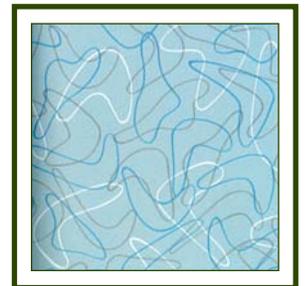


South Lake Avenue Streetscape Concept Plan

City Review Draft



ACKNOWLEDGEMENTS

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CITY COUNCIL

Sid Tyler, 6th District Councilperson

DESIGN COMMISSION

Andrew Wilson, Design Commissioner

SOUTH LAKE BUSINESS ASSOCIATION (SLBA)

Robert DePietro, Frank DePietro & Sons

Diane Grohulski, CFM, Merrill Lynch

Barry Jones, Branch Manager, Coldwell Banker Residential Brokerage

John Hicks, Relax the Back Store

John Howe, Vice President SLBA, The Howe Building

Joy Jacobson, Representative, SLBA

Carlton Maese, President SLBA, First Vice-President, CB Richard Ellis

CITY OF PASADENA STAFF

Richard Bruckner, Director, Planning & Development

Janessa Cotugno, Engineering Staff

Michael Monroe, Parks Supervisor

Robert Montano, City Coordinator, Business Districts

Martin Pastucha, Director, Public Works

Dan Rix, City Engineer

CONSULTANT TEAM

Simran Malhotra, Principal, The Arroyo Group

Larry Morrison, Founding Principal, The Arroyo Group

Stephen Carroll, Principal, EPT DESIGN

Brenda Wadsworth, Designer, EPT DESIGN

Herb Barnes, Graphic Design



CHAPTER 1

INTRODUCTION AND BACKGROUND



1.1 Introduction

The South Lake Business Association (SLBA) has retained The Arroyo Group team to continue the ongoing revitalization efforts for South Lake Avenue by initiating the South Lake Avenue Streetscape Concept Plan. The South Lake Business Association is a non-profit organization whose mission is to proactively promote and improve the economic interest of the membership and the property owners of the South Lake Business Improvement District (BID). The South Lake BID was formed in 1988 as means to enhance the basic services of the City of Pasadena through a variety of programs developed to maintain and improve the safety, ambiance and economic vitality of the District.

1.2 Project Area

South Lake Avenue is one of four established districts in Downtown Pasadena. The other three are Old Pasadena, Pasadena Civic Center/Mid-Town District and Playhouse District. The South Lake Avenue District extends from Colorado Boulevard on the north to California Boulevard on the south and Hudson Avenue on the west and Mentor Avenue on the east. Other east-west streets that intersect Lake Avenue within the District are Green Street, Cordova Street, Del Mar Boulevard, San Pasqual Street and Granite Drive. The Study Area for the South Lake Avenue Concept Plan, as shown in Figure 1.1, is the public right-of-way on South Lake Avenue between Colorado Boulevard and California Boulevard.

1.3 History¹

South Lake Avenue was a residential street until the opening in September 1947 of the Bullocks Pasadena department store, the “store of tomorrow” which was designed and merchandised to appeal to the “carriage trade” arriving by automobile. The architect, Welton Becket’s design style was influenced by the Late Moderne and International Style, and embraced the philosophy of “total design” which encompassed designing both the exterior as well as the interior of a building to achieve an overall unity. The former Bullocks is now Macy’s with much of the original design preserved.

In the early 1960s, the northern section of South Lake Avenue near Green Street began to develop as a financial and professional district. This growth continued during the



Historic Bullocks department store



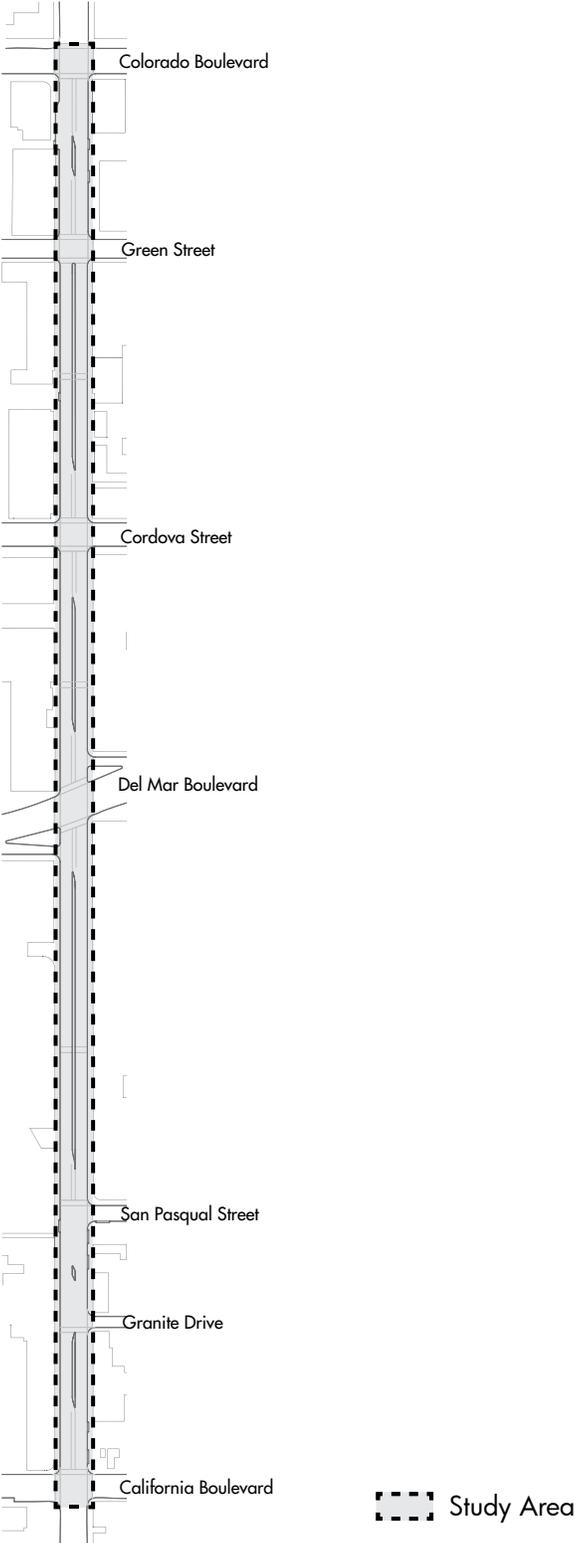
Current Macy's department store



Lake Avenue Panorama c. 1947

¹ Excerpted from the South Lake Business Association and City of Pasadena websites

Figure 1.1: South Lake Avenue Concept Plan Study Area



1970s and 1980s, significantly increasing the professional daytime population. A major renovation project, The Shops on South Lake, was undertaken around the Macy's store in the late 1990s, leading to the addition of over 136,000 square feet of retail and restaurant space on South Lake Avenue.

This tree-lined avenue offers a pleasant ambience and scores of top retailers, one-of-a-kind shops and boutiques, all nestled in with fine restaurants featuring outdoor European-style dining. In the first decade of the 21st century, South Lake Avenue continues to be an active downtown district with several new mixed-use projects that include retail, office and residential uses that are either in development or have been recently completed.

1.4 City of Pasadena Central District Specific Plan

Lake Avenue, from the 210 Freeway to California Boulevard, is one of four Downtown Sub-districts covered by the Central District Specific Plan (CDSP), which was adopted by the City Council in 2004. The CDSP regulates the private properties within the Specific Plan area and provides urban design recommendations for the public realm. In the CDSP, the City has set forth general goals for the character and overall functional role of Lake Avenue in its context of the Central District.

The CDSP outlines conceptual recommendations and contains general district-wide design guidelines that are presented as a foundation for future, more detailed site-specific planning efforts. The CDSP serves as a guideline and a starting point for this Streetscape Concept Plan process. The recommended Lake Avenue concept is illustrated in Figure 1.2.

Lake Avenue offers the image of a high-end commercial street with uses ranging from regional office space to local shopping. The objective of this Sub-district is to encourage a pedestrian-oriented character along the entire length of the street, while accommodating a range of commercial activities, emphasizing regional office space north of Green Street and shopping south of Green Street.

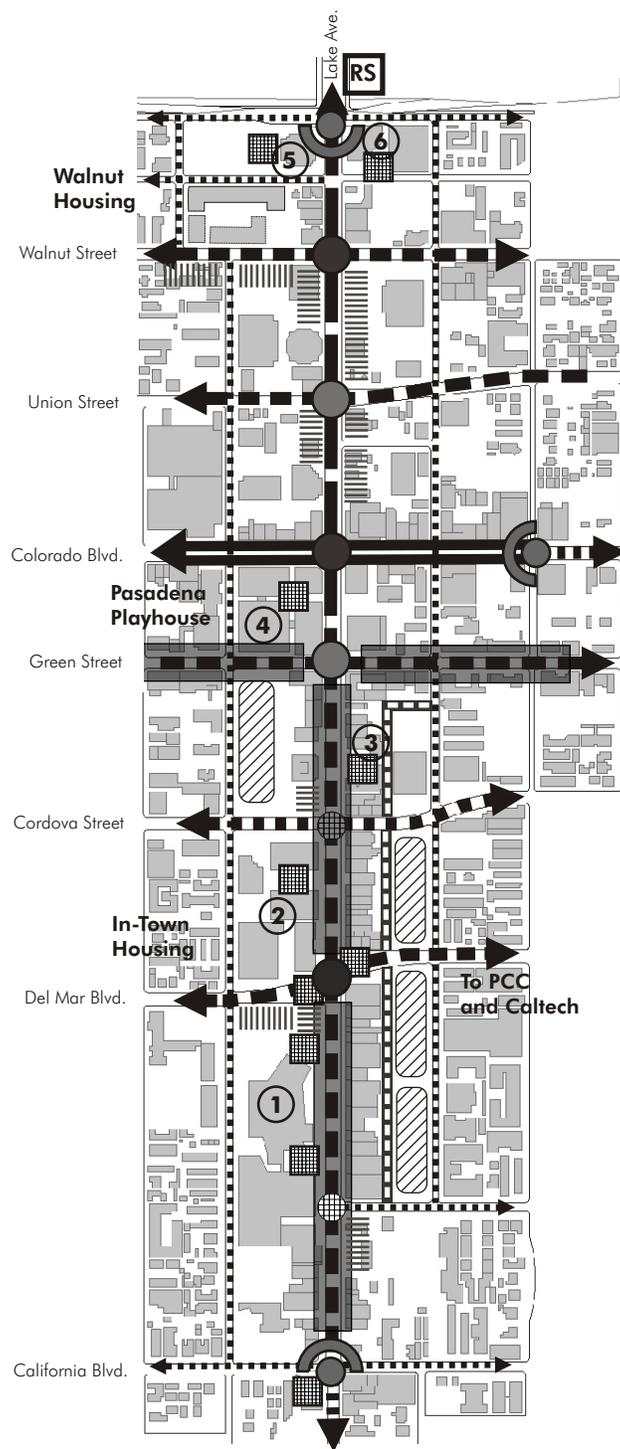
The Lake Avenue Sub-district is further distinguished into three Precincts that have a distinct character of their own. The southernmost of the three precincts is the South Lake Shopping Area, which extends from Green Street to California Boulevard, and mostly coincides with the boundaries of the Concept Plan Study.

Land Use Recommendations

The South Lake Shopping Area is a significant retail location serving a local market, in contrast to Old Pasadena that is a regional shopping and entertainment destination. Typically, buildings and uses are oriented to Lake Avenue with consolidated surface parking lots to the rear, making for a pedestrian-friendly retail street. The area should continue in this role, although the rear parking lots present an opportunity for compatible, residential and mixed-use infill development in conjunction with structured parking.

The CDSP recommends that Lake Avenue, south of Green Street should maintain its identity as an active and primarily (but not exclusively) local serving shopping and dining area, recognizing that there is a transition from more intense office to walk-in commercial uses between Green Street and Del Mar Boulevard. Infill and new construction projects should reinforce South Lake's role as a

Figure 1.2: Lake Avenue Concept (Central District Specific Plan)



Key Buildings / Landmarks

1. Macy's
2. Corporate Center Pasadena
3. The Commons
4. Pasadena Towers
5. 301 North Lake
6. Gateway Plaza

Key Places

-  Central District Gateway
-  Primary Focal Intersection
-  Secondary Focal Intersection
-  Important Pedestrian Crossing
-  Principal Outdoor Space
-  Rail Station
-  Infill Housing Opportunity Site (over retail parking)

Key Connections

-  Main Commercial Boulevard (streetscape priority / strong pedestrian-orientation)
-  Multi-modal Corridor / Office Corridor (streetscape priority / strong pedestrian-orientation)
-  Multi-modal Corridor / Shopping Street (maintain streetscape / strong pedestrian-orientation)
-  Multi-modal Corridor (streetscape priority / strong pedestrian-orientation)
-  Primary Pedestrian Connection (streetscape priority)
-  Secondary Pedestrian Connection
-  Alley / Alley Walkway
-  Opportunity to "Repair Street Edge" (enhance pedestrian-orientation thru building or landscape treatment)



pedestrian-oriented shopping street. Mixed-use projects with upper floor residential (for instance, loft housing) are generally acceptable along this stretch of Lake Avenue, provided a building primarily devoted to commercial use.

Urban Design Recommendations

The length of South Lake Avenue should be consistently excellent in appearance. In addition, this length demands the periodic provision of publicly accessible forecourts, plazas, courtyards, and similar outdoor spaces that are visually and physically connected to the street. Typically, these will be provided in conjunction with mixed-use and commercial development projects, and offer a respite from the activity on the street. The intersection of South Lake Avenue and Del Mar Boulevard offers a singular opportunity to develop a visual node that includes public outdoor space; an attractive intersection design that incorporates landscape improvements with the existing or modified traffic islands should be explored.

Street Environment Recommendations

1. Provide streetscape amenities along Lake Avenue north of Green Street; 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.

1.5 Purpose of Study

The South Lake Avenue Streetscape Concept Plan evaluates and makes recommendations for improvements in various elements of the public realm. These elements include:

- Street Trees
- Street Lighting
- Street Furniture: benches, trash receptacles, bicycle racks, and planter boxes
- Median Planting
- Banners

1.6 Process

An Advisory Committee comprised of members of City Council, Design Commission, SLBA as well as key City Staff was set up to assist with this effort. The consultant team met with the Advisory Committee at several stages of the process: Existing Conditions, Alternatives, and Draft Recommendations. In addition, at a walking tour with several members of the Committee, critical issues in the field were identified.

The agenda at the first of three meetings, held in December 2005, was to discuss the overall vision and to identify the elements to be addressed in the Streetscape Concept Plan. This meeting followed

CHAPTER 1

a walking tour taken with several members of the Advisory Committee in October 2005 and presented and confirmed findings made at that time. At the next meeting held in March 2006, the consultant team presented furniture vocabulary, planting, and lighting alternatives for the Avenue. The final meeting, held in May 2006, refined the Concept Plan recommendations and established a consensus plan prior to submittal to the City for review by various approval bodies.



Advisory Committee Meeting



Walking tour with the Advisory Committee



CHAPTER 2

EXISTING CONDITIONS AND IDENTIFIED ISSUES



This chapter describes and illustrates the existing conditions and issues regarding the South Lake Avenue streetscape environment. Input was garnered from the Advisory Committee at the first meeting and on a walking tour. Figure 2.1 illustrates the existing conditions along South Lake Avenue.

2.1 Architectural Style

Unlike the other three districts in Downtown Pasadena – Old Pasadena, Playhouse District and the Civic Center District – South Lake Avenue was primarily developed in the late 1940s to mid-1960s. The Macy’s (formerly Bullocks) building is the major architectural focal point. Mid-century modern is the predominant architectural style of the buildings along the street. There is a unique opportunity to create a distinctive identity for the district by working within this classic modern style.

2.2 Street Trees

South Lake Avenue has a well-established stand of mature street trees that dominates the streetscape. The tree canopy is seen as a positive element that adds comfort and appeal to the Avenue. The east side of the street is mainly planted with Evergreen Pear trees. The west side of the street has a mix of Evergreen Pear, London Plane and Chinese Pistache trees. Three Ficus trees are also located on the west side of the block, just north of California Boulevard. In several other blocks, an alternating pattern of London Plane and Chinese Pistache trees can be found.

A major issue to be addressed is that many of the trees are at a height that obscures business signage on the buildings. In order to maintain the health of the trees, the City also limits the amount of foliage that can be pruned at one time. Therefore, pruning has limited utility. Other problems include protruding and invasive root problems such as those found in the oversized Ficus trees near Borders bookstore (on the west side of the street between California Blvd. and Granite Drive).

Except for the block in front of Macy’s, most of the current trees do not comply with the City’s Street Tree Master Plan either in terms of species or spacing. The approved street trees for South Lake are Chinese Pistache (*Pistacia chinensis*) and London Plane (*Platanus acerifolia* ‘Bloodgood’) trees in an alternating pattern. The approved trees have a more open canopy that will allow some visibility to the buildings beyond them. In addition, both of the approved tree species are deciduous, which will not obscure signage for part of the year. Changing the tree palette to the approved trees would



Macy’s department store is the mid-century modern anchor in the district.



Two other buildings in the District that echo the mid-century modern aesthetic.



Ficus tree



Evergreen Pear tree



London Plane tree



Chinese Pistache tree



mitigate most of the visibility and size problems presented by the existing trees. However, the City has a strict policy restricting the removal of healthy trees. This policy prevents the blanket replacement of the non-conforming tree species with the approved tree types at one time. Phasing approaches for the tree replacement will need to be considered.

2.3 Median Planting



The median is planted with Jacaranda trees, Windmill Fan Palms, bird of paradise plants and turf.

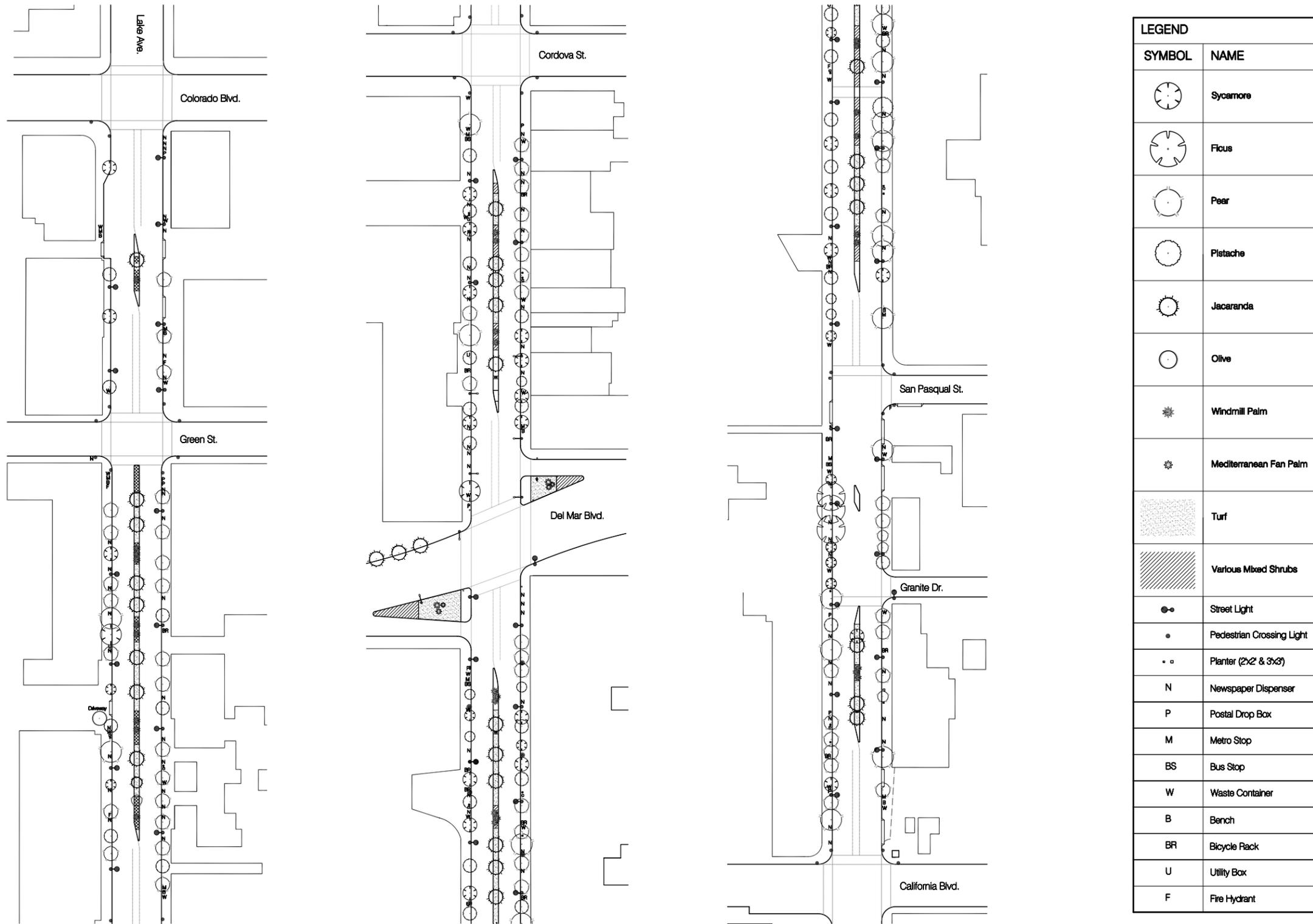
South Lake Avenue is unique in having a median within Downtown Pasadena. The median is seen as the essential element that makes South Lake Avenue distinct. It is a soft break in the width of the street. The median planting consists of two tree types, Windmill Fan Palm and Jacaranda trees. The ground plane consists of bird of paradise plants, a flowering groundcover and turf. The groundcover and bird of paradise plants are fairly overgrown, and at places block motorists' sightlines while driving. The Jacaranda trees and Windmill Palm trees are fairly healthy and mature, and should be retained, unless diseased. The rest of the planting in the median is aged and could be replaced.



The islands at Del Mar Boulevard are planted with Mediterranean Fan Palms, turf and roses.

Pedestrians jaywalking through the median planting are a concern. Plant types that are "less inviting" could mitigate that problem by keeping pedestrians to the established crossings. Providing additional mid-block pedestrian crossings through the medians is also seen as a strategy for calming traffic and improving pedestrian safety, allowing pedestrians safe places to cross. Two more should be considered, one between Green Street and Cordova Street and another between Cordova Street and Del Mar Boulevard. These mid-block crossings would also make businesses on either side of the street more accessible to visitors.

Figure 2.1: Existing Conditions



2.4 Street Lighting

Vehicular-scaled square-head streetlights provide street lighting on South Lake Avenue. No pedestrian light fixtures are present. Nighttime lighting at the pedestrian scale is limited to spill-out light from retail display windows and is at fairly low levels, creating a perception of lack of safety. Pedestrian lighting is needed to supplement the overhead square-head streetlights. Improved lighting will enhance the pedestrian experience and activity. It may encourage businesses to stay open longer in the evenings. Improved pedestrian lighting is seen as one of the most important elements for improving the streetscape and pedestrian experience in the area. The use of pedestrian light fixtures on side streets and paths leading to the Avenue could be explored as a strategy for pedestrian wayfinding.

An additional element that deserves further consideration is uplighting trees. Uplights for the trees in the medians are also seen as important additions to the desired nighttime aesthetic. However, the environmental issue of lighting the sky at night will need to be taken into account.



Existing vehicular-scaled square-head street light

2.5 Street Furniture

The street furniture on South Lake Avenue consists of a variety of styles and materials.

Bus Shelters

Bus shelters are located at three of the thirteen bus stops within the Study Area, in front of Borders Bookstore, Macy’s and Souplantation. An additional bus shelter is located just to the east of Lake Avenue on Del Mar Boulevard outside the Study Area.



Three bus shelters are located within the District.

Benches

Benches are primarily located at bus stops and in bus shelters, with the two types of benches differing in style. In addition, several restaurants, such as Corner Bakery and Crocodile Café, provide outdoor seating. The merchants in the area consider benches an “attractive nuisance,” becoming home to the homeless, and being used as bicycle racks. As a result of these problems, other freestanding benches, excluding those at bus stops or in front of particular businesses, have recently been removed from South Lake Avenue.



Bus stop bench

The benches located at the bus stops are not appropriate for the area in terms of style. The bench, which is the same as that found in Old Pasadena but in a different color, is “too historic” in appearance.



District trash receptacle



Trash receptacle at the bus shelters



Cutouts with decomposed granite provide room for tree roots.



Two types of bike racks can be found in the District.



Newspaper vendor boxes along South Lake Avenue

The benches in the bus stop shelters are also of a different style. Overall consistency of these elements is very desirable.

Trash Receptacles

Trash receptacles along South Lake Avenue vary in design and are irregularly placed along the street. Trash receptacles are located adjacent to most bus shelters. Selecting an appropriately-styled trash receptacle that fits with the overall furniture palette and meets the City’s specification to assure maintenance and loading are significant criteria.

Tree Grates

There are no tree grates on South Lake Avenue. Tree grates are difficult to add to already mature trees and are very costly. The larger cutouts with decomposed granite found in front of Macy’s are appropriate and could be explored for the rest of the trees as well.

Bicycle Racks

A few bicycle racks can be found along the street. In general, the bicycle-rack is the selected City bicycle rack, in the form of an inverted “U.” Providing additional racks at strategic locations will fulfill a need in the area that is evidenced by bicycles being locked to benches and bus shelters.

Newspaper Vendor Boxes

Newspaper vendor boxes proliferate throughout the district and several do not have proper permits. A small number seem to be abandoned and are not refilled on a regular basis. The City is exploring policies that regulate, monitor, and enforce location, quantity and use. The owners of the non-compliant units are being cited and the units removed.

Planter Boxes

Plant materials in planter boxes have been sporadically located throughout the district. These planter boxes are two feet by two feet or three feet by three feet in cast concrete. Plant materials in the planter boxes are generally flowering annuals, date palms and rosemary. During the holiday season, the plants (date palms and rosemary) are replaced with poinsettias. The style and size of the concrete planters are unique and appropriate to the image of the Avenue. Obtaining more and placing them in tight clusters can achieve higher visual impact.



Concrete planter boxes in two sizes are placed in clusters along the street.

2.6 Gateways

East/West Gateway

The traffic islands at Del Mar and Lake Avenue are an opportunity to make a visual impact and a gateway-type statement. They are currently “under-highlighted.” The planting areas, which have Mediterranean Fan Palms, turf and roses, need updating. While these islands have been previously used as event sites such as a petting zoo, etc., these are inappropriate activities due to traffic and safety issues.



Understated monument sign in the median

North South Gateway

Gateway treatment that may include banners is appropriate at Green Street and at California Boulevard. The existing monument signs in the median are very understated and should be lit better to improve their visibility, especially at night.



Monument sign



Sidewalk dining



Corner Bakery node

2.7 Pedestrian Nodes

Several pedestrian nodes with seating areas can be found along South Lake Avenue, and are usually associated with a coffee shop or restaurants. Even though these pedestrian nodes are primarily in private ownership and not within the public streetscape, elements in the streetscape should acknowledge them. These areas should be considered for placement of furniture and other amenities, and respond to circulation patterns. These are the areas on the street where people can linger.

2.8 Banners

No District banner program presently exists on South Lake Avenue, although standard-sized event banners are periodically installed by the City on the overhead light fixtures. Typically, banners are attached on both the street and building side of light poles, although those on the building side of the pole are often not visible from the street. A study of the visibility of the currently installed banners on South Lake Avenue reveals that the tree canopy obscures over 41% of the banners.

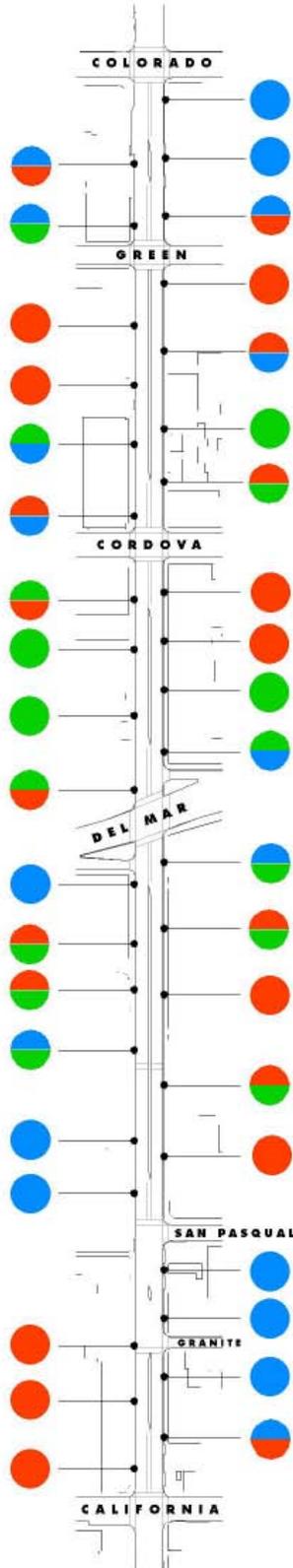
2.9 Shoppers Lane (between Cordova Street and Green Street)

The parking areas in Shoppers Lane are where visitors first experience South Lake Avenue. The problems are manifold, including the visual appearance of the many and varied trash dumpsters and lack of amenities along the roadway. The consultant team is conducting a separate study to address these issues.

2.10 Parking and Pedestrian Circulation

Since such a large portion of the parking is located off-street, way-finding strategies for pedestrians would be beneficial and improve the comfort and usability of the area. These way-finding strategies could include signage that lists store locations accessible from the parking areas. Pedestrian pass-throughs would also improve store accessibility from the parking areas.

Figure 2.2: Vehicular Visibility of the Current Banner Program



● clearly visible



● partially visible



● obscured by trees

39 street light poles

78 banner sides ◐ North facing ◑ South facing

32 banner sides obscured by trees



CHAPTER 3

CONCEPT DESIGN



The Macy's building (formerly Bullocks) with its "mid-century modern" design has been identified as the architectural focal point of the Avenue. Besides the Macy's building, several other buildings built in the 1940s and 1950s can be found on the street. Mid-century modern style makes the South Lake District distinct; this style is not found in any other location in Downtown Pasadena.

3.1 Mid-century Architecture and Product Design

Mid-century modern is a design term applied most frequently to commercial and residential architecture, interior design and furniture. Related to the Space Age, the International Style and Googie, mid-century modern translated the ideology of Modernism into a sleek, cool, yet accessible lifestyle. Mid-century modernism was more organic in form and less serious than the International Style. Scandinavian and Finnish designers and architects were very prolific at this time, with a style characterized by simplicity, democratic design and organic shapes. They had a worldwide influence on Mid-century modernism, especially in the United States. Mid-century modernism has become popular in recent times, and has influenced contemporary modern design profoundly. Iconic examples of 1950s seating, materials, lighting, automobiles, and other objects from daily life have entered everyday design consciousness and are now going through a re-emergence, especially in Southern California.



Former Bullocks building



Macy's building

Designers of the mid-century modern era include: Eero Saarinen, Arne Jacobsen, Alvar Aalto, Rudolf Schindler, Richard Neutra, Charles and Ray Eames, George Nelson, Hans Wegner, and Craig Ellwood. A photographic array of classic items from the mid-century era is shown on the following pages. A brief description of some of the designers' achievements is as follows:

Harry Bertoia, an Italian-born artist and designer, worked with Charles Eames in the 1940s on ergonomic studies that would be used to create practical forms for furniture. He is best known for designing a series of five wire chairs that are innovative, comfortable and strikingly handsome. A classic, modern design that enhances any environment, Bertoia's wire chairs remain a fascinating study in bent metal and a fixture of mid-century design.

Marcel Lajos Breuer, architect and furniture designer, was an influential modernist. One of the fathers of Modernism, Breuer showed a great interest in modular construction and simple forms. Breuer studied and taught at the Bauhaus in the 1920s, stressing the combination of art and technology. He later practiced in Berlin, designing houses and commercial spaces, as well as a number of tubular metal furniture pieces, replicas of which are still in production today. Breuer may be best known for his design of the Wassily Chair, the first tubular bent-steel chair, designed in 1925 for Wassily Kandinsky and inspired in part by bicycle handlebars. Still in production, the chair can be assembled and disassembled most easily with bicycle tools.

Mid-Century Design Icons



Ball clock, George Nelson, 1947



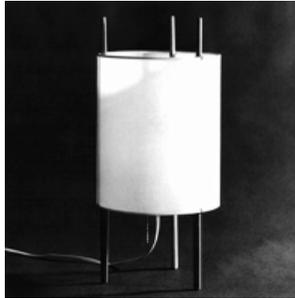
Butterfly stool, Sori Yanagi, 1956



Case Study House, Pierre Koenig



Private home, Lawrence Halprin c. 1948



Lamp, Isami Noguchi, 1945



Chevrolet Bel Air Impala, 1958



Case Study House #22, Pierre Koenig



Boomerang pattern, Formica, 1958



Guggenheim Museum, Frank Lloyd Wright

Mid-Century Design Icons



Ant Chair, Arne Jacobsen, 1953



PH5 Lamp, Paul Henningsen, 1957



Donnell Garden, Sonoma, Thomas Church 1948



Chaise Lounge, Charles Eames, 1948



Vase, Alvar Aalto, 1937



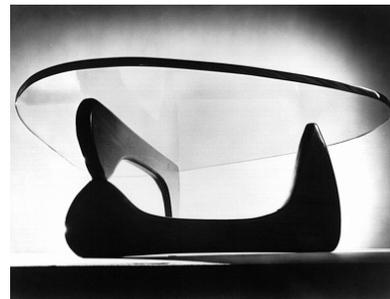
Molded Plywood chair, Charles Eames, 1944



Wire-base table, Isamu Noguchi, 1948



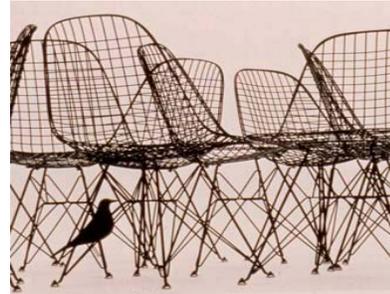
Diamond Chair, Henry Bertoina, 1952



Coffee table, Isamu Noguchi, 1944



Platform bench, George Nelson, 1947



Wire Chairs, Charles Eames, 1951

Ray and Charles Eames may be the most notable couple in the history of the field of industrial design. Influential in the field of architecture, film and photography, Charles and Ray Eames also made major contributions to the emergence of industrial design as a mature discipline. In the 1950s, the Eameses continued their work in architecture and furniture design, often (like in the earlier molded plywood work) pioneering innovative technologies, such as the fiberglass and plastic resin chairs and the wire mesh chairs designed for Herman Miller.

George Nelson, an architect who graduated from the Yale School of Architecture, turned successfully toward product, graphic and interior design. In the 1950s, he became Herman Miller's design director, an appointment that became the start of a long series of successful collaborations with Ray and Charles Eames, Harry Bertoia, Richard Schultz, Donald Knorr and Isamu Noguchi. He set new standards for the involvement of design in all the activities of the company, and in doing so he pioneered the practice of corporate image management, graphic programs and signage.

Richard Neutra is considered one of modernism's most important architects. He studied under Adolf Loos, was influenced by Otto Wagner, and worked for a time in Germany in the studio of Erich Mendelsohn. He moved to the United States by 1923 and briefly worked for Frank Lloyd Wright before accepting an invitation from his close friend and university companion Rudolf Schindler to work and live communally in Schindler's King's Road House in California.

Isamu Noguchi, a notable 20th century artist and landscape architect, is also well known for designing stage sets for various Martha Graham productions; as well as designing many mass-produced objects such as lamps and furniture, some of which are still manufactured and sold today.

3.2 Mid-century Graphic Art and Textile Design

In the 1950s, textile and graphic designers broke from long-held design tradition to begin creating patterns inspired by current movements in painting, sculpture, architecture, and technology. The new direction in design and graphic expression reflected a modern world in the midst of tremendous technological discovery and change. These designs continue to resonate in our culture and influence design worldwide. The patterns and graphics of these mid-century designers inspire the design recommendations for South Lake Avenue:

Alexander Girard was known for his interior designs and textile design for Herman Miller. Girard revolutionized the look of the North American interior by making vivid colors, bold geometric patterns, and overlapping graphic shapes integral to home textiles.

Maija Isola, a Finnish designer, joined Marimekko, a leading Finnish textile and clothing design company in 1949 where her avant-garde patterns and bold abstractions were influenced by African art and Slovakian Folk motifs. Isola gained acclaim in the United States in the Design in Scandinavia exhibition. Her mid-century fabric designs are regarded as classics today.

Arne Jacobsen was one of Denmark's most influential 20th century architects and designers. The design of his buildings and household products, such as his Swan and Egg Chairs, combined modernist ideals with a Nordic love of naturalism. He integrated architecture, furniture, textiles, fixtures, and landscape to achieve complete unity and coherence in design.

Roberto Burle Marx, a Brazilian landscape designer, artist, ecologist, and naturalist broke from the “English Garden” tradition of garden design to create landscape compositions similar to abstract paintings. The sensuous forms of his landscapes however, relate to one another to create harmony and interest. He is regarded as one of the greatest landscape architects of the 20th century.

Verner Panton was one of the most remarkable and innovative designers of the 20th century. He created with imaginary vision; his furniture, landscapes, and textiles are strikingly bold. He was a master of the fluid, futuristic style of 1960s design, which introduced the Pop aesthetic to furniture and interiors.

Examples of textile patterns by these designers are shown on the following pages.

3.3 Overall Design Concept

The textile patterns, graphic art, landscape architecture, and furniture design of the mid-twentieth century are a source of inspiration. These influences are interpreted and adapted to the scale of the street to create a distinct place that has classic appeal, whimsy, and is visually stunning. The mid-century modern aesthetic shapes the streetscape and influences the street furniture and planting design.

The streetscape design is intended to enhance the function of the street, and the comfort of pedestrians and motorists, while creating an engaging and memorable place. The street furniture vocabulary, including the benches, lighting, trash receptacles, and bicycle racks, etc. reflects that aesthetic and keeps to a classic look and feel, without getting trendy or kitschy. Mid-century textile patterns are interpreted into planting patterns for the medians and islands, as described in the following chapter.

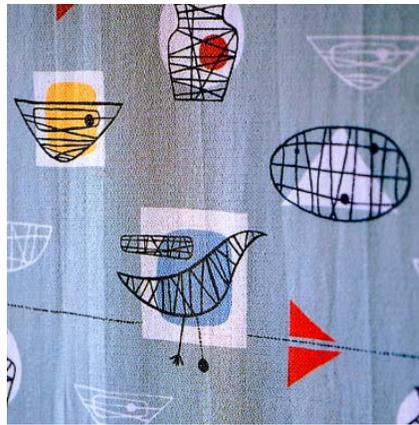
The colors and the materials recommended for the streetscape elements are also inspired by the mid-century aesthetic. Silver is established as the District color for street furniture and the gray-green and blue-green colors of the plant palette echo the popular Formica and fabric colors of the era.

South Lake Avenue’s pinnacle of commercial success was reached in the 1950s and 1960s; and a return to the aesthetic of that era can signal revitalization and the success of that time.

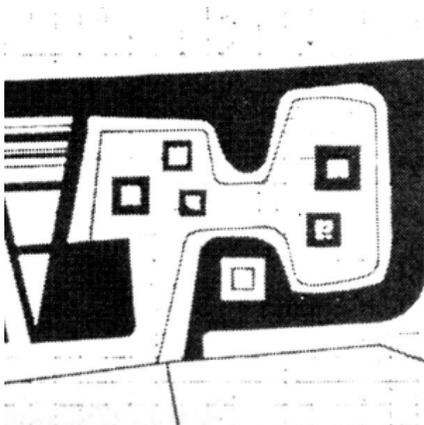
Mid-Century Textile patterns



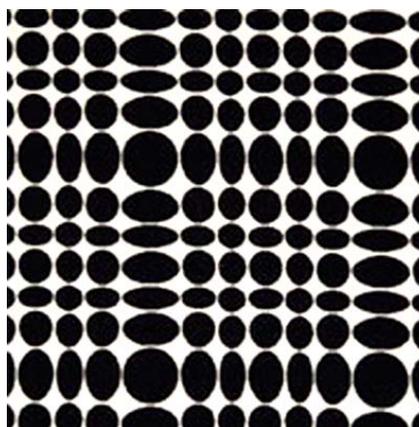
Alexander Girard, "Facets", 1952



Maia Isola

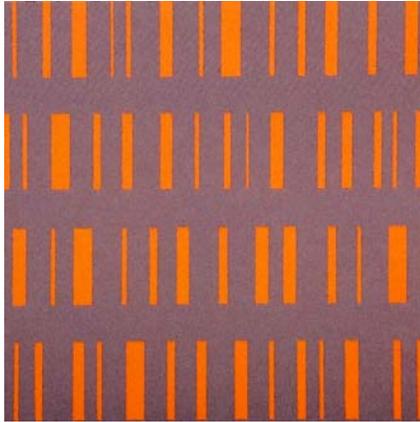


Roberto Burle Marx, 1955

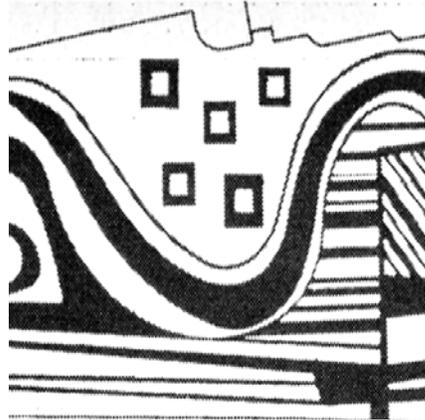


Verner Panton "Unisol" 1965

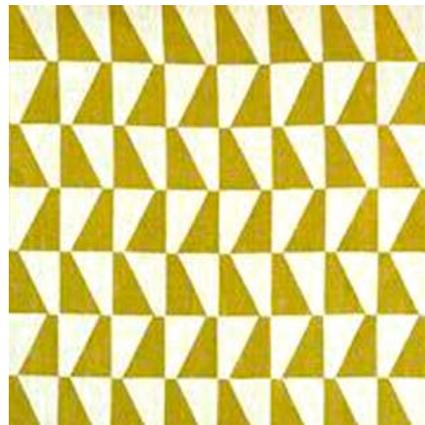
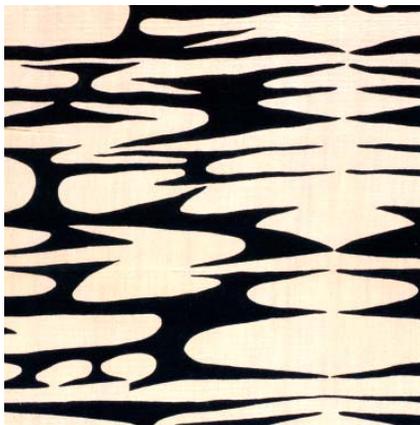
Mid-Century Textile patterns



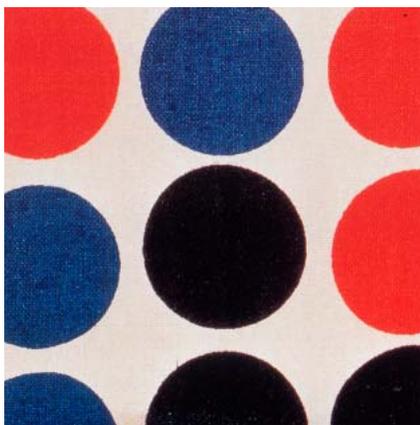
Alexander Girard, "Roman Stripe", 1952



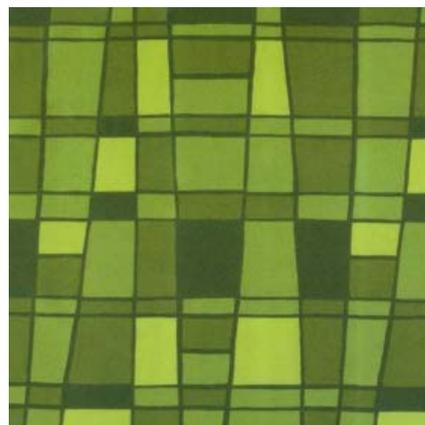
Roberto Burle Marx, 1955



Arne Jacobsen "Trapez" 1949



Alexander Girard, "Circles", 1952



Maija Isola "Pohjanmaa" c. 1953



CHAPTER 4

LANDSCAPE DESIGN



4.1 Street Trees

South Lake Avenue has a well-established stand of mature street trees that dominates the streetscape. As described in Chapter 2, tree types found along South Lake Avenue include Evergreen Pear, Ficus, London Plane and Chinese Pistache trees.

Proposed Street Trees

The established street trees for South Lake Avenue in the City of Pasadena Street Tree Master Plan are Chinese Pistache (*Pistacia chinensis*) and London Plane (*Platanus acerifolia* ‘Bloodgood’) trees in an alternating pattern. This plan recommends that over time, the non-complying trees be removed and replaced with the designated trees.

Phasing

A street tree removal and replacement program is recommended for South Lake Avenue to replace the existing trees with the Pasadena-approved street trees. The program will be based on an arborist’s analysis that identifies the specific trees for replacement and establishes a schedule to do so. The Urban Forestry Advisory Council (UFAC), in other City design processes, has supported similar plans, which are phased over twenty years and implemented in seven-year increments. In general, it is recommended that no more than one-third of the trees on any block face be replaced at a time. Replacing the trees on the east side of South Lake Avenue across from Macy’s is a suggested priority; this would result in a cohesive streetscape at the commercial core of the District.



Chinese Pistache and London Plane trees

4.2 Median

South Lake Avenue is unique within Downtown Pasadena in having a street median. The median planting consists of two tree types, Windmill Fan Palm and Jacaranda trees as well as other plants. The ground plane consists of bird of paradise plants, a flowering groundcover and turf. The Jacaranda trees and Windmill Palm trees are fairly healthy and mature while the rest of the median planting is aged and should be replaced.

Design Criteria and Functional Requirements

The street medians present an opportunity to make a striking visual statement along South Lake Avenue. The existing Jacaranda and Windmill Fan Palm trees will be retained, but a new ground-level planting pattern and palette will infuse the streetscape with new color and give the feeling of ‘garden in the city.’



Existing median

The median planting will:

- Be mid-century modern – classic,
- Be drought tolerant,
- Have strong ‘architectural’ form,
- Coordinate with existing colors and plant types,
- Be less than 30 inches high to preserve site lines, and
- Discourage mid-block jaywalking by pedestrians.

Plant Palette

The planting palette for the South Lake Avenue streetscape, as shown on the following page, will be drought-tolerant, consisting primarily of succulents and decorative, native grasses in gray-green and light blue-green tones. Violet and yellow accent plants will give visual punctuation in the field of blue-green. These plants have been chosen for their strong architectural forms that work well when planted in patterns, distinct coloring, and low maintenance requirements.

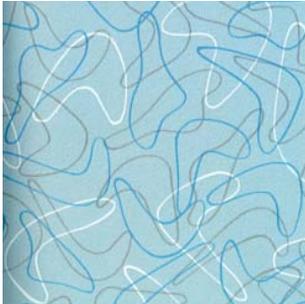
Median Design Concept

The South Lake Avenue median planting is inspired by mid-century textile patterns. Three geometric patterns have been chosen for the medians, establishing a ‘language’ that is easily read and memorable. The patterns will add a dynamic quality to the street; they will have a traffic-calming effect for motorists, and be eye-catching and interesting for pedestrians. The view of the streetscape from surrounding buildings will be visually stunning.

A horizontal stripe pattern that emulates Alexander Girard’s “Roman Stripe” fabric designed for Herman Miller (1952) will be used in the shorter medians near Colorado and California Boulevards and the short median in the heart of the District between Del Mar Boulevard and Cordova Street, as illustrated in Figure 4.1. The use of this repeating pattern at the ‘entries’ and ‘center’ of the South Lake Avenue streetscape will give the street continuity.

Two different patterns will be used in the two remaining longer medians, as illustrated in Figure 4.1. The median between Green Street and Cordova Street will feature planting in a pattern similar to Maija and Kristina Isola’s “Pojanmaa” fabric designed for Marimekko (c. 1953). Arne Jacobsen’s “Trapez” pattern (1949) will be the inspiration for the planting in the median between Del Mar Boulevard and San Pasqual Street.

Planting Palette



Blue-Green Formica "Skylark Boomerang" 1958



Agave 'Blue Flame' (30") Agave



Agave gypsophila (24-36") Gypsum Century Plant



Agave macroacantha (24") Black-spined Agave



Agave parryi var. truncate (24" - 36") Agave



Decomposed Granite - Gray



Echeveria elegans (12") Mexican Snowball



Helictotrichon sempervirens (24") Blue Oat Grass



Leymus condensatus 'Canyon Prince' (36") Wild Rye



Senecio mandraliscae (18") Senecio



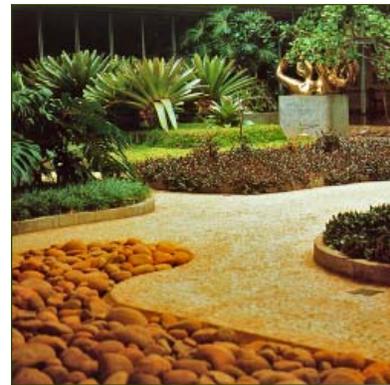
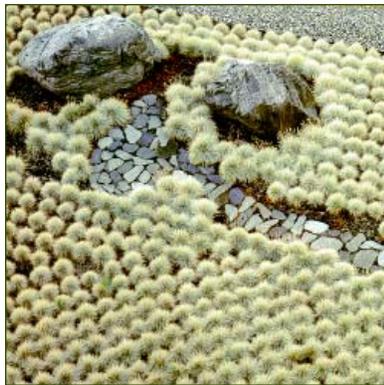
Stachys lanata (12") Lamb's Ears



Tradescantia pallida 'Purpurea' (12"-18") Purple Queen

Maintenance

The planting patterns will be established in the medians with a 2-inch wide recycled plastic header board. The header will provide a clean line between plant types, is very durable, and will keep the plants separate over time. The chosen plant palette is drought-tolerant and will require very little maintenance. The plants will be placed in tight configurations that will discourage jaywalking. Maintenance access will be accommodated for the ground-level lights that will illuminate the tree canopies in the medians. Access to junction boxes and trees will also be made available for the installation of holiday twinkle lights on the trees.



Examples of planting patterns

4.3 Islands at Lake Avenue and Del Mar Boulevard

The medians, or traffic islands at Del Mar Boulevard and Lake Avenue are planted with turf, roses and Mediterranean Fan Palms. Because of the traffic levels of Del Mar Boulevard, the islands cannot be considered as public space in which people would be likely to spend time, but more of a landscaped gateway – a visual element for motorists and green relief to the wide street right of way.



Island at Del Mar Boulevard and South Lake Avenue

Design Criteria and Functional Requirements

The design and planting of the islands at South Lake Avenue and Del Mar Boulevard is intended to create a striking visual entryway and memorable landmark.

The planting and design of the islands will:

- Be mid-century modern - classic,
- Coordinate with the South Lake Avenue medians in plant types, color, and geometry, and
- Create a visual/experiential gateway.

Islands Design Concept

Two alternatives were considered for the islands' configuration. In one of the alternatives, the islands were relocated to the edge of the street and attached to the sidewalk, providing a continuation of the sidewalk area. However, this alternative had several drawbacks including reduction in usable space due to the change in the curb's turning radius, and little improvement in pedestrian safety, given the high cost of reconfiguring the islands and moving the associated infrastructure.

Therefore, the islands will remain in their existing configuration and continue to function as separators of the right turn lanes from the east-west through-traffic. They will be designed as a landscaped gateway to Lake Avenue using planting and a colored pavement treatment. They will be planted with the same plant palette as the medians, but in a biomorphic pattern inspired by Roberto Burle Marx, a Brazilian landscape architect and artist whose mid-century work has been very influential. This more naturalistic, or flowing pattern will contrast with the geometric planting patterns in the medians. The pattern will be mirrored on each island; scaled down slightly for the smaller eastern island. The existing Mediterranean Fan Palms will be retained in the new planting scheme.

The pattern established in the island with planting material and decomposed granite will be carried through the paving of the right turn lanes and on to the sidewalk by scoring and staining the concrete. The concrete will be saw-cut, lightly sandblasted, and stained to reflect the pattern. For minimal cost and time spent, this treatment will have a dramatic effect on the street and create a striking gateway for the Avenue. Colors will be variations of gray that will not show tire marks.

The concrete on the north turn lane (near Shoe Pavilion) may need to be completely replaced due to damage over the years before the staining is done. It is recommended that in the process of concrete repair, the sidewalk be widened a few feet as was done on the south side of the intersection (near Orvis). A widened sidewalk would be desirable for pedestrians; it shortens the street crossing distance and gives more room for seating and sidewalk elements like planters. An expanded sidewalk would need to be approved by the City of Pasadena's Transportation Department.

The square concrete planters found on Lake Avenue will also be placed around the corner on Del Mar Boulevard to integrate the intersection with the rest of the district and become an element of the overall South Lake Avenue gateway treatment. The planters will be placed on the street edge of the sidewalk as visibility allows.

Planters that echo the cube form of the existing sidewalk planters will be installed in the islands as accents. These accent planters are constructed of translucent polyurethane that can be illuminated.

Maintenance

As in the medians, the planting patterns will be established in the islands with a 2-inch wide recycled plastic header board. The header will provide a clean line between plant types, is very durable, and will keep the plants separate over time. The chosen plant palette is drought tolerant and will require very little maintenance. Maintenance access will be accommodated for the ground-level lights that will illuminate the tree canopies in the islands. Access to junction boxes and trees will also be made available for the installation of holiday twinkle lights on the trees.



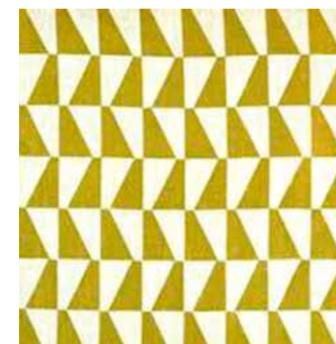
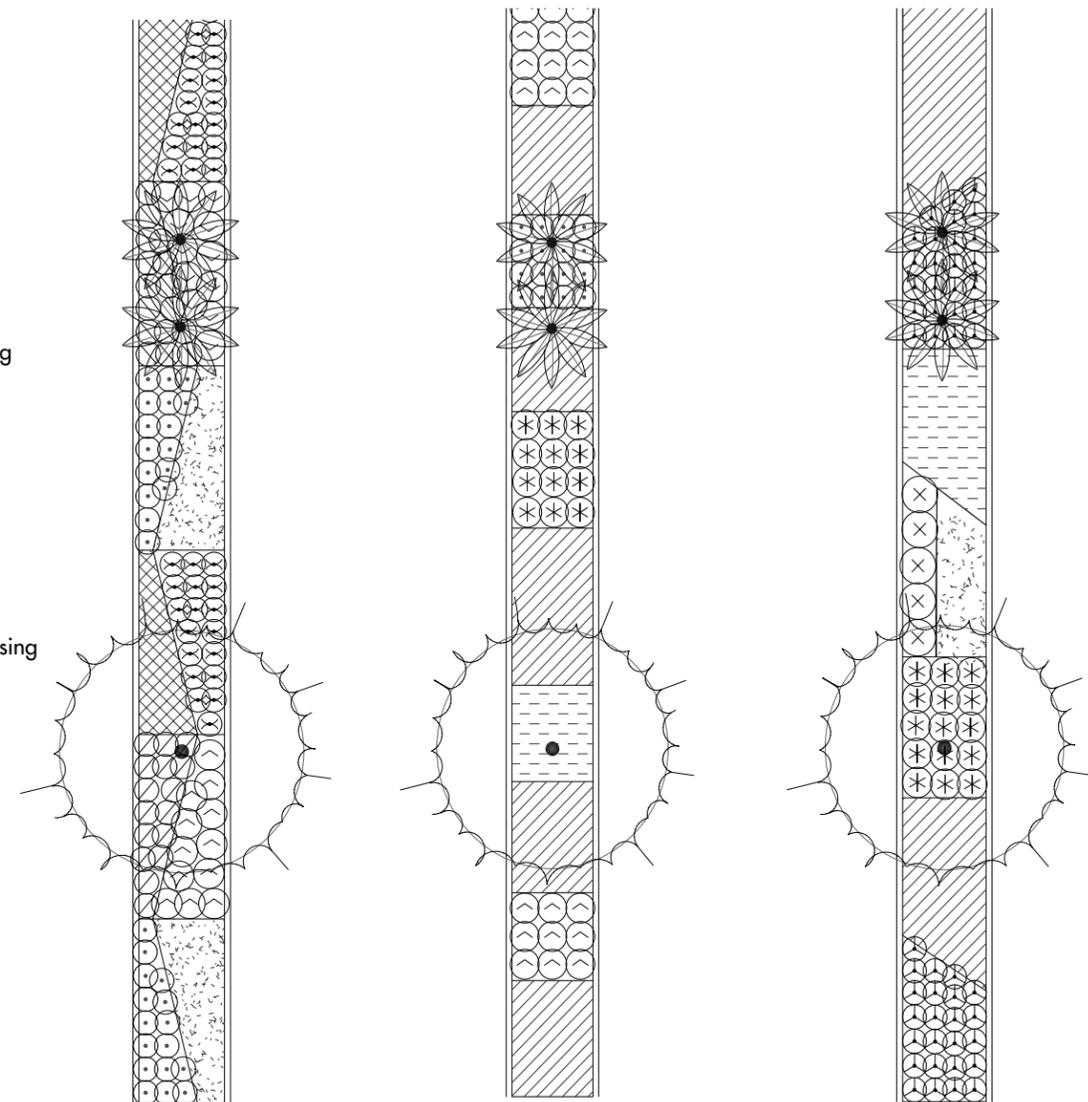
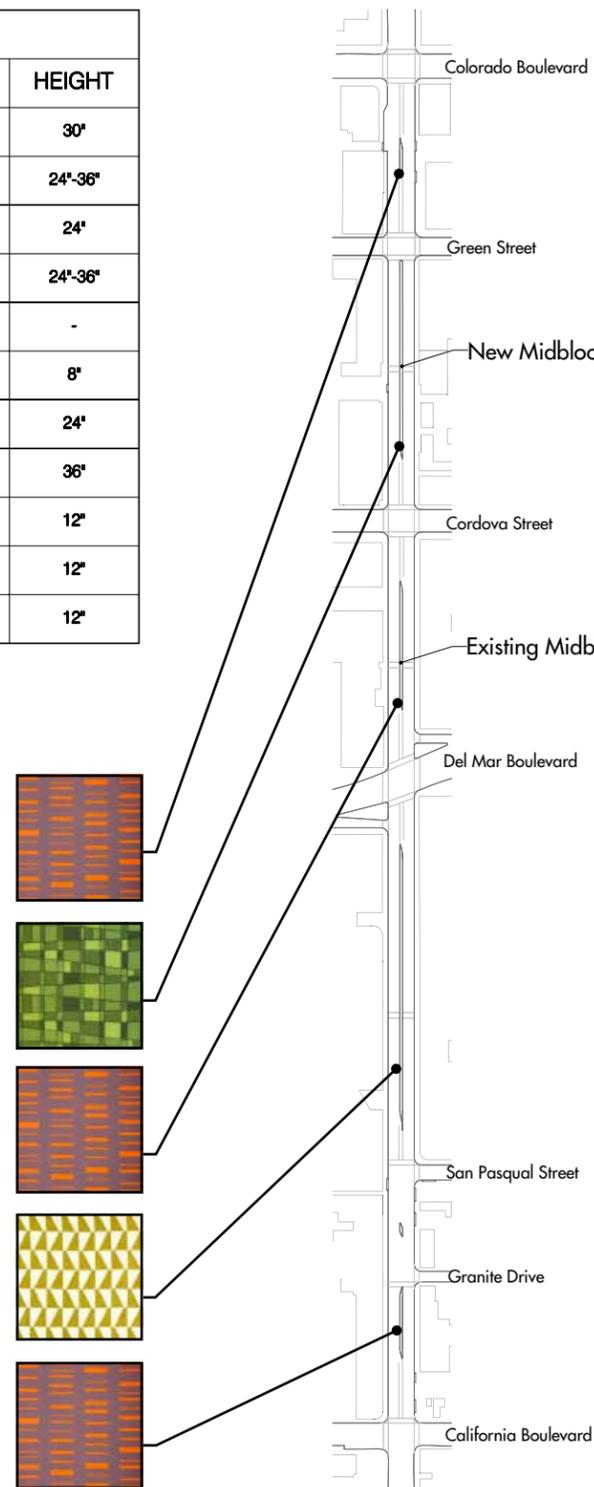
Light box



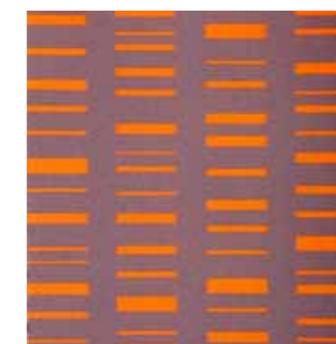
Translucent accent

Figure 4.1: Median Planting

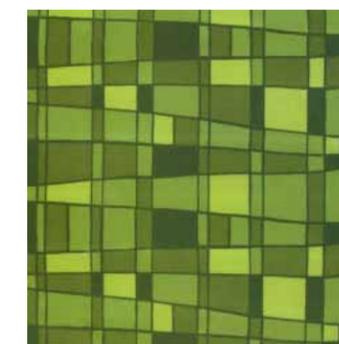
PLANTING LEGEND:					
NO.	SYMBOL	NAME	SIZE	SPACING	HEIGHT
1	⊙	Agave 'Blue Flame' Agave	5 Gal.	2'	30"
2	⊕	Agave gypsophila Gypsum Century Plant	5 Gal.	3'	24"-36"
3	⊗	Agave macroacantha Black Spined Agave	5 Gal.	3.5'	24"
4	⊙	Agave parryi var. truncate Agave	5 Gal.	3'	24"-36"
5	⊙	Decomposed Granite Gray	-	-	-
6	⊗	Echeveria elegans Mexican Snowball	1 Gal.	9"	8"
7	⊗	Helictotrichon sempivirens Blue Oat Grass	5 Gal.	2'	24"
8	⊗	Leymus condensatus 'Canyon Prince' Wild Rye	5 Gal.	2.5'	36"
9	⊗	Senecio mandraliscae Senecio	1 Gal.	1.5'	12"
10	⊗	Stachys lanata Lamb's ears	1 Gal.	1'	12"
11	⊗	Tradescantia pallida 'Purpurea' Purple Queen Tradescantia	1 Gal.	2'	12"



Arne Jacobsen "Trapez" 1949



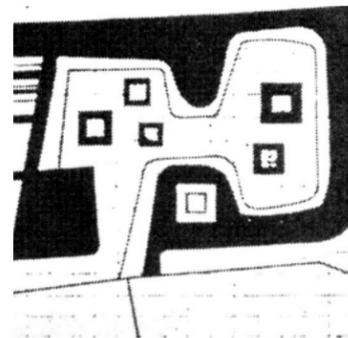
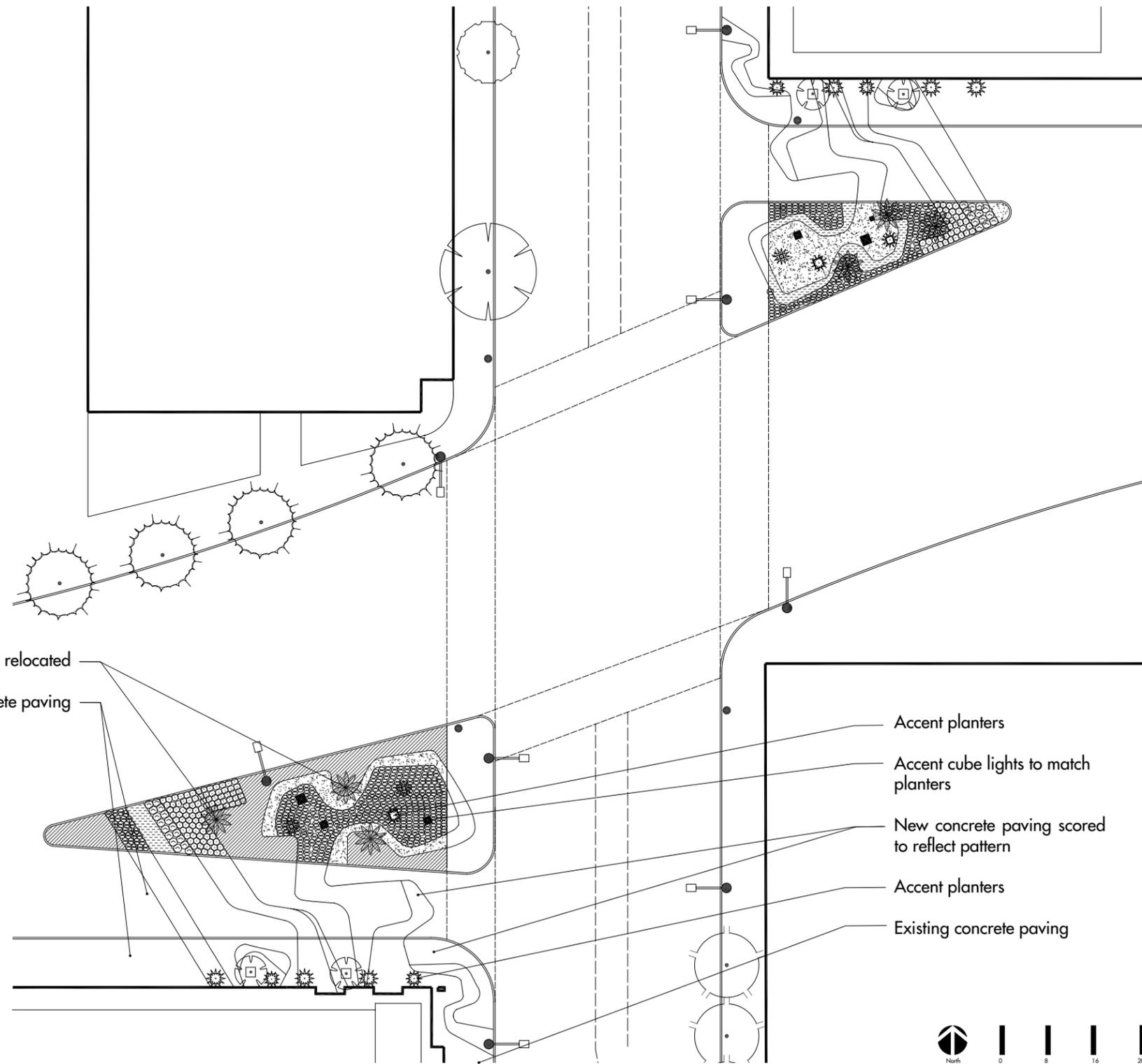
Alexander Girard "Roman Stripe" 1952



Maija Isola "Pohjanmaa" c. 1953

Figure 4.2: Islands at Del Mar Boulevard

PLANTING LEGEND:					
NO.	SYMBOL	NAME	SIZE	SPACING	HEIGHT
1	⊙	Agave 'Blue Flame' Agave	5 Gal.	2'	30"
2	⊗	Agave gypsophila Gypsum Century Plant	5 Gal.	3'	24"-36"
3	⊗	Agave macroacantha Black Spined Agave	5 Gal.	3.5'	24"
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10	⊗	Stachys lanata Lamb's ears	1 Gal.	1'	12"
11	⊗	Tradescantia pallida 'Purpurea' Purple Queen Tradescantia	1 Gal.	2'	12"



Roberto Burle Marx 1955





CHAPTER 5

PEDESTRIAN LIGHTING CONCEPT



5.1 Street Lighting

Vehicular-scaled square-head streetlights provide street lighting on South Lake Avenue.

Proposed Lighting

The vehicular-scaled square-head streetlights will be maintained and supplemented with pedestrian-scaled lighting. In addition, the existing vehicular-scaled street light fixtures will be painted silver, the District color. The established maintenance schedule should be followed; and at the next scheduled painting, the light fixtures should be painted the District color to match the District bench and pedestrian lighting.

5.2 Pedestrian Lighting

No pedestrian light fixtures are present. Pedestrian lighting is needed to supplement the overhead square-head streetlights. Nighttime lighting at the pedestrian scale is limited to spill-out light from retail display windows and is at fairly low levels, creating a perception of lack of safety. Improved lighting will enhance the pedestrian experience and activity and may encourage businesses to stay open longer in the evening.

Design Criteria and Functional Requirements

Pedestrian-scaled lighting is seen as one of the most important elements for improving the streetscape and pedestrian experience in the area. Providing pedestrian-scaled lighting will make a significant impact for evening pedestrian activity. Light fixtures are a key element for establishing the ambiance and visual image of the street.

The pedestrian lighting will:

- Be mid-century modern – classic,
- Be durable,
- Be appropriate in scale and function, and
- Have strong ‘architectural’ form.

Proposed Lighting

The selected pedestrian-scaled street light fixture for South Lake Avenue, Bega 8080MH in silver, makes the mid-century design statement. It is inspired by classics such as the Louis Poulsen lamp designed in 1957 by Paul Henningson.



Louis Poulsen PH 5, designed by Paul Henningson, 1957



Bega 8080 MH (shown in black)



Bega 8080 MH closeup view

Locations

The new pedestrian-scaled light fixtures will be generally installed midway between the existing vehicular-scaled street light fixtures to supplement light levels. The typical layout of one block is shown in Figure 5.1. A detailed study should be undertaken to establish the precise locations of these new fixtures.

In addition, the use of pedestrian light fixtures on side streets and paths leading to the Avenue should be explored as a strategy for pedestrian way-finding.

5.3 Tree Uplighting

An additional element of the pedestrian lighting strategy to achieve the desired nighttime aesthetic is uplighting trees in the medians and islands. However, the environmental issue of lighting the sky at night will need to be taken into account with the use of appropriate fixtures.

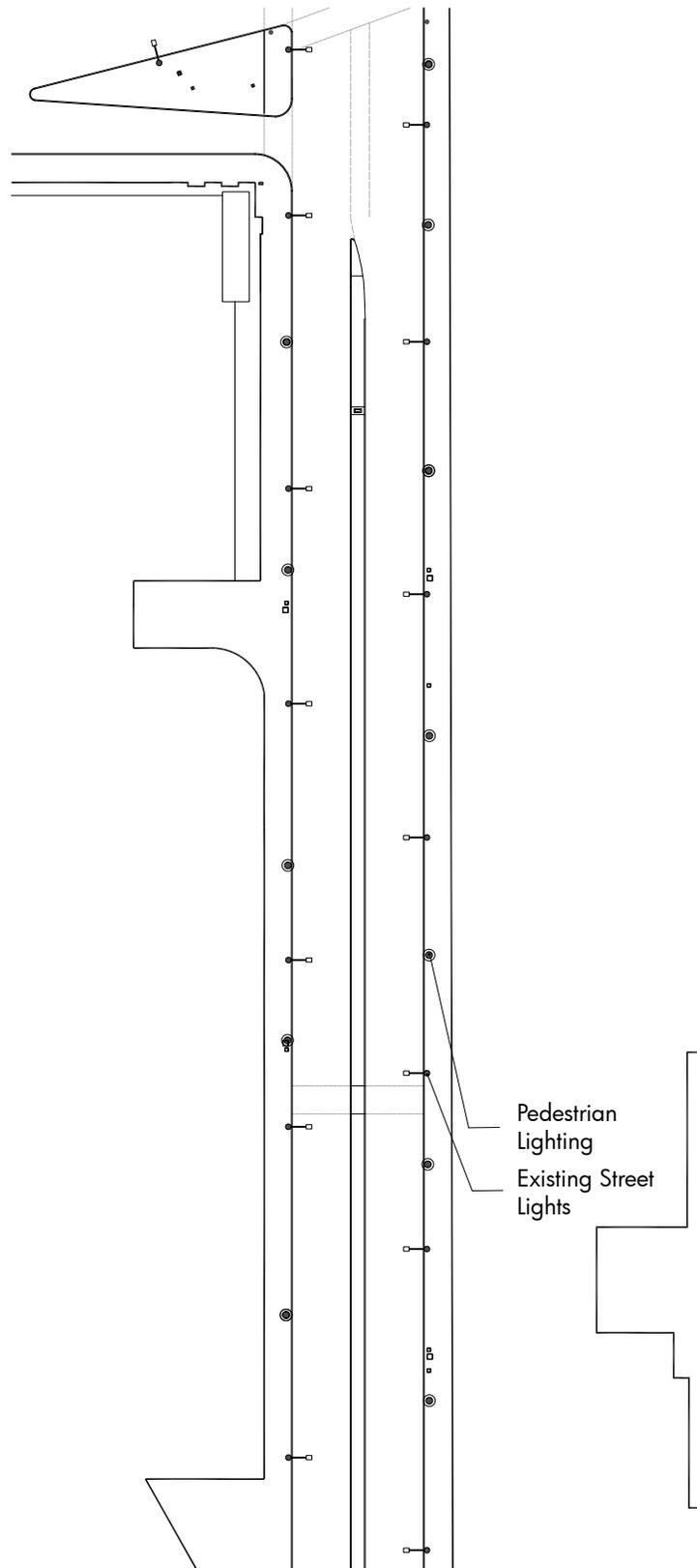


Tree uplights



Hadco BL756-G

Figure 5.1: Lighting





CHAPTER 6

STREET FURNITURE CONCEPT



The street furniture found on South Lake Avenue is an assortment of styles, colors and condition. The street furniture includes benches, trash receptacles, bicycle racks, newspaper vendor boxes, bus shelters, and planter boxes.

A well-placed palette of street furniture creates a cohesive visual image of the street. Furniture will be placed with restraint to avoid a cluttered appearance. The street furniture will:

- Be mid-century modern – classic,
- Be durable,
- Deter skaters, and
- Deter lying down/sleeping.

6.1 Benches

While new benches distributed evenly along the street are not appropriate, the selection of a district bench that conforms to the overall design and style theme is important, so that when business owners do want to make such an amenity available, they know which bench to provide, and design consistency is maintained along the street. In addition, certain businesses such as restaurants could and should be encouraged to provide outdoor seating, if they can do it in an attractive manner.

Within the constraints of the criteria identified for street furniture, a variety of alternatives were studied in terms of materials – wood, concrete or metal. Metal is more durable than wooden benches and is preferred to concrete. The selected metal bench is the Parc Vue bench from Landscape Forms in silver, the District color. It is available backless or with a back, and with side arms and as an option, with a center arm, which deters lying down.

At each bus shelter, the backless bench with a center arm will be installed. The bench with a back is recommended for non-enclosed bus stops, as they are more comfortable. Benches at bus stops will be installed facing the street and have a center arm as well.

Locations

The existing benches at the bus stops and bus shelters will be replaced with the selected benches for the bus stops and bus shelters, respectively.



Parc Vue bench (shown without center arm) will be located at bus shelters.



Parc Vue bench (shown without center arm) will be located at bus stops.



Chase Park trash receptacle

6.2 Trash Receptacles

The Chase Park trash receptacle from Landscape Forms will be the South Lake Avenue trash receptacle. It has top-opening access, per the City’s specifications, and is durable and attractive.

Locations

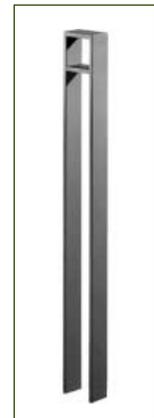
The existing trash receptacles at the bus stops and bus shelters will be replaced with the selected trash receptacles. Additional trash receptacles will supplement those at the bus stops and shelters at intersections and mid-block locations as needed.

6.3 Bicycle Racks

The selected bicycle rack for South Lake Avenue is the Hess Regor bicycle rack.

Locations

The existing bicycle racks at several of the bus stops and bus shelters will be replaced with the selected bicycle rack. Additional bicycle racks will be installed at the remaining bus stops, bus shelters, and at other mid-block locations as needed.



Hess Regor bicycle rack

6.4 Newspaper Vendor Boxes

Newspaper racks still need to be standardized. Department of Public Works is working toward this objective.

6.5 Planter Boxes

As the existing square planters are seen to fit well within the mid-century modern theme; they will stay on the Avenue and will be supplemented by additional units. The planters will be replanted with appropriate hardy, attractive plants that are complementary to the median planting. The recommended plants for three feet by three feet planter boxes are Phormium tenax ‘Monrovia Red’ (New Zealand Flax) underplanted with Senecio mandraliscae (sometimes called Blue Fingers). For the two feet by two feet planter boxes, the recommended plant is the Helichrysum petiolare (Licorice Plant).



Planter boxes

6.6 Bus Shelters

The city's bus shelter program offers the choice of color for the shelter bench and shelter structure. This option should be pursued; South Lake Avenue's bus shelters in a light gray or silver would distinguish them from other districts. A written proposal to the City of Pasadena's Department of Transportation that outlines logistics, schedule, and financing should be presented to obtain the necessary approvals. As discussed earlier in this chapter, the South Lake Avenue bench will be placed in the bus shelters.

6.7 Public Art

The City of Pasadena's Public Art program provides opportunities for art in public places in both city-owned facilities and private development. All public improvement projects, such as this streetscape project, are required by the City to allocate one-percent of the total capital cost for public art.

The installation of a public art piece on South Lake Avenue will create a focal point, and potentially become an element that becomes very significant in the area. Recommended concepts include elements that could correspond with existing features of South Lake Avenue, such as forms that 'play' off the architecture and objects that can be illuminated similar to the light spheres in the courtyard near Coffee Bean. The islands at Del Mar are a highly favored location for public art.

It is recommended that a public art installation on South Lake Avenue be:

- mid-century modern – or contextual with the architectural and streetscape design,
- Durable,
- Installed in a highly visible location,
- Interactive, and
- Installed in a focal area.



CHAPTER 7

BANNER PROGRAM



District banner programs are often utilized in retail districts to convey success, vitality and a visual cohesiveness. Banner programs of varying levels of success can be found in Pasadena and other cities in Southern California and should be considered for this district.

7.1 Elements of a successful banner program

The goal of banners is to enhance commercial visibility and activity. The purpose of banners is to be festive, bold and exciting. A banner's primary function is ornamentation, not information. Banners should be oriented primarily to persons in vehicles and foster the impulse to get out of your car to see what is new.

Through repetition and color, banners make a cumulative impression and define the perimeter of the district. Through repetition, bold design and motion, banners can rise above the competing background of static commercial signs and visually unify the district.

Successful banner programs are not displayed throughout the year. Their design changes with at least two or three distinct designs displayed within a year's time. By appearing, disappearing and changing designs, they command renewed interest. However, a changing banner program will increase the overall cost of the program with additional design, fabrication and installation costs.

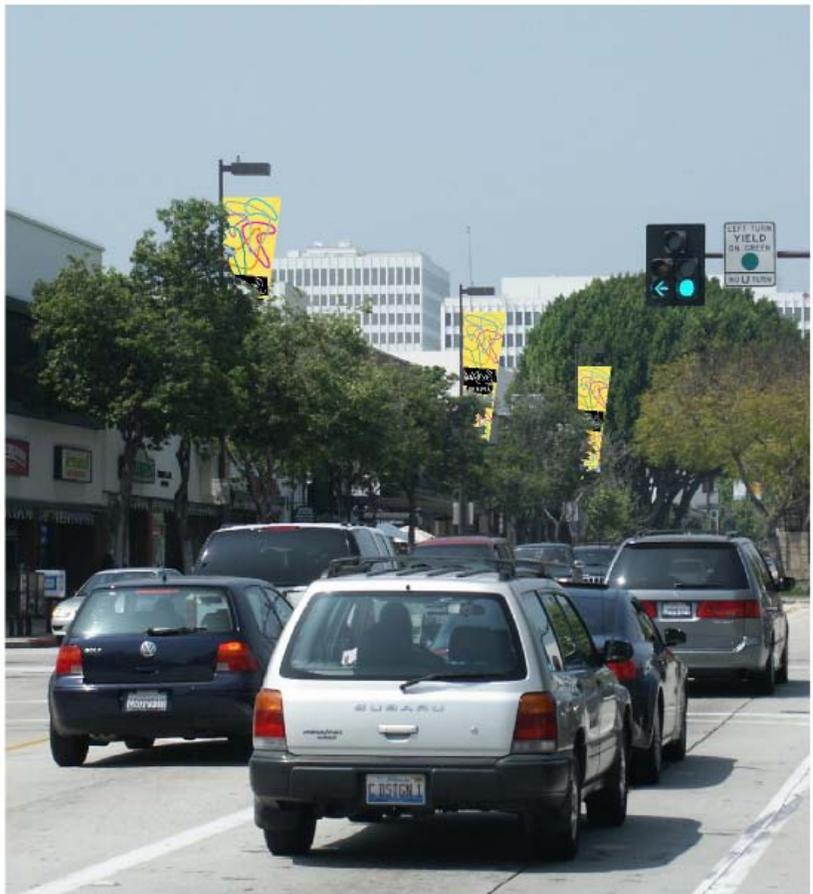
7.2 Proposed Banner Program

The banners will be larger and shaped differently than the typical street banner, bringing more vitality and excitement to the street environment. The banners will have a trapezoid shape as shown in Figure 7.1. The banners will be installed on the street side of the light poles only. The banners will be changed three or four times a year, with one of the sets designed with a holiday theme, as illustrated in Figure 7.2. There also could be periods when no banners are installed. In addition, the edges of the banners may have areas that flutter in the breeze to ease wind loads and to add movement to the street.

The banners will identify the district, South Lake Avenue, bringing unity along the length of the district. The color, patterns and letter style chosen for the banners are inspired by the mid-century decorative textile patterns, connecting the designs to the planting patterns in the medians and islands.

Even though there are other graphic representations of the district name in the area, including on the median monuments, area directional signs and the parking directional signs, the proposed letter style for the district name should work with the mid-century modern style of the other proposed streetscape elements. The letter style on the banners will co-exist with the median monuments and directional signs.

Figure 7.1: Banner Size and Shape



4 feet wide at the top
15 feet 5 inches tall
16 feet above the sidewalk

Figure 7.2: Banner Program - Design Variations



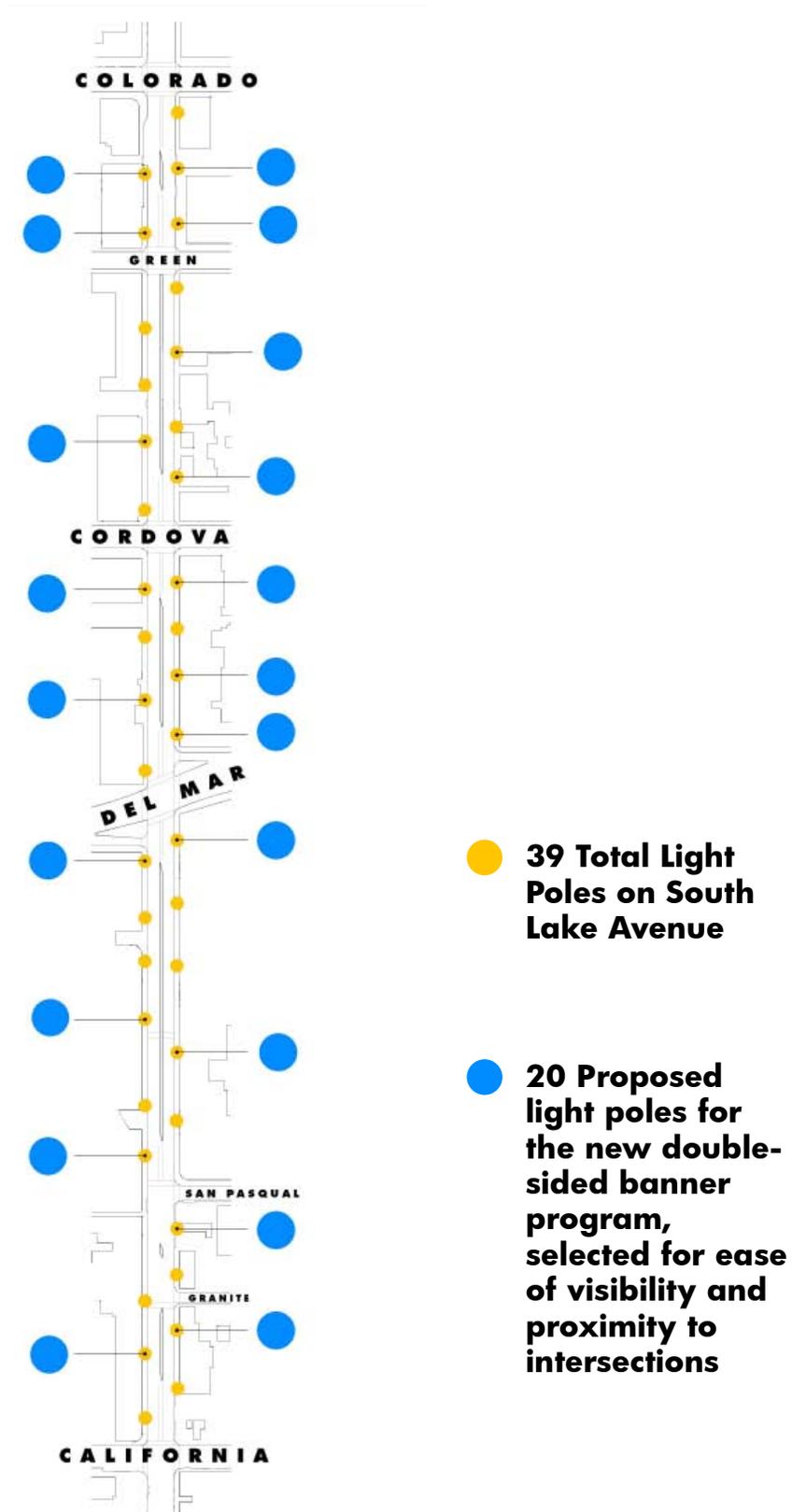
Holiday Theme

7.3 Proposed Banner Locations

The proposed banner program will install the new banners on alternating vehicular scaled light fixtures on the street except those located immediately adjacent to signaled intersections, as shown in Figure 7.3.

Custom hardware may be necessary for these unique banners to be installed. It should be also noted that unless two sets of hardware were installed, standard size banners would no longer be able to be installed. Prior to installation, the banner design must be submitted to the City of Pasadena’s Public Works Department for approval. The City requires that a structural engineer licensed in the State of California provide calculations and design for the installation hardware.

Figure 7.3: Banner Locations





CHAPTER 8

COST ESTIMATES AND IMPLEMENTATION



The purpose of this chapter is to identify the major sources of public and private funding for the streetscape improvements recommended for South Lake Avenue. This chapter presents an overview of the variety of financing approaches and funding sources that might be used for both capital improvement costs as well as ongoing operations and maintenance costs.

8.1 Capital Improvements and Potential Funding Sources

Public improvements currently identified as part of the capital portion of the implementation program include new street trees, pedestrian-scaled lighting, benches, trash receptacles, landscaped traffic medians, traffic islands, roadway improvements, public art and banners. These enhancements are intended to define South Lake Avenue and its relationship with other downtown districts, as well as to create a pedestrian-friendly environment that links commercial, civic, and residential land uses together.

Internal Sources of Funding

Internal funding sources that may be considered include the City's General Fund and other revenues that are predicated upon increased private development occurring within the District and the City. These may include construction taxes, development impact fees, art funds and on and off-street parking revenues. Parking revenues may be generated by parking meters, existing parking garage or lot covenants, as well as new public parking facilities designed to serve the area. Also, there may be additional resources through the City's Capital Improvement Program that could serve the district.

Another resource to consider is the Public Art in City Construction Projects program that currently promotes public art as a cultural resource citywide. Funds are available through a grant application and the City's Arts Commission administers the selection process. While the Cultural Planning Division oversees and administers the process, a community panel representing stakeholders, such as property owners, community representatives and appointed and elected officials, decides and recommends how the funds should be allocated. The funds are used to support, develop and create innovative programs related to art in public places, special events programming and the support of individual artists.

These sources are intended for consideration only and have not been specifically authorized at this time.

Outside Sources of Funding

Outside sources of funding might include public funds that are available through City, State or Federal funds; private donor funds; or non-profit foundations. Such funding may be for trees and parks through an Urban Tree Planting grant from County Proposition A funds, subject to local match contributions from the City and other eligible entities. Funds for bicycle racks are currently available through federal Transportation Development Act monies and from County Propositions A and C subject to City of Pasadena and Metropolitan Transit Authority approvals. Also, grant funds that demonstrate the successful integration of downtown transit and pedestrian-oriented activities are considered possibilities.

Federal Grants: The Transportation Efficiency Act for the 21st Century (TEA 21). As an example, this program has discretionary funds that are available through a grant process administered by the Federal Government through the TEA 21 program. A high priority is placed on enhancing connections between highways, transit and pedestrian movement and on integrating these systems

into their surrounding communities, such as linkages with the nearby Lake Avenue Gold Line light rail station. A special category places a priority on facilities for pedestrians, landscaping and scenic beautification. This funding source should be pursued by the City of Pasadena to enhance streetscape elements.

Private Property Owners. Private property owners may be encouraged to install elements of the streetscape plan in front of their buildings and properties. These privately installed elements include benches, planters, trash receptacles, and outdoor seating.

Donor Gifts. Certain of the proposed District improvements may lend themselves to a public campaign for donor gifts. Among donors, there are opportunities for both major gifts as well as donor programs that are designed to accommodate smaller, but more numerous contributions. Donor programs have been used very successfully in many cities in the United States for providing funds for streetscape and community design elements. Such programs can be tailored to solicit contributions from individuals, corporations, local businesses and community and business associations.

Many improvements could be funded by donor gifts for items such as benches, trash receptacles, street trees, public art elements, information kiosks and organizing boxes for news vendors. Donors could be acknowledged with a plaque or engraving on the element itself, a certificate of appreciation or other prominent display such as a “wall of fame” with donors’ names. A buy-out program is another donor program avenue, whereby the City purchases the elements up-front and donors subsequently “buy-out” the improvements.

Non-Profit Foundation Grants. Foundation grants from a wide variety of organizations should also be researched as potential revenue sources. These sources include foundations that encourage good community design, pedestrian and transit-oriented activities, promote cultural and social activities and the strengthening of artistic and historical elements in the community. Potential grants should be identified along with a summary of their selection criteria and schedule for application.

8.2 Operations and Maintenance and Potential Funding Sources

Because of the planned public investments in the District, the level of operations and maintenance costs may slightly increase in order to ensure the quality of the public improvements over time. As in the case of other City districts, enhanced operations and maintenance costs become the joint responsibility of the benefiting private property owners and businesses as well as the City government. It is recommended that specific public and private revenue sources be developed for operations and maintenance of the District improvements. The sources identified below are intended for consideration and have not specifically been authorized at this time.

State Gasoline Taxes/Operations and Maintenance. The City receives State gasoline taxes, which may be used for operating expenditures related to streets and roads. While these funds are currently limited, the City’s annual budgeting process may designate a portion of these revenues for specific facilities within the South Lake Avenue District subject to annual budgeting priorities.

Property and Business Improvement District Law of 1994. This law provides funding for a wide range of improvements and activities, which are applicable to this streetscape plan for the District.

Assessments are levied against property owners rather than businesses - a key difference from the business based Parking and Business Improvement District Law of 1989, as discussed below. Property owners are often more willing to assess themselves if the result may directly benefit their investment in real property. Any assessments must be reauthorized by a majority vote in proportion to their assessment every five years. Compared with business-based business improvement district law that required annual reinstatement, this longer five-year period also allows for minor capital improvements to be funded through loans.

Parking and Business Improvement Area Law of 1989. This act provides the legal basis for what is commonly known as business improvement districts. Business improvement districts utilize a special assessment levied against business owners based on a measure of benefit to each participating business, and can support a limited range of ongoing activities, including streetscape and sidewalk improvements, trash and cleanup activities, promotion and advertising and public safety. Special assessments within this type of business improvement district cannot be used to secure loans or bonds, thus limiting financing strategies to a pay-as-you-go basis. The South Lake BID is already established and responsible for some of these activities.

Parking Meter Revenues. A parking meter district could be established to collect parking meter revenues within the district to be spent on streetscape improvements, other related improvements and ongoing maintenance. Meters do not currently exist within this District. Their use would be subject to approval of property owners, businesses and the City. The City currently funds such activities in Old Pasadena from parking revenues. The use of parking meter revenues may be considered as part of a districtwide parking revenue strategy.

8.3 Capital Cost Estimates

An estimate for capital costs for the recommended improvements along South Lake Avenue is provided in Table 8.1. The table provides a breakdown of the cost estimates by element to aid in the development of any phasing plans during the next phase of work. More detailed cost estimates will be developed at the Design Development and Construction Document stages.

8.4 Next Steps

After adoption of the South Lake Avenue Streetscape Concept Plan by the City Council, the next two phases, Design Development and Construction Documents, will be undertaken. These phases will involve detailed layout plans, irrigation plans, electrical and mechanical plans, construction details, cost estimates and phasing plans. The City of Pasadena may undertake some of this work in-house while the rest may be contracted out to a consultant.

Table 8.1: Preliminary Cost Estimates

	Quantity	Unit	Unit Cost	Total
Median Landscape				
Demolition	11,585	s.f.	\$0.60	\$6,951.00
Fine Grading, Soil Prep. & Top Dressing	11,585	s.f.	\$0.60	\$6,951.00
Planting (5 gallons @ 24" on center)	5,793	EA	\$25.00	\$144,812.50
Decomposed Granite	28,963	s.f.	\$2.50	\$72,406.25
Irrigation	11,585	s.f.	\$2.00	\$23,170.00
Mid block Crossing	1,077	s.f.	\$15.00	\$16,155.00
Hadco In-grade accent/spotlamp uplight	114	EA	\$800.00	\$91,200.00
Electrical			Allowance	\$200,000.00
Street Repairs			Allowance	\$50,000.00
Median Subtotal				\$611,645.75
Design Fees			10%	\$61,164.58
Contingency			20%	\$122,329.15
Contractor's General Conditions, Markup, Insurance etc.			10%	\$61,164.58
Median Landscape Total				\$856,304.05
Islands at Del Mar				
Demolition	4,683	s.f.	\$0.60	\$2,809.80
Fine Grading, Soil Prep. & Top Dressing	4,683	s.f.	\$0.60	\$2,809.80
Planting (5 gallons @ 24" on center)	2,342	EA	\$25.00	\$58,537.50
Decomposed Granite	278	s.f.	\$2.50	\$695.00
Irrigation	4,683	s.f.	\$2.00	\$9,366.00
Relocate Palms			Allowance	\$6,000.00
Street Concrete Work				
Sandblast/Stain/Score	8,435	s.f.	\$2.50	\$21,087.50
Hadco In-grade accent/spotlamp uplight	24	EA	\$800.00	\$19,200.00
Electrical			Allowance	\$25,000.00
Planters				
Urs Oeggerli (30" by 35" by 35")	4	EA	\$2,000.00	\$8,000.00
Urs Oeggerli (47" by 16" by 16")	2	EA	\$1,000.00	\$2,000.00
Island Subtotal				\$155,505.60
Design Fees			10%	\$15,550.56
Contingency			20%	\$31,101.12
Contractor's General Conditions, Markup, Insurance etc.			10%	\$15,550.56
Islands at Del Mar Total				\$217,707.84
Street Trees				
Replacement Trees ¹ (36" boxes)	75	EA	\$1,200.00	\$90,000.00
Tree removal	75	EA	\$500.00	\$37,500.00
Street Trees Subtotal				\$127,500.00
Design Fees			10%	\$12,750.00
Contingency			20%	\$25,500.00
Contractor's General Conditions, Markup, Insurance etc.			10%	\$12,750.00
Street Tree Total				\$178,500.00

Table 8.1: Preliminary Cost Estimates

	Quantity	Unit	Unit Cost	Total
Furniture				
Planters				
Dura Art Stone (3' by 3')	25	EA	\$900.00	\$22,500.00
Dura Art Stone (2' by 2')	25	EA	\$600.00	\$15,000.00
Irrigation insert (for all 3' by 3' pots)	37	EA	\$200.00	\$7,400.00
Irrigation insert (for all 2' by 2' pots)	43	EA	\$100.00	\$4,300.00
Planting	80	EA	\$150.00	\$12,000.00
Benches (Landscape Forms)				
Parc Vue - with back (at bus stops)	10		\$1,900.00	\$19,000.00
Parc Vue - backless (at bus shelters)	3		\$2,000.00	\$6,000.00
Existing bench removal	10		\$450.00	\$4,500.00
Trash Receptacles				
(intersections and mid-block)	30		\$1,200.00	\$36,000.00
Bicycle Racks				
Hess Regor (replace existing)	12		\$900.00	\$10,800.00
Bus Shelters				
Repaint to match District Color	3		\$1,000.00	\$3,000.00
Furniture Subtotal				\$140,500.00
Design Fees			10%	\$14,050.00
Contingency			20%	\$28,100.00
Contractor's General Conditions, Markup, Insurance etc.			10%	\$14,050.00
Furniture Total				\$196,700.00
Lighting				
Bega Pedestrian fixture and pole	70	EA	\$6,500.00	\$455,000.00
Demo and Prep at post locations	70	EA	\$1,700.00	\$119,000.00
Electrical	70	EA	\$1,870.00	\$130,900.00
Power distribution			Allowance	\$40,000.00
Lighting Subtotal				\$744,900.00
Design Fees			10%	\$74,490.00
Contingency			20%	\$148,980.00
Contractor's General Conditions, Markup, Insurance etc.			10%	\$74,490.00
Lighting Total				\$1,042,860.00

Table 8.1: Preliminary Cost Estimates

	Quantity	Unit	Unit Cost	Total
Banners²	20	EA	\$2,400.00	\$48,000.00
Design Fees			10%	\$4,800.00
Contingency			20%	\$9,600.00
Contractor's General Conditions, Markup, Insurance etc.			10%	\$4,800.00
Banner Total				\$67,200.00
Project Total				\$2,559,271.89
Public Art			1.0%	\$25,592.72
			(of total budget)	
GRAND TOTAL				\$2,584,864.61

Notes:

1. The number of trees reflected in this budget is an estimate of the total amount of trees needed to be replaced to comply to the City's Street Tree Plan. A tree removal and replacement plan shall be developed in conjunction with the City of Pasadena. A timeframe and budget for complete tree removal and replacement will be established as part of that plan.

2. These unit costs are preliminary pending further design. The City of Pasadena requires a structural engineer licensed in the State of California provide calculations and design for the installation hardware.