



WESTERN AVENUE CORRIDOR

DESIGN IMPLEMENTATION GUIDELINES

Western Avenue Corridor Design Implementation Guidelines
March 14, 2015

DRAFT MARCH 2015



Today's Agenda

1. Introduction

SCAG
City of Rancho Palos Verdes
City of Los Angeles and Council District 15
Caltrans

2. Western Avenue Corridor Vision Plan

Overview
Key Goals and Principles

3. Design Implementation Guidelines

Role and Purpose
Key Guidelines
Streetscape Options

4. Next Steps

Meet with City and Consultant Team
Fill out a Comment Card
Final document will be presented at Open House in Spring 2015

1. Introduction

- ✓ SCAG
- ✓ *Rancho Palos Verdes – Western Avenue Specific Plan*
- ✓ *Los Angeles – San Pedro Community Plan and CPIO*
- ✓ *Caltrans – “Complete Streets” pilot project*

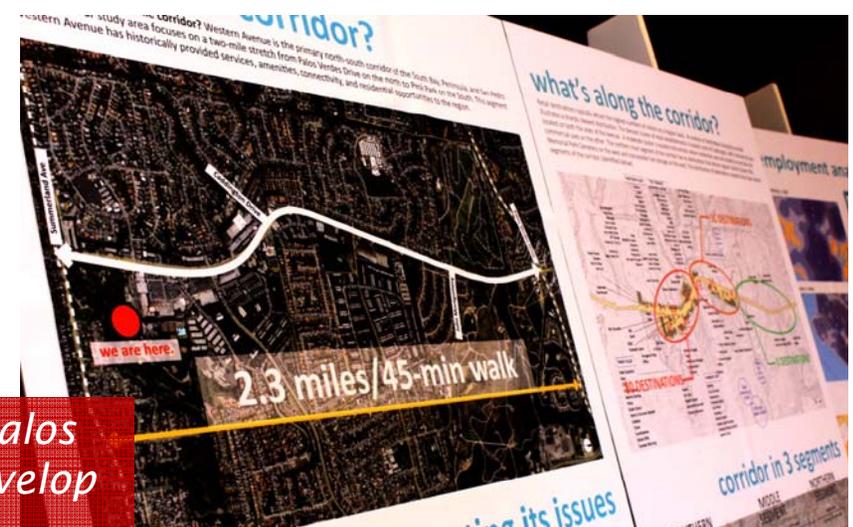


2. Western Avenue Corridor Vision Plan

In October 2011, Rancho Palos Verdes received a grant from SCAG to develop a Vision Plan for Western Avenue. The Western Avenue Corridor Vision Plan was completed in 2013.



In 2014, with the help of another SCAG grant, Rancho Palos Verdes has partnered with the City of Los Angeles to develop design implementation guidelines for Western Avenue.



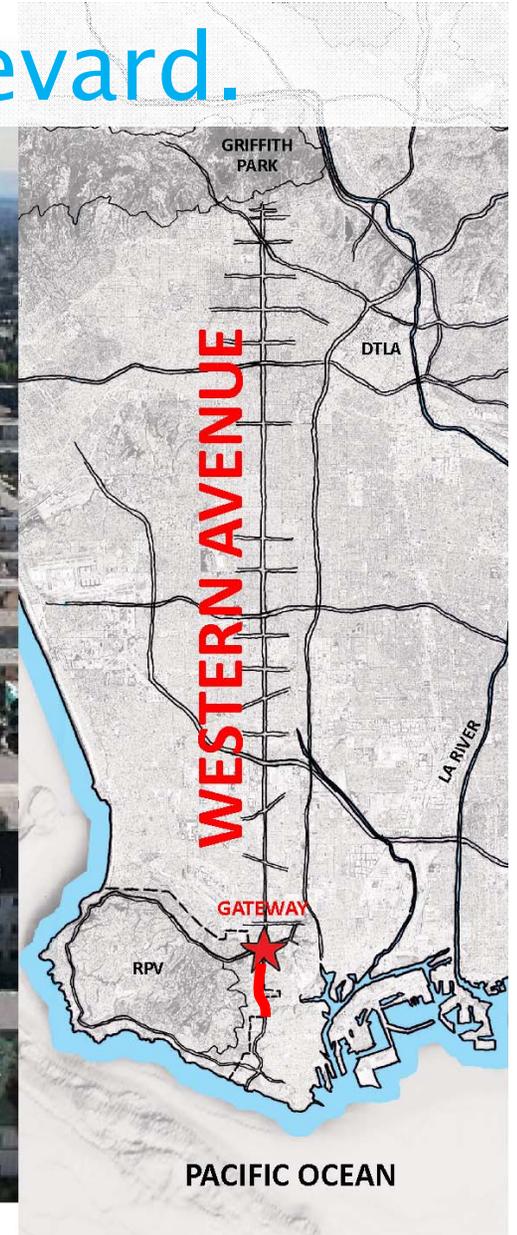
What is Western Avenue?



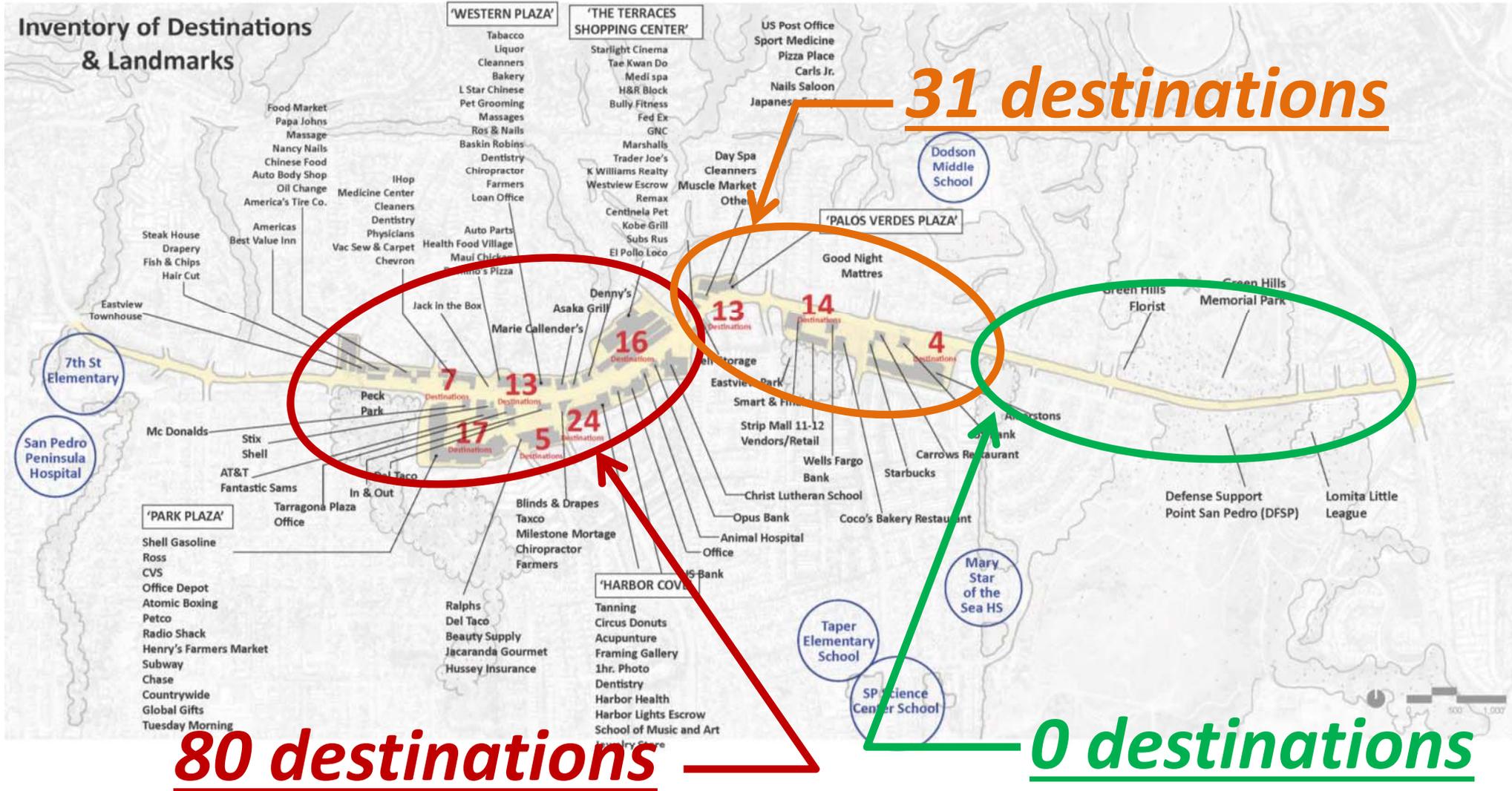
It is the mountain-to-ocean boulevard.



Looking south on Western Avenue at Wilshire Boulevard



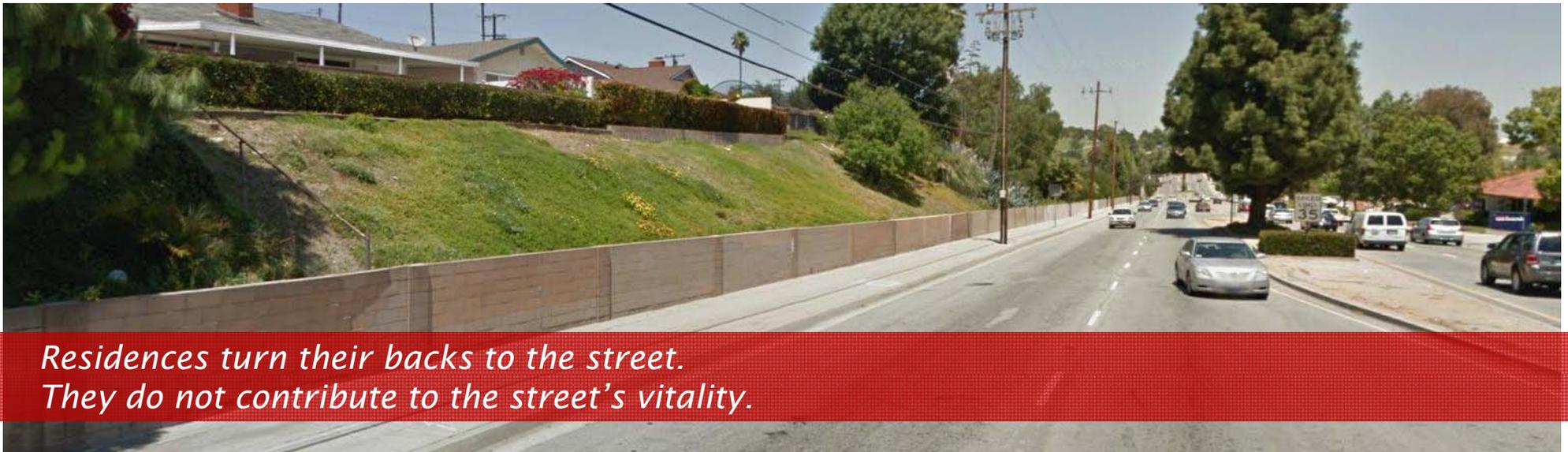
Western Ave is not homogenous.



Patterns of development are dated.



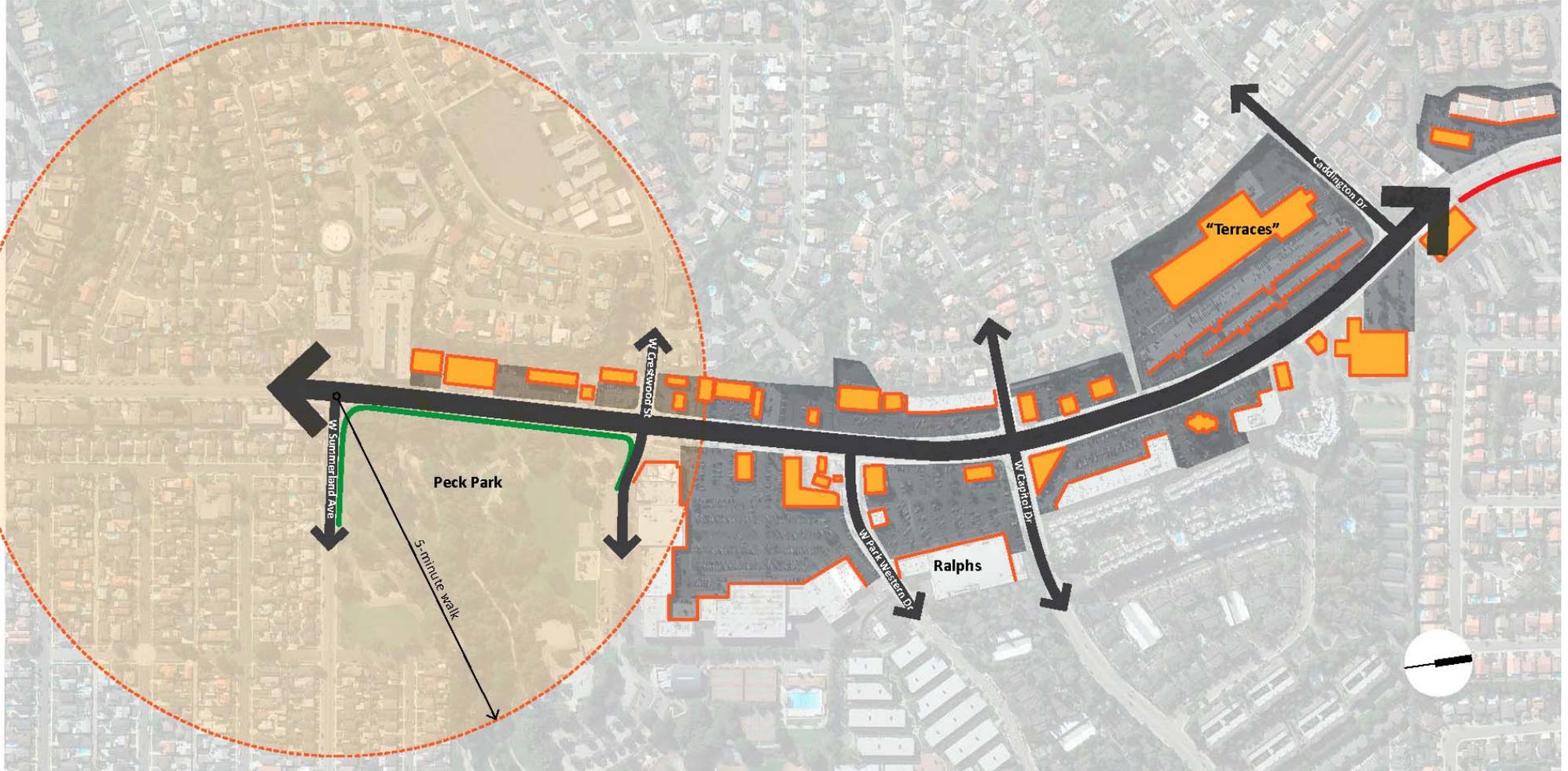
*Commercial blocks are auto-oriented.
The corridor offers a poor pedestrian experience with little amenities.*



*Residences turn their backs to the street.
They do not contribute to the street's vitality.*

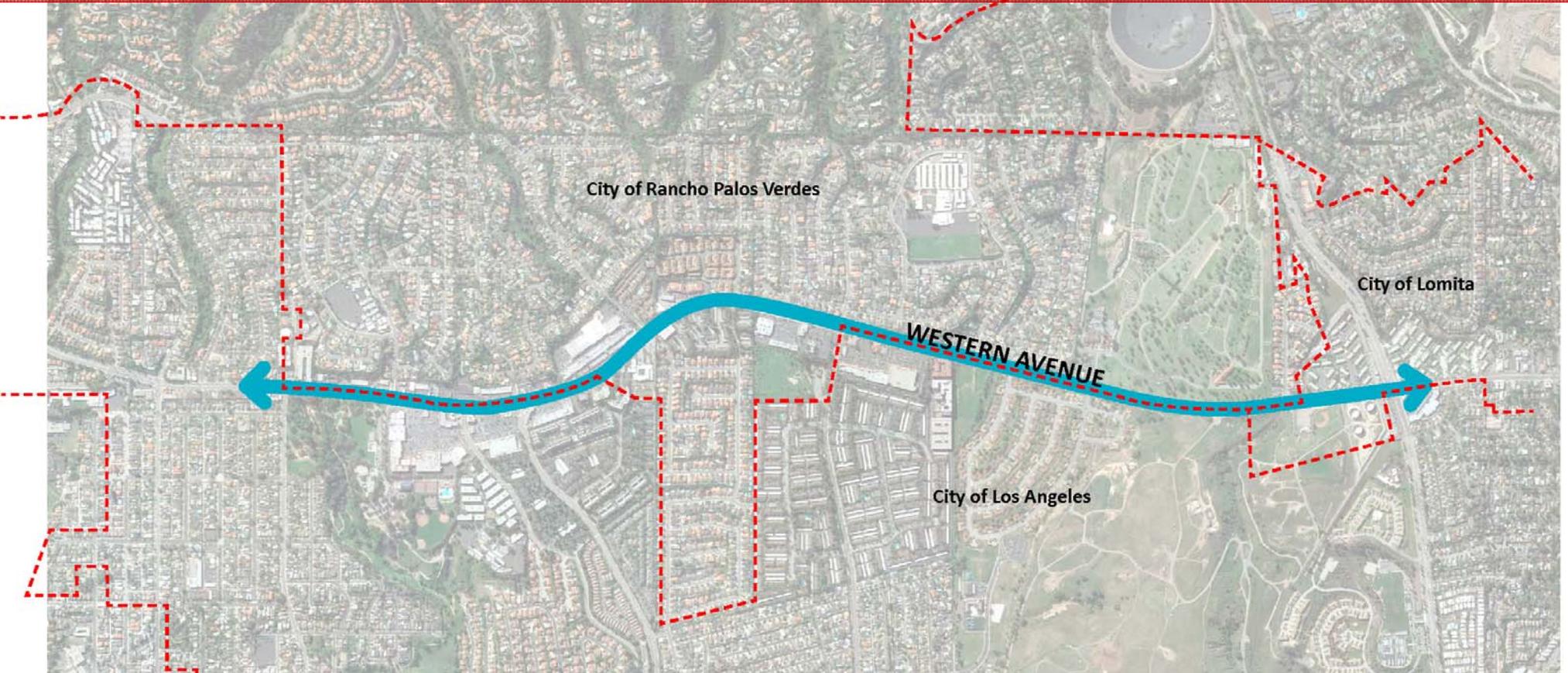
The corridor lacks special places.

There are no plazas, paseos, or other hubs of community. Instead, surface parking lots dominate the street edge.



There are jurisdictional complexities.

- *CALTRANS owns and maintains the right-of-way (ROW).*
- *Rancho Palos Verdes is located on the west (except for one block where it jumps across to the east).*
- *Los Angeles is located on the east.*
- *Lomita has jurisdiction over the intersection at Palos Verdes Drive North.*



Learning from great streets and places



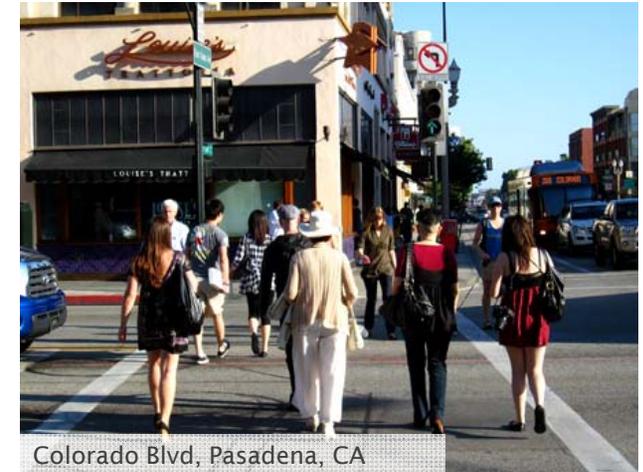
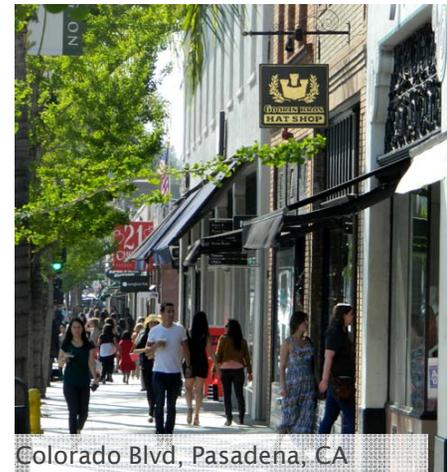
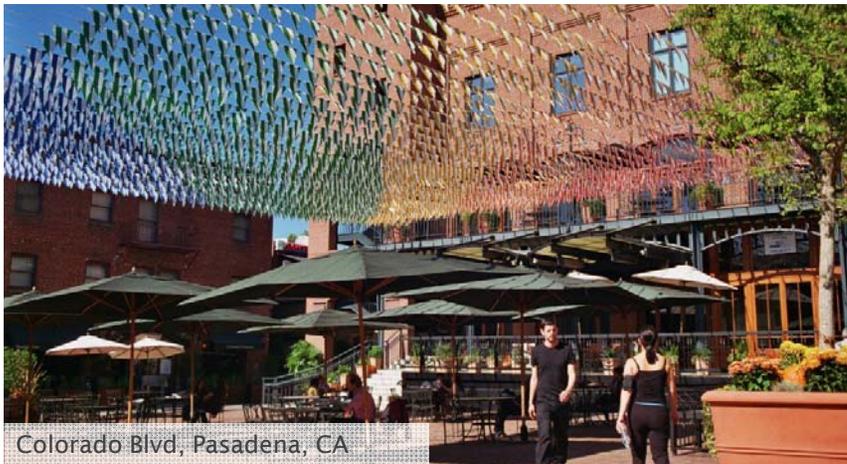
1. Strong street walls

2. Active ground floors

Learning from great streets and places



4. Enhanced quality of public realm



3. Special places

5. Pedestrian experience is primary

Key Vision Plan Recommendations

1. EVOLVE THE CORRIDOR INTO A COMPLETE STREET, usable by everyone and providing safe access and experience for pedestrians, bicyclists, motorists and transit riders.

2. UPDATE THE NATURE OF DEVELOPMENT along the corridor and reverse the relationship that buildings and surface parking lots have with the street.



3. Design Implementation Guidelines



WESTERN AVENUE CORRIDOR

DESIGN IMPLEMENTATION
GUIDELINES

DRAFT MARCH 2015

Role and Purpose of the Guidelines

Design Implementation Guidelines will help guide the development of the public and private realm in creating a vibrant Western Avenue.

Will not change or supersede existing zoning regulations such as:

- RPV View Protection Ordinance
- Land uses
- Development standards, building heights, or parking ratios

Role and Purpose of the Guidelines

Design Implementation Guidelines will help guide the development of the public and private realm in creating a vibrant Western Avenue.

Will provide guidance on:

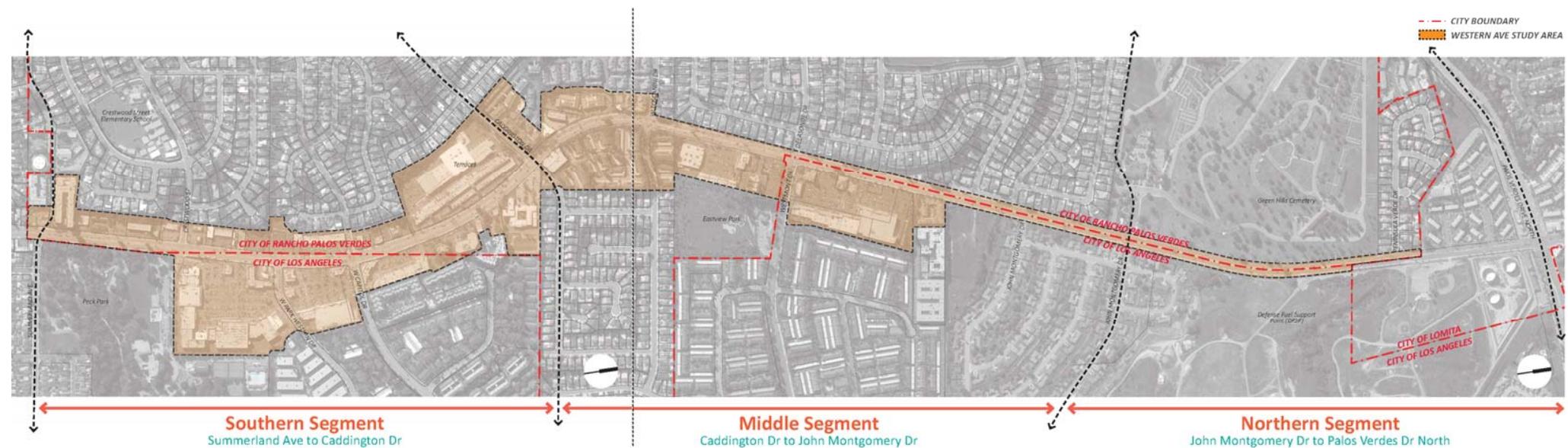
- Implementing Vision Plan
- Design of streetscape improvements, such as greening, landscaping, and complete streets
- Consistency of design, character, and “theme” along Western Avenue, in RPV and LA
- Coordination of improvements between jurisdictions and with Caltrans

Organization of the Guidelines

- 1. Introduction and Vision*
- 2. Administration*
- 3. Framework for Street Improvements*
- 4. Guidelines for Public Right-of-Way*
- 5. Guidelines for Private Development*
- 6. Acknowledgements*

Framework for Street Improvements

- Overview of goals and design principles by segment (South, Middle, North)
- Before and after visualizations
- Plans and illustrations providing proposed dimensions
- Options for streetscape improvements, for public feedback



Framework for Street Improvements



3.2 Guiding Principles for the Southern Segment

Summerland Avenue to Caddington Avenue

The Southern Segment of the corridor is the commercial heart of the study area. It stretches approximately 0.75 miles from Summerland Avenue on the south to Caddington Drive on the north. If a pedestrian were to walk the Southern Segment, it would take him/her approximately 15 minutes. Active, visitor-serving development (predominately commercial) is located on both the east and west sides of the segment.

The Southern Segment is well-positioned to compete with other retail and entertainment destinations in the region. Its experience and image, both in the public and private realm, need updating to sustain its success. In general, the following recommendations apply for both the west and east sides of this segment.

- **Reverse the existing relationship that buildings and surface parking lots have with the street.** New developments should create a strong building street wall along Western Avenue, while locating parking at the rear of the parcel, within the building itself or within parking structures. See Sec 5.1 and 5.3.
- **Facilitate vibrant pedestrian activity.** Pedestrian-oriented uses (i.e. commercial uses) should be

located at the ground level of buildings, with opportunities for sidewalk activity (i.e. outdoor dining). See Sec 5.1.

- **Improve the public realm.** Sidewalk widths should be 15 ft. minimum and should accommodate improved streetscape features (including landscape, furniture, lighting, and other pedestrian amenities). See Sec. 5.1 and Sec 4.1.
- **Use landscape to beautify the corridor and establish a strong brand and identity for Western Avenue.** Improved landscaping (for the median and sidewalk) should be incorporated into the design of the streetscape. Landscaping should act as “green infrastructure” and consist of drought-tolerant and California-friendly native planting. Because of the Southern Segment’s anticipated high volume of pedestrian traffic, landscaping should be durable, distinct, and colorful. See Sec. 4.3.
- **Allow for outdoor spaces and “special places.”** Encourage new developments to provide publicly accessible open spaces (i.e. parks, plazas, paseos, etc.) at the street level that allow pedestrians spaces of repose, spaces for community gatherings, and connections. See Sec. 5.2.
- **Maintain existing on-street parking.** Continue to provide on-street parking as an easy, short-term convenience to those visiting the corridor by car. Where appropriate, allow portions of on-street parking to be used to expand the sidewalk for pedestrian uses (i.e. curb extensions, mid-block crossings, etc) or to be configured in a way to protect bikeways. See Sec. 4.2.

These improvements can be realized along the Southern Segment in a variety of ways. The following pages illustrate three options (A, B, and C) for how these improvements may be implemented. A coordinated streetscape program, informed by public input, will need to be developed for subsequent implementation.

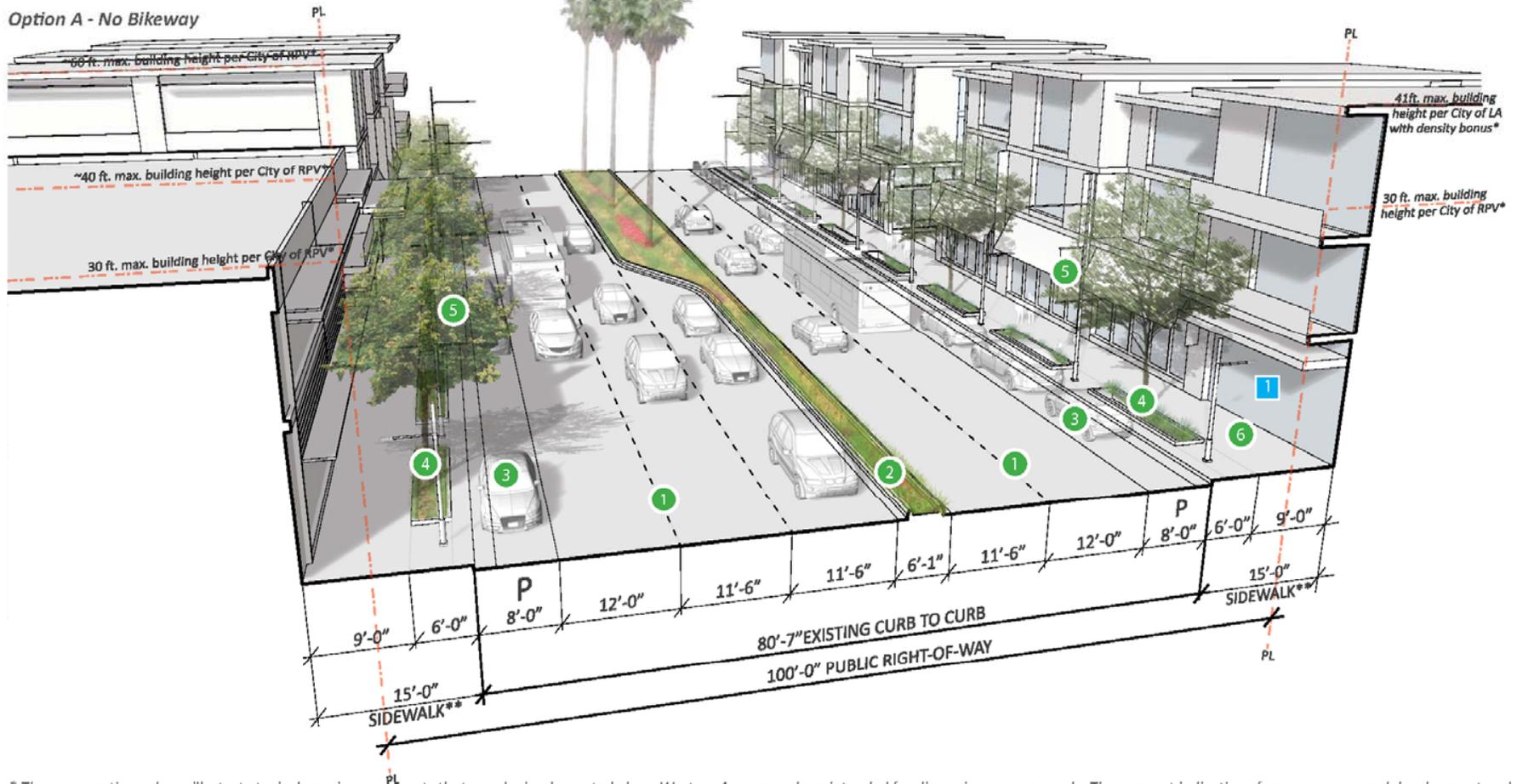


Conceptual sketch of the type of character recommended for the Southern Segment. View looking north on Western Avenue at Capitol Drive.

Framework for Street Improvements

SOUTHERN SEGMENT

Option A - No Bikeway



* The cross sections above illustrate typical new improvements that may be implemented along Western Avenue and are intended for discussion purposes only. They are not indicative of any new proposed development and do not propose changes to any existing building height restrictions. Existing maximum building heights shown are for reference only. Refer to the Western Avenue Specific Plan (per City of Rancho Palos Verdes) and the Los Angeles Municipal Code (LAMC) for more information on existing maximum building height and envelope restrictions.

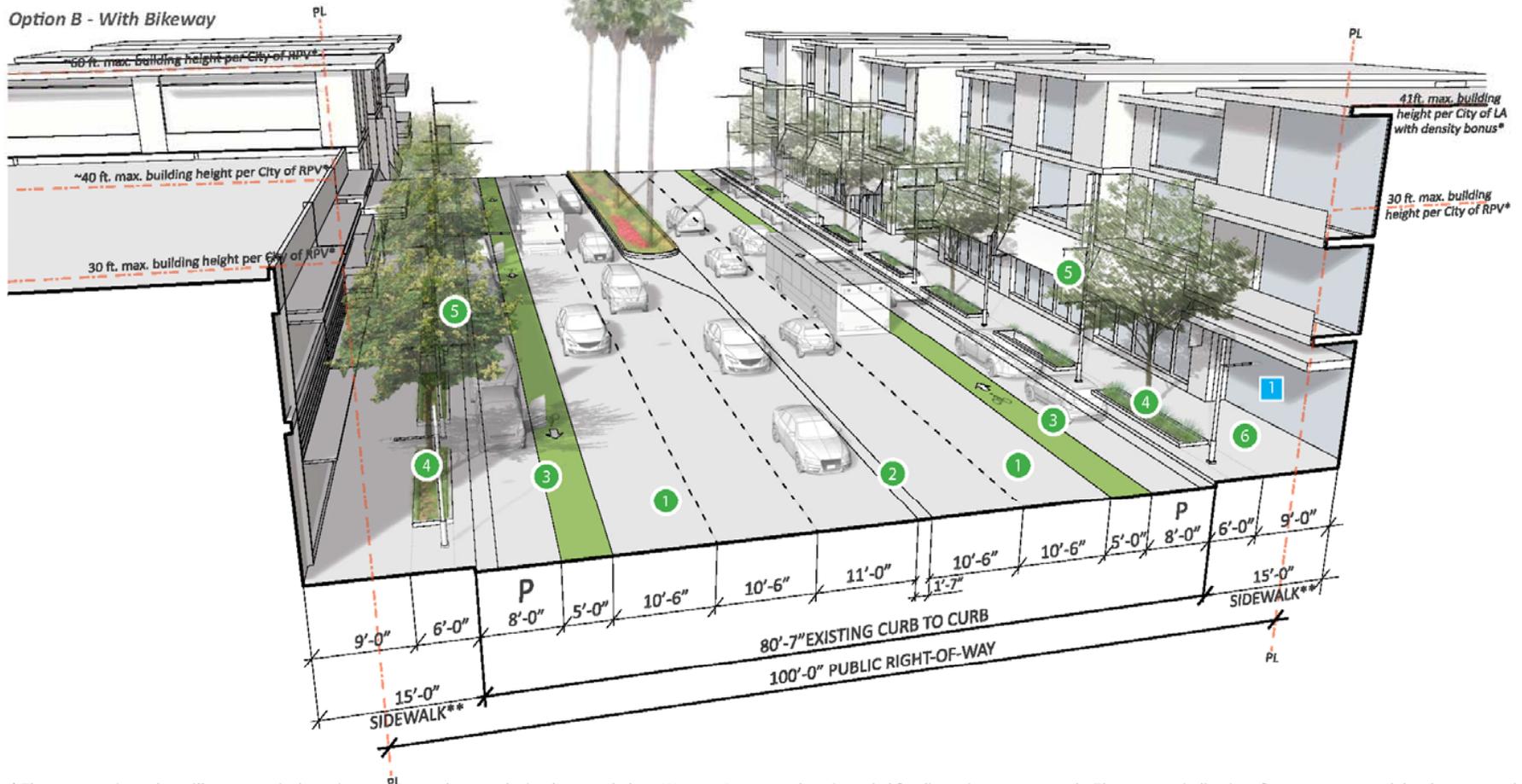
** Minimum of 15ft wide sidewalk is desired. See Sec 4.1.

Typical cross section of Option A improvements along the Southern Segment.

Framework for Street Improvements

SOUTHERN SEGMENT

Option B - With Bikeway



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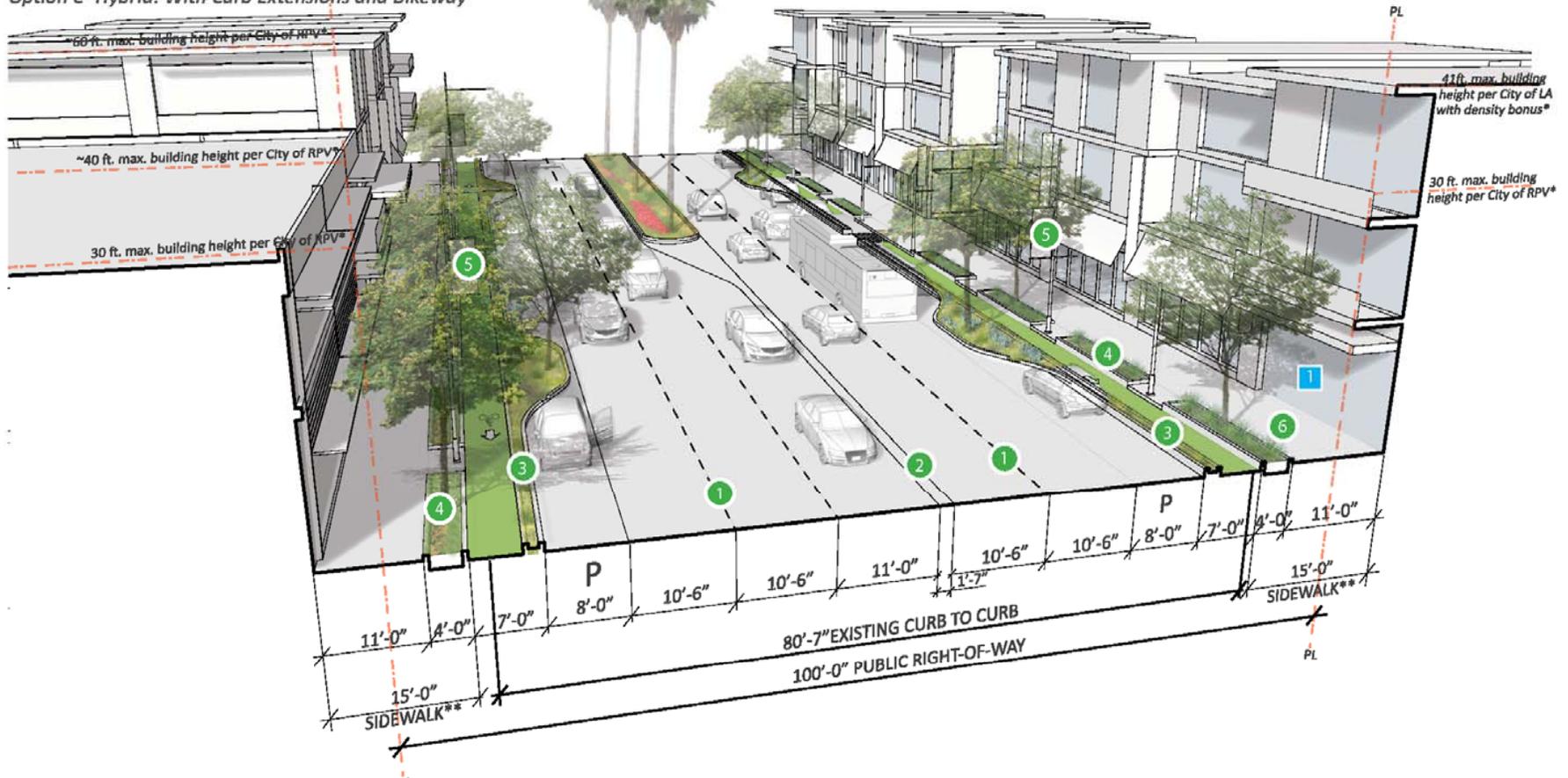
** Minimum of 15ft wide sidewalk is desired. See Sec 4.1.

Typical cross section of Option B improvements along the Southern Segment.

Framework for Street Improvements

SOUTHERN SEGMENT

Option C- Hybrid: With Curb Extensions and Bikeway



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** Minimum of 15ft wide sidewalk is desired. See Sec 4.1.

Typical cross section of Option C improvements along the Southern Segment.

Street Improvements Options

Options for implementing improvements along the SOUTHERN SEGMENT.

Option A - No Bikeway

In Option A, the existing curb to curb dimension remains unchanged. The widths of travel lanes are slightly reduced to allow for a wider landscaped median. On-street parking is kept on both sides of the street, with new sidewalk planting.



Option B - With Bikeway

In Option B, the existing curb to curb dimension remains unchanged. The widths of travel lanes are reduced to allow for a Class II Bikeway on both sides of the street. On-street parking is kept on both sides of the street, with new sidewalk planting.



Option C - Hybrid: With Curb Extensions and Bikeway

In Option C, the curb to curb dimension is enlarged by approximately 4ft, and travel lane widths are reduced to be able to accommodate protected Cycle Tracks and on-street parking on both sides of the street. New sidewalk planting and curb extensions are introduced throughout.



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Options for implementing improvements along the MIDDLE SEGMENT.

Option A - With Curb Extensions, No Bikeway

In Option A, the existing curb to curb dimension and travel lane widths remain unchanged. On-street parking is kept on both sides of the street, with new sidewalk planting and curb extensions.



Option B - No Curb Extensions, With Bikeway

In Option B, the existing curb to curb dimension remains the same. To make room for a protected cycle track on the west and a Class II Bikeway on the east, travel lane widths are reduced and on-street parking is removed on the west. New sidewalk planting is introduced throughout.



Option C - Hybrid: With Curb Extensions and Bikeway

In Option C, the curb to curb dimension is enlarged by approximately 7ft, and travel lane widths are reduced to be able to accommodate protected Cycle Tracks and on-street parking on both sides of the street. New sidewalk planting and curb extensions are introduced throughout.

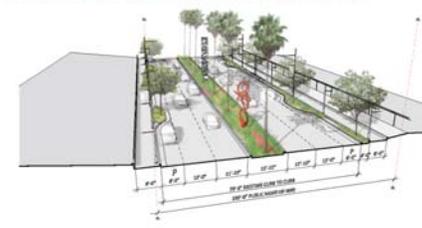


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Options for implementing improvements along the NORTHERN SEGMENT.

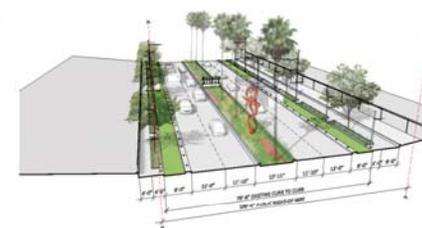
Option A - With Curb Extensions, No Bikeway

In Option A, the existing curb to curb dimension and travel lane widths remain unchanged. On-street parking is kept on both sides of the street, with new curb extensions and sidewalk planting. In the Northern Segment, branding signage and artwork in the median is encouraged.



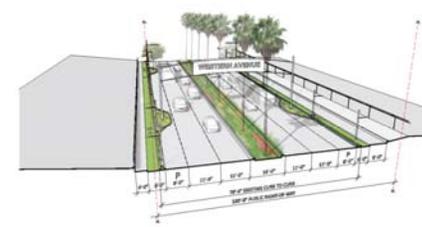
Option B - No Curb Extensions, With Bikeway

In Option B, the existing curb to curb dimension and travel lane widths remain unchanged. On-street parking is replaced by a protected Cycle Track on both sides of the streets, with new sidewalk planting. In the Northern Segment, branding signage and artwork in the median is encouraged.



Option C - Hybrid: Curb Extensions and Bikeway

In Option C, the curb to curb dimension is enlarged by approximately 8ft, and travel lane widths are reduced to be able to accommodate protected Cycle Tracks and on-street parking on both sides of the street. New sidewalk planting and curb extensions are introduced throughout. In the Northern Segment, branding signage and artwork in the median is encouraged.



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Guidelines for the Public Right-of-Way

- Streetscape (street furniture, lighting, and utilities)

4.1 STREETScape AND STREET FURNITURE

Streetscape improvements include widened sidewalks with continuous landscaping and trees, the addition of street furniture, such as seating, planters, newspaper racks, and trash receptacles, as well as new street and pedestrian lighting, and the under-grounding or utilities.

1. A streetscape program should be developed to support the consistent implementation of the Guidelines within both the Cities of LA and RPV.
2. When selecting street furniture, such as benches, trash receptacles, and bicycle racks, a "family" or "kit of parts" approach should be utilized to promote a consistent design theme, character, and finish.
 - The "family" shown on page X-X is identified for illustrative purposes only, and is not intended to be indicative of a brand selection.
 - A "family" of fixtures should be selected as part of the streetscape planning process.
 - As part of the selection process, sustainability benefits of the product should be considered wherever possible.
3. Within the City of Los Angeles, any street furniture shall be placed a minimum of 2 feet from the face of the curb and must comply with relevant spacing requirements, as determined by the Department of Public Works.

Sidewalks

1. Public walkway connections between streets and buildings are required.
 - Front doors and entrances shall be directly accessed from the sidewalk.
2. Minimum of 15ft wide sidewalk is desired. In most instances, sidewalk width includes a sidewalk dedication within the ROW plus a sidewalk easement within private property. This easement is to be treated as an extension of the sidewalk in the ROW. To achieve this width, building setback from property

line varies on a per parcel basis, ranging between 0-5ft. Site survey is required.

- Sidewalks should accommodate streetscape features, such as landscaping, street furniture, lighting, and other pedestrian amenities.
3. For guidelines related to ground floor uses on sidewalks, such as outdoor dining, see Sec 5.1.
 4. For guidelines related to pedestrian crossings and mobility improvements, see Sec 4.2.

Seating

1. All seating should be selected to coordinate with the Western Avenue "family" of street furniture, with a design similar to [insert] and of a consistent color, with a [specify finish].

Newspaper Racks

1. All newspaper racks should be selected to coordinate with the Western Avenue "family" of street furniture, with a design similar to [insert] and of a consistent color, with a [specify finish].

Trash Receptacles

Properly distributed trash receptacles will help maintain an orderly street environment. Trash receptacles should be located in proximity to other pedestrian amenities such as bus shelters and seating.

1. A minimum of 18" clear should be provided around the trash receptacle.
2. All trash receptacles should be selected to coordinate with the Western Avenue "family" of street furniture, with a design similar to [insert] and of a consistent color, with a [specify finish].

Lighting

There are two types of lighting proposed for the project area: roadway lights ("street lights") and pedestrian-scale lights ("pedestrian lights"). Street lights provide illumination of both the roadways and sidewalks to the required levels. Pedestrian lights supplement the street lights, contribute to the pedestrian scale of the street,

and create an environment that feels safe and secure for pedestrians and cyclists.

Siting

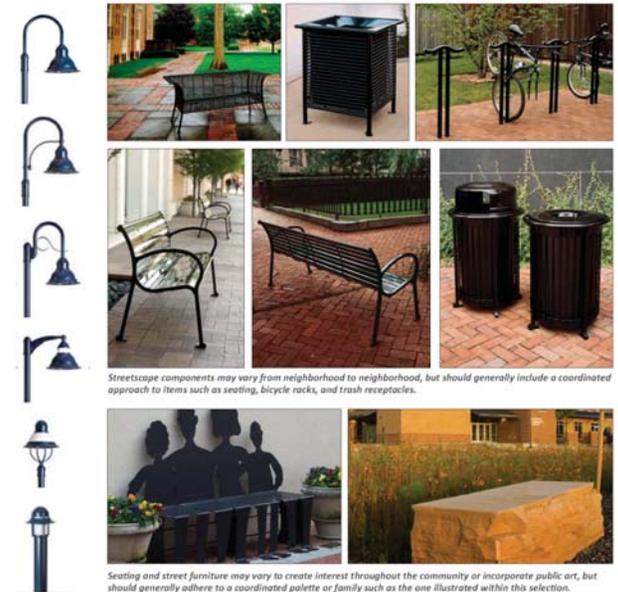
1. New street and pedestrian lighting should be integrated along the length of the Western Avenue right-of-way.
2. Locations such as ramps, crosswalks, transit stops, and seating areas that are used at night should be visible and lit.
3. Pedestrian lighting should be provided to accentuate focal points such as parks, plazas, greens, paseos, and other pedestrian linkages, such as sidewalks connecting parking areas to commercial, in order to encourage evening and/or night time use.

Design

1. All street and pedestrian lighting should utilize a coordinated palette, or "family" of light fixtures, to create to create a cohesive streetscape theme along the length of the corridor.
 - Lighting should contribute to the branding of Western Avenue, and be compatible with the design, materials, scale, and character of other improvements described in the Guidelines.
 - All lighting shall be a consistent color, with a powder cast pole.
 - Light fixtures should minimize light spillage with full cut-off luminaires.
2. Street lighting may utilize either a single or double head fixture, and optional banners. The selected style should be implemented consistently along the length of the corridor.
3. Visual clutter shall be minimized by attaching street signage to poles when possible. When a separate pole is used, the pole shall be colored and powder coated to match the style of the selected lighting fixtures.
4. Clamp-on brackets for banners and/or hanging planters should be considered as part of the streetscape program.



The family of fixtures (above and at right) illustrate a coordinate family of street and pedestrian lighting family. The family can be customized to a color, coating, and banner branding, to coordinate with the design of the corridor.



Streetscape components may vary from neighborhood to neighborhood, but should generally include a coordinated approach to items such as seating, bicycle racks, and trash receptacles.

Seating and street furniture may vary to create interest throughout the community or incorporate public art, but should generally adhere to a coordinated palette or family such as the one illustrated within this selection.

Guidelines for the Public Right-of-Way

- Streetscape (street furniture, lighting, and utilities)
- Mobility and Complete Streets Improvements

4.2 MOBILITY AND COMPLETE STREETS IMPROVEMENTS

The following mobility guidelines are intended to help evolve Western Avenue from a predominately auto-oriented corridor into a "complete street" where the needs of all users (pedestrians, bicyclists, transit users, and automobiles) are equally met. The State of California has emphasized the need for complete streets by enacting the Complete Streets Act of 2008 (AB 1358) and Deputy Directive 64-R1. In cooperation with Caltrans, a mobility program should be developed to support the consistent implementation of the Guidelines within both the Cities of Rancho Palos Verdes and Los Angeles.

The following resources were referenced to develop these guidelines:

- City of Los Angeles. Complete Streets Design Guide. November 2014.
- Caltrans. Highway Design Manual. March 2014.
- Caltrans. Main Street, California. 3rd Edition. November 2014.

Travel Lanes and Speed

Reduced-scale and reduced-speed environments improve safety, accessibility, and comfort of all users. The following recommendations should be considered in conjunction with the proposed streetscape improvements:

1. Consider the reduction of the posted traffic speed to a maximum of 40 mph in the Northern Segment and a maximum of 35 mph in the Middle and Southern Segments to facilitate safe driving, walkability, and biking.
2. Consider the reduction of the width of travel lanes to accommodate new roadway elements (e.g. medians, bikeways, expanded sidewalks, curb extensions, etc). The following travel lane dimensions do not include the width of required shoulders, curbs, or gutters (See Caltrans Highway Design Manual).
 - Minimum width of travel lane: 10'-6"

- Minimum width of travel lane with high bus/truck traffic: 11'-0"
- Minimum width of left-turn lane: 11'-0"

Medians

Raised medians can reduce traffic conflicts between pedestrians, bicyclists, and vehicles, thereby improving safety and improving traffic flow. Landscaped medians help improve the aesthetic character of the street and support environmental benefits like stormwater management.

1. Establish a continuous raised landscaped center median along the entire corridor, with necessary interruptions for left-turn pockets, pedestrian refuge islands, and mid-block crossings. See X-XX for median planting.
2. The minimum width of the median should be 12'-0", with the exception of left-turn pockets, including curbs.
3. At all left-turn pockets, a planted median nose of a minimum width of 4'-0", including curbs, is encouraged. If there is insufficient space, a pavement-marked median nose will suffice.
4. Where mid-block crossings are provided, a pedestrian refuge island should be incorporated within the median.
5. At all intersections, provide a pedestrian refuge island within the median if the median is wider than 6'-0", including curbs (See Caltrans Highway Design Manual).

Curb Extensions / Bulb-Outs

Curb extensions (also known as bulb-outs) are a traffic calming technique that expands the sidewalk into the roadway. Curb extensions improve visibility between pedestrians and motorists, shorten the distance pedestrians must cross, slow turning vehicles, and provide additional space for street furniture and landscape.

1. Provide curb extensions at all mid-block crossings and intersection crossings.
2. Curb extensions should expand the width of adjacent on-street parking lanes at a minimum width of 8'-0", without encroaching into adjacent bikeways.
3. At mid-block crossings, curb extensions should be a minimum of 15'-0" in length.
4. At intersections, curb extensions should turn the corner at a 20'-0" radius.
5. When space allows, provide streetscape planting and furniture at all curb extensions. See Sec X-XX for guidelines on streetscape planting and Sec X-XX on streetscape furniture.

Pedestrian Connectivity

In addition to creating great urban spaces, it is critical to develop a strong pedestrian network that makes traveling between these spaces easy, safe, and enjoyable.

1. Disruption of the existing street grid is prohibited; however, new streets, alleys, or pedestrian connections may be added.
2. The pedestrian network shall include a great pedestrian zone (discussed in Section X-X), legible and well-located crosswalks, mid-block pedestrian connections, and wayfinding elements such as street signs and kiosks.
3. The incorporation of retail and residential along pedestrian zones is highly encouraged. Additionally for safety and "eyes on the streets" all buildings addressing pedestrian zones, open space, parks, plazas, and/or paseos, shall incorporate active uses, building entries, or other active facades to address the pedestrian zone and add interest to the public realm.
4. Pedestrian and bicycle priority zones may be incorporated into pedestrian networks.



Planted Curb Extension



Mid-Block Crossing



Mid-Block Crossing



Mid-Block Crossing



Furnished and Planted Curb Extension



Mid-Block Crossing and Paseo

Guidelines for the Public Right-of-Way

- Streetscape (street furniture, lighting, and utilities)
- Mobility and Complete Streets Improvements
- Landscape Design, including sustainability and green infrastructure

4.3 LANDSCAPE DESIGN

The suggested landscape design approach, including the street tree and plant palette, has been designed to address the varying nature of each of the three segments of the corridor, the north segment, the middle segment, and the south segment. The design should respond and contribute to the experience and character of each segment, including the degree of retail and pedestrian traffic.

1. Regardless of location, the vegetation in each segment should be California friendly, drought tolerant, water-wise, and low-maintenance.
2. The Northern Segment of the corridor is primarily auto-oriented.
 - Plantings in the median within the streetscape planting zones should be scaled to the needs of an automobile traveling, for example, tall grasses that bend and blow as cars drive by.
 - The Northern Segment serves as a gateway to the corridor and should announce a sense of arrival by utilizing "special" plants and trees – grander, colorful, visible clustering, etc.
 - The Northern Segment, unlike the rest of the corridor, is also unable to develop a street wall via new development. Tall, vertical trees (palms, pines, etc.) should be introduced, to provide the sense of a "street wall," through continuity and verticality.
3. The median in the Southern and Middle Segments should build on the existing pines and palms, to retain and reinforce their verticality. Grasses should be introduced at the ground plane.
4. In the Southern Segment of the corridor, trees should complement and facilitate the retail experience.
 - Trees should provide shade to pedestrians and reinforce the pedestrian-scale of the streetscape.
 - Street trees should not be overly tall, nor block views to stores and signs.
 - Trees should be selected so that, when mature,

canopies should start at 15 feet above ground, and permit visibility to storefronts and signage, without "limbing up" or excessive pruning or shaping.

Streetscape Planting

1. Streetscape design should complement adjacent land use needs.
 - In the Southern Segment, streetscape planting zones should be designed in concert with sidewalk cafes and retail uses.
 - Where adjacent to on-street parking, streetscape planting zones should be non-contiguous to permit pedestrian access to parked vehicles.
2. [Discuss potential conflicts with bus stops. See Section X-X.]
3. [Discuss potential conflicts with underground and above ground utilities. See Section X-X.]
4. Street furniture, right of way signage, and bulb-outs or special design areas, should be carefully coordinated with the landscape plan.
5. Streetscape planting zones should be designed to accommodate adequate soil volume to support selected plant material. See plant palette [Section X-X].
 - Individual tree wells are discouraged.
 - Streetscape planting should be designed to accommodate two or more street trees where possible, and be a minimum size of [x ft wide by 6 ft in length].
 - The use of tree grates is discouraged, in favor of decorative seat walls, edging with pavers, cobbles, and/or well placed street furniture and seating. [Clarify]
6. Streetscape planting zones should be linked by a common comprehensive drainage system, in concert with existing storm drainage and potential water sensitive urban design measures.

7. All streetscape planting should be irrigated per plant palette recommendations.
8. [Note: Additional guideline(s) may be added here once street cross-sections and approach are finalized.]

Median Planting

1. Hardscape maintenance strips should be incorporated into the design of all medians, per Caltrans requirements.
2. Special care shall be exercised in the selection of plant material in areas where the median measures 3 feet or less in width, as measured from back of curb.
3. [Note: Additional guideline(s) may be added here once street cross-sections and approach are finalized.]

Low-Impact Development (LID) Design Options

1. The use of bio-swales, appropriately located curb breaks, roof gutter diversions, permeable streetscape planting, median, and bike-lane surfaces, and other LID design options are all encouraged.
2. LID solutions for sidewalks, plazas, and special design areas, are encouraged.
3. Where utilized, the design of bio-swales should be carefully coordinated with the urban design of Western Avenue.
4. [Note: Additional guideline(s) may be added here once street cross-sections and approach are finalized. They may include plant material selection, intermittent rainfalls/ summer irrigation, sedimentation / maintenance, appearance, cost.]



Pervious paving can be utilized along sidewalks, parking, sidewalk planting, and/or bikeways. More than just contributing to sustainability, these techniques aid in placemaking, help slow traffic in high pedestrian traffic areas, and contribute to a more pedestrian-scaled environment.



In the Southern Segment, streetscape planting should be designed in concert with sidewalk cafes and retail uses.



In the Northern Segment, tall grasses that bend and blow as cars drive by, can be used to define this part of the corridor.



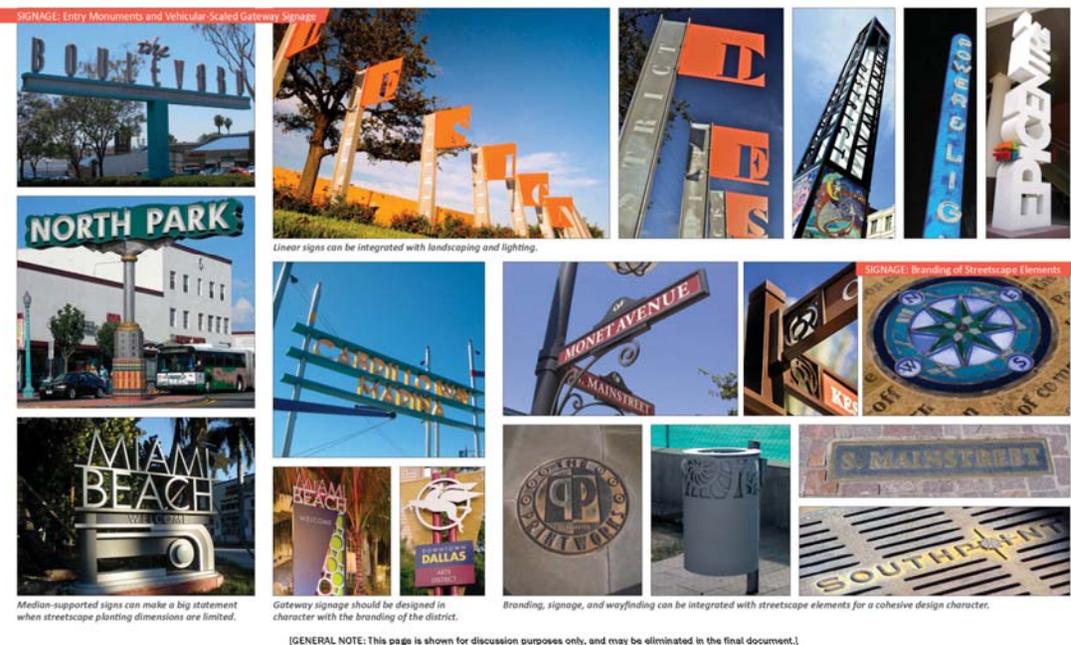
The use of bio-swales, appropriately located curb breaks, roof gutter diversions and other low-impact design (LID) "green infrastructure" techniques are all encouraged.



The design of medians, in the Middle and Southern Segments, should incorporate existing mature trees.

Guidelines for the Public Right-of-Way

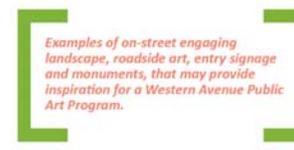
- Streetscape (street furniture, lighting, and utilities)
- Mobility and Complete Streets Improvements
- Landscape Design, including sustainability and green infrastructure
- Branding, Signage, and Wayfinding & Public Art



4.7 Public Art

The Northern Segment of the Western Avenue corridor can benefit from public art, whether monumental and permanent, or ephemeral and temporary. With a wide street width and restricted space within the pedestrian right-of-way, this portion of Western Avenue lends itself to median located features, choosing from a variety of branding elements: vertical, repeated, sculptural art, iconic markers, entry monuments, and more. Alternately, with participation by the Green Hills Memorial Park, and the San Pedro Defense Fuel Support (DFSP), public art could be located within the setbacks of those properties.

1. A Public Art Program should be created to support the implementation, installation, and maintenance of Public Art pieces.
2. Public Art is envisioned at the following locations:
 - Monumental-scaled public art installation at the northern segment of the corridor, located in the public right-of-way, and/or the Green Hills Memorial Park (Cemetery), and the San Pedro Defense Fuel Support (DFSP).
 - Public art is encouraged along the corridor, and at public spaces such as public parks, plazas, greenways, paseos, and other open spaces.
 - The design and installation of Public Art should be planned in conjunction with the design of the public realm, and coordinated with the installation of street furniture, utilities, landscape, and planting.
3. Public Art is encouraged in privately owned developments.
 - Artwork in privately owned developments should be fully integrated into the development's design, in the most accessible and visible locations. For example, enclosed lobbies and roof top gardens are considered appropriate locations.



CO2LED PUBLIC ART INSTALLATION, VIRGINIA

A group of artists created this temporary public art project aimed at raising awareness of global warming. The project, called CO2LED, is made up of more than 500 plastic water bottles attached to white plastic poles ranging from 5 to 13 feet high. Inside each inverted water bottle is a bright white LED light. At a distance, the stems look like gently bobbing catkins in the median of a busy intersection. The high-efficiency LED lights are lit by solar power.



LAX GATEWAY MONUMENTS, LOS ANGELES, CA

The LAX Gateway Monuments, as an art piece, signifies one's entry or exit from the City of Los Angeles. While a gateway monument of this size may not be appropriate for Western Avenue, the idea of having some sort of gateway or entry signage is appropriate. The northern segment is



Guidelines for Private Development

• Building Design and Programming

The following standards underscore basic design principles that are intended to produce high-quality buildings, memorable places, and a vibrant urban realm. They are not intended to be indicative of any style, but to encourage innovation and good urban form.

5.1 Building Design and Programming

Ground Floor Uses

1. Along Western Avenue, 80% of the ground floor should consist of active pedestrian-oriented uses.
 - Pedestrian-oriented uses include active uses that are accessible to the general public, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity.
 - Typical pedestrian-oriented uses include ground-floor retail, such as retail shops and grocery stores, as well as restaurants, outdoor dining areas, bars, theaters, performing arts, recreation and entertainment, personal and convenience services, building lobbies and building common areas, civic uses, libraries, museums, galleries, and plazas.
2. Ground level residential is discouraged along Western Avenue. Ground floor uses should be dedicated to active commercial and retail uses.

Street Level Design

1. Buildings should be designed to "address" Western Avenue by creating/continuing a strong streetwall that defines the edge of the public ROW.
 - The primary/grade level of buildings should meet the Western Avenue sidewalk, and intersecting streets, at grade.
 - Pedestrian-oriented uses should have a floor elevation that is level with the elevation of the adjacent sidewalk.

2. Primary entrances oriented only towards parking lots are discouraged.
3. Entrances to uses on ground and upper floors should open onto a public right-of-way.
4. Ground-floor floor-to-ceiling height should be at least 15 feet, as measured from the adjacent sidewalk, to accommodate retail uses.
5. Each ground floor tenant space should incorporate storefront bays that create articulation and provide ground floor entrances. The primary entrance to each commercial space on the ground floor should be located on the front façade along the street.
6. Architectural features such as canopies, awnings, building-mounted lighting, and other design features should be incorporated into the ground floor to add human scale to the pedestrian experience.
7. Where residential is proposed, residential units should face the street with windows, front entry doors, balconies. Rooms such as living rooms and dining rooms should be oriented fronting toward the street and/or any adjacent private space.
 - Where courtyards, paseos, or greenways are proposed, residential units should face these spaces with windows, front doors, porches, and patios, and according to the standards of this section.
 - Service rooms and areas should be oriented to the rear of the lot.

Sidewalks

1. See Sec 4.1 for sidewalk widths.
2. Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along portions of the building's front façade that are set back from the property line within private property.

Treatment of Building Facades

1. Innovative and imaginative design and architecture is strongly encouraged.
2. Corners and special places should be emphasized through changes in height and building form.

3. The maximum length of a building should be limited to 200 feet.
 - Where parcels measuring over 500ft. in length along Western Avenue exist, an open space, paseo, or street should be introduced in order to limit the maximum length of a building to 200 feet.
4. Variation in wall plane, building height, and roof form is strongly encouraged to reduce the scale and bulk of buildings, and to add visual interest.
 - Variation and expression of building details, form, line, colors, and materials may be used to create visual interest.
 - Individual units should be expressed wherever possible. This may be accomplished in a variety of ways, such as through a change in wall plane, change in color, or change in roof form.
5. Street-facing building facades should incorporate pedestrian-scaled elements such as balconies, awnings, doors, and windows to enliven the street edge, and increase safety by adding "eyes on the street."
6. Blank walls, without windows, doors, or other articulation, are strongly discouraged.
 - The maximum length of any blank wall should be limited to 20 feet.

Transparency

1. Street facing facades of non-residential uses should be primarily composed of clear, non-reflective glass that allows views of the indoor space.
2. The maximum height of the bottom sill of required display windows should not exceed 30 inches above the adjacent sidewalk. The minimum head height for storefronts and windows at the ground floor should be 80 inches above the adjacent sidewalk.



Pedestrian-oriented uses, such as those shown above, contribute to a high level of pedestrian activity, and include ground-floor retail shops, theaters, restaurants, and outdoor dining areas.



Buildings should be designed to "address" Western Avenue with a strong streetwall that defines the edge of the public ROW.

Outdoor dining adjacent to the sidewalk is encouraged.

Guidelines for Private Development

- Building Design and Programming
- Open Space

5.2 Open Space

To promote placemaking and retail activity along the corridor, public open spaces such as greens, parks, plazas and paseos are encouraged. These open spaces can vary in size, form, and character but should all contribute to a well-connected pedestrian realm.

Parks, Plazas, and Greens

1. For parcels over 2.5 acres, 10-15 percent of the parcel area should be dedicated to programmed open space, designed as an "organizing element" and central feature of the development.
2. Parks, plazas, paseos, or greens should be located and designed to be accessible and visible from Western Avenue.
 - Where possible, parks and plazas should be located at intersections or adjacent to mid-block pedestrian crossings and be prominently integrated with the sidewalk and street.
 - Plazas at corners are encouraged to include outdoor dining space for adjacent restaurants.
 - Pedestrian pathways should be provided connecting parks, plazas, paseos, and greens directly to Western Avenue.
3. Where proposed, parks, plazas, or greens should be pedestrian-oriented:
 - Open spaces should include flexible area for gatherings, such as lawn area or a paved plaza, at a scale that maintains intimacy.
 - Shade trees, pedestrian lighting, seating, seat walls, fountains, public art, and other high quality design features should be incorporated.
 - Pedestrian lighting shall be incorporated to provide comfort and safety.
 - Parks and plazas may include an edge element such as a low hedge or seat wall but shall not be fenced or gated.

Pedestrian Paseos

New connections and corridors should be created as larger sites are developed.

1. Where blocks are longer than 200 feet or where a destination, view, or circulation path warrants a mid-block pedestrian connection, publicly accessible streets, open spaces, or paseos shall be provided. [This item needs to be coordinate with related Building Design guidelines, and Mobility guideline.]
2. Pedestrian paseos should include elements such as shade, seating, and water features.
3. Pedestrian lighting should be incorporated to provide comfort and safety.
4. Paseos should be at least 20 feet wide and include considerations for temporary and emergency vehicle access.

Landscaping

1. Landscape elements and gardens should be used to define building entries, pathways, and semi-private open spaces, and to add special character to building setbacks.
 - Integrate roof-top components such as landscapes gardens, trellises, and sustainability features.
2. Drought tolerant, native plant materials should be used wherever possible.
3. Landscape plans should incorporate provisions for stormwater runoff, including bio-swales, or other comparable LID methods.



Architecture, textured walkways, landscape features, and seating areas create enjoyable open spaces and can make retail streets a civic destination.



Open spaces should include flexible areas for public gatherings, such as lawn or paved plazas. The examples shown above illustrate how different planned open spaces can take on a variety of functions, from passive recreation, to street fairs and farmers markets.

Guidelines for Private Development

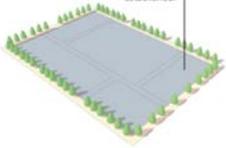
- Building Design and Programming
- Open Space
- Parcel Access, Parking, Service and Loading
- Signage

5.3 Access and Parking

Parcel Access

1. Parcels under 2.5 acres in size should include no more than 1 curb cut along Western Avenue.
 - As feasible, two or more adjacent parcels should share access to limit the frequency of curb cuts along Western Avenue.
2. For parcels over 2.5 acres, a street and block pattern should be established in order to create a connected, pedestrian-scaled block and street pattern.
 - Any new street should look and feel like a well designed urban street that supports a high level of pedestrian activity.

For parcels over 2.5 acres, a street and block pattern should be established.



Parking

1. Parking is discouraged along Western Avenue, and other frontages with active, pedestrian-oriented uses.
 - Parking lots should be placed at the rear of the parcel and should not prevent proposed buildings from having a direct relationship with Western Avenue.
 - Access should be taken via the alleys serving the site or, on corner lots, at the street frontage

that does not contain active ground-floor uses.

- Access to parking lots or structures should be located along side streets wherever possible, and coordinated among multiple parcel owners.
2. Parking lots should include well-positioned, shaded sidewalks to facilitate pedestrian-orientation, walkability, and connectivity between Western Avenue and multiple uses.
 3. Parking lots should include shade elements such as trees, vine-covered trellises, or overhead solar panels. The design of shade elements should consider safety and visibility.



The Southern Segment's street edges are dominated by surface parking lots (in gray) while buildings (in orange) are pushed to the backs of parcels. In order to bring retail activity to the street edge, new development projects should locate parking lots at the rear of the parcel.

5.4 Service

Service and Loading

1. Loading, service areas, storage, and trash collection areas shall be located away from Western Avenue and other primary pedestrian routes.
 - Loading, service areas, storage, and trash collection areas should be located at the rear of buildings, or in a coordinated location that is screened from view by the use of walls, high-quality fencing, planting, or a combination of these solutions.
 - Landscaping and walls should be treated in a manner that is consistent with the architectural style of the building.



New streets should look and feel like a well designed, active, and pedestrian-oriented street.

5.5 Signage

All signs are subject to the review process of the respective City. All signs that project into the public right-of-way must also be reviewed by the City Engineer of the respective City. Additionally, all sign lighting shall comply with light pollution reduction standards.

1. Signs should never overpower the building or project.
 - Signage should fit comfortably into the architecture of the storefront.
 - The height, location and size of a sign should not obscure visibility into the site or storefront active use of the space.
2. One business sign should be installed per building frontage.
 - Redundant signage should be avoided.
 - If multiple tenants are listed on a single sign or a multi-tenant building, variation between size and typeface of tenant names and color palette should be limited to one or two options.
3. Minimal lighting should be used for signage and light pollution should be avoided. Additionally, lighting should be in scale with the size of the sign and the facade.
4. The following signage types are not permitted in the project area.
 - Pole signs
 - Signs obscuring windows
 - Neon, animated, or flashing signs
 - Internally illuminated awnings
 - Signs projected onto a surface using light
 - Inflatable or air blown signs, streamers, balloons, and the like
 - Signs illuminated by low-pressure sodium lamps (pure yellow glow), high pressure sodium lamps (pinkish-orange glow), and mercury vapor lamps (bluish-white glow).



Signage color, material, scale, lettering, and lighting should complement the surrounding street environment and the building(s) that the sign addresses.

[GENERAL NOTE: Photos shown on this page for discussion purposes only, and may be eliminated in the final document.]

