



# Community Design Plan

Gardena General Plan 2006

## Authority

While the Community Design Plan is not a required element of a General Plan, it is included because improving the community appearance and image is paramount to the overall quality of life in the City. This Plan focuses on the aesthetic qualities of existing and future developments in the City and its relationship to the surrounding environment. The desire to make Gardena visually attractive is the foundation of the Community Design Plan.

## Purpose

Throughout the public participation process in the development of the General Plan, one common theme was continually voiced by the community – “we need to beautify the City.” Improving the visual aspects of the City through building and property maintenance, landscape and streetscape, signage and other urban design features create a positive and strong community identity. Residents and businesses begin to take pride in their property, neighborhood and City, which positively impacts the economic stability and growth of the City. Commuters viewing Gardena from the streets will want to experience the City by shopping at retail centers or dining at many of the numerous restaurants. For this reason, the Community Design Plan provides policy guidance for the built environments.

## Relationship to Other Plans and Programs

### Van Ness Façade Renovation Program Design Guidelines

The Van Ness Façade Renovation Program Design Guidelines are designed to improve the economic vitality of neighborhood retail/commercial buildings located in the Van Ness Business District. The objectives of the program are to: set standards for a cohesive, upscale image for buildings and businesses; attract high quality neighborhood retail and commercial services; and eliminate blight. Future phases of the program include updated, well-lit parking lots with quality pedestrian amenities.

### Downtown Gardena Boulevard Design Guidelines

The Downtown Gardena Boulevard Revitalization Design Guidelines were developed to encourage and assist all who remodel or develop on Gardena Boulevard. The guidelines are voluntary and are directed at property owners, merchants, developers, architects and public officials to maximize the image and economic prosperity on Gardena Boulevard by promoting design concepts and set minimum standards for: a) facade improvements that would upgrade the appearance of downtown businesses; b) new construction that would enhance and be compatible with the downtown; and c) public improvements that would give the downtown street appeal.



## Goals and Policies

### Image and Identity

#### DS Goal 1 Enhance the visual environment and create a positive image of the City.

##### Policies

*DS 1.1: Foster proactive code enforcement on maintenance of properties and compliance with adopted development standards.*

*DS 1.2: Encourage the maintenance, use and improvement of key City landmarks to promote Gardena's visual image and identity.*

*DS 1.3: Promote a stronger design review process to ensure that public and private projects comply with best design practices and standards.*

*DS 1.4: Provide a sense of arrival to Gardena through entry monument signs, landscaping features, architectural and motifs at key gateway locations.*

*DS 1.5: Promote a citywide beautification program that includes detailed landscaping standards and comprehensive tree preservation/planting plan.*



*DS 1.6: Require streetscape development standards for major corridors, including streetlights, landscaping, public signage and street furniture, to reinforce Gardena's community image.*

*DS 1.7: Require citywide landscaping standards to ensure adequate landscaping on commercial, industrial and public uses.*

*DS 1.8: Encourage neighborhood district identity.*

*DS 1.9: Provide a unique system of directional signage for vehicular and pedestrian circulation.*

*DS 1.10: Encourage private participation in a public arts program.*



Examples of Public Art





## Residential

### DS Goal 2 Enhance the aesthetic quality of the residential neighborhoods in the City.

#### Policies

*DS 2.1: Provide stronger design guidelines for residential development, including both new construction and additions to existing single-family units or multi-family dwellings.*

*DS 2.2: Ensure that new and remodeled dwelling units are designed with architectural styles, which are varied and are compatible in scale and character with existing buildings and the natural surroundings.*

*DS 2.3: Encourage a variety of architectural styles, massing, floor plans, color schemes, building materials, façade treatments, elevation and wall articulations.*

*DS 2.4: Strengthen the important elements of residential streets that unify and enhance the character of the neighborhood, including pedestrian amenities, parkways, mature street trees, compatible setbacks, and unified architectural detailing and building.*

*DS 2.5: Encourage homeowner associations and neighborhoods to maintain existing housing tract entrance signs in an attractive manner and encourage the placement of such signs at the entrance of major developments.*

*DS 2.6: Encourage rehabilitation or upgrade of aging residential neighborhoods.*

*DS 2.7: Require appropriate setbacks, massing, articulation and height limits to provide privacy and compatibility where multiple-family housing is developed adjacent to single-family housing.*

*DS 2.8: Ensure that new single-family residential buildings or additions are designed and constructed with sensitivity for the privacy of adjacent residential properties and the value and quality of existing homes.*

*DS 2.9: Integrate new residential developments with the surrounding built environment. In addition, encourage a strong relationship between the dwelling and the street.*

*DS 2.10: Provide landscape treatments (trees, shrubs, groundcover, and grass areas) within multi-family development projects in order to create a “greener” environment for residents and those viewing from public areas.*



*DS 2.11: Incorporate quality residential amenities such as private and communal open spaces into multi-unit development projects in order to improve the quality of the project and to create more attractive and livable spaces for residents to enjoy.*

*DS 2.12: Provide well-designed and safe parking areas that maximize security, surveillance, and efficient access to building entrances.*



*DS 2.13: Encourage lot consolidation for multi-family development projects in order to produce larger sites with greater project amenities.*

*DS 2.14: Require design standards be established to provide for attractive building design features, safe egress and ingress, sufficient*

*parking, adequate pedestrian amenities, landscaping, and proper signage.*

*DS 2.15: Promote innovative development and design techniques, new material and construction methods to stimulate residential development that protects the environment.*

## Mixed Use

**DS Goal 3    Improve the vitality of designated commercial corridors with well-designed mixed-use development that attractively blends commercial retail, office and residential uses in design and development features.**

### Policies

*DS 3.1: Consider the adoption of specific plans at identified focus areas that provide design and landscape standards that support either a street-oriented or village-type development pattern.*

*DS 3.2: Promote pedestrian amenities in mixed-use developments and along arterials.*

*DS 3.3: Promote the segregation of residential parking from commercial and office parking.*

*DS 3.4: Support mixed-use developments that include adequate open space areas and a full range of site amenities.*

*DS 3.5: Encourage underground parking or surface parking with effective landscape buffers to minimize the visual impact of parking areas.*





## Commercial

### DS Goal 4 Achieve high quality design for commercial uses.

#### Policies

*DS 4.1: Promote a strong relationship between buildings and the street.*

*DS 4.2: Provide functional pedestrian connections between adjacent commercial uses.*

*DS 4.3: Encourage commercial developments to include interesting rooflines, building shapes, and patterns of shade and shadow while demonstrating sensitivity to the contextual influences of the surrounding area and compatibility with surrounding neighborhoods.*



*DS 4.4: Promote an attractive, clean and well-maintained environment in commercial areas, especially in public meeting places, transits stops, and public buildings by providing pedestrian amenities such as attractive permanent trashcan enclosures and benches.*

*DS 4.5: New or remodeled commercial structures and properties should be designed to reflect the City's architectural diversity, yet be compatible with nearby existing buildings.*

*DS 4.6: Promote pedestrian-friendly corridors by improving traffic and pedestrian safety and by providing pedestrian amenities such as benches and outdoor seating, potted plants, decorative paving, and detailed lighting elements along the street frontage.*

*DS 4.7: Encourage the use of entrance patios, courtyards, plazas, arcades, fountains, porches, tower elements, covered walks, and other design features and amenities in commercial areas.*

*DS 4.8: Require loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment to be concealed from view and located as far as possible from adjacent residences.*

*DS 4.9: Reduce the impact of monotonous walls with vertical and horizontal design elements or landscaping.*

*DS 4.10: Encourage the design of highly visible entrances to retail activity centers through accent landscaping, water features, sculptures, enhanced intersection features, façade detailing, monument signs, water features, and other design amenities.*



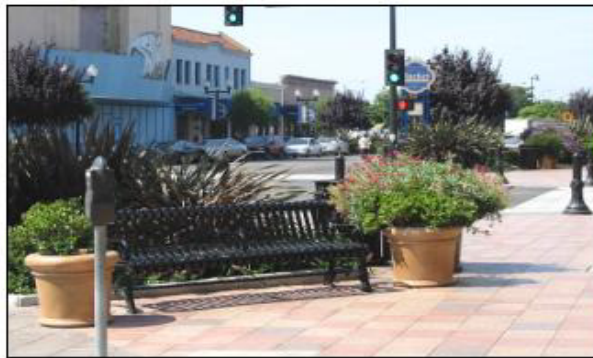
## Gardena General Plan 2006

*DS 4.11: Nodes within the City should be designated as community focal points with heightened design quality and visual interest.*

*DS 4.12: Enhance the physical appearance of the industrial and commercial areas through better “edge” identification, signage and landscaping.*



*Examples of Street Furniture*





## Industrial

### **DS Goal 5    Improve the aesthetic quality of the industrial environment for both workers and residents of the City.**

#### **Policies**

*DS 5.1: Industrial projects should be designed to convey visual interest and a positive image.*

*DS 5.2: Encourage the design of industrial buildings to consider the visual and physical relationship to adjacent uses. An industrial structure, which dominates the surrounding environment by its relative size, shall be discouraged.*

*DS 5.3: Industrial projects shall be required to: incorporate landscape setbacks and buffers; aesthetically treat horizontal and vertical design elements on building and perimeter walls; and conceal storage yards, parking, and service areas to minimize visual impacts on the public.*

*DS 5.4: Long, blank walls should be broken up with vertical and horizontal façade articulation achieved through stamping, colors, materials, modulation and landscaping.*

## Signage

### **DS Goal 6    Ensure that signage contributes positively to Gardena's image and to the overall economic development.**

#### **Policies**

*DS 6.1: Encourage the use of common design elements in signs for commercial and industrial centers.*

*DS 6.2: Prohibit the use of pole signs, roof signs, temporary lettering of window signs, banner signs and temporary signs.*

*DS 6.3: Wall signs along a continuous façade of storefronts shall be located at approximately the same height to provide a unifying, horizontal design element.*

*DS 6.4: Consistent design style should be established for all public signage, including fixture type, lettering color, symbols and logos.*



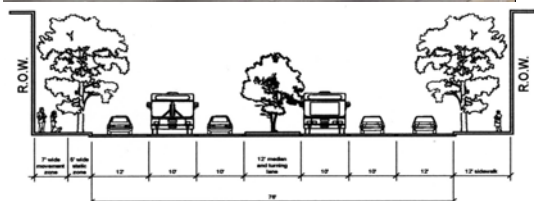
## Streetscape

### DS Goal 7 Utilize extensive landscaping to beautify Gardena's streets and sidewalks.

#### Policies

*DS 7.1: Pursue unifying streetscape elements for major corridors, including landscaping, public signage, banners, streetlights, and street furniture to foster the City's streetscape.*

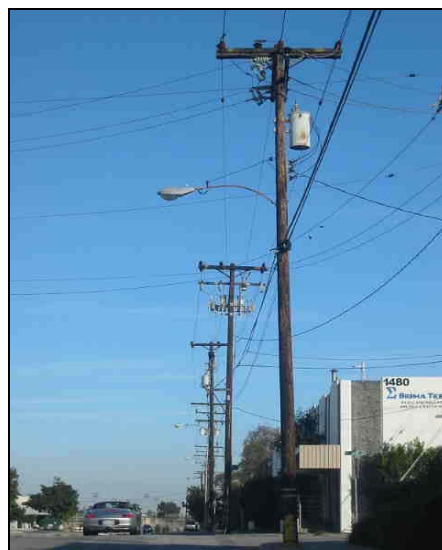
*DS 7.2: Provide landscaped medians on Rossmore Avenue, Western Avenue and Redondo Beach Boulevard.*



*DS 7.3: Provide opportunities to incorporate public art as part of new development projects to enhance the public streetscape or to incorporate into public improvement projects.*

*DS 7.4: Screen or underground unsightly equipment cabinets, infrastructure support structures and equipment.*

*DS 7.5: Underground electric and communication lines.*



*DS 7.6: Require consistent landscaping character along streets that reinforces the unique qualities of each corridor and neighborhood.*

*DS 7.7: Maintain landscape parkways in residential areas and decorative parkways in commercial and industrial areas.*