



## **CHAPALA STREET DESIGN GUIDELINES**

**CITY OF SANTA BARBARA REDEVELOPMENT AGENCY**

**ADOPTED DECEMBER 14, 2004  
PER RESOLUTION # 04-100**



City of Santa Barbara  
630 Garden Street  
Santa Barbara, Ca 93101



# Acknowledgments

## Redevelopment Agency Board

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Iya Falcone	Boardmember
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Caren K. Rager	
Philip Suding	
Alexandra C. Cole	
Susette Naylor	

## Chapala Street Design Guidelines Steering Committee

David Gustafson	Assistant Community Development Director/Housing and Redevelopment Manager
Pat Kelly	Assistant Public Works Director/City Engineer
Rob Dayton	Supervising Transportation Planner
Jaime Limon	Senior Planner
Janette Carr	Housing and Redevelopment Technician
Lou Lazarine	Redevelopment Specialist

## Chapala Street Survey Participants:

Citizen's Planning Association (Multiple Responses)  
Santa Barbara Chamber of Commerce  
Metropolitan Transportation District (MTD)  
Westside Community Organization  
Lenvik & Minor Architects  
Peikert Group Architects  
William Levy Investments  
MMRS / Paseo Nuevo  
Sima Property Management  
Garcia Architects  
Santa Barbara Lights  
Tynan Group, Inc.  
Santa Barbara Downtown Organization  
City of Santa Barbara Fire Department  
City of Santa Barbara Engineering Division  
City of Santa Barbara Community Development Department  
City of Santa Barbara Transportation Division  
City of Santa Barbara Parks Division  
City Of Santa Barbara Public Works Department

## Chapala Street Workshop Participants:

Mayor Marty Blum, Councilmember Dan Secord, Marshall Rose, Gary & Sherry Petersen, Joan Livingston, Abe Safina, Mike Safina, Barry Berkus, Sherrie Fisher, Dick Meyn, Tom Muneyo, Susan Burns, Roberta Doris Vickery, Suzanne Gore, Joan Truscott, Robert & Wanda Livernois, Don DeLongpre, John Roffoni, Sue Ablitt, Rikka Zimmrman, Medical Billing Co., Don Hughes, Ken Kahre, Corrina & Larry Gordon, Richard Petty, Pearce Philafian, April Leon, Kristen Frascella, Santa Barbara MRI, Susan Petri, Steve Poulos, Tom Regalado, Sam Thomas, Larry Woolever, CPA, Steven Soria, Barbara & Paul Primeau, Barbara Bartolome, Bernad Boris, Woody Wilde, Bill Medel, Mary Alice Robles and David Damiano

## OTHER PARTICIPANTS:

Marshall Rose	Santa Barbara Downtown Organization
John M. Scherrei	City of Santa Barbara Fire Department

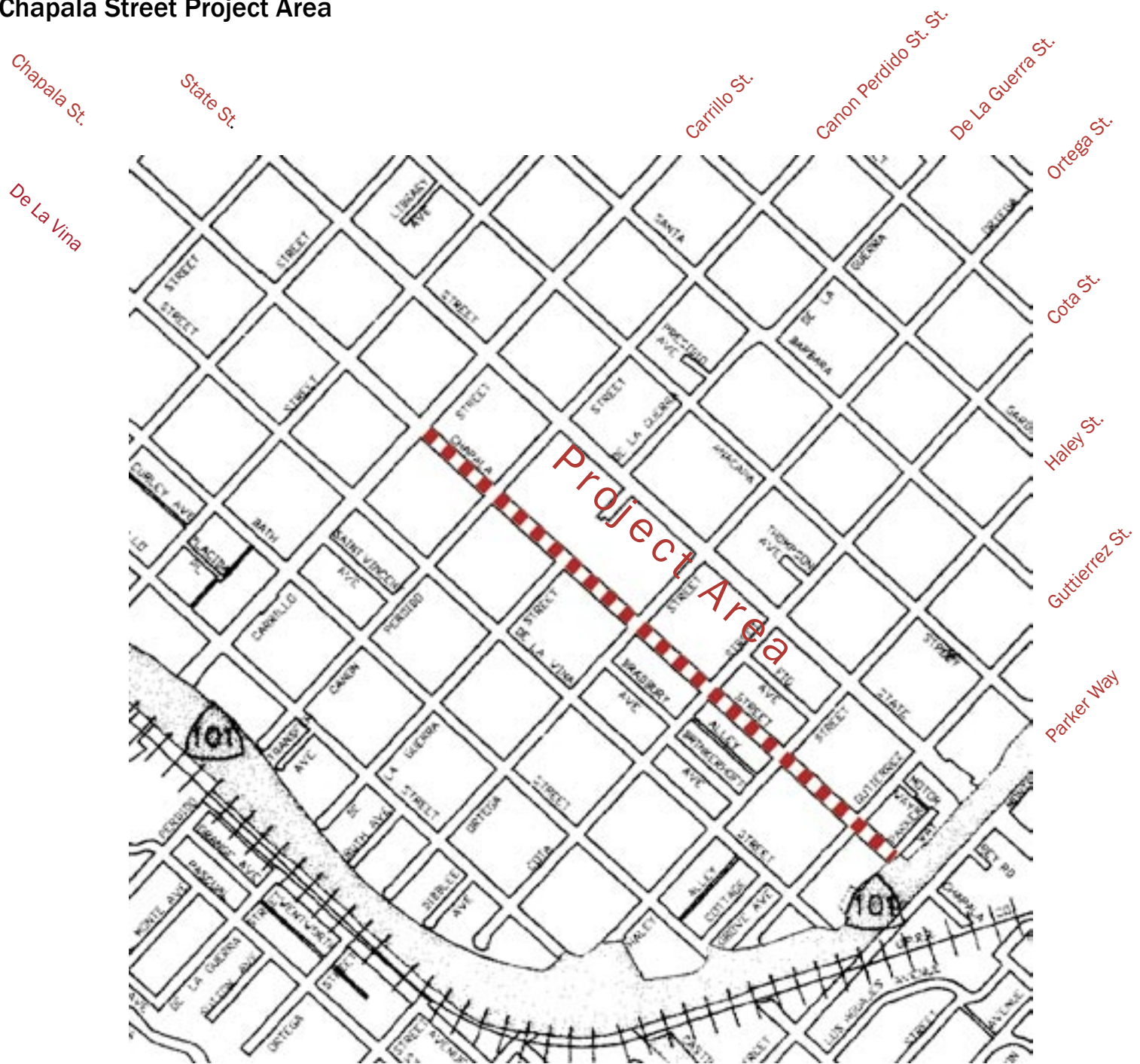
GUIDELINES PREPARED BY: The Conceptual Motion Company



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# Chapala Street Project Area



# Goals Of The Chapala Street Design Guidelines

The City of Santa Barbara Redevelopment Agency initiated the Chapala Street Design Guidelines in May 2003 to ensure that public improvements that occur as a result of Private Sector development of the Chapala Street corridor consisted of a unified theme that met the needs of current downtown residents and businesses. The Chapala Street Design Guidelines influence that area of Chapala Street south of Carrillo Street and north of Hwy 101. The overriding goals of the Chapala Street Design Guidelines are to:

1. Maintain Chapala Street as an important vehicular traffic route through downtown Santa Barbara.
2. Improve pedestrian safety at Intersections and street crossings.
3. Preserve the unique character of Chapala Street
4. Provide a unified theme, consistent with the City of Santa Barbara Urban Design Guidelines and the El Pueblo Viejo Design Guidelines, for the future development of Chapala Street.

The Chapala Street Design Guidelines are consistent with the City of Santa Barbara Redevelopment Agency's purpose to:

1. Encourage harmonious, environmentally compatible and economically efficient land uses throughout the Redevelopment Agency Area, thereby achieving functional, economic and visual order.
2. To coordinate such land uses and accompanying standards, controls and regulations with existing City controls and review processes.
3. To create economically viable central core that offers an attractive and pleasant environment.

The Chapala Street Design Guidelines are consistent with the City of Santa Barbara Urban Design Guidelines and the El Pueblo Viejo Guidelines that form the basis for decisions of the City of Santa Barbara Historic Landmarks Commission(HLC).

(Reference 1995 edition "Guidelines El Pueblo Viejo District", Santa Barbara, California)

The Chapala Street Design Guidelines are consistent with a set of general goals that define the major concerns and objectives of the City of Santa Barbara Historic Landmarks Commission. These goals are:

1. To safeguard the heritage of the City by providing for the protection of landmarks representing significant elements of its history;
2. Enhance the visual character of the City by encouraging and regulating the compatibility of architectural styles within landmark districts reflecting unique and established architectural traditions.

3. Foster public appreciation of and civic pride in the beauty of the City and the accomplishments of its past;
4. Strengthen the economy by protecting and enhancing the City's attractions to residents, tourists and visitors.
5. Promote the private and public use of landmarks and landmark districts for the education, prosperity and general welfare of the people;
6. Stabilize and improve property values within the City.

(Reference City of Santa Barbara Municipal Code - Chapter 22.22 Historic Structures , City of Santa Barbara, California, December 31st, 2000)

## Guidelines Interpretation and Application

These Guidelines are designed to provide direction to Public Works, the RDA, private developers and to the public as a whole. Although failure to meet the Guidelines can form a basis for denial of a project, noncompliance with these Guidelines shall not be grounds to invalidate any action taken by the HLC, PC, or City Council nor shall such noncompliance constitute a cause of action against the City or its officers, employees or agents concerning any matter.

All questions regarding the proper interpretation and application of these Guidelines shall be resolved by the HLC or, upon appeal, the City Council.

The Santa Barbara General Plan contains policies and direction regarding the visual aspect of development, neighborhood compatibility, and landscaping. General and Coastal Plan policies and direction prevail over both the Zoning Ordinance and Design Guidelines.

Any project approved pursuant to the Chapala Street Guidelines shall be subject to environmental review.

The Zoning Ordinance contains many standards which plans must comply with. In using Design Guidelines, Code requirements prevail over guidelines. These Chapala Street Design Guidelines are intended to augment the Municipal Code by providing guideline details to complement topics in the Code, as well as to provide guidelines on topics not included in the Code.

In addition to the basic HLC Architectural & Landscape Guidelines, other guidelines for specific types of development and for specific areas of the City have been prepared with input from the HLC, Planning Commission, and others. The

## Typical Historic Landmarks Commission Submittal

supplemental guidelines include direction regarding architectural appearance, site design and landscaping. The following supplemental guidelines are contained in separate documents and apply to the Chapala Street corridor.

A. Sign Review Guidelines. These guidelines itemize acceptable standards for the placement of signs throughout the City. The guidelines describe specific points of Sign Committee review, which promote aesthetic signing, and graphic design that enhances the architectural style or historical quality of a building.

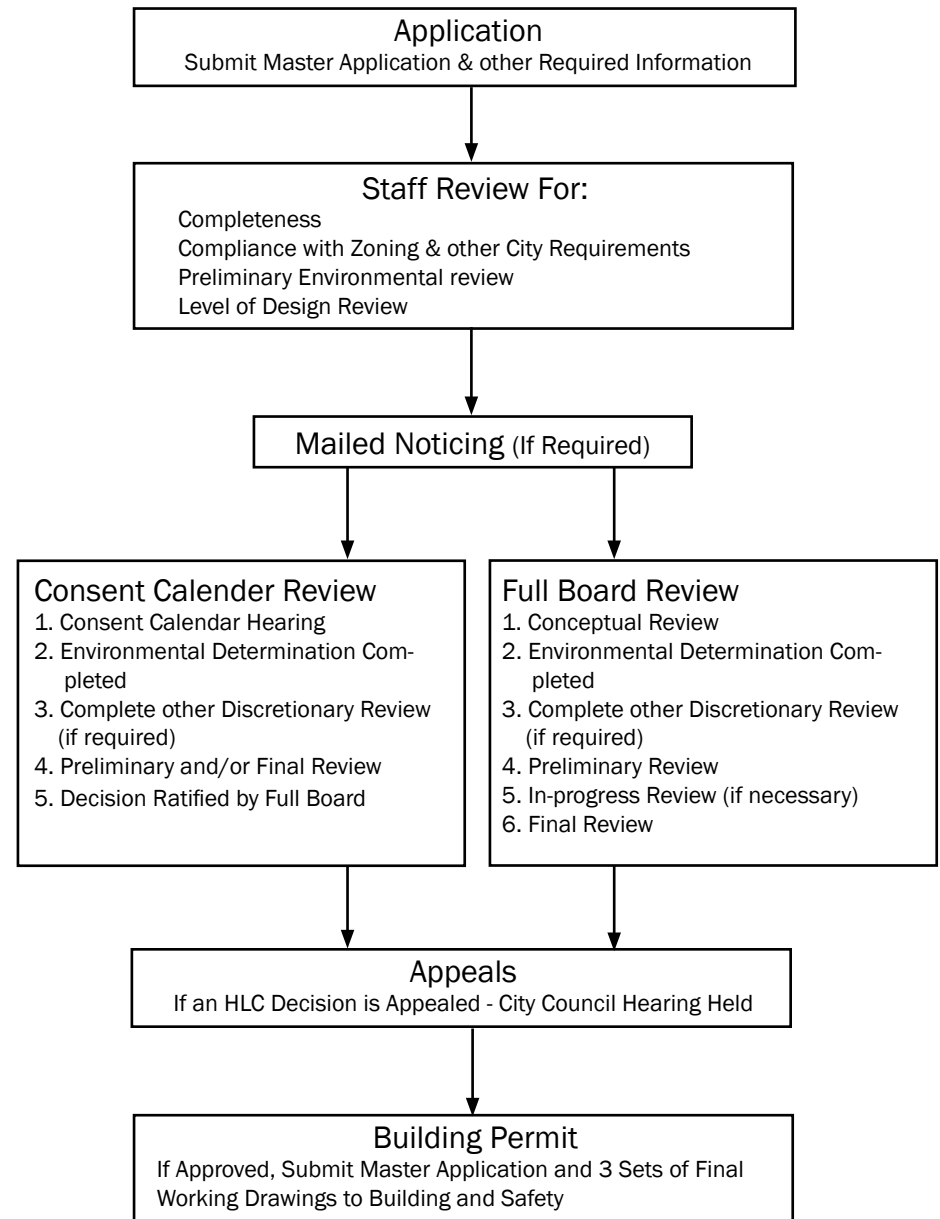
B. Outdoor Lighting Design Guidelines. These guidelines itemize acceptable standards for outdoor lighting installations throughout the City. The guidelines recommend specific outdoor lighting design standards to avoid excessive glare.

C. Urban Design Guidelines. These guidelines apply to the City's Urban Grid. The intent of the guidelines is to ensure traditional design principles and pedestrian-friendly design concepts are incorporated into development proposal designs. The guidelines provide design criteria illustrations usable by design professionals, the public, and the HLC to evaluate development proposal consistency appropriate design principles.

D. Outdoor Vending Machine Design Guidelines. These guidelines establish design standards for screening, location, signage, illumination and appearance of outdoor vending machines to minimize negative visual impacts related with these installations.

E. Wireless Communication Facilities/Antenna Design Guidelines. These guidelines establish design standards for the screening, location, and appearance of wireless communication facilities to minimize adverse visual impacts related with these installations.

The Chapala Street Design Guidelines are compatible with all other supplemental design guidelines. Some subjects are covered in more detail in supplemental guidelines. However, where there are two guideline sets applicable to a project addressing the same issue, specific area or special district guidelines, such as these Chapala Street Design Guidelines, prevail over other guidelines. (See SBMC 22.68.110 B).



Three sets of plans are required for review. Required contents for plans for Concept, Preliminary, Final and Consent project review stages are available at the Public Zoning Counter. Applicants are encouraged to visit staff early in the design process with conceptual sketches.



## Chapala Street Historic Development

The seven block area of Chapala Street from Montecito to Carrillo Streets was developed as early as the 1860s. In 1850, with California statehood, the Santa Barbara pueblo became an American city and its lands became city-owned. The city government hired sea captain Salisbury Haley to lay out an American grid system of streets over the earlier Hispanic settlement pattern. Chapala Street was laid out as part of this Haley survey of 1851. A three-member committee consisting of Eugene Lies, Antonio Maria de la Guerra and Joaquin Carrillo was appointed by the mayor and Common Council to name the new streets created by the Haley survey. Because two of the members of this committee were Californios, many of the street names referred to names of early explorers, settlers, or events related to the history of Santa Barbara from its inception in 1782 until the survey in 1851. It is not entirely clear what Chapala meant; it was named either for Lake Chapala in Jalisco, Mexico or for the prison from which Manuel Micheltorena, Governor of California, recruited some of his troops to protect the province during the years from 1842 to 1845 (Days 1986: 193).

In the 1850s, the heart of the old Presidio pueblo was Casa de la Guerra with the plaza in front of it. After Santa Barbara became an American town, a number of Easterners, Midwesterners, and Europeans came to settle there, lured by the advertising of journalist Charles Nordhoff, working for the New York Tribune, who visited Santa Barbara in 1872 and then wrote California -A Book for Travelers and Settlers, which introduced the benefits of the Santa Barbara climate. The Spanish and Mexican Californios did not wish to mingle with the new arrivals or have them build in the old pueblo area, so these new settlers were forced to develop businesses along State Street in the vacant areas below Ortega Street. As a result the three blocks along State Street, from Gutierrez to Ortega Streets, became the new center of town, filled with brick commercial buildings housing all the services a fledgling town needed, such as hotels, restaurants, grocery stores, billiard parlors, saloons, variety stores, livery stables, dry goods shops, millinery shops, a post office, liquor stores, drug stores, butcher shops, barber shops, cigar stores, and lumber yards.



As more American settlers arrived in Santa Barbara in the 1870s, the blocks within the area were bought and sold many times over as settlers began to build in the commercial and industrial areas. In 1868, a number of prominent businessmen, determined to make the beach front area more hospitable to arriv-

ing passengers and freight, built a short pier at the foot of Chapala Street. This pier proved too short to service large ships and was later supplanted by Stearns Wharf at the foot of State Street (Tompkins 1979).



The owners and workers at these shops along State Street built housing nearby, along Chapala Street, which in the blocks from Gutierrez to Ortega Street was largely residential, with large homes on spacious lots side by side with smaller homes on standard city lots on both sides of the street. Brinkerhoff Avenue was settled beginning in 1886, which added to the housing stock. Of the original Victorian homes still extant in the 500 and 600 blocks, the original

owners all had shops on State Street. Frank Smith at 501 Chapala Street was an agent for the Pacific Coast Steamship Company at 615 State Street, Samuel Levy at 505 Chapala Street owned a liquor store at 510 State Street, J. E. Penrod at 509 Chapala Street, was an engineer with Humphrey and Elliot on State Street, and Charles E. Sherman at 625 Chapala Street was a butcher with Sherman and Ealand meat market at 636 State Street. Along the 600 and 700 blocks, the street was mixed use, generally with houses on the south side and commercial establishments on the north side. The 800 and 900 blocks were mixed use as well, with both houses and commercial establishments on both sides of the street. The types of businesses located on Chapala Street in the 1880s were lumber and planing mills, boarding houses, cabinet shops, a bakery, stables, and hay barns, mainly to serve tourists or the local populace.

By the turn of the century, Chapala Street was well-settled. The 400 and 500 blocks were entirely residential, the 600-700 blocks generally had housing on the south side and commercial on the north side, while the 800 and 900 blocks had both houses and commercial establishments on both sides of the street. By 1930 the livery stables and hay storage sheds had given way to automobile-related businesses along the street, primarily near Gutierrez Street, which was part of the old highway



through town. Both corners of the 500 block were developed with the then-fashionable L-shaped gas stations, housing Freeze and Freeze Auto Supplies, at Cota Street and the Fred Whaley/Firestone Tire building at Haley Street. Further north on Chapala Street were several garages, auto repair shops, and gas and oil shops.

In 1923, the Chamber of Commerce, with the backing of Charles Storke, the editor of the Santa Barbara News Press, put forth the idea of widening Chapala and Anacapa Streets, flanking the commercial State Street, into two dramatic boulevards which would lead to Cabrillo Street and the Pacific Ocean. This grand scheme was not realized, however; the Chamber of Commerce instead focused in 1924-1925 on widening Chapala Street from 60 to 80 feet from West Montecito Street to Victoria Street. At this time the present streetlights were added, an important historic streetscape element. The new width destroyed the more intimate scale of Chapala Street as a mixed use street, pushing it more towards commercial growth and development.

Currently the street is a mix of residences, concentrated in the 500 and 600 blocks, as well as used car lots, auto-related shops, commercial buildings, restaurants, and the two-block Paseo Nuevo. New mixed use residential and commercial development is slated for the south side of Chapala Street in the 400 block.

A number of historic buildings are located along Chapala Street between Montecito and Carrillo Streets. These are as follows:

1. 501 Chapala Street. 1895-6. Frank B. Smith House. Queen Anne. Eligible for the National Register of Historic Places, listed on the California Register of Historic Places, City Structure of Merit
2. 506 Chapala Street. 1930. Fred Whaley/Firestone Tire Store. Art Deco
3. 514-516 Chapala Street. 1875-76. Victorian duplex. City Structure of Merit



4. 625 Chapala Street. 1875. Sherman house. Italianate. Eligible for the California Register of Historic Places, a City Structure of Merit

#### Potentially Significant Buildings

1. 317 Chapala Street. 1926. S. B. Tobacco Company warehouse and office. Spanish Colonial Revival. Soule, Murphy and Hastings. Eligible for the National Register of Historic Places, listed on the California Register

of Historic Places, on the City List of Potential Historic Structures

2. 430 Chapala Street (33-35 West Haley Street). 1926. Salvation Army building. Spanish Colonial Revival. Soule, Murphy and Hastings. Eligible for the National Register of Historic Places
3. 505 Chapala Street. 1887. Levy House. Italianate. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures
4. 509 Chapala Street. 1887. Dancaaster House. Italianate. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures
5. 614 Chapala Street. 1946. George Young Chevrolet building. A. Godfrey Bailey with Soule and Murphy. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures
6. 900 Chapala Street. 1968. Charles Schwab. Brutalist Spanish Colonial Revival. Kruger, Bensen Ziemer. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures
7. 911 Chapala Street. 1930, 1940. Hollister Estate Office and garage. Edwards and Plunkett. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures
8. 919 Chapala Street. 1936. James D. Crawford building. Winsor Soule and J. F. Murphy. Eligible for the California Register of Historic Places, on the City List of Potential Historic Structures

#### Noteworthy Buildings

1. 428 Chapala Street. Casa de Sevilla
2. 510-512 Chapala Street (509 Fig Avenue) 1920, 1923. Thompson Court. Craftsman Bungalow Court.
3. 518-520 Chapala Street. 1908. Monterey. W. W. Varney. Architectural Advisory Committee for 1925 earthquake repairs.
4. 609 Chapala Street. c. 1905. Colonial Revival cottage
5. 721 Chapala Street. 1910 cottage.
6. 723-733 Chapala Street. 1919-1920. John E. Vince. George Haney builder
7. 735-739 Chapala Street. 1921-1922. John E. Vince. George Haney builder
8. 101 West Canon Perdido Street. Santa Barbara Telephone Company. 1928. Classical. Russell Ray

Alexandra C. Cole Preservation Planning Associates, 519 Fig Avenue, Santa Barbara, CA 93108 - June 16, 2003



These guidelines recommend the installation of historic building markers. These sandstone pavers would be placed within the sidewalk and include information about the specific building incised within the surface of the paver.

## Chapala Street Today

The participants of the surveys and workshops conducted during the development of these guidelines characterize Chapala Street as an under utilized street. A street which does not have much charm and character and is a little funky. Chapala Street is seen as a transitional street between downtown and the West-side residential neighborhood, which provides mixed-use opportunities as well as a variety of service oriented businesses unique to the downtown area.

In general, participants liked the fact that Chapala Street is a wide street with mixed-use and a variety of small neighborhood oriented businesses. Some felt it is uncomfortable to cross, too wide, has too much hardscape and not enough or appropriate landscape, causing a barren feeling.



Participants appreciated the existing scale of the buildings and variety of architecture along Chapala Street.

Participants were concerned about the conditions surrounding Paseo Nuevo. Dangerous and inconvenient conditions are created both for cars and pedestrians when loading trucks are parked in the middle of the street and when long lines of cars form at the ingress/egress points of the parking garage.

Most participants felt that the street was not pedestrian or bicycle friendly and would rather use State Street for walking and biking. Participants also felt that the street and buildings are not maintained properly, giving Chapala Street a feeling of blight and neglect.



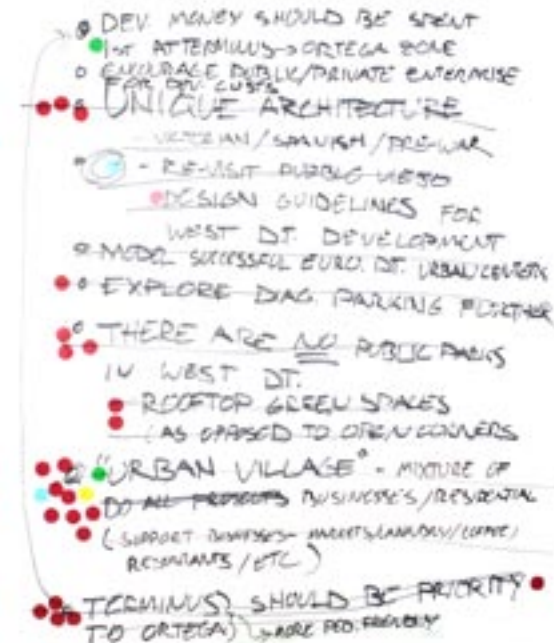
At the time of the preparation of these guidelines, there are four projects proposed for development along Chapala Street. Three mixed use, residential and commercial project and one hotel project at the intersection of Chapala and Carrillo Boulevard. The majority of participants supported the Mixed-

Use development of Chapala Street, stating that it will bring more people to the downtown area and add to the vitality of the area. Participants emphasized the importance of preserving historical buildings, and felt a mix of architecture was appropriate for Chapala Street, but did not feel the need for the Victorian heritage to influence the design of Chapala Street beyond what is currently existing. The few existing Victorians were seen as providing a good transition to the residential neighborhood beyond.

Most participants felt the need for more landscaping to address an overall feeling of bareness on Chapala Street.

Chapala Street is an important and effective component of vehicular circulation throughout downtown Santa Barbara. Located adjacent to Fire Station Number One, Chapala Street also serves as an integral and vital route for the provision of effective Emergency Services to the downtown district.

BELOW: During the workshops participants were asked to place colored dots next to issues they felt were important.



## The Vision For The Future Of Chapala Street

The collective vision of participants in the development of the Chapala Street Design Guidelines is to encourage the existing trend toward mixed use development. It is expected the increase in residential occupancy on Chapala Street will add vitality and compliment the existing commercial uses on the street. Participants envision commercial uses that provide local services rather than larger scale, franchise branded commercial uses. As Chapala Street develops in the future, it is expected to become a vital and lively transition between the residential Westside neighborhood and the downtown commercial district to the east.

Each of the six blocks of Chapala Street (between Carrillo Street to the 101 Freeway) currently provides unique and different levels of service for pedestrians, vehicular circulation and emergency services. The individual and specific conditions at each block will result in the unique development of each block with its own special mix of commercial and residential occupancy.

The strategic importance of Chapala Street to emergency services and its success as a north - south vehicular route through downtown requires that as the street evolves over time, that it retain the ability to provide these critical services.

In general, participants believed existing car yards and repair shops are inappropriate future uses for Chapala Street. Rather, the proximity of Chapala Street to the downtown business district is seen as a perfect opportunity to encourage a live /work environment and to promote reduced automobile dependence by encouraging people to walk short distances to work.



The future developed use of Chapala Street is a great opportunity to provide more of a local's atmosphere for dining, shopping, spending time on the weekend whilst maintaining the older Santa Barbara feel of mixed architecture.



## The Scope Of Chapala Street Design Guidelines

The Chapala Street Design Guidelines are intended to describe future improvements to the public right of way on Chapala Street from Carrillo St. to the terminus at the 101 freeway. These guidelines would be utilized by design review agencies and private property owners to integrate private development with the overall intent of the Chapala Street Design Guidelines.

All material recommendations within these guidelines are subject to the review and approval of final plans by the City of Santa Barbara Department of Public Works.

The Chapala Street Design Guidelines were adopted by the Santa Barbara City Council on the 14th of December, 2004.

## Introduction To Chapala Street Design Guidelines

Chapala Street provides a number of services to the community of Santa Barbara. Most importantly, Chapala Street is a critical route for emergency services and for vehicular circulation around the downtown district. The Design Guidelines have been developed to ensure that these two primary uses of Chapala Street continue to provide adequate levels of services in the future. The traffic lanes that currently exist from Haley Street to Carrillo Street are to remain in place and the Design Guidelines call for no change to curb locations in these areas.

The curb locations to the south of Haley Street to the 101 Freeway shall be moved to widen sidewalks and to provide enhanced pedestrian environments where a significant increase in residential occupancy is anticipated and where traffic and emergency service demands are the lowest.



An improved environment for pedestrians and increased pedestrian safety to accommodate the anticipated increase in residential occupancy that will occur from currently proposed and future mixed use developments above Haley Street shall be provided through proposed improvements at intersections and mid-block areas.

The Design Guidelines also recommend upgrades and enhancements to the pedestrian experience through the introduction of canopy trees and the resurfacing and repair of sidewalks and crosswalks along Chapala Street from the Freeway to Carrillo Street.

The use of public art to provide visual interest for pedestrians is encouraged.

Curb and sidewalk bulb outs shall be added at all intersections. The bulb outs provide more room for pedestrians to circulate near intersections and will significantly reduce the distance required to cross streets. Their geometry has been designed to accommodate delivery and service vehicles.

Two planting areas at each corner to provide a buffer for pedestrians from parked automobiles and provide space for canopy shade trees. News racks and trash & recycling containers are to be located on diagonal corners to allow for access from both sides of both streets at each intersection. The design of these objects are to match the current downtown standard. Traffic signals, pedestrian call buttons and street lights are to be consolidated on to a single support pole located at each of the four corners to reduce clutter.

A natural colored unit paver shall be specified for the sidewalk areas with colored accents at bus stops and intersections. Crosswalks are to also utilize unit pavers in a compatible color that will contrast with the sidewalks. The existing pedestrian scale street lights shall be refurbished and used to light the mid block sidewalks.





Emergency response traffic utilizes Chapala Street from fire station #1 south to Haley Street. Traffic counts below Haley Street indicate volumes well below what a single traffic lane can accommodate. The block between Haley Street and Gutierrez Street shall be configured with a single traffic lane in each direction, turn lanes and parallel parking. Existing curbs and gutters shall be relocated to widen sidewalks and expand landscaping areas to create a unique pedestrian experience.

The current 90 degree parking in the half block below Gutierrez Street shall be maintained and augmented with additional street trees.

Parking near the street terminus at Highway 101 shall be reoriented to provide space for new landscaping and a Public Art wall that may also serve as an acoustic buffer from Highway 101. Existing storm drain flow capacity beneath Highway 101 shall be maintained.

Bus stops are to be designed in a bulb out configuration within the parallel parking zone to provide space for a covered shelter, seating and landscaping without reducing the usable width of the sidewalk.



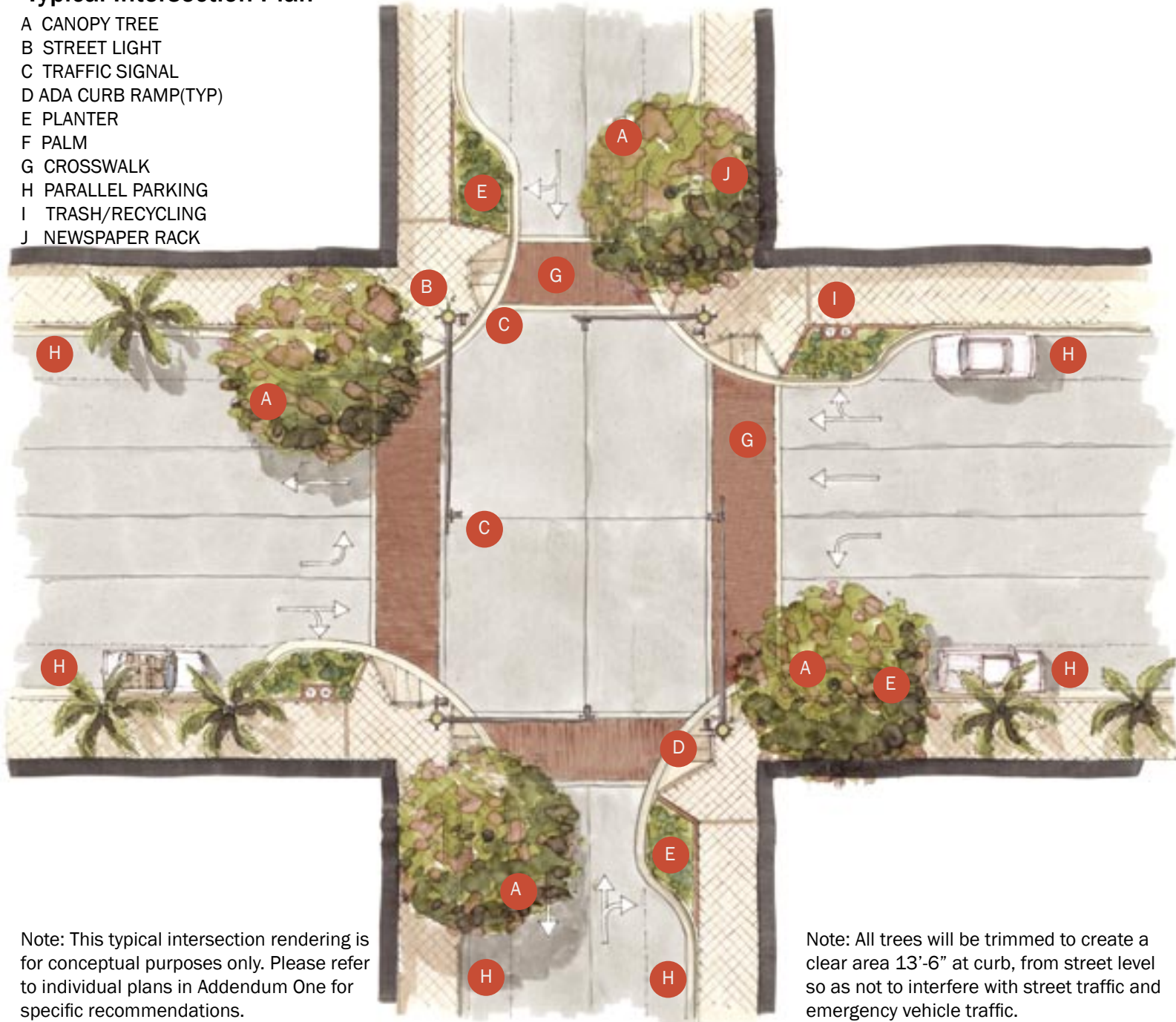
Existing palm trees that line Chapala Street are to remain and the open feeling of Chapala Street shall be maintained in the mid block areas. Existing tree wells shall be expanded in length to allow for additional landscaping at street level. Canopy trees shall be provided at the intersections and bus stops to provide color and shade at points where pedestrians pause and spend time.

The Design Guidelines encourage private developers to enhance pedestrian activity in the street through building design that creates visually unified street spaces and plans the orientation of buildings and building setbacks to enhance the character of the street.

For future development proposed on properties adjacent to intersections, private developers shall incorporate outdoor areas, natural features and landscaping at the street corners to contribute to the overall openness of the pedestrian experience.

## Typical Intersection Plan

- A CANOPY TREE
- B STREET LIGHT
- C TRAFFIC SIGNAL
- D ADA CURB RAMP(TYP)
- E PLANTER
- F PALM
- G CROSSWALK
- H PARALLEL PARKING
- I TRASH/RECYCLING
- J NEWSPAPER RACK



Note: This typical intersection rendering is for conceptual purposes only. Please refer to individual plans in Addendum One for specific recommendations.

Note: All trees will be trimmed to create a clear area 13'-6" at curb, from street level so as not to interfere with street traffic and emergency vehicle traffic.

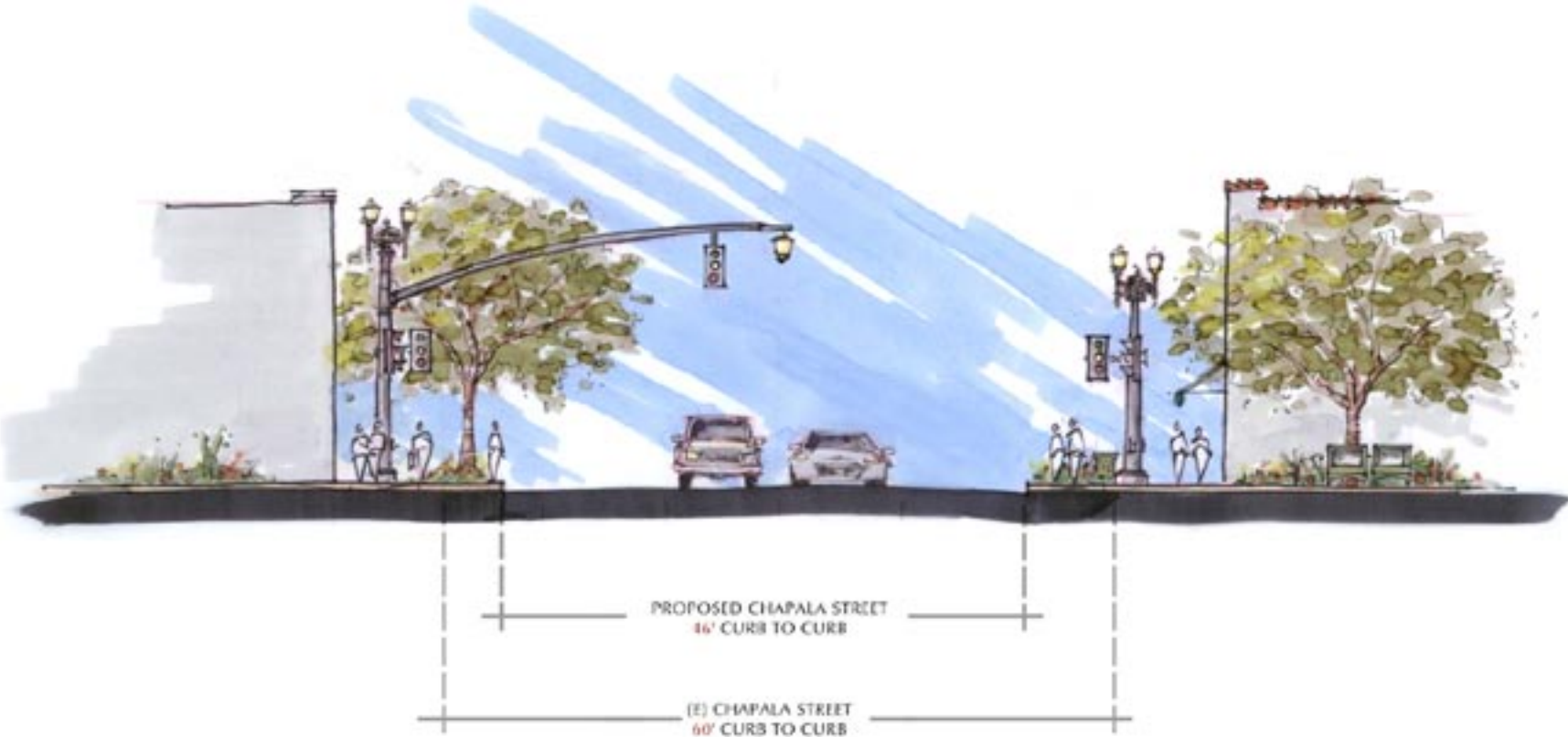
## Typical Intersection Perspective



Rendering for concept purposes only



# Typical Chapala Street Section



Rendering for concept purposes only

Note: All trees will be trimmed to create a clear area 13'-6" at curb, from street level so as not to interfere with street traffic and emergency vehicle traffic.

## Chapala Street Terminus Concept

- A CANOPY TREE
- B STREET LIGHT
- C TRAFFIC SIGNAL
- D ADA CURB RAMP(TYP)
- E PLANTER
- F PALM
- G CROSSWALK
- H PARALLEL PARKING
- I TRASH/RECYCLING



Note: The terminus rendering is for conceptual purposes only. Please refer to individual plans in Addendum One for specific recommendations.

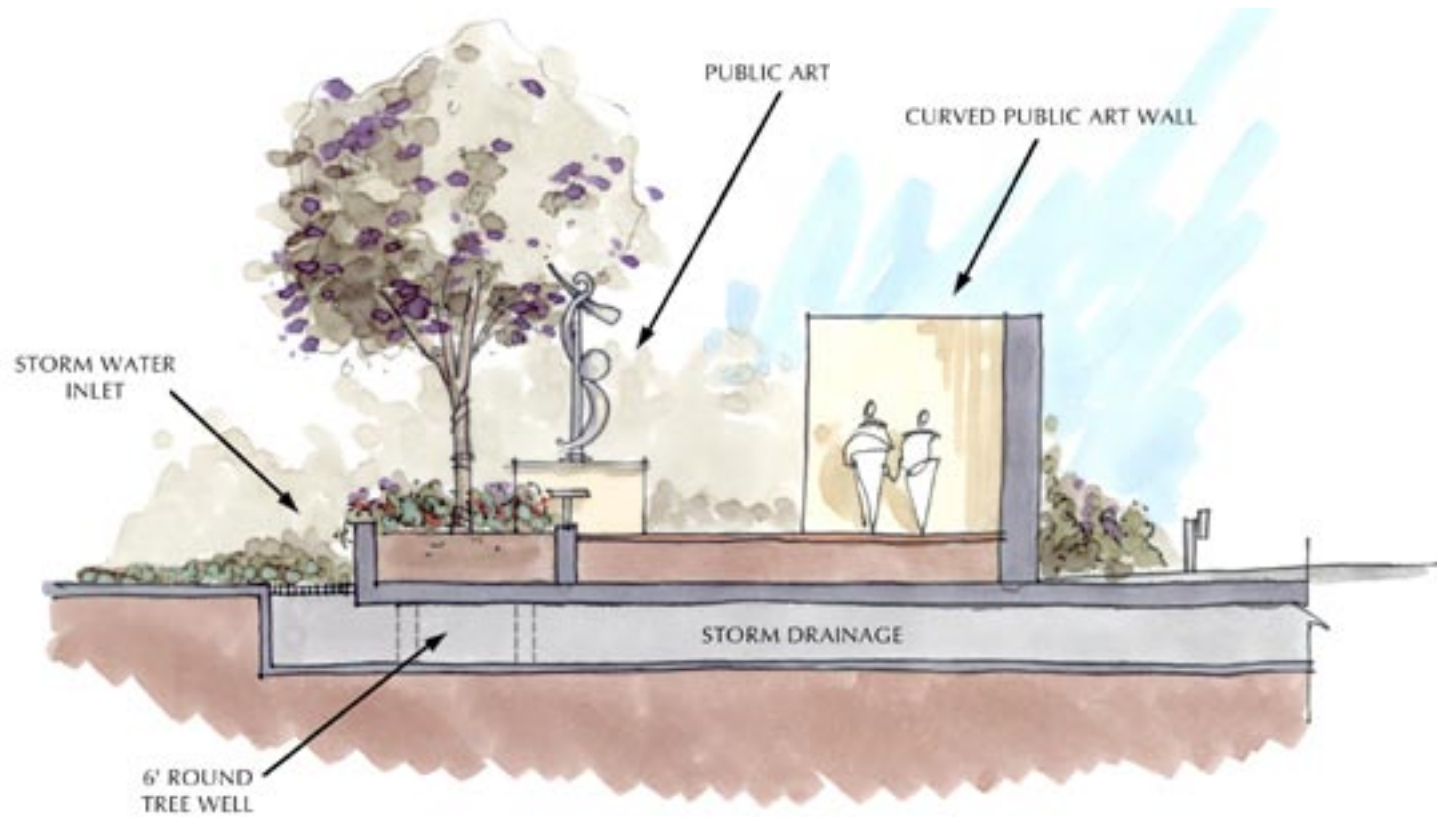
Note: All trees will be trimmed to create a clear area 13'-6" at curb, from street level so as not to interfere with street traffic and emergency vehicle traffic.

## Chapala Street Terminus Concept Perspective



Rendering for concept purposes only

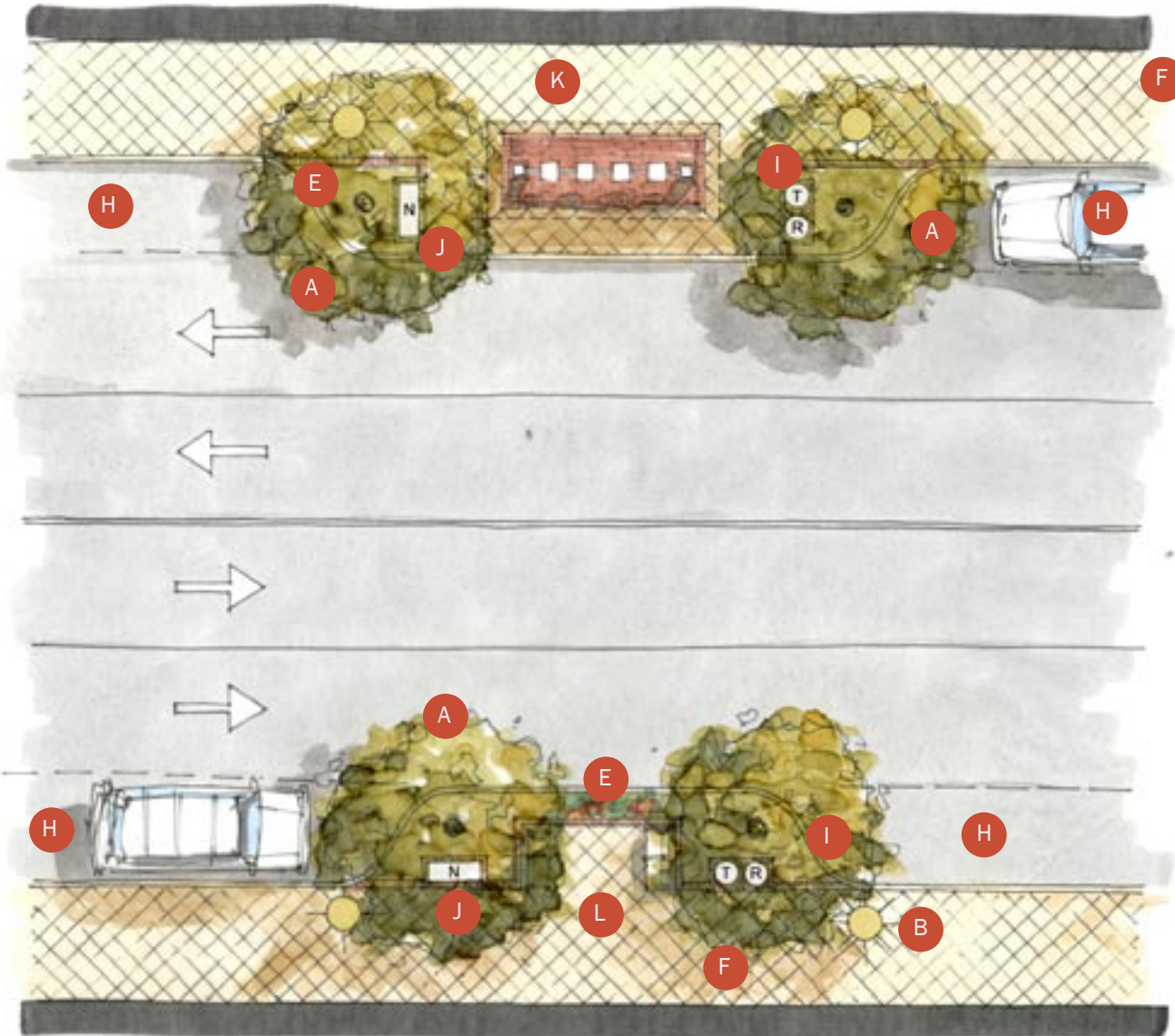
# Chapala Street Terminus Section



Rendering for concept purposes only

## Typical Mid Block Bulb Outs

- A CANOPY TREE
- B STREET LIGHT
- C TRAFFIC SIGNAL
- D ADA CURB RAMP(TYP)
- E PLANTER
- F PALM
- G CROSSWALK
- H PARALLEL PARKING
- I TRASH/RECYCLING
- J NEWSPAPER RACK
- K BUS SHELTER
- L BENCHES



Note: This typical mid block bulb out rendering is for conceptual purposes only. Please refer to individual plans in Addendum One for specific recommendations.

Note: All trees will be trimmed to create a clear area 13'-6" at curb, from street level so as not to interfere with street traffic and emergency vehicle traffic.

## Chapala Street Bus Shelter Context



Rendering for concept purposes only