

**“Peninsula Village” Overlay Zone
District Descriptions and Design Guidelines**

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The City of Rolling Hills Estates, located on the Palos Verdes Peninsula, encompasses 4.18 square miles. The City is almost fully urbanized with primarily low-density residential neighborhoods and commercial land uses concentrated in the downtown area. The City is committed to enhancing its commercial area and, over the past four years, has held public forums and organized special studies to analyze current circumstances and potential opportunities for the downtown area. Existing commercial uses include The Avenue of the Peninsula and the Peninsula Center regional shopping centers as well as a variety of smaller developments just east of these centers. Together, these smaller developments form Peninsula Village which is planned to be a mixed-use center combining high-density residences, office/service developments, and retail uses in a pedestrian-oriented environment. It is intended that the Peninsula Village area will provide a residential base to serve

area businesses while providing a pleasing urban form to attract residents from throughout the City and beyond.

DISTRICT DESCRIPTIONS

The Peninsula Village is bordered by the City limits north of Silver Spur Road, Crenshaw Boulevard to the east, Indian Peak Road to the south, and Dry Bank Drive to the west. Within Peninsula Village are four separate districts each described below. The districts serve unique, yet complementary, purposes depending on location, physical attributes, and traffic considerations. Silver Spur Road, Indian Peak Road, and Crenshaw Boulevard experience high traffic volumes and vehicular speeds. In contrast, Deep Valley Drive, Dry Bank Drive, and Roxcove Drive, within the area's interior, experience lesser traffic volumes and vehicular speeds serving as the core of the pedestrian-oriented village.

District 1

District 1 is bounded by the City of Rancho Palos Verdes on the north and Little Silver Spur Road on the south. The area is relatively flat with a slight rising slope from Crenshaw Boulevard westerly to Dry Bank Drive. The district is accessed from Silver Spur Road, Beechgate Drive and Dry Bank Drive. Current development consists of limited retail businesses, restaurants, and office uses.

The intent of this district is to provide for mixed-uses incorporating professional office, service and retail uses on lower levels with high-density residential uses above.

District 2

District 2 encompasses one city block and is occupied by the Town & Country Shopping Center, bordered by Silver Spur Road on the north, Deep Valley Drive on the east and south, and Roxcove Drive on the west. The center's anchor tenants currently consist of a Bristol Farms grocery store and Long's Drug Store, with ancillary retail and service in-line uses. The center also includes two outlying pad spaces currently occupied by a dentist and financial services office.

The intent of this district is to recognize the importance of and encourage the continued use of the district to serve regional shopping needs for medium-box retailers.

District 3

District 3 encompasses the properties (with the exception of the Town & Country Shopping Center) fronting Deep Valley Drive on the south, Dry Bank Drive on the west, and Silver Spur Road on the north.

Current developments along Silver Spur Road include a multi-story Cal-Fed and other office buildings, a vacant lot (former gas station), a public library, a church, and other commercial uses. Along both sides of Deep Valley Drive, the built environment consists of small retail shops, office buildings and commercial centers with restaurant, retail, office, and service uses.

The properties along Deep Valley Drive serve as the focal point for pedestrian activity and retail shopping in the Peninsula Village area. Development standards reinforce and encourage the pedestrian character and scale of these properties to promote street life and activity through the use of building orientation, height, design, and pedestrian-oriented signage.

Properties along Silver Spur Road have a different development potential. Given higher traffic volumes and speeds along Silver Spur Road, development standards here encourage a taller massing of buildings with appropriate signage for vehicular traffic.

District 4

District 4 encompasses properties adjacent to Indian Peak Road and Crenshaw Boulevard. The properties within this district are located on the southern hill's ridge, which slopes severely down toward Deep Valley Drive. Access to this district is provided from Crenshaw Boulevard and Indian Peak Road. With the exception of some office buildings, this district is predominately undeveloped.

The district has limited access and steep topography. Given that the development of this area would require substantial engineering, this district is not ideally suited for intensive commercial uses. Rather, the intent of this district is to provide for high-density residential development with lesser lot coverage maximums to encourage development of hillside uses while maintaining portions of the natural sloped area.

DESIGN GUIDELINES

These Design Guidelines are the result of community input and staff involvement and serve as a general guide for the development and remodeling of buildings located in the Peninsula Village area. The intent of the guidelines is to offer recommended solutions as a guide to property owners, architects and developers when designing their projects. The guidelines are not intended to stifle creativity and expression of unique characteristics inherent to each project. The City desires to create an exciting, fun, and pedestrian-oriented environment within a mixed-use village where shoppers and pedestrians can walk leisurely throughout the downtown. The area shall promote:

- A mixture of architectural styles and designs: Architectural freedom and creativity are encouraged. The quality and authenticity of design elements, relief, fenestration, façade articulation and selection of building materials and color are primary considerations when evaluating appropriateness of building.
- Pedestrian amenities: A pedestrian environment is encouraged along public rights-of-way and in private courtyards and setbacks. The quality of pedestrian sensory stimulation should be promoted and considered.
- Building harmony: The harmonious relationship between new and existing buildings should be encouraged. Although each new building should have its own inherent design quality and features, it should also relate aesthetically and functionally with its neighbors.

Applicability of Design Guidelines

These design guidelines are applicable to building renovations and construction of new development projects within the Downtown that require, at a minimum, the approval of a Precise Plan of Design (PPD) as more fully described in Section 17.35.090 of the Peninsula Village Overlay Zone.

Implementation of Design Guidelines

The Guidelines may be implemented with some flexibility in their application to specific projects because not all principles

may be appropriate for each project. Additionally, certain trade-offs may be necessary in order to maintain an appropriate balance between public and private interests. The Planning Commission and/or City Council, however, shall make a finding that each development project is generally consistent with these design guidelines and the intent of the development district as described above.

Implementation of the Design Guidelines will be through the City's Precise Plan of Design review process as stipulated in Chapter 17.58 of the City's Zoning Code.

General Guidelines for All Projects

This section provides general design guidelines and principles which are applicable to projects throughout the area. When appropriate, these guidelines are to be used in conjunction with other more specific guidelines, as determined by the Planning Director, Planning Commission, or City Council.

A. Overall Design Objectives

The design of each project should keep in mind the following objectives:

1. Demonstrate design sensitivity to contextual influences and functional considerations of the surrounding area;
2. Create building interest and articulation with roof lines, building shapes and facades, and shadow patterns;
3. Preserve integrity of design;
4. Use decorative walls and landscaping to screen parking, service docks, loading areas, and equipment areas;
5. Provide for equipment, trash receptacles and bins, storage, and loading areas in the least conspicuous part of the site;
6. Consider signage issues early in the design process (type and size of sign and location);
7. Provide separation of vehicular and pedestrian movements to ensure safety and enhance access and circulation.
8. Provide pedestrian connections between projects and through projects to adjacent rights-of-way whenever feasible.

B. General Site Design Guidelines

1. Consider Adjacent Improvements
 - a. Applicant's plans should show buildings and other important features of adjacent properties;
 - b. Applicant's plans should demonstrate functional compatibility with surrounding properties;
 - c. Applicant's project should demonstrate how new project will harmonize with adjacent properties with visual linkages, landscaping treatments, and building design.

2. Functional Relationships
 - a. Buildings should be oriented to face adjacent primary street(s) with parking underground, to the rear, or to the interior of a project site such that no parking or loading space should be located adjacent to the public right-of-way.
 - b. If multiple buildings on the site are separated by parking lots, the buildings should be linked through the use of landscaping, trellises and special paving materials.
 - c. Side and rear yards should be integrated, whenever possible, into the overall site plan and not left as unusable remnants of the site.
 - d. Blank walls facing public rights-of-way are strongly discouraged.

3. Parking and Circulation
 - a. Plans should provide clear definition of access, vehicle and pedestrian movements.
 - b. Whenever possible, site access for corner properties should be from side streets.
 - c. Parking lots should be screened (by landscaping, berms, low walls, etc.) and located in portions of the site that are least visible from the street.
 - d. Parking lots should be located to the rear of buildings.
 - e. Curb cuts should be minimized and, for corner properties, the driveway should be located a minimum of 50 feet from the intersection, if possible.

4. Site Utilities
 - a. Electrical meters and transformers, telephone junction boxes and other above ground utility equipment should be located to reduce visual

impact and be screened from public view with landscaping and/or decorative low walls.

- b. Newly installed or relocated utility services should be placed underground.

5. Landscaping

- a. Landscaping should be used to define outdoor spaces (plazas, outdoor seating and dining areas, etc.), soften building's appearance and to screen parking, loading, and equipment areas.
- b. Landscaping should incorporate predominantly drought tolerant plants. Turf areas should be kept to a minimum.
- c. The use of drip irrigation is strongly encouraged.
- d. The use of on-site amenities (benches, seating areas, trash receptacles, etc.) is strongly encouraged and should be integrated into the open space areas of the site plan as primary features.

6. Exterior Lighting

- a. Exterior lighting should provide illumination for on-site areas such as building entrances, parking, loading, and walkways.
- b. The style of exterior lighting fixtures should be coordinated with the architectural style of the building.
- c. Exterior lighting should be downcast and not produce glare onto neighboring properties.

7. Screening

- a. Screening is to be used to decrease noise or visual impacts and to provide privacy. The need for screening should be considered early in the design process so that screening elements (walls, fences, berms, landscaping, etc.) can be properly integrated into the overall project.
- b. Any outdoor equipment should be appropriately screened from public view. The method of screening should be architecturally integrated with the building in terms of style, materials, and color.
- c. When screening is required at ground level, a combination of elements should be used to provide interest (berms, masonry walls, wrought iron, trellises, landscaping, etc.)

8. Walls and Fences

- a. Walls and fences should not be used if not required for separation of land uses or to provide screening or security.
- b. Where walls are visible from a public right-of-way or parking lot, they should be compatible with the site's architecture. Landscaping should be used in combination with walls/fences whenever possible, to conceal their flatness, add greenery, and discourage graffiti; clinging ivy with permanent irrigation system are effective in certain circumstances.
- c. Long expanses of flat wall surfaces are discouraged. Walls should be articulated and architecturally designed with offsets and landscaping to prevent monotony.

9. Refuse, Storage, and Equipment Areas

- a. Refuse containers, service/loading areas, etc. should be located in areas that are out of view from the general public areas and will not interfere with parking, circulation, and should be located with consideration given to adjacent land uses, in particular to residential land uses.
- b. Storage and outdoor refuse areas should be located to minimize negative impacts upon neighboring properties, in particular, residential uses.
- c. Trash storage areas that are visible from upper stories of on-site and adjacent buildings should have an opaque or semi-opaque cover to screen unsightly views. The design and material of the cover should be compatible with the site's architecture.
- d. All screening facilities and devices should be of adequate size for their intended purpose without blocking sight distances or creating unnecessary barriers.

10. Loading Areas

- a. Loading areas should be located away from main customer entrances and primary streets. Coordination of loading areas with adjacent property owner is encouraged.

- b. Overhead roll-up doors should not be visible from public view but are to be sufficiently screened architecturally or by landscaping.
- c. Loading areas should be of sufficient size and dimensions to allow for easy maneuvering of trucks.
- d. The loading docks should be as low as possible to minimize the visibility of loading areas from public view.

C. General Architectural Design Guidelines

1. Orientation

- a. The building facades fronting on Silver Spur Road should be oriented towards the street, with the usage of courtyards wherever possible.
- b. Buildings in pedestrian usage areas should face on and be directly accessible from the sidewalk. For more details, refer to Design Guidelines for Pedestrian-Oriented Areas in this document.
- c. Storefronts should be built to the property line, except that small recessed areas are encouraged for entries and outdoor dining patio and seating areas.

2. Design Consistency

- a. There should be a consistent use of colors, materials, and detailing throughout all of the building elevations. Facades that do not face the primary street should be designed with architectural details similar to facades facing the primary street.

3. Form and Mass

- a. Building design should provide a sense of pedestrian scale, as appropriate.
- b. Buildings should be designed to avoid a boxlike appearance.
- c. Buildings should be designed to provide sight lines into and through a project for public view of internal open space areas on a case-by-case basis as feasible.
- d. Building mass should be articulated with element, such as awnings, wall offsets, recessed windows and entries, and covered arcades.

- e. Projects containing multiple buildings should provide a variety in size and massing. A transition from smaller buildings on street frontages to larger and taller buildings on the interior of the property is encouraged.

4. Roofs

- a. New developments should incorporate full pitched roofs whenever possible. Flat roofs and parapets should be discouraged due to their visibility from surrounding taller buildings.
- b. Roofs may be gable, hip, or shed-type, but in all cases, should either be full pitched or appear as such from public rights-of-way. Any flat portions should be relatively small and not visible from streets or other areas where the public has access.
- c. Pitched roofs should be multi-planed to avoid large expanses of monotonous single-planed roofs.
- d. Flat roofs are strongly discouraged if they can be seen from surrounding properties. However, if flat roofs are to be used, consideration should be given to the view from above the building relative to any visible supports, equipment, and roofing materials. When flat roofs are used, there should be a screening parapet topped with a coping, cornice, or if determined appropriate to the building's architectural style, a modified mansard.
- e. Penthouses housing elevator shafts and all roof equipment should be completely screened from public sight and located to the interior of the roof to minimize public exposure. Screening should be an integral part of the roof design and not appear as an afterthought. Chain link and picket fences are not allowed as screening materials.

5. Parapets

- a. Parapet walls should be treated as an integral part of the building design and receive architectural detailing consistent with the rest of the façade. It should not appear as unrelated elements intended only to screen the roof behind. The parapet wall should turn or wrap around the

building corners to prevent the ends of a parapet from being visible.

- b. Parapet walls should appear solid and integrally designed with the building's architecture. The parapet should have wall thickness of no less than 20 inches.

6. Additions

- a. Additions to buildings should be an interpretation of the existing building wherein the main characteristics of the existing building are incorporated. This may include the continuation of architectural lines from the existing building to the addition, repetition of fenestration and entries, use of harmonizing colors and materials, and the inclusion of similar architectural details such as lighting fixtures, window, and door trim.
- b. The scale and proportion of the existing building should be considered in the new design.
- c. Appropriate building materials should be selected.
- d. The amount of storefront windows and doors should be maximized to provide visibility into the retail interior.
- e. The identity of the door location should be maximized.
- f. Replacement window and doors should be compatible with the character and design of the building.
- g. Blank walls should be minimized.

7. Building Materials

- a. Materials should be used honestly and appropriately for the building's architectural style.
- b. Materials should be authentic, and products that attempt to imitate other materials are strongly discouraged.
- c. The following materials are strongly discouraged as exterior wall materials:
 - i. corrugated metal, plastic, or fiberglass
 - ii. illuminated plastic or vinyl awnings
 - iii. plastic laminate
 - iv. plywood (painted or otherwise)

- v. reflective mirror-type glass, especially on the ground floor
- vi. unfinished concrete and concrete block
- vii. bare aluminum (anodized is preferred)
- d. The materials should not give the impression of thinness and/or artificiality.
- e. Veneers, especially brick, stone, and wood, should turn around the corners of the building to avoid exposed edges.

8. Colors

- a. The building's color palette should be compatible and blend with the colors of surrounding buildings. An exception is where the colors of adjacent buildings strongly diverge from these design guidelines as determined by the Planning Director, Planning Commission, or City Council, where appropriate.
- b. Large areas of intense white color should be avoided.
- c. The number of colors appearing on a building exterior should be limited to a minimum. Generally, no more than one dominant and up to three accent colors should be used.
- d. The following paint schemes and colors are strongly discouraged:
 - i. Primary colors or vibrant hues used as the building base color
 - ii. Bright colors and large areas of white color
 - iii. Fluorescent colors

D. Signs

- a. Signs messages should be clear, brief, precise and easy to read. The words should convey primary information only such as the business name, address, and/or the type of goods or services offered.
- b. Sign size should reflect the distance from which it is to be read. Pedestrian-oriented signs are usually read from a distance of fifteen to twenty feet and should be smaller in size than signs that are meant to be ready by motorists.
- c. The color of the material and/or background of the signs should provide substantial contrast with the lettering of the sign to facilitate legibility.

The colors of the sign should be limited to three to avoid creating a confusing sign.

- d. The signs should be proportional to the scale of the buildings and fenestrations and should respect the architecture of the building. The sign should fit comfortably into the storefront space, leaving sufficient margins on all sides.

Design Guidelines For Deep Valley Drive Pedestrian-Oriented Areas

In addition to the guidelines listed above, these guidelines specifically relate to developments along the Deep Valley Drive street edge. Primary design considerations are functional compatibility with and relationship to adjacent street and buildings and maintaining a strong pedestrian realm. It is important that the continuity of the street façade be maintained and that a continuous row of storefronts are encouraged at the street level.

A. Site Planning Guidelines

1. Setbacks

- a. Buildings in pedestrian-oriented areas should provide continuous storefronts at the street level front elevation.
- b. Buildings located at intersections are encouraged to cut back their corners a minimum of eight feet along street frontages to create a diagonal at the street level. Main entrances to the building should be located on the diagonal when appropriate.

2. Parking and Access

- a. Off-street parking should not be visible from public rights-of-way.
- b. To minimize disruption of continuous storefronts, access driveways to parking lots should not be located along the primary street frontage.
- c. Shared driveways and parking between adjacent businesses/properties are strongly encouraged, in long-term agreements.

B. Architectural Guidelines

When new infill projects are proposed, the following design guidelines should be considered.

1. Façade Composition

- a. The new project should respect the characteristic proportions of adjacent buildings. If the proposed building is wider than the existing typical storefront width, the new building should be visually divided into modules of 50 feet or less to maintain the rhythm and scale of the typical block face. The modules can be created by door and window groupings, projecting or recessing wall surfaces, changes in roof lines, placement of columns, pillars, changes in materials and other similar architectural design techniques.
- b. The street level façade should provide a minimum of 65% transparency with a maximum of 85% transparency for visual penetration of the storefront. Upper stories should provide a minimum of 35% transparency.
- c. Exterior walls should provide visual interest and include elements that will enhance building depth and character, such as windows, trellises, columns, awnings, projected stories and building materials. The use of appropriate pictorial murals, that do not include the business name of other advertising, are encouraged.
- d. Large expanses of flat walls are strongly discouraged and whenever possible, the walls should be articulated by using architectural indentations and projections to further enhance shadows and depth.

2. Special Architectural Elements

- a. The use of special architectural elements is encouraged for buildings located at major street corners to provide visual interest.
- b. The architectural elements should be in scale with the overall building and should not overpower or dominate the building.

3. Storefront Design

- a. Main Entrances
 - i. The main entrance should be easily identifiable.

- ii. The door and entry area should be recessed and designed to be compatible with the building's architectural style.
- b. Windows
 - i. Windows should be designed to coordinate with the architectural style of the building.
 - ii. The windows should be as large as possible to provide visual penetration. The height of the bottom of the window or bulkhead should be no less than 18 inches and no more than 30 inches to maximize visibility into the retail interior.
 - iii. Clear glass should be used on all street level windows. Tinted glass allowing a minimum of 50% light transmission may be considered only for upper floor windows. The use of reflective glass is prohibited, except in larger buildings above the second floor where it may be considered.
 - iv. Security gates (scissor or solid material) are not allowed on the exterior of the windows and doorway entries. Only roll-up mesh security gates may be installed in the interior of the windows and doorway entries.
- c. Entry Ways
 - i. Building entrances should face and open onto the public sidewalk to promote pedestrian activity.
 - ii. Entry ways should provide visual interest.
 - iii. Corner buildings should provide a prominent corner entrance, as appropriate.
- d. Awnings
 - i. Awnings are encouraged and should coordinate with the architectural expression of the building.
 - ii. Awnings should be of durable material, commercial grade material, canvass or other similar matte material. Glossy or shiny plastic or similar material is strongly discouraged.

- iii. Awnings along a row of contiguous storefronts in the same building should be of the same color, form, material, and location.
- iv. Awnings placed vertically at the break between the storefront windows and entrances are strongly encouraged in order to eliminate long expanses of awnings that can have a monotonous appearance and to increase the identification of individual businesses.
- v. Awning shape and style should be compatible with the architectural character of the building and with the shapes of the openings that the awnings are placed over.
- vi. Heavy canvas, matte finish vinyl, and fabric awnings are encouraged. Plastic, shiny vinyl, metal and Plexiglas awnings are strongly discouraged.
- vii. Awnings should be well maintained, cleaned regularly, and replaced when faded or torn pursuant to terms of approval. Awning maintenance should be considered in material selection.
- viii. Internally illuminated awnings are strongly discouraged.
- ix. Signs and lettering should be placed on the valance or awning flap and end panels. The vertical dimension of the valance should be no greater than ten inches. The valance and end panels should be removable for future change-outs.
- x. On multi-story buildings, the highest point of an awning should not be higher than the mid-point of the space between the second story window sill and the top of the first floor window. This provides a comfortable space between the top of the awning and the windows as well as maintains the proper proportion of awning size to storefront area.

e. Storefront Accessories

- i. Portable air conditioners, vent fans, and other similar equipment placed in windows, above door entries or other conspicuous places on the primary façade are strongly discouraged.
- f. Site Amenities
 - i. Site amenities should be coordinated with the building architecture in terms of color, materials, and design.
 - ii. Tree grates, with knockouts to accommodate a larger tree trunk as the tree grows, should be used in all pedestrian areas.
 - iii. Planters and pots should be used wherever possible. The location of planters and pots should not impede pedestrian flow. Use of cast stone, masonry, and other natural materials is encouraged.
 - iv. Bollards should be used where appropriate. The design of bollards should be coordinated with the architectural style of the building and, where emergency access may be required, removable bollards should be used.
 - v. Seating should be provided and coordinated with the architectural style, color, and material of the building.
 - vi. Trash receptacle, bicycle rack, and newspaper rack design should be coordinated with other site amenities. “Loop racks” are encouraged.

C. Signs

- a. Wall-Mounted Signs
 - i. Wall-mounted signs such as reverse channel lettering with halo lighting, front lighted signs, dimensional geometric shapes, and three-dimensional forms are encouraged.
 - ii. Sign size should be in scale with the storefront. Twelve-inch lettering should be used for storefronts under thirty feet wide, eighteen-inch lettering

for storefronts between thirty and sixty feet wide, and twenty-four inch lettering for storefronts in excess of sixty-feet wide.

- iii. Proposed wall signs should be considered and reviewed in relation to other existing signs and should be compatible with the architecture and material of the building.

b. Projecting “Blade” Signs

- i. Blade signs are intended to be distinctive, to express the nature of the business, and to attract the attention of pedestrians along the sidewalk.
- ii. The sign size should be proportional to the buildings, but should not exceed ten square feet in area.
- iii. The sign should not project out more than four feet and should be separated from other projecting signs by at least twenty feet to facilitate visibility and to reduce clutter.
- iv. The number of projecting signs per storefront should be limited to one, and it should be hung perpendicular to the wall surface.
- v. The bottom of the sign should maintain a minimum ten-foot clearance from the sidewalk.