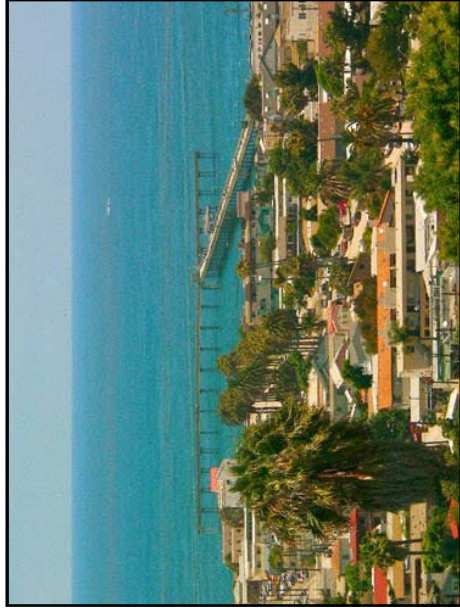
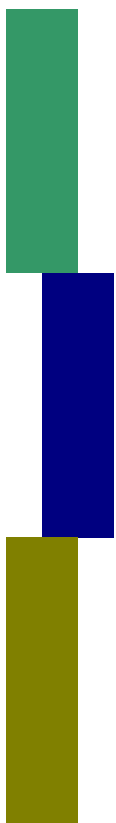


- Alleys-** Improve safety and ambiance of alleys
- Enclose & lock trash receptacles.
 - Improve lighting & signage in rear entrances.
 - Paint murals & street address on building area facing alley
 - Landscape rear entrances
 - Stripe parking areas to maximize allowable parking.

- Café Seating-** To provide an atmosphere of safety and high light the entertainment district.
- Encourage dining establishments to provide an outdoor seating area.
 - Materials consistent with established guidelines.
 - Any railings surrounding café area should be a minimum of 36" high
 - Sidewalk clearance must be a minimum of 4 ft. if café location on curb.
 - Café may be located between two planters thereby allowing pedestrian traffic to flow through naturally.
 - Tables and chairs of compatible design.
 - All umbrellas must be secured with an industrial style base.
 - Outdoor cafés must remain staffed, clean and contained within boundaries.
 - All signage must be contained within café boundaries

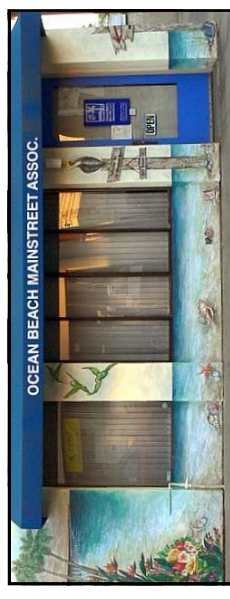


Ocean Beach Commercial District Design Guidelines



Design Guidelines are recommendations for visual quality improvement within our business district. They are an analysis of what is special about Ocean Beach and are a component of a plan to assist in enhancing those qualities.

Our Goal is to promote a sense of continuity throughout the Ocean Beach Business Improvement District. It is not our intention to transform the existing character of Ocean Beach but to preserve and enhance the special small town qualities that make Ocean Beach unique.



The Ocean Beach MainStreet Association's Recommended Design Element Guidelines

Scale & Rhythm- To preserve existing small town scale of buildings.

- Retain 25'-35' façade widths with no large expanses.
- Recessed entrances shall not exceed 70% of façade.
- Sidewalk cafes are encouraged.

Compatible Style- To preserve Ocean Beach's unique style.

- Retain beach town atmosphere.
- Restore older facades that have been covered.
- Incorporate Murals

Roofline Variation- To provide interesting silhouettes against the sky.

- Maintain varied rooflines.
- Discourage "Mansard" style roofs.
- Encourage the use of white lights, where available.

Windows/Transparency- To promote pedestrian activity by allowing views into shops & restaurants.

- At sidewalk level buildings should be see-through.
- No reflecting or opaque glass.
- Minimum of 50% of storefronts should be devoted to displays.
- Encourage use of large storefront windows that begin 3' above the sidewalk and extend up to 10' high.
- Blank walls should be limited to 15' in length.

Materials- Encourage a palette of materials to provide continuity.

- Desired: Ceramic tile, painted or light stained wood, stucco, glass block, canvas awnings, steel, brick and stone.

Colors Notes-

- Colors on the south and west sides of the street appear warmer.
- Larger buildings need more subtle colors.
- Avoid more than one vivid color per building.
- Buildings should harmonize with their neighbors.
- Colors should relate to natural materials on building.

Second Floor Activity- (2nd floor tenants overlooking street).

- Encourage second floor residential / mixed use commercial.
- Encourage second floor cafes & view decks.

Awnings, Canopies- Provide a visual relief element to the building.

- Awnings / Canopies should not extend further than 9' over sidewalk.
- Exceptions may be dictated in the case of café seating.



Projecting Signs- Provide pedestrian enhanced visibility.

- Sign size should fall within 36" wide by 74" long max.
- A raised height from sidewalk set a minimum of 10 ft clearance.
- Fixtures must be permanently attached at top & bottom

Lighting- To promote a feeling of safety.

- Encourage stores to leave windows illuminated in evening.
- Encourage light installation in alleys & rear entrances.
- Update lighting fixtures, creating open & attractive appearance.

Sidewalks- To enhance pedestrian atmosphere.

- Encourage café seating.
- Add / Maintain flowering plants.
- Encourage use of doormats, tile, terrazzo up to 60 sq ft.
- Utilize appropriately sized window boxes, trailing vines.