

ROCKAWAY BEACH DESIGN MANUAL

COMMERCIAL IMPROVEMENT PROGRAM

**HANSEN ASSOCIATES ARCHITECTS AND PLANNERS
TIBURON, CALIFORNIA**

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1. PREFACE

This Design Manual represents a joint effort by the City of Pacifica and Hansen Associates Architects and Planning. It is a set of guidelines for developing Rockaway Beach to its fullest potential. The plan addresses future growth in a manner which builds upon the existing building relationships, natural assets, economic activity areas, and social amenities. Based upon a realistic assessment of present and future market forces it presents an achievable vision. However, the revitalization of the area depends upon the commitment of all those who participate in the creative process of building Rockaway Beach's future.

The manual was developed through an extensive citizen participation process. This process included three public meetings in a workshop setting with the Rockaway neighborhood and City of Pacifica's community, over 25 individual meetings with merchants, building owners, local leaders, and extensive field analysis.

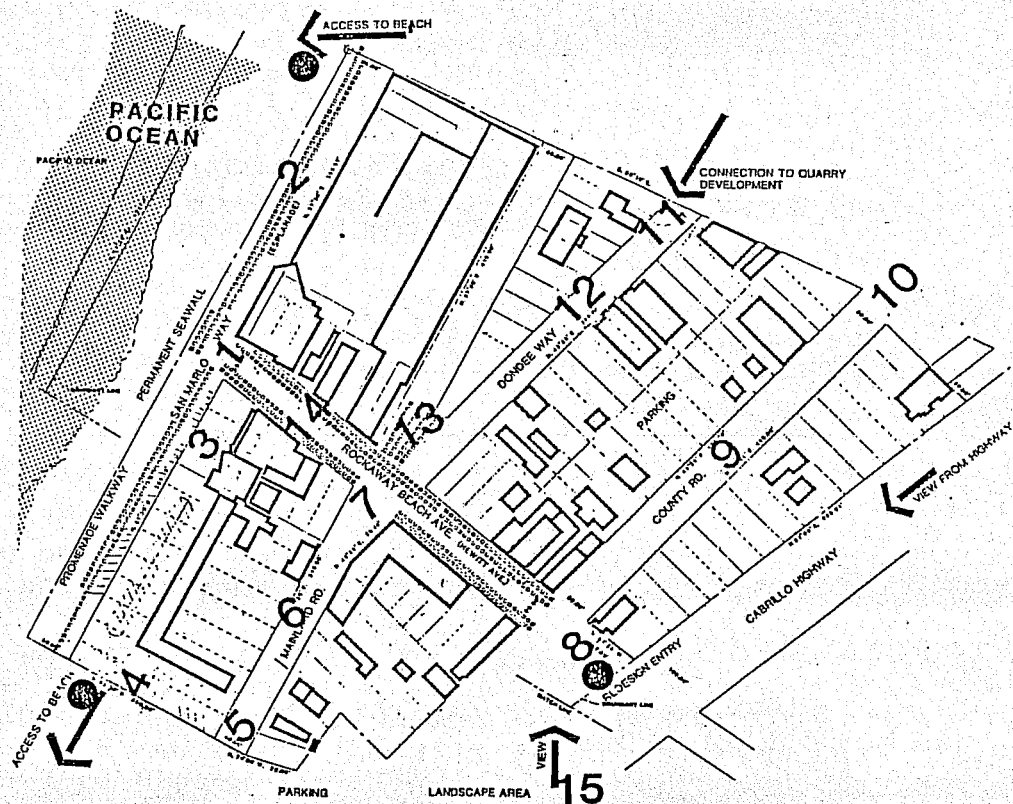
The materials from this cooperative effort have been completed for use in this manual. The criteria which follow will serve as a resource for guiding and evaluating new designs. To accomplish this, performance standards are proposed against which each individual act of design can be measured. The community envisions the Rockaway Beach area as a viable recreation, entertainment, living, working, and shopping area which offers a full range of day and night time activities. The Community's goals include preserving and enhancing the natural environment, protecting the residents from natural hazards and encouraging openness among the built environment.

4. PEDESTRIAN MOVEMENT

The majority of people drive to the area and expect to park within close walking distance to their destination. As people come to the area in their own car, pedestrian movement is primarily within parking areas and along roadways immediately adjacent to the buildings, with some recreational walking along the hills and ocean.

5. EXISTING FACILITIES:

The following summarizes the ideas, desires, and public input for the improvement of the existing physical environment at Rockaway Beach Avenue. It is organized into 14 points for observation indicated on the map below.

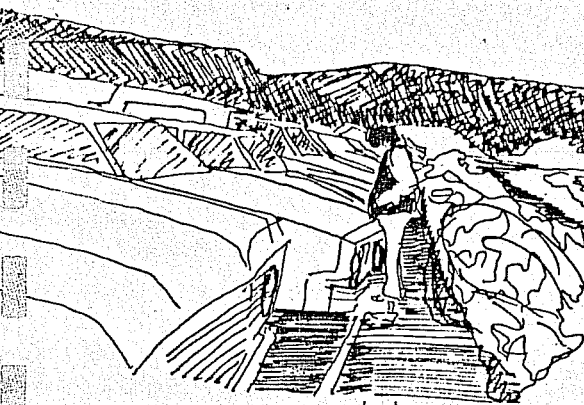


ROCKAWAY BEACH
COMMERCIAL FACILITY
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SITE PLAN

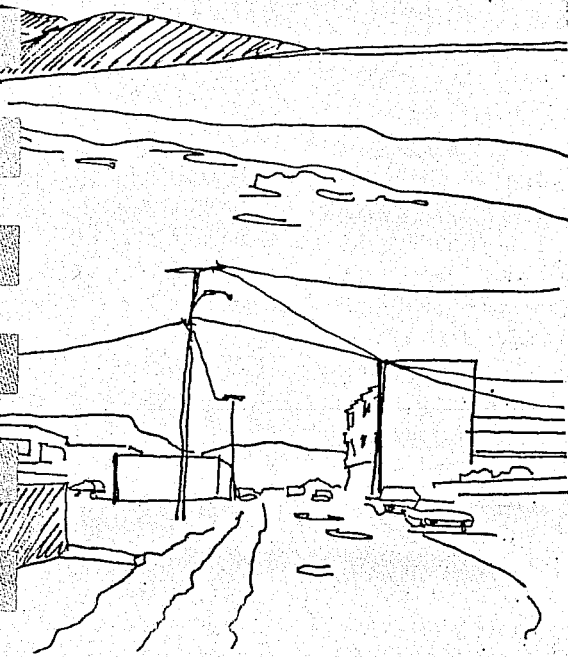


NORTH



STOP POINT 3. - SAN MARLO WAY IN FRONT OF NICKS RESTAURANT.

As the automobiles create the dominant views here, it was suggested to move existing parking to other location and limit vehicular space to access drive and drop off points. Automobiles are partially blocking views from the restaurant and the motel too. If there is a parking space available, people will always park next to the ocean. Parking was developed privately by the restaurant owner. Road way could be lowered 30 to 36 inches below existing grade and covered with paving stones. For creating rustic environment, planted terraces could disguise the elevation difference and allow the people to enjoy nature. The clustered signs with wood background are nice. Such signage should be encouraged for new development.



STOP POINT 4. - SOUTH END OF SAN MARLO WAY. ACCESS TO BEACH.

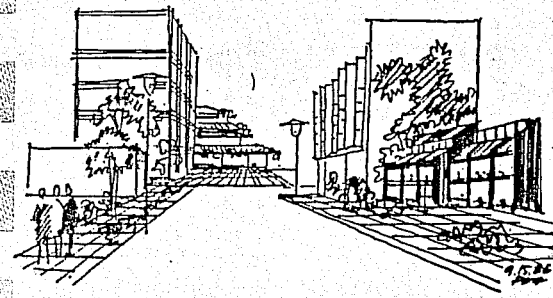
Access to beach should be formalized with steps and rockwalls. Signs are overwhelming and should be eliminated. They serve the highway and not the beach environment. Fake materials such as fake rock should be replaced with real stone and rock.

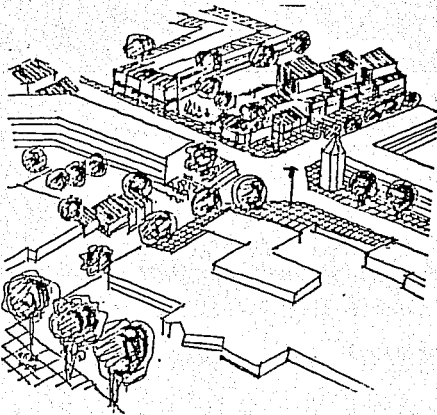
STOP POINT 5. - MAITLAND ROAD - SOUTH END

Views to highway are poor with unattractive embankment. Planting of large trees are needed to screen the man-made environment of Highway 1.

STOP POINT 6 - MAITLAND ROAD BETWEEN BEACH AREA AND ROCKAWAY BEACH AVENUE.

This is not an inviting walk. Sidewalk parking behind Sea Breeze Motel is empty due to poor access to restaurant and no public visibility. Many walls are blank and bare. No landscaping. The street is largely unimproved. It is suggested to work with the property owner for improvement of his property and access to the restaurant from the east parking area. Lower level of Pacifica Motor Inn needs improvement, specifically at entry locations. Blank walls should be softened by planting large trees.



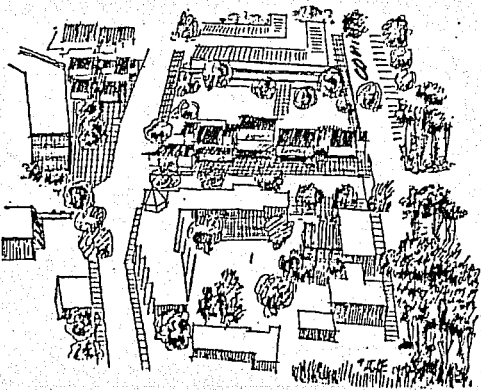


Plant trees to block views to Highway. Introduce awnings at storefronts. They create a nice transition between the public and private space. Glass structures could be introduced that allow one to feel protected from the elements and at the same time to observe the environment. Glass areas could light up at night and be seen from a distance. Blank walls such as the east wall of the Pacifica Motor Inn could be softened by introducing trellis and vines as planting materials.



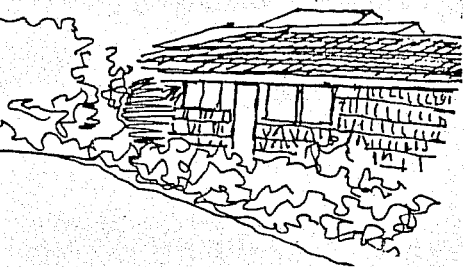
STOP POINT 9. - OLD COUNTY ROAD

The landscape in front of 446 is beautiful and necessary. Buildings are set back which helps the environment. The light color behind the trees is lovely. Mixed development, commercial and residential is healthy. It will be nice to incorporate residential areas for artists, where artist studios and shops could be located at ground level with apartments above. Parking area could be located here, with planting zone that will create a buffer between the parking and the residential area.



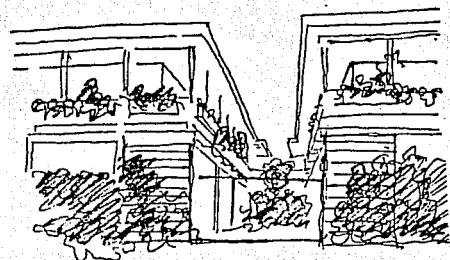
STOP POINT 10. - OLD COUNTY ROAD TO DONDEE WAY

Blank walls create an unhappy image. Plant trees against walls. This area is protected from wind and is a warm spot when sunny. New development should take advantage of it.



STOP POINT 11. - NORTH END OF DONDEE WAY

Residential area gives an atmosphere of a beach, sea village place. It is a great combination of weathered wood shingles with bright color combination. Roof shapes are small scale with bright landscaping. Bright color is needed.



STOP POINT 12. - APARTMENT BUILDINGS AT DONDEE WAY.

Reduce bulk of building by introducing planting along the handrails and at the end of the driveway; introduce fencing and gate to close off the view to parking.

6. DESIGN GUIDELINES

Design guidelines are ideas about what is appropriate for the area. They are a set of illustrations depicting design principles and options that assure that change within the built environment will be a positive contribution to the area. The overall objective of the Guidelines is to increase the sense of identity and to improve the quality of the environment at Rockaway Beach.

The following guidelines are to be used for construction of new facilities, the replacement of outdated facilities, major renovations, site development or general upkeep projects. The guidelines focus upon the traffic/pedestrian circulation as the "public skeleton" within a system of open space and streets and also recommend action to control the physical envelope and image--the height, bulk and orientation of individual buildings and their aggregate.

ROCKAWAY COMMUNITY WOULD LIKE TO CHANGE THE PRESENT IMAGE OF THE AREA. TO ACHIEVE THIS WE NEED TO:

A. UNIFY ROCKAWAY AREA.

- . Create an atmosphere of a Sea village.
- . Create a people place, a promenade environment, with shops and recreational entertainment.
- . Draw visitors toward the area, create an address.
- . Landscape the area with large trees for windbreak and image.
- . Landscape vacant lot areas.
- . Create specialty shopping.
- . Provide indoor/outdoor space through glass enclosure.
- . Unify treatment of walkways.
- . Incorporate heavy timber structures or space frame structures with large glazed area.

The quality of the area is expressed by the relationship between its buildings and open space. The design of each proposal must illustrate a conceptual understanding of a building environmental context and will be evaluated through review of the following:

GENERAL GUIDELINES:

1. LOCATION - The building's context such as location on block, area's character, adjacent building's character, or visual prominence.
2. HEIGHT - Vertical dimension from the sidewalk. The height of new and altered buildings should be compatible with the style of the surrounding buildings. It is recommended that the height also be visually compatible with the buildings within the area.
3. WIDTH - Horizontal dimension along the sidewalk. The width is visually compatible with the adjacent buildings.
4. SCALE - Relationship of solid/void in the building wall, rhythm, spacing, proportion of width to height of all elements. The scale and proportion of building elements should emphasize the pedestrian scale activities where appropriate. The massing guidelines should emphasize important civic places and relationships between them. The vertical lines of columns and piers and the horizontal definition of "spandrels" and other primary structural elements should be defined.
5. ARCHITECTURAL ELEMENTS - Architectural features such as entry elements, building tops/roofs, bases, window patterns such as horizontal banding, punched, recessed, gridded glass curtain wall and placement of ornamentation.
6. MATERIALS, TEXTURE - The cladding material character such as concrete block, stucco, wood, metal panel or spandrel glass systems.

The following is a list of sites that could be developed as focal centers within the area:

- A. Entry to Rockaway Beach Avenue
- B. Intersection between Rockaway Beach Avenue, Dondee Way, and Maitland Road
- C. Intersection between Rockaway Beach and San Marlo Way - view platform
- D. Entry to Beach area
- E. Connection to Quarry development

6.3 VISUAL PERCEPTION:

As one enters the Rockaway Beach Area, the elements are revealed sequentially as a series of visual events, each reinforcing the total experience of the visitor. Starting at the entry, Rockaway Beach Avenue offers an opportunity to create an effective and strong series of visual experiences. Attractive vistas should be created.

Creation of view corridors, careful placement of plant materials, colors and location of new buildings will form a part of the process of enchanting the Rockaway Beach environment.

To improve the overall image of the area, recommend that Rockaway Beach:

- A. Preserve its natural character to the maximum extent possible by retaining nearby open space as a unique visual aspect and environmental value.
- B. Improve the sense of entry to the area by creating a focal entry point.
- C. Strengthen the image of Rockaway Beach as the public shopping area and as a symbolic and well serving linear activity center.
- D. Develop Public Plaza and Promenade Area as a lively, social place by making the overall environment a place that people enjoy frequenting.
- E. Locate major development in such a way as to have modular shopping use of moderate scale.
- F. Locate parking around or within the perimeter of the building grouping. Screen views toward parking area with earth berms planted with shrubs and trees.

- g. Have a total design concept that unifies storefront elements (i.e. signage, graphics, awnings, etc.).
- h. Incorporate large picture windows, sliding glass doors, displays and planters within design.
- i. Greenhouse enclosures are encouraged.
- j. Storefront base material should be a minimum of 6 inches height. Metal, stone, tile or other durable materials are required.
- k. Doors cannot project past the property line when open, and must meet Title 24 handicap access requirements.

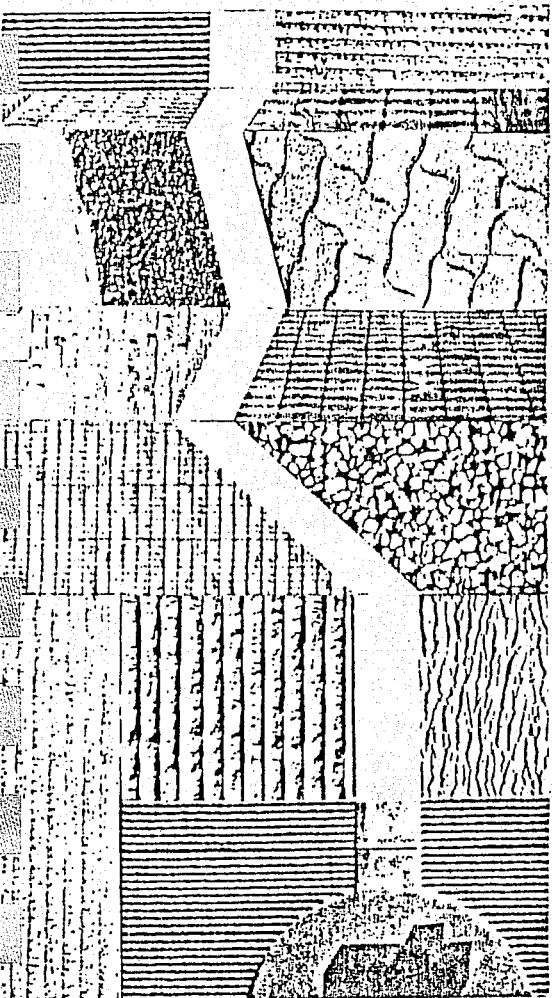
6.6 BUILDING MATERIALS AND TEXTURES

A limited palette of durable, low maintenance materials could be used which will provide consistent architectural character within the area. The most recent buildings are using masonry, concrete block, and stucco as the "standard" building materials. Material with texture such as split face, pressure treated wood and heavy timber, fluted concrete block or ribbed concrete surfaces should be encouraged as they give more visual interest, have low maintenance and create a permanent image. Vinyl, corrugated metal siding, or asbestos materials for other than residential use should be discouraged. Corrugated metal and asbestos siding should be discouraged as they are easily damageable and give poor appearance.

Paving material at the storefront entry must not go beyond the property line unless part of an approved design plan.

Material selection should include heavy timber, concrete; concrete textured blocks, stucco, steel and glass. Unpermitted materials include fake materials such as fake brick, stone or wood, dark tinted or reflective glass, indoor-outdoor carpeting or materials that are a fire or public safety hazard.

Encourage the use of aluminum operable windows with thermal glazing and use of hollow metal or aluminum (storefront) doors throughout. Roof mounted mechanical equipment must be concealed behind parapet walls or screens.



Color should either blend with, or stand out from the color of the landscape setting. Color value is the most important color decision. Our eyesight is drawn instinctively to the brightest feature of a scene. We need:

1. A background body color with high lightness value for flat wall surfaces.
2. Architectural color for delineation of any visible architectural elements such as columns, plinths, etc.
3. Target strong colors to pick up door panels, mouldings, trim, etc.
4. Dark colors to be used as a shadow to help large areas to recede.

Consideration should be given to how large an area is to be painted.

Wherever possible try to:

1. Express patterns inherent in the design of the building.
2. Develop additional patterns not present in the existing building.
3. Introduce and apply a new pattern not inherent in the existing building.
4. Break down larger surfaces using different colors.

Consider also the building orientation, applying bright colors to the lighter shadowed space and darker color to reduce glare in strong sunlight.

6.8 SIGNAGE:

Signs are essential for conveyance of information. They can also enhance greatly the aesthetic quality of the environment.

The signage should not include advertising slogans, or merchandise offered for sale. The content of the signage will be limited to the tenants trade name or logo. Incorporate with canopies/awnings or arcades.

Quality of Materials - The signage material should be weatherproof. High quality materials and finishes are required.

They should be designed to permit light to penetrate through to the ground surface. Addition of canvas awnings or permanent canopies/arcades bring important definition of scale and should be encouraged in the area.

Awnings should be made of a fire treated non-flammable fabric, kiln dried, sealed wood with a quality finish, or sheet metal, painted.

6.11 SIDEWALK CAFES

In order to encourage active outdoor eating in particular areas and ensure that cafe design is functionally compatible with other needs, the guidelines provide for their minimum dimensional and performance requirements.

1. Sidewalk cafes must not obstruct sidewalk traffic. An 8'0" minimum clear dimension is required between the outside edge of the sidewalk cafe and any other fixed element within the sidewalk.
2. Enclosed cafes must be transparent, lightweight structure and be used only as seating areas. The seating must be movable.

6.12 SIDEWALKS

Widen sidewalk and incorporate texture and pattern. The paving pattern should be composed of natural concrete with a sandblasted finish, aggregate finish and planting areas organized on a 4' - modular grid with deep score lines defining the module. In special area, stone banding defining major modules and tree wells may be incorporated. In priority zone, such as the Promenade Walkway, all stone sidewalk with concrete banding is recommended. Deviation are allowable as long as the dominant paving system is per the above standard. Special treatments at building entrances or plazas should be reviewed on a site by site basis.

HOW IT ALL FITS TOGETHER

The following illustration is intended to show the suggested solution to improve the visual image of the Area. The first phase commercial development if developed as illustrated would include approximately 20,120 square feet of commercial area. The entire proposal envisions approximately 53,000 square feet of new retail and residential/office space in one, two, and three story structures. This volume is incorporated into small forms and shapes that will bring a village-like image to Pacifica with shingled and glass areas. The parking is a key element in the proposed development. A central parking area is proposed accessible from Old County Road and Dondee Way. The Redevelopment Agency should procure additional land for parking use in this area, as our study shows that more area is necessary to accommodate a parking structure of adequate size. This parking arrangement will enable the commercial uses to be uninterrupted. The illustration shows no parking on the north side of Rockaway Beach Avenue. Fifteen parking spaces are located on the South side, which will also allow for having islands along the Pacifica Inn Motel side and provide an open view to shops. The Redevelopment Specific Plan requires one parking space for each 250 square feet of gross floor area for retail uses and office and one space for each residential dwelling. The 250 spaces shown on the plan could support approximately 62,500 square feet of mixed commercial use. Residential units over retail could provide housing for residents that desire to remain in the area.

