

WESTERN AVENUE STREET ENHANCEMENT CORRIDOR STRATEGY





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) Sustainability Program. The Sustainability Program is a key SCAG initiative for implementing the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), combining Compass Blueprint assistance for integrated land use and transportation planning with new Green Region Initiative assistance aimed at local sustainability and Active Transportation assistance for bicycle and pedestrian planning efforts. Sustainability Projects are intended to provide SCAG-member jurisdictions the resources to implement regional policies at the local level, focusing on voluntary efforts that will meet local needs and contribute to implementing the RTP/SCS, reducing greenhouse gas (GHG) emissions, and providing the range of local and regional benefits outlined in the RTP/SCS.

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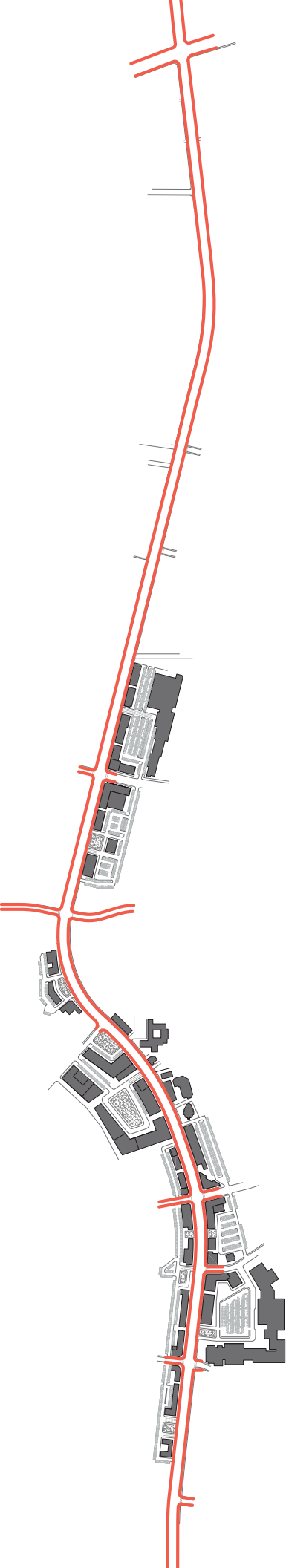
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Introduction and Vision

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The Western Avenue Corridor Street Enhancement Strategy (“the Strategy”) provides direction for street corridor improvements within the project area. The Western Avenue street corridor is the segment of Western Avenue between Summerland and Palos Verdes Drive North. The Strategy aims to shape future improvements to the this corridor to be consistent with the established Vision Plan and to be seamless as the corridor traverses through the Cities of Rancho Palos Verdes and Los Angeles jurisdictions.

This document is instrumental in establishing concurrent and harmonious function between two communities, as well as consistency with Caltrans’ Main Street tenets and the Southern California Association of Governments’ Sustainable Communities initiatives. The Strategy lays the foundation and direction for the corridor’s evolution over the next 3 – 30 years, and describes how the Strategy can be accomplished incrementally and by different entities.

Vision

The vision for the Western Avenue street corridor is to create a safe and attractive complete-street environment that promotes neighborhood identity, multi-modal accessibility, and local commerce.

The street corridor will be characterized by:

- High-quality transit, pedestrian, bicyclist amenities;
- Attractive streetscape;
- Welcoming plazas, parks, and other hubs of community activity;
- Sustainable practices, such as stormwater management and drought tolerant landscaping.
- Diverse and locally serving retail options; and
- Well-designed and complementary building design.

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 each neighborhood’s identity and character, and serving as a lasting symbol of Southern California’s diversity and vitality. The cities that host Western Avenue include Los Angeles, Gardena, Torrance, Lomita, and Rancho Palos Verdes, as well as the unincorporated communities of Westmont and West Athens.

Western Avenue has an outdated name reminiscent of past local boundary lines. Early in the twentieth century, Western Avenue served as the physical western boundary of the City of Los Angeles. The City of Los Angeles and the greater region have since expanded well beyond the western boundary line of Western Avenue, and today occupies the heart, rather than the

periphery, of the metropolitan region. It has become one of the preeminent north-south boulevards of the greater Los Angeles region, and the only corridor that matches the iconic significance of the region’s celebrated east-west boulevards – Sunset, Hollywood, Wilshire, Venice, Pico and Olympic. In addition to being an iconic boulevard in Los Angeles County, Western Avenue is the primary street corridor of the South Bay, Peninsula, and San Pedro communities. This Strategy focuses on a two-mile stretch of street 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 of the Strategy, 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 of the corridor.

Western Avenue is by no means homogeneous. It provides a multitude of amenities to a multitude of users. The corridor is, however, dated. The existing 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 desirable or acceptable in today’s built environment. Further, the study corridor lacks special places – plazas, parks, and other hubs of community life. These are essential for a successful, if not great, corridor.

Outreach

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. 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, enhance the quality of the public realm, expand mobility options, and develop a well-functioning and harmonious perception of the corridor.

It is believed that the jurisdictions along Western Avenue need to work together to foster adaptive economic development policies, which would create diversity in its retail, access, and mobility options. If the needs of local residents were addressed by providing amenities and improving the Avenue's image, surely visitors and increased business activity would follow thereafter. This notion is all predicated upon the local residents' desires to ensure that existing traffic volumes and capacities are not reduced, and instead aim to improve functionality. 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 a Strategy for the implementation of the Vision Plan to provide direction for the design and functionality of the corridor. 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 Strategy, the consultant team met with the Steering Committee to reaffirm the vision, test scenarios, and develop and refine guidelines specific to the Western Avenue Vision. In addition, the consultant conducted a number of Open House functions and public hearings between March 2015 and August 2015, and reviewed all verbal and written comments from members of the public to mold the final Strategy into a document that works best for residents, business and future decision makers.

From Vision to Action: Implementation of the Western Avenue Vision

Taking a plan from vision to action involves multiple steps and is usually an incremental process that takes several years to complete. The process, or Strategy, 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.

STEP 1: CRAFT A VISION

Vision Plans illustrate the long-term goals of the community and stakeholders. They define their aspirations and highlight the elements of what a desired future looks like, and how it functions, by addressing urban character, community image, user experience, and economic development, among other issues. The Vision Plan for Western Avenue Study Area 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: DEFINE THE CONCEPTS

The recommendations that emerge via a visioning exercise often do not lend themselves to quick implementation due to existing street standards and land use policies and regulations. Refining the Vision by identifying specific streetscape treatments will facilitate implementation. Identifying complementary guidelines for private development will also facilitate complete-streets improvements. The Western Avenue Corridor Street Enhancement Strategy brings the Vision closer to implementation by defining concepts, identifying opportunities for change to regulatory tools and the physical environment, and laying out next steps. This

document will also serve as tool for grant applications to fund future steps.

The following steps lay ahead. Each jurisdiction may develop separate regulatory or implementing documents, while adherence to the recommendations in this document will ensure that the Vision for Western Avenue is achieved.

STEP 3. DEVELOP A STREETScape PLAN FOR THE PUBLIC RIGHT-OF-WAY

Streetscape plans provide a blueprint for specific design elements along each segment of a public right-of-way. These elements include street trees, bus shelters, street lighting, bicycle racks, benches, trash receptacles, decorative sidewalk paving, crosswalks, etc. Each jurisdiction should carefully review the Western Avenue Vision Plan and the Western Avenue Corridor Street Enhancement Strategy, and draw upon its recommendations to develop a streetscape plan.

Streetscape plans will require funding for their development and may require traffic and parking studies for complementary roadway improvements. These plans are prepared with community input as well as input from the various City Departments that will be involved in its implementation. Adoption of a streetscape plan will require a public process for each jurisdiction.

STEP 4. DEVELOP DESIGN GUIDELINES OR REGULATIONS FOR NEW DEVELOPMENT TO COMPLEMENT THE STREETScape PLAN

The design of private development plays an important and complementary role in creating a great street. This future effort should include recommendations that address design considerations for achieving multi-modal accessibility and establish minimum levels of excellence for new private development. These recommendations can form the basis of design guidelines or changes to development standards to shape future projects.

The development of design guidelines or changes to development standards, including zoning codes and overlays, will require a public process for each jurisdiction. The final guiding or regulatory documents might be unique to each City.

STEP 5: THE INCREMENTAL IMPLEMENTATION OF INDIVIDUAL PROJECTS

Both public right-of-way improvements, and development on private parcels will be subject to future streetscape plans and future design guidelines or regulations. As new projects come on-line, they are molded and refined by design guidelines and can individually contribute to streetscape improvements. Over the years as 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 6: 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 than what the market is able to dictate.

Organization of the Strategy Document

The Western Avenue Corridor Street Enhancement Strategy identifies desired outcomes for new improvements in the public right-of-way and paves the way for establishing future guidelines for new or redeveloped private development. The Strategy’s project area map and accompanying illustrations are provided on the following pages.

The document is organized as follows:

SECTION 2: IMPLEMENTATION

Provides an overview of how the Vision can be implemented within each jurisdiction, specific to the regulatory framework within the City of Rancho Palos Verdes, and the City of Los Angeles.

SECTION 3: FRAMEWORK FOR STREET IMPROVEMENTS (3-5 YEARS)

Identifies proposed corridor improvements specific to the south, middle, and north segments of the corridor.

SECTION 4: STREETScape CONCEPT FOR THE PUBLIC RIGHT-OF-WAY (3-5 YEARS)

Provides concepts for streetscape improvements within the public right-of-way.

SECTION 5: CONCEPTS FOR HARMONIZING PRIVATE DEVELOPMENT (5-30 YEARS)

Identifies potential concepts to be considered by both cities in the future when determining what, if any, changes to each City’s private development regulations should be made to complement the public right-of-way improvements.

Plan diagram of the Western Avenue "Study Area" as illustrated in the Vision Plan.



SOUTHERN SEGMENT
Summerland Ave to Caddington Dr

--- CITY BOUNDARY
 ■ WESTERN AVE STUDY AREA



MIDDLE SEGMENT

Caddington Dr to John Montgomery Dr

NORTHERN SEGMENT

John Montgomery Dr to Palos Verdes Dr North



2

Implementation

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2.1 Purpose of the Strategy

The Western Avenue Corridor Street Enhancement Strategy is intended to move the Western Avenue Vision Plan closer to implementation by providing recommendations for streetscape improvements and identifying possible complementary design concepts for properties along the corridor in the project area.

The Strategy is intended to be implemented both separately and jointly by the City of Rancho Palos Verdes and the City of Los Angeles. This document does not revise existing land use or zoning policies, but instead aims to shape future improvements to the Western Avenue corridor to be consistent with the established Vision.

Each City will have different approaches to implementation appropriate to their respective regulatory framework. The following section describes implementation approaches for the Western Avenue Vision for future consideration.

2.2 Applicability to the City of Rancho Palos Verdes

The Strategy will be used by the City as the basis for developing a specific Streetscape Plan for the Western Avenue Corridor Study Area. Once a Streetscape Plan is completed and approved by all the applicable jurisdictions, the City will consider the private development concepts identified in the Strategy to determine what, if any, changes to the City's private development regulations should be made to complement the public right-of-way streetscape improvements. In addition, the Strategy will be used by the various City departments, potential developers, architects, and community members, to understand the conceptual vision for the corridor.

The City will also use the adopted Strategy to help secure grant funding to implement the public right-of-way enhancement programs identified in the Strategy,

such as the Streetscape, Mobility, Signage & Wayfinding and Public Art Programs.

The Strategy is intended to implement the applicable goals and policies of the City's General Plan, and will not supersede any adopted City Ordinance. The Strategy may also be used by the City to initiate an update to the existing design principles and guidelines found within the existing three Specific Plans that encompass the City's Western Avenue commercial corridor.

2.3 Applicability to the City of Los Angeles

The Western Avenue Corridor Street Enhancement Strategy complements City of Los Angeles policies, including the General Plan Framework, the San Pedro Community Plan, the Wilmington-Harbor City Community Plan, and the Mobility Plan 2035. The Vision for Western Avenue and the concepts described in this document advance the City's transformation to a multi-modal city. It recognizes that streets are places that serve multiple functions: mobility, public meeting spaces, retail and dining destination, physical activity, stormwater infiltration, among others. The concepts in this document also complement City policies that emphasize the importance of sustainability, more open space, and aim to improve urban design.

It is the intent of the City of Los Angeles to approve the Strategy and incorporate its recommendations into future regulatory documents. Updating regulations to allow or facilitate implementation of the Vision and Strategy for Western Avenue is a critical next step. This can be accomplished through revisions to the Zoning Code or through the use of implementing tools, such as specific plans or other overlays. It is important to note that any such changes will occur incrementally, will require community outreach and a public process, and will be dependent on future grant funding.



3

Framework for Street Improvements

3.1 Framework for the Corridor

The Project Study Area for the Western Avenue Corridor Street Enhancement Strategy is highlighted in the illustration at right, and is divided into three areas: the Southern, Middle, and Northern Segments.

The Southern Segment. The Southern Segment is considered the commercial heart of the corridor. 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. In general, the following recommendations apply to this segment.

- **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 Section 4.2.
- **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 Section 4.4 and 4.5.

The Middle Segment. The Middle Segment is located mid-corridor between Caddington Drive and John Montgomery Drive. 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 and non-active future development at Ponte Vista, while the west side consists of non-active residential uses (steep slopes

and the backyards of homes). In general, the following recommendations apply to this segment.

- **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 Section 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 Section 4.2.
- **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 to accommodate identity signage, green infrastructure, or expanded sidewalks. See Sec 4.1.

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 Section 4.4 and 4.5.

The Northern Segment. 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. The following recommendations apply to both the west and east sides of the segment. In general, the following recommendations apply to this 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 Section 4.4 and 4.5.
- **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 Section 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 4.7.
- **Reclaim on-street parking.** On-street parking in the Northern Segment is rarely used. This space can be reclaimed and used for new bikeways and to accommodate signage, green infrastructure, or expanded sidewalks. See Sec 4.1.

General guidance for streetscape improvements are provided on subsequent pages, and organized by segment.

Plan diagram of the Western Avenue "Study Area"





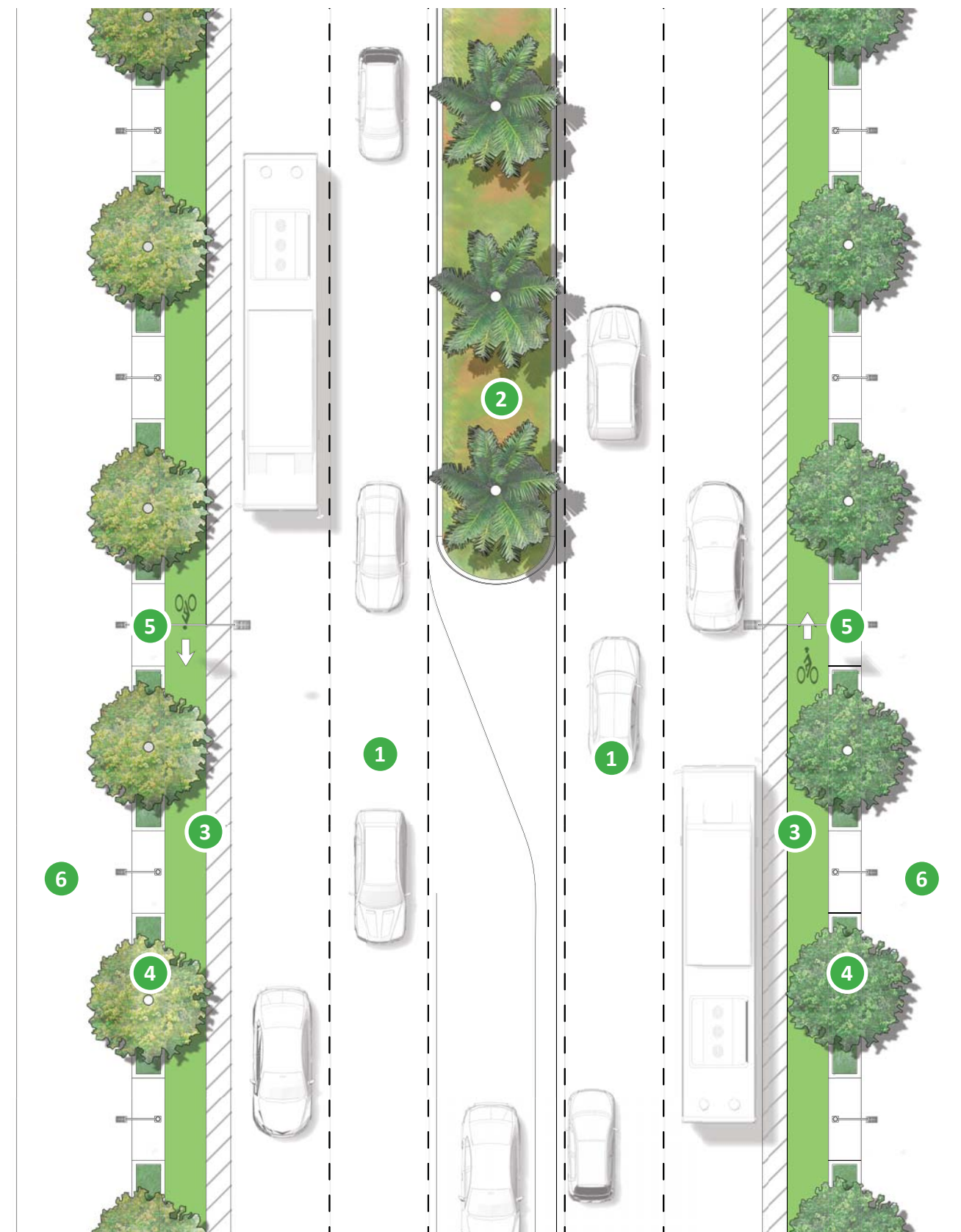
Existing view looking north on Western Ave at Capitol Dr

3.2 Improvements in the Southern Segment

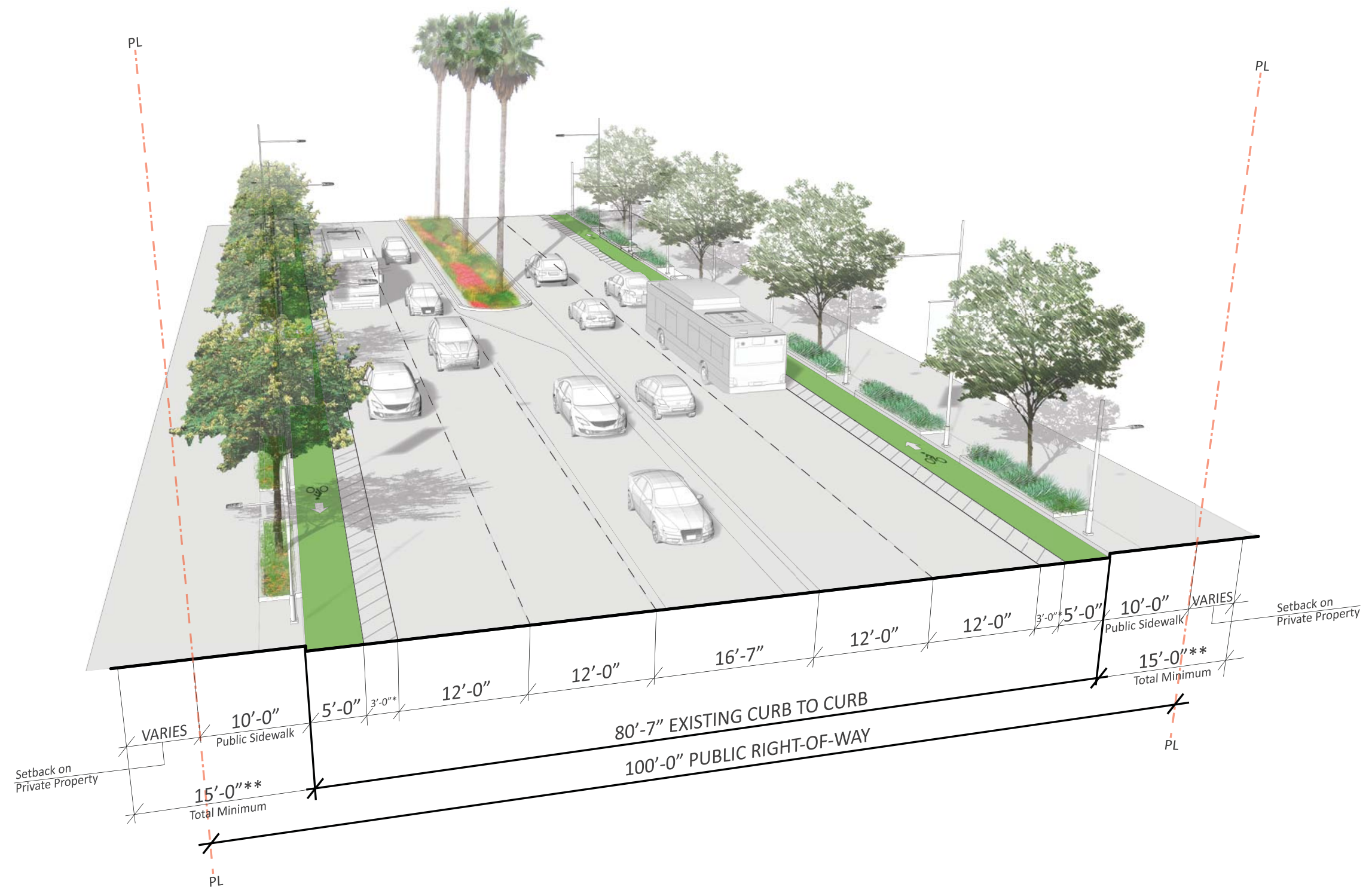
Summerland Avenue to Caddington Avenue

The following recommendations apply for both the west and east sides of this segment.

- 1 Maintain width of travel lanes as noted.
- 2 Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.4.
- 3 Add new protected bicycle lane. See Sec 4.1.
- 4 Add new streetscape, planting, and street furniture. See Sec 4.2.
- 5 Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.2.
- 6 Maintain 15 ft. min. sidewalk width, including streetscape planting. See Sec 4.2.



Typical plan of improvements along the Southern Segment.



The cross sections above illustrate typical new improvements that may be implemented along Western Avenue and are intended for discussion purposes only.

* Minimum 3ft wide barrier separation between bicycle lane and motor vehicle travel lane, including pavement marking, landscape planting, bollards, or other protective barrier. See Sec 4.2.

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

Typical cross section of improvements along the Southern Segment.



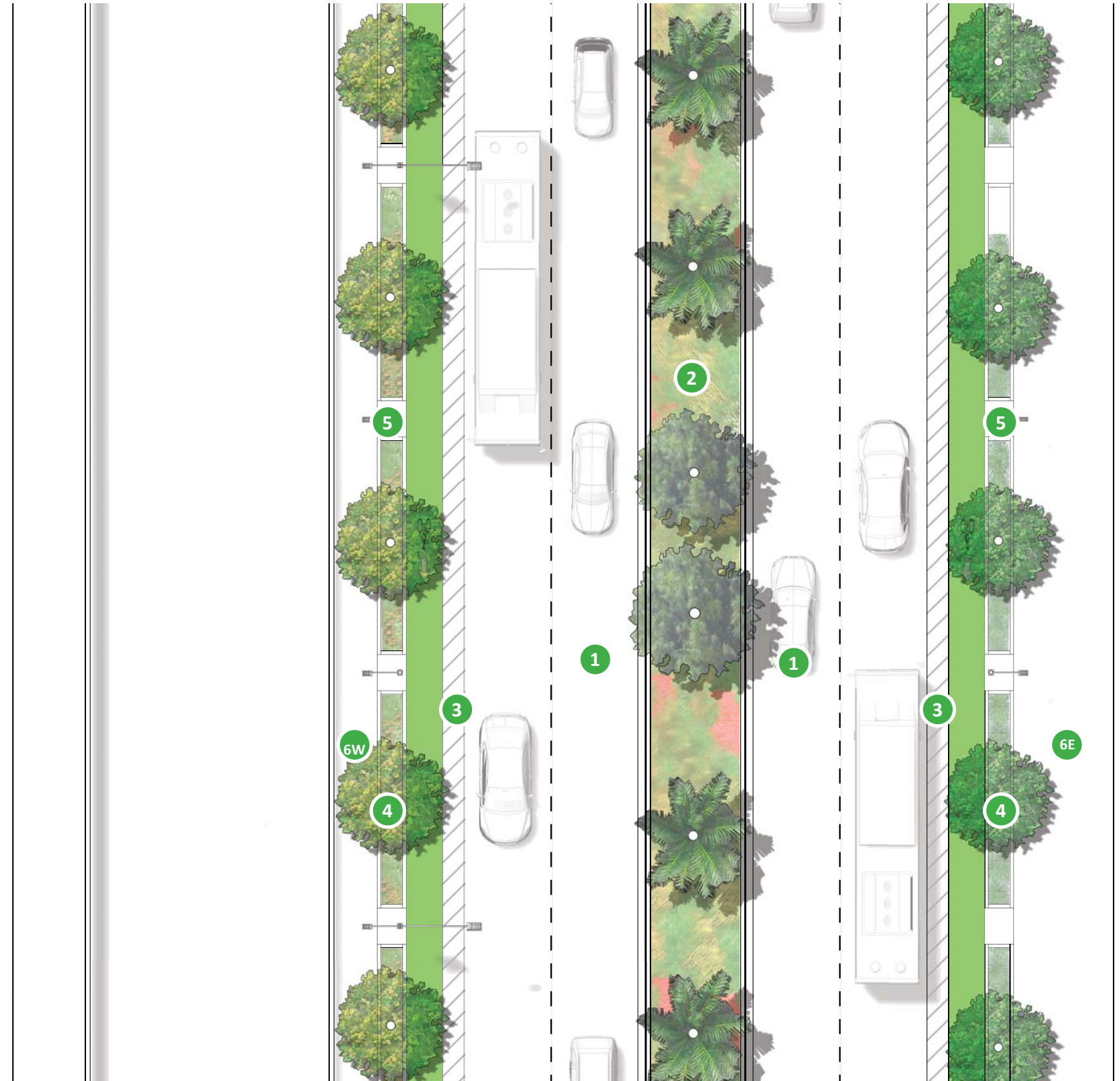
Existing view looking north on Western Ave at Westmont Dr

3.3 Improvements in the Middle Segment

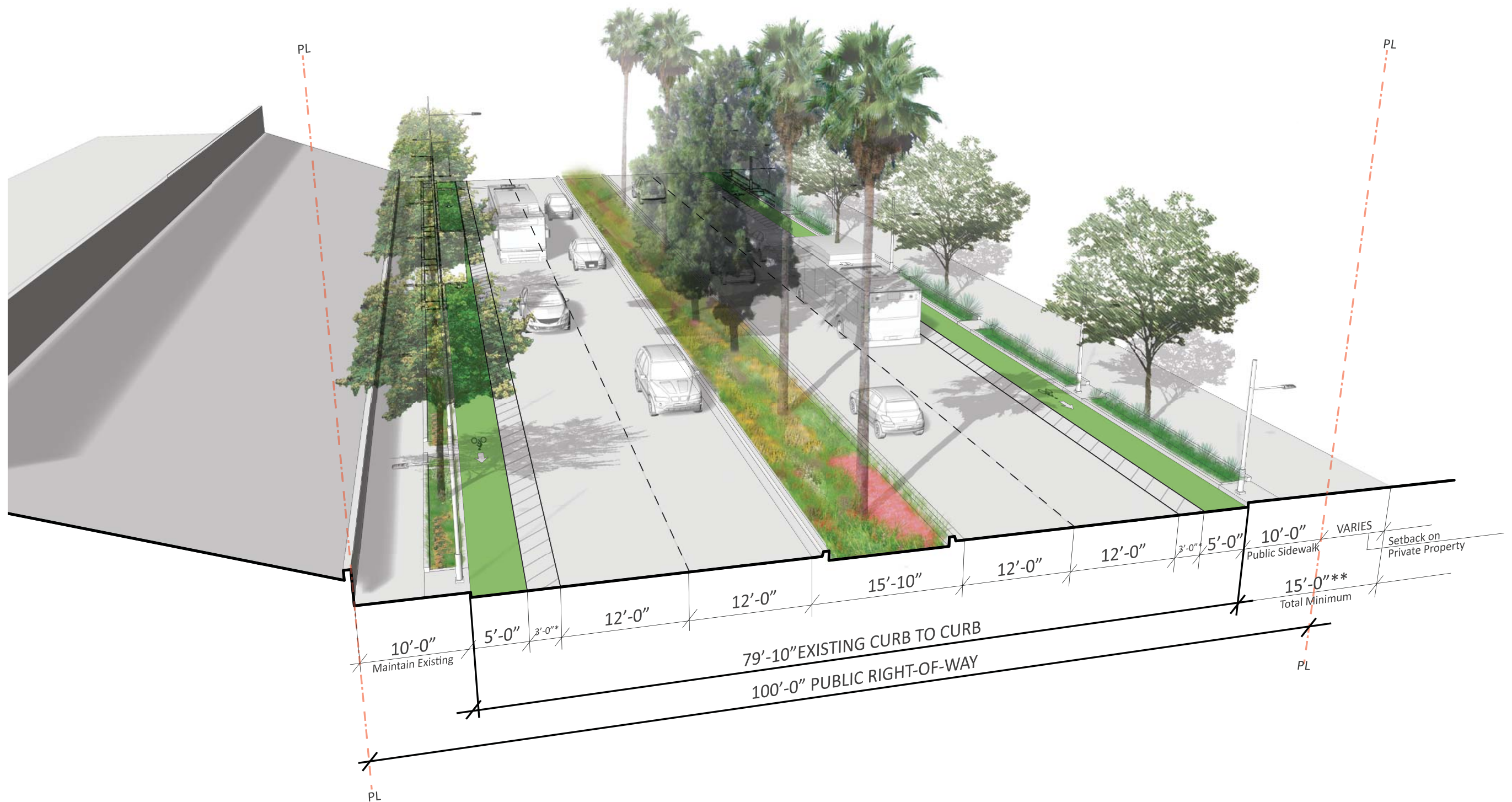
Caddington Avenue to John Montgomery Drive

The following recommendations apply for both the west and east sides of this segment.

- 1 Maintain width of travel lanes as noted.
- 2 Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.4.
- 3 Add new protected bicycle lane. See Sec 4.1.
- 4 Add new streetscape planting. See Sec 4.2.
- 5 Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.2.
- 6W On west, maintain existing sidewalk width, minimum 10 ft. including streetscape planting. See Sec 4.1.
- 6E On east, maintain 15 ft. minimum sidewalk width, including streetscape planting. See Sec 4.1.



Typical plan of improvements along the Middle Segment.



The cross sections above illustrate typical new improvements that may be implemented along Western Avenue and are intended for discussion purposes only.

* Minimum 3ft wide barrier separation between bicycle lane and motor vehicle travel lane, including pavement marking, landscape planting, bollards, or other protective barrier. See Sec 4.2.

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

Typical cross section of improvements along the Middle Segment.



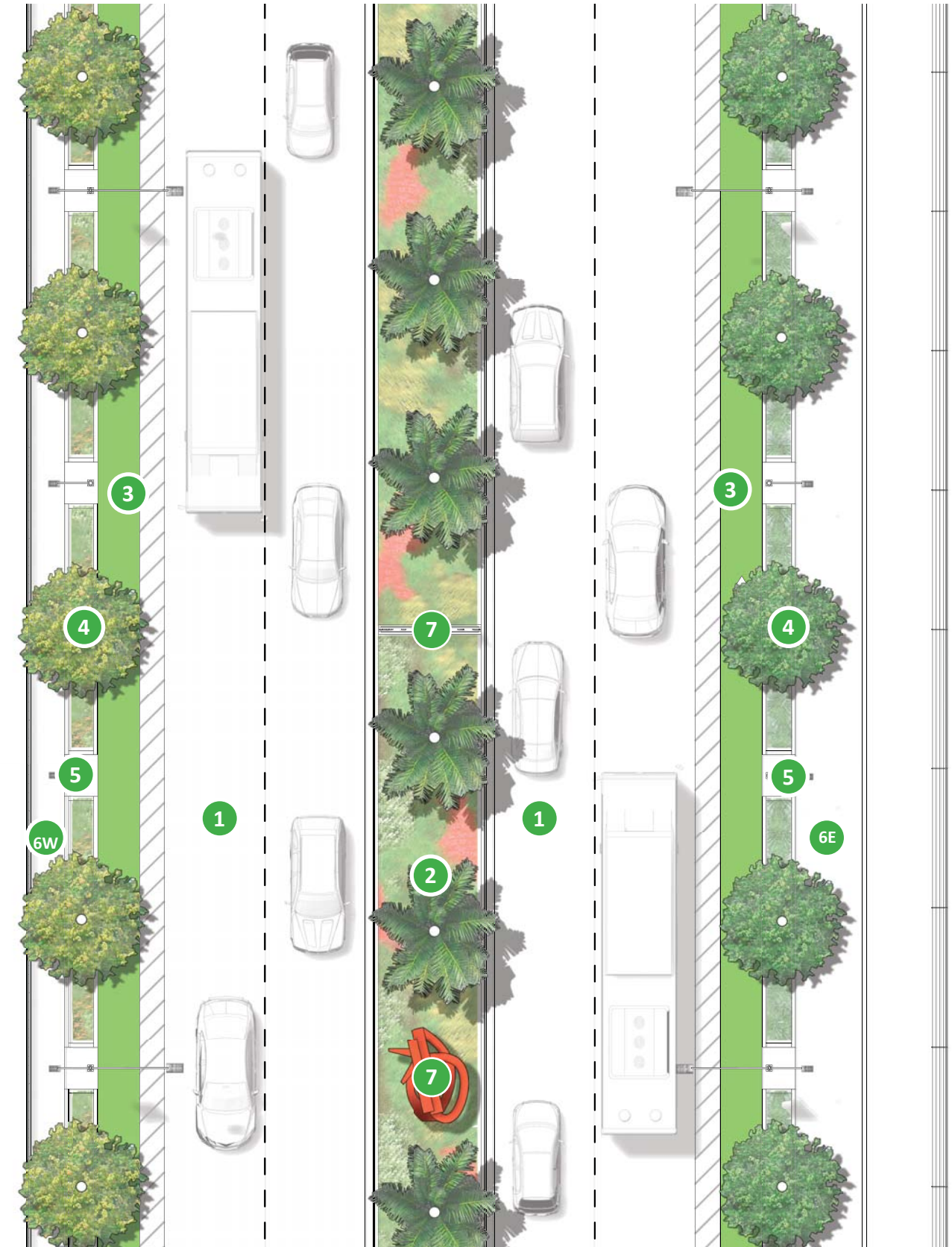
Existing view looking south on Western Ave at Green Hills Cemetery.

3.4 Improvements in the Northern Segment

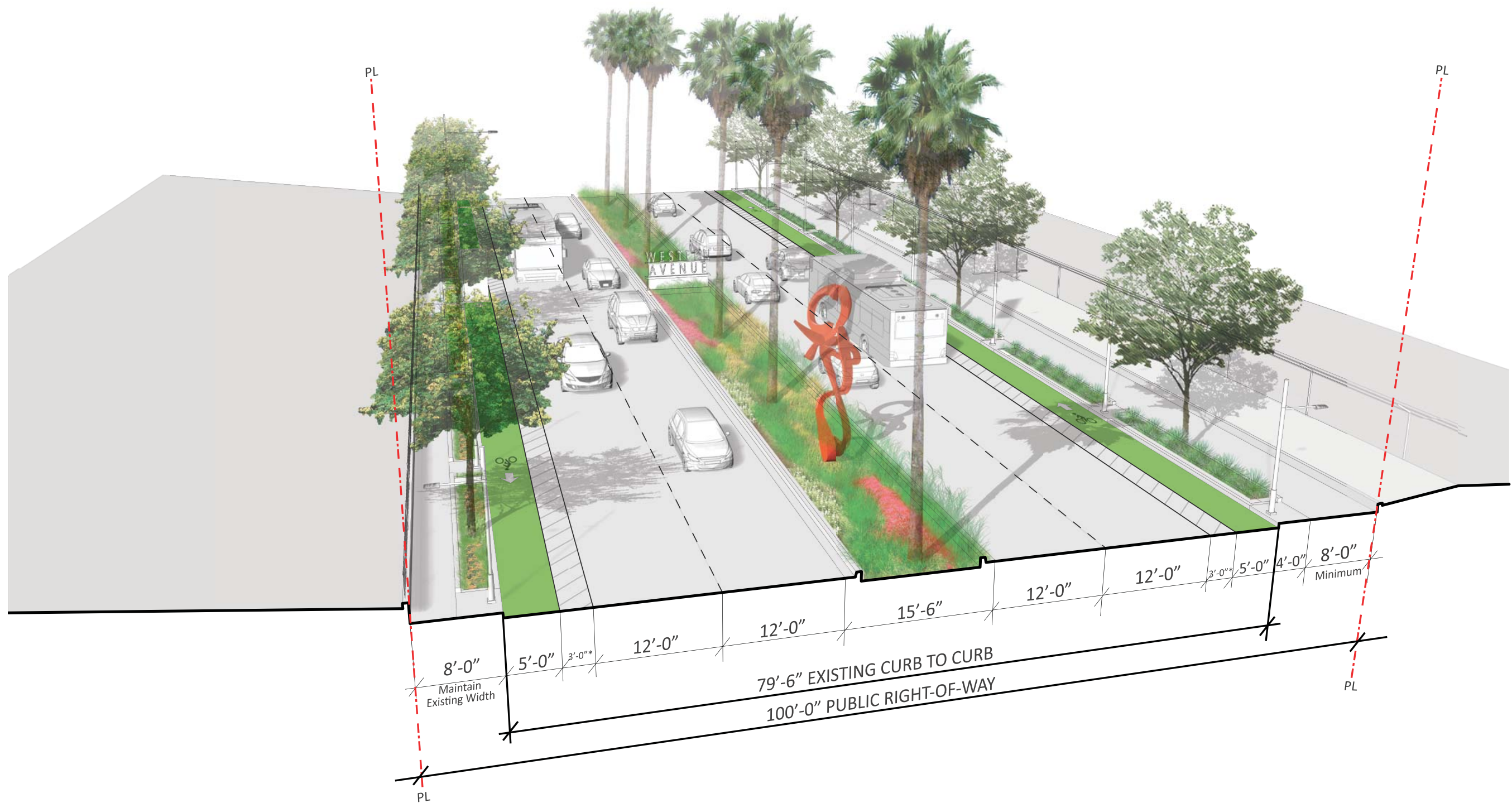
John Montgomery Drive to Lomita city boundary

The following recommendations apply for both the west and east sides of this segment.

- 1 Maintain width of travel lanes as noted.
- 2 Improve median planting. When left turn pocket occurs, use median nose or striping. See Sec 4.4.
- 3 Add new protected bicycle lane. See Sec 4.1.
- 4 Add new streetscape planting. See Sec 4.2.
- 5 Relocate existing utility poles below-grade and add new street and pedestrian lighting. See Sec 4.2.
- 6W On west, maintain existing sidewalk width, with a minimum 8 ft. width, including streetscape planting. See Sec 4.1.
- 6E On east, expand sidewalk width to 8 ft. minimum, including streetscape planting See Sec 4.1.
- 7 Introduce new branding signage and artwork in the median. See Sec 4.6 and 4.7.



Typical plan of improvements along the Northern Segment.



The cross sections above illustrate typical new improvements that may be implemented along Western Avenue and are intended for discussion purposes only.

* Minimum 3ft wide barrier separation between bicycle lane and motor vehicle travel lane, including pavement marking, landscape planting, bollards, or other protective barrier. See Sec 4.2.

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

Typical cross section of improvements along the Northern Segment.



4

Streetscape Concept for the Public Right-of-Way

4.1 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 Strategy within both the Cities of Rancho Palos Verdes and Los Angeles.

The following resources were referenced to develop these recommendations:

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

A. 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 Sec 4.3 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).

B. 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. Although not proposed, the following concepts are offered should curb extensions or bulb-outs be considered during implementation. These concepts can be modified based on technical studies and safety measures.

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 to 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 4.4 for guidelines on streetscape planting and Sec 4.2 on streetscape furniture.

C. 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 should be prohibited; however, new streets, alleys, or pedestrian connections should be added.
2. The pedestrian network shall include a great pedestrian zone, legible and well-located crosswalks, mid-block pedestrian connections, and way-finding elements such as street signs and kiosks.
3. The incorporation of retail 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, should 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.

D. 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. If 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 500 ft. 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). These mid-block crossings should not impede the flow of traffic and should be incorporated into signal synchronization.

Examples of Mobility and Complete Streets Improvements



Planted Curb Extension



Mid-Block Crossing



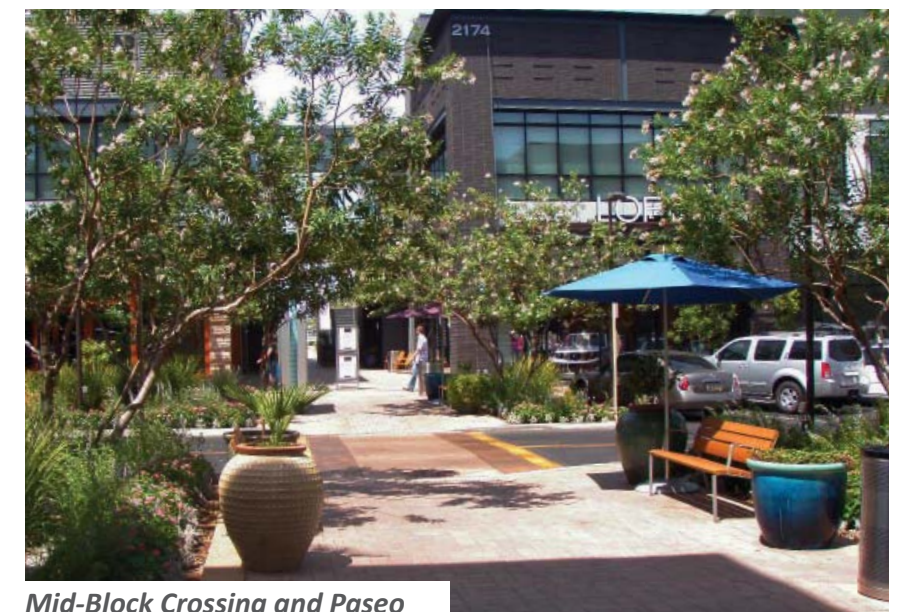
Mid-Block Crossing



Mid-Block Crossing



Furnished and Planted Curb Extension



Mid-Block Crossing and Paseo

E. BIKEWAYS

As of the date of this document, there is no official bikeway designation along the corridor. However, bicyclists are premitted along Western Avenue, and can be found using Western Avenue. 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.

For further information, also refer to the Caltrans Highway Design Manual and California Manual on Uniform Traffic Control Devices.

The guidance presented in this document recommends a protected bike lane and buffer. The protected bike lane should be located curbside, exclusive, separated, and protected right-of-way for bicyclists.

1. The minimum width of the bike lane should be 5'-0".
2. The bike lane should be at-grade with the roadway.
3. Bike lanes should be painted so they are clearly recognizable.
4. A 3'-0" buffer zone should be incorporated between the bike lane and travel lanes.
5. Buffer zones should be clearly demarcated with pavement markings, and may include one of the following:
 - Bollards or other protective barrier
 - Planting buffer (i.e. planter boxes)
 - Painted and restricted buffer zone

F. 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.

G. WESTERN AVENUE TRAFFIC IMPROVEMENT PLAN

1. The following construction and operational improvements are identified in the Western Avenue Traffic Improvement Plan. The City of RPV should update the Plan to ensure implementation is consistent with the Strategy.
 - Signal synchronization
 - Signal modifications
 - Protected left-turn lanes
 - Right-turn lanes
 - Parking Management
 - Deceleration Lanes
 - Pedestrian Countdown Heads
2. Signal synchronization should be coordinated 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, and between jurisdictions. Signal synchronization should also be coordinated with any pedestrian mid-block crossings, in an effort to not impede traffic flow.

4.2 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 of utilities.

A. GENERAL GUIDELINES

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 27 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.

B. SIDEWALKS

1. Public walkway connections between streets and buildings are required.
 - Front doors and entrances should be directly accessed from dedicated walkways.
2. Minimum of 15 ft. wide sidewalk is desired.
 - In most instances, sidewalk width includes a sidewalk dedication within the ROW.
 - Sidewalks should accommodate streetscape features, such as landscaping, street furniture, lighting, and other pedestrian amenities.
3. For guidelines related to pedestrian crossings and mobility improvements, see Sec 4.1.

Examples of Street Furniture



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.

C. SEATING

1. All seating should be selected to coordinate with the Western Avenue “family” of street furniture, which should be designed with a consistent character, color, and finish.

D. NEWSPAPER RACKS

1. All newspaper racks should be selected to coordinate with the Western Avenue “family” of street furniture.

E. 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 in. 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.

F. 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 areas, in order to encourage evening and/or night time use within an area’s permitted hours of operation.

DESIGN

1. All street and pedestrian lighting should utilize a coordinated palette, or “family” of light fixtures, 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 Strategy.
 - 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.
5. As fixtures are upgraded, sustainability features, such as planters should be considered as part of the streetscape program.
6. As fixtures are upgraded, sustainability features, such as LED, timers, and dimmers, should be considered wherever possible.

G. 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 or public gathering spaces.

H. UTILITY COORDINATION

1. The location of above ground utility facilities should be confirmed early in the streetscape improvement process and shall be thoughtfully located, clustered where possible, and treated as part of the landscape plan in order to minimize their visual impact on the streetscape and public realm.
 - Utility facilities include, but are not limited to utility boxes, pedestals, vaults, transformers, switchgear, gas meters, back flow preventers, fire connections, communications cabinets, etc.
 - Utility facilities shall not be located in curb-adjacent parkway areas, within sidewalk areas, along retail store fronts, or within other visually prominent areas.
 - Utility facilities should generally be located at the side or rear of the building(s) in a location that is not highly visible from the street or pedestrian routes. They should be screened with landscape materials, seatwalls, and/or other architectural elements, and painted with a tone that is neutral to their setting.

4.3 Treatment of Residential Backyards facing Western Ave

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. There may be opportunities for the City of RPV in conjunction with the City of LA and Caltrans, to assist homeowners with improvements to residential slopes and backyard walls. For example, free water-wise plant materials could be provided, or community events could be organized to purchase and/or install planting materials or trees. Additionally, opportunities may be considered to utilize the wall for public art. 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 ft., 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

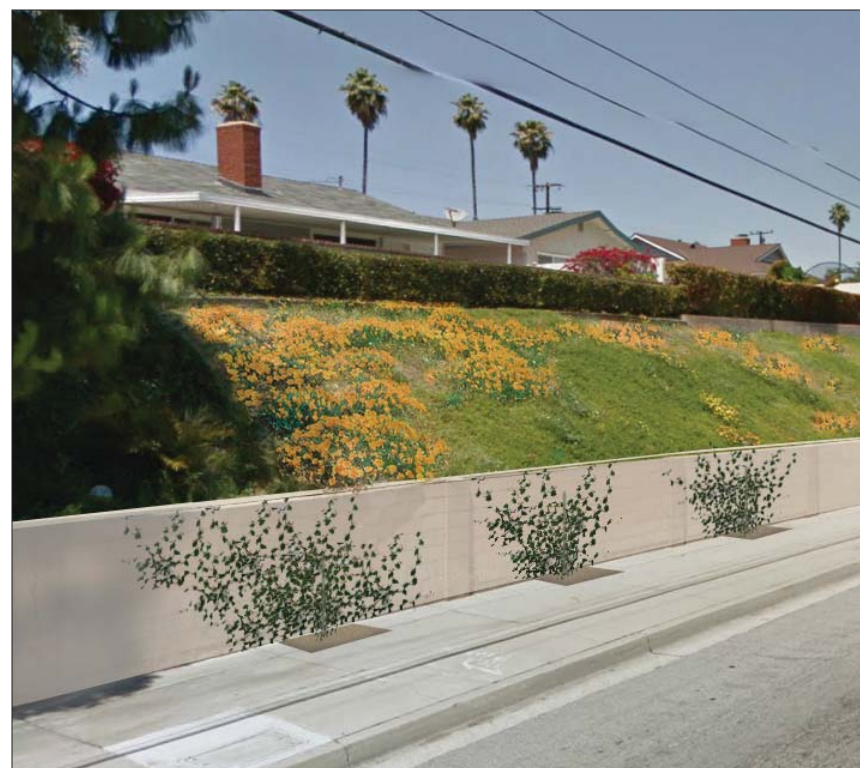
1. Consider the addition of a split-rail fence, or other complimentary fencing, with a narrow planting buffer, to the east of the wall.
 - In this option, care should be taken to not reduce the width of the pedestrian way. This option may not be suitable without additional changes to the right-of-way.



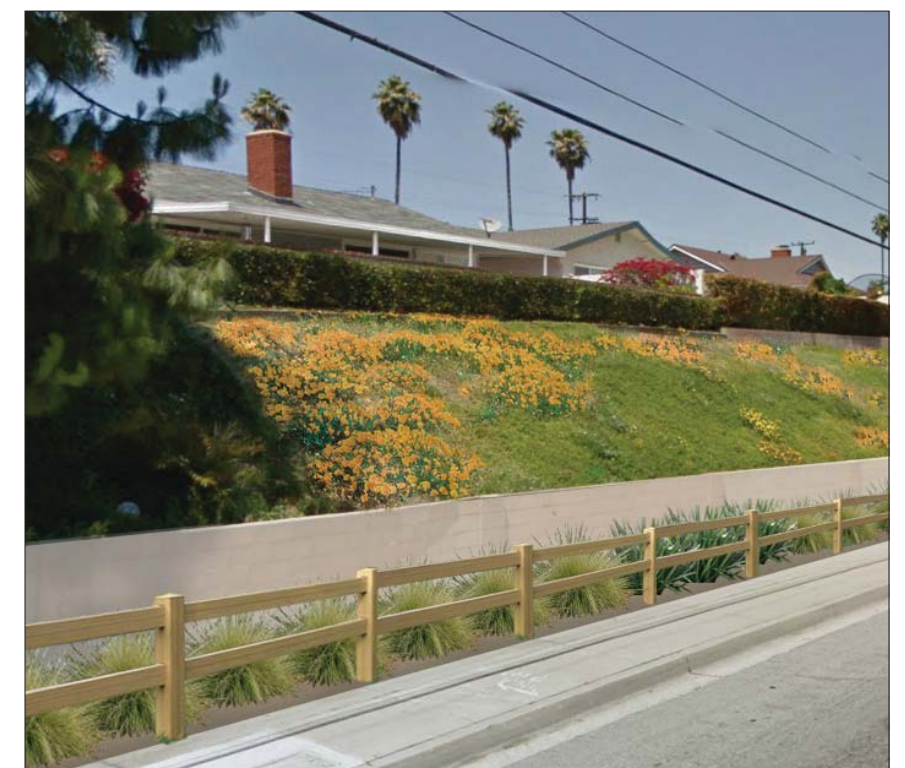
Existing cinder block wall along residential backyards.



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.

4.4 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 south segment, the middle segment, and the north segment. The design should respond and contribute to the experience and character of each segment, including the degree of retail and pedestrian traffic.

A. GENERAL GUIDELINES

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 considered primarily auto-oriented.
 - Plantings in the median within the streetscape planting zones should be scaled to the needs of an automobile traveling, for example, tall grasses that bend and blow as cars drive by.
 - The Northern Segment serves as a gateway to the corridor and should announce a sense of arrival by utilizing “special” plants and trees – grander, colorful, visible clustering, etc.
 - The Northern Segment, unlike the rest of the corridor, is also unable to develop a complimentary building edge via new development. Tall, vertical trees (palms, pines, etc.) should be introduced, to provide the sense of a consistency, continuity, and verticality through planting.
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 ft. 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 in Rancho Palos Verdes.

B. 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.
 - Where adjacent to on-street parking, streetscape planting zones should be non-contiguous to permit pedestrian access to parked vehicles.
2. Street furniture, right of way signage, and bulb-outs or special design areas, should be carefully coordinated with the landscape plan.
3. Streetscape planting zones should be designed to accommodate adequate soil volume to support selected plant material. See Section 4.1.
 - Individual tree wells are discouraged.
 - Streetscape planting should be designed to accommodate two or more street trees where possible.
 - 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.
4. 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.
5. All streetscape planting should be irrigated per plant palette recommendations.

C. MEDIAN PLANTING

1. Hardscape maintenance strips should be incorporated into the design of all medians, per Caltrans requirements.
2. Special care shall be exercised in the selection of plant material in areas where the median measures 3 ft. or less in width, as measured from back of curb.

D. 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.

Examples of Landscape Design



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.

4.5 Street Tree and Plant Palette

The following recommendations, together with the pages that follow, contain the street tree and plant palette, including key criteria for plant selection and direction related to the selection of planting material, location, and sizing. The street tree and planting approach should be coordinated by segment (i.e. South, Middle, and North), in order to ensure the consistent implementation of the tree and planting design guidelines.

A. GENERAL GUIDELINES

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.
2. Existing mature trees should be maintained wherever possible, and incorporated within the design of the corridor.

A. 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.

STREET TREE AND PLANT PALETTE: SOUTHERN SEGMENT



KOELREUTERIA PANICULATA



TIPUANA TIPU



PINUS PINEA



PHOENIX DACTYLIFERIA



WASHINGTONIA ROBUSTA

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'

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

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.*

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'



HELICOTRICHON SEMPERVIRENS



JUNCUS PATTENS



LEUCOPHYLLUM FRUTESCENS



FICUS PUMILA



MUHLENBERGIA RIGENS



LEYMUS CONDESATUS 'CANYON PRINCE'



SENECIO TALINOIDES VAR. MANDRALISCAE

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
HELICOTRICHON 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

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.*

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



HELICOTRICHON SEMPERVIRENS



JUNCUS PATTENS



LEUCOPHYLLUM FRUTESCENS



MUHLENBERGIA RIGENS



SENECIO TALINOIDES VAR. MANDRALISCAE



KNIPHOFIA 'ECHO ROJO'



LEYMUS CONDESATUS 'CANYON PRINCE'

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
HELICOTRICHON 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

4.6 Branding, Signage, and Way-Finding

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

A. GENERAL SIGNAGE AND WAY-FINDING

The following recommendations should be followed for the design of all signage and way-finding in the project area. These include signs of all types, and for all audiences, within the public right-of-way. These recommendations 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 review process of the adjoining 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 way-finding 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).

B. PEDESTRIAN-ORIENTED SIGNAGE AND WAY-FINDING

1. A District Signage and Way-Finding Program should be implemented. The 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 signage or plaques is encouraged as part of the branding of the Western Avenue Corridor.
 - The signage should include the Corridor logo, and may add additional way-finding information such

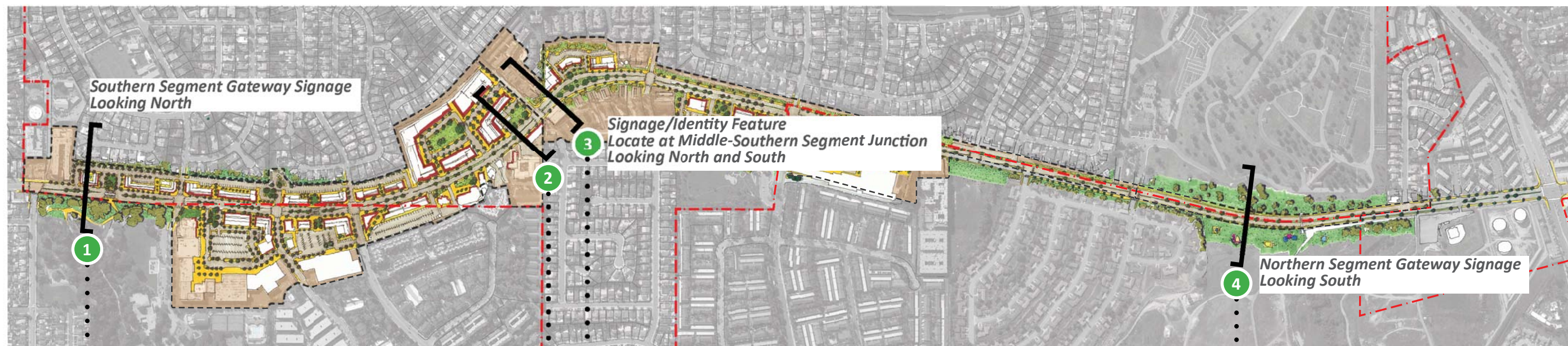
as direction, mileage markers, year implemented or date of founding, etc.

- 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.

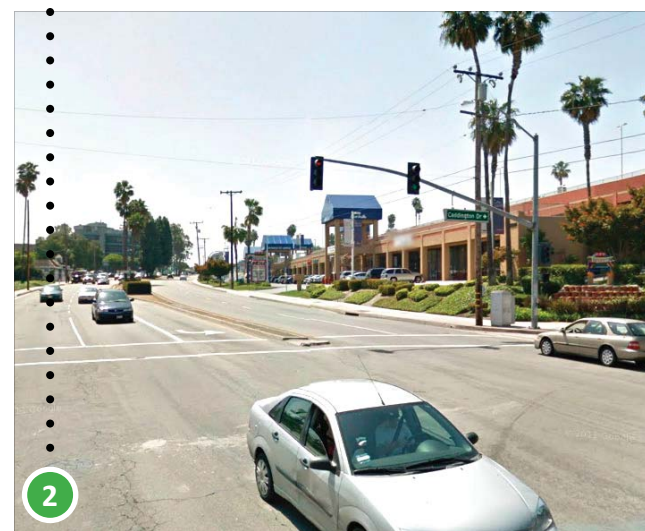
C. GATEWAY SIGNAGE

1. The location for Gateway Signage is identified on page 37.
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

Plan diagram of potential locations for gateway monuments/identity features along Western Avenue



Western Ave at Summerland Ave, view north



Western Ave at Caddington Dr, view south



Western Ave at Caddington Dr, view north



Western Ave at Palos Verdes Drive North, view south

Examples of Signage and the Branding of Streetscape Elements



Signage and way-finding can be integrated with streetscape elements for a cohesive design character.

Examples of Signage: Pedestrian-Scaled Signage and Wayfinding



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.

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. The established Public Art Program should allow for an evolving and/or periodically changing display of Public Art.
 - The Program should allow local artists, businesses, and other entities, to dedicate art for local display.
 - Art should be selected based upon goals established by the City of RPV and the City of LA.
 - Art should be displayed for limited amounts of time, through a dual-community selection process. Said displays should be established for periods of 6 months, 1-year, or 2-year time periods.
3. 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.

4. 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.



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.

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 ft. 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.



SANTA MONICA BLVD, WEST HOLLYWOOD





5

Concepts for Harmonizing Private Development

The following concepts are presented to assist either City in determining what, if any, changes to each City's private development regulations should be made to complement the public right-of-way improvements identified in the Strategy. These concepts 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

A. GROUND FLOOR USES

1. Along Western Avenue, a predominance 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 retail shops, restaurants, outdoor dining areas, 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 floor uses should be dedicated to active commercial and retail uses.

B. STREET LEVEL DESIGN

1. If existing buildings are replaced, the new buildings

should be designed to “address” Western Avenue by creating/continuing a functional building frontage as close as possible to the public ROW to accommodate outdoor dining and public gathering.

- The primary/grade level of buildings should be in proximity to the Western Avenue sidewalk and intersecting streets, in order to create a vibrant experience whereby outdoor dining and gathering spaces can blend with and transition into a functional sidewalk and multi-modal public right-of-way.
 - Pedestrian-oriented uses should have a floor elevation that is level with the elevation of the adjacent sidewalk or walkway.
2. Primary entrances oriented only towards parking lots are discouraged.
 3. Entrances to uses on ground and upper floors should face public sidewalks, interior parks/nodes, and face the public right-of-way to encourage economic vitality.
 4. Ground-floor floor-to-ceiling height should be compatible with surrounding retail uses and provide for a unique visual appearance.
 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 facing the street, public or private parks, interior fountains or other gathering spaces.
 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.
 - Where courtyards, paseos, or greenways are proposed, restaurant uses should face these spaces with windows, front doors, and outdoor patios, and according to the standards of this section.
 - Service areas should be oriented to the rear of the lot.



Pedestrian-oriented uses, such as those shown above, include ground-floor retail shops, theaters, restaurants, and outdoor dining areas.



Outdoor dining adjacent to the sidewalk should be encouraged.

C. SIDEWALKS

1. See Sec 4.2 for guidelines on sidewalks.
2. Outdoor dining adjacent or near to the sidewalk or outdoor gathering spaces is encouraged. It may be provided along portions of the building's front facade that are set back from the property line within private property.

D. 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 ft.
 - 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 ft.
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 ft.

E. 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 in. above the adjacent interior or public walkway. The minimum head height for storefronts and windows at the ground floor should be 80 in. above the adjacent walkway.

5.2 Access and Parking

A. 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 street that supports an appropriate level of pedestrian activity.

B. PARKING

1. Surface parking lots are discouraged along Western Avenue, and other frontages with active, pedestrian-oriented uses.
 - Parking lots should be placed at the rear of the parcel, if feasible, and should not prevent proposed buildings from having a direct relationship with Western Avenue or other gathering spaces.
 - 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, provided that traffic appropriate traffic studies

ensure no traffic queuing problems for adjacent residential streets and neighborhoods.

- Access to parking lots or structures should be located along side streets wherever possible, and coordinated among multiple parcel owners, provided no impacts will be incurred by surrounding residential neighborhoods
2. Parking lots should include well-positioned, shaded sidewalks to facilitate pedestrian-orientation, walkability, and connectivity between Western Avenue, gathering spaces 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.
 4. The creation of parking lots at the rear of properties should include measures that reduce potential noise impacts. Suggested mitigation of noise could include limiting hours of operation to regular business hours for uses that abut residentially zoned properties.

5.3 Service and Loading

A. 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.
 - Measures that reduce potential noise impacts for delivery services should be regulated and enforced. Suggested mitigation of noise could include limiting hours of delivery to specific

hours that are outside of typical/standard peak traffic hours and rest hours for uses that abut residentially zoned properties.

B. TRANSITIONS

1. All development projects should consider their adjacency to existing uses.
 - The design of projects, where sited adjacent to existing single-family residential, should incorporate appropriate transitions wherever possible. Acceptable transitions include the incorporation of setbacks, open spaces, or upper-story setbacks to soften the transition to the scale of the adjacent community.

5.4 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.

A. 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.

B. PEDESTRIAN PASEOS

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

1. Where blocks are longer than 200 ft. or where a destination, view, or circulation path warrants a mid-block pedestrian connection, publicly accessible streets, open spaces, or paseos shall be provided.
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 ft. wide and include considerations for temporary and emergency vehicle access.

C. 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.



Open spaces can include flexible areas for public gatherings, such as lawn or paved plazas, and may accommodate a variety of functions, from passive recreation, to street fairs, and farmers markets.

5.5 Signage

All signs are subject to the review process 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.
 - Proposed Signage should be complimentary to the surrounding environment and not create a proliferation of signage along Western Avenue or the interior of a shopping center.
2. One business sign should be installed per building frontage.
 - Redundant signage should be avoided.
 - If multiple tenants are listed on a single sign or a multi-tenant building, variation between size and typeface of tenant names and color palette should be limited to one or two options.
3. Minimal lighting should be used for signage and light pollution should be avoided. Additionally, lighting should be in scale with the size of the sign and the facade.
4. The following signage types are not permitted in the project area.
 - Pole signs
 - Signs obscuring windows
 - Neon, animated, or flashing signs
 - Internally illuminated awnings
 - Signs projected onto a surface using light
 - Inflatable or air blown signs, streamers, balloons, and the like
 - Signs illuminated by low-pressure sodium lamps (pure yellow glow), high pressure sodium lamps (pinkish-orange glow), and mercury vapor lamps (bluish-white glow).



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



6

Acknowledgments

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6.1 Acknowledgments

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