



Staff Report

Date: May 31, 2016

To: City Council

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Subject: **Update on the 30% Todos Santos Design Guidelines**

Report in Brief

The City Council Committee on Housing and Economic Development (HED) (Councilmember Helix, Vice Mayor Leone) met on September 28, October 26 and November 16, 2015, to define the scope of the Todos Santos Design Guidelines project, and to determine the boundaries where the guidelines would apply. The HED Committee established the boundaries for an Inner Core and an Outer Core area (Attachment A, page 15 and 16) within the downtown. Subsequently, on February 8 and March 14, 2016, the Council Committee on Early California Architectural Review (ECAR) (Councilmember Grayson, Vice Mayor Leone, and Design Review Board member Shelby) met to review the draft Todos Santos Design Guidelines which were presented at the 30 percent completion stage.

At the February 8, 2016, joint meeting, the ECAR Committee and Design Review Board (DRB) directed staff to return with a family of architectural styles, consisting of Spanish for the Inner Core and Spanish-inspired for the Outer Core. At the subsequent ECAR meeting on March 14, staff provided a presentation with examples of Spanish and Spanish-inspired architecture for the Inner and Outer Core areas. Stakeholders, including developers and downtown business owners, as well as Design Review Board (DRB) members advocated for a less prescriptive approach to architecture in the Outer Core, while still maintaining the goal of high quality architecture in new development. The ECAR Committee recommended that the guidelines distinguish between acceptable architectural styles between the Inner Core and the Outer Core. In the Inner Core, for new development, a range of styles, including Spanish and Spanish reflective

architecture should be used, however not entirely. In the Outer Core, new development could reflect a diverse range of contemporary architectural styles with a focus on mixed-use development that incorporates pedestrian-friendly features at the ground floor level. The ECAR Committee requested that the revised draft design guidelines that are 30 percent complete (Attachment A) be presented to the City Council for input.

Recommended Action

Staff recommends that the City Council Committee review and provide feedback on the 30 percent complete Todos Santos Design Guidelines.

Background

The Concord Downtown Specific Plan (Specific Plan), adopted in 2014, contains a number of implementation strategies. Chapter 7 of the Specific Plan includes direction to implement design guidelines with an “Early California theme” for the Specific Plan area. These design guidelines are currently called the Todos Santos Design Guidelines.

On November 16 and October 26, 2015, the HED Committee established boundaries for the Todos Santos Design Guidelines (TSDG). The boundaries include an Inner Core area centered on the Todos Santos Plaza where the architectural theme of Early California architecture should be stronger (see page 15 and 16 of the TSDG) and an Outer Core area where the City will require high quality, but less prescriptive design.

On February 8, 2016, a joint meeting of the ECAR Committee and Design Review Board was held to clarify the definition of Early California Architecture. At this meeting staff presented a range of architectural styles, with recommendations for the Inner Core and the Outer Core. After review, the ECAR Committee stated the Inner Core guidelines should establish a narrower focus for architectural design that is Spanish-style architecture, while the Outer Core could allow for more flexible and contemporary architectural styles, but it should incorporate high quality “Spanish style architecture or architectural elements”. The ECAR Committee also recommended that the guidelines should address the pedestrian level of buildings in both areas, and where style transitions can occur at the base of the building.

At the same meeting, the DRB cautioned against requiring an overly prescriptive architectural style, advocating instead that building design should be evaluated on sound architectural principles rather than focusing exclusively on one style or a “family” of styles. Stakeholders, consisting of developers, property owners and architects, commented that flexibility in architectural design supports the use of modern construction methods. Developers commented that they believe contemporary design is more successful from a marketability point of view; particularly when marketing to those in the ‘millennial’ generation. They believed that Early California Architecture, including Spanish themed architecture, is generally contrary to current retail and market trends. They also expressed concern that it may be cost prohibitive to build Spanish-

style structures at the higher densities envisioned in the Specific Plan, General Plan and zoning.

The ECAR Committee directed staff to identify properties within the Inner Core and Outer Core that have the most potential for re-development, as well as historic buildings that may already have a Spanish architectural style and should be preserved.

At the March 14, 2016, ECAR Committee meeting, the members reviewed revised 30 percent design guidelines with the requested changes, as well as maps that identified (1) properties with notable redevelopment potential and (2) properties that contained a historic structure in both the Inner Core and Outer Core. Staff also presented additional examples of recent development projects that incorporated elements of Spanish style architecture from other local communities. As previously directed, a family of styles was presented for the Inner Core and the Outer Core which incorporated the Spanish theme for multi-family, commercial, retail and mixed used developments

After discussion and comment from the DRB, stakeholders and others present, the ECAR Committee concluded that in the Inner Core, guidelines could be implemented which incorporated Spanish style for new developments, however remodels and renovations could retain their original authentic style, with the most design emphasis placed on pedestrian level treatment at the base of a building. In the Outer Core, the guidelines should lean towards a focus on good design principles, paying particular attention to the ground level, to help transition design between the two areas.

In regard to remodeling of existing structures, in the Inner Core the Committee recommended that a remodel or renovation of a historic building should keep the historic style. However, if a building is not historic and is not currently a Spanish style then that existing style could be maintained through a renovation.

Importantly, the ECAR Committee indicated that the Design Guidelines should provide guidance rather than regulations for design. The ECAR Committee directed staff to update the 30% draft Design Guidelines to reflect their direction and then present the revised draft TSDG to City Council for feedback.

Analysis

With direction from the ECAR Committee and input from the Design Review Board and the public, the format and anticipated content of the TSDG have been revised as follows:

Chapter 1 - Introduction: Includes the intent and purpose of the document, an architectural overview, and a summary of the architectural influences in Concord. This chapter will include drafts of a Vision Statement and Policy Statements to be reviewed by the ECAR Committee and the Council at a later draft stage.

Chapter 2 - Building Form: The TSDG for the Inner Core and Outer Core will focus on principles of good design around a walkable, pedestrian friendly downtown. The chapter will include site planning and orientation, massing, scale and proportion. Numerous diagrams and photographic images will be presented to give guidance for future development.

Chapter 3 - Inner Core: This section of the Design Guidelines will focus on lower scale projects, multi-family as well as mixed use. The projects will include development that is more contextual and lends an intimate pedestrian quality to the development, with Spanish or Spanish-inspired architecture, however re-models and renovations could retain an authentic style. Images as examples of these architectural styles will be provided.

Chapter 4 - Outer Core: This section of the Design Guideline will provide examples of higher density residential and mixed use projects. The project will continue to encourage a pedestrian scale at the base level to provide continuance of good urban form. High quality designs with contemporary expression and emphasis on a diverse language of architecture will be presented.

Financial Impact

The project is being prepared and managed by City staff, without the use of outside consultants.

Public Contact

The City Council Agenda was posted.

Attachments

1. Revised 30 Percent draft Todos Santos Design Guidelines



City of Concord, Ca

30%: Todos Santos Design Guidelines
May 31 City Council Review

Todos Santos Design Guidelines



Acknowledgements



City of Concord, California
First Edition, Adopted July XX, 2016
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Vice Mayor Ron Leone
Councilmember Edi E. Birsan
Councilmember Tim Grayson
Councilmember Daniel C. Helix

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insert here

Ad-Hoc Committee:

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Chairman Ron Leone
Chairman Jack Moore, Design Review Board
Board Member Ross Wells, Design Review Board
Board Member Kirk Shelby, Design Review Board
Board Member Peter Harmon, Design Review Board
Board Member Ernesto Avila, Planning Commission Liaison



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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 varied 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.

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.

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.

01 | Background

ADD AT LATER DATE: (INTENT & PURPOSE: WHY AND WHERE WE WANT TO GO OVER THE NEXT NUMBER OF YEARS)

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. The 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.

The purpose of these Todos Santos Design Guidelines (TSDG) will be 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.

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

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 will serve as a tool to assist

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

developers and architects in the design of their projects to quickly navigate the design review process.

The Housing & Economic Development Committee, Design Review Board and Stakeholders provided an architectural vision for the downtown:

ADD AT LATER DATE: (VISION STATEMENT : A CONCISE ONE TO TWO SENTENCES WITH BIG PICTURE OF OUR VISION FOR CONCORD)

01 | Community Outreach

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).

INSERT ADDITIONAL SIGNIFICANT COMMENTS FROM FUTURE MEETINGS

The stakeholders were invited to meetings held on:

September 28, 2015	Housing & Economic Development Committee
October 26, 2015	Housing & Economic Development Committee
November 16, 2015	Housing & Economic Development Committee
February 8, 2016	Todos Santos Committee/Design Review Board
March 14, 2016	Todos Santos Committee
May 31, 2016	City Council 30% Review

ADD FUTURE MEETING DATES

INSERT ADDITIONAL SIGNIFICANT COMMENTS FROM FUTURE MEETINGS

01 | Architectural Overview

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 – generally included features derived from the Baroque period in Europe, particularly of the Spanish variety during the 17th and 18th centuries. Baroque features could include rather elaborate facades with round arches, domes, and niches for statuary; prominent belfries or bell towers, curved parapets extending above the entryway, and typically symmetrical facades.

The late 1800s and early 1900s, prior to the Great Depression, saw a prolific

movement in various architectural styles across the country, known as “period styles” or the “Eclectic Era”. The Eclectic Era includes both revival and early modern styles that competed ideologically and appeared nearly simultaneously before the Great Depression.

The term “revival styles” was adapted widely across America for use in middle-class homes, wealthy country houses, commercial buildings, early skyscrapers, and civic buildings. Though overlapping with the more picturesque Victorian era, these styles largely gained popularity during the first two decades of the 20th century and heavily influenced residential and commercial landscapes. Most important, revival styles look to the past for inspiration. The trend toward revivalist architecture gained momentum from the 1893 Chicago World’s Fair, the Columbian Exposition, where historical interpretations of European styles were encouraged. Simultaneous to the rise of revivalist architecture, the modern era saw its beginnings with architects who were instead looking to the future, not to the past, with more progressive, modernist styles. The Eclectic Movement of the early 20th century, consisted of a simultaneous and competing interest in both modern and historic architectural traditions. This variety, or eclecticism, provided for one of the most diverse and colorful periods for architecture and urban design in American history.

One revival style embraced principally in California and Florida, the Spanish Colonial Revival movement enjoyed its greatest popularity between 1915 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 Moorish 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,

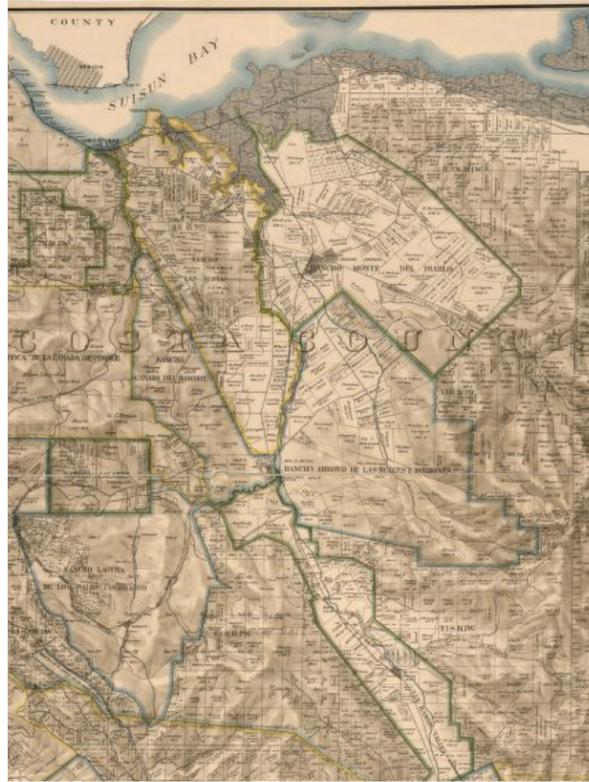
which had been done in neoclassical and Beaux-Arts styles, with large formal buildings around large symmetric spaces. Even San Francisco’s simultaneous Panama–Pacific International Exposition held in 1915 was largely in Beaux-Arts style.

After the culmination of the San Diego exposition, Carlton Winslow Sr. stayed and established himself in southern California. In 1925, with the widespread destruction of the earthquake, the City of Santa Barbara persuaded by Winslow, adopted the Spanish style to impart a unified character. Its County Courthouse built in 1925 is 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:

Esau, Erika. 1920s: Eucalypts and Spanish Style Architecture, Chapter 6
 City of Santa Barbara, Historic Resources Element Adopted 2009
 City of Santa Barbara, El Pueblo Viejo Landmark District, Adopted May 12, 2009
 Chalquist, Craig. Where did California’s Spanish Architecture Come From?
 Mexican California: The Heyday of the Ranchos

01 | Early California Structures



Historical Map courtesy Library of Congress, 1894
Alameda and Contra Costa Counties



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



County Courthouse, Santa Barbara, 1925



Larkin Home, Monterey, built 1835



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



Colby home, Berkeley, Ca built 1905 by J. Morgan



Shadelands Ranch home, Walnut Creek, Ca built 1902

“The Downtown is distinguished by its authenticity and historic assets, preserved and strengthened by the strategic infill of new high quality 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 retains 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.

Page 17, Downtown Concord Vision, Downtown Concord Specific Plan

01 | Architectural Influences in Concord

The lands of Contra Costa were assigned in the Mexican land grants of the 1820s and 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 dominion. He built his adobe near the present center of downtown Concord (*History of Concord, Its Progress and Promise*).

The area of Concord was settled by the founding and settling of Rancho Monte del Diablo by the Pacheco family. Three men are credited for the founding of present day Concord; Salvio Pacheco, his son Fernando, and his son-in-law Francisco Galindo. They hired Alameda County surveyor Luis Castro to survey 20 acres for the new town. Nineteen blocks were plotted around a 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 plaza 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 easily to 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 1840s, 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.

Salvio Pacheco gave his son Fernando Pacheco 1,000 acres on the north side of the rancho. In 1856, Fernando built his own home, the Fernando Pacheco Adobe, 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 craftsman 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 many examples of the early revival styles are still evident. Early Concord residential homes and commercial buildings carry the signatures of the Eclectic Era, with a wide variety of architectural styles introduced 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 Neustaedter House, built in 1906 for the owner of Concord’s first pioneer store, is a Tudor style home. The Bibber House on Grant Street was built in 1912-1913 is an example of a four square home with french eclectic details. In 1912-1913 a prairie style home was built for Herbert Elworthy, then Mayor of Concord. The Bolla house was constructed for a local farming family, built in 1924

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 County Fire House built during 1938-39 is a white adobe structure with clay tile roofs, and is still used today by the Contra Costa County Consolidated 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.

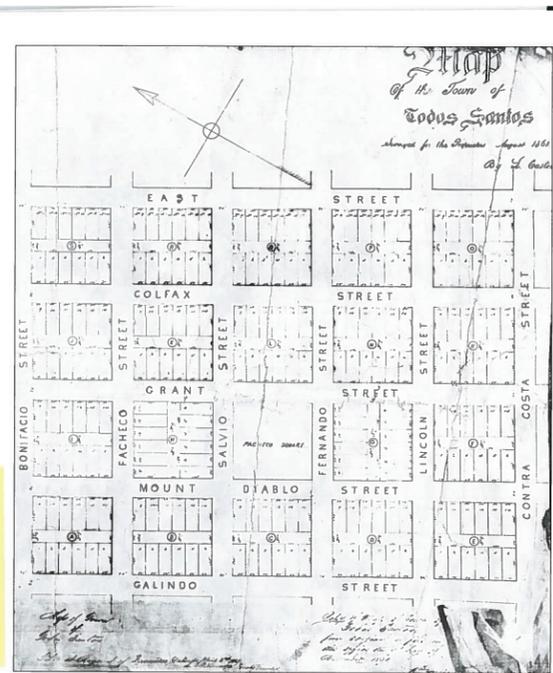
References:

Harris, Joel A., *Images of America, Concord*. Charleston, South Carolina: Arcadia Publishing, 2009, Print

Andrews, Edna May, *History of Concord Its Progress and Promise*. Concord, California: Concord Historical Society, 1986, Print

National Park Service, *National Register of Historic Places in Contra Costa County, California*

01 | Early Concord Structures



The Pachecos hired Alameda County surveyor Luis Castro to survey 20 acres for the new town. Nineteen blocks were plotted around a 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 plaza in Todos Santos for \$1 if they would move their stores to Todos Santos. Some merchants accepted the offer, as well as the Pacheco Odd Fellow's Hall, which was moved to Todos Santos. The first merchant to accept Don Salvio's offer was Samuel S. Bacon, who moved his building from Pacheco to a lot near the new plaza. Bacon built his home next door.

Map of Todos Santos, 1874, by Luis Castro



Salvio Pacheco Adobe, built 1840s



Fernando Pacheco Adobe, built 1856



Galindo Home, built 1856, Victorian style



Neustaedter Home, built 1906, Colonial style



Bibber Home, built 1912-1913, Four Square French Eclectic



Bolla Home, built 1924, Bungalow style



Alves Home, built 1906, Colonial style



Elworthy home, built 1912-13, Prairie style home



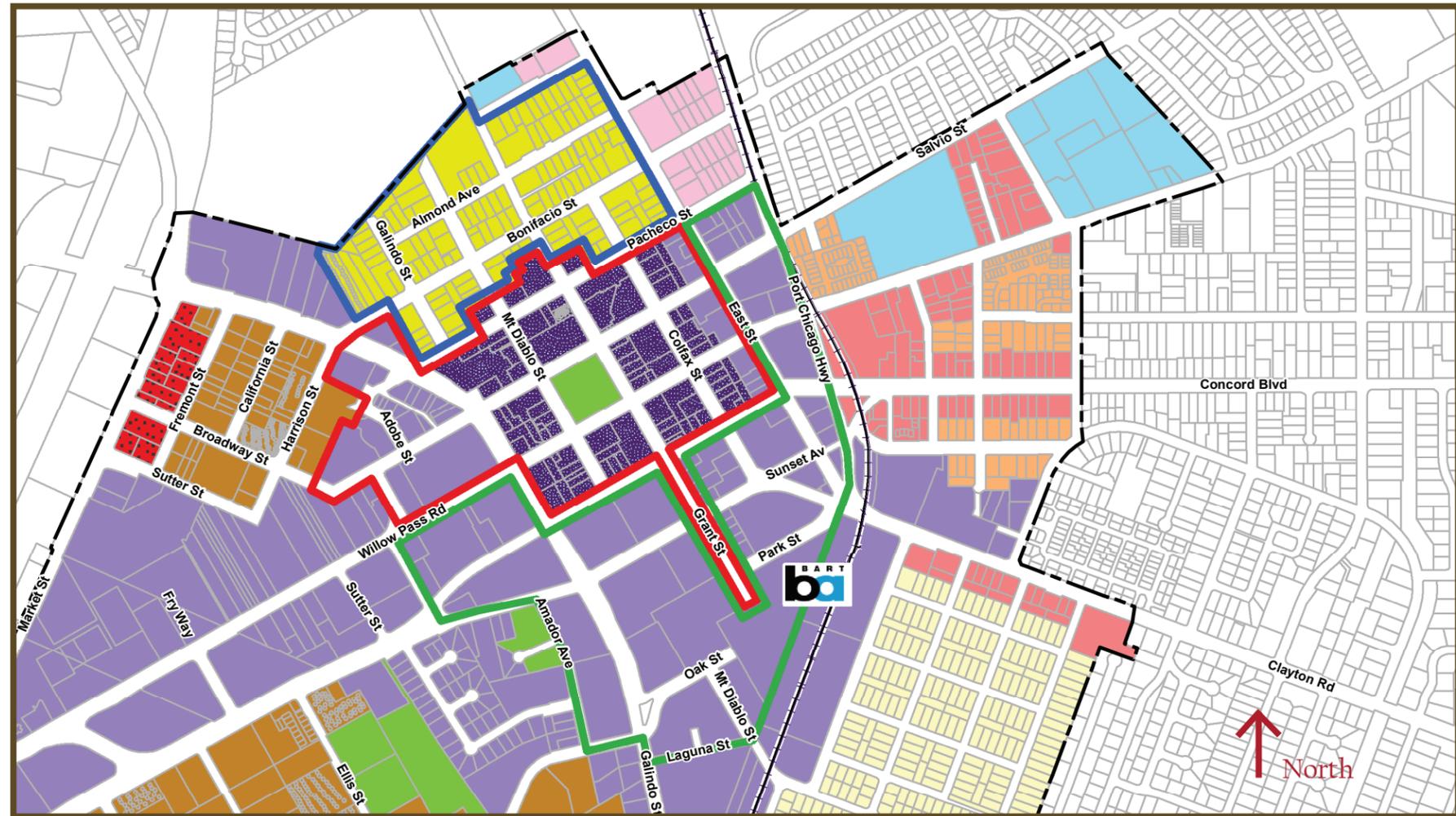
Foskett/Elworthy building, built 1911, Modern Italiante style



Rosal Apartments, built 1936, Spanish Colonial style



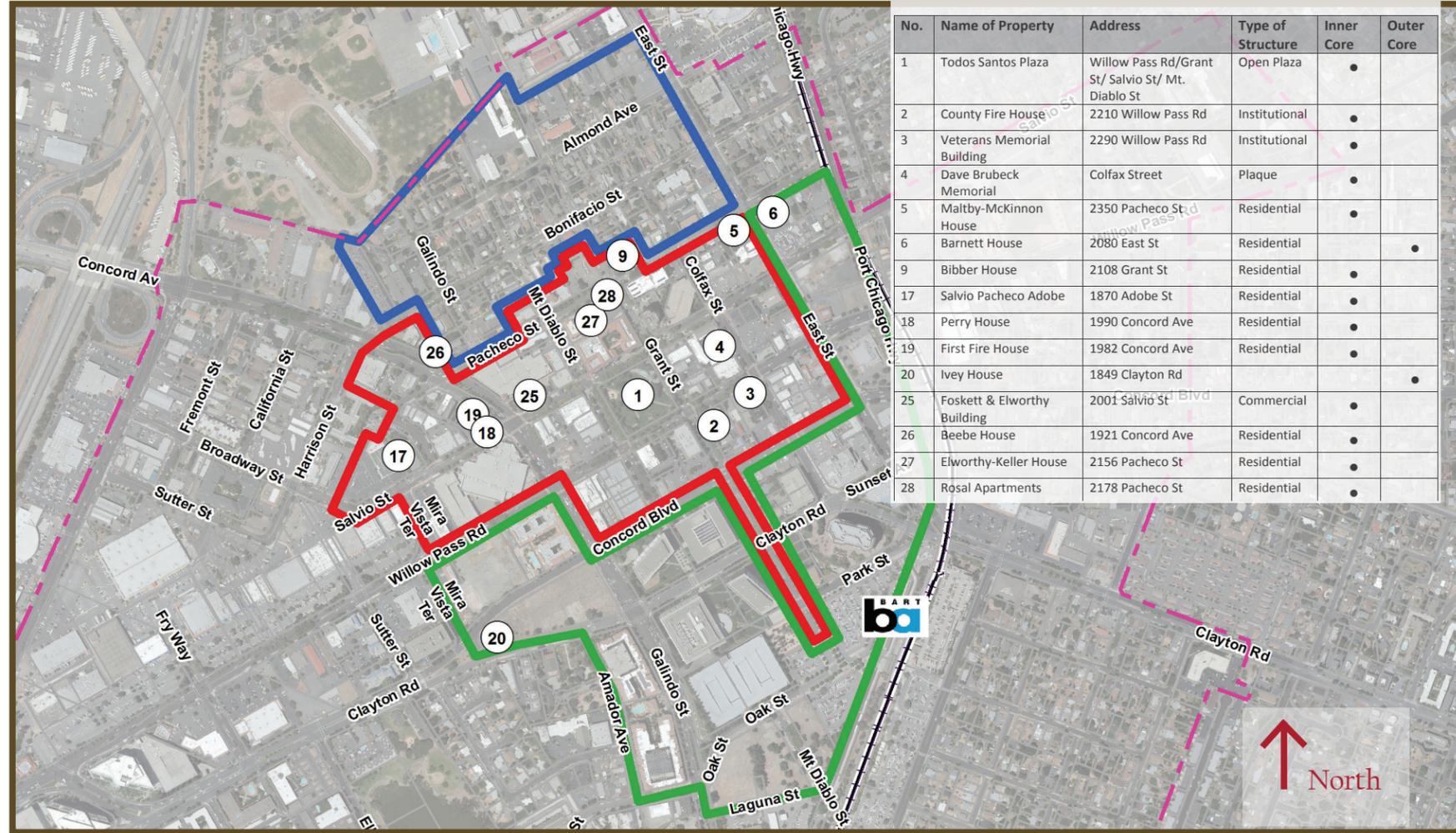
Aerial Map not to scale



Enlarged Map, not to scale

 Priority Development Area
 City Limit
 BART Station
 Inner Core
 Outer Core
 North Todos Santos

Legend
 Priority Development Area
 City Limit
 BART Station
Todos Santos Review Districts
 Inner Core
 Outer Core
 North Todos Santos
General Plan 2030 Land Use
 Low Density Residential (LDR)
 Medium Density Residential (MDR)
 High Density Residential (HDR)
 North Todos Santos (NTS)
 Community Office (CO)
 Commercial Mixed Use (CMU)
 Regional Commercial (RC)
 Service Commercial (SC)
 Downtown Pedestrian (DTPD)
 Downtown Mixed Use (DTMU)
 Public/Quasi-Public (PQP)
 Parks and Recreation (P)

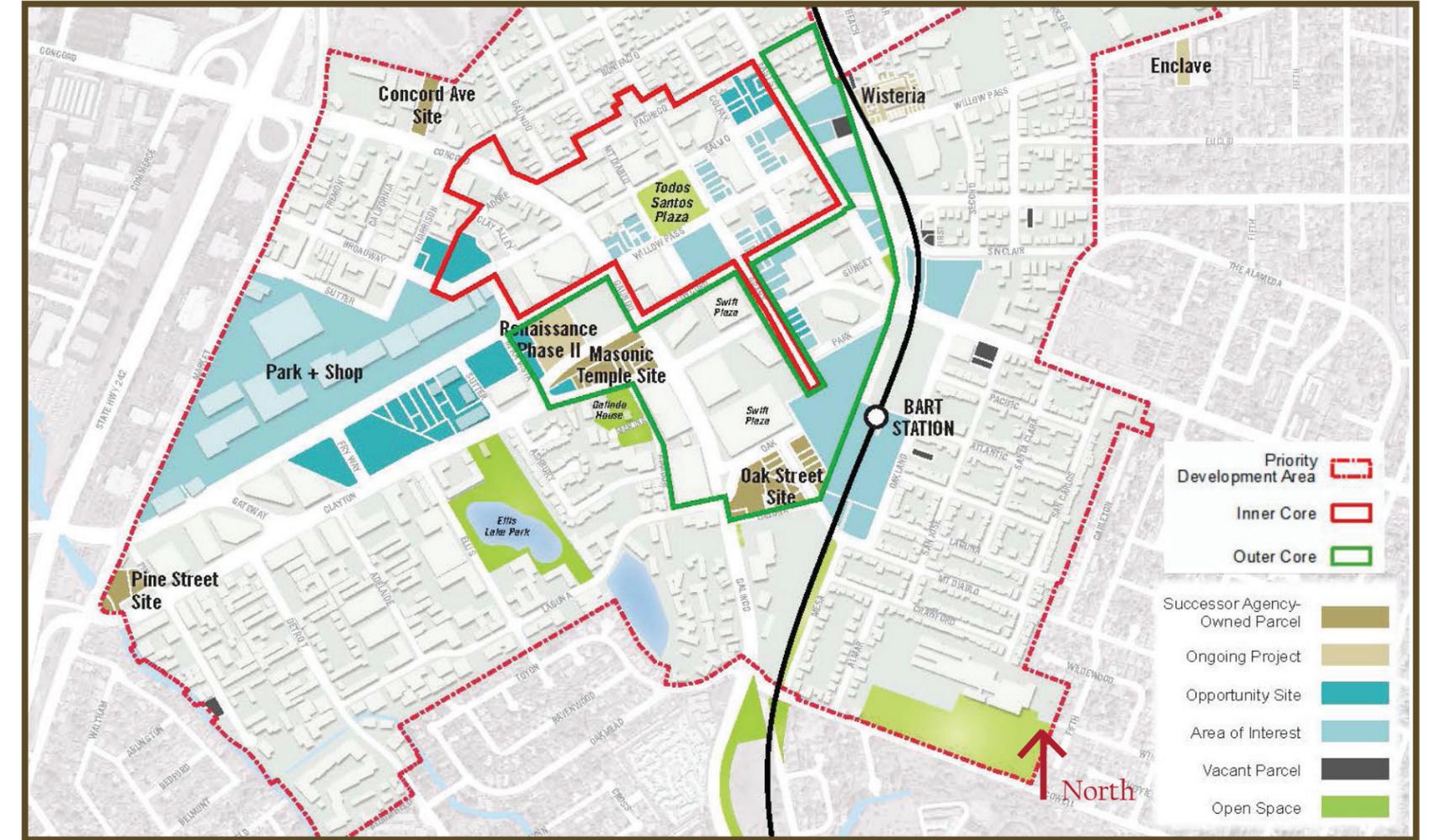


No.	Name of Property	Address	Type of Structure	Inner Core	Outer Core
1	Todos Santos Plaza	Willow Pass Rd/Grant St/ Salvio St/ Mt. Diablo St	Open Plaza	•	
2	County Fire House	2210 Willow Pass Rd	Institutional	•	
3	Veterans Memorial Building	2290 Willow Pass Rd	Institutional	•	
4	Dave Brubeck Memorial	Colfax Street	Plaque	•	
5	Maltby-McKinnon House	2350 Pacheco St	Residential	•	
6	Barnett House	2080 East St	Residential		•
9	Bibber House	2108 Grant St	Residential	•	
17	Salvio Pacheco Adobe	1870 Adobe St	Residential	•	
18	Perry House	1990 Concord Ave	Residential	•	
19	First Fire House	1982 Concord Ave	Residential	•	
20	Ivey House	1849 Clayton Rd			•
25	Foskett & Elworthy Building	2001 Salvio St	Commercial	•	
26	Beebe House	1921 Concord Ave	Residential	•	
27	Elworthy-Keller House	2156 Pacheco St	Residential	•	
28	Rosal Apartments	2178 Pacheco St	Residential	•	

Aerial Map not to scale

- Priority Development Area
- City Limit
- BART Station
- Inner Core
- Outer Core
- North Todos Santos

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



Enlarged Map, not to scale

Legend

- | | | | | | |
|---------------------------|--------------------|----------------------------------|----------------------------|----------------------------|---------------------------|
| Priority Development Area | Inner Core | Low Density Residential (LDR) | North Todos Santos (NTS) | Regional Commercial (RC) | Downtown Mixed Use (DTMU) |
| City Limit | Outer Core | Medium Density Residential (MDR) | Community Office (CO) | Service Commercial (SC) | Public/Quasi-Public (PQP) |
| BART Station | North Todos Santos | High Density Residential (HDR) | Commercial Mixed Use (CMU) | Downtown Pedestrian (DTPD) | Parks and Recreation (P) |

Reference: Downtown Specific Plan Map



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

Downtown Concord Urban Design, March 1987

02

Building Form

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 form 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 allowed on the parcel by the zoning code. 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 Architectural 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 street and extend the full length of the street help reinforce a strong building form. A potentially large building form need not be uniform and static; it can be broken into a series of smaller masses that gives 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.

02 Building Form

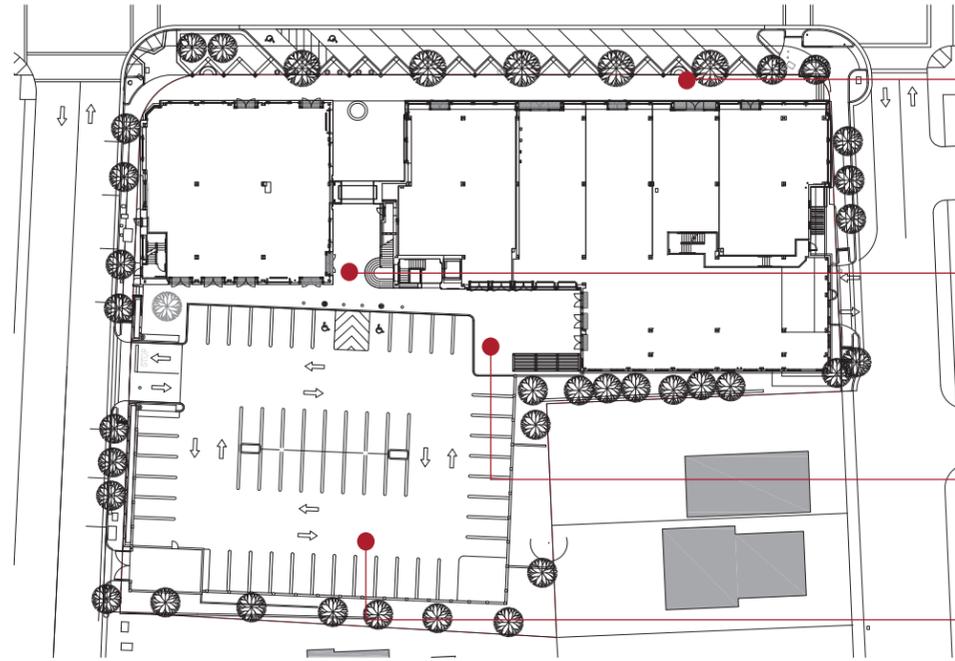
Opportunities to create a sense of place begin with an informed site plan. In a small downtown setting, care should be taken to develop a building site plan that respects the street with a strong activated first floor. Development blocks in the Downtown should have buildings with zero lot lines, parking that is minimally visible and articulation of the building line. Building mass should be articulated with architectural elements, such as bays, varying the building form, setbacks, and solids versus voids. The scale of the building should be human scale in that it relates 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 for the City of Concord. In this section, urban design is a quality that applies to both the Inner Core and the Outer Core. In the City of 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 gesture. 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.

Site Planning & Orientation:

Inner & Outer Core Principles:

- The building has a zero lot line, however it still has movement on the first floor.
- The front building line creates a strong street wall condition to help frame a vital retail corridor.
- The mid-block courtyard space with a fountain helps to relieve a large bulky building, and creates a nice pedestrian space.
- The mid-block courtyard connects the surface parking area and back of house retail to the street.
- Generous sidewalk space and an outdoor eating area enliven the back of house retail spaces and allow street activity to continue to the back spaces.

18.105.040 D 3: *Off street parking shall be located either underground in a parking structure with active storefronts and uses along the street frontages or in surface lots at the rear of buildings that can be accessed from the rear of the property. Off-street parking shall not be located between a building and a pedestrian route to the BART station.*



Site Plan with courtyard style parking

Massing:

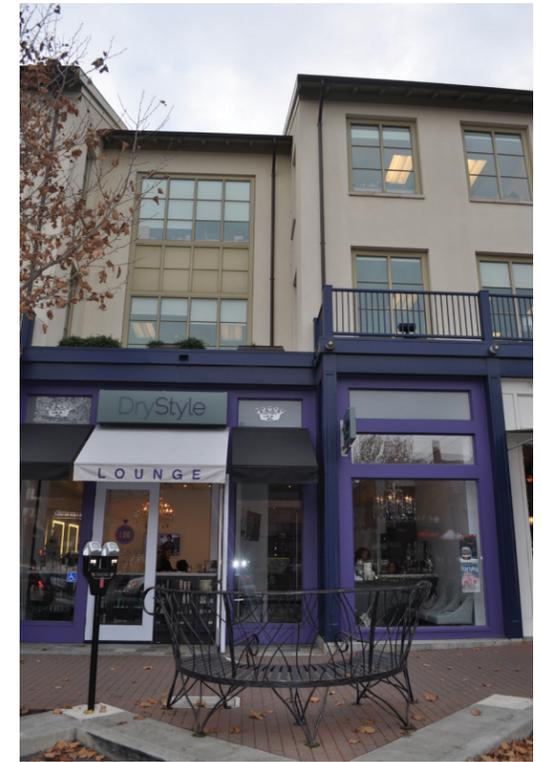
Inner & Outer Core Principles:

- Buildings should have a clearly expressed base, middle, and top.
- The 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.
- The massing of one potentially large building is broken into two smaller masses, acting as two small buildings.
- Setbacks of 4 to 8 feet within a large mass helps to avoid a monolithic appearance.
- The use of at least two distinct materials and or colors creates a dynamic appearance and shape.
- The back of house retail and restaurants are treated like front of house with the same care and detail so they have a main street presence.

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 good roof form.



Strong building massing with a proportioned roof pitch



Building Form as it relates to the public sidewalk



Scale and proportion in context of an urban downtown

Scale & Proportion:

Inner & Outer Core Principles:

- The scale of the building should be harmonious to the overall context and surrounding environment.
- Desirable relationships between the dimensions and parts of a building help establish the building form.
- Good proportions provide an aesthetic rationale for the dimensions of a building. Architectural design can unify the multiplicity of elements by having all the parts belong to the same family of proportions.
- Good proportions give a sense of order in the facades and spaces of architectural design.
- A more traditional building facade may have classical proportions and an even rhythm for solids and voids.
- A 3 to 4 story building works well on smaller, more intimate downtown streets.

First Floor:

Inner & Outer Core Principles:

- The first floor is taller, allowing for a better connection to the sidewalk. The increased height allows for more visibility.
- The first floor is designed with warm materials such as wood and fabric awnings; materials that lend themselves to being touched.
- Ample fenestration allows passerbys to gaze into shops.
- Retailers take advantage of the window space for unique and artistic window displays.
- Care and detail are given to the first floor with craftsmanship of materials.
- Recessed entrances with double doors help invite pedestrians in.
- The first floor of the building should be articulated with entrances and a pedestrian friendly first floor.
- Human scale helps establish good proportion at the base of a building.



Strong building massing and first floor articulation



Warm quality materials used on the first floor





03 | Inner Core

“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

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 some have a historic Spanish architecture, such as the Fire Station, while others came at a later time, such as the mid-century style building on the southeast corner of Grant Street and Salvio Street. Within the Inner Core, the Downtown Specific Plan recognizes 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 first 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 first floor. Architecturally, the first 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 first 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 first floor can contribute to the public realm and placemaking.

The Inner Core has an established intimate scale of buildings. New and renovation projects should continue to strengthen the existing context and provide cohesion. The scale of buildings in the Inner Core needs to convey the area as special, through heightened details at the base, private spaces relating to public spaces and enhancement of features. New buildings in this area can be Spanish and Spanish inspired, however they can also be interpretations of that style. If a renovation is proposed on a historic building, then the historic character should be kept. If a building was built in a later period, such as in a mid-century or art deco style, for example, then the renovation should respect that style. A minor renovation can continue the period style of the building by making improvements and enhancements to the existing facade. The strategy to improvements should be an engaged development that builds upon the existing character of the downtown. There should be care and quality of craftsmanship in the details and an overall human scale and individuality to the project. There should be a continuity of design in the adjacent streetside and public spaces, this may include paving, lighting, landscaping, materials and other features. The Inner Core is the pulse of the downtown, where new and renovation projects should create sensitive transitions to neighboring uses, existing buildings, historical structures and public plazas.

Inner Core Context:

The Inner Core is marked by a number of historic buildings which impart a historic feel, as well as buildings 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 facades 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.

Use of a common materials palette.

Use of arcades along specific streets.

Extracted from the Downtown Specific Plan, pg. 80

Massing:

- A corner tower element secures the mission style with minimalist windows and symmetry.
- Traditional appearing materials and finishes are used to convey a Spanish theme.
- Balcony projections with wood like material help break up the mass and give a theme to the Spanish revival style.
- The project relates to Todos Santos plaza across the way by having active first floor uses. The outdoor dining creates continuous activity where people can gaze.
- Recessed windows and doors give the impression of heavy masonry walls.
- Multiple arched openings connects to the interior private courtyard and allows the indoor and outdoor to relate.



Salvio Pacheco development exemplifies a building with a historic feel.



Strong building massing with a proportioned roof pitch



Building Form as it relates to the public sidewalk



Example of second floor with articulation



Example of indoor dining that extends out

Inner Core Mixed Use:

- Strong massing that hugs the ground gives this two story structure a traditional appeal.
- A wide band above the first floor retail helps distinguish between the more public first floor versus private second floor units.
- Custom design curvilinear metal balconies add individuality to the project.
- The door is inset within the entry frame and finished with wood and cast iron.
- The windows have added grids to give more richness to the mediterranean look.
- The material palette and warm colors help to give this development a rich, traditional appeal.

Successful Strategies:

- A base height of 16 to 24 feet helps relate to the street and sidewalk.
- Large storefront windows with landscaping and overhangs create an inviting sidewalk area.
- The angled corner visually carries the eye where two streets meet.
- Awnings are set at the transom line to give better human scale.
- The first floor has durable materials, such as stone at the base.

Inner Core Mixed Use:

- The overall composition on a large development block is broken into a series of smaller facades that are complimentary to each other.
- The corner entrance projects out to allow a setback for the second story.
- The cornice is detailed to give a heavier and more traditional expression.
- The focus is on the facade and how it is detailed to carry a traditional architectural language.
- The base and top of the columns are delineated.
- Window arrangements are symmetrical and aligned.

Details:

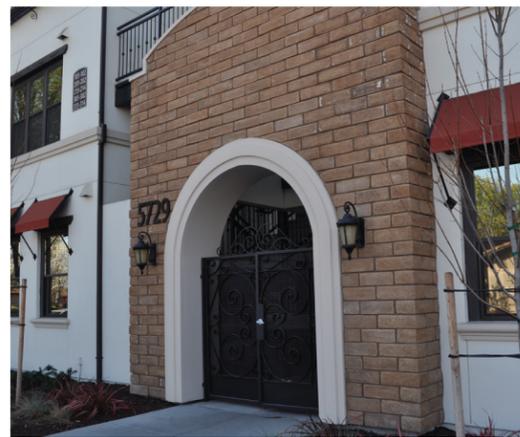
- The arches are finished with tiles above the storefront.
- The columns have a leaf motif imprinted at the capital.
- The projecting columns help establish the bays for the storefront.
- The exterior insulation and finishing system (EIFS) is scored to give the material depth.
- The first three feet of the development are finished in durable material, brick with a soldier course.



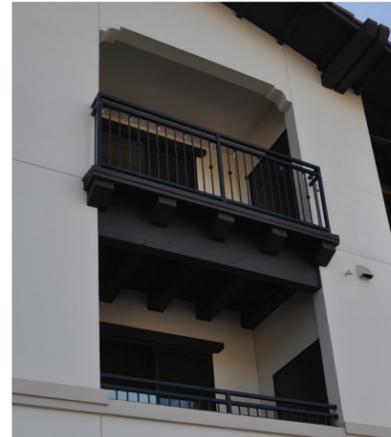
Example of classical style expression with detailed columns



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



Example of Spanish Colonial Revival as a current style

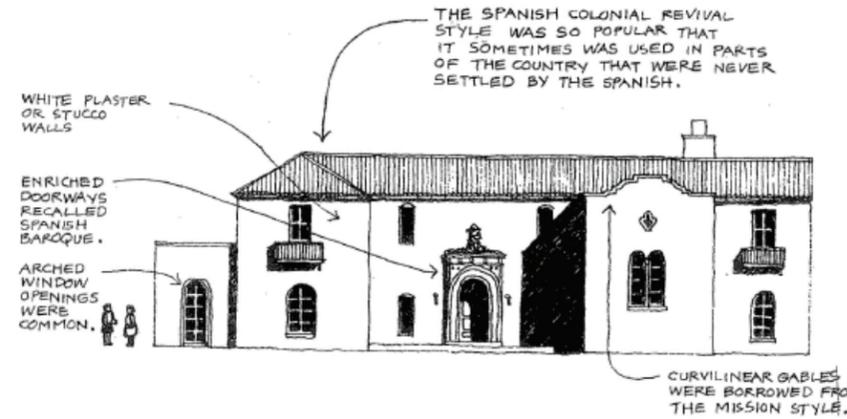


Example of Spanish Revival style materials and details

Spanish Colonial Revival Use:

The Spanish Colonial style was developed as a result of the Mission Style. The style became popular after the 1915 San Diego Exposition, where the style was showcased. Some common features of this style include:

- Stucco surfaces
- Low pitched tile roofs
- Limited number of openings
- Openings with deep recesses
- Relation to the outdoors through terraces
- Use of decorative ironwork



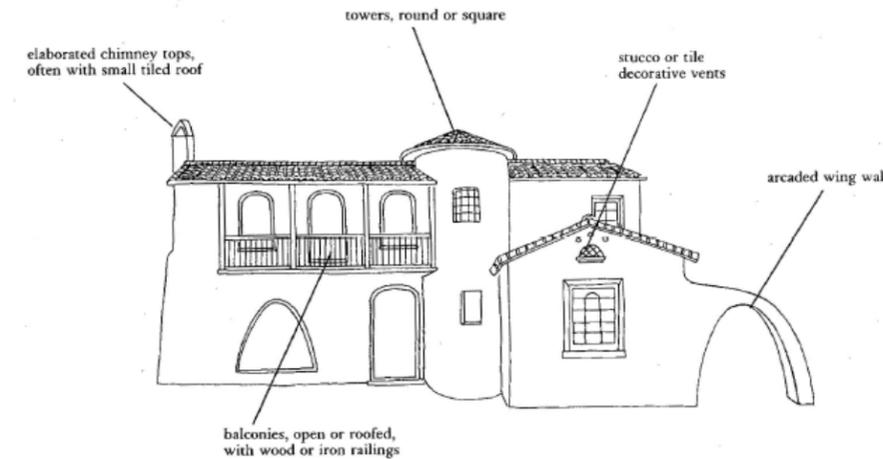
Current Spanish Style Details:

- Metal frames and ironwork are used at entrances. Doors may be typically carved wood or other ornate type door.
- Colors are typically painted white, with a second trim color. A third color may be introduced on window frames.
- The appearance of stucco or plaster walls.
- Balconies are introduced on multi-story buildings.

Mediterranean Revival Use:

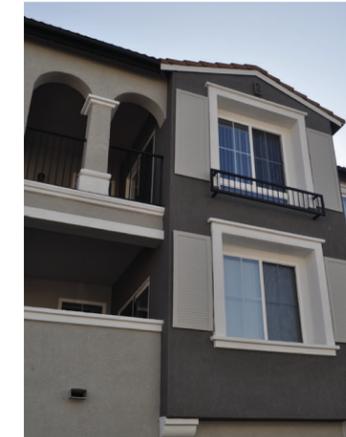
This style is a mix of various elements and influences. It incorporates features from Spanish Colonial and Moorish architecture in Spain, Portugal, Italian as well as California Missions. Some common features of this style include:

- Ornate low relief carvings, arches and columns
- Curvilinear gables
- Red tile hipped roofs
- Stucco or plaster walls
- Arched or straight windows with ironwork
- Stylized chimneys and vents



Current Mediterranean Style Details:

- The facade is finished in a variety of earthtone materials, finishes and colors.
- The chimney base is fluted and the top has decorative vents.
- The low pitched roof is finished with red tile.
- A curvilinear gable is introduced at the corner.



Example of arched details and bays



Example of Mission Revival as a current style



Example of Arts & Crafts style expression



Example of Arts & Crafts materials and details

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.

Inner Core Residential Use:

- The overall composition is harmonious and symmetrical.
- Mass that is definitive with projecting and receding bays gives more articulation to the facade.
- Framing around windows and lintels enhances the project details.
- The roofline is varied and helps to articulate the project.
- The base of the building is taller and relates better to the street.
- Roof profile adds a strong statement to the project.
- Window arrangements are symmetrical and aligned.

Italianate Details:

- The facade is finished in a variety of earthtone materials, finishes and colors.
- The project has strong expression at the base with tall arches.
- The eave overhang and depth along with exposed rafters give a traditional expression to the roof.
- Balconies are boxed and framed by wood details.



Example of Italianate style expression



Example of strong base expression



Example of Arts & Crafts style expression



Example of Arts & Crafts materials and details

Inner Core First Floor Base:

- Design a taller first floor, between 16 to 24 feet, as an essential tool for retail and pedestrian success.
- Taller first floor allows for increased ceiling height and makes for a gracious space allowing plenty of light.
- A zero lot line building can be set back on 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.
- Greater detail on the first floor, such as wood finishes, doors and windows setback.
- Signage: various levels of signage can be added, such as well crafted blade signs, awning signage and banners placed perpendicular to the building face.
- Overhangs: Different shapes and sizes of overhangs contribute interest; 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 of colorful fabric awnings is a simple way to individualize the retail or restaurant facade.
- Design blade signs so that craftsmanship is added, and locate close to the entrance.
- Paver pattern and color set the retail area apart.



Decorative lighting acts as jewelry for finishing touches



Opportunities for landscaping in unexpected areas



Arcades provide a covered walkway



Fountains in courtyard create resting areas



Stairways extend out & thematically connect two levels



Artistic benches invite passerbys to sit



Strong corner entrance makes a statement



Outdoor dining is a pleasant gathering space



The projects theme is designed into the capital

03 Inner Core Design Elements

Architectural Element	
Building Form	Heavier mass, formal arrangement of shapes and forms
Building Plan	Symmetrical shape with cross gables and side wings Formal plan
Height	Predominantly lower height, one to four stories
Roof Form	Pitched roofs, either low or steep with pronounced parapet or cornice Articulated saddles, gables, hip and valleys, dormers and shed roofs
Base of Building	Porticoes, pediments & colonnades, roman semi-circular or squared arches, arcades Heavy base rooted to the ground
Upper Floors	Traditional porches and balconies Projecting bays
Materials	Warm materials such as stucco, wood, stone, canvas awning, clay tiles Glass is a complimentary material Earth tone colors
Detail	Terracotta or cast concrete ornamentation Cast Iron Craftsmanship in details
Fenestration	Wood casement or tall, double hung windows Fenestration set within the mass
Amenities	Interior or exterior courtyards, balconies



Spanish Colonial Style Mixed Use



Mediterranean Revival Style Multi-family Residential



Arts & Crafts Style Residential



Italianate Style Residential



Spanish Colonial Revival Style Residential



Traditional Style Mixed Use



Traditional Style Mixed Use Retail



Colonial Style Mixed Use Retail



04

Outer Core

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

Downtown Concord Urban Design, March 1987

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 the City. The Outer Core architecture may be more responsive to current construction methods, market viability, contemporary materials and fiscal feasibility, with less prescriptive architecture. However, the Outer Core will need to respond with high quality development. 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 front facade. Garage openings should have relevant elevations so that they are not simply functional but can contribute as a focal point. 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 good 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.

In a small downtown setting, care should be taken to develop a building site plan that respects the street with a strong activated first floor. Development blocks in the Downtown should have buildings with zero lot lines, parking that is minimally visible, and articulation of the building line. Building mass should be articulated with architectural elements such as; bays, varied building form, setbacks, and solids versus voids. The building scale should be of a human scale that relates 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 be to create a regional architectural identity with design flexibility for the City of Concord. In this section, urban design is a quality that applies to both the Inner Core and the Outer Core. In the City of 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 gesture. 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.



Street elevation of a residential project



Residential site plan with interior courtyard

Outer Core Context:

All new developments on primary streets should build to zero front lot lines with exceptions for any usable, publicly-accessible, at grade open space, such as small plazas, pocket parks, or a pedestrian alley. Building with minimal setbacks have a special relationship with the sidewalk and street. In these cases, buildings frame the street and form 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

18.105.040 D 3: *Off street parking shall be located either underground in a parking structure with active storefronts and uses along the street frontages or in surface lots at the rear of buildings that can be accessed from the rear of the property. Off-street parking shall not be located between a building and a pedestrian route to the BART station.*

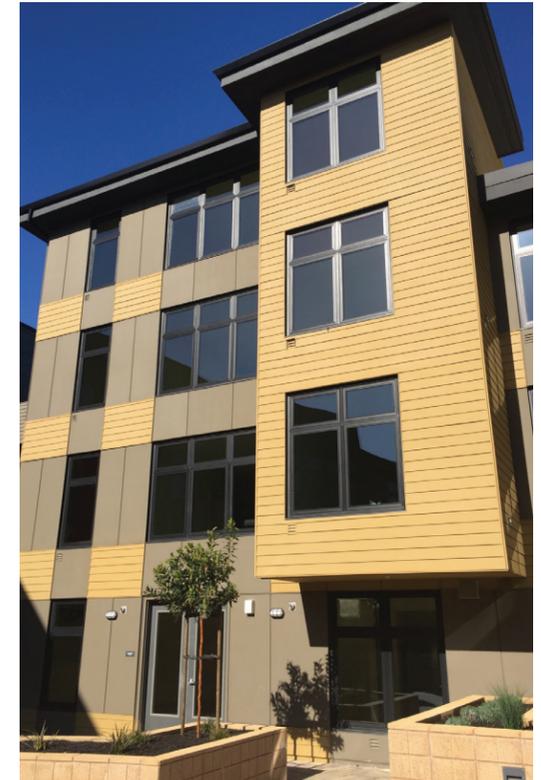
Outer Core Principles:

- 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



Modulated facade with change in material and color



Building Form as it relates to the public sidewalk



Active uses engage pedestrians



Strong building entrance and first floor articulation

Urban Design:

- The first floor of a mixed use project should have active edges with commercial presence.
- Active edges 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.
- The majority of street frontage should be designed for active uses.
- Design the first 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.
- Plan a height of 16 to 24 feet floor to floor on new commercial development, to allow for a range of use; cafes, restaurants and retail.

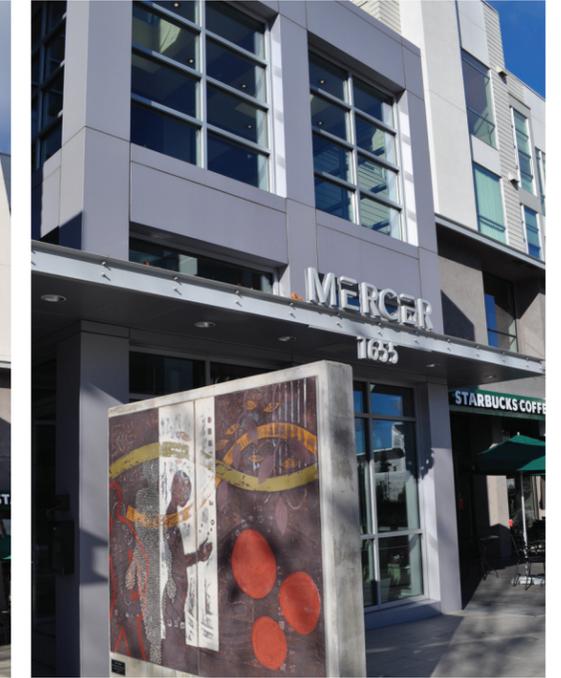
Mixed Use Design:

- The outer core follows the same urban design principles as the inner core, with zero lot line, parking below grade, and active retail edges.
- The architectural form maintains a contemporary language through the expression of materials, bays, and volumes. In the contemporary language, elements such as entrances, corners, stairs are more defined.
- The roofline is flat, however there is vertical movement in the bays to create an interesting skyline.
- A contrast in materials, texture and color adds appeal to the facade.
- Details are done in a rational manner so reveals, edges, and grids line up in a deliberate way.
- The main entrance is marked by tasteful artwork.

18.105.040 C 1: *Continuity of building facades along the street with no interruptions in the progression of building and uses except for pedestrian access.*



Vertical movement in the bays create interest



Architecture is expressed through material, bays, and volumes



Urban Design:

- A zero lot line condition is proposed, however there is movement in the site plan and through the cantilevered bays.
- Active retail edges with large amounts of transparent glazing is engaged with the street.
- The bays project above the flat roofline so as to create movement above the parapet line.
- Hierarchy is created through the fenestration, where public spaces on the first floor have more glazing and the residential spaces have a different glazing pattern.
- Garage entrances are part of the overall architecture and treated with the same level of detail as the rest of the project.

Successful Strategies:

- Entrances to retail are framed by breaks in the landscaping.
- Drought tolerant landscaping, such as kangaroo paws, add color and work as a sustainable strategy.
- Landscaping at the base makes the first floor less prone to maintenance over the long run.



Retail is an active use that encourages more pedestrian activity

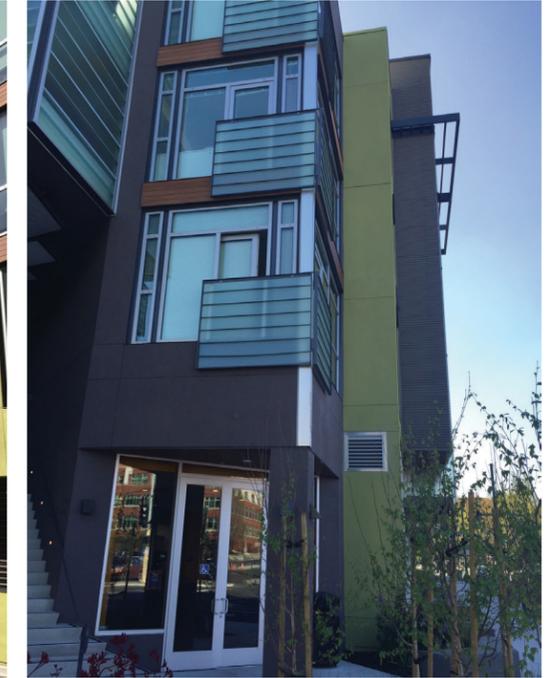


Strong building entrance and first floor articulation

Mixed Use Design:

- The architecture is a four sided design with details, colors and materials carried out on all facades of the project, as well as the inner courtyard.
- Contemporary detailing is expressed through materials that wrap around the corners.
- Interest is added with various materials throughout the project; glass, metal, stucco, wood paneling.
- The bold color palette contrasts and plays well to lend an overall excitement to the facade.
- Ribbed glass is used as an expressive material on the corner, on balconies, and as a vertical delineating material.
- The EIFS is scored so it has breaks and has more substance as a material.
- Metal canopies are added throughout the project which adds a horizontal plane, while glass is used in places as a vertical plane.

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 architectural detailing, visibility into buildings, awnings, paseos, or arcades, and signage oriented and scaled to the pedestrian, located directly behind the sidewalk.*



Interest is added in layers with storefront, raised planter bed, landscape, sidewalk and continuous landscaping along the curb



Various materials, textures, and colors are detailed even on the underside where it is visible to the passerby



Strong corner element helps to visually identify the intersection and make a distinct entry feature



Upper story setbacks separate the top floor from the base and the middle sections

Residential Design:

- The first floor is raised three feet, however the residential balconies open to the sidewalk and create a semi-public engagement.
- The top floor of the project is clearly delineated through the cornice line, strong eave expression, and bold use of color.
- The first floor base of the project uses a durable brick or cast stone material.
- The brick material adds soldier coursing at the balcony levels for detail.
- Stairs run parallel to the sidewalk to engage the first floor.

Successful Strategies:

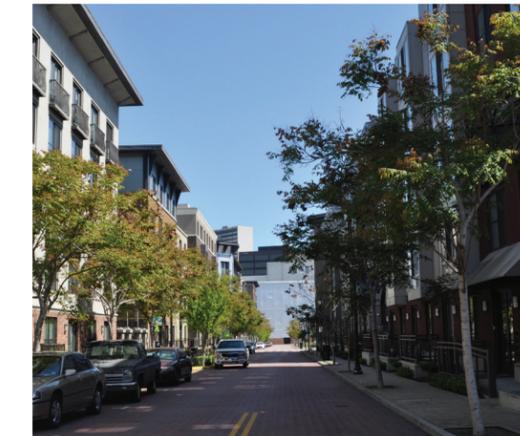
- A rounded tower entry creates a prominent entrance the intersection of two streets.
- Shifts in the site plan are at a minimum depth of four feet so that considerable depth is created.
- Decorative street lighting throughout the project compliments and adds a street rhythm.

Residential Design:

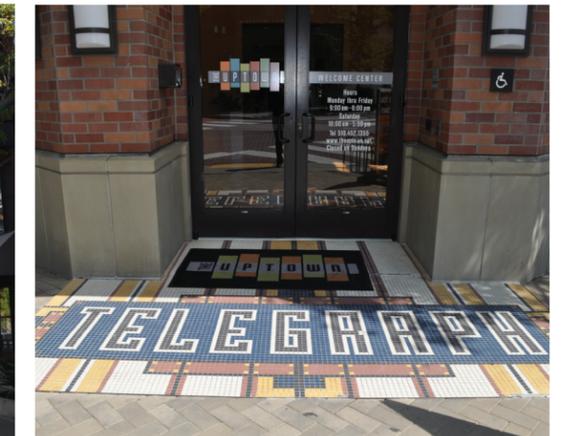
- The project is developed with four separate buildings, yet each building has its own personality and is respectful to its adjacent neighbor.
- The base is treated with care and substance of material, such as stone or brick. The raised first floor walls are treated with landscaping to add green and make the project more human.
- Each building entrance has tile details in a playful palette of color and pattern.
- A contrast in materials, texture and color adds appeal to the facade.
- The overall mass hugs the street to give a human scale to the street.
- The street is lined with pavers and makes the development more cohesive.

Successful Strategies:

- Podium style building introduces pedestrian elements at the base through integration of landscaping, well designed knee wall and balconies.
- Paving patterns are introduced at the entry areas to make it special.
- Each building has its own custom designed balcony railing, lighting, and entry feature so that each building is cohesive to the development yet individual.



Pavers in the street bring cohesion.



Tile details at the entry threshold add whimsy and playfulness to the entrance



An angled corner entrance helps the building visually move around the corner



The main residential entrance also serves as artwork done by a local artist

Mixed Use Design:

- Strong massing that hugs the ground gives this five story structure a humble appeal.
- A wide band above the first floor retail helps distinguish between the more public first floor versus private residential units.
- The top floor is set apart by color, balconies and slight setback.
- There is movement within the residential bays so that the mass is articulated.
- Window arrangement is grouped in threes and helps to add rhythm to the facade.
- The material palette and warm colors help to give this development a rich, traditional appeal.

Successful Strategies:

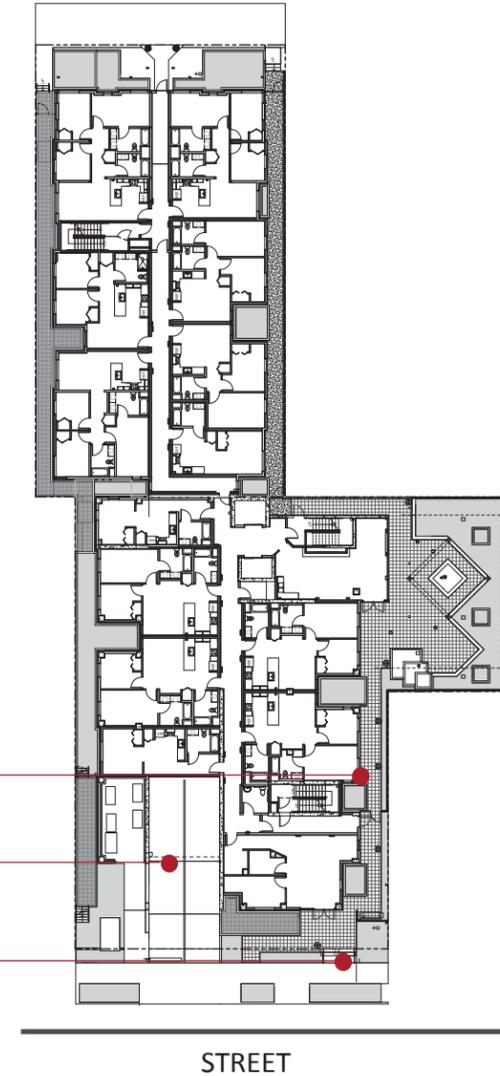
- A taller base height of 16 to 24 feet helps relate to the street and sidewalk.
- Large storefront windows with landscaping at the edge create an inviting sidewalk area.
- The rounded corner visually carries the eye where two streets meet.
- Awnings are set below the transom line to give a better human scale.
- The first floor has durable materials, such as tile at the base and EIFS is used as an accent only.

Residential Design:

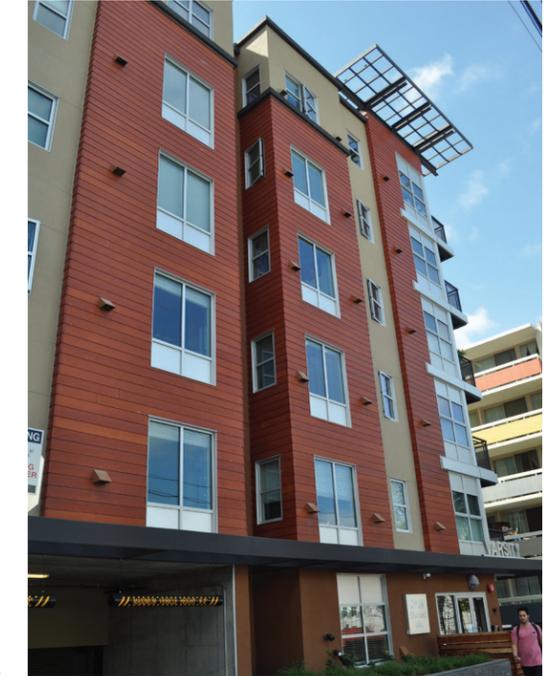
- The project height is similar to neighboring projects, so the building blends in.
- The bays are treated with a finished wood, to give a special appearance.
- A horizontal datum above the entrance helps to establish the pedestrian first floor.
- Balconies are cantilevered to express the structure.
- Metal base of the balcony carries over into the bays and gives continuity.
- The main entrance is setback in a landscaped courtyard.

Successful Strategies:

- A line of columns in plan help to carry a visitor back to the fountain and seating area.
- The garage entrance is set further back from the residential entrance to give it distinction.
- Paving patterns are introduced at the entry to make the residential area more special and inviting.



The front facade is narrow, however through materials, landscaping and bold architectural gestures, the building has a street presence



A horizontal metal canopy helps to establish a pedestrian connection



Example of higher quality materials at the columns, storefront, overhangs



Quality and level of detail make the contemporary base an inviting and warm place to sit and relax

Outer Core First Floor Base:

- Apply the same principles for increased height at first floor base for retail and pedestrian success.
- Depth of a storefront should be between 50 to 60 feet or more to allow for ample retail space and storage area.
- Quality materials, such as masonry, wood, decorative lighting and ground to ceiling storefront design gives a good pedestrian experience.
- A zero lot line building can various levels for setbacks; one for the column, a second for the storefront, a third for the entrance.
- Well placed blade signs and gooseneck lighting attract pedestrians.
- Wood is a durable material, and in this example it is finished with craftman like details, and give more quality to the first floor base.

Successful Strategies:

- Benches placed between columns serve to give a resting area.
- Overhangs are designed with metal slats allowing light to filter through.
- Bollards are placed at the street entrance to provide safety.
- Pavers are defined through pattern and color to give variation.



Rustic materials make a contemporary base inviting



Sheltered areas for seating with shade provide respite



Tile details at the entrance provide craftsmanship



Entrance off the main street is a gateway artpiece



Well detailed piers, lights and fence



Seating is enlivened by thematic site furnishings



Corner entrance with fountain and columns



Linear landscaping makes an outdoor area special



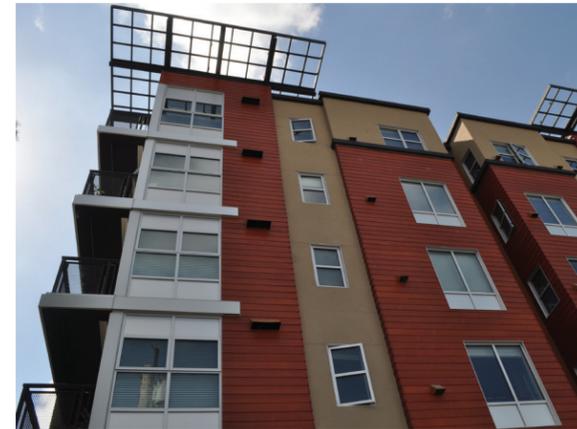
Good entrance details make for a rich invitation

04 | Outer Core Design Elements

Architectural Element	
Building Form	Geometric forms, planar elements and asymmetrical volumes
Building Plan	Functional elements such as stairs, entrances, chimneys have individual expression Open floor plan with exposed structural elements
Height	Four to eight stories
Roof Form	Predominantly flat, sloped lines or angular with clean parapet Multiple roof lines at various levels with squared edges
Base of Building	Planes and walls define entrances Columns and suspended overhangs
Upper Floors	Porches and balconies that are cantilevered or suspended Projecting or recessed bays
Materials	Masonry, glass, metal, concrete, tensile structures, large spans of fenestration Roof may be metal Earth tone colors
Detail	Reveals, edges and grids line up in a rational way Expressed through variation and contrast in material
Fenestration	Large spans of window walls act as a feature Floor to ceiling, frameless or minimal framing
Amenities	Interior or exterior courtyards Rooftop gardens



Mixed use development near BART



Residential development near BART



Mixed use development with residential near BART



Mixed use development with residential near BART



Restaurant and retail development



Mixed use with restaurant and retail uses



Vertical mixed use with retail, office and residential



High density residential project



11 | References

01

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