

ALTADENA COMMUNITY STANDARDS DISTRICT SUBCOMMITTEE  
Commercial Group – Proposed Revisions  
November 11, 2014

<i>Item #</i>	<i>Topic</i>	<i>CSD Clause Sect. Ref.</i>	<i>Current Language</i>	<i>Proposed Language</i>	<i>Rationale</i>	<i>Comments</i>
<b>A. ENCOURAGE DIVERSITY OF ARCHITECTURE</b>						
1	Building Height Limit	p. 16, E.1, c.i.	Maximum Building Height (Including Signs) = 35 feet	Allow increased maximum height limit of 48 feet for mixed use projects	Permit 3 floors of residential or office over ground floor retail to encourage mixed use developments. Mixed used developments reduce car trips, promote walkability and help to “energize” a commercial area throughout the day. Mixed use developments create off peak parking synergies.	Assuming the ground floor retail is a Type 1 (concrete and steel) construction “podium”, 3 stories of residential or office would be allowed over the retail “podium”. The standards for landscape and height buffers from adjoining SFD Residential zones that are described elsewhere in the CSD would also apply to the mixed use developments.
2	Building Color	p. 19	Earth Tones & Muted Pastels	Delete	Current Design Standards led to “Blah” Design	County advised CSD committee that there is no Design Review in Approval process so CSD should not contain design standards that require approval.
3	Wall Finish	p. 25	Preserve and enhance a Mediterranean environment	Remove requirement for Mediterranean & primarily stucco	Altadena commercial areas are eclectic and should stay that way. Current CSD efforts to force Mediterranean led to bad architecture	Altadena is not primarily Mediterranean and stucco. It is a more eclectic mix of architectural styles and should continue in that vein.
4	Architectural Elements	25 I	Architectural Elements. Buildings must incorporate at least five of the following architectural elements and desirable uses:	Change to 3 of the following and Add benches and raised planters	5 architectural elements may result in crowded design depending on the size and massing. Benches and raised planters would help to create a pedestrian oriented streetscape.	

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<b>B. ENCOURAGE PEDESTRIAN ORIENTED RETAIL</b>						
1	Zone C-2	p. 21	CUP required for more than 5 commercial tenants (without dividing walls between tenants)	Discretionary Director’s Review Required		The objective is to encourage Antique Malls or Art Galleries of this nature.
2	Self-Storage	p. 21		No Self-Storage permitted in C1, C2, C3, and CPD. Permit Self-Storage in CM Zone with Discretionary Director’s Review	Self-Storage facilities “deaden” the energy of pedestrian oriented retail and should not be allowed in the commercial retail areas of Altadena. Conversely, we want to encourage self-storage uses in the CM zoned areas.	
3	Auto Service	p. 21		Auto Service not permitted in C1, C2, C3 and CPD. Auto Service permitted in CM with Discretionary Director’s Review Gas Station is permitted in C2, C3 with no more than 3 service bays	The objective is to discourage Auto Service Uses in the commercial retail zones & encourage Auto Service Used in the CM or Industrial zones. Auto uses “deaden” the energy of the pedestrian oriented retail that we are trying to encourage. Conversely, we want Auto services in the CM zoned areas to support local businesses and reduce travel time “down the hill” to those services.	

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4	Parking	p. 22 d. v.		No on-site parking requirement for new retail uses less than 5,000 SF and new restaurant uses of less than 40 persons maximum occupancy. Existing Structures would be exempt from any additional parking requirements.	The original commercial retail areas of Altadena were historically designed and built based upon pedestrian oriented “Street Retail” with sidewalks and street parking. We want to encourage that historic built environment to preserve our history but also to make our retail areas walkable.	In order for this concept to be most successful, public parking “pods” should be sprinkled throughout the commercial retail areas. Examples of this include most revitalized old historic downtown districts such as Monrovia, Sierra Madre, Montrose and on a larger scale – Old Pasadena and Beverly Hills. The CSD committee has identified land owned by the county and others that could be used for the parking pods.
5	List of permitted uses			Review and revise (as needed) the list of permitted uses in all commercial zones.		
6	Overnight Parking – Oversize Vehicles			Off Street Overnight Parking for oversize vehicles would be prohibited in the C-1, 2 & 3 zones.	The objective is to prohibit large vehicles from permanently parking on commercial zoned property for extended periods of time, reducing parking availability and creating unsightly conditions including “bootleg” advertising on the side of trucks.	Off Street Overnight Parking for oversize vehicles would be permitted in the CM zone. Oversize vehicle would be defined to be slightly larger than County Code for oversize vehicle to permit a food truck to park overnight in a restaurant parking lot. Oversize vehicles would be permitted to park on commercial property if they are not in view from the street or from adjacent properties.

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C. ENCOURAGE MIXED USE						
1	Zone C-2	p. 21 E.1.d.i		Permit Multi-family & Mixed use in C-2 Zone, Also permit in C-3.		
2		p. 22 iii	Maximum Floor Area Ratio (FAR = 2.7)	Modify, as needed to permit 4 stories for mixed use.		
3	Live- Work			Live/Work space would be permitted in All C zones and in R-3 zones.	Encourage small business in the commercial and R-3 areas by allowing Live/Work space	Refer to the City of LA ordinance provisions for Live/Work as a guideline.

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<b>D. INCREASE VISIBILITY OF ALTADENA BUSINESSES THROUGH BETTER SIGNAGE STANDARDS</b>						
1	Prohibited Signs	P. 8	Banner Signs of cloth or fabric prohibited	Permit Banner Signs, Streamers & Flags with size & time restrictions	Total restriction is a real problem for retail businesses	
2	Signs – Prohibited	p. ___ (11), (b)	Holiday Decorations			
3	Signage Colors	(k) 1	3 colors, compliment building colors	Consider for all commercial district		
4	Wall Signs	p. ___ 3.A. (iii)	Doesn't allow signs perpendicular to walls.	Allow Perpendicular signs (with certain limits)		We recommend adapting the Pasadena sign ordinance. Prepare a summary of the key elements of the Pasadena Sign Ordinance and include drawings to better describe the signs that are permitted and the signs that are not permitted.
5	Signage – Sandwich boards & other Sidewalk signage	17		Permit non-permanent free standing signage on private property. 1 sign, in front of the business establishment building. Max height = 60". Max width = 36". 5' of clearance on sidewalk required for pedestrian passage.		

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<b>E. ENCOURAGE RESTAURANTS &amp; OUTDOOR DINING</b>						
1	Outdoor Dining on Private Property			Outdoor Dining would be permitted by established restaurants on their own property. No permit would be required. No fee would be charged.	Encourage outdoor dining in Altadena.	Similar restrictions on hours, noise and alcohol as those applied by County Code for Outdoor dining on the public right of way (sidewalks) would be applied.
2	Restaurant Liquor License		County Code 22.56.195 – CUP required for Liquor License for restaurants.  County Code 22.56.195 B.3. – No undue concentration .	Minor CUP required with the same restrictions and provisions as in the current CUP language.  No package goods.	Encourage restaurants to locate in Altadena.	Public notification is still required as part of a Minor CUP process.

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<b>F. REQUIRE HIGHER MAINTENANCE REQUIREMENTS FOR VACANT COMMERCIAL PROPERTIES</b>						
1	Temporary Fences	p. 20, E1		Define temporary fences vs Permanent fences. Allow temporary fences for no more than 1 year or while permitted construction is actively underway. After 1 year or the cessation of active construction, the temporary fence must be removed. If a hazard (such as a dangerous land condition - E.G. – the “crater” on Lake and Calaveras) or attractive nuisance is on the property (such as partially constructed and vacant improvements where the construction is not currently active) then the temporary fence must be replaced with a permanent fence that conforms to County Code and/or CSD standards for permanent fences. Also define a set back and landscaping with irrigation requirements for vacant lots with a permanent fence.		Look at La Crescenta and Montrose CSD for guidance. Consider noise and lighting shields and consider limiting hours of operations.

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<b>G. CREATE APPROPRIATE BUFFERS BETWEEN COMMERCIAL AND R-1 PROPERTIES</b>						
1	Commercial Property adjoining Residential Property					Look at La Crescenta and Montrose CSD for guidance. Consider noise and lighting shields and consider limiting hours of operations.
2	Drive Through		Banned on Lake Ave District	Remove ban town wide. If adjacent to “R” zoned property, allow with CUP with cleanup plan, traffic plan, noise plan, and public hearing and permit hours of operation from 6AM to 12AM. If not adjacent to “R” zoned property, allow with a Director’s review and permit 24 hour operation. Sufficient traffic queuing must be available on-site so the traffic queue does not go into the street.	There are many new drive-through concepts that would benefit Altadena and consumers here, often seen as a road block to bringing in businesses like banks, pharmacies and coffee shops.	



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**H. SIMPLIFY & STANDARDIZE COMMERCIAL STANDARDS TO PROMOTE BUSINESS EQUALLY IN ALL  
COMMERCIAL AREAS OF ALTADENA**

1	Districts	P. 28	Separate standards are created for the Lake Avenue district and the West Altadena Area Specific Plan	Create the same standards for all commercial retail districts.	Many retail districts aren't mentioned in the CSD including Fair Oaks corridor, Washington Corridor, Allen & New York Drive. These areas default to the County general standards which don't encourage new business. All districts should benefit from the CSD.	