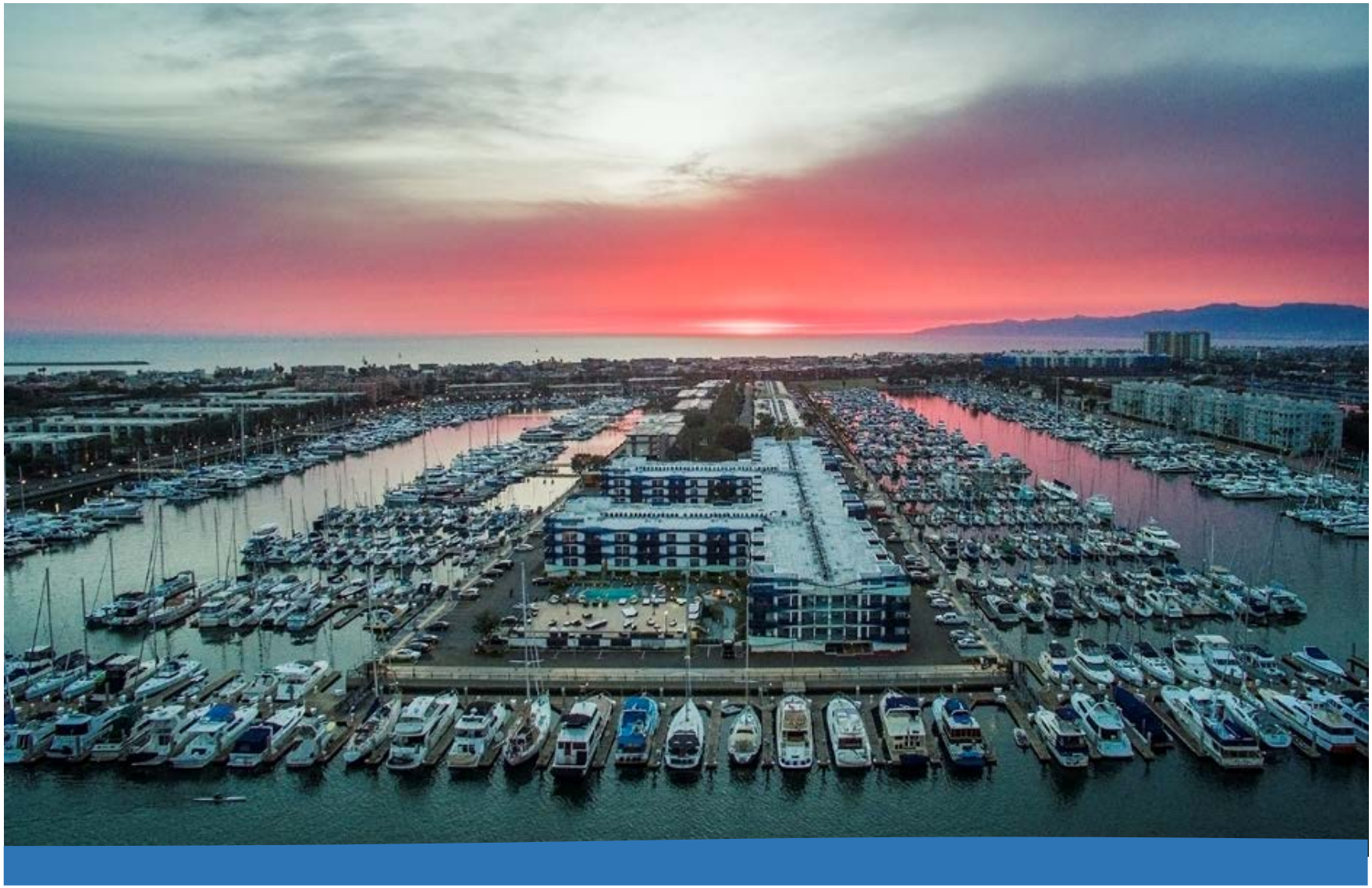
MARINA DEL REY DESIGN GUIDELINES



REVISED DRAFT

MAY 2016

County of Los Angeles
Department of Beaches & Harbors
Gary Jones, Director

This document was approved by the Design Control Board on _____.

Design Guidelines Prepared by:

DEPARTMENT OF BEACHES AND HARBORS, PLANNING DIVISION
Maral Tashjian
Michael Tripp

Acknowledgments:

DEPARTMENT OF BEACHES AND HARBORS
Brock Ladewig, Deputy Director
Charlotte Miyamoto
Mie Joness
Troy Evangelho

DEPARTMENT OF REGIONAL PLANNING
Richard Bruckner, Director
Kevin Finkel

MARINA DEL REY DESIGN CONTROL BOARD
Peter Phinney, AIA, Chair, Fourth District
Helena Jubany, FAIA, LEED AP, Vice-Chair, First District
Jerome Stanley, 2nd District
Simon Pastucha, Third District
Tony Wong, P.E., Fifth District

(Past Members)
Susan Cloke, Former Chair, First District
David Abelar, Second District

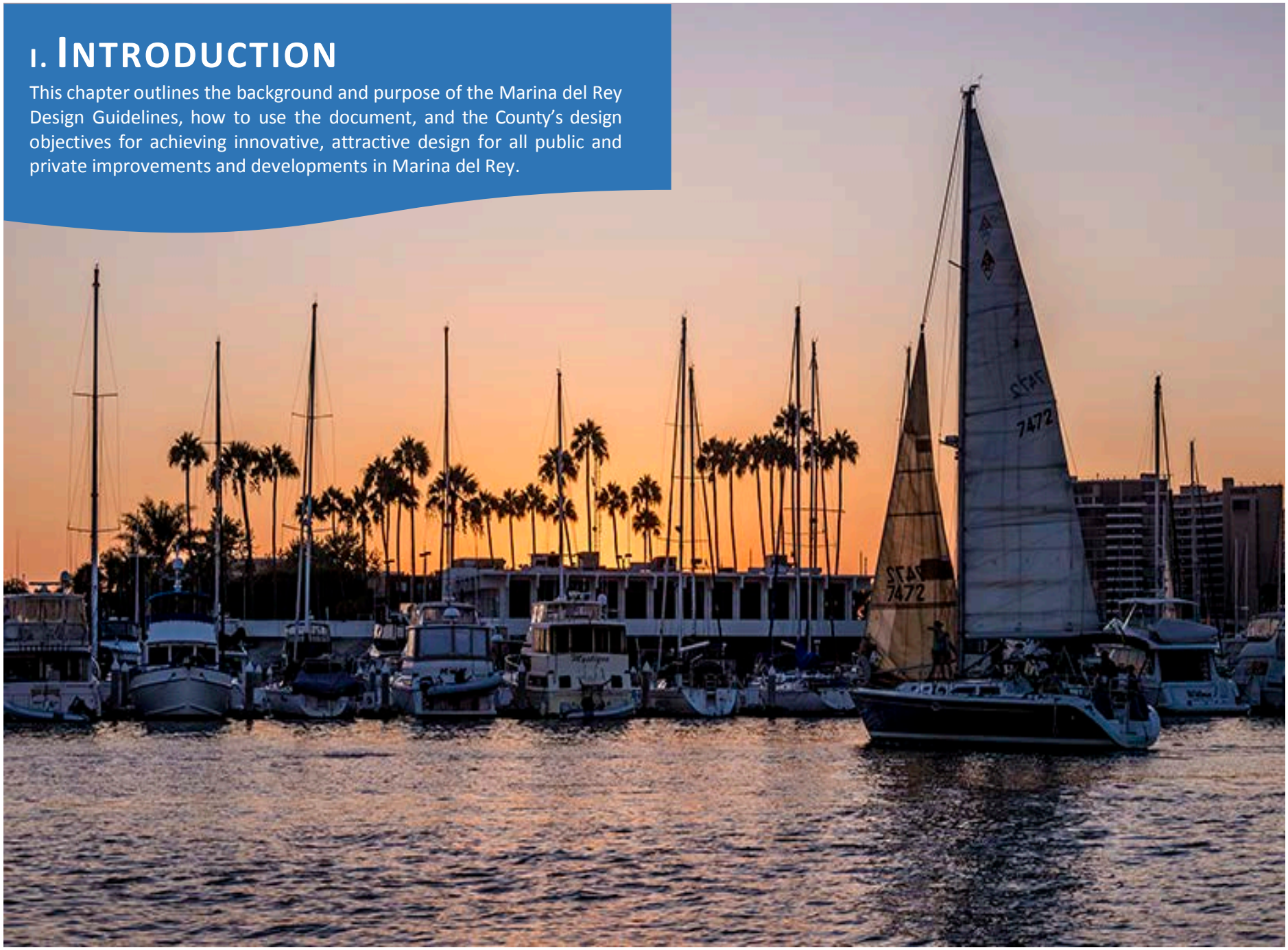
DESIGN GUIDELINES TASK FORCE (2007-2008)
David Baker
Beverly Moore
Steven H. Curran
Peter Phinney
Patricia Younis
Dorothy G. Franklin
Greg Schem

Table of Contents

I. INTRODUCTION	4
II. PLACEMAKING & WAYFINDING	11
III. STREETSCAPES	20
IV. PUBLIC PROMENADE & WATERFRONT	27
V. SITE	38
VI. BUILDING	54
VII. ACTIVITY DISTRICTS	62
VIII. PARKS	65
IX. GLOSSARY	74

I. Introduction

This chapter outlines the background and purpose of the Marina del Rey Design Guidelines, how to use the document, and the County's design objectives for achieving innovative, attractive design for all public and private improvements and developments in Marina del Rey.



COUNTY OF LOS ANGELES

MARINA DEL REY

Existing Land Uses

MAP KEY

Existing Uses

- Marine Commercial
- Boat Storage
- Visitor-Serving Commercial / Office
- Parks/Open Space
- Residential
- Hotel
- Public Facilities
- Parking Lot

- Marina del Rey Boundary
- Marvin Braude Bike Trail
- Dr. William A. Burke Marina Walk Promenade

ABOUT MARINA DEL REY

Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community located in western Los Angeles County along the Santa Monica Bay. Since its development in the mid-1960's, Marina del Rey has held the distinction of being the largest man-made small craft harbor in the Country. With 403 acres of land, 401 acres of water, and over 4,700 boat slips, Marina del Rey is also one of the largest economic and recreational assets owned and managed by Los Angeles County.

PURPOSE

The purpose of these design guidelines is to ensure that all new improvements and developments in Marina del Rey maintain a high quality of design that complements the water and boating, distinguish the Marina as a premier waterfront visitor-serving destination, improve the perception of the Marina as a functioning harbor, embrace the right of the public to enjoy this recreational resource, and enhance opportunities for boating and recreation in the Marina.

These design guidelines serve as a reference that articulates the County's desired aesthetic, unified character, and level of quality for projects in the Marina. The guidelines are intended to encourage innovative building and landscape designs and creative use of materials to bring about a contemporary, "beachy", and fun environment that complements Marina del Rey's waterfront setting, and contributes to its visitor-serving, residential, commercial, boating, and recreational needs and character.

USERS OF THESE DESIGN GUIDELINES

These guidelines are intended to be used by the Marina del Rey Design Control Board (DCB), the Regional Planning Commission, and the Los Angeles County Department of Beaches and Harbors (DBH), in reviewing and evaluating the external design of public and private improvements in Marina del Rey.

HOW TO USE THIS DOCUMENT

Project applicants, designers, and architects are expected to use these guidelines for their proposed projects early on in the concept design and planning stage, as they will be expected to demonstrate how their project is consistent with these guidelines during the DCB review process.

Applicants will be required to complete a comprehensive design guidelines consistency analysis for major projects, which will be considered and reviewed by DBH staff and the DCB. Projects that clearly depict compliance with these guidelines will experience an easier design review process. To the extent any project departs from the provisions of these design guidelines, it is likely to take more time to process design reviews than those projects that otherwise embrace these guidelines.

It should be clearly understood that in addition to complying with these design guidelines, projects must also comply with all applicable State and County development policies and regulations.

THE DESIGN REVIEW PROCESS

Project applicants should refer to the ***Design Review Submittal Procedures for Projects in Marina del Rey*** for a detailed explanation of the project submittal and DCB review process.

WAIVER OF INDIVIDUAL GUIDELINES

Should an applicant feel that any provision of these design guidelines is infeasible, the applicant must demonstrate the lack of feasibility to the DCB, and propose project alternatives that would achieve the objectives of these guidelines.

The DCB has the authority to waive individual guidelines for specific projects if it finds that the waiver achieves a better design solution than strict application of the guidelines.

AMENDMENT OF DESIGN GUIDELINES

These design guidelines may be amended as deemed necessary by the Department of Beaches and Harbors and the Design Control Board following a public review process.

IMPLEMENTING ACTIONS

These design guidelines may be amplified through subsequent efforts to provide more detail and design guidance, such as developing specific design guidelines for the public promenade and streetscapes, a Marina-wide gateway plan, wayfinding and interpretive sign program, plant palette, and other efforts that can enhance the clarity of this framework document to its users.

Implementing actions are highlighted throughout the document with an **IA** *symbol.*

PROCESS OF DEVELOPING THESE GUIDELINES

The County began developing these design guidelines in 2007. A subcommittee of the DCB and a Marina del Rey Design Guidelines Task Force reviewed and provided feedback on the design guidelines over a period between November 2007 and May 2008. Based on their feedback, a draft of the guidelines was presented to the DCB on December 18, 2008. The draft was later revised and updated to be consistent with the 2012 Marina del Rey Local Coastal Program update, the 2014 Marina del Rey Vision Statement, and other relevant newly adopted County ordinances.

RELATIONSHIP TO RELEVANT REGULATORY PROGRAMS AND DOCUMENTS

All development projects in Marina del Rey are subject to the policies and regulations contained in the following documents. A brief description of each document and its relationship to this document is provided below:

1. **Marina del Rey Local Coastal Program (LCP)**
   The Marina del Rey LCP, a planning tool used by Los Angeles County to guide development in the coastal zone, was certified by the Coastal Commission in 1984 and last amended in 2012. The LCP consists of a Land Use Plan (LUP) and a Local Implementation Program (LIP). The Marina del Rey LUP sets policies that guide development of future land uses, provide public access, protects recreation and natural resource areas, and improvement of existing facilities. The LIP, also referred to as the Marina del Rey Specific Plan, is contained in the Los Angeles County Zoning Code (Title 22) and contains regulations designed to implement the LUP. The design guidelines are intended to supplement and complement the components of the LCP, and not supersede any provisions of the LCP.

2. **Revised Permanent Marina del Rey Sign Controls & Regulations**
   The Revised Permanent Marina del Rey Sign Controls & Regulations (Sign Controls) were certified in 1990 by the California Coastal Commission. The Sign Controls provide general design criteria and standards for permanent and temporary signs in Marina del Rey. These design guidelines supplement the Sign Controls by providing additional design and aesthetic guidance to create attractive signage and a cohesive wayfinding system.

3. **Marina del Rey Vision Statement**
   In 2013, the Department of Regional Planning initiated the Marina del Rey visioning process to develop a vision for Marina del Rey for the next 20 years. From April 2013 through October 2014, Regional Planning staff met with residents, visitors, neighbors, advisory bodies, businesses, lessees, County departments, and other stakeholders interested in the future of the Marina to gather input and ideas about what type of community the Marina should be in the future and the types of amenities that should be provided. The Department also contracted with consultants to perform technical analyses on existing conditions in the Marina and to provide suggestions for improvement.

From this input, Regional Planning staff, in collaboration with the County Departments of Beaches and Harbors and Public Works, developed the Marina del Rey Vision Statement. The Vision Statement establishes a framework to guide future decision making on development, policies, and development standards in Marina del Rey, as land use opportunities, economic/market conditions, special needs, and other opportunities arise.

On October 28, 2014, the Los Angeles County Board of Supervisors approved the Marina del Rey Vision Statement. The community's vision can be summarized as follows:

> *Marina del Rey is a vibrant, sustainable, pedestrian, visitor, resident, and boater friendly destination that supports water-oriented activities, provides low-cost access to the water, contains a variety of shopping and dining experiences, and is a premier location where people want to play, relax, and live.*

The Vision Statement sets forth the following recommendations through which this vision will be achieved:

- **Create activity districts** to develop synergies within districts. The four activity districts are:
  - The *Residential District* is intended to remain a predominantly residential area supported by resident-serving uses.
  - The *Marina Beach District* is intended to be developed with marine-related, beach-oriented, and other supportive uses.
  - *Visitor's Row* is intended to be developed with visitor- and resident-serving uses and amenities.
  - *Boater's Way* is intended to be a boating center where most boating-related businesses and services are located.
- **Improve mobility and directional signage** to make it easier to travel around the Marina, especially without an automobile
- **Enhance the image of the Marina and its built environment**
- **Enhance access and amenities** for recreation
- **Provide public gathering spaces** to take advantage of the waterfront setting

These design guidelines include recommendations and proposed implementation actions to achieve the goals for Marina del Rey contained in the Vision Statement.

4. Marina del Rey Asset Management Strategy (AMS)

The Asset Management Strategy, adopted by the Board of Supervisors on January 1997, is a proactive framework document that sets forth the redevelopment goals for the Marina. It provides programs to encourage redevelopment and renovation of leasehold facilities. The design guidelines are based in part on the AMS to better integrate the design of the recreational, commercial, and residential areas throughout Marina del Rey.

5. Los Angeles County Green Building Code

The Board of Supervisors adopted the Green Building Program in 2008, and subsequently replaced it with a more comprehensive building code update in 2013, referred to as the Green Building Code. The Green Building Code establishes minimum requirements for building design and construction that reduce negative environmental impacts, and encourage sustainable practices in planning and design, energy efficiency, water efficiency and conservation, material conservation, and environmental air quality.

The program also establishes standards for drought-tolerant landscaping, as well as Low Impact Development (LID) for on-site storm water and run-off management on leaseholds.

6. **Other County Development Requirements**
   This document does not take the place of any development requirements or reviews required by the Los Angeles County Departments of Public Works, Fire, Public Health, or any other applicable department.

DESIGN OBJECTIVES

The following design objectives set the framework on which the design guidelines in this document are developed.

1. **Celebrate the edge where land meets water**
   a. Connect people to the waterfront
      - Increase connectivity and public access to the waterfront
      - Create a unified, continuous public promenade
      - Provide seating near water and landscape areas
      - Develop effective wayfinding systems to help the public navigate to the waterfront
      - Develop vibrant public gathering spaces and destinations along the waterfront
      - Provide informative interpretive exhibits that connect people to Marina del Rey, its history, and its unique environmental setting

   b. Encourage development design that complements the unique surrounding environment and improves the perception of the Marina as a functioning harbor
      - Renovations and new development in the Marina should feel fun, contemporary, and "beachy"
      - Development near the water should reflect the character of the surrounding environment and maximize water views
      - Integrate views of boating activities into public and private development

2. **Distinguish Marina del Rey from the surrounding communities as a premier waterfront visitor-serving destination**

   a. Create distinct gateways into the Marina
      - Design unique gateways at key access points to Marina del Rey

   b. Establish world-class design that creates a unique character within Marina del Rey and enhances the visitor experience
      - Encourage high quality and creative design
      - Develop unifying design themes within the Marina that create a distinct sense of place
      - Create unique visitor-serving destinations within the Marina
      - Develop effective wayfinding systems to help the public navigate to key destinations and amenities within the Marina

3. **Highlight water-oriented activities and other recreational opportunities**
   a. Enhance services for boaters
      - Easily accessible parking facilities near boat ramps and docks
      - Updated and improved boating amenities
      - Visitor docks
      - Boater-oriented wayfinding signage

   b. Provide a variety of active and passive recreational opportunities
      - Encourage boating and water-oriented activities where possible
      - Offer a blend of passive and active recreation opportunities at Burton W. Chace Park, Yvonne B. Burke Park, and Marina Beach
      - Encourage private and public boating services

c. Highlight open space areas
   - Connections to bike and pedestrian paths
   - Parks at the water's edge
   - Small parks or green spaces in new developments

4. Provide distinct and functional streetscapes

a. Emphasize a distinction between vehicle, pedestrian and bicycle access to:
   - Minimize pedestrian conflicts
   - Visually enhance bicycle and pedestrian crossings

b. Connect the street network with views into the Marina
   - Accentuate existing and new views to boats and water
   - Create views at key entry points
   - Provide pedestrian access through view corridors
   - Encourage connections between new development, public spaces, and views

c. Provide attractive and functional parking facilities
   - Buffer pedestrian ways from adjacent parking
   - Reduce visual clutter

5. Promote sustainable design

a. Improve the condition of the natural environment
   - Maintain and improve existing site biodiversity
   - Beautify the Marina with a sustainable plant palette
   - Incorporate storm water BMPs into site designs to reduce runoff pollutants from degrading water quality in the harbor
   - Incorporate Clean Marinas BMPs to protect waterways from pollution

b. Introduce innovative "green" systems
   - Promote green building design in new construction and renovation projects
   - Optimize building design for the local microclimate and reduce dependence on mechanical systems for building operations
   - Encourage low water use
   - Incorporate attractive, non-invasive, microclimate-compatible plantings

Guidelines that promote sustainability are highlighted throughout the document with an **S** *symbol.*

Guidelines that promote Clean Marinas practices are highlighted with a **CM** *symbol.*

II. Placemaking & Wayfinding

Marina del Rey is the Country's largest man-made recreational small craft harbor, and is a popular destination for County residents, boaters, and tourists alike. It is a regional attraction that draws in millions of visitors per year who enjoy the harbor views, water-oriented recreational activities, events, dining, retail, and waterfront destinations such as Burton W. Chace Park, Marina Beach and the waterfront promenade.

A primary goal of these guidelines is to enhance the visitor experience. To do this, Marina del Rey needs to be easily recognizable and navigable. Placemaking and wayfinding devices should be implemented to create a distinct sense of place within the community, to create awareness around community features, and to direct visitors to special points of interests within the Marina.

The following placemaking and wayfinding devices are discussed in this section:

A. Community Gateways
B. Community Markers
C. Wayfinding Signage
D. Public Art

Gateway to Docklands - Melbourne, Australia

COUNTY OF LOS ANGELES

MARINA DEL REY

Placemaking & Wayfinding

MAP KEY

Potential Locations

- Community Gateways
- * *"Enhanced Gateway" locations specifically called out in the 2014 Vision Statement*
- Boating Gateway
- Bicycle Gateway
- Pedestrian Gateway
- Community Markers
- Linear Signage

- Marina del Rey Boundary
- Marvin Braude Bike Trail
- Dr. William A. Burke Marina Walk Promenade

COMMUNITY-WIDE GUIDELINES

"First impressions matter. Some communities pay attention to their gateways. Others do not. The more a community does to enhance its uniqueness, the more people will want to visit" (Edward T. McMahon, Urban Land Institute).

COMMUNITY GATEWAYS

DG.1 Develop a Marina-wide gateway plan that includes vehicular, boating, pedestrian, and bicycling gateways. **IA**

DG.2 Design dramatic architectural landmarks such as street arches, monuments, signage, sculptural or iconic elements, and/or unique hardscape or landscape features or plazas at significant Marina del Rey entry points (see map). Community gateways should be large enough to attract attention and identify each entrance.

DG.3 Design gateway structures at boating entry points into the Marina such as the Main Channel entrance, jetties, and the Boat Launch.

DG.4 Design gateway structures (e.g. arches or markers, etc.) at bicycle and pedestrian entrances to the community.

DG.5 Install decorative pavement treatments (e.g. unique paver design or painted asphalt) within crosswalks and bike paths.

COMMUNITY MARKERS

DG.6 Develop a Marina-wide marker plan. **IA**

DG.7 Locate markers throughout the community at highly visible locations such as gateways, parkway edges, mole roads and intersections, medians, sidewalks, the public promenade and bicycle trails.

DG.8 Install markers such as linear signage to define the edges of the community. Linear signage can be created by using large scale dimensional letters or icons, combined with landscaping and accent lighting. Markers should share a cohesive and unifying design theme to identify Marina del Rey and districts within the community.

WAYFINDING SIGNAGE

DG.9 Develop a comprehensive Marina-wide wayfinding sign program that is oriented to all Marina users (motorists, pedestrians, cyclists, and boaters). **IA**

DG.10 Create wayfinding signs with consistent size, shape and design based on Marina del Rey's branding. Signs viewable from the public realm should be uniform and consistent in design, for both public and private leaseholds. Typography and symbols should be highly legible and have enough contrast to be read from an appropriate distance when moving by foot, bicycle, or vehicle. Signs should incorporate reflective vinyl copy for nighttime illumination if not illuminated.

DG.11 Provide wayfinding signs viewable from the street, whether static (e.g., traditional street signs pointing to specific destinations) or dynamic (e.g. electronic signs that point users to currently available parking supplies).

DG.12 Provide pedestrian and bicycle-oriented freestanding directories, maps, or kiosks. These signs should identify distances to points of interest along the path, and should be located near bicycle and pedestrian gateways when possible. Stamp wayfinding devices, street names or the community's branding elements in crosswalks or curbs for pedestrian orientation.

DG.13 Provide wayfinding signage directing the public to points of interest such as promenade entry points, activity districts,

mobility hubs, WaterBus Landings, restaurants, day charters, bicycle rentals, and recreational boating.

DG.14 Provide directional signage along the public promenade to identify key points of interest along the waterfront.

DG.15 Identify the public promenade through devices such as a paving stamps, seals, or medallions embedded in the pavement, or mounted signs (e.g. affixed to light posts or railings).

DG.16 Provide directional signage for boaters identifying boating points of interest such as guest docks, boater amenities, pump out stations, waste oil collection facility, absorbent pad exchange programs, and the Harbor Master office. CM

DG.17 Provide a boating orientation map at the main channel that identifies boating lanes, Harbor Master contact information, basins, anchorages, location of guest docks, boat repair, boater amenities, and emergency information.

DG.18 Provide boating identification signs for each basin near basin entries at unobstructed locations, at each anchorage incorporating, and at guest docks.

PUBLIC ART

DG.19 Develop a Marina-wide civic art policy. IA

DG.20 Incorporate public art into public spaces, at both County and private leasehold properties.

DG.21 Public art should incorporate nautical, marine, and water themes to complement the Marina's waterfront setting.

DG.22 Encourage temporary or permanent art installations and exhibits in outdoor public spaces and on Harbor waters.

DG.23 Encourage the installation of public art along the public promenade or other public walking paths, to create an art walk.

"Surfhenge" Gateway, Imperial Beach

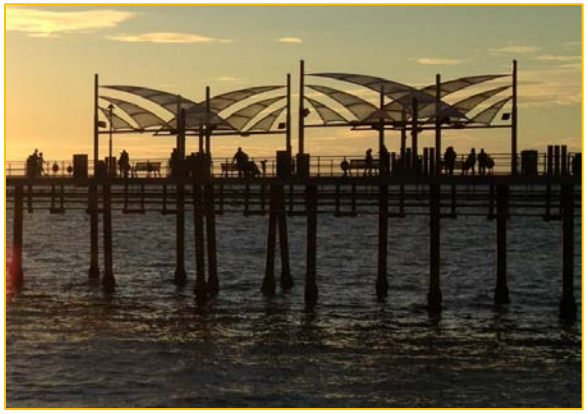
Community Gateway, Playa Vista

Gateway, Redondo Beach

Airport Gateway, Los Angeles

Grand Park Gateway, Los Angeles

Pedestrian Gateway, Long Beach



Redondo Pier, Redondo Beach

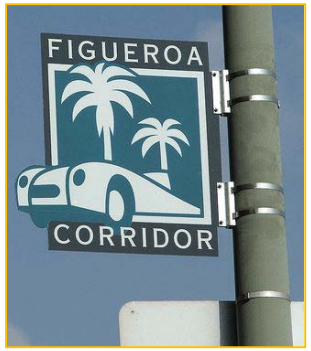
Community Marker - Toronto, Canada

Boating Gateway - Lindau am Bodensee, Germany

Community Marker, Playa Vista

Boating Gateway, Chicago

Pedestrian Gateway, City of Richmond, Canada



Community Marker/District Signage

Community Marker, Culver City

Wayfinding signage, Marina del Rey

Wayfinding signage - Traverse City, Michigan

Wayfinding signage - City of Hobart, Australia

Wayfinding signage

Wayfinding Signage - Grand Park, Los Angeles

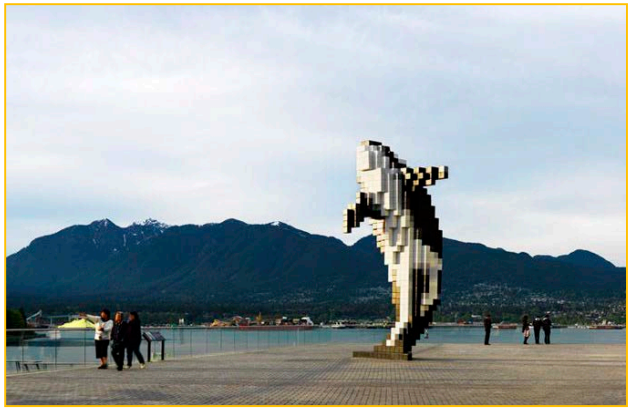
Bicycle Wayfinding Signs - Oakland, California

Wayfinding signage - Traverse City, Michigan

"Voyage" (temporary installation) - Scottsdale, Arizona

Interpretive Signage, San Diego

"Sun Voyager" - Reykjavik, Iceland



"Digital Orca" - Vancouver, Canada

Outdoor Art Exhibits - Jacksonville, Florida

"Umbrellas" - Thessaloniki, Greece

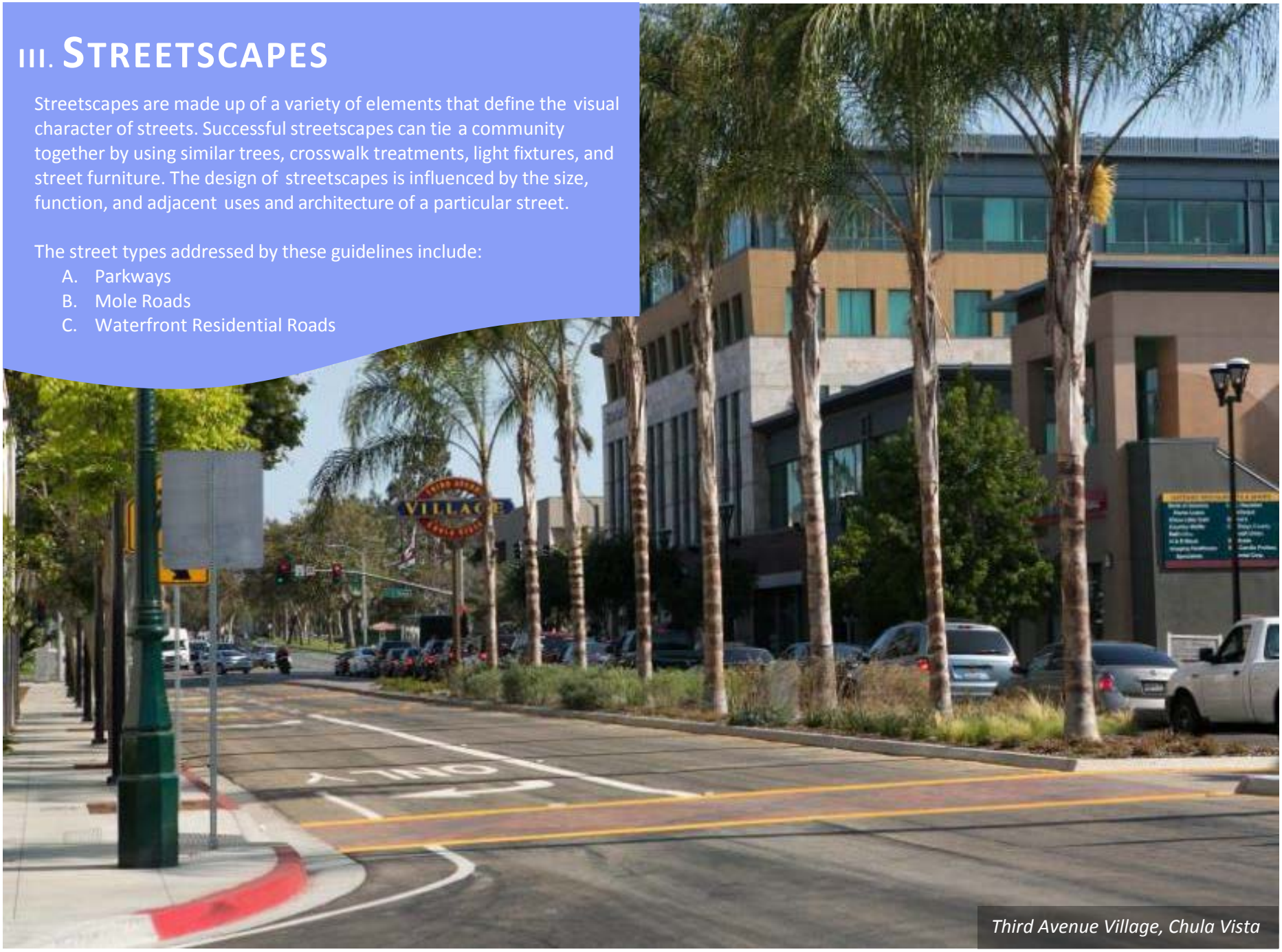
Outdoor Art Walk - Sydney, Australia

III. STREETSCAPES

Streetscapes are made up of a variety of elements that define the visual character of streets. Successful streetscapes can tie a community together by using similar trees, crosswalk treatments, light fixtures, and street furniture. The design of streetscapes is influenced by the size, function, and adjacent uses and architecture of a particular street.

The street types addressed by these guidelines include:

A. Parkways
B. Mole Roads
C. Waterfront Residential Roads



Third Avenue Village, Chula Vista

COUNTY OF LOS ANGELES

MARINA DEL REY

Streetscapes

MAP KEY

- Parkway
- Mole Road
- Waterfront Residential Road

- Marina del Rey Boundary
- Marvin Braude Bike Trail
- Dr. William A. Burke Marina Walk Promenade

COMMUNITY-WIDE GUIDELINES

SIDEWALKS

DG.24 Provide a planting strip between the sidewalk and travel lanes to buffer pedestrians from moving vehicles.

DG.25 Ensure ADA accessibility on all sidewalks. Sidewalks should be clear of above grade hydrants, utilities, sign posts, or any other obstructions for a minimum of 5 feet.

CROSSWALKS

DG.26 Use accent paving to distinguish crosswalks. Accent paving design should be consistent throughout the community.

BIKE LANES

DG.27 Provide striped bike lanes and bike route signs on both sides of the street, if they can be provided safely. Where striped bike lanes cannot be provided, utilize shared-lane markings or sharrows.

DG.28 Use accent paving and signage to distinguish bicycle crossings.

LANDSCAPING

DG.29 Develop a Marina-wide streetscape planting manual. **IA**

DG.30 All new streetscape landscaping should be consistent with the tree and ground cover plant palette contained in the manual.

DG.31 Trees and landscaping should be placed and maintained so as not to obstruct views of the water.

DG.32 New street trees should be a minimum size of 24” box or larger.

DG.33 Prune trees and use low plantings at intersections and crossings to maintain vehicular and pedestrian visibility.

PUBLIC ART

DG.34 Place marina-themed public art or community markers in medians and cul-de-sacs.

LIGHTING

Refer to the Lighting section of the Site chapter on page 43.

LOCATION-SPECIFIC GUIDELINES

PARKWAYS

Parkways should be landscaped corridors defined by large trees and vivid median plantings. Pedestrian activity can be encouraged by providing a more comfortable walking experience such as sidewalks buffered from traffic by planting strips that separate sidewalks from the street, and deeper landscape setbacks.

Marina del Rey *Parkways* include:

- Lincoln Boulevard
- Admiralty Way
- Via Marina
- Fiji Way
- *Portions of: Fiji Way, Mindanao Way, Bali Way, Palawan Way, Marquesas Way*

DG.35 Future leasehold redevelopment projects are required to provide a minimum 8-foot wide sidewalk along parkways.

DG.36 To minimize curb cuts and turning movements on Parkways, minimize construction of new driveways and encourage common access drives to serve more than one project.

DG.37 Plant large trees in medians and parkways at regular intervals.

DG.38 Provide shade with free-standing trellises, shade structures, or trees along the sidewalk and at seating areas.

DG.39 Encourage accent lighting to illuminate trees, banners, and architecture along Parkways, to encourage evening activities and enhance pedestrian safety.

MOLE ROADS

Mole Roads are quiet, narrow cul de sacs that connect Marina del Rey's parkways to its peninsulas, such as Mindanao Way or Marquesas Way. Mole Roads should be defined by a variety of trees and plantings. Most Mole Roads lack continuous sidewalks, especially those on the west side of Marina del Rey. In the interest of improving pedestrian safety and comfort, the addition of sidewalks to Mole Roads is highly encouraged. Well-marked pedestrian connections (or waterfront accessways) from the sidewalks to the public promenade are also highly encouraged.

Marina del Rey *Mole Roads* include:

- Mindanao Way
- Bali Way
- Tahiti Way
- Marquesas Way
- Panay Way
- *Portion of Palawan Way*

DG.40 Future leasehold redevelopment projects are required to provide a minimum 5-foot wide sidewalk along mole roads.

DG.41 Mid-block crosswalks should be installed where there is sufficient pedestrian crossing demand, as determined by a DBH or DPW Traffic Engineer. Potential midblock crosswalks should be considered at locations where pedestrians cross the mole roads to access the promenades.

DG.42 Plant small and medium evergreen and flowering trees (15'-40' tall) in an informal pattern and intervals.

DG.43 Provide traffic calming measures along Mole Roads to reduce vehicle speeds and improve pedestrian and cyclist safety.

WATERFRONT RESIDENTIAL ROADS

Waterfront Residential Roads are quiet, narrow roads that run alongside the public promenade. *Waterfront Residential Roads* are the only streets

in Marina del Rey where motorists have direct views of the Marina. Therefore design of these streets should preserve and enhance these views. Where space allows, pedestrian activity should be encouraged by installing low planting areas or bollards that separate pedestrians on the promenade from moving vehicles.

Marina del Rey *Waterfront Residential Roads* include:

- Bora Bora Way
- Palawan Way (loop around Mariner's Bay)
- Via Marina (at the North Jetty View Pier)

DG.44 In order to preserve views of the harbor and to avoid root damage to the seawall, trees should not be planted along the public promenade where it is adjacent to waterfront residential roads.

DG.45 Promenade landscaping should be limited to low level plantings or planters located along the street edge, to provide a buffer for pedestrians.

DG.46 If trees are planted along waterfront residential roads, they should be located along the land-side shoulder of the street, opposite the promenade.

Landscape Buffer - Burlingame, California

Parkway Bioswale

Crosswalk Accent Paving

Abbott Kinney, Los Angeles

Parkway, Marina del Rey

Mole Road - Marina del Rey

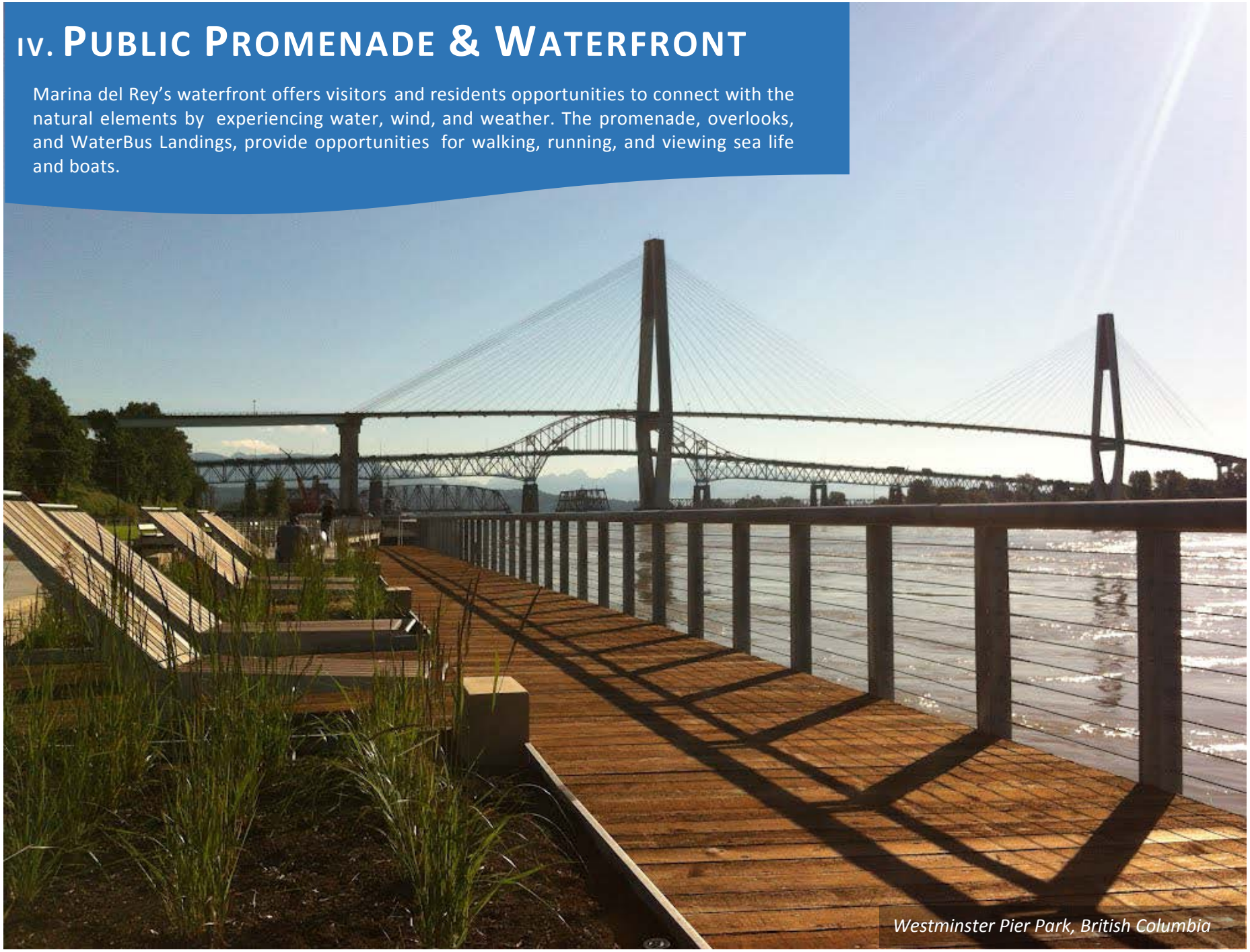
Pedestrian-scale lighting

24” Box Tree

Waterfront Residential Road, Marina del Rey

IV. PUBLIC PROMENADE & WATERFRONT

Marina del Rey's waterfront offers visitors and residents opportunities to connect with the natural elements by experiencing water, wind, and weather. The promenade, overlooks, and WaterBus Landings, provide opportunities for walking, running, and viewing sea life and boats.



Westminster Pier Park, British Columbia

COUNTY OF LOS ANGELES

MARINA DEL REY

Public Promenade & Waterfront

MAP KEY

- Overlooks
- Waterbus Landings (existing & future)
- Dr. William A. Burke Marina Walk Promenade
- Marina del Rey Boundary
- Marvin Braude Bike Trail

COMMUNITY-WIDE GUIDELINES

PUBLIC PROMENADE

The Dr. William A. Burke Marina Walk Promenade (promenade or public promenade) is a pedestrian path that meanders along the water's edge throughout the Marina. While the promenade runs almost continuously along the waterfront, there are a few segments where access to the bulkheads is not available, and the promenade is directed inland.

At present, the public promenade is a patchwork of different paving, railing, furnishing, and lighting design. This is due to the staggered construction of the promenade in segments as each leasehold was developed. Leaseholds typically design their segment of the promenade to complement the architecture on-site, but are encouraged to include design transitions at the boundary of the neighboring leasehold's promenade. Design devices such as consistent promenade signage or markers should be installed throughout the community to unify the look of the public promenade.

Waterfront Accessways from streets and sidewalks to the promenades should be established and highlighted through attention getting devices such as signage or special pavement treatments whenever possible to improve the public's access to the waterfront.

Due to narrow widths along several segments, the promenade is currently not open to cycling to avoid safety hazards for pedestrians. In the future, as new developments in Marina del Rey widen their segments of the promenades to 28 feet (as required by the LCP), a multi-use promenade for both pedestrian and bicycle use may be considered.

PAVING

DG.47 Design a visually stimulating public promenade that complements the leasehold's architecture and transitions smoothly to the neighboring leaseholds' promenade. In order to avoid abrupt paving design changes between leaseholds, articulate promenade transitions with a different color, paver pattern, or stamped concrete.

DG.48 Incorporate interpretive elements into the paving that complement or reflect the surrounding natural environment or architecture (e.g. waves, wooden decking, marine life, etc.).

DG.49 Incorporate branding and wayfinding elements into the paving, such as a Marina-wide public promenade stamp consistent with the community's branded identity.

DG.50 Where the promenade is directed inland, in areas where waterfront access is limited due to safety concerns (e.g. the boatyards), highlight a "detour" connection to the sidewalk with special paving treatment, and widen and enhance the sidewalk so that it ties into the design of the promenade.

Refer to the Paving section of the Site chapter on page 42.

OVERLOOKS

DG.51 Install overlooks along the waterfront, where appropriate.

DG.52 Use materials that complement the adjacent promenade design. Consider using durable transparent decking such as metal grates or structural glass.

WATERBUS LANDINGS

DG.53 Design an iconic architectural feature at each landing that is visually prominent throughout the Marina and has a consistent character.

DG.54 Use durable materials that complement the adjacent promenade design.

DG.55 Incorporate seating and shade structures, where space permits.

DG.56 Illuminate landings with accent lighting visible throughout the Marina to encourage evening use.

WATERFRONT ACCESSWAYS

DG.57 Identify Waterfront Accessways with wayfinding signage, unique paving, pavement stamps, landscaping, and lighting to help the public easily navigate to the promenade.

DG.58 Utilize view corridors as Waterfront Accessways.

LAND-WATER INTERFACE

DG.59 Encourage the public's interaction with the water by providing permeable or open interfaces along portions of the public promenade (e.g. terraced seawall, steps to the water, etc.).

RAILING & GATES

DG.60 Use simple contemporary railings with a high degree of visual transparency to the Marina.

DG.61 Continue the same or similar type of railing design along the promenade when possible.

DG.62 Design dock gates with a unique character.

FURNISHINGS

DG.63 Provide furnishings, shade structures, dining and seating opportunities such as benches, seat walls, and stairs, and other amenities to activate the public promenade with day and night serving uses. Create active public gathering spaces adjacent to the promenade and also treat them as view corridors and as places to be the focus for new uses.

DG.64 Furnishings should be oriented toward the water to maximize views of the Marina.

DG.65 Provide pet waste stations with disposal bags and receptacles along the promenade. **CM**

DG.66 Provide trash receptacles in convenient locations. **CM**

DG.67 Provide recycling containers for fishing line near fishing areas. **CM**

DG.68 Provide fish cleaning stations near fishing areas, to prevent cleaning fish directly into harbor waters. **CM**

DG.69 Structures installed in the public promenade should be sited so as not to obstruct ADA, fire, or emergency access.

DG.70 Provide signs adjacent to waterfront parking lots to prohibit littering, dumping, and vehicle or vessel service or cleaning, to prevent runoff from entering harbor waters. **CM**

LANDSCAPING

DG.71 Locate landscaping and trees appropriately along the promenade in order to preserve views of the harbor, and to avoid root damage to the seawall. Landscaping and tree placement along the promenade should not conflict with any designated ADA, fire, or emergency access.

DG.72 Palm trees may be planted along the promenade, at a minimum distance of 8 feet from the seawall. Medium and large canopy trees should not be planted along the promenade.

DG.73 Use landscaping to buffer the public promenade from adjacent parking lots, roadways, and structures.

LIGHTING

Refer to the Lighting section of the Site chapter on page 43.

SIGNAGE

DG.74 Identify the promenade with signage that is consistent with the community's branded identity.

DG.75 Incorporate educational interpretive signage and elements along the waterfront that highlight various topics about Marina del Rey such as native wildlife, native vegetation, and history. Overlooks should have a unique design character, and innovation in structural engineering should be encouraged.

Queensway Bay - Long Beach, California

Waterfront Promenade - Oslo, Norway

Paver Transition

Waterfront Seating - Split, Croatia

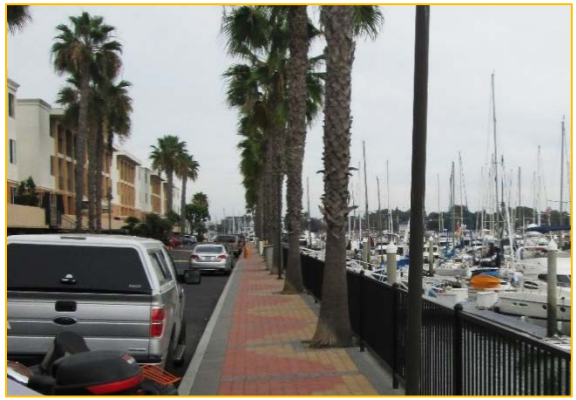
Marina Bay Sands Waterfront Promenade, Singapore

Terraced Sea Wall "Sea Organ" - Zadar, Croatia

Waterfront Promenade - Oslo, Norway

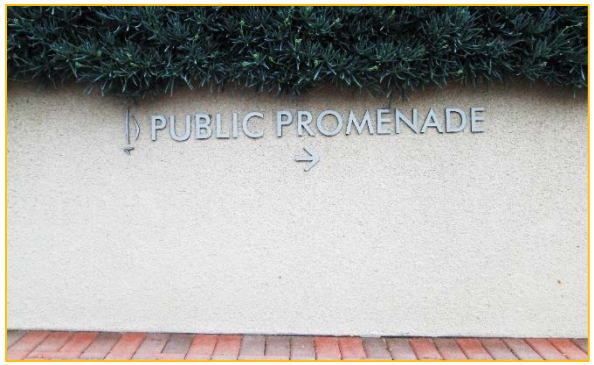
Paving Design

Waterfront Walkway - Paprocany Lake, Poland



Palm trees planted too close to the seawall

Dock Gate, Marina del Rey

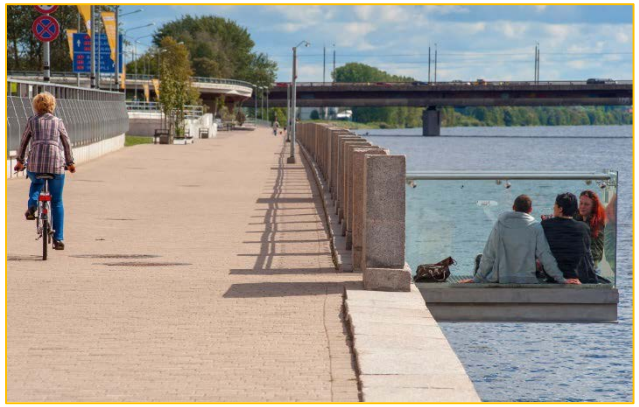


Promenade Wayfinding Signage, Marina del Rey

Contemporary Bollard Lighting

Tide Point - Baltimore, Maryland

Marina Bay Waterfront Promenade - Singapore



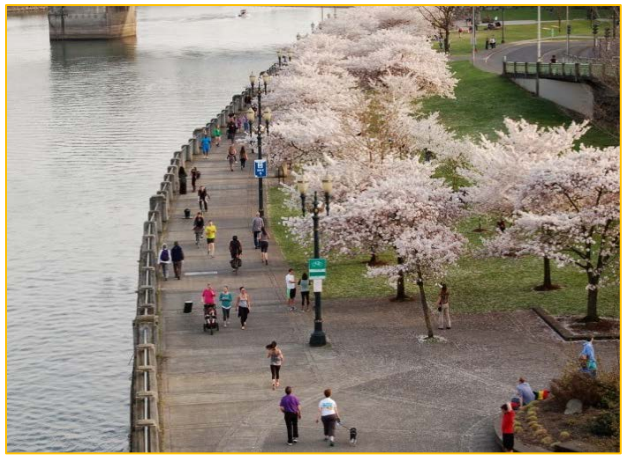
Daugava Waterfront Promenade - Rīga, Latvia

Esplanade Boardwalk - Cairns, Australia

The City Deck - Green Bay, Wisconsin

Westminster Pier Park, British Columbia

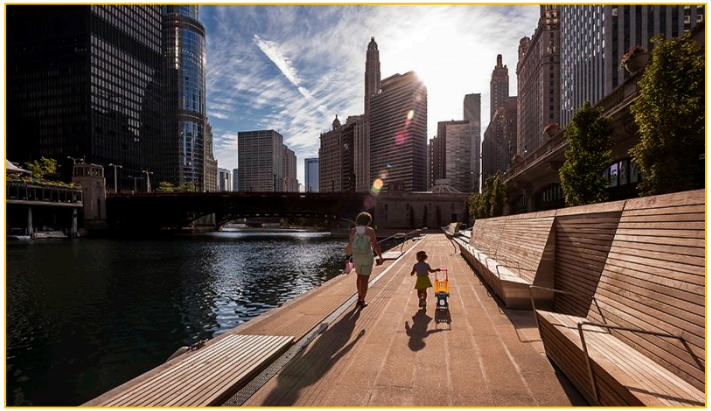
North Embarcadero Waterfront Park, San Diego



Tom McCall Waterfront Park, Portland

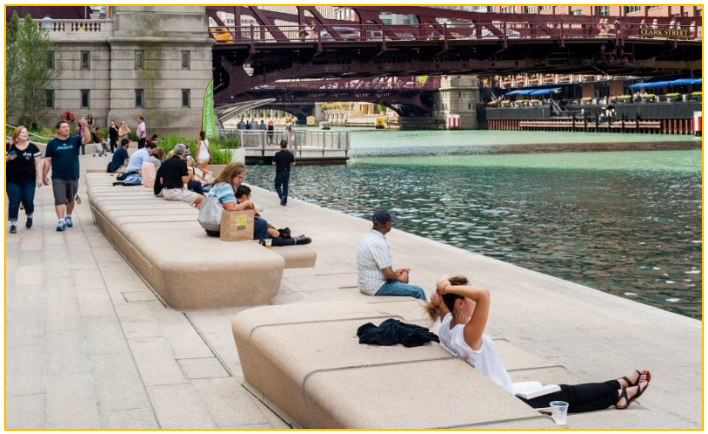
Marina Plaza, Chicago

Marina del Rey WaterBus



ADA Accessible Seating - Marina Plaza, Chicago

Water Bus Landing, Cardiff, United Kingdom



The Cove, Chicago

Metro Station Landmark, Los Angeles

Kelp Forest Shade Structures - Auckland, New Zealand

Tide Point Promenade - Baltimore, Maryland

Bus Stop Shade Structure, Las Vegas

Public Art - Blackpool Promenade, United Kingdom

Zhongshan Shipyard Park, China

Embarcadero Public Promenade, San Francisco

v. SITE

Successful waterfront communities consist of buildings and spaces that reflect a strong relationship to the water in their design. They emphasize public spaces fronting the water, public access to the waterfront, and views to the water from roads and walkways.

These guidelines apply to the following site categories:

A. Commercial
B. Residential
C. Public

Playa Jefferson, Playa Vista

COMMUNITY-WIDE GUIDELINES

These design guidelines apply to all site types in Marina del Rey, unless delineated for a specific type of use. For the purpose of these guidelines, "Commercial" refers to all non-residential, non-public uses.

- R Residential Only
- C Commercial Only
- P Public Only

GENERAL SITE DESIGN

DG.76 Separate building masses with open spaces, view corridors, and pedestrian paths and plazas.

DG.77 Orient buildings toward the street and waterfront. Main entries to the site and building should be located along the street and/or the waterfront and promenade, rather than a parking lot.

DG.78 Integrate views of boating activities into development, to improve the perception of the Marina as a functioning harbor.

DG.79 Ensure sensitivity of existing and future development to the physical and visual relationship to the waterfront.

DG.80 Where commercial buildings front the waterfront, orient retail, restaurant, and other commercial establishments toward the public promenade in addition to the street. Commercial areas adjacent to promenades should include destinations on the water such as shopping and outdoor dining, waterfront plazas, and overlooks. C

DG.81 Where residential buildings front the waterfront, provide direct access from such buildings to the public promenade; such access points should incorporate a dominant entry design. R

DG.82 Introduce a greater mix of compatible uses, particularly near the waterfront, to create a better sense of place.

DG.83 Detached structures, such as trellises, gazebos, and awnings, should blend and integrate into the overall project design and character.

DG.84 Provide a distinction between public and private spaces along the street by using subtle design features such as raised entry walkways and decks, low walls or fences, hedge type landscaping or path connections from the street. R

DG.85 Encourage LEED Silver or equivalent for buildings over 10,000 square feet. S

DG.86 Orient building footprints and masses to allow for internal daylight penetration, optimization of natural breezes for cooling and passive winter heating systems. S

DG.87 Develop design strategies to maximize energy efficiency, water capture, and re-use. S

DG.88 Utilize rainwater and other non-potable water sources in buildings and landscapes. S

COURTYARDS AND PLAZAS

DG.89 Provide plazas or courtyards in or adjacent to setback areas, open spaces, streetscapes and waterfronts to integrate the project into the community. These areas should be flanked by buildings or structures to create a defined space.

DG.90 Provide a combination of special design features such as arcades, trellis, awnings, landscape planters, outdoor seating, water features, lighting, public art, shade trees or special paving materials and patterns.

DG.91 Size the courtyard or plaza to relate to the scale and character of the project and its surroundings.

DG.92 Consider bringing in attractions, performing arts pavilions, and other unique facilities that can be a catalyst for restaurant, retail, and other visitor services.

BOATER AMENITIES

DG.93 Provide high quality boater-dedicated facilities.

DG.94 Provide short-term visitor/dinghy docks at visitor- and civic locations such as restaurants, shops, and the library. C P

DG.95 Enhance non-motorized boating infrastructure such as parking, restrooms, rinse areas, and storage. P

DG.96 Provide convenient parking and access for boaters and their trailers. Encourage boater access areas that are separate from those for general harbor visitors.

PEDESTRIAN AMENITIES

DG.97 Provide visible and fully accessible, ground level, ADA-compliant pedestrian connections from the public street and parking facilities to the public promenade.

DG.98 Provide public gathering spaces to offer overlook opportunities to both the interior and exterior of the development.

DG.99 Encourage ground floor uses such as outdoor dining to promote pedestrian activity adjacent to walkways and the public promenade. C

DG.100 Design recreation and play areas within residential developments. R

BICYCLE AMENITIES

DG.101 Provide bicycle racks at convenient locations on site. Design bicycle racks to be simple and attractive, matching the style of other furnishing on-site. Encourage designs that incorporate nautical or natural elements or community identity. Bicycle racks should be made of durable and weather resistant materials.

DG.102 Provide bicycle storage lockers to encourage alternative transportation modes. P

DG.103 Encourage bike share facilities from neighboring communities. Locate bike share and rental facilities within 1/4 mile of bike paths, public amenities, public parking lots, bus stops, and Mobility Hubs.

MOBILITY

DG.104 Develop multi-modal Mobility Hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina, serving each activity district (see map). Introduce at least one mobility hub in each Activity District. IA

DG.105 Develop Park-Once districts around the mobility hubs to consolidate parking and allow people to quickly enter the Marina, park, and navigate the Marina without the use of cars. “Park Once” districts include the areas around Marina Beach, the Lloyd Taber-Marina del Rey Library, Burton Chace Park/Waterside Shopping Center, and Fisherman’s Village. IA

DG.106 Enhance bicycle and pedestrian paths and the overall walkability of the Marina. Enhance pedestrian connections between the public promenade, adjacent properties, parks, parking facilities, transit, bicycle routes, waterbus landings, and Mobility Hubs.

PARKING FACILITIES

DG.107 Locate parking areas away from the water's edge. Discourage at-grade parking that is visible from the waterfront and promenade. Use landscaping or other decorative elements to screen first level parking stalls and ground-level openings and entrances.

DG.108 Separate parking areas from buildings with walkways, plazas and landscaping.

DG.109 Soften the appearance of parking facilities by buffering the street and promenade edge of parking lots with landscaping, berms or other screening materials.

DG.110 Encourage joint-use parking facilities.

DG.111 Allow the use of large parking lots for special events or festivals. C P

DG.112 Provide canopy trees and solar arrays in parking facilities to provide shade, reduce heat island effect, and offset the energy demand of the parking facility. Locate trees and shade structures to minimize the obstruction of views to the Marina. S

DG.113 Clearly identify parking for visitor, residents, and service vehicles. R

DG.114 Parking structures should integrate architecturally with the surrounding buildings and feature interesting design. Wrap the ground floor of parking structures with active and commercial uses along the building frontage (i.e. building entrances, storefronts, outdoor cafes, etc.)

DG.115 Parking facilities should include posted public information, including maps and other wayfinding signs and resources.

DG.116 Enhance the pavement in surface parking with special accent paving to delineate pedestrian walkways.

DG.117 Incorporate pervious pavers in surface parking lots. At surface parking lots that are located along the waterfront, incorporate water quality enhancement BMPs to treat runoff. S

DG.118 Provide loading zones for moving vans for residents. R

FURNISHINGS

DG.119 Provide drinking fountains, shade structures, and seating opportunities for resting and gathering, such as benches, seat walls, and stairs.

DG.120 Furnishings should be sited so as not to obstruct ADA access.

DG.121 Furnishings should be contemporary in design, and complement the surrounding architecture, fencing, railing, and light fixtures.

DG.122 All waste receptacles should be covered and designed to resist scavenging animals. CM

WATER FEATURES

DG.123 Water features should be designed for minimal water use, and should utilize reclaimed water when possible. Design water features to be attractive even when water is not used. S

PUBLIC ART

DG.124 Provide unique art pieces in open spaces and plazas to create points of interest.

FENCING

DG.125 Design walls and fences that are compatible with on-site and surrounding architecture.

DG.126 Use transparent walls or open fencing adjacent to street frontages, promenades, open spaces, and waterfront areas.

DG.127 Incorporate pedestrian-scaled low height (e.g. 42" maximum) decorative walls and fencing to distinguish boundaries between public and private spaces.

DG.128 Use screens that mix structural materials with plantings to achieve a "green screen" effect.

PAVING

DG.129 Provide visually stimulating paving treatments that are unique from the streetscape. Paving treatments should incorporate colors, materials, patterns, and textures that complement site architecture.

DG.130 Design paving treatments that lead pedestrians to building entryways, announce entrances, and define spaces.

DG.131 Use durable, high quality pavers or stamped concrete. Avoid plain concrete or asphalt paving. Colored concrete should be integrally colored.

DG.132 Use light-colored paving to counteract the urban heat island effect. S

DG.133 Use pervious paving materials. S

DG.134 Use paving treatments that are smooth and continuous for ADA access.

LANDSCAPING

DG.135 Plant trees or shrubs along building walls that are adjacent to streets to enhance and frame special architectural structures or soften long wall facades. Where space is limited incorporate vine plantings.

DG.136 Use a hierarchy of plantings with large canopy trees abutting the plazas and walkways and smaller scale trees and shrubs helping frame the pedestrian sidewalks and plazas.

DG.137 Provide enhanced garden treatments and accent paving at arrival courts and entryways to create an attractive "front door" welcome.

DG.138 Use planters, monuments, or bollards as edge treatments to define pedestrian-only areas.

DG.139 Provide landscaping that creates visual interest with a variety of colors, leaf size, height, and texture.

DG.140 Use non-invasive, drought-tolerant plant species. Encourage the use of native plant species. Require the inclusion of native species in areas adjacent to the Ballona Wetlands, Oxford Basin, and the Wetland Park. S

DG.141 Use plant materials that reflect the unique character of Marina del Rey as a Mediterranean sub-tropical marine environment and its proximity to the Ballona Wetlands.

DG.142 Provide water efficient landscape irrigation and mulching systems to reduce water use. S

DG.143 Provide landscaping with adequate ground cover or mulch to protect the soil. S

DG.144 Design landscapes to absorb run-off from adjacent impervious areas. S

DG.145 Minimize use or eliminate high-maintenance turf and hedges. S

DG.146 Adequate soils testing and recommendations from a soil lab are recommended to enhance sustainable landscape and site design. S

DG.147 In public landscape areas, choose landscape materials that are low maintenance and sustainable with high longevity. Minimize use of annual and perennial plants that require frequent replacement (10-15 year life span for shrubs and ground cover is recommended). P

DG.148 Utilize landscaping to screen visually obtrusive elements such as utilities, parking lots, fencing, etc.

DG.149 Landscaping should be placed and maintained so as not to obstruct traffic sight-distance.

DG.150 Design landscaping to integrate with adjacent leasehold plantings.

DG.151 Whenever possible, retain and preserve existing mature trees of appropriate species that are in healthy condition.

DG.152 Trees and landscaping should be placed and maintained so as not to obstruct views of the water. Trees can be used to frame view corridors. Choose tree species appropriate in size and shape that can be pruned and maintained to maximize views to the water. Avoid planting trees that would require topping to maintain views.

DG.153 Use canopy trees to provide shade for walkways and parking lots.

DG.154 Provide root barriers wherever necessary to avoid damage to adjacent pavement, site features, or structures. Install root barriers if a tree trunk is closer than 5 feet to the adjacent hardscape pavement (e.g. roadway, concrete sidewalk, etc.)

DG.155 If planter pots are proposed, provide a low maintenance automatic irrigation system.

LIGHTING

DG.156 Provide well-lit pedestrian walkways, promenades, and bicycle paths, to enhance pedestrian and cyclist safety.

DG.157 Use light fixtures that are architecturally compatible and express the unique character of the project.

DG.158 Use a combination of light poles, illuminated bollards, lighting integrated into steps, posts, railing, and furniture, and recessed foot lights along travel paths.

DG.159 Provide pedestrian scaled lighting such as light poles (12’-16’ high) and illuminated bollards along sidewalks and multi-use paths.

DG.160 Provide focused accent lighting to emphasize architectural features, signage, and landscaping during hours approved by DCB.

DG.161 Light fixtures should be simple and contemporary in design, as opposed to highly stylized, vintage, or period designs.

DG.162 Light fixtures should protect against night sky light pollution, control glare, and prevent light spill. Where

visible from water areas, light sources shall be shielded to protect sea life, and to prevent any glare constituting a hazard to navigation. S

SIGNAGE

DG.163 Marina del Rey signs should have a contemporary modern design aesthetic that conveys a positive first impression to visitors about the quality of the Marina del Rey community. *All signs need to conform to the Revised Permanent Marina del Rey Sign Controls & Regulations (Sign Controls) of the LCP.*

DG.164 Freestanding business identification monument signs should use similar materials and finishes as, and should reflect the design and architectural style of the existing development on-site.

DG.165 Freestanding business identification signs should not be mounted to posts or poles.

DG.166 For vehicular signs, typography and symbols should be highly legible and have enough contrast to be read from an appropriate distance when moving.

DG.167 Interpretive signs should be located in public areas where there are natural, cultural, recreational and sustainable design stories of Marina del Rey. Interpretive elements should include interpretive graphics integrated within freestanding kiosks, freestanding interpretive graphics, information signage, and wall-mounted panels.

INTERPRETIVE ELEMENTS

DG.168 Develop a Marina-wide Interpretive Signage and Elements Master Plan which clearly defines primary interpretive themes, topics, exhibit titles, exhibit outcomes, exhibit messages, interpretive techniques and a location plan. IA

DG.169 Interpretive signage should be consistent in look and feel to the Marina-wide wayfinding signage.

DG.170 Provide a variety of ADA-compliant freestanding kiosks with interpretive graphics and wall mounted graphics.

DG.171 Provide interactive or hands-on exhibits that promote science literacy.

DG.172 Use wind, water, or sun activated sculptural elements to highlight natural elements.

DG.173 Incorporate poems, lyrics, quotes, and emblematic words discretely in paving using embedded metal letters, metal plaques, etching or sandblasting.

DG.174 Use patterns, symbols, or sculptures into each fountain that connect with local natural, cultural, or maritime history.

DG.175 Incorporate emblematic words, symbols, or shapes into the roof of shade structures and trellises that during sunny days, cast a variety of messages, shadows, and silhouettes on the paving surface.

DG.176 Highlight sustainable landscaping techniques and principles through a combination of freestanding interpretive graphics and low profile plant identification signs or plaques. S

MATERIALS

DG.177 Use durable, low maintenance, non-corrosive materials that can withstand the marine environment such as anodized aluminum or stainless steel.

SERVICE AREAS AND UTILITIES

DG.178 Design trash enclosures to be compatible with the building architecture. Trash enclosures should be covered, either by providing an overhead trellis or roof to screen trash containers from views and scavenging wildlife. Trash enclosures should be designed to prevent spillage or leakage into the harbor waters (e.g. berms). CM

DG.179 Discourage service areas or utilities visible from the waterfront and promenade.

DG.180 Locate service areas away from adjacent residential uses to minimize noise. C P

DG.181 Screen all loading and outdoor storage areas from adjacent public streets and properties with fencing and walls or landscape materials that are compatible with the overall architectural and landscape design.

DG.182 Ensure height of walls are sufficient to screen items stored within.

DG.183 Screen service areas and secured or restricted access locations.

DG.184 Provide signage for all loading and service areas that is clearly visible by service personnel.

DG.185 All enclosures and trellises should be constructed of high quality materials (concrete, masonry, steel, etc.) and be aesthetically compatible with the project. C P

DG.186 Encourage the installation of utilities underground.

DG.187 Locate satellite dishes or wireless telecommunication facilities in unobtrusive locations and/or surrounded by walls to minimize their visual impact.

DG.188 Screen and buffer antennas and on-site transformers from any public street views.

MECHANICAL

DG.189 Mount electrical equipment on the interior of a building shielded from public view, wherever practical.

DG.190 Locate mechanical equipment in areas not directly visible from the street or promenade.

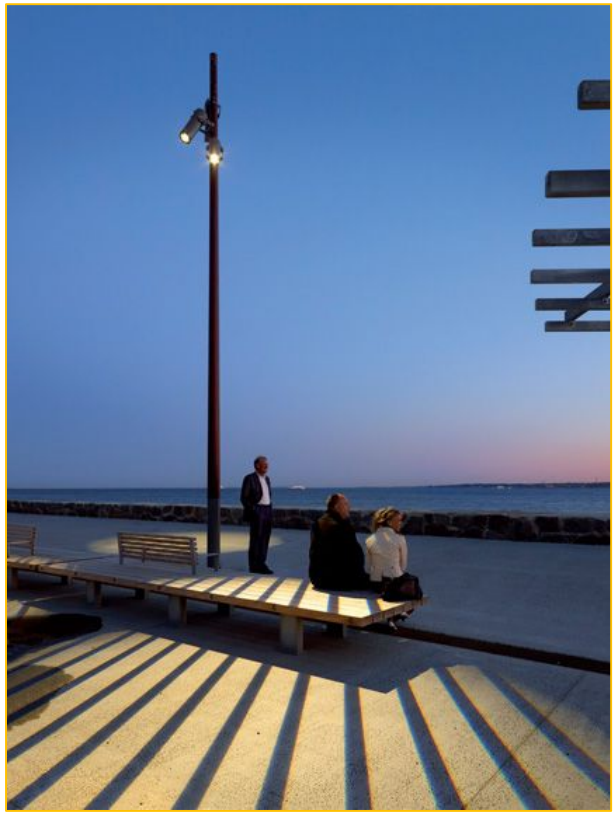
DG.191 Treat mechanical equipment as a unique design feature using quality materials or blending with the architecture.

DG.192 Locate and enclose roof top mechanical equipment away from residential uses to minimize noise. C P

Water Street Plaza, New York City

The Reserve, Playa Vista

Water-efficient fountain,, Los Angeles



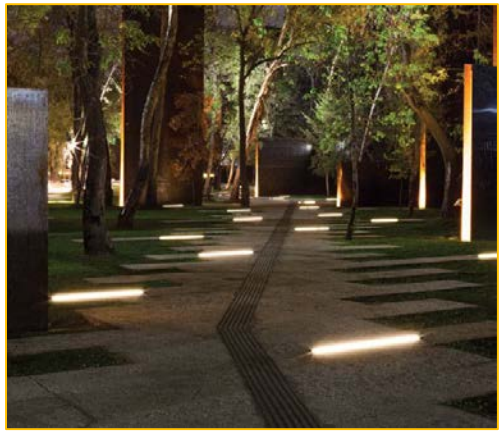
Helsingborg Waterfront, Sweden

Drought-tolerant Landscaping

Pedestrian-oriented bollard lights

Lighting - Barwon Heads Bridge, Victoria, Australia

Lighting - Saint-Quentin-en-Yvelines, France



Pedestrian-scale Lighting

Interpretive Element, Maryland

Interpretive Signage, Los Angeles

Interpretive Signage, Marina del Rey

Interpretive Element, Portland

Interactive Interpretive Exhibits, LA Zoo

Monument Sign, Seattle

Monument Sign, Irvine

Monument Sign, Irvine

Fisherman's Village, Marina del Rey

Waterside Shopping Center, Marina del Rey

Edge Park - Williamsburg, New York

Museumsplatz - Vienna, Austria

Hafencity Public Space, Hamburg, Germany

Entry landscaping, Marina del Rey

Defined pedestrian access to promenade

Entry Landscaping, Marina del Rey

Permeable Paving

Decorative Screen - São Paulo, Brazil

"Green Screen"

Cleat Seat Benches, New York City

Whidbey Island, Washington

Santa Monica Bike Share

The Reserve, Playa Vista

Screened trash enclosure

Planter Pots used to soften building edge

Bioswale landscaping, Ventura

Screened Parking Facilities

Parking lot permeable pavers, Marina del Rey

Screened Parking Facilities, Santa Monica

Solar Canopy, Chicago

Secondary containment for planter pots

Fishing line recycling container

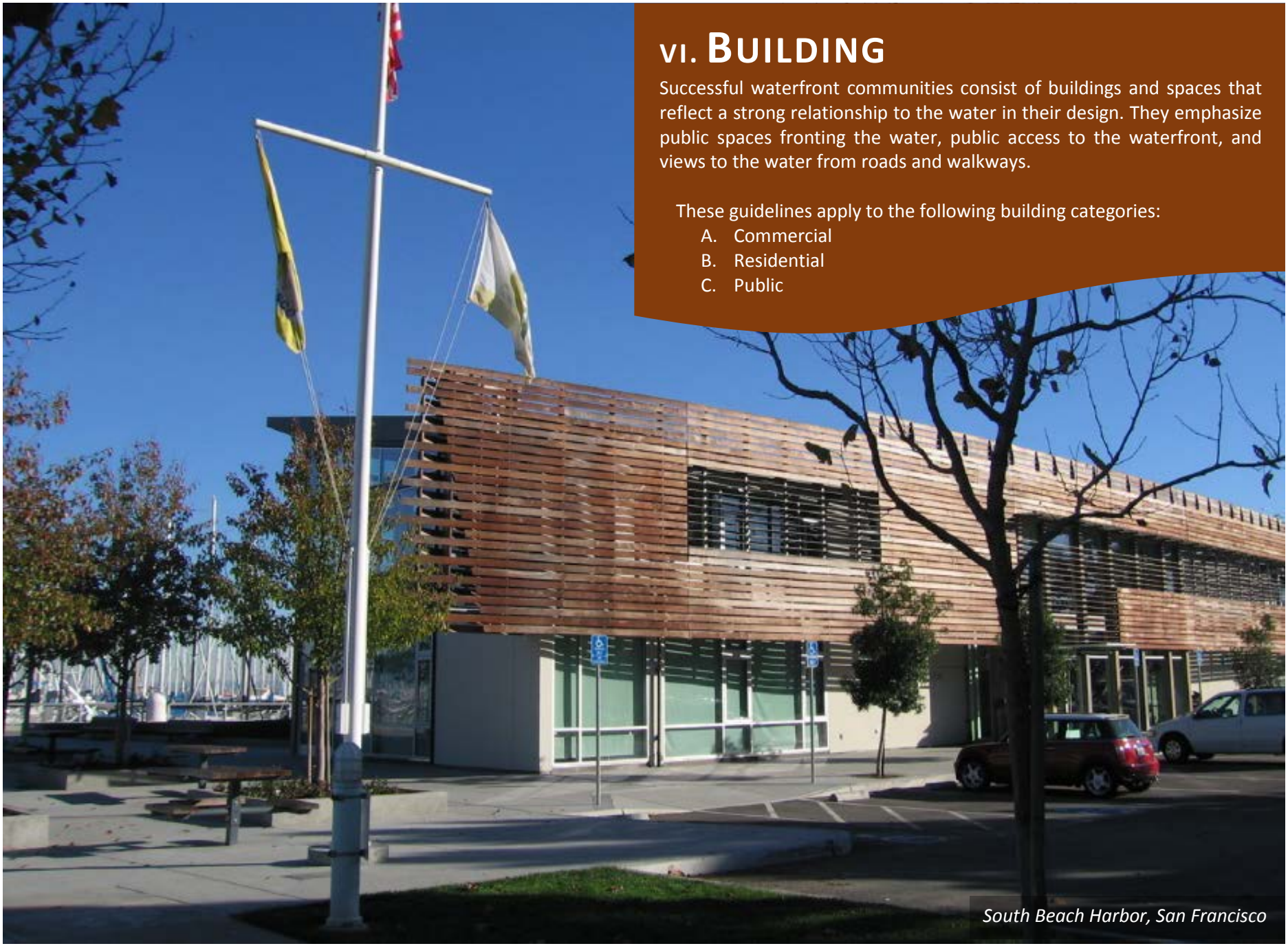
Trash and Recycling Receptacles

VI. BUILDING

Successful waterfront communities consist of buildings and spaces that reflect a strong relationship to the water in their design. They emphasize public spaces fronting the water, public access to the waterfront, and views to the water from roads and walkways.

These guidelines apply to the following building categories:

A. Commercial
B. Residential
C. Public



South Beach Harbor, San Francisco

COMMUNITY-WIDE GUIDELINES

These design guidelines apply to all building types in Marina del Rey, unless delineated for a specific type of use. For the purpose of these guidelines, "Commercial" refers to all non-residential, non-public uses.

R Residential Only
C Commercial Only
P Public Only

GENERAL BUILDING CHARACTER

DG.193 Encourage creative, high quality architecture that illicits strong visual interest.

DG.194 Design waterfront uses with a style that is appropriate for the use and incorporates visual and/or physical connectivity with the harbor. Avoid the use of thematic architecture and architectural elements in the design of structures and other project components.

DG.195 Avoid extended lengths of flat, uniform, or blank surfaces by incorporating façade articulation (such as architectural bays), fenestration, pedestrian-scale breaks, varying façade depths, and varied materials, textures, colors, and roof lines into building facades.

DG.196 Incorporate awnings and canopies onto sides of buildings adjoining pedestrian walkways and at building access points.

DG.197 Buildings should step down to the water's edge and street environment.

DG.198 Enhance the visual interest of the project through variations in building forms, shapes, sizes, heights, color, façade treatments, articulation, and materials interplay.

DG.199 Use a variety of high quality building materials and façade treatments. Plain stucco or similar plaster material should be avoided.

DG.200 Design the façade of multi-story buildings so that they have a distinct ground floor, middle floors, and top floor. Use special architectural elements to help create a sense of identity and attraction, including vertical accents at main entries, unique storefronts, unique lighting fixtures, distinct signage, and a complementary color palette.

DG.201 Planes of exterior building walls should vary in depth and/or direction to avoid bulk and monotony, and should relate closely to pedestrian walkways and the promenade.

DG.202 Building placement and design shall avoid long, continuous blocking of water views.

DG.203 Design building exteriors to provide 360º project appeal.

DG.204 Articulate all building exteriors with elements such as set back wall planes, stepbacks and variation in building heights.

DG.205 Encourage bird-safe building design as described in the LCP. S

DG.206 Incorporate design focal points at corners of interest.

DG.207 Incorporate large amounts of visually transparent materials.

DG.208 Encourage creative use of color while also being sensitive to surrounding development.

GROUND FLOOR

DG.209 Create a distinct pedestrian scale ground floor façade, separated from the upper floors by a horizontal cap.

DG.210 Utilize high quality, durable materials (e.g. stone, masonry, tile, wood, steel, etc.) and transparent façade treatments along building frontages that pedestrians interact with.

DG.211 Design buildings such that the ground floor has a minimum height of 15 feet.

DG.212 Encourage the design of narrow retail storefronts with adequate depth to provide space for storage and back office areas. C

DG.213 Wrap the ground floor façade with active uses, such as building entrances, shop fronts, outdoor cafes, and windows providing unobstructed views in and out of the building.

DG.214 Create pedestrian-scaled elements and interest at the street level.

DG.215 Articulate building facades, particularly on the ground floor, at intervals of no greater than 25 feet. Accent ground floor facades with a combination of wall or window projections, doorway recesses, columns, awnings, planter boxes, trellises, bay windows, columns, and distinct ground floor materials.

DG.216 Create variety in the building form in order to provide plazas and gathering opportunities.

DG.217 Create variations on façade treatments by using a combination of different colors for different tenants, distinct window shading devices and different wall materials at key entries or special activity areas. C

DG.218 Provide the ground floor units of large apartment buildings with individual street entrances.

DG.219 Design rear walls of a building with a variety of treatments that echo the main façade treatments.

DG.220 Locate and accentuate main entries to the street. Primary entrances to building should be visually prominent and located at either the ground level or elevated. Discourage the use of building entrances that are below street level.

DG.221 Distinguish the character of ground floor uses from upper floor uses with different window arrays, styles, and wall materials.

DG.222 Visibly recess or project window and door openings.

UPPER FLOORS

DG.223 Delineate the upper floors from the top floor by incorporating a distinct horizontal cap.

DG.224 Incorporate special treatments to second story wall projections (whether for occupancy or not) with a combination of recessed windows, arches, metal work, tile design, balconies, or shade devices.

DG.225 Emphasize vertical planes or horizontal planes of the building with different materials or colors.

DG.226 Orient buildings, balconies and decks to maximize views while preserving adjacent privacy. R

DG.227 Provide viewing opportunities of green roofs for visual interest. P

ROOFS

DG.228 Articulate the roof line on buildings to contribute to an interesting skyline. Vary roof forms or overhang treatments at key areas (e.g., parapet walls with cornices and roof pitches).

DG.229 Encourage the installation of solar panels to power to the uses of the building. S

DG.230 Incorporate "cool" or green roofs and water harvesting strategies in building design. S

DG.231 Camouflage or screen all roof-mounted equipment.

WINDOWS AND DOORS

DG.232 Windows visible from public streets, courtyards, or main garden areas should be detailed as primary windows and should exist on a different plane than the wall plane of a building (not flush with the wall plane) to create shadow lines and to impart a three-dimensional design feature.

DG.233 Treat the upper floor's exterior walls with a majority of window treatments.

DG.234 Size and locate doors and windows to relate to the scale and proportions of the building wall facades.

DG.235 Articulate the fenestrations on upper floors with visible recesses, projections, shading devices or balconies.

DG.236 Use glass that does not create glare nor is highly reflective.

DG.237 Use accent trim, cornices or creative window arrangements.

DG.238 Incorporate window design that allows for visual access into the ground floor and lower floors of buildings.

HEIGHT, MASSING, AND SCALE

DG.239 Sculpt a building's massing or group of massings to reduce the overall bulk and create a variety of textures of shadows, light and materials.

DG.240 Avoid large block style buildings. Reduce massing and help transition to adjacent projects by incorporating stepbacks in upper stories.

DG.241 Provide transparency into the buildings.

DG.242 Reduce scale by providing variation to wall planes, using pop-outs, angle changes, horizontal or vertical changes and unique roof treatments.

DG.243 Treat the top of stepbacks with balconies, atriums, roof gardens, or interesting roof textures.

DG.244 Provide exterior relief or texture by using a combination of balconies, overhangs, awnings or arcades.

DG.245 Design building heights to be consistent with the Marina-wide bowl height design concept, developing taller buildings outside of the loop roads (parkways) and shorter buildings along the waterfront.

DG.246 Design building heights to be comparable to existing buildings both adjacent to the project site and in the general vicinity.

DG.247 Encourage taller building design in areas with a pattern of existing taller buildings.

DG.248 Maintain lower building heights on parcels adjacent to existing or proposed open space, the main channel, recreational areas, and view corridors to preserve the open visual quality of these amenities. Where proposed buildings are adjacent to existing or proposed open space, recreational areas, and view corridors, increased building heights can be considered through the use of a step-back design for floors above the ground floor.

DG.249 Maintain lower building heights to preserve coastal visual resources identified in the LCP.

DG.250 Design buildings that minimize shadows on adjacent existing or proposed open space, recreational areas, and view corridors.

DG.251 Building heights should be human-scale when adjacent to pedestrian walkways.

DG.252 Design tall buildings to have a human-scaled 3-story base, a stepped midsection, and a stepped tower.

DG.253 Design building masses to protect against a wind tunnel effect, or blocking wind for boaters.

LIGHTING

DG.254 Integrate lighting fixtures into the building's exterior composition.

DG.255 Use light fixtures that are true to the architectural style and are of quality materials.

DG.256 Use lighting to accentuate main entries and special architectural or landscape features.

Refer to the Lighting section of the Site chapter on page 43.

Articulated Building Exterior

St. Stephen's Episcopal Church - Tiburon, California

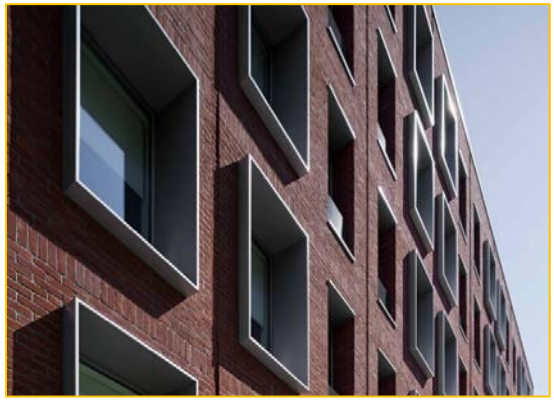
Turtle Bay Visitor Center and Museum, Redding

Runway, Playa Vista

Columbia River Maritime Museum, Astoria

Stella Apartments, Los Angeles

Cinemark, Playa Vista



The Hegeman, Brooklyn

Andalusian Apartments - Melbourne, Australia

Pixel Building Poznan, Poland

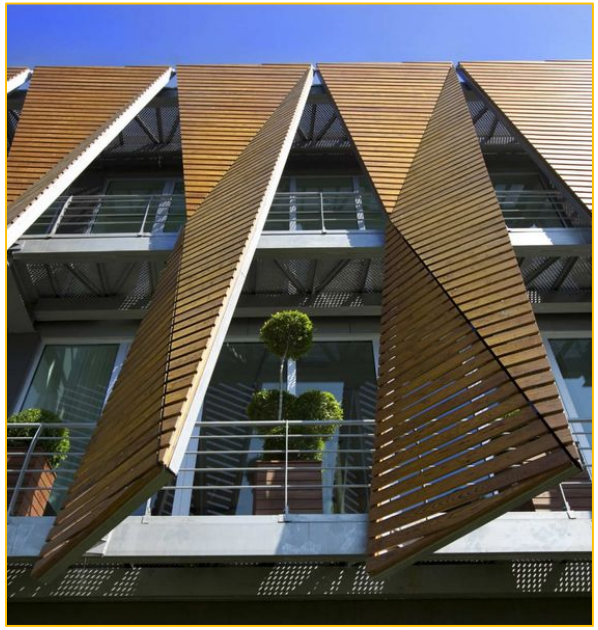
Green roof - Art Center College of Design, Pasadena

Exterior relief and texture

Integrated lighting in building exterior

Doma Lofts, San Diego

Individual street entrances, Marina del Rey

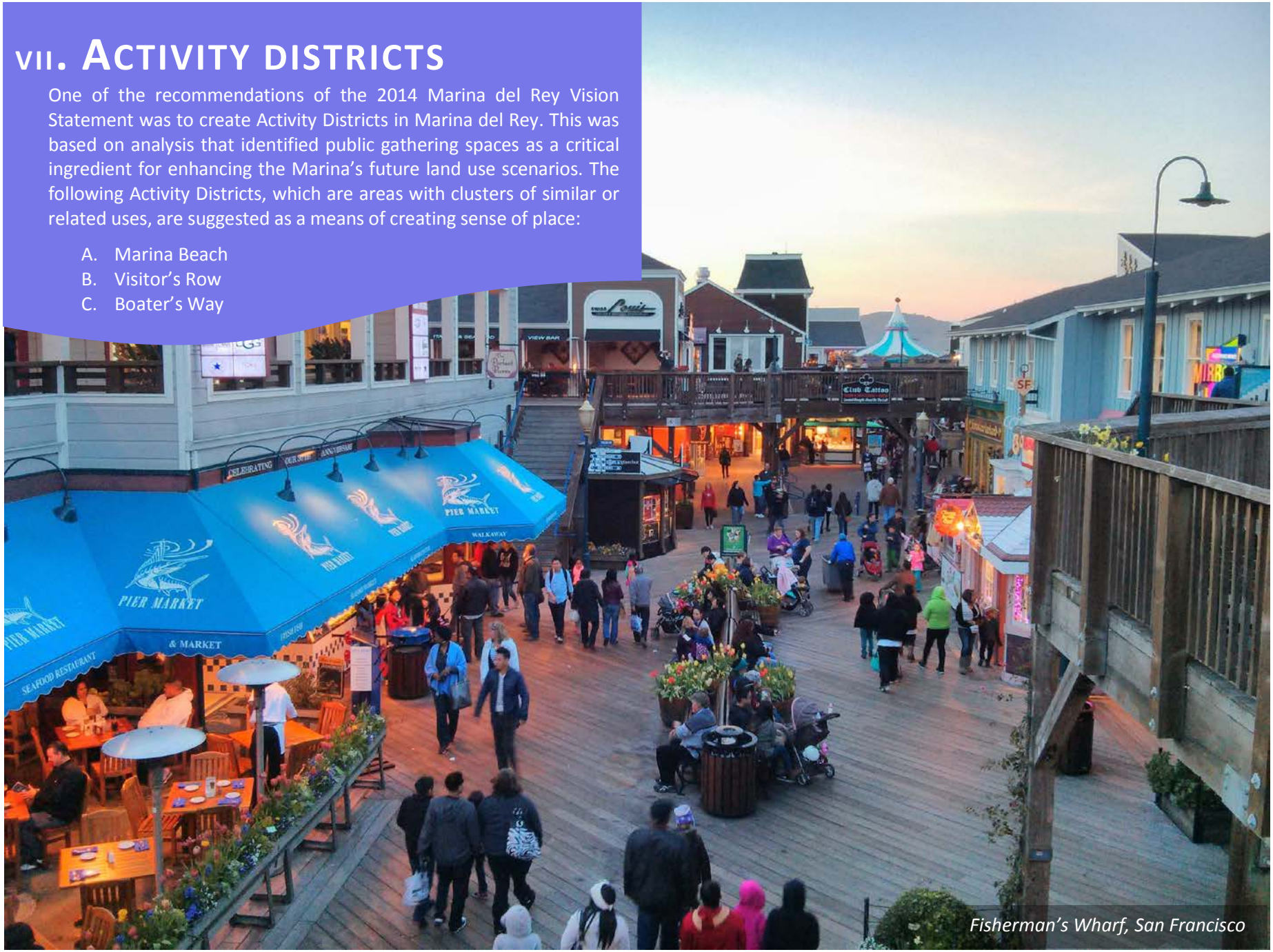


Timber screen - Istanbul, Turkey

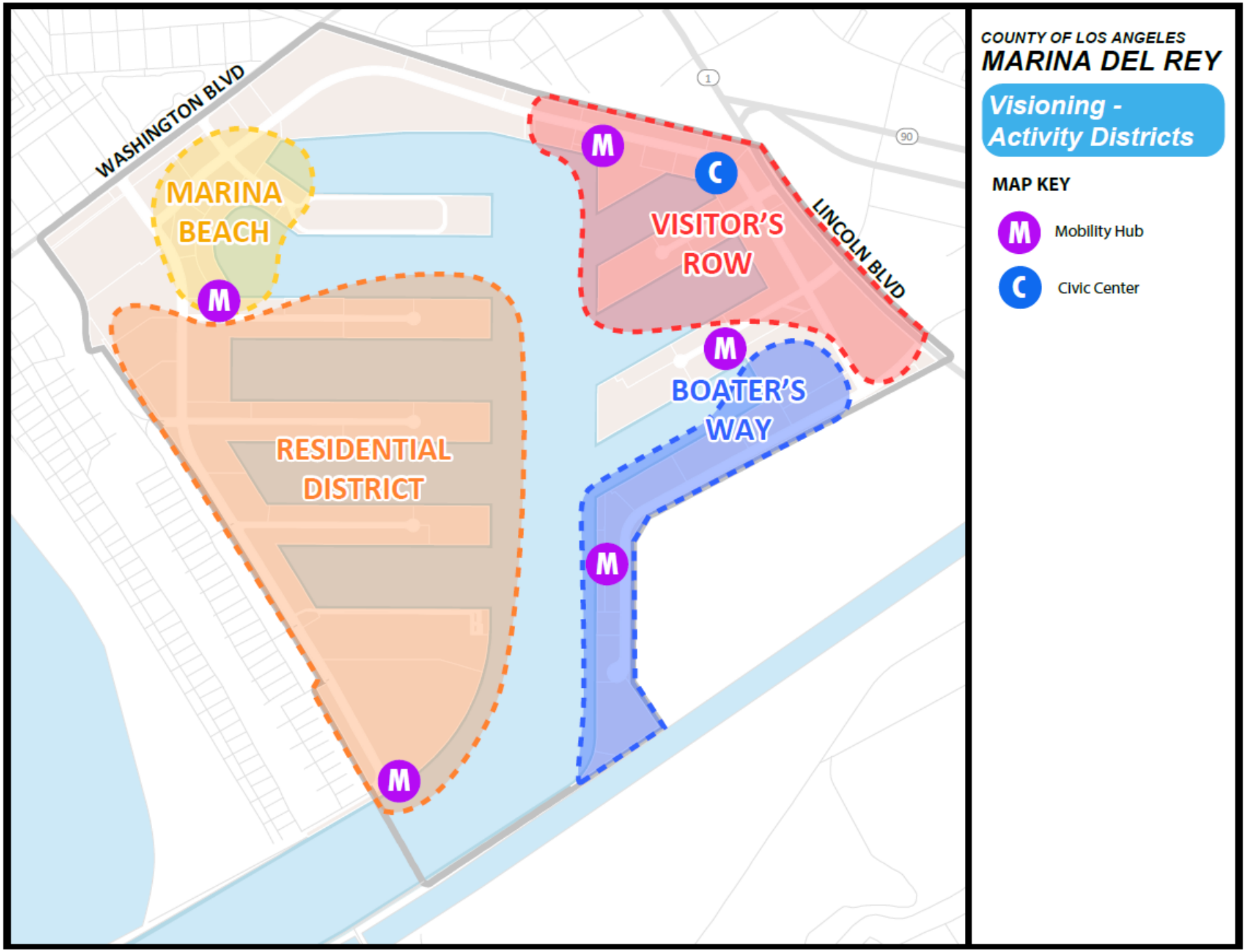
VII. ACTIVITY DISTRICTS

One of the recommendations of the 2014 Marina del Rey Vision Statement was to create Activity Districts in Marina del Rey. This was based on analysis that identified public gathering spaces as a critical ingredient for enhancing the Marina's future land use scenarios. The following Activity Districts, which are areas with clusters of similar or related uses, are suggested as a means of creating sense of place:

A. Marina Beach
B. Visitor's Row
C. Boater's Way



Fisherman's Wharf, San Francisco


COUNTY OF LOS ANGELES
MARINA DEL REY
Visioning - Activity Districts
MAP KEY
Mobility Hub
Civic Center
WASHINGTON BLVD
LINCOLN BLVD
MARINA BEACH
VISITOR'S ROW
BOATER'S WAY
RESIDENTIAL DISTRICT
M
C
1
90

LOCATION-SPECIFIC GUIDELINES

MARINA BEACH

The general land use and urban design recommendations for this area aim to realize a visitor-serving atmosphere with an emphasis on recreation and non-motorized boating activities.

DG.257 Encourage recreational, retail, and restaurant uses for pedestrians, bicyclists, families, non-motorized boaters, visitors, and residents.

DG.258 Create a Mobility Hub located in the existing parking areas near Marina Beach.

DG.259 Co-mingle boater-related operations, services, storage, and parking, with adjacent commercial and recreational uses as close as possible to Marina Beach.

DG.260 Locate low- to mid-rise hotel and/or visitor-serving uses on the parcels facing Marina Beach.

DG.261 Provide bistros with outdoor dining, new attractions, unique retail, and new improved pedestrian linkages connecting the Marina Beach promenade to adjacent basin promenades.

DG.262 Construct an enhanced gateway near the intersection of Washington Boulevard and Via Marina.

DG.263 Develop a boathouse for non-motorized boats near Marina Beach.

VISITOR'S ROW (ADMIRALTY WAY AREA)

The general land use and urban design ideas for this area aim to realize a more visitor-serving atmosphere with an emphasis on retail, restaurants, entertainment destinations, and civic uses.

DG.264 Reconfigure the area from the Fire Station to Mindanao Way into a waterfront-oriented mix of uses with clusters of restaurants with outdoor dining and retail linked together by a new enhanced continuous waterfront promenade. On the waterfront, there would be well-defined view corridors, short-term/visitor docks, and a shared parking facility.

DG.265 Develop a new civic center, possibly combined with a mobility hub. The civic center would co-locate harbor administration facilities on one site.

DG.266 Construct enhanced gateways near the intersections of Bali, Mindanao, and Fiji Ways with Lincoln Boulevard.

BOATER'S WAY (FIJI WAY AREA)

The general land use and urban design ideas for this area aim to realize a more boater-serving atmosphere with an emphasis on launching, storage, service/repair, charter boat operations, and parking to support these uses:

DG.267 Retain boat servicing, repair, and operations uses.

DG.268 Construct a continuous waterfront promenade where possible, taking into account safety considerations, with additional pedestrian linkages to make walking and bicycling more pleasant for visitors and residents.

DG.269 Revitalize the existing visitor-serving retail center along the Main Channel by bringing in waterfront-oriented mix of uses and enhancing the center's aesthetics.

VIII. PARKS

Parks are places of refuge and recreation in urban environments. They offer a variety of spaces that connect people to the land and water and provide social and cultural opportunities. Parks in Marina del Rey should enhance public access to the water and should be easily accessible through pedestrian, bicycle, vehicular, and watercraft routes.

Parks in Marina del Rey should provide active and passive recreational uses. Active uses include volleyball, parcourse, biking, swimming, kite flying, and boating. Passive uses include birding, boat watching, and picnicking.

Parks include:

A. Burton W. Chace Park
B. Marina Beach
C. Yvonne B. Burke Park
D. Pocket Parks

Klyde Warren Park, Dallas

COUNTY OF LOS ANGELES

MARINA DEL REY

Parks

MAP KEY

- Parks & Open Space
- Marina del Rey Boundary
- Marvin Braude Bike Trail
- Dr. William A. Burke Marina Walk Promenade

COMMUNITY-WIDE GUIDELINES

BURTON W. CHACE PARK

Burton W. Chace Park is a waterfront park located at the end of Mindanao Way with views of the Main Channel and Basins G and H. The park features a community room, restrooms, picnic pavilions, a winding pedestrian and bicycle path, rolling hills, and viewing and seating opportunities. Many special events are held at the park such as movie nights, festivals, summer concerts, and Fourth of July fireworks.

The park should provide a variety of experiences that relate to the marine environment and encourage recreational boating, walking, picnicking, special events, and educational programs. The visual and physical connection between the park and the Marina should be enhanced by preserving and creating Marina views. The addition of a performance pavilion should also be considered to accommodate the seasonal shows held at the park.

MARINA BEACH

Marina Beach is a popular family destination with picnic pavilions, tables, barbecue grills, restrooms, showers, a playground, and volleyball courts. The beach should continue to encourage recreation activities and launching areas for non-motorized water craft.

YVONNE B. BURKE PARK

Yvonne B. Burke Park is a passive linear park that provides an important place for recreation, bicycle, fitness, and pedestrian travel in Marina del Rey. The park has an existing par course fitness circuit and instructional signage. The park also includes gathering areas with benches, picnic areas and shade structures.

POCKET PARKS

Edgington Park is located at a prominent gateway location within the Marina at the intersection of Admiralty Way and Via Marina. It should include a dramatic architectural feature or fountain, landscaping, and the Marina del Rey branded signage.

Aubrey E. Austin Jr. Park can be enhanced in the same way as it is a gateway into Marina del Rey. This waterside park should continue to provide flowering canopy trees, shaded seating, landscaping and interpretive elements. The cantilevered overlooks should be enhanced with paving and railings.

BOATER AMENITIES

Refer to the Boating Amenities section of the Site chapter on page 40.

BICYCLE AMENITIES

Refer to the Bicycle Amenities section of the Site chapter on page 40.

PAVING

Refer to the Paving section of the Site chapter on page 42.

FURNISHINGS

DG.270 Provide trellises with plantings, or other shade structures that are contemporary in design at seating, picnicking, barbeque, and play areas.

DG.271 Provide drinking fountains, shade structures, and seating opportunities for resting and gathering, such as benches, seat walls, and stairs.

DG.272 Provide concealed water and power hook-ups for vendors and special events.

WATER FEATURES

DG.273 Design water features that are attractive when water is not in use. S

DG.274 Encourage the installation of interactive family-friendly water features that children can play in. Water features

should be designed for minimal water use, and should utilize reclaimed water when possible. S

LANDSCAPING

DG.275 Use park landscape to demonstrate sustainable landscaping techniques and principles. S

DG.276 Limit the use of turf to areas that have active recreational use or seating and picnic areas. S

DG.277 Evaluate areas presently landscaped with turf and determine which areas could be converted to low shrub and ground cover plantings to help reduce site water use. S

DG.278 Evaluate areas where tree canopy can and should be increased in order to provide shade, improve air quality, and reduce the urban heat island effect. S

SIGNAGE

DG.279 Identify the park at key vehicular and pedestrian entry points.

DG.280 Embed interpretive elements into site elements such as railings, water features, and planting areas.

DG.281 Create a theme or story for interpretive signage that reveals the park as a learning environment. Interpretive signs should highlight the cultural and natural resources of Marina del Rey and the maritime history of Southern California.

Burton W. Chace Park

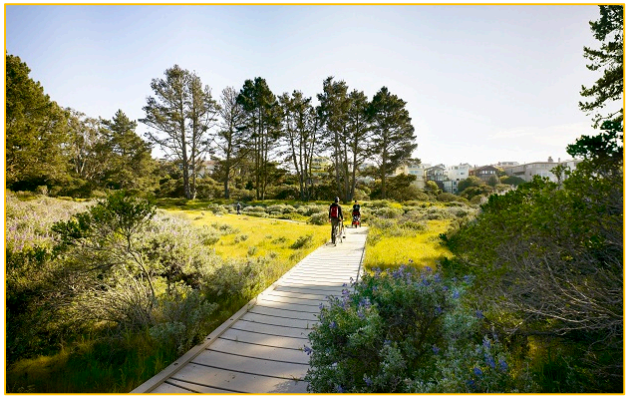
Marina Beach ("Mother's Beach")

W.A.T.E.R. Program's youth sailing lessons

Yvonne B. Burke Park

Marina Movie Nights at the park

Aubrey E. Austin Jr. Park

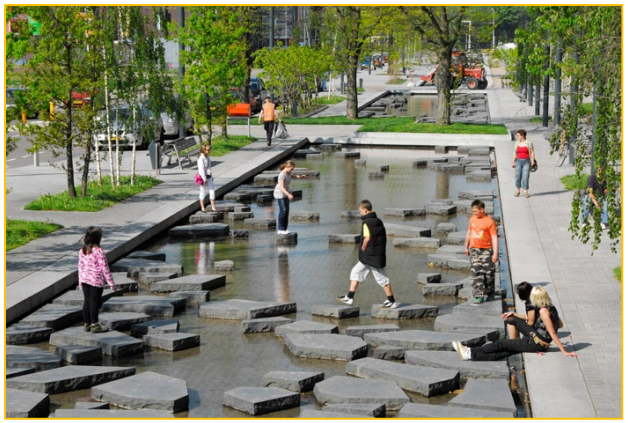


Lobos Creek Valley, San Francisco

Grand Park, Los Angeles

Qinhuangdao Red Ribbon Park, China

Annenberg Beach House, Santa Monica



The Brook, Netherlands

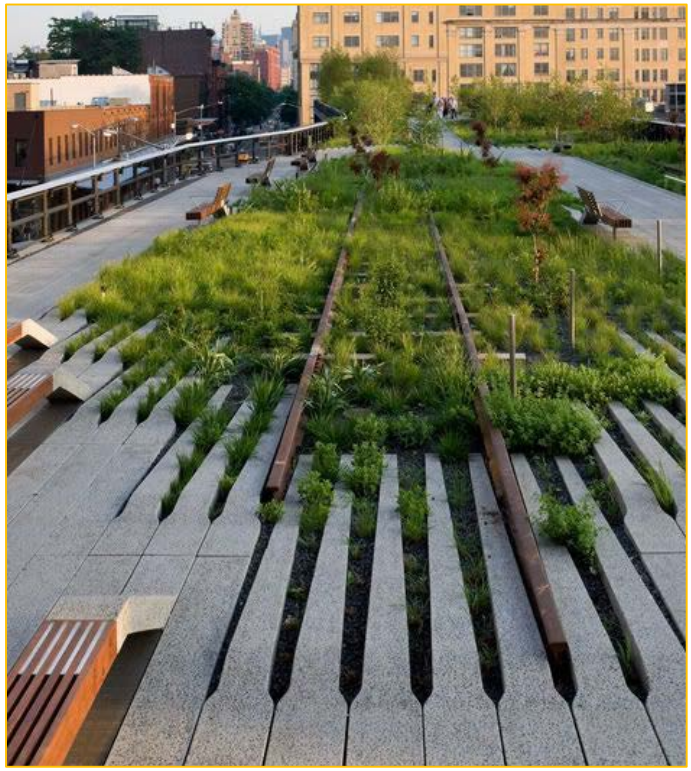
Waterfront, Sydney

Grand Park, Los Angeles

Tanner Springs Park, Portland

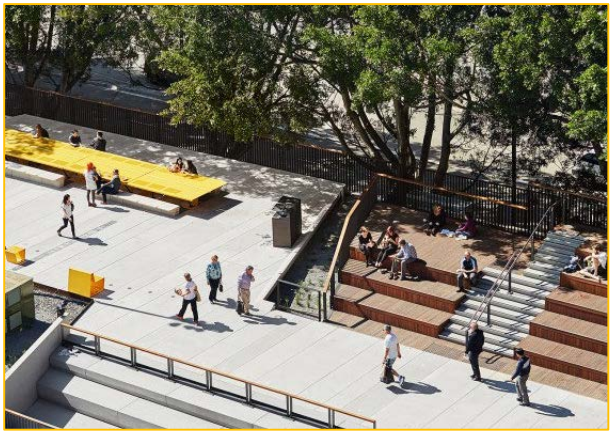
Rowing Shell and Canoe Storage, Marina Beach

Tongva Park, Santa Monica



Highline Park, New York

Hyde Park, Sydney



The Goods Line - Sydney, Australia

Performance Pavilion, Playa Vista

Performance Pavilion, New York

Performing Pavilion - Lincoln Park Zoo, Chicago

Paris-Plages, Paris

Paddle House, Redondo Beach

Push boats - Luxembourg Gardens, Paris

Yoga in the park

IX. GLOSSARY

ARCADE - A covered walk with a line of columns, posts, or arches along one side.

BERM - A continuous bank of earth alongside a road, parking area or building.

BOLLARD - A low single post, or one of a series, set to prevent motor vehicles from entering an area.

BULKHEAD - The seawall dividing dry land areas from water areas, such as in a harbor.

COMMUNITY MARKERS - Community Markers assist in orienting people within a community and reinforce its identity. Community markers can be used to identify Marina del Rey through community branding elements such as signage, icons, unique sculptures, or special landscaping. Community markers can also be used to identify districts or other significant features or areas within the Marina.

CORNICE - Any molded projection which crowns or finishes the part to which it is affixed.

CURB EXTENSIONS - A traffic calming method requiring the narrowing of the roadway and the widening of the sidewalk.

DCB - The Design Control Board

DIMENSIONAL LETTERS - Freestanding or mounted three-dimensional letters.

DIRECTIONAL SIGN - Vehicular, cyclist, boater, and pedestrian-oriented directional signs direct people to destinations such as promenades, restrooms, shops and stores, parking, offices, bicycle paths, entrances, exits, anchorage entrances, bicycle paths etc.

EDUCATIONAL SIGN - A sign designed to educate and inform the public about the history, culture, environment, and maritime uses of Marina del Rey.

FURNISHINGS or **STREET FURNITURE** - Objects such as benches, drinking fountains, and trash receptacles placed along a walkway or street to increase pedestrian comfort.

GATEWAY - A public path or roadway in an urban environment that serves as an approach or entry point to a community or district, often featuring landmarks, fountain, statues, planting and signs.

GUEST DOCK - A transient dock which boaters can temporary tie up to for a limited amount of time.

HEAT ISLAND EFFECT - The rising of surface and overall ambient temperature due to dark roofs and paving materials absorbing the sun's rays.

ICON - Image or object symbolizing a place.

IDENTIFICATION SIGN - Signs that identify places such as offices, restrooms, shops, parking, entrances, exits, anchorage gates, the promenade, etc.

INFORMATIONAL SIGN - Informational signs give people more detailed information about the built or natural environment. These signs could provide maps, parking information, rates, hours of operation, listings of services, site or project directories, kiosks, etc.

INTERPRETIVE ELEMENTS - Signs, public art installations, and other features that draw attention to the history, ecology, cultural, and uses of Marina del Rey.

LANDMARK - Recognizable object serving as a distinguishing element for orientation.

MASSING - The organization of the building's overall volume; determines whether the building's scale feels appropriate.

MEDIANS - Typically 6-10 feet wide and can be placed either in the center of the road or in the area separating through-lanes from parking areas. Can be raised and filled with landscape elements.

MID-BLOCK CROSSING OR CROSSWALK - A crosswalk located in the middle of a block rather than at an intersection. Mid-block crosswalks channelize potential pedestrians from crossing at random locations to concentrate them at a suitable crossing location.

MOBILITY HUBS - Hubs where different modes of travel come together at key locations and provide the opportunity for convenient transfers between modes. These hubs would provide the Marina's residents and visitors with convenient mobility options beyond using their personal vehicle. Mobility hubs can be located in or adjacent to a centralized parking facility that serves adjacent uses and provides public parking opportunities, and can include or have nearby co-located WaterBus stops, landside transit stops, bicycle facilities, bicycle parking, bicycle sharing kiosks, pedestrian access, visitor and directional information, and car sharing opportunities.

MOLE - A man made peninsula.

MONUMENT SIGN - Freestanding signs, detached from buildings, and integrated into the landscape.

MULTI-USE PATH - A pathway designed for use by bicycles and pedestrians, sometimes as separated lanes.

NIGHT SKY LIGHT POLLUTION - Lighting systems that cast unnecessary light rays into the sky above as to interfere with birds and star gazing

"PARK ONCE" STRATEGY - Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. A "Park Once" district with shared parking is recommended in each district to operate district parking more efficiently (both public lots and private off-street facilities), and consolidated parking facilities could eventually serve these districts. Existing public parking capacity would be retained and consolidated into structures when necessary.

PEDESTRIAN-SCALE - Elements of the built environment that are comfortable to an average human size and perception.

PERVIOUS - Permeable such as the seepage of water through a porous material, such as soil.

PLANTING STRIPS - A landscaped area lying between a street curb and a sidewalk.

PLAZA - A public square in a city or town usually located near urban buildings and often featuring walkways, plantings, fountains, landmarks, sculptures and places to sit.

POP-OUT - The projection of portions of a building surface, such as a façade, to create relief in a building.

PUBLIC ART - Public art, or civic art, is an important component of placemaking and building community identity. Artwork in public spaces contributes to local identity and culture while creating unique and special places for people to enjoy.

OVERLOOK - Overlooks increase public views and access to water. Overlooks can provide opportunities for passive uses such as boat watching, picnicking or bird watching.

SENSE OF ARRIVAL - Announcing a sense of place with the usage of special features such as sculptures or community markers.

SETBACK - The minimum distance between a property line and a building, or portion thereof, as required by ordinance or code.

SIGN - Any arrangement of letters, numerals, or designs superimposed or painted on, suspended from or incised into a surface and used as an outdoor display or notice, pictorial or otherwise, for the purpose of delineating identity, advertising or for giving instructions and/or directions and/or information.

SITE DESIGN - The placement of buildings, parking areas, landscaped areas, and on-site pedestrian and vehicular circulation and access.

STEPBACK - The recessing of the upper floor(s) of the building.

STREETSCAPE - Refers to the design of a street, including the sidewalks, landscape planting, and character of the adjacent building façade or planted setback.

SUSTAINABLE - Refers to the low impacts to natural resources (materials, air quality, water quantity & quality, energy consumption) used in the built environment.

TOWER - A building, or portion of building, characterized by its relatively great height.

WALL PLANES - Front, side, or back elevations of a building.

WATER FEATURE - A fountain, pond, or body of water.

WATERBUS LANDINGS - The WaterBus is a ferry service that operates seasonally and has numerous boarding stops, or landings, throughout the harbor.

WATERFRONT ACCESSWAY – A pedestrian walkway that connects pedestrians to the public promenades from streets and sidewalks throughout Marina del Rey.

WIND TUNNEL EFFECT - The acceleration of wind as it is funneled between tall buildings.