WESTERN AVENUE CORRIDOR

DESIGN IMPLEMENTATION GUIDELINES

DRAFT MARCH 2015

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This is a project for the **City of Rancho Palos Verdes** and the **City of Los Angeles** with funding provided by the **Southern California Association of Governments' (SCAG) Compass Blueprint Program**. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs. The preparation of this report has been financed in part through grant(s) from the Federal Highway Administration (FWHA) and the Federal Transit Administration (FT A) through the U.S. Department of Transportation (DOT) in accordance with the provisions under the Metropolitan Planning Program as set forth in Section 104(f) of Title 23 of the U.S. Code.


JACK IN THE BOX
Maui Chicken
ROSE
Park Western
Ralphs
SALLY
3TSM366

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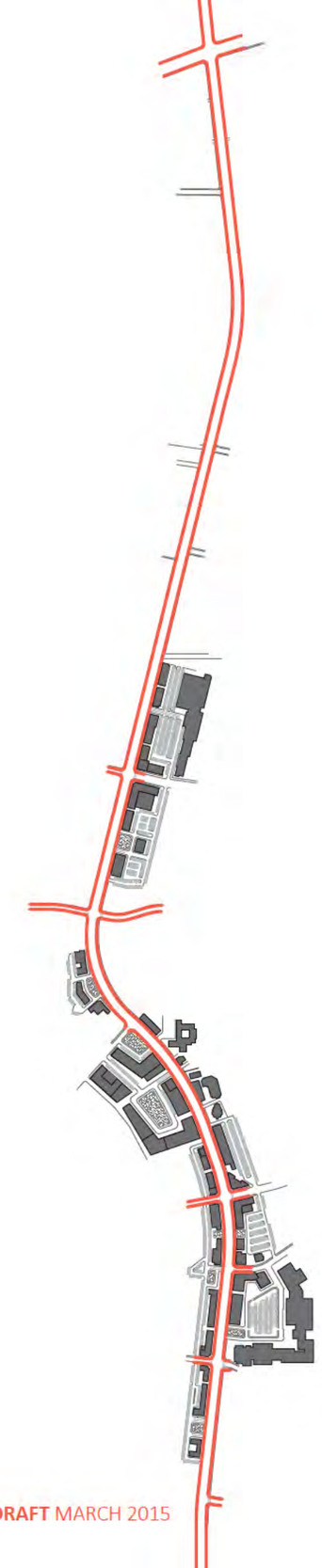

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Introduction and Vision

In 2012, the City of Rancho Palos Verdes, funded by Southern California Association of Governments (SCAG), embarked on a community-led effort to improve Western Avenue for residents, businesses, and visitors alike. The Western Avenue Vision Plan document, completed in 2013, summarized and illustrated the shared vision, ideas, and process that came from that 12-month process.

In 2014, the City of Rancho Palos Verdes, together with the City of Los Angeles, was awarded a second SCAG grant funding the development of Design Guidelines for the implementation of the Corridor Vision.

The significance of this effort, for the City of Rancho Palos Verdes and Los Angeles, and the adjoining communities, cannot be overstated. It will shape Western Avenue for the next generation and its recommendations will impact the quality of life of residents and visitors, the potential of property holdings, the provision of additional amenities and infrastructure, and the overall image of the Avenue.

History

The study area constitutes a small segment of Western Avenue, one of the longest streets in Southern California. At 27.5 miles, it could well host the Los Angeles Marathon with room to spare. It is also the only corridor in the region that connects the mountains (at Griffith Park) to the sea (at White's Point). In its long journey to the bluffs of San Pedro, Western Avenue traverses some of the most iconic neighborhoods and communities in the region, successively adopting their identities, and serving as a lasting symbol of Southern California's diversity and vitality. The cities that host Western Avenue include Los Angeles, Westmont, Gardena, Torrance, Lomita, and Rancho Palos Verdes, as well as the unincorporated communities of Westmont and West Athens.

Western Avenue has an anachronistic name. Early in the twentieth century it did indeed serve as the western boundary of the city of Los Angeles. The city and the region have, since, decisively blown through the frontier it represented, and Western Avenue today finds itself occupying the heart rather than the periphery of the metropolitan region. It has become the pre-eminent north-south boulevard of the region, and the only one that matches the iconic significance of the region's celebrated east-west boulevards – Sunset, Hollywood, Wilshire, Venice, Pico and Olympic.

Western Avenue is the primary corridor of the South Bay, Peninsula, and San Pedro communities. This study focuses on a two-mile stretch from Palos Verdes Drive North on the north to Peck Park at Summerland Avenue on the south. This segment of Western Avenue has historically provided services, amenities, connectivity, and residential opportunities to the region.

The study corridor, for most of its length, constitutes the municipal boundary between the cities of Rancho Palos Verdes (on the west) and Los Angeles (on the east). It provides a diversity of uses with commercial being concentrated on the south, a mix of commercial and residential uses between Toscanini and John Montgomery Drives, and institutional uses located at the north end. Western Avenue is by no means homogeneous. It provides a multitude of amenities to a multitude of users.

The corridor is, however, dated. Its patterns of development are representative of a time and approach long past. The commercial cluster on the south end of the study area is auto oriented; with a notably poor pedestrian experience. The residential uses in the middle and north segment turn their backs to the street and do not contribute to the street's vitality. Neither commercial nor residential developments would be considered acceptable today. Further, the study corridor lacks special places – plazas, parks, and other hubs of community life. These are essential for a successful, if not great, boulevard.

Outreach

Over the 12-month Western Avenue Vision Plan effort, the consultant team met with the Vision Committee, the community, and stakeholders, to listen, get feedback, and discuss opportunities, goals, and design principles. The message heard resoundingly from stakeholders and the community, was to improve storefronts, quality of the public realm, and perception of the corridor. It was felt that the corridor also needed to create diversity in its retail, access, and mobility options. If the needs of locals were addressed by providing amenities and improving the Avenue's image, surely visitors and business activity would follow thereafter.

In 2014, the City of Rancho Palos Verdes, together with the City of Los Angeles, was awarded a second SCAG grant funding the development of Design Guidelines for the implementation of the Corridor Vision. A Steering Committee was formed, which included members of the original Vision Committee and the City of Rancho Palos Verdes, the City of Los Angeles, and Caltrans, to help guide the effort.

Throughout the development of the Design Guidelines, the consultant team met with the Steering Committee, as well as City of Rancho Palos Verdes, the City of Los Angeles, Caltrans, SCAG, and key stakeholders, to reaffirm the vision, test scenarios, and develop and refine guidelines specific to the Western Avenue Vision.

From Vision to Action: How are Public and Private Improvements Implemented

Taking an urban design plan from vision to action involves multiple steps and is usually an incremental process that takes several years to complete. The process to realize the long-term vision for Western Avenue will be no different. It is important to keep in mind that the "vision" is not a single project that will be implemented by a single entity in a single act. Instead it will come to fruition by multiple players – both public and private – acting individually, but within a framework of established principles and guidelines.

Step 1: Craft a Vision

The vision plan illustrates the long-term goals of the community and stakeholders. It defines their aspirations and highlights the elements of what a desired future looks like, addressing urban character, community image, user experience, and economic development, among other issues. The Vision Plan for Western Avenue was crafted in 2012, and should continue to function as a stand-alone document and a roadmap for the corridor's long term evolution.

Step 2: Establish THE regulatory and policy framework

The recommendations that emerge via a visioning exercise are often in conflict with existing development standards and land use policies and regulations. If this is the case, then updating and revising existing policy and regulatory language to allow and even facilitate implementation of the vision is a critical next step. This can be accomplished through regulatory tools such as a Specific Plan, Overlay Zone, or revisions to existing zoning codes, as well as through Community Plans and implementing documents. The Cities of Rancho Palos Verdes and Los Angeles currently have existing plans for areas under their jurisdiction along the corridor – the Western Avenue Specific Plan for the former and the San Pedro Community Plan for the latter.

Step 3. Institute Design Guidelines for new development

Design guidelines are intended to help implement the recommendations of the vision plan and translate the goals into a clear set of easy to understand rules. They should address important design considerations for achieving pedestrian-oriented development and establish minimum levels of excellence for new improvements in the public right-of-way as well as for new private development.

It is important to note that design guidelines are not improvement projects in themselves. They merely shape future projects.

Step 4. The incremental implementation of individual projects

Both public right-of-way improvements, and development on private parcels will be subject to the Design Guidelines. As new projects come on-line, they are molded and refined by design guidelines and over the years as more projects get implemented the corridor begins to resemble the aspirations of the vision. From the public realm standpoint a key step in fulfilling the vision is to create and implement a streetscape plan. From the private realm standpoint, any development proposed on a private parcel will incrementally bring the corridor one step closer to realizing the future vision.

Step 5: Incentivize Catalytic Projects

While it is the market that ultimately determines the timing and sequence of private development, jurisdictions are often also able to influence the pace of improvements. One approach to stimulate private development is to strategically co-implement public improvements. For example, public streetscape improvements can be implemented in the vicinity of a key private development to stimulate and support its program. Another approach is to incentivize private development by providing tangible benefits to the property owner. For example, some cities offer density bonuses to developers in return for helping achieve a community goal. The end result of both approaches is that private improvements occur at a pace quicker that what the market is able to dictate.

The Design Guidelines

The Western Avenue Corridor Design Implementation Guidelines herein establish minimum levels of excellence for new improvements in the public right-of-way as well as for new private development. The Design Guidelines project area map and Vision Plan illustration are provided on the following pages.

The document is organized as follows:

SECTION 2 ADMINISTRATION: Provides an overview of how the design guidelines will be administered and implemented within each jurisdiction, specific to the role and applicability within the City of Rancho Palos Verdes, and the City of Los Angeles.

SECTION 3 FRAMEWORK FOR STREET IMPROVEMENTS: Identifies proposed corridor improvements specific to the north, middle, and south segments of the corridor.

SECTION 4 GUIDELINES FOR THE PUBLIC RIGHT-OF-WAY: Provides design guidelines for improvements within the public right-of-way.

SECTION 5 GUIDELINES FOR PRIVATE DEVELOPMENT: Provides design guidelines for improvements to private parcels.

SOUTHERN SEGMENT


MATCHLINE
GREEN HILLS
MEMORIAL PARK
CITY OF LOMITA
HOUSING
PALOS VERDES DR N
PONTE VISTA
REDEVELOPMENT
JOHN MONTGOMERY DR
DEFENSE FUEL SUPPORT
POINT (DFSP) SAN PEDRO
MIDDLE SEGMENT
NORTHERN SEGMENT

2

Administration

2.1 Purpose of the Design Guidelines

The Western Avenue Design Implementation Guidelines (Guidelines) are intended to move the Western Avenue Vision Plan closer to implementation by providing guidelines for streetscape improvements and urban design, for properties along the corridor in the project area.

[Add statement, to be confirmed with Caltrans, to the following effect: The Western Avenue Corridor will be implemented as a Caltrans "Main Street" pilot project and will continue to be maintained and operated by Caltrans.]

The guidelines established in this document apply to all projects and improvements, including both public rights of way improvements and private development projects, within the project area identified on Figure X-X, in both the City of Rancho Palos Verdes (RPV) and the City of Los Angeles (LA).

The Western Avenue Design Implementation Guidelines are intended to be implemented separately in the City of RPV and the City of LA. These guidelines do not revise existing land use or zoning policies, but instead aim to shape future developments and improvements to be consistent with the established vision and within the existing regulatory framework.

2.2 Applicability to the City of Rancho Palos Verdes

How the Guidelines are applied

The Guidelines are intended for the Planning Department, as well as other City agencies and department staff, developers, architects, engineers, and community members, to use in evaluating project applications in conjunction with the City's existing Zoning Ordinance Regulations and General Plan Goals and Policies.

To achieve the stated purpose, the Guidelines will apply to all new developments and substantial building alterations that require approval by decision-making bodies and planning staff. However, all "by-right"[1] development projects are also encouraged to incorporate the Design Guidelines into their project design.

Each of the Western Avenue Design Guidelines should be considered in a proposed project, although not all will be appropriate in every case, as each project will require a unique approach. The Western Avenue Design Guidelines provide guidance or direction for applying policies contained within the General Plan Framework and the Community Plans. Incorporating these guidelines into a project's design will encourage compatible architecture, pedestrian activity, context-sensitive design, and contribute to placemaking.

How to use the Guidelines

City Staff and project applicants will first review the City's Zoning Regulations and any unique site-specific conditions or requirements established by previously approved Zoning Entitlements. They should then proceed to the Western Avenue Design Guidelines to identify any specific guidelines that may also apply to a specific development or site.

The City will also use the adopted Guidelines to help secure grant funding to implement the public right-of-way enhancement programs identified in the Plan, such as the Streetscape, Mobility, Signage & Wayfinding and Public Art Programs.

The provisions set forth in this document identify the desired level of design quality for development. However, flexibility is necessary and encouraged to achieve excellent design. Therefore, the use of the words "shall "and "must" have been purposely avoided within the specific guidelines. Each application for development, however, should demonstrate to what extent it incorporates these guidelines.

Applications that do not meet specific guidelines applicable to that project should provide rationale for the design and explain how the project will meet the intent of the General Plan, the Municipal Code, and these Guideline objectives.

Relationship to the City of Rancho Palos Verdes General Plan, Zoning Code, and Specific Plans

The Guidelines are intended to implement the applicable goals and policies of the City's General Plan, and will augment the City's Ordinance. The Guidelines are intended to provide guidance for the design and character of all new development in the Study Area, and as such will replace existing design principles and guidelines found within existing three Specific Plans that encompass the City's Western Avenue commercial corridor.

2.3 Applicability to the City of Los Angeles

It is the intent of the City to approve the Guidelines and incorporate them into future regulatory documents. When such opportunity is available, the Guidelines would be applied to private development and public improvements as appropriate:

How the Guidelines are Applied to Private Development

The Guidelines are intended for the Planning Department, as well as other City agencies and department staff, developers, architects, engineers, and community members to use in evaluating project applications along with relevant policies from the General Plan Framework and Community Plans. To achieve the stated purpose, the Guidelines would apply to all new developments and substantial building alterations that require approval by decision-making bodies and planning staff. However, all "by-right"[1] development projects are also encouraged to incorporate the Design Guidelines.

Each Western Avenue Design Guideline should be considered in a proposed project, although not all will be appropriate in every case, as each project will require a unique approach. The Western Avenue Design Guidelines provide guidance or direction for applying policies contained within the General Plan Framework and the San Pedro Community Plan. Incorporating these guidelines into a project's design will encourage compatible architecture, pedestrian activity, context-sensitive design, and contribute to placemaking.

How the Guidelines are applied to Improvements within the Public Right-of-Way

The Western Avenue Design Guidelines provide a conceptual plan for streetscape improvements in the public right-of-way. The Guidelines apply to all public and private projects and improvements within the public right-of-way. The public right-of-way is the area between property lines on each side of the street within the San Pedro Community Plan area. Preferred streetscape design elements are expressed as being "encouraged," "preferred," or "recommended," or as ones that "should," or "may" be included as part of the project. Elements not found within the Guidelines are not precluded from future implementation as long as it can be demonstrated that they are consistent with the overall design intent as expressed within this plan.

How to Use the Guidelines

Property owners, developers, designers, and contractors proposing new development in Los Angeles should first review the zoning of the property being developed. They should then consult the Western Avenue Design Guidelines appropriate to their project.

The provisions set forth in this document identify the desired level of design quality for development. However, flexibility is necessary and encouraged to achieve excellent design. Therefore, the use of the words "shall "and "must" have been purposely avoided within the specific guidelines. Each application for development, however, should demonstrate to what extent it incorporates these guidelines.

Applicants that do not meet specific guidelines applicable to their project should provide rationale for the design and explain how the project will meet the intent of the General Plan, the Municipal Code, and the Guidelines objectives. Whether the design is justified will be determined through required "Findings" in the appropriate section of the Los Angeles Municipal Code.

Relationship to the General Plan, Zoning Code, and Design Guidelines

The approval process for new development is guided by the General Plan, Chapter I of the Los Angeles Municipal Code, and design guidelines.

City of Los Angeles General Plan: The General Plan is the policy document that sets the development vision of the City. The Land Use Element is comprised of 35 Community Plans. It provides policy direction for land use, vehicular and bicycle circulation, open space and recreation, and infrastructure.

Los Angeles Municipal Code: Adopted ordinances that implement the General Plan by establishing land use and development requirements. The Municipal Code includes provisions for the establishment of specific plans, supplemental use districts, and zoning districts.

Design Guidelines: Establish best practices for designing high-quality development that meets the objectives of the General Plan. Certain items apply to site planning and others to building design and aesthetics. The Citywide Design Guidelines apply to areas where design guidelines (i.e. overlays) do not exist. The Western Avenue Design Guidelines apply in addition to the Citywide Design Guidelines.

[1]By-right: Projects which meet all LAMC zoning regulations and require review only by the Department of Building and Safety.

2.4 Implementation

- Matrix to be developed subsequent to stakeholder input, and may be incorporated as a separate section. -

3

Framework for Street Improvements

3.1 Framework for the Corridor

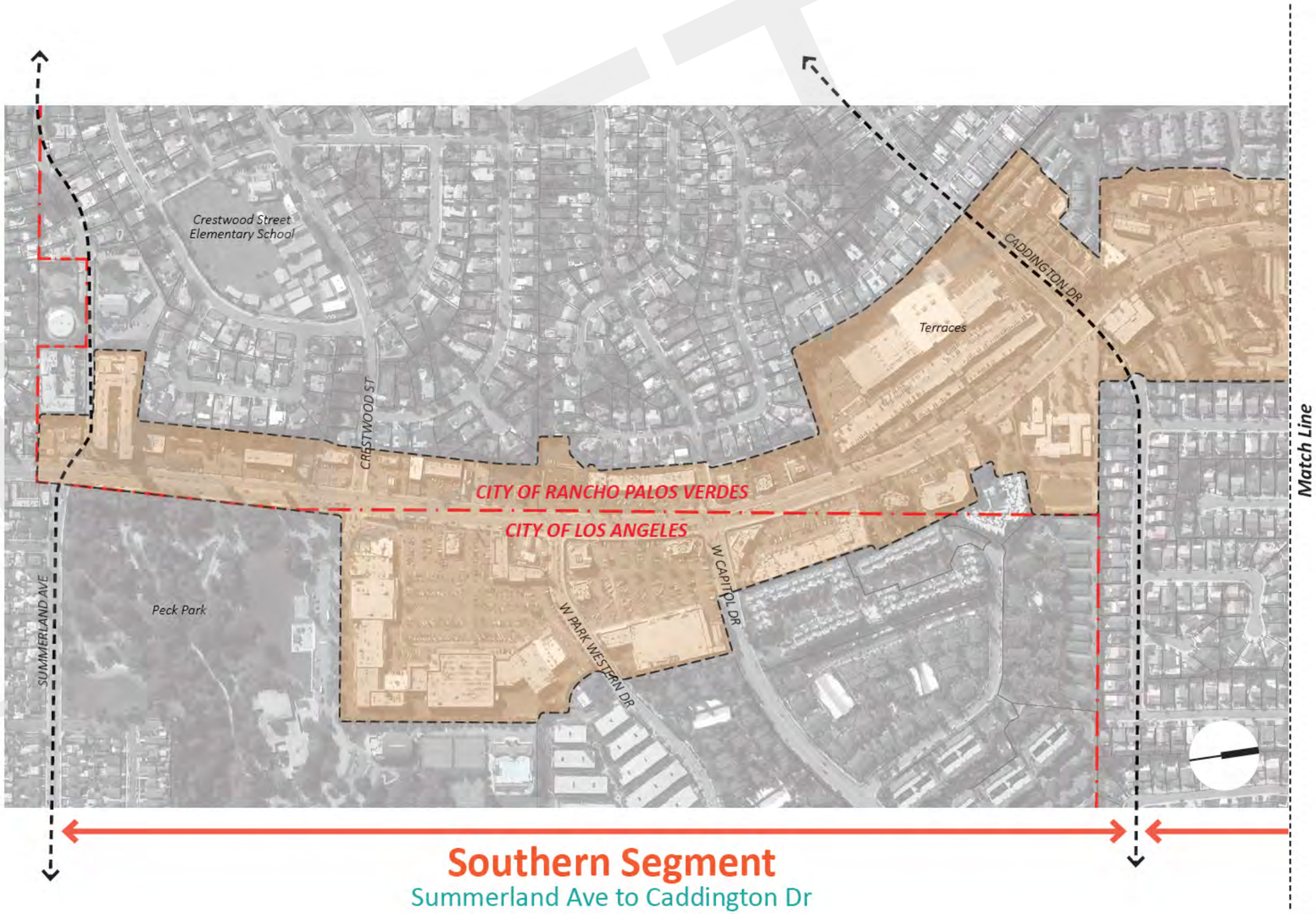
The Project Study Area for the Western Avenue Design Implementation Guidelines is highlighted in the illustration at right, and is divided into three areas: the Southern, Middle, and Northern Segments.

The Southern Segment is considered the commercial heart of the corridor. Here, between Summerland Ave and Caddington Drive, the densest cluster of commercial uses occurs on both sides of the street.

The Middle Segment is located mid-corridor between Caddington Drive and John Montgomery Drive. Here, residential uses are predominately located on the west, while commercial uses are on the east side of the street.

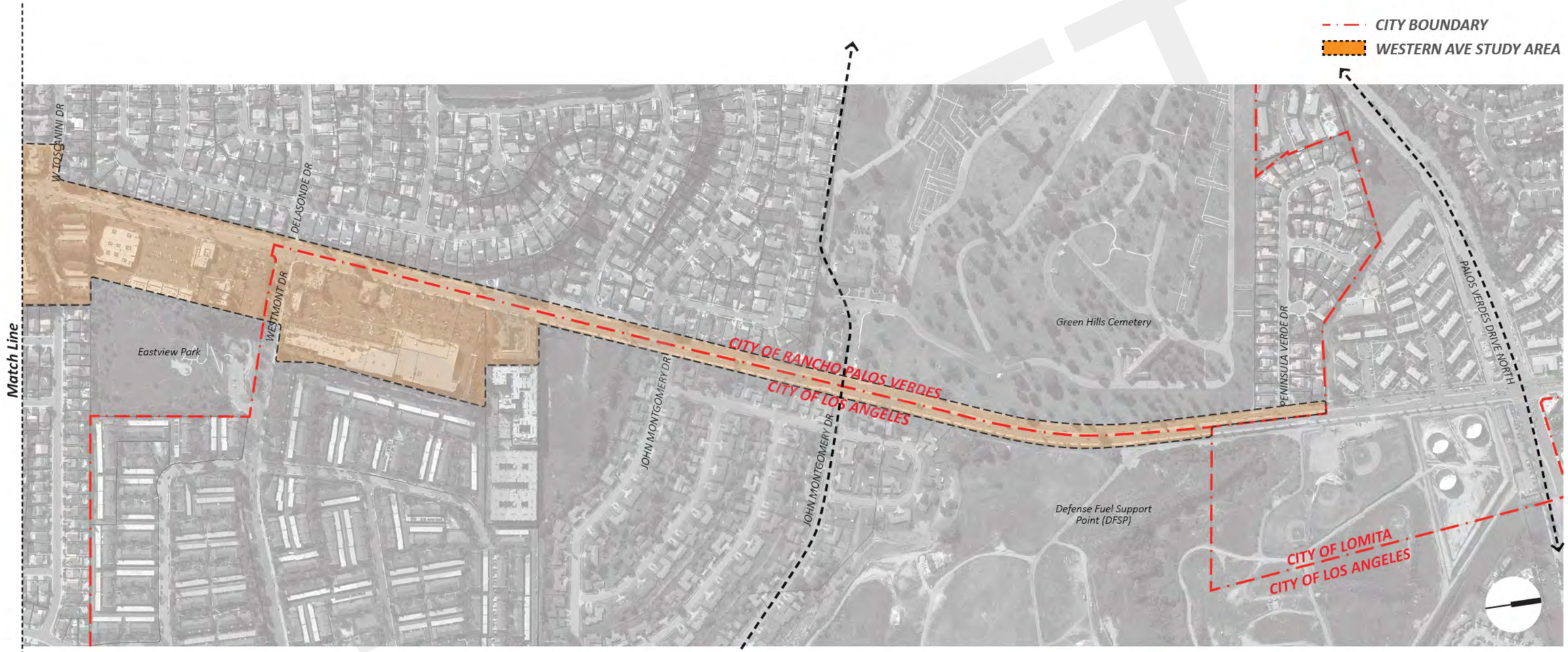
The Northern Segment is the least active of the segments. Because of its adjacencies (the Defense Fuel Support Point and Green Hills Cemetery), the Northern Segment is a predominately auto-oriented experience as it stretches from John Montgomery Drive and Palos Verdes Drive North.

Overall, the core recommendation for Western Avenue is to reverse the existing relationship that buildings and surface parking lots have with the street. General guiding principles for each of the three segments of the corridor are provided on subsequent pages followed by Guidelines for the Public Right-of-Way, and Guidelines for Private Development.



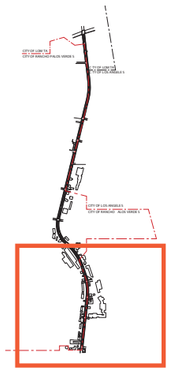
Southern Segment

Summerland Ave to Caddington Dr



Middle Segment
Caddington Dr to John Montgomery Dr

Northern Segment
John Montgomery Dr to Palos Verdes Dr North



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.

Existing view looking north on Western Avenue at Capitol Drive.

Conceptually Visualizing Before/After Improvements to the Southern Segment.

1. New developments should create a strong street wall along Western Avenue. Incorporate signage, canopies and other interesting visual elements to enliven street life. See Sec 3.1 and 3.3.
2. The design of storefronts and streetscape should facilitate pedestrian activity, and allow for sidewalk activity, such as outdoor dining areas for restaurants and cafes. See Sec 3.1.
3. Sidewalks should accommodate a variety of pedestrian amenities, such as landscape, street furniture, bicycle infrastructure, etc. See Sec 4.1.
4. Landscape in the Southern Segment should be durable, distinct, and colorful. See Sec 4.3.

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

SOUTHERN SEGMENT

Option A - No Bikeway

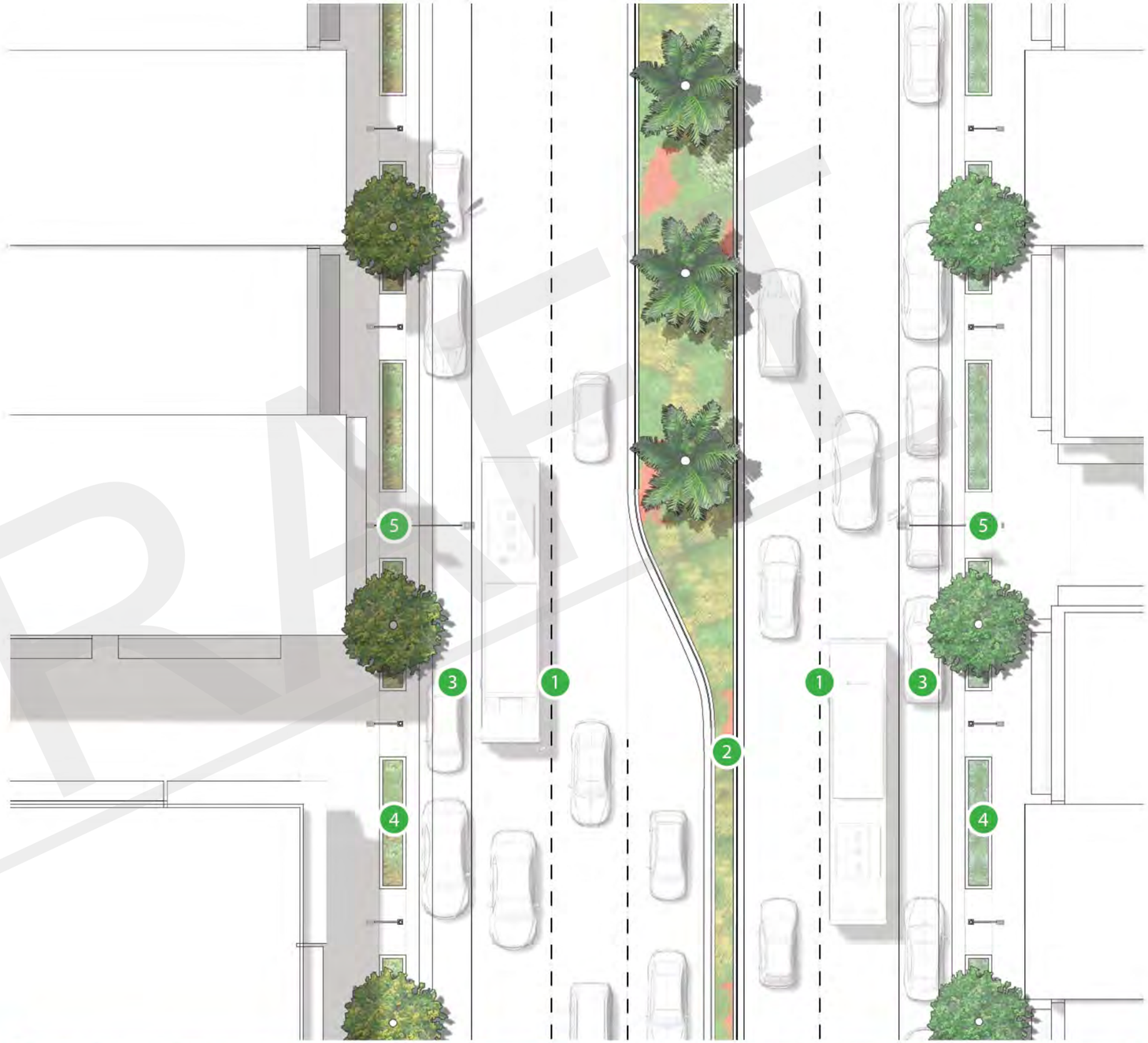
In Option A, the existing curb to curb dimension remains unchanged. The widths of travel lanes are slightly reduced to allow for a wider landscaped median. On-street parking is kept on both sides of the street, with new sidewalk planting.

PUBLIC REALM

1. Reduce width of travel lanes as noted. See Sec 4.2.
2. Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.3.
3. Maintain existing on-street parking. See Sec 4.2.
4. Add new streetscape planting with pedestrian egress "convenience strip." See Sec 4.1.
5. Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.1.
6. Maintain 15 ft. min. sidewalk width. See Sec 4.1.

PRIVATE REALM

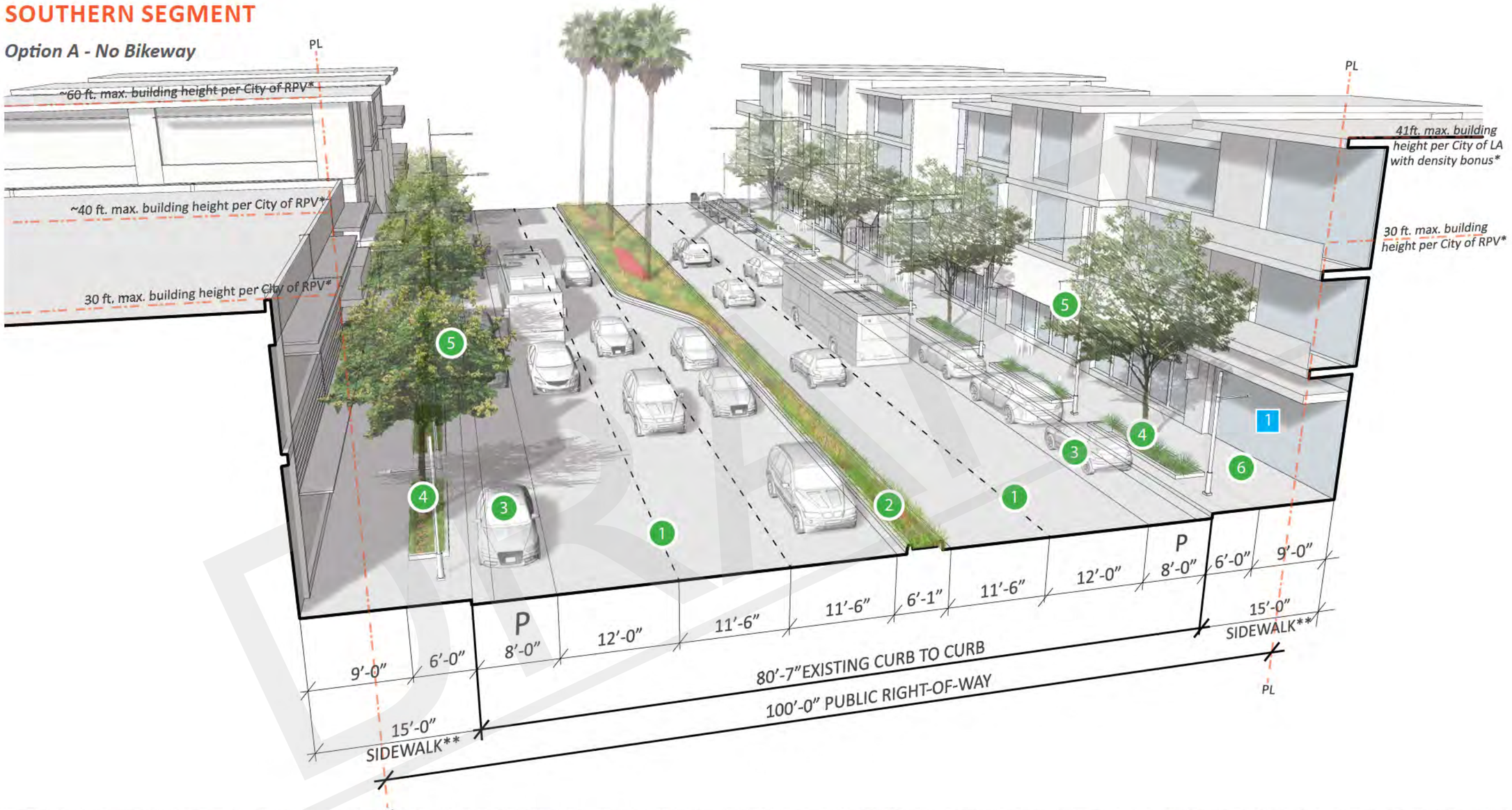
1. Design building facades and streetscape to facilitate pedestrian-oriented activity. See Sec 5.1.



Typical plan of Option A improvements along the Southern Segment.

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.

SOUTHERN SEGMENT

Option B - With Bikeway

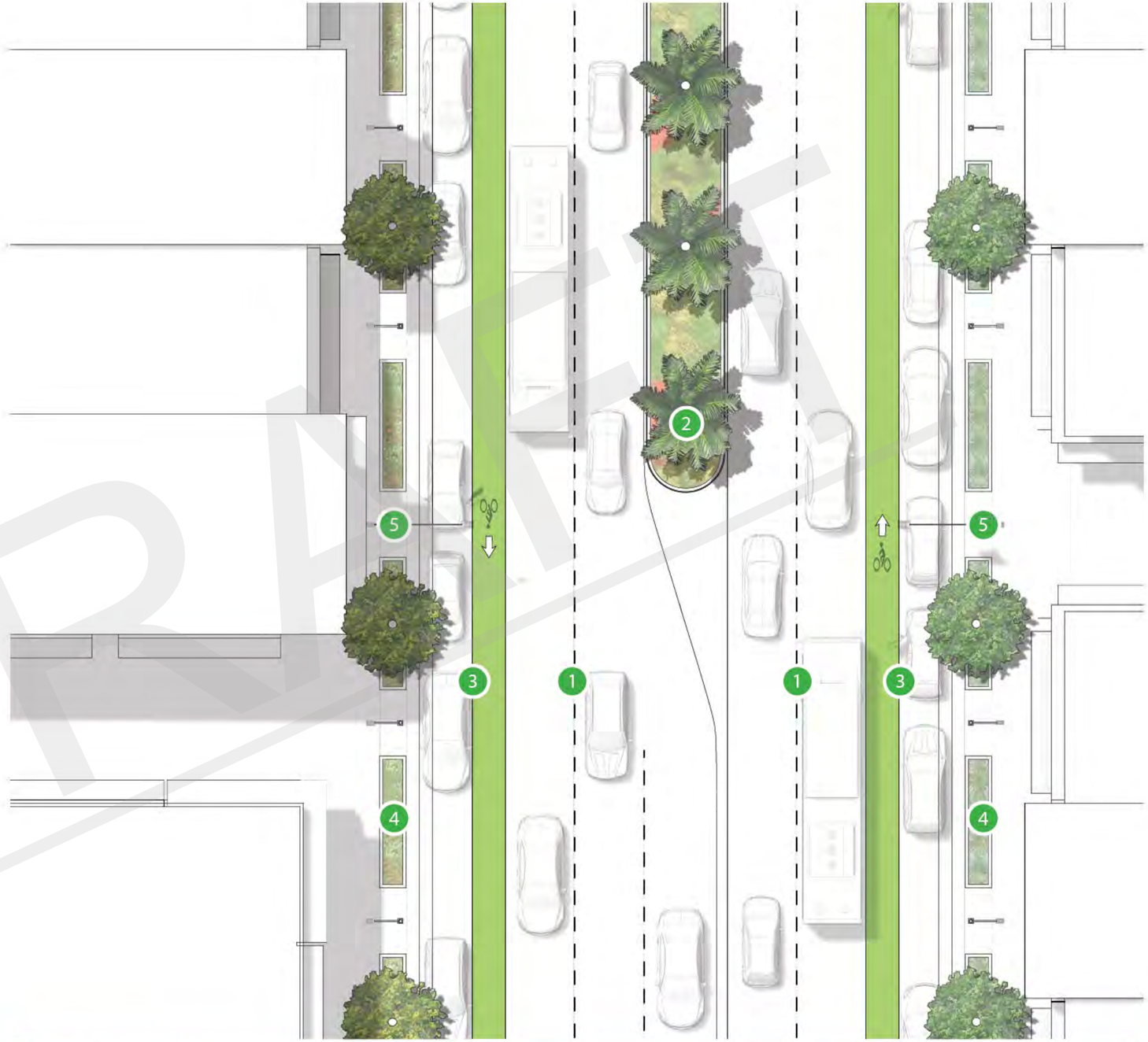
In Option B, the existing curb to curb dimension remains unchanged. The widths of travel lanes are reduced to allow for a Class II Bikeway on both sides of the street. On-street parking is kept on both sides of the street, with new sidewalk planting.

PUBLIC REALM

1. Same as Option A.
2. Same as Option A.
3. Maintain existing on-street parking and add new bikeway. See Sec 4.2.
4. Same as Option A.
5. Same as Option A.
6. Same as Option A.

PRIVATE REALM

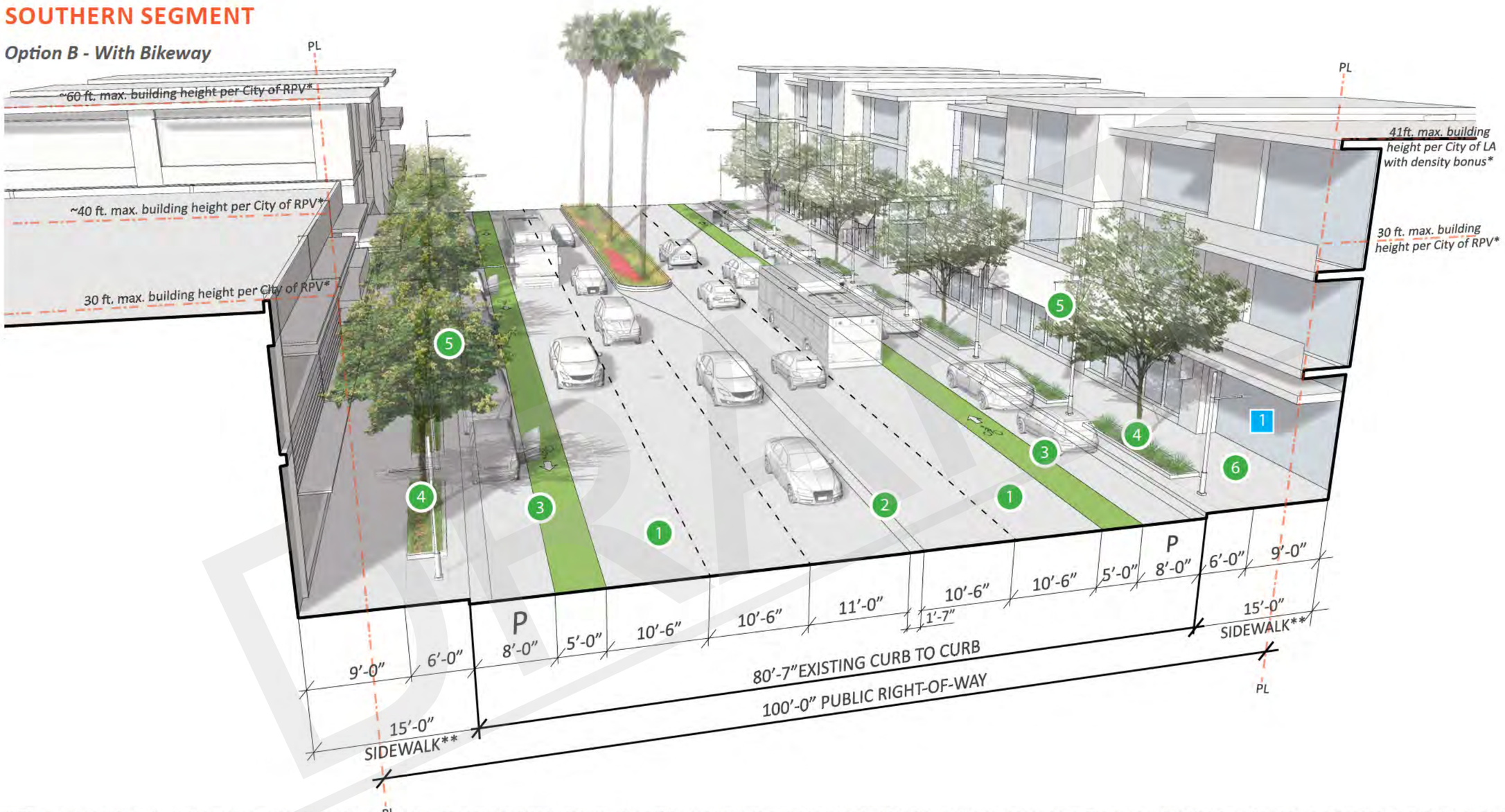
1. Same as Option A.



Typical plan of Option B improvements along the Southern Segment.

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.

SOUTHERN SEGMENT

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.

PUBLIC REALM

1. Same as Option A.
2. Same as Option A.
3. Add new Cycle Track and traffic-adjacent curb extensions, spaced at equal intervals with on-street parking. See Sec 4.2.
4. Same as Option A.
5. Same as Option A.
6. Same as Option A.

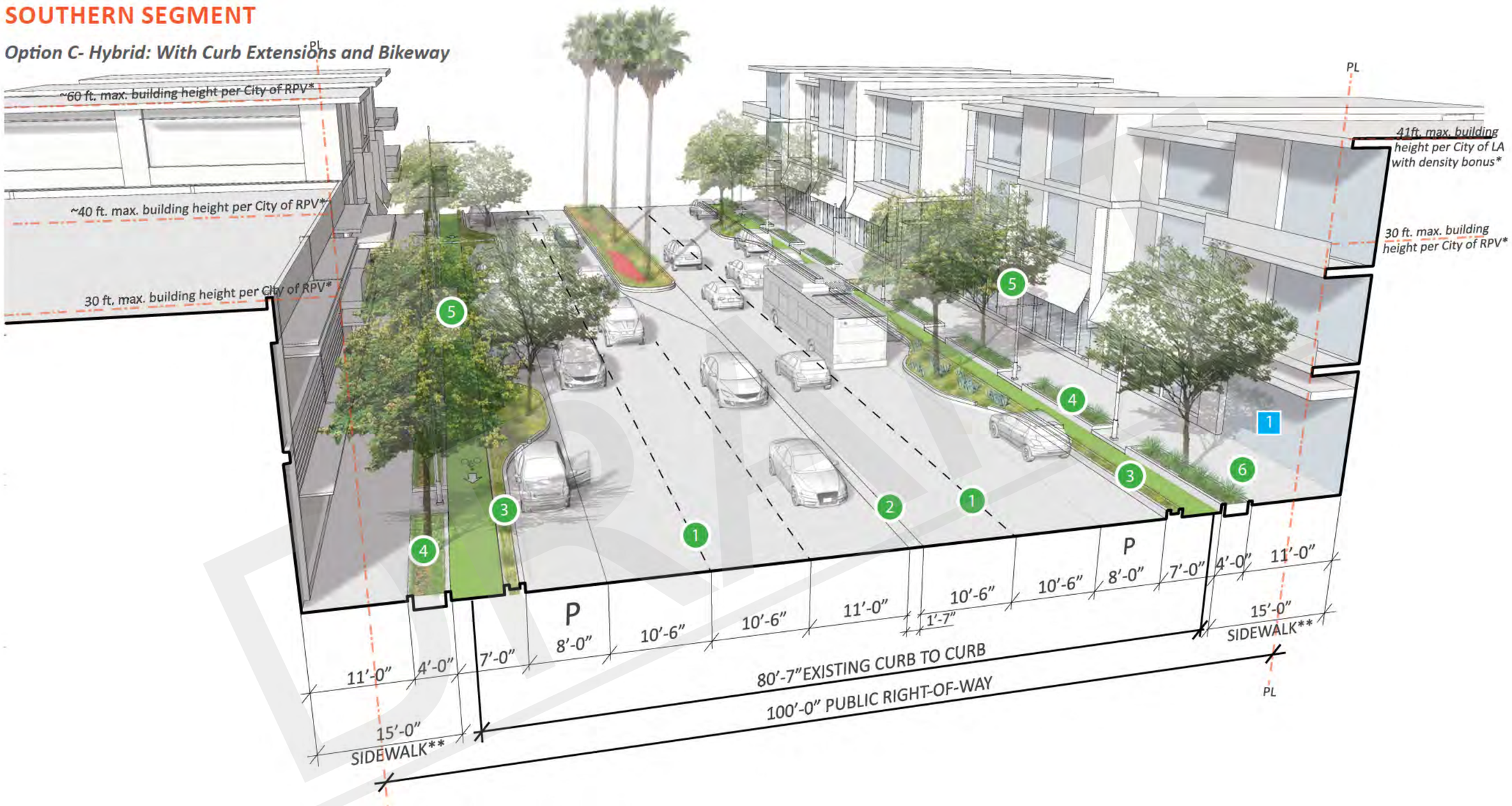
PRIVATE REALM

1. Same as Option A.

Typical plan of Option C improvements along the Southern Segment.

SOUTHERN SEGMENT

Option C- Hybrid: With Curb Extensions and 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 C improvements along the Southern Segment.

3.3 Guiding Principles for the Middle Segment

Caddington Avenue to John Montgomery Drive

The Middle Segment stretches approximately 0.9 miles from Caddington Drive on the south to John Montgomery Drive on the north. If a pedestrian were to walk the Middle Segment, it would take him/her approximately 20 minutes. The Middle Segment consists of both active and non-active uses. The east side consists of active, visitor-serving commercial uses, while the west side consists of non-active residential uses (steep slopes and the backyards of homes).

Recommended improvements along commercial uses (on the east side of the street) are similar to the recommendations made for the Southern Segment, focusing on creating a strong building street wall, while recommended improvements along residential uses (on the west side of the street) are similar to the recommendations made for the Northern Segment, focusing on improving the public realm. In general, the following recommendations apply to this segment.

For commercial uses along the east side of the street:

- **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.
- **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.

For residential uses along the west side of the street:

- **Improve the public realm.** When possible, expand sidewalk widths to meet current regulatory codes and accommodate improved streetscape features (including landscape, furniture, lighting, and other pedestrian amenities). See Sec. 5.1 and Sec 4.1.
- **Reclaim on-street parking.** Because of adjacencies (backyards of homes), on-street parking on the west side of the street is rarely used. Instead, this space can be reclaimed and used for new bikeways and/or curb extensions to accommodate signage, green infrastructure, or expanded sidewalks. See Sec 4.2.

For both sides of the street:

- **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. On the east side of the street, landscape should be durable to withstand pedestrian activity. On the west side of the street, landscape should be continuous and plentiful since pedestrian activity is limited. See Sec. 4.3.

These improvements can be realized along the Middle 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.

Existing view looking north on Western Avenue at Westmont Drive.

Conceptually Visualizing Before/After Improvements to the Middle Segment.

1. New developments should create a strong street wall along Western Avenue. Incorporate signage, canopies and other interesting visual elements to enliven street life. See Sec 3.1 and 3.3.
2. Use landscape to beautify the corridor Landscaping should act as "green infrastructure" and consist of drought-tolerant and California-friendly native planting. See Sec 4.3.
3. Maintain existing on-street parking to service adjacent commercial uses. Allow for the addition of new bikeways. See Sec 4.2.

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

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.

PUBLIC REALM

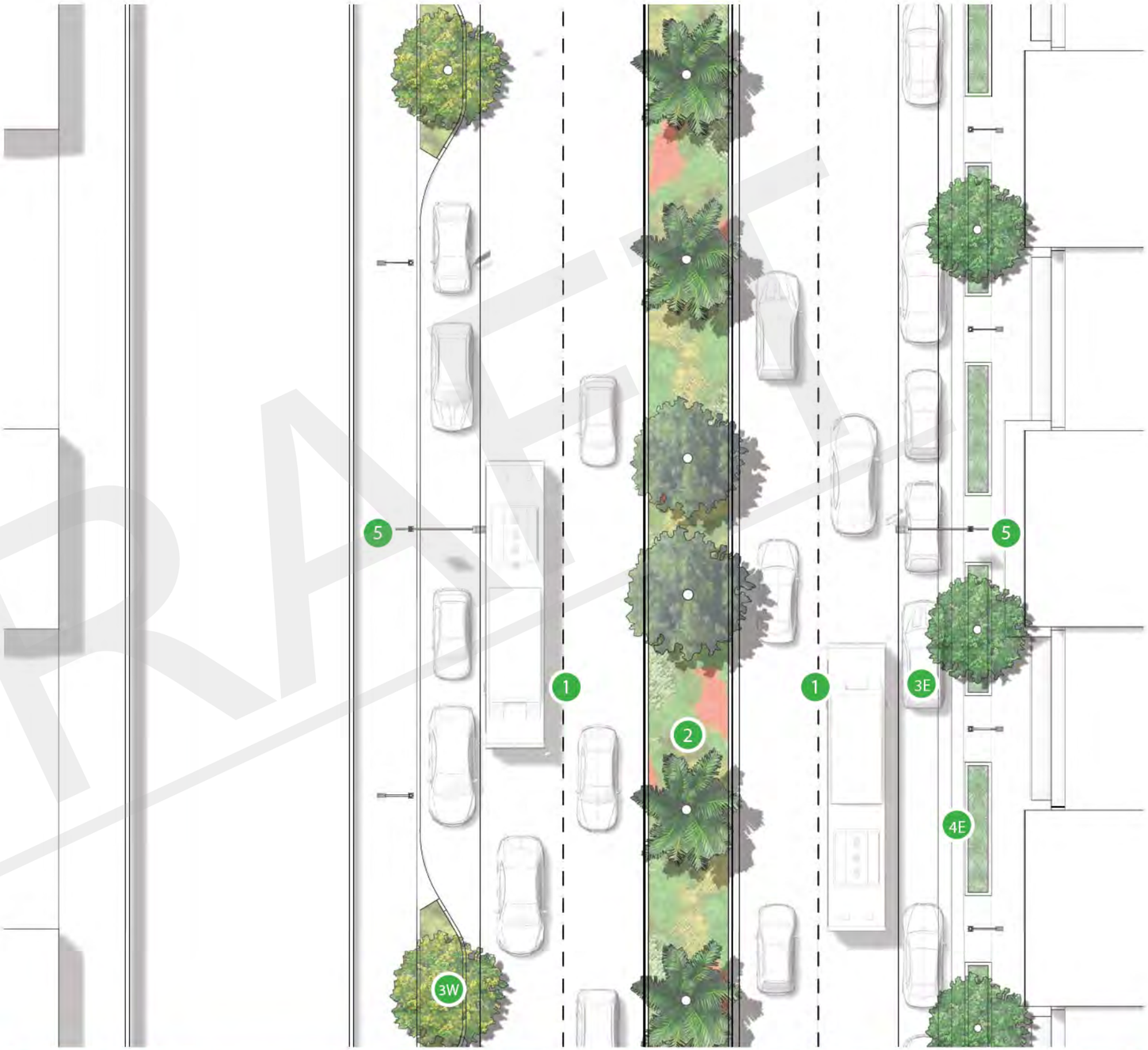
1. Width of travel lanes remains unchanged.
2. Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.3.
3W. On west, introduce curb extensions, spaced between existing on-street parking. See Sec 4.3.
3E. On east, maintain existing on-street parking.
4E. On east, add new streetscape planting with pedestrian egress "convenience strip." See Sec 4.3.
5. Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.1.
6. Maintain 15 ft. min. sidewalk width. See Sec 4.1.

PRIVATE REALM

1. Design building facades and streetscape to facilitate pedestrian-oriented activity. See Sec 5.1.

RANCHO PALOS VERDES (RPV) ONLY

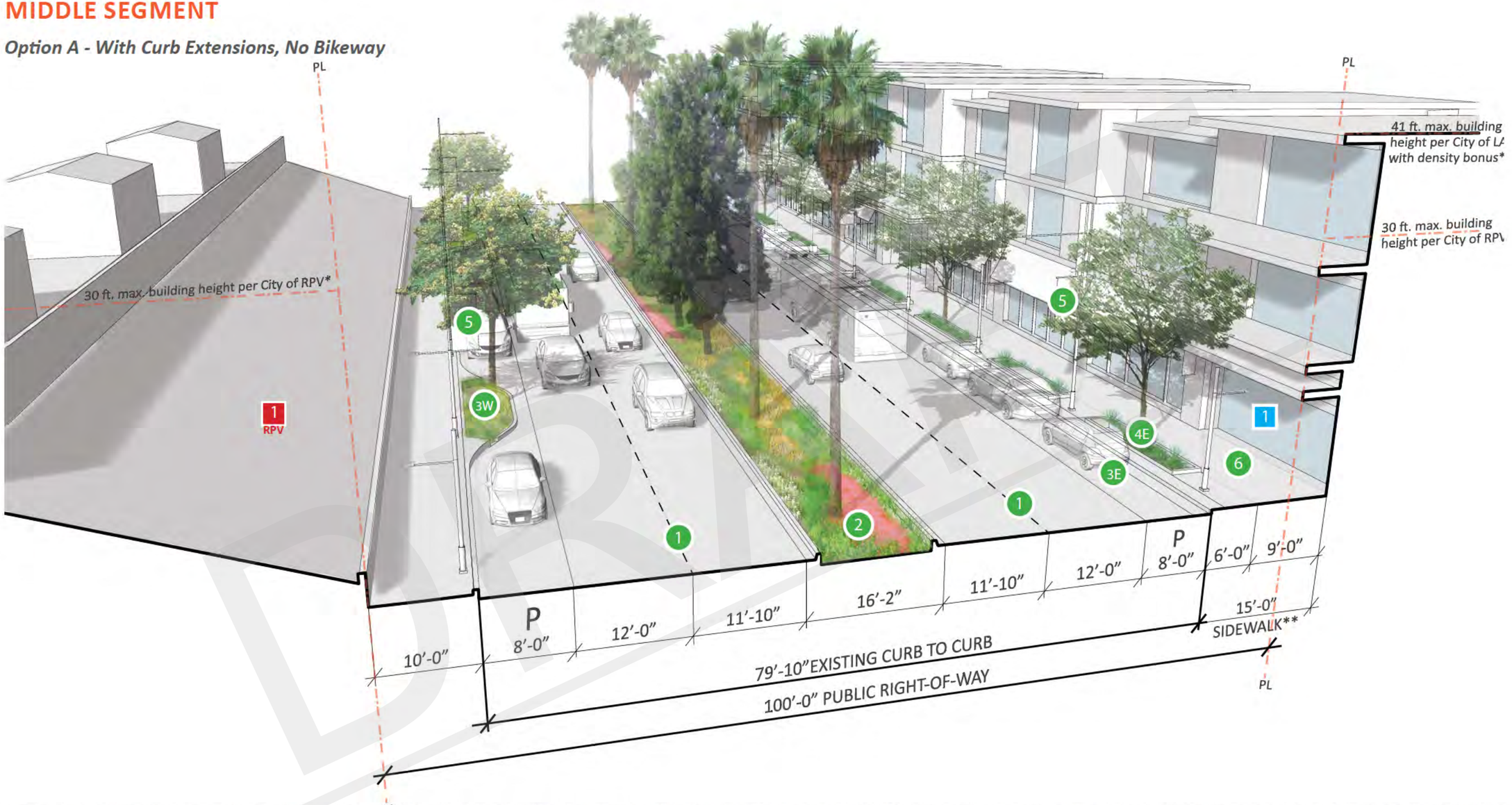
1 RPV. Encourage improvements to existing residential retaining walls along sidewalk and residential backyard slopes. See Sec 4.5.



Typical plan of Option A improvements along the Middle Segment.

MIDDLE SEGMENT

Option A - With Curb Extensions, No Bikeway



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

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

MIDDLE SEGMENT

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.

PUBLIC REALM

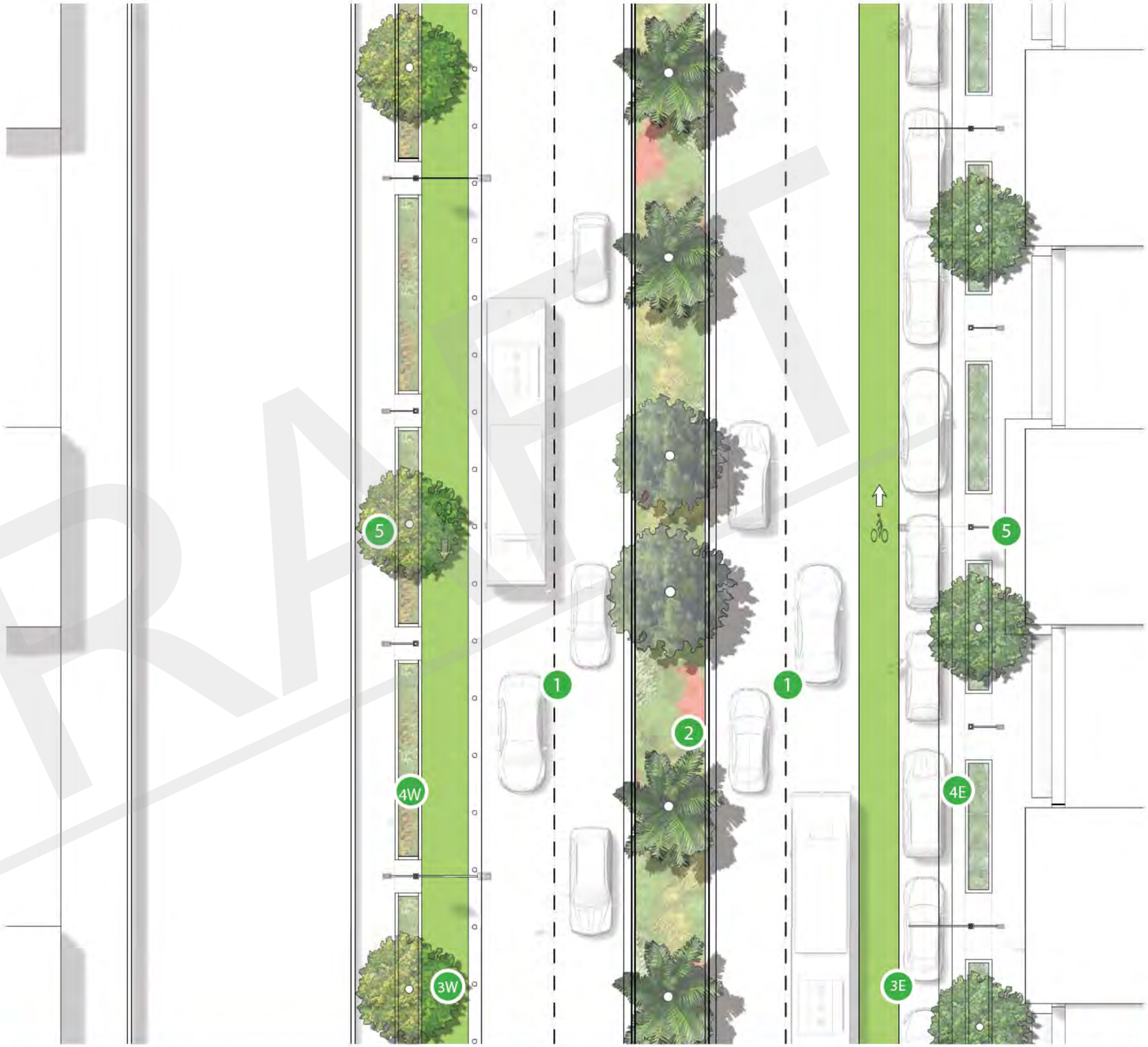
1. Reduce width of travel lanes as noted. See Sec 4.2.
2. Same as Option A.
3W. On west, remove existing on-street parking and replace with new Cycle Track. See Sec 4.2.
3E. On east, maintain existing on-street parking, and add new bikeway. See Sec 4.2.
4W. On west, add new streetscape planting. See Sec 4.3.
4E. Same as Option A.
5. Same as Option A.
6. Same as Option A.

PRIVATE REALM

1. Same as Option A.

RANCHO PALOS VERDES (RPV) ONLY

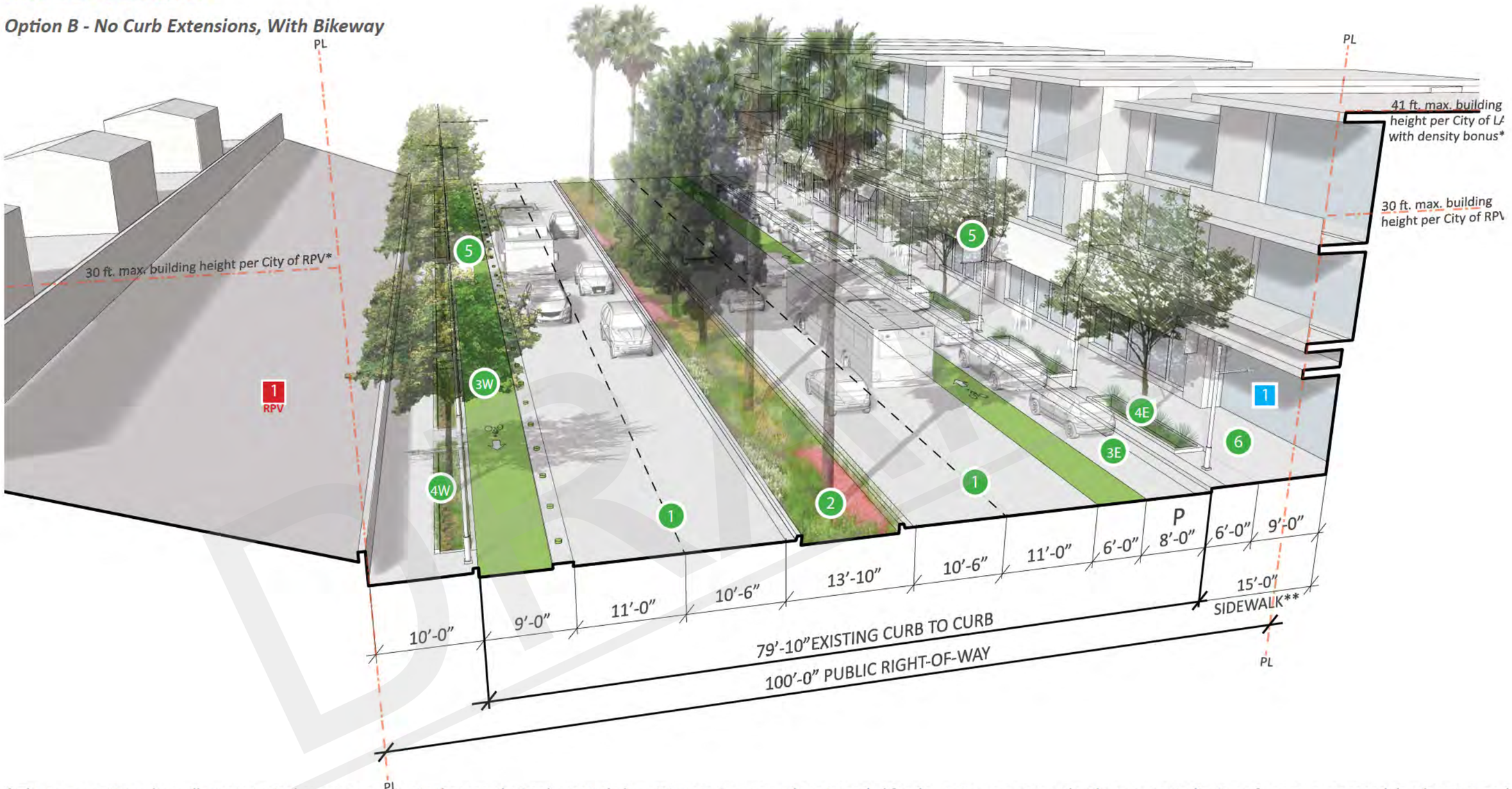
1 RPV. Same as Option A.



Typical plan of Option B improvements along the Middle Segment.

MIDDLE SEGMENT

Option B - No Curb Extensions, 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 Middle Segment.

MIDDLE SEGMENT

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.

PUBLIC REALM

1. Reduce width of travel lanes as noted. See Sec 4.2.
2. Same as Option A.
3. Add new Cycle Track and traffic-adjacent curb extensions, spaced at equal intervals with on-street parking. See Sec 4.2.

4E. Same as Option A.

5. Same as Option A.
6. Same as Option A.

PRIVATE REALM

1. Same as Option A.

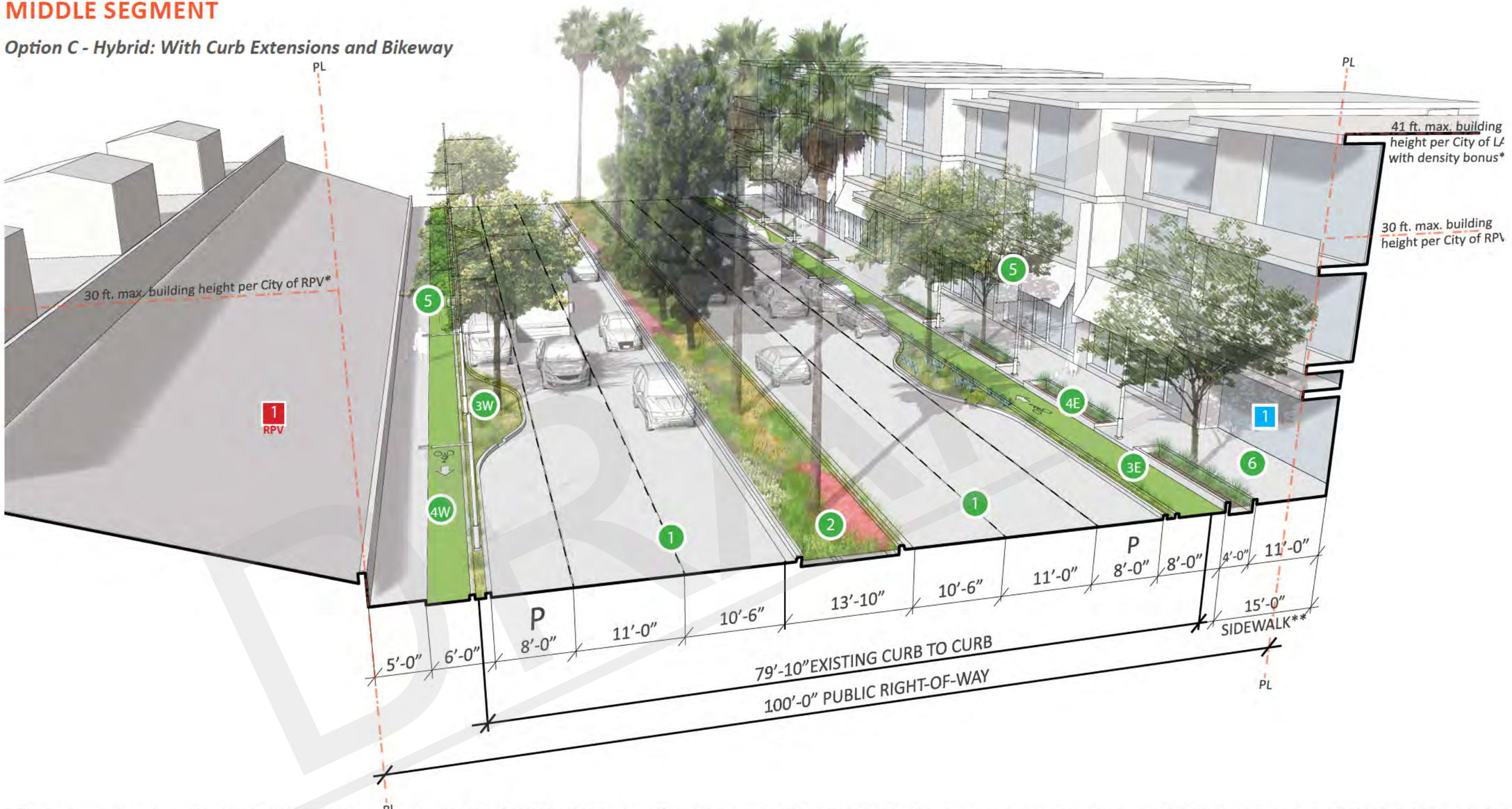
RANCHO PALOS VERDES (RPV) ONLY

1 RPV. Same as Option A.

Typical plan of Option C improvements along the Middle Segment.

MIDDLE SEGMENT

Option C - Hybrid: With Curb Extensions and Bikeway



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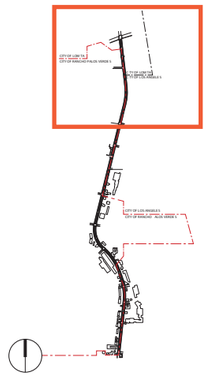
*** Minimum of 15ft wide sidewalk is desired. See Sec 4.1.*

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



3.4 Guidelines for the Northern Segment

John Montgomery Drive to Palos Verdes Drive North

The Northern Segment stretches approximately 0.6 miles from John Montgomery Drive on the south to Palos Verdes Drive North on the north. If a pedestrian were to walk the Northern Segment, it would take him/her approximately 10 minutes.

Because of its adjacencies, the Northern Segment is primarily an auto-oriented experience with inactive uses on both the west and east sides of the streets. The east side of the street is entirely occupied by fuel storage infrastructure of the Defense Fuel Support Point (DFSP) San Pedro, and the west side of the street is entirely occupied by Green Hills Memorial Park. While it is assumed that both uses will remain in perpetuity, limiting the opportunity to create active, visitor-serving street edges, recommended improvements to the Northern Segment focus on the public realm, particularly to improve the pedestrian and bicyclist experience. The following recommendations apply to both the west and east sides of the segment.

- **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 Northern Segment's auto-oriented experience, landscape should be continuous, plentiful, and act as an entry gateway into the corridor. See Sec. 4.3.
- **Improve the public realm.** When possible, expand sidewalk widths to meet current regulatory codes and accommodate improved streetscape features (including landscape, furniture, lighting, and other pedestrian amenities). See Sec. 5.1 and Sec 4.1.
- **Use gateway elements to brand the corridor.** In addition to landscape, use signage to announce one's arrival into/departure from the corridor. See Sec 4.6.
- **Explore opportunities for public artwork.** The median and sidewalks can be used to install monumental (temporary or permanent) public artwork along the Northern Segment. See Sec 4.6.
- **Reclaim on-street parking.** Unlike in other segments, on-street parking in the Northern Segment is rarely used. Instead, this space can be reclaimed and used for new bikeways and/or curb extensions to accommodate signage, green infrastructure, or expanded sidewalks. See Sec 4.2.

These improvements can be realized along the Northern 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.

Existing view looking south on Western Avenue at Green Hills Cemetery.

Conceptually Visualizing Before/After Improvements to the Northern Segment.

1. Use landscape to improve the public realm. Because of limited pedestrian activity in the Northern Segment, landscape can be continuous, plentiful, and act as an entry gateway into the corridor. See Sec 4.3.
2. Existing on-street parking is rarely used and can be reclaimed and used for bikeways and/or curb extensions. See Sec 4.2.
3. When possible, expand existing sidewalk widths to meet current regulatory codes to improve the pedestrian experience.

Conceptual sketch of the type of character recommended for the Northern Segment. View looking south on Western Avenue at Green Hills Cemetery.

NORTHERN SEGMENT

Option A - With Curb Extensions, No Bikeway

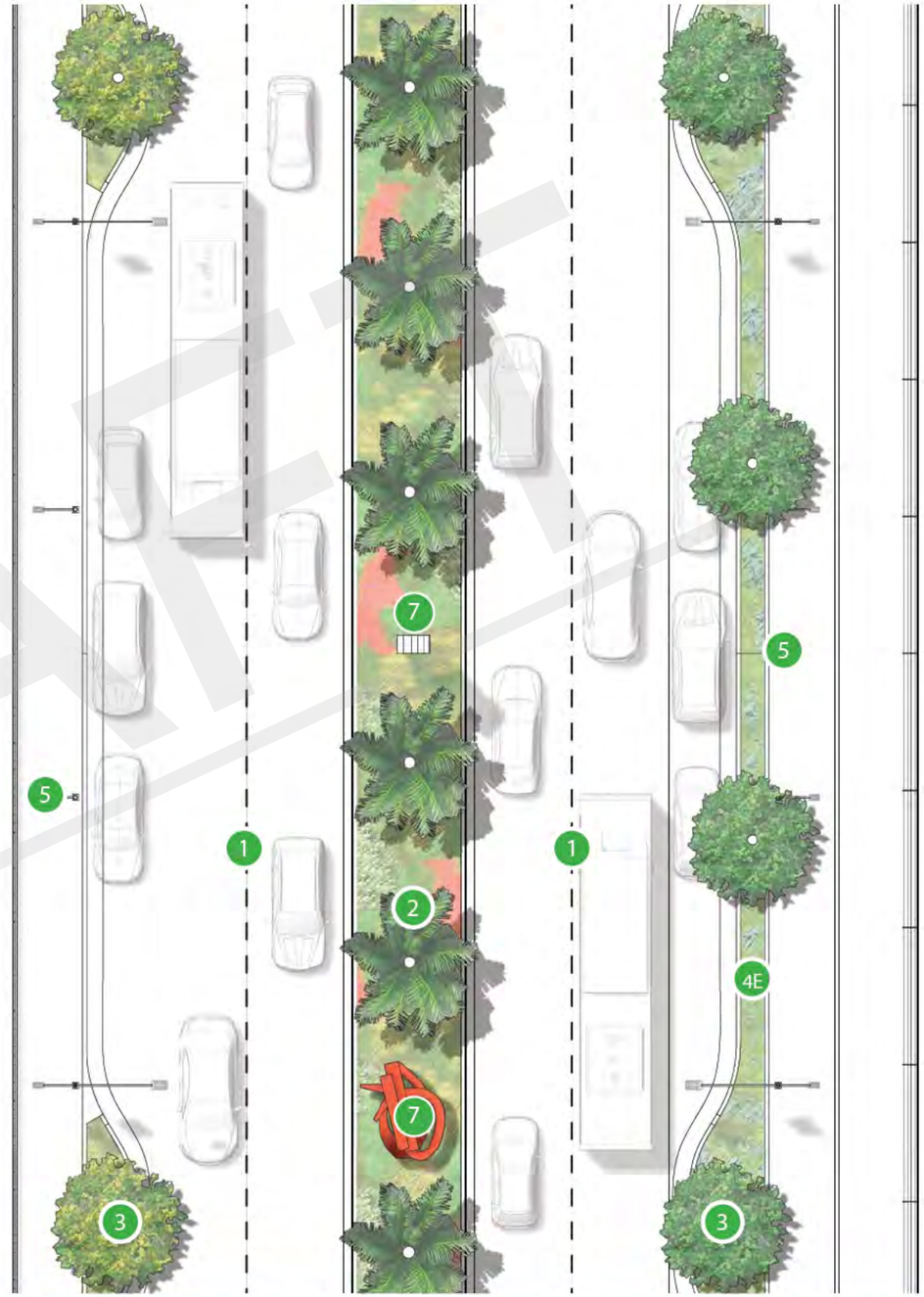
In Option A, the existing curb to curb dimension and travel lane widths remain unchanged. On-street parking is kept on both sides of the street, with new curb extensions and sidewalk planting. In the Northern Segment, branding signage and artwork in the median is encouraged.

PUBLIC REALM

1. Width of travel lanes remains unchanged.
2. Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.3.
3. Add curb extensions, spaced at equal intervals with existing on-street parking. See Sec 4.2.
4E. On east, add new streetscape planting integrated with curb extensions. See Sec 4.3.
5. Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.1.
6E. On east, sidewalk width should be expanded to 5 ft. minimum. See Sec 4.1.
7. Introduce new branding signage and artwork in the median. See Sec 4.6.

RANCHO PALOS VERDES (RPV) ONLY

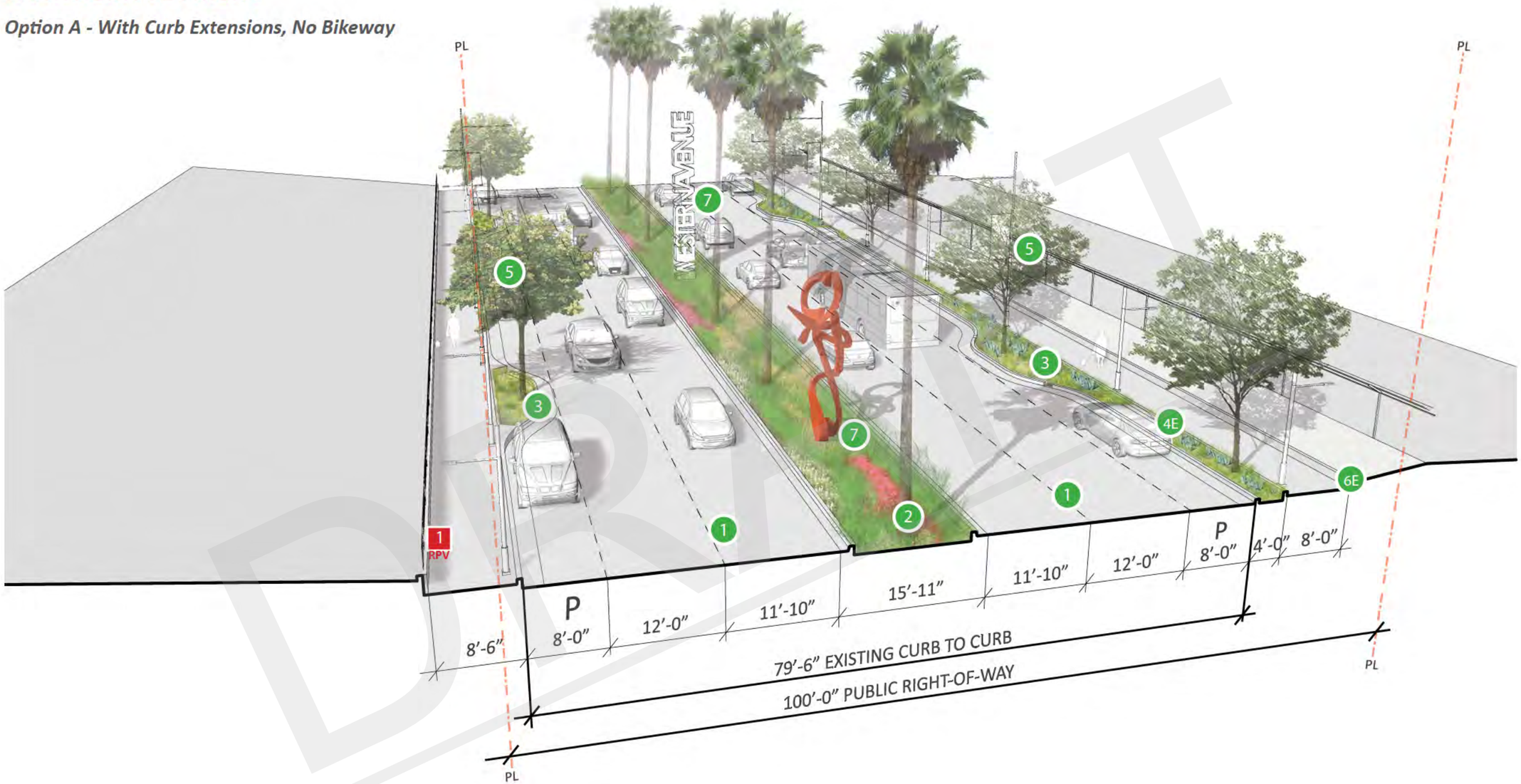
1 RPV. Encourage improvements to existing cemetery retaining wall at sidewalk. See Sec X-XX.



Typical plan of Option A improvements along the Northern Segment.

NORTHERN SEGMENT

Option A - With Curb Extensions, No Bikeway



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

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

NORTHERN SEGMENT

Option B - No Curb Extensions, With Bikeway

In Option B, the existing curb to curb dimension and travel lane widths remains 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.

PUBLIC REALM

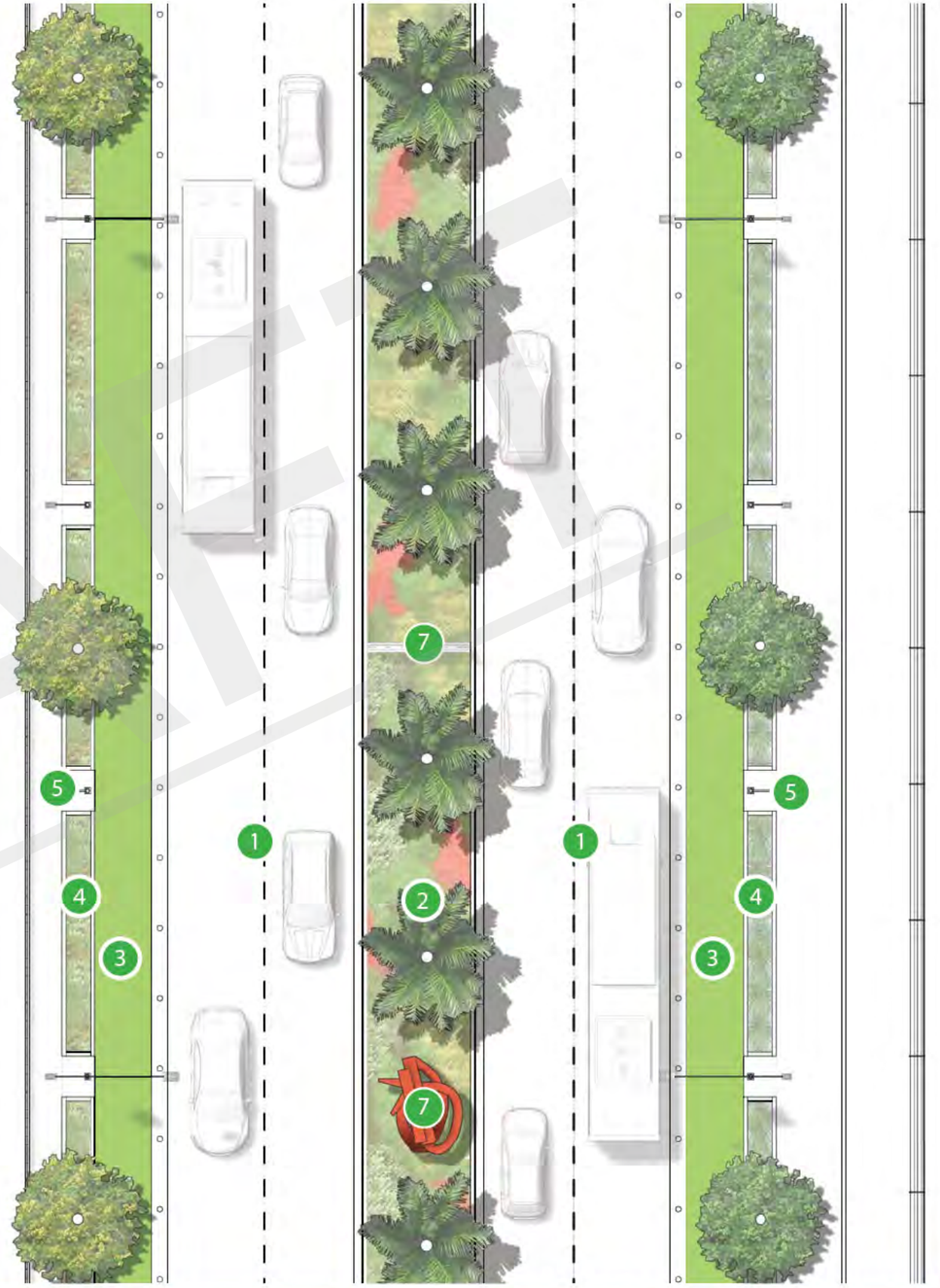
1. Same as Option A.
2. Same as Option A.
3. Remove existing on-street parking and replace with new Cycle Track. See Sec 4.2.
4. Add new streetscape planting. See Sec 4.3.
5. Same as Option A.

6E. Same as Option A.

7. Same as Option A.

RANCHO PALOS VERDES (RPV) ONLY

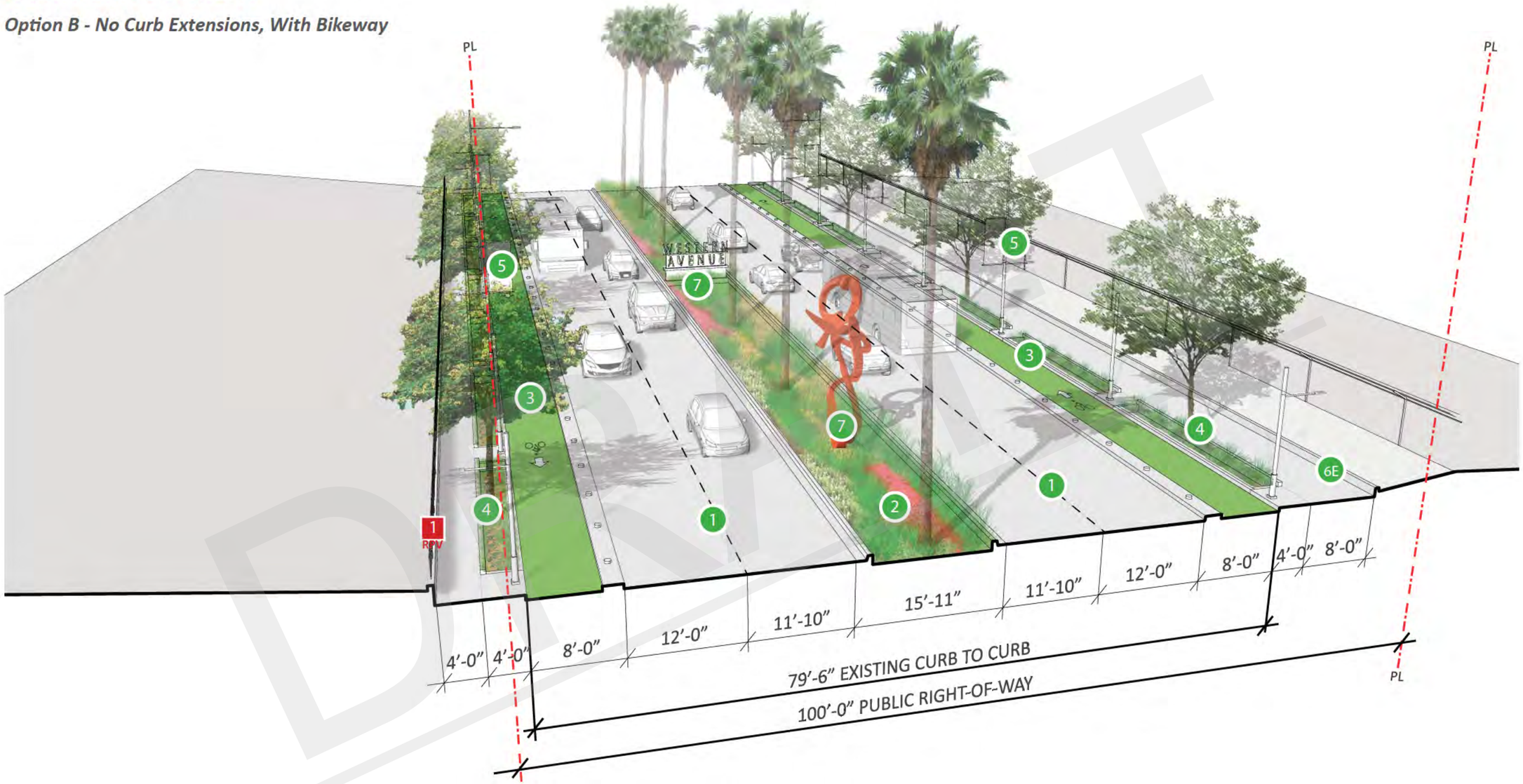
1 RPV Same as Option A.



Typical plan of Option B improvements along the Northern Segment.

NORTHERN SEGMENT

Option B - No Curb Extensions, 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 Northern Segment.

NORTHERN SEGMENT

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.

PUBLIC REALM

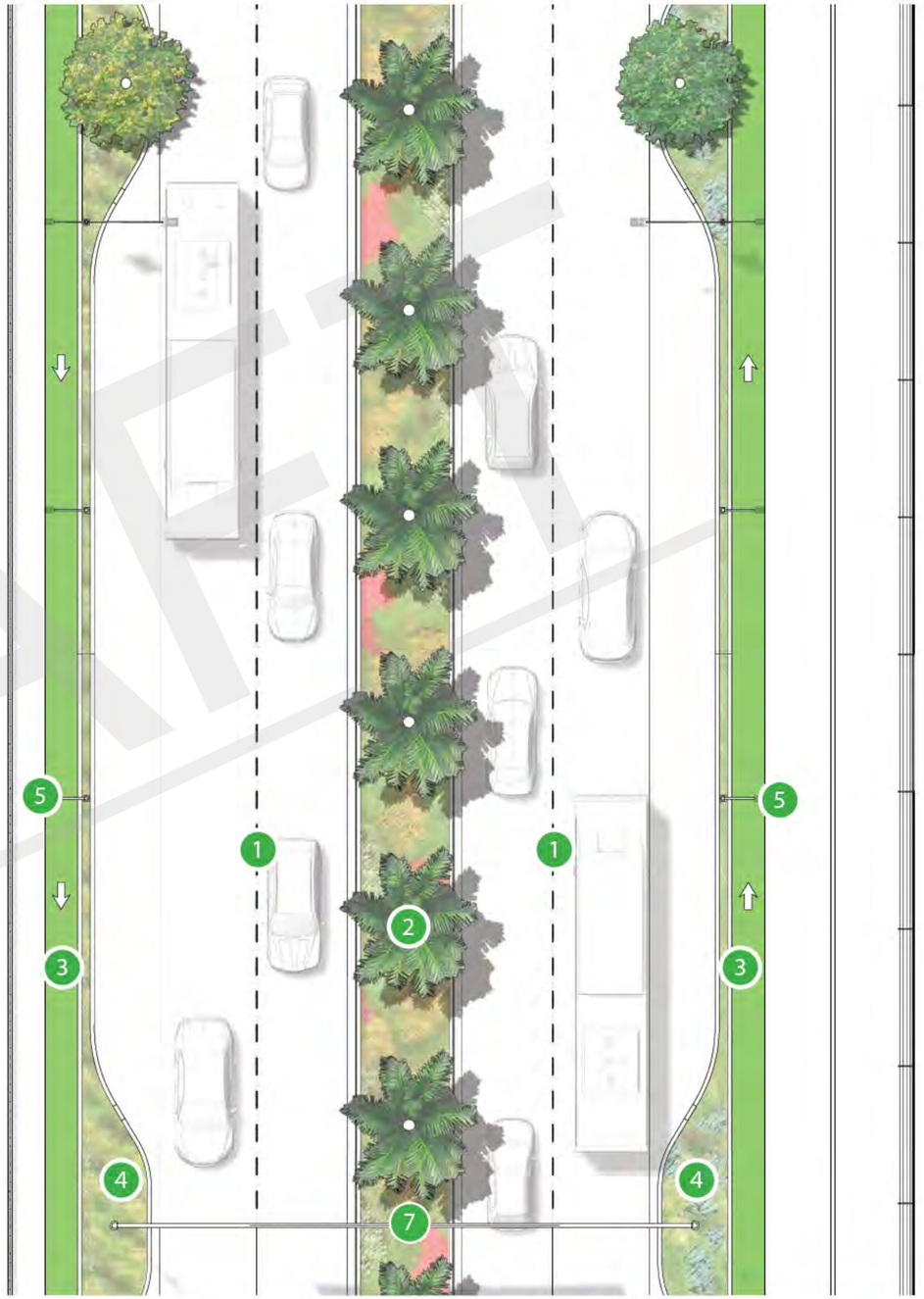
1. Same as Option A.
2. Same as Option A.
3. Add new bikeway and traffic-adjacent curb extensions, spaced at equal intervals with on-street parking. See Sec 4.2.
4. Add new streetscape planting integrated with curb extensions. See Sec 4.3.
5. Same as Option A.

6E. Same as Option A.

7. Same as Option A.

RANCHO PALOS VERDES (RPV) ONLY

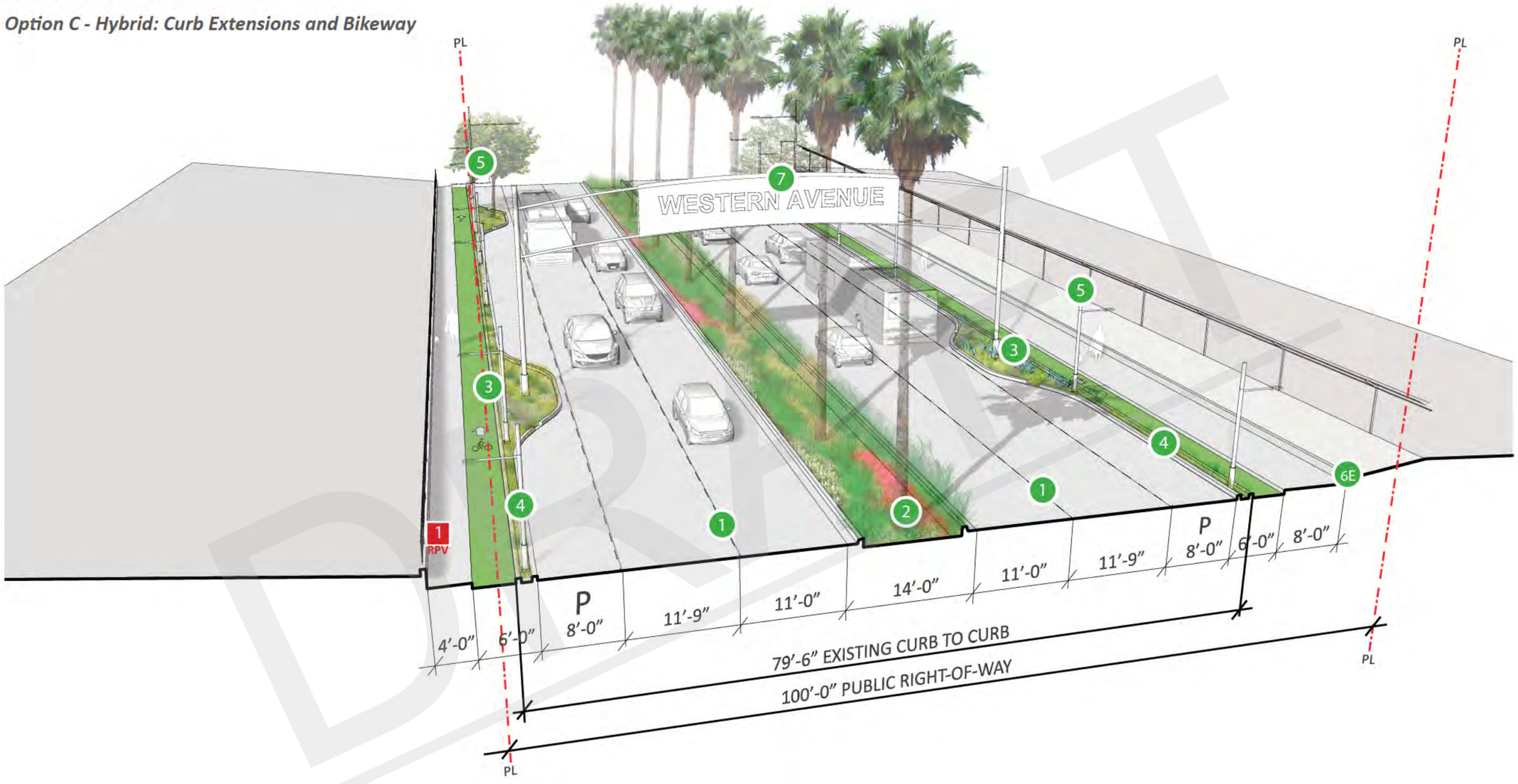
1 RPV Same as Option A.



Typical plan of Option C improvements along the Northern Segment.

NORTHERN SEGMENT

Option C - Hybrid: 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 Northern Segment.

4

Guidelines for the Public Right-of-Way

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.

5. As fixtures are upgraded, sustainability features, such as LED, timers, and dimmers, should be considered wherever possible.

Utilities and Equipment

1. Existing overhead utilities should be relocated below grade. The relocation of utilities should be coordinated with the sequencing of construction activities to avoid conflict with planned streetscape improvements.
2. New utility lines should be placed underground.
3. New utility poles, transformers, back flow preventers and other utilities should be placed in the least obtrusive location.
4. Mechanical and electrical equipment shall not be placed in such a manner so as to create ambient noise and/or environmental pollution on adjacent residential properties.
5. Ground-level mechanical equipment should be shielded from view from the public right-of-way.
6. See Section X-X for additional guidelines.

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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 Cites 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 street" 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

Pedestrian Crossings

Pedestrian crossings should provide the most direct, shortest, easily accessible, and visible path of travel to be able to safely and comfortably cross the street.

1. Provide marked crosswalks at all intersections and mid-block crossings.
2. All crosswalk markings should be "high-visibility," e.g. Continental, Ladder, Diagonal (See California Manual on Uniform Traffic Control Devices).
3. The minimum width of crosswalks should be 15'-0".
4. Provide curb ramps at all crossings. All curb ramps must be compliant with ADA standards and all other current local, state, and federal regulations.
5. When crossings occur at curb extensions, provide directional curb ramps (i.e. curb ramps that are aligned in the direction of pedestrian crossing).
6. Provide at least one mid-block crossing when block lengths exceed 500ft. in length along Western Avenue, and at "special places" (i.e. locations in which there is a significant pedestrian desire path to/from pedestrian destinations, like building entrances, plazas, parks, paseos, etc).

Sidewalks

See Sec 4.1 for guidelines on sidewalks.

Bikeways

As of the date of this document, there is no official bikeway designation along the corridor. In the long-range bicycle plans, for both the City of Rancho Palos Verdes and the City of Los Angeles, a bikeway is recommended along Western Avenue, within the project area. Any future plans should consider a balanced roadway approach to facilitate the appropriate safety, accessibility, and comfort of all users.

See [Section X-XX] for bikeway guidelines respective to each Segment. For further information, also refer to the Caltrans Highway Design Manual and California Manual on Uniform Traffic Control Devices.

[*Note: This section need to be discussed and confirmed once the approach to bike lanes is finalized.]

Class II Bikeway/Bike Lane

Caltrans defines a Class II Bikeway as a designated right of way within the roadway, typically demarcated by pavement markings and signage.

1. The minimum width of a Class II bikeway should be 5'-0".
2. When adjacent to a curbside parking lane, an additional 2'-0" buffer zone should be incorporated between the bike lane and the parking lane, to minimize potential bicyclist collisions with car doors.
   - Bike lanes should be painted so they are clearly recognizable.
   - Buffer zones should be clearly demarcated with pavement markings.

Class III Bikeway/Bike Route

Caltrans defines a Class III Bikeway as a shared right of way with vehicles on the roadway (i.e. "sharrow"), typically demarcated by pavement markings and signage.

1. The minimum width of a Class III bikeway is represented by the minimum standards for travel lanes and shoulders.

Cycle Track

As of the date of this document, Caltrans has not yet identified a Cycle Track as an officially designated Bikeway. A Cycle Track is a curbside, exclusive, separated, and protected right of way for bicyclists.

1. The minimum width of a Cycle Track should be 5'-0".
2. Cycle Tracks can be at-grade with the roadway, level with the adjacent sidewalk, or set at an intermediate level between the roadway and the sidewalk.
3. Cycle Tracks should be protected and separated from the roadway by a minimum width of 2'-0" using one or more of the following methods:
   - Raised curb buffer
   - Pavement marking buffer
   - Planting buffer (i.e. planter boxes)
   - Bollards or other protective barrier

Bicycle Parking

1. Bicycle racks and lockers should be focused in close proximity to bus shelters and public amenities such as open spaces, parks, and greens.
2. Bicycle racks and lockers should be placed in a safe, convenient and visible locations, easily visible from areas such as building entrances, security offices, lobbies, public areas, and walkways.
   - Bicycle parking areas should be adequately lit.
   - Bicycle parking areas should not obstruct pedestrian or vehicular traffic flow, and should be placed where riders can safely and easily dismount, and walk to building entrances.

Signal Synchronization

1. Coordinated signal synchronization facilitates efficient traffic flow and improved safety for all modes.
   - A signal synchronization program should be developed between Caltrans and the Cities of Rancho Palos Verdes and Los Angeles for a synced approach to traffic (inclusive of vehicle, pedestrian, and bicycle) signalization along the entire corridor.

Bike Lane (Class II Bikeway)

Bike Lane (Class II Bikeway)

Sharrow (Class III Bikeway)

Cycle Track (Unclassified Bikeway)

Cycle Track (Unclassified Bikeway)

Cycle Track (Unclassified Bikeway)

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 plating 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.
5. New trees should be selected with consideration for the protection of views from upslope residential properties.

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 pf 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 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.

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

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

4.4 STREET TREE AND PLANT PALETTE

[Add an overview here to describe what a palette is and how it should be used.]

1. A maintenance agreement, defining responsibilities, maintenance and pruning procedures, should be negotiated with Caltrans, RPV, and LA to ensure the continued aesthetic quality of the corridor.

Planting Selection

1. Selection of water-wise plant material is strongly encouraged.
2. Plant material should be selected with the following characteristics:
   - Tolerance of urban conditions
   - Ultimate size and form
   - Low litter production
   - Ease of maintenance
   - Multi-season interest
   - Avoidance of prohibited or invasive species
   - Avoidance of thorns and spikes adjacent to high pedestrian areas.
3. Planting material, including trees, should be selected for desired characteristics, avoiding the need for frequent pruning, shearing, or shaping.
4. Plant material groupings should balance dormancy periods of included species.
5. Planting should be grouped by water use hydro-zones to maximize efficiency of water use.
6. All plant material should be irrigated per water-wise planting recommendations, and provided adequate drainage.
7. Where needed, drainage areas should be connected to existing stormwater conveyance or option LID design solutions.
8. Where palms are used as street trees, it is strongly recommended to alternate with lower broad-leaf ornamental deciduous or evergreen trees.
9. Triangularly spaced double tree rows are encouraged at special design areas, defining pedestrian entries, nodes, or crossings, space permitting.

Coordination of Planting Approach along Corridor

1. The street tree and planting approach should be coordinated, by segment (i.e. North, Middle, and South), in order to ensure the consistent implementation of the tree and planting design guidelines.
2. Existing mature trees shall be maintained wherever possible, and incorporated within the design of the corridor.
3. Refer to the Planting Palette, provided on the following pages, for additional direction related to the selection of planting material, location, and sizing.

STREET TREE AND PLANT PALETTE: SOUTHERN SEGMENT


KOELREUTERIA PANICULATA


TIPUANA TIPU


PINUS PINEA


PHOENIX DACTYLIFERIA


WASHINGTONIA ROBUSTA

SHRUBS & GROUNDCOVER:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
AGAVE ANGUSTIFOLIA VAR. MARGINATA	CARIBBEAN AGAVE	3'-5'	3'-5'	5 GALLON
ALOE STRIATA	CORAL ALOE	2'	2'	5 GALLON
BOUGAINVILLEA 'LA JOLLA'	BOUGAINVILLEA 'LA JOLLA'	4'-5'	4'-5'	5 GALLON
CAREX DIVULSA	GREY SEDGE	1'-2'	1'-2'	5 GALLON
DIANELLA REVOLUTA 'LITTLE REV'	BABY BLISS FLAX LILY	2'-3'	1'-2'	5 GALLON
DIETES GRANDIFLORA	FORTNIGHT LILY	3'	3'	5 GALLON
DIETES VEGETA	AFRICAN LILY	3'	3'	5 GALLON
JUNCUS EFFUSUS	COMMON RUSH	3'	1'-2'	1 GALLON
JUNCUS PATTENS	COMMON RUSH	3'	3'	5 GALLON
KNIPHOFIA 'ECHO ROJO'	ECHO ROJO RED HOT POKER	3'-4'	3'-4'	5 GALLON
LANTANA MONTIVIDENSIS	PURPLE TRAILING LANTANA	2'	10'	5 GALLON
LEUCOPHYLLUM FRUTESCENS	TEXAS RANGER	3'-4'	3'-4'	5 GALLON
LEYMUS CONDENSATUS 'CANYON PRINCE'	CANYON PRINCE WILD RYE	3'-4'	3'-4'	5 GALLON
MUHLENBERGIA RIGENS	DEER GRASS	1'	2'-3'	1 GALLON
PHORMIUM TENAX	NEW ZEALAND FLAX	5'-7'	3'-5'	5 GALLON
SENECIO TALINOIDES VAR MANDRALISCAE	BLUE CHALK STICKS	1'	2'-3'	1 GALLON
SOLIDAGO CALIFORNICA	CALIFORNIA GOLDENROD	1'-2'	2'-3'	1 GALLON
TULBAGHIA VIOLACEA	SOCIETY GARLIC	1'-2'	2'-3'	1 GALLON

TREES:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
KOELREUTERIA PANICULATA	GOLDEN RAIN TREE	30'-40'	30'-40'	48" BOX
TIPUANA TIPU	TIPU TREE	40'-50'	25'-40'	48" BOX
PHOENIX DACTYLIFERIA	DATE PALM	40'-50'	-	18'-25' BTH
PINUS PINEA	ITALIAN STONE PINE	30'-40'	30'-40'	48" BOX
WASHINGTONIA ROBUSTA	MEXICAN FAN PALM	50'-90'	-	18'-25' BTH

PLANTING PALETTE FOR AREAS WITH WATER INDUNATION: SOUTHERN SEGMENT


CAREX DIVULSA


SOLIDAGO CALIFORNICA


JUNCUS EFFUSUS


JUNCUS PATTENS


MUHLENBERGIA RIGENS


TULBAGHIA VIOLACEA

Note: A planting palette is provided for each segment, for areas with water inundation. Planting in these areas are expected to be submerged, or partially submerged, during stormwater events, in areas that will be used for stormwater conveyance, and as part of LID solutions.

PLANTING PALETTE FOR AREAS WITHOUT WATER INDUNATION: SOUTHERN SEGMENT


ALOE STRIATA


BOUGAINVILLEA 'LA JOLLA'


DIANELLA REVOLUTA


DIETES VEGETA


AGAVE ANGUSTIFOLIA VAR. MARGINATA


ALOE STRIATA


PHORMIUM TENAX


LANTANA MONTIVIDENSIS


LEUCOPHYLLUM FRUTESCENS


MUHLENBERGIA RIGENS


SENECIO TALINOIDES VAR. MANDRALISCAE


LEYMUS CONDESATUS 'CANYON PRINCE


KNIPHOFIA 'ECHO ROJO'

STREET TREE AND PLANT PALETTE: MIDDLE SEGMENT


KOELREUTERIA PANICULATA


LAGERSTROEMIA INDICA


TIPUANA TIPU


PHOENIX DACTYLIFERIA


WASHINGTONIA ROBUSTA

PLANTING PALETTE FOR AREAS WITH WATER INDUNATION: MIDDLE SEGMENT


CAREX DIVULSA


SOLIDAGO CALIFORNICA


JUNCUS PATTENS


MISCANTHUS SINENSIS ADAGIO


MUHLENBERGIA RIGENS


TULBAGHIA VIOLACEA

Note: A planting palette is provided for each segment, for areas with water inundation. Planting in these areas are expected to be submerged, or partially submerged, during stormwater events, in areas that will be used for stormwater conveyance, and as part of LID solutions.

SHRUBS & GROUNDCOVER:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
AGAVE ANGUSTIFOLIA VAR. MARGINATA	CARIBBEAN AGAVE	3'-5'	3'-5'	5 GALLON
ALOE STRIATA	CORAL ALOE	2'	2'	5 GALLON
BOUGAINVILLEA 'LA JOLLA'	BOUGAINVILLEA 'LA JOLLA'	4'-5'	4'-5'	5 GALLON
CAREX DIVULSA	GREY SEDGE	1'-2'	1'-2'	5 GALLON
DIANELLA REVOLUTA 'LITTLE REV'	BABY BLISS FLAX LILLY	2'-3'	1'-2'	5 GALLON
DIETES VEGETA	AFRICAN IRIS	2'-3'	3'-4'	5 GALLON
FICUS PUMILA	CREEPING FIG	3'-4'	25'-30'	5 GALLON
HELICTOTRICHON SEMPERVIRENS	BLUE OAT GRASS	1'-2'	1'-3'	5 GALLON
JUNCUS PATTENS	COMMON RUSH	3'	3'	5 GALLON
KNIPHOFIA 'ECHO ROJO'	ECHO ROJO RED HOT POKER	3'-4'	3'-4'	5 GALLON
LEUCOPHYLLUM FRUTESCENS	TEXAS RANGER	3'-4'	3'-4'	5 GALLON
LEYMUS CONDENSATUS 'CANYON PRINCE'	CANYON PRINCE WILD RYE	3'-4'	3'-4'	5 GALLON
MISCANTHUS SINENSIS ADAGIO	DWARF MAIDEN GRASS	12"	3'-4'	1 GALLON
MUHLENBERGIA RIGENS	DEER GRASS	12"	3'-4'	1 GALLON
SENECIO TALINOIDES VAR MANDRALISCAE	BLUE CHALK STICKS	12"	3'-4'	1 GALLON
SOLIDAGO CALIFORNICA	CALIFORNIA GOLDENROD	1'-2'	2'-3'	1 GALLON
TULBAGHIA VIOLACEA	SOCIETY GARLIC	1'-2'	2'-3'	1 GALLON

TREES:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
KOELREUTERIA PANICULATA	GOLDEN RAIN TREE	30'-40'	30'-40'	48" BOX
LAGERSTROEMIA INDICA	CREPE MYRTLE	20'-30'	15'-25'	36" BOX
TIPUANA TIPU	TIPU TREE	40'-50'	35'-40'	48" BOX
PHOENIX DACTYLIFERIA	DATE PALM	40'-50'	-	18'-25' BTH
WASHINGTONIA ROBUSTA	MEXICAN FAN PALM	50'-90'	-	18'-25' BTH

PLANTING PALETTE FOR AREAS WITHOUT WATER INDUNATION: MIDDLE SEGMENT


ALOE STRIATA


BOUGAINVILLEA 'LA JOLLA'


DIANELLA REVOLUTA


DIETES VEGETA


AGAVE ANGUSTIFOLIA VAR. MARGINATA


ALOE STRIATA


KNIPHOFIA 'ECHO ROJO'


HELICTOTRICHON SEMPERVIRENS


JUNCUS PATTENS


LEUCOPHYLLUM FRUTESCENS


FICUS PUMILA


MUHLENBERGIA RIGENS


LEYMUS CONDESATUS 'CANYON PRINCE


SENECIO TALINOIDES VAR. MANDRALISCAE

STREET TREE AND PLANT PALETTE: NORTHERN SEGMENT


KOELREUTERIA PANICULATA


PARKINSONIA ACULEATA 'DESERT MUSEUM'


TIPUANA TIPU


PHOENIX DACTYLIFERIA


WASHINGTONIA ROBUSTA

PLANTING PALETTE FOR AREAS WITH WATER INDUNATION: NORTHERN SEGMENT


CAREX DIVULSA


DALEA CAPITATA 'SIERRA GOLD'


JUNCUS PATTENS


MISCANTHUS SINENSIS ADAGIO


MUHLENBERGIA RIGENS


TULBAGHIA VIOLACEA

Note: A planting palette is provided for each segment, for areas with water inundation. Planting in these areas are expected to be submerged, or partially submerged, during stormwater events, in areas that will be used for stormwater conveyance, and as part of LID solutions.

SHRUBS & GROUNDCOVER:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
AGAVE AMERICANA 'VARIEGATA'	CENTURY PLANT	3'-5'	3'-5'	5 GALLON
AGAVE ANGUSTIFOLIA VAR. MARGINATA	CARIBBEAN AGAVE	3'-5'	3'-5'	5 GALLON
AGAVE ATTENUATA	FOX TAIL AGAVE	3'-5'	3'-5'	5 GALLON
ALOE STRIATA	CORAL ALOE	2'	2'	5 GALLON
CAREX DIVULSA	GREY SEDGE	1'-2'	1'-2'	5 GALLON
CEANOTHUS 'JOYCE COULTER'	CREEPING MOUNTAIN LILAC	6'-8'	6'-10'	5 GALLON
DALEA CAPITATA 'SIERRA GOLD'	SIERRA GOLD DALEA	3'-4'	3'-4'	5 GALLON
DIETES GRANDIFLORA	FORTNIGHT LILY	2'-3'	2'-3'	5 GALLON
DRACAENA DRACO	DRAGON TREE	4'-6'	3'-4'	15 GALLON
HELICTOTRICHON SEMPERVIRENS	BLUE OAT GRASS	1'-2'	2'-3'	1 GALLON
JUNCUS PATTENS	COMMON RUSH	3'	3'	5 GALLON
KNIPHOFIA 'ECHO ROJO'	ECHO ROJO RED HOT POKER	3'-4'	3'-4'	5 GALLON
LEUCOPHYLLUM FRUTESCENS	TEXAS RANGER	3'-4'	3'-4'	5 GALLON
LEYMUS CONDENSATUS 'CANYON PRINCE'	CANYON PRINCE WILD RYE	3'-4'	3'-4'	5 GALLON
MISCANTHUS SINENSIS ADAGIO	DWARF MAIDEN GRASS	12"	3'-4'	1 GALLON
MUHLENBERGIA RIGENS	DEER GRASS	12"	3'-4'	1 GALLON
SENECIO TALINOIDES VAR MANDRALISCAE	BLUE CHALK STICKS	12"	3'-4'	1 GALLON
TULBAGHIA VIOLACEA	SOCIETY GARLIC	1'-2'	2'-3'	1 GALLON

TREES:

BOTANIC NAME	COMMON NAME	HEIGHT*	WIDTH*	SIZE
KOELREUTERIA PANICULATA	GOLDEN RAIN TREE	30'-40'	30'-40'	48" BOX
PARKINSONIA ACULEATA 'DESERT MUSEUM'	DESERT MUSEUM PALO VERDE	20'-30'	20'-25'	36" BOX
TIPUANA TIPU	TIPU TREE	40'-50'	35'-40'	48" BOX
PHOENIX DACTYLIFERIA	DATE PALM	40'-50'	-	18'-25' BTH
WASHINGTONIA ROBUSTA	MEXICAN FAN PALM	50'-90'	-	18'-25' BTH

PLANTING PALETTE FOR AREAS WITHOUT WATER INDUNATION: NORTHERN SEGMENT


AGAVE AMERICANA


AGAVE ATTENUATA


CEANOTHUS JOYCE COULTER


DRACAENA DRACO


AGAVE ANGUSTIFOLIA VAR. MARGINATA


ALOE STRIATA


DIETES GRANDIFLORA


HELICTOTRICHON SEMPERVIRENS


JUNCUS PATTENS


LEUCOPHYLLUM FRUTESCENS


MUHLENBERGIA RIGENS


SENECIO TALINOIDES VAR. MANDRALISCAE


KNIPHOFIA 'ECHO ROJO'


LEYMUS CONDESATUS 'CANYON PRINCE

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4.5 TREATMENT OF RESIDENTIAL BACKYARD WALLS

Portions of the corridor are “one sided” as they include parcels with downhill slopes that address Western Avenue. In these areas, there is little opportunity to change the character of the street edge beyond the right-of-way. Three solutions are identified, below and right, providing guidelines for aesthetic improvements to the existing retaining wall.

Option A

1. Consider aesthetic and/or surface treatment to the existing wall.

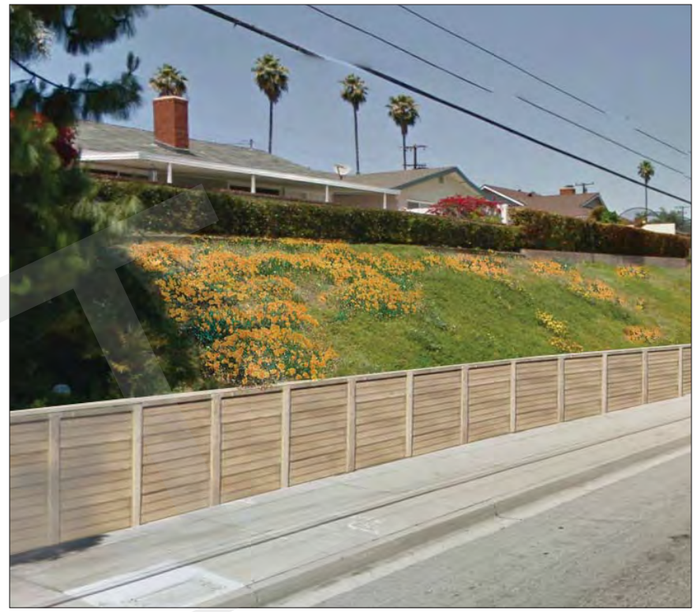
Option B

1. Consider painting the wall, and the addition of vine pockets along the sidewalk.
    - In this option, care should be taken to not reduce the width of the pedestrian way.
2. As an alternate solution, the City, in combination with Caltrans, should consider the use of a landscape easement, of approximately 3 feet, west of the wall.
    - The landscape easement could be used to soften the wall edge. Prostrate rosemary, grasses, and/or other hanging plant material could be used to cascade over top edge of retaining wall without impeding on sidewalk pedestrian width.
    - In this solution, a temporary irrigation drip line should be used for the establishment of water-wise plant material.

Option C

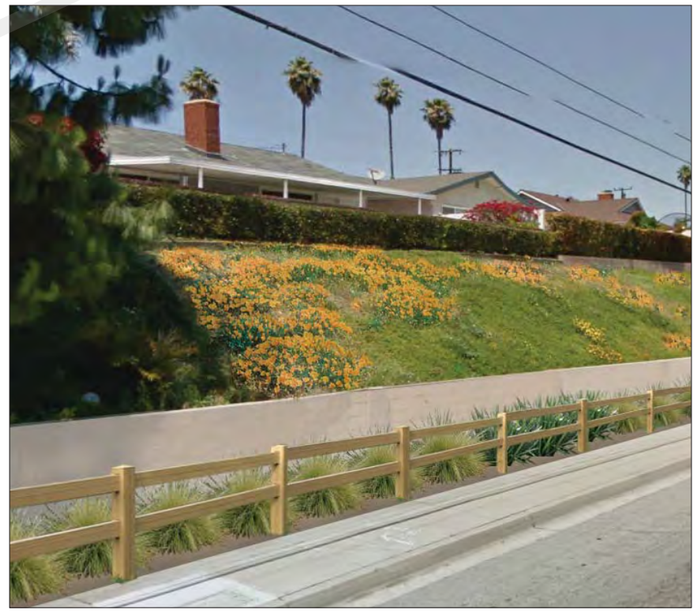
1. Consider the addition of a split-rail fence, with a narrow planting buffer, to the east of the wall.
    - In this option, care should be taken to not reduce the width of the pedestrian way. This option may not be suitable without additional changes to the right-of-way.

Existing cinder block wall along residential backyards.



Option A: Faux wood-grain panels attached to existing wall, enhanced slope planting.

Option B: Painted wall, vine pockets along sidewalk, enhanced slope planting.



Option C: Split-rail fence, painted wall, narrow planting buffer, enhanced slope planting.

4.6 BRANDING, SIGNAGE, AND WAYFINDING

The design and character of signage and wayfinding should create a distinguishing design theme and brand for Western Avenue.

General Signage and Wayfinding Guidelines

The following guidelines should be followed for the design of all signage and wayfinding in the project area. These include signs of all types, and for all audiences, within the public right-of-way. The guidelines do not supersede the requirements of the zoning code, rather they provide additional design direction specific to the goals for the corridor.

All signs are subject to the regulation and/or Design 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. Signage and wayfinding should work together to create a Western Avenue brand and identify, and should not create visual clutter along Western Avenue.
2. The signage color, material, scale, lettering, and lighting should complement the surrounding street environment and the building(s) that the sign addresses.
3. Information on a sign should be brief, clear, and simple, with appropriately sized lettering, and a clear information hierarchy. When appropriate, symbols or logos can be used in place of text.
4. Minimal lighting should be used for signage and light pollution should be avoided.
5. Signage design should convey a timeless character.
6. Signage should be designed with durable materials and be well maintained.
7. 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).

Guidelines for Pedestrian-Oriented Signage and Wayfinding

1. The District Signage and Wayfinding Program should identify one to two types of pedestrian-oriented signs, for consistent use along the corridor, at the following locations:
   - Along Peck Park
   - Crestwood intersection
   - Capitol Drive intersection
   - Caddington Drive intersection
   - Westmont Drive intersection
   - Montgomery Drive intersection
   - Along Green Hills Memorial Park (Cemetery) and the San Pedro Defense Fuel Support (DFSP)
2. The signage should incorporate the community logo, and be of a material, font, color, and design that is complementary to other streetscape elements throughout the corridor.
3. The use of in-grade [identity] is encouraged as part of the branding of the Western Avenue Corridor.
   - The signage should include the Corridor logo, and may add additional wayfinding information such as direction, mileage markers, year implemented or date of founding, etc.
   - Additionally, this type of signage may be incorporated into the design of streetscape components, such as seating, trash receptacles, newspaper racks, street signs, park signage, etc.

Guidelines for Gateway Signage

1. The location for Gateway Signage is identified in [Figure X-X] on [Page X].
2. Gateway Signs may include the following sign types:
   - Signs located in the median
   - Arch-type signs spanning the width of the corridor and mounted either in the median, or at each side of streetscape planting.
   - Groupings of signs designed together, [explain]

Aerial diagram of potential locations for entry monuments/identity features along Western Avenue

Western Avenue at Summerland Avenue, view north

Western Avenue at Caddington Drive, view south

[Image to be inserted.]

Western Avenue at Caddington Drive, view north

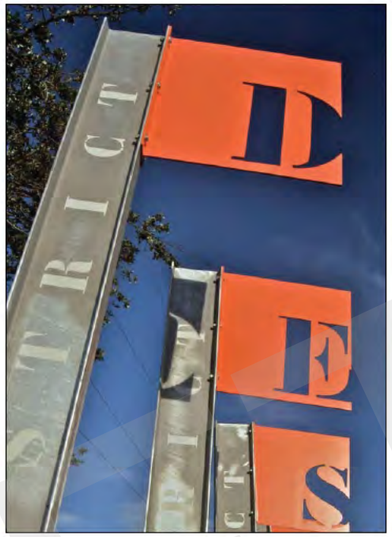
[Image to be inserted.]

Western Avenue at Palos Verdes Drive, view south

[Image to be inserted.]

SIGNAGE: Entry Monuments and Vehicular-Scaled Gateway Signage

Linear signs can be integrated with landscaping and lighting.



Median-supported signs can make a big statement when streetscape planting dimensions are limited.

Gateway signage should be designed in character with the branding of the district.

SIGNAGE: Branding of Streetscape Elements

Branding, signage, and wayfinding can be integrated with streetscape elements for a cohesive design character.

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

Pedestrian-oriented signage should incorporate the community logo, and be of a material, font, color, and design that is complimentary to other streetscape elements throughout the corridor.

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

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.

Examples of on-street engaging landscape, roadside art, entry signage and monuments, that may provide inspiration for a Western Avenue Public Art Program.

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 cattails 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 many not be appropriate for Western Avenue, the idea of having some sort of gateway or entry signage is appropriate. The northern segment is

ENCHANTED HIGHWAY, NORTH DAKOTA

The Enchanted Highway, a 32 mile stretch of highway through open country land in North Dakota, features some of the world's largest scrap metal art sculptures. Monumental public art can be similarly displayed along the northern segment of Western Avenue. This segment is also an ideal location for a gateway element announcing one's arrival into the commercial heart of the study corridor.

[Image to be inserted.]

5

Guidelines for Private Development

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.

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.

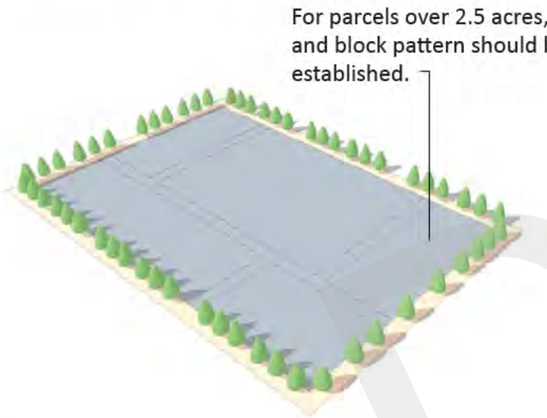
Architecture, textured walkways, landscape features, and seating areas create enjoyable open spaces and can make retail streets a civic destination.

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.

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.



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.

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.

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.

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: Building Signage

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.]

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Acknowledgments

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