



FULLERTON  
Central Business District  
Design Guidelines



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## Acknowledgements

These guidelines were originally adopted by Resolution 6844, by the City Council on August 4, 1981, and incorporated into Title 15 of the Fullerton Municipal Code by Ordinance 2378 on September 1, 1981. They were amended for the first time by the City Council on April 4, 1995, by Resolution No. 8699, and by the Redevelopment Agency on April 4, 1995, by Resolution No. 327. This 1995 amendment was aided by the efforts of the "Ad Hoc" Downtown Planning Committee, a volunteer group of citizens appointed by the City Council and the Redevelopment Agency. The Ad Hoc Committee conducted public meetings between October 1993 and September 1994.

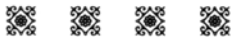
It is estimated that the Ad Hoc Committee invested more than 250 hours resolving issues associated with this document. Many of the revisions proposed by the Ad Hoc Committee were intended to improve the downtown business climate by allowing a wider variety of building styles and materials. In addition, revisions were made to simplify the approval process of various building improvements, and allow for the use of banners and outdoor dining to promote the downtown. The Ad Hoc Committee purposely did not fundamentally alter the essence of the original guidelines. Instead, the proposed revisions were intended to build upon the original guidelines, to reflect contemporary thinking, and to provide modern principles to facilitate the continued evolution of the downtown.

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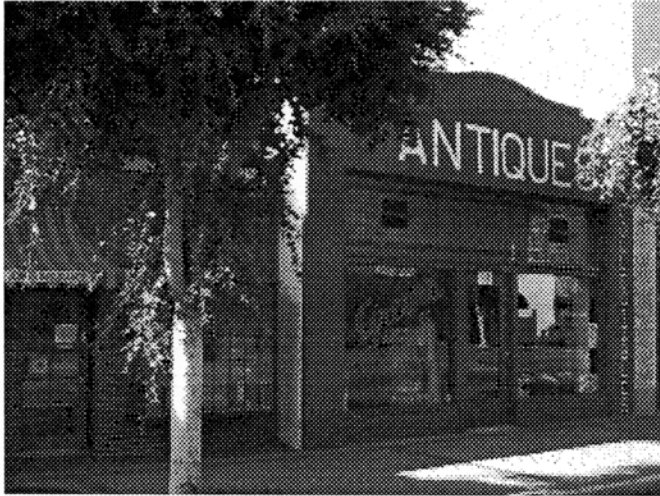


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Downtown Fullerton has a unique established urban identity.



## i. Introduction

### A. Preface

Owners of buildings or businesses within Downtown Fullerton who are planning property improvements need to be aware of the features that make this area a special place for the community. Downtown Fullerton has exceptional characteristics: its many historic buildings, its role as a center for cultural activities, and its diversity of uses, ranging from institutional and commercial to office, residential and industrial. Along with a display of vintage architecture, other physical elements define the Downtown: a progression of adjoining storefronts, patterned sidewalk paving, distinctive street trees, and accessible public parking. While many of the buildings were constructed in the 1920s and 1930s, there is a notable collection of structures dating from the 1900s to the late 1980s, and no single architectural style dominates. Downtown Fullerton includes properties on the National Register of Historic Places, such as the Chapman Building, the Santa Fe Depot and the Union Pacific Depot. It also has important Local Landmarks, such as the Villa Del Sol, the Fox Fullerton Theater, the Williams Building and the Fullerton Museum Center. More recent construction, such as the Wilshire Promenade and Bank of America Building, demonstrates how new development can successfully blend into the historic context of the District.

In recognition of this setting, a proposal to improve property in the Downtown should be designed to respect its surroundings – an established urban identity – whether this identity is primarily historic, contemporary, or a complex mixture of old and new. The primary role of these Guidelines is to ensure that future improvements will complement and enhance this established urban identity.

### B. Definition of Downtown Fullerton

For the purpose of these Guidelines, “Downtown Fullerton” – or the Central Business District (CBD) – is defined as the area bounded by Chapman Avenue on the north, the



Atchison, Topeka, and Santa Fe Railroad on the south, both sides of Pomona Avenue on the east, and both sides of Malden Avenue on the west. In addition, the area north of Chapman Avenue bounded by the Orange County Flood Control Channel on the west, Ellis Place on the north, and Pomona Avenue on the east, is also part of the Central Business District. (See page 29, Appendix B, Figure 1.)

### C. Purpose

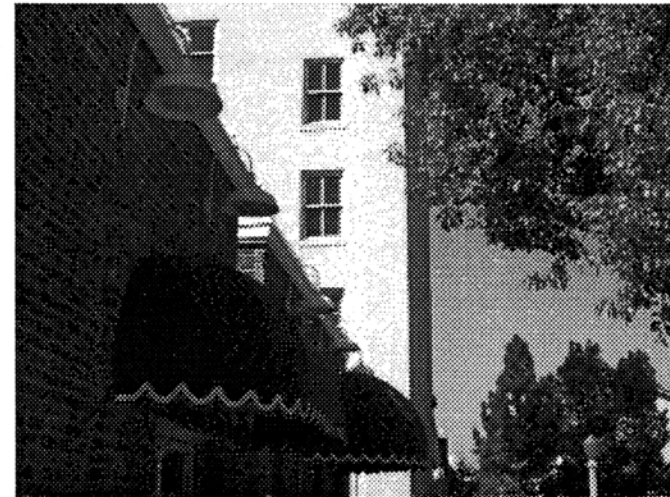
The following set of Guidelines is meant to provide guidance for future rehabilitation and construction of private and public development within Downtown Fullerton. This document will serve to inform property owners and developers of the general approach and parameters for private improvements, and will provide the same assistance to City officials, commissions and committees charged with the responsibility of reviewing these types of proposals.

A deviation in the standards specified in these Guidelines should only be allowed if special or unusual circumstances so warrant, and if the overall effect will still be in keeping with the intent of the Guidelines. Minor deviations may be reviewed under provisions of a Zoning Adjustment; major deviations from these Guidelines may only be allowed with the approval of a Variance by the Planning Commission. The Guidelines have been designed to provide flexibility so that there should not be a need for significant deviation from them.

The Guidelines address several types of improvements, as follows:

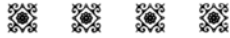
On Private and Publically-owned Property:

- Building Rehabilitation and Restoration
- New Construction
- Permanent Signs
- Temporary Signs and Banners



These guidelines have been designed to provide guidance for future rehabilitation and construction in the Central Business





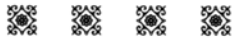
- Security Gates
- Exterior Lighting
- Outdoor Furnishings
- Maintenance of Exterior Features

On Public Rights-of-Way:

- Outdoor Furnishings (Outdoor Displays and Dining Furniture)
- Management of Street Trees and Sidewalks
- Private Signs on Public Land

These improvements are subject to varied procedures of review and approval depending upon the type and magnitude of the proposal.





## ii. Private and Publicly-Owned Property

### A. Building Categories

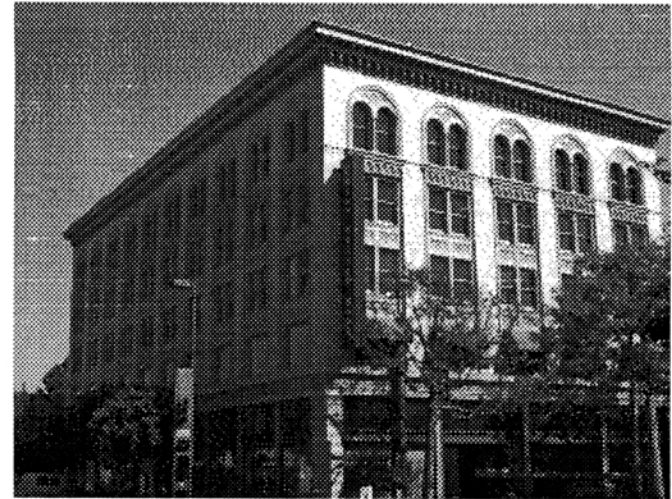
For purposes of these Guidelines, the buildings in the Fullerton Central Business District (CBD) are divided into two categories of architectural importance: Significant Properties and Background Buildings. Generally speaking, Significant Properties are viewed as distinct individual structures which should be highlighted, while Background Buildings should be treated as blocks or groups. Every building in the Central Business District has importance if only because it represents a component of an established setting.

#### 1. Significant Properties

These are excellent older structures which have been identified in the Fullerton Historical Building Survey and/or have been designated as a Local Landmark. Their architectural design has special qualities or features worthy of preservation; any rehabilitation or modification to these buildings should be given careful scrutiny, with the Secretary of the Interior's "Standards for Rehabilitation" used as a basis for evaluating the proposal. A list of Significant Properties in the Central Business District is found in Appendix A.

#### 2. Background Buildings

These structures contribute to the urban setting and context of the Central Business District, yet their exterior features possess little architectural character. For the most part, these buildings are either older structures having blank stucco facades which were originally brick, or they are of more recent construction. Many alternatives may exist for rehabilitation or remodeling background buildings, especially those having a neutral appearance or ordinary workmanship.



Chapman Building, 110 East Wilshire Avenue





## B. Review Procedures

Improvements that propose to alter the exterior appearance of any building or site in the Central Business District will be reviewed in one of three ways, as identified below.

Besides providing the procedure for approving the proposals, the purpose of the review is to alert the owner or tenant to the objectives of the CBD revitalization efforts, to clarify and communicate the intent of the Guidelines, and to suggest appropriate design alternatives. The applicant is encouraged to request a “pre-design” meeting with the Director of Development Services or the Redevelopment Design Review Committee to discuss these ideas.

### 1. Proposals Reviewed only by Development Services Department.

#### a. Actions not requiring a permit:

- Cleaning existing materials or painting the exterior with the same color.
- Removal of stucco or other surface material to expose original materials.
- Installation of special paving and new landscaping on private property.
- Repainting a building’s exterior with a color scheme substantially different from its present appearance.
- Window signs; graphics on awnings.

#### b. Actions requiring a permit:

- Additions, new buildings or structures of a minor nature.
- Minor alteration of open storefront areas.
- Security lighting, decorative exterior lighting, and floodlight illumination to structures.
- Design and location of fabric awnings.
- Wall signs, projecting signs, monument signs, pole signs, roof signs, A-



frame signs, and message board signs.

- Installation of minor embellishments or appointments.
- Installation of security gates.
- Placement of outdoor furnishings.

Note: The Director of Development Services shall review these items and may refer any of them to the Redevelopment Design Review Committee if their individual or cumulative effects are considered enough to warrant a higher level of review.

## 2. Proposals Requiring Review by the Redevelopment Design Review Committee:

- All new buildings and structures, in accordance with Municipal Code Chapter 15.46.
- Installation of permanent canopy or marquee-type structures.
- Alterations, including applied facades or details, which change the architectural character of a building.

## 3. Proposals Requiring Review by the Landmarks Commission:

- Alterations and/or additions to any Significant Property.
- Request for demolition of any Significant Building.

### C. Materials and Design Approaches for Rehabilitation or Remodeling

This section discusses specific materials and features to consider in a proposal to rehabilitate an existing building in the Central Business District. A proposed design should use the following criteria. Also, the quality of workmanship for the exterior treatment is as important as the design itself; a high standard of craftsmanship will be a condition for approval. In proposals where the Redevelopment Agency will provide assistance



The quality of workmanship for the exterior treatment is as important as the design.





An example of red brick used as a primary material.



under an agreement with the property owner, the Agency may require the architect to certify consistency with design intent as a way to ensure an acceptable level of workmanship for all exterior treatment.

## 1. Materials

a. Primary Materials – A primary material is the dominant exterior material of a building comprising the majority of the surface area except for materials inside storefront window openings and linear trim.

i. Buildings should have a primary material. Red brick, concrete and stucco are among appropriate primary building materials. Primary materials should have color and should have a smooth (non-textured) surface finish.

ii. A restoration of brick surfaces should be accomplished through a chemical cleaning process. Sandblasting and high-pressure water blasting of brick is not recommended because of the irreparable damage caused by this treatment.

iii. Non-traditional applications of a primary building material are not recommended.

b. Accent Materials – Metal, glass, wood, and other more contemporary materials may be appropriate as accents to a primary material or particular design.

## 2. Storefronts

A storefront should be designed with traditional features which fit inside and respect the original opening(s) between building piers. Generally, there should be more glass and less wall at the storefront (ground) level, balanced by more wall





and less glass on the upper facade of the building. Traditional features include large display windows with thin framing (mullions), a recessed entrance, a cornice or a horizontal sign panel at the top of the storefront to separate it from the upper facade, and a low bulkhead at the base to protect the windows and to define the entrance. (See page 30, Appendix B, Figure 2).

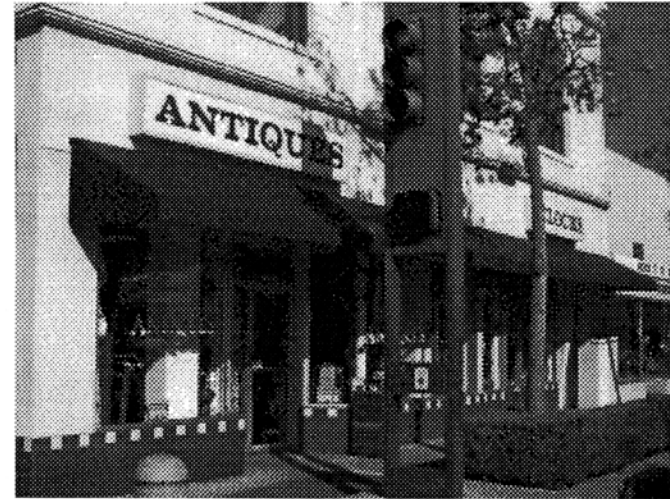
The storefront composition should be complementary to those of adjacent buildings, and a rhythm or theme should be established if the design deals with multiple openings for the same building.

Storefront glazing should be clear glass; reflective and tinted finishes are not recommended. Window treatment should not hide the interior space; a street view of the business activity or store layout is encouraged. Existing window openings that will be covered should be designed and used as display cases.

### 3. Awnings

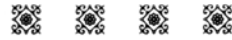
High quality fabric awnings (fixed or retractable) that are maintained and cleaned to keep a good appearance are preferable to all permanent structures. Awnings should be designed with the following features in mind:

- a. A fixed or retractable sloping awning is a desirable facade improvement.
- b. Awnings must comply with the provisions of U.B.C. Chapter 45, as adopted by the City of Fullerton.
- c. Solid accent colors are preferable to patterned awnings.
- d. Awning placement and size should reinforce the frame of the storefront; building piers should not be covered, and the frieze between the second story window sills and the storefront should not be hidden. (See Appendix B, Figures 2 and 3).



An example of a sensitively designed storefront.





- e. Avoid awnings that extend over multiple openings.

Proposals to install awnings will be subject to approval by the Director of Development Services. Graphics or copy on awnings to identify tenants also must be approved by the Director of Development Services.

#### 4. Embellishments and Appointments

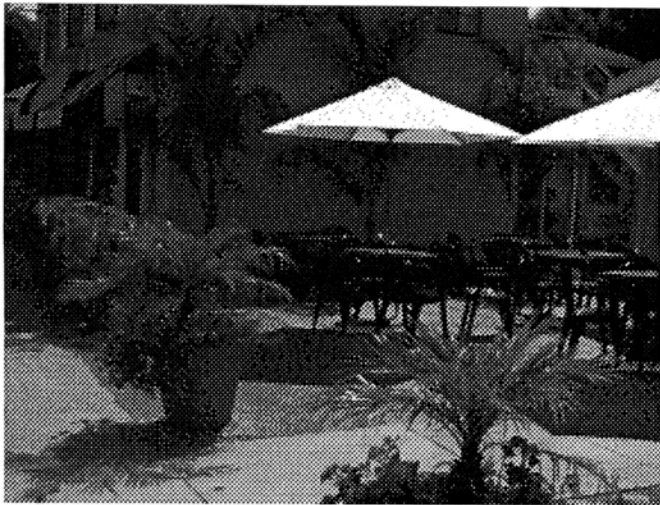
Decorative elements such as window boxes and sidewalk planters on private property are encouraged as long as they are compatible with the building's architecture.

### D. Materials and Design Approaches for New Construction

New buildings should act as a backdrop to the older, historical architecture within the Central Business District. New construction need not incorporate traditional features or detailing in its exterior design; instead, attention and priority should be given to designing building mass, proportion and scale of elements which are complementary to the established surrounding architecture.

The following should be used as general criteria to evaluate new buildings and additions to existing structures:

1. Pursuant to FMC Section 15.30.050C1, properties with frontage along any public street in the Central Business District will not be required to provide the normal 5-foot landscape setback from the street right-of-way. An equivalent amount of open space in the form of a plaza, courtyard, arcade, or like pedestrian area will be encouraged as part of the building's design, but this open space is not a requirement to waive the normal 5-foot setback.



Pedestrian Plazas, Courtyards, and Arcades are encouraged.

2. Materials generally should possess a smooth and finished quality rather than a



rough, rustic quality. For example, appropriate materials include red brick or smooth painted stucco or concrete. Inappropriate materials include rough cut wood, textured stucco, and/or slump block. The discussion of primary and accent materials in Section C.1 is applicable to new construction as well as rehabilitation.

3. Windows above the storefronts should have separated openings in the street wall rather than horizontal or vertical bands. Generally, windows should not be more than one story high.

## E. Permanent Signs

### 1. Sign Review Procedures

Municipal Code Chapter 15.49 specifies that the Director of Development Services shall approve or disapprove applications for sign permits which do not involve building alterations. Signs proposed in conjunction with building alterations which are considered as either Major or Minor Development Projects require Planning Commission and/or Redevelopment Design Review Committee review, in accordance with Municipal Code Chapter 15.46. Decisions of the Director of Development Services, Redevelopment Design Review Committee and Planning Commission may be appealed to the appropriate higher authority.

### 2. Signs for Multi-Tenant Buildings

Property owners of buildings with multiple tenants should develop a sign program that will establish a coordinated design theme. The sign program would provide standards for major design elements such as materials, letter style, colors, illumination, sign type, shape and placement. The sign program will be subject to approval by the Director of Development Services. Once the sign program is approved, an individual tenant sign for this building may be issued by the Direc-





tor of Development Services without further review, provided it conforms to the standards of the sign program.

### 3. Types, Sizes and Locations of Signs Permitted in the Downtown Area

The following represent the types of signs considered to be compatible with the downtown area. The explanations which follow give definitions, sizes, and locations for each type. A proposed sign is limited to the area and size requirements as defined in the Sign Code, Municipal Code Chapter 15.49. Monument, pole, roof, A-frame and message board signs will only be allowed subject to approval of the Director of Development Services; preliminary discussion with staff is highly recommended.

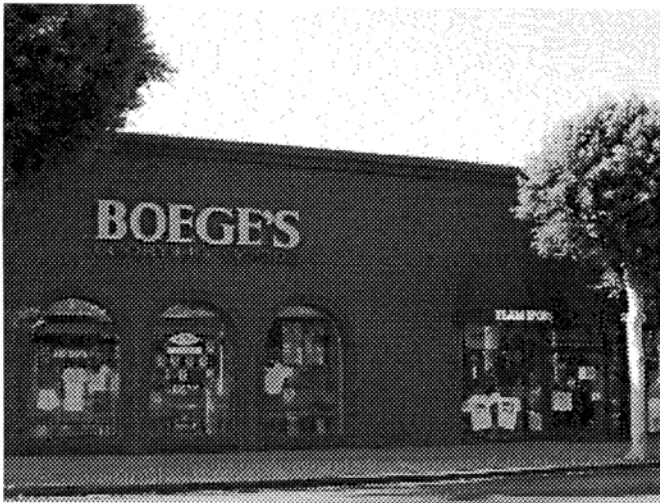
#### a. Wall Signs

Definition – A wall sign is one mounted flat or painted on the wall surface of a building. Wall signs are permitted subject to the provisions of the sign code and the following standards and procedures:

i. Signable Area – A “signable” wall area is a continuous wall area above a storefront measured vertically between the storefront and the second-floor windows, and measured horizontally between each end of the building wall. (See page 30, Appendix B, Figure 2).

No area above the sill of the second-floor window shall be included to calculate the signable area of a wall. In the case of a single-story building, the sign cannot extend above the wall line. In the case of a multi-story building with no windows above the first floor, the signable area shall be determined based on where second-floor windows would be if the building had them.

ii. Sign Size and Location – The total area for wall signs shall not



A wall sign located in the “signable” area.



exceed 30 percent of the wall's signable area. Signs shall not exceed 30" in height. In no case shall the area of any wall sign exceed the maximum area allowed under the sign code.

If a wall sign consists of a "boxed" display, the total area of the sign, including both copy and any boxed background, must not be greater than the maximum percentage of signable area allowed. (See page 30, Appendix B, Figure 2).

If a wall sign consists of individual letters, the area is measured by using a single continuous perimeter enclosing the extreme limits of the letters. (See Municipal Code Section 15.49.070 for detailed measurement procedures.)

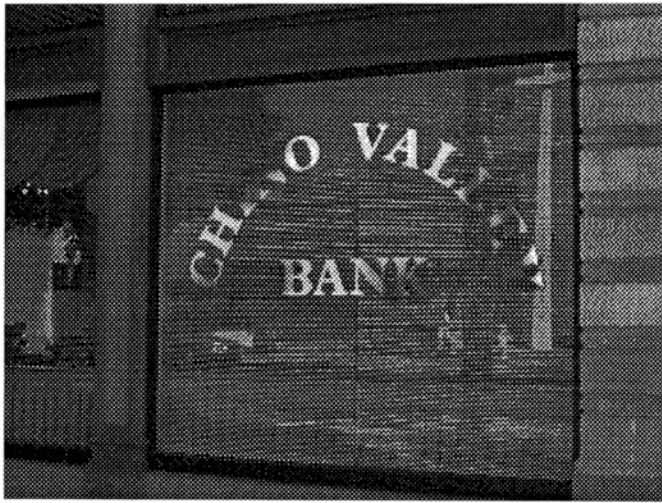
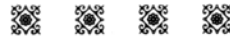
A wall sign should be placed so as not to obscure any part of a significant architectural feature of the building.

iii. Approval Procedure – Wall signs that are placed on the main entrance side and follow the criteria under "Signable Area" and "Sign Size and Location" within this section may be approved by the Director of Development Services. Any wall sign proposed for a side other than the main entrance of the business will be subject to the approval of the Director of Development Services.

#### b. Window Signs

Definition – Window signs are signs intended to be viewed from the street, either painted on windows or set behind the window glass. Window signs shall be limited to the name of the business and/or logo and the generic nature and type of products found within the business that it is advertising. No differentiation is made between short-term advertising signs and more permanent, informational window signs in determining the maximum





Window signs may not comprise more than 50% of the total window area in which they are displayed.

allowable square footage of signs permitted under these Guidelines.

i. Sign Size – Window signs for an establishment may not comprise more than 50 percent of the total area of the window in which they are displayed. Window signs should not inhibit the window's primary purpose of permitting a view from the outside.

ii. Approval Procedure – Window signs do not require a permit or approval. The Director of Development Services, however, will have the authority to enforce the removal or modification of any window sign that does not comply with the size and/or copy standards stated above.

### c. Projecting Signs

Definition – Projecting signs are signs installed perpendicular to the building face. These signs must advertise the business or service offered inside the building.

i. Sign Size – A projecting sign should respect the general proportion and dimensions of the building to which it is attached, as well as be respectful of other conventional architectural criteria. All projecting signs shall clear sidewalks by at least 8 feet, and shall not extend more than 4 feet from the building or one-third of the sidewalk width, whichever is less. At least 6 inches of clearance between the sign and the building face shall be maintained, and all signs shall project from the wall at an angle of 90 degrees. (See page 31, Appendix B, Figure 3).

ii. Sign Location – Projecting signs shall be placed at least 50 feet apart. If individual storefront locations preclude following the 50-foot rule, then projecting signs shall be placed no closer than at each store-





front, but in no event shall projecting signs be closer than 25 feet.

iii. Approval Procedure – Projecting signs placed at the first story level may be approved by the Director of Development Services. Any projecting sign proposed for placement above the first story will be subject to the approval of the Director of Development Services.

d. Awning Signs

Definition – Awning signs are non-illuminated, and applied directly to awnings.

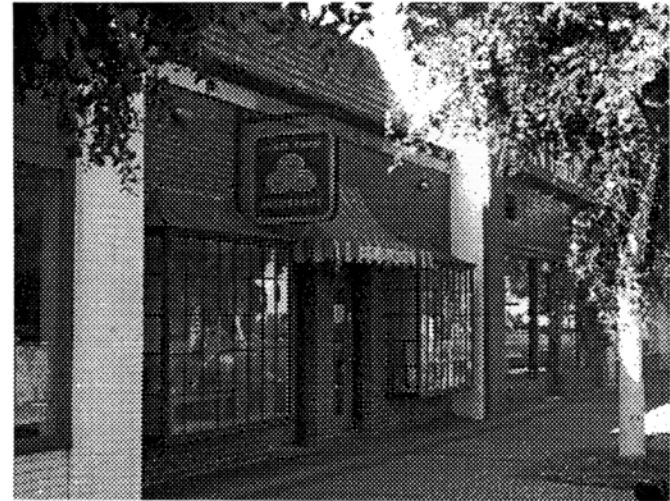
i. Sign Size and Location – The size, location, and design of awning signs will be subject to approval of the Director of Development Services.

ii. Approval Procedure – For an awning sign on a single-tenant building, the Director of Development Services may approve the graphic and copy or have the design reviewed by the Redevelopment Design Review Committee. For awnings on a multi-tenant building, an awning sign must comply with a sign program that has been approved by the Director of Development Services. (See page 13, Section E-2).

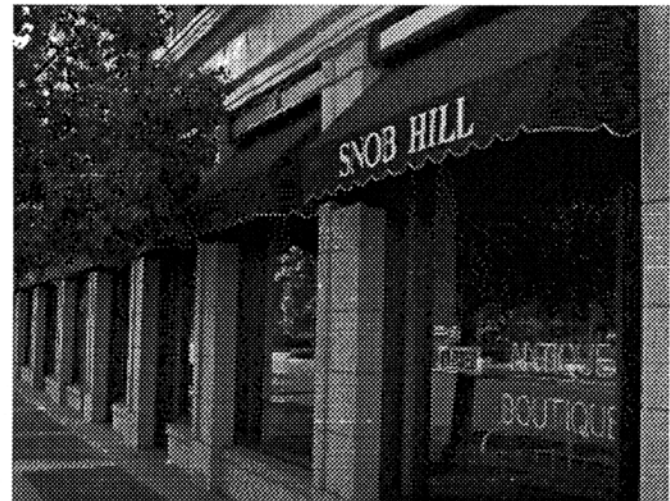
e. Monument Signs

Definition – Monument signs are signs attached to the ground instead of to a building, and are mounted on a permanent base. Because most of the existing buildings in the Downtown area have no setbacks, the use of this type of sign would most likely be with new construction.

i. Sign Size and Location – The size of a monument sign will be based on the standards of the Sign Ordinance, but must be in keeping with



Projecting signs are encouraged.



Awning signs are non-illuminated, and applied directly to awnings.





An example of a monument sign placed in a landscape area.

the scale and design of the building that it advertises. Overall height should not exceed 6 feet. Placement within a landscaped area is desirable.

ii. Approval Procedure – Monument signs will be subject to the approval of the Director of Development Services.

#### f. Pole Signs

Definition – Pole signs are any sign attached to a freestanding support that is affixed to the ground.

i. Sign Size – The maximum area of a pole sign will be based on the standards of the Sign Ordinance; the maximum height of a pole sign will be 20 feet, or the average height of the building's roof line, whichever is less.

ii. Approval Procedure – Pole signs will be subject to the approval of the Director of Development Services.

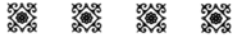
#### g. Roof Signs

Definition – Roof signs are signs attached to or projecting through the roof of a building or attached to the side of a building where the sign face extends above the roof line of the building.

i. Sign Size – The maximum area of a roof sign will be based on the standards of the Sign Ordinance; the sign's height above the roof shall not exceed 10 feet.

ii. Approval Procedure – A roof sign should be proposed only if special circumstances justify its approval. (See note next page.) Roof signs





will be subject to the approval of the Director of Development Services.

#### h. A-frame Signs

Definition – A-frame signs are signs not permanently affixed to the ground or to a structure.

i. Sign Size and Location – A-frame signs will be restricted to no more than 15 square feet in area counting all sides of the sign. A-frame signs will be located on private property. A-frame signs will not be allowed on public land unless special “A-frame Sign Guidelines” are created and approved to permit such signs.

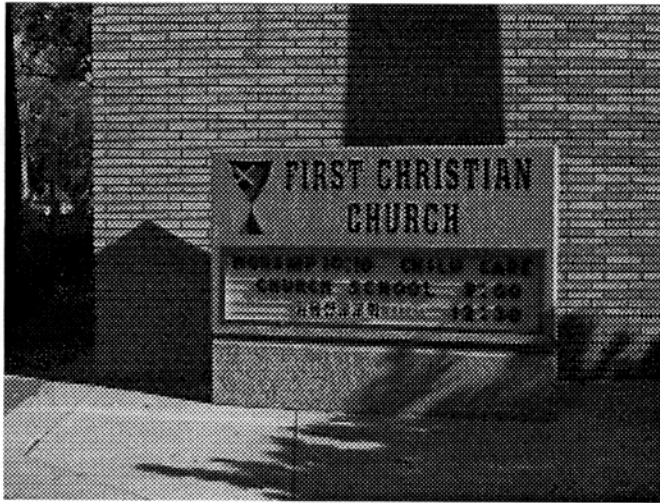
ii. Approval Procedure – A-frame signs will be subject to the approval of the Director of Development Services, who may regulate the number and location of the signs on the property, as well as their particular design.

#### i. Message Board Signs

Definition – Message board signs are signs that are designed for changeable copy, usually for the purpose of advertising a current or future event or attraction.

i. Sign Size – The area of a message board sign will be included in the allowance for a wall sign, monument sign, pole sign, or window sign, whichever type that applies.

ii. Approval Procedure – A message board sign should be proposed only if special circumstances justify its approval. (See note below.) Message board signs will be subject to the approval of the Director of



An example of a message board sign.



Development Services.

Note: Special circumstances would include, but are not limited to, the inability to use another type of sign due to the building's location or design; the sign's appropriateness based on the historic development or prior use of the property; or whether the particular use calls for that type of sign (e.g., a message board sign may be warranted for certain types of assembly buildings).

#### 4. Illumination of Signs

a. Internally Illuminated Signs – Internally lit signs are those in which the light source is concealed or contained within the graphic itself, and on which the sign copy becomes visible in darkness by light shining through a translucent surface. An internally lit sign will be designed so that only the graphic (copy) is illuminated; the sign background will be specified with a dark color and/or an opaque finish.

b. Neon Tube Signs – A neon tube sign is one with a light source supplied by a neon tube which is bent to form letters, symbols, or other shapes. As is the case with all signs, the area of a neon tube sign shall be counted against the area allowed for that building face.

c. Bare Bulb Illumination – The use of bare bulb illumination shall be subject to review by the Director of Development Services. Maximum wattage shall not exceed 20 watts per bulb.

d. Flashing and Moving Light – The only type of sign permitted under this category will be time and temperature signs, subject to approval of a Conditional Use Permit.

e. Floodlighting Illumination – Graphics illuminated by floodlight (or spot-

light) must be positioned in such a manner that none of the light shines directly on an adjoining property or glares or shines in the eyes of motorists or pedestrians. All floodlight illumination is subject to the approval of the Director of Development Services.

f. Indirect Illumination – An indirectly illuminated graphic is one which is lighted by a source not seen directly. Such lighting may be permitted with the approval of the Director of Development Services.

#### F. Temporary Signs and Banners

Within the Central Business District, the use of temporary signs and banners shall be limited to the following:

##### 1. Business Promotion Banners

Business promotion banners shall include, but not be limited to, those banners, pennants, and streamers placed on private property and used for the purpose of advertising individual businesses. Such banners are generally to announce grand openings, sales, holidays, or other special events.

Business promotion banners may only be permitted in the Central Business District under certain conditions if specific “Business Promotion Banner Guidelines” are created and approved. All such banners would be subject to review and approval by the Director of Development Services, and would be subject to a fee, permit or other restrictions, as determined by the “Business Promotion Banner Guidelines,” if any. However, until such time as “Business Promotion Banner Guidelines” are created and approved, banners for special events shall be prohibited in the Central Business District.

##### 2. Community Event Banners



Community event banners shall include, but not be limited to, those certain banners that are placed in the public right-of-way or on private property for the purpose of advertising community events or to reinforce or create a festive atmosphere in the Downtown. Such banners would generally be mounted on poles along the street to announce the seasons, the Farmers' Market, or other community-oriented events.

Community event banners may only be permitted in the Central Business District under certain conditions as described in the approved "Community Event Banner Guidelines," a copy of which may be obtained from the Director of Development Services. All such banners shall be subject to review and approval by the Director of Development Services, and may be subject to a fee, permit or other restrictions as determined by the approved "Community Event Banner Guidelines."

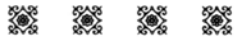
### 3. Real Estate and Property Management Signs

Real estate signs are temporary signs placed inside the windows of the building, mounted on the building wall, or on posts if located on private property. These typically include "for lease" and "for sale" signs. No permit shall be required for these temporary real estate signs as long as they explicitly advertise only the property to which they are attached.

Property Management signs are signs intended to be permanently displayed on the property to identify the company that manages and leases space in the building. The display of a property management sign shall not require the issuance of a sign permit.

### G. Security Gates

The installation of security gates for buildings is discouraged. This type of installation gives the impression that the District is unsafe, and the gate may obscure architectural



features or window displays. Proposals for a gate on the interior or exterior of the storefront must be approved by the Director of Development Services. Both types require the issuance of a building permit.

#### H. Exterior Lighting

Exterior lighting designed to illuminate the building's architectural features is encouraged. General purpose lighting for safety and security should be modest in appearance, and not excessively bright or glaring.

Decorative lights, including fixtures on walls and string lighting on walls or around windows, will be subject to approval of the Director of Development Services.

#### I. Outdoor Furnishings

Within the Central Business District privately owned furnishings placed outside on private property may be permitted under certain conditions. The provisions contained under section "Outdoor Furnishings on Public Rights-of-Way" shall apply for private property as well.

#### J. Maintenance of Exterior Features

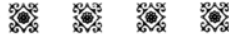
Exterior features or treatment of buildings and hardscape or landscape areas on the premises must be regularly maintained to retain an acceptable appearance or state of repair. The following standards will be enforced:

1. Signs of a tenant no longer in business shall be removed.
2. Awnings will be cleaned as needed to present a good appearance. Awnings that



Exterior lighting is encouraged.





are torn or excessively faded shall be replaced or removed.

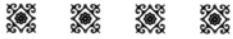
3. Building walls and storefronts will be refurbished and/or painted as needed to present a good appearance. Repainting the exterior in a similar color scheme as the existing will not require City approval. Repainting the building using a substantially different color palette will require approval by the Director of Development Services.

4. All landscaping will be regularly maintained and the automatic irrigation system will be in working order.

With written notification by the Director of Development Services, the property owner will be given no more than 30 days to correct specified maintenance problems.







### iii. Public Rights-of-Way

#### A. Outdoor Furnishings on Public Rights-of-Way

Within the Central Business District, privately owned furnishings placed in the public right-of-way may be permitted under certain conditions provided they contribute to the interest, vitality, and quality of the Downtown. All such furnishings shall be subject to review and approval by the Director of Development Services, with concurrence by the Director of Engineering and the Fire Marshal. The review procedure for these furnishings shall vary as described below, depending on whether they are classified as outdoor displays or outdoor dining furniture. The decision may be appealed to the Redevelopment Design Review Committee.

1. Outdoor Display Permit: Installation of outdoor displays shall require an Outdoor Display Permit if located within a public right-of-way or on public land. Examples of allowable outdoor displays may include antique objects, potted plants, statuary, clocks, news racks, light poles, furniture, or other professionally designed displays. Displays shall not exceed 10 square feet in size, and shall conform with the approved "Outdoor Display Guidelines," a copy of which may be obtained from the Director of Development Services.

2. Outdoor Dining Encroachment Agreement: Installation of outdoor dining furniture for the serving of food, beverages, and other related consumable items shall require an Outdoor Dining Encroachment Agreement if located within the public right-of-way or on public land. Installation of outdoor dining furniture shall be subject to insurance requirements, a filing fee, and other criteria further described in the approved "Outdoor Dining Guidelines," a copy of which may be obtained by the Director of Development Services.



Outdoor furnishings may be placed on public land under certain conditions.





The downtown street trees provide a distinct image and an attractive ambiance.



## B. Management of Street Trees and Sidewalks

The several kinds of street trees within the public rights-of-way provide a unique contribution and character to the Central Business District. A special plan to maintain these trees and public walkways may be implemented by the Director of Maintenance Services in accordance with the following concepts:

The ambiance provided by the downtown street trees will be preserved given its value to the business community.

The best available technology will be used to extend the life and effective health of the street trees.

The Director of Maintenance Services should establish an oversight committee of qualified people to develop a long-term Master Street Tree Management Plan and to review and make recommendations on matters of maintenance of street trees, public lighting and public walkways. The oversight committee would also resolve specific conflicts on a case by case basis when trees block signs, the view of storefronts, or important historic features.

## C. Private Signs on Public Land

No private signs are allowed to be placed within public rights-of-way, including pedestrian walkways and alleys. If "A-frame Sign Guidelines" are created and approved to allow such signs on public land, any proposal would be subject to review and approval by the Director of Development Services, and may be subject to a fee, permit, or other restrictions.





## Significant Properties in the Central Business District

Significant Properties are either structures identified in the 1979 Fullerton Historical Building Survey or other structures which have been subsequently designated a Local Landmark. The following list identifies the Significant Properties which are within the Central Business District. A description of each structure is found in the Fullerton Historical Building Survey.

Listed on the National Register of Historic Places as well as a designated Local Landmark:

- ❏ Chapman Building, 110 East Wilshire Avenue
- ❏ Landmark Plaza (Farmers & Merchants Bank), 122 North Harbor Boulevard
- ❏ Masonic Temple, 501 North Harbor Boulevard
- ❏ Union Pacific Depot, 110 East Santa Fe Avenue
- ❏ Santa Fe Depot, 120 East Santa Fe Avenue

Designated Local Landmarks:

- ❶ Parker Building, 201 North Harbor Boulevard
- ❷ Villa Del Sol (California Hotel), 305 North Harbor Boulevard
- ❸ Fox Fullerton Theater, 510 North Harbor Boulevard
- ❹ Williams Building, 112 East Commonwealth Avenue
- ❺ Pacific Electric Depot, 130 East Commonwealth Avenue
- ❻ Commercial Building, 124 West Wilshire Avenue
- ❼ Commercial Building (Methodist Parsonage), 142 East Amerige Avenue
- ❽ Fullerton Museum Center, 301 North Pomona Avenue
- ❾ Commercial Building (Dean Block), 111-113 North Harbor Boulevard



## Potential Local Landmarks:

- A. Stedman Jeweler's Street Clock, 109 North Harbor Boulevard
- B. Commercial Building, 219-225 North Harbor Boulevard
- C. Commercial Building, 500 North Harbor Boulevard
- D. Commercial Building, 509 North Harbor Boulevard
- E. Commercial Building (Amerige Block), 109-123 East Commonwealth Avenue
- F. Commercial Building, 118 East Commonwealth Avenue
- G. U.S. Post Office, 202 East Commonwealth Avenue
- H. Church of Religious Science (Methodist Church), 117 North Pomona Avenue
- I. Residential Bungalow Court, 314 North Pomona Avenue
- J. Y.W.C.A., 321 North Pomona Avenue
- K. Self-Realization Fellowship Church, 142 East Chapman Avenue
- L. Residential Building, 126 West Whiting Avenue
- M. Residential Building, 130 West Whiting Avenue
- N. Commercial Building, 119-125 West Santa Fe Avenue



FIGURE I  
MAP OF THE FULLERTON CENTRAL BUSINESS DISTRICT

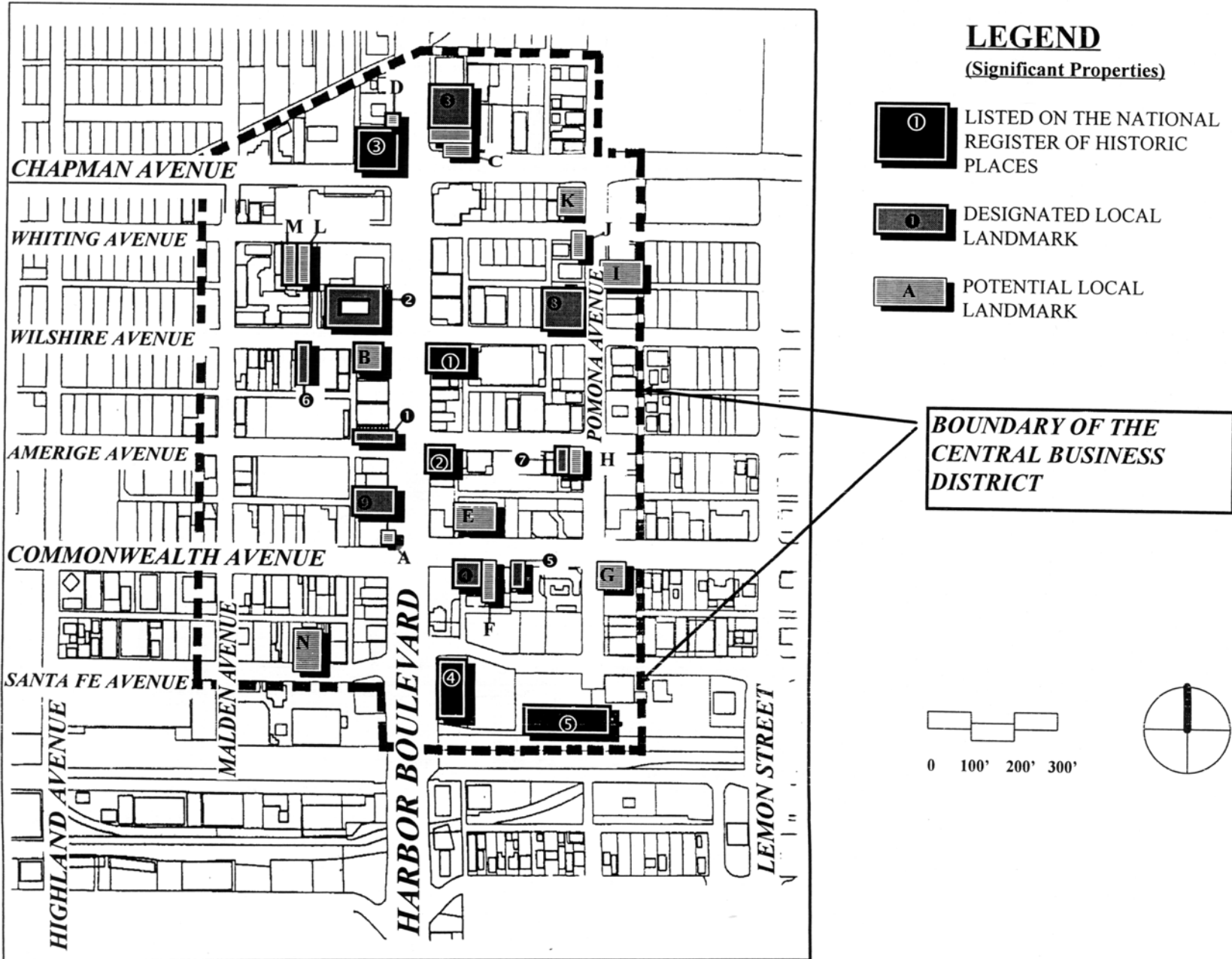
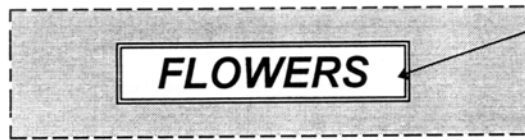
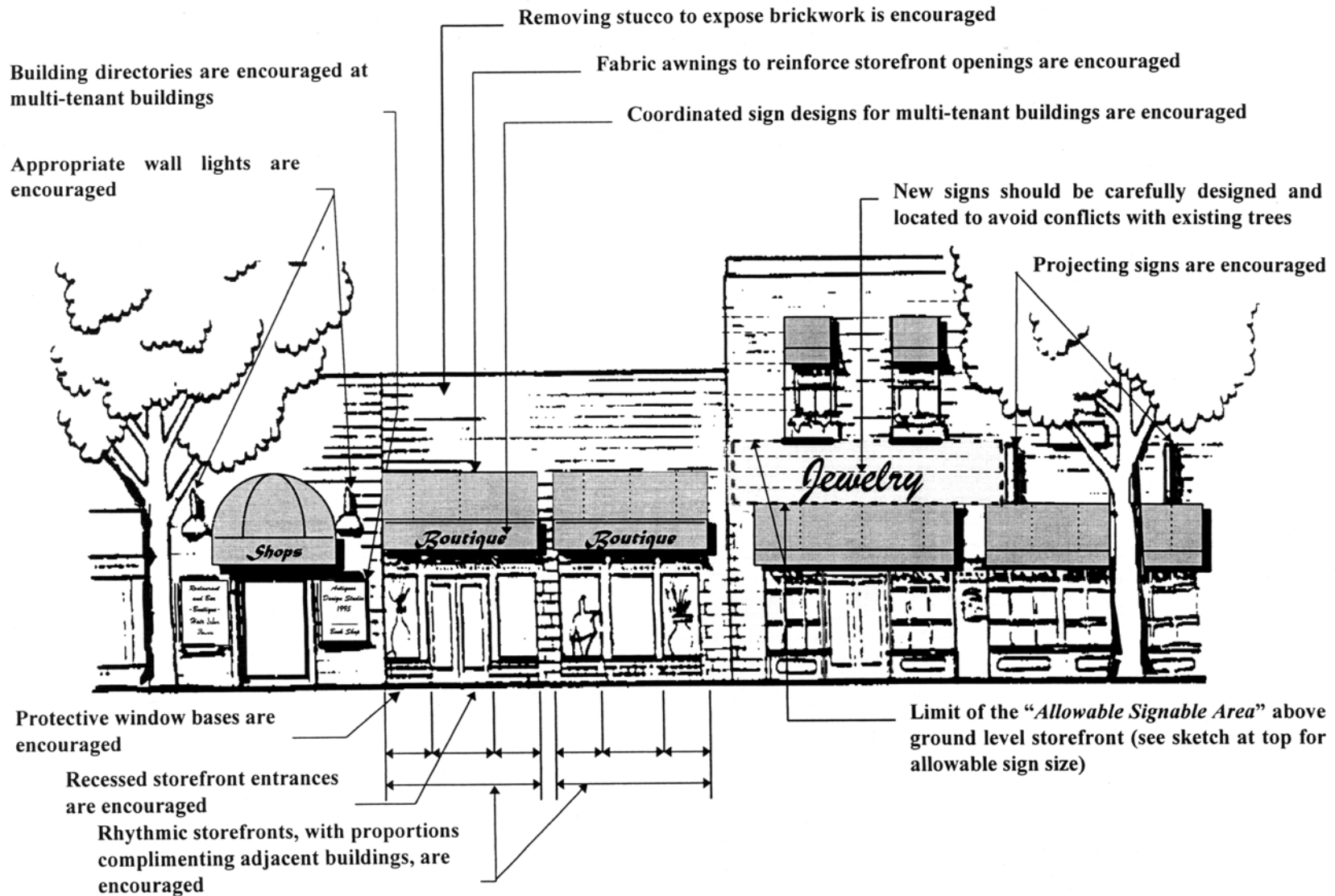




FIGURE 2  
STOREFRONT REHABILITATION ALONG PUBLIC STREETS



The allowable sign size, including colored background (e.g., boxed display signs with colored background), combined with any other storefront signs, must not exceed 30% of the "Allowable Signable Area".  
"Allowable Signable Area"



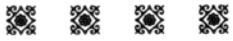


FIGURE 3  
REHABILITATION OF BUILDINGS ALONG ALLEYS

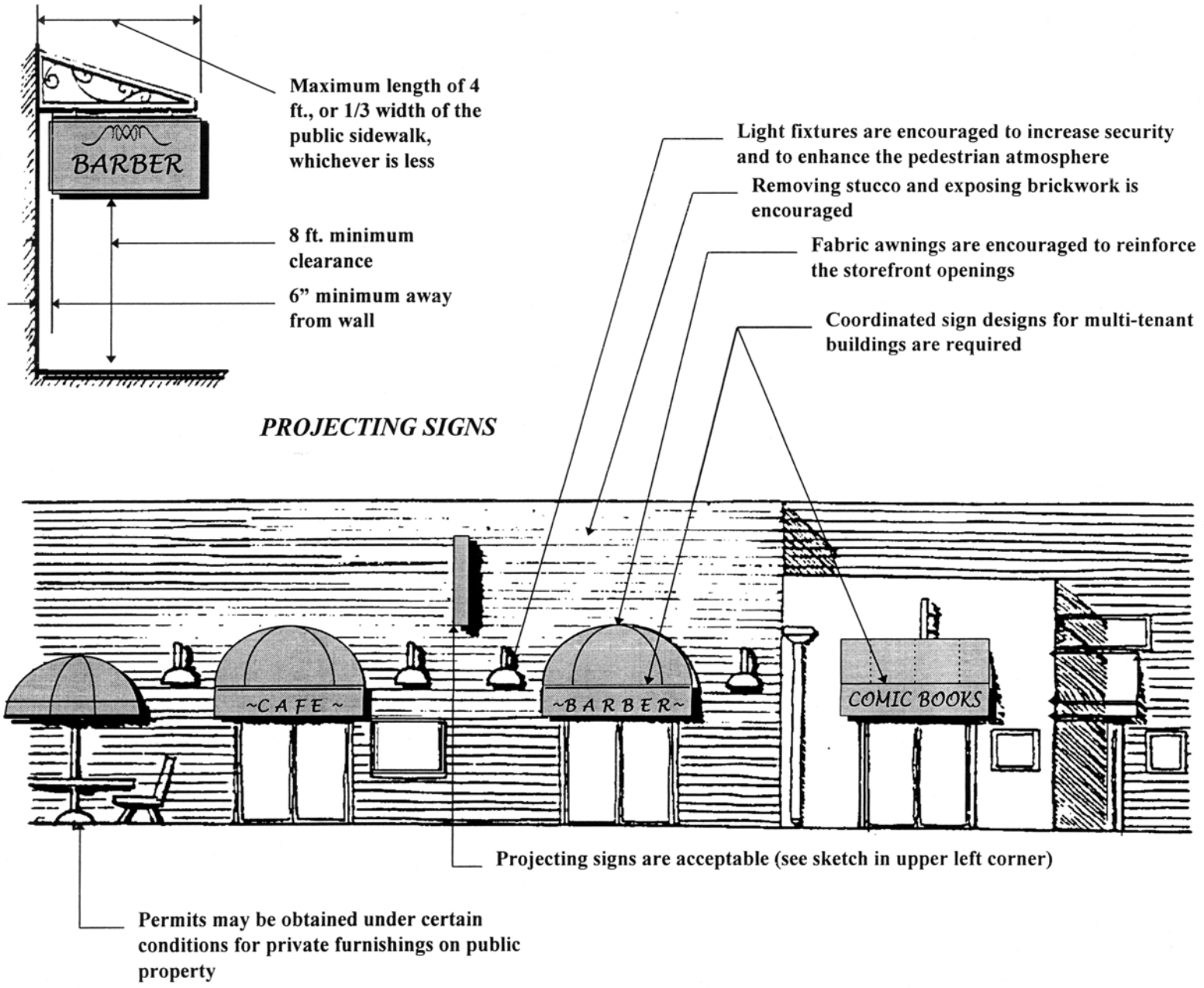


FIGURE 3  
REHABILITATION OF BUILDINGS ALONG ALLEYS





## Glossary

### Review Boards

**Development Services Department:** The department which administers and enforces those City ordinances and regulations pertaining to land use and building construction.

**Landmarks Commission:** A commission appointed by the City Council to make decisions on matters relating to Local Landmarks and Landmark Districts as specified in Chapter 15.48 of the Fullerton Zoning Ordinance. Presently, the Planning Commission serves as the Landmarks Commission.

**Planning Commission:** A seven-member commission appointed by the City Council. The Planning Commission advises the Council on matters relating to the General Plan, zoning and land development; in some cases the Planning Commission is empowered to act for the Council.

**Redevelopment Agency:** The City Council acts as the Redevelopment Agency on matters involving the development of property within defined Redevelopment Areas. The Central Business District is within Redevelopment Area #2.

**Redevelopment Design Review Committee (RDRC):** A five-member committee appointed by the City Council. The RDRC advises the Planning Commission and City Council on matters relating to physical design, including architecture, site design and landscaping for all proposed development on properties within Redevelopment Areas; in some cases, the RDRC is empowered to act for the Council.

### Terms and Documents

**Central Business District (CBD):** Also known as “Downtown Fullerton,” a defined



area of the City shown by the map on page 29, Appendix B, Figure 1 of these guidelines. The CBD is part of Redevelopment Area #2.

**Fullerton Historical Building Survey:** A document which identifies properties, building and districts in the City which warrant being designated a Local (Historic) Landmark or District. Buildings listed in this document are classified as “Significant Properties” by Chapter 15.48 of the Fullerton Zoning Ordinance.

**Local Landmark or Historic Landmark:** Any designated building, structure, or natural or man-made feature having a historical character, or historic, cultural, architectural or aesthetic value relating to the heritage of the City which is shown to merit preservation, restoration and/or protection.

**Modification:** A change from an existing condition or appearance, primarily in reference to exterior features and/or treatment of a building.

**National Register of Historic Places:** The nation’s list of buildings, structures, objects, sites and districts worthy of preservation.

**Preservation:** The process of applying measures necessary to sustain the existing form, integrity, and materials of a historic property. Work generally focuses upon the on-going maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment.

**Rehabilitation:** The process of making possible a compatible use of property through repair, alterations, and additions while preserving those portions and features which convey its historic, architectural and cultural values.

**Remodeling:** The act of making physical changes or repairs to a building where the historic fabric and architecture is not necessarily respected.



**Restoration:** A type of preservation which depicts property at a particular period of time in its history, while removing evidence of other periods.

**Secretary of the Interior's "Standards for Rehabilitation":** A federal publication outlining the guidelines for rehabilitating historic buildings, in particular those properties listed or eligible for listing in the National Register of Historic Places. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic material and features.

**Uniform Building Code (UBC):** An official document which provides minimum standards for regulating the design, construction and use of a structure to safeguard the public welfare.

**Zoning Ordinance:** A City ordinance which lists all permitted land uses and the requirements and development standards associated with each use.