

PROPOSED PROJECT LOCATED AT 1309-1331 SOUTH PACIFIC AVENUE



The project is NOT “in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and any applicable specific plan” as claimed in the Site Plan Review Findings.

The scale, density and height of development is incompatible with the surrounding areas. It is inconsistent with the General Plan Framework.

The project does not exhibit the architectural characteristics and qualities that distinguish San Pedro. It does not align with the intent of the 2017 San Pedro Community Plan.



**ADJACENT SINGLE-STORY
BUNGALOWS
AT 524-526 WEST 14TH STREET**



W 13th St

W 13th St

W 13th St

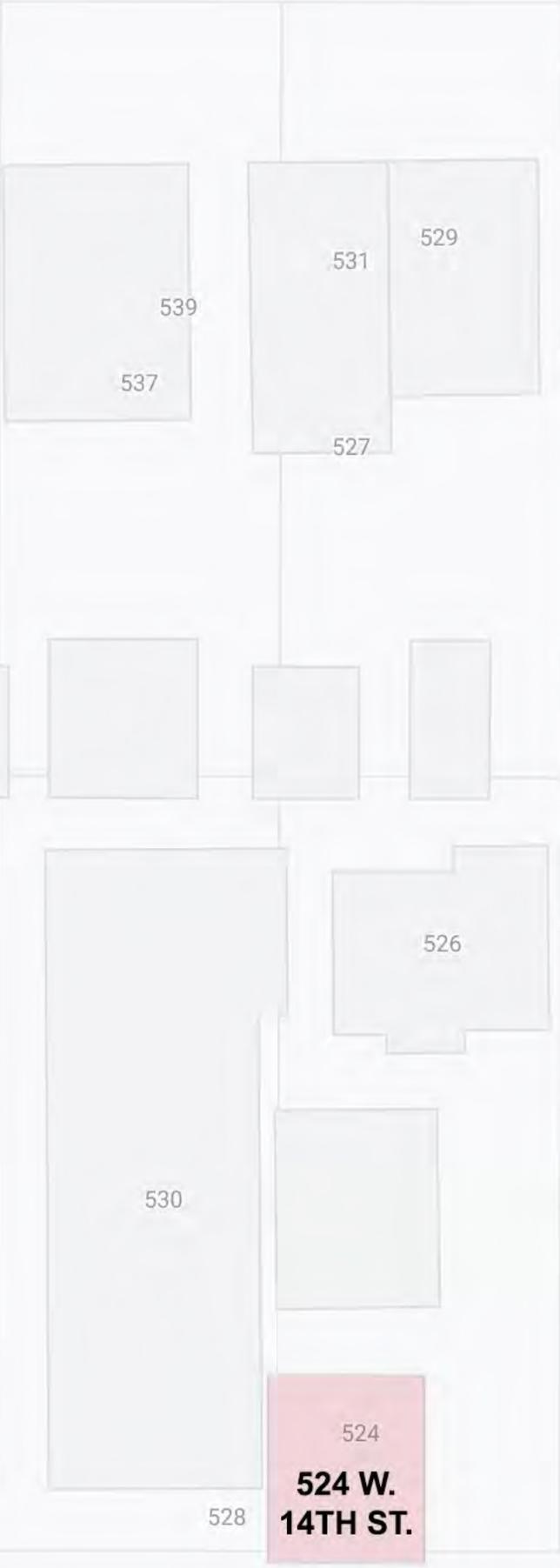
W 13th St



W 1

S Pacific Ave

S Pac



PROJECT AREA

W 14th St

W 14th St

W 14th St

W 1

**ADJACENT
SINGLE-STORY
BUNGALOWS
AT 524-526 WEST
14TH STREET**



**back of existing
building
on site**

**approx.
5 feet**

HOMES ON WEST 13TH STREET ADJACENT TO THE PROPOSED PROJECT

These homes exhibit the architectural characteristics and qualities that distinguish San Pedro.



**MASS AND SCALE OF THE PROPOSED GENERIC CONTEMPORARY APARTMENT PROJECT
ADJACENT TO CHARACTERISTIC SAN PERDO HOMES ON WEST 13TH STREET**



529 WEST 13TH STREET ADJACENT TO THE PROPOSED PROJECT
This home exhibits the architectural characteristics and qualities that distinguish San Pedro.



539 WEST 13TH STREET ADJACENT TO THE PROPOSED PROJECT
This home exhibits the architectural characteristics and qualities that distinguish San Pedro.



575 WEST 13TH STREET

This home exhibits the architectural characteristics and qualities that distinguish San Pedro.



RELATED DOCUMENTS:

CPC_20-0680_misc_10-29-20.pdf
STAFF RESPONSE TO APPEAL POINTS - October 29, 2020

CPC-2019-4908.pdf
DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT - March 12, 2020

CPIO_17-1044_ORD_185539_6-26-18.pdf
ORDINANCE NO. 185539: An ordinance establishing the San Pedro Community Plan Implementation Overlay District for the San Pedro Community Plan Area - 06.26.2018

standards-guidelines-definitioms.jpg - Pacific Corridor (attached)

Standards-PacificCorridorDesign.jpg - Pacific Corridor (attached)

4. DEFINITIONS

STANDARDS VS. GUIDELINES

Guidelines are recommendations based on policy directives. Project proponents are advised to meet the intent of the guidelines, however there is flexibility in the application of specific criteria. Standards are mandatory regulations.

Example:

Standard: Buildings and their primary entrances shall face the street.

Guideline: Create a street level environment that accommodates the pedestrian.

GLOSSARY

The following words and phrases, whenever used in this document, shall be construed as defined in this section:

- *Awning:* A roof-like cover extending over or in front of a door, window shelter or decorative element.
- *Districts:* Refers to both the Pacific Avenue Commercial Corridor and the Downtown Historic Core.
- *Facade:* The front of a building or any of its sides facing a public way or space.
- *Main Building:* The largest building of a shopping center.
- *Main Commercial Street:* In the case of San Pedro, Pacific Avenue, 6th Street, 7th Street, and 9th Street.
- *Pedestrian Way:* Walkway providing pedestrian passage through parking lots that is distinguished by hardscape and landscape treatments that provide for pedestrian safety and ease of movement.
- *Service Area:* Any location containing open storage, loading docks, non-public entrances, trash receptacles, or other utility uses.
- *Shopping Center:* Any unified development consisting of more than two (2) businesses, attached or unattached, on one or more lots, that is under one ownership or shares common parking, service, or other facilities.

Awning:



Service Area:



Trash Enclosure:



Transom Window:



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- Establish 7th Street as an “artists walk.”
 - Encourage infill and upper floor renovations within the Downtown area.
 - Develop use and rehabilitation guidelines for historic buildings and structures.
 - Establish guidelines for in-fill development and for transitions between new and existing buildings.

Program Implementation

Specific projects and programs have been identified for achieving the goals and objectives of the Redevelopment Plan.

1. *Commercial Area Design Standards:* For new buildings and rehabilitation of existing buildings to enhance the overall image of the project area, and to guide private investments in making improvements to property within the project area. Of particular interest is the area’s major commercial corridors, especially Pacific Avenue, 6th Street and 7th Street; standards should define an image for these streets and enhance the pedestrian character of Downtown San Pedro.

2. *Historic District Design Standards:* To ensure that new development remains compatible with historic buildings. Design standards and guidelines should also guide preservation and emphasize opportunities for the re-use of historic buildings, thereby highlighting and reinforcing the area’s past.

3. *Residential Design Standards:* To ensure that new construction within existing neighborhoods will be compatible with its surroundings. The scale and character of new residential construction needs to be especially sensitive to the height, massing and orientation of existing residences.

4. *Streetscape Design Standards:* To enhance the project area’s commercial streets, contribute to the area’s identity, and support pedestrian orientation and activity. Street trees, lighting and street furniture are among the amenities that will improve the retail experience.