



*Today's Small Town America*

# *Downtown Rosemead Design Guidelines*



# Acknowledgements



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# Table of Contents



## **Preface**

Strategic Goals.....	1
Introduction.....	1
Vision Statement.....	2
Key Community Values.....	2
Consistency with Rosemead General Plan.....	3
Commercial Façade Program.....	3
Design Guidelines Overview.....	4

## **Design Guidelines**

Design Objectives.....	5
Architecture.....	6
Mass and Scale.....	6
Building Form and Articulation.....	7
Architectural Detail and Façade Articulation.....	8
Storefront Design.....	9
Storefront Components.....	9
Storefront Design.....	10
Roof Articulation.....	13
Materials and Colors.....	14
Secondary/Rear Façade and Entrances.....	16
Lighting.....	18
Commercial Signs.....	18
Sign Materials.....	19
Sign Colors.....	20
Encouraged Sign Types.....	20

Sign Illumination.....	25
Landscaping.....	26
General Guidelines.....	27
Scale and Spacing.....	27
Parking Lot Landscaping.....	28
Parking.....	29
Site Access and Vehicular Circulation.....	29
Parking.....	30
Parking Structures.....	31
Trash Enclosures.....	31
Outdoor Seating.....	31
Public Sidewalk.....	32
Undergrounding of Utilities.....	33
Graffiti-Deterrent.....	33
Green Design.....	33

**Public Realm and Pedestrian Environment**

Public Improvements.....	35
Gateways.....	35
Intersection Enhancements.....	35
Roadways Medians.....	36
Paving.....	36
Free-standing Potted Plants.....	36
Street Pole Banners.....	37
Street Furniture.....	38
Street Lighting.....	38
Street Trees.....	38

**Public Art**

Public Art.....	39
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**Cost Estimates**

Cost Estimates.....40

# Preface



## *Introduction and Guide to Downtown Rosemead's Design Guidelines*

### **STRATEGIC GOALS**

- Beautify community infrastructure and improve public facilities.
- Enhance public safety and quality of life.
- Ensure the City's financial viability with balanced budgets and prudent reserves.

### **INTRODUCTION**

Downtown Rosemead is in the heart of the City located on Valley Boulevard between Walnut Grove Avenue and Rosemead Boulevard. Downtown Rosemead is also located in a redevelopment area of the City (Redevelopment Project Area No. 2).



**Aerial of Downtown Rosemead**

The Downtown Rosemead Design Guidelines have been established for the purpose of providing a foundation for preserving



Rosemead’s Central Business District and guiding development and redevelopment within the downtown. Downtown Rosemead Design Guidelines are intended to ensure that new development reinforces community identity and a sense of place. The guidelines also focus on creating a healthy, vibrant development climate in the Central Business District. As new development and rehabilitation occur under the support of these design recommendations, other property owners are encouraged to invest in improvements, knowing that their efforts may be matched by their neighbors.

### **VISION STATEMENT**

In accordance with the City’s 2009 Strategic Plan, these guidelines reinforce the vision of Rosemead in the year 2020. The City of Rosemead, “Today’s Small Town America,” honors tradition, unites in diversity, and evolves for the future. The guidelines will strive to create an appealing downtown with attractive landscaping in public areas and a well-balanced mix of local, regional, and national businesses, restaurants and hotels. The guidelines will also ensure building design compatibility along the boulevard.

### **KEY COMMUNITY VALUES**

- Who we are: People and businesses who seek the charms of a small town, in the heart of an urban environment.
- What we do: We are today’s small town America – traditional yet diverse, a true neighborhood in an urban setting.
- Why we do it: Because in Rosemead, neighbors share the traditional values and commitment to community that makes small town life so appealing, without losing big city advantages.
- Who we are: Grounded – Rosemead is in touch with where it came from and always honors its roots.  
Welcoming – Rosemead welcomes everyone who is committed to making the City better.  
Thriving – Rosemead is delivering what citizens need and want, and they are responding.
- How we do it: Honor Tradition, Unite in Diversity, and Evolve for the Future.



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## **CONSISTENCY WITH ROSEMEAD GENERAL PLAN**

The Downtown Rosemead Design Guidelines is consistent with the Rosemead General Plan. The goals and policies of the General Plan Land Use Element require the establishment of a “downtown” between Walnut Grove and “Rosemead Boulevard” to target land use changes that improve economic opportunities for business and achieve fiscal and environmental objectives. These guidelines will implement the General Plan’s goals and policies in the following ways:

1. Existing Resources will be enhanced by add landscaping and streetscape design elements along Valley Boulevard and encourage “focal point” buildings at opportunity sites or parcels.
2. Potential Districts will be created by identifying opportunity parcels along Valley Boulevard near Walnut Grove Avenue, Rosemead Boulevard, and the Civic Center to create image-making public spaces and focal point buildings.
3. Public space will be emphasizing by expanding the use of public spaces, including the use of courtyards, plazas, outdoor dining, and pedestrian friendly retail.
4. Wayfinding will be enhanced with improved signage and placemaking images to encourage the feel of separate districts and distinct places along Valley Boulevard.

## **COMMERCIAL FAÇADE PROGRAM**

The Commercial Façade Program encourages property owners or business tenants of existing commercial properties to restore, renovate or improve their buildings to be more appealing to the consumer and to the area. The program provides the use of public funds to leverage private investment for improvements to buildings. Participants in the program will be required to work with City Staff to ensure that property improvements will be undertaken in accordance with the Downtown Rosemead Design Guidelines. Please understand that funds are limited and this will be treated on case-by-case basis. For more information, please contact Michelle Ramirez, Community Development Manager, at (626) 569-2158 or [mramirez@cityofrosemead.org](mailto:mramirez@cityofrosemead.org) or Pat Piatt, Management Analyst, at 626 569-2102 or [ppiatt@cityofrosemead.org](mailto:ppiatt@cityofrosemead.org).



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## **DESIGN GUIDELINES OVERVIEW**

The Downtown Rosemead Design Guidelines will provide a framework with which the City of Rosemead and respective property owners can work together to improve the quality of the Downtown area. This document outlines design guidelines for public and private (façade) improvements within Downtown Rosemead.

The guidelines are for use by individuals and organizations involved in the design, construction, review and approval of development within Downtown Rosemead. The guidelines are supplemental to the Rosemead Municipal Code and will be used during the development approval process and are intended as a reference point of expectations of quality development. The principle design criteria and architectural styles represented herein are not intended to be restrictive; they are meant to assist in the design, development, and implementation of quality architecture and site planning. Use of these guidelines will ensure that new development and redevelopment upholds a commitment to high-quality development in the City of Rosemead.

The Design Guidelines should be used as a starting point for the creative design process and should not be looked upon as the only solution for design. Developers and property owners should strive to be creative and innovative, and should look well beyond typical franchise architecture and landscape design treatments.

To aid in the interpretation of the Design Guidelines, users should understand the meaning of “should,” “encouraged,” and “discouraged.” Guidelines that employ the word “should” are intended to express the City’s explicit desire and expectation. An alternative measure or approach may be considered, however, if it meets or exceeds the intent of a subject guideline. Guidelines using the words “encouraged” or “discouraged” are meant to express a more desirable design solution or less desirable, respectively.

# *Design Guidelines*



## **A. DESIGN OBJECTIVES**

1. Upgrade the image of the City's Downtown area by coordinated public and private improvements.
2. Consider privacy, noise, light (glare), and traffic intrusion.
3. Consider scale and character of adjacent uses and demonstrate sensitivity to the influences of surrounding area.
4. Stimulate future private investment.
5. Make the best use of under-utilized properties.
6. Facilitate and encourage pedestrian activity.
7. Utilize landscaping as an integral component to overall project design.
8. Design building forms and elevations that contribute to the overall quality of the built environment.
9. Consider scale and character of adjacent uses and demonstrate sensitivity to the influences of the surrounding area.
10. Encourage private rehabilitation through application of the Designs Guidelines for new and existing businesses.
11. Create a form of uniformity in the City.



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## **B. ARCHITECTURE**

### Massing and Scale

Building heights in the Downtown currently range from one to two stories. Architectural styles should be compatible with the surrounding character, including building style, form, size, materials, and roofline. New buildings should respect the mass & scale of the existing buildings located in the Downtown to create uniformity. The following guidelines should be considered for massing and scale:

1. Designs for new buildings should take into consideration the alignment of horizontal elements along the block. Consider alignment of window sills, moldings and cornices.
2. Design windows in new construction to appear similar in height to those seen traditionally.
3. Buildings should be designed to reinforce pedestrian scale. This can be achieved by articulating separate stories and by increasing the level of design detail on the first floor. First floor retail and office and should be designed to provide active storefronts with windows, doors, recessed entries, awnings, landscaping, and other pedestrian-oriented details.
4. The size and location of doors and windows should relate to the scale and proportions of the overall structure.
5. Long, blank, unarticulated building walls of over twenty-five (25) feet are strongly discouraged. To reduce mass and bulk, facades should incorporate vertical and horizontal variations in wall and roof planes, building projections, reveals, door and window bays, and similar design elements/techniques.



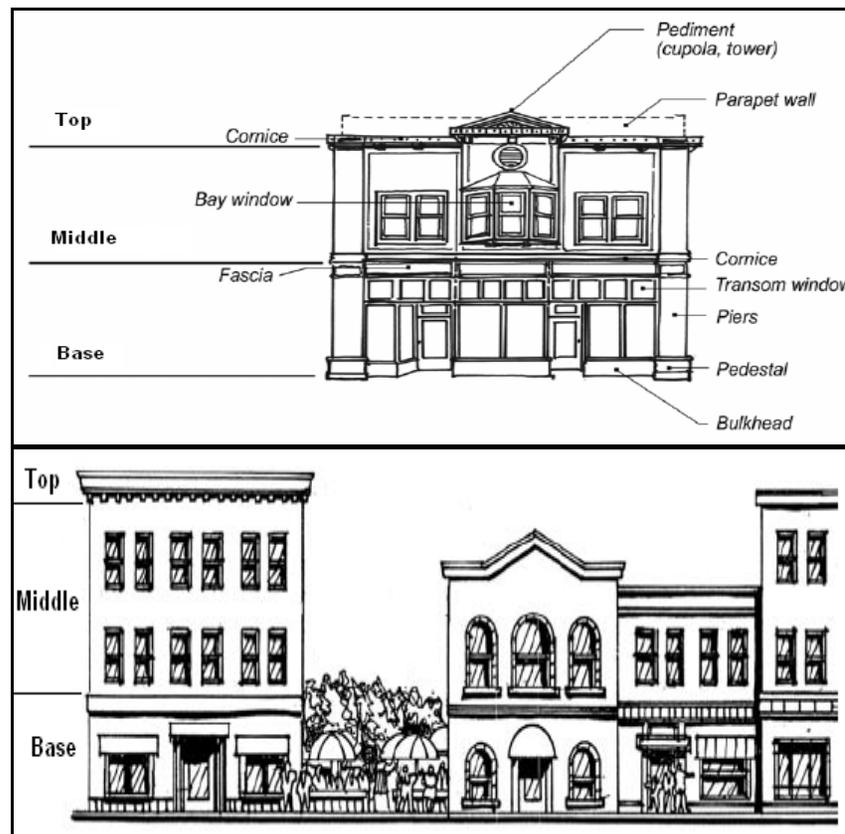
## Building Form and Articulation

Downtown buildings have been designed with the concept of a building having a distinct “base”, “middle”, and “top”.

- Base – The design of the base should differentiate it from the upper floors of the building. This may be a projection of the lower wall surface and/or a different material or color. It may be treated by a heavier or thicker design treatment of the entire ground floor or by a setback of the upper floor.
- Middle – The area where the base meets the middle should be clearly defined with a strong cornice, sign band, change in materials or colors, awnings or canopies.

The preferred architectural character of the mid-section is to treat it as a solid wall with recessed windows. Long or large wall surfaces with flush-mounted windows or windows should be avoided.

- Top – The design of the roofs and rooflines should provide visual interest from the streets below and should complement the overall façade composition. Flat roofs are preferred and shall be screened with parapets on all sides of the building. Where architecturally appropriate, slope roofs shall provide articulation and variations to divide the massiveness of the roof. Special corner elements, entrance area massing, and similar conditions may require the roof to vary from the suggested flat roof form.





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### Architectural Detail and Façade Articulation

Appropriate detail to the facades of buildings is important to reinforce the unique character of the Downtown created by this document. Long, blank walls are discouraged in favor of articulated design incorporating such elements as windows, awning, doors, a mix of materials, and design features consistent with the architectural style.

- Design features should be consistent on all elevations.
- Blank, windowless walls are strongly discouraged and are usually appropriate only on interior side property lines where they are generally not visible from public view. If windowless walls are proposed, appropriate wall articulation should be incorporated into the design to be compatible with the more prominent facades of the building.
- Special architectural features such as gables, turrets, towers, or similar elements should be used to accent buildings at street corners and at the terminus of a street corridor, alley, or pedestrian way. Corner buildings should have prominent corner entrances.
- Side and rear building facades should have a level of design detail and finish compatible with the front façade, particularly if they are visible from streets, adjacent to parking areas, or residential uses. Parapet walls should be architecturally treated to avoid a monotonous appearance.
- Building plans, facades, and architectural details should be designed to create visual interest at the street level (e.g., staggering the frontage of the building, recessing doors and windows, providing awnings and canopies for weather protection and scale, and visually extending interior spaces outside through paving and glazing to create the concept of an indoor/outdoor room, etc.).
- Projects located at intersections should ensure the design treatments are continued around the corner and that an appropriate transition between the project improvements and the adjacent public and private improvements is provided.



- Development located at signalized intersections of major streets should include pedestrian-oriented, community-serving commercial uses (e.g. hotel, bookstore, coffee shop, local market).

### **C. STOREFRONT DESIGN**

The relationship between buildings and the street begins with the storefront design. This section describes the frontage guidelines for buildings and structures located adjacent to the public right-of-way that will support pedestrian activity. Although the storefront is only one of the architectural elements of a façade, in large it is the part that is most important. Storefront design should be reflective of the building's overall architectural style, yet highlight the individual character and personality of the use within. A successful storefront with inviting display windows will attract pedestrians and contribute to the overall quality of the streetscape.

#### **Storefront Components**

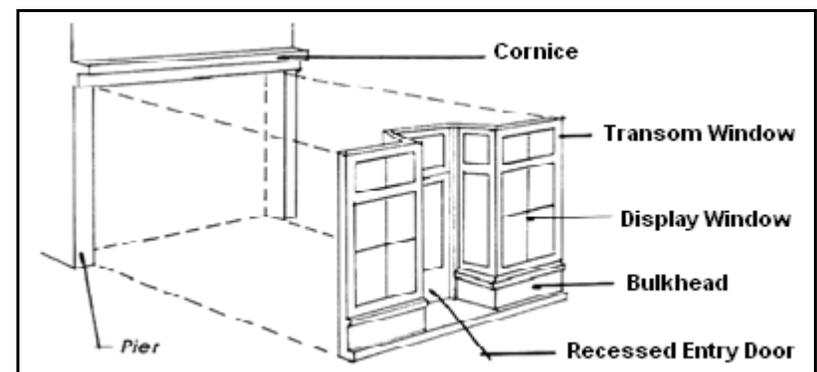
**Bulkhead:** A bulkhead is the space located between the pavement/sidewalk and the bottom of a traditional storefront.

**Cornice:** A horizontal molded projection that crowns or completes a building, wall, or sign.

**Display Window:** Display windows are primarily constructed of glass. Display windows are typically designed to be recessed into the storefront opening, between piers.

**Pier:** A vertical, non-circular masonry support, more massive than a column.

**Transom:** A small window just above the door.

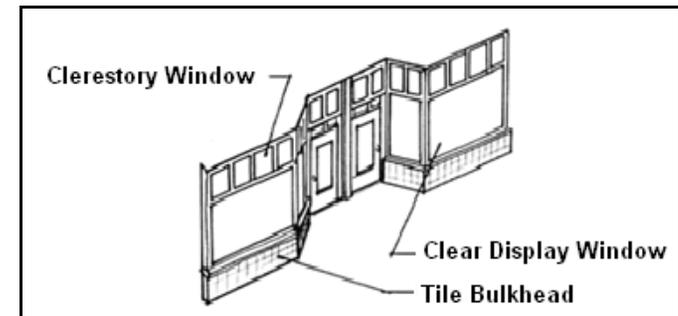




### Storefront Design

A well designed storefront façade is comprised of: an inviting recessed entry door, transparent display and transom windows and/or doors that allow shoppers to view into the retail or commercial space, bulkheads beneath the windows to mirror traditional development, piers that frame windows and/or door openings, and a decorative cornice treatment.

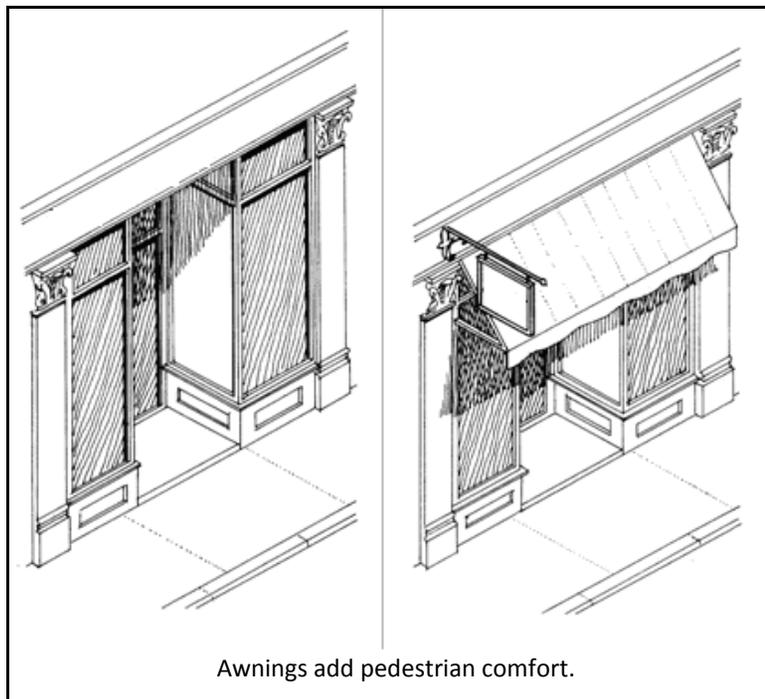
- Recessed Entries: A frontage where a portion of the façade provides a traditional recessed storefront design. Recessed entries of up to five feet to provide for weather protection and a transition zone from sidewalk activity into the store are strongly encouraged. Recommended treatments include: special paving materials such as tile or brick, ornamental ceilings, and decorative light fixtures. Storefront design comprised of a lower bulkhead not exceeding two feet above sidewalk grade is generally most appropriate.



- Storefront Windows:
  1. At least 50 percent of the ground floor façade of a commercial/retail use should be devoted to transparent windows and/or doors.
  2. Windows should be large glazed panels, possibly with small transom. Window patterns should have a slight inset and not appear flat. Glass shall be clear, (88% light transmission) and not heavy tinted.
  3. Window signage should be used sparingly and not exceed 10% of the total window surface area.
  4. Security grates, grilles, or wrought iron bars over windows should not be used.



- **Storefront Awnings:** Awnings should be used to provide weather protection and make the storefront more inviting to pedestrians. Besides providing sun and rain protection, awnings shield storefront display windows from the sun, add interest and color to buildings, and accommodate pedestrian oriented signs.



1. Awning placement should respond to the scale, proportion, and rhythm of the building's design, and should not cover piers, pilasters, transom windows, or other architectural features.
2. Awnings should be backlit and should be constructed of either canvas or acrylic-coated canvas, and not aluminum or vinyl, which detracts from the character of the downtown. Awning frames and supports should be constructed of painted or coated metal or other non-corroding material.
3. Projecting metal awnings that are a structural part of the building may also be appropriate.
4. Retractable awnings are recommended because they are functional, with a frame and support structure that can be adjusted up or down depending on the conditions.



- Arcade: An arcade is a roofed passageway or lane. A series of arches supported by columns, piers, or pillars either freestanding or attached to form a gallery. Arcades provide usable spaces directly adjoining to the building façade. Arcades are built to the property line.



- Other Suggested Improvements to Existing Storefronts

Many interesting building storefront designs exist within Downtown Rosemead. There are several ways an existing storefront can be revitalized to create a cohesive and attractive façade. The following guidelines should be used to restore existing building storefronts:

1. Materials and surfaces should be restored to enhance a building's existing architectural features.
2. Historic and functional features should be preserved in original storefronts; the historic integrity of a storefront should not be diminished by alterations. Elements in a storefront that help define the overall historic character of a building should be preserved.



3. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including replacement of extensively deteriorating or missing parts with new parts based upon surviving examples of transoms, bulkheads, pilasters, signs, etc.
4. If an existing recessed storefront is to be retained, it should be well-lighted and kept clean.
5. Storefront windows should be cleaned and excessive window signage should be eliminated.
6. Incompatible façade treatments, such as exposed neon tubed lighting, bird repellent spikes, or paint touch-ups that do not match the original building colors, should be removed.
7. Inappropriate light fixtures and exposed electrical components that are visible from the public right-of-way should be eliminated.
8. Awnings should be used to reinforce the building's architectural divisions and details.

#### **D. ROOF ARTICULATION**

The majority of roofs in Downtown Rosemead are flat and hidden behind a low vertical extension of the facade called a "parapet." Roofs are an opportunity to incorporate architectural design elements. Roofs should be designed as an integral component to the overall form of a building. Their design helps frame the street wall and harmonize with adjacent buildings.

- Flat roofs are preferred and shall be screened with parapets on all sides of the building. If no rooftop equipment exists or is proposed the parapet shall be a minimum of three feet in height.



- Where architecturally appropriate, sloped roofs shall provide articulation and variations to divide the massiveness of the roof. Sloped roofs shall include eaves, which are a minimum of eighteen (18) inches in width. Sloped roofs shall screen mechanical equipment by providing a "roof-well", or by placing the equipment within the roof structure.
- All rooflines in excess of forty (40) feet wide must be broken up through the use of gables, dormers, plantons, cutouts or other appropriate means.
- Screening of roof-mounted mechanical or utility equipment is strongly encouraged. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape, and size. Equipment should be screened by solid building elements (e.g., parapet wall) instead of add-on screening (e.g., wood or metal slats). Mechanical equipment should not be visible from any angle or any height outside of the building.

## **E. MATERIALS AND COLORS**

### **Materials**

Various exterior building materials are seen within Downtown Rosemead. Materials include brick, stucco, stone, and concrete block. While specific materials are not specified, the following guidelines are provided to create an aesthetically pleasing Downtown:

- Using the same materials or similar wall materials as adjacent or nearby buildings will help maintain and strengthen the Downtown's character. The palette of wall materials should be kept to a minimum, preferably no more than two.
- A well-defined "base" provides scale and articulation at the pedestrian level. The "base" should consist of traditional, thicker walls along with high quality, durable, and easy to clean materials and finishes.
- Special materials that will reduce the incidence and appearance of graffiti (e.g., granite, marble, polished stone, and other metal panels) should be utilized as accent materials on the building's "base."



- Upper floors that are less prone to vandalism should utilize high quality finish materials of traditional downtown mixed-use projects (e.g., brick veneer, smooth troweled stucco, etc.).
- High-quality materials convey a sense of permanence and impart to the community that the building is well cared for and respected. Materials and colors should be selected to unify the building appearance and fit into the pedestrian context. Avoid overly vibrant colors and monochromatic color palettes.
- Exterior finish materials should be appropriate to the architectural style or theme of a building.
- Appropriate combinations of natural materials should be considered including stone, brick, terra cotta, concrete, ceramic tile, and glass, as appropriate to the architectural style.
- Changes in materials should occur at inside corners to make building volumes appear substantial. Material changes at the outside corners or in plane give an impression of thinness and artificiality and should be avoided.
- Accent materials should be used to highlight building features and provide visual interest.
- The following materials are inappropriate because they do not uphold the quality or lifespan that is desirable for new development.
  1. Mirrored glass, reflective glass, or heavily tinted glass;
  2. Glass block;
  3. Vinyl siding;
  4. Utility, decorative scored or split-faced block (split face block might be considered at the base up to no more than 2 ½ feet above the sidewalk).



## Colors

Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent. Color can also affect the apparent scale and proportion of buildings by highlighting architectural elements such as doors, windows, fascias, cornices, trims and lighting fixtures. Within Downtown Rosemead, various exterior building colors range from subtle whites to more vibrant colors like green. While specific colors are not specified, the following guidelines are provided to create an aesthetically pleasing Downtown:

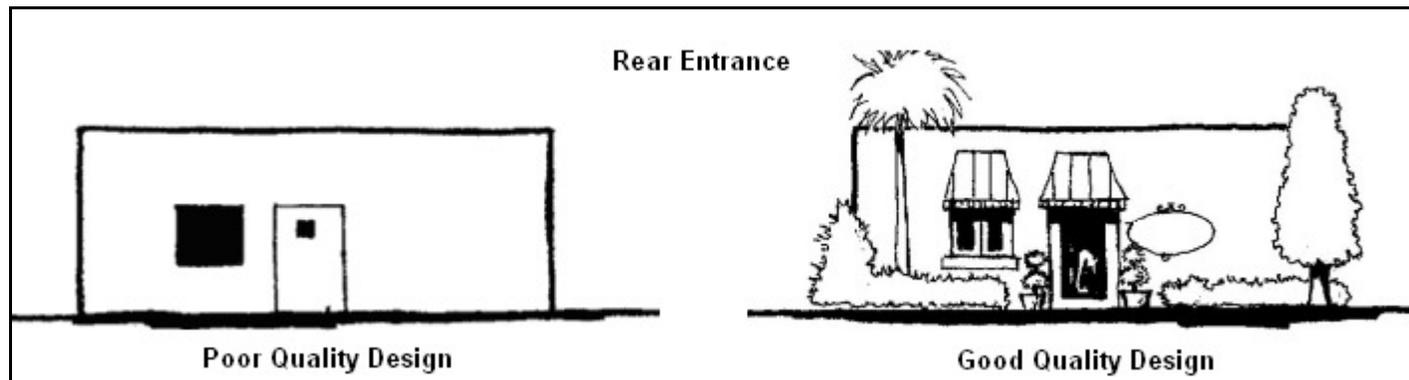
- Building colors should accent, blend with, or complement surroundings. Principal building colors should consist of subtle, neutral or muted colors with low reflectance (e.g., browns, grays, tans, dark or muted greens, blues and reds). “Warm-toned” colors are encouraged because of their year-round appeal.
- Combinations of colors or tones that clash or create a discordant effect should be avoided.
- Colors should visually relate building elements to each other, and also individual facades to each other. The colors chosen for a building façade should relate to neighboring facades (but should not replicate).
- Colors should not be a “sign” or suggest that the building is trying to attract attention. Color should not, because of its intensity, distinctness, chroma, or reflectivity, become the most dominant feature of a building site.

## **F. SECONDARY/REAR FAÇADE AND ENTRANCES**

Secondary/rear building facades should have a level of design detail and finish compatible with the front façade, particularly if they are visible from streets, adjacent parking areas, or residential uses. A rear/secondary entrance can provide direct customer access to the store from parking areas as well as improve circulation between the parking lots and the street. Architectural embellishments, awnings, landscaping and signs should be used to mark the secondary entrance and the design of the rear of the building shall be consistent with the front façade (scale, massing, colors, materials, etc.).



- Providing rear pedestrian entrances via alleys and parking lots is encouraged. Improvements to rear facades should be subtle and modest in nature.
- Awnings are recommended at rear entrances to soften the appearance and provide a pleasant protected space.
- Signs should be modestly scaled to fit the casual character of the alley or rear parking lot.
- Selective use of tree planting, potted plants, and other landscaping can improve a rear façade.
- Decorative lighting can improve the appearance while also providing a heightened level of safety and security. Avoid heavy landscape materials that block the light spread.
- Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Landscaping, such as vines and shrubs shall be incorporated to screen walls and help deter graffiti.





## **G. LIGHTING**

The basic requirement of lighting is to make the pedestrian environment safe and secure. However, lighting design can enhance a building's architecture and highlight important design features (e.g., entrances, towers, etc).

- Parking and security lights will not be obtrusive to neighboring residential properties.
- Lighting shall be fully shielded to minimize glare and painted to match the surface it is attached to.
- Light fixtures shall be architecturally compatible with the structure's design.
- Structure entrances should be well lit.
- Lighting and trees should not conflict with one another.
- The lighting of building elements and garden walls is an effective and attractive lighting technique that is encouraged. However, light sources for wall washing and tree lighting should be hidden.
- The design of exterior parking lot lighting fixtures shall be compatible with the architecture used in the development and not be on poles over 25 feet high.

## **H. COMMERCIAL SIGNS**

Signs are important because they communicate something about not only the goods and services being offered at a particular establishment, but also the quality of the businesses and the image of the community in general. Attractive, creative, and pedestrian-oriented signs will help create a more pleasing visual environment in Downtown Rosemead.



- Building signage should be integral to the façade design, placed in the sign band above the first floor windows or on blank wall areas specifically intended for signage. Signage will be limited to the street level and will not be allowed on second floor windows or higher.
- Signs should be positioned so they are an integral design feature of the building, and to complement and enhance the building's architectural features.
- Signage can be internally illuminated individual letter signs or externally illuminated traditional board signs. Internally illuminated box signs, temporary and/or excessive window signs, neon signs, florescent signs, and permanent cloth/plastic banners are not allowed.
- Signage that contains offsite advertising is not permitted. Signs should include information describing the products sold or services sold or provided.

### Sign Materials

- Signs should be professionally constructed using high-quality materials such as:
  1. Metal Pinned Letters
  2. Stone,
  3. Hardwood,
  4. Brass-plated
  5. Individually-mounted internally illuminated channel letters
- Sign materials should be compatible with the design of the face of the facade where they are placed. The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- Sign materials should be extremely durable. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. If wood is used, it should be properly sealed to keep moisture from soaking into the



wood and causing the sign's lettering to deteriorate.

### Sign Colors

Color is one of the most important factors contributing to the sign's ability to communicate. Sign colors should be selected carefully:

- Sign colors should complement the materials and colors on the adjacent buildings, including accent and trim colors.
- Sign colors should complement the building façade and harmonize neighboring businesses.
- Limited use of accent colors can increase legibility, while large areas of competing colors tend to confuse and distract. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided.
- Excessively bright colors or over-scaled letters shall not be used as a means to attract attention.
- No more than three colors should be used per sign, unless part of an illustration. To ensure the legibility of the sign, a high degree of contrast between the background and letters is preferable. A combination of soft/neutral shades and dark/rich shades are encouraged.

### Encouraged Sign Types

1. Wall Signs – Walls signs are signs mounted flat against and parallel to a building wall and located on a prominent location on the building.
  - Building-mounted signs, including wall, window and awning, should not exceed a cumulative total of one square foot of sign area per one lineal foot of building frontage of each business.



- Wall signs should be placed to establish facade rhythm, scale, and proportion.
  - Business name and logo are appropriate for a wall sign, but not extraneous information such as the business address, website address or phone number.
  - Materials shall project slightly from the face of the building. Individually applied letters on the face of the wall, or sign letters applied to a board or panel mounted on the face of the wall is acceptable.
  - Electronic raceways and other conduits and connections shall be concealed from view.
2. Projecting Signs – Projecting signs are attached to a building face and project out perpendicular to the building wall. Projecting signs are effective when oriented to pedestrians.
- Projecting signs shall be small in scale and provide a vertical clearance of 8 feet along pedestrian areas.
  - Projecting signs should be hung at a 90-degree angle from the face of the building.
  - Projecting signs should not project above the top of the building.
  - Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building to which the sign is attached.
  - Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Where appropriate, decorative iron and wood brackets are encouraged.



- The text, copy, or logo face should not exceed sixty (60) percent of the sign face of a projecting sign.



3. Hanging Signs – Hanging signs are similar to projecting signs except that they are suspended below marquee or under a canopy, making them generally smaller than projecting signs. Hanging signs are used to help define entries and identify business names to pedestrians.

- Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged.
- Hanging signs can be particularly useful for storefronts that have multiple tenants.
- Hanging signs should be simple in design and not used to compete with any existing signage at the site, such as wall

signs.





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4. Window Signs – Window signs consist of individual letters and/or logos painted, posted, displayed, etched or otherwise placed on the interior surface of the window and intended to be viewed from the outside.
- Window signs should not cover more than fifteen (15) percent of the area of each window.
  - Window signs should be scaled to the pedestrian rather than vehicles passing by.
  - Window signs should be limited to small graphics and text that serve to identify the business name and the product or type of service the business provides.
  - Window signs should not obscure views into a store or place of business.
  - The use of nonpermanent materials such as paper is strongly discouraged. Glass-mounted graphics may be applied by painting, silk screening, or vinyl die-cut forms.
5. Awning Signs – Awning signs are signs painted on an awning above a business door or window.
- Signage should be limited to the skirt (valance) of the awning and should not be on the awning face.
  - Letter color should be compatible with the awning and the building color scheme.
  - If illuminated, awning sign illumination should be external. Back-lit, translucent signs are prohibited. Lighting should be directed downward and should not illuminate the awning.
  - To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.



- The shape, design, and color of the awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used, on the building, the design and color of the sign awnings should be consistent.
6. Monument Signs – Monument signs should be used only to identify multiple businesses in a commercial development based on the following criteria:
- One-third square foot of monument sign area per one lineal foot of lot frontage with a maximum of fifty (50) square feet.
  - The entire sign structure shall be considered as sign area.
  - The sign copy area should not exceed sixty (60) percent of the background wall area.
  - All monument signs should contain only the name of the development and/or the names of the businesses.
  - Monument signs should not encroach into any required landscaped setback area when abutting open areas or encroach more than one-half the required landscaped setback area when located in front of a building.
  - Sign copy should be back-lighted or indirectly lighted.
  - The background wall of the monument sign should not exceed four (4) feet in height.
  - A maximum of one sign per development.
  - The monument sign should be setback a minimum of three feet from the property line at a location where the building



is setback a minimum of ten feet.

- The sign should not be overly large so that it is a dominant feature of the site.
  - The monument sign shall consider appropriate visibility in all outbound traffic for pedestrian safety.
  - Pole and pylon signs are prohibited.
7. Vertical Banner Signs – As a primary sign only, vertical banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building. Banner signs shall be mounted perpendicular to the face of the facade at both the top and bottom.
- A maximum of one sign per business storefront.
  - The entire sign structure shall be considered as sign area and shall be included in the total sign area allowed.
8. Temporary Banners – Banners are limited to two (2) events per year, thirty (30) days maximum per event. Banners size shall not exceed 3'-0" x 10'-0". The temporary sign application must be filed with the City of Rosemead Planning Division, and such promotional event and grand opening sign shall not remain placed on a building or any other structure for more than 30 days from the date it was approved by the City of Rosemead.

### Sign Illumination

1. Internal Illumination
- When signs other than channel letters are internally lit, only the sign copy (*words/logo*) should be illuminated. The sign background or field should be opaque and of a non-reflective material.
  - The preferred forms of internally lit signs are those using:
    1. Push-through graphics and text;



2. Standard channel letters, also called back-lit or halo-lit;
3. Reverse channel letters with a halo effect.

## 2. External Illumination

- External lighting fixtures that project light on a sign from above or below are strongly encouraged. Light fixtures supported on the front of the building cast light on the sign and a portion of the façade immediately around the sign. The visual impact of this should be considered in lighting selection.
- Light fixtures should be simple and unobtrusive in appearance and size.
- Light fixtures should be positioned as to not obscure the sign's message and graphics.
- Light sources should be shielded and such that the light source is directed away from passersby. Light sources should be directed against the sign such that it does not shine onto adjacent property or cause glare for motorists and pedestrians. Bare light bulbs should not be exposed.

## **I. LANDSCAPING**

Landscaping should be planned as an integral part of the overall project and considered an important design element in the plan for any new or redeveloped site. Landscaping should enhance the quality of the downtown by framing and softening the appearance of buildings, screening undesirable views and providing shade.



## General Guidelines

- Well designed and quality landscaping enhances the character of the overall project design.
- Landscaped areas should generally incorporate plantings utilizing a three-tiered system:
  1. Ground Covers (including flowering annuals and perennials)
  2. Shrubs and Vines
  3. Trees



- Planters and pots placed in building recesses and adjacent to blank walls are encouraged. Planters and pots provide visual interest and color accents and enrich sidewalks, courtyards, and plazas. Planter and pot materials should complement the building architecture.
- Landscaping should be used to relieve the negative appearance of any solid, windowless elevations.
- Drought-tolerant plants, native plants and irrigation systems should be utilized whenever possible.

## Scale and Spacing

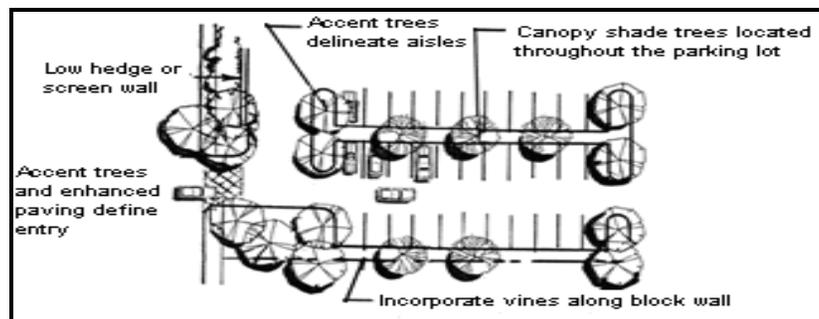
- The choice, placement, and scale of plants should relate to the architectural and site design of the project.
- Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity.



- Landscaping should be spaced so that it does not interfere with the lighting of the project area or restrict access to utilities (such as electrical boxes) or emergency apparatus (such as fire hydrants or fire alarm boxes).

### Parking Lot Landscaping

- Landscaping of parking areas is encouraged to avoid direct views of parked vehicles from the public view, minimize noise, light, exhaust fumes, and other negative effects to pedestrians.
- Where parking lots abut buildings, landscaping around the base of buildings is encouraged to soften the edge between the building and parking lot.
- Landscaping should also be used to separate parking from buildings and to reduce the visual impact of paved surfaces.
- Parking lot landscaping should accent primary driveways, frame major internal circulation aisles, and highlight pedestrian pathways.
- Parking lots should provide planting islands at the ends of parking rows. They should be planted with shade trees, low shrubs, and/or ground cover.





## **J. PARKING**

### **Site Access and Vehicular Circulation**

- Vehicular entry points to parking lots should include landscaping and incorporate paving accents where the driveway crosses the public sidewalk.
- The number of access driveways to the site should be minimized and located as far as possible from street intersections. Parking lot access points should not interfere with the function of adjacent roadways.
- Access to parking lots should be from commercially developed streets to discourage traffic through residential neighborhoods.
- At-grade parking shall not be located between any building and the street frontage.
- Site access should promote safety by providing an adequate stacking distance for vehicles between the back of the sidewalk and the first parking stall or circulation aisle.
- Vehicular access to corner lot developments shall be from an alley or from a side street.
- Access to parking on interior lots shall have only one vehicular access, which shall not be from the street if the lot abuts an alley. A second vehicular access may be allowed for lots that have a street frontage of three hundred fifty (350) feet or more and do not abut an alley. Developments on those lots may have additional driveways that are not closer than three hundred (300) feet apart.
- Service and delivery access should be separate from other vehicular and pedestrian access.



## Parking

- Parking should not be located between the front building wall and the front property line.
- Parking should be located behind buildings whenever possible.
- On-site drop-off areas should be adjacent and parallel to streets and/or drive aisles to allow vehicles to get out of the main flow of traffic and stop. These include bus stops and pedestrian pick-up/drop-off areas parking lots to the rear of buildings, along alleys, or on side streets to avoid conflicts on major streets. When this is not possible, design the primary entry to the lot with patterned concrete or pavers to differentiate it from the sidewalk.
- The provision of safe, convenient pedestrian links between parking areas and businesses is an important element in enhancing the vitality of downtown. Parking areas should be linked directly to public sidewalks, pedestrian walkways, mid-block paths, alleys, or open space areas. Driveways should be kept to the absolute minimum number and width required for the project.
- Clearly defined pedestrian walkways or paths should be provided from parking areas to primary building entrances. Design walkways and parking lots so that pedestrians will not have to cross parking aisles and landscape islands to reach building entries. Raised walkways, decorative paving, landscaping, and/or bollards should be used to separate pedestrians from vehicular circulation to the maximum extent possible.





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### Parking Structures

- Parking structure facade design should consider architectural compatibility, size, scale, and bulk as it relates to adjacent properties and the overall design of the project.
- Parking structure facades shall contain sufficient detail to break up the overall massing of the structure.
- The parking structure shall not dominate the site and should be placed on the project's interior whenever possible.
- The inclusion of retail, commercial or office uses are encouraged at the ground floor of parking structures.

### K. TRASH ENCLOSURES

- Trash enclosures and mechanical equipment screens shall be architecturally compatible with the building design. Trash enclosures shall be completely sealed, and shall be an integral part of the building design and be of the same architectural style of the development. It shall be constructed of a decorative material that matches the building architecture. The trash enclosure shall have steel self-closing and self-latching doors with a solid cover. The trash area must be maintained and the opaque doors shall be closed at all times.

### L. OUTDOOR SEATING

- Outdoor seating is highly encouraged with remodels and new construction, with the exceptions that the Americans with Disabilities Act (ADA) shall comply.
- No permanent seats or structures shall be placed in the public right-of-way without the review and approval of the City Engineer.
- Outdoor seating furniture shall be a minimum of ten (10) feet from the nearest transit stop.



- Any outdoor dining area may be separated from the sidewalk only with planters, shrubs, or fencing with a maximum height of forty-two (42) inches.

### **M. PUBLIC SIDEWALK**

The following shall apply to public sidewalks:

1. The minimum building setback shall be twelve (12) feet as measured from the curb face, and shall be in the form of both existing right-of-way and a recorded pedestrian access and utility easement;
2. The minimum building setback area shall include a minimum seven (7)-foot wide detached sidewalk (clear zone) and a minimum five (5)-foot wide parkway (amenity zone) adjacent to all streets. The amenity zone shall be located between the curb face and the clear zone. The clear zone shall be located between the building and the amenity zone;
3. The sidewalk in the clear zone shall be constructed of concrete, comply with ADA accessibility standards and be subject to the review of the City Engineer;
4. The clear zone shall be unobstructed by any permanent or nonpermanent element for a minimum width of seven (7) feet and a minimum height of eight (8) feet; and
5. The amenity zone shall include street trees, landscaping, public signs, public art, street lighting, street furniture, and other pedestrian-oriented amenities, as appropriate.



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## **N. UNDERGROUNDING OF UTILITIES**

- Utility lines to a development from the building to the property line, including but not limited to electric, communications, street lighting and cable television shall be placed underground.
- Utility lines within the right-of way shall be placed underground to the maximum extent practicable. The requirements of this section may be waived by the City Council upon recommendation from the City Engineer if it is determined that topographical, soil or any other conditions make such underground installations unreasonable or impractical.

## **O. GRAFFITI-DETERRENT**

Ivy-It (artificial ivy) is recommended as a graffiti-deterrent. It minimizes the requirements of costly graffiti removal programs.

## **P. GREEN DESIGN**

Green design encourages sustainability while reducing the impact of development on the natural and urban environment. Green design has many benefits, including reduced consumption of natural resources, decreased pollution and waste, and less demand on local infrastructure. Green design can also improve the comfort and health of building occupants and result in cost savings.

The following types of green building practices are encouraged:

- a. Developments that use materials composed of renewable, rather than nonrenewable resources (green construction materials).



- b. Developments that construct buildings that exceed minimum statewide energy construction requirements beyond Title 24 energy requirements.
- c. Developments that employ passive heating and cooling design strategies to the maximum extent feasible. Strategies to be considered include orientation; natural ventilation, including cross-ventilation in residential units, high insulation values, energy efficient windows including high performance glass, light-colored or high-albedo (reflective) roofing and exterior walls, window shading, and landscaping that provides shading during appropriate seasons.
- d. Landscape design must incorporate energy and water conservation measures, and comply with RMC Chapter 13.08 Water Efficient Landscaping where applicable.

# *Public Realm and Pedestrian Environment*



## **PUBLIC REALM AND PEDESTRIAN ENVIRONMENT**

The public realm and pedestrian environment includes the areas that are in public ownership, such as streets, sidewalks, and public open spaces. The intent is to create a unified, safe and visually striking downtown environment. The appearance of the right-of-way contributes to community identity.

This section is intended to be used as a planning tool for public projects. These guidelines contain concepts, graphic material, recommendations and design guidance, which can aid in the implementation of public area improvements. This section identifies streetscape design elements, landscaping, intersection enhancements, entry treatment, public open space, right-of-way detail, and other unique public features within Downtown Rosemead.

### Public Improvements

#### 1. Gateways

Gateways provide a sense of arrival and provide a sense of character of the community. The visual design of gateways should be attractive as well as functional, conveying a ceremonial sense of entry that reflects the area's desired image and identity. Gateways and entryways should be designed to create a high quality visual environment for the public. These sites can provide an opportunity for architectural features, monuments, public art, banners, signage, flowers, lighting features, trees, and other landscaping.

#### 2. Intersection Enhancements

Intersections in Downtown Rosemead are where the paths of people and vehicles come together. Intersections in the Downtown should aim to achieve the following primary functions:

- Make pedestrians as visible as possible;
- Make pedestrian and motorist actions as predictable as possible;



- Minimize the width of roadway that pedestrians must cross; and
- Slow vehicular traffic.

3. Roadway Medians

Roadway medians provide a visual separation between driving lanes and help direct traffic. They also provide an opportunity to add aesthetic quality to Downtown Rosemead. Medians are an effective method of making a streetscape more pedestrian friendly. They can visually break-up large expanses of street pavement, provide islands of refuge at pedestrian crossings and create additional opportunities for landscaping and art.

4. Paving

The texture and color of ground level areas is an essential visual element of the urban streetscape. Special paving treatment should be used at major intersections and medians to unify and strengthen the downtown's identity.

5. Free-standing Potted Plants

Buildings which are not set back from the right-of-way and buildings with blank walls have an opportunity to soften their street frontage with landscape by incorporating the use of potted shrubs and trees. Temporary plantings such as these must be approved by the City when they are placed in the public right-of-way. It is the property owner and business owner's responsibility to maintain the potted plants.



*Use potted plants for visual interest*



Potted Plants accentuate entries and corridors.

## 6. Street Pole Banners

The purpose of the street pole banners is to add life and color to the Downtown's streetscape, while at the same time, promoting special events and other cultural or sporting activities of benefit to the City. The light pole brackets have already been installed on the existing light poles within Downtown Rosemead. The following should apply to street pole banners:

- Banner Size – 3' X 6'
- Banners should be colorful, fun, and simple in design and text to quickly convey a message. Text should be limited to one-third of the banner area to create a more attractive and dramatic design. Event banners shall be removed within 1-3 days of the completion of the event.
- Banners announcing community events may also be hung on the light poles.



- Banners are an opportunity for public art/to use local artists.
- Fabric banners should be made of high quality fabric, and removed immediately when loose, frayed, or faded.

#### 7. Street Furniture

Street furnishings can enliven and provide variety to outdoor spaces used by the public. They serve an aesthetic and utilitarian function. Street furniture includes all items placed within the public right-of-way, such as benches, bus shelters, trash receptacles, plant containers, tree grates and guards, bicycle racks, bollards, kiosks and fountains.

#### 8. Street Lighting

Street lighting can add an aesthetic value and provide safety for Downtown Rosemead. Streetlight poles are one of the most important elements that establish the look and character of the street. Currently, there are two types of lighting that are utilized in the Downtown Rosemead and will continue to remain. The most dominant is a light mounted on a single arched metal arm and attached to a pole structure. The light pole is approximately 30 feet high. The second is a dual light pole structure, which is approximately 20 feet high.

#### 9. Street Trees

The existing Australian Willow trees will remain and be pruned to maintain line-of-sight visibility to the store signs.

# Public Art



The Downtown Rosemead seeks to create a diverse and stimulating cultural environment that enriches the lives of the City's residents, visitors, businesses, and employees by creating a visually appealing downtown through the integration of public art of many kinds and at many levels, from single-artist commissions to artist collaborations.

Public art enriches the lives of citizens and visitors in a number of ways. Public art in Downtown Rosemead should:

1. Enhance an experience of being in a public space
2. Create a sense of place
3. Contribute to the visual character of the community
4. Give visual expression to local values and cultural diversity
5. Foster collective memory and can give meaning to a place recalling local history
6. Further the community's sense of spirit and pride

One of the ways to expand the opportunity for art is to take it beyond the decorative elements to the functional elements. It is possible and advisable to incorporate art into functional items. This will further create the authentic and celebratory experience we want for the downtown. Streetscape elements, such as light poles, manhole covers, sidewalks, tree grates, tree guards and street furniture are all suitable elements for artistic expression.

# Cost Estimates



## Public Improvements

Description	Cost	Unit	Unit Cost	Subtotal	Total
<b>A. Entry Gateways (Walnut Grove Ave. and Rosemead Blvd.)</b>					
• Gateway Arch	\$171,750	each		(Estimate based on survey of four cities)	
• Gateway Monument	\$4,550	each			
<b>B. Potted Plants</b>					
• Large	\$140 +	each			
• Medium	\$110 +	each			
• Small	\$65 +	each			
<p><i>Cost Estimate from San Gabriel Nursery. Prices vary, depending on type of pots and type of plant species.</i></p> <p><i>City of Alhambra has a contract with San Gabriel Nursery for all their potted plants. Spoke with Michelle from City of Alhambra Public Works Department and maintenance takes place twice a week by their maintenance crew.</i></p>					



<b>C. Street Pole Banners</b>					
• Existing Valley Blvd. Banners	\$79.50	each		(Must purchase in quantities of 100-120)	
• Labor Cost (Install/Take Down) for Small Banners	\$50	each			
• Labor Cost (Install/Take Down) for Large Banners	\$75	each			
<b>D. Street Trees</b>					
• Tree Cutout (cut and remove existing concrete) – 36”	\$125	each			
• Tree Installation (plant tree, drainage and install soil) – 24” box	\$350	each			
• Tree Installation (plant tree, drainage and install soil) – 36” box	\$740	each			
<b>D. Street Furniture</b>					
• Decorative Trash Enclosure (similar to enclosure on Garvey Avenue)	\$1,250	each			



## Private Improvements

Description	Unit	Non-Prevailing Wage Cost Per Unit	Prevailing Wage Cost Per Unit	Subtotal	Total
<b>A. Paving</b>					
• Asphalt Paving 2"	s.f.	\$1.80	\$2.52		
• Asphalt Paving 4"	s.f.	\$3.00	\$4.20		
• Paving Removal	s.f.	\$1.00-\$1.25	\$1.40		
<b>B. Lighting</b>					
• Flood Lights	each	\$400.00	\$560.00		
• Exterior Wall Lights	each	\$225.00	\$315.00		
<b>C. Landscaping</b>					
• Trees (1 gallon)	each	\$125.00	\$175.00		
• Trees (24"box)	each	\$400.00	\$560.00		



• Shrubs (5 gallon)	each	\$35.00	\$49.00		
• Shrubs (15 gallon)	each	\$70.00	\$98.00		
• Irrigation	s.f.	\$3.50	\$4.90		
<b>D. Block Wall</b>					
• Block Wall (6' high)	s.f.	\$10.50	\$14.70		
• Stucco	s.f.	\$	\$		
• Elastomeric Paint	s.f.	\$	\$		
<b>E. Doors</b>					
• Wood Door and Frame	each	\$900.00	1,260.00		
• Aluminum Glass Door	each	\$1,200.00	\$1,680.00		
<b>F. Windows</b>					
• Aluminum/Glass Storefront	s.f.	\$25.00	\$35.00		
• Window	per opening	\$500.00-\$700.00	\$700.00-\$980.00		



• Tempered Glass Window	per opening	\$800.00-\$1,200.00	\$1,120.00-\$1,680.00		
• Window-Large Openings	per opening	\$2,000-\$3,000	\$2,800.00-\$4,200.00		
<b>G. Exterior Building Wall</b>					
• Repair Stucco	s.f.	\$25.00	\$35.00		
• Paint	s.f.	\$2.25	\$3.15		
• Awning	l.f.	\$225.00	\$315.00		
<b>H. Awnings</b>					
• Canvas	l.f.	\$	\$		
<b>I. Parking Lot Striping</b>					
• Striping	s.f.	\$	\$		
• Wheel Stops	s.f.	\$	\$		
• Additional	s.f.	\$	\$		