Purpose

Background: Alhambra is in the midst of creating a prosperous and livable downtown environment. The Alhambra Redevelopment Agency ("Agency") has played an especially active role in Downtown's renaissance to date, highlighted by an animated retail and entertainment core. The West Main Corridor, situated between this revitalized Central Business District (CBD) and an equally successful Auto Row, is the next step in redevelopment.

Vision: The City envisions an identifiable district that complements and extends the activity of the CBD. The West Main Corridor will offer mixed-use vitality while functioning as a new professional / financial office district. Housing will feature prominently in the redevelopment effort, addressing the growing demand for urban living with approximately 468 new dwelling units. Ground floor retail and restaurants will support the residential and office uses, and promote an active and engaging street life.

Guidance: The Master Plan document facilitates redevelopment of the West Main Corridor. It visualizes the future, describes an overall framework for development, and presents specific ideas for improvement of the public and private domains. In particular, the Master Plan ties together four key development proposals that will remake the heart of the district.

Process

Site / Developer Selection: The Agency Board has determined that four (4) opportunity sites are critical to redevelopment of the West Main Corridor. They have selected a preferred developer / development for each of the sites based on the following considerations.

1) Conformity of proposals with intent and objectives of the applicable Redevelopment Plan.
2) Service to the community in achieving its goals and objectives.
3) Present occupancy and/ or land ownership in the Project Area.
4) Length of occupancy in the Project Area.
5) Amount of sales tax revenue, tax increment revenue, and economic benefit accruing to the City of Alhambra and the Alhambra Redevelopment Agency from the proposals.
6) Level of employment opportunities and economic benefit accruing to the community from the proposals.
7) Size and configuration of parcels.
8) Accommodation of as many participants as possible.
9) Ability of persons desiring to redevelop the property to implement the proposed project, taking into consideration the developer's financial capability, prior experience with similar developments, ability to obtain financing, and willingness to abide by the Agency design standards and development controls.
10) Time schedule for completion of the proposed projects.
11) Ultimate cost of City and Agency services to the proposed sites.
Concept Development: Concepts encompass both public and private domains. A series of joint meetings involving the City Council / Agency Board, Planning Commission and Design Review Board have promoted a collaborative effort that will ensure a cohesive district in keeping with the character of the community.

Plan Review / Adoption: The City Council shall review and approve the West Main District Master Plan, and certify the accompanying Environmental Impact Report (EIR). This is preceded by Planning Commission review of these documents. Future project approvals and permits shall substantially conform to the Master Plan through project conditioning and developer agreements with the Agency.

Implementation: Development will proceed on the basis of approved development agreements assigning responsibilities to the City and selected developers for completion of the proposed improvements. Construction is expected to commence early 2007, with the anticipated completion of all public and private realm improvements in 2010.

Organization

Section 1. Site Opportunities introduces the West Main Corridor. This section describes existing conditions and reveals opportunities for creating a vital, mixed-use district.

Section 2. District Planning Concepts presents "big picture" ideas for building a cohesive district. Land use, circulation, open space and urban design concepts depict an overall framework on which to base more specific proposals.

Section 3. The Public Domain focuses on streetscape enhancements, especially along West Main Street. It recommends minor modifications to the street geometry, and includes proposals for streetscape amenities such as street trees, street lighting and furniture, and public signage and art.

Section 4. The Private Domain sets forth design guidelines for new development, including criteria for site planning, architectural design and on-site signage. Developer proposals consistent with the design guidelines are presented for each of the four opportunity sites.

Section 5. Implementation outlines strategies and approaches to implementing the Master Plan. It briefly discusses entitlement, financing, phasing, and design review.
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Section 1: SITE OPPORTUNITIES
Redevelopment Area

Redevelopment Boundary: The Industrial Redevelopment Project Area was expanded in 1981 to encompass land fronting an approximately 2-mile stretch of Main Street, including much of Downtown Alhambra.

Downtown Redevelopment: The City has actively pursued redevelopment in the Downtown. Among the success stories, “Renaissance Plaza” and “International Restaurant Row” enliven the hub of the CBD surrounding Main and Garfield.

West Main Opportunity: West Main Street presents itself as the next opportunity in the redevelopment of Downtown, extending economic development from the heart of the CBD.

West Main Corridor

Main Street: As the principal commercial corridor for the Downtown, redevelopment efforts will focus on the transformation of West Main Street between Atlantic Boulevard and Garfield Avenue into a vital mixed-use and professional employment district.

District Core: The core of the West Main Corridor embraces four (4) mixed-use opportunity sites situated along both sides of Main Street between Second and Fifth Streets.

Key Adjacencies: Both the heart of the CBD and the Civic Center are within a 5- to 10-minute walk from the core of the West Main Corridor. Residential areas also border either side of the corridor.
Redevelopment Opportunity Sites

Site 4: Located on the north side of Main between Fourth and Fifth Streets, Site 4 measures approximately 1.6 acres. The Agency has selected Urban Equity Partners in cooperation with owner participants Mr. Li-chih Lee and Mr. Wing Ning Pang as the site developer.

Site 5 (Library Site): Located on the south side of Main between Fourth and Fifth Streets, Site 5 measures approximately 2.1 acres. This site is often referred to as the Library Site, as it is occupied by the current City Library. J.H. Snyder Co. is the Agency-selected developer for this site.

Site 6: Located at the NE corner of Main and Third Street, this is the smallest of the opportunity sites. It measures approximately 1.2 acres. The Olson Company is the Agency-selected developer for this site.

Site 7: This is the largest of the opportunity sites, measuring approximately 2.3 acres. It is located on the south side of Main between Third and Fourth Streets. The Agency has selected Shea Homes in cooperation with owner-participant The Wolhaupter Family Trust as the site-developer.
Districts & Neighborhoods

Central Business District: Although there is some overlap between the two districts, the heart of the CBD lies east of the West Main Corridor. The most intense commercial activity is centered on the intersection of Main Street and Garfield Avenue.

Auto Row: West of Atlantic Boulevard, auto sales and related uses establish a successful and identifiable “Auto Row” along Main Street.

Civic Center / High School: The Civic Center and Alhambra High School lie directly south of the West Main Corridor. First and Second Streets flank City Hall and the proposed new library site.

Residential Areas: A mixture of low- and moderate-density residential uses occupy much of the land on either side of the West Main commercial corridor.
Existing Land Use

Commercial Street: A rather non-descript mixture of low-intensity commercial uses currently lines much of West Main between Second Street and Atlantic Boulevard, particularly on the identified opportunity sites.

Restaurant / Entertainment Precinct: Anchored by “Renaissance Plaza” the area immediately surrounding the intersection of Main and Garfield features a popular Edwards Cinema, retail boutiques and abundant restaurants.

Mixed-use Development Trend: The West Main Corridor includes two recent mixed use developments, Plaza on Main and Alhambra Regency Plaza.

- *Alhambra Regency Plaza*: 80 residential condos & 21,000 SF commercial
- *Plaza on Main*: 110 units low income/senior housing & 8,600 SF commercial
Zoning Designations

CBD & CPD Zoning: Parcels fronting on West Main Street are currently zoned Commercial Business District (CBD) east of Third Street, and Commercial Planned Development (CPD) between Third Street and Atlantic Boulevard.

Opportunity Site Zoning: In addition to the CBD and CPD zoning along West Main, rear portions of Opportunity Sites 4, 6 and 7 are zoned for Parking (P); the rear portion of Site 5 is zoned for Public Facilities (PF) reflecting its use as a library.

Specific Plans: A specific plan is recommended for each opportunity site, establishing land use and development regulations consistent with the vision for the West Main Corridor.
Opportunities

1) Complement adjacent Downtown districts and businesses.

2) Increase Downtown’s resident population.

3) Expand Downtown’s professional employment base.

4) Develop at densities that take advantage of bus connections to nearby rail stations.

5) Introduce more vertical mixed-use along the West Main Corridor.

6) Revise applicable land use regulations and development standards.

1. Complement Adjacent Districts: land uses in the West Main District should complement adjacent uses, such as Mosaic on Main at Main and Garfield.

2. Increase Downtown Residency: a downtown with a mix of residents and visitors has a lively atmosphere both day and night, thus creating opportunities for diverse retail and entertainment.

3. Expand Professional Employment: adding office space along Main Street will strengthen the area's commercial and tax base as well as increasing activity levels during the day.

4. Vertical Mixed-Use: provides ground-floor space for businesses both large and small, with upper floors reserved for unique urban dwellings or office space.
Transit Links

**Local Bus Service:** Alhambra Community Transit (ACT) provides local bus service connecting Downtown with community employment, service and shopping facilities around the City, including stops along West Main Street.

**Regional Bus Service:** MTA provides bus service along major arterials, including Main, Garfield and Atlantic, supporting regional and inter-city transit connections.

**Gold Line Connection:** MTA offers a bus line directly linking Downtown Alhambra with the Metro Gold Line (Mission) Station in South Pasadena.

**Cal State LA / Metrolink Connection:** ACT service includes a direct connection between Downtown Alhambra and the CSLA Metrolink Station (San Bernardino Line).
1.3. Circulation & Parking Context

Street Grid

**Freeway Access:** Garfield Avenue and Atlantic Boulevard are major arterials that provide a direct connection between Downtown Alhambra and the Interstate 10 Freeway.

**East-west Corridor:** Main Street is Downtown's principal commercial corridor, and an important mover of east-west traffic through Alhambra and the West San Gabriel Valley.

**Street Network:** A gridded, porous network of streets serves Downtown Alhambra and the surrounding area. Local streets run in a generally north-south direction to join bordering neighborhoods with Main Street.
Parking Facilities

Public Parking: A public parking structure located along First Street near City Hall serves the Civic Center and CBD. In addition, a series of small public lots are located just off West Main. Some of this surface parking will be lost to redevelopment.

Cinema Parking: Major public and private parking structures provided in conjunction with the cinemas are located at opposite ends of the West Main Corridor.

Parking Access: Parking facilities are typically accessed off side streets and/or utilize alleys. Exceptions to this pattern interrupt Main Street's visual continuity.
Opportunities

1) Maximize bus service between the West Main Corridor and the nearest rail transit stations.

2) Maintain the existing street hierarchy; utilize side streets for service and parking access.

3) Address parking demands associated with new development through on-site parking.

4) Enhance pedestrian connections along Main Street and with nearby districts and neighborhoods.

1. Maximize Bus Service: frequent bus stops and multiple connections to the Metro Gold Line and MetroLink encourage visitors and residents to take transit to and from Alhambra, thus reducing traffic.

2. Side Street Parking/Delivery Access: the parking structure at Alhambra Regency Plaza is entered off a side street (Fifth Street) to minimize curb cuts on Main Street and improve traffic flow.

3. Address Parking Demands: Alhambra Regency Plaza has on-site parking with space for residents and shoppers. The entrance has clear signage, which is integrated into the building’s architecture.

4. Enhance Pedestrian Connections: paseos and alleys create a porous pedestrian-friendly network. These spaces should be enhanced with landscape, lighting, and public art and signage.
Open Space Resources

Parks & Recreation Facilities: A number of neighborhood parks and recreational facilities are located just outside of a convenient 10- to 15-minute walking distance from the core of the West Main Corridor. Story Park is the closest park facility.

High School Playfields: Alhambra High School's extensive playfields are located directly south of Sites 5 and 7; however, use of school facilities requires prior authorization from the School Board.
1.4. Open Space Context

Outdoor Rooms

Public Space: Currently, there is insufficient usable outdoor space and pedestrian amenities within the core of West Main Corridor to support the desired public life.

Street Plazas: More recent developments, namely Regency Plaza and the cinemas, incorporate plaza areas. These tend to be loosely defined and under-utilized, except for the award-winning plaza at the Alhambra Renaissance Entertainment Center at Garfield Avenue and Main Street, which is especially popular and offers numerous attractions, including public art.

Library Lawn: A spacious lawn / sitting area occupying the current library building's front setback will be lost when the site is redeveloped.

Legend
- Pocket Park
- Library Grounds
- High School Playfields
- Plaza
- Pedestrian Paseo, Unenhanced
- Pedestrian Paseo, Enhanced
- Alley, Unenhanced

North 0' 100' 200' 300' 400' 500'
Streetscape

Right-of-Way: West Main’s 90-foot right-of-way must continue to accommodate two travel lanes in each direction, as well as a lane devoted to left-turn pockets. There are also parking lanes mid-block on either side along much of West Main Street.

Sidewalk Width: The sidewalk along West Main measures 10 to 12 feet wide, relatively narrow for promoting an active pedestrian street. Sidewalk widening may be accommodated through elimination of on-street parking and/or a minor street setback for new projects.

Streetscape Amenities: West Main currently presents few streetscape amenities, due in part to the narrow sidewalk. The regular planting of mature Queen Palms represents significant investment but offers minimal shade.
Opportunities

1) Incorporate outdoor leisure and recreational amenities for residents within mixed-use development projects.

2) Integrate well-defined public space (such as street-oriented plazas) and pedestrian amenities with mixed-use development projects.

3) Improve the streetscape along Main Street between Garfield Avenue and Atlantic Boulevard.

4) Use consistent design motif to establish district identity.

1. Mixed-Use Private Space: inner courtyards, balconies, and raised plazas provide private open space accessible only to the development’s residents.

2. Mixed-Use Public Space: street-oriented plazas and outdoor dining in mixed-use developments provide a place for the public to relax and interact while shopping.

3. Improve Streetscape along Main Street: the ideal streetscape environment has frequently-spaced street furniture and lighting, canopy shade trees, attractive and consistent paving, and protection from vehicular traffic.

4. Use Consistent Design Motif: the Alhambra Renaissance Entertainment Center immediately east of the West Main District incorporates Downtown’s “Mosaic on Main” theme in its signage, paving, architecture, and streetscape.
Building Height

Commercial Fabric: Main Street's original commercial fabric ranged from 1- to 6-stories tall. All of the buildings currently occupying the redevelopment opportunity sites are 1- to 2-stories tall.

Mixed-use: Recent mixed-use developments along Main Street are up to 6 stories tall. However, Regency Plaza incorporates such features as façade modulation and upper story setbacks to respect the existing fabric.

Adjacent Residential: Nearby residential buildings tend to be 1- to 2-stories tall, although semi-subterranean parking often raises the height by ½-story.
Building Assessment

Rehabilitation Efforts: Many of the more architecturally significant buildings along West Main especially between Garfield Avenue and Second Street have already been successfully rehabilitated.

Tear-down Potential: Buildings currently occupying the identified opportunity sites generally lack architectural merit and also tend toward obsolescence. These sites represent redevelopment opportunities.

Recent Construction: Redevelopment along West Main Street includes two mixed-use projects. Regency Plaza affords a more successful transition between old and new.
Design Precedent

Street-oriented: Buildings that hold to the sidewalk edge with active uses such as retail and restaurants along the ground floor are characteristic of the most successful areas of Downtown.

Facade Modulation: The 25- to 50-foot storefront module and transparent facades found on Downtown's rehabilitated commercial buildings are useful precedents for achieving a pedestrian-friendly street.

Human Scale: Regency Plaza demonstrates that larger, mixed-use developments can maintain a human scale by using upper floor setbacks, minor variations in street setbacks, and facade articulation as a transition to the existing, lower-scale commercial fabric.

Street-Oriented: buildings meet the edge of the sidewalk, allowing for maximum interaction with the street.

Facade Modulation: A 25' to 50' storefront module with frequent entries and large display windows appeals to the pedestrian.

Human Scale: Alhambra Regency Plaza utilizes upper floor setbacks, variations in sidewalk setbacks, and facade articulation to reduce mass.
Opportunities

1) Allow mixed-use buildings that are 4- to 5-stories in height on the identified opportunity sites.

2) Ensure a sensitive blending of old and new development to create a visually coherent Downtown.

3) Encourage design features that reduce mass and scale such as upper floor setbacks, minor variations in sidewalk setbacks, and façade modulation.

4) Incorporate walk-in commercial uses and small public plaza spaces at the street level to encourage sidewalk activity such as outdoor dining.

1. Mid-density Mixed Use: when designed with sensitivity to neighboring development, taller mixed use buildings blend seamlessly into a village-like downtown.

2. Old/New Development Balance: elements that reflect Alhambra's historic architecture help new developments blend in to the urban fabric.

3. Façade Setback/Modulation: modulation and setback of upper floors lessens the impact of taller buildings.

4. Adjacent Use Buffer: landscaped alleys and paseos between different uses enlivens space, deadens noise, and provides a visual screen.
General Plan Summary Goals

- **Land Use Element**: Ensure that growth, development, and redevelopment occur in an orderly and beneficial manner that is sensitive to the opportunities and constraints imposed by the City's infrastructure, environmental, and social resources.

- **Housing Element**: Promote mixed-use development that brings housing near jobs, shopping, service, schools, and leisure opportunities.

- **Circulation Element**: Encourage pedestrian travel as an alternative to the automobile through the proximity of compatible land uses and upgraded pedestrian facilities.

- **Economic Development Element**: Enhance the City's commercial areas so as to capture a larger share of the regional market while serving the needs of the local community.

- **Economic Development Element**: Encourage new development that provides benefits to the community in balance with the cost of providing additional services.

- **Environmental Management Element**: Develop a unified community appearance.

Redevelopment Plan Summary Goals

- **Expand the commercial and industrial base of the community through private sector investment.**

- **Recycle and/or develop underutilized parcels for higher and better economic use.**

- **Upgrade the general aesthetics of the area, achieving a high level of urban, architectural and landscape design.**

- **Expand the community's supply of housing, including opportunities for low and moderate income households.**
West Main Corridor Master Plan Goals

1) Support **revitalization of Downtown Alhambra**, and in particular, complement the burgeoning retail and entertainment district centered on Main Street & Garfield Avenue.

2) Establish a **mixed-use district** that introduces additional residents and professional employees, and further activates the Downtown area.

3) Promote **housing and small-scale professional / financial office**; encourage housing as an appropriate upper story use.

4) Extend **pedestrian activity and commercial vitality** west along Main Street; accommodate support retail along the ground floor.

5) Create an **identifiable visual character**; pursue high-quality developments and build an attractive, coherent streetscape.

6) Ensure that **suitable public infrastructure** is provided in concert with new development.
Section 2: DISTRICT PLANNING CONCEPTS
Complementary District

The West Main Corridor project is integral to the success of Downtown Alhambra as a complement to the entertainment and dining activity centered on Garfield Avenue & Main Street. Housing introduces a substantial resident population, while commercial office with a professional/financial emphasis expands the employment base. Additional neighborhood retail and services are also accommodated.

Redevelopment Opportunity Sites

Four (4) opportunity sites are identified, focused on a discrete core situated along West Main Street, between Second and Fifth Streets. Redevelopment of these properties intensifies the district, achieving the necessary critical mass to further activate the Downtown.

Vertical Mixed-use Buildings

Economically viable redevelopment of the identified opportunity sites necessitates vertical mixed-use, typically measuring 4 to 5 stories. Buildings support a compatible mix of commercial uses and housing, with subterranean and/or podium parking provided on-site.

Ground Floor Commercial

Ground floor uses are dedicated to various walk-in commercial activities in support of the desired pedestrian orientation. This includes a) retail and restaurants; b) commercial office, especially professional and financial-related office use; and c) neighborhood serving businesses. Live-work units are also appropriate.

Upper Floor Office & Residential

Upper floors allow office and residential use. Professional and financial-related office uses are permissible, and may be provided for lease or sale as office condominiums. Residential condominiums and apartments address the regional demand for multi-family and non-traditional housing types.

Urban Outdoor Spaces

Proposed mixed-use development projects address open space needs, incorporating urban outdoor spaces as a counterpart to streetscape enhancements. These are primarily intimate street-oriented plazas that enhance the public domain and interior courtyards that serve as an amenity for project residents.
Street Hierarchy

The street hierarchy establishes the framework for accommodating anticipated vehicular and pedestrian traffic.

1) Garfield Avenue and Atlantic Boulevard are major north-south arterials that provide direct access to the I-10 Freeway. Atlantic Boulevard marks the western gateway to the district, while Garfield leads to the heart of downtown.

2) Main Street is an important mover of east-west traffic, both within Downtown Alhambra and through the west San Gabriel Valley. It serves a multi-modal function in moving a significant population by auto, transit, and on foot.

3) Local streets connect with adjacent districts and neighborhoods; First and Second Streets are especially important links with the Civic Center and Alhambra High School. Additionally, local streets provide service and parking access for buildings and uses fronting on Main Street.

Multi-modal Main Street

Main Street balances pedestrian, auto and transit movement. Effective traffic flows are maintained through the elimination of on-street parking, at the same time allowing for considerably wider sidewalks with abundant streetscape amenities, as well as the provision of transit only pull-outs at bus stops. Frequent bus stops are retained, facilitating the transit connection to nearby transit stations.

N-S One-way Couplet

The circulation pattern introduces a one-way couplet flanking the Civic Center between Commonwealth Avenue and Main Street. First Street is restricted to northbound travel, while Second Street carries southbound traffic. Correspondingly, left turn queues are modified along Main Street, thereby improving traffic flows at the intersection of Main with Garfield, as well as the intersection of Main with both First and Second Streets.

Fourth Street Closure

Fourth Street is closed to thru-traffic, addressing the School District’s concern for student safety where the street divides school facilities. Location of the closure at the school boundary maintains service and parking access along Fourth Street for the adjoining redevelopment opportunity sites.

On-Site Parking Facilities

Parking demand generated by each of the proposed mixed-use development projects is met through structured parking on-site. Facilities designate residential and commercial parking. Residential parking is provided at 2- to 2.5-spaces per unit, including guest parking, and at least 4-spaces are provided per 1,000 square feet of commercial floor area. Public parking facilities will continue to be available in and around the district. In addition, Sites 4 and 6 will replace public parking spaces.

Side Street Service & Parking Access

Service and parking for the proposed mixed-use development projects are accessed from side streets, eliminating curb cuts and minimizing interference with vehicular and pedestrian flows along Main Street. However, periodic pull-outs are inserted along Main for convenient pick-up and drop-off.
Open Space Network

An appealing and livable mixed-use district requires a network of walkable streets and functional urban outdoor spaces. Collectively, this network addresses the range of anticipated users. Streetscape improvements and public plazas support civic engagement and commercial activity. Communal outdoor spaces help meet the leisure and recreational needs of residents.

Enhanced Main Street

Streetscape enhancements along West Main Street are critical to achieving an engaging public realm. Emphasis is placed on pedestrian safety and comfort with the introduction of wide sidewalks and abundant streetscape amenities, including street trees, decorative light-fixtures, and street furniture, especially benches and trash receptacles. A unified design promotes district identity.

Side Street Linkages

Side streets are valuable pedestrian links between Downtown and adjacent land uses. To fulfill this role their quality must be improved, beginning with the segments bordering new development projects. Street trees that introduce shade and beautify these blocks are especially important.

Corner Gatherings

Street corners are junctions where people tend to meet and gather, presenting a wonderful opportunity for special design treatment. Decorative paving that demarcates crosswalks and promotes safe crossing is important. Recessed corner entries that extend the space, a higher level of streetscape amenity, and public art and signage are additional possibilities.

Sidewalk Plazas

As a complement to public streetscape enhancements, proposed mixed-use development projects incorporate small plazas that vary the experience along Main Street. They may serve as inviting entry forecourts, but are also appropriate for outdoor dining, informal congregation, and the display of public art.

Residential Courtyards

Each proposed mixed-use development project includes one or more central amenity courts. These are typically available to project residents as communal outdoor space, and address their active and passive recreational needs. Amenities may include a pool, spa, seating / lounging areas, and attractive plantings.
2.3. Open Space Concept

Legend

- Primary Pedestrian Linkage
- Secondary Pedestrian Linkage
- Minor Pedestrian Linkage (Includes Enhanced Alley Potential)
- Proposed Streetscape Enhancements
- Proposed Intersection Enhancements
- Potential Public Art Location
- Public Plaza
- Private Courtyard
- Open Space
- Civic Building
District Gateway

With so many people approaching Downtown via Atlantic Boulevard, an identifiable gateway at Main and Atlantic orients visitors, strengthens district identity, and sets a standard for quality design. Special landscape treatment and gateway monumentation will accentuate the entry experience.

Focal Intersections

The intersection at Garfield Avenue and Main Street is the heart of Downtown’s dining and entertainment precinct, featuring the popular plaza at the Alhambra Renaissance Entertainment Center as its principal outdoor gathering space. The intersection of Second and Main presents a unique opportunity for a secondary focus that highlights the link with the adjacent Civic Center. Public art expressive of the community is especially appropriate at this location.

A Series of Public Spaces

A series of public outdoor spaces dot Main Street. Intimate in scale, these plazas extend the sidewalk, augment major community spaces, support informal gatherings, and draw people along the street from Atlantic to Second to Garfield.

Main Street Ambiance

Main Street extends Downtown’s vitality west from Garfield. Animated by ground floor commercial use and an influx of residents, Main Street offers an atmosphere and ambiance well-suited to an active street life. Generous sidewalks, leafy canopy trees, and other amenities support a multitude of endeavors, including shopping, outdoor dining, strolling, conversing, etc.

Civic Spine

First Street and Second Street become important connections between Main Street and the adjacent Civic Center, the significance of which is conveyed by construction of a new library directly north of City Hall. An identifiable streetscape, featuring a consistent planting of canopy trees along Second Street and flowering trees along First Street, emphasizes the link and distinguishes these as primary pedestrian routes.

Orientation & Identity (Public Signage & Art)

Public signage and art serve a way-finding function and reinforce district identity. For example, parking directionals and directory signs orient visitors, well-placed civic art pieces mark key locations, and banners on light poles advertise the district and local events. A unified design motif that reflects local history and culture will establish a visual link along Main Street.
2.4. Urban Design Concept: The Public Domain

Legend
- District Gateway
- Primary Focal Intersection
- Secondary Focal Intersection
- Public Open Space
- Key Civic Location
- Main Street Connection
- Local Street Connection to Main Street
- Second Street Civic Spine
- Garfield Avenue Restaurant & Entertainment Spine
- Auto Row

North
0' 100' 200' 300' 400' 500'
Village Character & Scale

Opportunity sites anticipate 4- to 5-story mixed-use buildings that are sensitive to their surroundings. In particular, they reduce scale and mass through a combination of a) elevation breaks; b) roof modulation; c) upper floor setbacks; d) minor sidewalk setbacks; and e) corner treatment. Integration of pedestrian-scaled commercial signage will reinforce the desired “village” character.

Main Street Orientation

Downtown vitality revolving around an active street life requires that buildings and uses orient to Main Street. It is especially important that the ground floor engages the sidewalk, incorporating elements such as multiple commercial entrances, transparent storefronts, and primary residential entries.

Consistent Street Wall

Building at or near the sidewalk edge maintains visual continuity and helps activate the street. Nonetheless, minor setbacks that modulate the building façade along the ground floor are desirable, but should typically be treated as an extension of the sidewalk. Entry courts and small plazas that offer periodic “breaks” along the street are also advantageous.

Unobtrusive Service & Parking

On-site parking is integral to the overall design of the proposed mixed-use development projects. These are characterized by subterranean and podium parking wrapped with mixed-use along the street. Service and parking are accessed from side streets to further mitigate their visual impact and allow safer, uninterrupted pedestrian flows along Main Street.

Public & Communal Outdoor Space

Proposed mixed-use development projects incorporate both publicly accessible and communal outdoor space as described in the Open Space Concept. Public space is provided where setbacks and small public plazas extend the sidewalk. Residential courtyards supply communal outdoor space.

Quality Methods & Materials

The success of Main Street is at least in part tied to the quality of new building construction. Quality demands lasting materials especially at eye level and a harmonious color palette. For example, hand-troweled plaster, brick, and stone are appropriate wall types that are also sympathetic to local building traditions.

Key Design Elements

1. Main Street Orientation
2. Consistent Street Wall
3. Public & Communal Open Space
4. Corner Treatment
5. Façade Articulation
6. Upper Floor Setbacks
7. Roof Modulation
8. Quality Materials
2.5. Urban Design Concept: The Private Domain
The Public Domain

1. **Main & Atlantic Gateway**: Vertical landscape elements, including tall Mexican Fan Palms and custom-designed light totems announce entrance into the West Main Corridor from Atlantic Boulevard.

2. **Main Street Enhancements**: Streetscape enhancements from Atlantic Boulevard to Garfield Avenue communicate that this is a multi-modal corridor, improving both the visual quality and pedestrian orientation of Main Street. Large canopy trees alternating with Queen Palms are the most distinctive streetscape element.

3. **Intersection Enhancements**: Specialty paving delineates crosswalks while flowering trees highlight each intersection.

4. **Civic Spine**: The connection between the West Main District and the Civic Center is strengthened through a consistent planting of ornamental canopy trees along Second Street.

5. **Side Street Enhancements**: Flowering trees improve the quality of side streets as pedestrian links.

6. **Plazas**: Mixed-use developments integrate intimately-scaled public plazas along the sidewalk, accommodating gatherings of people, outdoor dining, etc.

The Private Domain

A. **Site 4**: A five-story mixed-use development (22,679 SF Commercial / 90 DU's).

B. **Site 5**: A five-story mixed-use development (9,190 SF Commercial / 144 DU's).

C. **Site 6**: A four-story mixed-use development (5,000 SF Commercial / 94 DU's).

D. **Site 7**: A five-story mixed-use development (21,500 SF Commercial / 140 DU's).
Aerial View

The Aerial View illustrates the proposed transformation of the West Main Corridor. Mixed-use development at the core of the district introduces additional residents and workers that will energize the entire Downtown. Streetscape enhancements, most apparent in the leafy canopy along Main Street, are suggestive of a village setting. They not only promote district identity, but also contribute to a pedestrian-friendly environment. Buildings designed by different architects create visual interest, while adherence to urban design principles maintains an appropriate degree of visual harmony. This is characterized by compatible massing and scale, and corresponding materials and colors.
2.7. Visioning Studies

Sites 6 & 7

Sites 4 & 5

Aerial Perspective
Composite Elevations

Main Street Elevation - North Side

Main Street Elevation - South Side
2.7. Visioning Studies
District Gateway (View East toward Main & Atlantic)
Mixed-use District (View East at Main & Fifth)
Streetscape Improvements along Main Street (View West at Main & Second)
2.7 Visioning Studies

Active Main Street (View West at Main & Fourth)
Redevelopment Opportunity Sites Total Program

- Total Site Area: 314,000 SF ± (7.2 Acres ±)
- Commercial: 58,369 SF ±
- Residential: 468 Units ±
- Parking: 1763 Spaces
- Program numbers are subject to minor deviations as projects move toward implementation, allowing flexibility to respond to changing conditions.

<table>
<thead>
<tr>
<th>Site</th>
<th>Developer</th>
<th>Site Area (Acres)</th>
<th>Retail / Office SF</th>
<th>Residential Units</th>
<th>SF / Unit</th>
<th>Parking</th>
<th># of Floors</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Urban Equity</td>
<td>69,007 SF (1.60 Acres)</td>
<td>16,599 SF Retail 6,080 SF Office Condos</td>
<td>90 Condominiums</td>
<td>850-1200 SF</td>
<td>398 Sp. 4-level Podium</td>
<td>5 Floors</td>
</tr>
<tr>
<td>5</td>
<td>J.H. Snyder Co.</td>
<td>91,025 SF (2.10 Acres)</td>
<td>9,190 SF Retail/Office</td>
<td>144 Condominiums</td>
<td>1238-1342 SF</td>
<td>399 Sp. Podium &amp; Subterranean</td>
<td>5 Floors</td>
</tr>
<tr>
<td>6</td>
<td>The Olson Co.</td>
<td>52,932 SF (1.20 Acres)</td>
<td>5,000 SF Retail/Office</td>
<td>94 Condominiums</td>
<td>650-1300 SF</td>
<td>253 Sp. 2-level Subterranean</td>
<td>4 Floors</td>
</tr>
<tr>
<td>7</td>
<td>Shea Homes</td>
<td>73,140 SF (1.70 Acres)</td>
<td>21,500 SF Retail/Office</td>
<td>140 Condominiums</td>
<td>1000-1600 SF</td>
<td>713 Sp. Podium &amp; Subterranean</td>
<td>5 Floors</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>286,104 SF (6.6 Ac)</td>
<td>58,369 SF Retail/Office</td>
<td>468 Units</td>
<td></td>
<td>1,763 Sp.</td>
<td></td>
</tr>
</tbody>
</table>
Site 4:
- 1.60 Acres
- 5-Story Mixed-Use
- 16,599 SF Retail/Office
- 6,080 SF Office Condos
- 90 Condominium Units
- 398 Parking Spaces

Site 5:
- 2.10 Acres
- 5-Story Mixed-Use
- 9,190 SF Retail/Office
- 144 Condominium Units
- 399 Parking Spaces

Site 6:
- 1.2 Acres
- 4-Story Mixed-Use
- 5,000 SF Retail/Office
- 94 Condominium Units
- 253 Parking Spaces

Site 7:
- 2.3 Acres
- 5-Story Mixed-Use
- 21,500 SF Retail/Office
- 140 Condominium Units
- 713 Parking Spaces
Section 3: THE PUBLIC DOMAIN
Spatial Enclosure

West Main Street should read as a well-defined space, featuring a unified design demarcated by gateways and punctuated by points of interest along the way. Canopy street trees are a priority, and a consistent type and spacing will both define and unify the street. Meanwhile, generous sidewalks sheltered under this leafy cover add an especially gracious and humane quality to the Downtown environment.

Pedestrian Comfort

West Main Street should provide for the physical safety and comfort of pedestrians. This is not merely a thoroughfare for moving vehicular traffic, but a place amenable to people walking, strolling, meeting, and conversing. Most importantly, proper street design and abundant streetscape amenities will let people know that they are a welcome presence in the Downtown. Crucial ingredients include wide sidewalks, canopy street trees, and benches for rest and relaxation.

Visual Appeal

West Main Street should reinforce local identity and make a positive statement about the public character of Downtown. A coordinated palette of streetscape elements including paving, plantings, lighting, furniture, and public signage and art will create a favorable image. Moreover, distinctive details and evidence of quality will distinguish the place and offer special appeal to persons on foot.

Characteristics of Spatial Enclosure

Tree Canopy: Street trees enhance the visual quality of downtown, contribute to the spatial definition of the street, and create a friendly sense of enclosure along the sidewalk.

Street Rhythm: A coordinated streetscape design that includes street trees planted at regular intervals establishes a pleasant rhythm that visually unifies the street.

Sidewalk Activity Zones: Wide sidewalks accommodate multiple activities including 1) a streetscape amenity zone; 2) sufficient width for clear pedestrian passage; and 3) and a commercial activity zone that may offer window shopping, sidewalk dining, etc.

Focal Points: Special landscape and architectural treatment highlight district gateways and mark special places where people are likely to gather along the street.
3.1. Public Domain Design Principles

Characteristics of Pedestrian Comfort

Streetscape Amenities: Street furniture, when combined with street trees and proper lighting, humanize and communicate the public nature of downtown.

Separation from Moving Vehicles: Wide sidewalks are crucial to pedestrian comfort in the downtown, while streetscape amenities placed adjacent the curb introduce a physical and perceptual barrier.

Protection From Elements: Overhead cover afforded by canopy trees, as well as architectural features such as canopies and awnings, regulates access to sun and shade, ameliorates wind and rain, and provides a pleasing transition between indoors and outdoors.

Safe Crossing: Special paving at crosswalks announces the presence of pedestrians and shows that their safety is important.

Characteristics of Visual Appeal

Local Identity: A consistent design motif with a custom assemblage of public signage including district identifiers, directionals, and colorful street banners, are especially effective at advertising the district.

Civic Art: Art in the public domain, ranging from stand-alone sculptural pieces to artisan crafted details, is an opportunity to mark special locations, and celebrate local history and culture.

Unique Details: Special civic elements such as site specific fountains and custom-designed bus shelters distinguish a place, while a high level of streetscape finish conveys an abiding interest in the success of downtown.

Texture & Color: Decorative paving, leafy canopy trees, and lush plantings offering texture, color, warmth and seasonal change are among the elements that add richness to the landscape.
Overall Strategy

- Maintain the 90’ public right-of-way along Main Street.
- Modify the curb-to-curb dimension of Main Street to eliminate on-street parking between Second Street and Sixth Street.
- Provide a 17’ wide sidewalk between Second Street and Fifth Street.
- Allow for the provision of additional sidewalk width through (variable) development setbacks.
- Introduce periodic pull-outs restricted to transit and pick-up / drop-off.
- Provide cul-de-sacs where Third and Fourth Street meet the High School, and close off Fourth Street with a gate at the High School boundary.
3.2. Street Geometry Proposal

SITE 4

SITE 5 (LIBRARY SITE)

SITE 6

Change in Left Turn Lanes

Main Street

New Library Site

City Hall

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Additional Guidelines

- Accommodate multiple activities along the 17' sidewalk width.
  1) an amenity zone adjacent the curb (4' – 5' wide).
  2) space for clear pedestrian passage (minimum 6' wide).
  3) a commercial zone for sidewalk dining, window shopping, etc. (variable width).

- Utilize development setbacks as extensions of the public realm; for example, these areas are especially suitable for sidewalk dining.

- Maintain a minimum sidewalk width of 10' where pullouts are present; this allows for a 7' wide pull-out.
3.2. Street Geometry Proposal

West Main Street Section 1 - Typical Section at Bus Pullout
West Main Street Section 2 - Typical Section at Mid-Block (no curb indentations)
3.2. Street Geometry Proposal

West Main Street Section 3 - Typical Section at Load/Unload Zones & Mid-Block Plaza
Overall Strategy

- Use asphalt paving for the roadway, except at crosswalks.

- Introduce specialty paving at crosswalks and corners; concrete pavers are recommended.

- Ramp down to a "curb-less" condition at all crosswalks; adhere to applicable ADA requirements.

- Provide specialty paving at mid-block locations along the sidewalk, coordinated with development plaza spaces; concrete pavers are recommended.

- Treat the remainder of the sidewalk with natural or lightly colored concrete, adding texture and color as an accent.

Legend

- Corner Enhancements - Interlocking Concrete Pavers & Decorative Concrete Ramps
- Crosswalk Enhancements - Interlocking Concrete Pavers
- Mid-block Plaza - Interlocking Concrete Pavers (or Compatible Material on Private Property)
- Building Setback - Decorative Concrete or Compatible Material
- Sidewalk Paving: Main Street & Atlantic Blvd. - Concrete with Interlocking Paver Banding & Decorative Concrete Amenity Strip
- Sidewalk Paving: Side Streets - Concrete with Interlocking Paver Banding
Additional Guidelines

- Coordinate decorative sidewalk banding with the placement of tree grates.
- Delineate a sidewalk amenity zone (for trees, benches, receptacles, etc.) adjacent to the curb.
- Consider a tile border with mosaic patterning outlining the tree grates along Main Street, matching the tile work associated with the proposed permanent planters.
Materials Palette

**Interlocking Concrete Pavers:**

- **Design Considerations:**
  - Offers a warmth and human-scale associated with small units
  - Defines crosswalks through strong visual contrast
  - Creates attractive patterns and mosaics

- **Maintenance Considerations:**
  - Requires concrete base and herringbone pattern at crosswalks for added stability to carry heavy traffic loads
  - Cleans with power washers and commercial detergents
  - Needs systematic maintenance to replace cracked or damaged pavers
  - Offsets higher initial cost with performance over time

- **Recommendation:**
  - Use at high profile locations, including crosswalks and mid-block / plaza spaces

**Decorative Concrete:**

- **Design Considerations:**
  - Adds color, texture and pattern to concrete
  - Permits a custom look that will complement concrete pavers
  - Employs stained or integrally colored concrete

- **Recommendation:**
  - Use color and texture to delineate a sidewalk amenity zone
Overall Strategy

- Alternate large canopy trees with relocated Queen Palms along West Main Street.
- Place flowering trees to highlight intersections and continuing along side streets to enhance pedestrian links; vary the species and flower color by intersection.
- Reinforce the Second Street Civic Spine with showy canopy trees.
- Provide large-scale, yet tough urban canopy trees along Atlantic.
- Use tall palms to highlight the Main & Atlantic intersection as a district gateway.
- Consider retaining the Queen Palms along First Street and alternating with new flowering trees.

Legend

- London Plane Tree (*Platanus acerifolia 'Bloodgood*)
- Japanese Zelkova (*Zelkova serrata 'Green Vase*)
- Chinese Flame Tree (*Koelreuteria bipinnata*)
- Queen Palm (*Syagrus romanzoffianum*)
- Mexican Fan Palm (*Washingtonia robusta*)
- Crape Myrtle (*Lagerstroemia fasciculata* - Lavender Flowering
- Crape Myrtle (*Lagerstroemia fasciculata* - Red Flowering
- Crape Myrtle (*Lagerstroemia fasciculata* - White Flowering
- Trumpet Tree - Pink (*Tabebuia chrysotricha*)
- Trumpet Tree - Golden (*Tabebuia ipe*)

[Map of Alhambra West Main Corridor Master Plan]
Additional Guidelines

- Locate street trees within the delineated sidewalk amenity zone.

- Select species appropriate to urban conditions and that are commonly used as street trees.

- Ensure that trees approach maturity within a reasonable time frame, including selection of trees that tend to be fast growing.

- Specify the planting of minimum tree sizes; 48” to 60” box specimen is recommended.

- Space street trees as follows:

<table>
<thead>
<tr>
<th>Street</th>
<th>Recommended Tree Spacing</th>
<th>Recommended Tree Species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street</td>
<td>30’ o.c. typical</td>
<td>Alternate London Plane Tree &amp; Queen Palm</td>
</tr>
<tr>
<td>Atlantic Blvd.</td>
<td>50’ o.c. typical</td>
<td>Japanese Zelkova</td>
</tr>
<tr>
<td>Second Street Civic Spine</td>
<td>40’ o.c. typical</td>
<td>Chinese Flame Tree</td>
</tr>
<tr>
<td>Side Streets</td>
<td>40’ o.c. maximum</td>
<td>Flowering Tree</td>
</tr>
</tbody>
</table>

- Street tree recommendations are described within the materials palette (right).
Materials Palette: Canopy Trees

London Plane Tree
(Platanus acerifolia 'Bloodgood'):
- Characteristics:
  - Deciduous tree
  - Member of the sycamore family
  - 40' to 60' tall with 30' spread
  - Attractive bark with cream-colored patches

- Maintenance Considerations:
  - Stands up well to urban conditions
  - High drought tolerance
  - Foliage causes some litter
  - Fast growth rate

- Recommendations
  - Plant 60" box specimen (specifies @ approximately 20' tall with 10' to 12' spread)
  - Unit Cost Estimate: approximately $1,500 per tree without installation
  - 60 trees total

Japanese Zelkova
(Zelkova serrata 'Green Vase'):
- Characteristics
  - Deciduous tree
  - Up to 60' tall
  - Effective at providing shade

- Maintenance Considerations
  - Tough urban tree
  - High drought tolerance and pollution resistant
  - Upright branches provide clearance for tall vehicles
  - Moderate growth rate

- Recommendations
  - Plant 60" box specimen
  - Unit Cost Estimate: approximately $1,500 per tree without installation
  - 18 trees total

Chinese Flame Tree
(Koelreuteria bipinnata):
- Characteristics
  - Deciduous tree
  - Up to 40' to 60' tall (30' to 40' typical)
  - Broad spreading
  - Showy clusters of small yellow flowers in late summer / early fall
  - Papery husks ("Chinese Lanterns") after flowering

- Maintenance Considerations
  - Stands up to urban conditions
  - Drought tolerant
  - Best with full sun
  - No significant litter or staining problem
  - Fast growth rate

- Recommendations
  - Plant 48" box specimen (specifies @ approximately 15' tall with 8' spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree without installation
  - 25 trees total
Materials Palette: Palm Trees

**Queen Palm**  
(*Syagrus romanzoffii*)

- **Characteristics**
  - 25' to 40' tall
  - Bright glossy fronds 10' to 15' long

- **Maintenance Considerations**
  - Effectively grown in sidewalk cutouts
  - Dead fronds require pruning
  - Drought tolerant
  - Best with full sun
  - Fast growth rate

- **Recommendations**
  - Relocate existing palms
  - Relocate 68 healthy trees

**Mexican Fan Palm**  
(*Washingtonia robusta*)

- **Characteristics**
  - Up to 100' tall (50' to 80' tall typical)
  - A signature palm along Southern California Avenues

- **Maintenance Considerations**
  - Effectively grown in sidewalk cutouts
  - Dead fronds should be removed
  - Drought tolerant
  - Fast growth rate

- **Recommendations**
  - Plant minimum 30' trunk
  - Unit Cost Estimate: approximately $1,000 per tree without installation
  - 31 trees total
Materials Palette: Flowering Trees

Crape Myrtle
(*Lagerstroemia x fauriei*)
- **Characteristics**
  - Deciduous tree
  - Up to 25' tall with 15' to 20' spread
  - Showy spring / summer flowers
- **Maintenance Considerations**
  - Stands up to urban conditions
  - Grows well in limited soil space
  - Drought tolerant
  - Best with full sun
  - Non-staining selections available
  - Moderate to fast growth rate
- **Recommendations**
  - Plant 48" box specimen (specifies @ approximately 15' tall with 7' to 8' spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree without installation
  - Pink/Lavender Flowering: approx. 29 trees total
  - Red Flowering: approx. 26 trees total
  - White Flowering: approx. 20 trees total

Trumpet Tree
(*Tabebuia sp.*)
- **Characteristics**
  - Sometimes evergreen (briefly deciduous)
  - 25' to 30' tall
  - Showy spring flowers
- **Maintenance Considerations**
  - Stands up to urban conditions
  - Drought tolerant
  - Best with full sun
  - No significant litter or staining problem
  - Moderate to fast growth rate
- **Recommendations**
  - Plant 48" box specimen (specifies @ approximately 15' tall with 7' to 8' spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree without installation
  - Pink Trumpet Tree (*Tabebuia ipe*): approx. 25 trees total
  - Golden Trumpet Tree (*Tabebuia chrysotricha*): approx. 14 trees total
Overall Strategy

- Provide a combination of auto- and pedestrian-scaled light fixtures along Main Street.

- Retain the existing cobra light fixtures along Main Street and relocate as necessary in conjunction with sidewalk widening.

- Introduce decorative pedestrian-scaled fixtures along Main Street, typically alternating with the cobra fixtures.

- Maintain the existing cobra light fixtures along side streets.

- Incorporate decorative pedestrian-scaled fixtures along the Second Street Civic Spine, typically alternating with the cobra fixtures.

- Accommodate specialty landscape lighting for aesthetic purposes, including accent and seasonal lighting.

- Find an alternative location in the CBD for the historic fixtures currently located along Main Street (6 fixtures total).

Legend

1. Cobra-head Streetlight
2. Pedestrian Scale Light Fixture
**Additional Guidelines**

**Guidelines for Pole Fixtures:**
- Locate light fixtures within the delineated sidewalk amenity zone.
- Coordinate the placement of light fixtures with the location of street trees.
- Space light fixtures along Main Street so that the retained cobra lights typically alternate with pedestrian-scaled fixtures, generally achieving 50' to 75' between fixtures.
- Specify globe fixtures that are approximately 18' to 20' tall; a recommended fixture is identified in the materials palette.

**Guidelines for Landscape Lighting:**
- Provide for attractive landscape lighting to accentuate street trees and plantings; string-lighting and up-lighting are recommended landscape lighting methods.
- Incorporate electrical outlets within planter areas to allow for landscape lighting opportunities; electrical feeds shall run underground.
- Situate and/or properly shield landscape lighting so as not to impair a pedestrian's vision or vehicular traffic; up-lighting from permanent planter areas or the base of street trees is recommended.
3.5. Street Lighting Proposal

Materials Palette

**Auto-Oriented Light Fixture:**
- Design Considerations
  - Lights vehicular roadway
  - Accommodates banners
- Recommendation
  - Retain existing cobra fixtures
  - Relocate as necessary in conjunction with sidewalk widening

**Pedestrian-Scale Light Fixture:**
- Design Considerations
  - Introduces a human-scale
  - Lights sidewalk for pedestrians
  - Promotes safety and security
  - Adds decorative elements and visual interest
- Recommendation
  - Decorative acorn fixture
  - Manufacturer: Sternberg Lighting
  - Product Line: 2 – D650 Boulevard Fixtures with 6200 Oxford Pole
  - Height: 18’
  - Unit Cost Estimate: $2,000
  - 62 fixtures total

**Landscape Lighting:**
- Design Considerations
  - Heightens Main Street ambience
  - Promotes festive holiday environment
  - Highlights special landscape features
- Recommendation
  - Accommodate landscape up-lighting and string lighting
  - Provide electrical outlets within planter areas

*Existing Cobra Fixture*
*Recommended Globe Fixture*
*Top & Bottom Left: Seasonal Lighting,*
*Top & Bottom Right: Uplighting*
Overall Strategy

- Provide a sufficient number of benches and trash receptacles along Main Street to support pedestrian comfort; these items should be found along each block.

- Incorporate new permanent and temporary/moveable planters along the length of Main Street.

- Provide permanent planters in conjunction with the canopy street trees along Main Street (reference Section 3.8); use decorative tree grates for all other street trees.

- Place bollards to protect pedestrians from vehicles at a “curb-less condition” (i.e., corner ramps at crosswalks).

- Locate bicycle racks in close proximity to bus stops.

- Accommodate outdoor dining along sidewalks, while maintaining suitable space for pedestrian movement; guidelines are provided.

- Retain the existing historic clock on Main Street near Garfield Avenue.

- Remove existing incompatible elements, including bus shelters and the large planter areas.

- Consider replacing the bus shelters with a more compatible design.
3.6. Street Furniture Proposal
Additional Guidelines

- Locate street furniture within the delineated sidewalk amenity zone; exceptions may be considered where it does not impede pedestrian flows.

- Orient benches toward the sidewalk, except at a bus stop where they may face the roadway.

- Coordinate the siting of street furniture with the location of street trees and light fixtures.

- Enhance district identity with a coordinated palette of street furniture, compatible with the architectural character of the area.

- Specify street furniture that is durable; as far as feasible, utilize the same dark color and finish for all items.

- Street furniture recommendations are provided in a traditional design palette.
Guidelines for Outdoor Dining:

- Situate the dining area to maintain a comfortable width (6' clear minimum) for pedestrian passage along the public sidewalk.

- Erect an attractive physical barrier that defines the outdoor dining area; barriers should be appropriate to the building / façade and the use of planters as barriers is encouraged.

- Provide durable tables and chairs that are compatible with the building / façade design.

- Introduce lighting fixtures that complement the building / façade; light should be soft and directed.

- Discourage placement of items such as service carts and refuse containers within the sidewalk dining area.

- Ensure that furniture and items located within the public right-of-way are unattached to the sidewalk; exceptions may be allowed for barriers.

Precedent: 16' Sidewalk with Outdoor Dining along Colorado Boulevard in Old Pasadena
Materials Palette

Benches:
- Design Considerations
  - Creates a welcoming environment
  - Offers a place to wait or rest
  - Allows flexibility - number may be adjusted depending on actual need
- Recommendation
  - Manufacturer: DuMor Site Furnishings
  - Product Line: Steel Bench 161
  - Unit Cost Estimate: $1,000 (4' bench)
  - Approximately 52 benches total
  - Local Supplier: Wakefield Co., Irvine, CA

Trash Receptacles:
- Design Considerations
  - Helps keep street free of litter
  - Supplements trash facilities of nearby eating establishments
- Recommendation
  - Manufacturer: DuMor Site Furnishings
  - Product Line: Steel Receptacle 102
  - Unit Cost Estimate: $1,450
  - Approximately 27 receptacles total
  - Local Supplier: Wakefield Co., Irvine, CA

Bicycle Racks:
- Design Considerations
  - Encourages bicycle use
- Recommendation
  - Manufacturer: Canterbury International, Los Angeles, CA
  - Product Line: CBD 300 Bike Rack
  - Unit Cost Estimate: $600 (4 bicycle capacity)
  - Approximately 3 bicycle racks total
3.6. Street Furniture Proposal

**Temporary / Moveable Planters:**
- Design Considerations
  - Complements permanent planters
  - Allows additional plant color and variety
  - Separates pedestrians and vehicular traffic
  - Enhances seating areas
  - Introduces flexibility
- Recommendation
  - Manufacturer: DuMor
  - Product Line: Steel Planter 122
  - Unit Cost Estimate: $1,250
  - Approximately 60 planters total
  - Local Supplier: Wakefield Co.

**Tree Grates:**
- Design Considerations
  - Provides extension of the sidewalk
  - Adds a decorative character to the sidewalk
  - Offers protection to street trees
  - Complements surroundings
- Recommendation
  - Manufacturer: Urban Accessories
  - Product Line: OT-TITLE 24
  - Unit Cost Estimate: $1,000 - 4' square w/ frame (use with palms & flowering trees); $1,500 - 5' square w/ frame (use with canopy trees)
  - 4' grates - approximately 186 total; 5' grates - approximately 47 total
  - Local Supplier: Wakefield Co.

**Bollards:**
- Design Considerations
  - Protects pedestrians from vehicles at crosswalk ramp
  - Adds a decorative character to the sidewalk
  - Complements street furniture and intersection design
- Recommendation
  - Manufacturer: DuMor
  - Product Line: Decorative Bollard 451-36-03
  - Unit Cost Estimate: $550
  - Approximately 94 bollards total
  - Local Supplier: Wakefield Co.
Overall Strategy

- Provide signage to assist orientation and wayfinding, as well as to enhance district identity.

- Locate pedestrian-oriented directory signs / wayfinding maps at or near transit stops.

- Use parking directionals and parking identifiers to guide visitors to parking facilities.

- Incorporate district identifiers at key locations along Main Street.

- Use light pole banners to advertise the district and local events.

- Employ a unified design motif for all district signage.

- Maintain consistency with the “Mosaic on Main” sign program currently utilized for Downtown Alhambra.

- Design recommendations for public signage are provided.

Legend

- District Identity
- District Directory
- Parking Identity
- Parking Directional
- Streetlight Banners

Streetlight Banners Continue Along Block (Placed on Cobra Fixtures)
3.7. Public Signage Proposal

SITE 4

Alhambra Regency Plaza

SITE 5 (LIBRARY SITE)

SITE 6

Plaza on Main

SITE 7

Alhambra High School

New Library Site

City Hall

First Street

Second Street

Third Street

Fourth Street

Fifth Street

Howard Street

Garfield Ave.

Alhambra Renaissance Entertainment Center

Main Street
1. District Banner and Parking Directional/ID: banners and signs incorporating the district emblem attach to lightposts to direct traffic toward public lots and structured parking.

2. District Identifier: the district identifier, visible to both cars and pedestrians, uses the district emblem in sign form to welcome visitors to the area.
3.7. Public Signage Proposal

3. District Directory/Wayfinding Map: the district directory identifies interesting shops, restaurants, and cultural facilities as well as providing a space for historic and cultural information about Alhambra.
Overall Strategy

- Site public art to draw pedestrians along Main Street
- Provide City-sponsored custom art pieces at key locations to enhance district identity.
- Consider adding a highly identifiable district gateway feature at the intersection of Main Street and Atlantic Boulevard.
- Consider placing a distinctive art piece at the corner of Main Street and Second Street highlighting the connection to the Civic Center.
- Encourage developer-sponsored public art pieces within plaza areas adjacent the sidewalk; guidelines are provided.

Legend

- District Gateway (Light Totems)
- Mosaic Fountain Bench ("Four Fountains")
- Public Art Opportunity (Developer Sponsored)
- Mosaic Planter/Bench
Additional Guidelines

Guidelines for City-Sponsored Public Art Pieces:

- Use public art to highlight special locations, such as area gateways and focal intersections.

- Promote a high degree of interaction between the public and the art piece.

- Incorporate public art into the streetscape; for example, give streetscape elements an artistic touch (e.g., mosaic tiles).

- Use mosaic patterning as a visual link along Main Street.

- Emphasize works of civic art that celebrate local history & culture; local artists are encouraged.

The Mosaic on Main District at Main & Garfield incorporates a consistent mosaic theme into its public art elements & signage.

Public art can be interactive or passive, and should be built of durable, quality materials.

Public art, integrated with landscape elements, lighting and street furniture create pleasant outdoor rooms.
Guidelines for Developer-Sponsored Public Art Pieces:

- Comply with the City's "Art in Public Places" Program.
- Integrate works of public art into new development projects.
- Encourage the participation of experienced and talented artists as part of the project's design team.
- Make works of civic art accessible to the public.
- Site civic art to draw people into and through public spaces.
- Use public art to highlight special locations such as plazas or building entrances.
- Support the use of diverse media and art forms, although durable materials are recommended; examples include murals, mosaics, and sculpture.
- Promote works of civic art that celebrate local history and culture.
Materials Palette

**Lighted Gateway Feature:**
- Concept
  - Custom light totems
  - Proposed for NE and SE corners of Main Street and Atlantic Boulevard (4 totems at each corner)
- Design Considerations
  - Placement coordinated w/ planting of Washington Fan Palms
  - Lighted and frosted upper shaft of Lexan (plexi) construction
  - Allows for changing light patterns and colors
  - Mosaic patterning at base

**Permanent Planters:**
- Concept
  - Custom planter design
  - Proposed in conjunction with canopy street trees along Main
  - Approximately 58 planters total
- Design Considerations
  - Integral bench seat (may also be provided without seat)
  - Mosaic patterning included; similar look to “Four Fountains”
  - Communicates a sense of permanence
  - Provide irrigation & electrical outlet for landscape lighting
"Four Fountains":

- Concept
  - Custom art piece
  - Combined bench and water feature
  - Proposed for each corner of Main and Second Streets

- Design Considerations
  - Incorporates water feature / drip fountain
  - Integral bench allows interaction with public
  - Mosaic patterning

Design Inspiration: Santa Barbara, CA

NE Corner Second & Main

Sidewalk Elevation

Plan

Street Elevation
Recommended Funding Priority

1. Street geometry / traffic flow improvements (including sidewalk widening)
2. Street trees & tree grates
3. Pedestrian-scaled light fixtures
4. Street furniture priority (benches, trash receptacles & permanent planters)
5. Special / decorative sidewalk paving (other than crosswalks)
6. Public signage priority (parking directionals & directory signage)
7. Street furniture secondary (moveable planters and bicycle racks)
8. Public signage secondary (district identifiers & banner system)
9. Crosswalk improvements (special paving)
10. District gateways / City-sponsored public art

Streetscape Comments

- Final materials specifications should be of similar look and quality to recommendations.
- Unit cost estimates are informational only; costs do not include installation and may vary based on such factors as quantity purchased.
3.9. Streetscape Improvement Plan

SITE 4

SITE 5 (LIBRARY SITE)

SITE 6

Alhambra
Regency Plaza

Plaza on Main

SITE 7

Alhambra
High School

New Library Site

City Hall

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Section 4:
THE PRIVATE DOMAIN
**Village Character**

The West Main Corridor should portray a strong identity and enhance the overall community image. Support mixed-use development that features ground floor commercial and upper floor residential uses. Mitigate massing and scale for a coherent streetscape respectful of Downtown Alhambra's architectural heritage.

**Building-Street Relationship**

Sidewalks should promote vitality and engage the pedestrian's interest. Orient development to spatially define and focus activity on the street. Establish a visual link with the street, for example, through a high-degree of transparency and ground floor uses that animate the sidewalk.

**Outdoor Rooms**

Plazas and courtyards should be integral to the life of downtown. Facilitate social interaction and passive recreation in these "outdoor rooms." Design contained spaces that establish a comfortable transition between interior and exterior.
Three Dimensional Quality

Façades should enhance their visual surroundings. Articulate façades so as to introduce shadow lines and provide visual relief. Utilize a pleasing set of proportions and a clear pattern of building openings.

Human Scale

Buildings should contribute to a pleasing living environment. Encourage elements that offer a human dimension, such as frequent shop entrances, window displays, awnings and overhangs, and exterior light fixtures. Incorporate rich detail, especially at eye-level.

Permanence

Developments should make a long-term addition to the community. Use details, materials and colors sympathetic to local building traditions. Raise the level of design with materials that exhibit permanence and quality.
Intent

Main Street is envisioned as an active and engaging place. To achieve this goal, coordinated site planning must consider the location and orientation of the building, service and parking facilities, as well as outdoor spaces. Proper design will encourage sidewalk activity, reduce the visual impact of services and parking, and incorporate places amenable to outdoor activity and use.

Building Orientation

1) Orient buildings toward Main Street.

2) Build at or near the property line so as to define and place strong visual emphasis on the street.

3) Allow periodic breaks for intimately-scaled public plazas, entry forecourts, recessed entries, etc.

4) Locate main building entrances on Main Street.

5) Place shops and active uses along the sidewalk; this is especially important along Main Street.

Street Plazas / Sidewalk Extension

1) Introduce small plazas and minor setbacks that modulate the building façade and extend the sidewalk along Main Street.

2) Ensure that street-oriented plazas are well-defined spaces accessible to the public.

3) Introduce paving that is consistent with the sidewalk treatment.

4) Use canopies, awnings, arcades, or similar features to make a comfortable transition between indoors and outdoors.

5) Allow for amenities such as seating and planters that are compatible in design with their surroundings.

6) Accommodate outdoor dining while maintaining comfortable pedestrian flows. (Reference the Guidelines for Outdoor Dining in Section 3.6.)

7) Consider opportunities to incorporate public art. (Reference the Guidelines for Public Art in Section 3.8.)
4.2. Site Design Guidelines

Central Amenity Courts

1) Provide courtyards accessible to project residents as communal outdoor space.

2) Include site amenities and recreational facilities, such as a pool, jacuzzi, seating/lounning areas, etc.

3) Use plants, furniture and lighting to shape, embellish and enliven amenity courts.

4) Introduce a rich, yet coordinated palette of landscape materials to provide scale, texture and color.

Service Facilities:

1) Locate service, loading, and storage areas so that they are not visible from the street.

2) Buffer adjacent sensitive land uses through compatible landscape and/or architectural treatment.

Parking Facilities

1) Limit parking's visual presence by addressing parking as an integral part of the overall design.

2) Encourage subterranean and/or podium parking facilities.

3) Screen parking facilities from public view and sensitive uses through compatible landscape and/or architectural treatment.

4) Laminate parking facilities with active uses along Main Street.

5) Distinguish between residential and commercial parking spaces.

Service and Parking Access:

1) Prohibit curb-cuts along Main Street.

2) Use side streets for service and parking access.

3) Make entry ramps integral to the façade design.
Intent

Buildings must be visually appealing, exhibit enduring quality and contribute to a cohesive streetscape. This requires a harmonious transition between old and new, handled through sensitive massing and articulation of façades. Additionally, rich detail, timeless materials, and a unique variety of shop fronts will generate interest and engage the public.

Mass & Scale

1) Employ simple yet varied massing to reduce scale.

2) Introduce elevation breaks; upper floor setbacks are encouraged.

3) Make upper floors visually distinct from the ground floor; residential use should be distinguishable from commercial use.

4) Consider special treatment at building corners, such as towers or strong corner massing.

5) Respond to adjacent residential use with a sensitive transition in scale and massing; a step back in building height or break in massing is appropriate.

Roofs

1) Vary the roofline for visual interest and to diminish mass.

2) Complement the composition of the building.

3) Locate and/or screen rooftop equipment so that it is not visible from the street.

4) Make rooftop screening integral to the building’s form.
4.3. Architectural Design Guidelines

Articulation & Fenestration

1) Modulate exterior walls; blank, unadorned wall surfaces are to be avoided, especially along streets.

2) Introduce façade modulations at 25' to 50' intervals along Main Street, matching historic patterns.

3) Consider opportunities for upper floor terraces, balconies, and bay windows.

4) Establish a clear pattern of fenestration that unifies the building.

5) Recess windows from the wall plane to create depth and suggest solidity.

6) Provide well-marked, articulated building entrances.

7) Encourage a frequent cadence of storefront entrances along Main Street.

8) Differentiate storefront entrances from a residential or main building entrance.

9) Emphasize a high degree of ground floor transparency along Main Street.
Storefronts

1) Allow for creativity and individual expression in storefront design, provided they are compatible with the overall building design.

2) Offer inviting entries and expansive storefront windows with engaging displays that animate the street.

Details

1) Introduce details and elements that provide visual relief; for example, pilasters, course lines, window heads and sills, brackets, cornices, etc.

2) Emphasize pedestrian-scaled details at street level; canopies, awnings and architectural lighting are especially appropriate at building entrances.
3) Ensure that architectural features are integral and contribute to a harmonious design.

4) Discourage ornamentation and features that appear tacked-on or artificially thin.

5) Continue design elements and detailing (e.g., trim details, materials) around the entire structure.

**Materials & Colors**

1) Use materials and colors to enhance a building's visual quality, requiring compatible materials on all sides.

2) Encourage masonry (e.g., brick and stone) and hand-troweled plaster as the most appropriate exterior wall types.

3) Emphasize especially durable and high-quality materials at the street level.

4) Avoid the use of applied foam ornamentation.

5) Discourage the use of reflective, opaque or highly-tinted glass.

6) Choose a color palette that offers visual simplicity and harmony.

7) Limit the use of bright or intense colors to an accent within a carefully balanced color scheme.
Intent

Quality commercial signage will have a positive impact on the image of the West Main Corridor. Measures of quality include compatibility with the building architecture, integration with the storefront design, and clear communication. Pedestrian-scaled signs are recommended as they tend to minimize visual clutter and reinforce the desired village character. On-site lighting is another opportunity to enhance the environment, promoting safety and accentuating the building and landscape.

Commercial Signage

1) Provide signage that is compatible with the building architecture.

2) Place signs in accordance with façade rhythm, scale and proportion.

3) Discourage signs that obscure architectural features, such as vertical piers, trim-work, etc.

4) Fit tenant identification signs comfortably into the storefront architecture.

5) Use simple, direct signage that is unique to a particular business.

6) Encourage signage that is easily read by passers-by on foot.

7) Construct signs of durable, high-quality materials; paper and cloth signs are prohibited.
Architectural Lighting

1) Introduce architectural lighting to enhance façades and accentuate key architectural features.

2) Provide architectural lighting at building entrances.

3) Select fixtures that are compatible with the architectural design.

4) Minimize glare on adjacent properties and streets; interference with the safe operation of vehicles must be avoided.

5) Signage shall comply with Sections 23.50 and 23.51 of the Alhambra Municipal Code.

6) Complement the landscape / streetscape lighting.

7) Integrate lighting with signage; unobtrusive external illumination is recommended.

8) Prohibit internally illuminated plastic cabinet signs.

Landscape Lighting

1) Light outdoor spaces for enhanced comfort, safety and security.

2) Allow subtle lighting that accentuates the landscape and highlights key landscape features.

3) Select fixtures that are compatible with their surroundings.

4) Direct landscape lighting away from streets and adjacent properties.

5) Complement the architectural and streetscape lighting.
Location

North side of Main Street bounded by Fourth Street to the east and Fifth Street to the west.

Description

The developer proposes a five-story mixed-use project, including commercial and residential uses. Approximately 16,599 square feet of leaseable commercial space fronts on Main Street, available for retail, restaurant or office use. An additional 6,080 SF of office condominium space fronts on Fourth and Fifth Streets. A total of 90 residential condominiums occupy the upper four levels, consisting of 2 bedroom and 2 bedroom + den units. All units are proposed for sale at market rate. Parking is provided within a four-level podium.

Program Summary

- **Site Area:** 69,007 SF (1.6 AC)
- **Project:** 5-story mixed-use
- **Commercial:**
  - 6,080 SF office condominiums
  - 16,599 SF ground floor retail and/or office for lease
  - Street level
- **Residential:**
  - 90 condominium units
  - Upper four levels
- **Parking:**
  - 398 spaces
  - Four level podium
- **Developer:** Owner-participants Mr. Li-chih Lee & Mr. Wing Ning Pang in association with Urban Equity Partners
- **Architect:** Michael Hong Architects

Key Design Elements

1. **Main Street Orientation**
2. **Ground Floor Commercial**
3. **Generous Storefront Windows**
4. **Canopies & Awnings**
5. **Mid-block Plaza**
6. **Visually Distinct Residential**
7. **Facade Modulation**
8. **Upper Floor Setback**
9. **Terraces & Balconies**
10. **Recessed Windows**
11. **Variegated Roofline**
Floor Plans

Subterranean Level Parking Plan

Street Level Plan

Podium Level Plan

Upper Level Plan (Levels 3-5)
Alternative Elevations

Main Street Elevation - Alternative 1 (Includes office condominiums and residential units on upper floors.)

Main Street Elevation - Alternative 2 (Limits upper floors to residential units per the Program Summary.)

Note: Improvements in the public right-of-way shall substantially comply with the streetscape proposal described in Section 3.
Location

South side of Main Street bounded by Fourth Street to the east and Fifth Street to the west.

Description

The developer proposes a five-story mixed-use project, including commercial and residential uses. Approximately 9,190 square feet of leaseable commercial space fronts on Main Street, available for retail, restaurant or office use. A total of 144 residential condominiums occupy the upper four levels, consisting of 2-bedroom and 2-bedroom plus den units. All units are proposed for sale at market rate. Parking is provided within a single subterranean level and a street-level podium.

Program Summary

- **Site Area**: 91,025 SF (2.1 AC)
- **Project**: 5-story mixed-use
- **Commercial**:
  - 9,190 SF retail / office space for lease
  - Street-level
- **Residential**:
  - 144 condominium units
  - Upper four levels
- **Parking**:
  - 399 spaces
  - At-grade podium & one level subterranean
- **Developer**: J.H. Snyder Co.
- **Architect**: Van Tilburg, Banvard & Soderbergh, AIA

Key Design Elements

1. **Main Street Orientation**
2. **Ground Floor Commercial**
3. **Generous Storefront Windows**
4. **Canopies & Awnings**
5. **Mid-block Plaza**
6. **Visually Distinct Residential**
7. **Façade Modulation**
8. **Upper Floor Setback**
9. **Terraces & Balconies**
10. **Recessed Windows**
11. **Variegated Roofline**
12. **Tower Feature**
4.6. Site 5 Developer Proposal
Floor Plans

Street Level Plan

Note: Improvements in the public right-of-way shall substantially comply with the streetscape proposal described in Section 3.
4.6. Site 5 Developer Proposal

Elevations

Fourth Street Elevation

Main Street Elevation
Location
Northeast corner of Third and Main Streets.

Description
The developer proposes a four-story mixed-use project, including commercial and residential uses. Approximately 5,000 square feet of leaseable commercial space fronts on Main Street, available for retail, restaurant or office use. A total of 94 residential condominiums occupy the upper four levels, consisting of 1 to 3-bedroom units. All units are proposed for sale at market rate. Parking is provided within two subterranean levels.

Project Summary
- Site Area: 52,932 SF (1.2 AC)
- Project: 4-story mixed-use
- Commercial:
  - 5,000 SF retail / office space for lease
  - Street level
- Residential:
  - 94 condominium units
  - Ground and upper levels
- Parking:
  - 253 spaces
  - Two level subterranean
- Developer: The Olson Company
- Architect: MVE & Partners

Key Design Elements
1. Main Street Orientation
2. Ground Floor Commercial
3. Generous Storefront Windows
4. Canopies & Awnings
5. Mid-block Plaza
6. Visually Distinct Residential
7. Façade Modulation
8. Upper Floor Setback
9. Terraces & Balconies
10. Recessed Windows
11. Variegated Roofline
12. Tower Feature
4.7. Site 6 Developer Proposal

Elevation

Main Street Elevation

Note: Improvements in the public right-of-way shall substantially comply with the streetscape proposal described in Section 3.

permanence

Precedent Imagery
Location

South side of Main Street bounded by Third Street to the east and Fourth Street to the west.

Description

The developer proposes a five-story mixed-use project, including commercial and residential uses. Approximately 21,500 square feet of leaseable commercial space fronts on Main Street, available for retail, restaurant or office use. It is anticipated that an approximately 15,000 SF market will serve as an anchor tenant at the corner of Main and Fourth Streets. A total of 140 residential condominiums occupy the upper four levels, consisting of 1- and 2-bedroom units. All units are proposed for sale at market rate. Parking is provided within two subterranean levels and a two podium levels.

Program Summary

- **Site Area**: 100,188 SF (2.3 AC)
- **Project**: 5-story mixed-use
- **Commercial**:
  - 21,500 SF retail / office space for lease
  - Includes an approx. 15,000 SF anchor market
  - Street level
- **Residential**:
  - 140 condominium units
  - Upper three levels
- **Parking**:
  - 713 spaces
  - Two levels podium & two levels subterranean
- **Developer**: Owner-participant The Wolhaupter Family Trust in association with Shea Homes
- **Architect**: Bassenian Lagoni Architects

Key Design Elements

1. **Main Street Orientation**
2. **Ground Floor Commercial**
3. **Generous Storefront Windows**
4. **Canopies & Awnings**
5. **Mid-block Plaza**
6. **Visually Distinct Residential**
7. **Façade Modulation**
8. **Upper Floor Setback**
9. **Terraces & Balconies**
10. **Recessed Windows**
11. **Variegated Roofline**
12. **Tower Feature**
4.8. Site 7 Developer Proposal
Floor Plans

Note: Improvements in the public right-of-way shall substantially comply with the streetscape proposal described in Section 3.
Section & Elevation

Section

Main Street Elevation
Section 5: IMPLEMENTATION
Procedure

Each proposed developer project requires approval of the following:

1) Design / Site Plan Review.

2) Specific Plan.

3) Zone Change.

4) Residential & Commercial Planned Development Permits.

5) Tentative and Final Subdivision Maps.

To the extent feasible, applications will be processed concurrently with the proposed General Plan Amendment, West Main Corridor Master Plan and associated Environmental Impact Report (EIR). Design / Site Plan Review will initially be undertaken by the Design Review Board. Thereafter, the Planning Commission shall review all applications, with final review and approval by the City Council.

General Plan Amendment

The City will initiate a General Plan Amendment to designate the West Main Corridor as a “Downtown Specific Plan Overlay.”

Master Plan

The West Main Corridor Master Plan is a visioning document, setting a direction for the physical design and development of the district. It establishes a coherent image, furthering the goals and objectives of the General Plan and the Redevelopment Plan. Imposition of the requirements of the Plan upon individual mixed-use projects will be accomplished by reference within each of the the Specific Plans to be prepared for the site proposals.

Environmental Review

An EIR has been prepared in accordance with the provisions of the California Environmental Quality Act (CEQA). Sufficient depth of analysis is provided to address the West Main Corridor Master Plan, as well as each of the four developer proposals. The City Council shall review and certify the EIR.
Specific Plans

A Specific Plan shall be prepared for each site proposal. These are regulatory documents that will establish applicable land use regulations and development standards, superseding the relevant provisions of the City’s Zoning Ordinance. Consistency shall be maintained with the Master Plan; however, this is not intended to prohibit minor deviations in the developer proposals.

Design Review

Site, architectural and landscape plans are subject to review by the Design Review Board, Planning Commission, and the Agency Board / City Council prior to the issuance of building permits. Proposals shall be in substantial conformance with the Master Plan and the applicable Specific Plan.
Development Agreements

Prior to implementation, the City / Agency will need to enter into either 
an Owner Participation Agreement or a Disposition and Development 
Agreement ("Agreements") with each of the selected site developers. 
Among other items, the Agreements assign responsibility for completion 
of the proposed on- and off-site improvements.

Acquisition and Relocation: Where necessary, the Agency will 
consider land acquisition and provide relocation services, with subsequent 
sale of property to the Developers.

Off-site Improvements (Public Domain): The Developers are 
responsible for the cost of off-site improvements. In general, they will 
fund and execute the improvements fronting their property.

Site Improvements (Private Domain): The Developers shall fund 
and execute all on-site improvements, including utilities and parking 
facilities.

Construction Timeline

Development shall proceed on the basis of the approved Agreements. 
Construction is expected to commence in late 2006, with anticipated 
completion of all public and private realm improvements in 2010. The 
anticipated timing of developer projects is described below, however, the 
proposed phasing plan is not mandatory and is subject to changing conditions.

Initial (Spring 2007) Development Phase

Construction is expected to begin with Site 5 (Library Site). This is 
Agency-owned property requiring no acquisition or relocation services. 
It is anticipated that the project will begin Spring 2007, with completion in 
Spring 2009. Although not a part of the West Main Corridor Master Plan, 
it is worth noting that construction on the new City Library proposed 
for north of City Hall will commence Summer 2006, with completion in 
Summer 2008. A temporary library facility has been provided at the 
Granada Park Gymnasium.

2007 Development Phase

Construction on Site 6 and the west block of Site 7 is expected to begin 
in 2007, with completion in 2009. These sites require no or minimal 
assistance from the City / Agency for property acquisition and/or 
relocation.

2008 Development Phases

Construction on Site 4 and the eastern block of Site 7 is expected to 
begin in 2008, with completion in 2010. These sites may entail more 
extensive assistance from the City / Agency for property acquisition and/or 
relocation. Acquisition and relocation services could not be initiated 
until after approval of the Master Plan and certification of the EIR, and if 
undertaken by the Agency, would take approximately one year.

Street Improvements

Off-site improvements including the streetscape will be coordinated with 
the developer projects.
5.2. Phasing Strategy

Legend

<table>
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<th>Construction Begins:</th>
<th>Construction Complete:</th>
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<tbody>
<tr>
<td>Spring 2007</td>
<td>Spring 2009</td>
</tr>
<tr>
<td>2007</td>
<td>2009</td>
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<tr>
<td>2008</td>
<td>2010</td>
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Alhambra West Main Corridor: APPENDICES
Contemporary Materials Palette: Flowering Trees

Trumpet Tree (Second & Fourth Street)  
(*Tabebuia sp.*)
- Characteristics
  - Sometimes evergreen (briefly deciduous)
  - 25’ to 30’ tall
  - Showy spring flowers
- Maintenance Considerations
  - Stands up to urban conditions
  - Drought tolerant
  - Best with full sun
  - No significant litter or staining problem
  - Moderate to fast growth rate
- Recommendations
  - Plant 48” box specimen (specifies @ approximately 15’ tall with 7’ to 8’ spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree without installation
  - Pink Trumpet Tree (*Tabebuia ipe*): approx. 25 trees total
  - Golden Trumpet Tree (*Tabebuia chrysotricha*): approx. 14 trees total

Hong-Kong Orchid Tree (Fifth Street)  
(*Bauhinia x blakeana*)
- Characteristics
  - Briefly deciduous (may lose some leaves during flowering)
  - 20’ to 30’ tall with 20’ to 25’ spread
  - Large (6”) orchid-like blooms
  - Flowers in multiple shades of purple and red; winter flowering
  - Good street tree; outstanding ornamental features
- Maintenance Considerations
  - Effective in urban conditions
  - High drought tolerance
  - Suitable for partial shade or full sun
  - Grows in sidewalk cutout
  - Prune young trees for uniform crown
  - Does not drop pods like other orchid tree species
  - Fast growth rate
- Recommendations
  - Plant 48” box specimen (specifies @ approximately 15’ tall with 6’ to 7’ spread; purchase as standard)
  - Unit Cost Estimate: approx. $800 per tree without installation
  - Approximately 29 trees total
Purple Leaf Plum (Third Street)
(Prunus cerasifera 'Krauter vesuvius')

- Characteristics
  - Deciduous tree
  - Up to 25' tall with 15' spread
  - Upright branching pattern
  - Showy light pink flowers in late winter / early spring
  - Burgundy to purple-green foliage
  - Good small street tree

- Maintenance Considerations
  - Extremely hardy
  - Tolerates some drought
  - Best with full sun; tolerates partial shade
  - Very little or no fruit
  - Moderate to fast growth rate

- Recommendations
  - Plant 48" box specimen (specifies @ approximately 15' tall with 8' to 9' spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree w/o installation
  - Approximately 26 trees total

Evergreen Pear (First Street)
(Pyrus kawakamii)

- Characteristics
  - Evergreen tree
  - Up to 25' tall with 15' to 20' spread
  - Glossy green leaves
  - Showy clusters of white flower in winter / early spring
  - Attractive street tree

- Maintenance Considerations
  - Tolerant of adverse environmental conditions
  - Small, inconspicuous fruit
  - Best with full sun
  - Moderate growth rate

- Recommendations
  - Plant 48" box specimen (specifies @ approximately 15' tall with 6' to 7' spread; purchase as standard)
  - Unit Cost Estimate: approximately $800 per tree without installation
  - Approximately 20 trees total
Contemporary Materials Palette: Street Furniture

**Benches:**
- Design Considerations
  - Creates a welcoming environment
  - Offers a place to wait or rest
  - Allows flexibility - number may be adjusted depending on actual need
- Recommendation
  - Manufacturer: Urban Accessories
  - Product Line: Transit Bay
  - Unit Cost Estimate: $1,100 (4' bench)
    $1,350 (6' bench)
  - Approximately 52 benches total
  - Local Supplier: Wakefield Co., Irvine, CA

**Trash Receptacles:**
- Design Considerations
  - Helps keep street free of litter
  - Supplements trash facilities of nearby eating establishments
- Recommendation
  - Manufacturer: Urban Accessories
  - Product Line: Steel RR-55
  - Unit Cost Estimate: $950
  - Approximately 27 receptacles total
  - Local Supplier: Wakefield Co., Irvine, CA

**Bicycle Racks:**
- Design Considerations
  - Encourages bicycle use
- Recommendation
  - Manufacturer: Landscape Forms
  - Product Line: Pi
  - Unit Cost Estimate: $225 (2 bicycle capacity)
  - Approximately 6 bicycle racks total
A. Alternative Materials Palette Proposal

Temporary / Moveable Planters:
- Design Considerations
  - Complements permanent planters
  - Allows additional plant color and variety
  - Separates pedestrians and vehicular traffic
  - Enhances seating areas
  - Introduces flexibility
- Recommendation
  - Manufacturer: Canterbury International, Los Angeles, CA
  - Product Line: Jardin
  - Available in concrete or fiberglass
  - Unit Cost Estimate: $300 - $800 (varies by size & material)
  - Approximately 60 planters total

Tree Grates:
- Design Considerations
  - Provides extension of the sidewalk
  - Adds a decorative character to the sidewalk
  - Offers protection to street trees
  - Complements surroundings
- Recommendation
  - Manufacturer: Urban Accessories
  - Product Line: FAN
  - Unit Cost Estimate: $900 - 4' square w/ frame (use with palms & flowering trees); $1,400 - 5' square w/ frame (use with canopy trees)
  - 4' grates - approximately 186 total;
  - 5' grates - approximately 47 total
  - Local Supplier: Wakefield Co.

Bollards:
- Design Considerations
  - Protects pedestrians from vehicles at crosswalk ramp
  - Adds a decorative character to the sidewalk
  - Complements street furniture and intersection design
- Recommendation
  - Manufacturer: Landscape Forms
  - Product Line: Annapolis Bollard
  - Unit Cost Estimate: $400
  - Approximately 94 bollards total
Contemporary Materials Palette: Street Furniture

**Pedestrian-Scale Light Fixture:**
- **Design Considerations**
  - Creates a welcoming environment
  - Offers a place to wait or rest
  - Allows flexibility - number may be adjusted depending on actual need
- **Recommendation**
  - Manufacturer: Se'lux USA
  - Product Line: Saturn I Double +S635 Pole (16')
  - Height: 18.5'
  - Unit Cost Estimate: $3,400
  - 62 fixtures total

**Replacement Bus Shelter:**
- **Design Considerations**
  - Custom bus shelter
  - Bolsters community identity
  - Complements architecture, public art, and street furniture
  - Protects transit users from sun, wind, and rain
  - Provides a place for bus riders to sit while waiting for the bus
  - Includes trash receptacle(s) for keeping streets litter-free
- **Recommendation**
  - Replace existing bus shelters on Main at Second and Fifth and on Garfield at Main
A. Alternative Materials Palette Proposal

Side Elevation

6'-0" Min.
Alternative Materials Palette: West Main Corridor-Specific Signage

It may be appropriate at times to replace or supplement the "Mosaic on Main" banners along Main Street with banners and signage specific to the West Main Corridor. The following banners can be used to celebrate and publicize the West Main Corridor while complementing the overall Mosaic on Main district.

1. District Emblem: the district emblem, which references historic Moorish patterns, can be used in architectural or paving plaques, print materials publicizing the West Main Corridor, etc.

2. District Banner and Downtown Banner: the West Main Corridor banner incorporates the district emblem in colors that complement the Mosaic on Main banner, allowing the two to be displayed simultaneously.

3. Events Banner and District Banner: the West Main Corridor banners can also be used in conjunction with banners that announce events in the Corridor or with seasonal decoration.
A. Alternative Materials Palette Proposal