

## SECTION 3.0

### Mixed-Use Corridor Architecture and Landscape Design Guidelines



**Figure 3.2.** Commercial corridors in Santa Monica are often framed by a mix of one to three story buildings, such as this segment of Wilshire Boulevard.

#### A. Santa Monica’s Mixed-Use Corridor Design Context

Santa Monica’s existing commercial corridors, including Wilshire Boulevard, Santa Monica Boulevard, Lincoln Boulevard, and segments of Pico Boulevard and Ocean Park Boulevard, as well as commercially-oriented segments of east to west streets such as Main Street, are typically framed by one, two, and three story flat-fronted buildings set directly to the back of sidewalks (see *Figure 3.2*). A small number of four and five story buildings, as well as even taller structures are seen along commercial streets. These taller structures punctuate the typical

boulevard settings in contrast to the generally lower heights and are the exceptions and not rule (see *Figure 3.3*).

In addition to plain-faced vernacular buildings fronted with storefronts seen along Santa Monica’s boulevards, numerous architectural styles are represented along the City’s streets. Many earlier buildings are characterized by period modes from the late 1920s and 1930s including examples of the Neo-classical, Spanish Revival, Regency, and Art Deco styles. Modern

vernaculars from the 1940s and 1950s, including International Style buildings and Coffee Shop or Google style edifices, can also be seen along the commercial corridors. From the 1970s to the present, late Modern glass and steel architecture from the 1960s is joined by Post-modern and contemporary expressions. The combination of vernacular structures that are purely functional interspersed with architecturally developed buildings establishes an organic and eclectic built form mix.

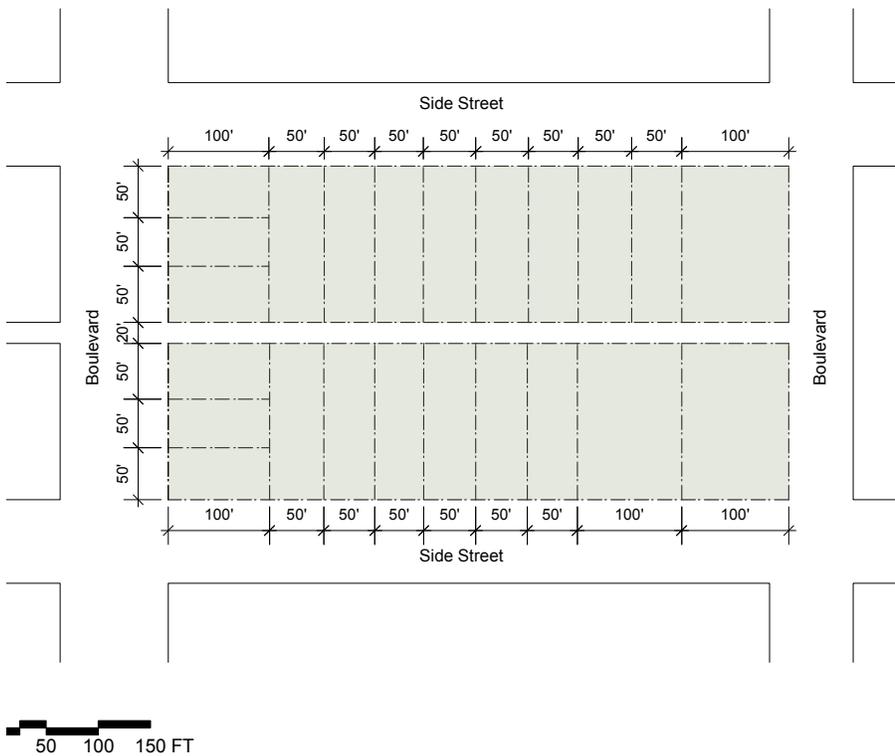


**Figure 3.3.** A taller building in the Neo-Spanish Churrigueresque mode pops above the skyline in this mixed-use corridor streetscape.

While continuous street walls typically characterize Santa Monica's boulevards, the facades of individual buildings are clearly differentiated from the whole and adhere closely to the original parcelization of the land into lots with typically 50', 100', and longer building frontages (see Figure 3.4). This differentiation extends to the skyline. Up and down the streets an additional diversity of overhangs, cornice expressions, uninhabited extensions, and roof shapes are seen, further establishing the sense of built variety (see Figure 3.5).

Along the City's mixed-use corridors, storefronts and shop fronts with individual entries typically face onto sidewalks (see Figure 3.6). A small number of buildings set back from street intersections and sidewalks and incorporate landscaping and plazas, extending the life of the sidewalk onto private property. Occasionally these setbacks provide for automobile-oriented uses such as surface parking and mini malls and gaps are created in the pedestrian-oriented street scene.

At its best, Santa Monica's boulevard architecture is marked by incremental design variety that creates visual interest and a sense of human scale for both the pedestrian on the sidewalk and the passerby in a car. The *Design Objectives* and *Design Guidelines* of this section seek to reinforce and enhance this type of scale, sensibility, and built-form through encouragement of carefully designed infill architecture and landscape.



**Figure 3.6.** A sense of built-form intricacy and scale marks the best corridor sidewalks in Santa Monica, such as this scene along Main Street.

**Figure 3.4.** Typical block parcelization along mixed-use corridors in Santa Monica shows land division with 100' deep lots and typical 50'-100' frontages along boulevards.



**Figure 3.5.** Cornice expressions, horizontal building bands, and a corner tower provide skyline interest along a one-story stretch of Montana Avenue.

## B. Mixed-Use Corridor Design Guidelines Objectives

The *Mixed-Use Corridor Design Guidelines Objectives* of this section promote architecture and landscape that enhance sidewalks and public rights-of-way and provide for built form transitions from new construction to adjoining residential uses. The *Objectives* also seek to encourage innovative commercial and residential mixed-use infill architecture, open space, and landscape. The goal of the *Objectives* is to promote infill architecture that advances the transformation of Santa Monica’s corridors into vital sidewalk environments where local residents shop, work, reside, and play.

In mixed-use corridor land use designations, every alteration, addition, landscape improvement, and new construction project shall conform to the following *Objectives*.

**I. The overall project design, massing, and bulk is oriented towards the setting and context of existing corridor streets and sidewalks.** Building facades and openings, open spaces at building edges, and upper level masses and uses should push up to, adjoin, and open onto sidewalks, existing open spaces, and public streets.

Design Consideration: *delineate the context for each project and demonstrate that new designs are oriented to public streets.*

**II. The project design provides built-form and landscape transitions to adjacent residential land uses.** Provision of built-form transitions and landscape buffers between new corridor structures and existing residential land uses including step downs in bulk, reduced upper level mass, and landscape screening should be incorporated into project designs.

Design Consideration: *demonstrate the approach to design and landscape transitions between new construction and existing residential land uses, neighborhoods, and associated dwellings.*

**III. The project design attracts pedestrian interest at ground floors** with shop fronts, program areas, entries, lobbies, courtyards and plazas, architectural detail intensification, building edge and corner set backs, as well as at-grade landscape and buffering to support increased user activity and interest at public sidewalk frontages.

Design Consideration: *show ground-level architectural features that increase interest and activity for users and passersby at public sidewalks*

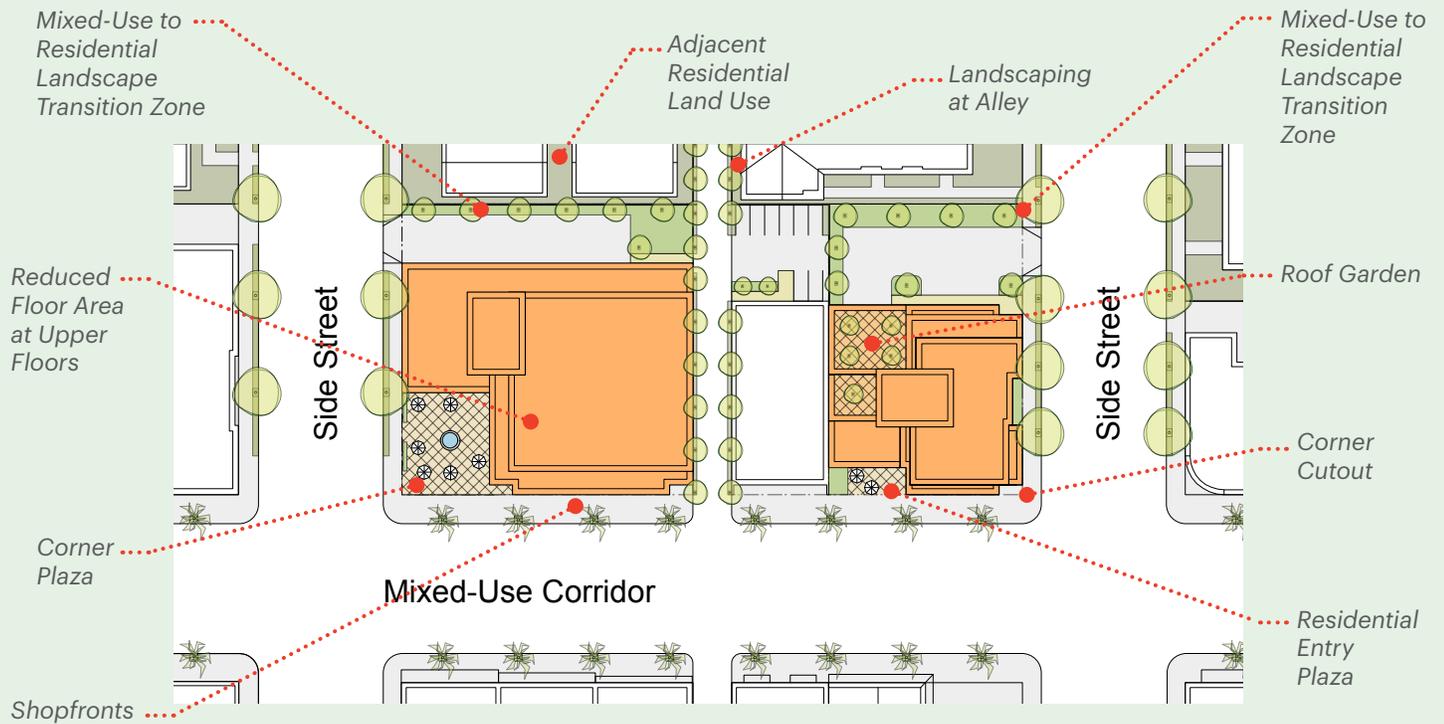
**IV. The project design incorporates massing and bulk that acknowledges parcel sizes.** The scale of commercial corridors in Santa Monica is largely the result of buildings and masses that were constrained by the dimensions of the original lot divisions

as seen along existing block faces. To maintain this sense of scale, a similar dimensional logic based upon the underlying and original parcel sizes should be acknowledged in the bulk and mass of new designs.

Design Consideration: *determine the typical lot and building dimensions present along a block face and demonstrate the relationship of these dimensions to overall breaks in the massing and bulk of new construction.*



**Figure 3.7** , New mixed-use architecture should transition from the existing scale of the surrounding structures and contribute to vital sidewalk life.



**Figure 3.8,** Illustrative use of Mixed-Use Corridor Design Objectives.



**Figure 3.9,** Colorado Ave between 19th and 20th Streets. To help fit into this context, new mixed-use infill construction needs to be oriented to the sidewalks, attract pedestrian interest at ground floors, have a sense of distinction at the skyline, and provide transitions to adjoining residential land uses.

**V. The project design integrates open space and landscape**

at the back of sidewalks and through provision of at-grade courtyards, plazas, upper level terraces, and inhabited rooftops to enhance the experience of passing pedestrians, encourage gathering and outdoor activities at sidewalks, provide buffers and transitions to adjacent residential buildings, and given Santa Monica's temperate beach climate, realize increased outdoor amenity areas at all building levels.

Design Consideration: *provide site and building plans that illustrate at-grade and above-grade outdoor amenity areas and landscape.*

**VI. The project design includes opportunistic connections through and around sites**

to existing and proposed pedestrian networks and sidewalks, adjacent and adjoining neighborhoods, alleys, open spaces, and the broader community.

Design Consideration: *incorporate site planning that links adjoining sidewalks and alleys and demonstrate open-to-the-air connectivity between rights-of-way, public pathways, and open spaces.*

**VII. The project design provides building plane modulation**

*utilizing offsets in bulk, and massing, reduced upper level floor plates, and vertical and horizontal offsets at building planes to realize patterns of shade and shadow.*

Design Consideration: *delineate building components that establish primary as well as secondary shade and shadow patterning along building elevations.*

**VIII. The project design uses distinct skyline expression**

*to differentiate buildings from adjacent structures. The roof forms and upper levels of building should have a specific silhouette against the backdrop of the sky that marks their location and place within the overall streetscape and along the specific block face.*

Design Consideration: *distinguish the design of the roof and upper levels of new construction and show that it varies from adjacent structures.*



**Figure 3.10.** A residential project along a boulevard that incorporates a court opening on to a sidewalk.



**Figure 3.11.** Upper level set backs, terraces, and a corner element provide building plane modulation in this mixed-use project.



**IX. The project design minimizes the presence of parking and the impact of vehicles** on pedestrian activity by placing vehicular and service access first at alleys and secondarily at side streets. Any above-grade parking should be surrounded with building program uses and ideally all parking should be placed underground. Loading and servicing of buildings should be fully screened from surrounds and curb cuts at building ingress, egress, and drop-offs should be limited to maintain the primacy of pedestrian access and movement at sidewalks.

*Design Consideration: describe the location and access to all on-site vehicular parking and loading areas. Illustrate the architectural and landscape means utilized that minimize the impact of on and off site vehicular uses and movements on designs.*

**X. The project design integrates building signage** within the architectural concept, design, and detail. Signage should be a logical evolution of the character-defining features and detail of the architecture.

*Design Consideration: provide design accommodation and detailing for building and tenant signage that builds upon and reinforces the overall architectural idea and building design character.*

**XI. A project design maintains consistency of architectural character, treatments, and details** at all building elevations. Architectural intent and detail should be extended to all portions of building structures.

*Design Consideration: document the views to and from sites from surrounding streets and validate that architectural expression extends to all portions of structures.*



**Figure 3.12.** Parking uses are screened and architecturally float over ground floor retail.



**Figure 3.13.** Signage floats in front of the storefront within an area formed by the lines of the architecture.

**XII. The City of Santa Monica will consider design flexibility regarding these *Design Objectives* in mixed-use corridor districts when a project contributes to the realization of vital pedestrian-oriented sidewalk life.**

In unique circumstances a proposed mixed-use corridor project may support the life and activities of the sidewalk and community even though it cannot meet the Objectives noted above. Projects that cannot meet the Objectives of this section should still be considered if the authorized review entity determines that a flexible approach to design promotes design creativity, architectural innovation, and the vital sidewalk life and activity of the both the site of the project and the overall street corridor setting.

**When design flexibility is sought, the following considerations should be established by the appropriate review entity.**

- a. That meeting the *Design Objectives* of these Guidelines will prevent a program desired by the community and/or form-based innovation in mixed-use development and/or building design;
- b. That the proposed design reinforces and enhances the establishment of a mixed-use pedestrian-oriented environment and sidewalk life along a mixed-use corridor;
- c. That the proposed design supports local uses including, but not limited to the provision of housing, daily community needs and/or services, and/or public open space and green connections to adjoining neighborhoods;

- d. That the proposed design integrates features and amenities such as, but not limited to, wider sidewalks, landscaping and trees, and/or arts and cultural uses;
- e. That the proposed design maintains solar access at existing and adjoining residential land uses as existing at the date the project application is accepted by the City.

All of the above *Design Objectives* promote the realization of mixed-use corridor architecture in Santa Monica that is pedestrian-oriented, human-scaled, and respectful of adjacent neighborhood residential uses. Most important, these *Objectives* are intended to guide the evolution the City’s mixed-use corridors with each new infill project into more inviting avenues. The *Design Objectives* are intended to support improved sidewalks, landscaping, neighborhood-friendly services and stores, and distinctive architecture where local residents live, shop, work, and play.



**Figure 3.14,** The juxtaposition of varied architectural styles contribute to a rich and diverse skyline.

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## C. Mixed-Use Corridor Design Guidelines

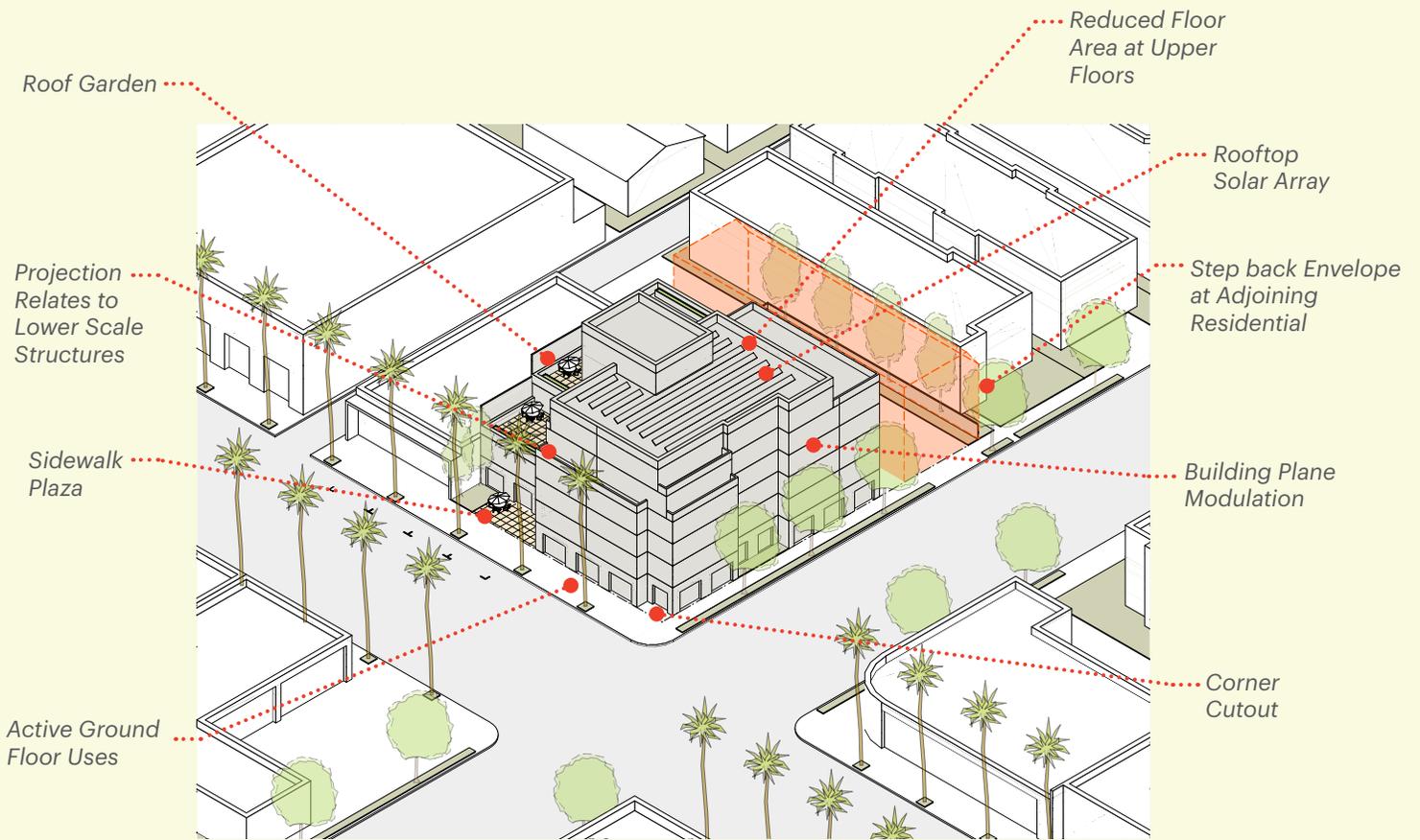
The following *Mixed-Use Corridor Design Guidelines* provides a design toolbox that should be utilized by project applicants and their design teams to realize architecture and landscape designs that meet the intent of the *Mixed-Use Corridor Design Objectives* noted in Section 3.B.

### 1. Building Height Design Guidelines: Between Mixed-Use Corridor Structures and Residential Land Use Districts

Mixed-use corridor sites in Santa Monica typically back onto residential neighborhoods. New construction along mixed-use corridors needs to ensure the continued integrity of Santa Monica's adjoining residential land uses. Transitions between mixed-use corridor projects and adjacent residential land uses may be achieved through use of one or more of the following design means.

- a. **Contain the mass and bulk of new construction abutting residential land uses within an inwardly sloping building envelope plane.** The transition should commence at two stories above the mixed-use property line adjoining the residential land use, and from that point extending at a 45-degree angle from vertical away from the residential land use and towards the mixed-use corridor site.
- b. **Establish a setback adjacent to an abutting residential land use boundary** or next to an adjacent residential structure to assure access to light, air, and privacy for the adjacent residential land use.
- c. **Provide additional open space and increased yard areas** next to existing residentially designated yards, open areas, and dwellings.
- d. **Incorporate landscape, landscape screening, and trees** in planting areas unobstructed by subterranean structures along the length of the property boundary between a mixed-use project and residential land use.
- e. **Orient upper level balconies, terraces, and rooftop open spaces towards mixed-use corridor streets and side streets** and away from residential land uses and structures.
- f. **Other design means** that achieve increased access to light, air, and privacy between mixed-use corridor projects and adjacent residentially designated land uses.

### 3.0 MIXED-USE CORRIDOR ARCHITECTURAL AND LANDSCAPE DESIGN GUIDELINES



**Figure 3.15,** Illustrative use of Mixed-Use Corridor Design Options at typical corridor site.

## 2. Building Height Design Guidelines: Mixed-Use Corridor Structures

Height transitions between new mixed-use projects and existing one and two story corridor buildings reinforces neighborhood street wall scale at the sidewalk and increases the sense of architectural continuity. Where mixed-use projects are proposed, new architecture can incorporate height transitions through use of one or more of the following design means.

- a. **Decrease the area of upper level floors** and orient these smaller floors away from residential land uses and towards mixed-use corridor streets.
- b. **Utilize setbacks at upper levels of mixed-use corridor-facing building planes** to relate new construction to existing lower height buildings.
- c. **Increase the amount of at-grade and on-site open space** when height is proposed and reduce the building footprint to establish distinct community-oriented open spaces and landscape areas.
- d. **Incorporate areas of lower building massing and building lines that reference lower adjoining buildings.**
- e. **Provide building plane offsets and corner cutouts** at the ground plane and along the back of sidewalk where new taller buildings adjoin existing lower buildings. Indentations at building planes establish back of sidewalk open areas and spaces that can be used for activities such as outdoor dining, urban gardens, or residential entry plazas, but should not be so extensive in length along the sidewalk edge so as to interrupt the integrity of the mixed-use corridor street wall.
- f. **Shape upper levels to increase solar access, light, and air** to adjacent lower structures, on and off site open spaces, and adjoining residential land uses.
- g. **Other design means** that establish transitions in height between old and new construction and maintain the storefront scale of mixed-use corridor sidewalks.



*Figure 3.16.* A building with both low and high roof lines, building plane offsets, and setbacks at the top level.

### 3. Building Bulk and Mass Design Guidelines

The scale of buildings seen along Santa Monica's corridors is in part the consequence of the limiting dimensions of the original and underlying lots and parcels. Depending upon the specific mixed-use corridor observed, a range of parcel lengths along sidewalks is observed; from small 25 feet long lots along portions of Pico Boulevard, to 150 foot and longer sites where parcels are consolidated for institutional uses such as hospitals. To maintain the City's unique sense of sidewalk scale and relate new mixed-use corridor projects to the existing built-form scene, new construction should acknowledge the dimensions of the original platting observed along block faces through use of one or more of the following design means.

- a. **Reflect the original and underlying platting of the block face** by incorporating the dimensional rhythms of the parcel sizes into the footprints and massing of new construction.
- b. **Provide distinct breaks in mass and bulk and open to the sky separation of building elements** that are based upon the dimensions of the original parcelization.
- c. **Incorporate horizontal and vertical breaks within wall planes** based upon the dimensions of the original parcelization.
- d. **Provide building projections such as bays or minor projecting masses** that reflect the dimensions of the original parcelization.
- e. **Limit the ground floor footprint of buildings to a maximum of half a block in size** less any required ground floor open space and provide reduced floor plate areas above the second story of new construction.
- f. **Other design means** that reduce building bulk and mass along corridor block faces.



*Figure 3.17, Contrasts in material, projecting bays, and a modulated facade reduce the overall mass of this mixed-use project (courtesy of Koning Eizenberg Architects).*

## 4. Building Frontage and Ground Floor Design Guidelines

Building frontages, street walls, and ground floors along mixed-use corridors should reinforce and build upon the existing prevailing context of one, two, and three story street wall facing buildings that open onto sidewalks. New construction should contribute to an active and interesting interface of architecture, landscape and the public sidewalk through use of one or more of the following design means.

- a. Provide for the continuity of street walls along mixed-use corridors.** Building faces along mixed-use streets should generally be located at the back of the sidewalk and reinforce the prevailing height of the street wall observed along the block face and within the surrounds. New street walls higher than the prevailing street wall should be designed to minimize the visual bulk of upper portions of the overall building through utilization of changes in material, building lines, and massing that reference lower adjoining structures, vertical and horizontal offsets within the building plane, setbacks at upper levels, reduced upper level floor areas, and other means that reduce the sense of mass above the prevailing built form condition.
- b. Orient windows, shop fronts, show windows, residential lobbies, and dwelling entries** at building frontages and street walls to overlook and support public sidewalks. Mixed-use corridor buildings should incorporate storefronts and commercial space along the majority of corridor and side street frontages. Stores and building lobbies, as well as open spaces and courtyards, should open directly to public sidewalks and provide flexible ingress opportunities along the length of parcel frontages. Consider setting residential

entries back from the sidewalks and provide stoops, patios, and garden walls oriented to the sidewalk to allow pedestrian transition from the public to the private realms.

- c. Establish active and flexible open space at building sidewalk edges.** Building edge open spaces may include corner plazas, courtyards, and linear setbacks and should informally encourage gathering for people watching, dining, and other sidewalk activities.
- d. Limit the length of at-grade building facades and walls without openings** that are oriented to and placed along public sidewalks. Building planes without openings should be limited to no more than a third of the overall wall length and designed as an extension of the primary architectural concept.
- e. Relate ground floor levels and uses to the elevation of sidewalks** and on-site open space. First floor levels should align with sidewalk elevations and be at most a step or two above, and never below, the public sidewalk level. Residential uses may sit several steps above the adjacent public sidewalk to maintain residential privacy, but should never be placed below the level of the public sidewalk.

- f. Increase the quality of materials, detailing and intensity of color** adjacent to public sidewalks. Particular attention should be paid to enhancing materials and detailing abutting building entries and ground level openings.
- g. Orient building signage to the pedestrians level** and design building and storefront signage as an integral element of the building architecture.
- h. Other design means** at building street walls and frontages that reinforce activity and establish a sense of design intricacy and human scale along mixed-use corridor sidewalks.



**Figure 3.18.** This supermarket spills out onto the sidewalk, continuing the existing street wall and activating the building frontage with sidewalk-facing activities.

## 5. Open Space, Lot Coverage, and Landscape Design Guidelines

The creation of small open spaces, including terraces and courtyards visible to the street, provide opportunities to enhance the public and private realms of mixed-use corridors. New construction and additions, and to the extent feasible, major alteration of existing structures, should incorporate one or more of the following landscape design means.

- a. **Provide ground level open space at each project.** New projects should contribute ground level open space to realize a block-by-block open space network.
- b. **Incorporate corner plazas, courtyards, forecourts, and other at-grade open spaces** to identify and establish special locations in the City such as gateways, to provide increased area for passive recreation and gathering, to reinforce Santa Monica' outdoor/indoor living style, and to realize increased opportunities for landscape and tree canopy within the City.
- c. **Utilize building edge open space** along portions of building frontages for landscape, outdoor gathering and dining, enhanced sidewalk width, bicycle storage, and other amenities that enhance the use of the public sidewalk realm. Utilize landscaped perimeter open space at property boundaries to demarcate and screen corridor uses from adjoining residential land uses.
- d. **Provide upper-level and rooftop open space** to create increased opportunities for experience of Santa Monica's temperate oceanside climate and to enhance the quality of indoor space by identifying it more directly with outdoor space.
- e. **Landscape all on-site open spaces** including open space at upper levels. In this regard Santa Monica promotes the implementation of low water use landscape. For more information about landscape policies and requirements see <http://www.smgov.net/departments/ose/categories/landscape.aspx>. The City also promotes the planting of trees and the development of its urban forest along streets and within public parks and open spaces, as well as at private projects. For more information regarding urban forest policies see <http://www.smgov.net/portals/urbanforest/>.
- f. **Other design means** that increase the provision of public, common, and private open space at building projects.



*Figure 3.19, Open space at upper and lower levels, and landscaping along the building edge add to outdoor/indoor living at this housing project.*



*Figure 3.20, This commercial center is oriented to the public sidewalk and the entry is marked by roof line architectural features.*

## 6. Building Modulation Design Guidelines

Modulation of building architecture, including but not limited to vertical and horizontal offsets, projections such as window and building bays, use of contrasting colors and materials, and provision of recesses at windows and doors creates patterns of shade, shadow, and color interest that contribute to the realization of human-scale building expression. Architectural modulation should be present in new construction and additions through use of one or more of the following design means.

**a. Utilize horizontal and vertical offsets and breaks** to delineate major and minor architectural façade planes and details and create shade and shadow patterns.

**b. Incorporate built form projections** such as window bays, projecting building planes, and distinct rhythms of projecting ground floor elements such as storefronts and entries that contrast with the overall building bulk and mass.

**c. Provide wall plane recesses** at windows, entries, doors, and groupings of openings.

**d. Use contrasting materials and colors** to emphasize major and minor scales within building planes and to create architectural differentiation between structures on adjoining lots.

**e. Establish base, middle and top expressions.** Architectural modulation is often organized utilizing integrated but distinct design expressions at the first and lower floors (base), the intermediate stories (middle), and the top floors (top). Base, middle, and top expression for new construction and additions may be achieved through use of one or more of the following design means.

**1. At lower levels develop distinct expressions of repeating proportions, design rhythms, detailing, material use, and architectural components** that establish an intricate, up-close, and pedestrian-oriented interest.

**2. At middle levels simplify and continue the lower level design character with simplified yet related proportions, design rhythms, detailing, material use, and architectural components.**

**3. At upper and top levels introduce distinct architectural components and roof expression** that draws interest from afar yet is a logical evolution and punctuation of the proportions, design rhythms, detailing, material use, and architectural components utilized at lower and middle levels.

**f. Other design means** that achieve architectural modulation through shade and shadow patterning and visual contrast at building planes and massing.



*Figure 3.22, Articulated skin delineates planes while creating depth and shadows at the facade of this institutional building (courtesy of Morphosis Architects).*



*Figure 3.21, The use of color and material contrasts punctuate the facades of this affordable housing project (courtesy of Kanner Architects).*

## 7. Skyline Design Guidelines

The character of Santa Monica’s mixed-use corridors is enhanced when new construction introduces roof shapes, varied parapet lines, and distinct design expressions at upper stories that combine to create a sense of skyline interest. Each new building, and additions to the upper levels of existing structures, should incorporate architectural expressions at upper levels and rooflines that contribute to a varied and vital skyline. Skyline interest may be achieved through use of one or more of the following design means.

- a. **Use of set backs and shaped, sloped, and pitched roof forms** that are visible from public streets, open spaces, and rights-of-way.
- b. **Increased building mass variety at upper levels** that is distinct from, yet a logical evolution of the overall bulk and mass of the structure.
- c. **Utilization of varied parapet heights, cornice expressions, eyebrows, overhangs, and horizontal projections** at upper levels that draw the eye toward building tops and establish distinct lines and character at the building’s boundary with the sky.
- d. **Incorporation of uninhabited extensions** that provide breaks in the roofline along the corridor block face such as corner towers, pylons, and mechanical penthouses that are each a logical continuation of the expression and detailing of the overall architectural concept.
- e. **Provision of clear height juxtapositions between adjoining buildings** to establish variety of heights between adjacent structures and along block faces.
- f. **Other design means** that achieve skyline expression and variation between new and existing buildings and along block faces.



*Figure 3.23. A superscale trellis adds interest to the skyline of this boutique hotel.*

## 8. Vehicle and Parking Design Guidelines

In some cases automobile-oriented uses adjacent to public sidewalks such as stand-alone parking structures, automobile showrooms, vehicular-oriented entries, and surface parking may be permitted. In these cases the automobile use should be designed to enhance the pedestrian-oriented character and quality of corridor sidewalks. Compatibility of vehicular oriented uses adjacent to corridor sidewalks may be achieved through use of one or more of the following design means.

- a. Screen above-grade parking and vehicular storage uses** with uses other than parking, particularly at ground floors, and ensure that ground floor uses associated with parking are oriented towards public sidewalks and rights-of-way.
- b. Provide a landscaped setback at the back of sidewalks** and incorporate trees, open and inviting fencing, garden walls, gating, public art components, lighting, and other design elements that create a park-like open space that separates vehicular uses from sidewalks and enhances and continues the continuity of the corridor sidewalk network.
- c. Provide designated and detailed pedestrian pathways** from public sidewalks through surface parking areas to site destinations such as building entries and rear parking areas.
- d. Limit vehicular ingress and egress to side streets and alleys.** Where alleys exist, vehicular access should be from alleys. Where use of a side street curb cut for vehicle ingress will enhance and protect the privacy and quality of adjoining residential land uses, provide the minimum side street curb cut.



Figure 3.24, Small scale mixed-use screens a parking garage in Boulder, Co.

- e. Consider use of high quality paving materials** such as pavers, colored concrete, and stamped and scored concrete for all at-grade surfaces utilized by vehicles and pedestrians.
- f. Other design means** that limit the impact of vehicular-related uses and enhance the pedestrian continuity and design quality of mixed-use corridors.

## 9. Building Character Design Guidelines

Each building project needs to adopt a clear and strong architectural idea or design conception that shapes the building's overall organization, look, sensibility, and attitude towards architectural and landscape detailing. Most important, the design conception should be extended to all portions of a building. Architectural character can be realized through use of the following design means.

- a. **Define and illustrate the organizing architectural concept(s) and principle(s) using a *Design Intent Statement* (see Section 1.C.4), diagrams, drawings, illustrative photographs, and samples of materials** and demonstrate how the concept and principles shape each experience and component of the project.
- b. **Ensure that the architectural character and expression are consistent and utilized on all exterior portions of a structure.** Major and minor design elements as well as accessory components including railings, gates, fences, free-standing walls, lighting, mechanical penthouses, trash areas and other related design elements should all conform to and reinforce the overall design intent and resulting character. Building systems and services including utility, solar, data, communications, and service equipment should also be integrated into the architectural concept and be designed to be a logical continuation of the character and expression of the overall project architecture.
- c. **Use durable materials consistent with the architectural concept and character** that are able to withstand an oceanside climate without undue discoloration or deterioration.
- d. **Do not incorporate highly reflective materials and reflective glass for building skins and glazing.** Ground floor glazing should be clear. Glazing at upper levels may be lightly tinted.
- e. **When an established architectural style is chosen, the design should conform to the determinants of the style** and incorporate the typical proportions, openings, forms, roof lines, mass, bulk, components, and details of the chosen style.
- f. **Enhance local culture with each building design and landscape act.** Local Santa Monica culture is advanced by acknowledgement of neighborhood and community design character, provision of places for informal as well as formal public and private gathering, inclusion of art and craft in the design of building elements, and acts of design creativity and innovation that redefine practice standards and attract recognition by design peer groups.



*Figure 3.25, Consistent architectural character and detail are visible from all public right-of-ways at this mixed-use project (courtesy Sant Architects).*