

7.0 DESIGN STANDARDS & GUIDELINES

This section establishes design standards and guidelines to ensure that The Boulevards at South Bay will possess an identifiable look and feel. The standards and guidelines in this chapter will shape the development by providing specific design criteria for building orientation, landscaping, walls and fences, and other design elements integral to creating development projects that fit into the theme of the community. Architecture standards and guidelines are also provided to ensure that buildings within The Boulevards at South Bay are attractive, relate to one another and create a sense of place.

The pictures and illustrations contained in this section are provided to convey the general design intent of the standards and guidelines and are not intended to require the specific design style depicted. Like development standards, design standards constitute regulations, requirements and by-laws by which development must abide, and are indicated by the use of the word “shall.” Design guidelines generally use the word “should” and identify actions or outcomes that are encouraged but not mandatory.

7.1 Site Design & Landscape

7.1.1 Commercial

A. Building Orientation and Site Planning

1. Building placement and orientation shall be organized to create visual interest along public right-of-ways, particularly oriented at intersection nodes, and project entryways.
2. Buildings shall be oriented so that public access or windows face public spaces.
3. Multiple buildings in a single area should be grouped and organized to demonstrate a positive functional relationship to one another. The grouping of multiple buildings should be clustered to create functional plazas and pedestrian corridors. Where clustering is impractical, a visual link should be established between buildings through the integration of an arcade system, trellis, colonnade or other such open structure.
4. Buildings with special architectural elements, such as clock towers, should be positioned on corners of significant intersections or entryways to enhance the sense of arrival and project monumentation. This does not preclude landmark structures, public plazas or project entry monumentation/signage at these locations.



5. Stacking lanes for drive-through food service windows shall accommodate a stacking for at least eight (8) cars and all other service windows shall accommodate stacking for at least four (4) cars.
6. Drive-through businesses shall be visually screened and shall be situated so as to not block any other drive aisle or parking space.
7. Drive-throughs shall be separated from residential properties by an intervening building or a maximum six (6) foot high wall and a ten (10) foot wide buffering landscape strip.



B. Public Spaces and Pedestrian Circulation

1. Areas other than those spaces occupied by buildings, the first nine feet surrounding all public (non-service) sides of the buildings, parking, service drives or other surface circulation should be used as plaza areas with amenities such as enhanced landscape/hardscape, outdoor seating areas, trellises, ornamental trees, benches, planters, open space, water features, public art, and pedestrian-accessible spaces.
2. Public plazas shall be located near building entrances or areas of high pedestrian traffic to ensure their use and highest functionality. Buildings clustered together should coordinate their public plaza space with one another to provide larger plaza spaces that are centrally located and serve multiple uses.
3. Public plazas shall be oriented to maximize the visual and physical link from public right-of-ways and pedestrian corridors.
4. Public plazas should be either contiguous or connected via landscaped pedestrian walkways.



5. Pedestrian circulation shall be located primarily along internal roadways and building frontages to provide safe pedestrian crossing and access through the commercial area. The space between the sides of buildings should incorporate seating areas and enhanced pedestrian connections where appropriate.
6. Pedestrian connections through the parking fields to Loop Road should provide landscaping and amenities to create visual interest, pedestrian access and rest breaks over longer distances of pavement. A minimum five (5) foot wide sidewalk with five (5) feet of landscaping (either on one side or in total on both sides) should be provided through these pedestrian connections.
7. Pedestrian circulation should be enhanced with landscape/hardscape treatments to provide a pedestrian-friendly shopping environment.
8. Bike racks shall be provided at convenient locations throughout The Boulevards at South Bay.

C. Parking Lots

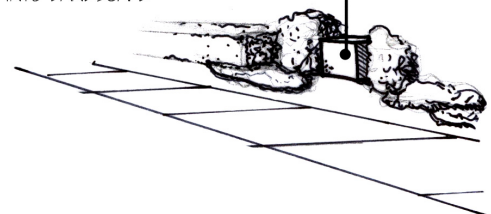
1. Parking lot entryways and primary intersection nodes should be treated with special landscape elements, such as special paving, graphic signage, specialty lighting, ornamental trees, or flowering plants, that will provide an identity to the project.
2. No more than 10 percent of the required parking should be in the rear service area of a project site, with the exception of the Lifestyle & Entertainment Area.
3. Parking structures shall be screened and shall include architectural detailing, façade treatment, artwork, landscaping, or similar visual features to enhance the street façade.

D. Landscape

1. Landscape treatments shall be used to enhance intersection nodes, public right-of-ways, building fronts, pedestrian corridors, and public plazas.
2. All areas not utilized for parking, buildings, plazas or access/circulation should be landscaped to the back of curb.
3. Landscape treatments should be used to screen the visual impacts of parking areas, sides of buildings and service, trash and utility areas.
4. Landscaped areas should be irrigated with permanent automatic irrigation systems.



UTILITY BOX SHOULD BE INTEGRATED INTO LANDSCAPE



E. Walls and Fences

1. Walls and fences shall be utilized to minimize the visual impacts of commercial development along the perimeter of the site.
2. Solid walls shall be screened with ornamental trees and plant material at a minimum of three (3) feet in height.
3. A landscape treatment should be applied to spaces between a wall or fence and the adjacent sidewalk.
4. Design of all walls and fencing shall be consistent in terms of material, color and detail with the architecture of the project.
5. The application of materials, colors, textures and alignment in the design of walls shall be used to relieve visual monotony. Pilasters should be placed at wall terminus points and as determined to be necessary for improved aesthetics.

F. Service, Trash and Utility Areas

1. All trash enclosures should be screened with landscape treatment if located adjacent to or within a landscaped area. Potted plants may be used in landfill areas.
2. Exterior on-site utilities, including sewer, gas, water, electric, telephone, and communications equipment should be installed underground, where feasible. Transformers and other utility equipment that must be above ground should be screened and incorporated into the landscape wherever possible.



3. Trash enclosures shall be located on a four-inch concrete pad screened by a six-foot-high decorative concrete block wall that is compatible with the architectural design of the main building. When adjacent to multistory buildings, said enclosure shall incorporate an opaque decorative gate, a screened pedestrian access door and decorative beams or other roofing material to provide visual screening from said multistory buildings. Trash enclosure design is to be approved by the Planning Manager prior to issuance of any building permit(s).

7.1.2 Residential

A. Building Orientation and Site Planning

1. Residential buildings shall emphasize pedestrian access and connections to public sidewalks, paths, recreational facilities and enhanced edges.
2. Structures should be configured and oriented to afford a sense of individuality and privacy and to create small-scale public spaces.
3. Where possible, the housing should be oriented to streets and pedestrian walkways.
4. Windows of interior living spaces should overlook streets and public spaces.
5. Front doors and entrances to buildings shall be clearly defined and articulated and shall be easily recognizable from pedestrian and vehicular vantage points.
6. Residential units shall be designed to ensure the security of residents through the provision of secure entrances and exits that are separate from non-residential uses and are directly accessible to parking areas. Non-residential and residential uses shall not have common entrance hallways or common balconies. These separations shall be shown on the development plan and shall be permanently maintained.



B. Public Spaces and Pedestrian Circulation

1. Recreational facilities shall be conveniently and centrally located for the majority of units.
2. Entrances and exits (both auto and pedestrian) for residential projects should be integrated with the entries of adjacent commercial sites so that internal access opportunities between uses are maximized.
3. Residential uses shall have one off-street loading space or moving plaza for every 150 units.
4. Loading spaces or moving plazas shall be located near the entries and/or elevators.
5. Loading spaces or moving plazas shall be incorporated into the design of vehicular access areas.
6. Decorative paving, removable bollards and potted plants are permitted and encouraged to enhance loading spaces and moving plazas.
7. Loading spaces and moving plazas may be located on a local or connector street with the approval of the Traffic Engineer. The adjacent parkway and setback landscape treatment shall be designed to allow for loading and unloading.

C. Parking

1. The size and placement of garages should be varied, although garage “rows” in service areas hidden from view are acceptable. Garages shall not dominate the street scene.
2. Parking structures shall be screened and shall include architectural detailing, façade treatment, artwork, landscaping, or similar visual features to enhance the street façade.

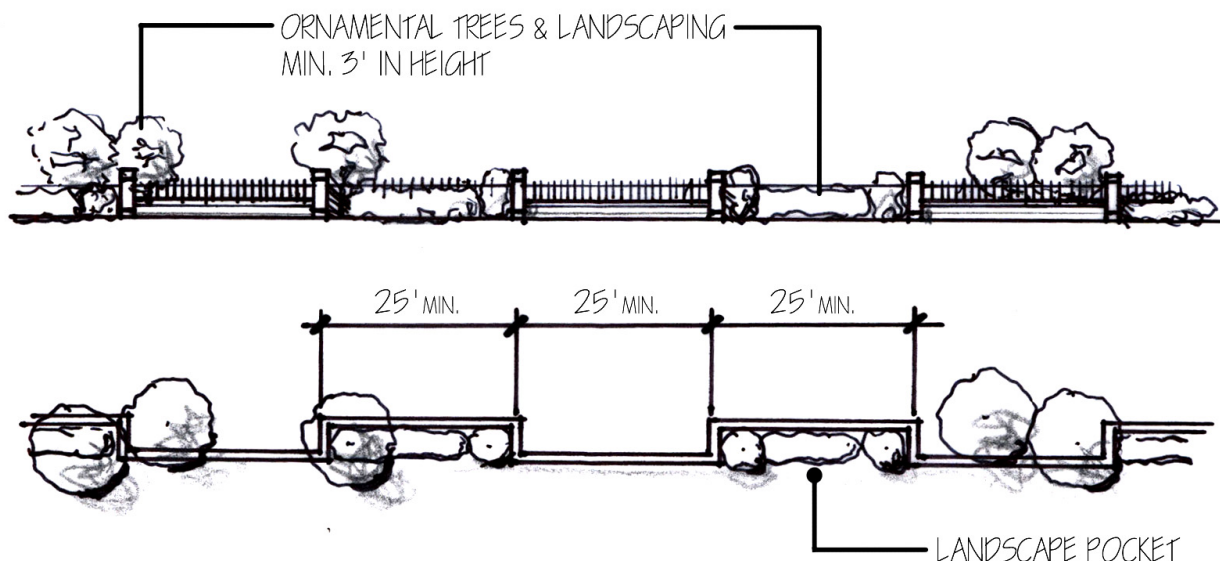
D. Landscaping

1. Landscape treatments shall be used to enhance intersection nodes, public right-of-ways, building fronts and pedestrian corridors.
2. Landscaping around the entire foundation base of buildings should be provided to enhance the area between the parking areas, walkways and the structures.



E. Walls and Fences

1. A combination of solid and transparent barriers should be used to separate the residential component of The Boulevards at South Bay from Del Amo Boulevard and Main Street. Fencing should vary in setback, providing landscape recesses and flat expanses of wall no longer than 25 feet in length.
2. View fences shall include landscape sufficient to screen views of private yards from adjacent properties and public rights-of-way.



3. A maximum six-foot wall or fence may be incorporated for ground-floor screening of private outdoor space of residences. Other barrier alternatives such as a landscape screen may be used if noise is not a major consideration.
4. A landscape treatment shall be applied to spaces between a wall or fence and the adjacent sidewalk.
5. Design of all walls and fencing shall be consistent in terms of material, color and detail with the architecture of the project.



F. Service Areas and Trash Enclosures

1. Service, maintenance, storage, and trash areas shall be located in discreet places to the extent feasible while still allowing convenient access for each tenant, and screened with landscaping from adjacent public right-of-ways, public plazas, pedestrian corridors and building fronts.
2. Exterior on-site utilities, including sewer, gas, water, electric, telephone and communications equipment should be installed underground, where feasible. Transformers and other utility equipment that must be above ground should be screened and incorporated into the landscape wherever possible.
3. Trash enclosures shall be located on a four inch concrete pad screened by a six foot high decorative concrete block wall that is compatible with the architectural design of the main building. When adjacent to multi-story buildings, said enclosure shall incorporate an opaque decorative gate, a screened pedestrian access door and decorative beams or other roofing material to provide visual screening from said multi-story buildings. Trash enclosure design is to be approved by the Planning Manager prior to issuance of any building permit(s).

7.1.3 Mixed-Use

The design standards and guidelines described above for individual commercial and residential uses shall also apply to horizontally and vertically mixed-uses. Additional standards and guidelines for mixed-uses are provided below.

A. Building Orientation and Site Planning

1. The ground level of buildings shall provide visual and functional interest for the pedestrian and motorist through extensive window space, pedestrian-scale signs, sitting areas, varied entrances and architectural detailing.



2. The residential units shall be designed to ensure the security of residents through the provision of secured entrances and exits that are separate from the non-residential uses and are directly accessible to parking areas. Non-residential and residential uses shall not have common entrance hallways or common balconies. These separations shall be shown on the development plan and the separations shall be permanently maintained.



B. Public Plazas and Pedestrian Circulation

1. Pedestrian access from residential parking areas to commercial areas is encouraged through the use of restricted access pedestrian gates to facilitate access for residents to adjacent commercial services.

C. Parking

1. In vertically mixed uses, parking spaces designated for non-residential and residential uses shall be marked by the use of posting, pavement markings or physical separation.

7.2 Architecture

7.2.1 Commercial

A. Building Massing, Scale and Form

1. Buildings and structures shall be designed at a human scale that is inviting and attractive. The scale of buildings shall relate to adjacent public plazas, pedestrian corridors and other surrounding buildings. They should typically comply with the heights specified in Table 6.2-2. However, buildings within the centralized, retail “entertainment” component of Development District 2, heights for secondary and major features may deviate from the Table where it can be demonstrated that such deviation enhances the visual attractiveness of the immediate public space, and is appropriate in scale to the surrounding buildings and outdoor pedestrian space subject to Administrative Design Overlay Review.



2. Building facades and footprints shall be articulated to reduce the large scale and often uniform, impersonal appearance of many large retail buildings and to provide visual interest. Building facades shall vary in height or vary the planes of exterior walls in depth and direction. There shall be no long flat expanses of walls that exceed 50 feet (150 feet for buildings larger than 50,000 square feet) without incorporating at least two of the following: color change, material change, texture change, plane projections of recesses, trellises, balconies or windows.
3. Articulated facades should be integrated on all sides of the building visible to the interior of the site or to uses or roadways off-site. The intent is to continue attractive surface detailing which strengthens community design themes and the character and quality of the development.
4. Ground floor facades that face public right-of-ways should integrate arcades, display windows, entry areas, awnings, or other pedestrian-friendly design elements.
5. Building heights shall relate to the adjacent non-building area to address sunlight penetration, ventilation, protection from prevailing winds, public view enhancement, and view preservation.
6. The presence of smaller retail stores gives a commercial center a “friendlier” appearance by creating variety, breaking up large expanses and expanding the range of activities. Windows and window displays of such stores should be used to contribute visual interest of exterior facades.
7. Larger buildings may employ a multiple-unit facade to give the appearance of many smaller stores, similar to that of a downtown.



B. Style and Design Details

1. Wall treatments shall contain panelized accents in place of faux windows.
2. Both regular and irregular fenestration should be used to add visual interest.
3. Attention to detail and design shall be placed on the Lifestyle & Entertainment Area more than any other commercial type use. Dynamic, playful storefronts with extensive use of planter walls and seating, enhanced trellises with flowering vines, accent or festive lighting, integration of focal objects such as water, murals, sculpture, or topiary, should be used to enhance the quality of this environment.
4. Storefronts shall integrate awnings, bays, openings and entryways to express individuality.



C. Material and Color

1. Buildings and structures within the development shall be aesthetically pleasing and compatible with materials and colors used in adjoining buildings to enhance the overall theme and identity.
2. Facades shall utilize low reflecting, subtle, neutral or earth tone colors, with the exception of the Lifestyle & Entertainment Area where a more vibrant use of color is encouraged in combination with the earth tones. The use of high-intensity colors, metallic colors, black or fluorescent colors is prohibited.

7.2.2 Residential

A. Massing, Scale and Form

1. Building facades and footprints shall be articulated to vary the streetscape and provide visual interest. Building facades shall vary in height or vary the planes of exterior walls in depth and direction to break up the box-like mass and scale of buildings.
2. Rooflines shall employ varied articulation on vertical and horizontal planes for visual relief to the tops of buildings. Other elements such as towers and piers may also be used to break up the horizontal massing.
3. There shall be no long flat expanses of walls that exceed 75 feet without incorporating at least two of the following: color change, material change, texture change, plane projections of recesses, trellises, balconies or windows.
4. The architecture facing a pedestrian area shall exhibit a human scale of detail, such as awnings, moldings, pilasters and other architectural details.
5. Stairs, balconies, porches and patios shall be integrated into the overall building design.
6. Upper stories should be set back to diminish building mass consistent with the specific architectural style.



B. Style and Design Details

1. Building architecture shall vary and yet be of a consistent design theme. Avoid diverse elements of different styles.
2. Carports and garages shall be designed as an integral part of the architecture of the development. They shall be the same in materials, color and detail to the principal buildings of the development.

3. Exterior elevations shall receive architectural treatments, with an emphasis on the front façades.
4. Each unit should be designed to be individually recognizable through the use of balconies, setbacks, projections and patterns of windows and doors.
5. Architectural elements and accessories shall be provided on the building mass, which may include arcades, balconies, towers and decorative lighting. Details such as lower wainscoting or built-up/recessed features can add interest to the building elevations.
6. Individual television and radio antennae shall be prohibited outside any unit. The applicant shall provide either central antennae with connections to each unit via underground or internal wall wiring, or each unit shall be served by a cable antenna service provided by a company licensed to provide such service within the City. Any satellite dishes shall be screened from public view.



C. Materials and Color

1. Buildings and structures within the development shall be aesthetically pleasing and compatible with materials and colors used in adjoining buildings to enhance the overall theme and identity. A variation in colors, materials and textures is encouraged however, unusual colors and patterns should be avoided.
2. Coordinate color and finishes on building exteriors of all elevations of a building to provide continuity of design.
3. Compatible colors should be blended in a single façade or composition to add character and variety.
4. Building façades shall be constructed of durable, high-quality building materials exhibiting rich texture and conveying a sense of permanence. Materials may include manufactured or natural brick, stone, precast concrete decorative block and stucco.
5. Exterior materials of metals or unfinished concrete block shall not be permitted.

7.2.3 Mixed-Use

The design standards and guidelines described above for individual commercial and residential uses shall also apply to horizontally and vertically mixed-uses.

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