

**District-wide Guidelines: Urban Residential**

**Guideline UR 2 Create Appealing Street Scenes**

**Intent** Streets throughout Downtown should be sociable places that offer a sense of security, and residential building projects should make a positive contribution to the life of the street. Porches and stoops will communicate a sense of arrival and allow opportunities for informal social interaction; balconies and windows animate the street and create a self-policing environment.

**Recommendations** UR 2.1 *Vary residential building plans and facades to avoid monotony and create identity from building to building, as well as add interest to the street.*

UR 2.2 *Provide multiple residential building entrances that activate and are oriented to the street.*

UR 2.3 *Provide entry porches and stoops as a transitional space between the public sidewalk and residential building and/or dwelling entrances; porches and stoops should not encroach upon a public sidewalk.*

UR 2.4 *Incorporate upper floor balconies, bays, and windows that overlook the street, enliven the street elevation, and communicate the residential function of the building.*

UR 2.5 *Make ground floor commercial uses visually distinct from the residential space above; residential entrances should read differently from entrances to ground floor commercial uses.*

UR 2.6 *Encourage the use of generous windows that are predominantly transparent glass for ground floor commercial uses within otherwise residential buildings.*

**Citywide Design Criteria**

- **Public Character:** A street should readily communicate that it is public space.
- **Three-Dimensional Quality:** A building should add interest and variety to its surroundings.



**Downtown Precedent:** entry stoops provide a transition from sidewalk to dwelling



**Downtown Precedent:** residential balconies overlook the street



**Downtown Precedent:** ground floor commercial uses read distinctly from residences



**District-wide Guidelines: Urban Residential**

**Guideline UR 3 Incorporate Functional Communal Spaces**

**Intent** Communal open spaces areas should be a part of all urban residential projects, but these spaces need to be functional and therefore, integrated with the overall design. Communal open spaces are intended as spaces where residents may interact; they may also provide recreational opportunities that are not otherwise conveniently found Downtown. Outdoor furnishings, recreational facilities, and other site amenities, coupled with attractive planting and landscape design will make communal space domestic, inviting, and useable.



**Downtown Precedent:**  
*communal spaces include abundant greenery*

**Recommendations** UR 3.1 *Incorporate communal outdoor spaces with residential projects; locate and size these spaces so that they are functional and support human occupation and use.*

UR 3.2 *Site communal open space so that it is centrally located; moreover, large contiguous open space areas are generally preferable to a series of small, isolated spaces.*

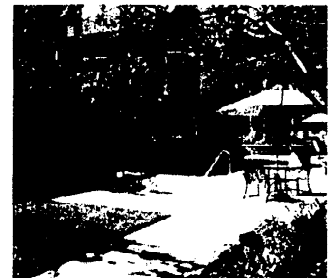
UR 3.3 *Design communal open space areas so as to lend them the character of outdoor rooms; building walls, plants and other landscape features should contribute to the containment of outdoor space.*

UR 3.4 *Incorporate outdoor furnishings, recreational facilities and other community amenities; distinguish the design of communal spaces from private outdoor spaces.*

UR 3.5 *Include mature canopy trees throughout a site and within communal outdoor spaces to regulate access to sun and shade.*

UR 3.6 *Provide a convenient system of outdoor passages that connect residential outdoor spaces and ties these spaces to the network of public sidewalks.*

UR 3.7 *Encourage ground level pedestrian passages and common spaces with a strong visual connection to the street.*



**Downtown Precedent:**  
*centrally located recreational facilities serve residents*

**Citywide Design Criteria**

- **Integrated Planning:** A site should support the functional and visual integration of on-site facilities and uses.
- **Useable Open Space:** A residential lot should provide useable outdoors space.



**District-wide Guidelines: Urban Residential****Guideline UR 4 Minimize Service & Parking Impacts**

**Intent** The visual presence of unattractive project elements, such as trash areas, mechanical and electrical equipment can have a negative impact on the livability of a residential environment. In general, these elements should not be visible from the street, on-site communal gathering areas, or residential dwelling units. Foresight and proper planning will accommodate these necessities without compromising the desirability of urban living.

**Recommendations** UR 4.1 Locate parking to reduce its visibility from streets and other public and communal spaces; for instance, place parking below or interior to the block of a residential development.

UR 4.2 Minimize the amount of street frontage devoted to vehicular access, and locate points of access so as to not dominate street elevations; take access off of an alley, where feasible.

UR 4.3 Locate and screen service areas and mechanical /electrical equipment to reduce their visibility from public and communal gathering areas; use methods of screening that are compatible with the residential architecture.

UR 4.4 Provide sturdy trash enclosures constructed of opaque material to screen trash receptacles; design trash enclosures for compatibility with the residential architecture.

**Citywide Design Criteria**

- **Public Character:** A street should readily communicate that it is public space.
- **Integrated Planning:** A site should support the functional and visual integration of on-site facilities and uses.



**Downtown Precedent:** parking garages front on a drive rather than the street



**Downtown Precedent:** subterranean parking minimizes visual impacts



**District-wide Guidelines: Urban Residential**

**Guideline UR 5 Compose Attractive Residential Facades**

**Intent** Downtown housing should be visually attractive. A residential building should also clearly communicate its domestic function. Well-composed building facades and intimately-scaled architectural elements such as balconies, bay windows, and trim details add residential character and make urban housing appealing and comfortable for its inhabitants.

**Recommendations** UR 5.1 *Articulate residential building facades to unify a building’s appearance, and add interest, scale, and three-dimensional quality; articulation may be provided through periodic changes in wall plane, building material and/or color, the introduction of building fenestration, or other approaches that create visual interest and/or shadow lines.*

UR 5.2 *Create a simple, pleasing composition that uses a common vocabulary of forms, architectural elements, and materials; continue design elements, detailing, and materials around the entire structure.*

UR 5.3 *Utilize windows and doors to establish scale and give expression to residential buildings; details that contribute to a more intimate and domestic appearance are encouraged.*

UR 5.4 *Incorporate three-dimensional design features, such as balconies and bays; windows other than bays should be recessed behind the plane of the building to create shadow lines.*

UR 5.5 *Use clear or lightly tinted window glazing, and discourage the use of simulated muntins in favor of structural muntins (i.e. true-divided lights); exceptions may be considered provided they are architecturally integrated and support a high-quality design. Reference the Design Guidelines for Windows in Multi-unit Residential Projects found in the Citywide Design Principles & Criteria.*

UR 5.6 *Employ high-quality, durable materials that exhibit a permanence and quality appropriate to an urban setting; masonry, tile, stucco and wood are especially suitable materials.*



**Downtown Precedent:** highly articulated facades signify residential function



**Downtown Precedent:** recessed windows and balconies add three-dimensional quality

**Citywide Design Criteria**

- Visual Appeal: A residential dwelling should be visually appealing.
- Domestic Scale: A residential dwelling should be intimately scaled for the use and enjoyment of its inhabitants.





## Section 10. **SUB-DISTRICT DESIGN GUIDELINES**

- **Old Pasadena Design Precedent**
- **Old Pasadena Design Guidelines**
- **Civic Center / Midtown Design Precedent**
- **Civic Center / Midtown Design Guidelines**
- **Pasadena Playhouse Design Precedent**
- **Pasadena Playhouse Design Guidelines**
- **Lake Avenue Design Precedent**
- **Lake Avenue Design Guidelines**

Adopted by the City Council  
October 21, 2002

**Old Pasadena Design Precedent**



- 1. *Street orientation*
- 2. *Retail continuity (i.e. storefronts)*
- 3. *Compatible scale, massing & rhythms*
- 4. *Articulated facades*
- 5. *Mid-block passage*



- 1. *Alley walkway*
- 2. *Public entrance*
- 3. *Shop windows*
- 4. *Facade details (ex.: architectural lighting)*
- 5. *Streetscape elements (ex.: potted plants)*



- 1. *Building at sidewalk edge*
- 2. *Frequent openings*
- 3. *Transparent shop windows*
- 4. *Rectilinear forms*
- 5. *Human-scale elements (ex: awnings)*



**Old Pasadena Design Guidelines****Sub-District  
Character****Guideline 1: Reinforce Urban  
Character**

The core of Old Pasadena exhibits an urban quality that is extraordinary in the region. New development should extend this special street-oriented character throughout the area.

**Guideline 2: Enhance Historic  
Settings**

An abundance of historic buildings lends a distinct and exceptional character to Old Pasadena. New construction should regard these buildings as an asset, and respond sensitively to their presence.

**Guideline 3: Build Multiple  
Connections**

Centers of activity should be linked, including convenient paths between parking, buildings, and outdoor spaces. A continuous system of sidewalks, alley walkways, and mid-block passages will provide interesting options for pedestrians to explore the area.

**Street  
Environment****Guideline 1: Promote Active Streets**

Streets and alleys in Old Pasadena serve as much more than thoroughfares; they are highly social places where people participate in the life of the community. Retail continuity and buildings that engage the street are critical to the area's success.

**Guideline 2: Give Pedestrians  
Priority**

Pedestrians are key to an active, vital place, and their presence, safety, and comfort is especially important to Old Pasadena. Streetscape and alleyway amenities and improvements will beautify the area and create a more pleasant pedestrian environment.

**Guideline 3: Contribute to Local  
Identity**

Streets and alleys should communicate that Old Pasadena is a unique and identifiable place. Moreover, these improvements should identify the area as an outstanding place to participate in the life of the community.

**Recommendations:**

1. Require new construction to maintain the existing urban, street-oriented development pattern; in addition, buildings that contribute to the area's historic character should be protected and restored.
2. Emulate existing character in terms of the scale and massing; maintain a human-scale that defines and activates the street.
3. Respond to the articulation and rhythms of historic buildings; provide highly articulated facades.
4. Emphasize reuse and rehabilitation of existing structures; comply with the Secretary of Interior's Standards.
5. Provide pedestrian passages that connect centers of activity; these should be safe, comfortable, and interesting for the public to use, including secondary entrances and public amenities.

**Recommendations:**

1. Encourage design that accommodates the presence of storefronts and walk-in commercial uses along streets, especially in Old Pasadena's core.
2. Improve streets and alleys with street trees, pedestrian-scale lighting, street furniture, public signage, public art, etc.; coordinate design to create a consistent image.
3. Install a coordinated system of environmental graphics such as district identification signs, directional signs, pedestrian-oriented directories, etc.
4. Require streetscape elements that are compatible with the historic character of the area; retain and preserve historic streetscape elements.
5. Reference the Old Pasadena Streetscapes and Alley Walkways Refined Concept Plan, describing a comprehensive approach to implementing improvements throughout the core of Old Pasadena.



**Old Pasadena Design Guidelines***Site Planning***Guideline 1: Hold to Sidewalk Edge**

Buildings should be constructed along the sidewalk's edge throughout most of the area, consistent with existing development. Undefined open space, and frequent and wide vehicular drives must not interrupt the continuity of the street wall.

**Guideline 2: Provide Mid-block Passages**

Occasional pedestrian paseos and passages are encouraged to break down the scale of block, and to connect streets, alleys and interior courts. This is especially important in conjunction with larger developments.

**Guideline 3: Encourage Outdoor Uses**

Sites should support the enjoyment of outdoor space. Well-placed furniture and kiosks will activate plazas and courts, and outdoor dining has proven popular throughout the area.

**Recommendations:**

1. Build at or near the edge of the sidewalk to maintain a consistent street wall throughout the area; this should not preclude recessed entries or minor facade modulations.
2. Minimize interruptions in the street wall, especially along Colorado Boulevard, where breaks should be limited to those accommodating pedestrian circulation.
3. Provide outdoor spaces interior to a block so as not to disrupt the street wall; exceptions may be considered where street interest and continuity is maintained.
4. Plan for mid-block passages, thru-ways, and interior spaces that connect streets and alleys.
5. Make provisions for site elements that contribute to street life, such as outdoor dining, seating, etc.

*Building Design***Guideline 1: Continue Building Rhythms and Forms**

Although Old Pasadena exhibits a wide variety of architectural styles, consistency is evident in architectural forms and building rhythms. These patterns establish a cohesive image throughout the area.

**Guideline 2: Generate Street-level Interest**

Old Pasadena's buildings should engage the public. The presence of window displays and human-scale design elements, such as awnings and architectural lighting will add interest to street-level facades.

**Guideline 3: Improve Alley Facades**

Explore opportunities to create "second storefronts" along alley walkways. The alley walkways are an especially unusual feature of Old Pasadena, and visual and functional improvements to alley facades will extend their use.

**Recommendations:**

1. Require buildings that are generally rectilinear in form; limit diagonal and curvilinear forms to minor elements that fit within a rectilinear framework.
2. Accentuate the ground floor of buildings; facade rhythms should include regular openings with transparent glass, and street-level facades should incorporate rich visual detail.
3. Design storefronts in a manner that is sensitive to the building's overall appearance; contemporary alterations should be compatible with the distinguishing features of a building.
4. Treat alley facades in a manner that supports pedestrian use of alleyways and is consistent with building design and composition; consider including public entrances, shop windows, architectural lighting, awnings, etc.





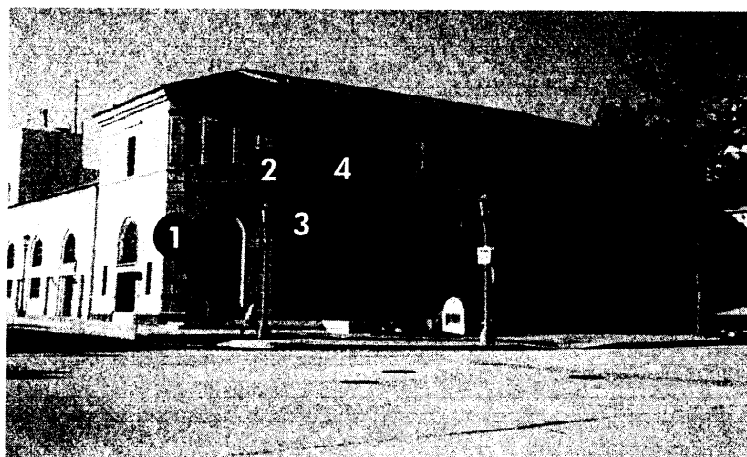
**Civic Center / Midtown Design Precedent**



- 1. Axial view to civic landmark
- 2. Responsive scale & massing
- 3. Articulated sub-volumes
- 4. Major public outdoor space



- 1. Spatially contained courtyard
- 2. Indoor-outdoor connection
- 3. Shade trees & lush plantings
- 4. Fountain as a focal element



- 1. Civic building w/ prominent entry
- 2. Classical model w/ clear proportions
- 3. High-quality, durable materials (ex.: masonry, terra cotta, ironwork)
- 4. Decorative elements



**Civic Center / Midtown Design Guidelines****Sub-District  
Character****Guideline 1: Respect Civic Landmarks**

Maintain a balance between monumental and “background” buildings. In general, new development should provide a context that highlights landmark civic buildings.

**Guideline 2: Protect Views of Monumental Civic Buildings**

Monumental civic buildings should be viewed from long approaches as befits their importance. The cross-axis that visually connects the principal civic buildings is of critical importance.

**Guideline 3: Create Dignified Public Spaces**

Distinguish this area by the presence of major public plazas and outdoor spaces suitable for public gatherings. These should include dignified spaces associated with public buildings and institutions.

**Recommendations**

1. Respect the dominance of the principal civic landmarks; buildings and landscape should define streets and contain public space, creating a consistent and unified context for these landmark buildings.
2. Protect and enhance views and view corridors focused on monumental civic buildings, especially City Hall, the Central Library, and the Civic Auditorium; City Hall’s dome should be the dominant element of the skyline.
3. Establish Centennial Square fronting City Hall as a symbolically special place that accommodates important civic events and gatherings.
4. Preserve and restore historic buildings and landmarks; retain the historic character of the property.

**Street  
Environment****Guideline 1: Promote High Standards of Street Design**

Detail streets to high standards that reflect the civic importance of the area. Well-designed streets speak of the value of Pasadena’s citizens as they move about its public institutions.

**Guideline 2: Reinforce the Bennett Plan**

The Bennett Plan identified grand, public streets in keeping with the monumentality of its building layout. Streetscape improvements should uphold this vision.

**Guideline 3: Maintain and Extend Historic Streetscape Elements**

Wide sidewalks with decorative paving and broad tree lawns provide an appropriately dignified setting for City Hall. These and other historic elements such as historic light poles should be maintained and influence further streetscape improvements.

**Recommendations**

1. Use streetscape elements, including street trees, paving and lighting to identify and accentuate landmark structures.
2. Plant street trees along all of the area’s streets; use scale, form, and planting pattern to establish a clear hierarchy of streets.
3. Create grand promenades that visually strengthen the axes of Holly Street and Garfield Avenue; emphasize a formal planting of trees that does not disrupt views.
4. Maintain historic landscape elements such as ornamental street lights, paving, and tree lawns; streetscape improvements should reflect the quality and character of these historic elements.
5. Reference the Civic Center / Midtown Streetscapes Refined Concept Plan; streetscape improvements should be consistent with this plan.



**Civic Center / Midtown Design Guidelines***Site Planning***Guideline 1: Provide a Gracious Landscape Setting**

The presence of gracious landscape spaces is one of the defining qualities of the Civic Center / Midtown area. Significantly, these spaces exhibit a strong relationship and comfortable flow between interior and exterior space.

**Guideline 2: Embellish Outdoor Spaces**

Courtyards, gardens and other landscape areas should be embellished with year-round greenery and floral abundance. These elements present a gracious quality and are evocative of the Tournament of Roses Parade.

**Guideline 3: Penetrate Blocks for Visual Connections**

Building massing should allow visual access to civic buildings and public spaces. Periodic penetrations of the street wall will build physical and visual connections.

**Recommendations:**

1. Emphasize an elegant, simple landscape design vocabulary.
2. Establish strong physical and visual connections between indoor and outdoor space, and between adjacent outdoor spaces.
3. Encourage the presence of shade trees, lush plantings, warm materials, and fountains in outdoor spaces; fountains are an especially identifiable element within the Civic Center / Midtown area.
4. Use open-air passages and block penetrations to breakdown building mass and establish visual connections; openings should not compromise the containment of streets and outdoor space.

*Building Design***Guideline 1: Achieve Design Coherence**

There should be a strong visual relationship between structures in the area, an expression of unity appropriate to a civic center. Clear proportions and materials that relate to adjacent buildings will help achieve this goal.

**Guideline 2: Communicate Building Function**

Buildings in the area accommodate commercial, residential or institutional uses, and these should be distinguished through their built form. In particular, public institutions should be readily identifiable.

**Guideline 3: Build to the Highest Standards**

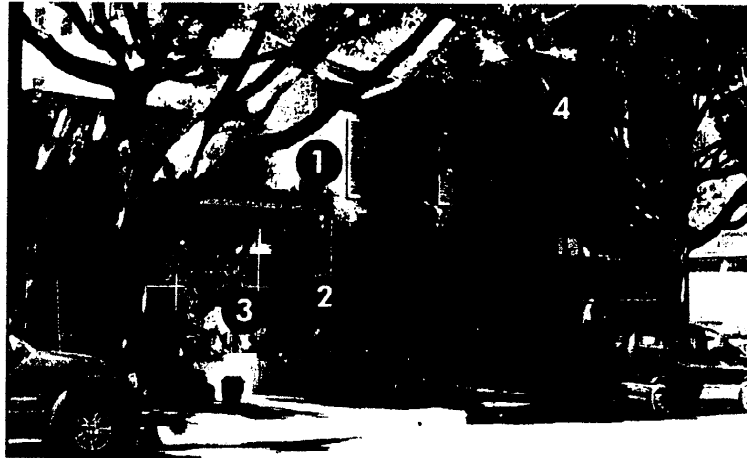
The highest level of craftsmanship is expected of all buildings in the Civic Center / Midtown area. High quality design and construction acknowledges both the architectural heritage and civic importance of the area.

**Recommendations:**

1. Match the permanence and quality of civic buildings in the area; buildings should be designed and built as long-term additions to the area.
2. Respect the architectural design of historic buildings and protect the monumentality of landmark civic buildings; limit the scale and massing of larger buildings by employing articulated sub-volumes.
3. Use the palette of materials and colors currently found in the area; masonry (non-brick), stucco, colored concrete, and tile decorative elements are prominent materials, and the use of intense colors should be severely limited.
4. Maintain stylistic unity for civic buildings, drawing inspiration from classical Italian and Spanish models; this should not prevent contemporary interpretations responsive to the Southern California environment.



**Pasadena Playhouse Design Precedent**



- 1. *Intimate scale along Green Street (ex: 1-2 stories)*
- 2. *Walk-in commercial*
- 3. *Visual detail (ex.: window display)*
- 4. *Mature street trees w/ shady canopy*



- 1. *Off-street paseo*
- 2. *Adjacent commercial activity*
- 3. *Indoor-outdoor transition*
- 4. *Parking to rear*



- 1. *Building orients to Colorado Blvd.*
- 2. *Street-level activity (ex.: newstand)*
- 3. *Contemporary design*
- 4. *Multiple facade openings*



**Pasadena Playhouse Design Guidelines****Sub-District  
Character****Guideline 1: Reinforce the Arts  
Identity**

Support the arts inclusive programming concept for the Pasadena Playhouse area. The area should function as an attractive and animated center for arts and culture, both day and night.

**Guideline 2: Infill Underutilized  
Parcels**

There are a number of underutilized parcels and surface parking lots that detract from the appearance of the area. Rely on infill development to create a street-oriented environment that encourages sidewalk activity.

**Guideline 3: Emphasize Public Art**

A multi-disciplinary arts community offers an exceptional opportunity to pursue a widespread public arts program. Public art should permeate the area, enriching and complementing arts activities in the area.

**Recommendations:**

1. Support designs that provide for arts, arts-related, entertainment and retailing activities, especially at the street-level.
2. Encourage infill developments that close gaps in the street wall, and provide for pedestrian-oriented uses along streets and public spaces.
3. Promote artist / designer collaborations; public art installations should animate the area as a part of all public and private developments.
4. Ensure public access to artworks and encourage a variety of media, including murals, banners, mosaics, sculpture, kinetic or electronic art, or other art-forms.
5. Locate public art to draw visitors through the area and/or create points of interest.

**Street  
Environment****Guideline 1: Enhance Streets and  
Alleys**

Streetscape enhancements should unify the area, build identity and improve the pedestrian experience. Comfortable street furniture, lighting, and other amenities encourage walking, strolling and lingering.

**Guideline 2: Establish a Public  
Signage Program**

A unified program of public signage will add identity and direct visitors throughout the area. Public signage may include pedestrian- and vehicular-oriented identification and directional signs and banners.

**Guideline 3: Maintain Green  
Street's Intimacy**

Green Street features a special pedestrian-oriented scale and character, and a concentration of historic structures that should be preserved. The existing street trees add immeasurably to its charm.

**Recommendations:**

1. Improve streets and alleys in accordance with the Pasadena Playhouse District Concept Plan for Streetscapes, Walkways & Alleys.
2. Introduce streetscape elements that distinguish the area; artist-designed streetscape elements are encouraged, for instance street banners, site markers, bus stops, sidewalk paving patterns, etc.
3. Protect the intimate scale along Green Street; build a continuous frontage oriented to the street with frequent entries.
4. Maintain the street trees along Green Street; a scheduled pruning program to thin out the canopy is recommended.



**Pasadena Playhouse Design Guidelines****Site Planning****Guideline 1: Build Intensity Along Colorado Boulevard**

Develop more intensely along Colorado Boulevard to generate activity and establish its preeminence. The scale of development should not overwhelm the street, but it will clearly be denser than Green and Union Streets.

**Guideline 2: Reduce Parking's Visual Presence**

A pedestrian-oriented streetscape demands that parking's visual presence is minimized. This is especially important along Colorado Boulevard and Green Street.

**Guideline 3: Introduce Courtyards and Passages**

Construct a network of creative and inviting outdoor spaces that includes intimate courts and passages. Penetrate blocks to provide enclosed places that are memorable and pleasing to occupy.

**Recommendations:**

1. Concentrate development along Colorado Boulevard to sufficiently establish the street as the focus of the area; orient buildings and entrances to this street.
2. Redevelop parking lots with activity generating uses along the street edge; encourage structured and/or subterranean parking and mitigate parking's visibility along public streets.
3. Situate building volumes to clearly define, connect, and activate outdoor courts and passages; in general, outdoor spaces should be intimate, contained spaces, and function as an extension of interior space.
4. Establish visual and physical connections between streets, alleys, courts, and outdoor spaces; provide mid-block and off-street paseos and walks.

**Building Design****Guideline 1: Support Progressive Design**

Sophisticated, progressive designs will communicate the arts and cultural identity of the area. These will also build upon the Sub-district's unique design eclecticism.

**Guideline 2: Reference Historic Structures**

Although contemporary design solutions are encouraged, significant and noteworthy buildings in the area have qualities worthy of emulation. The scale, massing, and degree of facade articulation of new structures should be respectful of historical buildings.

**Guideline 3: Add Rich Visual Detail**

An amiable pedestrian character requires buildings with human-scale design elements and decorative detail that modulate the light and invite attention. Nonetheless, details must provide evidence of artistry and craftsmanship.

**Recommendations:**

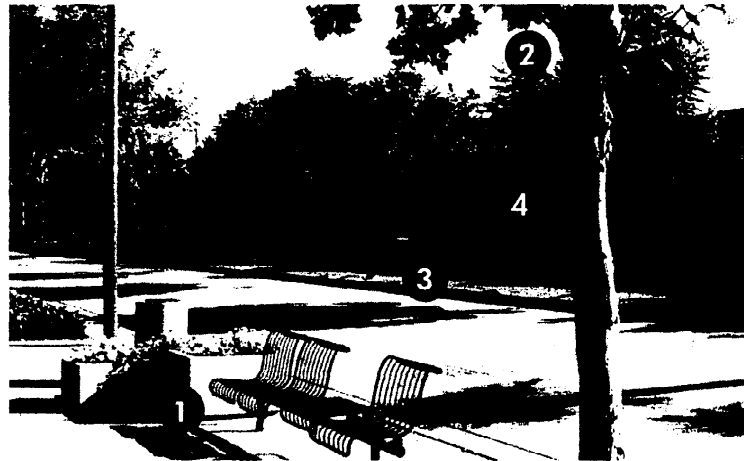
1. Demand a high level of design excellence that is appropriate to an arts-oriented district; variety within the context of a street-oriented development pattern is encouraged.
2. Provide for contemporary, progressive and innovative design throughout the area; designs should respect their context, but not mimic historic styles.
3. Respect the scale, massing, and articulation of adjacent historic buildings; massing should not overwhelm or diminish historic structures.
4. Avoid large, featureless building surfaces, especially along the street and outdoor passages; expansive ground floor windows with interesting displays and special detail at entrances are recommended.



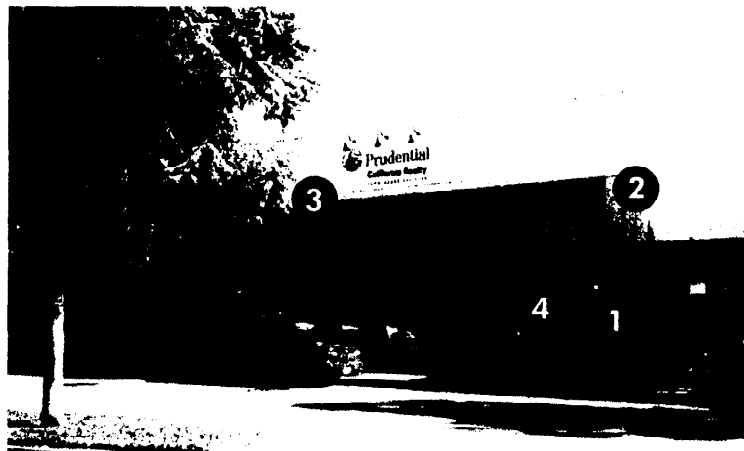
**Lake Avenue Design Precedent**



- 1. Ground floor walk-in commercial use (ex.: coffee shop)
- 2. Upper floor office
- 3. Outdoor dining
- 4. Street wall w/window openings



- 1. Street trees along Lake Avenue
- 2. Coordinated sidewalk furniture
- 3. Attractive landscape median
- 4. Continuous retail frontage



- 1. Individual expression of storefront
- 2. Simple, rectangular massing
- 3. Uncluttered facade
- 4. Expansive storefront windows



**Lake Avenue Design Guidelines****Sub-District  
Character****Guideline 1: Unify the Area**

Lake Avenue should present a distinct identity as one of Downtown's main commercial corridors. In particular, continuous ground floor retail will unify its image as a healthy and active pedestrian-oriented commercial street.

**Guideline 2: Highlight Colorado at Lake**

The intersection of Colorado Boulevard and Lake Avenue is one of the most significant Downtown. Design strategies should highlight this as a special and especially vibrant place.

**Guideline 3: Protect Adjacent Neighborhoods**

Extensive residential areas border the Sub-district along Hudson and Mentor Avenues. New development should be sensitive to the presence of these neighborhoods, respecting their low to mid-rise character.

**Recommendations:**

1. Encourage retail continuity to improve the pedestrian experience along Lake Avenue; provide for walk-in commercial uses along the sidewalk, including the ground floor frontage of office buildings.
2. Mark the intersection at Colorado Boulevard and Lake Avenue with identifiable building forms; strong corner massing with ground floor retail is recommended, as well as special treatment of the intersection.
3. Reduce scale and massing adjacent residential areas along Hudson and Mentor Avenues, and direct commercial activity and service functions away from these streets.
4. Screen residential uses from parking facilities and their impacts; emphasize the use of landscape buffers adjacent parking structures and lots.

**Street  
Environment****Guideline 1: Maintain Existing Enhancements**

A considerable investment in streetscape amenities greatly adds to the pleasure of walking and shopping along South Lake Avenue. Maintain and as appropriate augment these improvements.

**Guideline 2: Extend Streetscape Improvements**

A high level of streetscape amenity should be provided along the entire length of Lake Avenue. There is a particular need to extend improvements north of Green Street although the design expression may differ from that south of Green Street.

**Guideline 3: Identify Key Intersections**

Mark key intersections along Lake Avenue to orient visitors and celebrate the place. Special paving, landscape, signage, and public art at important nodes will add to the quality and identity of the street.

**Recommendations:**

1. Provide streetscape amenities along Lake Avenue north of Green Street; a consistent street tree planting is especially important.
2. Differ the streetscape design vocabulary along Lake Avenue north of Green Street, where office buildings dominate; for instance, street tree planting should be of a stature and formality appropriate to the scale and function of this stretch of the corridor.
3. Make a strong, monumental entry statement at the northern limit of the District.
4. Consider opportunities for more intense pedestrian use of the traffic islands at the intersection of Lake Avenue and Del Mar Boulevard; nonetheless, the treatment should be highly identifiable with public art as a major component.
5. Delineate crosswalks with special paving to communicate that pedestrians are important.





**Lake Avenue Design Guidelines***Site Planning***Guideline 1: Focus Development Along Main Corridors**

Because Lake Avenue and Colorado Boulevard are Downtown's most important commercial corridors, development along these streets should reflect their importance. Orient buildings along Lake and Colorado, and away from nearby residential areas.

**Guideline 2: Build Street Continuity**

An active commercial street relies on a consistent street-oriented frontage that draws pedestrians down the sidewalk. Therefore, minimize breaks in the building street wall.

**Guideline 3: Include Outdoor Rooms**

Outdoor rooms should become a more distinctive component of the Sub-district. In particular, provide spaces that further serve pedestrian comfort and mobility, for instance, gracious pathways that connect street, buildings and parking facilities.

**Recommendations:**

1. Build at or near the sidewalk along the length of Lake Avenue, as well as Colorado Boulevard, to establish a consistent street wall.
2. Orient main entrances toward Lake Avenue and Colorado Boulevard, with corner entries permissible at street intersections.
3. Restrict parking and service facilities from fronting on Lake Avenue and Colorado Boulevard.
4. Incorporate well-defined outdoor space with larger development projects; these may function as a comfortable transition between the building and the street, or serve as a connection to rear parking.
5. Allow entry forecourts in conjunction with larger office buildings; their size and dimension should create only a minor incident in the street wall.

*Building Design***Guideline 1: Promote Visual Harmony**

Visual harmony and a sense of place may be achieved by emphasizing the simplicity and clarity that is characteristic of many buildings along Lake Avenue (including late Moderne and International Style precedents). New construction should focus on these qualities.

**Guideline 2: Express Individual Storefronts**

A variety of storefronts adds richness and vitality to the street, and therefore, individual shops should be expressed. Transparent windows simply and effectively add three-dimensional interest; awnings and signage may also differentiate storefronts.

**Guideline 3: Emphasize Quality Detailing**

Many regard Lake Avenue as a high-end commercial street, suggesting quality detailing compatible with an uncluttered design motif. Use attractive and durable materials.

**Recommendations:**

1. Encourage contemporary design solutions; building facades should have a simple, uncluttered and harmonious appearance.
2. Employ simple, bold massing and emphasize rectangular forms.
3. Use horizontal regulating lines to establish a visual relationship between adjacent buildings, including buildings that differ in scale.
4. Incorporate high-quality materials and detailing; excessive ornamentation is discouraged and the number of materials should be limited.
5. Articulate individual storefronts, compatible with the overall building design; expansive storefront windows with engaging displays are encouraged.

