Waterfront Master Plan – Draft Subcommittee Meeting Agenda
Date: October 19, 2011  Time: 11 – 1 p.m.  Place: Council Chambers

Participants:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>Chuck Della Sala</td>
<td>Mayor</td>
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<tr>
<td>Jeff Haferman</td>
<td>Councilmember</td>
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<tr>
<td>Leon Garden</td>
<td>Planning Commissioner</td>
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<td>Bill McCrone</td>
<td>Planning Commissioner</td>
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<td>David Canepa</td>
<td>Parks and Recreation Commissioner</td>
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<td>Jean O’Brien</td>
<td>Historic Preservation Commissioner</td>
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<td>Michael Dawson</td>
<td>Architectural Review Committee</td>
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1. Hear Public Comments (up to 10 minutes)

2. Discuss design character of the Waterfront areas.

The Draft Waterfront Master Plan Design Guidelines (attached) represent a general outline of some ideas for defining different character areas within the Waterfront Master Plan Planning Area. The subcommittee should seek inspiration from these ideas and prepare for a discussion during the October 19 meeting. This discussion will provide staff with a more focused and thought-out perspective on design themes and expectations, which staff can then integrate into a revised set of design guidelines containing additional detail, text, and graphics.

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<tr>
<th>Project Schedule</th>
<th>Sep</th>
<th>Oct</th>
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<th>Dec</th>
<th>Jan</th>
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<td>Refine projects, uses and design guidelines</td>
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<td>Define parking policies</td>
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<td>Develop financing plan and implementation chapter</td>
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<td>Update LCP Policies and combine into a single LCP document</td>
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<td>Develop Implementation Plan as a chapter of the Zoning Ordinance</td>
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<td>Continue outreach through Subcommittee meetings</td>
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Waterfront Design Guidelines

- Character Areas
  - Municipal Wharf No. 1
  - Municipal Wharf No. 2
  - Waterfront Parking Lot
  - San Carlos Beach / Coast Guard Pier
  - Window on the Bay
Municipal Wharf No. 1

- Colors – Bright and contrasting against grays and browns
  - NO fluorescent
- Materials – Wood siding, basic roof forms – shingles, roll-out, bright ceramic tile
  - NO stucco, stone, slate tile,
- Lighting – Primary light should come from storefronts; secondary light from common fixtures (street lights & string lights); third from signs and wall-mounted fixtures.
  - NO floodlights or water lights
  - Use minimal building up-lighting
- Architectural Style –
  - Gable roof forms, improvisational, random
  - Medium building units – 20-30’ widths – no long expanses
  - Small window to wall ratio on secondary walls
  - Utilitarian
  - NO exotic architectural styles (tropical, Mediterranean, etc.)
- Signs
  - Single LARGE signs
  - Projecting signs
  - Neon outline
  - Caricatures (cat, cocktails, fish, etc.)
  - Neon window signs
  - NO Internally-Illuminated Signs (too current)

SEE ATTACHED PHOTO ASSEMBLY
Municipal Wharf No. 2

- Colors – Industrial tones (grays and blues)
- Materials – Basic wood or corrugated metal siding
- Lighting – Industrial lighting – minimal; enough to light drive and walkways
  - Consider up lighting of warehouse building
- Architectural Style
  - Warehouse industrial, simple
  - Complementary of warehouse building
- Signs
  - Minimal, institutional
  - Restore historic signs on warehouse
  - Remove unauthorized warehouse signs facing Wharf No. 1, etc.
- Other
  - Loulou’s Griddle in the Middle may stay as it is as a unique contrast.
  - Keep all other new buildings away and distinct from the profile of the warehouse building.
Waterfront Parking Lot

- Colors – Wood tones – browns, grays
- Materials – Shingles, natural wood,

- Architectural Style
  - Bay Area Contemporary
  - Contemporary, Japanese-inspired,
  - Sea Ranch, redwood, natural
  - Restore Train Depot with appropriate clear space

- Signs – Parking lot and pedestrian level signs – not up on buildings.

- Other –
  - Integrate Cypress trees to re-establish traditional Cypress/waterfront connection
  - If new commercial blocks are created as part of revised transportation scheme, they should refer to the Downtown Design Guidelines
San Carlos Beach / Coast Guard Pier

- Colors – Varied, traditional, nautical, white, black, blue, yellow, red
- Materials – Wood lap siding, dark roofs,
- Architectural Style
  - Cape Cod and traditional, connection to Coast Guard, scuba and sailing
  - Lighthouse style
  - Nautical inspired, sailing, boating, USCG heritage (less fishing)
- Signs – High quality, wood carved, bold colors.
Window on the Bay

- Colors – driftwood, natural
- Materials – wood, soft, discrete NO block construction
- Architectural Style – Informal and natural
- Signs – Absolutely minimal
- Other –
  - Introduce and preserve Cypress trees (heritage trees) where public views are less visible
  - Natural and Drought tolerant specimens – not highly ornamental
Harbor House Roof/Arch. Is unique

Large Signs; Roof Signs

Projecting Neon Signs

Asphalt Decking

Overhead Utility Wires
Wood Decking

Overhead Wires

Caricature Signs

Bright Colors / Exotic Architecture
Improvisational Architecture

Exterior Stairs

Wooden Decking
Diverse Architecture
Note the multi-color paint scheme, with grey/brown as the prominent color.
Note the minimal light fixtures. Storefronts are well lit and exterior fixtures are simple – architectural accent. Only three “City” lights are visible.