

Commercial Design Standards

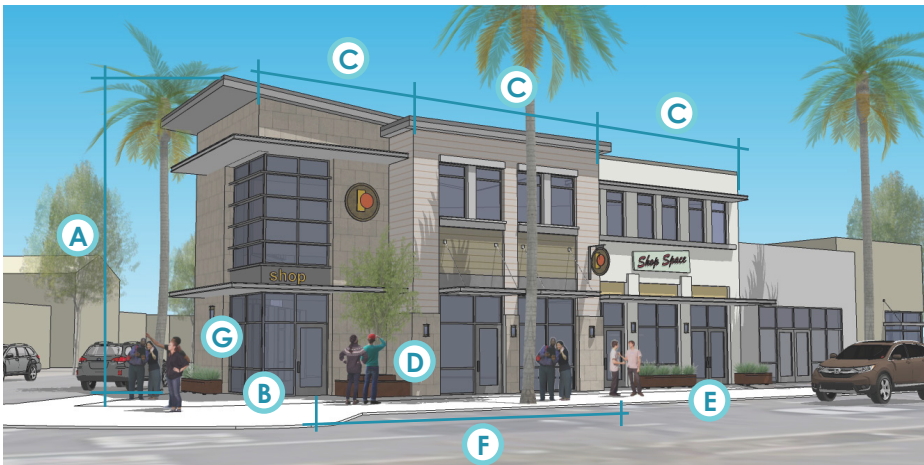
Design standards are intended to ensure new development engages the street, creates visual interest, and reflects the desired character of the Downtown and the City's commercial corridors. Key features the standards address are noted in the following illustrations of conceptual development along Pier Avenue (below) and Pacific Coast Highway (on the next page). The standards provide flexibility to accommodate a variety of styles.



Example 1 - Pier Avenue

DESIGN STANDARDS KEY

- (A)** 30' Max. Height
- (B)** Corner entrances allow entry from both streets
- (C)** Development reads as a series of smaller buildings, max. 50' wide
- (D)** Buildings located near the street and corners
- (E)** Frontage improvements: sidewalk, landscaping, or outdoor seating
- (F)** Maximum 50' between entrances
- (G)** Transparency creates visual interest

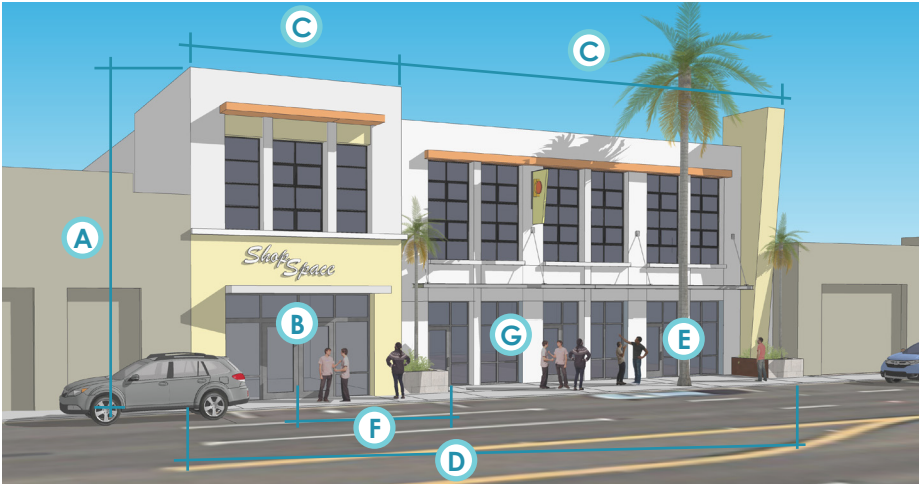


Example 2 - Pier Avenue



Example 3 - Pier Avenue

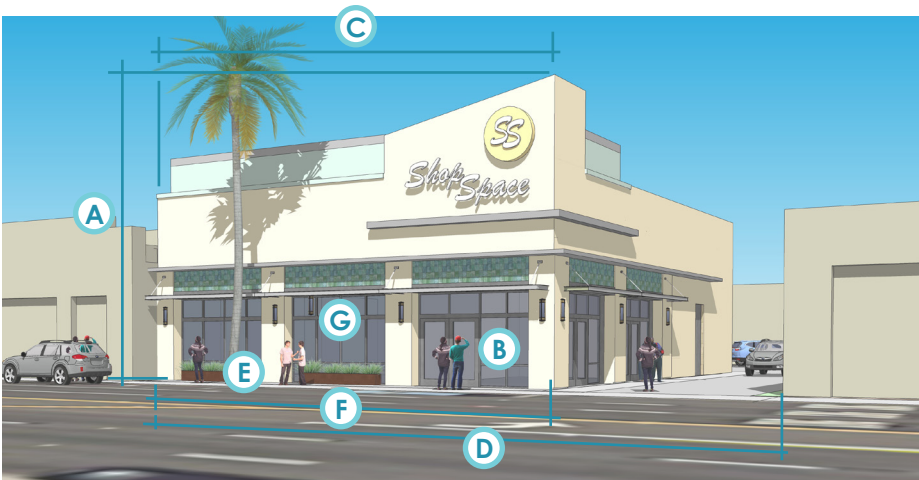
Commercial Design Standards



Example 1 - Pacific Coast Highway



Example 2 - Pacific Coast Highway



Example 3 - Pacific Coast Highway

DESIGN STANDARDS KEY

- (A)** 35' Max. Height
- (B)** Entrances are located near the front property line
- (C)** Massing break required to break up buildings more than 75-feet wide
- (D)** Buildings located near the street-facing property line for at least 40% of the linear frontage
- (E)** Frontage improvements: sidewalk, landscaping, or outdoor seating
- (F)** Maximum 25' between windows, doors, or other openings
- (G)** Transparency creates visual interest