

### Design Review Committee Meeting

Shelley Glennon, Associate Planner Community Development August 22, 2022



#### TODAY'S PRESENTATION

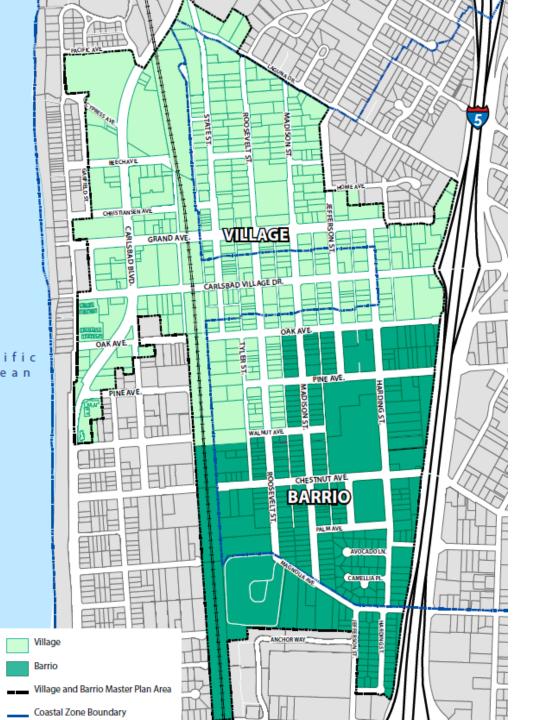
- ✓ Project Overview/Status
- Objective Design Standards, Design Elements and Architectural Styles Overview
- ✓ Public Input Report Results
- ✓ DRC Walking Tour Comments Overview
- DRC and Public Comments Synopsis
- Project Implementation Overview
- Next Steps



#### WHAT IS THIS PROJECT DOING?

- Replace existing subjective design guidelines with new objective design standards for future multifamily housing and mixed-use development projects within the Village and Barrio Master Plan area
- Create a palette of architectural design styles
- Create a streamlined permit review process





## WHERE DO THESE STANDARDS APPLY TO?

#### Village Neighborhood (Multifamily and Mixed-Use)

Condominium Projects
Apartment Complexes
Townhomes
Mixed-Use Development (with residential)

#### **Barrio Neighborhood (Multifamily housing only)**

Condominium Projects Apartment Complexes Townhomes



#### WHAT IS THIS PROJECT NOT DOING?

- Does not change existing standards such as building height, density or setbacks
- Does not apply to single-family lots or commercial/office sites
- Does not apply to previously approved multifamily housing and mixed-use development projects
- Does not apply to areas outside of the Village and Barrio



#### WHY IS THE CITY DOING THIS PROJECT?

- ✓ STATE MANDATE (SB 35/ SB 330)
- ✓ LOCAL MANDATE (Housing Element Program)
- ✓ CITY COUNCIL DIRECTION (Palette of Architectural Styles)
- ✓ STATE GRANT FUNDED

  (Local Early Action Planning Grant Funding Program)



#### WHAT HAS BEEN DONE SO FAR?

#### Spring 2022

- City Council formed citizen's Design Review Committee (DRC)
- ✓ Staff & AVRP began research /collecting data
- ✓ First DRC Meeting

#### **Summer 2022**

- Community Workshop
- Community Survey





Further, in keeping with the eclectic mix of building designs prevalent in the Village and Barrio, the Master Plan emphasizes quality architecture over any particular style.

Enforce design guidelines that identify components of good design and promote compatibility with existing context, but do not specify any particular architecture or discourage creativity, in keeping with the eclectic mix of styles present in the Village and Barrio.

True architectural style designed to capture the desired architectural style of the building.









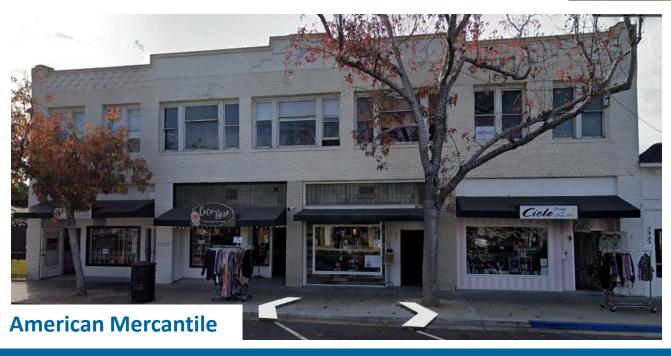


Free-Standing/Small-Scale Buildings











#### Attached/Mixed Use Buildings







#### Multi-Family Buildings









#### Building Rhythms are based on the following Patterns:

Horizontal

50-wide x 140-feet deep Lots

400-feet long Blocks

80-feet wide Streets Patterns

#### Vertical

10 to 15-feet High Ground Floor (if shops) 10-feet High Upper Floors

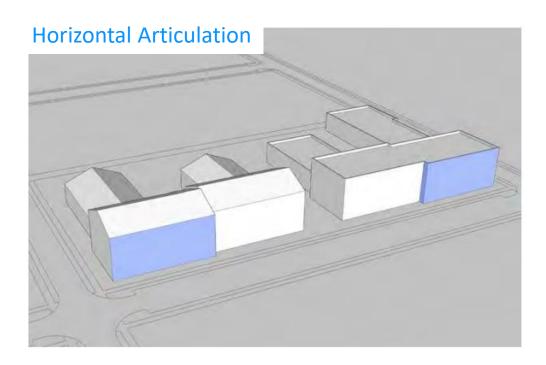


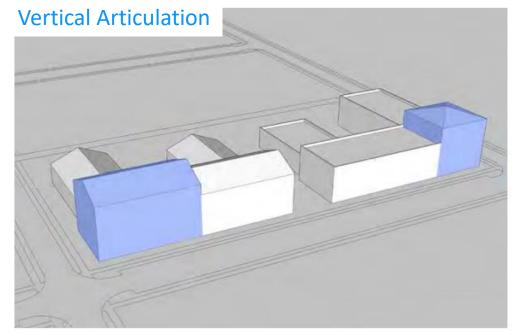


#### **Vertical and Horizontal Patterns**

General Building Composition, Massing, and Articulation Elements

Step 1: Building Patterns

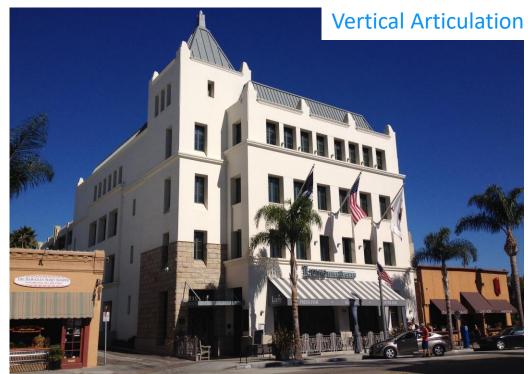










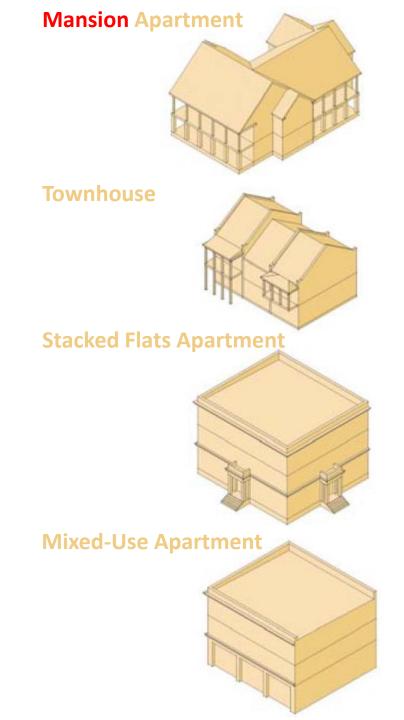


**Building Types and Composition** 

General Design
Elements for All
Multi-Family
Buildings

Step 2: Building
Type

Composition (Massing, Roof, Frontage, Windows, Projections)







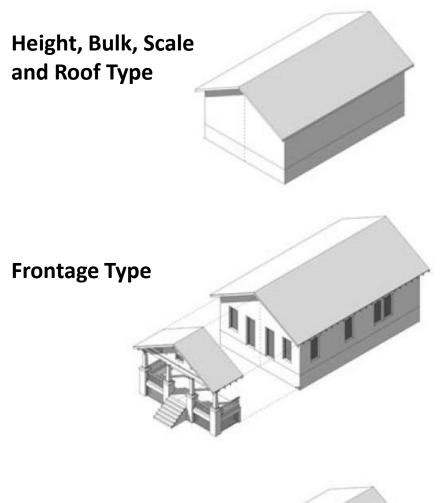


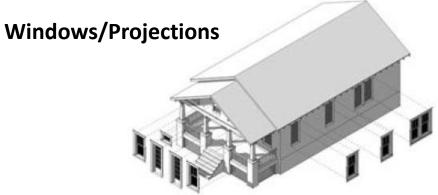


**Building Types and Composition** 

General Design Elements for All Multi-Family Buildings

Step 3: Building
Composition
(Massing, Roof,
Frontage, Windows,
Projections)











Skillion/Shed



Butterfly



Flat - Parapet





Mansard

Gabled

Hipped

**Barrel-Curved** 

**Roof Types** 









Stoop Fence and Hedge Front Porch Forecourt







Shopfront



**Industrial Shop** 

#### Frontage Types



Window Rhythm



Balconies



Access to Parking



**Bay Windows** 



**Canopies and Awnings** 



Walls and Fencing

#### Openings, Windows and Projections

## Building Type By Sub-District

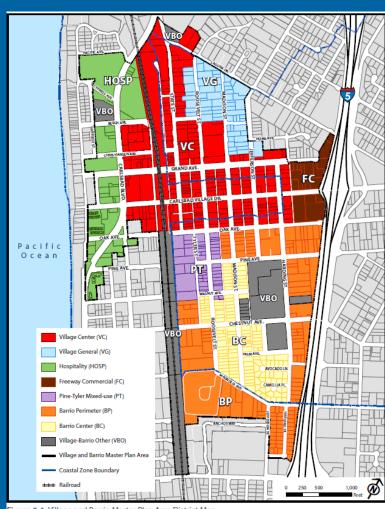
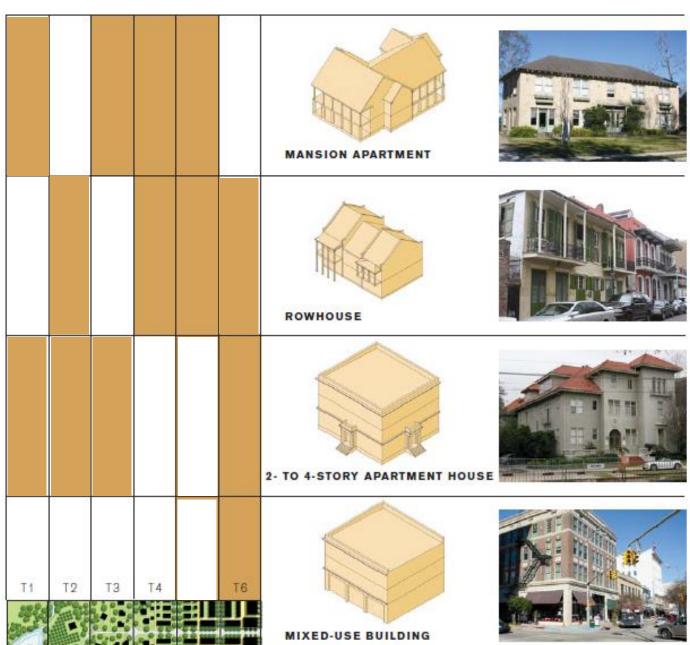
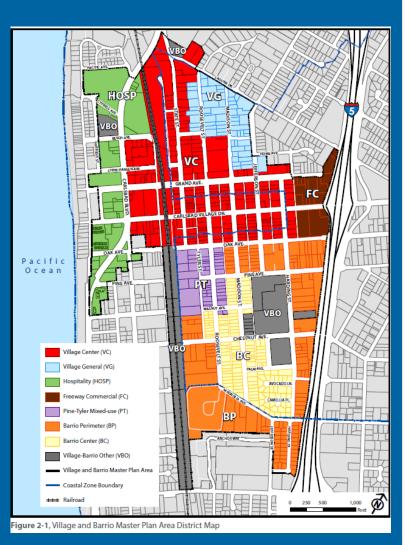


Figure 2-1, Village and Barrio Master Plan Area District Map

#### FC PT BP BC VG VC



## Frontage Type by Sub-District



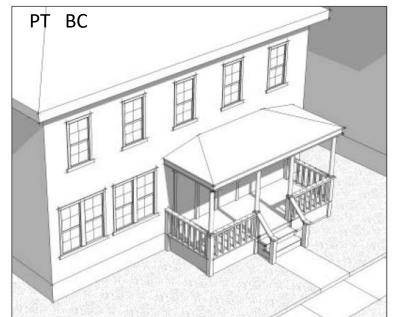


Diagram of a porch.

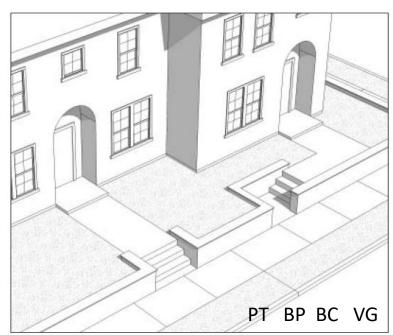


Diagram of a residential terrace.

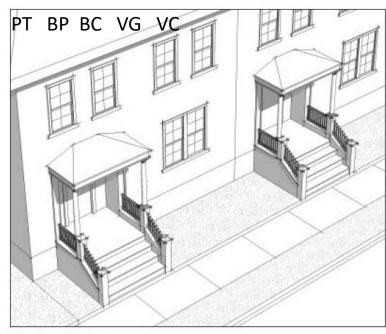


Diagram of a stoop.

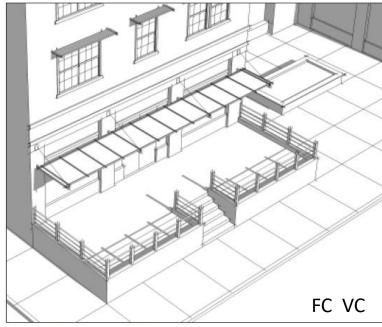
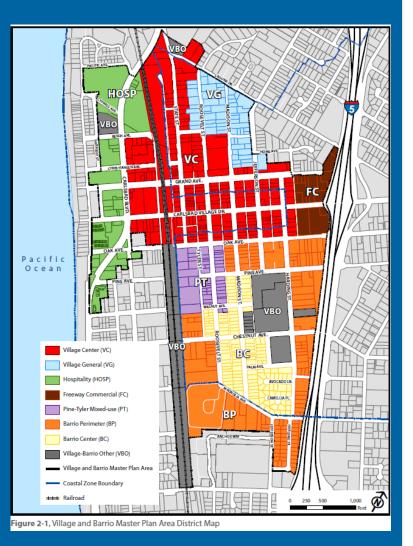


Diagram of a commercial terrace.

## Frontage Type by Sub-District



FC VC

Diagram of arcade.



Diagram of shopfront.

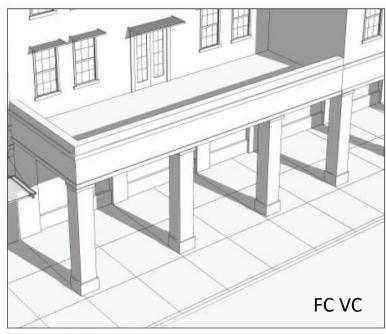


Diagram of gallery.

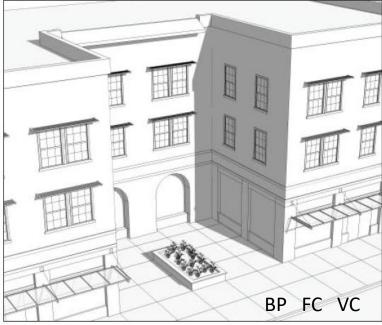
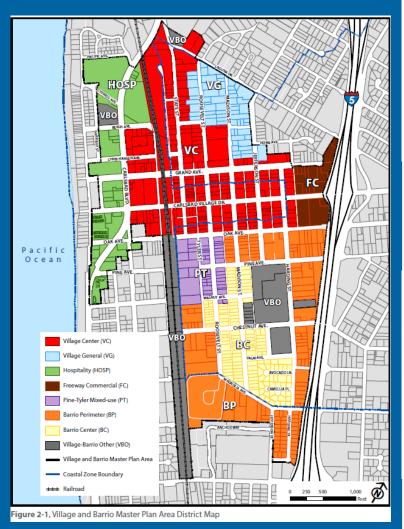


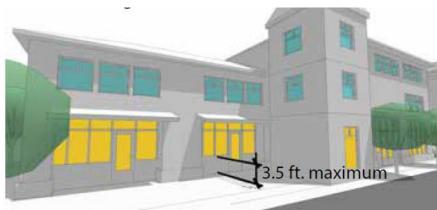
Diagram of forecourt.

## Windows and Projections by Sub-District

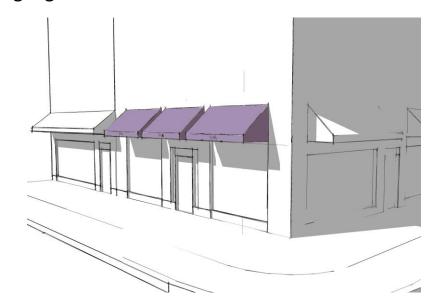


# Recessed Cantilevered Semi-Recessed

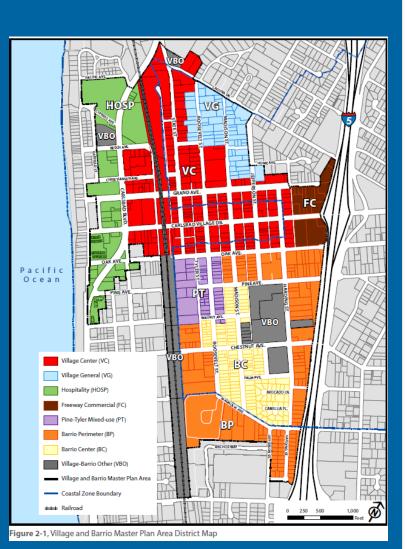
**Windows**Transparency and Patterns



**Awnings and Shopfronts**Signage and Encroachments

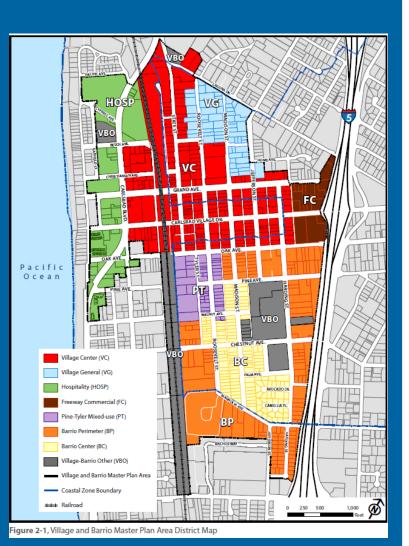


#### Building Transition Standards

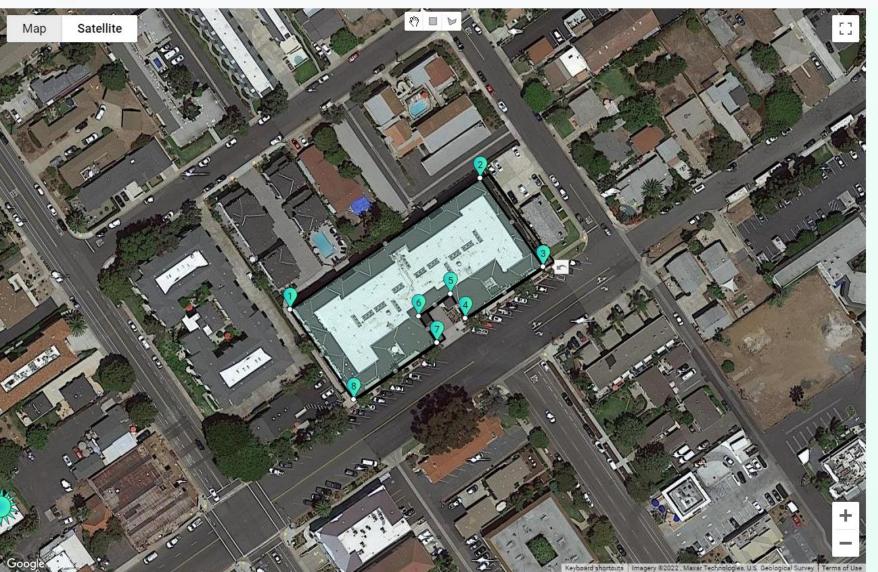


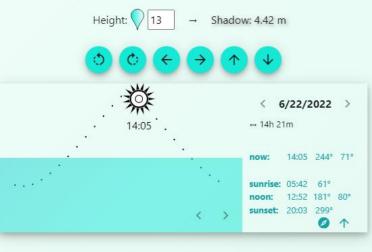


#### Building Transition Standards











6/28/2022

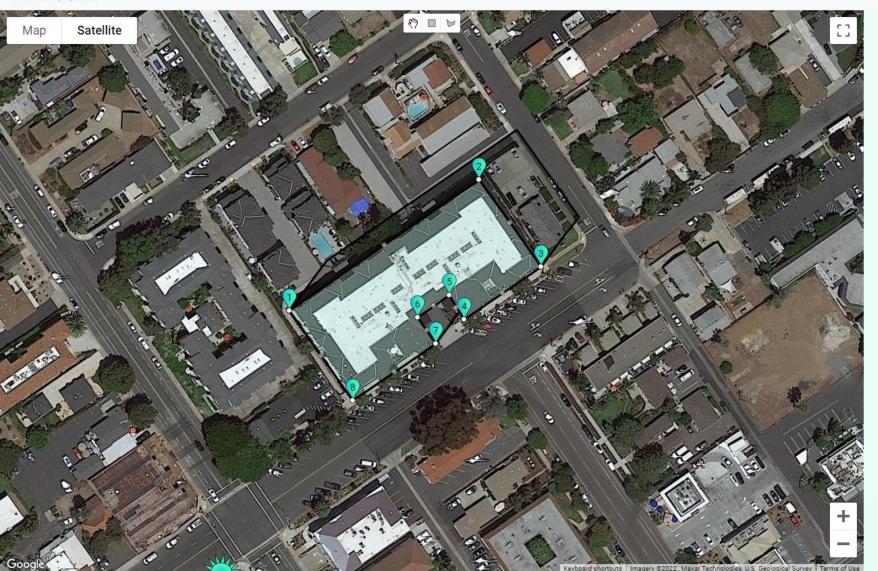
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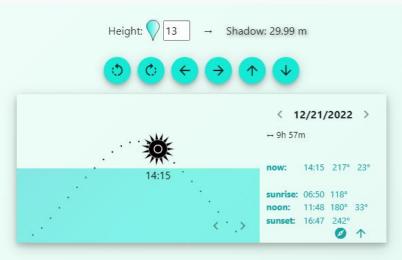
midwinter

6/22/2022 12/21/2022 ↔9h 57m →14h 21m



ShadowCalculator Import/Export Help







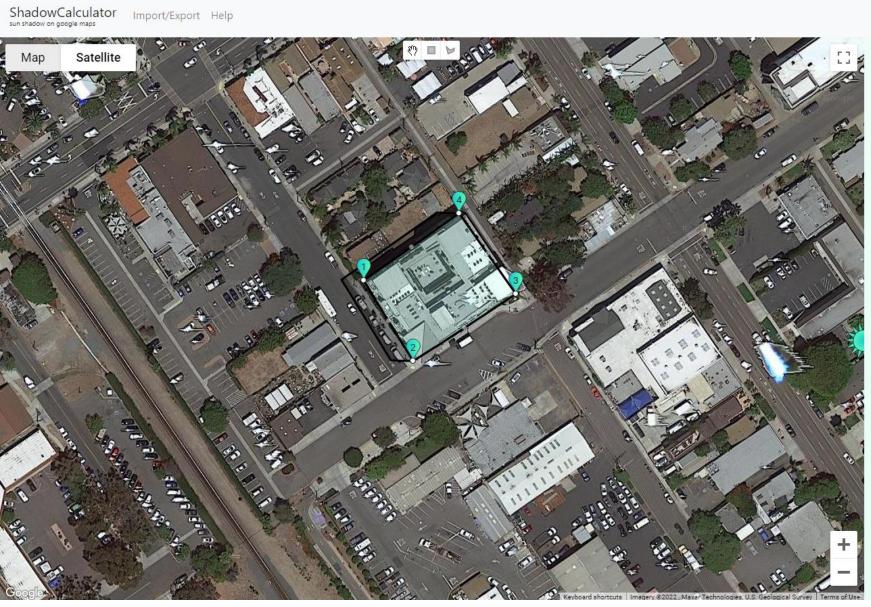
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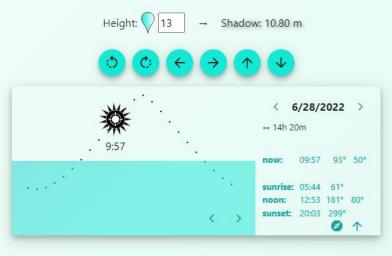
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12/21/2022

↔9h 57m



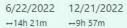






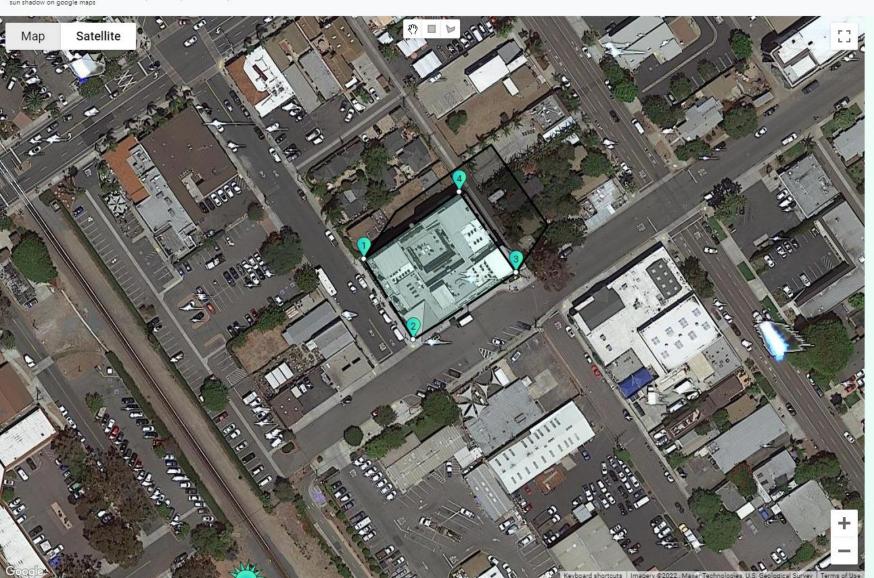
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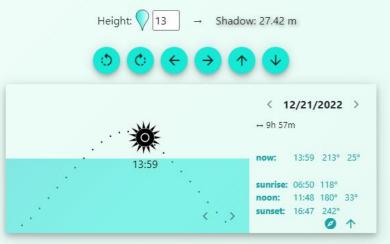
6/28/2022





ShadowCalculator Import/Export Help







→14h 20m

6/28/2022

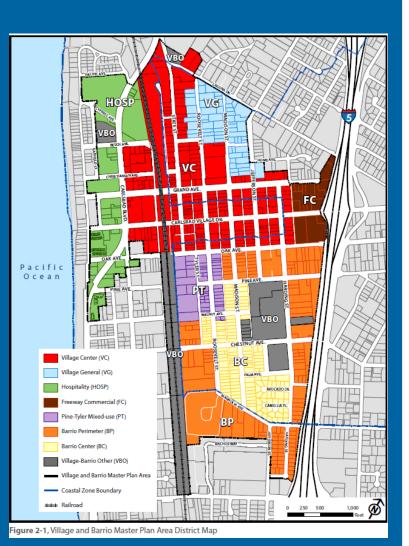
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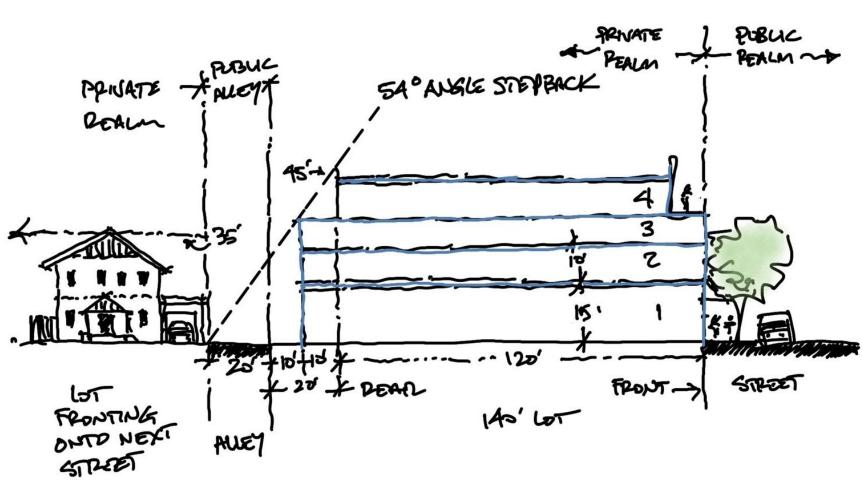
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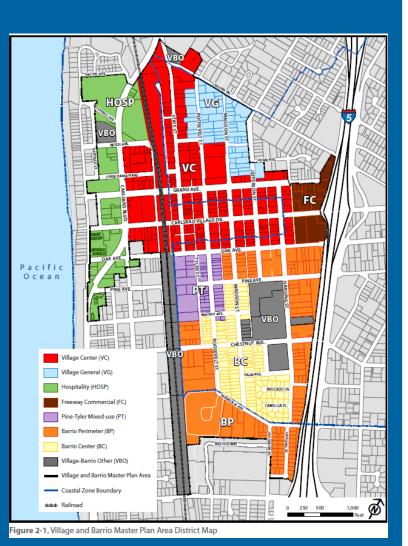


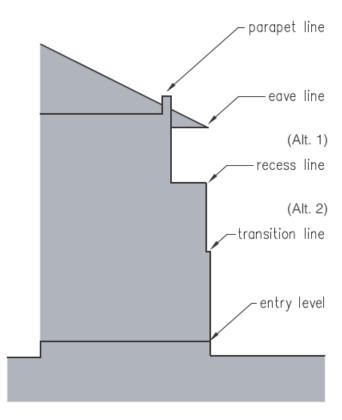
## Building Transition Standards

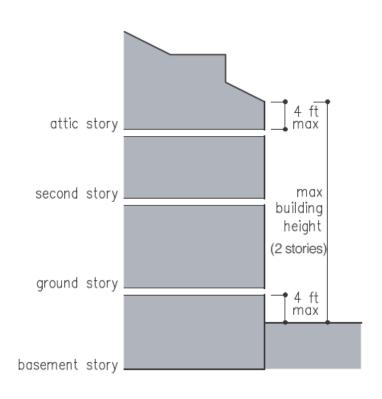


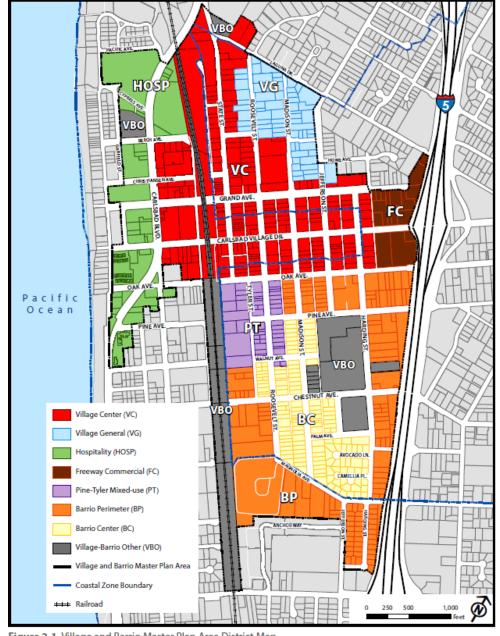


## Building Transition Standards









	Village Center	Village General (VG)	Hospitality (HOSP)
Setbacks - Front/Corner	0' to 5' feet to building (at the ground floor). Additional depth permitted where area includes a plaza, courtyard, or outdoor dining*	5' to 10' to building. Additional depth permitted where area includes a plaza, courtyard, or outdoor dining* Encroachments permitted within the setback up to the property line.	For Parcels along Carlsbad Blvd between Beech Aven and Carlsbad Village Dr: 0' to 5' feet to building (at the ground floor). Additional depth permitted where area includes a plaza, courtyard, or outdoor dining* All other parcels: Minimum of 10'
Minimum Setbacks - Side	0'	5'	between Beech Ave and Carlsbad Village Drive: 0' All other parcels: Minimum of 0' (interior) and minimum 0f 10' (street)
Minimum Setbacks - Rea	0,	10'	For Parcels along Carlsbad Blvd between Beech Ave and Carlsbad Village Drive: 0' All other parcels: Minimum of 5'
Accessory Buildings or Structures	N/A	N/A	N/A
Minimum Landscape setback where surface parking is adjacent to a public street	N/A	10'	15'
Setback from shared property line with with parcels outside the plan	N/A	N/A	35' tall minimum of 15'. For portions over 40' tall, minimum
Lot Size and Dimension	N/A	N/A	N/A
Lot Coverage	N/A	80%	80%
Density	28-35 DU/ac	18-23 DU/ac	18-23 DU/ac

Figure 2-1, Village and Barrio Master Plan Area District Map

#### Refer Policies, Guidelines, and Standards by Sub-District

#### CARLSBAD ARCHITECTURAL STYLES

- More Common Multi-Family Styles:
  - Craftsman
  - Mediterranean
  - Main Street American Mercantile
  - Mid-Century Modern

- Less Common Styles
  - Irving Gill's "Carlsbad" Style
  - Contemporary Eclectic



### Carlsbad's Traditional Historical Styles

#### Craftsman

The English Arts and Crafts movement of the mid- to late-19th century inspired the Craftsman architecture of California. It was invented as a reaction to the repetitiveness and homogenization of the industrial culture emerging at the time.

#### Mediterranean

The style came into prominence in the 1920's and 1930's in California and Florida due to both the historic Latin colonization patterns of these regions, and to similarities with the precedents' Mediterranean climate and culture.

#### **Main Street American Mercantile**

In the late nineteenth century when, in the process of densifying towns and cities, housing and offices were built over retail stores. This mixed-use strategy is still relevant today, as the re-urbanization of existing urban centers.

#### Victorian

Spanning more than 60 years and it encompasses a jumble of overlapping styles that include early Gothic Revival, Folk Victorian, Greek Revival, Italianate, Second Empire, Stick, Romanesque Revival, Shingle, Colonial Revival, and the popular Queen Anne style at the tail end of the era.



### Carlsbad's Traditional Modernist Styles

#### **Modernism**

An emphasis on volume over mass, the use of lightweight, mass-produced, industrial materials, rejection of all ornament and color, repetitive modular forms, and the use of flat surfaces, typically alternating with areas of glass. A reaction to economic, social, and political changes that were occurring at the beginning of the twentieth century, promoted a clean break with all aspects of traditional culture.

#### **Irving Gill Modernism**

Construction with "tilt-slab" concrete building construction technique to assemble the exterior arcade walls on site. Walls integrate hollow, clay-block infill to lighten the slab's weight. For the interior walls and central "pop-up" volume, however, he employed conventional balloon-frame construction.

#### **Mid-Century Modern**

A mid twentieth-century style characterized by clean lines, muted curves, a lack of ornamentation, large windows, interior design based in functionality, and open floor plans intent on making indoor and outdoor living spaces complementary.







# Contemporary Eclectic



Deemphasizing the role of buildings in visually interior program; and abandonment of the ground floor of buildings to cars.

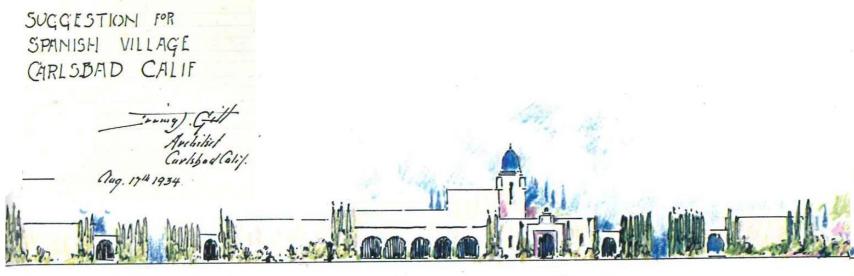


# Irving Gill's Carlsbad Style



Irving J. Gill is noted for his pioneering and creative use of forms and aesthetics which places him at the dawn of the Modern Movement in architecture. While most other architects working in the beginning of the twentieth century were clinging to borrowed and fashionable styles, Gill pushed the technical and artistic boundaries of architecture.



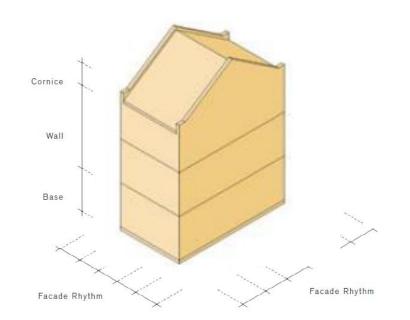


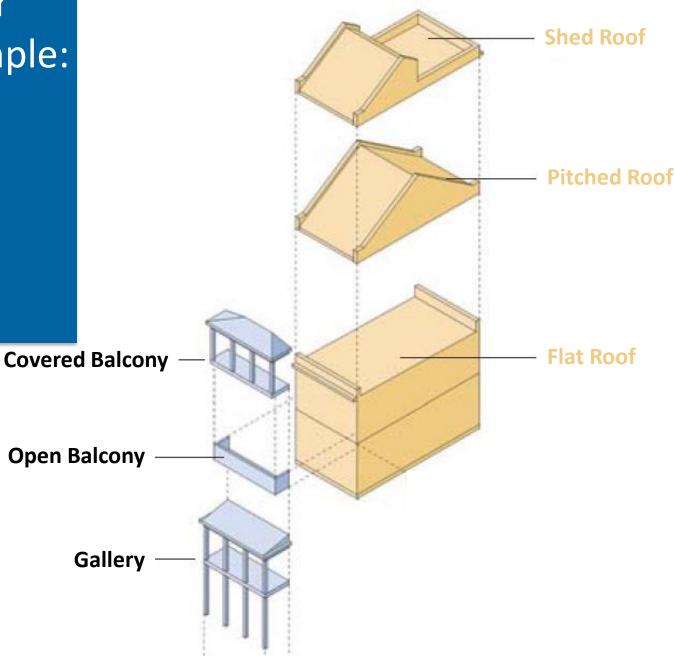
WEST ELEVATION.

sinh /30 = 1/00/.

General Design Elements for Multi-Family Buildings Example: Residential Townhouse

Building/Roof Types
Frontage/Projections Types

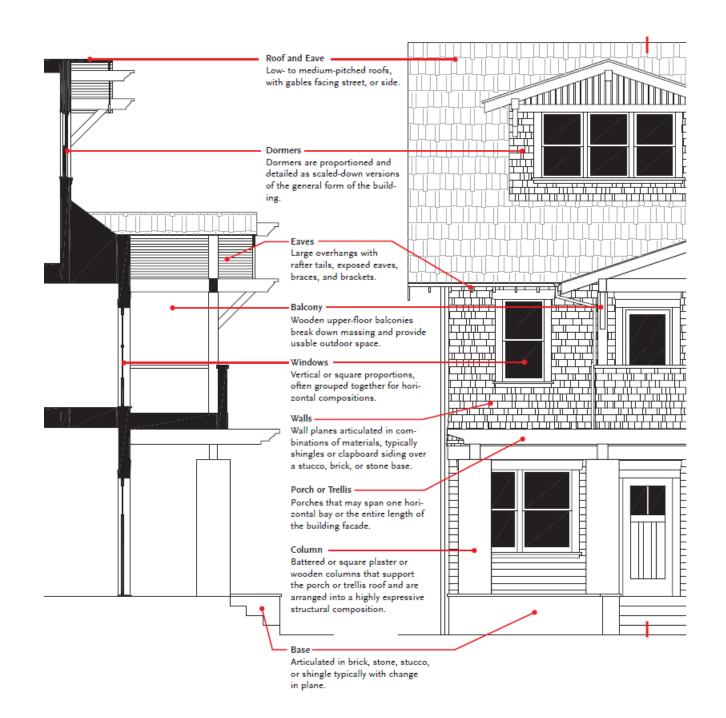




### Craftsman



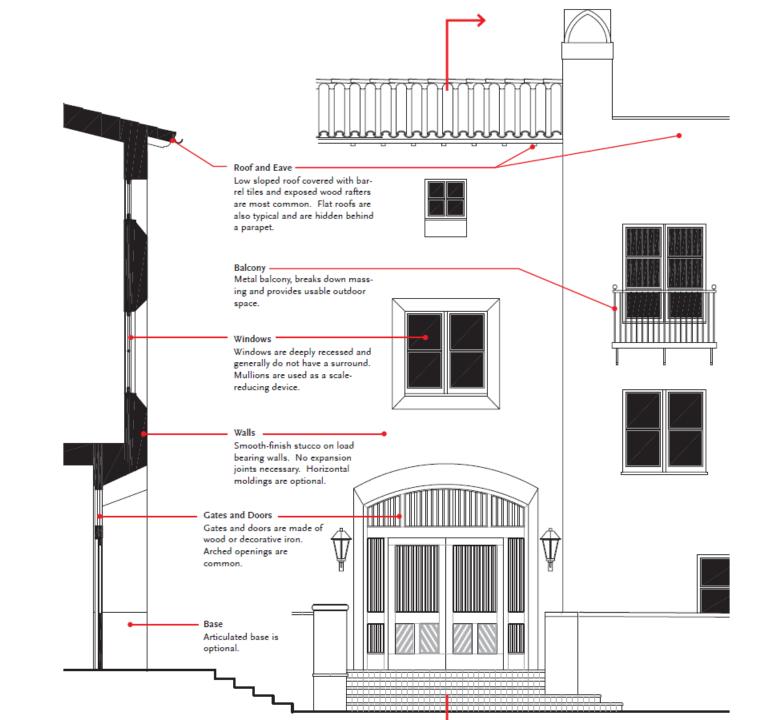
The style focused on the use of materials such as wood, tile, brick, stone, and copper, artfully combined and detailed. Through its emphasis on the detailing and joinery typical of carpentry construction, it embodied the modern notion of expressing its structural system on the exterior of the building.



### Mediterranean

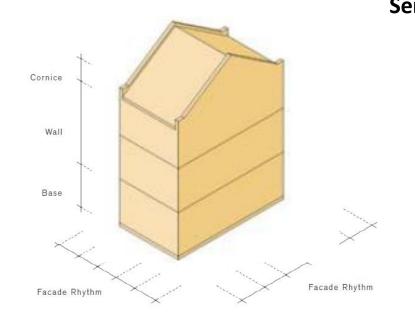


Distinguished by simple massing, smooth white walls, deeply set openings, and its red tile roofs. The mass has rhythmic placement of windows and doors. Color and decoration are restrained and reserved for railings, grilles, and colorful tile details at doors, windows, and fountains. Fronts are arcades, recessed entries, balconies, overhangs, and awnings are arranged accent the simple, geometric forms of buildings.



General Design Elements for Multi-Family Buildings Example: Residential Townhouse

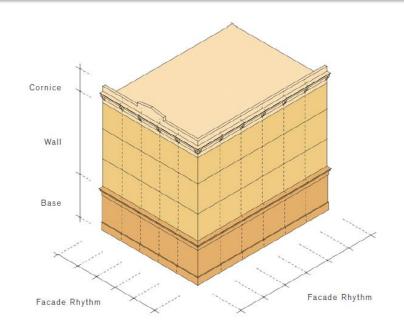
Building/Roof Types
Frontage/Projections Types

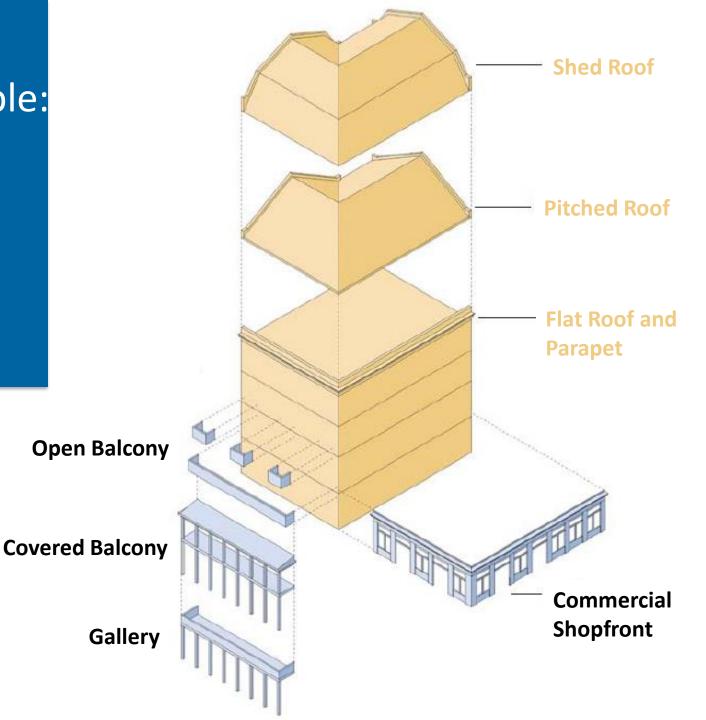




General Design Elements for Multi-Family Buildings Example: Mixed-Use Apartment

Roof Types
Frontage/Projections Types

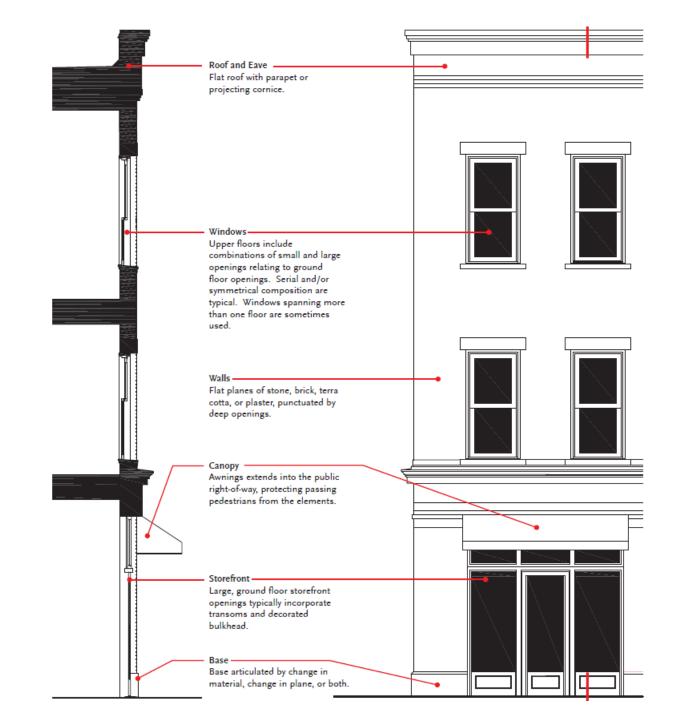




# Main Street Mercantile



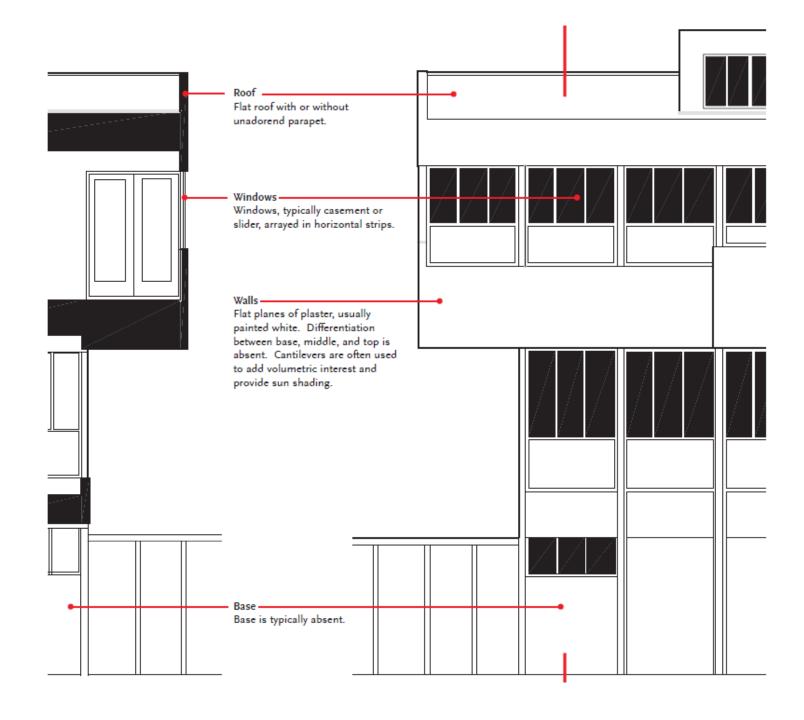
The Main Street style is expressed through brick, stone, and heavy plaster. Upper story window openings, whether single or grouped in a rhythmic serial pattern that relates directly to the ground floor storefronts. Wall planes are articulated by columns and lintels over openings. The ground floor is comprised of expansive glass storefronts, separated by structural columns with transoms to allow for light into the interior.



# Mid-Century Modern



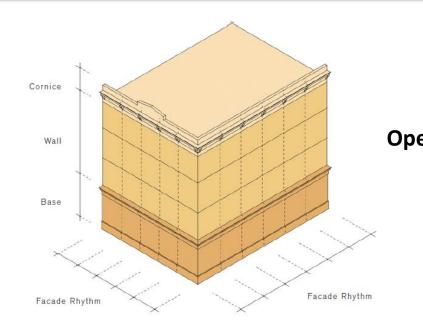
Deemphasizing the role of buildings in visually resisting the force of gravity made possible by the availability of new materials, and a strong relationship between building interiors and gardens; a general sense of abstraction, repose, and horizontality in massing; a preference for low-slung form; a celebration of interior program; and abandonment of the ground floor of buildings to cars.



# General Design Elements for Multi-Family Buildings Example: Mixed-Use Apartment

**Roof Types** 

Frontage/Projections Types





# Private Multi-Family Buildings - Barrio









# Private Multi-Family Bldg - Village









# Public Buildings - Barrio









Issue #1
The Market is
Building Bigger
Apartment
Buildings Today







Issue #2
It is Difficult to
Supersize a Historic
Building Style







Issue #3
Contemporary
Pluralism (Eclectic)
Architectural Style

Today's "Contemporary Pluralism" (or Eclectic) architectural style asserts that a uniformed design approach is no longer sufficient in a world where **difference is increasingly valued**. Contemporary Pluralism architecture is expressed as fragmented compositions and plural solutions. This approach prefers complexity, contradiction, and ambiguity that reject a formal or unified design approach.











# What We Heard Public Input Report

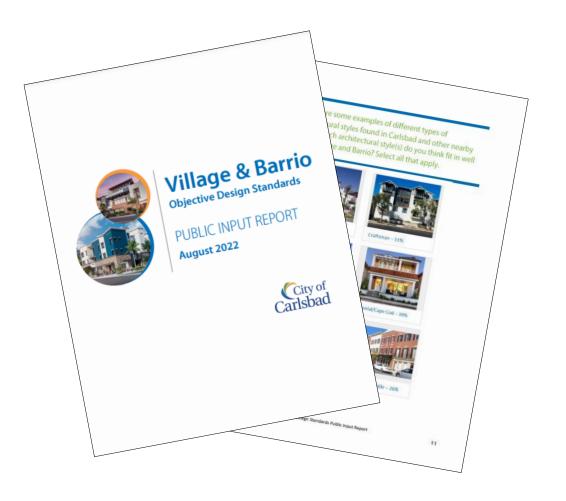
Sarah Lemons
Communication & Engagement

Aug. 22, 2022



# TODAY'S PRESENTATION

- How we engaged
- Who participated
- What we heard



# How we engaged

# INPUT OPPORTUNITIES



Online survey, June 27 – July 18, 2022



In-person workshop, June 29, 2022





Village & Barrio Objective Design Standards INPUT WANTED!

> City of Carlsbad

The City of Carlsbad would like your input to help create objective design standards for multifamily housing and mixed-use development in the Village and Barrio areas. You can provide feedback two ways:

#### Workshop

Tonight, June 29 5 – 7 p.m. Senior Center Auditorium 799 Pine Ave.

#### Online survey

Available through July 18 Take the survey

#### About the project

- The city is seeking feedback from the community on objective design standards
- The objective standards created through this effort won't change things like building heights or setbacks defined in the Village and Barrio Master Plan
- Instead, they will add clarity and specificity to what's in the plan so Carlsbad can better preserve the unique character and charm of the Village and Barrio areas while complying with state laws designed to ease California's housing crisis.
- The standards will identify several architectural design styles for developers to choose from, helping to streamline permitting for new multifamily housing and mixed-use projects.



Village & Barrio

**Objective Design Standards** 

#### INPUT WANTED!

The City of Carlsbad would like your input to help create objective design standards for multifamily housing and mixed-use development in the Village and Barrio areas.



The objective standards created through this effort won't change things like building heights or setbacks defined in the Village and Barrio Master Plan.

Instead, they will add clarity and specificity to what's in the plans o Carlsbad can better preserve the unique character and charm of the Village and Barrio areas while complying with state laws designed to ease California's housing crisis.

#### Workshop

June 29 | 5-7 p.m. Senior Center 799 Pine Ave. Online survey Through July 18 carlsbadca.gov/input

www.carlsbadca.gov/vbdesign



# Who participated

# WHO PARTICIPATED



425

TOOK SURVEY



24

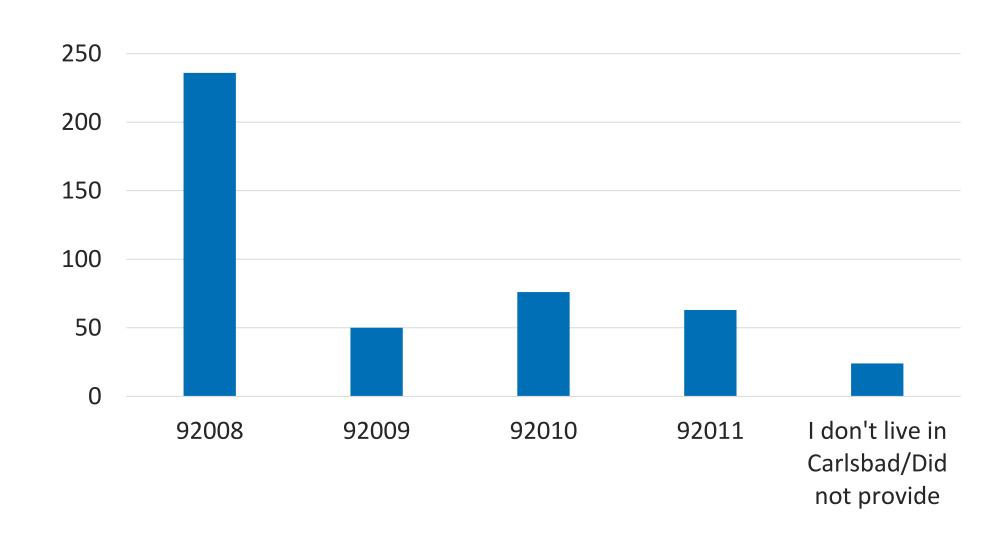
WORKSHOP PARTICIPANTS



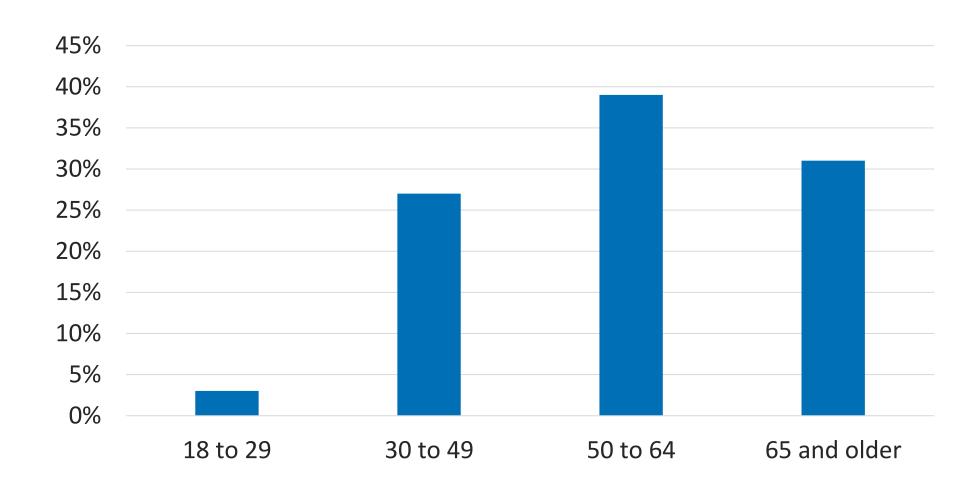
449

TOTAL PARTICIPANTS

# WHERE PARTICIPANTS LIVE



# AGE RANGE\*



<sup>\*</sup> Survey participants

# ABOUT THE INPUT



### **Qualitative**

Focuses on understanding the "why" Identifies a range of perspectives Allows for discovery of new ideas Analyzed by themes



### **Convenience sample**

Only those who knew about the opportunity to provide input were able to do so

### **Quantitative**

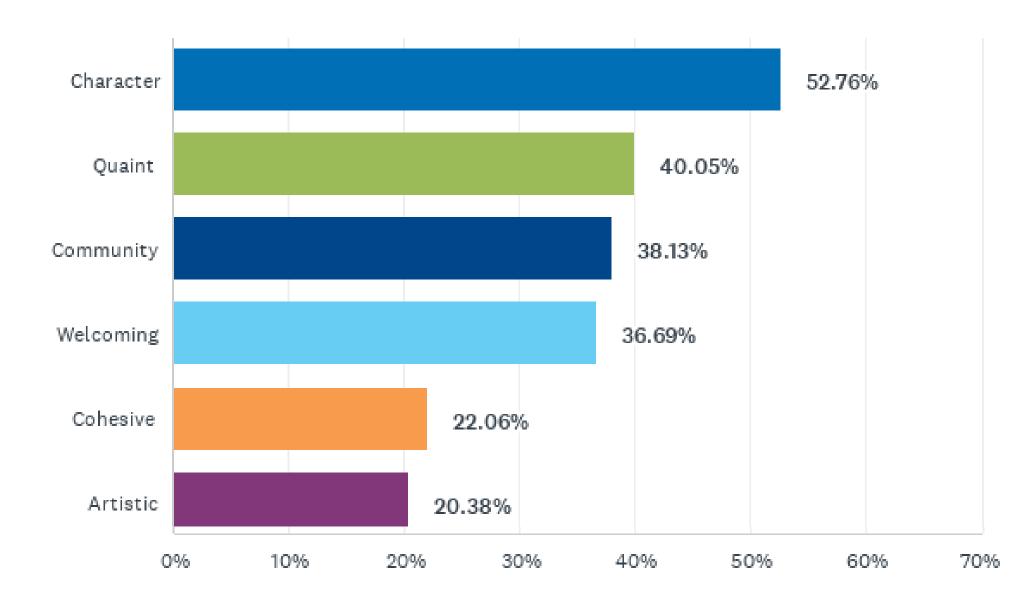
Focused on facts/absolutes
Data focused on measuring
Analysis includes numerical comparisons
Allows for statistical analysis

### Random sample

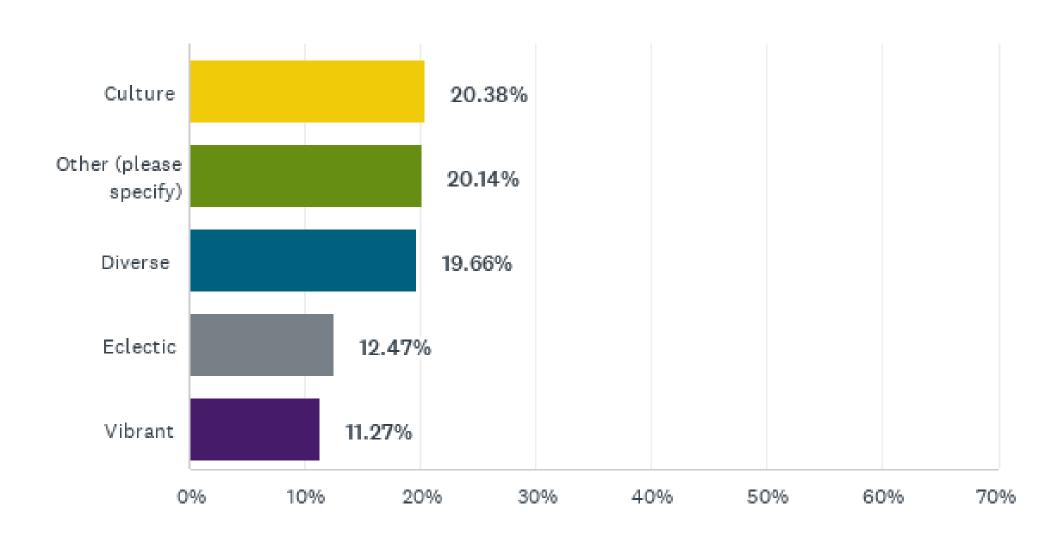
All members of the target population had an equal opportunity to participate

# What we heard

# 3 words for design of future buildings?



# 3 words for design of future buildings? (cont.)



# Other words frequently submitted

- Small
- Charm
- Walkable
- Coastal
- Modern
- Scale

# Architectural styles



Spanish Revival – 62%



Craftsman – 51%



Victorian – 40%



Colonial/Cape Cod – 39%



**Tudor** – 31%



American Mercantile – 26%

# Architectural styles



Contemporary Eclectic – 17%



Irving Gill – 14%



Mid-Century Modern – 8%

# Themes

# SPANISH REVIVAL STYLE

- Fits the history, character and style of Carlsbad and the region
- Both modern and classic
- Traditional
- Quaint and inviting





#### CRAFTSMAN STYLE

- Fits the history, character and style of Carlsbad and the region
- Both modern and timeless
- Has clean lines and is inviting





#### VICTORIAN STYLE

- Cohesion with Carlsbad character
- Classic, historic and timeless
- Has character
- Eclectic and unique





#### COLONIAL/CAPE COD STYLE

- Beachy design and feel fits in with coastal areas
- Timeless
- Historic





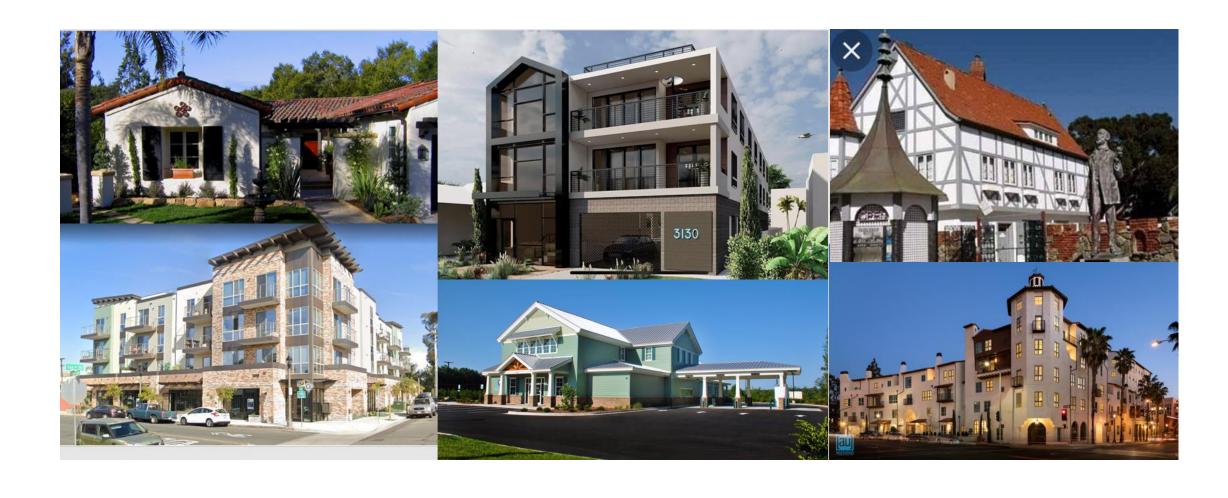
#### WHAT DON'T YOU LIKE?

- Outdated
- Too modern
- Out of place
- Clutter
- Lack character, interesting details or are too boxy
- Don't fit with the history, small town charm and style of the city
- Don't allow space or interact well with the sidewalk and street
- Don't strike balance of being timeless and contemporary

#### WHAT ELSE SHOULD BE CONSIDERED?

- Maintain Carlsbad's charm and history
- Create space for community
- Build in sustainability
- Maintain cohesion with existing buildings
- Include natural design elements, green spaces, lots of trees
- Traffic and parking

#### **BUILDING EXAMPLES**



#### **SUMMARY**

- Concern about losing the small town feel and character that makes Carlsbad special
- Desire to preserve Carlsbad's history and charm
- Maintain cohesion with what we already have







# DESIGN REVIEW COMMITTEE SELF-GUIDED WALKING TOUR COMMENTS OVERVIEW



#### The Pedestrian **Experience**

Variety, vitality & being outdoors

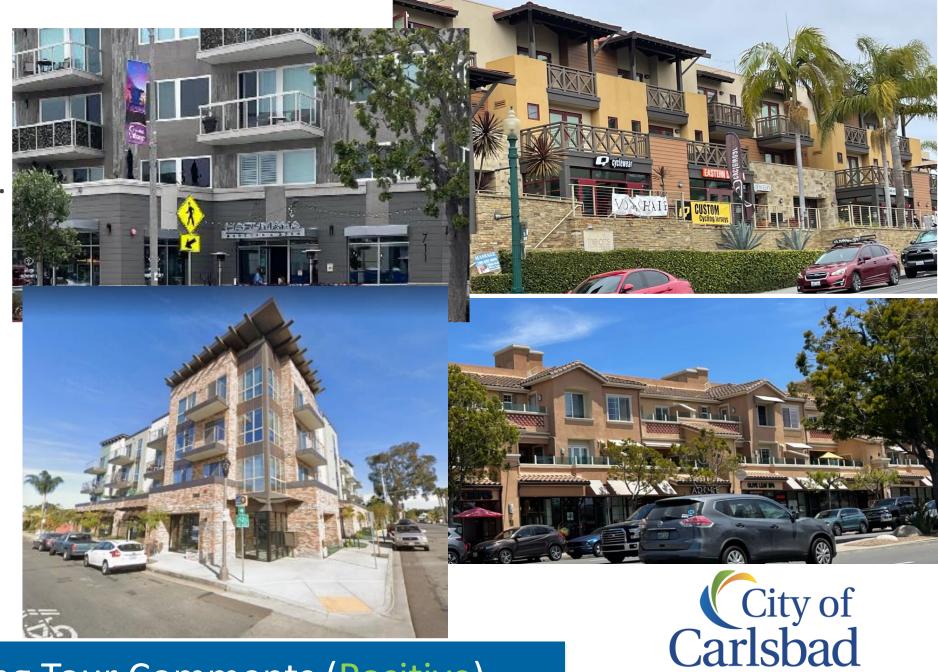
#### **Ground floor activation:**

- Landscaping
- Colors/materials
- **Planters**
- Windows
- Seating
- Art



## The Pedestrian Experience

- large outdoor corner patio areas.
- Upper floors setback from Street
- Different angles,
   slanted balconies
- Front Facing Balconies/ Windows



#### **Architecture Styles**

- Spanish Revival/ Mediterranean (many Santa Barbara examples)
- Mixture of architectural elements
- Modern creative architecture
- Varied roof lines (gable/butterfly/ pitched)

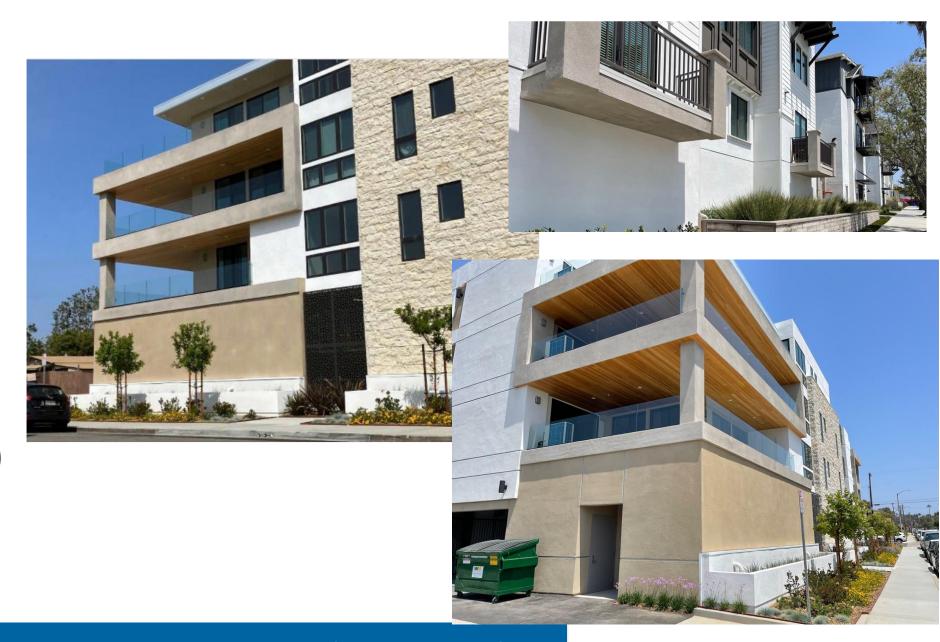


Self-Guided Walking Tour Comments (Positive)

## The negative experience

- Boxy Buildings
- Flat roofs
- Blank walls or minimal design elements
- Disproportionate

   (base to upper
   levels materials)
- Awnings maintenance



#### The negative experience

- Industrial materials / mechanical patterns (concrete/glass)
- Several buildings/colors/ projections instead of one unified edifice
- Heavy brick elements
- Color schemes: trendy dark grey colors are oppressive/color schemes that don't blend



Self-Guided Walking Tour Comments (Negative)



## COMMUNITY & DESIGN REVIEW COMITTEE INPUT SYNPOSIS



#### **Better Street Experience**

- Entry Patios/Porches/Balconies for a better street experience.
- Upper floors should be setback from street.
- Lower building heights, less density, greater setbacks, and less bulky buildings.
- Landscaping, courtyards, patios, and parks.

#### **More Facilities**

- More parking.
- More Pedestrian/Bike/Transit facilities.

#### **Architectural Styles Comments**

- Spanish Revival/Mediterranean and Craftsman Preferred.
- Modern and creative architecture (contemporary modernism) both appreciated & loathed.

#### Historically Referenced Architecture (Ordered/Classical):

- Spanish Revival/Mediterranean
- Craftsman
- Colonial-Cape Cod, Mercantile, Tudor, Victorian

#### Modern Referenced Architecture (Disordered/Contemporary)

- Self-Referential
- Contemporary Eclectic, Mid-Century, and Irving Gill

Issue #4 **Traditional** Architectural Standards versus Contemporary Architecture Pluralism

Traditional historic and modernist architectural styles are well-understood having been built with uniformed design standards over the past century as technologies have changed. And is easily codified.





Today's Self-Referential and
Contemporary Eclectic architectural
styles reject uniformed design standards,
which are no longer sufficient in a world
where difference is increasingly valued
and cannot be coded.





Traditional
Architectural
Styles that are
Difficult to Codify
as a Multi-Family
Building





Historically Small-Scaled Buildings, such as Cape Cod (beach) Cottages, and Older Victorian, Tudor, and Colonial Styles.





Traditional
Architectural
Styles that are
Difficult to Codify
as a Multi-Family
Building



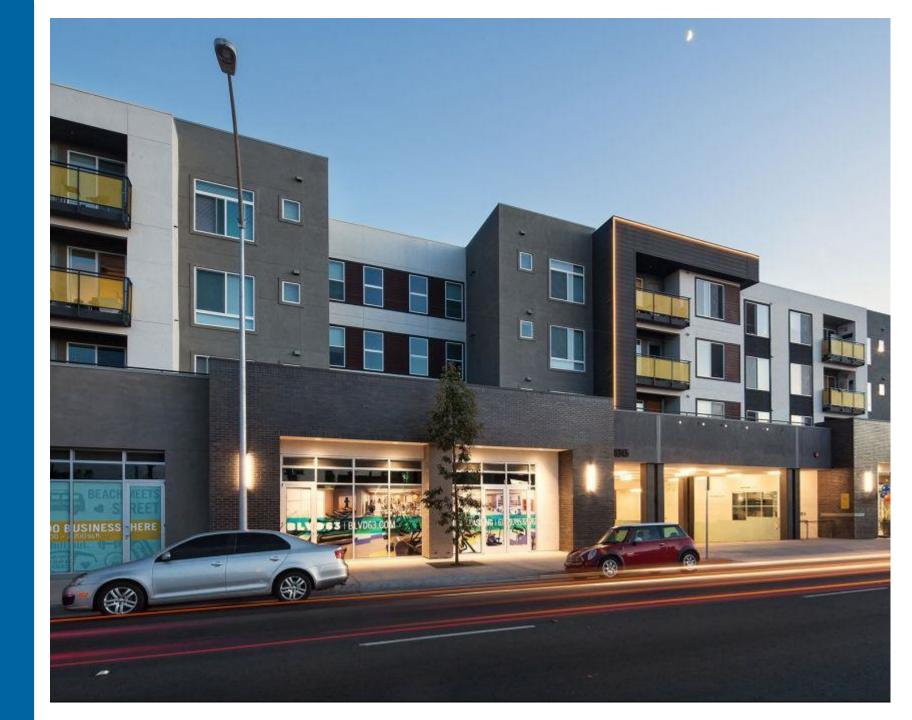
Modern
Architectural
Styles that are
Difficult to Codify
as a Multi-Family
Building



Self-Referential, Contemporary Eclectic, and Small-Scale Mid-Century Ranchette Styles



Modern
Architectural
Styles that are
Difficult to Codify
as a Multi-Family
Building



Modern
Architectural
Styles that are
Easy to Codify as
a Multi-Family
Building







#### **Irving Gill and Mid-Century Modern**





Traditional
Architectural
Styles that are
Easy to Codify as
a Multi-Family
Building





#### Mediterranean/Spanish, Craftsman, and American Mercantile Styles





#### CARLSBAD ARCHITECTURAL STYLES

- More Common Multi-Family Styles:
  - Craftsman
  - Mediterranean
  - Main Street American Mercantile
  - Mid-Century Modern

- Less Common Styles
  - Irving Gill's "Carlsbad" Style
  - Contemporary Eclectic





## PROJECT IMPLEMENTATION OVERVIEW



- VILLAGE AND BARRIO MASTER PLAN AMENDMENT
  - NEW MULTIFAMILY/MIXED-USE OBJECTIVE DESIGN STANDARDS
    - NEW PALETTE OF ARCHITECTURAL STYLES
    - NEW STREAMLINED REVIEW PROCESS



#### SB 35 & SB 330 Streamlining

- SB 35 or SB 330 projects qualify for a streamlined permit review process
  - Reduced review periods
  - Ministerial or limited discretionary approval
- Application of objective design standards helps achieve the requirements for streamlining



#### **NEXT STEPS**



#### **NEXT STEPS**

#### October 25, 2022 - 3<sup>rd</sup> Design Review Committee Meeting

Review sections of the Admin Draft such as the architectural styles

#### Winter 2023 - 4th Design Review Committee Meeting

Review the public draft objective design standards



