

Commercial Design Standards

Draft Recommendations

Background

Existing Commercial Design Standards vary among the different areas in Altadena. The proposed update to design standards unifies the two areas and applies these design standards throughout Altadena. This approach makes the Altadena CSD more understandable and makes development in Altadena more predictable.

New Design Requirements

The Altadena CSD update proposes:

- Removing existing requirements that all new commercial development use light earth tones and muted pastels, and have a Mediterranean wall finish.
- Decreasing the required amount of architectural features from 5 to 3, but increasing options for the type of features that a development can have, by adding Benches and Planters.
- Prohibiting the use of Neon colors for building exteriors, except as an accent color.

Unified Design Standards

Design standards that only applied to the West Altadena Area or Lake Avenue Area will now apply throughout Altadena, in all commercial zones. These include:

- Pedestrian circulation areas must be paved with brick or paver tiles.
- The ground floor of all commercial structures must have at least 55% of the building face adjacent to streets dedicated to windows, interior views, or interior displays.
- Clear or lightly tinted material, such as glass, shall be used at or near sidewalk level.

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Unified Signage Standards

- There are many changes to the signage standards that are proposed that would benefit commercial districts in Altadena, by having uniform signage standards.

Existing CSD Signage Standards		Proposed CSD Signage Standards
Lake Ave	West Altadena	All Commercial Zones
Prohibited Signs: Roof Signs Outdoor Advertising Signs	Prohibited Signs: Flashing, animated, audible signs Moving, rotating, simulate motion signs Signs which extend more than 12 inches from the building face Signs with exposed bracing, guy wires, similar devices Roof Signs Outdoor Advertising Signs Painted Signs Banner Signs Portable Signs Pole Signs Strings of Banners, streamers	Prohibited Signs: Flashing, animated or audible signs, except marquee signs which display time and temperature Signs which rotate, move, or simulate motion Signs with exposed bracing, guy wires, conduits, or similar devices Roof signs Outdoor advertising signs Painted signs on the building surface Box signs. Banner Signs Portable Signs Strings of Banners, streamers
Wall Business Sign: 9 inch max projection	Wall Business Sign: 12 inch max projection Not extend above roofline	Wall Business Sign: 12 inch max projection Not extend above roofline
Sign Size 1 sqft per linear foot of frontage where road width is at least 80 ft wide. .5 sqft per linear foot of frontage where road width is less than 80 ft.	2 sqft per linear foot of frontage on street where road width is at least 80 ft wide	Sign Size 1 sqft per linear foot of frontage where road width is at least 80 ft wide. .5 sqft per linear foot of frontage where road width is less than 80 ft.
	Maximum letter height is 18 inches	Maximum letter height is 18 inches
Freestanding Signs: Not exceed five feet in height measured vertically from ground level at the base of the sign or 40 square feet on area per sign face.	Freestanding Signs: Not exceed twenty feet in height measured vertically from ground level at the base of the sign or 80 square feet on area per sign face.	Freestanding Signs: Not exceed five feet in height measured vertically from ground level at the base of the sign or 40 square feet on area per sign face.
Awning: Maximum area shall not exceed 20% of exterior surface for each ground floor, and 10% for the second floor level. Not permitted above the second floor.	Awning Maximum area shall not exceed 30% of exterior surface for each ground floor, and 20% for the second floor level	Awning: Maximum area shall not exceed 20% of exterior surface for each ground floor, and 10% for the second floor level. Not permitted above the second floor.

Do you have more questions or want to reach out to us with your thoughts?

Call Us: (213) 974-6476

Comments: <http://bit.ly/AltadenaCSDComment>

Email Us: altadenacsd@planning.lacounty.gov

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