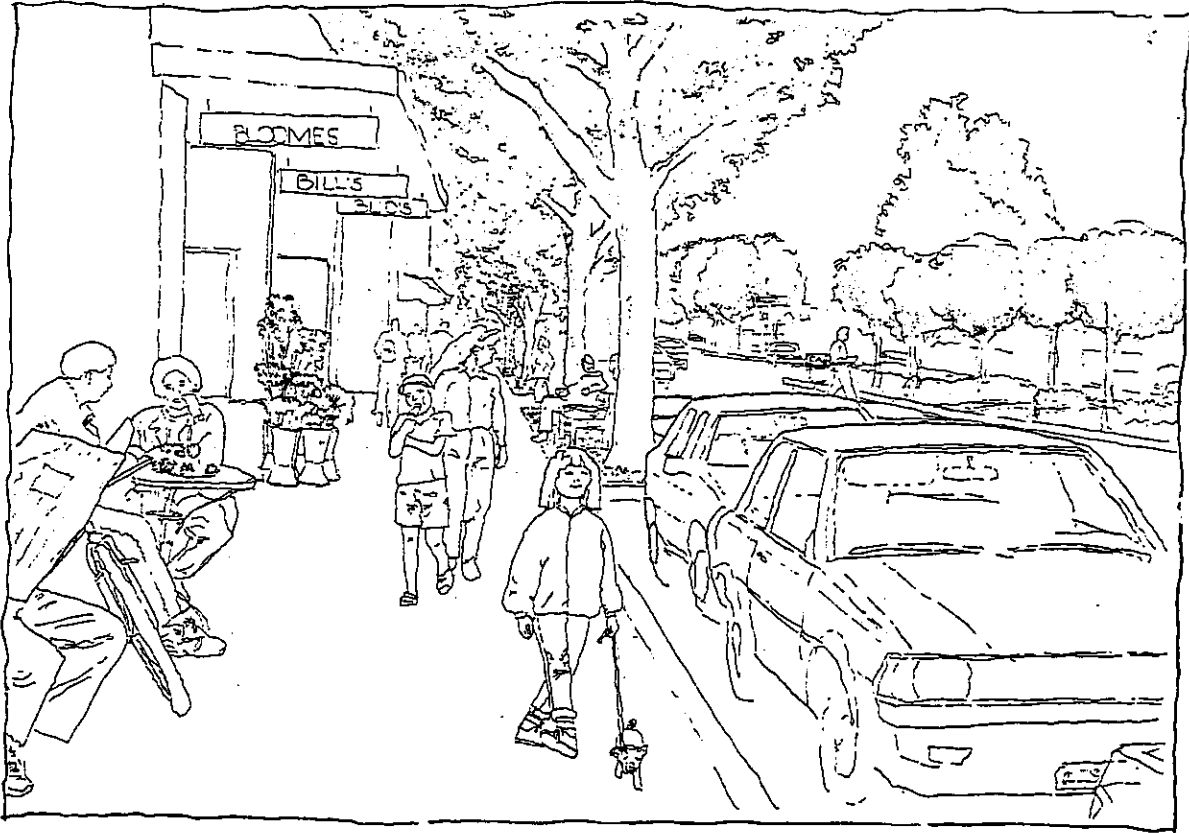


COMMUNITY DESIGN

Design Guidelines

Private Realm



PURPOSE:

These guidelines are a collection of observations of what works in an urban environment. They celebrate and encourage vital diversity within a coherent whole. Big shady trees along the avenue will create the continuity of place against which a wide variety of designs, shapes and colors can play.

COMMUNITY DESIGN

Design Guidelines

Private Realm



A Few "Rules"

The scale and comfort of the person on the sidewalk is primary, rather than the automobile. These guidelines are written for this person — shopper, stroller, bus rider, commuter, diner, business owner, sales person. Therefore:

- **Park the cars in back.**
- **Put the entrances in the front.**
- **Let people see interesting things inside buildings.**

A FEW RULES

COMMUNITY DESIGN

Design Guidelines

Private Realm



Buildings should be built to last

Quality of materials and details both in the construction and finishes of buildings will contribute to the long term health and prosperity of the area.

Historic buildings link us to our community's past

They should be cared for to maintain their integrity and character for the benefit of all of us now and for our children.

Signs are for indexing only

Signs should tell us what's there, the name of the shop, where the parking is, the street number, when a place is open. They should not be used for advertising either the cost or the supposed quality of the merchandise inside the store.

Strongly discouraged

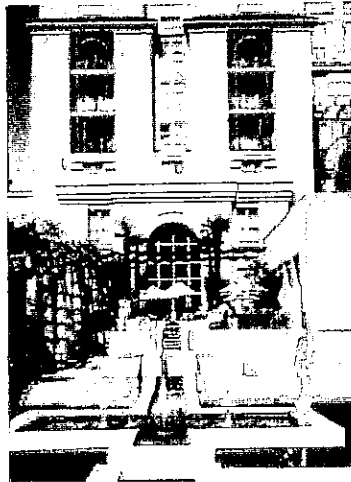
- Chain link fencing within 30 feet of the front property line
- Razor or barbed wire
- Exterior security grills over windows and doors
- "Mirror" or tinted glass
- Aluminum, vinyl or back-lit awnings
- Jalousie windows
- Heavy dash stucco
- Mill finish aluminum, 'nail-on' sash
- Parking lot lighting higher than 16 feet

DO'S AND DON'TS

COMMUNITY DESIGN

Design Guidelines

Private Realm



Use sturdy, long lived, quality materials appropriate to your building type

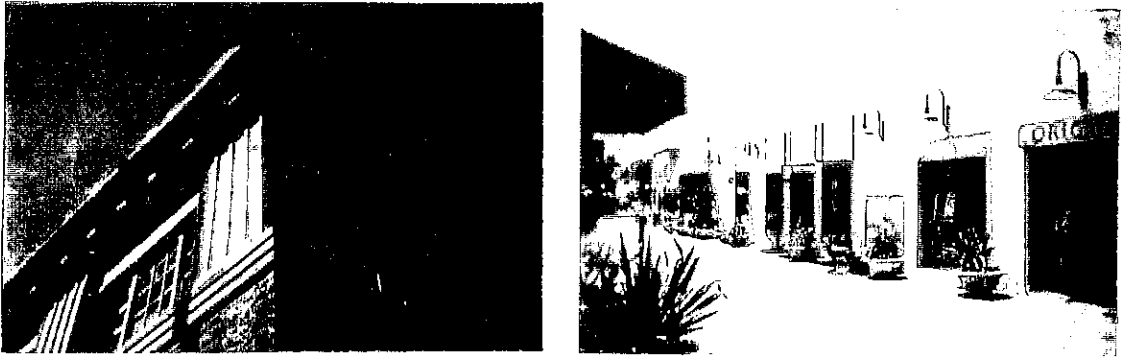
Quality materials show the care and respect the builder holds for the property and for the community. Building materials traditional to Pasadena should be considered first: stone, tile, smooth stucco and wood.

MATERIALS

COMMUNITY DESIGN

Design Guidelines

Private Realm



Make your building interesting

Building walls that have niches, bays, columns, cornices and trim show care and craftsmanship. They are more interesting to look at than flat, unarticulated walls.

Recessed entrances are more gracious and inviting than flat ones. Frame them with color and form.

Recessed windows create shadows, making buildings interesting. Flush, nail-on sash looks flat and flimsy and is usually poorer in quality.

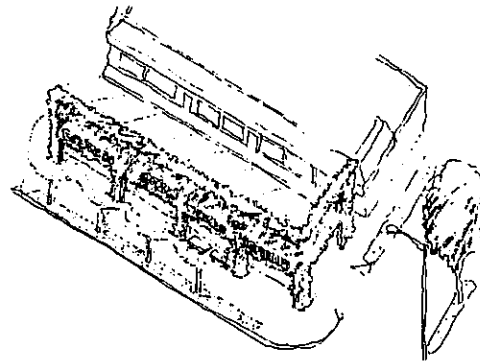
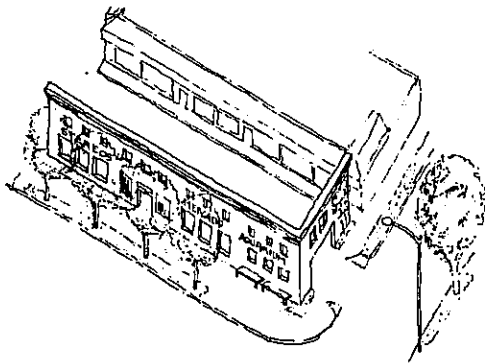
Where the building meets the sky is an opportunity for detail and distinction.

BUILDING FEATURES

COMMUNITY DESIGN

Design Guidelines

Private Realm



Repair edges*

Flat asphalt parking lots bordering the sidewalk offer nothing to people passing by. Placing a structure at commercial corners and edges fronted by parking lots will repair the streetfront and bring activity and interest to the sidewalk.

Edge Repairs may have a variety of forms and styles but should provide places for goods and services to be brought to the street. They should also offer people places to sit.

(Use the ABC's and the XYZ's to design your Edge Repair).

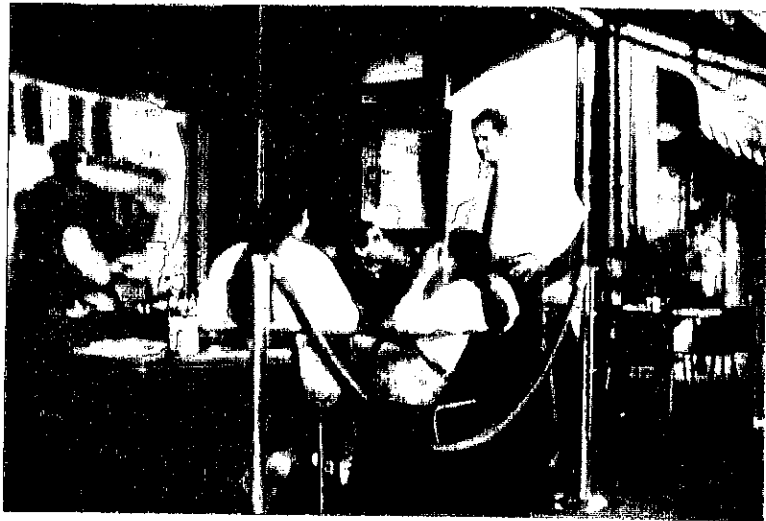
**Applies to Village Building Type only*

EDGES

COMMUNITY DESIGN

Design Guidelines

Private Realm



Provide sheltered places for people to sit and talk

People love to enjoy the outdoors—to see each other and be seen. Providing comfortable outdoor seating either on the sidewalk, or better yet in a court, will attract people to your business.

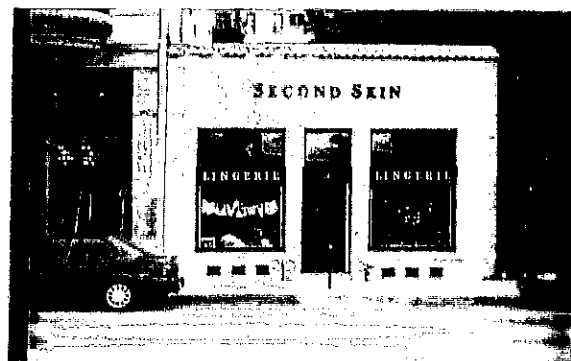
Provide places within your building for people to stand, sit and watch the street. Consider using porches, loggias, balconies and arcades.

SHELTERED SPACES

COMMUNITY DESIGN

Design Guidelines

Private Realm



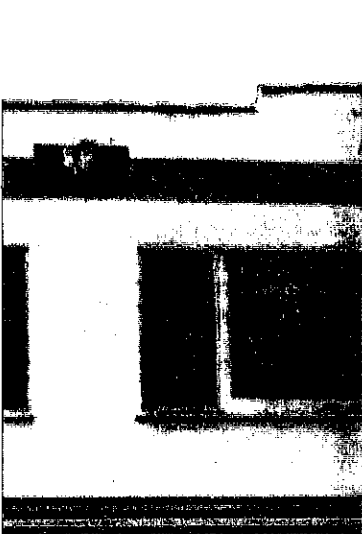
*Open the streetfront**

People are attracted to businesses that they can see into. Open up your streetfront to the sidewalk with storefronts, windows and doors and make it interesting. Windows draw people inside first with their eyes and then with their pocketbooks.

**Applies to Village Building Type only*

STOREFRONT

COMMUNITY DESIGN Design Guidelines *Private Realm*



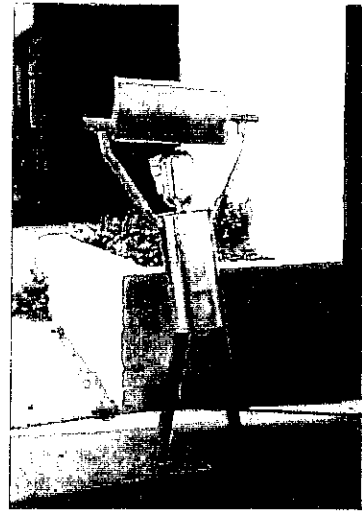
Bring your building to life with color

Color speaks directly to people's emotions: bright and bold is lively, rich deep colors convey elegance, neutrals and pastels are tasteful, traditional.

A boring box can be transformed using paint to create rhythm and proportion. (Use the facade organization "ABC's and the XYZ's" to organize your paint scheme.)

COLOR

COMMUNITY DESIGN Design Guidelines *Private Realm*



Make your sign unique and original

Give it a place of importance by centering it and leaving space around it. Enhance it with lighting.

When trees are young and in the way, put your sign low so it can be seen from the street. Locate the street address number on the building at between 5 to 7 feet above the sidewalk level.

SIGN

COMMUNITY DESIGN
Design Guidelines
Private Realm



Enhance your building with lighting

Use it to flatter your business and customers. Use store window display lighting to help light the sidewalk.

LIGHTING

COMMUNITY DESIGN

Design Guidelines

Private Realm



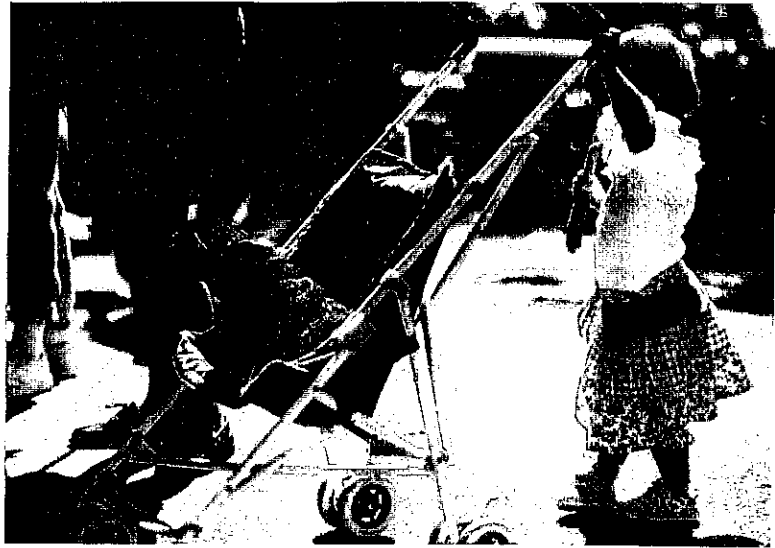
Refresh with water and landscape

People delight in plants and flowers that are thoughtfully chosen and cared for. The sight and sound of water transforms space.

Soften blank walls with vertical planting. Define outdoor places with trellises, plants and trees. Pots, boxes, planting beds and trellises present opportunities—even the smallest gestures are worth the effort. Contact Pasadena Water and Power for a list of recommended drought tolerant species.

WATER AND LANDSCAPE

COMMUNITY DESIGN Design Guidelines *Private Realm*

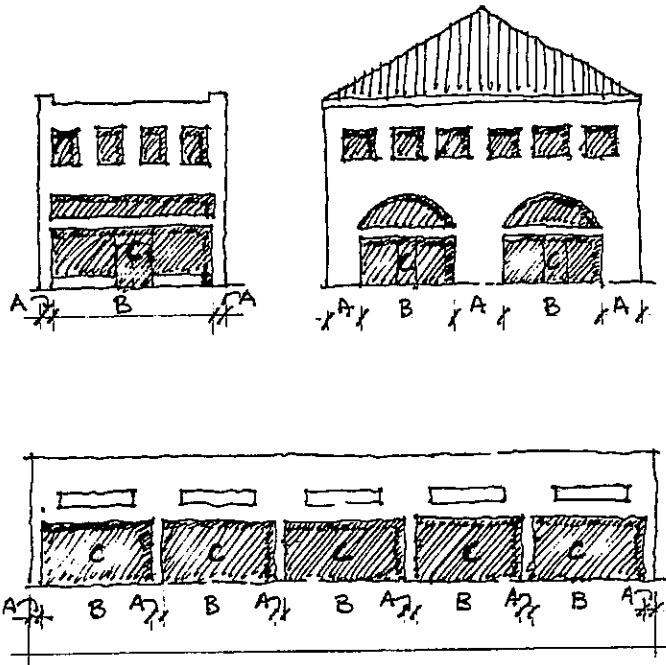


Think about children

If your project will be used by children, give them things to do—something to draw on, books to look at. Consider providing child-sized seats, tables or a place to play.

CHILDREN

COMMUNITY DESIGN Design Guidelines *Private Realm*



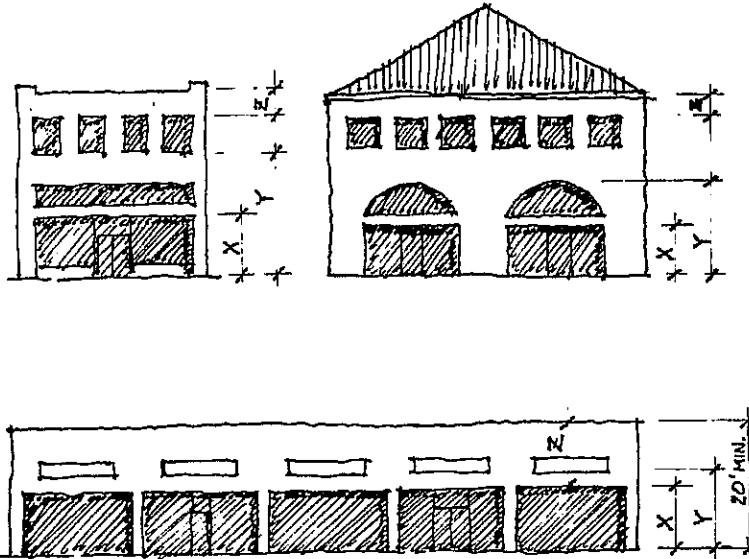
*The "ABC'S" of Horizontal Proportions **

- "A" Minimum horizontal wall dimension at street front should be **no less than 1'-6"**
- "B" Maximum storefront or building bay should be **no greater than 25 feet (+/- 5 feet)**
- "C" Minimum percent in ground floor building wall at street front dedicated to openings should be **at least 50%**
- "D" Maximum unbroken building facade length should be **no greater than 100 feet**
- "E" Maximum distance between building entrances should be **no greater than 50 feet**

** Applies to Village Building Type only*

*FACADE ORGANIZATION -
HORIZONTAL*

COMMUNITY DESIGN
Design Guidelines
Private Realm



*The "XYZ'S" of Vertical Proportions **

- "X"** Headers over windows and entrances are required at:
between 8 and 10 feet
- "Y"** A horizontal articulation* is required at:
between 12 and 18 feet
- "Z"** Wall section above windows to be:
2 feet minimum for single floor buildings and
3 feet minimum for multiple floor buildings

Articulation includes:

- header for ground floor transom window
- second floor window sill
- signage
- awnings
- change in mass
- surface detail (trim)
- change in color (acceptable for remodel only)

** Applies to Village Building Type only*

FACADE ORGANIZATION -
VERTICAL