



UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS  
SPECIFIC PLAN

APPENDIX A:  
DESIGN GUIDELINES



DRAFT



## TABLE OF CONTENTS

INTRODUCTION	i	3B. PASEO AND OPENSOURCE GUIDELINES FOR SUBAREA 3	57
HOW TO USE THIS DOCUMENT	1	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Recommended Open Space Typologies</li> <li>• Public Plaza</li> <li>• Paseo</li> <li>• Internal Open Space</li> <li>• Recommended Plant Palette</li> </ul>	59 61 63 65 67 68
URBAN DESIGN PRINCIPLES	2		
1. STREETScape DESIGN GUIDELINES	3	4. DESIGN GUIDELINES FOR SUBAREA 2	75
<ul style="list-style-type: none"> <li>• Street Typologies and Design Guidelines</li> <li>• Walkability Master Plan</li> <li>• Design Parameters for Key Streets</li> <li>• Key Streets Reference Map</li> <li>• Guiding Design Parameters for Key Streets</li> <li>• Guidelines for Key Perimeter Streets</li> <li>• Guidelines for Key Internal Streets</li> <li>• Recommended Trees: Key Perimeter Streets</li> <li>• Recommended Trees: Key Interior Streets</li> </ul>	5 7 8 9 10 12 14 22 23	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Access, Parking, and Loading</li> <li>• Building Massing</li> <li>• Other Architectural Elements</li> <li>• On-Site Open Space, Setbacks, Landscaping</li> <li>• Signage</li> <li>• Building Facades</li> </ul>	59 61 63 65 67 68
2. DESIGN GUIDELINES FOR SUBAREA 1A <i>(This section summarizes the urban design and architecture guidance given in the University Park Campus Plan, 2000, which is the governing document for the core campus)</i>	25		
<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Principles and Guidelines</li> <li>• Landscape and Open Space Plan</li> <li>• University Park Campus Image Gallery</li> </ul>	26 27 29 30		
3A. DESIGN GUIDELINES FOR SUBAREA 1B & 3	33		
<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Access, Parking, and Loading</li> <li>• Building Massing</li> <li>• Ground Floor</li> <li>• Other Architectural Elements</li> <li>• On-Site Open Space, Setbacks, Landscaping</li> <li>• Signage</li> <li>• Building Facades</li> </ul>	34 35 38 39 41 46 49 54		

## INTRODUCTION

This Appendix establishes a set of design guidelines that will help to shape development within the University Park Specific Plan Area, in order to ensure that a high quality physical environment is achieved and maintained. Design guidelines are included for site planning, building design, open space, landscaping, and infrastructure, both for private property, as well as for the public right of way, located within the Specific Plan boundary. These guidelines should be referred to during the review of projects, subject to the requirements of the Specific Plan, by the Director of Planning or his/her designee. The guidelines are organized by Subarea. Many of the design guidelines included have been adapted from the South LA Design Guidelines and the Citywide Design Guidelines for consistency and compatibility.

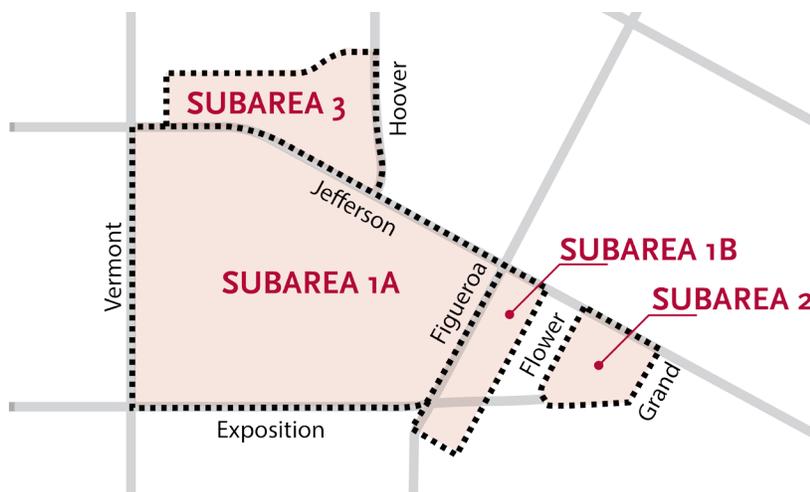


Figure A.i: Specific Plan Subarea Map Key

## HOW TO USE THIS DOCUMENT

The matrix below provides a quick reference guide to Appendices A and B and describes how the materials within them apply to each of the project Subareas. Design Guidelines in Appendix A are organized by Subarea. The criteria in the Streetscape Design Guidelines relate to all Specific Plan Areas.

URBAN DESIGN PRINCIPLES	SECTION/ TOPIC	GUIDELINE INDEX <i>(Guidelines Section for quick reference)</i>	SUBAREA	SUBAREA	SUBAREA	SUBAREA
			1A (Core Campus)	1B	2	3
Building Context: Establishing a Relationship Between the Building and Street / Public Realm	<b>Streetscape Design Guidelines</b>	<i>Appendix A - Section 1</i>	✓	✓	✓	✓
	<b>Jefferson Boulevard Streetscape Plan</b>	<i>Appendix B</i>	✓			✓
Building Architecture: Creating High Quality Building Design	<b>Vehicular Access, Parking, and Loading</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Building Massing</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Ground Floor</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Other Architectural Elements</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Signage</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Building Facades</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Historic Design Guidelines</b>	<i>Appendix A - Sections 2 &amp; 3 (Also see Specific Plan Adaptive Mitigation Management Approach)</i>	✓			✓
<b>2000 Campus Master Plan</b>	<i>Summarized in Appendix A - Section 2</i>		✓			
Hierarchy of On-Site Open Space: Promoting Connectivity and Linkages through Interior Public Spaces	<b>On-Site Open Space, Setbacks, and Landscaping</b>	<i>Appendix A - Sections 3, &amp; 4</i>		✓	✓	✓
	<b>Special Open Space Guidelines for Subarea 3</b>	<i>Appendix A - Section 3</i>				✓

Figure A.ii: Reference Matrix

## SPECIFIC PLAN URBAN DESIGN PRINCIPLES

Projects developed within the University Park Specific Plan should create a “sense of place” through planning and design strategies as well as building and landscape architecture. The urban design principles established for the Specific Plan area are:

1. Enhance urban cohesion by providing a mix of uses that embrace the community by emphasizing Jefferson Boulevard as a complete street that weaves together the public realm and academic space as a place for people.
2. Promote varied but cohesive architectural character by avoiding bland development through design that is context sensitive, embraces architectural diversity, and integrates university buildings into the surrounding neighborhood.
3. Ensure sensitive urban form by creating a vibrant community center that activates key pedestrian and vehicular corridors, encourages a safe environment, and maintains an urban character that is sensitive to nearby residential areas.
4. Promote outward building orientation by ensuring that campus buildings relate to perimeter streets, establishing connections to the community where the USC Campus fronts on key corridors.
5. Emphasize human scale by framing public space with appropriately scaled buildings and articulated architectural blocks that connect academic gathering spaces to public spaces, including public rights-of-way.
6. Maximize connectivity and improve circulation for area residents, students, employees and visitors by emphasizing multi-modal uses that take full advantage of the proximity of the USC Campus to the Exposition Metro Rail Line while reinforcing linkages to nearby destinations.

Further, development should seek to maintain physical connectivity to the surrounding community, as well as design continuity with the existing architecture of the USC Campus.

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS SPECIFIC PLAN

SECTION 1:  
STREETSCAPE  
DESIGN GUIDELINES

DRAFT



THIS PAGE LEFT INTENTIONALLY BLANK

## STREET TYPOLOGIES AND DESIGN GUIDELINES

This Section depicts the desired hierarchy of street spaces within the Specific Plan area, through the core campus, and across the 110 Freeway. Each street type should balance the needs of all users, while incorporating pedestrian- and bicycle-friendly design features.

Because of the new development proposed in Subarea 3, the new Expo Line stations, and development and infill that may occur in the surrounding neighborhoods, the streets in and around the core campus are expected to accommodate a greater flow of users in the future. For this reason, as new development occurs, these streets should be enhanced with paving, lighting, shade trees, benches, bike facilities, and other amenities that make them more comfortable place for pedestrians and cyclists.

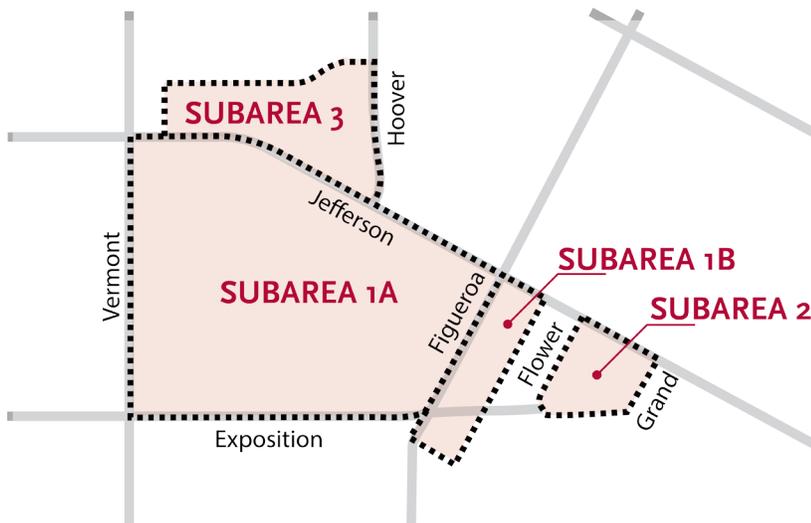


Figure A.1.a: Specific Plan Subarea Map Key



### Primary Transit-Oriented Corridor

Multi-modal corridors that should respond to the needs of a wide range of users. These corridors should provide:

- Directional signage for easy wayfinding to and from transit and local destinations.
- Consistent transit furniture at each transit stop, such as bus shelters or benches, way finding elements, and pedestrian scaled lighting.
- Enhanced facilities for bicycles, such as bike lanes, parking, and signage.
- Enhanced landscaping along the street edge, as a buffer for cyclists and pedestrians.
- Wide and highly-visible crosswalks.
- A comfortable walking environment for high volumes of pedestrians, unimpeded by barriers.
- Enhanced pedestrian amenities such as seating and lighting.
- Regularly-spaced shade trees for comfort.
- Direct connections to entrances for buildings and the campus.
- Enhanced sidewalk paving.
- Visible and secure bike parking.



### Primary Corridor

Multi-modal corridors that should cater to a wide range of users. These corridors should provide:

- A comfortable walking environment for medium to high volumes of pedestrians, unimpeded by barriers.
- Pedestrian amenities such as seating and lighting.
- Shade trees for comfort.
- Direct connection to building and campus.



### Secondary Corridor

Corridors that are primarily for pedestrians and cyclists. These corridors should provide:

- A comfortable walking environment for medium volumes of pedestrians, unimpeded by barriers.
- Places to people watch, sit, and linger.
- Bollards rather than curbs to differentiate the pedestrian and vehicular realms, where applicable.
- Enhanced sidewalk paving.
- Visible and secure bike parking.



### Tertiary Corridor

Multi-modal corridors that should cater to a wide range of users, but may primarily be used for service or vehicular access. These corridors should provide:

- A comfortable walking environment for medium to low volumes of pedestrians, unimpeded by barriers.
- Controlled stops at regular intervals to allow pedestrian and bicyclist crossings.
- Warning signage, lights, or sounds at vehicular / pedestrian conflict points.



### Primary Intersection

Located at major intersections, these nodes should incorporate:

- Enhanced continental-style crosswalks through widening, special painting, or “all-way crossings”/“Scramble Crossings”.
- Shortened crossing distances for pedestrians where feasible, through curb bulbouts.
- Longer crossing times / shorter wait times.
- Bike signals and wayfinding as applicable.
- Smaller curb radii.
- Directional signage and wayfinding.
- Open space plazas.
- Additional pedestrian amenities, such as lighting and seating.



### Secondary Intersection

Located at other critical intersections, these nodes should incorporate:

- Enhanced continental or other visible crosswalks.
- Longer crossing times / shorter wait times.
- Smaller curb radii.
- Additional pedestrian amenities, such as lighting and seating.

**WALKABILITY AND PEDESTRIAN MASTER PLAN**

This diagram illustrates the location and interfaces between primary, transit-oriented, secondary, and tertiary corridors, key intersections, transit stations, and entrances to the property.



Figure A.1.b: Walkability and Pedestrian Master Plan Diagram

## DESIGN PARAMETERS FOR KEY STREETS

The following guidelines describe the desired streetscape character for the public right of way area from the curb to the property line, along key streets including selected “perimeter” streets (i.e. those streets that are immediately adjacent to USC core campus): Vermont Ave, Jefferson Blvd, Exposition Blvd, and Figueroa St, along with selected “internal streets” within Subarea 3. The key streets are annotated on the diagram on the following pages.

New projects within the Specific Plan area should refer to these guidelines when designing new public, semi-public, and street-spaces.

The identity of the extended USC community should continue to be enhanced through improvements to the streetscape and landscaping in public spaces and rights-of-way. This section establishes a set of guidelines that will serve to build on the design already implemented by the university in the public right of way and improve the environment both aesthetically and physically, as opportunities in the Specific Plan area occur which involve public improvements or other public and/or private projects that affect public spaces and rights-of-way.

As the campus and neighborhood grows and changes, it is the goal of this Specific Plan to assure an increasingly walkable, pedestrian-friendly and multi-modal development pattern. New development in Subarea 3, for example, will have permeable edges, frequent entrances, human-scaled ground floors and buildings that directly face the street.

The streetscape that is implemented with new development should likewise respond to the needs of multiple users, providing a comfortable environment, one that is both safe and inviting. Pedestrian zones and bike zones should be of central importance and identified with special paving, signage, and lighting. The use of fences, walls, and hedges along public rights-of-ways should be minimized, though they may be used as one form of safety control in certain locations as it is critical to maintain a safe environment. Bike and pedestrian amenities should be provided in key locations that respond to the needs of transit riders and multi-modal users.

See the Walkability Plan on the previous page for a guiding diagram that describes where amenities should be focused to best serve the needs of transit riders and all users of the streetspace.

KEY STREETS REFERENCE MAP

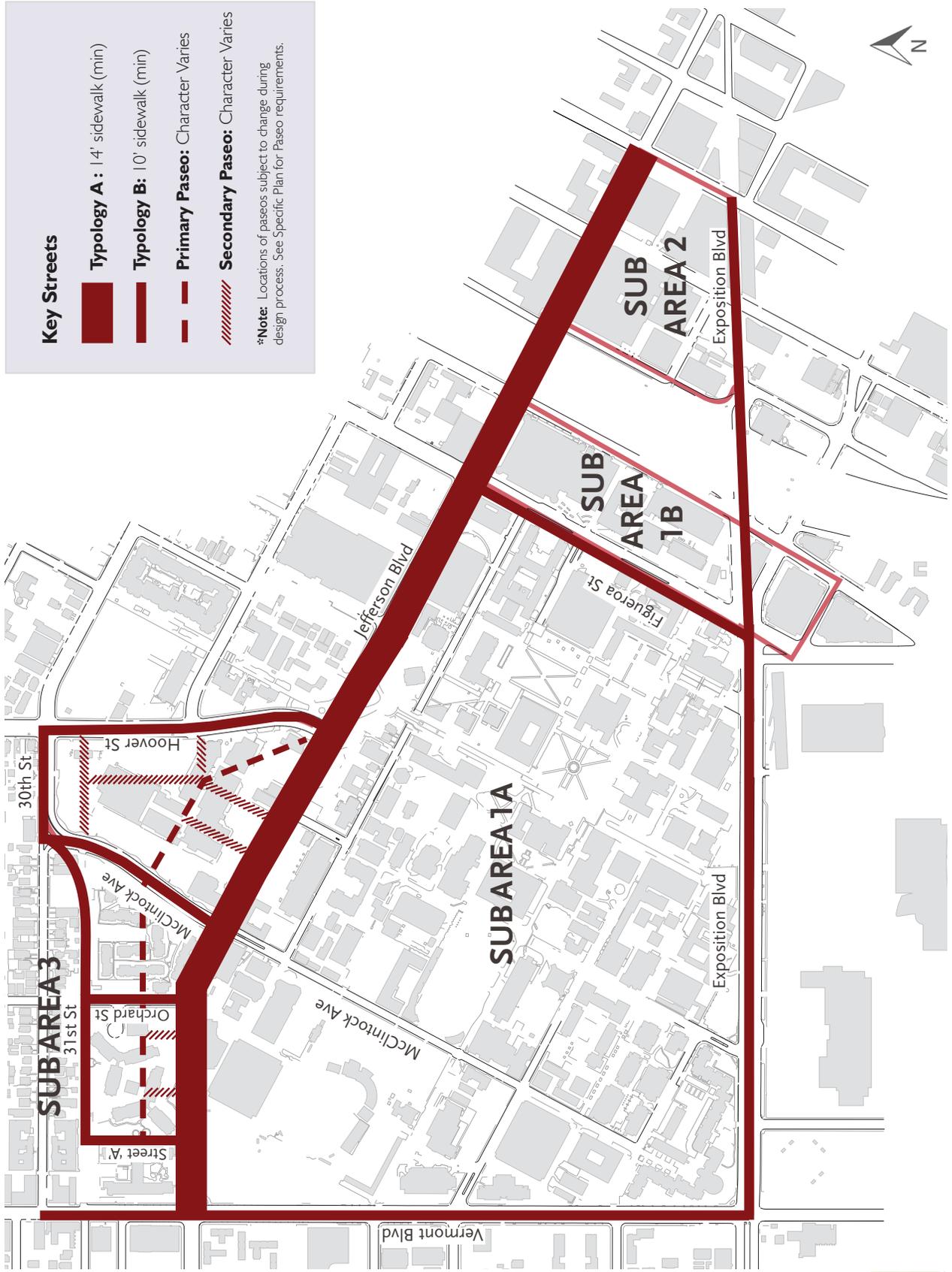


Figure A.1.c: Key Street Reference Map

## GUIDING DESIGN PARAMETERS FOR KEY STREETS

### STREET TREES

1. Select species which (a) enhance the pedestrian environment, (b) convey a distinctive high quality visual image for the streets, (c) are drought, and smog tolerant, and (d) complement existing street trees.
2. Establish a hierarchy for street trees which should include:
  - a. Major Accent Trees. These trees should be located at entry locations, intersections, and activity centers.
  - b. Street Trees. Select specific species to be a common tree for street frontages. A single species may be selected for all residential neighborhoods and commercial districts or different species selected to distinguish one neighborhood, district, or street from another. In primarily-residential neighborhoods, the trees should have broad canopies, to provide shade and color.
  - c. Along areas with retail frontages, the trees should be more columnar, or lacy, or have a higher canopy to promote views of store fronts and signs.
  - d. Ornamental or Special Plantings: At special areas along street frontages, such as linkages to pedestrian walkways and plazas and outdoor dining areas, ornamental trees providing shade and color should be utilized to emphasize those places.
3. Provide for the installation of street trees along public sidewalks defining the types and spacing in accordance with the City of Los Angeles Urban Forestry Division's Street Tree Selection Guide. (See later in this Appendix for guidance and see the following page for a copy of the City's standard table of clearances from street trees).
4. Trees should be placed to reinforce views and provide building shade.
5. All trees should be planted within a minimum box size of 24" to ensure survivability. A 4 ft x 8 ft treewell is the preferred size.
6. Trees should be planted away from underground utilities. Measures should be undertaken to avoid the lifting of plazas and sidewalks (e.g. root barriers).

### PLANTING MATERIALS

1. Plantings throughout the Specific Plan area should be comprised of plant materials common to, and consistent with plantings within the existing USC campus (See Section 3B for a recommended palette for Subarea 3).
2. Disease-resistant, adapted, drought-tolerant, and/or native plant material should be selected for all landscaped areas throughout the Specific Plan.
3. Mulch should be used underneath all planted materials to promote weed control and water conservation.
4. Planted areas should be equipped with automatic irrigation systems and conform to the City's conservation requirements.

## STREET FURNITURE AND FIXTURES

1. Street furniture that encourages pedestrian activity while maintaining physical and visual access to buildings, and which is aesthetically pleasing, functional and comfortable should be installed within the Project Area.
2. Street furnishing may include such elements as bus and pedestrian benches, bus shelters, kiosks, community notice boards, trash and recycling receptacles, newspaper racks, bicycle racks, USC Department of Public Safety emergency phones, landscaped planters, drinking fountains, lights, and bollards.
3. Priority for street furnishing shall be given to pedestrian oriented areas.
4. Where appropriate in pedestrian commercial districts the use of kiosks, carts and other street furniture is encouraged.
5. It is important to maintain a secure environment throughout the new development. Fences, walls, and hedges may be used as one form of safety control, however their impact should be minimized.

## SIDEWALKS AND PAVING

1. Pave sidewalks with brick pavers, concrete, or other safe, non-slip materials to create a distinctive pedestrian environment and, for crosswalks, to visually and physically differentiate these from vehicle travel lanes and promote continuity between pedestrian sidewalks.
2. Develop sidewalk “pull-outs” or bulbs at intersections where they do not adversely impact traffic flow or safety, by extending the sidewalk to the depth of a parking stall, to accommodate

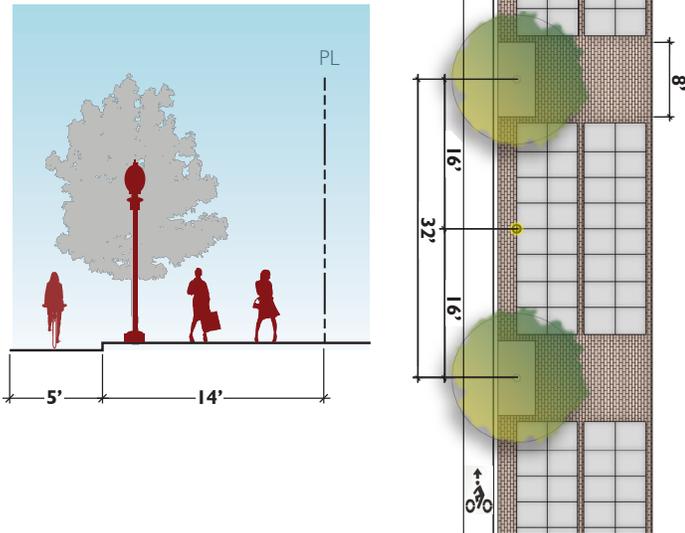
## CITY REQUIRED CLEARANCES FROM CENTERLINE OF TREES

Edge of water and gas meters, underground vaults:	5 feet
Edge of driveway aprons and crosswalks:	5 feet
Centerline of fire hydrants:	10 feet
Centerline of street lights	
- Roadway:	15 - 20 feet
- Pedestrian:	8 - 10 feet
Edge of alley entrances:	20 feet
Intersection of curb line tangents street intersections:	45 feet
Edge of railroad tracks / crossings:	100 feet

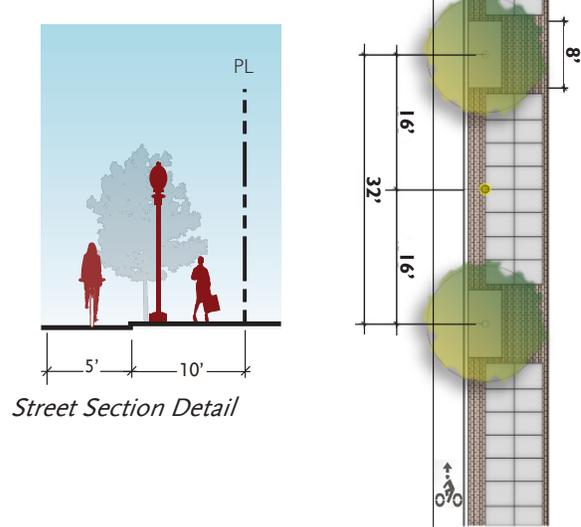
Figure A.1.d: Required Clearances

## GUIDELINES FOR KEY PERIMETER STREETS

Jefferson Blvd (Figure A.1.e)\*  
Typology A



Figueroa St (Figure A.1.f)\*\*  
Typology B



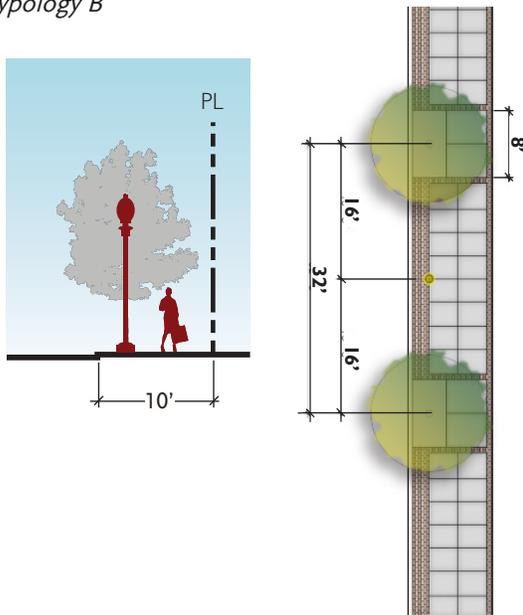
\* See Appendix B Jefferson Boulevard Streetscape Plan, for more detailed information. The following is a summary of design intent for Jefferson Boulevard.

- **Sidewalk Widths:**  
14 ft min.  
5 ft min. bike lane along each side of the street
- **Street Trees/Landscaping:**  
Ginkgo Trees; 4 ft x 8 ft tree wells; low understory planting. Serrated Zelkova in median, only where trees need to be replaced or filled in. Mature trees in median should be preserved wherever possible.
- **Walls/Fences/Gates:**  
Non-fenestrated walls along street edge, longer than 40 ft are discouraged. Building facades should be used for access control; the impact of fences or walls along street edge of new development should be minimized. All campus gates should remain open during the day, except as may be required for safety.
- **Pedestrian Lighting:**  
Regularly-spaced, pedestrian-oriented fixtures between trees.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (Include brick field at back of tree well)
- **Furniture:**  
Regularly-spaced benches, trash cans, and other street furniture should be placed adjacent to pedestrian street lights.

\*\* Note: Design to be coordinated with the My Figueroa project.

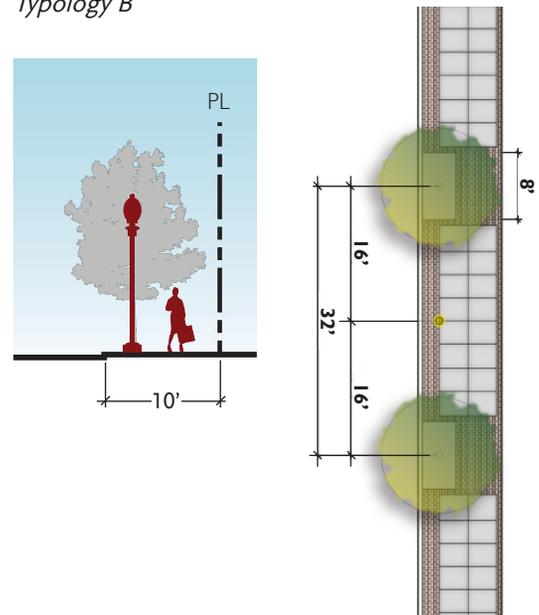
- **Sidewalk Widths:**  
10 ft min.  
5 ft min. bike lane along each side of the street
- **Street Trees/Landscaping:**  
Magnolia; 4 ft x 8 ft tree wells; decomposed granite.
- **Walls/Fences/Gates:**  
Non-fenestrated walls along street edge, longer than 40 ft are discouraged. Any fences provided should be visually porous. All campus gates should remain open during the day, except as may be required for safety.
- **Pedestrian Lighting:**  
Regularly-spaced, pedestrian-oriented fixtures between trees.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (Include brick field at back of tree well)
- **Furniture:**  
Regularly-spaced benches should be placed adjacent to pedestrian street lights.

Vermont Avenue (Figure A.1.g)  
Typology B



- **Sidewalk Widths:**  
10 ft min.
- **Street Trees/Landscaping:**  
Magnolia; 4 ft x 8 ft tree wells; decomposed granite.
- **Walls/Fences/Gates:**  
Non-fenestrated walls along street edge, longer than 40 ft are discouraged. Any fences provided should be visually porous. All campus gates should remain open during the day, except as may be required for safety.
- **Pedestrian Lighting:**  
Regularly-spaced, pedestrian-oriented fixtures between trees.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (No brick field at back of tree well)
- **Furniture:**  
Regularly-spaced benches should be placed adjacent to pedestrian street lights.

Exposition Boulevard (Figure A.1.h)  
Typology B

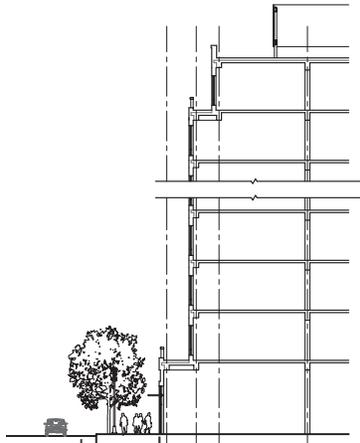


- **Sidewalk Widths:**  
10 ft min.
- **Street Trees/Landscaping:**  
Ginkgo Trees; 4 ft x 8 ft tree wells; low understory planting.
- **Walls/Fences/Gates:**  
Non-fenestrated walls along street edge, longer than 40 ft are discouraged. Any fences provided should be visually porous. All campus gates should remain open during the day, except as may be required for safety.
- **Pedestrian Lighting:**  
Regularly-spaced, pedestrian-oriented fixtures between trees.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (Include brick field at back of tree well)
- **Furniture:**  
Regularly-spaced benches should be placed adjacent to pedestrian street lights.

## GUIDELINES FOR SUBAREA 3, KEY INTERNAL STREETS

### McClintock Avenue (Figure A.1.i)

Typology B

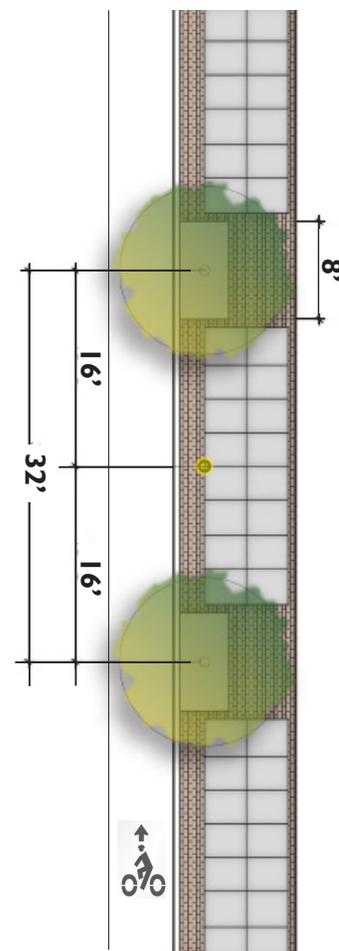


Proposed Street Section (Building design will vary)



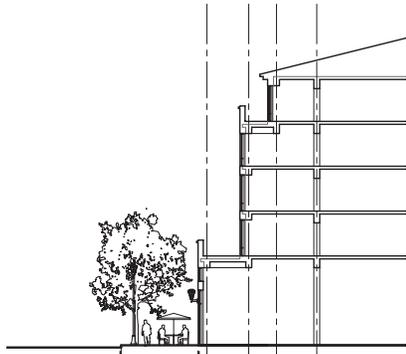
Street Section Detail

- **Sidewalk Widths and Bike Facility:**  
10 ft min.  
5 ft min. bike lane along east side of street.
- **Street Trees/Landscaping:**  
Magnolia trees; 32 ft O.C; 4 ft x 8 ft tree planters with understory planting in tree wells.
- **Walls/Fences/Gates:**  
Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- **Pedestrian Lighting:**  
Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. Integral color concrete or concrete pavers may be used as intersection field treatment mid-block to allow easy pedestrian crossing. (Include brick field at back of tree well)
- **Furniture:**  
Street furnishings at regular intervals; outdoor dining in front of first-floor commercial space. Bike racks should be accommodated between tree wells.



Illustrative Plan Drawing

West 30th Street (Figure A.1.j)  
Typology B

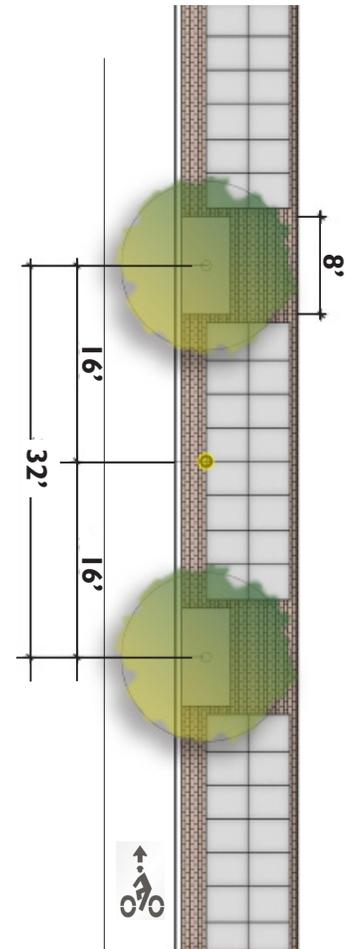


*Proposed Street Section (Building design will vary)*



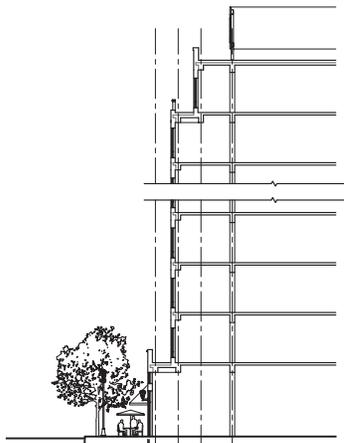
*Street Section Detail*

- **Sidewalk Widths and Bike Facility:**  
10 ft min.  
5 ft min. bike lane along south side of street
- **Street Trees/Landscaping:**  
Australian Willow trees; 32 ft O.C; 4 ft x 8 ft tree planters with understory planting in tree wells.
- **Walls/Fences/Gates:**  
Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- **Pedestrian Lighting:**  
Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving at tree wells to emphasize pedestrian realm. (Include brick field at back of tree well)
- **Furniture:**  
Bike racks may be accommodated between tree wells.



*Illustrative Plan Drawing*

Hoover Street (Figure A.1.k)  
*Typology B*

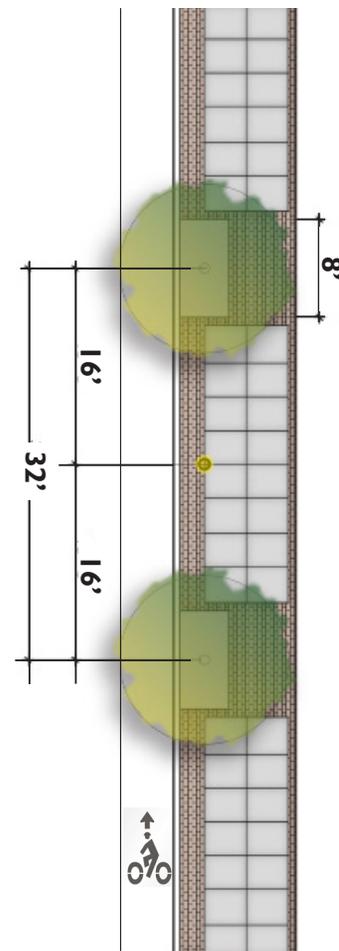


*Proposed Street Section (Building design will vary)*



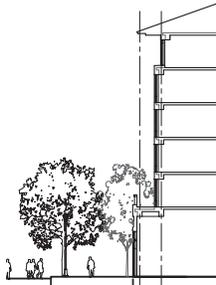
*Street Section Detail*

- **Sidewalk Widths and Bike Facility:**  
 10 ft min.  
 5 ft min. bike lane along west side of street.
- **Street Trees/Landscaping:**  
 Tulip trees; 32 ft O.C.; 4 ft x 8 ft tree planters with decomposed granite.
- **Walls/Fences/Gates:**  
 Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- **Pedestrian Lighting:**  
 Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- **Hardscape Materials Palette:**  
 Natural grey concrete with wide red brick paving at tree wells to emphasize pedestrian realm. (Include brick field at back of tree well)
- **Furniture:**  
 Street furnishings at regular intervals; outdoor dining in front of first-floor commercial space. Bike racks should be accommodated between tree wells.



*Illustrative Plan Drawing*

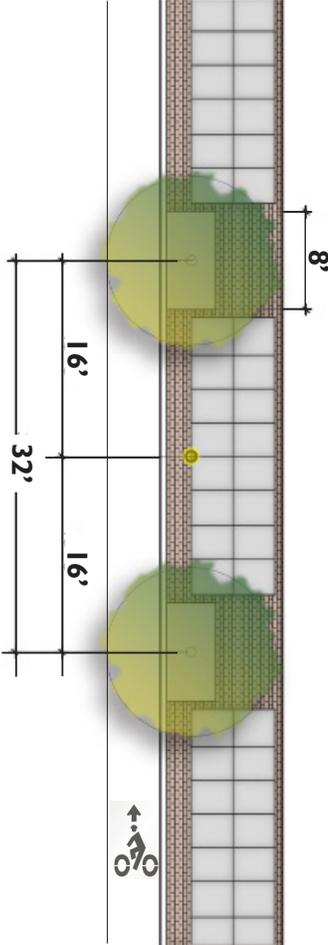
Orchard Street (Figure A.1.1)  
*Typology B*



*Proposed Street Section (Building design will vary)*



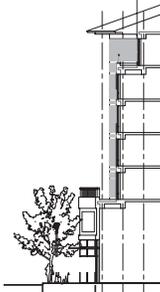
- Sidewalk Widths:**  
 10 ft min.  
 5 ft bike min. lane along each side of the street
- Street Trees/Landscaping:**  
 Magnolia trees; 32 ft O.C; 4 ft x 8 ft tree planters with decomposed granite.
- Walls/Fences/Gates:**  
 Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- Pedestrian Lighting:**  
 Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- Hardscape Materials Palette:**  
 Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. Integral color concrete or concrete pavers may be used as intersection field treatment midblock to allow easy pedestrian crossing. (Include brick field at back of tree well)
- Furniture:**  
 Bike racks should be accommodated between tree wells.



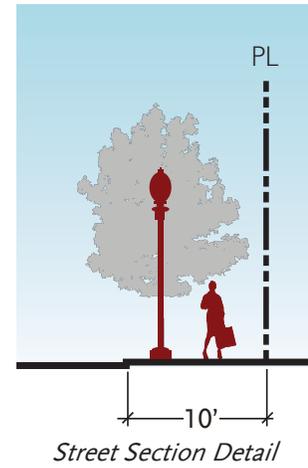
*Illustrative Plan Drawing*



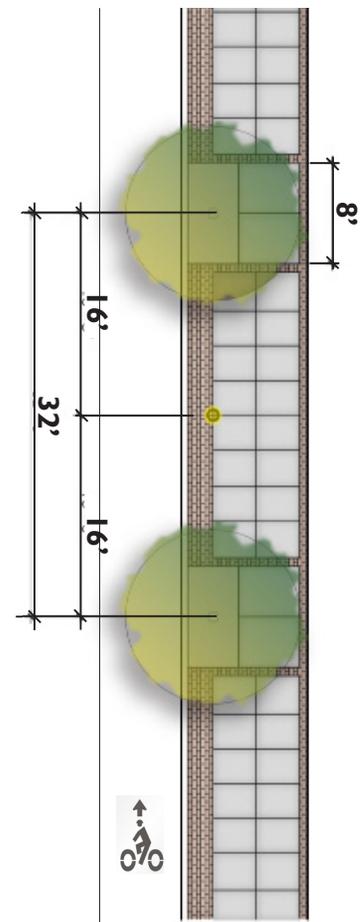
Street 'A' (Figure A.1.m)  
 Typology B



Proposed Street Section (Building design will vary)

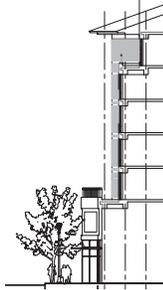


- **Sidewalk Widths:**  
10 ft min.
- **Street Trees/Landscaping:**  
Magnolia trees; 32 ft O.C.; 4 ft x 8 ft tree planters with understory planting in tree wells.
- **Walls/Fences/Gates:**  
Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- **Pedestrian Lighting:**  
Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (No brick field at back of tree well)
- **Furniture:**  
Bike racks may be accommodated between tree wells.

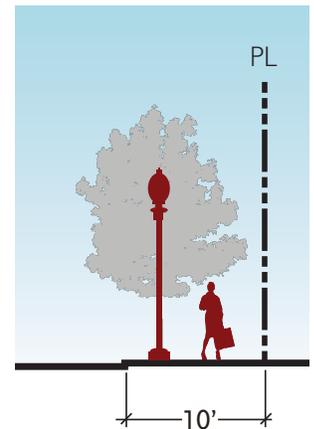


Illustrative Plan Drawing

West 31st Street (Figure A.1.n)  
Typology B

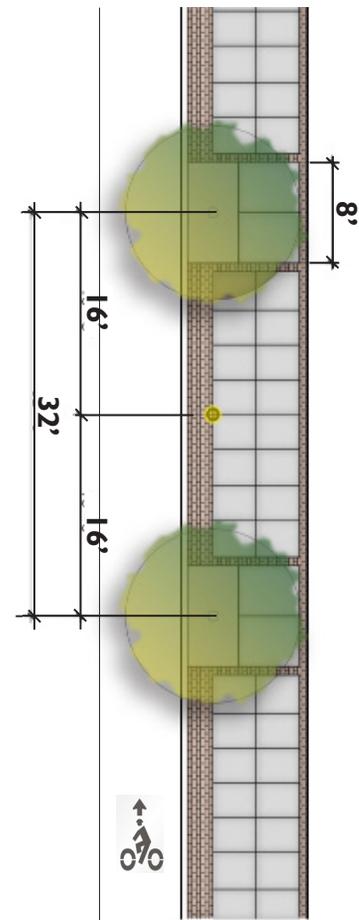


*Proposed Street Section (Building design will vary)*



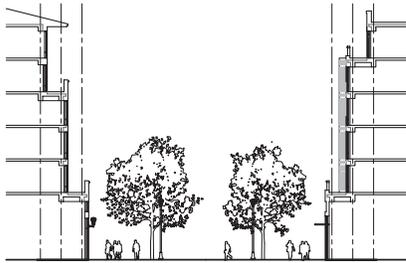
*Street Section Detail*

- **Sidewalk Widths:**  
10 ft min.
- **Street Trees/Landscaping:**  
Australian Willow trees; 32 ft O.C; 4 ft x 8 ft tree planters with understory planting in tree wells.
- **Walls/Fences/Gates:**  
Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- **Pedestrian Lighting:**  
Pedestrian-oriented fixtures along back of curb. Approx. 16 ft from street trees. May also be building-mounted.
- **Hardscape Materials Palette:**  
Natural grey concrete with wide red brick paving to emphasize pedestrian realm, at tree wells. (No brick field at back of tree well)
- **Furniture:**  
Bike racks should be accommodated between tree wells.

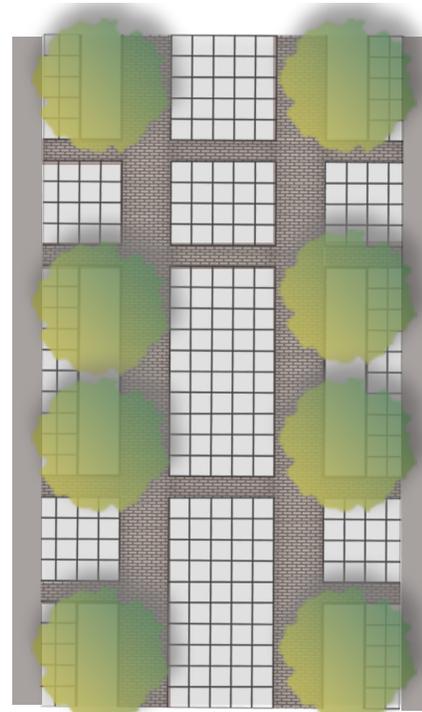


*Illustrative Plan Drawing*

Primary Paseo A (Figure A.1.o)  
Paseo



*Proposed Paseo Section (Building design will vary)*



*Illustrative Plan Drawing*

- **Paseo Widths & Character:**

Approximately 48 ft wide pedestrian space with fire and service access zone as required by code. An amenity zone in center of the paseo for kiosks and clustered sidewalk furniture can be designed. Primary paseos may have more active & visually transparent groundfloors and may include arcades. Street furniture is encouraged. Sidewalk and center area should all be at the same grade for an extended plaza-like feel.

- **Street Trees/Landscaping:**

London Plane trees in raised or at grade tree planters with understory planting or decomposed granite, to emphasize seating and amenity areas. Trees along paseo edge, as double or single row.

- **Walls/Fences/Gates:**

Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.

- **Pedestrian Lighting:**

Regularly-spaced, pedestrian-oriented fixtures along edge of clear zone. May also be building-mounted and use up-lighting to call out building features.

- **Hardscape Materials Palette:**

Integral colored concrete paving with red brick bands. Granite cobble, integral color concrete, or concrete pavers to be used as field treatment to accentuate plaza areas or entries.

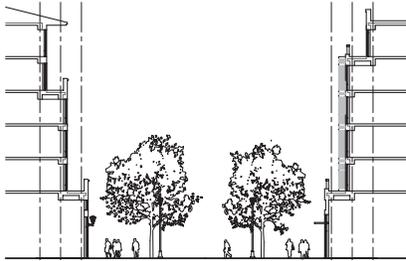
- **Ground Plane:**

Refer to the University Park Specific Plan for requirements relating to planted area.

- **Furniture:**

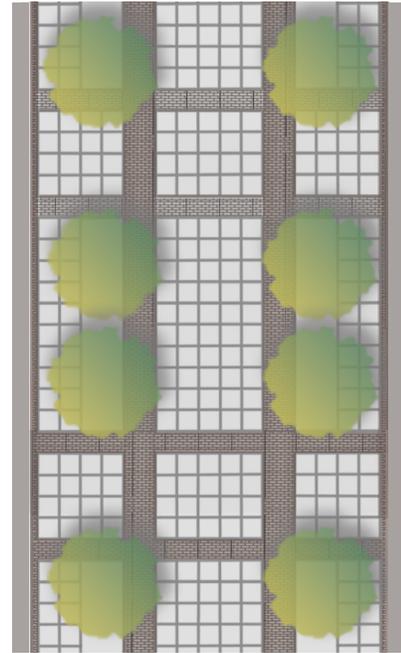
Kiosk and street furnishings at regular intervals in seating clusters. Outdoor dining in front of first-floor commercial space. Bike racks should be accommodated adjacent to entries or in the central amenity area.

## Secondary Pedestrian Paseo B (Figure A.1.p) Paseo



*Proposed Paseo Section (Building design will vary)*

- Paseo Widths & Character:**  
 Maximum 48 ft wide pedestrian space with fire and service access zone as required by code. Secondary paseos may have less active ground floor uses and are smaller in size, compared to primary paseos but still may include pedestrian seating.
- Street Trees/Landscaping:**  
 Bradford Pear trees in at-grade tree planters with understory planting to emphasize seating and amenity areas.
- Walls/Fences/Gates:**  
 Building façades should be used for access control. The impact of fences or walls along street edge should be minimized.
- Pedestrian Lighting:**  
 Regularly-spaced, pedestrian-oriented fixtures along edge of clear zone. May also be building-mounted and up-lighting to call out building features.
- Hardscape Materials Palette:**  
 Integral colored concrete paving with red brick bands. Granite cobble, integral color concrete, or concrete pavers to be used as field treatment to accentuate plaza areas or entries.



*Illustrative Plan Drawing*

- Ground Plane:**  
 Refer to the University Park Specific Plan for requirements relating to the planted area.
- Furniture:**  
 Street furnishings at regular intervals. Bike racks should be accommodated adjacent to entries.

**RECOMMENDED TREE TYPES: KEY PERIMETER STREETS**

The diagram below shows the recommended tree types for the identified perimeter streets. Recommendations are based on: the existing character, type, and condition of trees; the types of trees and the landscape identity already established on campus and in the surrounding neighborhood; and consideration of climate-appropriateness and maintenance.

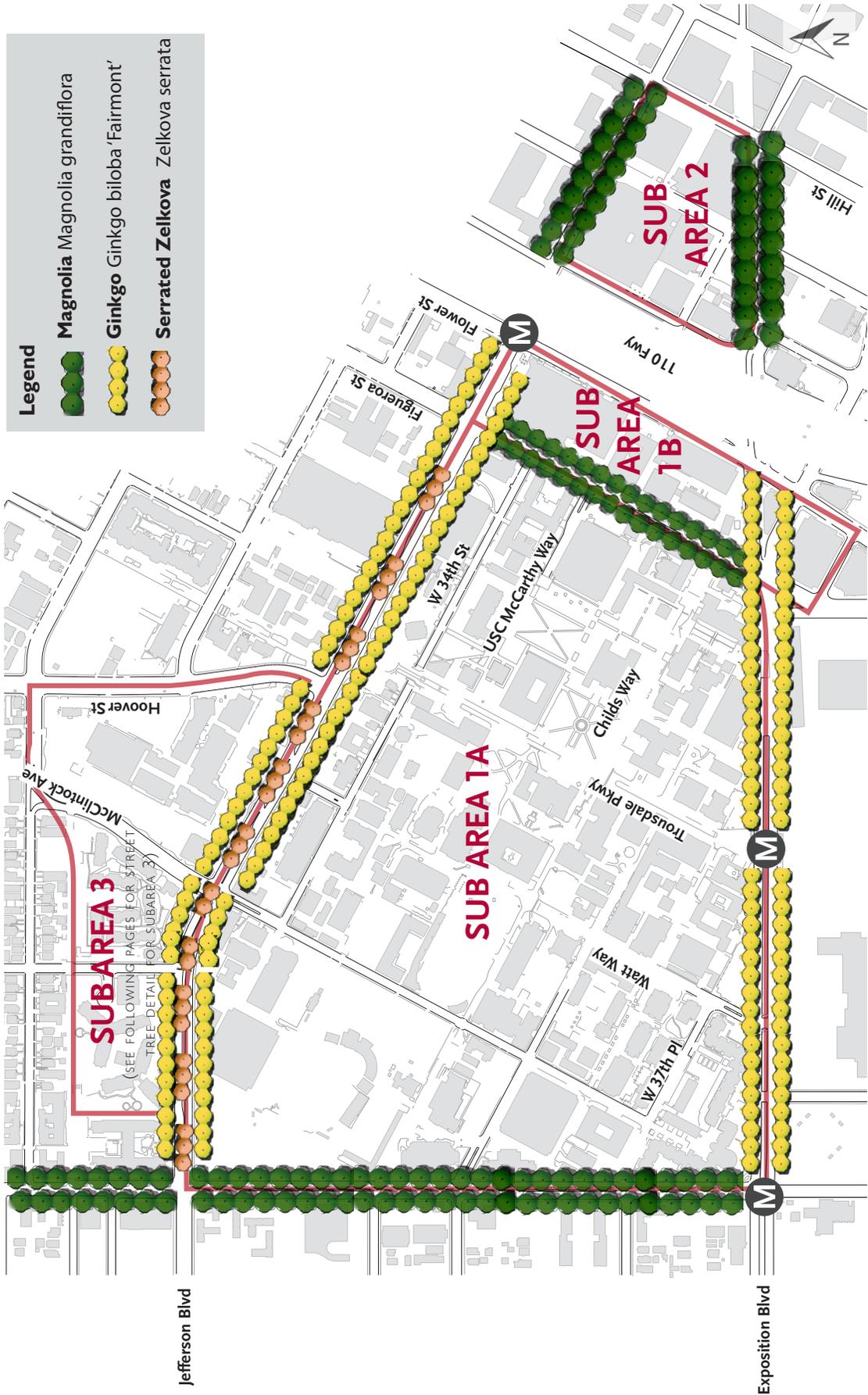


Figure A.1.q: Recommended Tree Types, Perimeter Streets

**RECOMMENDED TREE TYPES: KEY INTERNAL STREETS, SUBAREA 3**

The diagram below shows the recommended tree types for the identified internal streets with in Subarea 3. Recommendations are based on: the types of trees and the landscape identity already established on campus and in the surrounding neighborhood; and consideration of climate-appropriateness and maintenance.



Figure A.1.r: Recommended Tree Types, Internal Streets, Subarea 3



THIS PAGE LEFT INTENTIONALLY BLANK

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS SPECIFIC PLAN

SECTION 2:  
DESIGN GUIDELINES  
SUBAREA 1A

DRAFT



## INTRODUCTION

The guidelines in this Section pertain to the core campus area of the Specific Plan, otherwise known as Subarea 1A. New development in Subarea 1A should refer to the University Park Campus Plan (2000), which governs the development form, urban design, and architectural design of this area. This section summarizes the plan's guidance, rather than adding new guidance.

The University Park Campus Plan (2000) seeks to promote a complimentary relationship between buildings, landscape, and civic space and to use this integrated language to guide the future development of the campus. As an urban design plan the organization of public space is more important than the particulars of buildings and their functions.

The goals of the plan and guidelines are to:

- Achieve the optimum area capacity by maximum utilization of available real estate
- Achieve a varied, but cohesive architectural quality that enhances the character of the place
- Support and define the public spaces of the campus
- Complete the transition from an urban university with buildings arranged along vehicular streets to a pedestrian oriented environment
- Make a legible, hierarchical pattern of public space

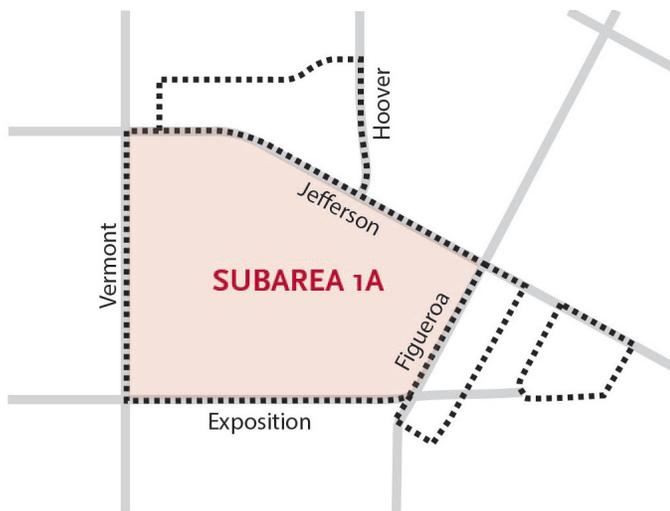


Figure A.2.a: Specific Plan Subarea Map Key

## PRINCIPLES AND GUIDELINES

The following principles and guidelines, from the 2000 Master Plan, are intended to be general - on the level of the plan - and to be augmented by more specific requirements at the level of site development plans, but they are intended to produce integration of character, scale, circulation, and open space.

1. **Buildings should align on the streets, courts, and quadrangles of the campus** with sufficient continuity of facade surface to provide adequate spatial definition. In order to ensure this, “build-to” lines are established on the plan, and must be respected.
2. **Buildings should be no less than three stories (up to 150 ft)** in order to adequately define the public spaces of the campus and to maximize the limited remaining building site opportunities. Greater height may be achieved on the interior of the block by stepping back from the street. All buildings should have full basements even if there is no current use, in order to provide a space bank for the future.
3. **Buildings should have a base, middle, and top.** The base is especially important as it reinforces the pedestrian scale of the building and defines a ground level layer of space for people and activity. Building mass should be articulated with a base, middle and top. As differentiation of the base, middle, and top of a building provides recognizable scale and visible continuity from one building to another. The Student Union Building (see Figure A.2.c on page 30) is a clear example. The base is especially important in enhancing the pedestrian experience. In coordination with the landscape, it defines a ground level space for people and activity.
4. **Building entrances should be legible, and be located along the public spaces** - the streets and quadrangles. Building entrances should be legible and located along public spaces. Examples are Zumberge Hall (see Figure A.2.d on page 30) and Doheny Library buildings (see Figure A.2.e on page 30). Entrances should have a direct relationship to a public open space, and be reinforced by landscape, benches, paving, etc. These are important areas for socialization, waiting, and meeting, and should be embellished as small public spaces.
5. **Ground floors of buildings should be articulate and distinct,** and where feasible, the interior spaces should be organized as extensions of the public space outside. The ground floors of buildings should be articulated, and organized as extensions of the public spaces. The interaction of the ground floor spaces of a building with the exterior public spaces is an important character of the University Park environment. Lobbies and public rooms should be an extension of the exterior civic realm, and should also relate to semi-public exterior spaces such as courtyards. Mudd Hall Building Courtyard (see Figure A.2.f on page 30) is a distinctive example of this principle.

6. **Buildings should be masonry construction** (brick, stone, concrete, etc.) with punched windows and be in a color range compatible with the campus environment. Brick should be a blended mix rather than a single color.

7. **Existing suburban building types should be transformed by architectural and landscape additions.**

8. **Courts should be included in new buildings when feasible**, and underdeveloped existing courts should be improved. Ground floor uses of buildings should relate to the courts they enclose. Courtyards are fundamental to the physical fabric of the USC environment. They are the outdoor living rooms of the campus, and an integral component of the open space system. In courts in general, there should be a balance of planting and paving. Seating and lighting should be an integral part of the composition. Courts should have a legible relationship to the circulation system of the surrounding building and/or adjacent open space.

9. **New quadrangles should expand the landscape repertoire to a full range of landscape types**; i.e., from formal to picturesque. Plants and landscape design should be compatible with the southern California region, and the campus. Quadrangles are the public spaces of the campus. The USC campus has some classic examples: from the formal symmetry of Alumni Park (see Figure A.2.i on page 30) to the picturesque Founders' Park. Quadrangles should be created to expand the possibilities of leisure and ceremonial use and to extend the civic structure of public spaces.

## THE LANDSCAPE & OPEN SPACE PLAN

The landscape plan is intended to make connections, provide continuity, define spaces, and complement, or enhance, the architectural form of the campus.

The landscape plan proposes the following:

1. Create a hierarchical network of tree lined pedestrian ways.
2. Expand and improve the pattern of courtyards.
3. Expand the pattern of quadrangles.



Proposed University Park Landscape Plan. (Figure A.2.b)

Four major, tree-lined streets, or ways, would provide the primary spatial armature of the campus: Childs Way, Trousdale Parkway, 34th Street, and McClintock Avenue. Secondary tree-lined streets would connect to the major system. Informal pedestrian routes would connect through buildings and courts to the street system to make a rich human experience that is at once varied and united. Courts would be created by new buildings, and new quadrangles are proposed.

## UNIVERSITY PARK CAMPUS IMAGE GALLERY



USC Student Union Building (Figure A.2.c)



USC Zumberge Hall Building (Figure A.2.d)



USC Doheny Library Building (Figure A.2.e)



USC Mudd Hall Building Courtyard (Figure A.2.f)



USC Mudd Hall Building (Figure A.2.g)



USC Doheny Library Building (Figure A.2.h)



USC Alumni Park (Figure A.2.i)



USC Bovard Administration Building (Figure A.2.j)



USC Student Union Building (Figure A.2.k)



USC Science Hall Building (Figure A.2.l)



USC Doheny Library Building (Figure A.2.m)



USC Ronald Tutor Campus Center Building (Figure A.2.n)



USC Alan Hancock Foundation Building (Figure A.2.o)



USC Mudd Hall Building (Figure A.2.p)



USC Ronald Tutor Campus Center Building (Figure A.2.q)



USC Cinematic Arts Building (Figure A.2.r)



USC Marshal School Building (Figure A.2.s)



USC Founders' Park (Figure A.2.t)

THIS PAGE LEFT INTENTIONALLY BLANK

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS SPECIFIC PLAN

SECTION 3A:  
DESIGN GUIDELINES  
SUBAREA 1B & 3

DRAFT



## INTRODUCTION

The provisions set forth in this section identify the desired level of design quality for all new development within Subarea 1B and Subarea 3.

However, flexibility is necessary and encouraged to achieve excellent design. Therefore, the use of the words “shall” and “must” have been purposely avoided within the specific guidelines. Each application for development, however, should be able to demonstrate to what extent it incorporates these guidelines.

The following design guidelines are intended to address some of the most common, overarching challenges in new developments and to serve diverse needs throughout the community. The prime areas of opportunity for attaining high quality design for future developments in Subarea 1B and Subarea 3 goals include: breaking up large street walls with building articulation; assuring that all street frontages are treated as “fronts”; introducing paseos and pass throughs that better connect the subareas, the core campus, and the adjacent transit station; introducing transit-supportive amenities; expanding and enhancing the physical area dedicated to pedestrians, and incorporating landscaping that creates a vibrant neighborhood feel.

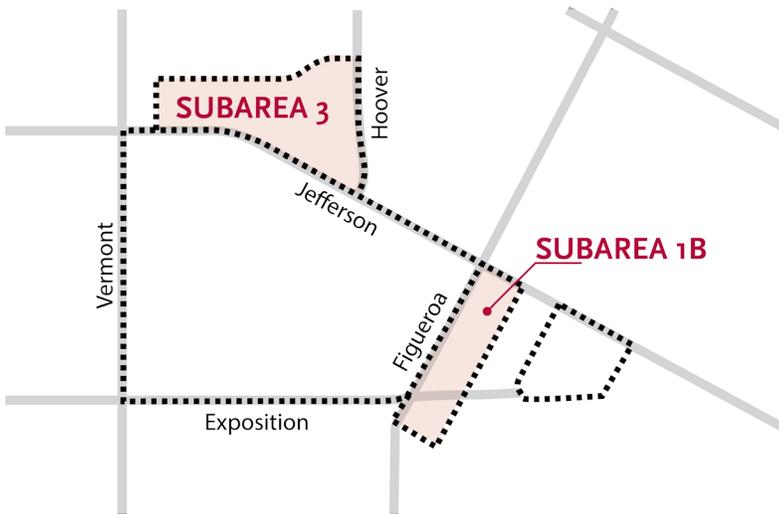


Figure A.3.a: Specific Plan Subarea Map Key

## ACCESS, PARKING, AND LOADING

### General

- A. Parking, loading and vehicular circulation, should be located to minimize it's visibility.
- B. Amenities should be provided to encourage alternate modes of transportation, such as, bike parking, repair stations, and changing rooms/showers.
- C. Ancillary structures, service areas, pedestrian walkways, vehicular paths, loading areas, drop off and landscaped areas should be located in relation to the use of the structure.
- D. To the extent feasible, do not locate loading docks, electrical transformers, mechanical and other equipment, enclosed stairs, storage spaces, and other elements that are not pedestrian-oriented along the primary frontage, and screen them from view.
- E. Public street-level access to service and loading facilities should be located away from a primary building entrance, pedestrian paseo, or public outdoor gathering area. This guideline should not apply to a student/faculty/staff housing or hotel drop-off (porte-cochere).
- F. A loading area that abuts or is across an alley or street across from a residential use should be enclosed on all sides except across the roof and entry. It may also be screened by a gate or landscaping.

### 1. Surface Parking

- A. New on-site surface parking facilities (i.e., parking lots) are discouraged within Subareas 1B & 3, except surface drop off parking areas associated with security needs, student/faculty/staff housing or hotel drop-off (porte-cochere), and existing surface parking facilities.



Bike service centers and other amenities that promote alternative modes of transportation are encouraged. (Figure A.3.b)



Bike Share is encouraged in this Subarea, adjacent to student facilities and housing (Figure A.3.c)



Landscaping and a short wall screens this surface lot from the public right of way. (Figure A.3.d)



The tower of this parking structure highlights the entrance to both the stairway and elevator. There are also photovoltaic panels located on the top parking deck. (Figure A.3.e)

- B. If provided, surface parking should be located behind occupied ground floor building or tenant space along street level façades, whenever possible.
- C. Surface parking when provided should be set back and screened along alleys with a short decorative wall or landscaping.

## 2. Parking Structures

- A. Generally the parking façade should recede visually, so that habitable space, when provided is more prominent. For example, security grilles and gates on garages should be set back at least 6 inches from the front façade face so they are less prominent.
- B. Structures should be located behind or above occupiable ground floor space along street level façades where possible, rather than directly along the street edge.
- C. Visible structures may be screened with landscaping chosen to screen at least 50% of the façade in 5 years.
- D. In addition to, or instead of, green screening, an external skin may be designed to improve parking structure appearance over the basic structure of ramps, walls and columns on all visible façades. Examples of appropriate skin material include: heavy-gage metal screen; pre-cast concrete panels; laminated glass; photovoltaic panels; or other material consistent with or complementary to the overall project.
- E. Sustainable design features such as, photovoltaic panels (especially on the top parking deck), renewable materials, and stormwater treatment may be incorporated wherever possible. Naturally ventilated parking is encouraged in order to minimize mechanical ventilation.
- F. The distribution of openings along the front parking garage should consider the design of the upper level façades (whether openings are somewhat aligned or in proportion to the upper levels). Openings should be functional.

- G. A simple eyebrow or other marker may identify the parking entry. For residential parking, the marker can be subtle. It should be more prominent visually for commercial uses with visitor parking.
- H. Elevators and stairs of parking structures should be highlighted architecturally, so visitors can easily find and access these entry points.
- I. Signage and wayfinding should be provided within the parking structure architecture.
- J. Bike parking should be well-signed and located for easy access, near pedestrian entries at the front of the structure.
- K. Lighting should be incorporated into the parking structure design to reinforce its unique identity and to break up long façades.
- L. Durable materials should be used, particularly on the ground floor street-facing façades of garage. Different materials from the façades of the habitable space may be used to distinguish between the uses.



Public art and lighting are incorporated into the design of this parking structure, providing a unique aesthetic quality. (Figure A.3.f)

### 3. Bike Parking

- A. Short term bike parking should be provided in highly-visible locations adjacent to main entrances.
- B. Racks should be sited so as to not distract from the aesthetic quality of the urban realm.
- C. Long term bike parking should also be provided and may be located in parking garages, building lobby side rooms, or mobility hubs. Long term bike parking should be sufficiently signed, lit, and secure. Long term bike parking should be located for easy access, near pedestrian entries at the front of the structure.

### 4. Other Features

- A. Enclosure of trash and recycling areas should be used for all projects.



These buildings utilize mixed massing and create visual interest. (Figure A.3.g)



To allow for proper natural light and air ventilation, these two residential units are spaced out at least 40' apart. (Figure A.3.h)

## BUILDING MASSING

### 1. General

- A. Building massing should be established through the use of varied building articulation, a mix of roof forms and various architectural elements to create integrated building compositions.
- B. Larger building masses should be reduced through the use of articulations, recesses, surface perforations, porticos, arcades, periodic changes in wall plane, building material and/or color, the introduction of building fenestration, canopies, awnings and setbacks, storefront signage, or other approaches that create visual interest, and/or shadow lines to ensure that there are no un-articulated walls or monolithic roof forms.
- C. Buildings should not be more than 300 feet long and may be separated by passageways that are open to the sky at sidewalk grade. The passageway should be at least 15 feet wide.
- D. Building podiums should create a consistent urban street wall defining the street edge. A building street wall is defined as the street facing façade of a building's podium level.
- E. For any project which creates, or results in an increase of 50 or more dwelling units, where the largest living room windows of two residential units in the same project are directly across from one another as shown in the photo (left), the horizontal distance between them should be at least 40', to encourage light and proper air ventilation.

## GROUND FLOOR

### 1. General

- A. Ground floor retail space should have a minimum 15' floor-to-floor height, as measured from sidewalk grade. Note that the space may be occupied by other uses initially until there is a demand for retail.
- B. Use clear or low iron transparent glass for wall openings along all street-level façades, including Primary Paseos, for maximum transparency. Non-transparent, dark tinted glass is discouraged.
- C. Residential units along the ground floor should include frequent windows that look out onto the street.
- D. Breaks in the street wall at the ground floor should be limited to those necessary to accommodate pedestrian pass-throughs, public plazas, entry forecourts, permitted vehicular access driveways, and hotel drop-offs.
- E. Architectural features that reinforce the pedestrian character of the ground street wall and/or help define the pedestrian environment along the sidewalk, such as canopies, awnings, and overhangs, are encouraged and should be integral to the architecture of the building. See the "Other Architectural Elements" Section for further detail regarding these elements.
- F. Similarly, articulation and building detail, multiple building entrances and storefront windows and doors, use of quality materials, and decorative details, should be used at the ground floor to promote pedestrian-scaled architecture.



Ground floor transparency and frequent canopies, awnings, and overhangs promote pedestrian activity along corridors. (Figure A.3.1)

### 2. Building Entrances

- A. Primary entrances to buildings should be legible and are to be oriented to the street front, rather than to a parking lot, parking structure, alley, or lot interior.



Signage and the use of storefront windows along public streets. (Figure A.3.j)

- B. A non-residential building's primary entrance, defined as the entrance which provides the most direct access to a building's main lobby and is kept unlocked during business hours, should be located on a public street or on a courtyard, plaza or paseo that is directly connected to and visible from a public street.
- C. Mixed-use buildings should have a dedicated and separate ground floor entry to serve residential components.
- D. All entrances to retail uses located along public streets should be designed so to appear as retail storefronts.
- E. Residential units with individual entries along the street are encouraged. In some locations, it may be desirable to elevate those entries a few feet above sidewalk grade with an entry porch or terrace to provide separation/ buffering from street activity.

## OTHER ARCHITECTURAL ELEMENTS

### 1. Canopies, Awnings and Overhangs

- A. Canopies, awnings, overhangs, sun shades and decorative panels should be detailed in proportion to the building massing and should be made of high quality materials. Examples of recommended materials include woven fabric, glass, metal or other permanent material compatible with the building architecture.
- B. Flimsy or undersized sunshades and decorative panels applied for the sake of adding texture to the exterior are not appropriate.
- C. Internally illuminated awnings and vinyl should not be used.
- D. Architectural features such as canopies, awnings, and architectural overhangs should be permitted to extend beyond the face of the building into the public right-of-way, provided they do not impede any streetscape trees or other streetscape elements.

### 2. Exterior Materials & Details

- A. Architectural details should be used to enhance the quality and design of the buildings such as cornices, mouldings, crenellations, finials, balconies, shutters and other decorative elements.
- B. Building materials may be consistent with the palette of materials already established within the USC core campus.
- C. Storefronts and curtain walls should be detailed with high grade architectural materials.
- D. The underside of exposed elements should be detailed and finished, such as extended balconies and open stairs to the same level as the façade.



These high quality overhangs utilize glass, metal, or other permanent material that compliment the building's architecture. (Figure A.3.k)



Integration of photovoltaic panels into this building's architecture contributes to a unique and sustainable design. (Figure A.3.l)



Use of Hardie Reveal Panels create a clean building façade. (Figure A.3.m)

- E. The integration of photovoltaic panels into the design of the building's façade, roof decks, or garages is encouraged.
- F. Material transitions (where two different materials come together) should be carefully detailed to look clean and accommodate movement and waterproofing tolerances.

3. Use of the following materials is discouraged:

- A. Stucco that is rough, irregular or coarse-textured finishes like heavy lace, machine dash, or light lace.
- B. Standard concrete masonry units (concrete block) at the ground floor. Slumped finish concrete masonry units.
- C. Vinyl siding.
- D. Low grade aluminum windows, that is, windows that do NOT consist of 6063 T-5 alloy at least 0.125" thick for structural frame and 0.062" thick for non-structural frame elements with a thermal barrier.
- E. Applied window mullions, that is, thin strips applied onto or between layers of glass.

4. Use of the following materials is encouraged:

- A. Natural stone, precast concrete, and brick (red, gold, or multi-colored).
- B. Concrete composite panels.
- C. Concrete with a finished architectural appearance when used as part of a larger architectural design approach.
- D. Concrete masonry units that have a glazed, ground (burnished) face or polished face finish, particularly at the ground floor. Heavily textured block, such as split face, may be used to create patterns, provided it is the secondary material comprising not more than 20% of the façade.

- E. Stucco that is fine-textured and smooth, for example, “Santa Barbara Mission Finish” and 20/30 float finish.
- F. Factory finished metal panels (heavy gage only, in corrugated or flat sections) but not artificially resembling natural materials.

## 5. Lighting

- A. Light fixtures should be consistent with the building design and should be appropriately scaled.
- B. Building lighting should relate to the pedestrian and accentuate major architectural features, the street wall and public space of the sidewalk.
- C. Adequate lighting should be installed along all pedestrian walkways and vehicular access ways. Lighting along pedestrian walkways should be directed downwards and should avoid glare.
- D. Illumination source should be directed onto driveways and walkways, and away from adjacent residential uses.
- E. To limit sky glow and glare, cutoff luminaires should be used in all exterior lighting (excluding low voltage landscape lighting) and interior light sources should be shielded from view.
- F. Reflective materials or other sources of glare (like polished metal surfaces) should be designed or screened to avoid impacts on views and measurable heat gain on surrounding windows either within or adjacent to a project.
- G. All exterior lighting (security, building and landscape) should be integrated with the building design.
- H. Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.



Lighting should be utilized to highlight the architectural features of a building. (Figure A.3.n)



Adequate pedestrian and street lighting illuminates driveways and walkways for visitor and residents. (Figure A.3.o)



This screen hides the mechanical equipment on the rooftop of the building. (Figure A.3.p)



Along this corridor, lighting is integrated with pedestrian pathways and surrounding landscaping. (Figure A.3.q)

- I. Interior illumination of ground floor windows that both illuminates window displays and contributes light to the sidewalk is encouraged.

## 6. Fences

- A. An open design should be promoted, wherein fence features are minimized and discrete and thru-access is permitted.
- B. Fences should be fabricated of durable materials that are in the same family or as compatible with the project's architectural materials and should not have curved tines or spikes on top.
- C. Fences should be set back from the back of sidewalk to provide at least 18 inches clear in front of the wall or fence footing to accommodate planting.

## 7. Rooftop Screening

- A. Mechanical equipment such as rooftop units should be screened from public view by elements that are integrated into the design of the building.
- B. Penthouses housing mechanical equipment should be integrated with the building's architecture, and not appear as foreign structures unrelated to the building they serve.
- C. Any antennas and satellite dishes should not be visible from street level, for example, they can be set back from the edge of the roof. Ideally, a single source would service the entire complex with wired connections and receivers that are hidden within building walls.
- D. Window fans, air conditioning units, or similar equipment should not be installed in windows and should be screened from public view.

## 8. Security Doors and Grilles

- A. The following are discouraged in both remodel and new construction projects:
1. Permanently affixed exterior security grilles or bars.
  2. Exterior accordion (or scissor) gates.
  3. Exterior roll-down doors that are less than 75% transparent.



This roll down door is discouraged because it is not 75% transparent. (Figure A.3.r)



Scissor gates are discouraged. (Figure A.3.s)



(Figure A.3.t)



These images show a diversity of open spaces that provide ample seating areas and connect directly to pedestrian pathways. (Figure A.3.u)

## ON-SITE OPEN SPACE, SETBACKS, AND LANDSCAPING\*

### 1. Open Space

- A. A diversity of open spaces should be provided throughout the Subarea including space devoted to public gatherings, pedestrian movement, and other social and recreational functions, as appropriate to the character and scale of the neighborhood and development.

### 2. Amenities

- A. Ample seating areas, bicycle parking, and other such amenities should be integrated into open space areas and pedestrian walkways. Projects are encouraged to incorporate amenities beyond any minimums required.
- B. Amenities should facilitate a full range of outdoor activities such as standing, sitting, strolling, conversing, window-shopping, people-watching, meeting, and dining.
- C. Open space areas and pedestrian walkways should have paving that is varied in scale. Paving may be consistent with existing concrete and brick banding system that is prevalent throughout campus.
- D. Seating should be placed with consideration to noontime sun and shade.

### 3. Landscaping

- A. Landscape design should utilize a diversity of plant species, colors and floras.
- B. Landscaping palette should be compatible with the University Park Campus, surrounding community, and the Southern California region.

\* Subarea 3: See Section 1: “Streetscape Design Guidelines” along with Section 3B: “Paseos & Open Space Guidelines for Subarea 3” for more information & relevant guidelines for Subarea 3.

- C. Landscape elements should provide scale, texture and color. A rich, coordinated palette of landscape elements that enhances the development site's identity is encouraged.
- D. Plants should be selected for their shading, cooling, aesthetic, and sustainable qualities.
- E. Within landscaped areas that abut buildings, design open space areas to give them the character of outdoor rooms contained by buildings and provide landscaping that comfortably supports human occupation and use.
- F. Landscape elements should support an easy transition between indoors and outdoors through such means as well-sited and comfortable steps, shading devices and/or planters that mark building entrances, etc.
- G. Landscaping should be used to screen or break up the mass of blank walls.
- H. Enhanced landscaping is encouraged at entrances to engage the overall building design.
- I. Use landscaping to provide a buffer where property lines abut adjacent residential uses, when feasible.
- J. Trees may not be topped or headed back on the sides.



Landscaping should be arranged in a diverse and aesthetic manner, which provides a variety of color and texture. (Figure A.3.v)



Vertical landscaping can be used to screen blank walls and create visually interesting facades. (Figure A.3.w)



Pedestrian paseos link through long blocks and allow for informal gathering spaces. (Figure A.3.x)

#### 4. Pedestrian Paseos for Subarea 3\*

- A. Pedestrian paseos should be provided in Subarea 3 to link through long blocks or provide enhanced transit or building access.
- B. Paseos should allow for a variety of activities and uses including outdoor seating and informal gathering.
- C. Paseos should provide a mixture of hardscape and landscape and take care to promote safety through, for example, windows along the ground floor of adjacent buildings, pedestrian lighting, sufficient width, and minimizing places to hide.
- D. Paseos should prioritize pedestrians and should limit regular vehicular access.

#### 5. Setbacks

- A. Building frontages should be located at the front property line or at the required setback to create a strong street edge. Where additional setback is necessary, that area can be used to create a courtyard or “outdoor room” adjacent to the street, incorporating seating or water features, for example.
- B. Access ramps that dominate the setback are discouraged. If access ramps are unavoidable, they should be set back at least 18 inches from the back of sidewalk and the area between sidewalk and ramp should be screened with planter areas.

\* These guidelines pertain only to Subarea 3

## SIGNAGE

### 1. Sign Location & Design

- A. Signs should be conceived as an integral part of the project design so as not to appear as an afterthought.
- B. The location, size, and appearance of signs should complement the building and should be in character with the Subarea.
- C. Signage should reinforce the identity of land uses and building design and be visible from the most prominent public corner or frontage.
- D. Where there are street trees, signs should not be located between 14 feet and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the applicant demonstrates that no conflict will occur.
- E. To accommodate tenant signs below the tree canopy, a street tree's lateral branches may be removed below a height of 14 feet above the sidewalk elevation, provided that: a) no removed branch has a diameter of more than 1/4 of the trunk diameter or 3", whichever is less, and b) the total tree height is 35 feet.
- F. Trees may not be topped or headed back on the sides to expose signs.
- G. Signs should respect residential uses within and adjacent to a project. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Small signs, no animation, and limited lighting are appropriate where signs are visible from residences.
- H. The height to the top of any sign should not exceed 25 feet above the elevation of the sidewalk.



Signs should be deliberate and integrated as part of the building design. (Figure A.3.y)



Pole signs are not integrated into the architectural style of the surrounding buildings and are discouraged. (Figure A.3.z)



Identity signage can help brand an area or district. (Figure A.3.ii)

- I. Signs should be constructed to conceal all supporting structures, fastenings, and electrical connections, unless they are designed as integral features.

## 2. Sign Illumination and Animation

- A. Illuminated signs that reflect the individual character of the Subarea are encouraged.
- B. Signs should use appropriate means of illumination. These include: neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.
- C. Signs should not be illuminated during the hours of operation of a business and not later than 2 a.m. or earlier than 7 a.m.

## 3. The Following Signs are Discouraged:

- A. Billboards/off-site signs.
- B. Conventional plastic faced box or cabinet signs (aka canned signs).
- C. Formed plastic faced box or injection molded plastic signs.
- D. Internally illuminated signs.
- E. Freestanding pole signs and roof signs.

## 4. The Following Sign Elements are Encouraged:

- A. Wall signs composed of individual cut-out letters fabricated of metal or other durable material which are pin-or raceway-mounted.
- B. Logos/symbols instead of or in conjunction with words.
- C. External illumination.
- D. Elements that reflect the history and/or culture of the

community.

- E. Directional and wayfinding signage as well as identity signage that helps brand the district.\*

## 5. Residential Signs

- A. Building facades should be designed to receive appropriately-scaled and positioned signage.
- B. All signs should be integrated with the design of the project's architecture and landscaping. As a family of elements, signs should be related in their design approach and convey a clear hierarchy of information.
- C. Signage should identify the main/visitor entrance or lobby, resident or visitor parking, community facilities, major amenities and commercial uses. These signs should be related in style and material while appropriately scaled for the intended audience.
- D. Signs for community facilities should be prominent and easily-read by first time visitors.
- E. Mixed-use projects with commercial or retail tenants should comply with the guidelines presented in the "Retail Signs" section, below.



These examples of residential signage are integrated with the design of the project's architecture and are prominent and legible. (Figures A.3.iii)

## 6. Retail Signs

- A. Each premise or business with a direct public entrance on the exterior of the building should have up to one wall, window or awning sign and one projecting sign.
- B. A premise or business located on a street corner should have up to have one wall, window or awning sign and one projecting sign on each exterior wall which face a street.
- C. A premise or business should have up to one

\* This guideline pertains only to Subarea 3



Multiple tenant retail signs should all be of the same type as shown above. (Figure A.3.iv)

business address sign and one sign listing hours of operation, which should be located on, directly above, or adjacent to the door to the premise or business.

- D. Retail signs should be appropriately scaled for the primary viewing audience. Pedestrian-oriented districts require smaller signage than fast moving automobile-oriented districts.
- E. The location, size, and appearance of tenant identification signs should contribute to street activity and enhance the street-level experience that is appropriate to the area.
- F. Wall sign area should not exceed 1.5 square feet for each linear foot of building frontage.
- G. Historically-designated buildings, with ground floor retail should have signs that do not obscure the architecture, but rather integrate into the original or restored storefront elements.

## 7. Multiple Tenant Retail Project Signs

- A. For projects that have multiple storefront tenants of similar size, all signage should be of the same type (i.e., cut out, blade sign, painted panel) and the same relative size and source of illumination. Retail tenants will be different by their store name, font, color and type of retail displays.
- B. Directory signs on kiosks for multiple business tenants should have a maximum height of four feet and a maximum area of 30 square feet (sign face).

## 8. Tall Building Signs

- A. Buildings at least 120 feet tall may have “Tall Building Signs” that identify the building, subject to the following criteria:
  - 1. Location. On a flat topped building, Tall Building Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area

16 feet below the top of the roof parapet. On buildings with stepped or otherwise articulated tops, Tall Building Signs may be located within an area 16 feet below the top of the building or within an area 16 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. Tall Building Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any windows.

2. **Maximum Sign Area.** A Tall Building Sign may not occupy more than 50% of the area in which the sign may be located on a single building face or 800 square feet, whichever is less and may include only a single line of text.
  3. **Number of Tall Building Signs.** A building may have no more than two Tall Building Signs on any two sides of the building. In the case of a cylindrical or elliptical building, the building should be considered to have four quadrants, which will in no case exceed 25% of the perimeter of the building. Both Tall Building Signs on a building must be identical.
  4. **Materials.** Tall Building Signs must be constructed of high quality, durable materials that are compatible with the building materials. Cut-out letters that are individually pin-mounted and backlit are encouraged. Box signs are discouraged.
  5. **Orientation.** To the extent feasible, Tall Building Signs should not be oriented toward nearby residential neighborhoods.
  6. **Flexibility.** Tall Building Signs should be designed to be changed over time.
- B. The use of symbols, rather than names or words, is encouraged.
- C. Nighttime lighting of Tall Building Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of Tall Building signs should include backlighting that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.



Dark and tinted windows along ground floor store fronts are uninviting and discouraged. (Figure A.3.vi)



Building facades that orient entrances towards the corner is welcoming, and promotes activity at intersections. (Figure A.3.vii)

## BUILDING FACADES

### 1. General

- A. Exaggeration of façade layering elements and details or use of generic, applied elements and details, are not appropriate as they create a cartoon- like appearance that is not consistent with quality design.
- B. Building podiums should create a consistent urban street wall defining the street edge. A building street wall is defined as the street facing façade of a building’s podium level.

### 2. Windows & Fenestration

- A. A diversity of window sizes, shapes and depths are encouraged to create unique and distinct patterns of shade and shadow at building facades.
- B. Utilize building façade area by including transparent building elements, such as windows and doors, on front facades of academic and retail storefronts to sustain street level interest. However, facades of structures facing rear parking areas or alleys, may minimize transparent elements.
- C. Dark tinted, reflective or opaque glazing is discouraged for any required public street level wall opening and are also discouraged in other applications.
- D. Window groupings are encouraged at top floors and corners of buildings to create visual interest and accents.

### 3. Corner Conditions

- A. On corner lots, orienting the building facades and entrances towards the corner is recommended to welcome visitors and to serve as a focal point for efficient navigation.

#### 4. Balconies & Terraces

- A. Balconies are encouraged on buildings facing major public spaces, plazas and streets.
- B. Balconies are to be permitted on internal courtyard spaces.
- C. Decorative railings attached to the building facade that do not create occupiable balconies should be permitted.
- D. Commercial projects should be designed in an architectural style and character that is complementary of the USC campus while promoting a unique identity for the Subarea.
- E. Balconies should be a minimum of 50% transparent to avoid creating heavy forms on the façade. Opaque glass can count towards the transparency requirement because it appears much lighter than solid materials like stucco, wood or concrete and, at the same time, provides some screening.

#### 5. Historic Rehabilitation\*

- A. If existing historically designated or eligible structures are to be maintained or relocated, (e.g. Fire Station No.15, built 1949) the Secretary of the Interior's Standards for Rehabilitation, should be followed in order to assure a historically and culturally-significant approach to rehabilitation. See the Adaptive Mitigation Management Approach from the 2030 USC Master Plan.

\* This guideline pertains only to Subarea 3

THIS PAGE LEFT INTENTIONALLY BLANK

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS SPECIFIC PLAN

SECTION 3B:  
PASEO AND OPEN SPACE  
GUIDELINES FOR SUBAREA 3

DRAFT



THIS PAGE LEFT INTENTIONALLY BLANK

## INTRODUCTION

The following Section presents design guidelines for open space areas including paseos within Subarea 3 of the Specific Plan. As indicated in the Specific Plan, Subarea 3 shall contain a minimum of 80,000 sq ft of Public Open Space including a full spectrum of Open Space typologies, from smaller more intimate courtyards and paseos, to larger, public, and more civic-oriented plazas. The goal should be to create a neighborhood feel with multiple options for recreation, people watching, relaxing, and socializing.

This section contains detail and guidance about the recommended Open Space Typologies, and it specifies a recommended landscape palette for the Subarea to encourage design cohesion and to assure a high aesthetic quality. The actual design and location of open space provided will be determined during design process.

## OPEN SPACE ILLUSTRATIVE PLAN

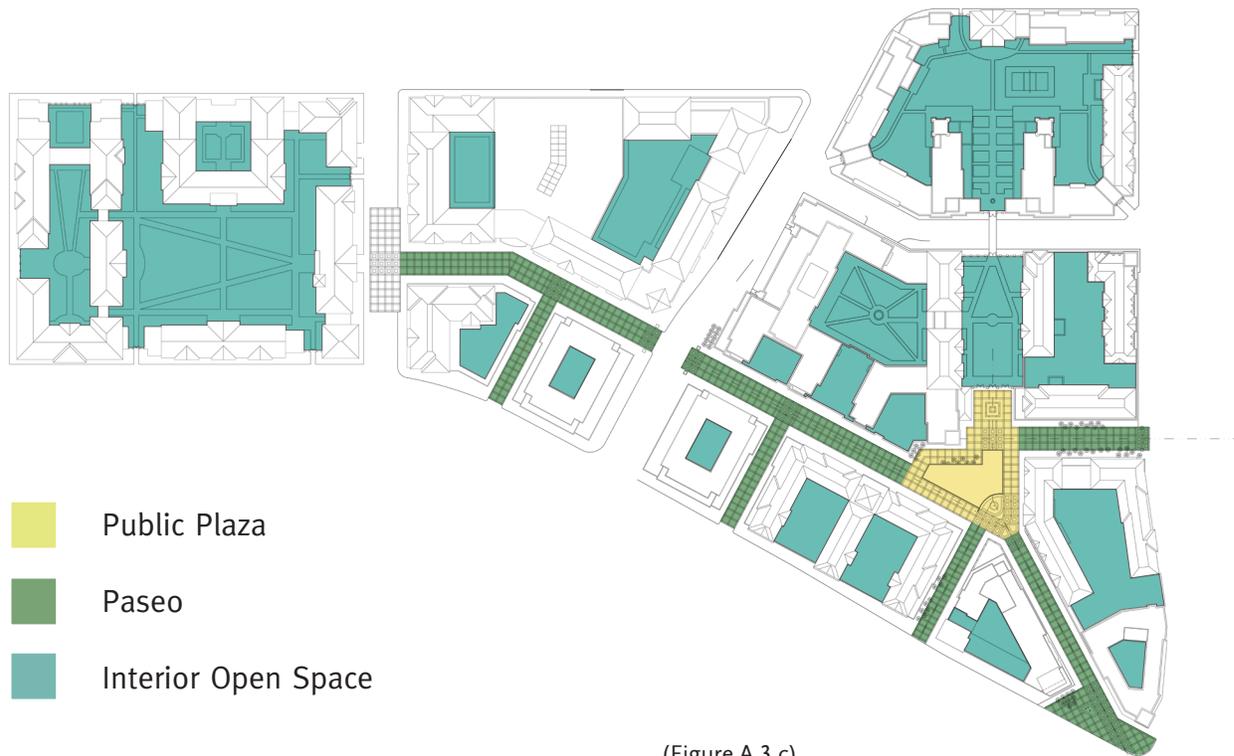


Figure A.3.a: Open Space Illustrative Plan



Figures A.3.b: Public plaza and paseo concepts

## RECOMMENDED OPEN SPACE TYPOLOGIES

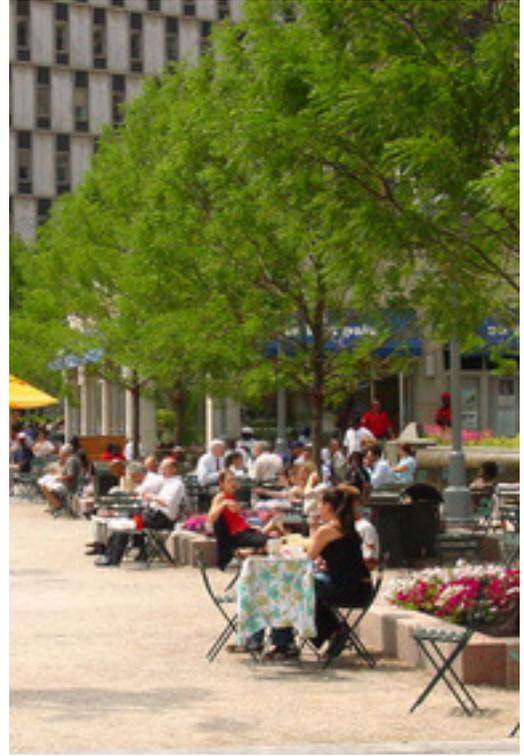


(Figure A.3.c)

The Open Space system can be categorized into three general types, ranging from an active public plaza to internal open spaces. These typologies will offer various levels of interaction that will connect users of the space. All open space shall be open to the sky, with the exception of selective seasonal or decorative shade structures. The open space typologies are described below.

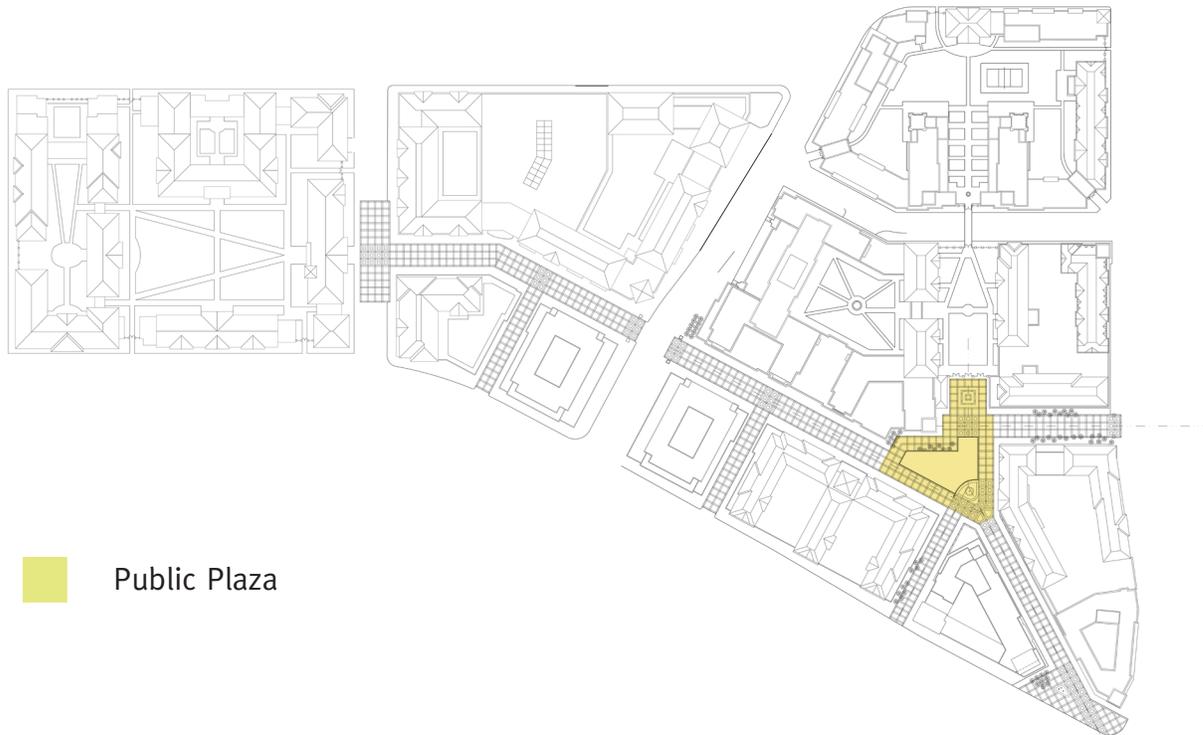
- **Plaza:** The main “town square” will be the central node of activity throughout Subarea 3.
- **Paseos:** These corridor paseos will be serve as the main connectors for pedestrians.
  - **Primary Paseos:** The primary paseo(s) is / are located along the central spine of the site. These paseos are wider, with more visually porous groundfloors and frequent building entries to engage pedestrians.
  - **Secondary Paseos:** The secondary paseos will serve as more narrow and calm pedestrian alternatives servicing the north/south routes through Subarea 3.
- **Interior Open Spaces:** These internal areas will be made available to members of the USC community.
  - **Internal Passive Open Space :** These open spaces will offer a calming outdoor respite for residents of Subarea 3.
  - **Internal Active Open Space:** These open spaces will provide programmed recreation for the USC community.

*See later in this Section for conceptual location of primary versus secondary paseos and conceptual location of passive versus active open space.*



Figures A.3.d: Precedent images of public plazas with places to sit and linger, shade, and an active groundfloor.

## PUBLIC PLAZA



(Figure A.3.e)

The public plaza occurs at the nexus of the primary paseos. The plaza will serve as a focal gathering point for visitors, and will require a grand visual gesture to suggest entrance into a new area.

### Surrounding Uses

Commercial activity surrounds the public plaza, capturing the highest number of visitors and activity. This will connect pedestrian paseos and serve as a hub for activity.

### Amenities

This space may include public amenities (i.e. a large fountain, public interactive art, dense centralized seating, pavilion, etc.) to highlight the plaza as a gathering space. Surrounded by storefronts and/or active uses and designs, the plaza will become an identifiable ‘outdoor

room’ that will enhance and extend the reach of Subarea 3.

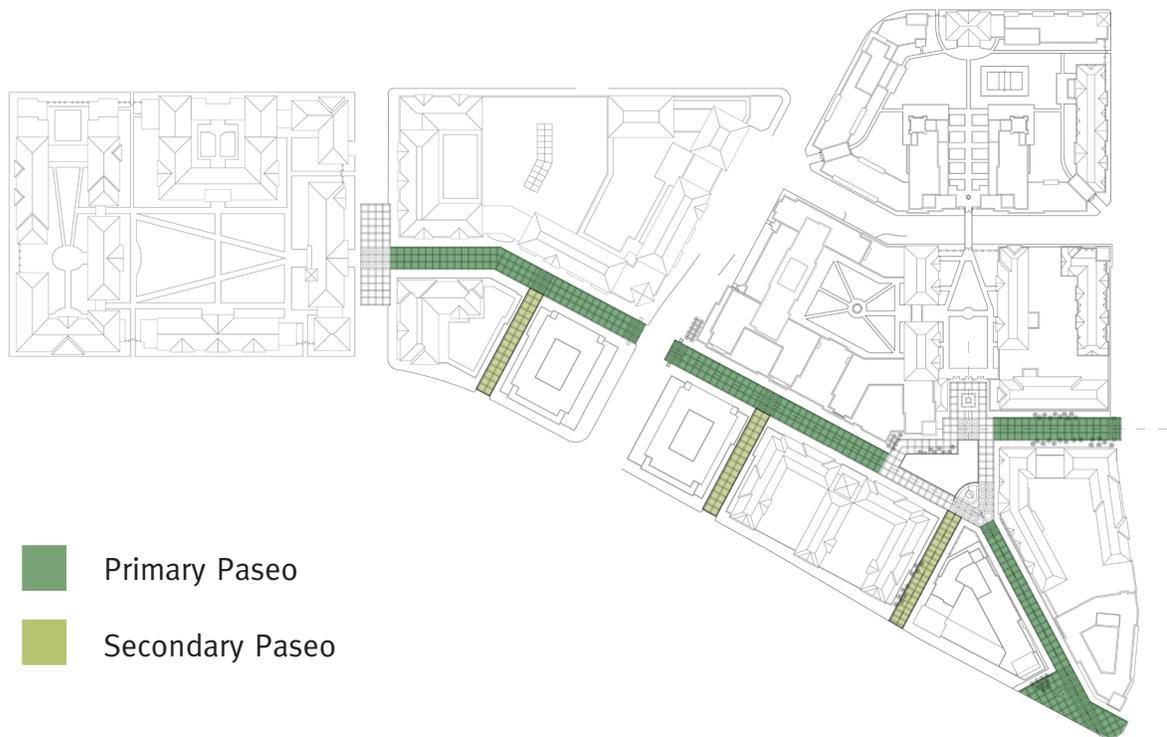
### Planted Area/Permeability

As indicated in the Specific Plan, Public Plaza shall provide at least 15% planted area. Public Plazas should be planted with ground cover, shrubs, and/or trees, including landscaping in pots or planters. Permeable paving is encouraged.



Figures A.3.f: Precedent images of primary and secondary paseos with diverse seating options, wide pathways, and inward facing storefronts.

## PASEO



(Figure A.3.g)

**Primary Paseos**

The primary paseos will serve as the main pedestrian connectors that will pull visitors through the retail center within Subarea 3. The paseos will feature consistent public amenities, and provide a dramatic visual design.

These pedestrian pathways will provide wide sidewalks that accentuate street furniture, street trees, outdoor dining, and articulation of storefronts. Frequent building signage, pedestrian oriented lighting, and visually porous groundfloors to encourage eyes-on-the-street, safety, and street activation will be incorporated. Product displays (flowers, food, etc.) are also encouraged within primary paseos.

**Secondary Paseos**

The secondary paseos will provide links to public streets and interior pedestrian streets. The paseos will host a variety of activities and uses including outdoor seating and informal gathering. They will provide a mixture of hardscape, landscape, and pedestrian scaled lighting, and will be more intimately scaled than the primary paseos.

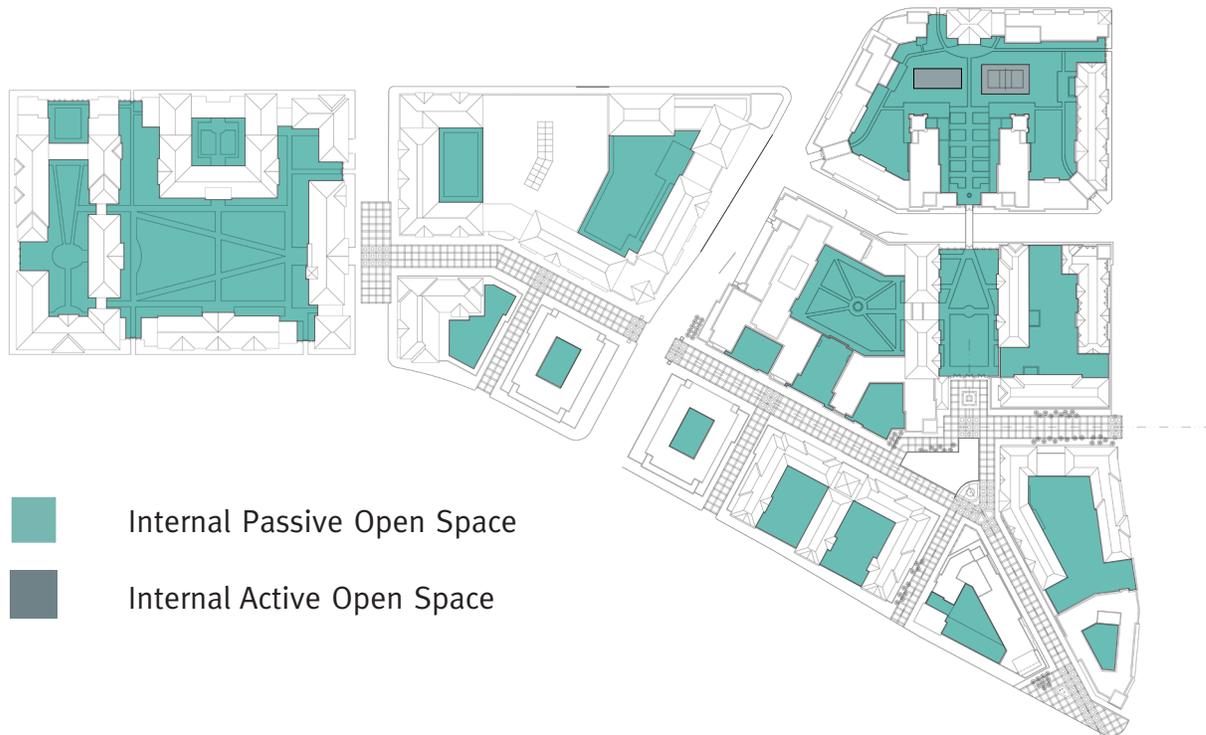
**Planted Area/Permeability**

As indicated in the Specific Plan, Paseos shall provide at least 5% planted area. Paseos should be planted with ground cover, shrubs, and/or trees, including landscaping in pots or planters. Permeable paving is encouraged.



Figures A.3.h: Precedent images of internal open spaces with verdant landscaping, a variety of seating options, and a number of quiet outdoor alcoves for residents.

## INTERNAL OPEN SPACE



(Figure A.3.i)

**Internal Passive Open Space**

These open spaces are private for the residents of the area, and should be designed to bring residents out into their community. The spaces may include podium courtyards on the exterior edges of the site. These internal spaces will offer opportunities for informal gathering, and will house various outdoor amenities such as fireplaces, pools, seating areas, etc.

Note: Each common open space should have a minimum dimension of 30 ft on one side.

**Internal Active Open Space**

Offering space for programmed recreation, the Active Green located conceptually in the northeasterly edge of the site will serve the USC community and pull residents, students, and visitors to an active core. Providing a mix of programming and activities on the site will encourage an active and healthy lifestyle for both residents and the larger community.

**Planted Area/Permeability**

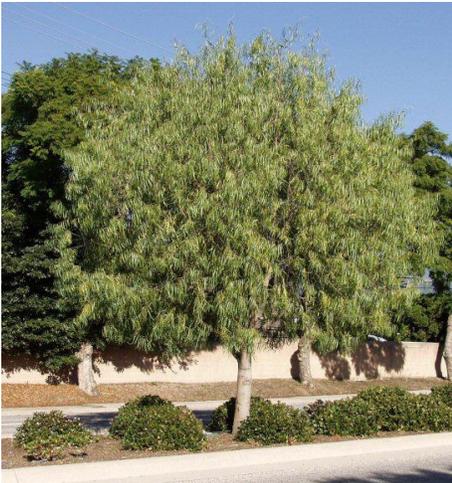
As indicated in the Specific Plan, Internal Open Spaces shall provided at least 25% planted area. Internal Open Spaces should be planted with ground cover, shrubs, and/or trees, including landscaping in pots or planters. permeable paving is encouraged.

## RECOMMENDED PLANT PALLETTE

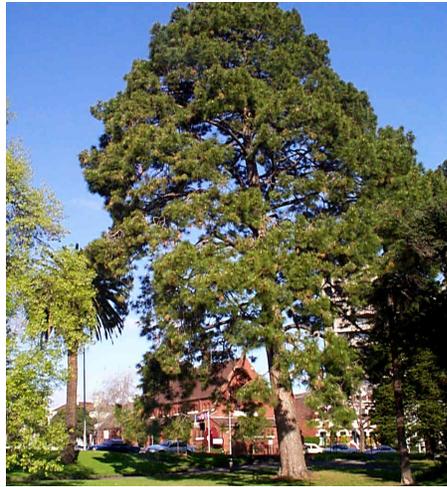
Each new Open Space Type in Subarea 3 may contain the following plants as defined by the recommended plant palette below. Plants have been selected based on their appropriateness to the neighborhood and the already-established plant palette for USC campus, sustainable features and waterwise qualities, status as California-native, and overall look and feel.

Scientific Name	Common Name	WUCOLS Rating	California Native
<b>TREES</b>			
<i>Agonis flexuosa</i> 'Jervis Bay After Dark'	After Dark Peppermint Tree	L	
<i>Arbutus</i> 'Marina'	Marina Strawberry Tree	M	
<i>Calocedrus decurrens</i>	Incense Cedar	M	X
<i>Cedrus deodara</i>	Deodar Cedar	L	
<i>Cercis canadensis</i> 'Forest Pansy'	Forest Pansy Redbud	M	
<i>Cercis occidentalis</i>	Western Redbud	L	X
<i>Geijera paviflora</i>	Australian Willow	L	
<i>Ginkgo biloba</i>	Maidenhair Tree	M	
<i>Koelreuteria bipinnata</i>	Chinese Flame Tree	M	
<i>Lagerstroemia x fauriei</i> hybrids	Crape Myrtle	M	
<i>Liriodendron tulipifera</i>	Tulip Tree	M	
<i>Olea europaea</i> 'Swan Hill'	Fruitless Olive	L	
<i>Pinus canariensis</i>	Canary Island Pine	L	
<i>Platanus racemosa</i>	California Sycamore	M	X
<i>Quercus agrifolia</i>	Coast Live Oak	L	X
<i>Quercus virginiana</i> 'Cathedral'	Cathedral Oak	M	
<i>Tabebuia chrysostricha</i>	Golden Trumpet Tree	M	
<i>Tipuana Tipu</i>	Tipu Tree	M	
<i>Zelkova Serrata</i>	Japanese Zelkova	M	

Figure A.3.j: Suggested Tree Palette



Australian Willow



Canary Island Pine



Serrated Zelkova



Crape Myrtle



Fruitless Olive



Maidenhair Tree



Marina Strawberry



Tipu Tree



Tulip Tree

Figures A.3.k: Suggested Palette Photos

Scientific Name	Common Name	WUCOLS Rating	California Native	Streetscape Appropriate
<b>SHRUBS</b>				
Aeonium cultivars	Canary Island Rose	L		
Agave angustifolia var. marginata	Variegated Caribbean Agave	L		
Agave attenuata + cultivars	-	L		
Agave vilmoriniana + cultivars	-	L		
Anigozanthos flavidus	Kangaroo Paw	L		
Arbutus unedo 'Compacta'	Compact Strawberry Bush	L		
Arctostaphylos 'Sunset'	Manzanita Groundcover	L	X	
Azalea 'Little John'	Little John Azalea	M		
Buxus microphylla	Boxwood	M		X (Dwarf only)
Callistemon 'Little John'	Dwarf Callistemon	L		
Camellia x vernalis 'Yuletide'	Camellia Yuletide	-		
Carpenteria californica + cultivars	Bush Anemone	L	X	
Clivia miniata cultivars	Kaffir Lily	M		
Cordyline australis cultivars	Ti Plant	L		X (Dwarf only)
Dianella tasmanica cultivars	Flax Lily	M		X (Dwarf only)
Dietes bicolor + cultivars	Fortnight Lily	M		X
Dietes vegeta + cultivars	Butterfly Iris	M		
Dymondia margaretae	Silver Carpet	L		x
Furcraea foetida 'Mediopicta'	-	L		
Heteromeles arbutifolius	Toyon	L	X	
Laurus nobilis + cultivars	Sweet Bay	L		
Liriope gigantea	Lilyturf	M		
Loropetalum chinense cultivars	Fringe Flower	M		
Mahonia repens	Creeping Mahonia	L	X	
Olea europaea dwarf cultivars	Dwarf Olive	L		
Phormium cultivars	New Zealand Flax	M		X (Dwarf only)
Pittosporum tenuifolium cultivars	Kohuhu	M		
Pittosporum tobira cultivars	Mock Orange	M		X (Dwarf only)
Podocarpus elongatus 'Monmal'	Ice Blue Yellow-wood	M		

Figure A.3.I: Suggested Shrub Palette



Kangaroo Paw



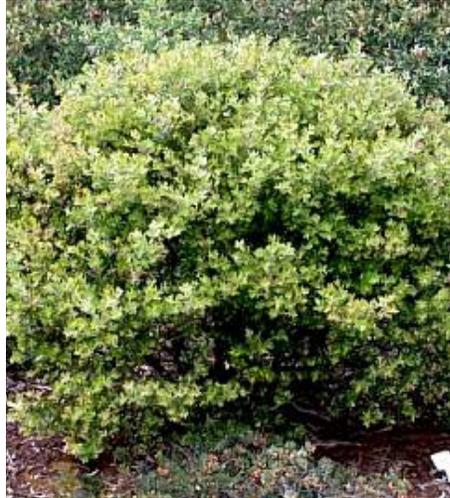
Agave



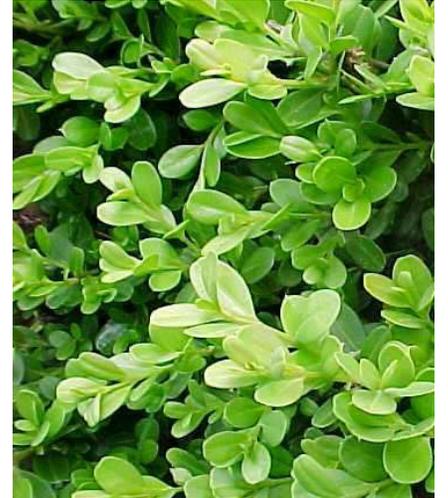
Bush Anemone



Creeping Mahonia



Groundcover Manzanita



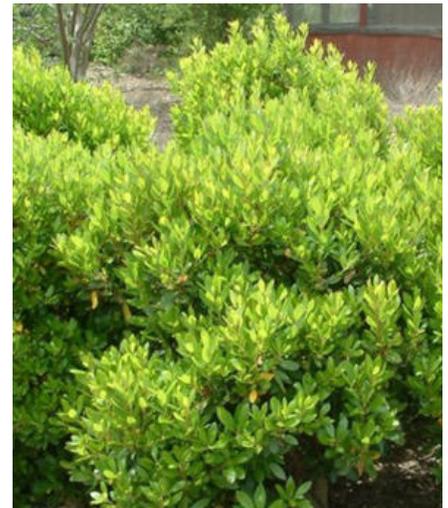
Boxwood



Little John Azalea



New Zealand Flax



Strawberry Bush

Figures A.3.m: Suggested Palette Photos



Scientific Name	Common Name	WUCOLS Rating	California Native	Streetscape Appropriate
<b>Ground Covers</b>				
Heuchera Maxima	Island Alumroot	M	X	
Carex praegracilis	California Field Sedge	M	X	X
Ceanothus 'Diamond Heights'	Variegated Carmel Creeper	L	X	
Ceanothus 'Yankee Point'	-	VL	X	
Epilobium californica	California Fuschia	L	X	
Hemerocallis red volunteer	Red Volunteer Daylily	M		
Senecio mandraliscae	Kleinia	L		X
Senecio tallinoides cultivars	Hybrid Kleinia	L		X
Tradescantia pallida 'Purple Heart'	Purple Wandering Jew	M		X
<b>Vines</b>				
Ficus pumila	Creeping Fig	M		
Hardenbergia violaceae + cultivars	Happy Wanderer	M		
Parthenocissus tricuspidata	Boston Ivy	M		
Vitis californica 'Roger's Red'	Roger's California Grape	VL	X	

Figure A.3.n: Suggested Ground Cover and Vines Palette



Island Alumroot



California Field Sedge



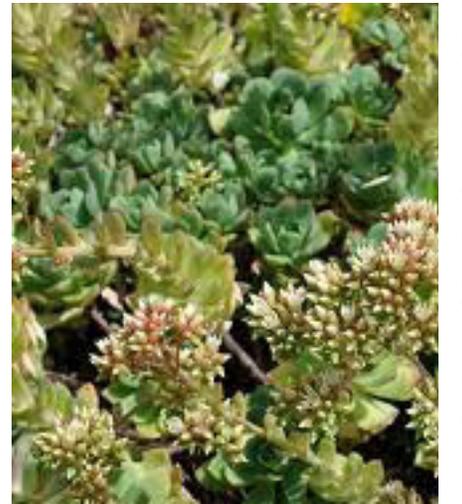
Purple Wandering Jew



California Fuchsia



Ceanothus 'Yankee Point'



Hybrid Kleinia



Kleinia

Figures A.3.o: Suggested Palette Photos



Variegated Carmel Creeper



Creeping Fig

THIS PAGE LEFT INTENTIONALLY BLANK

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS SPECIFIC PLAN

SECTION 4:  
DESIGN GUIDELINES  
SUBAREA 2

DRAFT



## INTRODUCTION

The provisions set forth in this section identify the desired level of design quality for all new development within Subarea 2. However, flexibility is necessary and encouraged to achieve excellent design. Therefore, the use of the words “shall “and “must” have been purposely avoided within the specific guidelines. Each application for development, however, should be able to demonstrate to what extent it incorporates these guidelines.

The following design guidelines are intended to address some of the most common, overarching challenges in new developments and to serve diverse needs throughout the community. The prime areas of opportunity for attaining high quality design for future developments in Subarea 2 projects include the promotion of infill and/or adaptive reuse of existing industrial buildings. Along with adaptive reuse / infill, other strategies may include: minimizing and screening unsightly nuisances; improving the safety of the pedestrian experience along corridors; adequate and safe vehicular access and maneuverability; providing consistency between the architectural character of the campus; promoting connectivity between adjacent uses while maintaining visual and spatial relationships between adjacent buildings; establishing height and massing buffers and transitions; and strengthening the visual and functional quality of the environment.

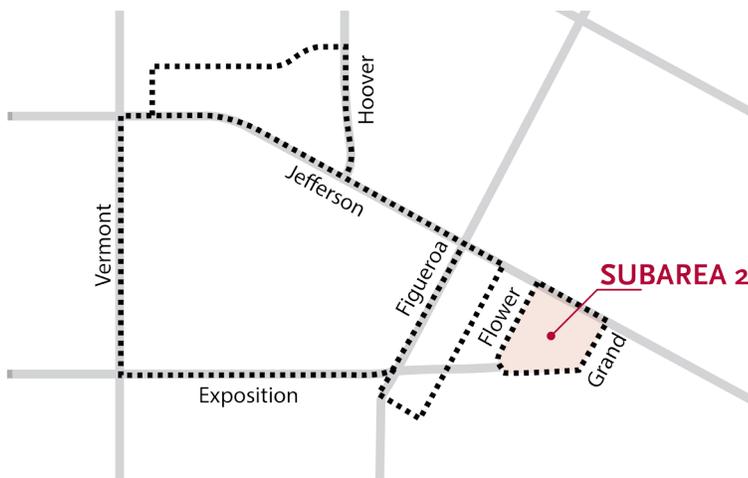


Figure A.4.a: Specific Plan Subarea Map Key

## ACCESS, PARKING AND LOADING

### 1. General

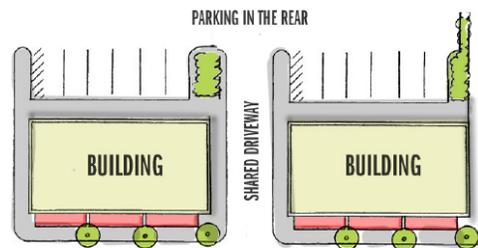
- A. Where new development occurs, maintain existing alleys for access. Avoid vacating alleys or streets to address project-specific design challenges.

### 2. On-Street Parking

- A. Curb cuts should be located in a manner that does not reduce on-street parking. Replace any unused curb cuts and driveways with sidewalks to maintain continuity for pedestrians. Provide angled or parallel on-street parking to maximize the safety of bicyclists and other vehicular traffic.

### 3. Off-Street Parking and Driveways

- A. On-site parking should be placed to the side or rear of buildings so that parking does not dominate the streetscape. Adjoining properties should share access driveways to minimize the number of driveways along public streets.
- B. To maintain continuity of the sidewalk, minimize the number of curb cuts for driveways and utilize alleys for access and egress. Where alleys do not exist, concentrate curb cuts at side streets or mid-block and ensure that they do not interfere with crosswalk locations.
- C. Where alternatives to surface parking are not feasible, locate parking lots at the interior of the block, rather than at corner locations. Reserve corner locations for buildings.
- D. When driveway placement on the primary frontage cannot be avoided for internal lots, locate the driveway at the edge of the parcel rather than in the center. Minimize street-facing driveway width to 20 feet or less.



Access to parking should share a common driveway and be located to the rear of buildings in order to maintain a good pedestrian experience. (Figure A.4.b)



Landscaping and a low wall buffers this surface parking lot from the public right of way. (Figure A.4.c)



Loading facilities, loading docks, and any other maintenance facilities should be located to the rear of the building hidden from the public street. (Figure A.4.d)

- E. Parking structure façades should blend with nearby buildings by incorporating architectural treatments such as arches, attractive entrances, varied building materials, decorative screening, or climbing vines to provide visual interest.
- F. For safety, illuminate parking areas and pedestrian walkways. Avoid unintended spillover impacts on to adjacent properties.
- G. Where a parking lot abuts a public sidewalk, provide a visual screen or landscaped buffer between the sidewalk and the parking lot.
- H. Where new development occurs, mitigate the impact of parking visible to the street with the use of planting and landscaped walls tall enough to screen headlights.
- I. When parking is adjacent to residential development, landscaping screening should act as a buffer.

#### 4. Loading

- A. New loading facilities should be located to the rear of buildings. When loading facilities must be located at the front entrance, ensure that docks and doors do not dominate the frontage and are screened from the street.
- B. For streamlined circulation, ensure that loading areas do not interfere with on-site pedestrian and vehicular paths by separating loading areas and larger commercial vehicles from areas that are used for public parking and public entrances.

## BUILDING MASSING

### 1. Entrances

- A. A logical sequence of entry and arrival should be implemented. Special entry treatments such as stamped or colored concrete, planting and signage can be used to guide pedestrians.
- B. Entries should be designed according to simple and harmonious proportions in relationship to the already established USC building scale.
- C. At entrances and openings, include overhead architectural features, such as awnings, canopies, trellises or cornice treatments that provide shade and reduce daytime heat gain, especially on south-facing façades.



Buildings with monolithic facades are discouraged. (Figure A.4.e)

### 2. Relationship to Adjacent Buildings

- A. Height and visual transitions for any new development and adjacent commercial and residential neighborhoods should be created. Examples include, stepping back upper floors of new structures to match those of adjacent structures, and/or planting trees, shrubs, and vines to screen outdoor storage, odor, or noise-generating functions.

### 3. Pedestrian Scale

- A. A human scale rather than a monolithic or monumental scale is preferred.
- B. Ground floor and upper floors should be differentiated for the pedestrian. Changes in massing and architectural relief add visual interest and help to diminish the perceived height of buildings.



These buildings utilize various, scales, materials, and roof forms to create a visual interest for pedestrians. (Figure A.4.f)



Awnings, such as the one pictured above, provides shade for people who are enjoying the outdoor dining area. (Figure A.4.g)

#### 4. Form

- A. Where the building mass cannot be broken up due to unique use constraints, building walls should be articulated through the use of texture, color, material changes, shadow lines, and other façade treatments.
- B. Varied roof lines are encouraged through the use of sloping roofs, modulated building heights, stepbacks, or innovative architectural solutions.
- C. Massing should be oriented to emphasize certain parts of the building such as entries, corners, and showroom or office spaces.
- D. Buildings should be situated on the site so that they are oriented to maximize daylighting opportunities and harvest natural light within interior work spaces.

### OTHER ARCHITECTURAL ELEMENTS

#### 1. Exterior Materials and Details

- A. Stylistic details should be approached in a manner that is true to a style of architecture or common theme.
- B. Trim, metal and woodwork, lighting, and other details in a harmonious manner, should be consistent with the proportions and scale of the building(s).
- C. To provide visual consistency, incorporate windows and doors with well-designed trims, details, and character-defining features to reflect an architectural style or theme consistent with other façade elements across the Subarea.
- D. To allow for ventilation and indirect lighting, utilize opportunities to provide operable clerestory windows.

- E. Building materials, such as trim and finishes that convey a sense of permanence should be chosen. Quality materials should be used, regardless of architectural style.
- F. Changes in material should be purposeful and in a manner corresponding to variations in building mass.
- G. Use of highly reflective building materials and finishes that direct heat and glare onto nearby buildings is discouraged.
- H. White or reflective paint on rooftops and light paving materials or “green roofs” to reflect heat away from buildings and reduce the need for mechanical cooling is encouraged.
- I. Exterior surface materials that reduce the incidence/appearance of graffiti should be used.
- J. Use of the following materials is discouraged:
  1. Stucco that is rough, irregular or coarse-textured finishes like heavy lace, machine dash, or light lace.
  2. Standard concrete masonry units (concrete block) at the ground floor.
  3. Slumped finish concrete masonry units.
  4. Vinyl siding.
  5. Low grade aluminum windows, that is, windows that do NOT consist of 6063 T-5 alloy at least 0.125” thick for structural frame and 0.062” thick for non-structural frame elements with a thermal barrier.
  6. Applied window mullions, in thin strips applied onto or between layers of glass.



“Green roofs” use vegetation as a rooftop material to reduce heat gain and cool buildings. (Figure A.4.h)



Vinyl siding is discouraged. (Figure A.4.i)



Hardie Reveal panels provide a finished architectural appearance and are encouraged. (Figure A.4.j)



Chain link and barbed wire fences are strongly discouraged. (Figure A.4.k)

K. Use of the following materials is encouraged:

1. Natural stone, precast concrete, and brick (red, gold, or multi-colored).
2. Concrete composite panels.
3. Concrete with a finished architectural appearance when used as part of a larger architectural design approach.
4. Concrete masonry units that have a glazed, ground (burnished) face or polished face finish, particularly at the ground floor. Heavily textured block, such as split face, may be used to create patterns, provided it is the secondary material comprising not more than 20% of the façade.
5. Stucco that is fine-textured and smooth, for example, “Santa Barbara Mission Finish” and 20/30 float finish.
6. Factory finished metal panels (heavy gage only, in corrugated or flat sections) but not artificially resembling natural materials.
7. Doors and windows fabricated of wood, wood with vinyl clad exterior, recycled-content aluminum vinyl clad, steel casement, high quality anodized aluminum (generally 6063 T-5 alloy at least 0.125” thick for structural frame and 0.062” thick for non-structural frame elements with a thermal barrier), and other durable materials approved by the DCP.
8. Ceramic tile to highlight architectural features.
9. Metal railings, entry canopies, downspouts/scuppers, garage gates that are of high grade construction.

2. Walls and Fences

- A. Walls and fences should be designed to be consistent with the architectural quality character of the adjacent building.
- B. Decorative gates and fences should be used in combination with landscaping to provide continuity at the street where openings occur due

to driveways or other breaks in the sidewalk or building wall.

- C. Fences should be fabricated of durable materials that are in the same family as or compatible with the project's architectural materials and shall not have curved tines or spikes on top.
- D. Long walls and fences should be broken up by landscaping, pilasters, offsets in the alignment of the wall or fence, and/or changes in material, color, or texture.
- E. Design fences and walls to provide protection and screening without the use of harsh or unwelcoming elements such as barbs or pickets.
- F. Materials such as chain link or barbed wire (cyclone) fences are strongly discouraged.
- G. For large parcels, avoid uninterrupted walls and/or fences by providing a landscape buffer, which may be planted with shade trees, climbing vines, hedges, or similar living plant material.

### 3. Screening

- A. Screens should cover any mechanical, electrical, or communications equipment, whether on the roof, side of building, or ground.
- B. It is recommended that trash enclosures are hidden within parking garages so they are not visible to the passersby. Screen outdoor trash enclosures using walls consistent with the architectural character of the main building, and locate them so that they are out of the line-of-sight from crosswalks or sidewalks.
- C. Locating noise and odor-generating functions away from nearby residents and neighbors.



Metal screens could be utilized to hide utilities located on the rooftop. (Figure A.4.l)



Bicycle racks should be located near building entrances. (Figure A.4.m)



Curb extensions or bulbouts provide pedestrians both comfort and safety at pedestrian crosswalks. (Figure A.4.n)

## ON-SITE OPEN SPACE, SETBACKS AND LANDSCAPING

### 1. Site Planning

- A. Direct paths of travel for pedestrian destinations within large developments should be introduced. Especially near transit lines, create primary entrances for pedestrians that are safe, easily accessible, and a short distance from transit stops.
- B. Buildings should be oriented around a central common open space to promote safety and the use of shared outdoor areas. In mid- and high-rise buildings, podiums between buildings and rooftop decks can be used as common areas.
- C. For users of the site, bicycle lockers and/or racks should be located near building entrances. Disperse bicycle parking facilities throughout larger sites and locate them in convenient and visible areas in close proximity to primary building entrances.

### 2. Street-Level Landscaping

- A. Landscaping will add texture and visual interest at the street level. Landscaping should not create a barrier between pedestrians and the building frontage or views into buildings at the ground floor.
- B. Climbing vegetation and green walls are encouraged as a method to provide articulation and visual interest to building façades.

### 3. Sidewalks

- A. Continuous and predominantly straight sidewalks and open space are encouraged. Reconstruct abandoned driveways as sidewalks.
- B. On Jefferson Blvd. and Hill St., provide a comfortable sidewalk and parkway that can accommodate pedestrian flow and activity.

Sidewalks and parkway widths on Hope St., Grand Ave., and 35th Pl. may be narrower, but generally should not be less than nine feet wide.

- C. To create a buffer zone between pedestrians, moving vehicles, and other transit modes, incorporate landscaping and street furniture. Examples include street trees, benches, newspaper racks, pedestrian information kiosks, bicycle racks, bus shelters, and pedestrian lighting.
- D. Street trees should be planted at the minimum spacing permitted by the Division of Urban Forestry, typically one tree for every 20-30 feet of street frontage, to create a consistent rhythm.
- E. Broad-leaf evergreen and deciduous trees should be used to maintain a continuous tree canopy. Shade producing street trees may be interspersed with an occasional non-shade tree.



Street furniture, trees, and other amenities can provide a buffer zone between pedestrians, vehicular traffic, and other modes of transportation. (Figure A.4.o)

#### 4. Crosswalks/Street Crossings

- A. Pedestrian safety and comfort should be emphasized at crosswalks with devices such as pedestrian crossing signals, visible and accessible push buttons for pedestrian actuated signals, and dual sidewalk ramps that are directed to each crosswalk.
- B. Features such as white markings, signage, and lighting should be incorporated so that pedestrian-crossings are visible to moving vehicles during the day and at night.
- C. To improve visibility for pedestrians in crosswalks, eliminate on-street parking spaces adjacent to the crossing and installing curb extensions/bump outs and advance stop bars.
- D. The shortest possible crossing distance is encouraged at pedestrian crossings on wide streets. Use of a mid-street crossing island,



Dual sidewalk ramps that are directed to each crosswalk enhances accessibility for all users. (Figure A.4.p)



Green walls are encouraged as a method to provide visual interest to building façades. (Figure A.4.q)

an area of refuge between a right-turn lane and through lane, and a curb extension/bump out or a minimal curb radius.

## 5. On-Site Landscaping

- A. To the extent practicable, retain mature and healthy vegetation and trees when re-developing the site, especially native species.
- B. Landscaping should be architecturally integrated with the building and suitable to the functions of the space. Select plant materials that complement the architectural style and form of the building, and that are compatible with USC's existing landscaping. Open areas should be designed to maintain a balance of landscaping and paved area.
- C. Where feasible, select drought tolerant, California-friendly native landscaping to limit irrigation needs and conserve water. Mediterranean and other local climate-friendly plants may also be used.
- D. When possible, facilitate sustainable water use by using automated, weather-based watering systems and drip irrigation to water landscaped areas.
- E. When possible, collect, store, and reuse stormwater for landscape irrigation. Facilitate stormwater capture, retention, and infiltration, and prevent runoff by using permeable or porous paving materials in lieu of concrete or asphalt.
- F. In addition to street trees, provide canopy trees in planting areas for shade and energy efficiency, especially on south and southwest facing façades.
- G. Use landscaping features to screen the portions of a parking level or podium that are above grade, where possible. Trees, shrubbery, planter boxes, climbing plants, vines, green walls, or berms can be used to soften views from the public right-of-way.

## 6. Open Space and Plazas

- A. Where feasible, incorporate shaded open space, such as plazas, courtyards, pocket parks, and terraces, in new large-scale developments. Design open areas to be easily accessible to employees and comfortable for a substantial part of the year.
- B. Open spaces should be oriented to the sun and views. Create a sense of enclosure while maintaining safety, so that open spaces feel like outdoor rooms.
- C. Open spaces should be connected to activity areas where people gather to sit, eat, or watch other people.
- D. Where employee amenities such as cafes or dining facilities are provided in open space areas, ensure that they are oriented toward the street.
- E. Landscaping is encouraged in all open areas not used for buildings, driveways, parking, recreational facilities or pedestrian amenities. Landscaping may include any practicable combination of shrubs, trees, ground cover, minimal lawns, planter boxes, flowers, or fountains that reduce dust and other pollutants.



Landscaping features, such as the climbing vines shown above, are used to screen parking structures. (Figure A.4.r)



Details like the one pictured above, allows for the collection and cleansing of stormwater runoff. (Figure A.4.s)

## 7. Lighting

- A. Ornamental lighting should be used to highlight pedestrian paths and entrances. This should include after-hours lighting at building entrances.
- B. Lighting fixtures should accent and complement architectural details. Shielded wall sconces and angled uplighting can be used at night to establish a façade pattern and animate a building's architectural features.



Lighting fixtures should highlight and accent architectural details. (Figure A.4.t)



Lighting should highlight the entrances of buildings. (Figure A.4.u)

- C. To avoid uneven light distribution, harsh shadows, and light spillage onto adjacent properties, adequate, uniform, and glare-free lighting, such as dark-sky compliant fixtures are encouraged.
- D. When possible, integrate solar powered lighting to increase energy efficiency.

## SIGNAGE

### 1. Building Signage

- A. Locating signs where architectural features or details suggest a location, size, or shape for the sign is encouraged. Place signs so they do not dominate or obscure the architectural elements of the building design.
- B. Signage should be in a height and of a size that is visible to pedestrians and facilitates access to the building entrance.
- C. The total number of colors and text used on any one sign should be limited. Small accents of several colors make a sign unique and attractive, but competition of many different colors reduces readability.
- D. Sign materials that are durable and compatible with the design of the façade on which they are placed are encouraged.
- E. Signs should be illuminated to the minimum level required for nighttime readability.
- F. Maps and signs in public spaces showing connections, destinations, and locations of public facilities such as nearby transit stops are encouraged.
- G. The following sign elements are discouraged:
  - 1. Billboards/off-site signs.

2. Conventional plastic faced box or cabinet signs (e.g. canned signs).
3. Formed plastic faced box or injection molded plastic signs.
4. Illuminated architectural canopy signs and internally illuminated awnings.
5. Freestanding pole signs and roof signs.

H. The following sign elements are encouraged:

1. Wall signs composed of individual cut-out letters fabricated of metal or other durable material which are pin-or raceway-mounted.
2. Metal or other durable panel with lettering/ logos cut out.
3. Logos/symbols instead of or in conjunction with words.
4. External illumination.
5. Elements that reflect the history and/or culture of the community.



Maps in public spaces that show connections and destinations are strongly encouraged. (Figure A.4.v)



Public directory signage should direct pedestrians to destinations, public amenities, and transit stops. (Figure A.4.w)

## BUILDING FAÇADES

### 1. General

- A. A strong street wall should be created by locating building frontages at the front property line or at the minimum required setback. Where additional setback is necessary, activate the area with a courtyard or “outdoor room” adjacent to the street by incorporating outdoor dining, seating, or water features, for example.
- B. Main entrance and entry approach should accommodate persons of all mobility levels.
- C. Pedestrian activity should be promoted by placing entrances at grade level or slightly above and should be unobstructed from view from the public right-of-way. Avoid sunken entryways below street



A strong street wall and transparent ground floors are inviting and offer visual interest for pedestrians. (Figure A.4.x)

level.

- D. New developments should incorporate windows on ground floors facing pedestrian paths of travel to improve the pedestrian experience.
- E. The building façade should be varied and articulated to add scale and avoid large monotonous walls.
- F. Different textures, colors, materials, and distinctive architectural treatments should be incorporated to add visual interest while avoiding dull and repetitive façades.
- G. All façades of the building should be treated with equal architectural rigor, level of detail, and articulation.
- H. Existing façade rhythm should be reinforced along the street where it exists by using architectural elements such as trim, material changes, bays, clerestory windows, and other design treatments consistent with surrounding buildings.
- I. Architectural elements such as entries, porticoes, cornices, and awnings should be compatible in scale with the building massing.

THIS PAGE LEFT INTENTIONALLY BLANK

