



# SAN GABRIEL VILLAGE URBAN DESIGN STRATEGY

CITY OF SAN GABRIEL COMMUNITY DEVELOPMENT DEPARTMENT

WINTER 2012



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## STRATEGY OBJECTIVES

SAN GABRIEL VILLAGE'S FAIRVIEW AVENUE BUSINESS DISTRICT IS ONE OF THE DISTINCTIVE PLACES THAT HAS FOR DECADES GIVEN SAN GABRIEL A UNIQUE IDENTITY AMONG LOCAL COMMUNITIES. THE CITY'S GENERAL PLAN, INGREDIENTS FOR SUCCESS, SEEKS TO ENCOURAGE THE PREPARATION OF DESIGN STRATEGIES TO ENHANCE, PRESERVE AND PROTECT OUR SPECIAL NEIGHBORHOOD CENTERS, LIKE THE VILLAGE. THIS IS ONE SUCH STRATEGY, DEDICATED TO THE BEAUTIFICATION, RESTORATION AND REBIRTH OF FAIRVIEW AVENUE.

"THE SAN GABRIEL VILLAGE URBAN DESIGN STRATEGY" BUILDS ON THE NEIGHBORHOOD'S RICH HISTORY, INFORMED BY A BROAD COMMUNITY OUTREACH PROGRAM. IT CONSISTS OF THE FOLLOWING INTERRELATED COMPONENTS:

- \*STREETScape IMPROVEMENTS
- \*DESIGN GUIDELINES

THE STRATEGY BEGINS WITH A LOOK BACK AT THE CREATION OF THE VILLAGE, PAYING HOMAGE TO THE VISION OF ITS DEVELOPER, PERCY BILTON. AFTER PROVIDING THIS HISTORICAL UNDERPINNING, THE STRATEGY LOOKS AT CURRENT CONDITIONS, SURVEYING THE EXISTING ZONING, DEVELOPMENT PATTERN, STREETSAPES, AND DEFINING CHARACTERISTICS OF THE NEIGHBORHOOD. NEXT IS A SECTION DEVOTED TO THE PROCESS OF PUBLIC ENGAGEMENT USED TO CREATE THE STRATEGY. THE DOCUMENT THEN EXPLAINS THE STREETScape IMPROVEMENTS AND LAYS OUT THE DESIGN GUIDELINES FOR THE COMMERCIAL DISTRICT. A DISCUSSION OF ZONING AND ECONOMIC FACTORS FOLLOWS, CLOSING WITH A SECTION ON HOW THE STRATEGY WILL BE IMPLEMENTED.

## ACKNOWLEDGMENTS | PARTICIPANTS

### CITY STAFF

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# SECTION I

## THE VILLAGE THEN + NOW

THIS SECTION PROVIDES AN UNDERSTANDING OF THE HISTORY OF SAN GABRIEL VILLAGE AND THE EVOLUTION OF THE NEIGHBORHOOD, LEADING TO THE EXISTING CONDITIONS EVIDENT ON FAIRVIEW AVENUE TODAY. IT SETS THE HISTORICAL AND PHYSICAL CONTEXT AGAINST WHICH DESIGN ENHANCEMENT STRATEGY OBJECTIVES WILL BE CARRIED OUT.

IN THIS SECTION, YOU WILL ALSO FIND MAPS, GRAPHICS AND IMAGES THAT ILLUSTRATE EXISTING CHARACTERISTICS OF THE NEIGHBORHOOD, INCLUDING BUILDING FOOTPRINTS, ELEVATIONS, AND LAND AND BUILDING USE DATA. THIS FOUNDATIONAL MATERIAL IS IMPORTANT TO UNDERSTANDING BETTER THE BUILT ENVIRONMENT OF FAIRVIEW AVENUE, UPON WHICH THIS STRATEGY SEEKS TO PRESERVE AND IMPROVE.



THE VILLAGE THEN + NOW | HISTORY OF THE NEIGHBORHOOD

LOCATED ON LANDS FORMERLY USED AS ORCHARDS BY SAN GABRIEL MISSION, THE NEIGHBORHOOD WE KNOW TODAY AS SAN GABRIEL VILLAGE TRACES ITS BEGINNINGS TO THE VISION OF ONE MAN, PERCY BILTON. BILTON, A SUCCESSFUL BRITISH ENTREPRENEUR, CREATED NUMEROUS LAND COMPANIES IN THE 1920s AND 1930s TO DEVELOP PROPERTY BOTH HERE AND IN ENGLAND. AS AMERICA WAS EMERGING FROM THE DEPTHS OF THE GREAT DEPRESSION, BILTON SAW AN OPPORTUNITY IN SAN GABRIEL TO CREATE A UNIFIED NEIGHBORHOOD THAT ACCOMMODATED THE AUTOMOBILE BUT WAS NOT DEPENDENT UPON IT. BEGINNING IN 1939 AND INSPIRED BY THE GARDEN CITY MOVEMENT, BILTON LAID OUT A NEIGHBORHOOD THAT COMBINED FORMAL STREET AND BLOCK ARRANGEMENTS WITH THE LOW-DENSITY RESIDENTIAL ARCHITECTURE CHARACTERISTIC OF SOUTHERN CALIFORNIA. IT EVEN INCLUDED A SMALL NEIGHBORHOOD PARK ON FAIRVIEW AVENUE. THE EARLIEST MODEL HOMES REFLECTED AN ENGLISH TUDOR STYLE, BUT LATER HOMES WERE DESIGNED IN KEEPING WITH SIMPLER POST-WAR STYLES. BILTON'S VILLAGE WAS TO BE A PLACE WHERE RESIDENTS COULD WALK TO GET THE GOODS AND SERVICES THEY NEEDED IN A COMMERCIAL DISTRICT LOCATED IN THE VERY CENTER OF THEIR RESIDENTIAL NEIGHBORHOOD. THIS ISLAND OF COMMERCE IN A SEA OF SINGLE-FAMILY HOUSING REMAINS A RARITY IN THE SPRAWLING LANDSCAPE OF GREATER LOS ANGELES.

BILTON'S DREAM OF A WALKABLE NEIGHBORHOOD COMMERCIAL CENTER WAS TO BE A DREAM DEFERRED BY THE OUTBREAK OF WORLD WAR II. AFTER THE WAR ENDED, HOWEVER, CONSTRUCTION OF THE FAIRVIEW AVENUE BUSINESS DISTRICT ENSUED, CULMINATING WITH WHAT THE SAN GABRIEL SUN DESCRIBED AS "A GAY PARTY OF VAUDEVILLE ACTS, LIVELY MUSIC, AND STREET DANCING" CELEBRATING THE COMPLETION OF THE SHOPPING CENTER. THE ORIGINAL COMPOSITION OF THE BUSINESS DISTRICT INCLUDED A REAL ESTATE OFFICE, PHARMACY, DRY CLEANER, BAKERY, GROCERY STORE, FLORIST, DEPARTMENT STORE, GIFT SHOP, BEAUTY SALON, MEXICAN RESTAURANT, APPLIANCE STORE AND DRESS SHOP.

N. A. RIES, THE MAN IN CHARGE OF DEVELOPING THE BUSINESS DISTRICT, SAID AT THE TIME, "WE HAVE BEEN PARTICULARLY INTERESTED IN FOLLOWING AN ARCHITECTURAL PLAN THAT WOULD BE SUITABLE FOR THE RESIDENTIAL NEIGHBORHOOD. I THINK WE SUCCEEDED IN BUILDING AN ATTRACTIVE CENTER."

IN THE YEARS AND DECADES THAT FOLLOWED, CHANGES IN THE ECONOMY, COMPETITION FROM LARGER STORES, GREATER MOBILITY, AND DIFFERENT SHOPPING HABITS WERE NOT KIND TO FAIRVIEW'S QUAIN COLLECTION OF STORES AND OFFICES. OVER TIME, THE WALKABLE CHARACTER OF THE COMMUNITY AS A WHOLE HAS DETERIORATED. NEVERTHELESS, THE "BONES" OF THIS DISTRICT, ITS ESSENTIAL URBAN FORM OF A WIDENED STREET, SPACIOUS SIDEWALKS AND PLENTY OF ON-STREET PARKING REMAINS INTACT. IT IS UPON THIS ENDURING FRAMEWORK THAT THE SAN GABRIEL URBAN DESIGN STRATEGY INTENDS TO BUILD A FUTURE THAT SEEKS TO RECAPTURE THE "ATTRACTIVE CENTER" OF 65 YEARS AGO.



Image Index

- |  |   |
|--|---|
| 1. Standing outside of the San Gabriel Mission, circa 1880 | 7. Small Shop Owner, circa 1910                                   |
| 2. San Gabriel Mission, circa 1880                         | 8. Prospective homeowner with architectural rendering, circa 1940 |
| 3. Local Craftsman, circa 1900                             | 9. Original Development Billboard with Model Home, circa 1940     |
| 4. Street Car Stop at the San Gabriel Mission, circa 1900  | 10. Bilton Development Advertisement                              |
| 5. Harvesting Orchards, circa 1900                         | 11. Prospective Home Owners Taking Tour of a Home, circa 1940     |
| 6. Harvesting Orchards, circa 1900                         | 12. Percy Bilton with Prospective Home Owner, circa, 1940         |



## THE VILLAGE THEN + NOW | EXISTING CONDITIONS



NO MEDIAN + WIDE STREET AT VILLAGE CENTER.

STREET PAVING ALONG FAIRVIEW AVE. BETWEEN ABBOT AND MANLEY IS CRACKED AND IN NEED OF RE-PAVING.

MEDIANS WITH LIMITED PLANTING



LONG RECTANGULAR BLOCKS THAT FEED THE VILLAGE CENTER.

PLANTED MEDIANS ALONG FAIRVIEW.

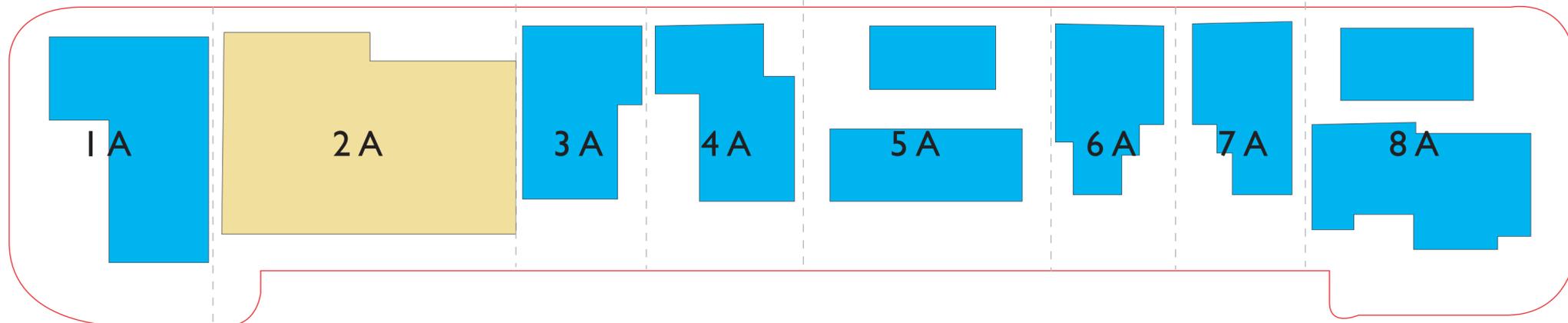
MULTI-FAMILY HOUSING ONLY LOCATED AT VILLAGE CENTER.

SURROUNDING NEIGHBORHOOD ALL SINGLE FAMILY WITH FRONT + BACK YARDS, STANDARD DRIVEWAYS, ATTACHED OR DETACHED GARAGES.

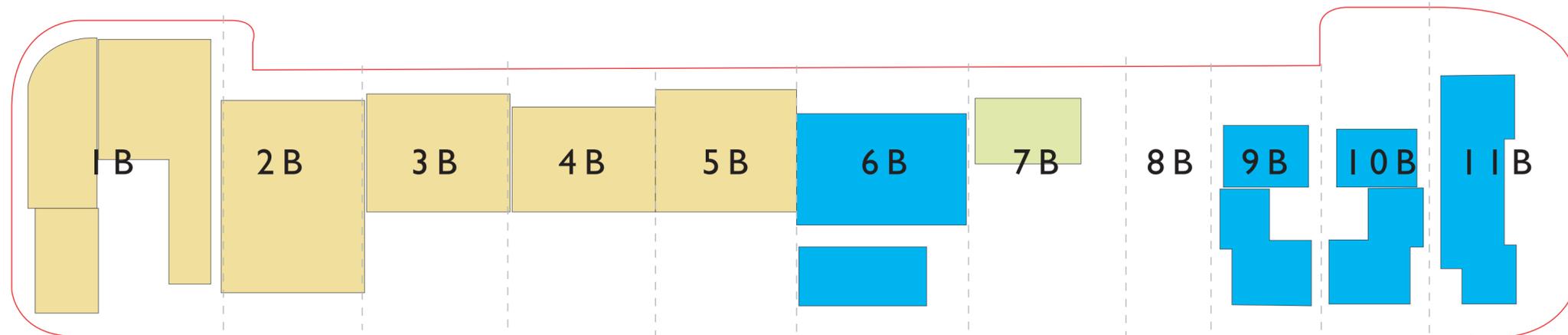




THE VILLAGE THEN + NOW | CURRENT LOT INFO AT VILLAGE CENTER



THIS DIAGRAM SHOWS THE EXISTING PARCELS AT THE VILLAGE CENTER WITH ASSOCIATED CURRENT USE INFORMATION, LOT SIZE, AND STRUCTURE SIZE.



Lot 1A- Multi-Family Residential  
 Built: 1957  
 4,575 sq ft  
 5 Units (10 bed/5b bath)

Lot 2A- Commercial.  
 Built: 1948  
 6,158 sq ft

Lot 3A- Multi-Family Residential  
 Built: 1957  
 2,447 sq ft  
 3 Units (5 bed/3 bath)

Lot 4A- Multi-Family Residential  
 Built: 1957  
 2,196 sq ft  
 2 Units (4 bed/2 bath)

Lot 5A- Multi-Family Residential  
 Built: 1951  
 3,084 sq ft  
 4 Units (4 bed/4 bath)

Lot 6A- Multi-Family Residential  
 Built: 1956  
 1,607 sq ft  
 2 Units (3 bed/2 bath)

Lot 7A- Multi-Family Residential  
 Built: 1956  
 1,607 sq ft  
 2 Units (3 bed/2 bath)

Lot 8A- Multi-Family Residential  
 Built: 1976  
 4,661 sq ft  
 4 Units (8 bed/8 bath)

Lot 1B- Commercial  
 Built: 1947  
 4,970 sq ft

Lot 2B- Commercial  
 Built: 1947  
 3,770 sq ft

Lot 3B- Commercial  
 Built: 1947  
 1,940 sq ft

Lot 4B- Commercial  
 Built: 1947  
 1,889 sq ft

Lot 5B- Commercial  
 Built: 1947  
 2,076 sq ft

Lot 6B- Multi-Family Residential  
 Built: 1957  
 3,960 sq ft  
 4 Units (8 bed/4 bath)

Lot 7B- Pre-School  
 Built: 1955  
 1,848 sq ft

Lot 8B- Pre-School Playground  
 No INFO AVAILABLE

Lot 9B- Multi-Family Residential  
 Built: 1957  
 1,776 sq ft  
 2 Units (5 bed/2 bath)

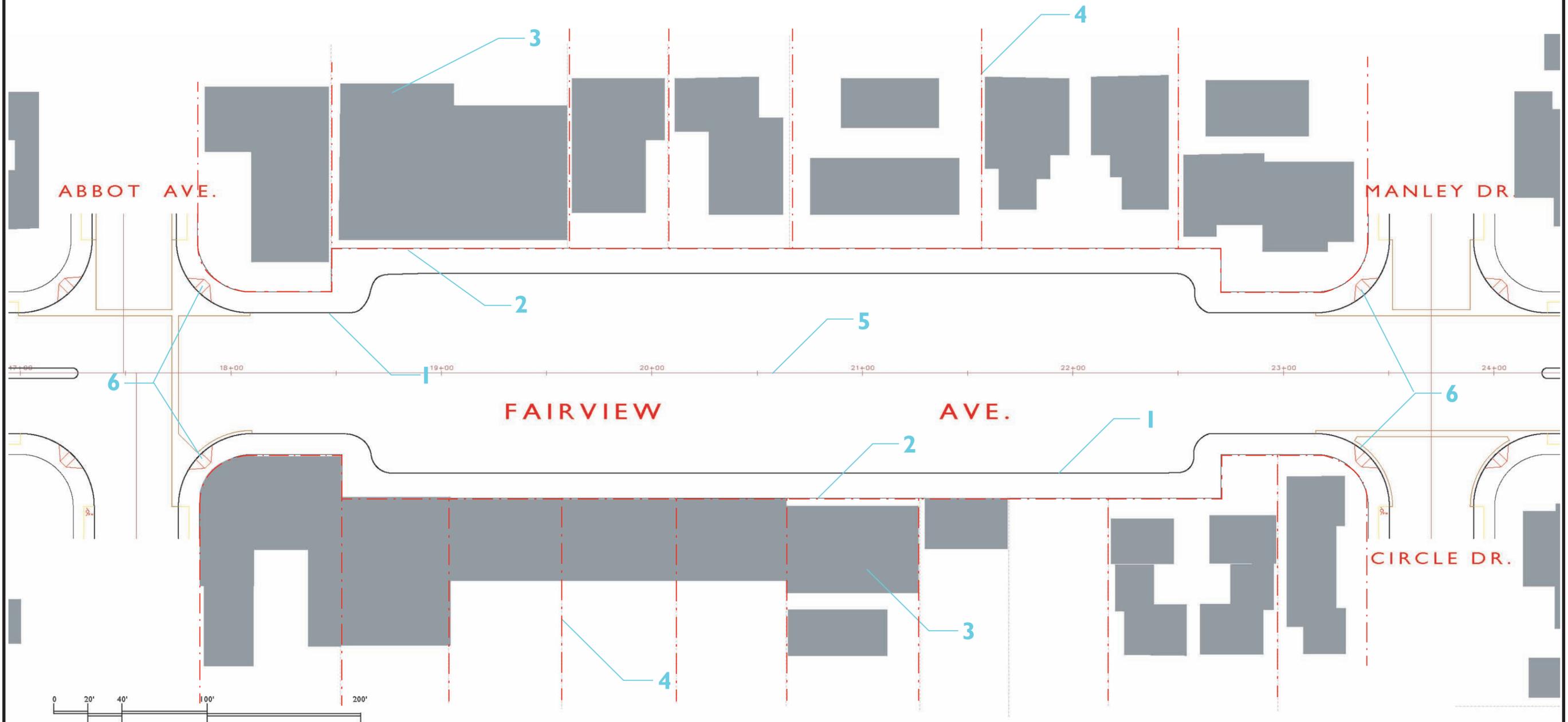
Lot 10B- Multi-Family Residential  
 Built: 1957  
 1,776 sq ft  
 2 Units (5 bed/2 bath)

Lot 11B- Multi-Family Residential  
 Built: 1957  
 1,534 sq ft  
 2 Units (4 bed/2 bath)

MULTI-FAMILY RESIDENTIAL  
 SINGLE FAMILY RESIDENTIAL/OTHER  
 COMMERCIAL



THE VILLAGE THEN + NOW | VILLAGE CENTER: EXISTING SURVEY DRAWING



**LEGEND**

- 1. CURB
- 2. EDGE OF SIDEWALK/PROPERTY LINE
- 3. EXISTING BUILDING FOOTPRINT
- 4. PROPERTY LINE
- 5. STREET CENTER LINE
- 6. CROSSWALK CURB CUT

THIS DRAWING IS INTENDED SOLELY FOR REFERENCE AND DOES NOT DEPICT EXACT DIMENSIONS OR BUILDING SIZES AND LOCATIONS.



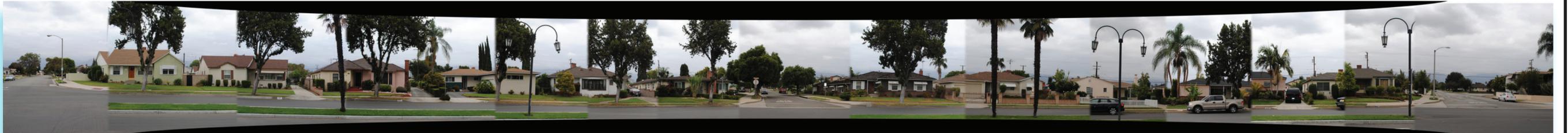
## THE VILLAGE THEN + NOW | FIGURE GROUND DIAGRAM: BUILDING FOOTPRINTS



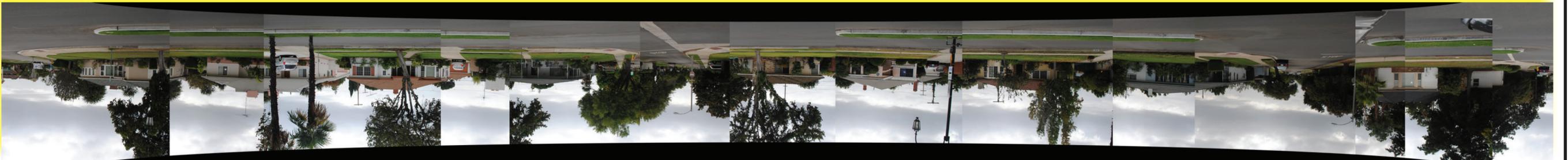
THIS DIAGRAM SHOWS HOW URBAN SPACE IS FORMED BY THE EXISTING BUILDINGS AND BASIC INFRASTRUCTURE. CONSIDER THE BUILDING FOOTPRINTS AS WALLS IN THE GREATER ROOM OF THE DISTRICT.



# THE VILLAGE THEN + NOW | EXISTING STREET ELEVATIONS



STREET ELEVATION LOOKING NORTH

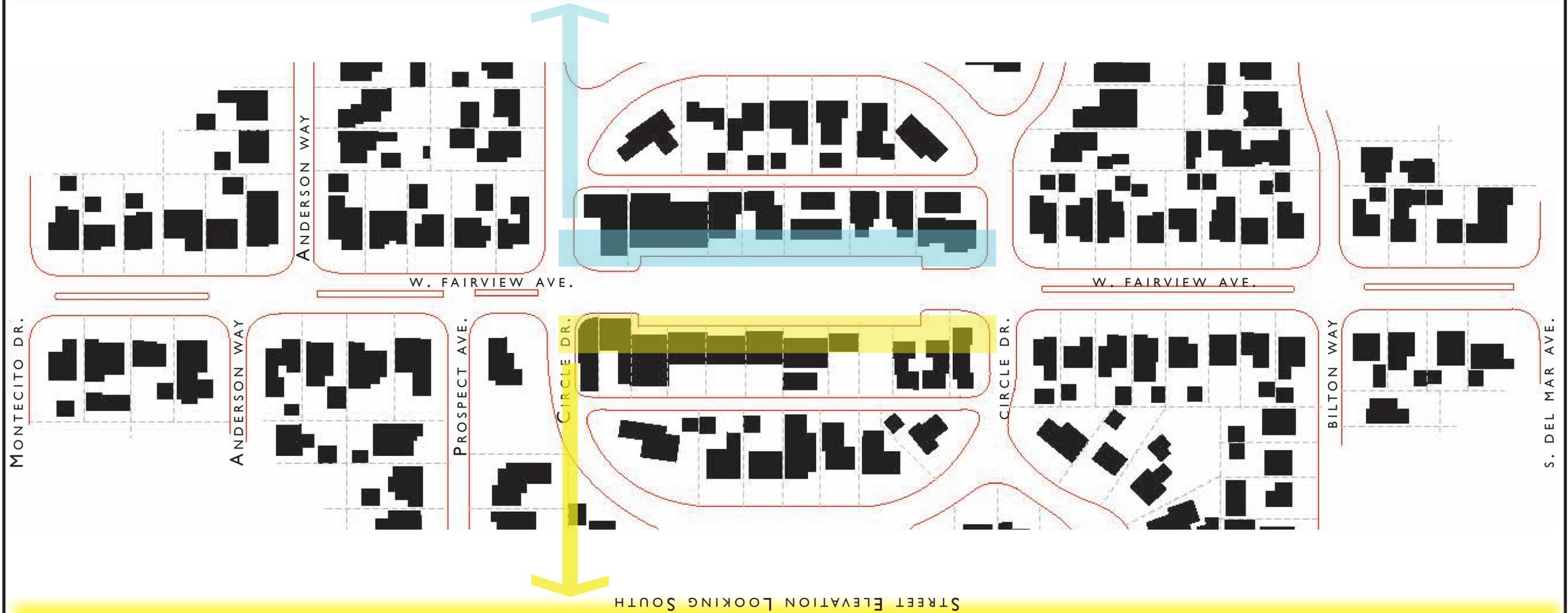




# THE VILLAGE THEN + NOW | EXISTING STREET ELEVATIONS



STREET ELEVATION LOOKING NORTH



STREET ELEVATION LOOKING SOUTH

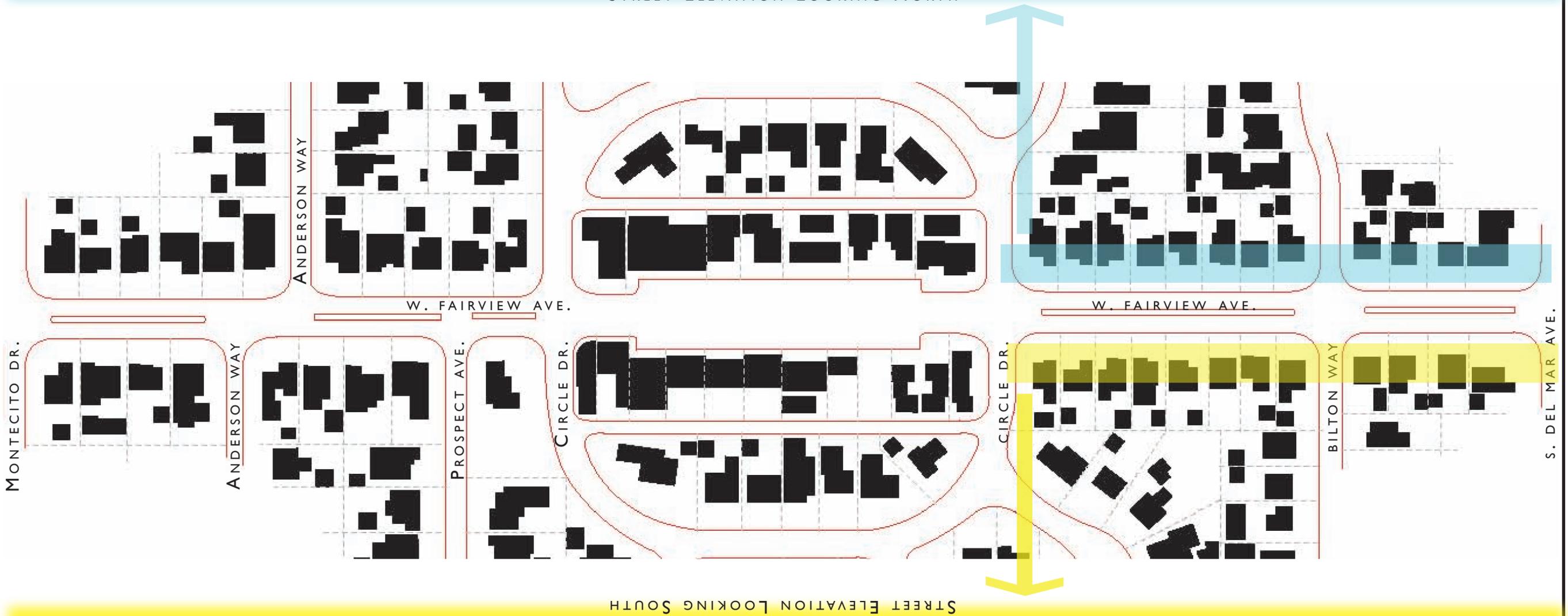




## THE VILLAGE THEN + NOW | EXISTING STREET ELEVATIONS



STREET ELEVATION LOOKING NORTH





## SECTION 2

### ARRIVING AT THIS POINT — THE PROCESS EXPLAINED

PREPARATION OF THE SAN GABRIEL VILLAGE URBAN DESIGN STRATEGY HAS BEEN A TEAM EFFORT. RESIDENTS, BUSINESS OWNERS, CITY STAFF AND CONSULTANTS HAVE ALL CONTRIBUTED TO THE FINAL PRODUCT. THIS SECTION OUTLINES THE PROGRESSION OF COMMUNITY OUTREACH AND ENGAGEMENTS BY WHICH THIS DOCUMENT WAS CREATED. IT TELLS THE STORY OF A COLLABORATIVE, PARTICIPATORY CREATIVE PROCESS IN WHICH THE

EXPRESSED DESIRES OF THE NEIGHBORHOOD COME FIRST.

THROUGH THE USE OF COMMUNITY CHARETTES, VISUAL PREFERENCE SURVEYS AND QUESTIONNAIRES, RESIDENTS AND BUSINESS OWNERS ENGAGED IN A DIALOGUE WITH STAFF AND CONSULTANTS ON THE VISION FOR THE FUTURE BETTERMENT OF FAIRVIEW AVENUE. THE CONTENT AND CHARACTER OF THIS STRATEGY HAS BEEN ENRICHED BY THE ACTIVE PARTICIPATION BY ALL STAKEHOLDERS.



## ARRIVING AT THIS POINT, THE PROCESS EXPLAINED

### **The Neighborhood Shares Its Vision**

#### **The Charette**

From the outset, the approach to developing this design enhancement strategy has been anchored to two fundamental principles: (1) Engage the neighborhood to reflect their expressed priorities and (2) support and further the goals of the City's general plan. In keeping with these guiding principles, community outreach began in early 2008 with a walking design workshop or "charette" in the Fairview business district. More than 75 attendees strolled both sides of the street, taking note of the neighborhood's strengths, weaknesses and opportunities.

Community design exercises were explored, which provided opportunities to bring together various participants to look at their local environment and begin the process of visioning for the future of San Gabriel Village's commercial district along Fairview Avenue. The first exercise was a walk-about of the district to get people's impressions of existing conditions, and the area's potential for improvements. The Community Design Workshop Evaluation Form offered San Gabriel Village residents the opportunity to articulate questions, ideas, concerns and overall VISION for Fairview Avenue. These were expressed in both written and illustrative form. A total of 18 surveys were received. Of this total, six residents supplemented their vision for Fairview Avenue with illustrations. This exercise was followed by three discussion groups on land use and environment, public spaces, and urban design. These exercises yielded rich data on the kind of improvements the community would like to see added to Fairview Avenue.

Finally, participants took a visual preference survey, which is a technique for obtaining public feedback on physical design alternatives. In the pages that follow, the results of the visual preference survey are shown, as members of the community ranked their relative preference for examples of different types of parking arrangements, signage, awnings, storefronts, landscaping, medians, sidewalk treatments, fountains, bollards, street furniture and street lighting.

#### **The Surveys | Setting Priorities**

City staff then used the responses gleaned from these exercises to form the basis for a menu of possible improvements to both the streetscape and the building façades and developed approximate cost estimates for the streetscape improvements. These choices were presented in surveys sent in November 2008 to all commercial and residential property owners in the Village, in which they were asked to prioritize the improvements in order of importance and identify their willingness to pay for each level of improvements. Nearly a quarter of the 900 surveys mailed were returned. Survey recipients were instructed to consider 14 different streetscape enhancements and rank them from 1 to 14 in order of importance. First place votes were given 14 points, second place votes 13 points and so on. The results of the surveys are presented in this section of the design strategy. Village property and business owners had a clear preference for the reconstruction and repaving of Fairview Avenue over all other enhancements, with curb replacement, gutter construction and street lighting also ranking high.

On the questions of assessing themselves to pay for streetscape improvements and participating in a donation program, similar to what was used successfully in the Mission District, large majorities of those responding to the survey were opposed to both proposals

#### **The Role of the City Architect**

The City then engaged the services of its consulting architectural firm, Onyx Architects, to develop the design guidelines and a series of streetscape alternatives reflecting these priorities, which were shared with the community. These were then refined into the final versions presented in the strategy.

#### **Testing Ideas, Setting the Course**

In September 2011, a community meeting was held in which three different streetscape improvement concepts were presented (see Section 3.0 for a full description):

- The Happy Median*
- The Neighborhood Living Room*
- Putting Our Best Foot Forward*

Attendees then indicated which of the three they liked the best. The winner was the "Happy Median," which introduces a landscaped median, street trees, and diagonal crosswalks to promote an attractive walking environment. The meeting was also an opportunity for the community to view the proposed design guidelines for commercial buildings in the Village. These were well received, and staff and our architects received valuable feedback which is reflected in the final San Gabriel Village Urban Design Strategy presented here.





ARRIVING AT THIS POINT | REVIEWING PAST NEIGHBORHOOD CHARETTES



**Visual Preference Survey**



Rating Scale

- 5 = I like it the most.
- 1 = I like it the least.
- Highest rating will help guide future planning.

THESE NEXT FEW PAGES DOCUMENT THE RESULTS OF THE VISUAL PREFERENCE SURVEY THAT WAS COMPLETED BY PARTICIPANTS IN THE FEBRUARY 2008 NEIGHBORHOOD CHARETTE.

Parking



1	2	3	4	5	TOTAL
0	2	8	11	12	33
0.0%	6.7%	18.7%	30.7%	40.0%	



1	2	3	4	5	TOTAL
3	1	6	8	6	24
11.5%	3.8%	23.1%	30.8%	30.8%	

Parking



1	2	3	4	5	TOTAL
6	2	6	8	3	25
20.6%	7.4%	22.2%	29.6%	11.1%	



1	2	3	4	5	TOTAL
2	1	4	6	15	28
7.1%	3.6%	14.3%	21.4%	53.6%	

Source: Rafferty Woodridge

Signage



1	2	3	4	5	TOTAL
15	9	2	2	1	29
51.7%	31.0%	6.9%	6.9%	3.4%	

Awnings



1	2	3	4	5	TOTAL
11	2	7	1	6	27
40.7%	7.4%	25.9%	3.7%	22.2%	



1	2	3	4	5	TOTAL
3	1	7	3	14	28
10.7%	3.6%	25.0%	10.7%	50.0%	

Awnings



1	2	3	4	5	TOTAL
6	6	4	3	8	27
22.2%	22.2%	14.8%	11.1%	29.6%	



1	2	3	4	5	TOTAL
7	2	9	6	1	25
29.2%	8.3%	37.5%	20.8%	4.2%	

Signage



1	2	3	4	5	TOTAL
3	2	9	7	4	25
12.0%	8.0%	36.0%	28.0%	16.0%	



1	2	3	4	5	TOTAL
1	0	8	4	16	29
3.4%	0.0%	27.6%	13.8%	55.2%	

Store Fronts



1	2	3	4	5	TOTAL
3	6	5	3	8	24
12.5%	20.8%	20.8%	12.5%	33.3%	

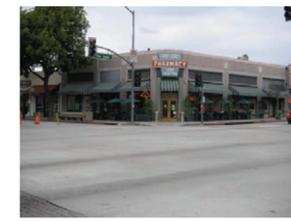


1	2	3	4	5	TOTAL
5	6	7	4	6	30
16.7%	20.0%	23.3%	13.3%	20.0%	

Store Fronts



1	2	3	4	5	TOTAL
3	3	2	6	11	25
12.0%	12.0%	8.0%	24.0%	44.0%	



1	2	3	4	5	TOTAL
3	4	5	4	11	27
11.1%	14.8%	18.5%	14.8%	40.7%	

Signage



1	2	3	4	5	TOTAL
5	5	6	1	8	25
20.0%	20.0%	24.0%	4.0%	32.0%	



1	2	3	4	5	TOTAL
0	0	1	9	20	29
0.0%	0.0%	3.4%	27.6%	69.0%	



ARRIVING AT THIS POINT | REVIEWING PAST NEIGHBORHOOD CHARETTES

●●● Landscaping



1	2	3	4	5	TOTAL
0	1	3	10	16	29
0.0%	3.4%	10.3%	34.5%	51.7%	



1	2	3	4	5	TOTAL
3	5	5	7	9	29
10.7%	17.9%	17.9%	25.0%	28.6%	

●●● Medians



1	2	3	4	5	TOTAL
3	3	3	7	12	28
10.7%	10.7%	10.7%	25.0%	42.9%	



1	2	3	4	5	TOTAL
3	1	6	2	14	26
11.5%	3.8%	23.1%	7.7%	53.8%	

Source: Rafferty Woodridge

●●● Sidewalks



1	2	3	4	5	TOTAL
2	1	5	13	8	29
6.9%	3.4%	17.2%	44.8%	27.6%	

●●● Fountains



1	2	3	4	5	TOTAL
5	8	3	6	6	28
17.9%	28.6%	10.7%	21.4%	21.4%	

●●● Landscaping



1	2	3	4	5	TOTAL
3	5	4	9	8	29
10.3%	17.2%	13.8%	31.0%	27.6%	



1	2	3	4	5	TOTAL
3	2	5	9	10	29
10.3%	6.9%	17.2%	31.0%	34.5%	

●●● Medians



1	2	3	4	5	TOTAL
10	5	9	1	4	29
34.5%	17.2%	31.0%	3.4%	13.8%	

●●● Sidewalks



1	2	3	4	5	TOTAL
5	4	3	6	8	26
19.2%	16.4%	11.5%	23.1%	30.8%	



1	2	3	4	5	TOTAL
3	1	9	5	8	26
11.5%	3.8%	34.6%	19.2%	30.8%	

●●● Fountains



1	2	3	4	5	TOTAL
9	4	6	4	4	27
33.3%	14.8%	22.2%	14.8%	14.8%	



1	2	3	4	5	TOTAL
5	0	6	8	9	28
19.2%	0.0%	23.1%	23.1%	34.6%	

●●● Landscaping



1	2	3	4	5	TOTAL
1	1	2	3	23	30
3.3%	3.3%	6.7%	10.0%	76.7%	

●●● Medians



1	2	3	4	5	TOTAL
2	2	3	7	12	26
7.7%	7.7%	11.5%	26.9%	46.2%	



1	2	3	4	5	TOTAL
4	2	5	7	10	28
14.3%	7.1%	17.9%	25.0%	35.7%	

●●● Sidewalks



1	2	3	4	5	TOTAL
4	0	7	6	10	27
14.8%	0.0%	25.9%	22.2%	37.0%	



1	2	3	4	5	TOTAL
6	5	4	8	4	27
22.2%	18.5%	14.8%	29.6%	14.8%	

●●● Fountains



1	2	3	4	5	TOTAL
1	0	2	12	15	30
3.3%	0.0%	6.7%	40.0%	50.0%	



1	2	3	4	5	TOTAL
6	8	6	5	2	27
22.2%	29.6%	22.2%	18.5%	7.4%	



ARRIVING AT THIS POINT | REVIEWING PAST NEIGHBORHOOD CHARETTES

Street Furniture



1	2	3	4	5	TOTAL
0	0	3	9	17	29
0.0%	0.0%	10.3%	31.0%	58.6%	

1	2	3	4	5	TOTAL
7	4	5	3	5	24
29.2%	16.7%	20.8%	12.5%	20.8%	

Pedestrian Lighting



1	2	3	4	5	TOTAL
3	1	3	6	12	25
12.0%	4.0%	12.0%	24.0%	48.0%	

1	2	3	4	5	TOTAL
0	0	4	7	19	30
0.0%	0.0%	13.3%	23.3%	63.3%	

Vehicular Street Lighting



1	2	3	4	5	TOTAL
11	2	5	4	3	25
44.0%	8.0%	20.0%	16.0%	12.0%	

Barricades



1	2	3	4	5	TOTAL
1	1	5	7	7	21
4.8%	4.8%	23.8%	33.3%	33.3%	

1	2	3	4	5	TOTAL
3	7	6	5	8	29
10.3%	24.1%	20.7%	17.2%	27.6%	

Source: CIS STREET FURNITURE

Street Furniture



1	2	3	4	5	TOTAL
7	4	2	6	9	28
25.0%	14.3%	7.1%	21.4%	32.1%	

Pedestrian Lighting



1	2	3	4	5	TOTAL
3	2	1	4	17	27
11.1%	7.4%	3.7%	14.8%	63.0%	

1	2	3	4	5	TOTAL
9	4	10	2	2	27
33.3%	14.8%	37.0%	7.4%	7.4%	

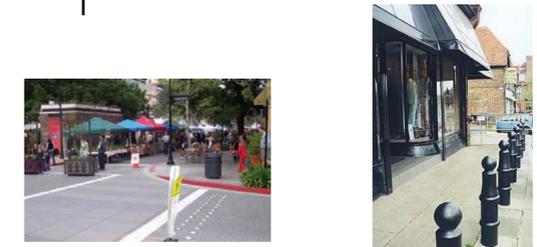
Vehicular Street Lighting



1	2	3	4	5	TOTAL
11	4	5	8	2	28
39.3%	14.3%	17.9%	21.4%	7.1%	

1	2	3	4	5	TOTAL
0	5	2	8	13	28
0.0%	19.2%	7.7%	23.1%	50.0%	

Barricades



1	2	3	4	5	TOTAL
5	4	1	8	9	28
19.2%	15.4%	3.8%	30.8%	30.8%	

1	2	3	4	5	TOTAL
3	4	7	5	9	28
10.7%	14.3%	25.0%	17.9%	32.1%	

Street Furniture



1	2	3	4	5	TOTAL
8	3	3	5	10	29
27.8%	10.3%	10.3%	17.2%	34.5%	

1	2	3	4	5	TOTAL
6	4	3	5	5	25
24.0%	16.0%	12.0%	20.0%	20.0%	

Pedestrian Lighting



1	2	3	4	5	TOTAL
2	3	2	6	13	26
7.7%	11.6%	7.7%	23.1%	50.0%	

Vehicular Street Lighting



1	2	3	4	5	TOTAL
13	5	4	3	1	26
50.0%	19.2%	15.4%	11.5%	3.8%	

1	2	3	4	5	TOTAL
1	3	3	4	16	27
3.7%	11.1%	11.1%	14.8%	59.3%	

Rating Scale

- 5 = I like it the most.
- 1 = I like it the least.
- Highest rating will help guide future planning.



## SECTION 3

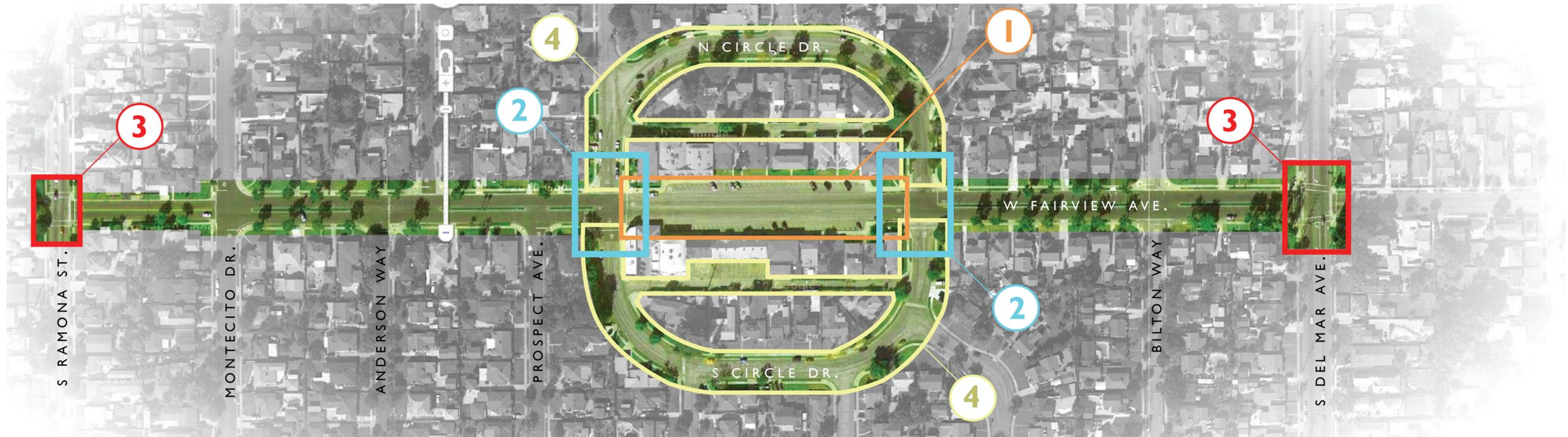
### STREETSCAPE IMPROVEMENTS

THE GOALS AND FEATURES OF A WELL-DESIGNED AND WELL-PLANNED PUBLIC SPACE ARE EXPLAINED IN THIS SECTION. IMPROVEMENTS TO BEAUTIFY THE VILLAGE'S STREETSCAPE ARE INTENDED TO COMPLEMENT THE DESIGN GUIDELINES FOR THE COMMERCIAL DISTRICT OUTLINED IN SECTION 4. PROPERLY DONE, THESE IMPROVEMENTS MAY ACT AS A CATALYST FOR RENEWED INVESTMENT IN THE NEIGHBORHOOD, LEADING TO GREATER PRIDE OF OWNERSHIP AND PROPERTY MAINTENANCE..

THIS SECTION OF THE DESIGN ENHANCEMENT STRATEGY PROVIDES RECOMMENDATIONS FOR THE PHYSICAL DESIGN ELEMENTS PLANNED TO ENHANCE THE PUBLIC RIGHT OF WAY ON FAIRVIEW AVENUE BETWEEN ABBOT AND MANLEY. THIS INCLUDE SUGGESTED STREET LIGHTS, BIKE RACKS, BENCHES, TRASH CONTAINERS, LANDSCAPING AND DECORATIVE CROSSWALKS.



STREETSCAPE IMPROVEMENTS | GOALS + IMPLEMENTATION PROCESS



**STREETSCAPE GOALS**

Streetscapes help the pedestrian, the driver and the cyclist identify a neighborhood or corridor by its physical design elements. The streetscape, when executed as part of a carefully conceived plan, ties together the private spaces through key design concepts/colors in the public realm. With an enhanced streetscape theme, people who visit the Village to walk or shop will find it more attractive, inviting and pleasant.

Improving the public domain in this block of Fairview will fulfill several goals:

- Reinforce the Village's distinctive sense of place.
- Create a multi-purpose space for pedestrians, cyclists and drivers.
- Function as a public gathering space — the neighborhood's living room.
- Clarify and define the functions and character of the district.
- Make the neighborhood more beautiful and increase safety.
- Complement with the design guidelines proposed for the commercial block.

**1. LANDSCAPE | REPAIR W. FAIRVIEW AVE.:**

As the main artery to the neighborhood, Fairview Ave. should be landscaped to represent the district's personality. Although similar to the landscaping scheme for the entire neighborhood, the portion of Fairview Ave. in the Village center should be landscaped to be the strongest since it needs to address commercial and public gathering space uses as well.

**2. ESTABLISH COMMERCIAL ZONE THRESHOLD:**

Much like the thresholds at the outer edges of the neighborhood, this threshold should introduce the significant change in urban space, essentially creating a transition between the semi-private space along Fairview to the more active public space at the Village center. This threshold can be considered as changes in building mass, typology, position in relation to street, and landscaping, which should include lighting schemes.

**3. RE-ESTABLISH A MAIN GATEWAY | THRESHOLD :**

By emphasizing the main entry at the eastern end with a neon sign, the western side, which is currently surrounded by single-family housing and without strong connections to public access points, can still present a significant threshold point by implementing an intriguing and consistent landscape plan.

**4. LANDSCAPE | REPAIR CIRCLE DR. + ALLEY:**

Circle Dr. acts as a secondary artery to this neighborhood and based on its pre-existing design, provides a nice link between residential streets and the main core of the neighborhood. Circle Dr. should have the same landscape plan as the residential portions of W. Fairview Ave. to help carry a strong and consistent link between both ends of the neighborhood. The City should consider repairs for the service alleys behind the Village center to maintain consistency.



STREETSCAPE IMPROVEMENTS | LANDSCAPE ELEMENTS

1



*PLANATUS ACERFOLIA* | LONDON PLANE TREE



4



*PLANATUS RACEMOSA* | CALIFORNIA SYCAMORE



2



*SCHINUS MOLLE* | CALIFORNIA PEPPER TREE



5



*JACARANDA MIMOSAFOLIA* | JACARANDA



3



*QUERCUS AGRIFOLIA* | COAST LIVE OAK



6



*WASHINGTONIA FILIFERA* | CALIFORNIA FAN PALM





STREETSCAPE IMPROVEMENTS | LANDSCAPE ELEMENTS

7



*MULHENBERGIA RIGENS* | DEER GRASS



10



*ROSMARINUS OFFICIANALIS* | ROSEMARY



8



*HESPERALOE PARVIFLORA* | RED YUCCA



11



*DIETES BICOLOR* | FORTNIGHT LILY



9



*LANTANA CAMERA* | TRAILING LANTANA







STREETSCAPE IMPROVEMENTS | OTHER PUBLIC ELEMENTS + PAVING DESIGN

16



BIKE RACKS + BIKE CORRALS

19



WATER FEATURE



17



MLB402M BENCH



MLWR402M-20 TRASH CONTAINER



BENCHES + TRASH/RECYCLING CONTAINERS

20



PERMEABLE PAVERS



18



TRELLIS + SHADE STRUCTURE

21



DECORATIVE CROSSWALKS





**\*\*VOTED THE NEIGHBORHOOD FAVORITE\*\***

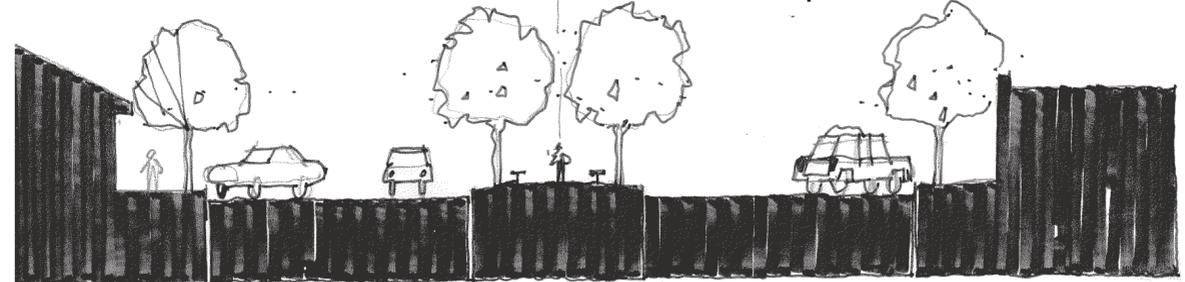
**DESIGN CONCEPTS:**

- STRONG CENTRAL NODE
- MAINTAIN ICONIC FAIRVIEW AVE. MEDIAN
- DENSE TREE CANOPY
- SMALL POCKET SPACES TO REST
- MAINTAIN CURRENT PARKING SCHEME/LAYOUT

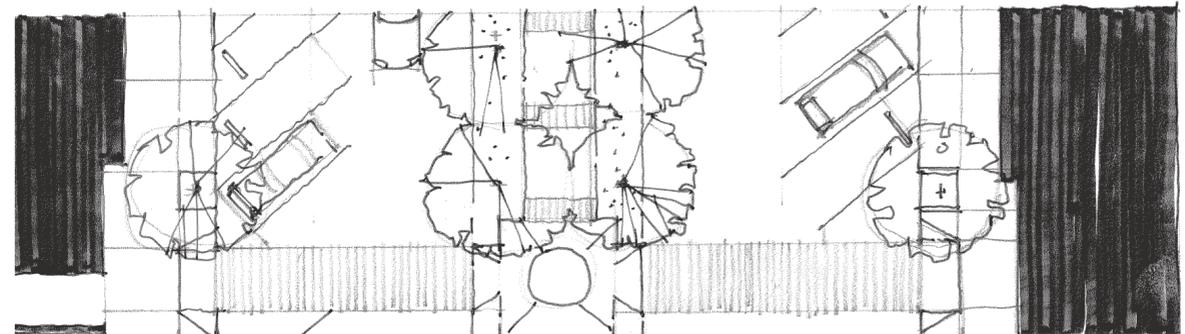
**PROS/CONS:**

- + MAINTAINS INFRASTRUCTURE THEME ALONG FAIRVIEW AVE.
- + CROSSWALKS + DENSE TREE CANOPY PROMOTES WALKING ACROSS THE ENTIRE SITE.
- + INCREASE VEGETATION AND LANDSCAPING HELPS CONTROL AND REDUCE THE "HEAT ISLAND EFFECT."
- + ADAPTABLE TO INCORPORATE STREET BIOSWALES TO CONTROL RAIN-WATER RUN-OFF.
- MAINTAINS CURRENT PARKING SCHEME, WHICH LIMITS FUTURE ECONOMIC DEVELOPMENT BECAUSE ...
- NO NEW PARKING SPACES TO SUPPORT COMMERCIAL REDEVELOPMENT AND EXPANSION.
- LEAST AMOUNT OF PUBLIC GATHERING SPACE WHICH LIMITS OPPORTUNITIES FOR LARGE NEIGHBORHOOD EVENTS.

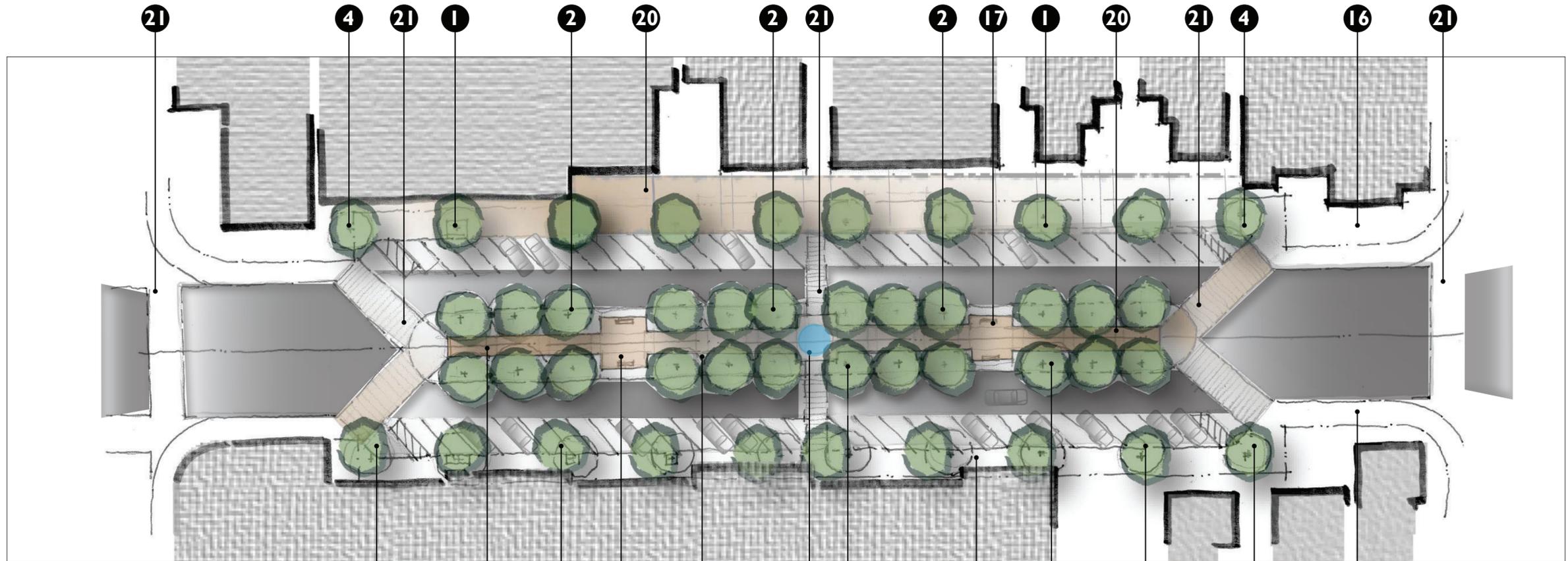
**STREETSCAPE IMPROVEMENTS | THE HAPPY MEDIAN**



STREET SECTION



DETAIL PLAN



VILLAGE CENTER STREET PLAN



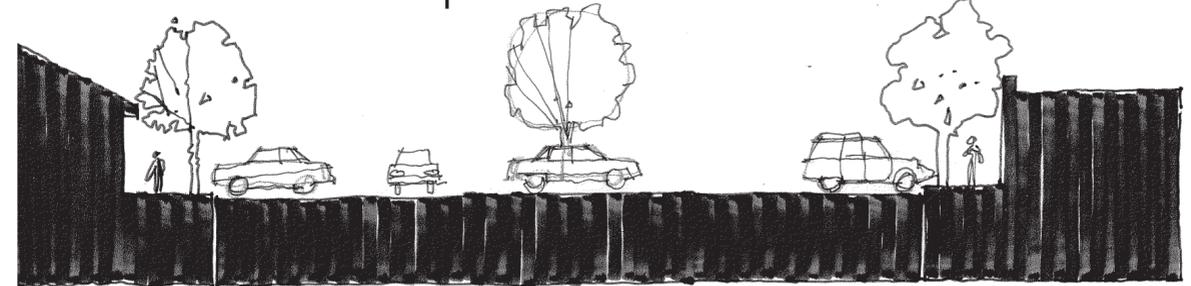
STREETSCAPE IMPROVEMENTS | THE NEIGHBORHOOD LIVING ROOM

**DESIGN CONCEPTS:**

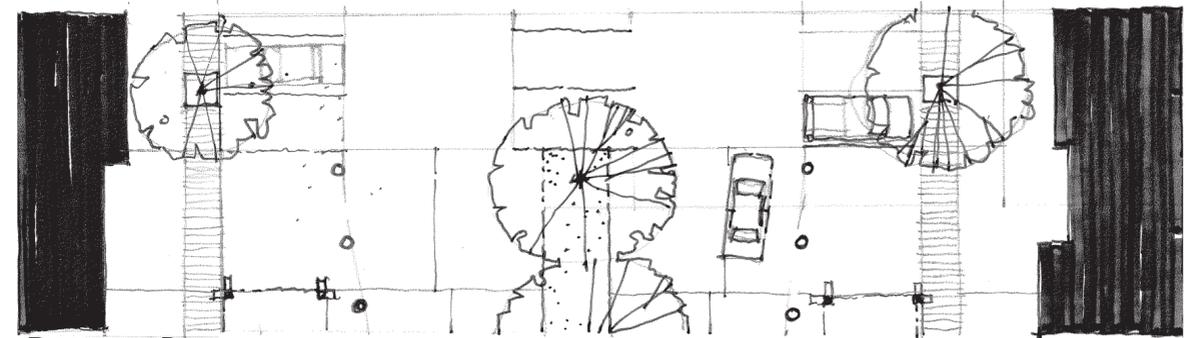
- OPEN PARK-PLAZA AS MULTI-USE SPACE.
- CONTINUOUS PAVING PATTERN FROM THE SIDEWALK TO ROADWAY TO PARKING AND ALL OTHER GATHERING SPACES — *NO CURBS OR GUTTERS.*
- INCREASED PARKING TO MEET FUTURE BUSINESS NEEDS.
- COMPRESS, ELEVATE, AND EXPAND ROADWAY TO CONTROL SPEED AND MANEUVERABILITY OF AUTOMOBILE TRAFFIC.

**PROS/CONS:**

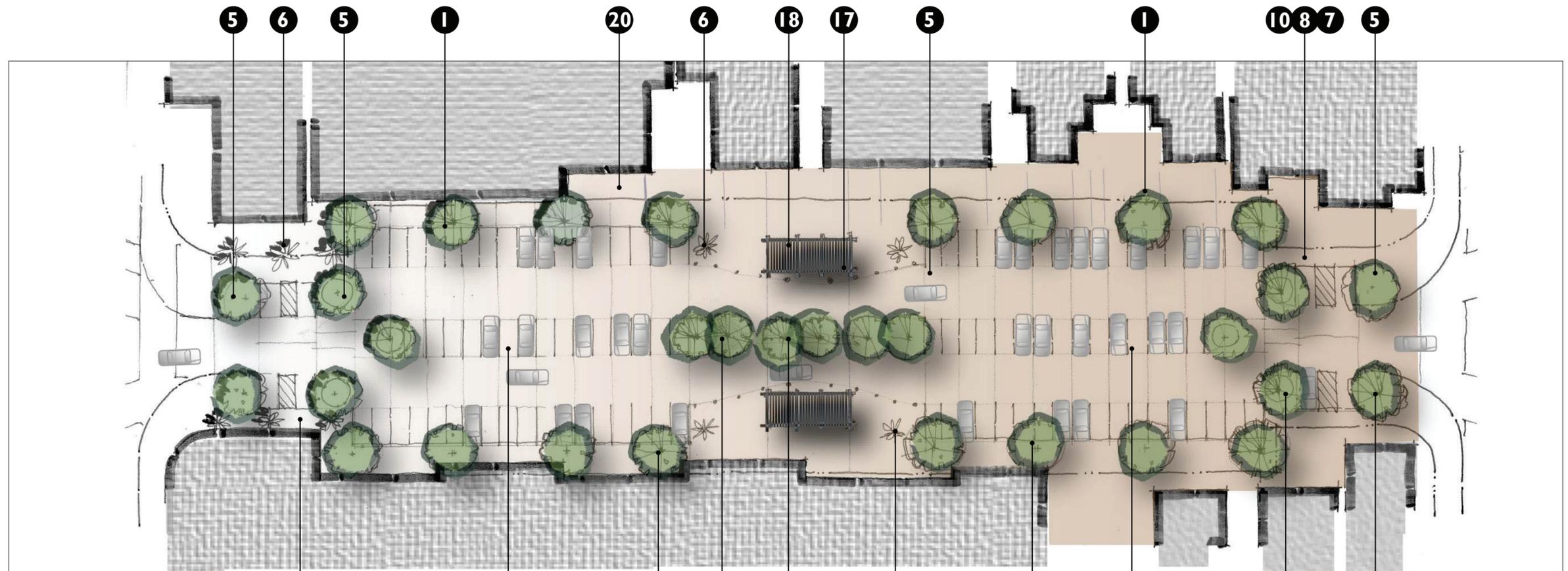
- + CREATES A DISTINCTIVE NEIGHBORHOOD IDENTITY.
- + INCREASED DECORATIVE PAVING IN CONJUNCTION WITH FLEXIBLE MULTI-USE SPACE ENCOURAGES LARGE COMMUNITY EVENTS SUCH AS FARMERS MARKETS, SMALL FESTIVALS, GARAGE SALES, ETC.
- + SLOW TRAFFIC AND A VARIETY OF CONTIGUOUS SPACES MAKE IT ENJOYABLE TO WALK ACROSS ENTIRE SITE.
- + CAN SUPPORT A LOW MAINTENANCE AND WATER EFFICIENT LANDSCAPE PLAN WHICH IS APPROPRIATE IN THIS CLIMATE.
- MORE HARD SURFACE RAISES RAIN-WATER RUNOFF AND STORM WATER ISSUES. (PERMEABLE SURFACES MUST BE USED TO HELP OFFSET THIS ISSUE.)
- ICONIC FAIRVIEW AVE. MEDIAN NOT EXTENDED.



STREET SECTION



DETAIL PLAN



VILLAGE CENTER STREET PLAN



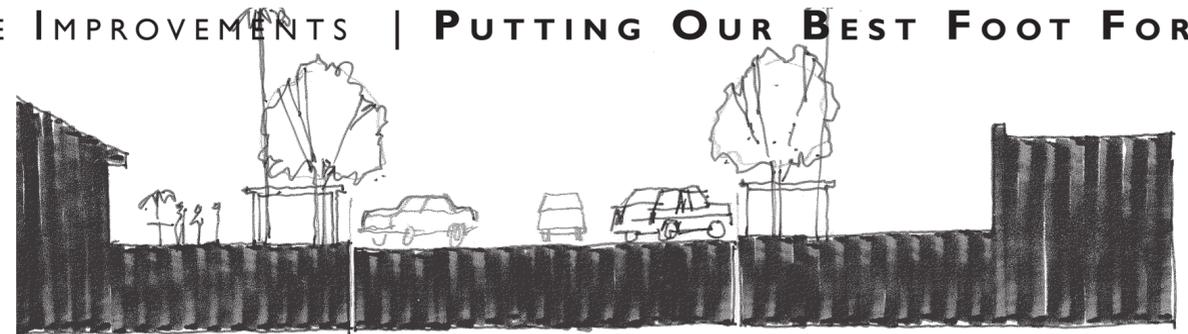
STREETSCAPE IMPROVEMENTS | PUTTING OUR BEST FOOT FORWARD

**DESIGN CONCEPTS:**

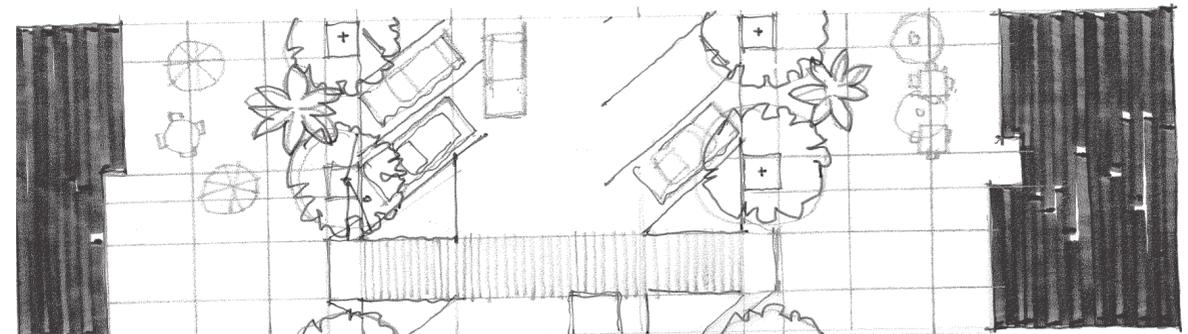
- EXPAND SIDEWALK SPACE — NARROW WIDTH OF ROADWAY.
- FLEXIBLE SIDEWALK SPACE PROVIDES FOR ON-STREET ORIENTED BUSINESS VENTURES SUCH AS FOOD CARTS, VENDORS, OUTDOOR DINING, ETC.
- SEPARATE ROADWAY AND PARKING FROM PEDESTRIAN EXPERIENCE.
- MAINTAIN CURRENT PARKING SCHEME/LAYOUT.

**PROS/CONS:**

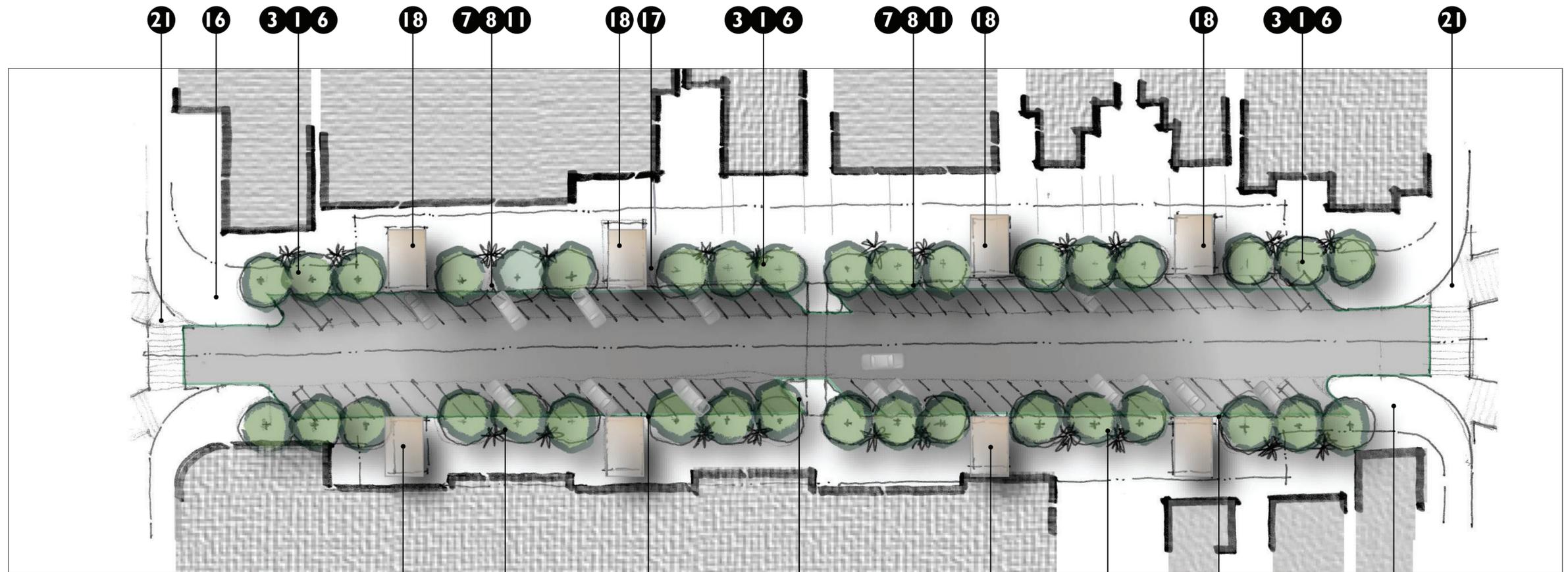
- + OPEN SPACE IMMEDIATELY ADJACENT TO COMMERCIAL STOREFRONTS WHICH ACTIVATES ENERGY AT THE SIDEWALK.
- + FLEXIBLE SIDEWALK SPACE CAN ALSO BE USED FOR SMALLER- TO MEDIUM-SIZED COMMUNITY EVENTS SUCH AS STREET FESTIVALS AND OTHER GATHERINGS.
- + MEDIUM DENSITY LANDSCAPE PLAN WITH INCREASED OPPORTUNITY TO INCORPORATE BIOSWALES.
- + THE TREE CANOPY OVER THE SIDEWALKS HELPS PROVIDE ADEQUATE SHADE AND IMPROVES THE PEDESTRIAN EXPERIENCE.
- A LIMITED NUMBER OF CROSSWALKS CAUSES A SLIGHT SEPARATION IN THE PEDESTRIAN EXPERIENCE ACROSS THE ENTIRE SITE.
- ICONIC FAIRVIEW AVE. MEDIAN NOT MAINTAINED.
- KEEP CURRENT PARKING SCHEME, EASY FOR PULLING IN AND OUT BUT ALSO LIMITS FUTURE ECONOMIC DEVELOPMENT DUE TO LACK OF INCREASED PARKING.



STREET SECTION



DETAIL PLAN



VILLAGE CENTER STREET PLAN



## SECTION 4

### COMMERCIAL AREA

### DESIGN GUIDELINES

BUILDING UPON SECTION 3, STREETScape IMPROVEMENTS, THIS SECTION EXPLAINS WHAT CAN BE DONE FOR IMMEDIATE IMPROVEMENT OF THE BUILDINGS AT THE VILLAGE CENTER. DESIGN GUIDELINES FOR THE COMMERCIAL BUILDINGS ON FAIRVIEW AVENUE ARE CONTAINED HEREIN. REFLECTING THE WISHES OF THE NEIGHBORHOOD, THE GUIDELINES ENCOURAGE IMPROVEMENTS IN A WAY THAT RESPECTS AND REINFORCES THE TRADITIONAL ARCHITECTURE OF THE DISTRICT.

ARCHITECTS, DESIGNERS AND CONTRACTORS WILL FIND GUIDANCE ON ELEMENTS SUCH AS SITE DESIGN, SCALE, MASS, PROPORTION, EXTERIOR WALL MATERIALS AND COLORS, WINDOWS AND DOORS, AWNINGS, SIGNS, ROOFING MATERIALS, PAVING AND ENTRYWAYS AND EXTERIOR LIGHTING. THE PROCESS FOR GAINING DESIGN APPROVAL IS ALSO EXPLAINED.



## DESIGN GUIDELINES INTRODUCTION



THE PURPOSE OF THESE GUIDELINES IS TO ENCOURAGE POSITIVE REVITALIZATION THROUGH A WELL DESIGNED URBAN CENTER OF AN IMPORTANT NEIGHBORHOOD IN SAN GABRIEL. THE FOLLOWING GUIDELINES DESCRIBE IN DETAIL THE DESIGN STANDARDS AND PRINCIPLES FOR NEW OR RENOVATED MULTI-FAMILY, MIXED-USE AND COMMERCIAL BUILDINGS IN THE VILLAGE CENTER ALONG FAIRVIEW AVE.

TO PRESERVE THE AESTHETIC QUALITY AND SMALL-TOWN CULTURE OF THIS NEIGHBORHOOD, NEW AND REHABILITATED BUILDINGS SHALL REPLICATE OR RE-INTERPRET THE ARCHITECTURAL DESIGN THEMES OF THE 1930s AND 1940s. ALL PROJECTS SHALL ALSO INCORPORATE SUSTAINABLE AND ENVIRONMENTAL DESIGN PRINCIPLES, SUCH USE OF RECYCLED MATERIALS, PHOTOVOLTAICS, SUN CONTROL SYSTEMS, WATER EFFICIENT + LOW MAINTENANCE LANDSCAPING, NATURAL DAY LIGHTING, ETC.

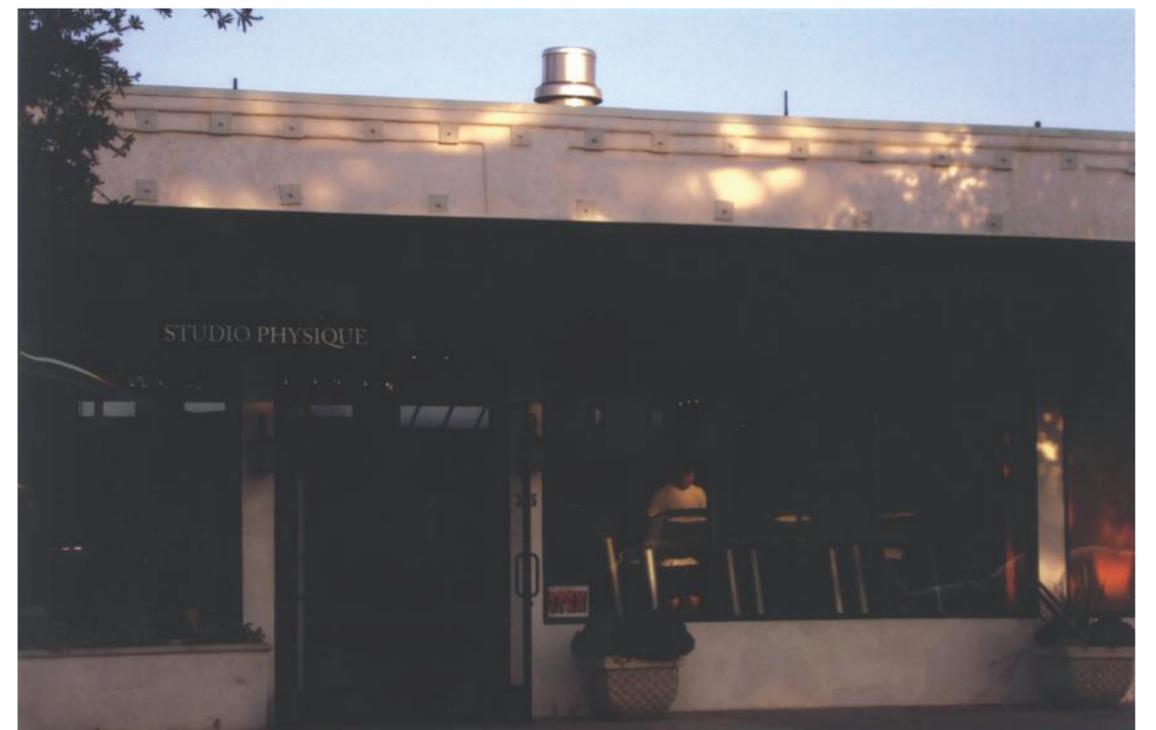
BY FOLLOWING THESE GUIDELINES, BUSINESS OWNERS, RESIDENTS AND COMMUNITY MEMBERS HELP REINFORCE A STRONG NEIGHBORHOOD IDENTITY AND, IN TURN, IMPROVE LOCAL ECONOMIC GROWTH.

### GOALS

- ASSIST PROPERTY OWNERS WHO WISH TO RESTORE OR REHABILITATE EXISTING BUILDING OR CONSTRUCT NEW STRUCTURES IN THE VILLAGE CENTER;
- ESTABLISH ARCHITECTURAL STANDARDS;
- ESTABLISH SIGN STANDARDS; AND
- ESTABLISH A REVIEW AND APPROVAL PROCESS.



BEFORE REMODELING



AFTER REMODELING



COMMERCIAL AREA DESIGN GUIDELINES | BUILDING EXAMPLE 2

DESIGN GUIDELINES OBJECTIVES



THE OBJECTIVES FOR THIS SECTION SEEK TO ENCOURAGE CURRENT AND POTENTIAL BUSINESS AND PROPERTY OWNERS TO PARTICIPATE IN IMPLEMENTING A UNIFIED DISTRICT IDENTITY.

1. REPLACE EXISTING SIGNAGE WITH ARCHITECTURALLY APPROPRIATE SIGNS (I.E. SMALL PROJECTING NEON OR PAINTED SIGNS, WALL PLAQUES, AWNING SIGNS, INDIVIDUAL METAL OR WOOD LETTERS, WINDOW SIGNS, ETC.).
2. PROVIDE A UNIFIED STANDARD FOR AWNING MATERIALS AND PLACEMENT.
3. RE-SURFACE/REPAIR EXISTING EXTERIOR BUILDING SURFACES WITH ARCHITECTURALLY AND HISTORICALLY APPROPRIATE MATERIALS TO REPLICATE OR RE-INTERPRET THE ORIGINAL DESIGN INTENT OF THE BUILDING FACADE.
4. RE-INTRODUCE THE STOREFRONT AND BULKHEAD CONCEPT, INCREASE STOREFRONT VISIBILITY, AND CREATE A STRONGER TRANSITION FROM EXTERIOR TO INTERIOR AREAS.
5. ENCOURAGE THE CREATION OF OUTDOOR SEATING AREAS WITH CHAIRS, TABLES, BENCHES, STREET PLANTERS, ETC.
6. IMPROVE LIGHTING IN A WAY THAT COMPLEMENTS THE ARCHITECTURE OF THE BUILDING.
7. ENSURE THAT ADDITIONS AND NEW BUILDINGS ARE COMPATIBLE IN MASS, SCALE AND PROPORTION TO THE EXISTING BUILT ENVIRONMENT.
8. ENCOURAGE THE USE OF SUSTAINABLE AND RECYCLED MATERIALS WHEREVER POSSIBLE.



### REVIEW AND APPROVAL PROCESS

THE CURRENT PROCESS FOR REVIEW AND APPROVAL OF NEW BUILDINGS AND EXTERIOR IMPROVEMENTS TO EXISTING BUILDINGS CONSISTENT WITH THESE DESIGN GUIDELINES IS EXPLAINED BELOW:

**A. CITY REVIEW AND APPROVAL:** INDIVIDUAL SIGNS OR AWNINGS CAN BE REVIEWED AND APPROVED BY CITY STAFF, WHO MAY CONSULT WITH THE CITY ARCHITECT. APPLICANTS SHALL SUBMIT DIMENSIONED PLANS, COLOR AND MATERIAL SAMPLES, AND PHOTOGRAPHS OF THE BUILDING.

**B. STAFF LEVEL PRECISE PLAN OF DESIGN:** NEW RESIDENTIAL PROJECTS OF TWO TO FOUR DWELLING UNITS OR NEW COMMERCIAL PROJECTS EQUAL TO OR LESS THAN 3,000 SQUARE FEET OF GROSS FLOOR AREA CAN BE REVIEWED THROUGH A STAFF LEVEL PRECISE PLAN OF DESIGN (PPD). LIKewise, EXTERIOR REMODELS OF COMMERCIAL BUILDINGS OF UP TO 2,500 SQUARE FEET OF GROSS FLOOR AREA OR ADDITIONS TO COMMERCIAL BUILDINGS THAT ADD UP TO 2,500 SQUARE FEET OF GROSS FLOOR AREA TO THE EXISTING STRUCTURE(S) CAN ALSO BE REVIEWED THROUGH A STAFF LEVEL PPD. IN APPROVING A PPD APPLICATION, STAFF SHALL USE THESE DESIGN GUIDELINES AND THE EVALUATION CRITERIA SPECIFIED IN SECTION 153.355 OF THE SAN GABRIEL MUNICIPAL CODE IN MAKING ITS DECISION.

**C. DESIGN REVIEW COMMISSION PRECISE PLAN OF DESIGN:** THE DESIGN REVIEW COMMISSION SHALL CONSIDER ANY PPD APPLICATION FOR RESIDENTIAL PROJECTS OF FIVE OR MORE DWELLING UNITS, AS WELL AS NEW COMMERCIAL PROJECTS IN EXCESS OF 3,000 SQUARE FEET OF GROSS FLOOR AREA. THE DESIGN REVIEW COMMISSION SHALL ALSO CONSIDER EXTERIOR REMODELS OF COMMERCIAL BUILDINGS GREATER THAN 2,500 SQUARE FEET OF GROSS FLOOR AREA OR ADDITIONS TO COMMERCIAL BUILDINGS THAT ADD MORE THAN 2,500 SQUARE FEET OF GROSS FLOOR AREA TO THE EXISTING STRUCTURE(S). IN APPROVING A PPD APPLICATION, THE DESIGN REVIEW COMMISSION SHALL USE THESE DESIGN GUIDELINES AND THE EVALUATION CRITERIA SPECIFIED IN SECTION 153.355 OF THE SAN GABRIEL MUNICIPAL CODE IN MAKING ITS DECISION.

ANY DECISION OF THE CITY ARCHITECT, STAFF OR THE DESIGN REVIEW COMMISSION MAY BE APPEALED TO THE CITY COUNCIL WITHIN THE TIME AND MANNER SPECIFIED BY SECTION 153.004 OF THE SAN GABRIEL MUNICIPAL CODE. THE CITY COUNCIL MAY APPROVE, DENY OR MODIFY, IN WHOLE OR IN PART, THE DECISION OF THE CITY ARCHITECT, STAFF OR THE DESIGN REVIEW COMMISSION.

FOR MORE INFORMATION ON FILING A PRECISE PLAN OF DESIGN APPLICATION, PLEASE REFER TO SECTION 153.353 OF THE SAN GABRIEL MUNICIPAL CODE.





## COMMERCIAL AREA DESIGN GUIDELINES

### I. SITE DESIGN

A. BUILDINGS SHALL BE LOCATED TO REINFORCE CONTINUOUS PUBLIC STREET SPACES.

B. ACTIVE FRONTAGES WITH DOORS AND WINDOWS SHALL FACE THE STREET AND SIDEWALK. FURTHER, EXPLORE WAYS TO MAKE STRONG SPATIAL CONNECTIONS BETWEEN PUBLIC/ SIDEWALK SPACE AND INTERIOR/RETAIL SPACE.

C. IN CONJUNCTION WITH ACTIVATING THE STREET FACE, CONSIDER USING SIDEWALK SPACE FOR OUTDOOR SEATING AND DINING.

D. BUILDINGS SHALL NOT BE ANGLED OR ROTATED IN RELATIONSHIP TO EXISTING STREET WALLS.

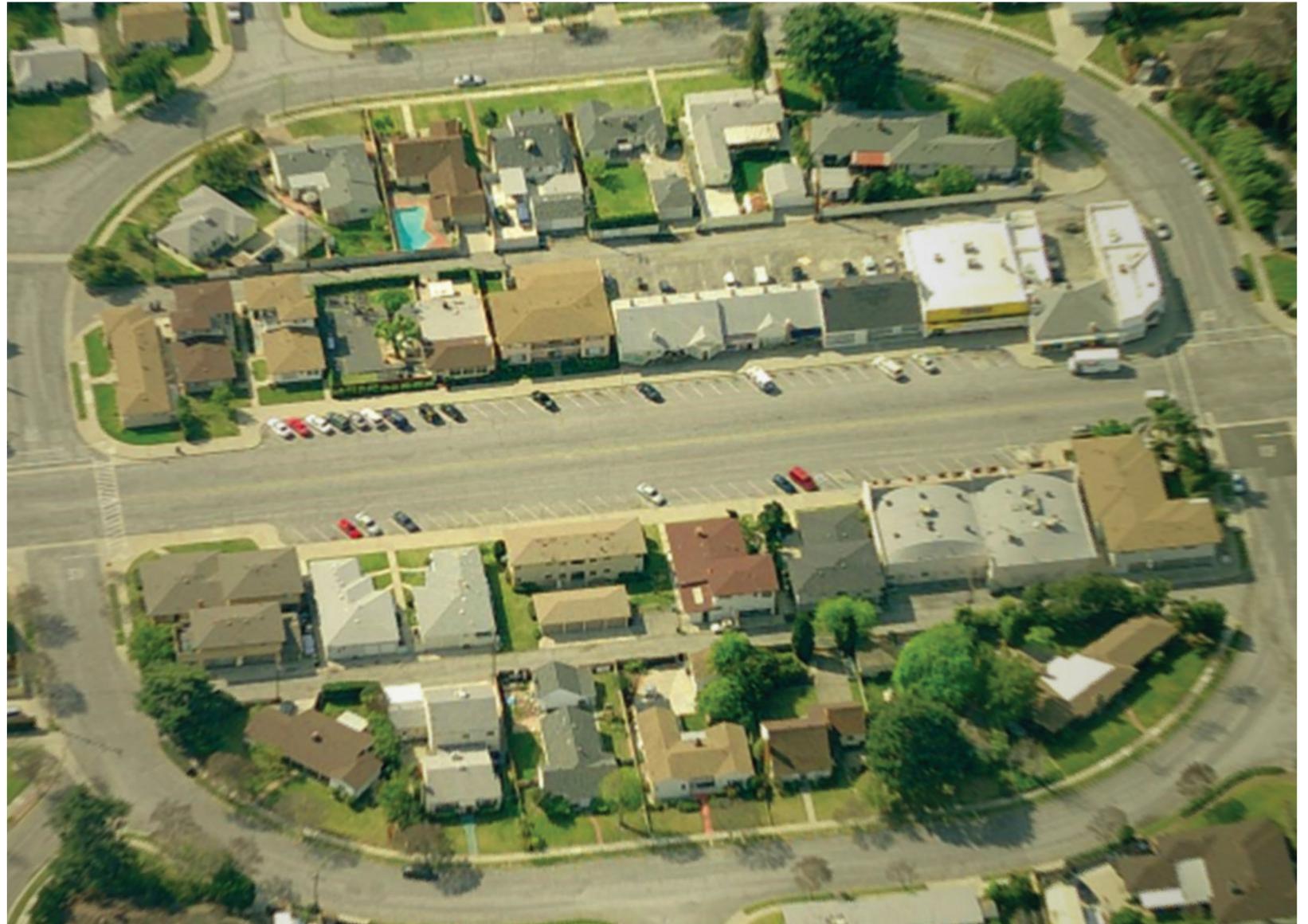
E. NO ON SITE PARKING THAT IS DIRECTLY VISIBLE FROM THE STREET IS ALLOWED.

F. NO DRIVEWAYS ARE ALLOWED ON FAIRVIEW AVENUE BETWEEN ABBOT AND MANLEY.

G. PARKING SHALL BE LOCATED BEHIND THE BUILDING.

H. SERVICE, TRASH ENCLOSURES, AND LOADING FACILITIES MUST BE BLOCKED FROM VIEW FROM PUBLIC STREETS.

I. TRASH ENCLOSURES SHALL BE DESIGNED IN A MANNER THAT IS CONSISTENT WITH THE MAIN BUILDING STRUCTURE.





## COMMERCIAL AREA DESIGN GUIDELINES

### 2. SCALE, MASS AND PROPORTION

A. BUILDINGS SHALL CONFORM TO ALL CITY ZONING STANDARDS FOR BUILDING HEIGHT, FLOOR AREA RATIO, SETBACKS, ETC.

B. ALL NEW BUILDINGS SHALL MAINTAIN A SIMILAR SCALE AND MASSING TO EXISTING BUILDINGS IN THE VILLAGE CENTER.

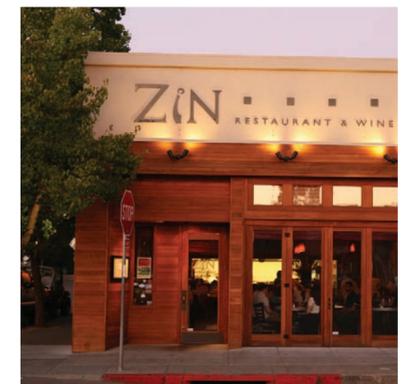
C. BUILDING PROPORTIONS SHALL ALSO BE REFLECTED IN THE FAÇADE DESIGN. FOR EXAMPLE IF A BUILDING IS DESIGNED WITH A 12' HIGH FIRST FLOOR AND 10' SECOND FLOOR, THE PROPORTIONS OF WINDOW OPENINGS AND WALL SEGMENTS SHALL BE SIMILAR TO THE PROPORTIONS OF THE BUILDING MASSING.

D. HEAVY MATERIALS SUCH AS CONCRETE, MASONRY, VENEER OR TILES SHALL BE APPROPRIATELY PLACED TO HELP ANCHOR THE BUILDING TO THE GROUND. EXCESSIVE USE OF THESE MATERIALS AT UPPER PORTIONS OR STORIES OF THE BUILDING WILL MAKE THE FAÇADE AND BUILDING APPEAR TOP HEAVY.

E. IF A BUILDING SITE IS LOCATED ON A CORNER, SPECIAL ARTICULATION WILL BE REQUIRED. THIS WILL HELP CREATE A SENSE OF ENTRY AND ARRIVAL INTO THE VILLAGE CENTER.

F. MAINTAIN VISUAL ARTICULATION AND CONSISTENCY WITH ADJACENT BUILDINGS AND FAÇADES.

G. MAINTAIN ARTICULATION AND VISUAL QUALITY ON ALL FAÇADES OF THE BUILDING.





### 3. ROOFING MATERIALS

#### EXISTING BUILDINGS

A. WHEN RE-ROOFING, DESIGN WITH AN EYE TOWARD PRESERVING THE TRADITIONAL OR ORIGINAL APPEARANCE OF THE BUILDING AND ARCHITECTURAL STYLE.

B. THE ROOF FORM AND MATERIALITY SHALL FIT INTO THE CHARACTER AND CONTEXT OF THE VILLAGE.

C. ACCEPTABLE ROOFING MATERIALS ARE LIMITED TO COMPOSITION SHINGLES, OR IN RARE INSTANCES, FLAT CONCRETE TILE WHERE IT CAN SIMULATE A SHINGLE APPEARANCE.

D. ROOFTOP MECHANICAL EQUIPMENT SHALL BE SCREENED FROM PUBLIC VIEW IN A WAY THAT IS SENSITIVE TO THE BUILDING'S ARCHITECTURE.

E. ROOF DRAINAGE COMPONENTS ARE REQUIRED AND SHALL BE INCORPORATED INTO THE ARCHITECTURAL COMPOSITION OF THE FAÇADE AND ROOF.

G. WHEN RE-ROOFING, APPLICANTS ARE ENCOURAGED TO CONSIDER PHOTOVOLTAICS. CONSULT SPECIALTY ENGINEERS OR MANUFACTURERS FOR PROPER USE, INSTALLATION AND MAINTENANCE.

#### NEW BUILDINGS

H. THE DESIGN AND TYPE OF ROOF STRUCTURE FOR A NEW BUILDING SHALL RESPOND AND RELATE TO THE NEIGHBORHOOD CONTEXT AND ADJACENT BUILDING ROOF FORMS.

I. THE ROOF FORM SHALL MATCH THE ARCHITECTURAL STYLE, DETAILING AND MATERIALITY OF THE REST OF THE BUILDING.

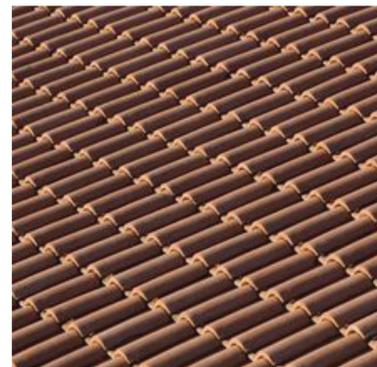
### COMMERCIAL AREA DESIGN GUIDELINES



EXISTING CONDITION



PROPOSED CONDITION



#### 4. EXTERIOR WALL MATERIALS AND COLORS

- A. IF POSSIBLE, THE REPAIR AND RESURFACING OF EXISTING EXTERIOR WALLS AS OPPOSED TO CONSTRUCTING NEW WALLS IS PREFERRED.
- B. REPAIR OF WALLS SHOULD USE METHODS OF CONSTRUCTION AND MATERIALS APPROPRIATE TO THE ORIGINAL CONSTRUCTION.
- C. PLASTER, BRICK, VENEER SIDING, AND SUSTAINABLE BUILDING MATERIALS SHALL BE USED TO REPLICATE OR RE-INTERPRET THE ORIGINAL DESIGN INTENT OF THE BUILDING FAÇADE.
- D. PREDOMINANT FAÇADE COLORS SHALL FIT THE SCHEME OF THE NEIGHBORHOOD. WHITES, LIGHT BROWNS, LIGHT GREENS, YELLOWS, GREYS AND ANY OTHER SIMILAR COLOR SEEN IN THE NEIGHBORHOOD. DEEPER/BRIGHTER COLORS ARE PERMITTED FOR SPECIFIC ACCENTS.
- E. NEW BUILDINGS SHOULD MINIMIZE THE WALL MATERIAL PALETTE TO NO MORE THAN TWO. PILASTERS, CORNICES OR OTHER SURFACE TREATMENTS SHALL BE INCLUDED ON NEW BUILDINGS TO PROVIDE SCALE, CONSISTENT WITH THE HISTORIC DEVELOPMENT PATTERN OF THE DISTRICT. NEW TWO-STORY BUILDINGS SHALL USE A CHANGE IN MATERIAL/ COLOR, CORNICES OR SOME OTHER HORIZONTAL ELEMENT AT THE TOP OF THE GROUND LEVEL FAÇADE IN ORDER TO DIFFERENTIATE IT FROM THE UPPER LEVEL.
- F. EXCEPTIONS MAY BE PERMITTED FOR EXTRAORDINARY DESIGN CONDITIONS, ONLY IF REQUIREMENTS LISTED ABOVE CANNOT BE MET AND ONLY IF APPROVED BY THE DESIGN REVIEW COMMISSION.

#### COMMERCIAL AREA DESIGN GUIDELINES





## 5. STOREFRONT, DOORS + WINDOWS

- A. PARTIAL FAÇADE RE-CONSTRUCTION SHALL ADHERE TO THE ORIGINAL DESIGN INTENT OF THE BUILDING, BUT IF THERE IS AN OPPORTUNITY TO INCREASE STOREFRONT SPACE, CLEAR LOW-E DOUBLE GLAZED STOREFRONT IS ENCOURAGED IN ORDER TO CREATE A STRONGER STREET TO INTERIOR CONNECTION. TINTING OF WINDOW AND DOOR GLASS IS NOT ACCEPTABLE.
- B. RE-INTRODUCE STOREFRONT AND BULKHEAD CONCEPT. (SEE IMAGE TO BOTTOM RIGHT)
- C. USE COMMERCIAL-STYLE CLEAR GLAZED STOREFRONT DOORS IN PLACE OF RESIDENTIAL-STYLE OR ANY OTHER OBSTRUCTIVE OR OPAQUE DOORS.
- D. WINDOWS SHALL BE CAREFULLY REMOVED AND REPAIRED BEFORE RE-INSTALLATION. OTHERWISE REPLACE WITH NEW CLEAR GLAZED WINDOWS.
- E. GLAZING SECTIONS SHALL BE SIMILAR TO PROFILES OF THE EXISTING BUILDING. USE STEPPED SECTIONS AND SLENDER STORE-FRONT FRAMING WHERE POSSIBLE.
- F. SERVICE-ORIENTED BUSINESSES SHOULD CONTRIBUTE TO THE VISUAL CHARACTER OF THE STREET AND NOT OBSCURE ACTIVITY VIA WINDOW COVERINGS OR WINDOW TREATMENTS. VISIBLE WAITING AREAS AND VISUAL WINDOW DISPLAYS ARE ENCOURAGED. CURTAINS, BLINDS OR SHADES ARE DISCOURAGED.
- G. THE FIRST FLOOR BUILDING FAÇADES OF NEW RETAIL BUILDINGS SHALL HAVE A MINIMUM OF 50% OF THE SURFACE DEVOTED TO WINDOWS. NEW OFFICE BUILDINGS SHALL HAVE A MINIMUM OF 40% OF THE FIRST FLOOR BUILDING FAÇADE DEVOTED TO WINDOWS.

## COMMERCIAL AREA DESIGN GUIDELINES





## COMMERCIAL AREA DESIGN GUIDELINES

### 6. AWNINGS AND SHADING DEVICES

A. AWNINGS AND PROPERLY DESIGNED SHADING DEVICES HELP REDUCE SUN EXPOSURE ON GLAZED WALLS, WINDOWS AND DOORS WHICH LOWER INTERNAL HEAT GAINS DUE TO ULTRAVIOLET INFILTRATION. THEREFORE THEY ARE ESPECIALLY ENCOURAGED ON SOUTH-FACING FAÇADES.

B. FABRIC AWNINGS, WHEN USED, SHALL BE MADE OF COLORED FABRIC OVER A METAL STRUCTURAL FRAME. INTERNALLY ILLUMINATED FABRIC AWNINGS ARE NOT ALLOWED.

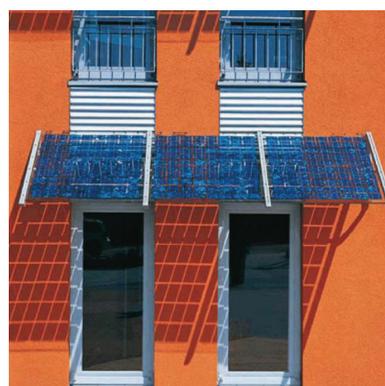
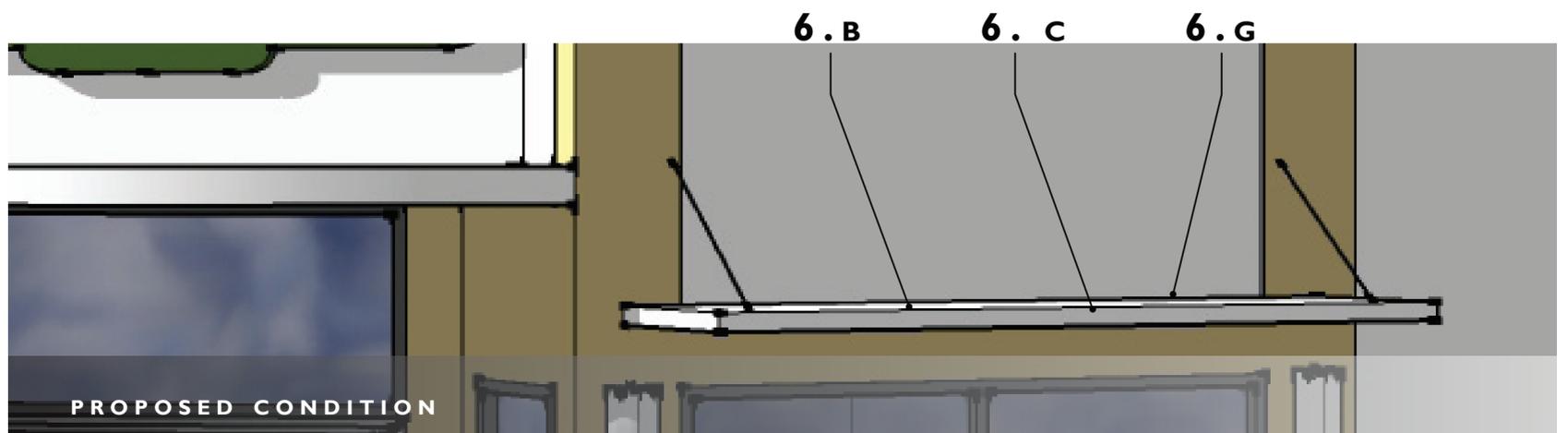
C. AWNINGS ALSO PROVIDE SHADING OVER THE SIDEWALK AND HELP DEFINE A FAÇADE-TO-SIDEWALK EDGE WHERE OUTDOOR SEATING AND OTHER ACTIVITIES CAN TAKE PLACE.

D. THE BOTTOM EDGE OF EVERY AWNING OR SHADING DEVICE SHALL NOT BE WITHIN 7 FT. OF THE FINISH GROUND SURFACE OR A MAXIMUM OF 10 FT. ABOVE FINISH GRADE.

E. SEE GUIDELINE, 9. SIGNAGE, FOR SIGNAGE REQUIREMENTS ON AWNINGS OR SHADING DEVICES. AWNINGS AND SHADING DEVICES SHALL BE LOCATED BETWEEN THE STOREFRONT WINDOWS AND STORE WALL SIGNS.

F. CERTAIN TYPES OF SHADING DEVICES MAY BE SUBJECT TO A STRUCTURAL ANALYSIS FOR WIND AND SEISMIC SAFETY, PRIOR TO BEING APPROVED BY CITY STAFF OR CONSULTANTS.

G. DESIGNED SHADING DEVICES SHALL ALSO REPLICATE OR RE-INTERPRET THE ARCHITECTURAL DESIGN THEME OF THE FAÇADE.





## 7. EXTERIOR LIGHTING

A. A GREAT WAY TO IMPROVE THE VISUAL QUALITY OF A BUILDING IS USING A WELL DESIGNED LIGHTING SCHEME. ALL NEW LIGHT ELEMENTS SHOULD FALL INTO ONE OF THE FOLLOWING CATEGORIES: DIRECT LIGHT, INDIRECT LIGHT, AND “SPARKLE” LIGHT.

B. ALL LIGHTING SCHEMES SHALL MATCH THE ARCHITECTURAL STYLE AND PERIOD OF THE ORIGINAL BUILDING AND FAÇADE.

C. USE DIRECT LIGHTS TO ILLUMINATE SPECIFIC ELEMENTS SUCH AS FAÇADE DETAILS, SIGNAGE, DISPLAY WINDOWS, ETC. THESE LIGHTS CAN BE DIRECTED AT ANY ANGLE, BUT SHOULD NOT EMIT LIGHT OUT INTO THE STREET OR SIDEWALK.

D. USE INDIRECT LIGHT TO ILLUMINATE GATHERING SPACES BOTH ON THE INTERIOR AND EXTERIOR.

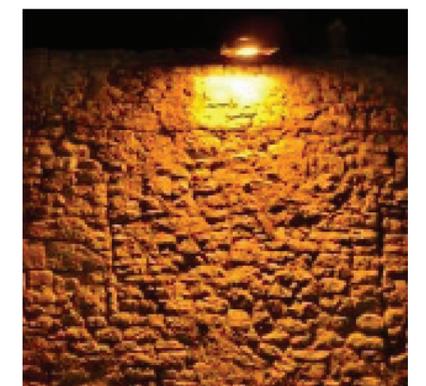
E. USE “SPARKLE” LIGHT TO ADD DECORATIVE QUALITY TO YOUR LIGHTING SCHEME. THESE TYPES OF LIGHTS INCLUDE WALL SCONCES, SMALL HALOGENS, TRACK LIGHTING, LEDs, ETC.

F. COLORED LIGHT IS PROHIBITED WITH THE EXCEPTION OF ILLUMINATING SIGNAGE OR SPECIFIC PRODUCT AND MERCHANDISE IDENTIFYING ELEMENTS. CITY APPROVAL WILL BE REQUIRED PRIOR TO INSTALLATION OF COLORED LIGHT.

G. MINIMIZE INTENSITY AND LIGHT POLLUTION BY SHIELDING THE LIGHT AWAY FROM RIGHTS OF WAY AND THE SKY.

H. LIGHTING AT THE REAR OF BUILDINGS IN THE VILLAGE CENTER SHALL BE MINIMAL IN ORDER TO PREVENT LIGHT SPILLING ONTO NEIGHBORING HOMES.

## COMMERCIAL AREA DESIGN GUIDELINES





## 8. PAVING AND ENTRYWAYS

- A. ENTRIES ON EXISTING BUILDINGS SHALL MAINTAIN ORIGINAL DESIGN INTENT OF THE FACADE, UNLESS THE EXISTING DESIGN DOES NOT CONFORM TO ADA REQUIREMENTS OR ANY OTHER CITY STANDARDS.
- B. PAVING AND OTHER EXTERIOR GROUND MATERIALS SHALL REPLICATE ADJACENT CITY APPROVED PAVING. (I.E., SIDEWALKS, DRIVEWAYS, PATIOS, DECKS, PATHWAYS, ETC.)
- C. WHERE APPLICABLE, RECESSED DOORS AND THRESHOLDS ARE ENCOURAGED IN ORDER TO PROVIDE A TRANSITION FROM THE SIDEWALK INTO THE STORE COMMERCIAL SPACE.
- D. SIDEWALK PLANTERS ARE ENCOURAGED SO AS TO NOT INTERRUPT PUBLIC PATH OF TRAVEL REQUIREMENTS.
- E. THE MAIN ENTRANCE OF A BUILDING SHALL BE AT THE FRONT FAÇADE OF THE BUILDING, ORIENTED TOWARD THE PUBLIC STREET.
- F. ENTRANCES MAY BE LOCATED AT CORNERS IF THE BUILDING SITS ON A CORNER LOT.
- G. MAIN ENTRANCES SHALL BE PROMINENT AND EASILY IDENTIFIABLE.
- H. EACH ENTRANCE SHALL HAVE AN ARCHITECTURAL DEFINITION, SUCH AS AN AWNING, RECESSED NICHE, THREE-DIMENSIONAL FEATURE, OR BUILDING PROJECTION.
- I. PUBLIC REAR ENTRANCES SHALL BE VISIBLE AND EASILY LOCATED.
- J. REAR ENTRANCES SHALL NOT BE MORE PROMINENT OR LARGER THAN THE FRONT PRIMARY ENTRANCE.
- K. ON NEW MIXED-USE BUILDINGS, A DEFINED FRONT DOOR FOR THE RESIDENTIAL COMPONENT IS REQUIRED.
- L. ON MULTI-FAMILY RESIDENTIAL BUILDINGS, ENTRANCES SHALL BE CLEARLY ARTICULATED THROUGH THE USE OF STOOPS, OPEN PORCHES, ENTRANCE VESTIBULES, AND OTHER FEATURES.

## COMMERCIAL AREA DESIGN GUIDELINES

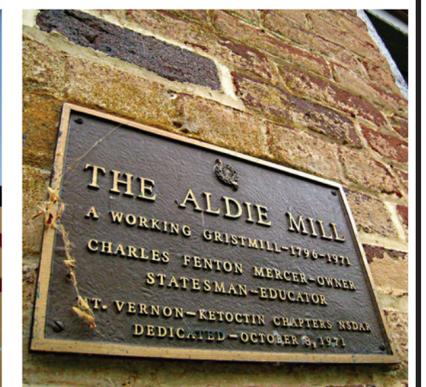
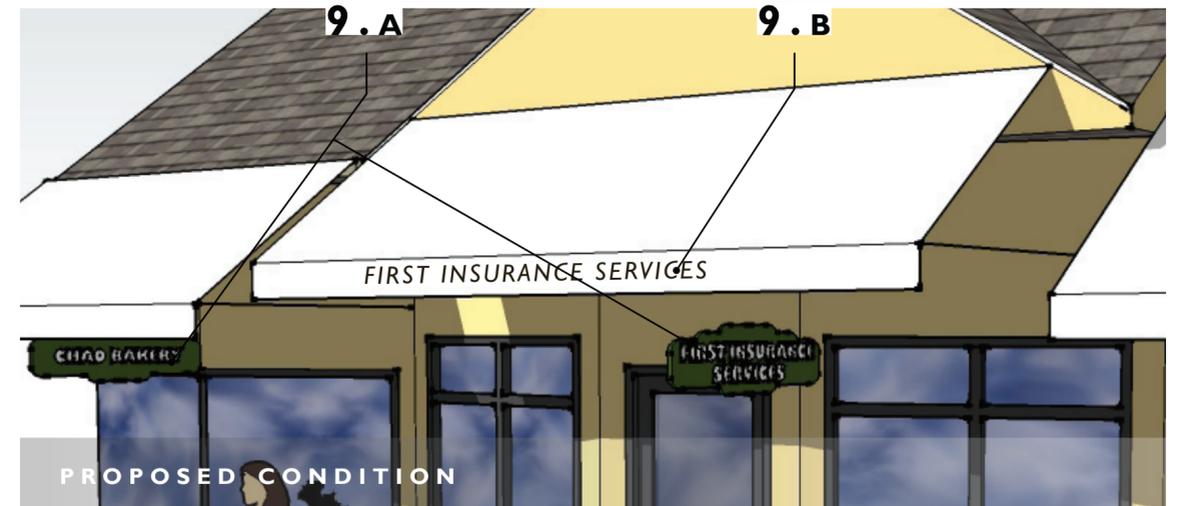




COMMERCIAL AREA DESIGN GUIDELINES

9. SIGNS

- A. APPROVED SIGNAGE TYPES: SMALL [NINE (9) SQ. FT. MAX] PROJECTING NEON AND PAINTED SIGNS, WALL SIGNS, MONOCHROMATIC AWNINGS, AND LIMITED WINDOW LETTERING. A MAXIMUM OF THREE DIFFERENT TYPES OF SIGNS MAY BE PERMITTED FOR EACH BUSINESS WITH A MINIMUM OF 75 FEET OF STREET FRONTAGE. A MAXIMUM OF TWO DIFFERENT TYPES OF SIGNS MAY BE PERMITTED FOR EACH BUSINESS WITH LESS THAN 75 FEET OF STREET FRONTAGE. WALL SIGNS SHALL BE INDIVIDUALLY MOUNTED METAL OR WOOD LETTERS NOT TO EXCEED 16 INCHES IN HEIGHT AND EITHER FRONT LIT OR HALO LIT. FOAM LETTERS AND ACRYLIC LETTERS ARE PROHIBITED. WALL SIGN AREA SHALL COMPLY WITH THE STANDARDS IN THE MUNICIPAL CODE.
- B. SIGNAGE ON AWNINGS OR SHADING DEVICES SHALL ONLY BE LOCATED ON VERTICAL FLAPS OR EDGES. SIGNAGE SHALL NOT BE ON ANY OTHER PART OF THE AWNING OR SHADE STRUCTURE.
- C. WINDOW SIGNAGE SHALL BE LIMITED TO ONLY 25% TOTAL WINDOW COVERAGE. (SEE IMAGES BELOW.)
- D. TEMPORARY SIGNAGE, SUCH AS PAINT, POSTERS, BANNERS, ETC. (EXCEPT ONE GRAND OPENING BANNER) IS NOT ALLOWED ON ANY FAÇADE ELEMENT INCLUDING WINDOWS, DOORS, EXTERIOR WALLS, AWNINGS, ROOFS, ETC. PORTABLE SIGNS MAY BE PERMITTED IF COMPLYING WITH ALL REQUIREMENTS OF THE MUNICIPAL CODE.
- E. WALL PLAQUES ARE RESERVED FOR IDENTIFYING HISTORICAL SIGNIFICANCE OF A BUILDING, STRUCTURE, OR PAST CONTRIBUTORS TO THE COMMUNITY.
- G. WALL PLAQUES SHALL NOT BE LARGER THAN 24" WIDE BY 30" HIGH. PLAQUES SHALL BE MADE OF CAST METAL AND SECURELY ATTACHED TO AN EXISTING MAIN FACADE WALL.
- H. GENERIC AND CORPORATE NEON SIGNS ARE PROHIBITED WITH THE EXCEPTION OF PRE-APPROVED PROJECTING NEON SIGNS THAT ONLY DISPLAY THE PRIMARY NAME OF THE BUSINESS. ANY PROJECTING NEON SIGN SHALL BE REMINISCENT OF THE NEIGHBORHOOD CIRCA 1940-1955.
- I. ALL NEW COMMERCIAL BUILDINGS SHALL PROVIDE SPACE FOR THE LOGICAL AND INTEGRATED PLACEMENT OF SIGNS.
- J. SIGNS SHALL BE PLACED UPON THE BUILDING PARAPET OR FASCIA AND SHALL NOT EXCEED THE HEIGHT OF THE PARAPET OR FASCIA ITSELF.
- K. ALL SIGNS SHALL BE MADE OF MATERIALS COMPATIBLE WITH EXTERIOR BUILDING COLORS, MATERIALS AND FINISHES AND BE OF A HIGH FABRICATION QUALITY.
- L. ALL ELECTRICAL SERVICE TO SIGNS SHALL BE FULLY CONCEALED. NO SIGN SHALL HAVE EXPOSED WIRING, RACEWAYS, BALLASTS, CONDUIT, OR TRANSFORMERS.





## SECTION 5 ABOUT ZONING AND ECONOMIC DEVELOPMENT

ALTHOUGH THE SAN GABRIEL VILLAGE URBAN DESIGN ENHANCEMENT STRATEGY IS FIRST AND FOREMOST ABOUT THE ROLE DESIGN WILL PLAY IN IMPROVING THE NEIGHBORHOOD, THE STRATEGY WOULD BE INCOMPLETE WITHOUT CONSIDERING HOW ZONING REGULATIONS AND ECONOMIC FORCES CAN HELP OR HINDER THESE EFFORTS.

THIS SECTION PRESENTS THE EXISTING ZONING FOR THE FAIRVIEW AVENUE COMMERCIAL DISTRICT IN A CITYWIDE CONTEXT AND ILLUSTRATES

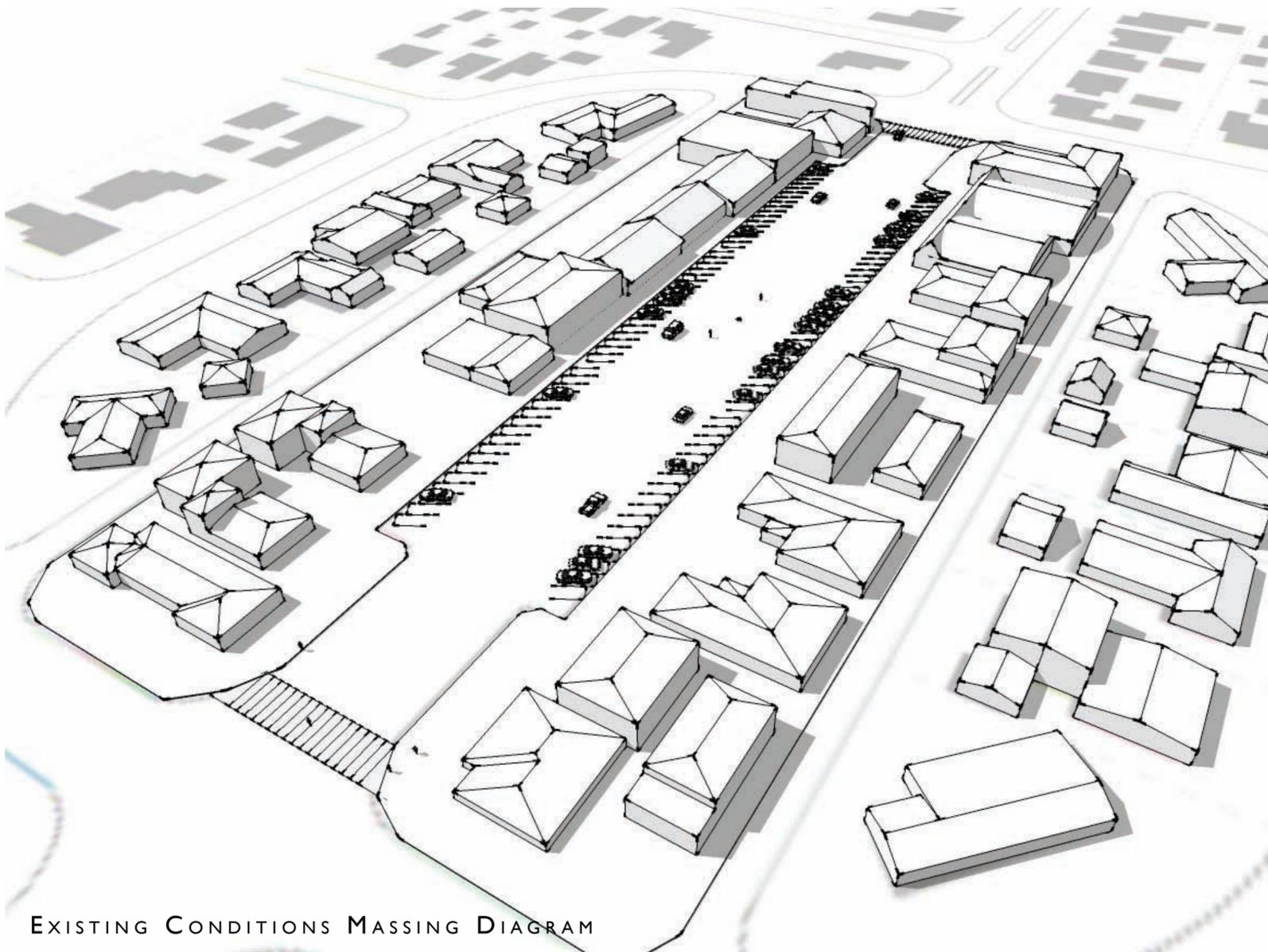
THE EXISTING DEVELOPMENT PATTERN IN A MASSING DIAGRAM. IT THEN ENVISIONS WHAT THAT EXISTING ZONING WOULD PERMIT IN A MAXIMUM BUILD-OUT SCENARIO AND HOW THIS WOULD DIFFER UNDER A LESS INTENSE MIXED-USE MODEL. THE SECTION CONCLUDES WITH A SUMMARY OF AN ECONOMIC ANALYSIS WHICH FOUND THAT LOCAL MARKET CONDITIONS ARE NOT CONDUCTIVE TO MIXED-USE OR LIVE-WORK DEVELOPMENT IN THE VILLAGE.





MASSING DIAGRAM | EXISTING CONDITION

BASED ON CURRENT COMMERCIAL ZONING STANDARDS, THE VILLAGE CENTER LACKS AN ADEQUATE NUMBER OF PARKING SPACES. CITY CODE STATES THAT FOR ALL GENERAL RETAIL SPACES LESS THAN 10,000 S.F., 1 PARKING SPACE IS REQUIRED FOR EVERY 250 S.F., AND RESTAURANTS REQUIRE 1 PARKING SPACE FOR EVERY 100 S.F.



EXISTING CONDITIONS MASSING DIAGRAM

TOTAL AREA OF RESIDENTIAL SPACE	29,223 S.F.
TOTAL NUMBER OF UNITS	32
TOTAL NUMBER OF BEDROOMS	52
TOTAL AREA OF COMMERCIAL SPACE	22,651 S.F.
REQUIRED PARKING SPACES	+/- 175
ON-STREET PARKING SPACES	+/- 100



FAIRVIEW AVE. OUTSIDE VILLAGE CENTER LOOKING WEST



FAIRVIEW AVE. LOOKING EAST



MASSING DIAGRAM | CURRENT FUTURE  
 CONDITION

**MAX COMMERCIAL ZONE BUILD-OUT**  
 DEVELOPMENT STANDARDS

If this district is developed to its maximum capacity under current zoning standards, there would be approximately 50,000 total S.F. of commercial/retail space that would require approximately 200 spaces [these numbers are based on varying specific uses for each development, i.e., dining vs. retail].

Currently, the Village Center provides approximately 100 spaces (not including off-street parking). Thus, if every property in the center were developed to the maximum allowed by current codes, the result would be a doubling of the amount of commercial space and of the needed parking to serve it. For economic reasons to be explained later in this section, however, the likelihood of that happening is low.

CURRENT FUTURE CONDITION MASSING DIAGRAM

TOTAL AREA OF RESIDENTIAL SPACE	0 S.F.
TOTAL NUMBER OF UNITS	0
TOTAL NUMBER OF BEDROOMS	0
TOTAL AREA OF COMMERCIAL SPACE	+/- 50,000 S.F.
REQUIRED PARKING SPACES	+/- 200
ON-STREET PARKING SPACES	+/- 100

**ZONING STANDARDS**

1. MIN. LOT SIZE: NONE
2. MIN. LOT WIDTH: 50 FT.
3. MAX HEIGHT: 5 STORIES OR 75 FT.
4. MIN. SETBACK: NONE
5. MIN. SETBACK (SIDE): NONE TO 5 FT.
6. MIN. SETBACK (REAR): 10'
7. FLOOR AREA RATIO (FAR): 0.5



**MASSING DIAGRAM | ALTERNATIVE FUTURE CONDITION**

**MAX BUILD-OUT UNDER MIXED-USE DEVELOPMENT STANDARDS**

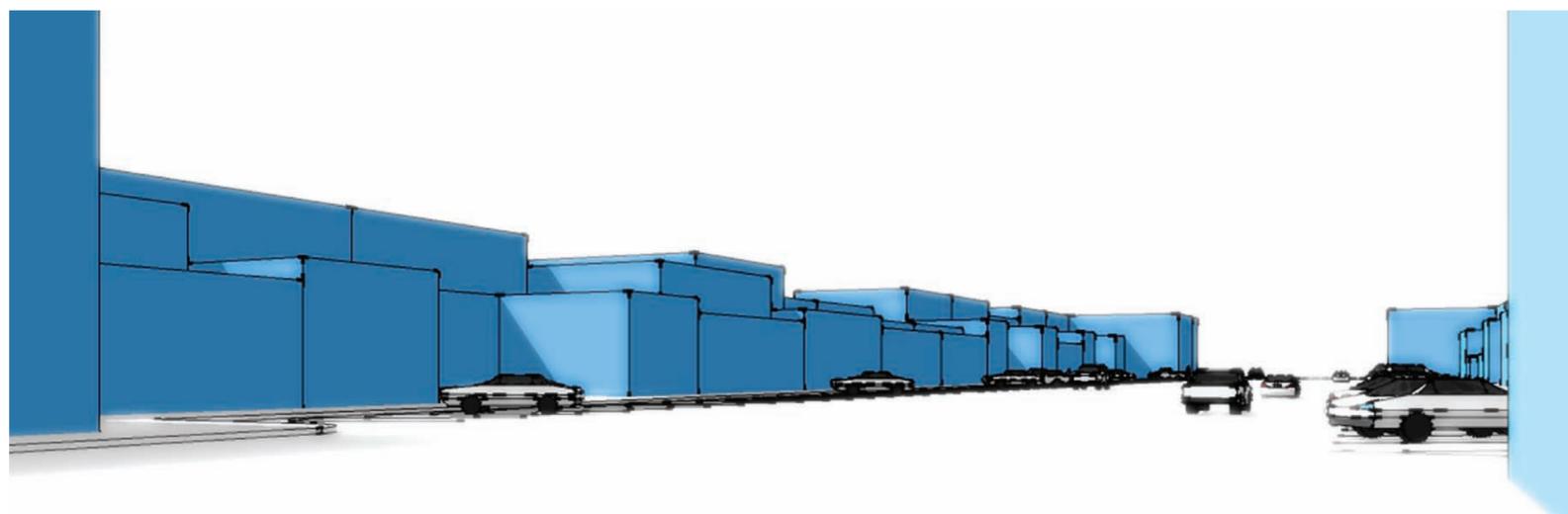
A mixed-use approach has some definite advantages from a planning standpoint. With a mixed-use approach, the concept of a walkable commercial district could return to this neighborhood. Instead of remaking the Village Center into a consolidation of chain stores, mixed-use might promote the revival of the “mom and pop” shop. Ideally, it would be an area where walking and cycling are as popular a means of arrival as is driving.

**PROPOSED CONDITION MASSING DIAGRAM**

TOTAL AREA OF RESIDENTIAL SPACE	+/- 44,000 S.F.
TOTAL NUMBER OF UNITS	+/- 22
TOTAL NUMBER OF BEDROOMS	+/- 37
TOTAL AREA OF COMMERCIAL SPACE	+/- 44,000 S.F.
REQUIRED PARKING SPACES	+/- 215
ON-STREET PARKING SPACES	+/- 100

**ZONING STANDARDS**

1. MIN. LOT SIZE: 3960 S.F.
2. MIN. LOT WIDTH: 50 FT.
3. MAX HEIGHT: 2 STORIES OR 35 FT.
4. MIN. SETBACK: NONE
5. MIN. SETBACK (SIDE): NONE TO 10 FT.
6. MIN. SETBACK (REAR): 15'
7. FLOOR AREA RATIO (FAR): 1





As seen on the preceding pages, preparation of the San Gabriel Village Urban Design Strategy offered an opportunity to think about the existing zoning of the commercial district and whether adjustments to it could attract the kind of uses neighborhood residents would like to see. In September 2011, the City contracted with Allan D. Kotin & Associates (ADK&A), in association with Economic and Planning Systems, Inc., to perform an economic analysis of the Village's small business district. The analysis sought to answer some important questions about whether the commercial building design guidelines and streetscape improvements, when coupled with zoning adjustments, would not only beautify Fairview Avenue but spur economic development.

### **I. What businesses did people say they wanted?**

The block-long commercial center on Fairview Avenue between Abbot and Manley consists of 18 parcels totaling two acres. Both sides of the block are zoned C-1. There is currently 23,000 square feet of commercial space and 29,000 square feet of multi-family residential. Through the charette and surveys of business and property owners, a set of goals emerged that included:

- *Attract businesses that can be successful and generate tax revenue;*
- *Encourage pedestrian activity;*
- *Reduce vacancies; and*
- *Retain compatibility with the surrounding residential neighborhood.*

Most survey respondents wanted to encourage neighborhood-serving businesses, but without increasing the amount of traffic coming to the neighborhood. People's preferences seemed to be colored by nostalgia for the 1950s, '60s and '70s, with uses such as a neighborhood grocery store, drug store or coffee shop often mentioned.

### **II. What kinds of zoning changes were considered?**

One strategy considered for energizing the Fairview business district was to create zoning that promoted the prospect of live-work and mixed-use development. It was assumed that these uses could fulfill the goals of attracting businesses and encouraging pedestrian activity, while retaining compatibility with the surrounding neighborhood. The economic analysis found, however, that San Gabriel Village presents a somewhat less than ideal environment for live-work units. These units typically appeal to the 24-44 age group, not a growing cohort in our city. They are also most successful in urban areas, close to entertainment and cultural attractions and served by public transit or in adaptive re-use settings, characteristics not found in the San Gabriel Village. Finally, for-sale live-work units have proven to be difficult to sell because of their relatively small living areas and commercial areas with no space for business expansion.

As for mixed-use development, in addition to not being economically feasible in this location, the massing, parking and traffic associated with this scenario was found to be incompatible with the neighborhood's expressed desires. Parcel size constraints would require high-FAR development, which does not interest the kinds of retailers that could transform the Village and address the City's retail needs.

It was also suggested that encouraging the clustering of certain kinds of businesses in the Village might foster the synergy needed to spark a renewal. Educational uses were examined as a possibly good fit, due to residents' desire to limit traffic growth and a possible spin-off economic effect from parents and children coming to the district. The economic study found that a number of child development centers, preschools and tutoring programs already exist throughout the city. This limits the capacity of the Village to host a cluster of such services, although for those seeking to relocate, space in the Village may be attractive.

### **III. Are our expectations realistic?**

The economic analysis tested whether or not it is realistic to expect mixed-use or live-work development, educational uses or the types of businesses found in the past to locate in the Village, given the factors that affect these economic decisions. The demand for residential and commercial space is influenced in large part by the following three factors, which are explained further below:

- *Demographic factors;*
- *Locational factors; and*
- *Market factors.*

Like most of the surrounding communities, San Gabriel's population is expected to grow about one-half of one percent per year between now and 2035. Our built-out community is aging in place, with the greatest growth in the 55-64 age group and the greatest decline in those 21-34. The prime consumer spending age group, 35-54, represents about 30 percent of the population. This means

## WHAT ECONOMICS TELLS US ABOUT THE VILLAGE

residential and commercial growth must come from replacing existing stock or by competing successfully with neighboring cities.

Locationally, the rise of the City's major commercial corridors has put the Village at a competitive disadvantage. The Village is also hampered by its isolation, neither visible from the major streets nor served by transit. There is insufficient residential density around the commercial core to support service retail uses, like grocery or drug stores, which currently prefer to locate on the major boulevards. The existing small businesses are not enough of an attraction to generate spill-over business within the Village, as they are too small to do a significant volume of walk-in business.

Even during the "housing bust" of recent years, San Gabriel's median residential sales price fell only modestly. This relative stability during the downturn may be explained by the fact that many owners are recent immigrants, for whom land is viewed as the preferred long-term investment, resulting in a less fluid market. Likewise, the property ownership pattern in the commercial block is characterized by infrequent turnover and by owners who do not live in San Gabriel. This reflects a pattern of custodial ownership that therefore may have little interest in trying to promote and market the area.

Analyzing the strength of retail sales, the study found that San Gabriel followed the downward trend of the recession, with retail sales declining 20 percent from their peak in 2006. In summary, San Gabriel's retail environment is hampered by outlets that are too small in categories typically requiring more square footage (i.e., building materials, general merchandise, furniture and appliances, and grocery stores) and there are too many outlets in all categories fiercely chasing after too few dollars.

In addition to looking at these factors, the study also performed development feasibility analysis on a variety of scenarios. The development feasibility analysis seeks to answer the question "Is the value of the future use sufficiently greater than the value of the existing use to cause a developer or landowner to change the use of the site." In the analysis, a "residual land value" is computed. In other words, the value of the existing use is compared to the value that a landowner could receive by selling the land for its intended future use. The development feasibility analysis looked at scenarios involving both medium density multi-family residential and mixed-use development. For each type of development, four rental and four for-sale scenarios were prepared.

In each of the scenarios, the residual land value analysis showed very little development feasibility under current conditions. The type of denser development envisioned only makes sense where land values, rents and for-sale prices are high. While San Gabriel has high land values, its rents and condo prices are generally not high.

### **IV. What other things can be considered?**

Given the economic realities, the consultant was asked to suggest additional revitalization options and to provide a sense of the relative cost for each alternative. Any of these alternatives would require a strong political will to invest public resources in the neighborhood, hence it is important to have a sense of what they might cost. The suggested alternatives were:

- *Provide the services of a retail consultant to lessees and landowners to persuade them that sprucing up their properties is a relatively low-risk way to increase the value of their long-term investment (\$25,000-\$50,000 annually).*
- *Explore the potential of existing buildings for creative adaptive re-use. Adaptively re-used space may attract new tenants as well as trigger re-assessment, generating more property tax revenue. (There would be significant internal costs to drafting a new and complex adaptive re-use ordinance. Adaptive re-use usually works best with medium and large buildings, limiting its applicability on Fairview).*
- *Explore the merits of providing businesses relief from parking requirements. (Revising the parking requirements for the Village represents another set of internal costs).*

### **V. Can beautification of the Village attract more businesses?**

The San Gabriel Village Design Enhancement Strategy was originally planned to include zoning adjustments that contemplated live-work and mixed-use development as catalysts for revitalizing the block-long commercial district on Fairview Avenue. The findings of the San Gabriel Village economic analysis have helped to scope the Strategy down to its essence as design guidelines and streetscape standards. It has done so by demonstrating that greater commercial and residential densification and uses such as live-work and mixed-use developments are not realistic future alternatives, given the constraints of location and the market. As appealing as these concepts might seem, the economics lead us to the conclusion that maintaining the status quo is the most sensible zoning strategy for the foreseeable future. In summary, the beautification of San Gabriel Village's commercial district on Fairview is the right thing to do for aesthetic reasons and for boosting neighborhood pride, but it cannot be expected to be a catalyst for economic revitalization of the area.



## IMPLEMENTATION

### Purpose

This section explains how the San Gabriel Village Urban Design Strategy's programs and actions will be paid for, put into place and administered. It also looks at the timing and sequence of these actions.

The Strategy proposes upgrades to the physical environment of the Fairview Avenue commercial district. In the public right of way, the street and sidewalks will be repaired and beautified, and landscaping will be introduced where none now exists. Commercial storefront renovation will be encouraged, with the City offering financial assistance where possible.

The Strategy's improvements will be implemented using existing funding sources and new design standards. Successful implementation will be achieved through the cooperative efforts of the City, property owners and business owners.

### Funding

The City has approximately \$100,000 in its general fund allocated to pay for façade improvements to commercial buildings in San Gabriel Village that are consistent with the design standards in the San Gabriel Village Urban Design Strategy. This City assistance may take the form of grants, loans or some combination of the two.

Additionally, \$740,000 has been allocated in the City's Capital Improvement Plan in fiscal year 2011-12 for the design and construction of the streetscape improvements included in the Strategy.

### Scheduling and Phasing

Successful implementation of the San Gabriel Village Urban Design Strategy will require the efforts of several City departments and divisions, consultants and contractors. The first steps to putting the streetscape improvements and design guidelines into action can both begin once the City Council has adopted the Urban Design Strategy. The table below summarizes the implementation measures, the parties responsible for each step and the sequencing of events:

Sequence of Implementation Measures		
<b>STREETSCAPE IMPROVEMENTS</b>		
Implementation Measure	Responsible Party	Sequencing
Create design plans and specifications for improvements	Engineering Division/civil engineering and landscape architecture consultants	Upon adoption of San Gabriel Village Urban Design Strategy
Go out to bid for construction of improvements	Engineering Division	Upon completion of design plans and specifications.
Select contractor to construct improvements	Engineering Division	Upon receipt of qualified bids
Construct and install streetscape improvements	Contractor/Engineering Division	Upon signing of contract
Maintain improvements	Public Works Department/Parks and Recreation Department	Upon construction of improvements
<b>VILLAGE CENTER DESIGN GUIDELINES</b>		
Implementation Measure	Responsible Party	Sequencing
Establish facade renovation assistance program	Economic Development Division	Upon adoption of San Gabriel Village Urban Design Strategy
Market facade renovation assistance program	Economic Development Division	Upon establishment of the program
Administer facade renovation assistance program	Economic Development Division	Upon establishment of the program and until all available funding is used
Review proposed facade improvements for consistency with Village Center Design Guidelines	Planning Division/City Architect/City Landscape Architect/Design Review Commission	As needed on a case by case basis

### Maintenance

Maintenance of landscaping improvements in the public right of way will be the responsibility of the Parks and Recreation Department. Maintenance of all other improvements in the public right of way will be the responsibility of the Public Works Department.

### Development Review and Administration

#### Procedural Tools

These three tools will be used to enforce the design standards within this document.

A. City Architect Review and Approval: Individual signs or awnings will be reviewed and approved by the City Architect upon submittal of dimensioned plans, color and material samples and photographs of the building.

B. Staff level Precise Plan of Design: New residential projects of two to four dwelling units or new commercial projects equal to or less than 3,000 square feet of gross floor area will be reviewed through a staff level Precise Plan of Design (PPD). Likewise, exterior remodels of commercial buildings of up to 2,500 square feet of gross floor area or additions to commercial buildings that add up to 2,500 square feet of gross floor area to the existing structure(s) will also be reviewed through a staff level PPD. In approving a PPD application, staff shall use these design guidelines and the evaluation criteria specified in Section 153.355 of the San Gabriel Municipal Code in making its decision.

C. Design Review Commission Precise Plan of Design: The Design Review Commission shall consider any PPD application for residential projects of five or more dwelling units, as well as new commercial projects in excess of 3,000 square feet of gross floor area. The Design Review Commission shall also consider exterior remodels of commercial buildings greater than 2,500 square feet of gross floor area or additions to commercial buildings that add more than 2,500 square feet of gross floor area to the existing structure(s). In approving a PPD application, the Design Review Commission shall use these design guidelines and the evaluation criteria specified in Section 153.355 of the San Gabriel Municipal Code in making its decision.

### Appeals

Any decision of the City Architect, staff or the Design Review Commission may be appealed to the City Council within the time and manner specified by Section 153.004 of the San Gabriel Municipal Code. The City Council may approve, deny or modify, in whole or in part, the decision of the City Architect, staff or the Design Review Commission.

### Compliance

Monitoring of the design standards found in the Strategy will be shared by the Planning and Building Divisions of the Community Development Department. The Planning Division will ensure that the design standards are followed during the entitlement process. During plan check and construction, the Building Division will take the lead in monitoring implementation of the design standards.