses, and attic vents. Design elements were often somewhat massive and exaggerated in scale to celebrate their obvious functions.

Interpreting this style for commercial architecture will require attention to details, features, and massing not often considered in retail or office building design. Typically, the scale of projects will far exceed the scale of the traditional craftsman house. These guidelines do not seek to require reconstructions of authentic residential scale, but rather to create new and exciting projects true to the spirit of the style.





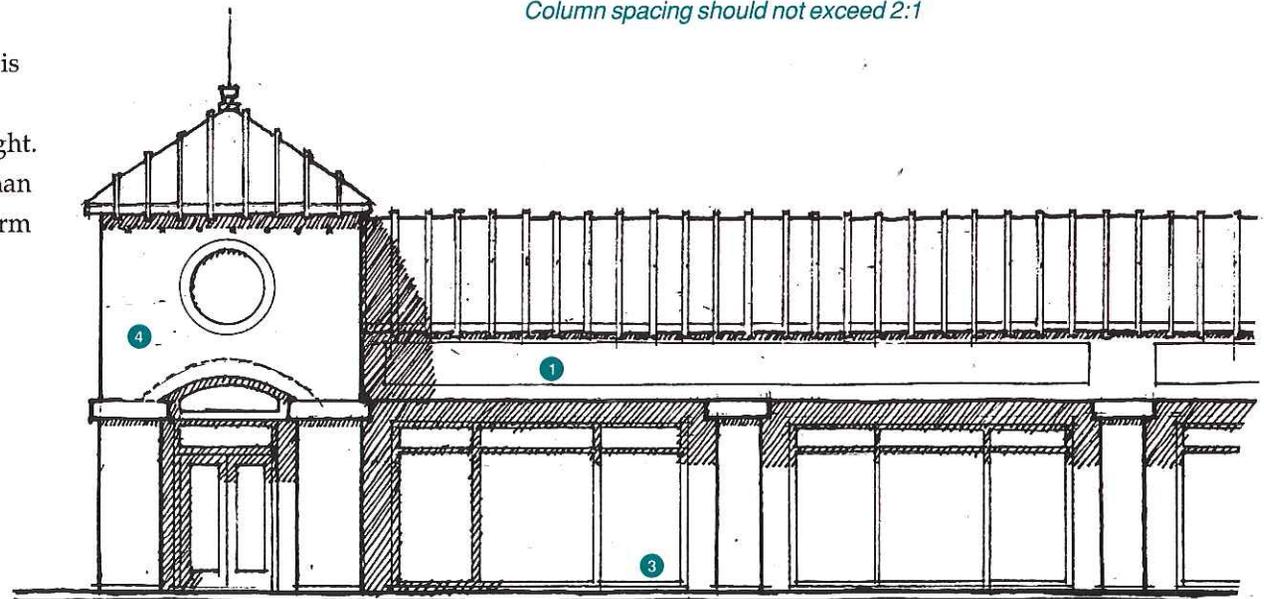
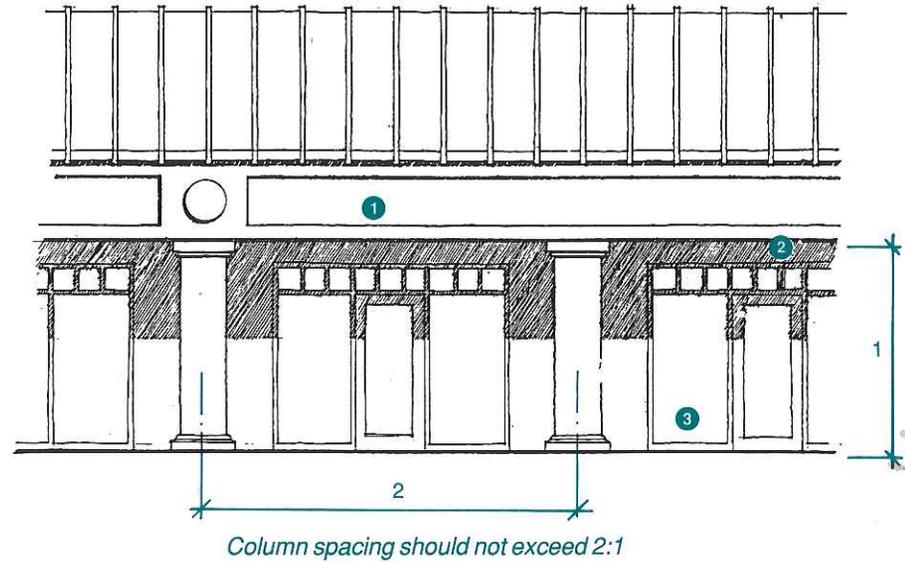


DESIGN ELEMENTS

The project designer shall give strong consideration to the following design elements, which are considered critical to the overall design continuity and quality of the area.

COLONNADES / ARCADES

Whether the colonnade is integrated into the storefront design and enclosed with glass, or whether it is open-air, the rhythm and proportion of columns and their spacing can add significantly to a project's architectural interest. The proportions of the elements are extremely important in creating a successful design. A basic rule of thumb is that the column spacing center to center should not exceed twice the columns height. For office or motel designs in the Craftsman Theme this element may even take the form of a porch or veranda.

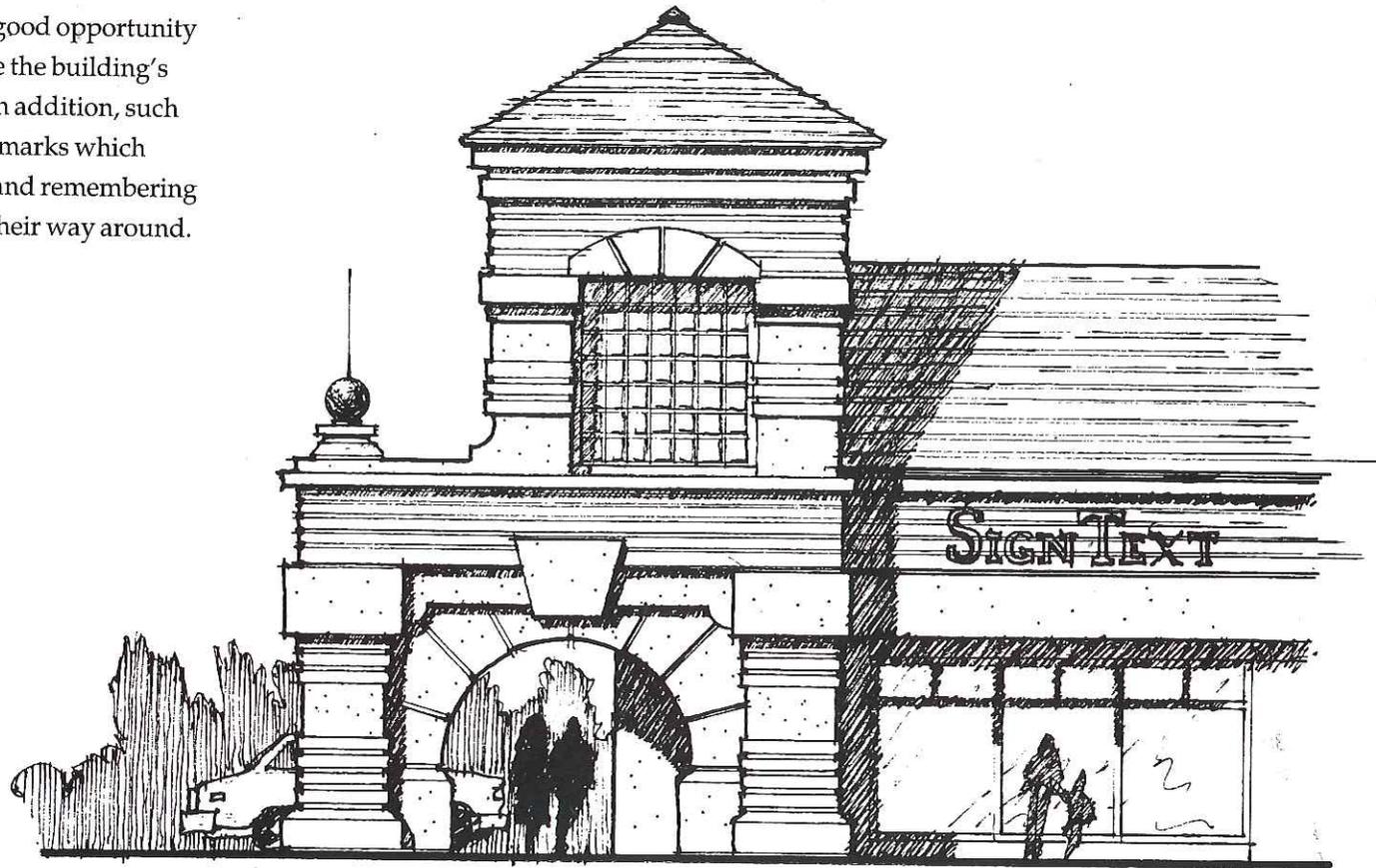


1. Sign Area
2. Top of Colonnade Opening
3. Colonnade with Storefront Beyond
4. "Terminus" Element



TERMINUS

A strong architectural element, or “terminus”, will add punctuation or emphasis at the end of a long colonnade or storefront area. Such features offer a good opportunity for the designer to celebrate the building’s design theme and details. In addition, such elements act as visible landmarks which assist users in recognizing and remembering the project and in finding their way around.



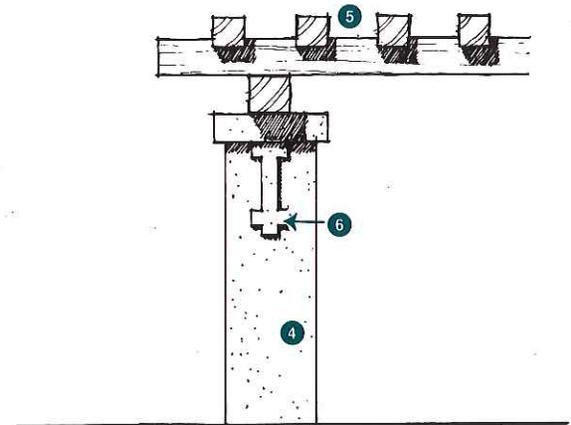
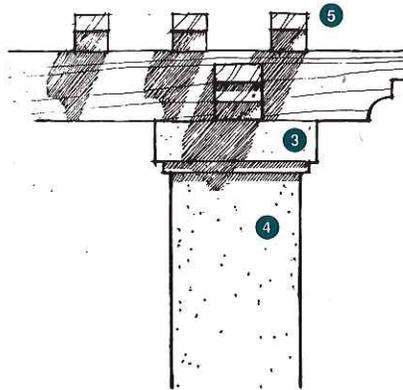
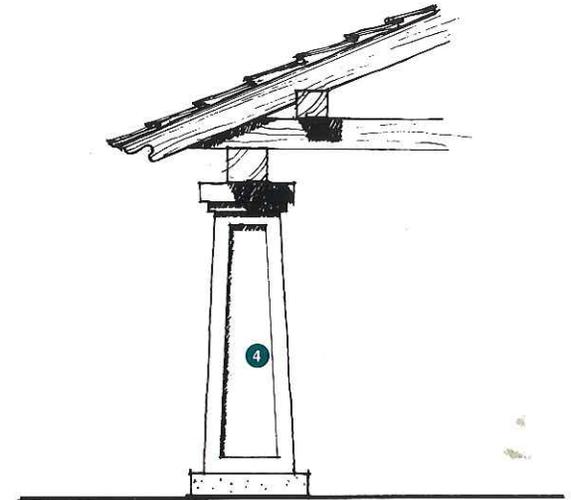
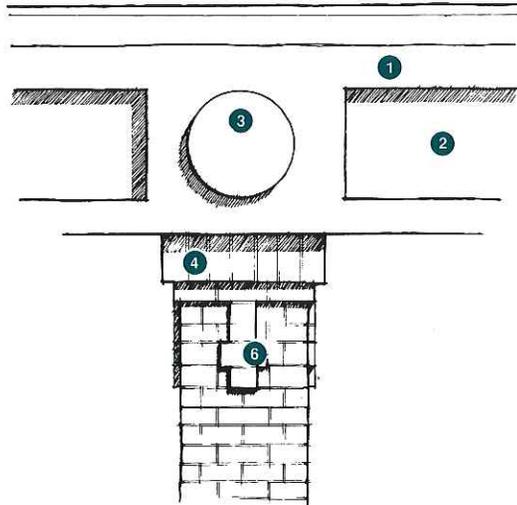


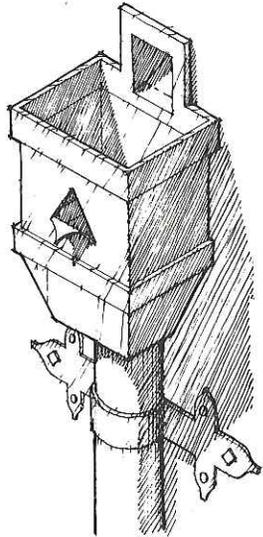
COLUMNS AND DETAILS

Both themes in this guideline offer a rich source of material for detailing. Column capitals and bases, parapets, scuppers and downspouts, lighting fixtures, and signage all represent an opportunity to express the architectural celebration of these themes. Again, proper proportioning is critical to a successful design.



- 1. Building Fascia
- 2. Sign Area
- 3. Stucco Detail
- 4. Column Element
- 5. Trellis with Shaped Beams
- 6. Detail Relief



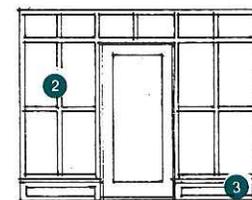
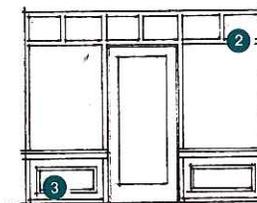
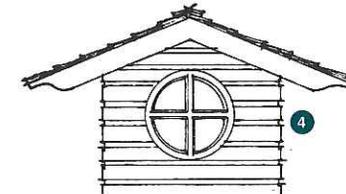
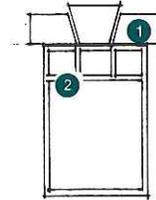


WINDOWS AND STOREFRONTS

Window details are important in both themes. Like columns in arcades, windows and other openings can be used to establish rhythms and patterns which add much to the character of a structure. Recessing important windows or other openings (such as service doors) can create a sense of thick and substantial walls and create drama with shadow lines. Storefront systems can take on a variety of patterns. Openings can be divided by mullions, filled with detailed wood panels (as in a "bulkhead"), to help create the image of early twentieth century shops.



1. Lintel Detail
2. Mullion
3. Wood Panel "Bulkhead"
4. Dormer Window



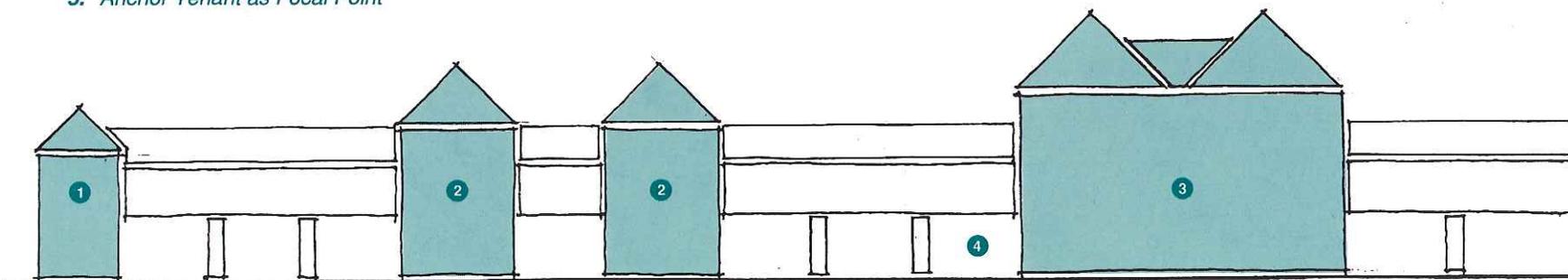
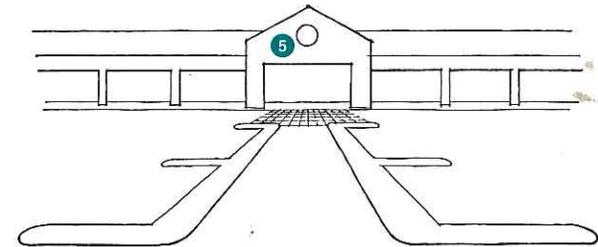


ROOFS AND ROOFLINES

An interesting, varied and “playful” roof-line is the primary objective of this element. This can be accomplished by a variety of means including: providing for architectural relief and stronger expression at probable anchor tenant locations, separating buildings into two or more “parts” at logical points, allowing for pedestrian and/or vehicular pass-through and at the same time breaking or changing the roof line, selecting a roofing material with color and texture that will compliment the over-all design. In addition the following criteria shall apply:

1. *Terminus*
2. *Secondary Anchor Tenant*
3. *Primary Anchor Tenant*
4. *Colonnade*
5. *Anchor Tenant as Focal Point*

1. Mixing sloped roof forms and parapets can be an effective way of breaking the roof line, creating the illusion of a larger or more complex building form and avoiding the common impression of the mansard box and storefront. Grand or over-sized parapets can be used to draw attention to anchor tenants, or to create a focal point (such as at the terminus to a main parking lot access drive).



Building mass can express a hierarchy of users



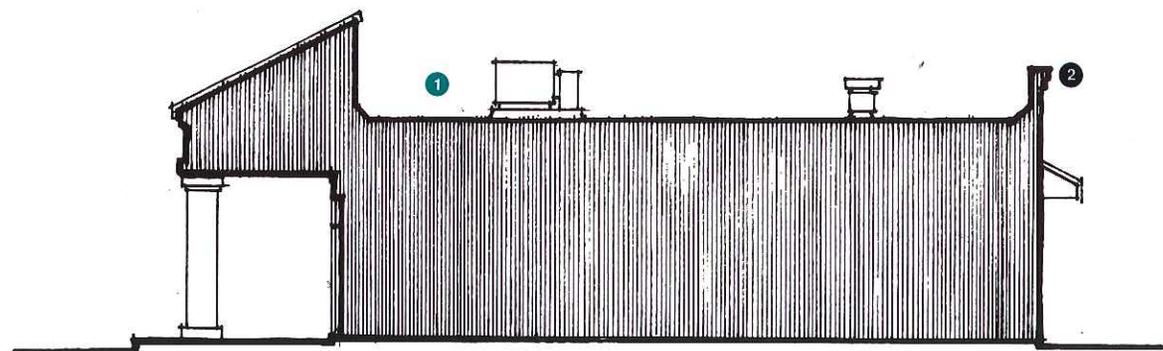
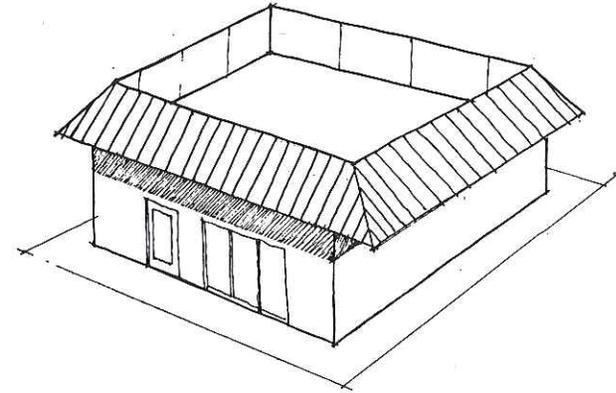
2. Roof mounted mechanical equipment must be screened from public view. Parapet and roof screening will be permitted only where they offer a logical and integrated extension of the building design. No Parapet or roof screen is to appear as being "tacked-on". For this reason, mechanical equipment must be considered early in the design process - not as an afterthought.

3. Roof vents, where visible from public view, shall be finished to blend into the surrounding material color.

4. Mansard roofs will be permitted only when they are integrated into the over-all design. The "mansard" condition should not be readily apparent from the street level, but rather should be used to create an effective illusion of a full roof beyond. All too often mansards appear to be "hats" plopped onto flat buildings to hide the flat roof. It is this condition that the guidelines seek to avoid.

UNACCEPTABLE USE

The appearance of a mansard "Hat" is to be avoided.



Architectural screening of roof equipment is integral to the design

1. *Mechanical Equipment is Well Screened by Building Form*
2. *Rear Parapet Adequate to Screen Venting Devices.*



AWNINGS

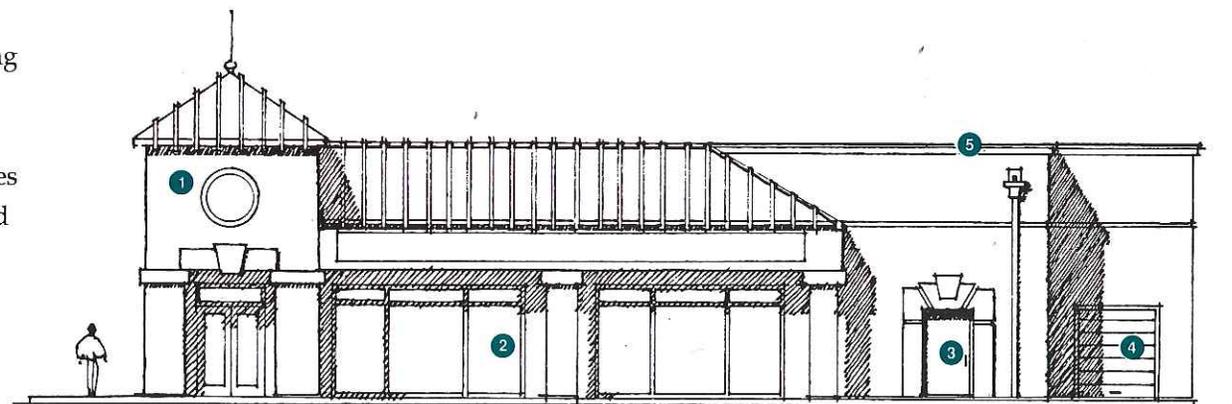
Awnings will be permitted where they represent an appropriate continuation of the building design. There are a variety of awning types and styles available, and each proposal will be reviewed by the Planning Commission for appropriateness. However, since awnings have a relatively short “life-span”, the building design should appear complete without awnings in the event that the awnings are removed and are not replaced at some point in the future.

1. *Terminus*
2. *Colonnade*
3. *Service Door Visible from Public Area*
4. *Service Door well Screened by Building Form*
5. *Continuous Cornice Detail*



SIDE AND REAR ELEVATIONS

Design treatment on side and rear of buildings should represent a continuation of the basic design character of the building front. Changes in building materials and shifts in architectural emphasis will be done with particular care paid to sight lines from areas of high public use, both on and off the project site. Also refer to site development standards.



Side Elevation



EXTERIOR MATERIALS AND COLORS

Exterior materials shall be compatible with the style chosen and should be selected with quality and long-term durability in mind. Materials such as wood or hard-board siding should be finished and sealed in a manner consistent with this objective and the manufacturer's recommended specifications. The following is a list of exterior finish materials that should be considered in the project design:

Walls: wood siding, brick, stone, stucco, cut shingle or shake (fire treated).

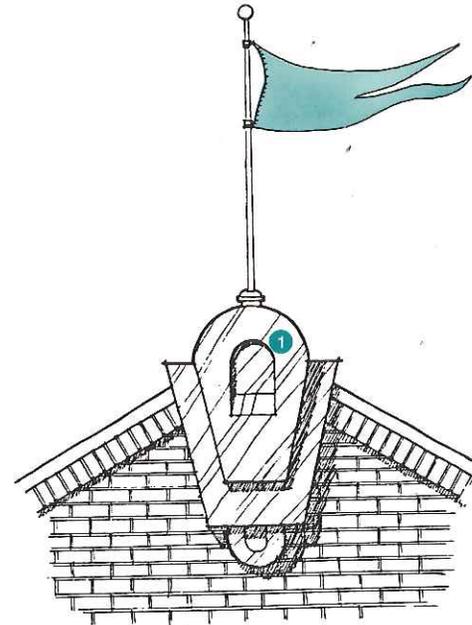
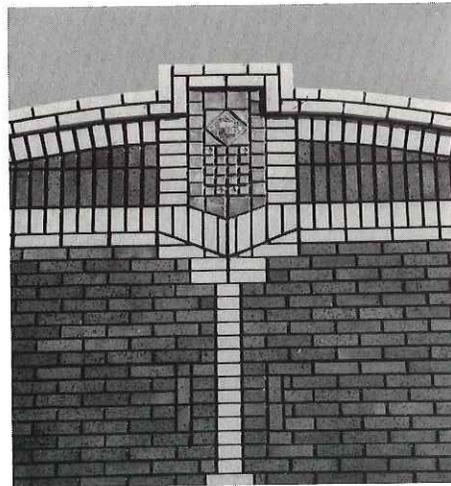
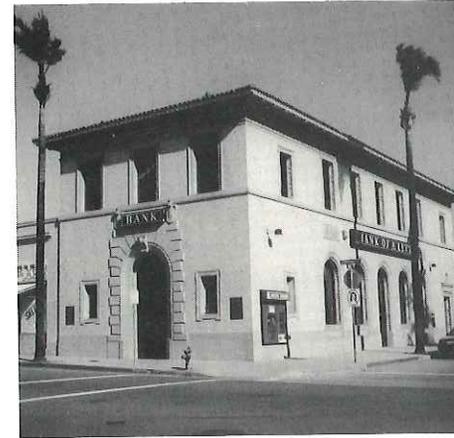
Roof: concrete tile, batten or standing seam metal, heavy textured composition shingle, cut shingle or shake (fire treated).

Detail: wood, copper, galvanized and painted metals, cast iron, aluminum with baked enamel finish, glazed tile.

1. Formed Sheet Metal Detail

Color design should be coordinated to integrate all elements of the project. Colors should be used to emphasize the details and features of the design, complementing natural material colors with applied color (paint or stain), and the colors of other features such as signage awnings, light fixtures, etc..

A thorough and complete materials/color board shall be submitted with project application and drawings. The Planning Commission shall review each proposal for appropriateness in its given context.





S I T E D E V E L O P M E N T

All applicable standards and requirements of the City of Fillmore Zoning Ordinance shall apply to development in the guidelines area. In addition, the following requirements shall apply:

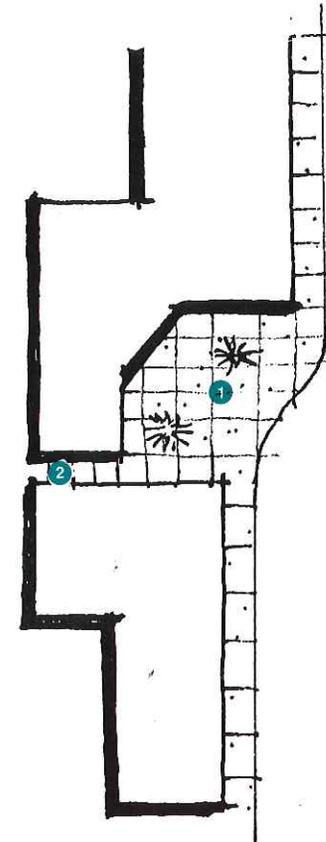
BUILDING CONFIGURATION

The site and building should be planned to create site lines that are attractive from the street as well as from within the project boundaries. Visual interest can be created by allowing the building orientation to veer from street lines, rather than strictly paralleling them. Further, allowing the building forms to shift in and out may also create interesting exterior spaces while effectively accenting unique tenants. Buildings which create interesting spaces for people will tend to attract people and therefore contribute to the success of the building's tenants.

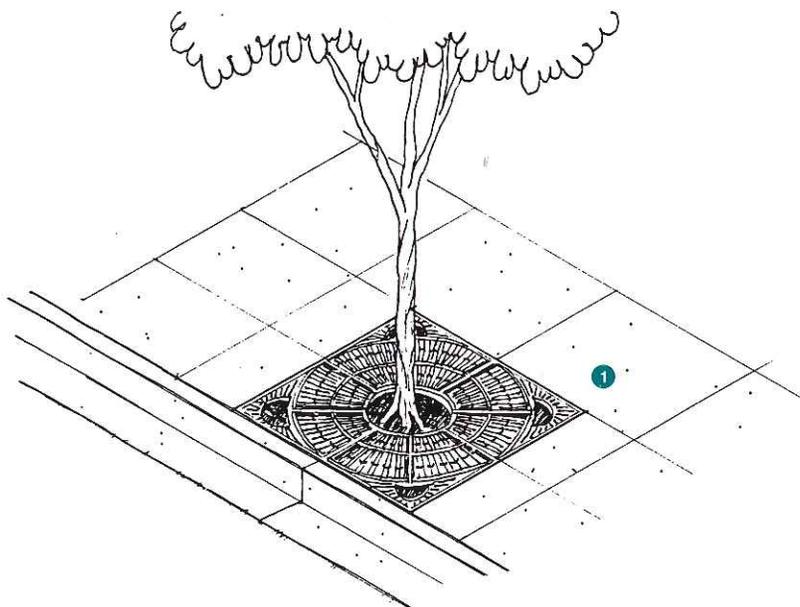
HARDSCAPING

"Hardscape" outdoor space should be considered an integral part of projects designed within the guidelines area. The intent is to provide attractive and welcoming areas for customers and employees of the businesses in these developments. These spaces should be designed in accordance with the following criteria:

1. Each project over 5,000 square feet in floor area should provide a "hardscape amenity" in the form of patio or plaza space equal to 1/50th of the total building floor area. This area should be designed in a manner complementary to the project, and should be provided with fixtures and amenities in keeping with the design theme.
2. The hardscape areas should be located such that users of the building(s) are not required to cross parking areas to gain access to them.
3. In some cases it may be appropriate that the hardscape area not be concentrated into one space, but be distributed throughout the project in a linear fashion or in the form of several small plaza spaces.
4. These spaces should be well lit in a manner consistent with the design theme, and should be provided with seating at the rate of one 6 ft. bench, or 6 lineal feet of seating, per every 5,000 square feet of building floor area.
5. Parking lot layout and lighting shall conform to zoning ordinance requirements.

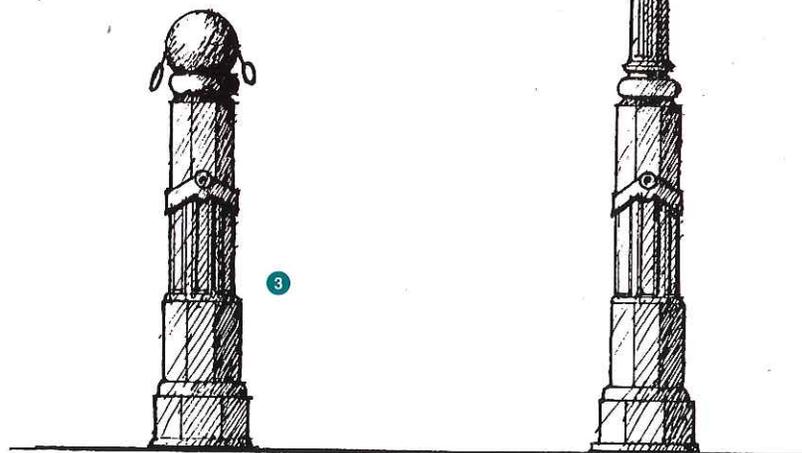
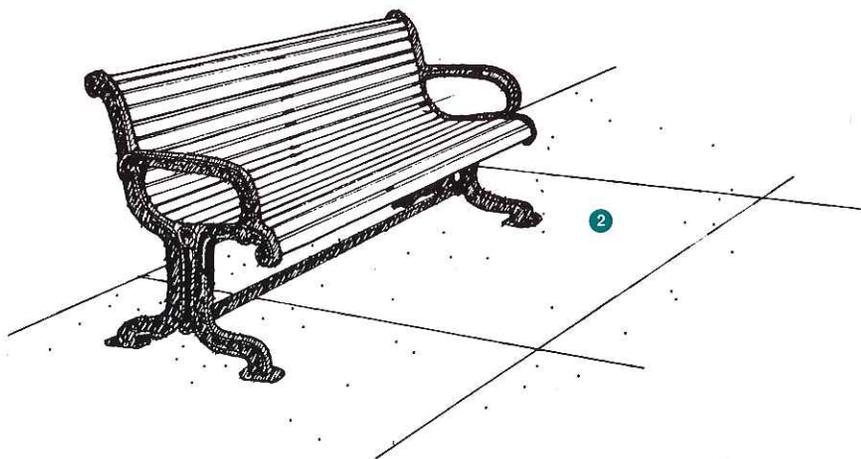


1. Plaza or Court Space
2. Pedestrian Pass-Through



**Typical traditional site work details
to be considered in projects:**

- 1. Ornamental Tree Grate
- 2. Wood and Iron Bench
- 3. Traditional Iron Bollard
- 4. Traditional Iron Street Lamp.

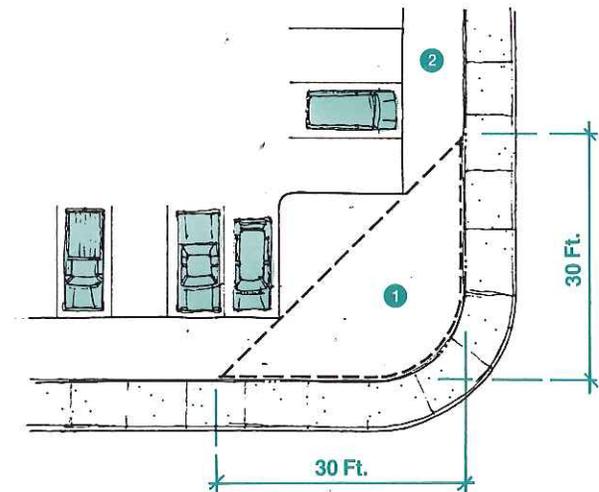




LANDSCAPING

Landscaping and irrigation shall be required of all projects covered by these guidelines. Landscape plans shall be prepared by a licensed landscape architect registered in the state of California, and shall conform to the requirements as set forth below:

1. Landscaping design should be attractive, colorful, well coordinated with the architectural design, and give the general impression of abundant planting. Planting should be used where it will have the most impact aesthetically, not simply to satisfy area or quantity requirements.
2. On-site landscaping shall be provided to meet a minimum area of 12% of the project site. Landscaped areas shall be watered by use of an automated irrigation system and shall be bounded by concrete curbing having a minimum height of six inches.
3. Ground cover shall be evergreen and colorful, drought tolerant species and planted from flats at 12" on center (maximum) spacing. The ground cover shall be of a type capable of covering the entire planted area within six months from time of planting.
4. Shrubs and vines shall be 5 gallon size minimum and of a drought tolerant species.
5. Street trees shall be as specified by the planning department and shall be 24" box size (minimum). At least fifty percent of all other trees in the project shall be 24" box size (minimum).
6. All equipment enclosures, transformers, trash enclosures, backflow devices and irrigation controllers shall be screened from view with shrubs and/or vines, 5 gallon size minimum.
7. Projects located at the corner of a street intersection shall maintain a thirty foot triangular area at the corner of the lot with maximum plant material heights of no more than 36" above street elevation at the curb, with the exception of trees, which shall be trimmed and maintained so that no branches extend lower than 6 feet above curb level. This is to assure that landscaping materials will not obscure driver and pedestrian visibility at these intersections.



1. *Visibility Triangle*
2. *Typical Landscape Area*

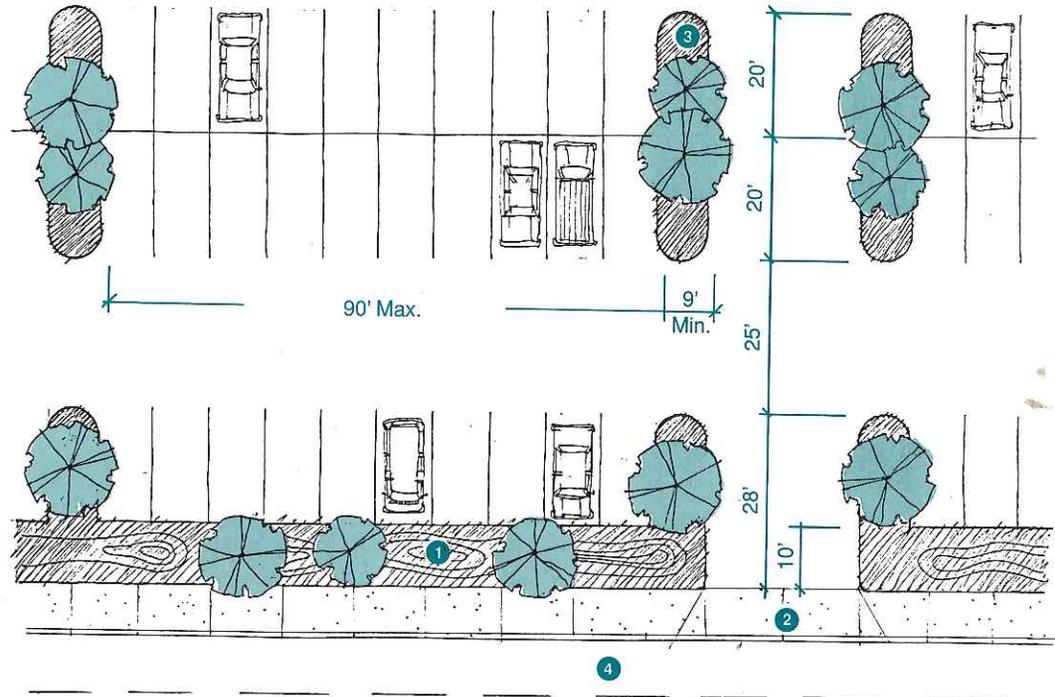
Typical corner landscaping at street intersection



8. All projects abutting a public street shall have a continuous landscaped area of ten feet in depth (minimum) across the project frontage, with openings for pedestrian and vehicle access in accordance with city standards. This landscape area shall incorporate variable height planting (shrubs, ground cover, and trees) in combination with berms and mounding to create a visual screen averaging 36 inches in height (above curb) between the street and all parking areas.

9. Individual landscape areas shall have a minimum area of twenty square feet and a minimum cross dimension of four feet as measured clear face to face from inside of curbs.

10. Parking lot landscaping shall account for approximately 1/3 of the total landscape area and shall be evenly distributed throughout the parking area. Planter areas with trees shall be installed at ten car intervals for single row parking (twenty car intervals for double row parking).



Typical Parking Lot Landscaping

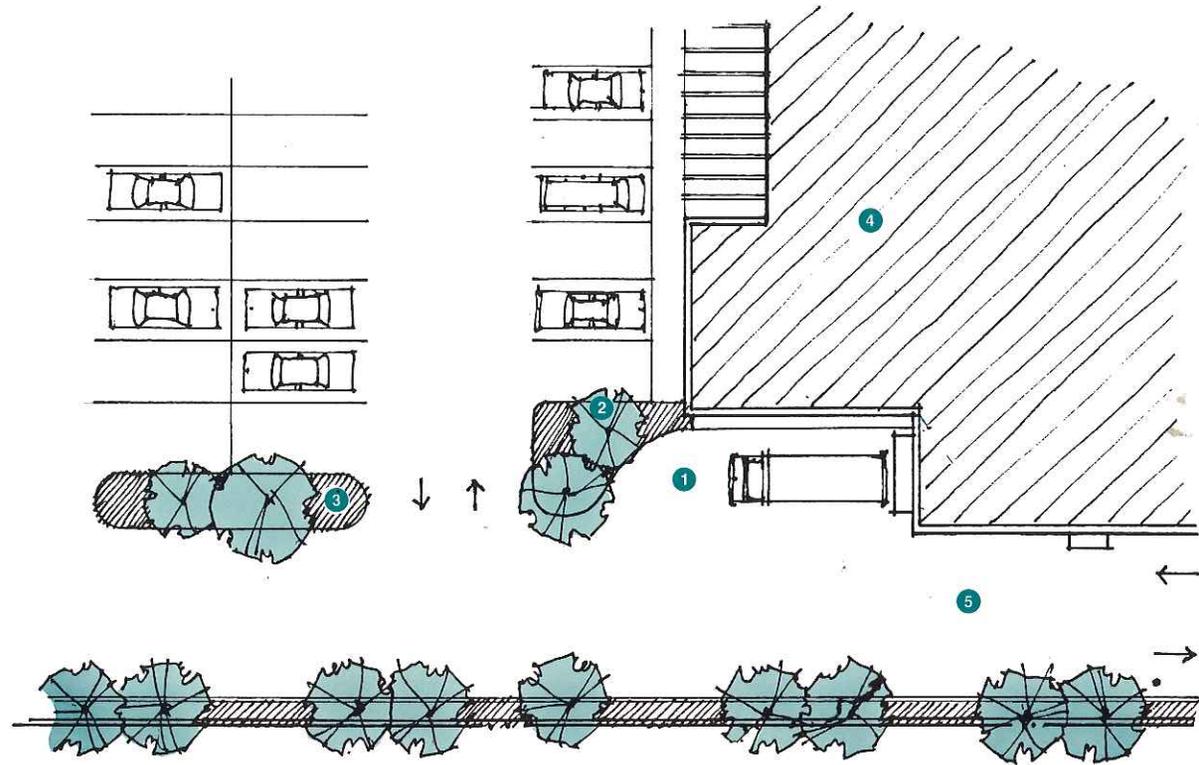
- 1. Variable Height Planting
- 2. Vehicle Access
- 3. Typical Parking Lot Planter
- 4. Public Street



DELIVERY AND SERVICE AREAS

Delivery and service areas are to be given specific consideration in the site and building design as follows:

1. Visibility of delivery and service areas from public streets and adjacent properties is to be minimized. Screening is to be accomplished by building configuration where possible. Where necessary, screening may be achieved by the use of architecturally integrated walls in combination with appropriate landscaping.
2. Refuse enclosures are required and shall be provided with the same considerations as required for delivery and service areas. Refuse enclosures must be provided with closable, aesthetically compatible gates and separate pedestrian entryways.
3. All mechanical equipment shall be screened from public view. Such screening shall be achieved through architectural and/or site design elements consistent with materials, colors, and textures of the building.



1. Loading Area
2. Landscape Screen
3. Typical Landscape Planter
4. Building
5. Vehicle Service Access

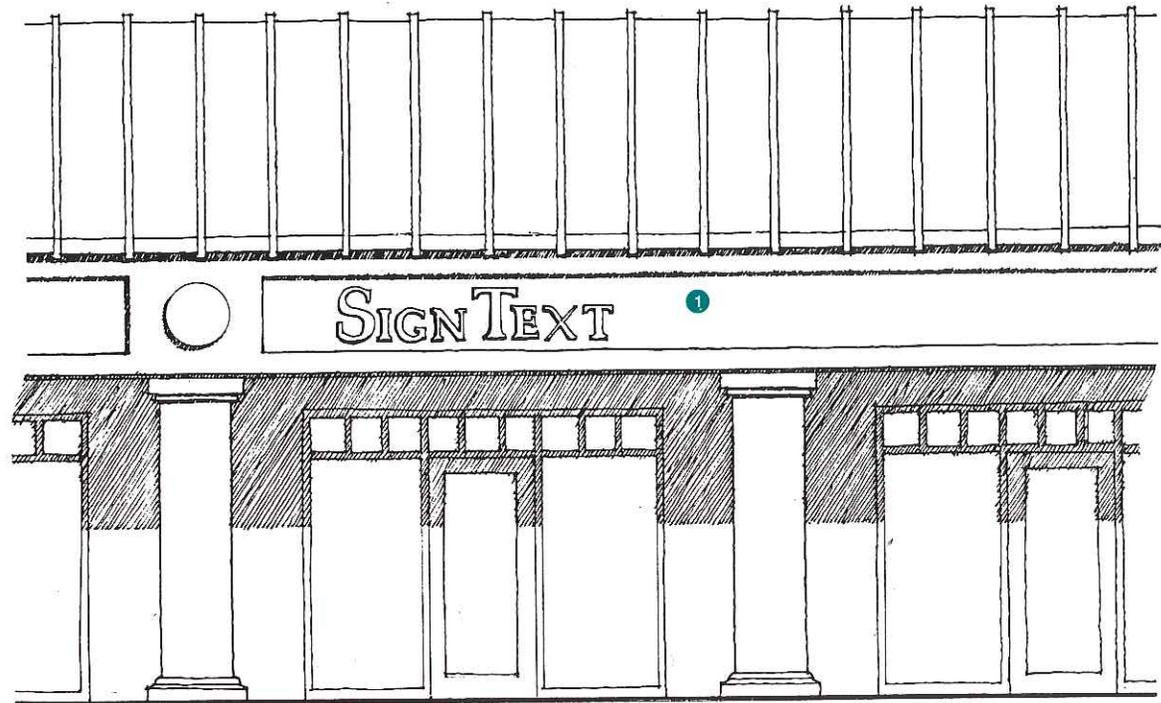


S I G N D E S I G N S T A N D A R D S

It is the intent of these guidelines to provide the project designer with practical alternatives in signing the project, while assuring that the end result will be high in quality, aesthetically pleasing and appropriate to the selected building style. All applicable standards and requirements of the City of Fillmore's Zoning Ordinance shall apply to development in the guidelines area. In addition, the following requirements shall apply:

SIGN PROGRAM

All proposed projects in the Guidelines Area shall include a "Project Sign Program" as a part of the application submittal package. This program shall clearly establish the criteria to be used by tenants in providing signage for their businesses. The sign program shall include a site plan and building elevations depicting probable locations of signs and listing them by type and approximate size, allowable materials, and method of illumination, if any.



1. Tenant Sign Design to be Compatible with Building Design and Colors



PERMITTED SIGN TYPES

Project Signs

These signs are to be designed in a manner consistent with the project proposal, utilizing similar colors, materials and architectural detail. All signs, especially project signs, offer an opportunity to express and celebrate the building theme.

1. Monument Signs

2. Free-Standing Signs

(where permitted by ordinance and deemed appropriate by the Planning Commission).

Tenant Primary Signs

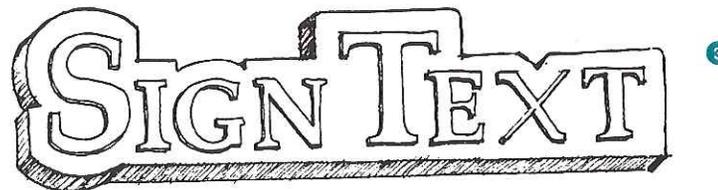
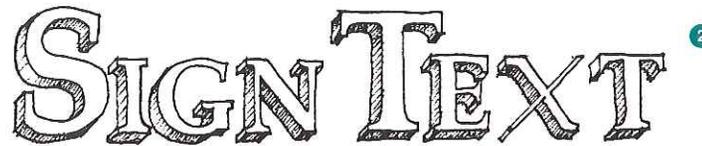
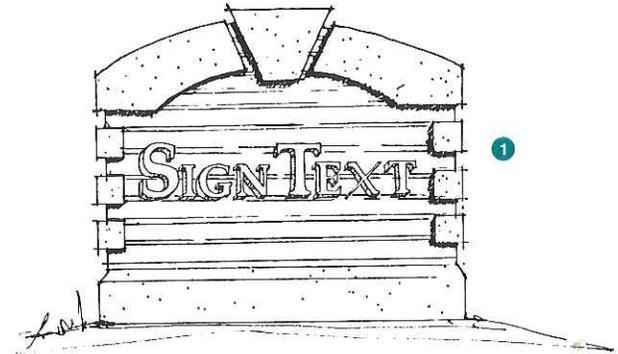
1. Individually Mounted "Channel Letters"

Note: Although this is an aesthetically superior sign type, consideration should be given to its use in areas where required, conduit holes in finish materials may leave permanent scars if the the sign is removed or altered. This is not a problem if the sign is to be non-illuminated.

2. Shaped or Scribed "Can" Signs

The shaped or scribed "Can" sign is one in which the can generally follows the outline of the word or words being signed. It therefore has some of the visual interest of "channel letter" signs, but with less cost and fewer conduit holes in the building surface.

Note: Exposed neon lights are not prohibited, but should be used sparingly and must be identified in the sign program.



1. Monument Sign
2. Channel Letters
3. Shaped or Scribed "Can" Sign

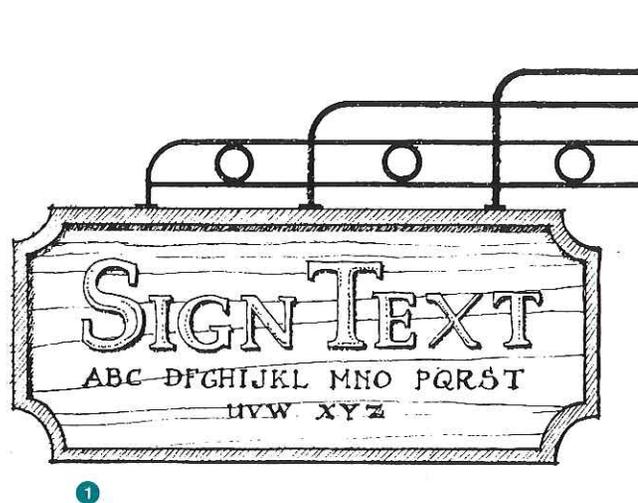


3. Carved or Cast Letters

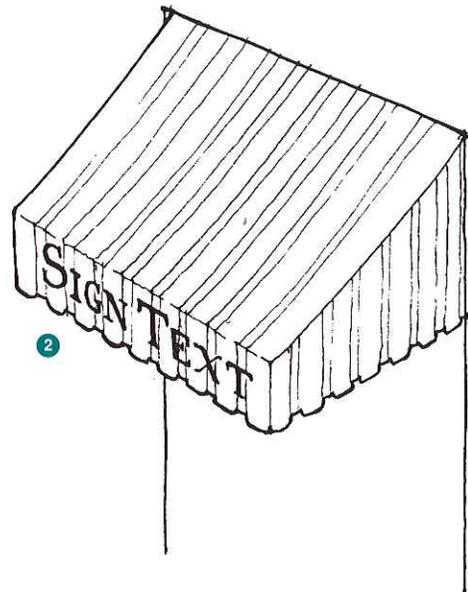
Such signage may be mounted directly to specified locations on the building, or they may be attached by means of decorative brackets or hangers as illustrated here.

4. Awning-Integral Signs

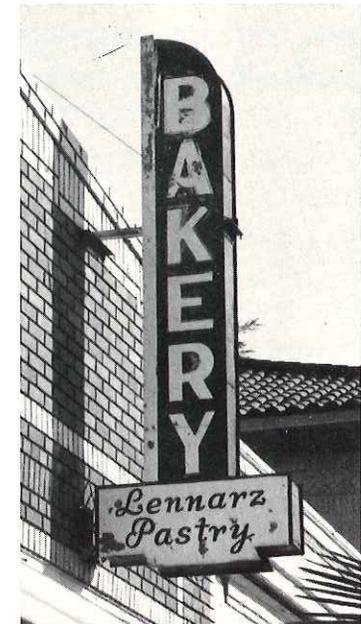
Awnings are available in a wide variety of materials and colors, with several options for incorporating signage and illumination. Awning-integral signs will be permitted where the Planning Commissions deems them appropriate to the proposed building design. Detailed drawings clearly depicting the proposed signs must be submitted along with material samples at the time the project application is submitted.



1



2



1. Wall Mounted Bracket Sign
2. Awning Integral Sign

Projects may include some signage inspired by the older style signs found on Central Avenue. Such sign types should be used sparingly, to identify a unique tenant, such as a restaurant



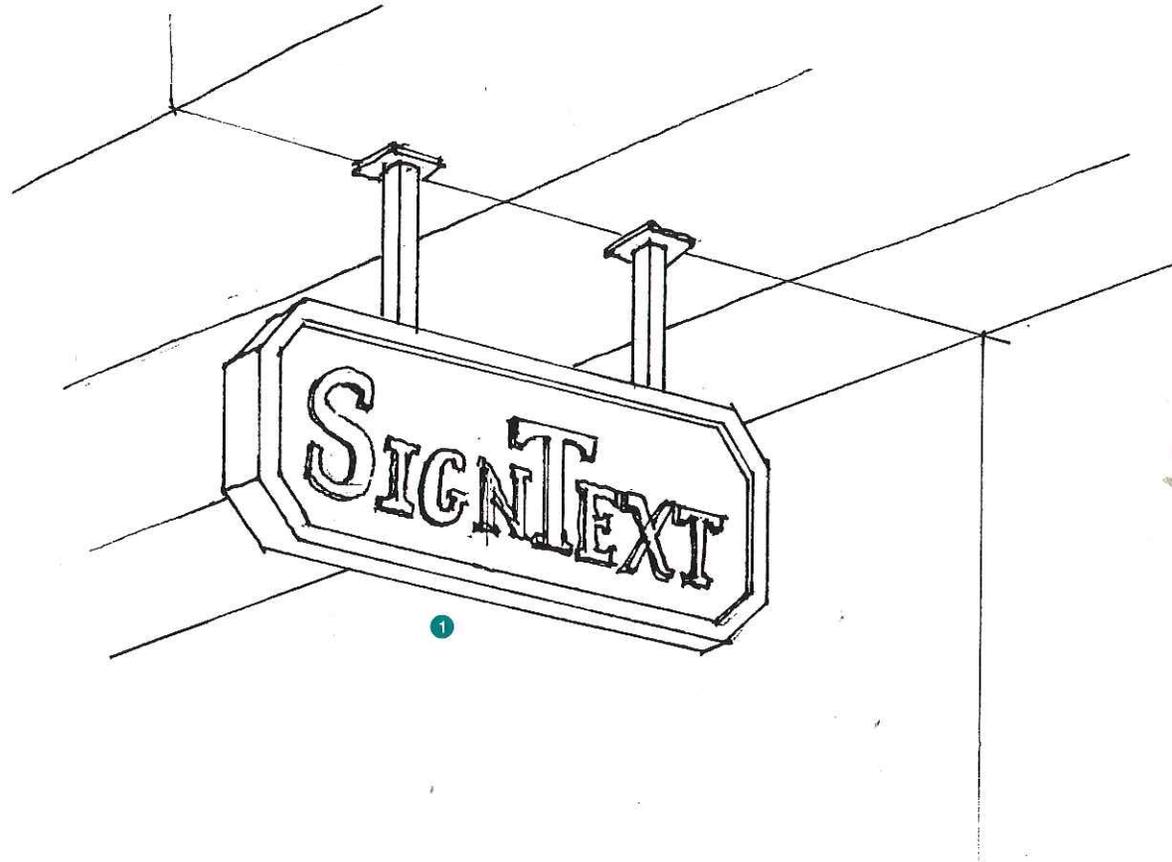
Tenant Secondary Signs:

1. Under-Canopy Sign

Projects which include exterior arcaded areas may incorporate under-canopy signs perpendicular to building front to assist pedestrians in locating businesses. These signs shall be decoratively designed in keeping with character of the project design and shall not exceed three square feet in area on one side.

2. Rear or Loading Entrance Sign

Where tenant spaces are provided with rear or loading entrances, a sign may be provided for the purpose of identifying the access for employees and delivery vehicles. The sign shall not exceed two square feet in area, and shall be mounted flush to the building surface, no higher than seven feet above the building floor line.



1. Under Canopy Sign