Acknowledgments

Afshan Hamid, AICP, Senior Planner was the Project Manager and lead for the design, writing, images and layout of the Todos Santos Design Guidelines. Having internal staff with training in architecture allowed the City to provide a product that is customized for the City of Concord, and was developed without the necessity and cost of outside consulting services.
The City of Concord Todos Santos Design Guidelines articulate an architectural and development vision for the Downtown, one that draws ideas from a nascent past and a progressive future. The Downtown is located within walking distance of the BART station, cultural amenities, shopping, dining, and the Todos Santos Plaza. The heart of the downtown is the Todos Santos Plaza, which draws people to the center. The Design Guidelines strengthen this understanding and expand the placemaking and walkability through building design. The comprehensive vision draws ideas from City Council members, Design Review Board, staff, the development community, local architects, and business leaders who participated in the decision making during the development of the Design Guidelines. The Todos Santos Design Guidelines envision Downtown Concord as a modern, vibrant place, one that is infused with its heritage and authenticity. The guidelines encourage building up on Concord’s heritage in the urban fabric and especially the Inner Core area. The Todos Santos Design Guidelines continue and expand the Downtown Specific Plan section on the design guidelines with more specific direction for property owners, developers, and architects. The maps, images, diagrams are an architectural understanding to update existing properties and future developments. The Design Guidelines are intended to work in concert with other City adopted documents, the Downtown Corridors Plan, the Bicycle and Pedestrian Plan, the Downtown Specific Plan, and the City of Concord Development Code. The Todos Santos Design Guidelines offer a long term vision for development and architecture in the City. The guidelines foster and create a dialogue for progress with a unique and vibrant downtown.
The Housing & Economic Development Committee provided direction as follows:

1) The need to establish boundaries where Early California Architecture would be required, with the immediate area surrounding Todos Santos Plaza and its main street corridors as the central focus, including a hierarchy of guidelines for the inner vs. outer core;

2) The need for flexibility in implementation of design guidelines, respecting a variety of architectural styles, and clarifying the process for review;

3) The need to respect cost considerations, and seeking some type of incentive program;

4) The need for sketches as well as photos in the development of the design standards, to encourage design creativity; and

5) The desire to create a transit corridor between BART and Todos Santos Plaza to improve traffic connectivity, with a tram or similar facility.

The Housing & Economic Development Committee described the downtown area as a jewel where they would like to see the past reflected. Developers, architects and property owner comments were generally supportive of the idea of new development incorporating an Early California theme. However, they also provided input stating their need for design flexibility, and a desire for variety to provide attractive curb appeal and address the needs and desires of their tenants in a more contemporary architectural language. The stakeholders emphasized the need for cost sensitivity, and stated they would like the City to provide incentives, and requested the need for a clear process for review of projects. It was suggested that new architectural requirements of Early California architectural themes be more focused in the central area, an inner core surrounding Todos Santos Plaza, with less prescriptive guidelines away from the central area, an outer core.

The map of the effective areas where the Todos Santos Design Guidelines would be applicable was developed and refined by the Housing & Economic Development Committee. The map is presented on pages 15 and 16. The Inner Core would establish architectural design standards that are more reflective of varied Early California Architecture, while the Outer Core on the map would allow for an architecture that is reflective of quality contemporary architecture.

Applicability:
The guidelines would apply to all private developments in the Inner and Outer Core of the downtown, refer to map pages 17 and 18. They do not apply to the public right-of-way. The guidelines are a set of design tools, and how they are applied will depend on each development proposal and how it responds to the context. The goals for each chapter are intentionally broad so that they can be accomplished in multiple ways. This provides flexibility in how the design tools are used and applied. The review authority will ultimately determine substantial compliance with the Guidelines based on the location, scope and nature of the project. The photos herein are selected to illustrate broad concepts, not determine the actual outcome of each project.

The City Council unanimously adopted the Downtown Concord Specific Plan on June 25, 2014, which includes a chapter on Design Guidelines that focuses on urban form, massing and character, ground floor treatment, relating facades to the public realm, vehicular access and building design including parking, servicing and private open space. The guidelines state that the objective is to reflect early California architecture in the design of new buildings. The guidelines expand that into a major policy and state new development to provide consistency in character that enhances and reinforces the existing character of the Downtown. The Design Guidelines when describing Early California Architecture are general in nature and not overly prescriptive. The implementation action outline two measures; A) hold study session with Design Review Board to explore Early California theme B) Prepare Design Guidelines handout for Developers (excerpt from SP).

On September 28, 2015, the Housing and Economic Development Committee reviewed the background of the Downtown Specific Plan, a summary of the Plan’s design guidelines, the purpose of the Plan’s implementation strategy to further explore the Early California theme, and a presentation on a brief history of Early California architecture. In summary, Early California is a broad term that describes various architectural styles and influences within California at the turn of the 20th century. These influences include, but are not limited to Spanish Revival, Arts & Crafts, Monterey Colonial, Victorian, Bungalow, Prairie Style, French, Eclectic, Mission Revival architectural styles, all of which have representations within Downtown Concord and the North Todos Santos District.

On October 26, 2015, the Housing & Economic Development Committee expressed a desire to expand the Downtown Concord Specific Plan section on design guidelines and to create new Todos Santos Design Guidelines which will be more architectural.

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Concord. The Downtown Specific Plan states that new buildings demonstrate their respect for the City’s heritage through modern interpretations of early California architecture. Thoughtfully blending the old with the new, Downtown Concord is constantly evolving and growing in an organic and sustainable manner.

**Purpose:** To create guidelines that support authenticity & flexibility, yet respect Concord’s historical context.

**INTENT:** The intent is that the TSDG guidelines would provide flexibility while at the same time provide further clarity as to the architectural character that resonates with Concord’s historical context and guidance on new development. The Design Guidelines are intended to promote quality in design character so that buildings appear authentic. Similar to the Downtown Concord Specific Plan, sketches and photographs are meant only to relay particular concepts in the text or make reference to pertinent precedents and should not be considered exact models. Each development block and new development should be considered unique and evaluated on how well it relates to the overall downtown context. The guidelines will provide varied architectural styles, describe the desired overall aesthetic, and look for downtown Concord. The architectural design guidelines serve as a tool to assist developers and architects in the design of their projects to quickly navigate the design review process.

The Early California Review Committee and Stakeholders provided an architectural vision and policy for the downtown:

**Vision Statement:**

To promote architecture and development that maintains the scale, importance and reflection of the historic Todos Santos Plaza, its surrounding neighborhoods, and to guide future development with high quality architectural character that is authentic to Concord.

**Policy Statements:**

1. To create a sense of place for the downtown that is enjoyable by a diverse resident population.
2. New development projects in the Inner Core shall emphasize Spanish and Spanish inspired architecture as well as interpretations of that style to promote a coherent style of design in the downtown.
3. In the Outer Core, aspire to create a diversity of architectural styles, and ensure that the Inner and Outer Core have seamless transitions at the base of buildings and overall compatibility with surrounding high quality architecture to help stitch the urban fabric of the city together.
4. To foster a vibrant and pedestrian oriented downtown that is attractive for residents, businesses and tourists.
5. To encourage and support a downtown that is connected and has the urban fabric of the Inner Core, Outer Core and broader downtown of Concord through architecture, landscape, signage, corridors, and development.
6. To encourage and facilitate a walkable downtown as a destination for cultural, retail, business and residential activities.

**BACKGROUND:** The Downtown Concord Specific Plan was adopted on June 6, 2014. Report section 4 of the Specific Plan relates to Design Guidelines. The general intent of the section is to provide a set of building development design guidelines to provide guidance to potential property owners, developers, and the City’s design review staff for determining the architectural character and building development for proposed project. This chapter describes building character, how buildings should relate to the public realm, and address parking and servicing to ensure the strong pedestrian character of the Downtown and area around Todos Santos Plaza is maintained. The Guidelines are general in nature and describe good practices such as Building Setback, Ground Floor Treatment, Residential Ground Floor, Blank Wall Treatment, Vehicular Access, Residential/Mixed Use Building Design, Commercial Building Design, Parking and Servicing, Private Open Space, Sustainable Practices as well as Landscaping. The guidelines illustrate through historic and contemporary examples across northern and southern California how cities promote a quality downtown environment. The examples are focused on achieving walkability, good scale and proportion, creating good neighborhoods and having inviting ground floor spaces.

**PURPOSE:** The purpose of these Todos Santos Design Guidelines (TSDG) is to expand the Specific Plan section on Design Guidelines as it relates to downtown Concord. The Downtown Specific Plan states that new buildings demonstrate their respect for the City’s heritage through modern interpretations of early California architecture. Thoughtfully blending the old with the new, Downtown Concord is constantly evolving and growing in an organic and sustainable manner.

**Page 17, Downtown Concord Vision, Downtown Concord Specific Plan**

“New buildings demonstrate their respect for the City’s heritage through modern interpretations of early California architecture. Thoughtfully blending the old with the new, Downtown Concord is constantly evolving and growing in an organic and sustainable manner.”
At the Housing and Economic Development Committee meeting on September 28, 2015, the Committee requested input from the public, particularly developers in crafting guidelines or standards and invited their comments. Community outreach was conducted by inviting stakeholders as part of the public process. Members of the public provided input and emphasized need for flexibility, and the desire for variety to provide attractive curb appeal. The stakeholders stated:
- The need for flexibility in implementation of design guidelines,
- Respecting a variety of styles,
- Clarifying the process for review.

Developers, property owners and architects were invited to each of the meetings to help shape the overall development and architectural vision of Downtown Concord. However, they also provided input stating their need for design flexibility, and a desire for variety to provide attractive curb appeal. It was recommended to take a scaled gradient approach, where requirements are more substantial in the core downtown (inner core) around Todos Santos Plaza and reduced as you move away from the core (outer core).

At the March 14, 2015 meeting, members of the Design Review Board (DRB) and stakeholders consisting of property owners, developers, architects and the Downtown Business Association were present in the audience. Stakeholders as well as DRB members stated that due to constraints of current construction methods, parking requirements, fiscal feasibility, marketability of developments, as well as development regulations, a less prescriptive approach to architecture was favored, while still maintaining high quality developments. The ECAR Committee summarized that guidelines were sought for both the Inner Core and the Outer Core. In the Inner Core, a range of styles including Spanish and Spanish reflective could be incorporated. If a historic property was destroyed, then it would be encouraged to develop a historic structures map and properties with re-development potential map as relates to both the Inner Core and the Outer Core areas of the downtown. The ECAR wanted staff to provide examples of renovation projects as well as first floor base with pedestrian oriented features.

On May 31, 2016, the City Council provided input and feedback. Overall, the project received support, however, some members of the Council wanted to see the Outer Core section refined further so that a more appropriate Concord vision was presented. Staff continued to work with the ECAR committee on resolution of remaining chapters, images, and specific language for the guidelines. On July 27, 2016, a refined version at 60% completion was presented to the ECAR committee. The ECAR committee made minor adjustments to the Inner and Outer Core maps. The ECAR committee recommended that staff present the document to the Development Review Board for input and feedback. On August 8, 2016, the Design Review Board reviewed the 60% design guidelines and provided feedback. Staff incorporated the modifications and developed the remaining chapters for inclusion into the final version. On November 16, 2016, the ECAR committee reviewed the final version of the guidelines and recommended approval. On December 1, 2016 the guidelines were reviewed by the Design Review Board (DRB) for final input. The DRB recommended approval to the Planning Commission. On December 15, 2016 the guidelines were reviewed by the Planning Commission (PC). The PC recommended approval to the City Council.  

On February 7, 2017 the Todos Santos Design Guidelines were presented to City Council for adoption. The stakeholders were invited to meetings held on:

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting/Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 28, 2015</td>
<td>Housing &amp; Economic Development Committee</td>
</tr>
<tr>
<td>October 29, 2015</td>
<td>Housing &amp; Economic Development Committee</td>
</tr>
<tr>
<td>November 16, 2015</td>
<td>Housing &amp; Economic Development Committee</td>
</tr>
<tr>
<td>February 8, 2016</td>
<td>Early California Architectural Review Committee/Design Review Board, 60% review</td>
</tr>
<tr>
<td>March 14, 2016</td>
<td>Early California Architectural Review Committee/Design Review Board, 30% review</td>
</tr>
<tr>
<td>May 31, 2016</td>
<td>City Council, 30% review</td>
</tr>
<tr>
<td>July 27, 2016</td>
<td>Early California Architectural Review Committee, 60% review</td>
</tr>
<tr>
<td>August 8, 2016</td>
<td>Design Review Board, 60% review</td>
</tr>
<tr>
<td>November 16, 2016</td>
<td>Early California Architectural Review Committee, Final review</td>
</tr>
<tr>
<td>December 1, 2016</td>
<td>Design Review Board, Final review</td>
</tr>
<tr>
<td>December 15, 2016</td>
<td>Planning Commission, Final review</td>
</tr>
<tr>
<td>February 7, 2017</td>
<td>City Council, adoption of guidelines</td>
</tr>
</tbody>
</table>
By the early 1600’s, the Spanish had claimed and partially settled eastern Florida, southern Texas, the Rio Grande Valley, Arizona (Tucson and Yuma), and southern California. The Spanish towns of the settlements were highly planned on a grid system, based on the Laws of the Indies which provided “ground rules” from Spain for colonial settlements far from home. Many towns and cities in the South and West still clearly reveal the street grid, central plaza, and local Spanish church of the original settlements. Spanish settlements and related architecture can be classified as three distinct types, or functions:

1) pueblos, or civic town settlements,
2) presidios, or fortified military bastions, and
3) missions, or regional churches designed to promote the Catholic faith to Native Americans.

Spanish Mission churches — and simpler local community churches — were instead looking to the future, not to the past, with more progressive, modernist ornamented, flamboyant architectural style had ever been used in the United States.

One revival style embraced principally in California and Florida, the Spanish Colonial Revival movement enjoyed its greatest popularity between 1920 and 1931. The Panama-California Exposition of 1915 in San Diego, highlighted the work of architect Bertram Goodhue and Carlton Winslow Sr., both who are credited with giving the Spanish Colonial Revival style national exposure. Other revival styles popular at this time along with Spanish Colonial Revival were; Mission Revival, Colonial, Monterey Colonial, Craftsman Style, Prairie Style and French Eclectic. Most of the arts organizations along Balboa Park’s famous El Prado pedestrian walkway are housed in Spanish-Renaissance style buildings constructed for the 1915 Exposition. It was one of the first times that this highly ornamented, flamboyant architectural style had ever been used in the United States.

Goodhue and Winslow advocated a design that turned away from the more modest, indigenous, horizontally oriented Pueblo Revival and Mission Revival, towards a more ornate and urban Spanish Baroque. Contrasting with neo-classical Beaux-Arts style, rich Mexican and Spanish Churrigueresque decoration would be used, with influences from the Islamic and Persian styles in Mission Revival architecture. For American world’s fairs, this was a novelty. The design was intentionally in contrast to most previous Eastern U.S. and European expositions, which had been done in neoclassical and Beaux-Arts styles, with large formal buildings around large symmetric spaces. Even San Francisco’sutm/cty_2009b/04_2009b.png was a prime example of the Spanish Renaissance style. On March 8, 1960 the City adopted the El Pueblo Viejo Ordinance, a design control district with set restrictions on the alteration or demolition of historic buildings.

References:

Chalquist, Craig. Where did California’s Spanish Architecture Come From?...
Esau, Erika. 1920s: Eucalyptus and Spanish Style Architecture, Chapter 6...

Architecture: Eichler (1946-1960): Eclectic and Spanish Style Architecture, Chapter 6...
City of Santa Barbara, Historic Resources Draft Adopted 2009...
City of Santa Barbara, El Pueblo Viejo Ordinance Adopted May 12, 2009...

City of Santa Barbara Ordinance 08-0012-007: El Pueblo Viejo Ordinance, Adopted May 12, 2009...

Mexican California. The Making of the Ranchos...

todos_santos_design_guidelines_01.png...
Early California Structures

01

San Francisco Presidio, 1816

Royal Presidio, Santa Barbara, built 1782

San Diego Panama-California Exposition quadrangle, 1915

California Tower at Balboa Park, 1915

Casa del Prado at Balboa Park, 1915

Shadelands Ranch home, Walnut Creek, Ca built 1902

County Courthouse, Santa Barbara, 1905

Larkin Home, Monterey, built 1835

Gamble House, Pasadena, Ca, built 1905, Greene & Greene

Colby Home, Berkeley, Ca built 1905 by J. Ailgren

Statebank's Ranch home, Walnut Creek, Ca built 1906

Historical Map courtesy Library of Congress, 1894

Alameda and Contra Costa Counties
The areas of Concord were assigned in the Mexican land grants of the 1820s or 1830s. During these years, valuable land grants were conferred upon influential men, soldiers and politicians. Soldiers and politicians who had given years of dedicated service to Mexico made up the bulk of those who received these lands. Such people of Spanish descent but born in California, were known as Los Californios. The lands were claimed by a formal petition, called a diseno, submitted to the Territorial Deputation Council. A total of 18 grants became the Contra Costa County (History of Concord, Its Progress and Promise). The extensive grant of Monte del Diablo included the area that is now Concord. The owner of this land was Don Salvio Pacheco, who petitioned for the grant of four leagues (17,921 acres) in 1834. Salvio Pacheco and his family settled on this vast land. The Fernando Pacheco home was on Grant Street (Images of America, Concord). The Fernando Pacheco home was entered into the National Register of Historic Places on May 20, 1998 (Images of America, Concord).

The settlement patterns of Concord closely follow those of California. Early structures in Concord were influenced by architects and craftsmen from the East Coast who used their already learned trade and skill to build architecture that was familiar. Early influence was also shaped by an abundance of local materials and popular revival styles brought a vernacular architectural language into new settlement areas. Middle class income residents could choose from one of a dozen or more styles for their home. Around Todos Santos Plaza, the Galindo House was built in 1856 at 1721 Amador Avenue near Clayton Road, and serves as an example of a Victorian ranch style home. The Landmark House, built in 1854, and is located at 1870 Adobe Street, at the corner of Salvio and Adobe Streets. The Bolla house was constructed for a local farming family, built in 1924 around Todos Santos Plaza. The County Fire House built during 1938-39 is a white adobe structure and is a raised bungalow style home with craftsman details. In keeping with the Law of the Indies, the urban plan encouraged the location of civic buildings around Todos Santos Plaza. The Fire District. In 1911 Foskett and Elworthy First National Bank was commissioned on the corner of Salvio Street and Concord Boulevard, and is an example of a modern Italianate style building. The references to early Concord buildings can be found on the Concord Historical Society webpage at concordhistorical.org. Images of early Concord residential and commercial structures can be found on the next two pages of these Design Guidelines.

The downtown is distinguished by its authenticity and historic assets, preserved and strengthened by the strategic shift of new high tech development that links the past with a vibrant future. The origins of Concord, beginning in 1834 as Rancho Monte del Diablo, are evident throughout Downtown. The central plaza, which creates the City’s original name of Todos Santos, is a rare example of the 16th Century Law of the Indies which once dictated the planning and design of Spanish colonial cities. The Central Plaza, Don Salvio Pacheco dedicated the plaza to the people of his new town to use as a park. Salvio Pacheco offered the merchants of Pacheco Town land around the place in Todos Santos for one dollar if they would move their stores to Todos Santos.

The reticular or grid pattern is the constant element in the founding of Hispano-American cities where a vision of a uniformed colonial city of the Spanish crown was achieved. The grid pattern of the checker box offered possibilities for controlled expansion, which allowed it to easily become part of the city. The variations of the reticular pattern could be produced by the alignment of the roads or through the arrangement and the dimensions of the blocks.

In 1848, Salvio Pacheco built the Pacheco Adobe, a two-story home with twelve rooms and a balcony, beside the artesian springs. It was sited to views of Mt. Diablo (Images of America, Concord). It is a California State Landmark designated in 1954, and is located at 1870 Adobe Street, at the corner of Salvio and Adobe Streets. The Galindo House was built in 1856 at 1721 Amador Avenue near Clayton Road, and serves as an example of a Victorian ranch style home. The Landmark House, built in 1854, is an example of a Victorian ranch style home. The Bolla house was constructed for a local farming family, built in 1924 around Todos Santos Plaza. The County Fire House built during 1938-39 is a white adobe structure and is a raised bungalow style home with craftsman details. In keeping with the Law of the Indies, the urban plan encouraged the location of civic buildings around Todos Santos Plaza. The Fire District. In 1911 Foskett and Elworthy First National Bank was commissioned on the corner of Salvio Street and Concord Boulevard, and is an example of a modern Italianate style building. The references to early Concord buildings can be found on the Concord Historical Society webpage at concordhistorical.org. Images of early Concord residential and commercial structures can be found on the next two pages of these Design Guidelines.
Todos Santos Design Guidelines

Map of Todos Santos, 1874, by Luis Castro

Salvio Pacheco Adobe, built 1840s
Fernando Pacheco Adobe, built 1856
Avera Home, built 1906, Colonial style
Galindo Home, built 1856, Victorian style
Neustaedter Home, built 1906, Colonial style
Elworthy Home, built 1912-13, Prairie style
Foskett/Elworthy building, built 1911, Modern Italianate style
Bibber Home, built 1912-1913, Four Square French Eclectic
Rosal Apartments, built 1936, Spanish Colonial style

01 Early Concord Structures
<table>
<thead>
<tr>
<th>No</th>
<th>Name of Property</th>
<th>Address</th>
<th>Type of Structure</th>
<th>Inner Core</th>
<th>Outer Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Todos Santos Plaza</td>
<td>Willow Pass Rd./Grant St./Salvio St./Mt. Diablo St.</td>
<td>Open Plaza</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>2</td>
<td>County Fire House</td>
<td>1210 Willow Pass Rd.</td>
<td>Institutional</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>3</td>
<td>Veterans Memorial</td>
<td>1220 Willow Pass Rd.</td>
<td>Institutional</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>4</td>
<td>Dave Broderick Memorial</td>
<td>Coffee St.</td>
<td>Plaque</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>5</td>
<td>Visalia-Timonier House</td>
<td>2350 Pacheco St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>6</td>
<td>Barnett House</td>
<td>2580 E. 6th St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>7</td>
<td>Allen House</td>
<td>2106 Grant St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>8</td>
<td>Allen House</td>
<td>2106 Grant St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>9</td>
<td>Solano-Pacheco Adobe</td>
<td>1870 Adobe St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>10</td>
<td>Perry House</td>
<td>2000 Concord Ave.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>11</td>
<td>First Fire House</td>
<td>1982 Concord Ave.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>12</td>
<td>Ivy House</td>
<td>1849 Clayton Rd.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>13</td>
<td>Masonic Hall</td>
<td>1928 Clayton Rd.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>14</td>
<td>Guthrie House</td>
<td>1721 Reeder Ave.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>15</td>
<td>Tollist &amp; Chauncey Building</td>
<td>2001 Salvio St.</td>
<td>Commercial</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>16</td>
<td>Beeker House</td>
<td>1921 Concord Ave.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>17</td>
<td>Hometowners Hall</td>
<td>2001 Salvio St.</td>
<td>Commercial</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
<tr>
<td>18</td>
<td>Rosal Apartments</td>
<td>2178 Pacheco St.</td>
<td>Residential</td>
<td>![Inner Core]</td>
<td>![Outer Core]</td>
</tr>
</tbody>
</table>

The properties are identified by Concord Historical Society, reference concordhistorical.org

Aerial Map not to scale
Reference: Downtown Specific Plan Map

Enlarged Map, not to scale
Reference: Downtown Specific Plan Map
The goal of these Design Guidelines is to ensure that new development will fit and make a positive contribution to a sense of place. Building form is a basic principle that guides the shape and structure of future development. Building form is established in the Concord Municipal Code by density, floor area ratio, setbacks, lot coverage, and height restrictions. In essence, it is the building envelope that is permitted on the parcel by the zoning development standards. In terms of these Design Guidelines, building form is comprised of various architectural elements including mass, proportion, and scale. In principle, both the Inner Core and Outer Core will adhere to the overall vision for Downtown Concord and the Downtown Specific Plan through the Urban Design Guidelines and these Design Guidelines. In the context of Downtown Concord, the overall building form should be informed by adjacent buildings, the character of public spaces, such as Todos Santos Plaza, and an enhanced pedestrian environment. A neighborhood scale with buildings set close to the sidewalk on a pedestrian-friendly street is the desired effect. Development proposals which create a strong building edge with the public right-of-way are encouraged in the Downtown. Facades that create continuity along the full length of the street help to reinforce a strong building form. A potentially large building form need not be uniform and static; it should be broken into a series of smaller masses that give variety and visual energy. A range of building shapes, types, and styles is encouraged. The Inner Core building form will be of a more traditional mass and scale, while the Outer Core building form will have more flexibility, variety, and contemporary expression.

“New buildings shall be designed to be compatible with existing adjacent buildings.”

Downtown Concord Urban Design, March 1987
Todos Santos Design Guidelines
City of Concord, California

Inner & Outer Core Principles:

- Site the building with zero setback, but provide movement on the first floor.
- Design front building line to create a strong street wall condition to help frame a vital retail corridor.
- Use mid-block courtyard space with a fountain to help relieve a large bulky building, and create a desirable pedestrian space.
- Connect mid-block courtyard to the surface parking area and back of house retail to the street.
- Provide generous sidewalk space and an outdoor eating area to enliven the back of house retail spaces and allow street activity to continue to the back spaces.

- Opportunities to create a sense of place begin with an informed site plan. In a small downtown setting, care should be taken to develop a building site plan that respects the street with an activated first floor. Development blocks in the Downtown should site buildings at the property with minimal setbacks, screened parking areas, and articulate the building. Building mass should be articulated with architectural elements, such as bays, varying the building form, setbacks, step backs, and solids versus voids. The scale of the building should be humane scale and relate at the pedestrian level to create an overall inviting character and street presence. The proportions of the building should account for adjacent development and be in keeping with the scale of the street.
- The overall effect of urban design should create a regional architectural identity with design flexibility. Urban design is a quality that applies to both the Inner Core and the Outer Core. In Concord, an established node is the Todos Santos Plaza, the heart of the city where activity is created. Buildings and the aesthetic should respect the plaza through facades that open towards the plaza. In other areas of the Downtown, respecting view corridors or aligning balconies to face Mt. Diablo could become the urban design gestures. The Inner Core and the Outer Core should have seamless transitions at the base of the building to help stitch the urban fabric of the Downtown together.

02 Building Form

Site Planning & Orientation:

- Design buildings with a clearly expressed base, middle, and top.
- Design front building line to create a strong street wall condition to help frame a vital retail corridor.
- Use mid-block courtyard space with a fountain to help relieve a large bulky building, and create a desirable pedestrian space.
- Connect mid-block courtyard to the surface parking area and back of house retail to the street.
- Provide generous sidewalk space and an outdoor eating area to write the back of house retail spaces and allow street activity to continue to the back spaces.

- Buildings with strong design will have a pedestrian designed base, intermediary floors that have rhythm, and a top floor that relates to the sky with defined roof form.

Massing:

- Design buildings with a clearly expressed base, middle, and top.
- Step-back upper floors are set back eight to ten feet, creating an inviting and usable outdoor balcony and giving a stronger presence to the first floor.
- Build-up massing of one potentially large building is broken into two smaller masses, acting as two small buildings.
- Changes in plane of 4 to 8 feet within a large mass helps to avoid a monolithic appearance.
- Use at least two distinct materials and or colors to create a dynamic appearance and shape.
- Treat back of house retail and restaurants like front of house with the same care and detail so they have a main street presence.
Inner & Outer Core Principles:

- Use taller ground floor to allow for a better connection to the sidewalk. The increased height allows for more visibility, pedestrian connectivity, decreased massing, and enhanced transparency.
- Design ground floor with warm materials such as wood and fabric awnings; materials that lend themselves to being touched.
- Provide ample fenestration to allow passersby to gaze into shops.
- Take advantage of window space for unique and artistic window displays.
- Provide recessed entrances with double doors to invite pedestrians in.
- Articulate the first floor of the building with entrances and a pedestrian-friendly first floor design.
- Use human scaled proportions at the base of a building.

First Floor:

Inner & Outer Core Principles:

- Scale buildings to be harmonious to the overall context and surrounding environment.
- Create desirable relationships between the dimensions and parts of a building to help establish the building form.
- Good proportions provide an aesthetic rationale for the dimensions of a building. Design architecture to unify the multiplicity of elements by having all the parts belong to the same family of proportions.
- Proportion building to give a sense of order in the facades and spaces of architectural design.
- Design traditional building facades with classical proportions and an even rhythm for solids and voids.
- Develop 3-story or 4-story buildings on smaller, more intimate downtown streets.

Scale & Proportion:

- One large form broken into two smaller masses
- One single mass is divided into three well proportioned elements
- Bridging element between two masses

Strong building massing and first floor articulation
Warm quality materials used on the first floor
The Inner Core is the heart of downtown Concord. The Inner Core is defined by the Todos Santos Plaza and the surrounding historical grid pattern. The Inner Core is shaped by existing buildings, where many buildings have a historic Spanish architecture, such as the Fire Station, while others were developed at a later time, such as the mid-century style building on the southeast corner of Grant Street and Salvio Street. The Downtown Specific Plan recognizes the Inner Core as an opportunity site and area of interest for future development. The Inner Core is the most pedestrian intensive and walkable area in the city. The Inner Core is most suited to mixed-use development, with active retail on the ground floor and office or residential above. The key to retaining walkable destinations is to incorporate a mix of active uses, such as restaurants and retail stores, on the ground floor. Architecturally, the ground floor base of a building needs to create a dialogue with the plaza, the street, open spaces, vistas, and view corridors. The connection of buildings to the public realm should be open and transparent so that activity is encouraged. Development needs to recognize and preserve pedestrian connections, through wider sidewalks, setbacks for plazas, and planting areas. The ground floor of a building needs to engage with the public realm by having taller storefronts, care and craftsmanship of materials, and respite areas for sitting and looking. Oftentimes, a building’s accessories, decorative lighting, signage and potted planters, can strengthen a theme and become the jewelry of a project. An engaged and active ground floor can contribute to the public realm and placemaking.

“The building form and fabric around Todos Santos Plaza and the adjacent area helps define the pedestrian character of the downtown”

Downtown Concord Specific Plan, June 6, 2014
Todos Santos Design Guidelines
City of Concord, California

The Inner Core is marked by a number of historic buildings; some buildings impart a historic feel, while other buildings were constructed at a later period of time. Regardless of the style, the pedestrian scale of the Inner Core establishes the character. This intimate character produces walkability, passive activities, and active uses. Strategies to keep this area cohesive should focus around:

- Breaking up single large block buildings into a series of buildings/variation in the façades to create a finer grain fabric.
- Providing important roofline articulations/stepping back the top floors of buildings.
- Ensuring the ground floor of buildings relate and enhance the public realm/streetscape.
- Providing deep reveals for window treatments.
- Incorporating balconies with permeable railings.
- Using a common materials palette.
- Constructing arcades along specific streets.

Inner Core Context:
The Inner Core is marked by a number of historic buildings, some buildings impart a historic feel, while other buildings were constructed at a later period of time. Regardless of the style, the pedestrian scale of the Inner Core establishes the character. The intimate character produces walkability, passive activities, and active uses. Strategies to keep this area cohesive should focus around:

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- Providing deep reveals for window treatments.
- Incorporating balconies with permeable railings.
- Using a common materials palette.
- Constructing arcades along specific streets.

Massing:

- Design corner tower element to secure the Mission style with minimalist windows and symmetry.
- Use traditional-appearing materials and finishes to convey a Spanish Revival theme.
- Construct balcony projections with wood like materials to help break up the mass and reinforce a Spanish Revival style.
- Relate to Todos Santos Plaza across by having active ground floor uses and outdoor dining create continuous activity where people can gaze.
- Install recessed windows and doors to give the impression of heavy masonry walls.
- Provide multiple arched openings to connect to the interior private courtyard and allow the indoor and outdoor areas to relate.

Salvio Pacheco development exemplifies a building with a historic feel.
This style is a mix of various elements and influences. It incorporates features from Spanish Colonial and Moorish architecture in Spain, Portugal, Italian as well as California Missions. Some common features of this style include:
- Ornate low relief carvings, arches and columns
- Curvilinear gables
- Terracotta tile hipped roofs
- Stucco or plaster walls
- Arched or straight windows with ironwork
- Stylized chimneys and vents

Current Mediterranean Style Details:
- Finish the facade in a variety of earth tone materials, finishes and colors.
- Fluted chimney base with decorative vents at top.
- Finish the low-pitched roof in terracotta tile.
- Curvilinear gable as a corner feature.

Current Spanish Style Details:
- Use metal frames and ironwork at entrances. Doors may be typically carved wood or other ornate type door.
- Paint body white, with a second trim color. A third color may be introduced on window frames.
- Use of stucco or plaster walls.
- Introduce balconies on multi-story buildings.
### Mixed Use Design:
- Provide strong massing that hugs the ground, giving this two-story structure a traditional appeal.
- Use a wide band above the first floor retail to help distinguish between the more public ground floor versus private second floor units.
- Design custom curved or linear metal balconies to add individuality to the project.
- Inset the door within the entry frame and finished with wood and cast iron.
- Use materials and warm colors to give development a rich, traditional appeal.

### Successful Strategies:
- Design a base height of 16 to 24 feet to help relate to the street and sidewalk.
- Provide large storefront windows with landscaping and overhangs to create an inviting sidewalk area.
- Angle the corner to visually carry the eye where two streets meet.
- Emphasize human scale by setting awnings at the transom line.
- Use durable materials, such as stone, at the base.

### Details:
- Finish arches with tiles above the storefront.
- Imprint a leaf motif on the columns at the capital.
- Project columns to help establish the bays for the storefront.
- Score the exterior insulation and finishing system (EIFS) to give the material depth.
- Finish the first three feet of the development in durable material such as brick with a soldier course.

### Break-up the overall composition on a large development block into a series of smaller façades that are complimentary to each other.
- Project the corner entrance projects out to allow a setback for the second-story.
- Detail the cornice to give a heavier and more traditional expression.
- Provide details on the façade to carry a traditional architectural language.
- Delineate the base and top of the columns.
- Symmetrically arrange and align windows.

Example of classical style expression with detailed columns.

Example of corner entry element with single column announcing the entry.

Example of indoor dining that extends out.

Example of second floor with articulation.

Example of second floor with articulation.
Inner Core Residential Use:

- Strong massing that hugs the ground gives this three-story structure a humble appeal.
- Eaves with deep overhangs shelter the ample balconies.
- Semi-enclosed balconies under a roof help to break up the corner.
- Simple design, sparse detail and natural material add the characteristic features of the Arts & Crafts style.
- Tapered columns give the details for an Arts & Crafts style.
- Window arrangement is grouped in threes.
- Vertical batten board material is contrasted against horizontal lap siding to add variation.
- Combination of low slope roofs and gables add articulation to the roof.

Arts & Crafts Details:

- Columns are crafted with a stone base to define an entrance, and lend a human scale.
- Projecting bays are set within the larger gable form to break up the mass.
- The bay is differentiated from the gable form by varying the siding material.
- Triangular knee brace on the gables gives a distinct quality of Arts & Crafts style.
- Trim is finished in a simple flat wood.

Italianate Details:

- Finish the façade in a variety of earth tone materials, finishes, and colors.
- Provide tall arches at the base.
- Use eave overhangs and depth along with exposed rafters give a traditional expression to the roof.
- Boxed balconies are framed by wood details.

Todos Santos Design Guidelines

- Use a harmonious and symmetrical composition.
- Define mass with projecting and receding bays to articulate the façade.
- Frame around windows and lintels to enhance the project details.
- Vary the roofline to articulate the project.
- Heighten the base of the building to relate better to the street.
- Varied roof profile adds a strong statement to the project.
- Arrange windows symmetrically.
Use site furnishings to add to the theme of the place, carefully match the furnishings to the style of the storefront.

Use colorful fabric awnings to individualize the retail or restaurant façade.

Design blade signs so that craftsmanship is added, and locate close to the entrance.

Select paver pattern and color to set the retail area apart.

Design a taller ground floor, between 16 to 24 feet, as an essential tool for retail and pedestrian success.

Increased ceiling height makes for a gracious space allowing plenty of light.

Setback building from the property line to allow outdoor dining space. The setback, along with the sidewalk depth, creates more space for people to walk, sit, and enjoy.

Increase details on the ground floor, such as wood finishes, doors, and windows setback.

Provide various levels of signage, such as well crafted blade signs, awning signage, and barriers placed perpendicular to the building face.

Use different shapes and sizes of overhangs to contribute internal roof overhang, fabric awnings, and even the finished underside of balconies creates a pedestrian scale that is relatable.

Successful Strategies:

Use site furnishings to add to the theme of the place, carefully match the furnishings to the style of the storefront.

Use colorful fabric awnings to individualize the retail or restaurant façade.

Design blade signs so that craftsmanship is added, and locate close to the entrance.

Select paver pattern and color to set the retail area apart.

Strong corner entrance makes a statement.

Outdoor dining is a pleasant gathering space.

Artistic benches invite passersby to sit.

Fountains in courtyard create resting areas. Stairways extend out & thematically connect two levels.

Decorative lighting acts as jewelry for finishing touches. Opportunities for landscaping in unexpected areas. Arcades provide a covered walkway.

The projects theme is designed into the capital.
### Inner Core Design Typology:

<table>
<thead>
<tr>
<th>Architectural Element</th>
<th>Elements &amp; Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Form</td>
<td>Heavier mass, formal arrangement of shapes and forms.</td>
</tr>
<tr>
<td>Building Plan</td>
<td>Symmetrical shape with strong gables and side wings.</td>
</tr>
<tr>
<td>Height</td>
<td>Predominantly three to five stories.</td>
</tr>
<tr>
<td>Roof Lines</td>
<td>Pitched roofs, either low or steep with pronounced parapet or cornice.</td>
</tr>
<tr>
<td>Size of Building</td>
<td>Rectangular, rectangular or rectangular with slightly different or squared arches, arcades.</td>
</tr>
<tr>
<td>Upper Floors</td>
<td>Tightly rooted to the ground.</td>
</tr>
<tr>
<td>Materials</td>
<td>Warm materials such as brick, wood, stone, canvas awning, clay tiles, glass.</td>
</tr>
<tr>
<td>Colors</td>
<td>Earth tone colors.</td>
</tr>
<tr>
<td>Artwork</td>
<td>Traditional or modern ornamentation.</td>
</tr>
<tr>
<td>Amenities</td>
<td>Interior or exterior courtyards, balconies.</td>
</tr>
</tbody>
</table>

#### Traditional Style Mixed Use Retail
![Image](image1.png)

#### Arts & Crafts Style Residential
![Image](image2.png)

#### Mediterranean Revival Style Multi-family Residential
![Image](image3.png)

#### Traditional Style Mixed Use
![Image](image4.png)

#### Colonial Style Retail
![Image](image5.png)
The Outer Core is an extension of the Inner Core and should continue the urban design principles, pedestrian connectivity, and respect of the building form. The Outer Core is essential to establishing linkages and transitions between the Inner Core and the rest of Concord. The Outer Core architecture may be more responsive to current construction methods, market viability, contemporary materials and local feasibility, with less prescriptive architecture, while maintaining high quality design. The Outer Core can reflect a diversity of contemporary architectural styles with a focus on high density development that incorporates pedestrian-friendly features on the ground floor. Development in the Outer Core will need to employ durable materials, especially at the base. Architecture can respond in a meaningful way to its context by orienting a site plan towards vistas and plazas. For example, a rooftop garden may be oriented towards views of Mt. Diablo or Todos Santos Plaza, providing a vertical view connection. Four-sided architecture needs to be implemented so that all four elevations have a strong front façade. The use of warm materials with appropriate detailing at the base will provide an authentic architecture for Concord. The Outer Core can be more reflective contextually so that development is mindful of Concord’s downtown. A contemporary design can still be a genuine Concord design with nods to a bigger context. The Outer Core can relate and extend the important qualities of good materials, pedestrian connections, walkability, and urban design. The Outer Core will more importantly serve to knit together the Inner Core with the rest of Concord so that there are seamless transitions and high quality development.

“The character of the building’s ground floor determines the overall quality of the street level pedestrian experience.”

Downtown Specific Plan, June 2014
Opportunities to create a sense of place begin with an informed site plan. In a small downtown setting, care should be taken to develop a building site plan that respects the street with a strong activated ground floor. Development blocks in the Downtown should have buildings with no setbacks, parking that is minimally visible and articulation of the building line. Buildings should be articulated with architectural facial elements, such as bays, varying the building form, setbacks, and solids versus voids. The scale of the building should be a human scale that relates at the pedestrian level so as to create an overall inviting character and street presence. The proportions of the building should account for adjacent development and be in keeping with the scale of the streets. The overall effect of urban design should create a regional architectural identity with design flexibility. Urban design is a quality that applies to both the inner core and the outer core. In Concord, an established node is the Todos Santos Plaza, the heart of the city where activity is created. Buildings and the aesthetics should respect the plaza through facades that open towards the plaza. The Inner Core and the Outer Core should have seamless transitions at the base of the building to help stitch the urban fabric of the city together.

**Outer Core Context:**

All new developments on primary streets should build to zero front lot line with exceptions for any usable, publicly-accessible, at grade open space such as small plaza, pocket park, or a pedestrian alley. Buildings with minimal setbacks have a special relationship with the sidewalk and street. In these cases, buildings frame the street and forms a well-defined street edge. Building setbacks should be landscaped to ensure privacy in case of residential ground floor use. In residential neighborhoods with low scale buildings, the front setback shall be landscaped to enhance the street character and complement the neighborhood identity.

*Extract from Downtown Specific Plan, page 83*

**Outer Core Principles:**

- Buildings downtown should maintain a tight and varied rhythm of facades compatible with the existing character. In particular, they should relate to the typical 50-foot-wide parcel width through building vertical modulation and facade articulation to avoid flat, long walls along the street frontage. Such techniques could include the use of change in facade rhythm, facade recesses, or change in materials or color.

- Buildings should be sensitive to the scale and character of adjacent buildings on rear property lines.

- Steps, stoops, porches, patios, and terraces should be allowed in the building setback zone, particularly on residential buildings where ground floor activity is important.

*Extract from Downtown Specific Plan, page 83*
Follow the same urban design principles as the Inner Core, with no setbacks, parking below grade, and active retail edges.

Maintains a contemporary architectural language through the expression of materials, bays, and volumes. In the contemporary language, elements such as entrances, corners, stairs are more defined.

Step back the upper story volume to create an interesting skyline.

Provide a contrast in materials, texture, and color to add appeal to the façade.

Design details in a rational manner so reveals, edges, and grids line up in a deliberate way.

Add lighting along the columns for human scale.

Activate the edge or the ground floor of a mixed use project with commercial presence.

Create a well-defined street-wall to provide continuous retail synergy on the street and sidewalk.

Mixed use active edge projects should engage a stable amount of pedestrian traffic throughout the day and evening.

Design the majority of streetfrontages for active uses.

Design the ground floor space with height and depth to support retail spaces, service spaces, educational or cultural spaces.

Successful Strategies:

Design a minimum of 50 to 60 foot depth for a workable leasable ground floor space.

Plan a height of 16 to 24 feet floor to floor on new commercial development, to allow for a range of uses such as cafes, restaurants, and retail.

Vertical movement in the upper story setback adds dimension and relief to the building volume.

Architecture is expressed through material, bays, and volumes.
Use a four sided design with details, colors and materials carried out on all façades of the project.

Express contemporary details through materials that wrap on the underside and around the corners.

Add interest with various materials throughout the project, such as glass, metal, stucco, and wood paneling.

Contrast the color palette to lend an overall excitement to the façade.

Keep the existing brick base from the original factory as part of a reuse strategy and add new residential units to compliment the design.

Score the stucco so it has breaks and has more substance as a material.

Transit Overlay District 18.105.040 C 3: Pedestrian friendly street level building design amenities such as highly articulated facades with a variety of high quality materials and en architectural detailing, visibility into buildings, awnings, paseos, or arcades, and signage oriented and scaled to the pedestrian, located directly behind the sidewalk.

The existing building base is revitalized and refreshed with a sandblasting treatment and cleaning and repairing of the grout. New landscaping is added to soften the building foundation.

Residential Design:

- Add movement in the site plan through cantilevered bays to articulate the building line.
- Activate edges with generous porches and large amounts of transparent glazing to engage with the street.
- Vary the roofline to create movement above the main ridge.
- Create hierarchy through fenestration, where public spaces on the ground floor have more glazing and residential spaces above have a different glazing pattern.
- Incorporate a family of complimentary materials.

Successful Strategies:

- Frame entrances with articulated columns and porches.
- Use drought tolerant landscaping, such as kangaroo paws to add color and work as a sustainable strategy.
- Design landscaping at the base to make the ground floor less prone to maintenance over the long run.

Mixed Use Design:

- Use a four sided design with details, colors and materials carried out on all façades of the project.
- Express contemporary details through materials that wrap on the underside and around the corners.
- Add interest with various materials throughout the project, such as glass, metal, stucco, and wood paneling.
- Contrast the color palette to lend an overall excitement to the façade.
- Keep the existing brick base from the original factory as part of a reuse strategy and add new residential units to compliment the design.
- Score the stucco so it has breaks and has more substance as a material.
Develop different but compatible elevations, so that each building has its own personality and is respectful to its adjacent neighbor. Delineate the top floor of the project through the cornice line, strong eave expression, and bold use of color. Use durable materials, such as a brick or cast stone material at the ground floor. Use brick materials to add soldier coursing at the balcony levels for detail. Run stairs parallel to the sidewalk to engage the ground floor.

Successful Strategies:
- Build a rounded tower entry to create a prominent entrance the intersection of two streets.
- Shift the site plan with a minimum depth of four feet so that considerable depth is created.
- Decorative street lighting throughout the project compliments and adds a street rhythm.

Successful Strategies:
- Introduce pedestrian elements at the podium level base through integration of landscaping, well designed knee wall and balconies.
- Introduce paving patterns at the entry areas to make it special.
- Custom designed balcony railing, lighting, and entry feature so that each building is cohesive to the development, yet individual.

Residential Design:
- Raise the ground floor three feet, and open the residential balconies towards the sidewalk to create a semi-public engagement.
- Treat the base with care and substance of material, such as stone or brick. The raised ground floor walls are treated with landscaping to add green and make the project more human.
- Install tile details at the entrance in a playful palette of color and pattern.
- Contrast materials, texture and color adds appeal to the façade.
- Design the overall mass to hug the street and give a human scale to the street.
- Line the street with pavers and to make the development more cohesive.

Residential Design:
- Develop different but compatible elevations, so that each building has its own personality and is respectful to its adjacent neighbor.
- Treat the base with care and substance of material, such as stone or brick. The raised ground floor walls are treated with landscaping to add green and make the project more human.
- Install tile details at the entrance in a playful palette of color and pattern.
- Contrast materials, texture and color adds appeal to the façade.
- Design the overall mass to hug the street and give a human scale to the street.
- Line the street with pavers and to make the development more cohesive.
Mixed Use Design:
- Provide strong massing that hugs the ground and gives this five story structure a humble appeal.
- Use a wide band above the ground floor retail to help distinguish between the more public ground floor versus private residential units.
- Set apart the top floor by color, balconies, and slight setback.
- Shift the residential bays so that the mass is articulated and has movement.
- Arrange windows in groups of threes to help add rhythm to the façade.
- Use the material palette and warm colors to give this development a rich, traditional appeal.

Design Details:
- Use a taller base height of 16 to 24 feet to help relate to the street and sidewalk.
- Provide large storefront windows with landscaping at the edge to create an inviting sidewalk area.
- Round corner to visually carry the eye where two streets meet.
- Set awnings below the transom line to give a better human scale.
- Use durable materials, such as tile or stone at the base.

Residential Design:
- Use a similar project height to neighboring projects, so the building blends in.
- Treat the bays with a finished wood to give a special appearance.
- Establish a horizontal datum above the entrance to help link the pedestrian first floor.
- Cantilever balconies to express the structure.
- Provide a metal base at the balcony to carry over into the bays and give continuity.
- Setback the main entrance in a landscaped courtyard.

Successful Strategies:
- Use a line of columns in the plan to help to carry a visitor back to the fountain and seating area.
- Set the garage entrance further back from the residential entrance to give it distinction.
- Introduce paving patterns at the entry to make the residential area more special and inviting.
**Outer Core First Floor Base:**

- Apply the same principles for increased height at first floor base for retail and pedestrian success.
- Design depth of a storefront to be between 50 to 60 feet or more to allow for ample retail space and storage area.
- Use quality materials, such as masonry, wood, decorative lighting, and ground to ceiling storefront design to give an enhanced pedestrian experience.
- A building setback has various levels of articulation in plan, one for the column, a second for the storefront, a third for the entrance.
- Place bollards at the street entrance to provide safety.
- Define pavers through pattern and color to give variation.

**Design Details:**

- Place benches between columns to serve as resting areas.
- Design overhangs with metal slats to allow light to filter through.
- Place bollards at the street entrance to provide safety.
- Define pavers through pattern and color to give variation.
Outer Core Design Typology:

Architectural Element | Elements & Features
--- | ---
Building Form | Geometric forms, planar elements and asymmetrical volumes
Building Size | Structural elements such as stairs, stilts, overhangs, and individual rooflines
Height | Four to eight stories
Roof Form | Predominantly flat, sloped lines or angular with clean parapets
Roof Plan | Mixed use development with residential near BART
Roof Form | Residual development near transit.
Roof Form | Restaurant and retail development.
Roof Form | Vertical mixed use with retail, office and residential.
Materials | Masonry, glass, metal, veneer, tensile structures, large spans of fenestration
Ratio | Earth tone colors
Detail | Reveals, edges and grids line up in a rational way
Detail | Express through variation and contrast in material
Decoration | Large spans of window walls act as feature
Decoration | Interiors or interior courtyards
Amenities | Rooftop gardens

04 | Outer Core Design Elements
“When you strip away the rhetoric, preservation is simply having the good sense to hold on to things that are well designed, that link us with our past in a meaningful way, and that have plenty of good use left in them.”

Richard Moe, National Trust for Historic Preservation

The existing downtown has construction from the late 1800s, early 1900s, mid-century and some recent development as well. The Inner Core of the downtown is largely shaped by a historic character and the grid plan of development blocks, which together create the urban fabric. Revitalization recognizes that downtown Concord has an authentic period architectural ascent from the late 1800s to the early 1900s. Revitalization efforts also recognize one of the key tenants is to respect wherever possible the historic fiber of the downtown. Buildings with a historic feel should try to preserve as much of that early period style with an authentic renovation. Buildings done in the later periods, 1930s to 1960s add to the rich urban fabric of our downtown as well. To the extent possible, a renovation may continue to keep that original mid-century style with care, attention, and detail in the execution of the remodel. The aggregate of various styles should contribute to a sense of place that is local and authentic to downtown Concord. The intent is to encourage a coherent architectural style and site design standards that complement the historic character of the downtown without being imitative. On-going repair, maintenance, and stabilization of an existing building, regardless of time period or style, are encouraged. Older structures can contribute to the established urban fabric by maintaining, restoring, and carefully adapting reuse of historic buildings. Newer developments can cohesively tie in and add a unifying flavor to the downtown.
Successful Strategies:

- Varying the façade material, parapet, colors and patterns creates an economical yet effective solution.
- Reuse doors and angle transition areas to welcome passerby in.
- Maximize window glazing to open towards the street and sidewalk.
- Arrange the fenestration to give the building rhythm.
- Design a continuous band of retail and restaurant spaces help to energize the street level. Offices and service uses are kept off the main streets.
- Create a ground floor that is flush with and accessible from the sidewalk.

The project showcased on these two pages was built in 1925. Over the years remodels were done that were not in keeping with the authentic style. A recent renovation restored much of the original architecture and opened the storefront to a more pedestrian oriented character.
Design the overall façade improvement to reflect a traditional downtown.

Introduce a concentrated, easily accessible retail shopping main street effect.

Establish physical closeness of different uses within close proximity.

Use façade improvements to establish a downtown core on either side of the main street.

Provide a mix of uses, including retail, restaurants, office, commercial, and residential.

Use a one-story scale at the storefront to better relate to a human scale.

Create interest in the storefronts by varying the pattern of tile.

Encase fenestration by a two foot base at grade.

Frame window glazing is framed on all four sides so that it is contained and acts to enclose the storefront.

Introduce human scale elements at the top of the storefronts by solid fabric awnings. The awnings also serve to provide shelter from inclement weather.

Setback entrances from the building line.

Provide public art with a tiled mural.

Use consistent building height, but add interest through varying materials, different color awnings, and handcrafted details.

“And third, the sidewalk must have users on it fairly continuously, both to add to the number of effective eyes on the street and to induce the people in buildings along the street to watch the sidewalks in sufficient numbers.”

Jane Jacobs, author

The Death and Life of Great American Cities

Successful Strategies:

Urban Design Improvements:

Design the overall façade improvement to reflect a traditional downtown.

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Establish physical closeness of different uses within close proximity.

Use façade improvements to establish a downtown core on either side of the main street.

Provide a mix of uses, including retail, restaurants, office, commercial, and residential.

Use a one-story scale at the storefront to better relate to a human scale.

Generous amount of fenestration and recessed doors make for an inviting retail space.

Tiled murals create a colorful landscape on blank walls.

After renovation (top), and Before renovation (bottom).
The Schenone Building was originally built in 1914 as a theatre. In 2002, a remodel allowed for new uses on the ground floor, and offices on the second floor.

Adapt historic buildings for new uses without impacting or damaging the historic character.

Maintain the form and detailing of architectural materials and features which define the building's historic character.

Carefully study and review the building's exterior materials (masonry, wood, metal, windows) and retain as part of the preservation.

Strive to retain existing materials and features while employing as little new material as possible.

Repair masonry, as well as wood and architectural metal features, through patching, splicing, reinforcing, and using recognized preservation methods.

Authentic materials such as brick and wood were kept during the preservation process in 2002.

When the property’s distinctive materials, features, and spaces are essentially intact, they convey historic significance without requiring extensive repair or replacement. Preservation may be considered a treatment method when continuing a use or when a new use does not require additions or extensive alteration. Prior to undertaking work, a documentation plan for preservation should be developed.

For more go to www.nps.gov, The Secretary of the Interior’s Standards for the Treatment of Historic Properties.
“Conservation means the wise use of the earth and its resources for the lasting good of men.”

Gifford Pinchot, Conservationist and First Chief of the United States Forest Service

Landscaping is part of the architecture and the design of the city. When considering enhancing an existing building or a new development, an integrated approach should be considered for the external environment. Landscaping is not only part of enhanced aesthetics, but will add to the long-term sustainability of a project, add value to the project, and work as a soft engineering measure to collect and treat rainwater. Landscaping should be integrated into the external environment with opportunities in the early design phase of a project as well as throughout project development. Landscaping can be provided in many areas of a project, such as rooftops, vertical gardens, internal courtyards, street and sidewalk areas, and setbacks areas. A landscape proposal should consider existing features of Concord, such as the Todos Santos Plaza, views of Mount Diablo, and preserve view corridors, as well as horizontal and vertical placement of landscaping. Urban landscaping should be guided by a sustainable planning and management vision that promotes interconnected green space with other developments and streets. Landscaping also enhances the downtown and adds to the pedestrian experience. Incorporating landscaping at the foundation of a building is one step, while a more enlivened experience will have setbacks with landscaped courtyards, generous amounts of landscape buffer between the street and the sidewalk. The use of drought tolerant plant and native plant material helps to reduce water usage. Capturing rainwater runoff and using it in the landscape helps to promote a more sustainable strategy and water conservation. The use of cool roofs along with other landscaping strategies reduces the heat island effect and makes for a better overall environment.
Landscape offers benefits that are both social and economic. Developments with landscaped amenities such as roof top gardens interior and exterior courtyards add to the value of a project. The design of the landscape in conjunction with the overall site planning and architectural design can create a place where people want to spend time, socialize, or work. Trees, shrubs, and ground cover along with outdoor patios can become spaces for organized events, casual meetings or simply taking a break. Seating areas can also provide spaces, which provide the visitor or user a respite from the built environment and encourage a sense of community. Landscaping can reduce the operational costs of a building by reducing the heat island effect of a site. Strategically placing trees along with tall bushes on the south side of a building can reduce the demand on mechanical and electrical systems. Properly placed and selected plantings on filter stormwater runoff, stabilize soil, and mitigate noise. Landscaping should go beyond the minimum code requirements and be thought of as a business attraction and retention tool. While landscaping works to enhance and complement a space, it can also provide tangible benefits that affect the profitability, health, productivity, and overall sense of well being.

Successful Strategies:

- Break-up the courtyard into a small series of spaces or rooms.
- Vary the paver materials, patterns and colors to give modulation at the ground level.
- Add a water feature to diminish outside noise, and to create a visual draw.
- Locate plantings in potted plants, raised beds, and in the ground to break up the courtyard space.
- Place benches and seating areas near focal points.

Landscape Enhancements:

- Accommodate landscaping in tight urban spaces by introducing and maintaining potted plants in front of storefronts.
- Use a series of hanging baskets under the roof overhang to introduce color where sidewalk space is tight.
- Install pavers in sidewalk areas to soften a space and add interest in front of a tenant space.
- Respect significant views, such as Mount Diablo, to make a rooftop terrace more interesting, unique amenity.
- Introduce both passive areas and active areas. Bocce ball, barbecues, swimming pools, seating areas enrich the amenity space for residents.
- Create a relaxed setting with comfortable seating, a fireplace, and alignment with a significant view.
- Design street furniture to act both as seating and serve as public art.

Transit Overlay District 18.105.040 C 4: Pedestrian amenities, including wide sidewalks, weather-protective through building design, landscaping, fountains, public seating or other street furniture, public art, additional lighting, or other pedestrian amenities.

Landscaping can occur at many levels, from potted plants in front of a tenant space, to pavers in the sidewalks, to preserving views of Mount Diablo.

This recent residential development incorporates an internal courtyard with balconies and windows opening to the interior so residents can enjoy the area. The development also provides a rooftop garden with seating areas, barbecue, and fireplace amenities for the enjoyment of residents.

An internal courtyard provides relief and serves as an amenity feature for residents of this development. A two-story water fountain becomes a focal feature and connects an internal courtyard internally.
Landscaping approaches can go beyond parks, courtyards and green roofs. An urban environment should consider streets, sidewalks, utility corridors and parking lots as landscaped opportunity areas. A street and sidewalk are part of the daily experience. An urban area should be landscaped, designed, and engineered with human scale and connected experience. Consider a landscape approach that accounts for everything outside of the building. Incorporating pavers in the street or at crosswalks enhances a development block. Treating the sidewalk and garage entrances around the development amplifies the connectivity of the project to the city as a whole to make it a total spatial experience.

Landscaping on both sides of the sidewalk enhances the development.

Green infrastructure is encouraged in new development proposals. It is a cost-effective, resilient approach to managing weather impacts that provide many community benefits. Green infrastructure is designed to move urban stormwater away from the built environment. Green infrastructure reduces and treats stormwater at its source while delivering environmental, social, and economic benefits. Green infrastructure allows stormwater to disconnect runoff from streets and filter prior to draining into the stormdrain system. A development may use this approach to either infiltrate or bio-treat prior to reaching a stormdrain system.

For more go to www.epa.gov/green-infrastructure

Stormwater Improvements:

1. Incorporate rain gardens or bioretention areas in an unpaved space.
2. Disconnect downspouts and remeate rooftop drainage into rain barrels, cisterns, landscaped or permeable areas.
3. Employ planter boxes in dense urban areas as a streetscape element.
4. Design bioswales to offer vegetated, mulched, or xeriscaped channels for treatment and retention of stormwater.
5. Use permeable pavers to infiltrate, treat and store rainwater where it falls.

Urban Landscape Improvements:

1. Add layers of landscaping, including plants along the foundation of the building, street trees, and a landscaped buffer along the street curb.
2. Add bulbouts with landscaping at street intersections.
3. Enhance the entrance of the development with a generous amount of landscaping.
4. Employ various pervious and impervious materials such as pavers, stone, crushed gravel, and concrete along with pattern and color to add richness.
5. Select pavers that are manufactured nearby, or consider a stone that is quarried regionally as a sustainable measure.

Green infrastructure is placed adjacent to a landscaped buffer giving the appearance of a larger green space.

Raised planter beds designed as part of the landscaped feature, capture stormwater and act as a filter prior to discharge into the stormdrain system.
Employ the use of California native plants in the design of the landscape; such as blue sage, blue wildryes, bearberry, carmel creeper, climbing penstemon, june grass, california fescue, bush anemone.

Plant long, narrow strips of bare ground with colorful, low-maintenance, water-thrifty perennials.

Design landscape with hydrazones based pm water usage to conserve water.

Incorporate compost six inches into the soil to retain water, reduce compaction, feed earthworms, and provide valuable nutrients to plants.

Maintain two to four inch layer of mulch on the soil surface to reduce weeds, infiltrate rain water and to conserve soil.

Move turf away from sidewalks and pavement. Instead plant shrubs, groundcover, and trees next to pavement with low flow drip or bubbler system.

A generous, uninterrupted strip of trees and grasses provides a continuous green buffer between the street and the development.

Incorporating bioretention areas with native and drought tolerant into impervious areas is a sustainable strategy.

Water Conservation:

Water is one of the many limited natural resources heavily impacted by the built environment. Increasing costs, quality concerns, aging infrastructure, supply shortages, water and energy interrelationships are a few of the factors that are driving cities to work with private development on sustainable measures. The employment and investment of tools early in the development process will deliver long term benefits and add cost savings to a project.

For more go to www.ccwater.com
www.water.ca.gov/wateruseefficiency/docs/wucols00.pdf
City of Concord Development Code, Water Efficient Landscaping

Sustainable Strategies:

- Use grey water is untreated waste water from clothes washers, showers, bathtub, bathroom sinks, and laundry tubs for outdoor watering. About half of the water used indoors— or about 30 gallons per person per day can be used for landscape irrigation.

- Use drip emitters right at the edge of the rootball of new plants.

- Change spray sprinklers to low-flow bubbler or drip systems, this is ideal for shrubs and trees because water is applied directly to the root zones.

- Avoid excessive misting from sprinklers, which wastes water. Reduce the high water pressure by adding a pressure regulator, or pressure-regulating sprinkler heads or pressure-compensating nozzles.

- Check for slow, constant leaks in the irrigation system. The usual location for leaks is the irrigation valves caused by worn out washers in the valve assembly.

- Reduce water use by 20-50% by regularly checking the soil before watering.

For more go to www.ccwater.com

Drought-Tolerant Plants:

The Bay Area has a Mediterranean climate with cool, wet winters and summer droughts. It is important to have landscaping that uses drought tolerant plants, efficient irrigation, and employs water saving methods. Employing sustainable strategies in landscaping stifes 50% less water than a comparable lawn. A drought tolerant native landscape can look attractive year round as well as offer color in the landscape. Drought tolerant plants provide the added benefit of being disease and pest resistant while needing little to no fertilizer.

For more go to www.ccwater.com

Sustainable Strategies:

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Signage & Image

Signage is an opportunity to brand and visually express an image, whether it is a retail or restaurant space. Signage can work on many levels, above a storefront bulkhead, perpendicular to the sidewalk, at the window level. Signage can serve to be an element of expression, and a tool to give street presence. Signage can enhance the architecture and call attention to the space. An arched entryway can be complimented by lettering that follows the radius of the arch. Signage should be proportionate to the retail storefront, and balanced to carry the eye around the entire retail space. Placing signs at different locations, such as over the bulkhead, at the window level, and aligned perpendicular to view, signs can be part of an attractive and visually appealing storefront design. Signage should work with architectural features and enhance the exterior elements. Different types of signage can work together for a storefront, for example, an awning and blade sign together may be enough for a one-story boutique in a pedestrian area, while a taller two-story commercial space may benefit from individually illuminated channel letters. Signage can build around a theme, being artistically designed and carefully crafted, particularly for small businesses. Corporate identities can work with downtown settings, so that signage is scaled to fit a downtown neighborhood. Windows are opportunities to identify, personalize and enticing passersby. Window signage and window displays play a powerful role in attracting customers and inviting them into a space. Signage is most successful when part of a cohesive package of branding strategy. Signage can be the signature statement that leads expression and conveys identity to a retail or restaurant space.

“Design is the organization of materials and processes in the most productive way, in a harmonious balance of all elements necessary for a certain function.”

Lazlo Moholy-Nagy, Typographer, Bauhaus School of Design
Successful Strategies:

- Provide awnings, window signage, and blade signage to capture passersby on Main Street.
- Paint the window frame to reflect the image of the store.
- Use blade signs to caption and give a sense of excitement.
- Place potted plants along the base of the storefront and change seasonally.
- Design window graphics to play a key role in creating a brand image and convey personality.

The blade sign is perpendicular to the sidewalk and captures the pedestrian viewing angle.

The simple contrast of three colors is an effective way to brand an image.

The clothing boutique uses effective messaging to convey the personality of the chic brand. The red awning sets the stage for good typography and background contrast. The font was carefully selected to render elegance and sophistication.

The way a sign is designed can have a significant influence on a tenant’s ability to acquire and retain customers. Interior and exterior signage should tie together a company brand, the logo, and creative image. Signage is one of the primary ways to communicate and convey a message. Designawning can play an important role in establishing a brand’s identity. Color can be a complementary way and not overshadow the main message. Create concise and comprehensive messaging so that the focus is on the main product and is readily understood by a range of customers. Keep a sign simple by having key services or products that catch passing individual’s eyes and better deliver a message. Typography plays an important role in conveying the personality of the brand. Typography can prioritize and emphasize certain parts of the message. Typography selection is critical to the effectiveness of a sign and readability. A font will render personality and creativity to a brand and highlight its individual expression. Use of blank space or white space is a crucial graphic tool. There should be balance in negative space versus positive space that has images and words. An effective sign uses a palette of tools to brand an image. In developments with six tenant spaces or more, a master sign program can tie the development together and give a cohesive statement to the retail spaces.

Consideration shall be given to the purpose of the signs, the sign locations relative to traffic movement and access points, site features, structures and sign-orientation relative to viewing distance and viewing angles.

18.180.060 C: Consideration shall be given to the purpose of the sign, the sign locations relative to traffic movement and access points, site features, structures and sign-orientation relative to viewing distances and viewing angles.

Integrating the sign with the architecture, materials and details of a building adds to a downtown context. In this example, signage is focused on capturing pedestrian audience on a main street downtown setting.

Signage Enhancements:

- Provide blade and awning signs for presence.
- Display merchandise in the windows in an organized and attractive manner. The merchandise acts as a secondary form of signage.
- Contrast lettering and background colors for effective messaging.
- Place awnings to take advantage of the existing architecture, with a street and courtyard presence.
- Design awnings with stripes and colors that work with the color and materials of the building.
- Allow merchandise to take the main stage, so that it is clearly viewed from the outside.
- Update window displays on a regular basis to give excitement and freshness.

The blade sign is perpendicular to the sidewalk and captures the pedestrian viewing angle.
Awnings are an added architectural and signage element. Awnings offer temporary shelter during inclement weather and also invite a passerby into a storefront space. Awnings are an effective tool to draw attention to a storefront. For example, a patterned awning with stripes or dots can be a graphic element that sets the retail space apart. Awnings can be mounted to help frame a storefront window, or even above a door to punctuate an entrance.

Edge Signage:
Edge signs can be placed lower than a wall sign, so that it is visible below a tree canopy or other obstruction. Edge signs can sit above, below, or on the face of a horizontal canopy. Edge signs are placed closer to a street or sidewalk, and play-up architectural elements. Edge signs can be illuminated with spot lights, halo illumination, or internally lit.

Successful Strategies:

- Use multiple design tools to highlight the restaurant space.
- Draw attention to the corner by using a strong wall color with artistically painted graphics on the wall.
- Use materials for the canopy that give the appearance of reclaimed wood, with the restaurant name in hand painted letters.
- Place an edge sign on the corner to orient the eye around the corner.
- Create a soft edge between the street and the building wall through the use of raised planter beds.

Awnings can be mounted to help frame a storefront window, or even above a door to punctuate an entrance.

Successful Strategies:

- Create an instant recognizable brand through color, shape, size, and pattern.
- Design awnings to work with the shape of a storefront window to further accentuate the window shape or the architecture.
- Illuminate awnings from above with gooseneck lighting.
- Use awnings to create a horizontal datum of color, and can distinguish one or a series of storefronts.
- Hand paint, silk screen, or appliqué the signage onto the fabric of the awnings.

The use of a single color on the awnings distinguishes this restaurant on a busy thoroughfare.

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- Hand paint, silk screen, or appliqué the signage onto the fabric of the awnings.
Wall signage is typically placed above a storefront transom or bulkhead. Wall signs should be designed to be proportionate to the bulkhead space, with space above and below the top and bottom of the sign. Wall signs can take different forms; pin mounted, halo fit, externally illuminated channel letters. Wall signs should express the identity of the brand inside. In developments with six or more tenant spaces, a master sign program can help define types and sizes of signs that work with the overall building.

Corporate branding and logo scaled to fit a downtown setting.

Blade Signage:
Blade signs are designed to catch the pedestrian attention at the sidewalk level. Blade signs work well when placed at a pedestrian viewing angle perpendicular to the storefront. Blade signs should work with other types of signage, such as wall signs or window signs to give an effective amount of presence to a storefront.

A whimsical blade sign becomes a memorable symbol on a downtown street. The hardware is part of the design.

A corporate brand can fit in a downtown setting by using a blade sign that is more pedestrian scaled.

Design Details:
- Place blade sign to be viewed from the sidewalk level.
- Internally illuminated or externally illuminated signage is preferred, such as from gooseneck lighting.
- Design the mounting hardware of the blade sign to become part of the overall design.
- Limit the text of the blade sign to the logo, brand name, and the business name.

Blade signage:
Use different design tools along with signage to highlight a brand.

Successful Strategies:
- Proportion signage so it is pedestrian-scaled.
- Combine wall signage, blade signage, awnings, and window displays.
- Scale the wall signs so there is ample space above and below for the eye to appreciate it.
- Plan signage so they are visible both during the day and night time.

A charming wall sign is created to fit above the storefront and below the transom.

Wall signage:
Wall signage:

Corporate branding and logo scaled to fit a downtown setting.

Successful Strategies:
- Use different design tools along with signage to highlight a brand.

Scale the wall signs so there is ample space above and below for the eye to appreciate it.

Blade signage:成功的策略
- 使用不同的设计工具与招牌结合来突出品牌。
- 将墙上的标志、刀片标志、遮阳篷和橱窗显示器结合使用。
- 将墙上的标志放大，以便留出充足的 space 上面和下面的标志以供眼睛欣赏。
- 将标志布置使其在白天和夜晚都能被看到。
Window Display:
Window display is one of the most powerful tools to stand out from the competition and draw in foot traffic. Window displays are an additional strategy employed for marketing. Window displays should rotate new products and seasonally be refreshed. Window displays do not require a permit and are not considered signage. A window display creates interest and appeal for pedestrians in a downtown setting.

Tastefully done window signs are a boost to existing types of signs allowed in the downtown. These examples use a thematic approach and build interest around the brand.

Successful Strategies:
- Organize the display of products around a single theme.
- Design display to tell a story about the product or merchandise.
- Keep the theme playful and unexpected, so it draws in pedestrians.
- Limit the amount of product in the display, so a passerby can look through to the rest of the store.
- Employ color to attract the eye.

Window Signage:
Transparent windows have an added opportunity for communication to a customer. For example, a restaurant often places tables and chairs next to windows to attract more customers. Limited or focused graphics on windows can emphasize a brand and image. A window sign is a teaser to an event, merchandise or activity taking place inside. Window signs when done in a tasteful manner should accent the brand. A business may use individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface.

Successful Strategies:
- Cohesively tie in the window graphics as part of an overall sign strategy.
- Use the right type of signage to attract pedestrians into a storefront.
- Limit signage on the window so that it works with the display and merchandising.
- Design window signs to be unique and distinct to play off the storefront or restaurant brand.

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“Building art is a synthesis of life in materialized form. We should try to bring in under the same hat not a splintered way of thinking, but all in harmony together.”

Alvar Aalto, Architect

Projects in the downtown will often have four front elevations as they are often viewed from four streets or four sides. These projects should provide a four-sided architecture, where all façades are viewed from various angles in the downtown. Details such as garage entrances, sidewalks, art, blank walls, site furnishings, bike racks, screening methods for utilities, balcony railings, bike racks, site furnishings, the underside of buildings, and materials are part of the pedestrian experience in a downtown. The careful placement and selection of these functions and how they are detailed are a crucial part of the architectural language and influence the overall project success. The intimacy and scale of downtown streets lends to more scrutiny and visibility of these details. For example, a storefront opening with a carefully designed threshold can be a subtle visual cue to a pedestrian of the importance of the store. Additionally, the treatment of the storefront entrance ceiling will also signal the user about the quality and care of the space inside. In the downtown, the selection of materials should be weighed with quality craftsmanship and be inviting to the human touch. At the ground level, pedestrians first encounter the personality of the building. Materials have an inherent quality that can become part of the architectural expression. For example, a restaurant may use a brick with iron ore, which imparts a texture and color throughout the material, or a fine wood grain with detailing for the exterior of a hardware store. Art can add expression to a building and to the downtown and playfully enhance a project’s uniqueness. Inevitably all buildings have functional areas, such as vent rooms, trash rooms, and garage entries. In a downtown setting, it is critical to have these details integrated into the design.
Art can take various expressions of media, and transform a building wall or space. Art can have a positive and transformative impact on the city, particularly when amassed throughout the downtown. Downtown events can be centered around public art, such as an art and wine stroll. Art can create captivating conversations and new avenues for civic engagement.

Art from local artist works well to give an added dimension to a development project. In the above examples, the artwork is used to mark and delineate entrances and blank walls.

Materials:
- Express the structure in the arch with brick material.
- Employ brick in various styles, from stretcher, to rowlock to header in order to express the different forms of the building.
- Use the texture of the material to provide warmth.
- Trim windows in brick, with the wythe being visible.

Several styles of brick are employed to express the inherent quality of the material.

Art materials can beautifully express their inherent qualities, whether they are traditional or contemporary. In this traditional brick example on the left, rowlock style expresses the arch. The brick material itself has iron ore that lends to varying degrees of color. A header style brick is used to express the radius of the column. A darker expression of brick is used to express the base.

The corner has a transition at the top to allow the column radius to become a 90 degree corner.

Transit Overlay District 18.105.040 G: Improvements between Buildings and the Street. The land between a building or exterior improvement and a street shall be landscaped with planters and/or hardscaped for use by pedestrians. If hardscaped, the area shall contain at least two pedestrian amenities such as benches, drinking fountains, and/or other design elements (public art, planters, kiosks).

Public Art:
- Look for opportunities to incorporate art early in the review and development of the project.
- Budget for artwork so it becomes part of the project early on.
- Convey the past or the future vision of a city through public art.
- Design art to be playful and engaging, such as a fountain.
- Commission a local artist to design a piece for the site.
- Select a site for art that is visible to the public.

Successful Strategies:
- Art from local artists works well to give an added dimension to a development project. In the above examples, the artwork is used to mark and delineate entrances and blank walls.
Blank Wall Treatment:
Blank walls are opportunities to enhance functional spaces. For example, a tiled or painted mural adds color to a downtown. A mural can express the past history of the area and its settlement. A mural is a story-telling device and can convey the culture of the town and its progress. Blank walls can be elaborate or simple with treatment of tile or paint. Blank walls can also be treated with landscaping, tiles, variety of materials, or seating areas.

Successful Strategies:
- Designed as an opportunity area, a blank wall along an alley or pathway can be an inviting place to stroll through and connect to another development block.
- Install an arched ironwork or landscaped entry gives a visual cue to enter a pathway.
- Use decorative pavers to encourage the use of the area.
- Add decorative lighting and seating to encourage activity and use of the area.

The landscape wall is finished in the same materials as the overall project, with metal leafs added as a decorative element.

Additional Areas:
Functional and necessary areas such as; utility areas, stand pipes, electrical and mechanical rooms, air conditioning units, backflow devices, railings, rooftop mechanical units and bearing walls should be designed in a least visible manner or with a screening method so that the functional areas are incorporated into the project. Plan the location of functional areas early into the project, so they are less visible and not in a prominent location on the site. Landscape walls can be designed to pick up the theme and details of the project.

Evaluate site furnishings, such as bike racks, decorative lighting, wayfinding signs to be an integral part of the project. Rooftop mechanical systems should be screened with an architectural method such as a parapet, that is seamlessly integrated as part of the architecture. For utility areas, select a screen that is substantial and becomes a decorative element.

Successful Strategies:
- Work with utility companies early on in the project to plan the size and placement of utility areas.
- Explore screening methods that integrate utilities and mechanical units into the design of the building.
- Provide landscape screening if utilities are exposed and need access, then evaluate landscape to help screen.
- Design standpipes into a project so they are accessible and cohesively integrated.
- Use railings as a design element, especially if they are repeated on a façade.
- Design access gates, doors to utility rooms, fire escape doors as part of the project.

The landscape wall is finished in the same materials as the overall project, with metal leafs added as a decorative element.

Successful Strategies:
- Designed as an opportunity area, a blank wall along an alley or pathway can be an inviting place to stroll through and connect to another development block.
- Install an arched ironwork or landscaped entry gives a visual cue to enter a pathway.
- Use decorative pavers to encourage the use of the area.
- Add decorative lighting and seating to encourage activity and use of the area.

87 | Details

Ghosted brick material adds character to the blank wall. The base of the blank wall has a change of brick color.

The alley space between two buildings becomes a pedestrian space with potted plants, benches and a gateway arch.

The standpipes and backflow devices are designed behind a landscaped wall, hidden from view.

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88 | 08

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08 | Details

Ghosted brick material adds character to the blank wall. The base of the blank wall has a change of brick color.

The alley space between two buildings becomes a pedestrian space with potted plants, benches and a gateway arch.
This entry features columns on either side of the entry to demarcate the garage entrance and exit.

This contemporary project tucks the garage entrance under the residential bays so that it is integrated into the façade.

Parking Garages:
Parking garage entrances should employ design principles that enhance the overall quality of the project. Entrances may be less hierarchical than the main façade, but still use the same architectural language, design and materials. The entry can be a feature that is part of the commercial or residential design language. Consider adding soft architectural elements to the entry, such as decorative lighting, landscaped walls, and signage. At the garage entrance, use a change of paving materials to caution pedestrians of incoming and outgoing motor vehicles.

Successful Strategies:
- Design garages to be functional, and provide a positive feature of the project.
- Tuck garage entrances away, since they are mainly for residential users.
- Integrate garages into the design of the overall project.

Loading & Unloading Areas:
It is desirable for trash rooms, mechanical rooms, electrical rooms to be integrated into the project with the first preference for an internal location, such as a courtyard or in a garage. If that is not feasible, consider locating functional areas on the least visible façade, out of the public right-of-way, by employing screening methods. Loading and unloading areas are opportunities to continue a pedestrian landscape. Employ colored or stamped concrete in the loading/unloading zone, use bollards to mark the zone, and use landscaping to screen functional areas.

Best Practices:
- Provide ample width, length and height clearance for vehicular ingress and egress.
- Use a trash management program to regulate number of times, days of the week, and location where trash will be collected.
- Use trash bins that do not leave grease marks or odor.
- Provide a clean-up and maintenance program for sidewalks and loading/unloading areas.

To minimize disruption to primary pedestrian-oriented streets, garage entrances should generally be located in alleys or side streets. Garages entrances adjacent to sidewalks should be screened with landscaping techniques or should be treated as an opportunity for public art.

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To minimize disruption to primary pedestrian-oriented streets, garage entrances should generally be located in alleys or side streets. Garages entrances adjacent to sidewalks should be screened with landscaping techniques or should be treated as an opportunity for public art.
Treat sidewalk with special materials, such as pavers, to tie in with the design of the development and highlight the project area.

Intensify the pedestrian experience with pavers and landscape buffer along the street edge.

Enhance the sidewalk and surrounding area with pavers and landscaping.

Design pedestrian hardscape to consist of pavers, stamped concrete, stone, brick, or designed concrete.

Design landscaping between the street curb and property line can serve to beautify and filter stormwater.

Vary the paver pattern and color for added effect.

Incorporate site furnishings and decorative lighting from the Downtown Corridors Plan.

Blur the line between the public and private realm.

Consider the sidewalk area as part of the development site, and offer opportunities to enhance the pedestrian hardscape area with special paving and landscape.

Outdoor areas are opportunities to expand the boundaries of public and private realm. A wide sidewalk is a place to consider seating areas, landscape buffer zones, and parklets. Sidewalks are areas where pedestrians are encouraged to linger, converse and ultimately create eyes on the street. The quality of public spaces, as well as the surrounding environment, determine how people use them. If spaces are accessible, attractive, and safe, they can inspire a range of uses and activities. This characteristic lends an extra quality of safety and creates an informal surveillance when people are encouraged to inhabit a space. Public spaces are connected to a collective identity, everyday life, and the ways that we interact and meet one another. Design spaces with Crime Prevention Through Environmental Design (CPTED).

For more go to www.safe-growth.blogspot.com and www.safegrowth.org and www.cpted.net

A secure and safe environment is related to the quality of a sidewalk and neighborhood. Ample spaces can lend to a people centered urban infrastructure, such as parklets, areas to sit and have coffee or meet friends.
During the early development of the design guidelines, developers requested the entitlement review process have measurable steps. Developers desire straightforward regulations, policy, and guidelines. They also want to know what projects would qualify for a full review versus an administrative review. Developers seek an early review process to get preliminary comments and feedback and an expedited review process. The Early California Architectural Review Committee (ECAR) clarified the review process for the Design Review Board, staff, and the development community. An understanding developed early on that there may be levels of review when considering a project in the Inner Core and the Outer Core. The Inner Core implied more pedestrian-oriented buildings with mostly façade improvements. Whereas the Outer Core would have more flexibility and generate new, large developments. The ECAR Committee sought to provide clarity and distinction in various levels of review. The ECAR Committee looked for examples that added vibrancy and high-quality development. In essence, the ECAR Committee developed a design and policy framework that would guide the progression of the downtown and build upon the existing language. The ECAR Committee responded to the development community with a clear understanding of review process, while maintaining a distinctly Concord form and architecture. There is an inherent quality to Concord in terms of placemaking, urban design, and architecture that should be nurtured, evolved, and expanded.
Meet with Community and Economic Development Department staff to understand the zoning, history of the site, and review procedures.

A review policy consistent with the current City of Concord Development Code is established to clarify types of projects and levels of review that may be pursued. In some cases, a streamlined approach may be taken, while a more complex project will require full entitlements and design review. The chart below clarifies the types of review and procedures for various types and sizes of projects in the downtown. If a use is permitted, the new building or re-development would not need Planning Commission review.

<table>
<thead>
<tr>
<th>Type of Project</th>
<th>Typical Review Body</th>
<th>Approximate Review Time Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Maintenance: * Painting, Repair, Patching</td>
<td>Staff Review</td>
<td>1 day to 1 week</td>
</tr>
<tr>
<td>Interior Tenant Buildout</td>
<td>Staff Review</td>
<td>1 day to 15 days</td>
</tr>
<tr>
<td>Major Façade Renovation</td>
<td>Design Review Board</td>
<td>30 to 60 days</td>
</tr>
<tr>
<td>Historic Building Façade</td>
<td>Design Review Board and or Planning Commission</td>
<td>30 to 60 days, see 18.450</td>
</tr>
<tr>
<td>New Building or Redevelopment</td>
<td>Design Review Board and Planning Commission (see next page)</td>
<td>3 to 6 months</td>
</tr>
</tbody>
</table>

* Project with a valuation of 20,000 or more shall be reviewed on a case by case basis to determine if a full design review is required.

The above timeline does not reflect the applicants response time.

01 | Step : Introduction
Meet with Community and Economic Development Department staff to understand the zoning, history of the site, and review procedures.

02 | Step : Pre-Application
Develop concepts and submit for a pre-application. A planner will be assigned to manage the project. Development Advisory Committee (DAC) will provide technical comments within 30 days. The project will be routed to outside agencies for comment and review.

03 | Step : Conceptual Review
As an option, appear before the Design Review Board (DRB) for a conceptual review and get feedback. It is required to work with staff planner to schedule a neighborhood meeting.

04 | Step : Full Application
Submit a full application with technical revisions addressed. DAC will review and provide comments within 30 days. Appear before the DRB for a preliminary review. Appear before the Planning Commission for a Study Session. Work with the project planner and staff to address any outstanding issues and concerns.

05 | Step : Final Approval
Revise plans and drawings based on comments received. Appear before the Design Review Board for a final approval. Appear before the Planning Commission for a final approval.
01 City of Concord Resources

Downtown Corridors Plan Design Guidelines
Downtown Concord Specific Plan
Downtown Concord Urban Design
City of Concord 2012 Development Code
North Todos Santos District Design Guidelines
Bicycle, Pedestrian & Safe Routes to Transit Plan
www.water.ca.gov/wateruseefficiency/docs/wucols00.pdf

02 Additional Resources

El Pueblo Viejo Landmark District Santa Barbara, California
East Ojai Avenue Design Guidelines, City of Ojai, January 2001
Balboas Park Central Mesa Precise Plan, City of San Diego, California
National Park Service, A National Register of Historic Places Contra Costa County
Concord Historical Society
Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

Jane Jacobs