



**AGENDA SUMMARY**  
**ARCHITECTURAL REVIEW COMMITTEE SPECIAL MEETING**  
**MONDAY, AUGUST 1, 2016**  
**2:30 P.M.**  
**ARROYO GRANDE COUNCIL CHAMBERS**  
**215 E. BRANCH STREET, ARROYO GRANDE**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. FLAG SALUTE:**

**4. COMMUNITY COMMENTS AND SUGGESTIONS:**

This public comment period is an invitation to members of the community to present issues, thoughts, or suggestions. Comments should be limited to those matters that are within the jurisdiction of the Architectural Review Committee (ARC). The Brown Act restricts the ARC from taking formal action on matters not scheduled on the agenda.

**5. APPROVAL OF MINUTES:**

**5.a. CONSIDERATION OF APPROVAL OF MINUTES**

Recommended Action: Approve the minutes of the July 18, 2016 meeting.

Documents:

[Draft MINUTES 7-18-16.pdf](#)

**6. PROJECTS:**

Members of the public may speak on any of the following items when recognized by the Chair.

**6.a. CONSIDERATION OF: 1) DRAFT DESIGN GUIDELINES FOR THE E. CHERRY AVENUE SPECIFIC PLAN; 2) CONDITIONAL USE PERMIT 16-001 FOR SUBAREA 1; AND 3) CONDITIONAL USE PERMIT 15-004 FOR SUBAREA 3**

Recommended Action: It is recommended that the Architectural Review Committee receive a presentation regarding the E. Cherry Avenue Specific Plan project, focusing on the design guidelines within that document. The ARC is asked to make a formal recommendation to the Planning Commission on 1) the Draft Design Guidelines; 2) Conditional Use Permit 16-001 for Subarea 1; and 3) Conditional Use Permit 15-004 for Subarea 3.

Documents:

[ARC 06.a. Draft Design Guidelines E. Cherry Ave. Specific Plan.pdf](#)

**7. DISCUSSION ITEMS:**

**8. COMMITTEE COMMUNICATIONS:**

Correspondence/Comments as presented by the Architectural Review Committee.

**9. STAFF COMMUNICATIONS:**

Correspondence/Comments as presented by City staff.

## 10. ADJOURNMENT

All staff reports or other written documentation, including any supplemental material distributed to a majority of the Architectural Review Committee within 72 hours of a regular meeting, relating to each item of business on the agenda are available for public inspection during regular business hours in the Community Development Department, 300 East Branch Street, Arroyo Grande. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5414 as soon as possible and at least 48 hours prior to the meeting date.

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**ACTION MINUTES**

**REGULAR MEETING OF THE ARCHITECTURAL REVIEW COMMITTEE  
MONDAY, JULY 18, 2016  
CITY HALL SECOND FLOOR CONFERENCE ROOM, 300 EAST BRANCH STREET  
ARROYO GRANDE, CA**

**1. CALL TO ORDER**

Vice Chair Peachey called the Regular Architectural Review Committee meeting to order at 2:30 p.m.

**2. ROLL CALL**

ARC Members: Vice Chair Michael Peachey, Committee Members Mary Hertel, John Rubatzky, and Bruce Berlin were present. Chair Warren Hoag was absent.

City Staff Present: Planning Manager Matt Downing and Planning Intern Patrick Holub were present.

**3. FLAG SALUTE**

John Rubatzky led the Flag Salute.

**4. COMMUNITY COMMENTS AND SUGGESTIONS**

None.

**5. APPROVAL OF MINUTES**

Bruce Berlin made a motion, seconded by Mary Hertel, to approve the minutes of June 20, 2016 as submitted.

The motion carried on a voice vote with Vice Chair Peachey abstaining and Chair Hoag absent.

**6. PROJECTS**

**6.a. CONSIDERATION OF ARCHITECTURAL REVIEW 16-005; REVIEW OF DETAILS ASSOCIATED WITH THE FAIR OAKS MEDICAL OFFICE BUILDING; LOCATION – 850 FAIR OAKS AVENUE; APPLICANT – CHRIS WILL, TRIPLE P, LLC; REPRESENTATIVE – STUDIO DESIGN GROUP (Downing)**

Planning Manager Downing presented the project and responded to questions regarding directional signs and retaining wall height.

Will Drake, representative, spoke in support of the project and responded to questions from the Committee regarding traffic safety, parking lot lighting, building colors and materials, and retaining wall design.

Vice Chair Peachey opened the meeting for public comment.

Glenn Martin, Arroyo Grande, spoke about the retaining wall at the north side of the property, about grading necessary for the project, and stated the retaining wall may need to be taller than six feet (6').

Hearing no further public comments, Vice Chair Peachey closed the public comment period.

The Committee provided comments on the proposed color and materials, placement of lighting pedestals, and retaining wall height.

Bruce Berlin made a motion, seconded by John Rubatzky, to recommend approval of the project to the Community Development Director as submitted with the following considerations:

1. Design the trash enclosure so that the roof is trellised, as long as it is allowable by the City Municipal Code
2. Utilize pervious pavers at walkways if possible, with impervious pavers as a second option and stamped concrete as a third option 3
3. Recommend the use of the split-block retaining wall design of the necessary height at the rear of the property

The motion carried on a 4-0 voice vote with Chair Hoag absent.

**7. DISCUSSION ITEMS**

None.

**8. COMMITTEE COMMUNICATIONS**

The Committee provided comments on traffic flow issues at the newly constructed Starbucks on East Grand Avenue.

**9. STAFF COMMUNICATIONS**

None.

**10. ADJOURNMENT**

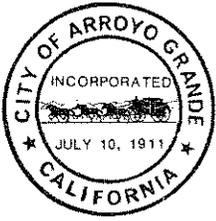
The meeting was adjourned at 3:45 p.m. to a meeting on August 1, 2016 at 2:30 p.m.

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**PATRICK HOLUB  
PLANNING INTERN  
(Approved at ARC Mtg-----)**

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**WARREN HOAG, CHAIR**



## MEMORANDUM

**TO:** ARCHITECTURAL REVIEW COMMITTEE

**FROM:** TERESA McCLISH, COMMUNITY DEVELOPMENT DIRECTOR <sup>TMM</sup>

**BY:** JOHN RICKENBACH, CONSULTING PLANNER

**SUBJECT:** CONSIDERATION OF: 1) DRAFT DESIGN GUIDELINES FOR THE E. CHERRY AVENUE SPECIFIC PLAN; 2) CONDITIONAL USE PERMIT 16-001 FOR SUBAREA 1; AND 3) CONDITIONAL USE PERMIT 15-004 FOR SUBAREA 3

**DATE:** AUGUST 1, 2016

### RECOMMENDATION:

It is recommended that the Architectural Review Committee (ARC) receive a presentation regarding the E. Cherry Avenue Specific Plan project, focusing on the design guidelines within that document. The ARC is asked to make a formal recommendation to the Planning Commission on 1) the Draft Design Guidelines; 2) Conditional Use Permit 16-001 for Subarea 1; and 3) Conditional Use Permit 15-004 for Subarea 3.

### BACKGROUND:

#### Location



Figure 1. Project Location

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The Specific Plan area encompasses 15.29 acres of undeveloped, vacant, and agricultural land at the southern commercial gateway of the City of Arroyo Grande (Figure 1). The plan area consists of five (5) parcels (street addresses of 490 and 112 East Cherry Avenue, and 501 Traffic Way) under three separate ownerships. For the purpose of the Specific Plan, these are organized into three subareas as shown in Table 1.

**Table 1. East Cherry Avenue Specific Plan Properties**

| Subarea            | Current Ownership                                       | APN                     | Existing Zoning/<br>Land Use                  | Acreage      |
|--------------------|---|-------------------------|---|--------------|
| 1                  | Harshad and Vina Panchal, et al.                        | 076-621-076, -077, -078 | Traffic Way Mixed-Use (TMU D-2.11)/ Mixed-use | 2.16         |
| 2                  | NKT Development, LLC                                    | 076-621-079             | Agriculture/ Agriculture                      | 11.62        |
| 3                  | Arroyo Grande Valley Japanese Welfare Association (JWA) | 076-210-001             | Agriculture/ Agriculture                      | 1.51         |
| <b>Total Acres</b> |   |                         |   | <b>15.29</b> |

Notes: TMU D-2.11 - Traffic Way Mixed-Use with D-2.11 Design Overlay.  
 Source: City of Arroyo Grande 2015a.

The Specific Plan area is situated north of the Vagabond Mobile Home Park, single-family residences, and the Saint Barnabas' Episcopal Church; east of Traffic Way and its interchange with U.S. Highway 101; south of East Cherry Avenue; and west of Luana Lane and Los Olivos Lane.

Staff Advisory Committee

The Staff Advisory Committee (SAC) conceptually reviewed the proposed project as a "Pre-SAC" item on June 10, 2015. At that time, the SAC discussed various aspects of the project, including but not limited to long-term development concepts, and the design framework that would guide such development. The SAC's input was used to help development of the draft Specific Plan currently proposed. The SAC considered the project again on April 27, 2016, and provided additional input and refinement to the current plan.

Architectural Review Committee

The Architectural Review Committee (ARC) previously reviewed the proposed project on March 7, 2016, and expressed general concurrence with the design concepts presented at that time. The project design guidelines have not materially changed since that time.

Planning Commission

The Planning Commission has not yet reviewed the proposed project.

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City Council

The City Council authorized the initiation of a Specific Plan for the project area on July 8, 2014. The City Council also considered policy-related mitigation for potential agricultural impacts related to the project on July 28, 2015. No action related to the land use pattern or design framework of the Specific Plan was considered or taken at that time.

**COMMITTEE'S PURVIEW:**

The ARC's purview is to review the portions of the proposed Specific Plan that relate to building design, architecture, building massing and layout. In general, these are summarized in Section IV. ("Design Guidelines") of the Draft Specific Plan (Attachment 1). The ARC is also asked to consider the project plans submitted for Subareas 1 and 3 (Conditional Use Permits 16-001 and 15-004, respectively). These plans are included as Attachments 2 and 3.

The ARC previously reviewed the Design Guidelines on March 7, 2016. At that time, ARC provided preliminary feedback to staff, and expressed general agreement with the intent of the guidelines. For this meeting, the ARC is asked to consider the Design Guidelines in more detail, provide any additional input, and make a formal recommendation on the Guidelines for potential approval as part of the overall Specific Plan project.

**ANALYSIS OF ISSUES:**

Project Description

The proposed project is a Specific Plan, General Plan Amendment, Development Code Amendment, Vesting Tentative Tract Map and two (2) Conditional Use Permits. While the first three entitlements would address the entire 15-acre site, the Vesting Tentative Tract Map would only address the central portion of the site encompassing 11.62 acres, which is described further below as Subarea 2. Subareas 1 and 3 are each subject to a Conditional Use Permit.

The JWA portion of the site is envisioned as a private historically-oriented park, featuring several gardens, landscaping, pathways, and related buildings.

The site is divided into three subareas, with development envisioned in each as follows:

Subarea 1 (2.16 acres). Subarea 1 is currently zoned Traffic Way Mixed Use (TMU) with a Design Overlay (D-2.11). The primary purpose of the D-2.11 Design Overlay is to encourage the use of design elements to enhance the character and appearance of this southern commercial gateway to Arroyo Grande.

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Uses allowed within the TMU zone are limited to automobile and light truck sales and services and related automotive parts stores, repair shops, and similar vehicle sales, services and accessory uses. All other permitted uses and Minor Use permitted uses would be considered subject to a Conditional Use Permit.

The applicant is seeking a Conditional Use Permit (CUP) that would allow development within Subarea 1 for hotel and restaurant uses consistent with what is described in the proposed Specific Plan. The EIR evaluated development concepts that are consistent with the property owner's goals for this site. While no changes to the current TMU zone are proposed, the Design Overlay provision that incentivizes auto sales and use is proposed to be removed under the Specific Plan.

A summary of development standards within the Specific Plan TMU district is provided below in Table 2.

**Table 2. Traffic Way Mixed-Use (TMU) District Development Standards**

| Development Standard                            | Traffic Way Mixed-Use (TMU) Requirement  |
|---|--|
| <b>Maximum Density Mixed-Use Projects</b>       | New residential limited to live-work units in conjunction with allowed uses. Density determined by discretionary action.   |
| <b>Minimum Lot Size</b>                         | 10,000 square feet (gross)   |
| <b>Minimum Lot Width</b>                        | 80 feet  |
| <b>Front Yard Setback</b>                       | 0 - 15 feet. Exceptions may include areas for outdoor sales determined through discretionary action.   |
| <b>Rear Yard Setback</b>                        | 0 - 15 feet. Wherever a lot in any commercial or mixed-use district abuts a residential use or a lot in any residential use district, a minimum building setback of 20 feet measured from the property line shall be required for proposed commercial use.). |
| <b>Side Yard Setback</b>                        | 0 feet. Wherever a lot in any commercial or mixed-use district abuts a residential use or a lot in any residential use district, a minimum building setback of 20 feet measured from the property line shall be required for proposed commercial use.        |
| <b>Street Side Yard Setback</b>                 | 0 - 15 feet. Exceptions may include areas for outdoor sales determined through discretionary action.   |
| <b>Building Size Limits</b>                     | Maximum height is 30 feet or three stories, whichever is less; a maximum of 36 feet is allowable through the CUP process for visitor serving uses. Maximum building size is 50,000 square feet; a greater size may be allowed through the CUP process.       |
| <b>Site Coverage and Floor Area Ratio (FAR)</b> | Maximum coverage of site is 75 percent. Maximum floor area ratio is 0.75.  |
| <b>Site Design and Signs</b>                    | See Design Guidelines and Standards D-2.11. Additional sign standards also in Chapter 16.60  |

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| Development Standard                  | Traffic Way Mixed-Use (TMU) Requirement  |
|---------------------------------------|--|
| <b>Off-Street Parking and Loading</b> | See Design Guidelines and Standards D-2.11 Exhibit A for shared parking locations. See Also Section 16.56.020. Exceptions allowed by Section 16.16.120 |

Source: City of Arroyo Grande 2015a.

Subarea 2 (11.62 acres). Subarea 2, the largest portion of the site, is proposed for residential development. Conceptually, the Specific Plan includes a 60-lot subdivision with total of 58 single-family residential lots, which are shown in more detail in a proposed Vesting Tentative Tract Map. Access to the project site would be via East Cherry Avenue. No private driveways will be located on East Cherry Avenue. All homes will be accessed via residential streets and alleyways. A second access is located at the future property boundary with the Subarea 3 property.

An existing drainage feature is located at the toe of the slope approximately twenty feet (20') from the southerly border of the property. This drainage feature, created in this location due to the historical agricultural activities, takes sheet flows from the hillside below the St. Barnabas' Church property. A 2- to 5-foot tall concrete retaining wall/drainage facility would be located along the southern boundary of the residential lots at the base of the hillside. A neighborhood park (about 0.35 acres) is planned for interior to the project site on proposed Lot 59.

A summary of development standards within the Specific Plan Village Residential (VR) District is provided in Table 3.

**Table 3. Specific Plan Village Residential (VR) District Development Standards**

| Development Standard  | Village Residential (VR) Requirement   |
|---|--|
| <b>Maximum Density (units/gross acre)</b>                         | 5.0 dwelling units per gross acre  |
| <b>Minimum Lot Size</b>   | 4,475 net square feet  |
| <b>Minimum Lot Width</b>  | 50 feet at building setback  |
| <b>Minimum Average Lot Depth</b>                                  | 88 feet  |
| <b>Minimum Front Yard New Subdivisions of 5+ Lots<sup>1</sup></b> | 15 feet to residential structure, 10 feet to porch, 20 feet to front loaded garage   |
| <b>Infill and Additions</b>                                       | Setbacks listed above or the average setback of structures to the street on either side and directly across block front for properties in the same district. |
| <b>Minimum Interior Side Yard Setback</b>                         | 5 feet   |
| <b>Minimum Front/Street Yard Setback<sup>1</sup></b>              | 10 feet building, 5 feet to porch, 18 feet to garage   |
| <b>Minimum Rear Yard Setback<sup>2</sup></b>                      | 10 feet (1-story), 15 feet (2-story)   |
| <b>Maximum Lot Coverage</b>                                       | 55 percent at alley loaded residential structures, 50 percent at street loaded residential structures  |

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| Development Standard                      | Village Residential (VR) Requirement                                     |      |
|---|--|------|
| <b>Maximum Height</b>                     | 30 feet or 2 stories, whichever is less; 14 feet for accessory buildings |      |
| <b>Minimum Distance between Buildings</b> | 10 feet, including between main dwellings and accessory structures       |      |
| <b>Fencing Setback</b>                    | 5 feet from property line, 0 feet from access easement                   |      |
| <b>Floor Area Ratio (FAR)</b>             | Lot Size   | FAR  |
|   | 0—4,000 square feet net  | 0.35 |
|   | 4,001—7,199 square feet net  | 0.55 |
|   | 7,200—11,999 square feet net   | 0.50 |
| <b>PARKING<sup>3</sup></b>                |  |      |
| <b>Single-family Homes</b>                | 2 spaces/unit within an enclosed garage                                  |      |

<sup>1</sup> The East Cherry Avenue Specific Plan Design Guidelines encourages varying setbacks by as much as 5 feet.  
<sup>2</sup> Infill development on a parcel within a previously approved project. Where the City has established specific setback requirements for single-family or multi-family residential parcels through the approval of a specific plan, subdivision map, planned unit development, or other entitlement, those setbacks shall apply to infill development and additions within the approved project.  
<sup>3</sup> Chapter 16.32 Residential Districts Section 16.32.030 F. Special Use Regulations for the Village Residential District shall apply.  
<sup>4</sup> Source: City of Arroyo Grande 2015a.

**Subarea 3 (1.51 acres).** The proposed Arroyo Grande Valley JWA land use plan for Subarea 3, the eastern 1.51 acres of the Specific Plan area identifies a private historically-oriented park that would highlight the Issei pioneers (first generation settlers) of Arroyo Grande. Proposed land uses would include historical residential and public assembly uses, and would provide expanded commercial use and residential density necessary for present and future economic sustainability of the property. Specifically, Subarea 3 would include limited commercial retail (farm stand), passive recreation (historic walking paths and gardens), limited residential (independent senior housing consisting of approximately 10 units), public and quasi-public community facilities (cultural archive and community center), visitor-serving (B&B guest house), and public assembly (heritage and demonstration gardens) uses, as well as related support amenities (e.g., onsite parking). While the current Subarea 3 includes approximately 1.51 acres, an additional approximately 0.5-acre parcel would be added via the Subarea 2 Vesting Tentative Tract Map and a future lot merger. A summary of development standards within the Specific Plan Village Mixed-Use (VMU) District is provided in Table 4.

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**Table 4. Village Mixed-Use (VMU) District Development Standards**

| Development Standard                            | Village Mixed-Use (VMU) Requirement  |
|---|--|
| <b>Maximum Density</b>                          | 15 dwelling units per gross acre   |
| <b>Minimum Lot Size</b>                         | 5,000 square feet  |
| <b>Minimum Lot Width</b>                        | 40 feet  |
| <b>Front Yard Setback</b>                       | 0 - 15 feet  |
| <b>Rear Yard Setback</b>                        | 0 - 15 feet. 10 feet required when the project abuts a residential district.   |
| <b>Side Yard Setback</b>                        | 5 feet when the project abuts a residential district for single-story structures and 10 feet is required, on one side, for a multiple stories. <sup>1</sup>            |
| <b>Street Side Yard Setback</b>                 | 0 - 15 feet.   |
| <b>Building Size Limits</b>                     | Maximum height is 30 feet or three stories, whichever is less; a maximum of 36 feet is allowable through the MUP process. Maximum building size is 10,000 square feet. |
| <b>Site Coverage and Floor Area Ratio (FAR)</b> | Maximum coverage of site is 100 percent. Maximum floor area ratio is 1.0.  |
| <b>Site Design</b>                              | See Specific Plan Design Guidelines (see Design Guidelines and Standards for Historic Districts <sup>2</sup> )   |
| <b>Off-Street Parking and Loading</b>           | See parking below. [See Section 16.56.020(C)].   |
| <b>Signs</b>                                    | See Chapter 16.60 Signage  |
| <b>PARKING<sup>3, 4</sup></b>                   |  |
| <b>Senior housing – independent living</b>      | Studio - 1 space /unit<br>1+ Bedrooms – 1 space/unit   |
| <b>Public and semi-public buildings</b>         | 1 space/5 fixed seats or 1 space/50 square feet of floor area designed for public assembly   |
| <b>General retail</b>                           | 1 space/300 square feet of gross floor area accessible to the public, excluding restrooms  |
| <b>Hotels &amp; motels, includes B&amp;B</b>    | 1 parking space/unit, and 2 parking spaces for the manager's office, as applicable   |
| <b>Outdoor sales</b>                            | 1 space/2,000 sf open area for the first 10,000 sf, then 1 space/5,000 sf greater than 10,000 sf   |

<sup>1</sup> The proposed archive building is exempt from these requirements, as it will be reconstructed in the original location of the former hall building.

<sup>2</sup> Design Guidelines and Standards for the Historic Character Overlay District (D-2.4) are noted for reference only, as the East Cherry Avenue Specific Plan Design Guidelines shall prevail.

<sup>3</sup> Parking required for residential use in mixed-use projects does not need to be covered. See Municipal Code Section 16.56.060 Item 1.

<sup>4</sup> Required parking may be reduced pursuant to Municipal Code Section 16.56.050.

<sup>5</sup> Source: City of Arroyo Grande 2015a.

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Framework for Design-Related Issues

The proposed Specific Plan includes standards and guidelines that relate to building design, architecture, building massing and layout. In general, these are summarized in Section IV. ("Design Guidelines") of the Draft Specific Plan (Attachment 1), and articulated more fully in the following appendices of the Specific Plan:

- **Appendix B:** This appendix includes relevant sections of the Municipal Code that are incorporated into the Specific Plan, including:
  - Section 16.036.020. Traffic Way Mixed Use, Village Residential, and Village Mixed Use.
  - Section 16.32. Residential Districts (Village Residential).
- **Appendix C:** Design Guidelines and Standards for the Historic Character Overlay District (D-2.4).
- **Appendix D:** Design Guidelines and Standards for Design Overlay District (D-2.11) – Traffic Way and Station Way.
- **Appendix E:** East Cherry Avenue Specific Plan Design Guidelines.

In general, the East Cherry Avenue Specific Plan Design Guidelines would guide new development within Subarea 2. Where these new guidelines are silent, development would rely on existing City standards described in appendices B through D. Where the new and existing standards conflict, the new East Cherry Avenue Specific Plan Guidelines would take precedence.

For subareas 1 and 3, the applicable portions of the existing Municipal Code and existing Design Guidelines would guide development. These are described in appendices B through D of the Specific Plan.

Massing and Architecture

**Subarea 1.** Development within Subarea 1 is subject to the City's existing Traffic Way Mixed Use zoning requirements, which are included in Appendix B of the Specific Plan. Key design considerations within this framework include:

- Setbacks. *0-15 feet in front; 0-15 feet in rear, with a 20-foot minimum for commercial uses; no side setback is required, unless adjacent to residential, in which case a 20-foot minimum is required. (As proposed, the hotel's primary access would be from Traffic Way, so the front setback is considered to be from Traffic Way.)*
- Building Height. *Maximum is 30 feet; or up to 36 feet for visitor serving uses with a CUP.*
- Maximum Site Coverage. *Maximum site coverage and Floor Area Ratio is 75%.*

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- *Site Design and Signs. Per Design Guidelines and Standards D-2.11, which is included in Appendix D of the Specific Plan.*

The proposed Design Guidelines described below for Subareas 2 and 3 would not apply to Subarea 1.

The property owner proposes a 90 to 100-room hotel and 4,000 square foot restaurant. The development is intended to be consistent with the Traffic Way Mixed Use requirements. The maximum building height would be 36 feet, with a total lot coverage of 20%, with 19,600 square feet of area on the 94,090 SF lot. The total building area would be 50,800 SF, resulting in a 0.54 FAR. A proposed site plan, rendering, and supporting project statistics for this development are included as an attachment to the staff report.

**Subareas 2 and 3.** The East Cherry Avenue Specific Plan Design Guidelines includes the following principles that apply to residential architecture and massing within Subareas 2 and 3:

*Overall, residential development should avoid monotonous, repetitive appearances. Neo-traditional elements, consistent with the Specific Plan architectural styles described in this section, are encouraged to create a pleasant pedestrian-oriented neighborhood environment. These elements include front porches, recessed front garages, generous street landscaping, and pedestrian connectivity.*

- a. *The following “appropriate” and “inappropriate” architectural massing shall determine if a development meets the general architectural criteria.*

*Appropriate:*

- *Articulation of wall planes;*
- *Projections and recessed to provide shade and depth;*
- *Well-defined entries; and*
- *Traditional architectural forms.*

*Inappropriate:*

- *Unarticulated, blank wall expanses;*
- *“Box-like” homes without horizontal and vertical articulation; and*
- *Steeply pitched or flat roofs (more than 10:12 or less than 2:12).*

- b. *Horizontal and vertical variation should be appropriately implemented in order to add richness and variety to the overall mass of the building.*
- c. *Each home should have a well-defined entry with careful roof and façade articulation to create visual interest and scale.*

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- d. *Homes should have “four-sided” architecture, with special attention (i.e., detailed and articulated) to the front and side façade treatments. Walls should be designed with changes in plane or other forms of articulation such as bay windows, chimneys, trellises, or changes in materials that are authentic to the architectural style.*
- e. *Balconies, decks, and exterior stairs should be designed as an integral component of the structure and reflect the specific architectural style.*
- f. *In keeping with the City’s Historic District Guidelines, residential development in Subarea 2 would include the following architectural styles:*
  - *Bungalow*
  - *Craftsman*
  - *Spanish Revival*

Examples of these styles and how they would apply to proposed development are included as attachments to this staff report.

**PREVIOUS COMMITTEE INPUT:**

In the meeting of March 7, 2016, the following questions were proposed for ARC discussion:

1. *Are there any significant concerns regarding the general site layout and massing within each subarea?*
2. *Please provide general feedback regarding product mix and proposed architectural styles.*
3. *Are the existing City regulations as described in the Specific Plan adequate for addressing the design of new development within Subarea 1?*
4. *Do the proposed Design Guidelines included for Subareas 2 and 3 provide an adequate framework for the design of new development within those areas?*

The following summarizes ARC’s responses to these questions: [

1. **Site Layout and Massing.** No significant concerns overall, but a few specific themes were raised:
  - a. Subarea 1. Orientation of the hotel on the site may not be optimal—most want it to relate more to E. Cherry, although one Committee member suggested orienting more to Traffic Way.

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- b. Subarea 2. Although there was some expression of concern about the overall density within Subarea 2, it was acknowledged that the proposed design appeared to be generally attractive. Neighborhood connectivity was seen as an important design concept to be encouraged. Is it possible to vary the styles a little more at the street level?
- c. Subarea 3. General support for the look and layout of Subarea 3.

**2. Building Heights.**

- a. Subarea 1. Proposed 36-foot building height for hotel seemed okay.
- b. Subarea 2. Chair Hoag thought that one-story structures on E. Cherry are good, but could consider two-story structures on the south side of the alley. Vice Chair Peachy did not agree with this, and thought two-story structures were okay. Some felt that modification of Guidelines related to building heights and massing may be needed for Subareas 2 and 3.

- 3. Hotel and Restaurant Layout.** Chair Hoag believed that the hotel and restaurant are good uses for Subarea 1, with restaurant on corner as shown. Several Committee members suggested having the hotel more closely relate to Cherry Avenue, and the design guidelines could reflect this direction.

**4. Architectural Styles.**

- a. Subarea 1. The existing TMU only speaks to one use and style for Subarea 1. Could consider modifying this to allow different architecture—something that provides a sense of entry, without stealing the Village's thunder. General concurrence on the need to modify regulations in SP for Subarea 1 to improve design of hotel. Commissioner Hertel suggested a rustic barn style for the hotel. Some felt that relying on the Village Design Guidelines for this area was confusing. Some felt that a flat roof for the hotel was not interesting enough.
- b. Subarea 2. In general, the ARC liked what was presented for Subarea 2, although some expressed a desire to see more examples within each architectural style for diversity. Chair Hoag asked if it was possible to consider adding Cottage, which is in the existing Village Guidelines, and a hybrid between Craftsman and Bungalow. Spanish Revival can look good, but sometimes doesn't work if the details aren't done right. Clarify the details. Need flexibility in the housing styles to encourage people to stay longer.
- c. Subarea 3. General concurrence and support for the look of Subarea 3. What is the architectural style proposed for the senior housing component?

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5. **Visual Impacts of Parking and Traffic.** In general, the ARC was concerned about the visual impacts of traffic and on-street parking. Some Committee members suggested including deed restrictions to require people to park in their garages, to minimize visual impacts on the street. The applicant had expressed a willingness to do this. There was concurrence to keep speeds on E. Cherry to 25 MPH, and supported traffic calming measures to that effect.
  
6. **Neighborhood Cohesiveness.** Some committee members felt the guidelines should find ways to encourage people to stay in the community through a lifetime. Encouragement of accessory dwelling units could be considered in the guidelines. The applicant indicated a willingness to permanently deed restrict homes to discourage short-term rentals.

**ALTERNATIVES:**

The following alternatives are identified for the ARC's consideration:

1. Recommend approval of the Design Guidelines, CUP 16-001 and CUP 15-004;
2. Propose modifications to the Design Guidelines and/or CUPs, and recommend approval with modifications as proposed;
3. Recommend denial of the Design Guidelines and /or CUPs; or
4. Provide direction to staff.

**Attachments:**

1. Draft E. Cherry Avenue Specific Plan and supporting materials
2. Project Plans for Subarea 1
3. Project Plans for Subarea 3