

PART II

DESIGN GUIDELINES FOR COMMERCIAL AREAS



DESIGN GUIDELINES FOR COMMERCIAL DISTRICTS

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Photo credit: © Gregory Louie



Photo credit: © City of South Pasadena

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GENERAL DEVELOPMENT STANDARDS

INTRODUCTION



This sketch illustrates the commercial character of South Pasadena.

These guidelines are intended to aid developers, property and business owners seeking to construct new commercial developments or alterations to existing projects, in the early stages of their projects. The guidelines are not intended to limit creative design solutions, but to provide a framework for solutions consistent with the stated goals.

The goals of these guidelines are to:

- A. Improve the identity and character of each of the commercial districts.
- B. Provide pedestrian-oriented business environments which are compatible with the existing character and scale of the business districts.
- C. Provide for improved streetscapes within each of the commercial districts, and maintain or establish a continuous building frontage along the main street.
- D. Provide for the improved visual quality of proposed structures by relating to adjacent rooflines, massing, building materials and colors.
- E. Provide for the enhancement of economic benefits through quality commercial districts for the developers, owners, businesses and the community.

Additional objectives for each of these commercial districts as outlined in the General Plan include more area specific development goals for additional parking, specific land uses, height allowances, creation of gateway elements at city entry points, and development standards for specific sites where vehicular-oriented uses with larger set backs and surface level parking. These objectives will be more adequately addressed in specific plans for each of these areas. Each district has different existing architectural features, however the desire for a cohesive “small town” feeling throughout the city will call for any new infill construction and alterations to these existing buildings to be carried out within the intent of the design objectives for each of the commercial districts described herein. Each have subtle differences that will affect the design of infill construction or rehabilitation for that sub-area. These differences are described at the end of Part II where each district is described and specific objectives for each are outlined.

GENERAL DEVELOPMENT STANDARDS

INTRODUCTION

The Land Use and Community Design Element of South Pasadena’s General Plan, adopted in October 1998, states that the goal of urban design in commercial areas is to preserve South Pasadena’s historic character, scale and “small town” atmosphere. (This document can be found on the City of South Pasadena website at <http://www.ci.south-pasadena.ca.us>.) Goal 7.2 encourages use of specific plans wherever possible. A Specific Plan was developed for the Mission Street area in 1996. This plan calls for the preservation and adaptive reuse of the historic structures on Mission Street in accordance with the *Secretary of the Interior’s Standards*. Infill projects are encouraged to include the classic elements of the historic storefronts. There are very few identified historic structures within the other commercial districts that are described herein; several are identified in the Fair Oaks/ Huntington District. Adaptive reuse of existing buildings is encouraged, however, the City’s objective is to increase commercial density with architecture that is designed to be complimentary to this “main street”, pedestrian scaled area, and similar in quality to the historic residential neighborhoods that are found between these commercial districts. Objectives and guidelines for all of the commercial areas within the city are identified in the Land Use and Community Design Element. Additional design objectives for the commercial areas addressed in this document are outlined in Section 3, *Background and Development Standards for Specific Commercial Districts*.

The purpose of these design guidelines is to provide a summary of the City’s design policies and requirements for projects within five (5) of the City’s commercial districts. These districts are:

- | | |
|-----------------|-------------------------------|
| Fair Oaks Upper | Fair Oaks/ Huntington |
| Fair Oaks Lower | Huntington/ Garfield |
| | Pasadena Avenue/ Ostrich Farm |

Common goals for all of these districts generally include: (1) increasing the level of pedestrian activity and making the street front more pedestrian friendly; (2) strengthening the “street-wall” by building out to the sidewalk on undeveloped and lower density lots, with new construction along a zero setback; and (3) adopting district design guidelines encouraging



Adaptive reuse of an older commercial building.



These historic commercial buildings are fairly intact.

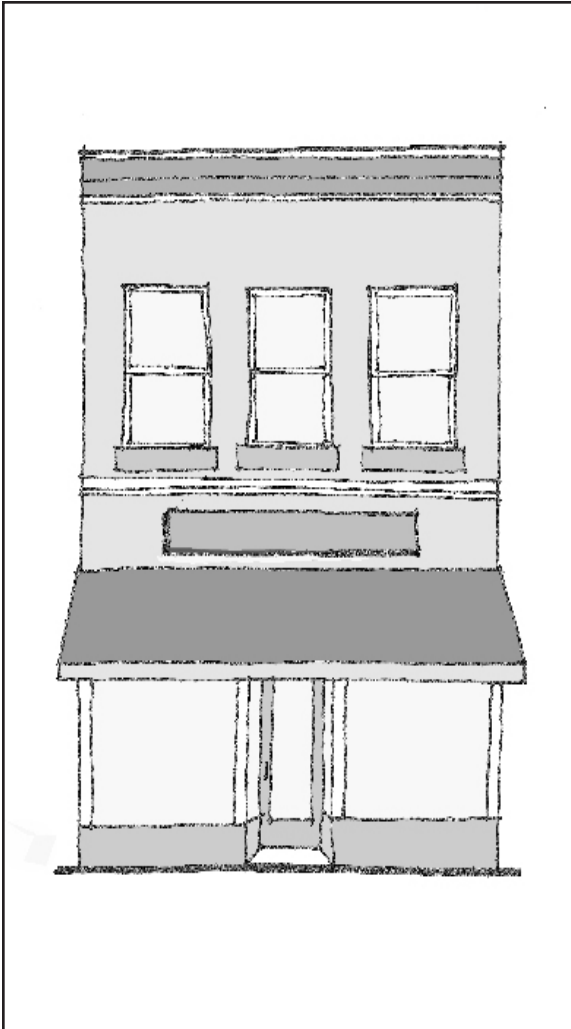
New building construction or alterations to existing buildings to be carried out within the intent of the design objectives for each of the commercial districts described herein. These have subtle differences that will affect the design of infill construction or rehabilitation for that sub-area. These differences are described at the end of Part II where each district is described and specific objectives for each are outlined.

However, in all of these districts, common desirable design characteristics such as building height, rhythm, size of openings, and materials establish parameters for infill that will be compatible with the traditional “small town” architecture of the historic downtown core areas and are desirable throughout South Pasadena. These parameters are defined in these Design Guidelines. These parameters do not specify a precise copying of historic features or a creation of “historic looking” buildings.

Although modern construction technology provides the ability to create buildings that duplicate the appearance of older historic buildings, this type of historicism is discouraged under *The Secretary of the Interior’s Standards* and these design guidelines. New construction should both respect the character of the existing building stock and place its own contemporary stamp on the urban setting.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

OVERVIEW



Older commercial buildings like this one have a smaller scale and design elements that provide character.

These guidelines address commercial infill projects on streets with traditional “shopping street” characteristics. Pedestrian shopping streets are to be enhanced by new development. Buildings in a vernacular style should be developed at the sidewalk edge and have transparent storefronts and other elements that provide human scale and visual interest.

Buildings within the commercial areas should exhibit the basic features of traditional “Main Street” buildings in new and innovative ways. Storefront buildings should incorporate the following traditional features:

- Display windows at the sidewalk edge
- High quality construction and materials
- Awnings and shading features at the storefront level
- Pedestrian oriented signage and lighting

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

SITE DESIGN

Building Coverage

- Align a building's front edge to the sidewalk edge.
- The City desires to define commercial areas by developing urban spaces through the creation of clear "street walls." In order to create well-defined "street walls," consistently throughout the commercial areas, it is recommended the following be observed.

Side and front yard set backs are discouraged in favor of contiguous building facades along the street.

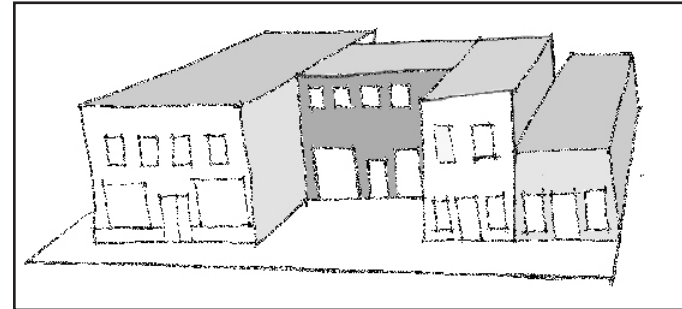
A minimum of 75% of the front of a building should be parallel to the front property line; where portions of the building are setback from the sidewalk, the area should be treated as an arcade, courtyard or plaza.

Ground Level Treatment

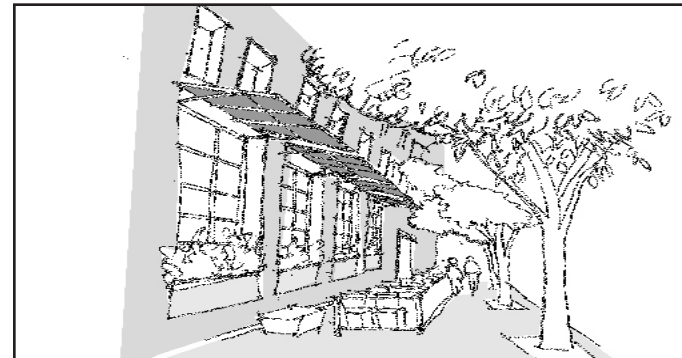
- All street-frontage properties should provide a primary access directly to the street.
- A secondary access is also encouraged at the rear of the structure.
- Long expanses of modular building frontage should be avoided by the placement of doors to the street at intervals not greater than 50 feet.
- A large amount of transparent window surface providing visual access is also preferred at the street level.
- The frontage of a commercial building should incorporate other pedestrian oriented elements such as:
 - outdoor dining areas
 - public art
 - landscaping, shade trees
 - canopies/ awnings/ trellises
 - planter boxes, benches
- Mid block access via narrow pedestrian passages entered at the street front through framed openings and doorways is appropriate.



This infill construction does not respect the "streetwall."



While this new building pulls away from the "streetwall," the space could be filled with an outdoor use such as cafe seating.



These awnings, street trees and cafe tables enliven the street.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

SITE DESIGN



Photo credit: © Gregory Louie

This public/private parking structure is well designed and shares parking between the City and the Homeowners' Association. It also uses landscaping effectively to soften its appearance.



Photo credit: © City of South Pasadena

Expansive front parking does not create a strong streetscape.

- Locate mechanical equipment and service areas out of public view, screened by the building or landscaping.

Parking Standards

- Locate on-site parking to minimize visibility from the sidewalk.
- Place on-site parking behind the ground level or completely above or below the first floor of a building.
- Access to parking should be from the rear or side of the property where access is available via alleys or secondary streets, not from the primary shopping streets.
- Shared access and parking between adjacent businesses or developments is encouraged.
- Any parking structures located above ground floor commercial along a public street should be designed to the same standards as any other new construction, with particular attention to fenestration.
- Paved and raised pedestrian ways should be incorporated into parking lot design to channel foot traffic to businesses.
- Any new or existing surface parking lots along a public right-of-way should have a 10-foot setback with landscaping.
- Screening of parking lots is encouraged through the use of plant materials in order to partially obscure the view of parked vehicles, while allowing visibility to the businesses beyond.
- Screening can be intensified with the addition of 3-4 foot high masonry, ornamental wrought iron or metal fences with at least a 50% covering of plant material.
- Large canopy trees are preferred in parking lots. Planting one tree for

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

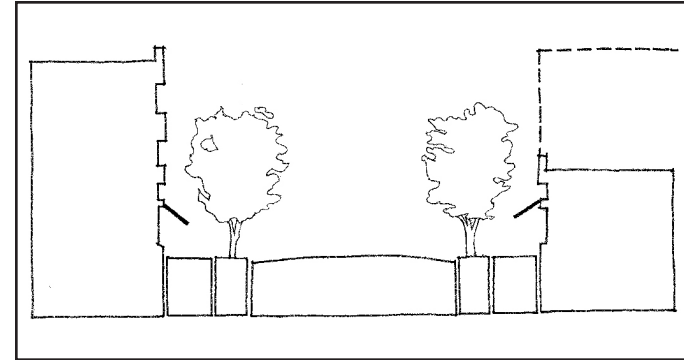
SITE DESIGN

every four spaces is encouraged, in 24 inch boxes. Additional landscaping should cover at least 10% of the parking lot area.

- To minimize the impact on microclimates, heat island effects should be minimized. The use of light-colored, high-reflectance, high-albedo paving is encouraged.
- Similarly, where possible, parking areas should be shaded through the use of large canopy trees, vine-covered trellises, and other shading devices.
- Consider using of porous pavements to help control storm-water runoff.

Landscaping

- To conserve water necessary for irrigation, the use of drought-tolerant or native plantings is encouraged.



Street trees, gateways and a consistent “streetwall” create a streetscape.



Sidewalks should be wide enough for outdoor uses and easy path of travel for pedestrians.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

SITE DESIGN



Photo credit: © Gregory Louie

The City encourages the use of landscaping as part of the design of any commercial structure

Landscaping

Landscaping can add a sense of human scale to a building, create a sense of entry and enliven the public areas at the exterior of a building.

- The use of a landscape strip between the sidewalk and the street is encouraged.
- Development that preserves or increases established trees and other landscaped areas in is encouraged.
- Trees should be large canopy type trees.
- Landscaping can be used to soften the effect of large areas of wall or asphalt parking areas.
- The use of planters or possibly a planted landscape strip between the sidewalk and the building facade is encouraged.



Photo credit: © Decoma Developers LLC

The approved plans for Downtown SouthPas, scheduled to open in 2010, include a Legacy Oak tree and over 50 new trees throughout the project.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

BUILDING MASS AND SCALE

- New buildings and additions should be delineated both vertically and horizontally with traditional design features that promote a sense of human scale.
- New buildings should relate to the existing surrounding developments and not exceed the height allowances of the zoning code. Height exceptions may be allowed where additional height is appropriately designed and meets the development objectives for increased density in the sub-area.
- New buildings in the sub-areas listed will generally be 1, 2 or 3-stories in height, and additions will be second and third stories.
- Large buildings with continuous planes are generally unattractive. To reduce the excess mass, wall planes should be varied in depth and direction.
- New buildings should be similar in width to traditional buildings, or be divided into an assembly of parts that are similar in width to traditional street fronts of approximately 25 feet.
- The height of larger buildings should be varied so that they appear to be divided into distinct massing elements. Different parts of a building's facade can be articulated by use of color or varying the arrangement and design of facade elements such as differing the window style and size at different bays.



Photo credit: © Decoma Developers LLC

The approved plans for Downtown SouthPas, scheduled to open 2010, demonstrate an effective technique for creating an appropriate mass and scale by designing one large building to appear as three smaller storefronts.



Photo credit: © Scott Feldmann

Setbacks on second stories and varied rooflines in adjacent buildings is encouraged to create a more intimate, pedestrian friendly scale.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

BUILDING FORMS AND ROOF LINES



This series of newer commercial buildings employs the desired effects of traditional architectural elements from older commercial buildings including cornices, brackets, awnings, articulated second stories, varied cornice lines and multiple entries. Various building setbacks create visual interest and attractive design qualities.



An older commercial area in South Pasadena with a varied roof line that developed over time.

Building Mass and Scale

- Floor to floor heights and parapet heights should relate to those found in traditional “Main Street” architecture. To create continuity throughout the commercial districts, similar floor-to-floor heights should be followed. The following floor to floor heights are recommended in the Mission Street Specific Plan, and could be used as a general guideline for all other commercial districts:

	Existing	3-Story	2-Story	1-Story
Floor:				
1	16-18'	16'	16'	17'
2	12-10'	10'	12'	--
3	--	10'	--	--
Parapet	4-5'	4'	7'	7'

First floor storefront windows, including transoms where used, should be at a minimum height of 10 feet.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

BUILDING ENTRANCES

Building Forms and Roof Lines

Simple rectangular building forms with horizontal roof planes are the predominant roof form in traditional South Pasadena commercial architecture.

- New buildings and additions should be designed with simple rectangular forms.
- Cylindrical, pyramidal or other elaborate building forms are discouraged.
- Roof lines in a traditional commercial “Main Street” setting are known for their relatively flat roofs, commonly hidden by a parapet at the street front wall.
- Roof designs on new infill construction or additions are encouraged to reflect traditional commercial roof configurations.
- Parapet walls used for screening flat roofs at the street front can take a variety of forms derived from traditional commercial architecture, including: pediments, a stepped front, and might be detailed with elements such as cornice molding or clay tile.
- An offset, jog or corner roof element is appropriate at the roofline of a larger building in order to prevent long continuous planes. Smaller sloped accent roofs are acceptable. Large gable roof forms are strongly discouraged.
- Mechanical equipment located on the roof should be located away from public view and be screened by parapet walls or landscaping.
- New buildings and additions should relate to existing, adjacent buildings. Cornices, watertables, and bandings should align and be similar in size and scale. Window sills and head heights should align. Windows should be in similar proportion.



Building entries can be recessed or meet the sidewalk.



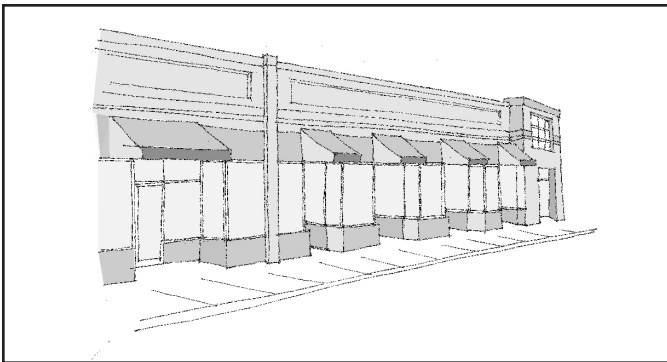
Corner entries should be articulated at the roofline to provide visual interest at key locations of the commercial streetscape.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

AWNINGS



Awnings provide shade, protection from inclement weather and variety to the building facade. They can also be used as signage.



Awnings help articulate entries to individual storefronts.

Building Entrances

- The primary entrance to a building should be oriented to the street and clearly identified.
- The primary entrance should be oriented to the sidewalk.
- Corner buildings could also be designed with angled entrances at the corner.
- The primary entrance should convey a sense of scale and identity with the use of an awning, a change in roofline, or other architectural feature to define the entry.
- Recessed entries at storefronts should be retained where existing, and incorporated into new construction.
- Storefront entries should be centered on the tenant space, sheltered to provide a transition to the interior, and have large areas of glazing, avoiding solid doors.

Awnings

- Awnings should be simple in design, color and detail.
- Awnings can add character to a facade, but should be conservative forms and project no more than 6 feet from the building facade.
- Awnings should be designed to cover each individual window band or bay separately at a building front.
- Shapes should relate to the shape of the top of the opening and contribute to the cumulative effect to the streetscape where awnings exist on neighboring buildings.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

DOORS AND WINDOWS

- Where a building has several businesses, different colored awnings may be used at each tenant space, or awnings of the same color with a different treatment at the valance. Awnings colors should complement the building palate and not be too vivid or bright.
- Awnings should be located at the top of first floor windows, and can also be located below the transom.
- Internally illuminated awnings are discouraged.
- Canvas or matte finish vinyl are appropriate materials for awnings, and should be replaced when faded.
- South Pasadena encourages business names and addresses to be stenciled onto awning flaps in lieu of adding additional signage, where permitted by the Zoning Code.

Doors and Windows

Doors and windows are important to the character of individual buildings and to streetscapes. Doors and windows should be proportioned to the building facade and be of high quality materials and design so as to provide interest and be inviting.

- Entry doors should be recessed and have a large area of glass.
- High quality wood or steel doors with either solid or divided-lite clear glazing are appropriate. French doors, Dutch doors and pairs of doors are all acceptable.
- Storefront windows should be maximized along commercial street fronts. Storefront openings should be a symmetrical composition of openings along the street front. Storefront glazing should have a continuous sill height above a bulkhead.



This recessed entry offers areas for window display.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

DOORS AND WINDOWS

- Upper floor windows should be individual units, evenly spaced and have a vertical orientation, and not be a “ribbon” of glass.
- Vertically oriented windows should generally be twice as high as they are wide. Windows should be traditional styles and shapes: double-hung, casement or fixed.
- The window surface should be set back from the exterior wall surface to create variety and shadows in the wall planes.
- Windows may be paired or in bays of three where groupings are appropriate with the building massing and proportions.
- Security gates on windows and doors are discouraged.
- Windows should be wood, steel, or anodized or enameled aluminum that complements wood windows. Non-anodized aluminum is not recommended.
- Glazing should be clear and not tinted or reflective.



Photo credit: © Kim Ziel

Storefront windows can be designed to bring the interior space into the pedestrian experience and encourage shopping, dining and patronage in the building.

- Window and door hardware should be complementary to the style of the building, of a non-corrosive material; solid brass or bronze is recommended.
- Storefront windows should sit atop a low curb (18 to 24 inches high) and not extend down to grade. The curb should be clad in stone, tile, masonry, or other durable materials.

GENERAL DESIGN GUIDELINES FOR COMMERCIAL AREAS

BUILDING MATERIALS AND COLOR

Building Materials and Color

The materials used on a building and its architectural elements should complement the design and add visual interest to the facade and streetscape.

- Materials should be limited to traditional materials such as brick, stucco, stone, terra-cotta, wood, tile and metal. Materials with a matte finish are preferred; polished or reflective surfaces are discouraged.
- Stucco surfaces should be smooth with a relatively fine aggregate size and have a composition of surface changes and details adding human scale.
- The number of materials should be limited so that a large number of facade materials do not create a “busy” surface.
- Materials at bulkheads should be complimentary to the main building material and should continue at the returns into recessed storefront sections and recessed entryways.
- Colors of adjacent buildings should complement one another; consideration should be given to the color of buildings nearby. A minimum of three colors is recommended for use on building facades, a third or fourth color can be used on accent items such as awnings, or doors and windows.



Brick, tile and stucco are traditional storefront materials



This painted stucco stands out against the awning.

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

FAIR OAKS CORRIDOR



Photo credit: © Gregory Louie

This portion of the Central Fair Oaks Business District represents part of the historic commercial frontage that was specifically retained during the design of the Downtown SouthPas Redevelopment project, slated for completion in 2010. The bank (far right) will be replaced with a two-story, zero setback design that replaces what was once on this site.



Photo credit: © Gregory Louie

The Central Fair Oaks Corridor has many important historical structures and a well-defined "Street Wall" that should be retained.

The Fair Oaks Corridor Focus Area consists of four distinct commercial areas: Upper Fair Oaks, the Central District, and Lower Fair Oaks. The Fair Oaks/Huntington Focus Area is immediately south.

Though heavily impacted by traffic along the multi-lane Fair Oaks Avenue, the Fair Oaks Corridor still retains some historic storefronts, zero setbacks at the street front, and some smaller-scale retail uses in the pedestrian-oriented Central District, between Hope street and Monterey Road. Design guidelines specifically for the Central District will be addressed in a separate redevelopment plan. This plan will address the preservation and adaptive reuse of the historic structures in the Central District.

These guidelines will focus on the Upper and Lower Fair Oaks Districts, where larger development parcels, some with large setbacks from the street, large parking areas, and newer commercial buildings in an auto-oriented environment are common. Within the districts that are described in this document, there are only a few identified historic structures. The General Plan outlines objectives to promote the vitality of this area by allowing for the gradual and selective transition of uses in the peripheral sub-areas to uses that are pedestrian-oriented, thus integrating the entire Fair Oaks sub-districts Corridor.

The integration of the three sub-districts into the larger Fair Oaks Corridor is seen as key to increasing the vitality of the area. The primary goal for increased density is in the Central District, then the Upper and Lower District. When the Central District has reached an FAR of 1.0, then the goals for increased density in that area will apply to the Upper and Lower Districts.

Objectives identified for the Fair Oaks Central District that can be applied to the Upper and Lower Districts include:

- Encourage non-historic storefronts to be compatible with the historic fabric of the district.

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

FAIR OAKS CORRIDOR

- Replace surface parking with structured parking.
- Add office and residential above ground floor retail
- Enhance availability of Parking:
 - Improve parking management, efficiency in arrangement
 - Provide incentives to create parking that will maintain density
 - Design access so as not to interfere with pedestrian activity
 - Seek a mixture of uses that can share parking,
 - Provide City support to proposals offering parking potentials beyond project requirements
- Reexamine the streetscape – look at adding medians and substantial street trees to reduce the scale of the street and enhance the pedestrian environment.
- Increase pedestrian/ vehicular separation by restricting and consolidation of curb cuts



Fair Oaks is a wide street with four lanes of traffic and a parking lane. Improved sidewalk treatments will soften this commercial streetscape.

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

UPPER FAIR OAKS



Photo credit: © Gregory Louie

The Upper Fair Oaks Corridor, south of the 110 and north of Hope Street, has some historical structures from a variety of different eras intermingled with more contemporary designs.



Photo credit: © South Pasadena Chamber of Commerce

This contemporary two-story building softens the impact of its height through effective landscaping and outdoor seating. Parking is in the rear of the complex.

The Upper Fair Oaks sub-area is a two-block area that includes properties on both sides of Fair Oaks Avenue between Mound Ave. and Brent Ave., just south of the Pasadena Freeway to Hope Street. This area is auto-oriented with a four-lane roadway with additional parallel parking spaces. Uses include specialty commercial, professional office, fast food and a service station. There are wide sidewalks and small street trees planted in wells. Parking is at the street front in some locations. There is no median strip or landscaped strip along the sidewalk. There is a mix of one and two story buildings with varying heights and setbacks. The architecture is modern with large metal storefronts and aluminum windows, and a variety of building materials and forms.

Design Objectives:

This area will serve as the initial expansion of the Central Fair Oaks district and should develop as a physical and use transition from the more intense central downtown. Objectives include:

- Encourage development of the “street-wall” similar to that at the Central Fair Oaks District, requiring zero-setbacks except to accommodate outdoor dining, sidewalk level plazas, or architectural effects.
- Encourage infill between buildings in existing setbacks to promote continuity of storefronts.
- Encourage display windows and sidewalk entrances.
- Encourage retrofitting of existing street front facades that are non-conforming with design that respects the patterns of traditional main street commercial buildings.
- Improve pedestrian friendly atmosphere by adding larger street trees, landscape strips, and planted medians with street trees.

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

LOWER FAIR OAKS

The Lower Fair Oaks sub-area is a three-block area that is bordered by Monterey Road to the north and Rollin Street to the south. The area serves as the southern entrance to the City's central commercial district at Fair Oaks Avenue and Mission Streets. Uses in this area include a bank, automobile repair, professional office, a service station, fast food, and a large single-owner parcel with a community supermarket.

Design Objectives:

This area will serve as the secondary expansion of the Central Fair Oaks district and should develop as a physical and use transition from the more intense central downtown.

- Some continued auto-oriented uses are desirable at this area, particularly where large single-owner parcels exist.
- Encourage development of the "street-wall" south of Monterey Road to Bank Street similar to that at the Central Fair Oaks District, requiring zero-setbacks except to accommodate outdoor dining, sidewalk level plazas, or architectural effects.



Photo credit: © Berkeley Archives

The historic Smith & Williams building has been preserved and updated while retaining its notable landscaping and courtyard space.



Photo credit: © City of South Pasadena

The Panda Express restaurant accommodates outside and sidewalk dining.

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

LOWER FAIR OAKS



Lower Fair Oaks

- Encourage infill between buildings keeping existing setbacks to promote continuity of storefronts with display windows and sidewalk entrances.
- Encourage retrofitting of existing street front facades that are non-conforming with design that respects the patterns of traditional main street commercial buildings.
- Improve the pedestrian friendly atmosphere by prohibiting curb cuts along Fair Oaks where alternative access points are available.
- Larger multi-lot developments might incorporate parking structures to serve the Central Fair Oaks area and parts.
- Retain the large street trees and planted medians with street trees. Consider adding landscape strips at the sidewalk edge.



Lower Fair Oaks

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

FAIR OAKS / HUNTINGTON

This commercial area lies at the major intersection of Fair Oaks Avenue and Huntington Drive and is the gateway at the southern end of Fair Oaks. Huntington also intersects Fremont Avenue in this area. The area is primarily auto-oriented, being split by these major traffic arteries. Uses include neighborhood and community retail, restaurants, and professional office. Most buildings in this area are at a zero setback from the street. Building lot coverage and heights vary from small single story structures with no parking to buildings with higher rooflines and surface parking lots. A four-story office building dominates the intersection of Huntington and Fair Oaks.

Some designated historic buildings exist in this area and should be preserved or rehabilitated. Original materials, rooflines, and architectural details should be retained. Storefronts and other altered elements should be restored. New infill construction or alterations to existing buildings should respond to and be compatible with these structures. Rehabilitation of these structures should be done according to the *Secretary of the Interior's Standards for Rehabilitation*, available from the Planning and Building department.

Design Objectives:

- Maintain the zero-setbacks, except to accommodate outdoor dining, sidewalk level arcades or architectural effects.
- Encourage retrofitting of existing street front facades that are non-conforming with design that respects the patterns of traditional main street commercial buildings.
- Encourage design that adds cohesiveness to the area and contributes to the demarcation of this area as the terminus of Fair Oaks.
- Allow for design incentives (i.e. height exceptions) that will increase the street wall and create a sense of entry at the intersection of Fair Oaks and Huntington.



Fair Oaks / Huntington



Fair Oaks / Huntington

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

HUNTINGTON / GARFIELD



Huntington / Garfield

This sub-area at the eastern edge of South Pasadena, is at the intersection of the City of South Pasadena with the cities of San Marino and Alhambra. It is currently developed with only a large supermarket. It is mainly an auto-oriented area.

Design Objectives:

- Encourage conversion of lower density commercial use to a denser assemblage of retail uses.
- The area should remain auto-oriented but established with zero setbacks at the street, creating a more appropriate “gateway” relationship to the intersection.



Huntington / Garfield

BACKGROUND AND DEVELOPMENT OBJECTIVES FOR SPECIFIC COMMERCIAL DISTRICTS

PASADENA AVENUE / OSTRICH FARM

This area is now a mix of light industrial and commercial uses with no significant or designated historic buildings. Although re-use and rehabilitation should be considered, there are no constraints on the replacement of existing buildings.

Design Objectives:

- Encourage conversion of lower density light industrial and commercial uses to a denser assemblage of 'business park' campus-style developments.
- Uses could include office, retail, and light manufacturing in horizontally and vertically developments with mixes of uses that have an increased FAR and height.
- The area should remain auto-oriented, but a more appropriate "gateway" needs to be developed.



Photo credit: © TBD

This gateway building at 99 Pasadena Ave., designed by Choy Associates of South Pasadena, uses a "curtain wall" technology similar to that used in the Walt Disney Concert Hall. The design is a combination of old and new blending well with other structures in the area. The landscaping on the street side of the project has been carefully designed to match the natural flora of the nature park directly across the street, including a percolation pond and a crushed stone pathway. The large oak tree, large sycamore and two jacaranda trees on the traffic island will be preserved.