



C A R M E L P L A Z A

STOREFRONT DESIGN GUIDELINES

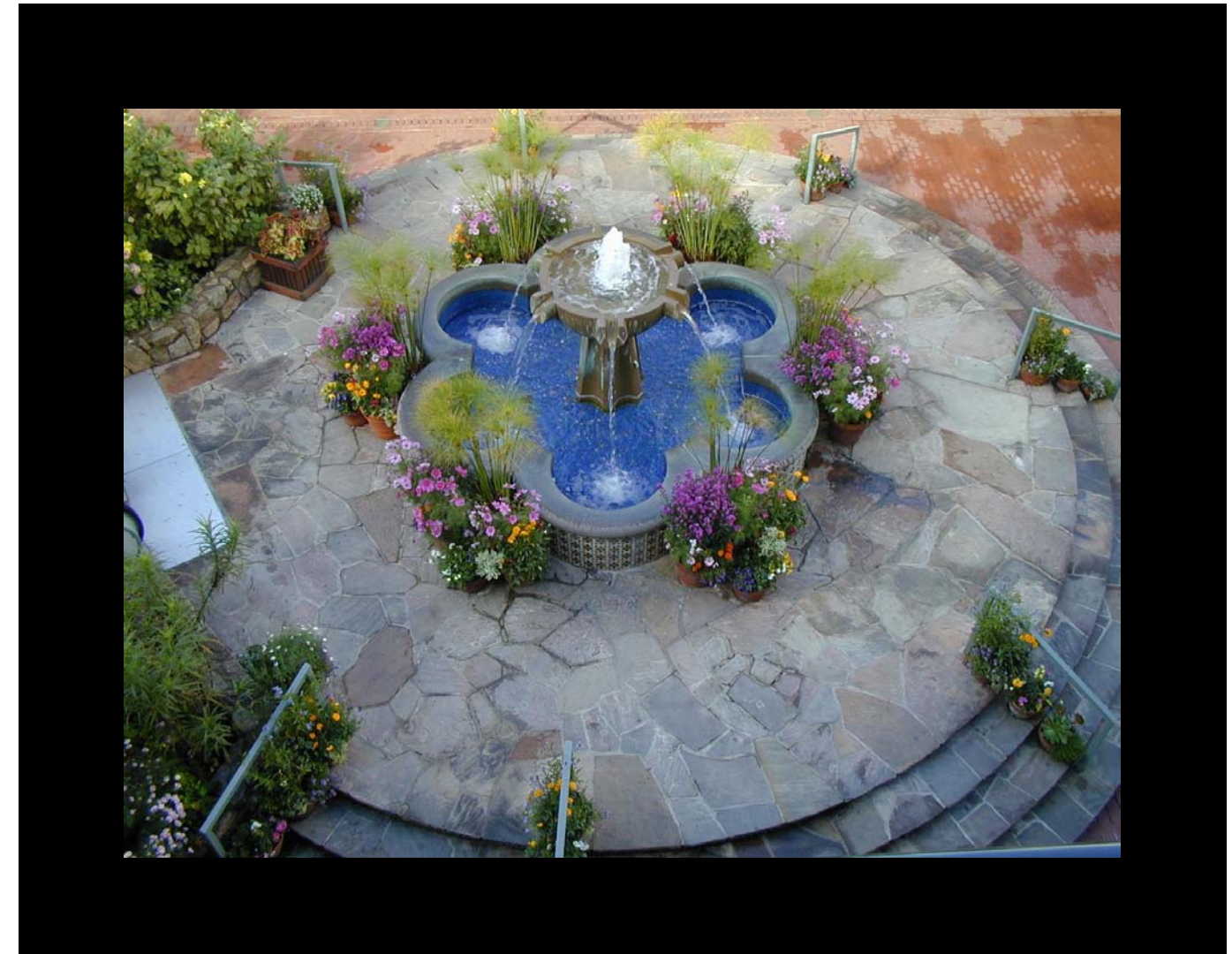
ADOPTED BY CITY COUNCIL
AUGUST 7, 2001 - RESOLUTION NO. 2001-110

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1.0 INTRODUCTION



Carmel Plaza is a three-level, open-air specialty center situated at the easternmost major intersection in the commercial district of the City of Carmel-by-the-Sea. The shopping district of Carmel has a distinctive design character and tenant mix. Its small-scaled buildings are a mixture of Tudor, Spanish Colonial Revival and turn-of-the-century “American Commercial” architecture. The Carmel commercial district is known for its art galleries, specialty stores and restaurants. It has the character of a village nestled within the natural landscape. Mature trees, planters, informal plazas and lush landscaping define the edges of the pedestrian experience. The buildings and storefronts are constructed of warm, natural materials. There is an informality to the site planning, with numerous nooks and crannies and many courtyards and passageways along the main streets.

“AMERICAN COMMERCIAL” ARCHITECTURE



Carmel Plaza invites tenants to be a part of the unique fabric of Carmel-by-the-Sea. Storefronts facing the city streets are required to fit in with the historic character of Carmel’s commercial district. Original designs that conform to the spirit of the Carmel experience are highly encouraged. The shops within the interior courtyard are allowed more leeway in design, yet are required to be designed with elements that are compatible with Carmel’s unique architectural heritage.

These guidelines are intended to encourage imaginative design and individuality of a tenant’s storefront provided that a harmonious feeling is maintained within Carmel Plaza, and the larger context of Carmel. The city has consciously chosen architectural eclecticism and encourages originality and invention so long as the results encompass the unifying values of human scale and the use of natural materials and their role in preserving village character.

Storefront forms and landscaping materials should be natural and appropriate to Carmel. Each store’s character will play a role in developing Carmel Plaza as a special setting responsive to Carmel’s unique lifestyle. Visitors will enjoy a sense of discovery of exceptional places to eat, shop and spend time.

Carmel Plaza is an outdoor environment and tenants are encouraged to take a fresh and innovative approach to fitting their store into the special character of the outdoor experience. Carmel Plaza is within the Commercial District of the City of Carmel-by-the-Sea, and the “Commercial District Design Guidelines” are included for reference as a means to further the tenant’s understanding of the spirit of Carmel Plaza.

The General Storefront Criteria applies to all storefronts at Carmel Plaza. The balance of the guidelines are divided into two sections. The first, the Exterior Street Facade section, addresses specific requirements for storefronts along street frontages. These storefronts are required to fit within the “Elegant Natural Tradition” theme. The Interior Courtyard Facade Section, the second section, addresses specific requirements for storefronts within the interior of Carmel Plaza. These storefronts are required to conform to the “Traditional Downtown” theme.

Conformance to the Tenant Storefront Design Guidelines is part of the tenant’s lease agreement. The tenant is required to follow it subject to the lease terms and landlord approval.

The tenant is required to retain professional design firms for their storefront design as well as for the design of the mechanical, electrical and plumbing systems. The tenant is required to use licensed contractors for all storefront and interior work, including painting and signage.



TUDOR

SPANISH COLONIAL REVIVAL



2.0 SITE PLAN



2.0 Site Plan

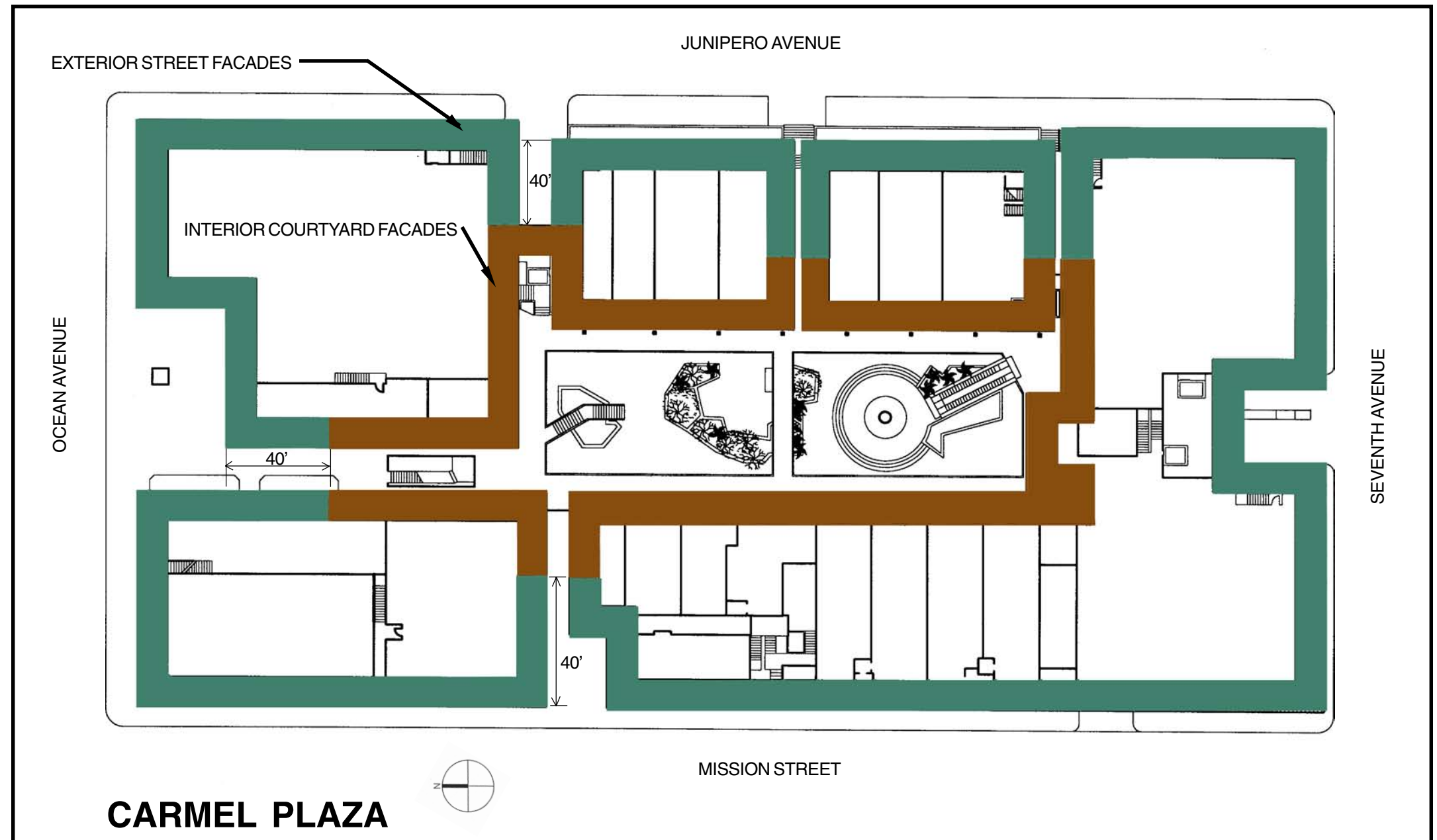
The guidelines for the Exterior Street Facades apply to all facades that front on Ocean Avenue, Mission Street, Seventh Avenue and Junipero Avenue. They extend a minimum of 40 feet down any pedestrian passage into the project's interior. The Interior Courtyard Facades apply to any storefront that faces the interior courtyard.



CARMEL PLAZA (Exterior)



CARMEL PLAZA (Interior)



KEY:

	Exterior Facades
	Interior Facades

3.0 GENERAL STOREFRONT CRITERIA



These Criteria are applicable to all storefronts (exterior and interior) at Carmel Plaza. Storefronts should not imitate historical styles, but should be designed to be compatible with styles of the past. Historical proportions should be respected and the storefronts should have a human scale. The materials should be natural. A high level of detailing is required.

A hodgepodge of design elements should be avoided. Storefronts should present a unified theme on their exterior and the theme should be continued into the store's interior. Each of the design elements: doors, windows, walls, roofs, colors, materials, awnings, signage and lighting should be considered as part of the whole and consistent with the overall design of the storefront. Standard Aluminum storefront systems are not allowed. True divided lite wood windows are encouraged. Where aluminum window systems are utilized, the window system shall be detailed in a manner consistent with traditional wood windows. Storefront signs must follow these guidelines and be unique to Carmel. In many cases a tenant's standard storefront sign might not be appropriate for Carmel Plaza. In keeping with the distinctive atmosphere of Carmel and

Carmel Plaza, food service tenants will be required to have a name and menu that is unique, helping to foster the one-of-a-kind atmosphere of Carmel Plaza. The storefronts should reflect the quality of the merchandise within, yet fit within the context of Carmel and Carmel Plaza.

3.1 Facade Proportions and Scale

As a point of reference, the scale of the Commercial District of Carmel-by-the-Sea is one of its defining characteristics. Only a few of the buildings are over two stories in height, and many are one level. The openings, including doors, windows and storefronts shall respect the human scale. Eaves are low, windows are typically small and there is a high level of detail at the pedestrian scale. The proportions of the buildings are based on the human form and each building or façade must be treated as a consistent whole. New storefronts must respect historical proportions and their scale must be consistent with historic patterns in the downtown.

The following specific guidelines must be followed to ensure that the storefronts at Carmel Plaza are compatible with the façade proportions and scale of the existing surroundings.

Proportions and Scale of Openings:
All openings must be vertically proportioned with a minimum ratio of 1.4/1 (vertical to horizontal), or broken down into vertically proportioned sections with a minimum ratio of 1.4/1 (vertical to horizontal).

The maximum height of ground level openings is eight feet (8'-0"). If a transom panel is included in the upper portion of the opening, this maximum height can be increased to nine feet (9'-0").

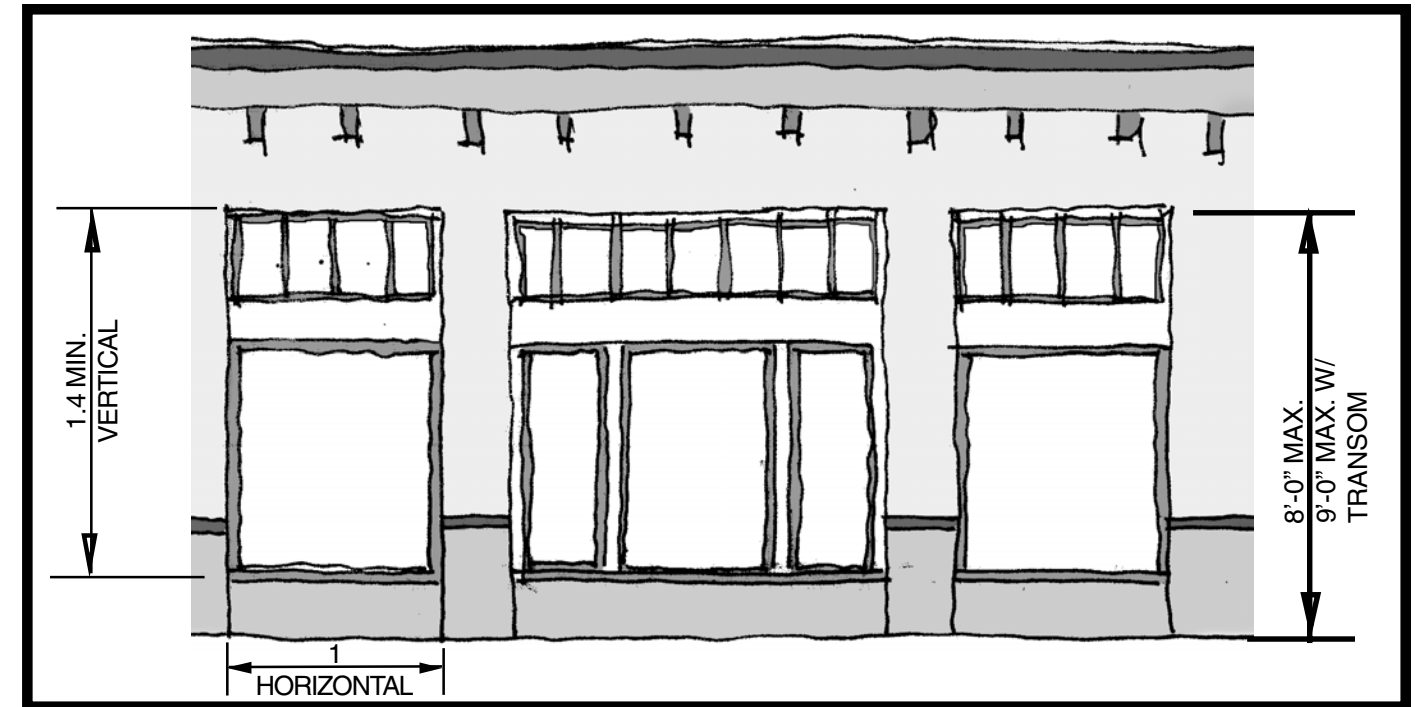


FIGURE 3.1 PROPORTION AND SCALE OF OPENINGS

VERTICAL PROPORTIONS



SMALL-SCALE BUILDINGS



GENERAL STOREFRONT CRITERIA



3.2 Setbacks and Protrusions

Storefronts are required to have changes in plane from the lease line. The line of the storefront should not be built continuously along the lease line. The changes in plane should follow an informal composition. At a minimum, each storefront is required to have a recess for entry doors. The entry door recess is required to be paved in a different material than the exterior paving. Bay windows or protruding display windows are encouraged. Rigidly symmetrical storefronts are not allowed. The following specific guidelines must be followed to ensure that the storefronts are compatible with the setbacks and protrusions that are characteristic of the Commercial District of Carmel.

A minimum of 40% of the width of the storefront (maximum of 80%) must be recessed a minimum of one foot (1'-0") from the lease line.

Bay windows may project a maximum of two feet (2'-0") from the lease line, where they do not extend into the public right-of-way. Bay windows must maintain a minimum of two feet six inches (2'-6") clear from the underside of the projection to the ground plane. The total maximum width of bay windows is 40% of the storefront width.

CHANGES IN PLANE

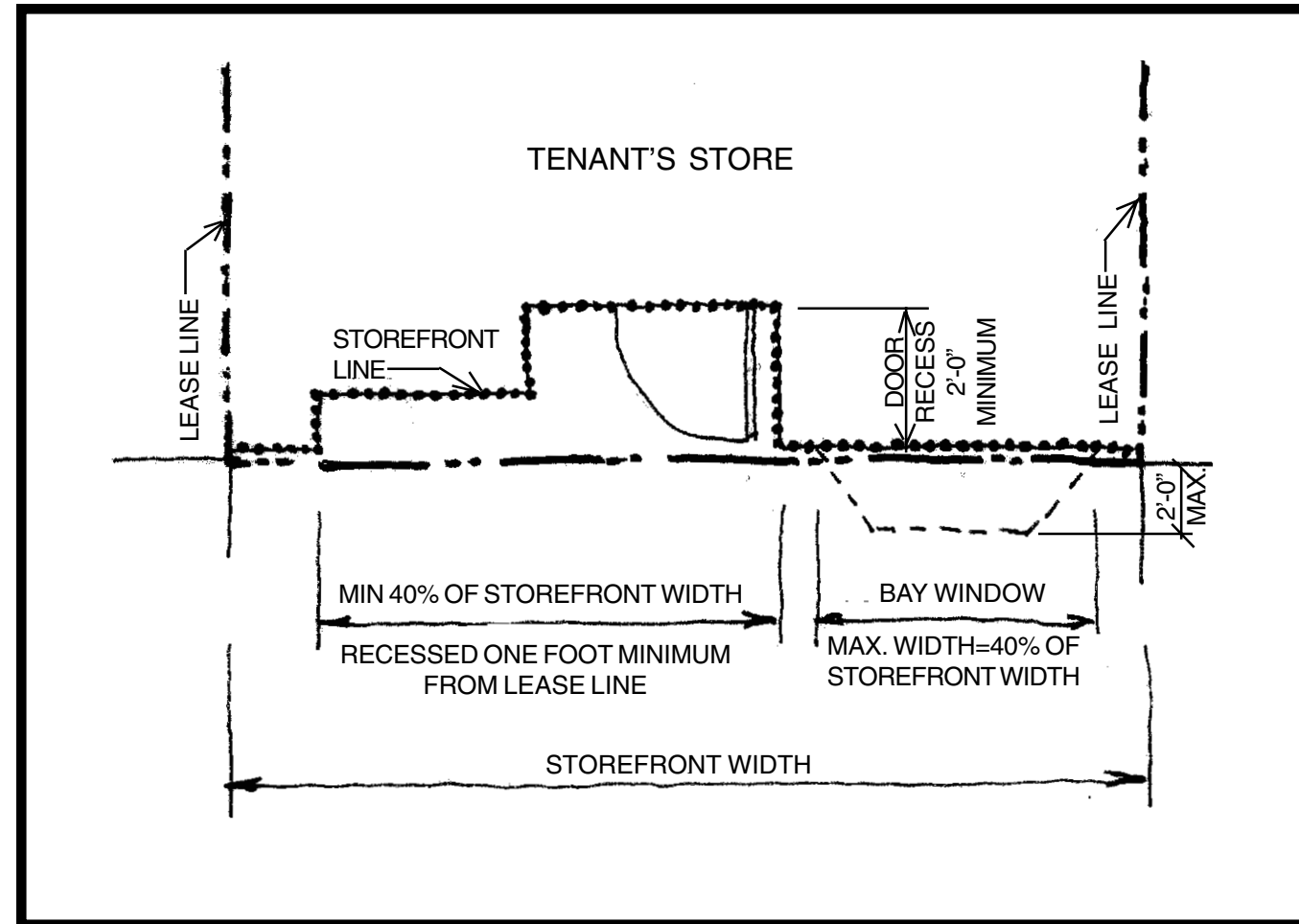


FIGURE 3.2 SETBACKS AND PROTRUSIONS

Required:

- Changes in plane
- Informal composition
- Minimum two-foot recess at entry doors
- 40% of storefront recessed a minimum of one foot

If Bay Windows (optional):

- 2'-6" clear from ground

Not Permitted:

- Symmetrical composition
- Bay window projections beyond two feet
- Bay windows more than 40% of storefront width



DUTCH DOORS

3.3 Doors

Single-leaf swinging doors are required unless exiting requirements necessitate the use of swinging double doors. Doors are required to be recessed a minimum of two feet (2'-0") from the lease line. The maximum height of doors is seven feet (7'-0"). Wood doors, wood and glass doors, steel and glass doors or steel doors are acceptable. Dutch doors are a Carmel tradition and are encouraged. Aluminum and glass doors are acceptable provided they have relief and articulation in the frame section. See Figure 3.4 for acceptable aluminum door sections. All-glass doors, automatic doors and standard aluminum storefront doors are prohibited. Security gates, grills, and sliding doors are not permitted. See the Materials section for allowed and prohibited materials.

GENERAL STOREFRONT CRITERIA



3.4 Windows

Wood, steel, and in some cases aluminum window frames are acceptable. Multi-lite, integral wood windows are encouraged. Aluminum window frames are acceptable only if they have relief and articulation in the frame section (See Figure 3.4). Large expanses of unbroken glazing are not permitted. The maximum square footage that is allowed per individual glazing panel is thirty square feet. Horizontal expanses of glass are not allowed. Each individual glazing panel must have vertical proportions with a minimum ratio of 1.4/1 (vertical to horizontal). Transoms above the show windows and above doors are encouraged. A bulkhead wall or landscaped area under show windows, with a minimum vertical dimension of twelve inches, in a contrasting material to the storefront is strongly recommended. Frameless glazing, mitered corners, etched glass, beveled glass, glass block and standard aluminum storefront systems are prohibited. See Materials section for allowed and prohibited materials.

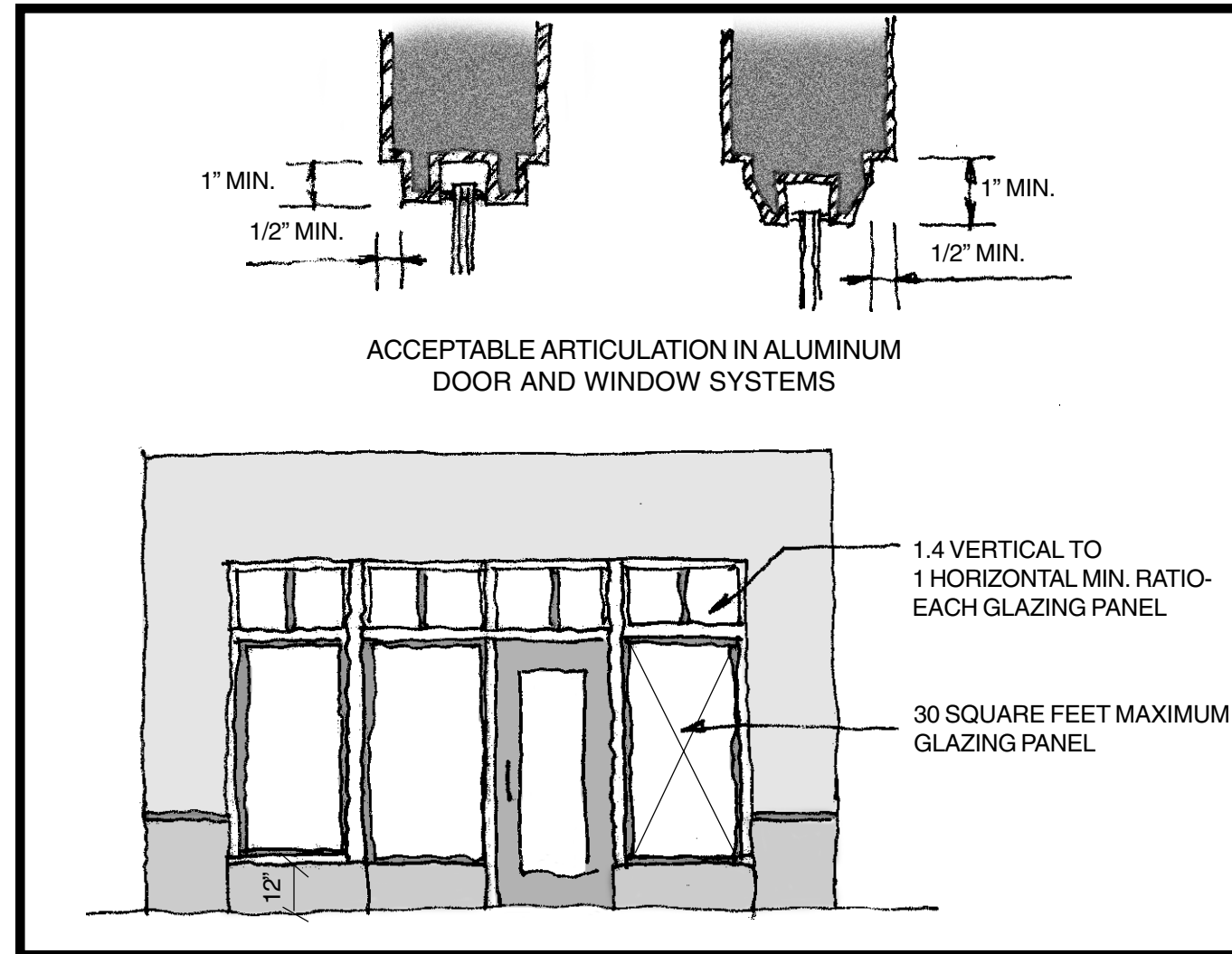


FIGURE 3.4 WINDOWS

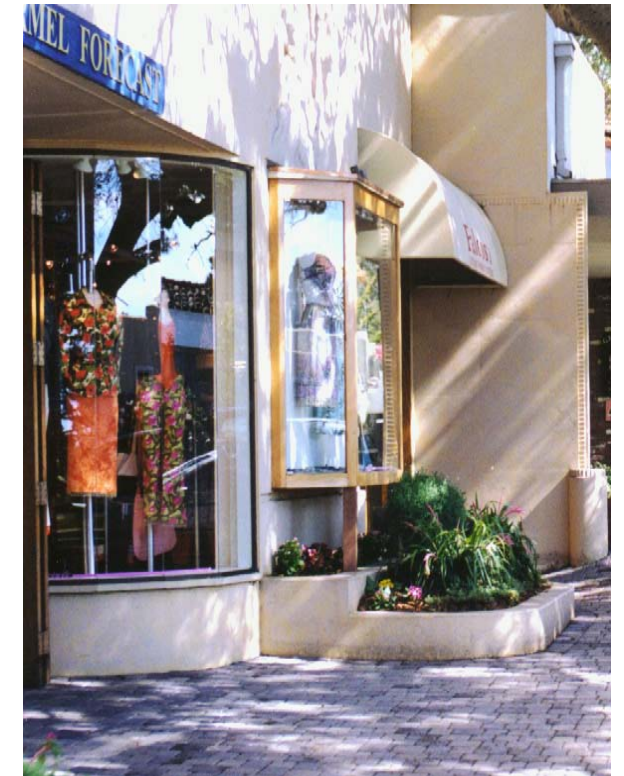
Required:

Vertical proportions (1.4/1 min.)

Not Permitted:

- Glazing panels over thirty square feet
- Horizontal expanses of glazing
- Frameless glazing
- Mitered corners
- Etched glass
- Beveled glass
- Glass block
- Anodized aluminum
- Standard aluminum storefront systems

SMALL GLAZING PANELS



VERTICAL PROPORTIONS

SMALL SCALE



GENERAL STOREFRONT CRITERIA



3.5 Storefront Walls

Storefront walls set the tone for the storefront and the public perception of the store. Walls should provide visual interest to pedestrians. Long blank walls should be avoided. Facades must provide variation in twenty to thirty-foot intervals to reflect the rhythm of historical building patterns of traditional storefronts. Variations in storefront walls, such as changes in plane, or in material, texture and color are required for walls over twenty feet (20'-0") long.

At each end of the storefront, the storefront walls must cleanly abut the adjacent storefront or neutral pier (where they occur). At each end of the storefront, the walls are required to meet the ground to provide a frame for the storefront opening. The minimum horizontal dimension of these end walls is one foot six inches (1'-6"). To reflect historical construction traditions, no single opening in the wall plane greater than twelve feet (12'-0") can occur. Each opening in the wall plane must be flanked by a portion of wall with a minimum horizontal dimension of one foot six inches (1'-6").

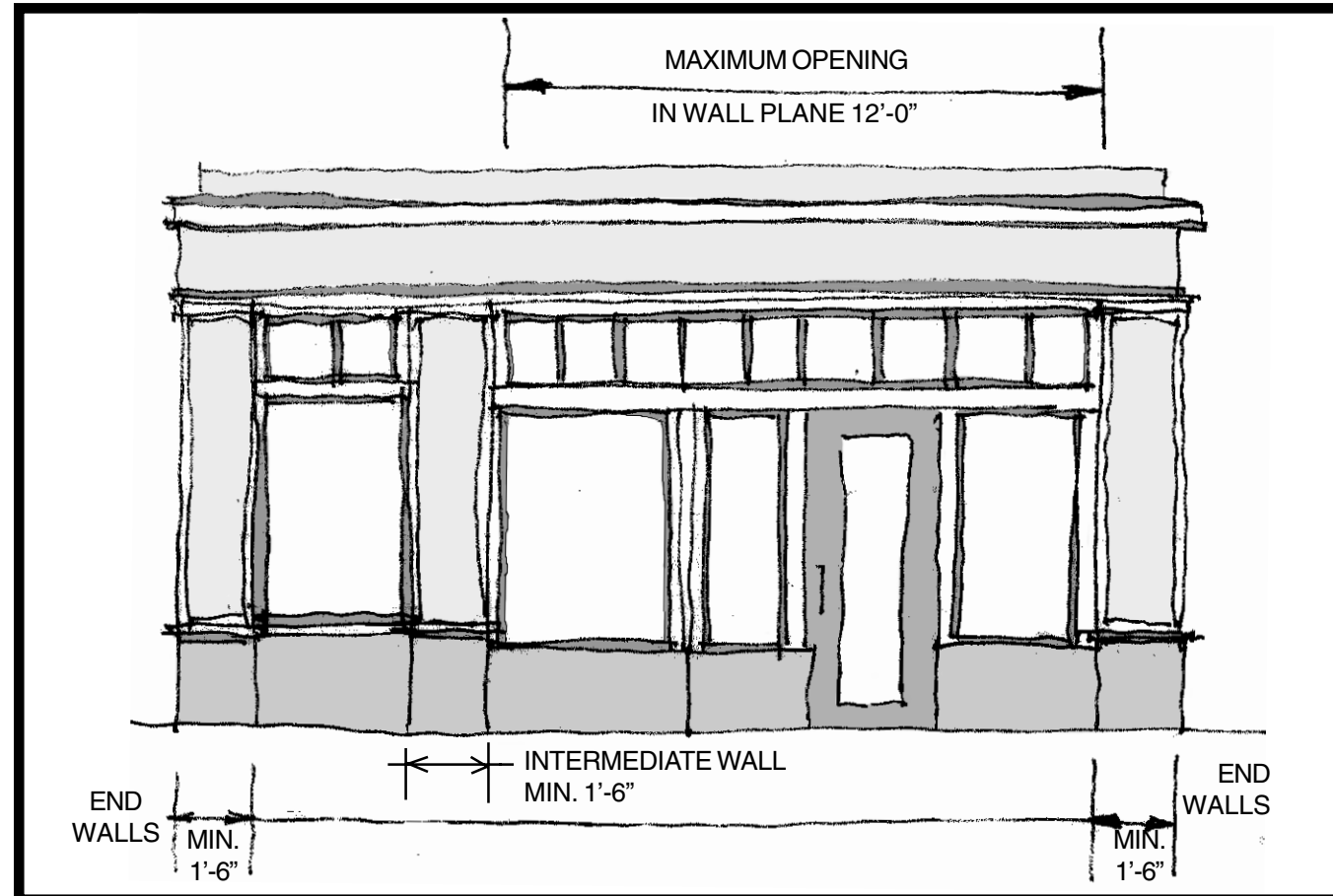


FIGURE 3.5 STOREFRONT WALLS

MATERIAL VARIATION



SUBSTANTIAL WALLS

COMPLETE ROOF FORMS



COMPLETE ROOF FORMS

3.6 Roofs

Roof forms on storefronts must be complete. Mansard and partial roofs are not allowed. In general, pitched roof forms are not appropriate on the storefronts of Carmel Plaza, however, roofs are permitted at projecting bay windows. If roof forms are a part of the storefront design, they must come to a complete peak and should be expressed in the interior of the space. See the Materials section for allowed and prohibited roof materials.

GENERAL STOREFRONT CRITERIA



3.7 Overhangs

Overhangs are permitted in storefronts provided that they are an integral part of the storefront design. Eaves should be kept low (7-1/2 feet to 9 feet) in keeping with the small scale of Carmel. The underside of overhangs must be articulated with architectural elements such as brackets, coffers or exposed beam-ends. False, purely decorative balconies and balustrades are not allowed.

3.8 Umbrellas

Umbrellas can add to the pedestrian scale and experience of the streetscape. Umbrellas are only allowed in the tenant's exterior leased premises and can not overhang into the public right-of-way. Umbrellas should be small in scale (maximum six feet in diameter) and no more than nine feet high (9'-0") at the peak. Wood or wrought iron are the only acceptable materials for the umbrella structure. No insignia, graphics or text is permitted on the umbrella fabric. The umbrella fabric must be flame retardant material in a color approved for awnings (see Section 4.2).

UMBRELLA



ARTICULATED EAVE

3.9 Stairs/Ramps/Railings

Stairs, slopes and railings must conform to California Title 24 and the Americans with Disabilities Act for accessibility. Stairs are required to use decorative, natural materials, such as brick treads and risers, or decorative tile risers. Ramps are similarly required to use natural materials such as brick pavers or stones.

Railings must be considered an integral part of the storefront design. Wrought iron or decorative wood railings are required. Standard, code-minimum steel railings are not acceptable.

DECORATIVE STAIR



3.10 Landscaping (at grade, in planters)

Carmel is seen as "a village in a forest," and landscaping plays a major role in the atmosphere of Carmel Plaza and the commercial district. Landscaping should generally be informal and naturalistic. Tenants may utilize built-in planters within their storefront design with the approval of Carmel Plaza Management. Built-in planters are required to be provided with a concealed irrigation system.

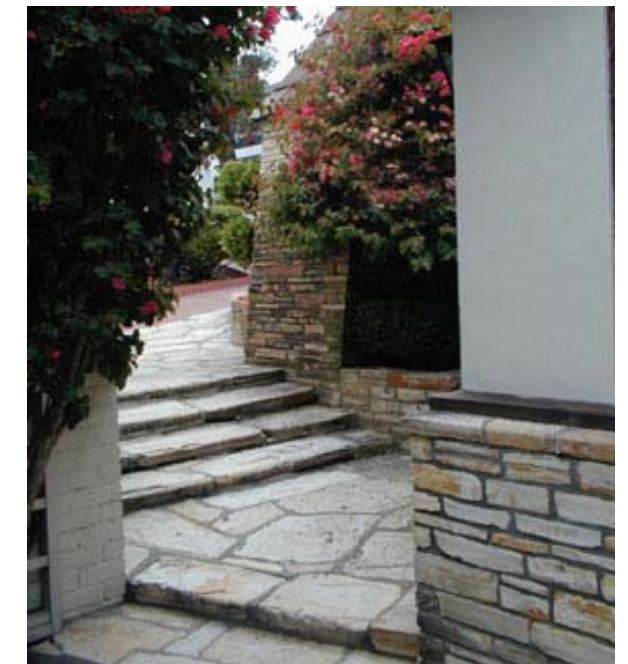
In-ground planters are appropriate at storefront recesses or flanking a store entry. Planter boxes can be utilized under storefront display windows. Planter boxes should be detailed as an integral part of the storefront and constructed from natural materials that are compatible with the overall storefront design. Planter boxes may be constructed of any material that is acceptable for walls. See the Materials section of these design guidelines for acceptable materials.

Hanging planters can add pedestrian detail and color to a storefront and may be utilized with the approval of Carmel Plaza Management. Hanging planters must be integrated with the overall storefront design and are required to maintain seven feet (7'-0") clear between grade and any planter or plant material. Plant material can not protrude more than 12 inches (12") from the planter in any direction. All irrigation lines to planted areas must be concealed.

DECORATIVE STAIRS AND RAILINGS



NATURAL PAVING



GENERAL STOREFRONT CRITERIA



3.11 Audio/Music/Speakers

Music can help to define the ambience, and set the tone for the merchandise of a tenant, however, it is necessary that all audio (speakers or sound) is confined within the tenant's leased premises so that pedestrians can enjoy the natural ambience of Carmel Plaza.

Exterior speakers are prohibited.



TRADITIONAL LIGHT FIXTURES

3.12 Exterior Lighting

True to the concept of a "village in a forest," the exterior lighting is required to be subtle. In general, the exterior lighting at Carmel Plaza is already in place and has been designed to be the minimum required for public safety. However, light fixtures can contribute to the human scale of the storefront and add detail to the facades. Light fixtures should be incorporated into the overall design of the facade and contribute to the natural village character of Carmel Plaza.

All light fixtures must be screened. No exposed light sources are allowed. Neon lighting, spotlights, flood lights, wall washers, landscape lighting and tree lighting are not allowed. See the Signage section of these design guidelines for lighting allowed for signage. See the Materials section for allowed and prohibited lighting materials.

3.13 Signage

Signage is an integral part of the storefront design. Tenants must comply with both these guidelines and the City of Carmel's Sign Ordinance (Chapter 17.36). Where conflicts occur or any uncertainty exists between these guidelines and the Sign Ordinance, the most restrictive provisions shall apply.

Signs should be compatible with the design of the storefront and are meant primarily as identification, not as advertisement or an attention-grabbing device. Signs are typically made of wood and oriented to the pedestrian, not the automobile.

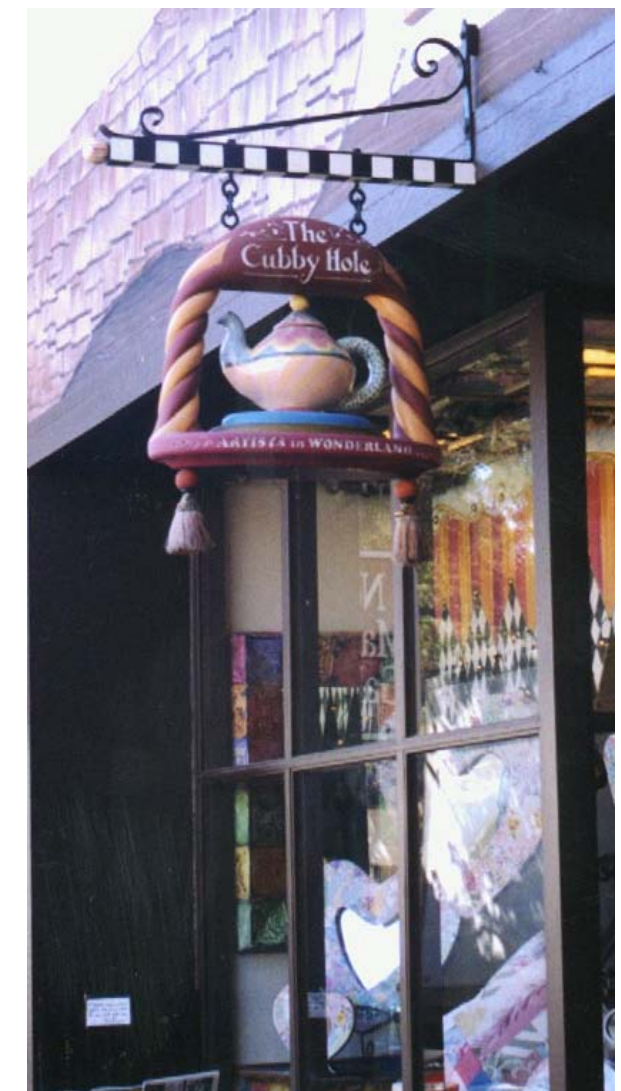
Signs should be informative of the business name, use and location. The business name should be the primary focal point of the sign and any logos or graphics should be visually subordinated relative to the business name. They should be simple in design; any creative graphic depictions should be related to the business use and shall be in scale with the sign text. Signs are required to be made of permanent and natural materials. See the Materials section for sign materials that are acceptable and unacceptable.

There are three types of signs governed by these guidelines: 1) exterior business signs (including wall signs and hanging signs), 2) interior business signs and 3) restaurant menu signs.

SHIELDED LIGHT FIXTURE



CARVED, PAINTED WOOD SIGN



3.13.1 Exterior Business Signs

One (1) exterior business sign (wall sign or hanging sign) is allowed per tenant store. The following standards must be followed for exterior business signs.

1. The maximum area of a wall-mounted sign is six (6) square feet.
2. The maximum area of a hanging sign is three (3) square feet.
3. Calculation of sign area:

All faces of multi-faced sign will be included in the calculation of area except for a double-faced hanging sign in which case only one (1) face will be included.

For irregularly shaped signs, the calculated area is based on the smallest rectangle that wholly contains the sign.

Brackets or other attachments incorporating design elements that are descriptive or informative of the business use will be included as a part of the sign area.

4. Signs must be located as close as possible to the business entrance and below the eave or parapet line of the building. Hanging signs must not project more than thirty inches (30") from the face of the storefront. Hanging signs are required to have a minimum thickness of one and one-half inches (1-1/2") and a maximum thickness of six inches (6"). Hanging signs are to have a minimum of seven feet (7'-0") and maximum of eight feet (8'-0") of vertical clearance from the sidewalk for pedestrian travel.

5. The design should be informative of the business name and use. Signs should be simple in graphic design; compatible with the design, color, size, and scale of the business storefront, adjoining structures and surroundings. Any graphic or pictorial representations must be in scale with the text on the sign.
6. See Section 3.13.4 for Sign Lighting.

EXTERIOR BUSINESS SIGNS



3.13.2 Interior Business Signs

Interior business signs are those signs that are visible from exterior areas. The following standards must be followed for interior business signs.

1. Signs affixed to a window:

Maximum number of signs affixed to windows is six (6) with a maximum aggregate area of 100 square inches. The maximum letter size is one inch (1"). Sign content is limited to "hours of operation," "will return," "alarm," "no food or drink," and/or "credit card."

2. Signs 0 feet to 5 feet back from the storefront:

Signs can be unlimited in number with unlimited content. Maximum letter size is one inch (1"). The maximum size of a single sign is one (1) square foot, with a maximum aggregate area counting all signs of two (2) square feet. Business name or identifying part of business name is limited to ten percent (10%) or less of the area of each sign.

3. Signs 5 feet or more back from the storefront:

Signs can be unlimited in number with unlimited content. Maximum letter size is three inches (3") with a maximum aggregate area counting all signs of six (6) square feet. Business name or identifying part of business name is limited to ten percent (10%) or less of area of each sign. Signs can not be lighted.



EXTERIOR BUSINESS SIGNS

3.13.3 Restaurant Menu Signs

Restaurant Menu Signs are allowed in two forms: contained within menu boxes (for restaurants) and/or take-away menus (for all food uses). A menu box is a permanently mounted architectural element on, or immediately adjacent to the business for displaying menus, awards or daily food specials. A take-away menu holder is a small, temporary or permanent container holding take-away menus for free distribution to the public. The following standards must be followed for Restaurant Menu Signs.

1. Menu Box:

Maximum number of Menu Boxes is one (1), with a maximum size of four (4) square feet. The Menu Box may not be affixed to a door or window and must be located at the entry. The contents can include a menu identical to that being used in the restaurant, special menus or awards. The design must be compatible in scale, colors and materials to the storefront. Menu Boxes may be internally illuminated. Each Menu Box is allowed a total maximum of fifteen (15) watts of interior lighting and can be lockable.

MENU BOX



MENU BOX

2. Take-Away Menu Holder:

Maximum number of Take-Away Menu Holders is one (1), with a maximum size of one (1) square foot. The Take-Away Menu Holder may not be affixed to glass in a door or window and must be located at the entry. The contents are limited to take-away menus only. The Take-Away Menu Holder must be constructed of wood (painted or stained) or basketry. Lighting is not allowed on Take-Away Menu Holders.

3.13.4 Sign Lighting

Businesses open to the public during the hours of darkness shall be allowed limited exterior lighting to enable patrons to find and identify the business. The lights shall be turned off when the business is closed each evening. One (1) incandescent (25 watts) or halogen (20 watts) light is allowed per three (3) square feet of sign area or for each side of a double-faced hanging sign.

Each light source shall be a small, bullet-type fixture painted to match surroundings, mounted to a nearby building element or incorporated into a support bracket but not designed or mounted to become part of the sign. The lighting shall be architecturally compatible with the building or mounted to be recessed or shielded or otherwise not readily visible to pedestrians. It shall also be aimed directly toward the sign but not toward the eye level of pedestrians or vehicles.

BULLET-TYPE SIGN LIGHT FIXTURE



INTEGRATED SIGN LIGHTING

BULLET-TYPE SIGN LIGHT FIXTURE



4.0 EXTERIOR STREET FACADES

The Elegant Natural Tradition

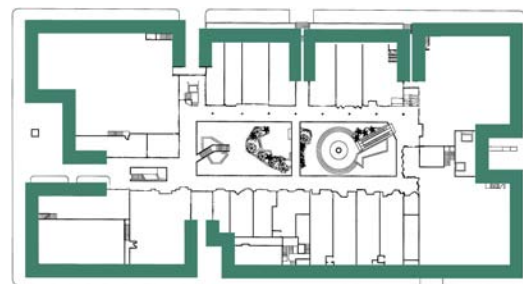


The exterior storefronts are part of the urban fabric of Carmel's commercial district. They must be designed to fit within the unique character of the city. Carmel is known as a "village in a forest" and can be described as following the "Elegant Natural Tradition" of Carmel. Storefronts in the Elegant Natural Tradition do not call undue attention to themselves, but fit into the context of the city. They respect the small-scale buildings in Carmel and are constructed of natural materials, with a high level of detail. Storefronts are not required to adhere to a specific style, but should be built with respect for traditional proportions and historical construction techniques. The vast majority of Carmel's buildings were built with load bearing masonry or frame walls. Because of the construction type, there are large areas of exterior walls. Walls adequate to carry the buildings' loads to the ground flanked the storefront openings. Pilasters were of significant width for the same reasons. Storefronts should respect the proportions that grew out of these structural necessities.

The tenant is encouraged to provide entries and display windows along the exterior street facades provided the buildings of Carmel Plaza retain their sense of continuity. New entries and display windows should be consistent with the prevalent architectural style of the adjacent buildings. Tenants are encouraged to provide

pedestrian-scaled interest through the use of variations in color and surfaces of doors, windows and entry elements. Windows are required to have a twelve inch (12") minimum base below each sill in a material, texture or color that contrasts with the wall material above the base.

The materials of the exterior street facades must reflect the "Elegant Natural Tradition." The use of natural materials such as wood, brick and stone is encouraged. In any event, the materials must be durable and timeless. These design guidelines seek to specifically address the characteristics of the "Elegant Natural Tradition" that will ensure that exterior street facades reinforce the unique atmosphere of Carmel and Carmel Plaza.



4.1 Awnings

Awnings must fit within the overall character of the storefront. The awnings must be detailed so that their shape, proportions and supporting members complement the storefront. Awnings are not allowed on north-facing facades. Awnings must be designed to be compatible in form and detail to any adjacent awnings. Long, continuous awnings, single awnings with irregular depths and awnings that extend more than four feet (4') from the storefront are not permitted.

Awnings must relate to storefront openings. A minimum four-inch (4") valance is required for awnings. The maximum length to height ratio for awnings is 2/1. Fabric is the only acceptable awning material. No insignia, graphics or text is permitted on awning fabric. Awning supports may be steel (painted to match the awning, or to match a storefront accent color) or wrought iron. See the Colors section of these guidelines for acceptable awning colors.

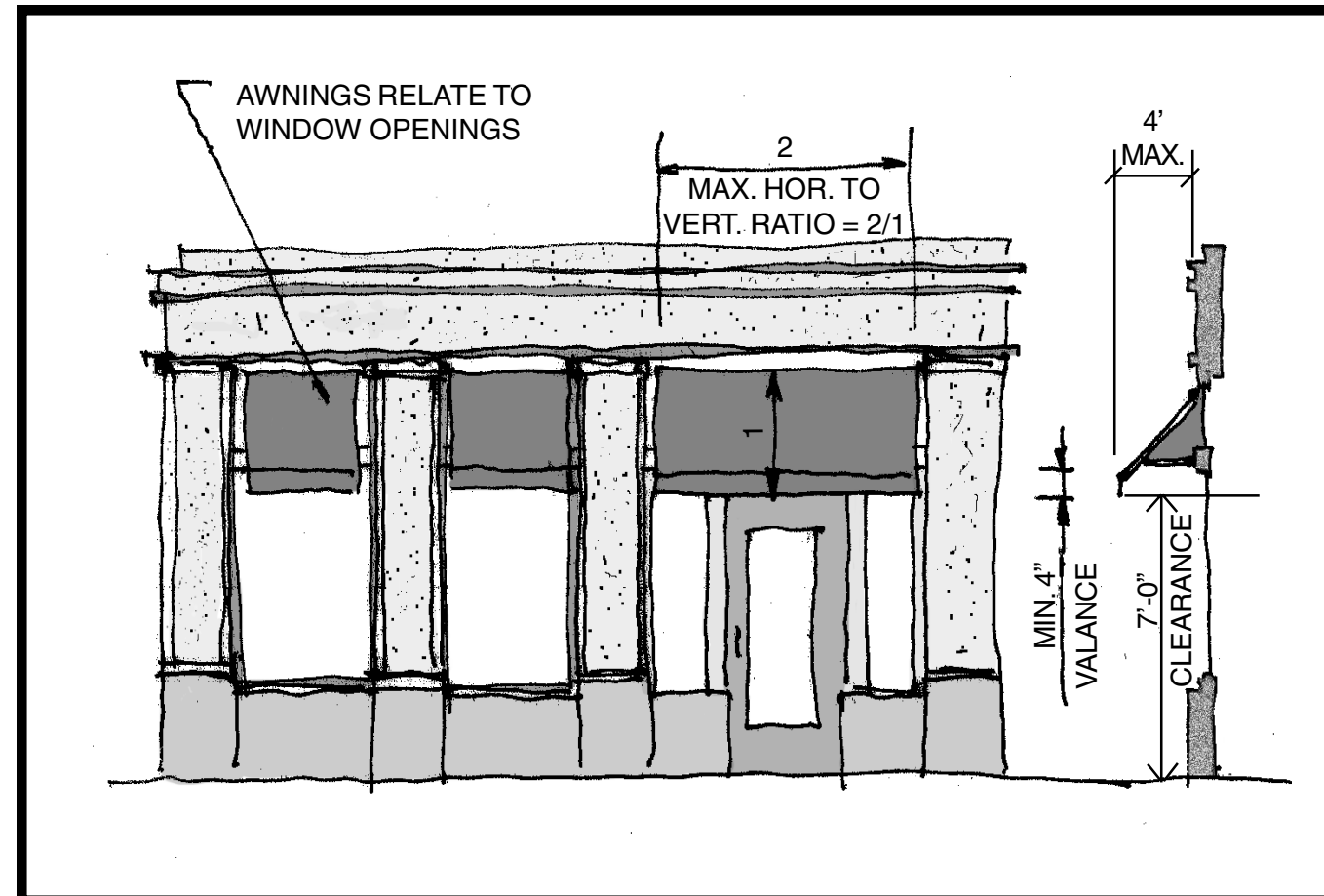


FIGURE 4.1 AWNINGS

AWNINGS RELATE TO OPENINGS



LONG, HORIZONTAL AWNINGS NOT ALLOWED



AWNINGS FIT IN OPENING WITH VALANCE



4.2 Acceptable Colors

The storefront's colors are required to lend a feeling of subtle, naturalistic elegance. They must blend in with the natural surroundings, the base building and adjacent storefronts. Colors must respect the established traditions of the commercial neighborhood and blend harmoniously with the patterns of the street.

Base colors that are muted and blend with the natural surroundings are required. The tenant may choose a base color with any hue with saturation of 15% or less. See the color wheel for acceptable base colors.

Accent colors can be more saturated. Accent colors are limited to 15% of the storefront area, not including awnings. Brightness of accent colors must be 50% or less (0%=black, 100%=white). See the color wheel at right for acceptable accent colors. Awning colors can be any acceptable color.

Colors that vary from the standard palettes may require separate city planning commission approval.

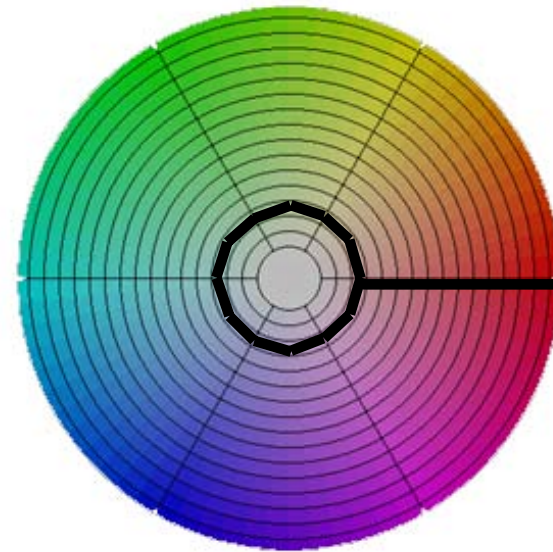
Mottling, antiquating and faux finishes are not allowed.

The colors in this manual are reproduced as accurately as possible; however, due to variations in printing processes, these colors may have some variation from actual acceptable colors. Refer to the Benjamin Moore colors listed below for examples of actual acceptable colors for use on the exterior street facades.

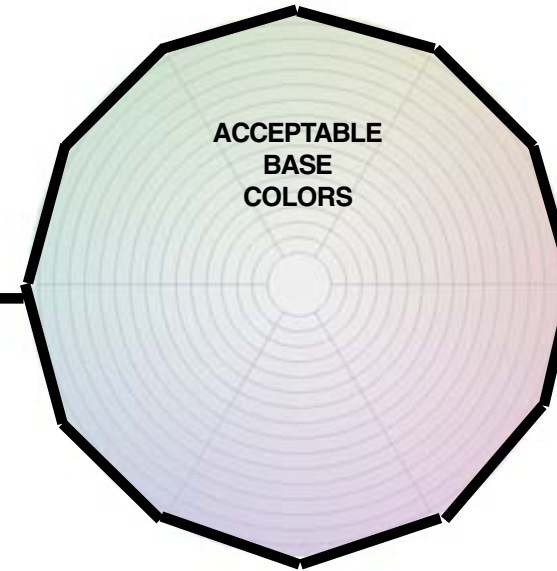
Base Colors:
Numbers 2088 through 2175 with a suffix of 70.

Accent Colors:
Historic Colors (Prefix of HC) with a base of 4B.

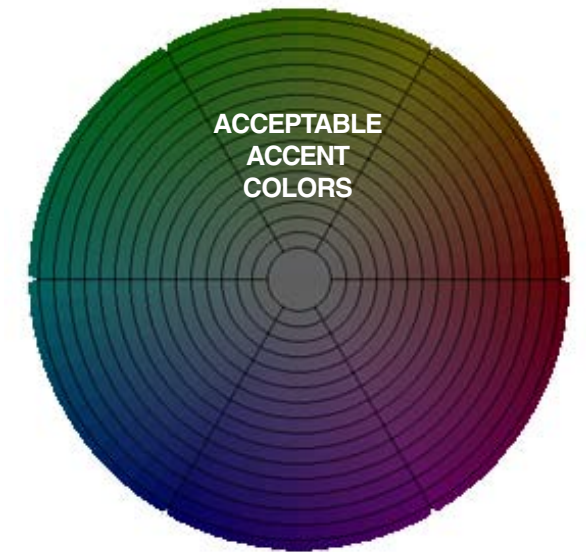
Standard Color Wheel



Base Colors
(Any Hue: Saturation 15% or Less)



Accent Colors
(50% brightness maximum)



NATURAL COLORS



MUTED ACCENT COLORS





4.3 Materials

Materials form the pedestrian's first impression of the storefront. They are required to have a natural appearance and a sense of warmth. Materials must blend in with the natural surroundings, the base building and adjacent storefronts. Natural materials such as wood, stone, brick and tile are required. A high level of detailing, including carved wood, moldings and architectural elements such as pilasters, eaves and cornices are encouraged.

Mottling, antiquating, faux finishes, plastic and imitation materials are not allowed. Polished materials, including polished stone and polished metal are not permitted.

Any materials to which a color is applied must follow acceptable colors per Section 4.2. The following list outlines materials allowed and not permitted for a variety of uses including paving, wall materials, windows, doors, signs and lighting. In general, warm, natural materials are allowed while polished, cold materials are not allowed.

Paving Materials Allowed:

- Brick (new or used)
- Natural un-gauged stone (slate, flagstone, etc.)
- Unglazed terra cotta pavers
- Unglazed ceramic mosaic tile
- Stained wood
- Exposed aggregate concrete
- Decorative glazed tile at stair risers

Wall Materials Allowed:

- Brick (new or used)
- Painted brick
- Natural un-gauged stone (slate, flagstone, etc)
- Cement plaster (smooth steel trowel finish)
- Unglazed ceramic mosaic tile
- Stained wood (shingles, board & batten, ship-lap, etc.)
- Painted wood (shingles, board & batten, ship-lap, etc.)
- Wrought iron
- Decorative glazed accent tiles

Window Materials Allowed:

- Wood windows
- Steel windows
- Aluminum windows (if articulated) w/ industrial flouro-polymer coating or equal finish

Door Materials Allowed:

- Wood doors
- Wood and glass doors
- Dutch doors
- Steel doors
- Aluminum doors (if articulated) w/ industrial flouro-polymer coating or equal finish

Paving Materials Not Permitted:

- Manufactured used brick
- Polished stone
- Glazed ceramic mosaic tile
- Glass block
- Concrete
- Asphalt
- Terrazzo
- Untreated wood

Wall Materials Not Permitted:

- Manufactured used brick
- Polished stone
- Exterior insulated finish system (EIFS)
- Glazed ceramic mosaic tile
- Polished metal
- Concrete block
- Glass block
- Sheet wood products (T-111, etc.)

Window Materials Not Permitted:

- Standard aluminum storefront systems
- Frameless glazing (butt-glazing)
- Mitered corners
- Etched glass
- Beveled glass
- Glass block
- Anodized aluminum

Door Materials Not Permitted:

- Standard aluminum storefront doors
- All-glass doors
- Anodized aluminum



Roof Materials Allowed:

Wood shingles
 Clay tiles
 Natural metal (copper, zinc, etc.)
 Slate
 Gutters must be copper or painted metal

Roof Materials Not Permitted:

Asphalt shingles
 Cement tiles
 Manufactured imitation materials
 Painted or coated metals

Sign Materials Allowed:

Painted wood
 Natural or stained wood
 Carved wood
 Ceramic tile
 Natural stone
 Natural metals (cor-ten, iron, copper etc.)
 Painted metal

Sign Materials Not Permitted:

Plastic
 Fabric
 Imitation materials
 Glass
 Polished stone
 Polished metal

Sign Bracket Materials Allowed:

Wrought iron
 Painted steel
 Painted wood
 Natural or stained wood
 Aged metal

Sign Bracket Materials Not Permitted:

Polished metal
 Imitation materials
 Plastic
 Aluminum

Light Fixture Materials Allowed:

Painted wood
 Natural or stained wood
 Carved wood
 Painted metal
 Wrought iron
 Natural metals (cor-ten, iron etc.)
 Clear glass
 Beveled glass
 Frosted glass

Light Fixture Materials Not Permitted:

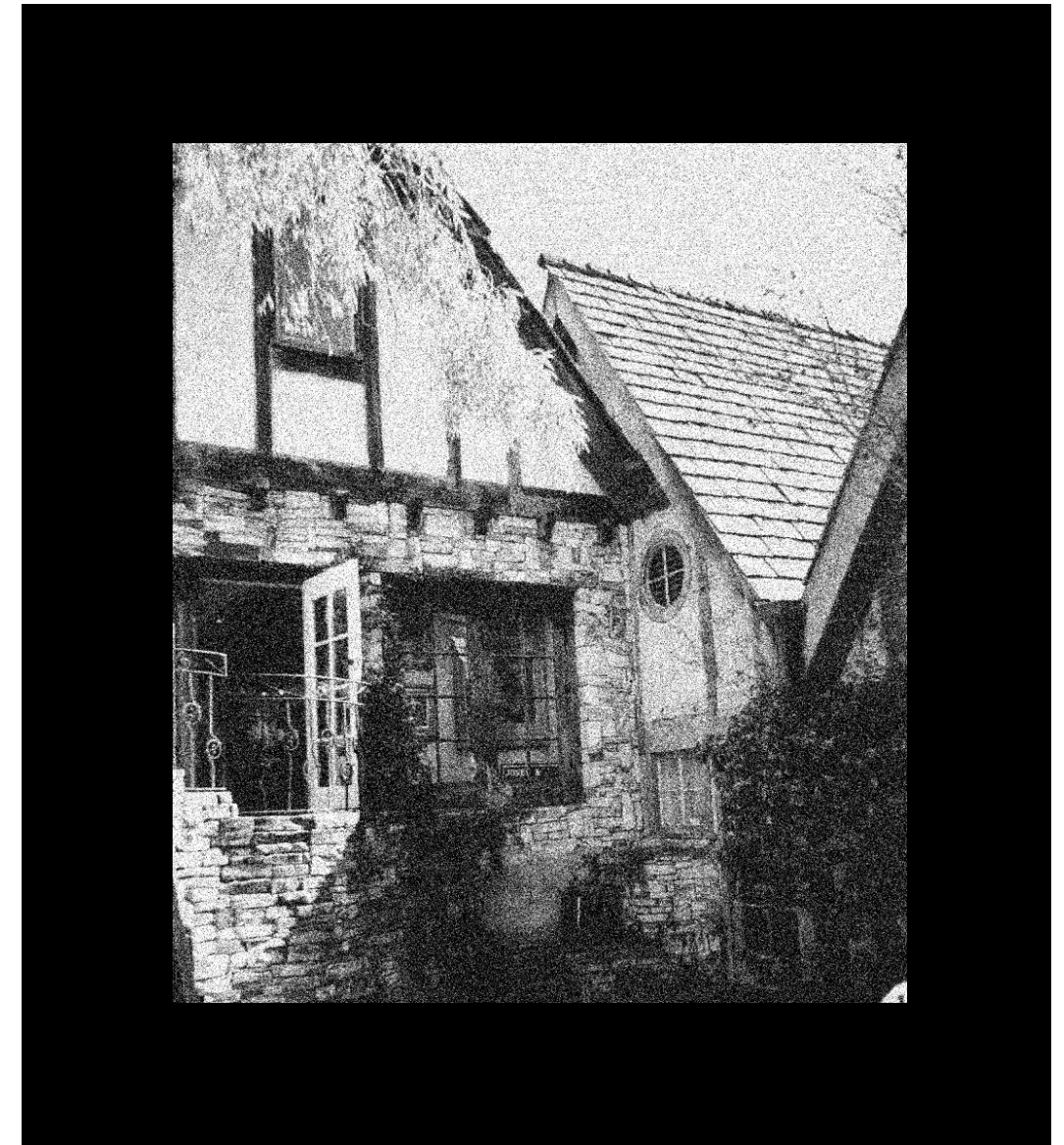
Plastic
 Fabric
 Imitation materials
 Polished metal
 Polished stone
 Polished metal

Hardware Allowed:

Wrought iron
 Natural finished metal
 Natural finished wood (door pulls, etc.)

Hardware Not Permitted:

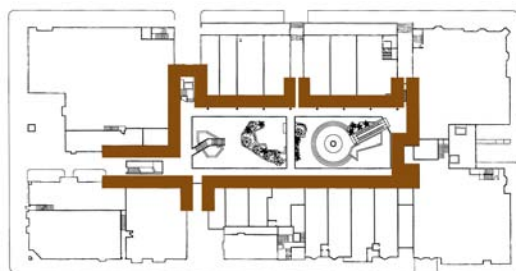
Polished metal
 Plastic
 Imitation materials
 Painted metal





The interior storefronts set the character for Carmel Plaza’s courtyard. Courtyards are a tradition in Carmel’s commercial district and contribute to the informal nature of the shopping experience. The storefronts in the courtyard of Carmel Plaza should be compatible with the “Elegant Natural Tradition” of the exterior facades, but designers are encouraged to be innovative in their approach to the facades in the courtyard. The “Downtown Tradition” is based upon each storefront having its own unique identity while maintaining compatibility with adjacent storefronts. The result is a richness of design and expression that is found in small downtown streets. Like the exterior street facades, the interior courtyard facades should respect the small scale of buildings in Carmel and are to be constructed of natural materials, with a high level of detail. Storefronts are not required to adhere to a specific style, but should respect the small scale of Carmel Plaza.

The acceptable colors and materials of the interior courtyard facades in the “Downtown Tradition” are less restrictive than those of the “Elegant Natural Tradition.” The use of natural materials such as wood, brick and stone in an innovative way is encouraged. The colors are encouraged to be vibrant and lively. In any event, the materials must be durable and elegant. These design guidelines seek to outline the characteristics of the “Downtown Tradition” that will ensure that interior courtyard facades create a lively and festive environment for the courtyard of Carmel Plaza.

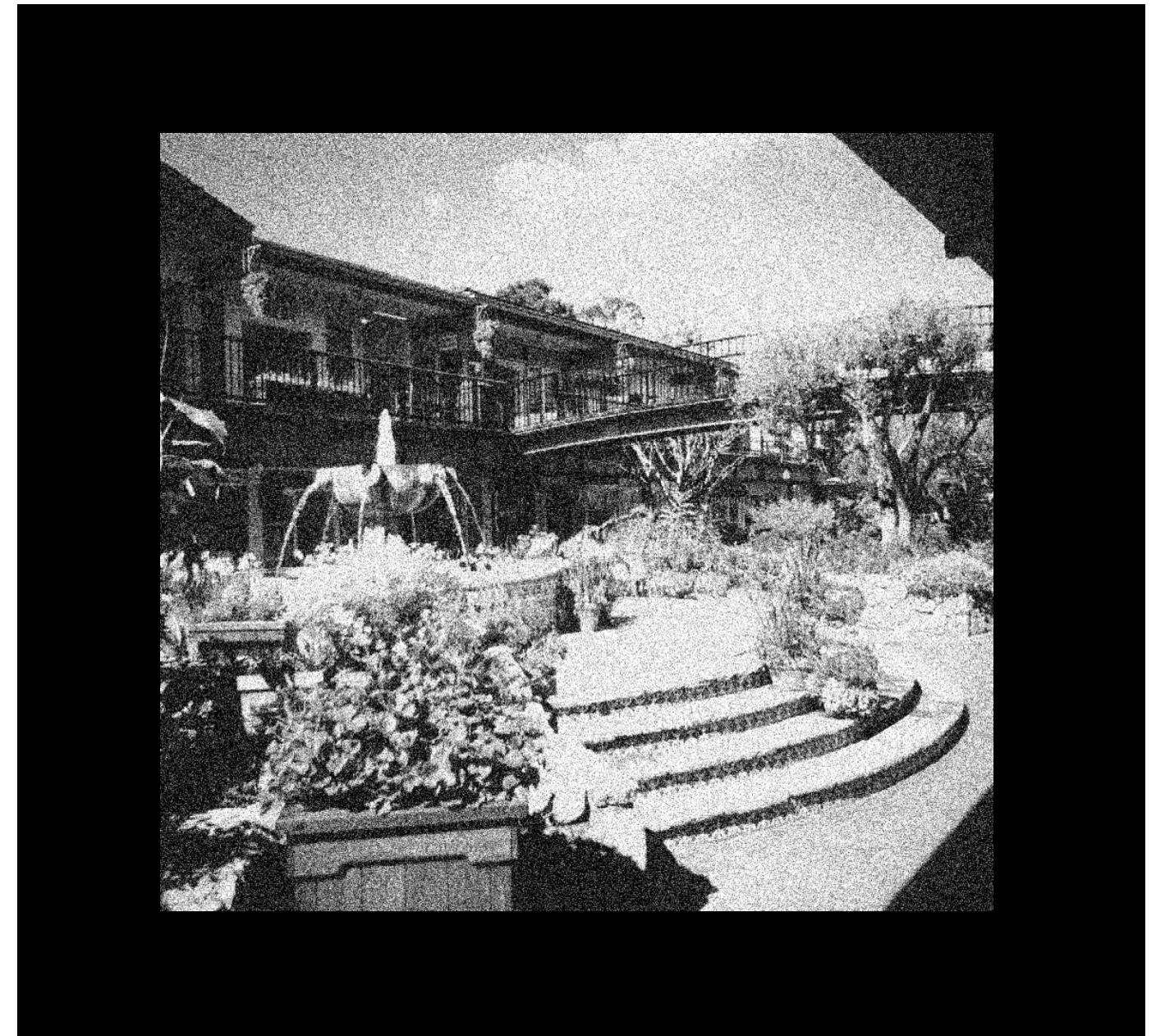


5.1 Awnings

In general, awnings are not appropriate on the interior courtyard facades of Carmel Plaza. Awnings are not allowed when the storefront is behind an arcade or under an overhang.

Where awnings are allowed, they must fit with the overall character of the storefront and must be designed to be compatible in form and detail to any adjacent awnings. Awnings are not appropriate on north-facing facades. Long, continuous awnings, single awnings with irregular depths and awnings that extend more than four feet (4') from the storefront are not permitted. No insignia, graphics or text are allowed on awning fabric. Where permitted, awnings must comply with the requirements of Section 4.1.

AWNINGS



THE COURTYARD AT CARMEL PLAZA



5.2 Acceptable Colors

The storefront's colors are required to lend a feeling of subtle, naturalistic elegance. They must blend in with the natural surroundings, the base building and adjacent storefronts.

Base colors that are muted and blend with the natural surroundings are preferred. The tenant may choose a base color with any hue with a saturation of 20% or less. See the color wheel for acceptable saturation.

Accent colors are encouraged for the interior courtyard facades to help create a lively atmosphere. Accent colors can be more saturated. Accent colors are limited to 20% of the storefront area. Brightness of accent colors must be 60% or less (0%=black, 100%=white). Accent colors for the interior courtyard facades are not limited in hue. See the color wheel at right for acceptable accent colors.

Colors that vary from the standard palettes may require separate city planning commission approval.

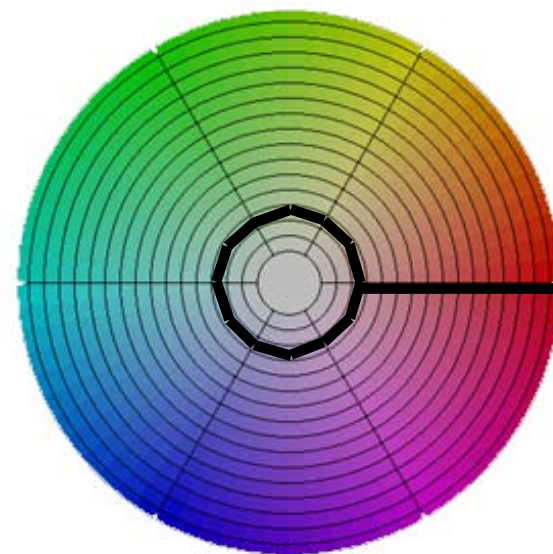
Paint must be applied as a solid color. Mottling, anti-quating and faux finishes are not allowed.

The colors in this manual are reproduced as accurately as possible; however, due to variations in printing processes, these colors may have some variation from actual acceptable colors. Refer to the Benjamin Moore colors listed below for examples of actual acceptable colors for use on the interior courtyard facades.

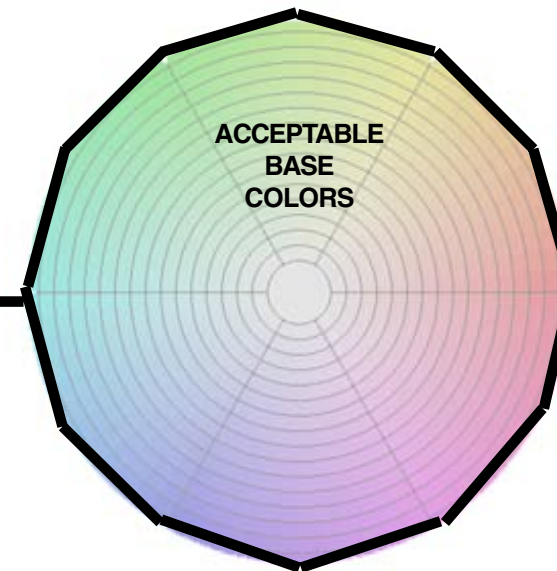
Base Colors:
Color numbers 2088 through 2175 with a suffix of 60 or 70.

Accent Colors:
Color numbers 2088 through 2175 and Historic Colors (Prefix of HC) with a base of 3B or 4B.

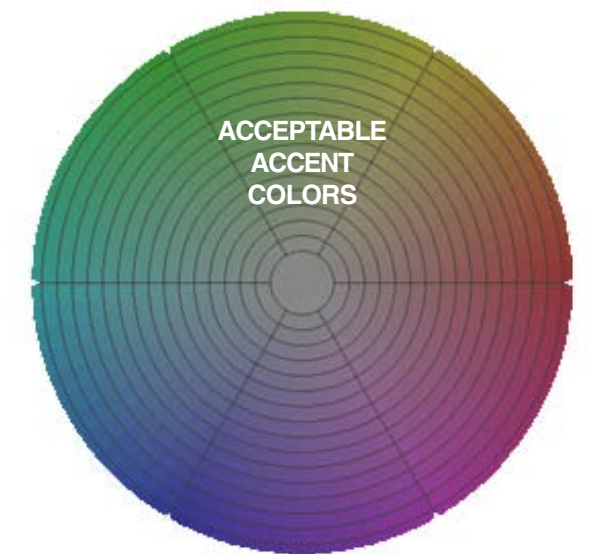
Standard Color Wheel



Base Colors
(Any Hue: Saturation 20% or Less)



Accent Colors
(60% brightness maximum, all hues)



NATURAL COLORS



INTERIOR COURTYARD FACADES





5.3 Materials

Materials form the pedestrian's first impression of the storefront. They are required to have a natural appearance, and a sense of warmth. They must blend in with the natural surroundings, the base building and adjacent storefronts. Natural materials such as wood, stone, brick and tile are required. A high level of detailing, including carved wood, moldings and architectural elements such as pilasters, eaves and cornices are encouraged.

Mottling, antiquating, faux finishes, plastic and imitation materials are not allowed.

The following list outlines materials allowed and not permitted for a variety of uses including paving, wall materials, windows, doors, signs and lighting. In general, warm, natural materials are allowed while polished, cold materials are not allowed.

NATURAL MATERIALS



Paving Materials Allowed:

- Brick (new or used)
- Natural un-gauged stone (slate, flagstone, etc)
- Polished stone (with wet coefficient of friction >0.6)
- Unglazed terra cotta pavers
- Unglazed ceramic mosaic tile
- Stained wood
- Exposed aggregate concrete
- Decorative glazed tile at stair risers
- Modular Stone

Wall Materials Allowed:

- Brick (new or used)
- Painted brick
- Natural un-gauged stone (slate, flagstone, etc)
- Polished stone (as accents)
- Cement plaster (smooth steel trowel finish)
- Unglazed ceramic mosaic tile
- Stained wood (shingles, board & batten, ship-lap, etc.)
- Painted wood (Shingles, board & batten, ship-lap, etc.)
- Wrought iron
- Decorative glazed tile accents

Window Materials Allowed:

- Wood windows
- Steel windows
- Aluminum windows (if articulated) w/ industrial flouro-polymer coating or equal finish

Door Materials Allowed:

- Wood doors
- Wood and glass doors
- Dutch doors
- Steel doors
- Aluminum doors (if articulated) w/ industrial flouro-polymer coating or equal finish

Paving Materials Not Permitted:

- Manufactured used brick
- Terrazzo
- Glazed ceramic mosaic tile
- Glass block
- Concrete
- Untreated wood

Wall Materials Not Permitted:

- Manufactured used brick
- Exterior Insulated Finish System (EIFS)
- Glazed ceramic mosaic tile
- Polished metal
- Concrete block
- Glass block
- Sheet wood products (T-111, etc.)

Window Materials Not Permitted:

- Standard aluminum storefront systems
- Frameless glazing
- Mitered corners
- Beveled glass
- Etched glass
- Glass block
- Anodized aluminum

Door Materials Not Permitted:

- Standard aluminum storefront doors
- All-glass doors
- Anodized aluminum



DECORATIVE TILE RISERS



Roof Materials Allowed:

Wood shingles
 Clay tiles
 Natural metal (copper, zinc, etc.)
 Slate
 Asphalt Shingles

Roof Materials Not Permitted:

Cement tiles
 Manufactured imitation materials
 Painted or coated metals

Sign Materials Allowed:

Painted wood
 Natural or stained wood
 Carved wood
 Ceramic tile
 Natural stone
 Natural metals (cor-ten, iron etc.)
 Painted metal
 Polished metal (for lettering only)

Sign Materials Not Permitted:

Plastic
 Fabric
 Imitation materials
 Glass
 Polished stone
 Polished metal (on body of sign)

Sign Bracket Materials Allowed:

Wrought iron
 Painted steel
 Painted wood
 Natural or stained wood
 Aged metal

Sign Bracket Materials Not Permitted:

Polished metal
 Imitation materials
 Plastic

Light Fixture Materials Allowed:

Painted wood
 Natural or stained wood
 Carved wood
 Painted metal
 Wrought iron
 Natural metals (cor-ten, iron etc.)
 Clear glass
 Beveled glass
 Frosted glass

Light Fixture Materials Not Permitted:

Plastic
 Fabric
 Imitation materials
 Polished metal
 Polished stone

Hardware Allowed:

Wrought iron
 Natural finished metal
 Polished metal
 Natural finished wood (door pulls, etc.)

Hardware Not Permitted:

Plastic
 Imitation materials
 Painted metal



COURTYARD FACADES AT CARMEL PLAZA



6.0 Submittal Requirements

A tenant design package will be issued by the landlord to new tenants entering the shopping center and to those tenants upgrading their premises. This package will include the Tenant Storefront Design Guidelines.

These documents are to be used by the tenant's architect in establishing aesthetic and technical parameters for the design of a proposed store.

The tenant is obligated to submit drawings and specifications to the Landlord, the Carmel Plaza tenant coordinator, and the Carmel Planning Department for review. Prior to Planning Department submittal, the documents must have received approval from the Landlord and the Carmel Plaza Tenant Coordinator. A Submittal that is compliance with these guidelines will undergo planning staff (administrative) review. Submittals not in compliance will undergo a public review process before the Design Review Board or Planning Commission. The Planning Department reserves the right to refer applications that involve significant policy or design issues to the Planning Commission.

Submittals to the Landlord are in two sequential phases: the Preliminary Submittal and the Final Submittal. A Conceptual Submittal is optional (see 6.1). The required deliverables for each phase of submittals is specified below.

All plans shall be submitted to:

- Tenant Coordinator and Carmel Plaza General Manager
- The Macerich Company

The landlord's design consultant is available for informal conversations with the tenant or his architect at any point in the design or submittal process, to assist them in streamlining their design approach and to gain compliance with the requirements of the Tenant Storefront Design Guidelines.

6.1 Conceptual Submittal (Optional)

Prior to any submittal, the tenant and /or tenant's architect may informally present to the landlord or the design review architect the design concepts and ideas proposed for any new work. This can take the form of a meeting or rough sketches and notes submitted by mail or fax. Although not required, it is highly recommended that the tenant present a conceptual submittal.

6.2 Preliminary Submittal

The tenant will, within twenty (20) days after receipt of the tenant package, be required to submit preliminary design drawings. The preliminary submittal is to include only those architectural documents which are designated below; additional submittal material will not be considered. Construction documents will not be accepted for the preliminary submittal.

NOTE: The preliminary design phase is mandatory. Complete final plans will not be reviewed until the basic storefront concept, including signage and basic layout of the space, is approved.

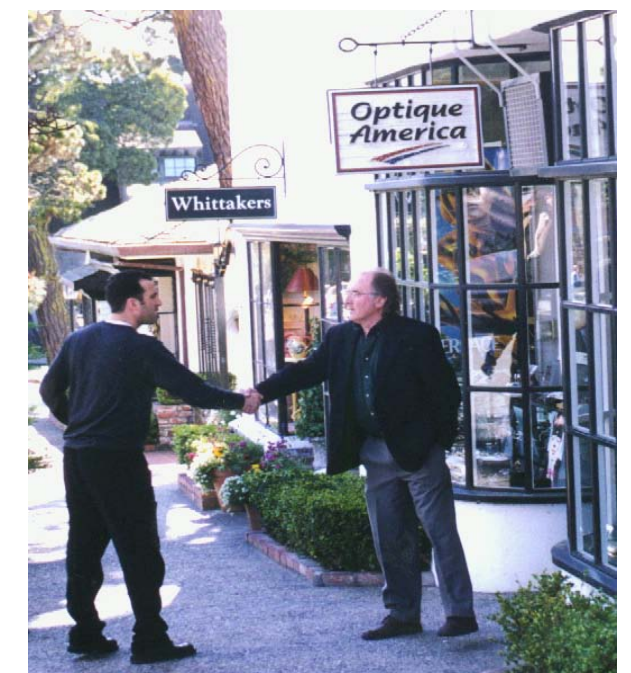
The requirements of the preliminary submittal follow:

1. A color rendered storefront elevation or perspective including signage and graphics. This drawing must include the storefronts immediately adjacent to the tenant's storefront.
2. 1/4" scale floor plan indicating the configuration of all storefront elements, basic fixture layout, stock areas, and toilet rooms. Overall dimensions should be included and structural grids delineated.
3. 1/2" scale storefront elevations (including the signage concept and clearly identified materials for the storefront).
4. Storefront sections to fully illustrate the concept and details for connections to the Plaza's elements.
5. A reflected ceiling plan.
6. Material and color samples for all storefront elements mounted on a board no larger than 11" x 17". Actual material samples are required. Samples that are not actual materials will be rejected.
7. One set of sepias and two (2) sets of prints shall be submitted for all preliminary drawings.

The preliminary design review process considers the three-dimensional form of the storefront, the materials, image, colors and signage integration to determine whether or not the criteria has been met. The Compliance Checklist (see 7.0) will be used to identify conformance and/or deviation from these design guidelines. One of two responses will generate from this process:

1. Approval as noted, with conditions to be addressed in the final submittal, or
2. Revise and re-submit, when the Tenant's basic design is unacceptable and needs to be revised. A re-submittal will then be required. Final submittals will not be reviewed until the preliminary re-submittal has been approved.

Photographs of tenant's existing stores that are similar in design intent are encouraged to be included in the preliminary submittal.





6.3 Final Submittal

When the tenant obtains preliminary design approval, he is able to proceed with the submittal of final construction documents for review. Like the preliminary review, the final submittal is either accepted or returned with conditions to be addressed.

Final approved plans must not have corrections or comments. Final plans must be re-submitted until approval is reached. Three (3) sets of blueprints and one (1) set of sepia prints will be required for all drawings in the final submittal. The final submittal blueprints must be wet-stamped and signed by the appropriate design professionals prior to submittal to the landlord for final approval. The final submittal must contain the following:

1. Architectural Drawings
2. Electrical Drawings
3. Mechanical Drawings
4. Sign Fabrication Shop Drawings

Upon final plan approval, the tenant will be released to submit plans to the City of Carmel.

Architectural Drawings

1. Key plans showing the location of premises with the center
2. Floor plan at 1/4" scale
3. Longitudinal section at 1/4" scale
4. Interior elevations at 1/4" scale
5. Reflected ceiling plan at 1/4" scale
6. Storefront elevations at 1/2" scale
7. Storefront sections at 1/2" scale
8. Signage design and location, shown on the storefront plan, section, and elevation drawings.
9. Door, finish, and color schedules
10. Construction specifications

Electrical Drawings

1. Circuitry Plans
2. Panelboard schedules
3. Riser diagrams
4. Electrical load tabulations
5. Specifications
6. Any required energy calculations
7. Fixture catalog cuts for any exposed storefront lighting

Mechanical Drawings

1. HVAC equipment and distribution diagram
2. Mechanical/electrical data tabulations sheet
3. Plumbing plans
4. HVAC specifications/requirement sheet
5. Any required energy calculations

Sign Fabrication Shop Drawings

Shop drawings by the sign fabricator are to be submitted for approval along with the final submittal. All submissions are to include three (3) sets of original sign shop drawings.

Faxed submittals will not be permitted.

Shop drawings must be fully dimensioned (indicating sign panels, individual letter and overall sign lengths and heights) and include the following information:

1. Material designation and color sample
2. Lighting specifications
3. Actual letter style and type
4. Detail drawings of all ornamental hardware and metal
5. A drawing indicating the precise sign location on the storefront and the location of all concealed hardware and equipment including transformers and access panels.



7.0 COMPLIANCE CHECKLIST



7.1 STOREFRONT COMPLIANCE CHECKLIST: The following checklist summarizes the requirements of these guidelines and has been developed to assist the tenant in gaining storefront design approval.

GENERAL STOREFRONT CRITERIA

	In Compliance	Not In Compliance
1) Façade Proportions and Scale		
a) Vertically Proportioned Openings	q	q
b) Eight foot (8'-0") Maximum Opening Height (9' w/ Transom)	q	q
2) Setbacks and Protrusions		
a) Changes in Plane	q	q
b) Informal Composition	q	q
c) Two Foot (2'-0") Recess at Entry	q	q
d) 40% of Storefront Recessed a Minimum of One Foot (1'-0")	q	q
e) Bay Windows 2'-6" Clear From Grade	q	q
3) Doors		
a) Single Leaf (Unless Double Doors Required for Exiting)	q	q
b) Maximum Door Height Seven Feet (7'-0")	q	q
c) Wood, Wood and Glass, Steel or Steel and Glass doors	q	q
d) If Aluminum and Glass, then Articulated	q	q
4) Windows		
a) Wood, Steel or Articulated Aluminum Sash	q	q
b) Maximum Glazing Panel of Thirty (30) Square Feet	q	q
c) Vertical Proportions (1.4/1 Min.)	q	q
5) Walls		
a) Maximum Opening Width of Twelve Feet (12'-0")	q	q
b) End Walls One Foot Six Inches (1'-6") Minimum	q	q
c) Variation in Plane, Texture or Materials for Walls Over Twenty Feet (20'-0") in Length	q	q
6) Roofs		
a) Complete Roof Forms	q	q
7) Overhangs		
a) Low Eaves-Nine Feet (9'-0") Maximum	q	q
b) Articulated Underside of Eaves	q	q

	In Compliance	Not In Compliance
8) Umbrellas		
a) Maximum Six Feet (6'-0") in Diameter	q	q
b) Wood or Wrought Iron Structure	q	q
c) Flame Retardant Fabric Without Text or Graphics	q	q
d) Maximum Nine Feet (9'-0") High at Peak	q	q
e) Within Tenant's Lease Premises	q	q
9) Stairs/Ramps/Railings		
a) Natural Materials on Stairs/Ramps	q	q
b) Wood or Wrought Iron Railings	q	q
10) Landscaping		
a) Informal Composition	q	q
b) Concealed Irrigation System	q	q
11) Audio/Music/Speakers		
a) Confined Within Leased Premises	q	q
12) Lighting		
a) Screened Fixtures	q	q
13) Signage		
a) Exterior Business Signs	q	q
b) Interior Business Signs	q	q
c) Restaurant Menu Signs	q	q
d) Sign Lighting	q	q
14) Awnings		
a) Relate to Window Openings	q	q
b) Maximum Length to Height Ratio of 2/1	q	q
c) Four Inch (4") Minimum Valance	q	q
d) Painted Steel or Wrought Iron Supports	q	q

EXTERIOR STREET FACADES The Elegant Natural Tradition

1) Colors

	In Compliance	Not In Compliance
a) Acceptable Color Palette (Section 4)	q	q

2) Materials

	In Compliance	Not In Compliance
a) Complies with Section 4.3	q	q

INTERIOR COURTYARD FACADES The Downtown Tradition

1) Awnings

	In Compliance	Not In Compliance
a) Awnings Not Allowed Under Arcade, Overhang or on South-facing Façade	q	q

2) Colors

	In Compliance	Not In Compliance
a) Acceptable Color Palette (Section 5)	q	q

3) Materials

	In Compliance	Not In Compliance
a) Complies with Section 5.3	q	q

STOREFRONT (Summary)

	In Compliance	Not In Compliance
	q	q