A Specific Plan for

L·O·R·D·S·B·U·R·G

The City of La Verne

Prepared by
The Community Development Department of the City of La Verne
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil Restoration Architect
Stevens/Garland Associates

September 1992 Chapter 5 updated March 2004

ADOPTING ORDINANCE

ORDINANCE NO. 841

AN ORDINANCE OF THE CITY OF LA VERNE, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, REPEALING SPECIFIC PLAN NO. 82-6 (OLDTOWN SPECIFIC PLAN) AND ADOPTING A REVISED SPECIFIC PLAN FOR THE LORDSBURG AREA OF LA VERNE (SPECIFIC PLAN CASE NO. 91-26), CASE NO. 85-91ZC (ZONE CHANGE), AND A MITIGATED NEGATIVE DECLARATION

WHEREAS, Section 65450 *et seq.* of the California Government Code and Section 18.64.010 of the La Verne *Municipal Code* authorized the preparation of specific plans governing the development of private property, and

WHEREAS, City Council policy encourages the preparation of specific plans in neighborhoods where the plan will allow the Council to tailor its development policies to the unique and special needs of that neighborhood; and

WHEREAS, the residents, business people, and institutions of La Verne's historic downtown area have expressed a need for revision of the 1982 *Oldtown Specific Plan* (Specific Plan No. 82-5), which has been the principal zoning document for the downtown; and

WHEREAS, the City staff, working with local residents, community leaders, and decision makers, conducted a walking tour, community design studio, and other programs; and have drafted a proposed update and expansion of the original specific plan; and

WHEREAS, on January, 1992, the Planning Commission began deliberations on a proposed specific plan that incorporates substantial amendments and revisions to the 1982 document, conducting public hearings on February 12, and March 8, 1992, and

WHEREAS, the Council has concurrently adopted a resolution approving related amendments to the City's general plan following a duly noticed public hearing on May 4, 1992;

NOW, THEREFORE, the City Council of the city of La Verne DOES HEREBY ORDAIN as follows:

Section 1. Repeal of Oldtown Specific Plan. The City Council HEREBY REPEALS the existing *Oldtown Specific Plan* (Specific Plan No. 82-5) and rescinds Resolution No. 83-11 in its entirety.

Section 2. Zone Change. The City Council HEREBY FINDS and DETERMINES that Case No. 85-91ZC, the proposed zone changes (as illustrated in Exhibit B, attached) satisfies the requirements of the California Government Code and Chapter 18.112 of the La Verne *Municipal Code*, in that

a. The proposed specific plan and its zoning designations are consistent with the general plan. The zone changes contained in the proposed specific plan promote specific downtown goals outlined in the general plan without increasing net density, land use intensity, or service system impacts. These are documented in the staff report dated May 4, 1992, and its accompanying environmental review.

b. The proposed zone changes demonstrate good city planning practices. They further promote housing adjacent to the downtown core and protect the integrity of existing residential districts surrounding the downtown. Moreover, the use of the specific plan allows standards to be tailored to the needs of the neighborhood in a manner not available through conventional entitlement zoning.

ADOPTING RESOLUTION

RESOLUTION NO. 92-87

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LA VERNE, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, APPROVING CASE NO. 84-19GP (GENERAL PLAN AMENDMENT), IN CONNECTION WITH DEVELOPMENT OF THE LORDSBURG SPECIFIC PLAN, AND APPROVING A MITIGATED NEGATIVE DECLARATION

WHEREAS, Sections 65000 *et seq.* of the California Government Code and Chapters 2.48 and 18.112 of the La Verne *Municipal Code* authorize the preparation of a comprehensive general plan governing the orderly growth and development of the City; and

WHEREAS, the residents, business people, and institutions of La Verne's historic downtown area have expressed a need for revision of the 1982 *Oldtown Specific Plan* (Specific Plan No. 82-5), which has been the principal zoning document for the downtown; and

WHEREAS, the resulting studies indicate that minor amendments to the general plan land use map are in order to consistently implement the general plan text; and

WHEREAS, the City staff, working with local residents, community leaders, and decision makers, conducted a walking tour, community design studio, and other programs; and together have drafted a proposed update and expansion of the *Oldtown Specific Plan*, including certain changes in general plan land use and zoning designations; and

WHEREAS, on January 8 and February 12, 1992, the Planning Commission considered the proposed amendments, conducting public hearing on February 12, and March 11, 1992; recommending approval on March 11, 1992 (Planning Commission Resolution No. 538); and

WHEREAS, after due notice the City Council conducted a public hearing to consider these amendments, accepting oral and written testimony;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of La Verne as follows:

Section 1. The City Council HEREBY FINDS and DETERMINES that Case No. 84-91GP, the general plan map amendments for the LORDSBURG SPECIFIC PLAN (illustrated in Exhibit "A", attached) satisfies the requirements of the La Verne general plan in that:

a. The proposed amendments are consistent with the goals and objectives set forth in the general plan, including preservation of historic neighborhood character; promotion of economic development opportunities and development of pedestrian circulation systems. These principles are outlined in the staff report dated May 4, 1992, and incorporated herein by reference.

b. The proposed amendments represent good city planning practices in that they promote a relationship between compatible land uses; protect the special features that residents of this district associate with it; simplify the existing, complex system of regulations which governs the Lordsburg area; and support the goals of the historic preservation, community design, and economic design, and economic development elements.

Section 2. The City Council HEREBY FINDS and DETERMINES that the amendments, by allowing adoption of a plan that promotes alternative pedestrian circulation systems and linkages to mass transit facilities, are consistent with the goals and objectives of the regional Air Quality Management Plan; and are further consistent with the Southern California

ACKNOWLEDGMENTS

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Patrick Gatti, *Mayor Pro Tern*
Daniel V. Harden
Thomas R. Harvey
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Special appreciation is due Evelyn Hollinger, whose La Verne, The Story of the People Who Made a Difference: A History of the City of La Verne California, 1837 - 1987 *(Historical Society of La Verne, 1989) was an indispensable aid in the preparation of this specific plan. Without her devoted scholarship, exhaustive archives, and ardent participation to keep it honest, this plan could not adequately have dealt with the rich heritage of La Verne.*

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WHEREAS, the Council has concurrently adopted a resolution approving related amendments to the City's general plan following a duly noticed public hearing on May 4, 1992;

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a. The proposed specific plan and its zoning designations are consistent with the general plan. The zone changes contained in the proposed specific plan promote specific downtown goals outlined in the general plan without increasing net density, land use intensity, or service system impacts. These are documented in the staff report dated May 4, 1992, and its accompanying environmental review.

b. The proposed zone changes demonstrate good city planning practices. They further promote housing adjacent to the downtown core and protect the integrity of existing residential districts surrounding the downtown. Moreover, the use of the specific plan allows standards to be tailored to the needs of the neighborhood in a manner not available through conventional entitlement zoning.

Section 3. Specific Plan Map and Text. The City Council HEREBY FINDS and DETERMINES that the proposed specific plan text and map satisfy the requirements of California Government Code Sections 65450 et seq. and Sections 18.64.010 through 18.64.020 inclusive of the La Verne *Municipal Code,* in that it contains the requisite topics set forth in Government Code Sec. 65451, (1-4 inclusive).

Section 4. Consistency with Regional Plans. The City Council HEREBY FINDS and DETERMINES that the plan, by promoting alternative pedestrian circulation systems and linkages to mass transit facilities, is consistent with the goals and objectives of the regional Air Quality Management Plan; and is further consistent with the Southern California Association of Governments' Regional Housing Needs Assessment (RHNA) in that it promotes the protection of affordable housing resources in the Lordsburg district by eliminating barriers to the improvement of existing housing stock, and by allowing limited construction of second units (both subject to certain preservation guidelines.)

Section 5. Environmental Review. The City Council HEREBY FINDS and DETERMINES that the environmental impacts of the proposed specific plan amendment are insufficient to warrant further environmental review; and that the mitigation measures contained in the project negative declaration, if implemented, will ensure that all environmental issues will be mitigated to a level of insignificance. The City Council HEREBY APPROVES the project negative declaration and INCORPORATES all mitigation measures contained in the initial study as though fully set out in this resolution.

Section 6. Revisions. The City Council HEREBY ORDERS that all Planning Commission and Council revisions identified in the staff report dated May 4, 1992, be incorporated into a final text and published accordingly.

Section 7. Approval of specific plan and zone changes. The City Council HEREBY ADOPTS and APPROVES Specific Plan No. 91-62 and Zone Change Case No. 85-91ZC; and HEREBY AMENDS the zoning map of the City of La Verne as illustrated in Exhibit "A"

Section 8. That the Mayor shall sign and the City Clerk shall certify to the passage and adoption of Ordinance and the City Clerk shall cause the same to be published and posted pursuant to the provisions of law in the regard, and this ordinance shall take effect (30) days after its final passage.

APPROVED AND ADOPTED this Eighth day of September, 1992.

/s/ Jon Blickenstaff
Mayor of the City of La Verne

ATTEST:

/s/ N. Kathleen Hamm,
CMC City Clerk

Exhibit "A": Specific Plan Text and Map
Exhibit "B": Draft Negative Declaration and Mitigation Measures

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WHEREAS, the resulting studies indicate that minor amendments to the general plan land use map are in order to consistently implement the general plan text; and

WHEREAS, the City staff, working with local residents, community leaders, and decision makers, conducted a walking tour, community design studio, and other programs; and together have drafted a proposed update and expansion of the *Oldtown Specific Plan*, including certain changes in general plan land use and zoning designations; and

WHEREAS, on January 8 and February 12, 1992, the Planning Commission considered the proposed amendments, conducting public hearing on February 12, and March 11, 1992; recommending approval on March 11, 1992 (Planning Commission Resolution No. 538); and

WHEREAS, after due notice the City Council conducted a public hearing to consider these amendments, accepting oral and written testimony;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of La Verne as follows:

Section 1. The City Council HEREBY FINDS and DETERMINES that Case No. 84-91GP, the general plan map amendments for the LORDSBURG SPECIFIC PLAN (illustrated in Exhibit "A", attached) satisfies the requirements of the La Verne general plan in that:

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b. The proposed amendments represent good city planning practices in that they promote a relationship between compatible land uses; protect the special features that residents of this district associate with it; simplify the existing, complex system of regulations which governs the Lordsburg area; and support the goals of the historic preservation, community design, and economic design, and economic development elements.

Section 2. The City Council HEREBY FINDS and DETERMINES that the amendments, by allowing adoption of a plan that promotes alternative pedestrian circulation systems and linkages to mass transit facilities, are consistent with the goals and objectives of the regional Air Quality Management Plan; and are further consistent with the Southern California

Association of Governments' Regional Housing Needs Assessment (RHNA) in that they promote the protection of affordable housing resources in the Lordsburg district by eliminating barriers to the improvement of existing housing stock and development of second units (subject to certain preservation guidelines).

Section 3. The City Council HEREBY FINDS and DETERMINES that the environmental impacts of the proposed general plan map amendment are insufficient to warrant further environmental review; and that the mitigation measures contained in the project negative declaration (Exhibit "B", attached), if implemented, will ensure that all environmental issues will be mitigated to a level of insignificance. The City Council HEREBY APPROVES the mitigation negative declaration, and DIRECTS that all mitigation measures contained in the initial study and negative declaration documents are imposed as though fully set out in this resolution.

Section 4. The City Council HEREBY APPROVES Case No. 84-91 GP, proposed amendments to the City's general plan in connection with the proposed LORDSBURG SPECIFIC PLAN, and HEREBY AMENDS the general plan land use map as illustrated in Exhibit "A", attached.

Section 5. The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this resolution and thereupon the same shall take effect and he in force.

APPROVED AND ADOPTED this Seventeenth day of August, 1992.

/s/ Jon Blickenstaff
Mayor of the City of La Verne

ATTEST:

/s/ N. Kathleen Hamm, CMC
City Clerk

Exhibit "A": General Plan Amendments
Exhibit "B": Draft Negative Declaration and Mitigation Measures

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PREFACE

Why a Specific Plan?

What This Specific Plan Does

The LORDSBURG SPECIFIC PLAN gathers the collective experiences, knowledge and common sense of the area's residents into a single collective vision for this, the most historic part of La Verne. All facets of the community were invited to participate in the process of generating a revised and improved specific plan, one to serve both the Oldtown and its surrounding residential neighborhoods.

This collective vision includes the policies which residents developed when they rewrote the City's general plan between 1985 and 1989, as well as additional objectives that they set out in a walking tour, design workshop and meetings during the spring and summer of 1991.

The specific plan can be a tremendously powerful tool. Unlike conventional zoning, it allows the citizens to tailor zoning standards to the unique traits of a given street or neighborhood, where conventional zoning would apply its rigid requirements across all neighborhoods in the same way. As a guide to development, it provides investors and public officials with the priorities necessary to advise their investment decisions. And it gives the residents and business people alike the security of having consistent standards applied to their neighborhoods.

The result is a plan that seeks to preserve the historic character of La Verne's business and residential core; address circulation issues which could ultimately damage the quality of life there; and build greater economic flexibility into the Oldtown.

What This Specific Plan Cannot Do

While a specific plan is a tremendous tool for accomplishing orderly development, there are many things that a specific plan cannot do — and should not be intended to do.

For example,' the specific plan:

- *cannot guarantee investment.* The specific plan can create more favorable conditions under which investment will occur, but it cannot resolve fundamental economic issues for the downtown. The specific plan you are about to read does exactly the former: it relaxes restrictions which have proved by experience and common sense to be too restrictive, and replaces them with new guidelines and standards that are broader, more flexible, and more capable of sustaining new vitality in La Verne's downtown.

- *cannot ensure good business decisions.* The underlying economic issues governing La Verne's Oldtown are far more than land use and design considerations. A successful merchant corps, however, can insist upon the consistent application of marketing tools and techniques for the Oldtown area to prosper.

Using the Specific Plan

Specific plans are usually technical documents relying heavily on engineering, legalisms, and "plannerese" to convey their message.

This plan has a different aim: it seeks to eliminate language that obscures the vision behind this community's plan. Through words and graphics, it tries to paint a picture, based on residents' values, of what the Lordsburg area should look like over the next twenty years.

The authors have chosen a narrative style to convey the thoughts and impressions La Verne residents hold for their community. The first chapter, for example, sets the foundation by reviewing the historical, social, and physical precedents that have given La Verne's oldest district its unique and pleasant form. These values are translated into goals and objectives reflecting both the best present qualities and most important future needs that residents and business people have expressed.

Later chapters back these values with standards and guide-lines. Instead of the legal jargon customary in plans, many of the standards are contained in easy-to-use reference tables. You will also find an array of illustrations and photographs to help convey the meaning of the specific plan text.

We hope you find the LORDSBURG SPECIFIC PLAN both enjoyable and useful.

Jon Blickenstaff
Mayor of the City of La Verne

Chapter One

THREADS IN THE FABRIC

The announcement is made by the Lordsburg Hotel and Land Company that a colony of over one hundred Dunkards has bought all of the unsold lots and the big hotel at Lordsburg and will move upon the property within 60 days...

The coming of the Dunkards ... is going to be a great factor in the settlement of this valley and means a great deal to Pomona ... They dwell in colonies in nearly every state in the union. They resemble in their careful, economical and industrious ways, the Quakers ... they wear the plainest of garments and avoid any worldly folly...

Pomona *Times Courier*, December 19, 1889

No plan for La Verne's historic core would properly provide for its enhancement if it did not understand the deftly interwoven social and historical issues that have shaped the townsite's unique character. Like threads in a fabric, these influences lend subtle color and texture to the community, defining its social values and expressing themselves in the community's land use, circulation patterns and physical organization.

Ask many who live in La Verne what sets this community apart, and they will describe the character of the older neighborhoods: carefully trimmed lawns and tall trees, regular street patterns, historic architecture and a small-town feel. More importantly, residents describe a value structure, a quality of life, and a collective character which they do not see replicated in other parts of the metropolitan area.

Outsiders respond to the appearance of a neighborhood which might have been transplanted from the Midwest; even La Verne residents from the newly developing hillside districts are surprised to find the downtown and its surrounding neighborhoods.

THE CONTEXT

Lordsburg's character is not a coincidence, but rather the interweaving of the economic, social, and cultural threads of its time. The title of this chapter is *Threads in the Fabric;* let us consider how the weaving of that fabric began.

Weaving requires a loom. There are simple ones and complex ones, but all require warp thread, strong and sturdy enough to hold the crossing threads (which are called "weft" or "woof"). With the battening together of the weft threads the warp threads seem to disappear; but they are there, and add strength to the cloth as long as they are on the loom. Other warp threads can be knotted on as required to continue the weaving.

The quality of those added warp threads can improve the quality of the fabric or weaken it; and likewise, the quality of Lordsburg's fabric was maintained by the strong values and character of its early residents. Although many other forces contributed to the development of La Verne, these three were the threads most responsible for the quality and character of the Lordsburg townsite:

The Brethren and Other Churches

If we liken La Verne's history to the weaving of fabric, then the early Dunkards could be said to have strung the loom with its own warp threads. They led lives of material simplicity, thrift, democratic decision making, hard work, sobriety and non-violence. They cherished strong families, spiritual values, and a spirit of neighborly friendship.

Lordsburg and La Verne became a magnet for Brethren people, nicknamed Dunkards. It was the college and climate which drew them. They soon comprised most of the population, and continued to do so until after World War II.

They have often been accused of running the town, but did not do it alone: for example, the Brethren were soon joined by the Methodists, who had reorganized in 1893. In turn, the Methodists were augmented by a large clan from Tennessee beginning in 1900; a second branch of Brethren, also in 1900; and members of the Advent Christian Church, organized in 1907.

The Dunkards established the direction the community would take, but the members of all the churches set high standards for public and private behavior. They opposed dancing, movies, drinking, smoking, and card playing. They were all committed to creating a community which was a good place to raise the family.

These people, their children and grandchildren have left their mark in La Verne. They are the ones who built the business district; built homes we admire; planted trees along the streets; nurtured the City's institutions and civic organizations; and developed Lordsburg/ La Verne College into an outstanding source of good teachers.

Their convictions also determined how the community functioned — even whether or not it was wrong for packing houses to work on Sundays. The La Verne Orange Growers Association was formed because J.S. Cumberland, a staunch Presbyterian, felt working on the Sabbath was wrong; Cumberland found others of the same opinion. Their packing house, opened in 1909 in the Marcus Sparks building (D and First), evolved into a $3 million per year business by the 1920s.

These influences provide some of the standout structures in the Lordsburg Townsite, including:

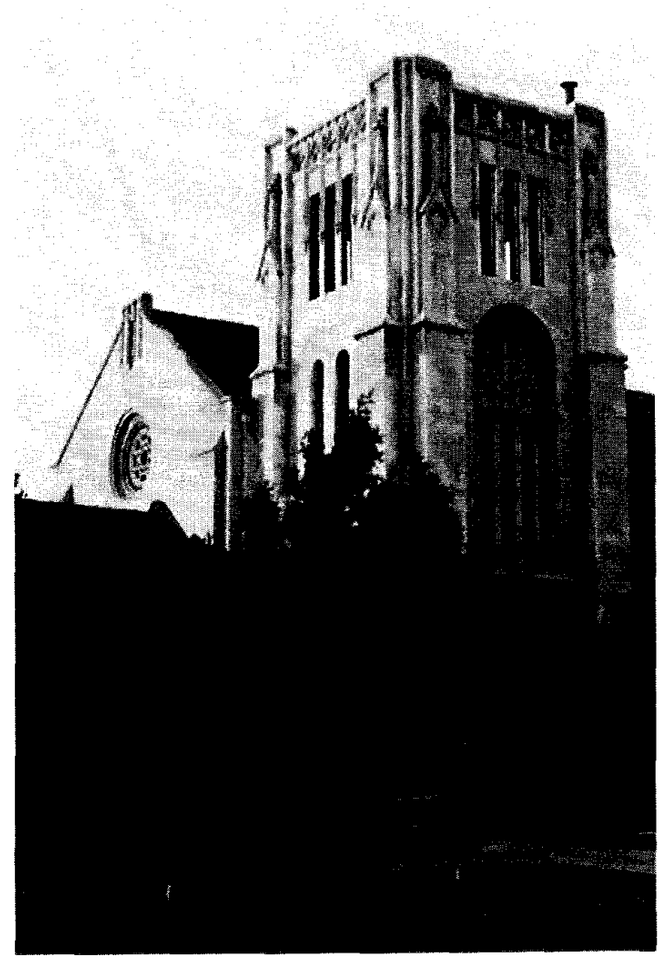
Church of the Brethren (northwest corner of Bonita Avenue at E Street). Second only to the Metropolitan Water District's filtration plant as the tallest tower in La Verne, the Brethren Church is the single most dominant structure defining the Lordsburg area. Its bell tower, rising five stories over the downtown, is cast impressively in a Gothic Moderne style that makes it, arguably, one of the city's best buildings.

The University of La Verne. Two of La Verne's institutions have a common genesis in the founding of a Brethren colony at La Verne. The first was the Church of the Brethren. The second, the former Lordsburg College, has today evolved into a four-year institution with recognized stature in the fields of law, education, and the liberal arts. Its original building, the abandoned Lordsburg Hotel, was demolished in the 1920s, leaving the district without its finest example of Queen Anne architecture.

The University is central to the issues and opportunities awaiting the Lordsburg area. Its ownership of land, for example, constitutes the largest single ownership in the LORDSBURG SPECIFIC PLAN area; its influence is apparent in the array of buildings which give shape and form to the district west of D Street; its officers comprise a roster of prominent citizens, business people, and institutions; its faculty have lent not only prestige, but active effort toward the rehabilitation of the historic neighborhoods; and its economic power, as both the City's largest employer and source of youthful purchasers, makes the University a key factor in the success of the downtown.

Railroads and Commerce

Lordsburg was one of 25 settlements established in 1887 along the Santa Fe Railway, a 36 mile stretch from San Bernardino to Los Angeles along the San Gabriel foothills. Like other Southland towns, it resulted from a strange alliance between land owners and railroads (which extended their lines throughout



Southern California); speculators (who plotted boom towns along them); and the people (who for health, profit or personal reasons) chose to help build the city.

San Bernardino County businessman Isaac W. Lord and the Pacific Land Development branch of Santa Fe joined to plat the townsite in March, 1887. Lord never lived in Lordsburg, but determined it should bear his name to the extent that he won a court order blocking any name change in 1912.

Lordsburg was founded with a huge land sale on May 25, 1887. Well platted, its characteristic subdivision pattern sets the tone for the Lordsburg we know today:

> The town is laid out with broad avenues and streets, 70 to 80 feet wide, with the railroad running through the center of town east and west. Parallel with the railroad, the streets on the north side are named First, Second, etc., and on the south side Palomares Avenue comes first with lots fronting on the railroad ... Beginning on the west end of town, the streets running north and south are named respectively A, B, C, running halfway through the alphabet, and as the town grows, we presume the letters will all be exhausted.
>
> Lordsburg *Eagle*, September 15, 1887

Hopes evaporated when the great Land Boom of 1887 burst, speculators scattering like rats off a ship. Lord stayed at his home north of Cucamonga, leaving the Santa Fe with undeveloped lots and closing businesses. Piped water and artesian wells were still available, as well as a few fruit trees, a boarding house, livery stable, blacksmith, stationery/tobacco shop, Santa Fe station and an empty inn.

Rising above it all was Lord's folly: a 130-room Queen Anne hotel, fueled by speculation and topped with a 90-foot tower visible across the Pomona Valley. It remained for another quarter century, seen by all as a mockery of Lord's dream for a city to rival Pomona.

Faced with a loss of its investment, the Santa Fe took over. In early 1889, it moved one of its most successful tour conductors from the Midwest to Southern California. George McDonaugh knew German Baptist Brethren; he had settled colonies of Dunkards in Kansas and Texas.

Kindling their interest, he announced free tours in the *Gospel Messenger* (read in every Brethren home). M.M. Eshelman was on the second such tour in November, 1889. Weary from his fund-raising efforts for MacPherson College, he had come on the tour largely to visit the Brethren at Covina, where they had been established in 1886.

When the touring party stopped at Lordsburg, McDonaugh told Eshelman how suitable Lordsburg with its hotel would be for another colony and college of Brethren. Though unimpressed initially, by December he and three other Brethren offered to take an option on the hotel and 100 city lots for $15,000. He didn't expect the deal to be accepted; it was. Four Brethren took up the option in December.

The Brethren took over Lordsburg in 1890 and made it their own. Few cut their home ties immediately, either wintering in Lordsburg or renting rooms. One hundred members were added the first year; a steady stream followed. With the Methodists, they built the houses along Bonita Avenue and Third Street, giving the barren townsite the appearance of a Midwestern town. The Church of the Brethren alone grew to more than 400 members by 1920.

The Citrus Industry

A common thread running through the railroad towns is that they grew at transportation break-points; that is, the location where the local farmers would load their produce onto trains bound for the city. Like many San Gabriel Valley communities, Lordsburg — and later La Verne — was such a community, and the development of its business district along

D Street was meant to serve those early ranchers.

The Santa Fe offered the means to capitalize on the town's greatest assets: decomposed granite soil and a stable climate for growing top grade navel oranges that provided La Verne with a slogan, "Heart of the Famous Navel Orange Empire."

The first navel oranges were planted locally by Marcus Sparks and W. Scott Romick in 1890, increasing thereafter to 65 acres of navels and 13 of lemons. By the 1927-1928 season, the La Verne Fruit Exchange which had formed to handle the merchandising of local orange and lemon production had shipped a record 1,468 rail cars of produce.

To handle the packing of the area's growing citrus production, local packing houses were constructed. By 1909, there were two packing houses in Lordsburg, one owned by Valentine Peyton and the other by the La Verne Orange Growers Association. They were located on opposite sides of the street at the intersection of First and D Streets. A third packing house located at the southeast corner of E and First Streets was completed in 1921 and was considered one of the finest and most modern in the industry.

The emergence of citrus as a critical force in Southern California's growth is well documented; less well known is the culture that developed in these foothill communities, pegged by historian Carey McWilliams as a "citrus aristocracy" managing thousands of acres across the frost-free foothills. Its stock in trade — the navel orange and the lemon — generated a vast economic enterprise that drove the southland economy for more than 30 years.

But there was also another cultural force attributable to citrus. In La Verne, the industry's success relied on hundreds of Mexican (and earlier, Filipino) pickers forming a colony along Lordsburg's southern perimeter. Barriers of religion, lifestyle and language separated the two population segments; only since school desegregation in the 1950s have these barriers begun to diminish.

La Verne citrus exchange packing houses were among the most productive in Southern California, delivering more than 6,744,600 boxes of oranges and 942,481 boxes of lemons during the exchange's first 15 years. The community became known for its elaborate, prize winning displays at the county fair; and many of the families associated with the industry remain active in city affairs today.

The 1950s replaced La Verne's citrus acreage with a wave of housing tracts, but citrus leaves visible reminders in the large packing house structures along Arrow Highway, which are themselves significant land use opportunities:

- The La Verne Cooperative, which closed operations in 1956 and sold its plant to Paper Pak, a paper manufacturer, in 1962.
- The final packing house of the La Verne exchange, Orange House No. 2, closed in 1960.
- The former lemon house at D and First, now part of the University's maintenance operation. Its brick storage room was destroyed by the 1990 Upland earthquake.

Remnants of the citrus era survive in the downtown business district on D Street; and in the residential districts. The imagery of a citrus-based culture remains a tangible feature of La Verne life 10 years after the last major producing groves were removed.

SHIFTS & TRENDS

At this writing, detailed information resulting from the 1990 census of population and housing is not yet available. However, the 30-year growth of La Verne can be described by virtue of the population, economic and demographic trends which must be considered when planning for the Lordsburg neighborhood.

Economic Trends

The last 20 years have seen business activity move from the downtown to the more freeway-accessible sites located along Foothill Boulevard. This trend has recast the historic downtown, re-defining it from the sole central shopping area to a secondary marketplace with outstanding potential for specialized retail, neighborhood service retail, and commercial businesses benefiting from the adjacent University of La Verne (a "town-gown" relationship).

The economy of the downtown is hampered by a range of issues, including the absence of a strongly coordinated marketing program; the need for more aggressive and contemporary merchandising strategies; the small physical market area from which the downtown can draw; and the limited population growth expected in the corridor.

Downtown La Verne's economy also suffers from physical obsolescence: the absence of an unbroken retail facade, even along D Street itself; the physical obsolescence and appearance of some downtown buildings, several of which are unreinforced masonry; and the absence of either pedestrian or vehicular means to draw through-traffic into the downtown.

There are opportunities awaiting that could help revitalize the downtown:

1. The development of the local transportation system — including the completion of Arrow Highway improvements and landscaping; and the development of light- or commuter-rail lines along the Southern Pacific and Santa Fe tracks — could generate new dollars if transit stations are located in or adjoining downtown. However, such developments would require significant investments in both the stations themselves and peripheral development needed to entice people into downtown La Verne.

2. Proposed completion of the 103-acre Koll Business Park La Verne, the 86-acre Metropolitan Water District site, and ultimate development of commercial sites adjoining Brackett Field could provide additional multiplier dollars generating revenue in the downtown and throughout La Verne.

3. Continued development and expansion at the University of La Verne, if carefully coordinated with other downtown development, could lend greater presence to the downtown and create an atmosphere by which the economic whole can exceed the sum of its individual parts. A first step toward such a relationship was the development of the University bookstore in joint partnership with the redevelopment agency.

These options are discussed in greater detail as part of the marketing, merchandising and promotions discussions in Chapter Seven.

Demographic Trends

Citywide, La Verne has reached the crest of its growth pattern; the next 10 years will see increasing infill development, accompanied by the slowing of population growth. The Lordsburg area remains one of the City's most stable, with greater length of tenancy than other parts of the City.

Census figures for 1990 can be expected to show the following results:

- Greater gentrification in the Lordsburg area, creating a benefit in that the neighborhood remains stable and attractive; and presenting a cost to the extent that real estate price increases will stifle the affordability of this neighborhood as it becomes increasingly desirable.

- Higher absentee ownership rates for the Lordsburg area than the City as a whole, particularly because newer portions of the City are still occupied by the original purchasers, and because the downtown business area in particular has a high rate of absentee landlordship.

- Significant increases in student residency resulting from the new University of La Verne dorms at E and First Streets.

Physical and Functional Trends

Physical Obsolescence

The greatest problem emerging in the downtown area is the increasing physical obsolescence of its commercial and industrial structures. Eleven building sites were identified in 1990 as unreinforced masonry structures subject to reinforcement or abatement; of these eleven, one has been retrofitted and one demolished. Two of the three historic packinghouses were identified as having unreinforced masonry. A portion of one was demolished as a result of the 1990 Upland earthquake.

Other buildings in the downtown area also show the signs of neglect; most often, deteriorating improvements were erected in the 1950s and '60s as part of a misguided effort to modernize.

In the residential areas, benign neglect has proved to be the great preserver. While the commercial section of D Street was damaged by the installation of incompatible facades, the residential area has remained relatively intact and, by the standards of Los Angeles county cities, free of incompatible structures.

Functional Obsolescence

Circulation System. The quality of streets and sidewalks in the Lordsburg area is generally superior to other communities, primarily because of aggressive street reconstruction and pavement management programs. At the same time, streets such as Bonita Avenue are not geared to handle the increasing volumes of traffic diverted from the freeway, Foothill Boulevard and Arrow Highway.

Significant amounts of alley reconstruction (funded by federal block grants) have also taken place, although the parcels abutting those alleys often suffer from lack of maintenance. Some railroad crossings are in need of replacement.

Retail Spaces. The size and shape of many downtown commercial buildings no longer lend themselves to contemporary retail use; they are more suited to smaller "boutique" and service activities. The City's redevelopment grant program targets these as potential business incubator spaces.

Parking. Parking areas in the downtown suffer more from location and organizational problems than from any widespread deficit in parking stalls; they are not geared to contemporary merchandising, lack attractive rear entrances and generally have unshielded utilities and disposal areas.

Access. As Bonita Avenue and Arrow Highway become increasingly used as diverter routes supplementing the heavily congested Foothill Boulevard (State Route 66), these streets will become congested beyond their capacity; ultimately, they will affect the quality of life for residents of Lordsburg. Compounding this issue is the question of access to D Street, both from Arrow Highway and the San Bernardino (I-10) or Foothill (SR-30) Freeways.

LOCATION & PROJECT AREA BOUNDARIES

Relationship to the Region

The LORDSBURG SPECIFIC PLAN area is located in the southern portion of La Verne, at the northeasterly end of the San Gabriel Valley some forty-five minutes from downtown Los Angeles. It is located a very short distance from several facilities of regional importance including the Los Angeles County Fairplex, the Frank G. Bonelli Regional Park/Puddingstone Reservoir Recreational Area, and Brackett Field, a small general aviation airport. Within Lordsburg itself is the main campus of the University of La Verne with a student enrollment of 2,000 students. The University also maintains off-site facilities and has affiliations with other educational institutions. The University of La Verne has a goal to reach a local enrollment of 2,350 and another 4,000 in off-site centers of their School of Continuing Education.

Lordsburg is located two and one half miles north of the 10 Freeway, accessible via White Avenue and Fairplex Drive. Lordsburg is about two miles from the present terminus of the Route 30 Freeway which is proposed to extend eastward towards San Bernardino in the future. Lordsburg is also located near the major east-west arterial roadways of Arrow Highway and Foothill Boulevard. An Atchison, Topeka and Santa Fe Railroad line runs along the southern boundary of the LORDSBURG SPECIFIC PLAN area and a Southern Pacific line runs two blocks south of that. The nearby Pomona Amtrak Station lies on the AT&SF line and a proposed stop on a commuter rail system utilizing the Southern Pacific right-of-way would lie within four blocks of the old downtown area of Lordsburg.

Lordsburg's eastern boundary passes within one block of the Pomona city boundary, and the Lordsburg western boundary, formed by Wheeler Avenue, is six blocks from the City of San Dimas.

Surrounding Influences

Surrounding facilities and areas that exert an influence upon the Lordsburg neighborhood are largely economic or transport related. The downtown area of Lordsburg is limited in size and direct access to major transportation arterials. The Lordsburg downtown must compete with La Verne's larger, more recently developed shopping area located along Foothill Boulevard. As a more positive economic influence, the growth of the City's major business park area which is located in close proximity to the downtown will generate new patronage particularly during the lunch hour.

The arterial road network serving Lordsburg consisting of Arrow Highway, Wheeler Avenue, White Avenue and Bonita Avenue provide ready access into and out of the neighborhood and allow traffic to pass through the area. Thus this network under normal circumstances insures rapid access to, from and through Lordsburg — it also permits outside traffic to pass through the area potentially negatively impacting residential neighborhoods with traffic.

Noise emanating from Arrow Highway, Wheeler Avenue, White Avenue, and Bonita Avenue from Brackett Field and from periodic activity at the Pomona Raceway is another instance where local facilities impact the Lordsburg neighborhood.

SITE SPECIFIC SETTING

Historic Fabric

This chapter began by describing the historic "fabric" of La Verne as the result of the interweaving of many different forces — the railroads, citrus industry, the Brethren churches, and the university. But the historic fabric remains as it is because of the City's own decisions.

La Verne's decision makers have used their zoning power to protect the area. Compared to other San Gabriel Valley cities, Lordsburg neighborhoods suffer few of the intrusions created by 1950s and later "dingbat" apartment buildings (that is, buildings of no architectural distinction designed to maximize coverage of a site). Redevelopment has been applied without the use of eminent domain. An increasing interest in historic preservation has led the City to develop incentives for sensitive rehabilitation.

Physical reminders of La Verne's social fabric are significant. The strongest threads are the Brethren churches and the University of La Verne, as well as commercial buildings and residences that lend character to the neighborhood. The fabric itself includes block after block of bungalows built between 1900 and 1930, interspersed with later residences. These physical reminders comprise the Lordsburg heritage.

Heritage Infrastructure in Lordsburg

Heritage infrastructure in Lordsburg consists of street grid and alleys, building lots, sidewalks and parkways, and street trees. They represent the traditional grid system, which has for the most part been retained.

The grid system that was used for the layout of Lordsburg was typical of the rectilinear plan employed by the railroad companies when they plotted new communities along their burgeoning systems. The companies track formed the main span of the community. The business district was located at the center of the town. The commercial blocks were laid straddling the tracks. The lots in the business center were laid out in long narrow lots that provided all commercial buildings with frontage on streets that ran perpendicular to the train line. Adjacent to the business district were residential districts. In general, the houses fronted on streets that ran parallel to the tracks. The least desirable lots were located near the railroad. The lots were small because they would accommodate only modest houses. Further back from the rail line and the commercial district the lots were more generous in anticipation of the larger homes for the "average" resident. The largest lots which were meant to accommodate the most commodious homes were laid out adjacent to the rural landscape. The social stratification of the community was set even before the town was settled. It is important to note that while the town plan for Lordsburg clearly laid out the business and the residential pattern of the community, there is nothing inherent in the plan that provides specifically for the industrial, religious, educational, recreational or political life of the town.

Street Grid

The Lordsburg townsite that was laid out in 1887-1888 provided for a grid system of blocks that were laid out parallel to the tracks of the Santa Fe Railroad. Streets running north and south were given alphabetical designations starting with A Street at the western edge of the city. The streets running east and west were numbered from one to eight. The railroad track ran down the center of Palomares Avenue, along the north side of what is now Arrow Highway.

The street grid has generally remained intact within the center of Lordsburg with a few exceptions. As the campus of the University of La Verne expanded, the original streets were either integrated into the intra-campus street system or completely removed. On the east side of Lordsburg, new housing tracts built after World War II replaced the grid system with cul-de-sacs and interior streets. Second Street was laid out as a cul-de-sac when the tract east of I Street was laid out in lots. Third Street, which had the traditional lot layout, forms a dead

end at the border with a tract that was laid out with lots that open onto Madison Avenue.

Alleys

Although the original townsite plan does not show alleys, the older blocks in Lordsburg are laid out with an alley that runs parallel to the street frontage. The alleys were generally not continued on the east side of I Street when the land was subdivided into lots after World War II.

Building Lots

The original blocks in Lordsburg were laid out so that lots would face a number street except for the streets planned to be the commercial center of the community and the larger suburban lots at the periphery of the townsite. D and E Streets, between south First Street (Walnut Street) and north Fourth Street (Bonita Avenue), were subdivided so that commercial buildings could be built creating the business center of the town. The lots were approximately 23 feet wide. The smallest residential lot was 25 feet x 140 feet. They were located adjacent to the central business district. Lots that were 50 feet x 140 feet were located around the central residential core. At the edge of the townsite lots were laid out so that some faced a number street and some faced a letter street.

The actual subdivision of Lordsburg follows the 1887-1888 survey generally. One change to the original plan is the subdivision laid out by Henry L. Kuns. He altered the lots he subdivided in order to allow all lots to face Eoline Park (now Kuns Park), which formed a central open space. An additional north-south street (now Magnolia Street) was created to provide frontage on the west side of the park.

Sidewalks and Parkways

When the City began to lay out concrete curbs and sidewalks in late 1910 or early 1911, it also provided a parkway for the planting of street trees between the street and the sidewalks. The concrete sidewalks that were originally built in Lordsburg were scored to create a twenty-four inch grid. Concrete sidewalks built later in the century were scored using either a forty-eight or sixty inch grid. The maintenance of the street, curb, parkway, trees and sidewalk was the responsibility of the City. The practice of installing parkways continued until the 1950s when builders and developers stopped building parkways and then also eliminated sidewalks. The discontinuity of parkways affected the planting of street trees. The City's 1989 general plan calls for such parkways to be included in new development at the traditional location (adjoining the curb). Today's codes also require the property owner to maintain sidewalks.

Heritage Residence Area. The residential neighborhoods of Lordsburg represent a unique blending of well maintained older homes and a regular sidewalk/street grid" planted with mature street trees. Homes and residential streets developed in the 1950's and early 1960's also contribute to the residential heritage of Lordsburg.

Street Trees

In 1911, under the leadership of Mayor Harry L. Kuns, the City adopted Ordinance 44 which protected street trees from being removed, damaged or pruned without permission. The City asked residents to decide the type of tree they wished to have on their street. The trees that were selected include the following:

Arrow Highway	*Camphor*
First Street	*Pepper*
Second Street	*Palm*
Third Street	*Deodara*
Bonita Avenue	*Camphor*
Fifth Street	*Bottle*
Sixth Street	*Magnolia*
Seventh Street	*Eucalyptus*
B Street	*Chestnut*
C Street	*Eucalyptus*
D Street	*Cypress*
E Street	*Camphor*
F Street	*Camphor*
G Street	*Carob*
Lincoln (now White)	*Palm*

The most consistent street tree planting that survives intact is the Deodar cedars on Third Street. On Bonita Avenue the original Camphor trees are fairly consistent although there are some gaps. On other blocks with parkways, the original street tree choices have often been replaced with a variety of other trees. On streets where only sidewalks were installed or no sidewalks were built, there are trees planted at the edge of the front lawn to provide a row of street trees.

Over time, the original street tree pattern has been altered as later new and replacement tree plantings did not conform to the earlier "plan." Today, each street displays multiple street tree varieties, some of which are common to several streets. The current plan (discussed in Chapter Three) calls for a maximum of three varieties of tree per street.

Existing Land Use

The Lordsburg neighborhood exhibits a straightforward division of land uses largely contained within three distinct sections of the area: single family neighborhoods; the downtown local commercial area, and the University of La Verne (private institutional land use). The single family home area consisting of a large number of homes built prior to 1940 is the largest land use area within Lordsburg followed by the University of La Verne and the downtown. Within the single family residential area, there are some properties that contain second units. Very few apartment buildings and condominiums exist within the Lordsburg area.

The commercial core, located at D Street and Bonita Avenue, consists of a four square block area between Bonita, Second, C and E Streets. Scattered across Lordsburg, one finds three other uses occupying smaller areas ranging from one lot to several lots in size. These land uses include: 1) private institutional uses represented largely by nine churches typically located at block corners in single family neighborhoods, 2) public/community facilities consisting of parks/recreational facilities, the downtown Fire/Police facility, downtown public parking and a city water facility, and 3) a few small areas devoted to moderate density, multiple family dwelling units.

The Lordsburg area is almost entirely built-up with only a few remaining vacant parcels including several lots along the south side of First Street west of B Street and a few lots in the downtown area.

The City of La Verne's industrial area lies directly south of Lordsburg where both industrial and railroad right-of-way uses are adjacent to the LORDSBURG SPECIFIC PLAN boundary. Single family residential neighborhoods essentially surround Lordsburg on the west, north and east sides occasionally giving way to public and private institutional uses such as schools or churches.

Land Use Issues

The City's 1989 general plan limits growth throughout the City, and likewise sets out to protect the character of Lordsburg by preserving the existing density and intensity of land uses. There are, however, some specific key parcels which warrant consideration in the land use plan:

E Street Corridor. When the Oldtown Specific Plan was drafted in 1982, the land use pattern on E Street provided for a combination of residential and commercial uses on the east side. The historic structure on the southeast corner of E and Bonita has often been mentioned as threatened because of the combination of mixed zoning and inappropriate remodeling.

Post Office. The existing post office site sits on officially zoned land that was redesignated commercial in the general plan. Assuming that the post office relocates elsewhere (as is anticipated during the next five years), the ultimate disposition of this site has critical importance to the downtown.

University of La Verne. Future space for the University's growth must be considered. Again, the existing Oldtown plan does not allow for growth; at the same time, the new general plan redirects that growth to avoid the area's top residential and commercial avenues. The University is interested in acquiring parcels to the south and east of the existing campus along First and Second Streets. Two projects — the college's new dormitories and the former Far West warehouse — are part of the University's long-term development strategy.

In addition, there are broader issues to consider:

Land Use Classifications. The list of land uses permitted by the 1982 Oldtown plan was so narrow as to prove unnecessarily limiting. In many cases, adjoining parcels of equal size found themselves under different restrictions.

Development Standards. Even where a use was allowed, the multiple zoning standards, small parcel sizes and complex standards made it difficult to meet Code requirements. Most significant of these were excessively restrictive parking and sign standards.

Retail Facades. The same uses and development standards that were required to perpetuate the retail strip on D Street proved inflexible when other traffic-generating (but non-retail) land uses proposed to locate in the area. As a result, the "retail facade" is broken, making it a less desirable shopping area.

Nonconforming Parcels. Both residential and commercial property owners have experienced the frustration of trying to improve their properties, only to find them so nonconforming that no further improvements can be allowed. The existing zoning codes governing Lordsburg, which were designed to accommodate new subdivisions in the northern reaches of La Verne, have missed the point by posing an impediment to reasonable rehabilitation and enlargement.

Building Conditions. Building conditions pose another problem: 11 of the commercial/industrial structures in the study area are of unreinforced masonry construction. The residential structures in the study area are well-maintained; however, evidence of cracked foundations, deferred maintenance and other factors suggest that long-term maintenance issues need to be addressed. The City's unreinforced masonry building program has been established to deal with the issue.

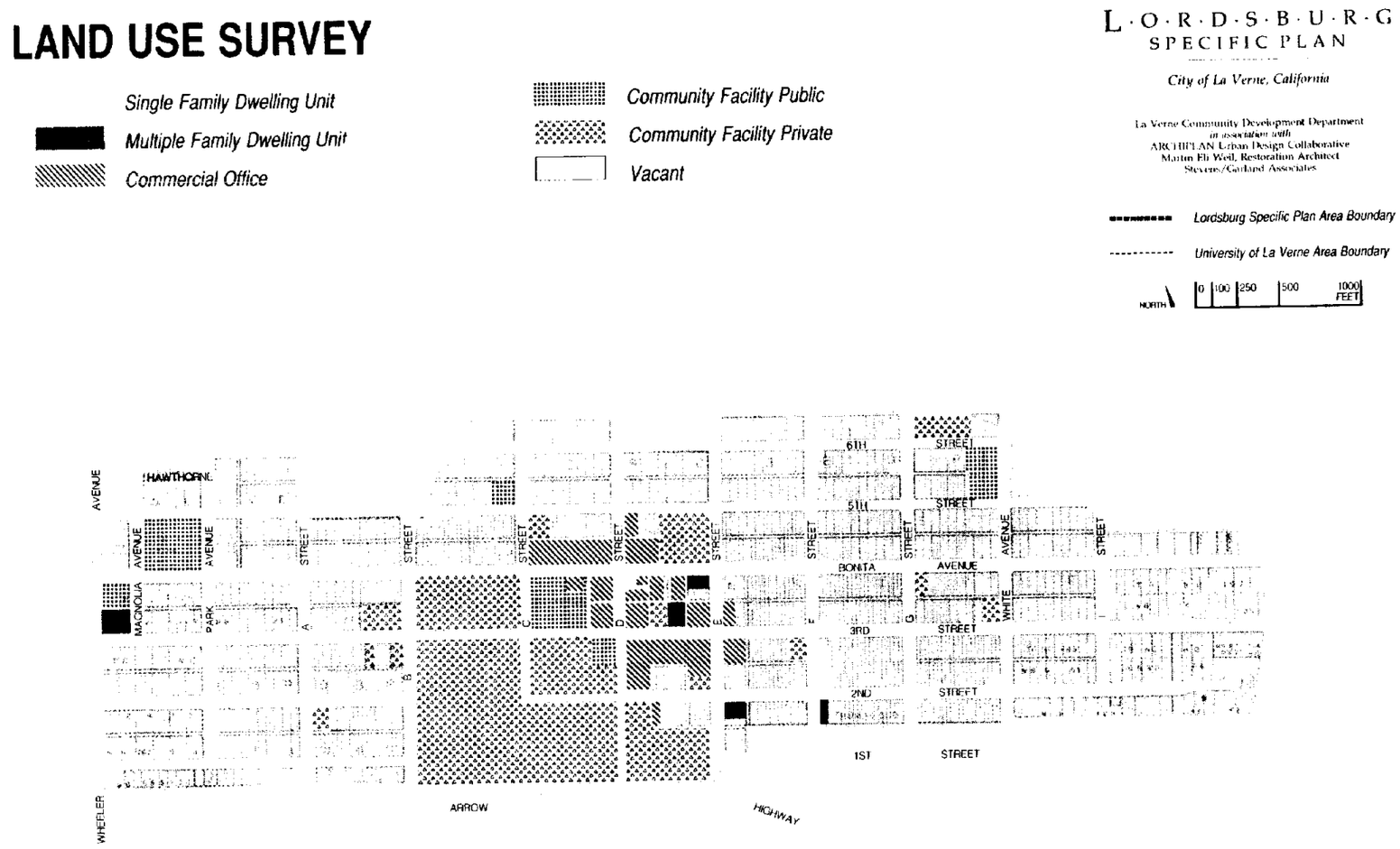

LAND USE SURVEY
Single Family Dwelling Unit
Multiple Family Dwelling Unit
Commercial Office
Community Facility Public
Community Facility Private
Vacant
L·O·R·D·S·B·U·R·G
SPECIFIC PLAN
City of La Verne, California
La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Gaillard Associates
Lordsburg Specific Plan Area Boundary
University of La Verne Area Boundary
NORTH
0 100 250 500 1000 FEET
HAWTHORNE
AVENUE
MAGNOLIA
PARK
STREET
WHEELER
ARROW
HIGHWAY
6TH
5TH
BONITA
3RD
2ND
1ST
WHITE
A
B
C
D
E
F
G

Figure 1

Building Conditions

In the spring of 1991 the City of La Verne Planning Department conducted a parcel by parcel land use and structure survey of the LORDSBURG SPECIFIC PLAN area in order to gain a more accurate picture of the physical conditions currently existing within Lordsburg. Much of the survey focused on conditions in residential neighborhoods probing the topics of historic importance, physical state of repair, residential density and structure ownership. Specifically, each housing unit was classified as to whether it contributed directly to the perceived historic fabric of Lordsburg and as to its overall physical condition and state of repair. A count was also taken to try to ascertain the frequency in which more than one housing unit had been built upon a single family residential lot. A separate real estate title search was used to identify the rate of homeowner occupancy/absentee landlordism that exists in Lordsburg.

A housing unit in the survey was considered as contributing to the historic fabric of Lordsburg if any of the following conditions existed:

1. Units built prior to World War II.
2. Structures with significant architectural elements.
3. Structures that for other reasons contribute to the fabric of Lordsburg.

The physical condition of housing units was classified according to the following criteria:

Good— General lot upkeep good; house in sound condition; roof shows no signs of deterioration

Minor— General lot upkeep fair; house in sound condition; roof showing signs of wear; paint peeling, chipping

Major— General lot upkeep poor; house needs maintenance; roof ready for replacement; paint deteriorated to an unacceptable level

The highest concentration of structures that contribute to the historical fabric of Lordsburg occurs to the east and north of the downtown area. Other significant clusters of historic structures occur in the vicinity of Kuns Park and within the first block west of the University of La Verne on Second Street, Third Street and Bonita.

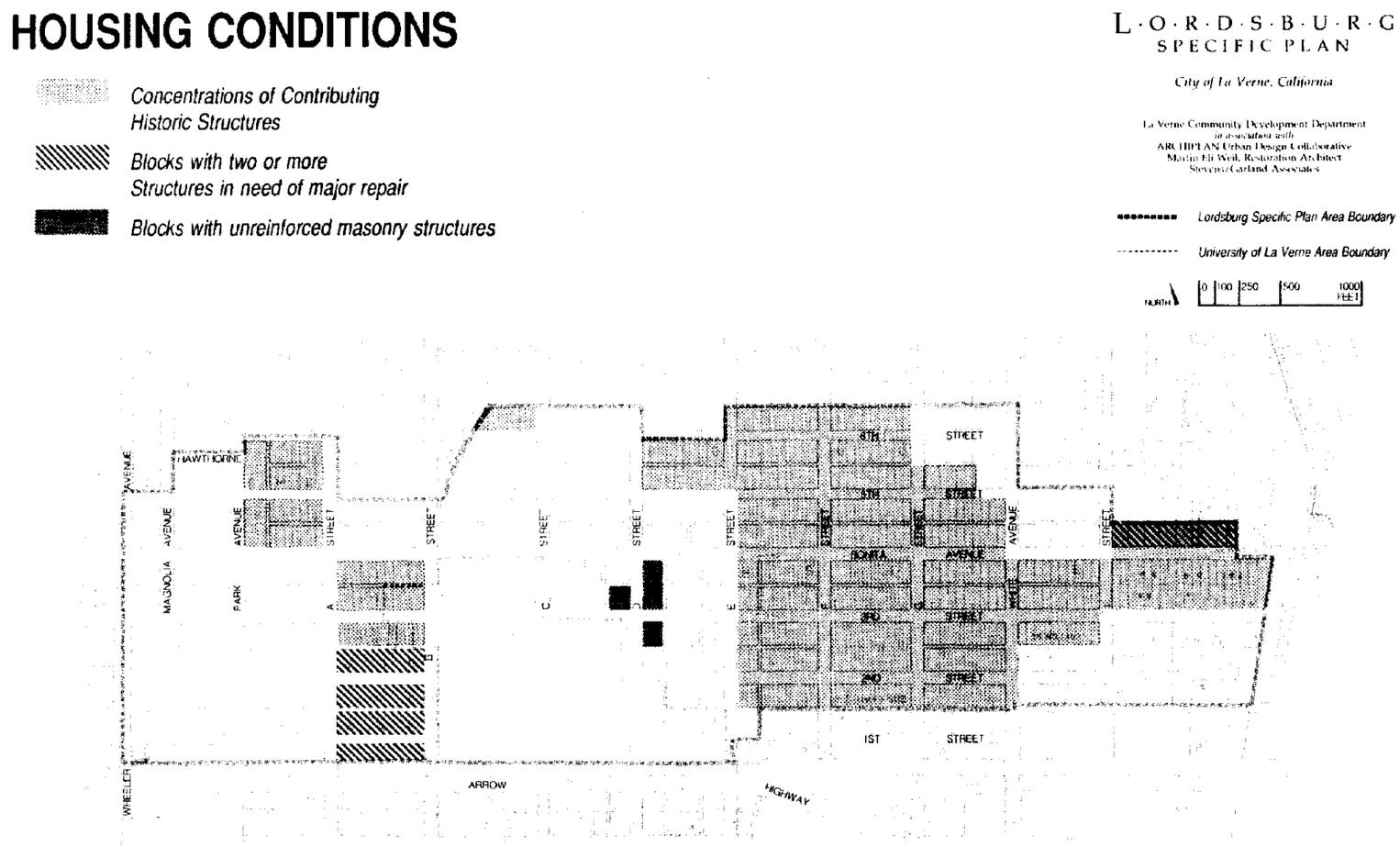
Most of the housing stock in Lordsburg is in good condition with occasional structures in need of minor repair being fairly evenly scattered throughout the area. An exception to this evenly spread out pattern occurs in the residential blocks east of E Street, west of G Street, north of Third Street and south of Fifth Street where a group of structures in need of repair corresponds to a heavy concentration of historic structures. Structures in need of major repair were noted within the first block west of the University of La Verne on both First and Second Streets. A few other major repair structures that were associated with a group of other structures in need of minor repairs was identified on Bonita Avenue east of I Street.

Additionally, the Survey indicated that eleven of the commercial/industrial structures in the downtown area are of unreinforced masonry construction. These structures will require seismic stabilization to bring then up to current safety standards.

Property Ownership

The final major factor affecting housing condition is the presence of absentee landlords. As Figure 2 depicts, there is a significant number of housing units throughout the Lordsburg neighborhood that are owned by persons not living in the dwelling unit.

Although landlord absenteeism is often considered a contributor to a lack of housing maintenance, in Lordsburg, housing units classified as needing minor or major repair showed no distinct correlation with the degree of absentee landlordship or home ownership. Many downtown commercial buildings, on the other hand, are owned by absentee landlords and lack the physical investment needed to adapt to contemporary merchandising.


HOUSING CONDITIONS
Concentrations of Contributing Historic Structures
Blocks with two or more Structures in need of major repair
Blocks with unreinforced masonry structures
L·O·R·D·S·B·U·R·G
SPECIFIC PLAN
City of La Verne, California
La Verne Community Development Department
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Lordsburg Specific Plan Area Boundary
University of La Verne Area Boundary
NORTH
0 100 250 500 1000 FEET
HAWTHORNE
AVENUE
MAGNOLIA
AVENUE
PARK
AVENUE
STREET
STREET
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AVENUE
AVENUE
AVENUE
4TH
3RD
2ND
1ST
STREET
WHEELER
ARROW
HIGHWAY
A
B
C
D
E

Figure 2

Circulation and Transportation

The historic grid pattern characteristic of La Verne's downtown is both a blessing and a curse. The regular streets have given the neighborhood the same feel and texture that contemporary designers are scrambling to create in new projects today. And the absence of a single, strong north-south street has allowed traffic to diffuse through the neighborhood rather than rocket through the downtown on the way to some other destination.

At the same time, the absence of a recognizable main street connecting the downtown with other areas has hampered commercial development in the downtown and increased traffic conflicts along the heavily-traveled east-west corridors such as Bonita and Arrow.

While new development in La Verne has passed by the original town center, the impacts of traffic generated by new development both in and around La Verne has not. In recent years, increased demand on local streets has created congestion in Lordsburg which is not conducive to the historic character of the area. In addition, constraints on parking during peak hours have created difficulties for local merchants. The old downtown has also been affected by relatively difficult access and visibility. To overcome these difficulties and improve the circulation and parking in the downtown area, several issues must be addressed.

The circulation plan should improve access and visibility to Lordsburg and, more specifically, the downtown core. Of special consideration is the fact that much of the peak hour traffic along Bonita, the most heavily traveled street within the study area, is pass-through trips generated by commuters wishing to avoid congestion along Arrow Highway and Foothill Boulevard.

Improvements to Arrow Highway are taken into consideration as well as other General Plan recommendations for area roadway improvements. Recommendations for improvements to streets in the study area give due consideration to the historic fabric of the community and the presence of residential neighborhoods.

Signalization

At the present time, the only signal within the downtown is at the intersection of Bonita Avenue and D Street. Signals within Lordsburg are presently at the intersections of Bonita and Wheeler, Bonita and White, Arrow and Wheeler, and Arrow and E Street.

Concerns have been raised regarding the intersection of E and Bonita. During the peak hour when northbound traffic on E Street must either cross or turn into the heavy flow of traffic along Bonita. However, while a signal at this intersection may improve safety and improve the flow along E Street, it may actually decrease the level of service along Bonita.

Parking

One of the greatest challenges of the LORDSBURG SPECIFIC PLAN effort is parking. At the present time, parking is constrained during peak hours and the General Plan identifies a deficiency of off-street parking in the Lordsburg area.

Given the growth of the University of La Verne in recent years, it is important to determine the adequacy of their on-site parking. If the University is in need of additional parking facilities, there may be an opportunity for the City to share parking. Another consideration which may impact parking supply and demand, is the possibility of a future light rail station along the AT&SF railroad line. A station at E Street would require the provision of substantial parking which could also serve the downtown.

Key Transportation and Circulation Issues

There are several key transportation questions of concern to Lordsburg area residents:

1. *White Avenue.* Existing traffic on White Avenue, which already becomes crowded during rush hours, will worsen upon completion of the Route 30 freeway which provides for an offramp just north of the White/Foothill intersection. Further expansion of the right-of-way — as has occurred north of the specific plan area — will damage the visual quality of the neighborhood; at the same time, some form of transportation management must occur if the neighborhood is not going to be overwhelmed by through travel south on White.

2. *Bonita Avenue. As* the first major east-west arterial south of Foothill Boulevard, Bonita Avenue is carrying an increasingly disproportionate share of through trips which are diverted from Arrow Highway. Residents have suggested the need for additional traffic signals at B Street, however, sufficient traffic warrants must first be demonstrated. Likewise, E Street is continuing to absorb greater volumes with the widening and reconstruction of Fairplex Drive, and may support a signal as described above.

3. *Arrow Highway.* The reconstruction of Arrow Highway will help alleviate the diversion of traffic through Lordsburg by providing additional east and westbound travel lanes; in addition, the new signal at Wheeler Avenue will allow greater access to downtown La Verne.

4. *Pedestrian Orientation.* The greatest difficulty implicit in improving circulation is to prevent the automobile from overwhelming downtown. The same desire that causes merchants to seek a more direct route of travel into the downtown from Arrow Highway could divide the downtown and eliminate any hope of having an intimately-scaled, pedestrian district. Bicycle routes, pedestrian walks, alleys, and other circulation alternatives must be woven into the final plan.

5. *Parking.* At the present time, parking is constrained during peak hours and the General Plan acknowledges the deficiency of off-street parking in the Lordsburg area. There is also a concern regarding the adequacy of parking provided by the University of La Verne.

6. *Safety.* The intersection of E and Bonita is a safety concern during the peak hour when northbound traffic on E Street must either cross or turn into the heavy flow of traffic along Bonita. Pedestrian safety is also a concern. The primary area of concern for pedestrian safety is mid-block on D Street between Third and Bonita at the location of the pedestrian alley.

Visual Analysis

The Lordsburg neighborhood possesses a very strong and positive visual image. The overall image is so strong that for many it has undoubtedly become their primary image of La Verne. This image can be thought of as displaying a consistent area-wide visual fabric punctuated by unique local features. The overall image is one of streets lined with masses of mature luxuriant green trees and older well maintained homes. Upon further thought, additional parts of the Lordsburg image emerge: the University of La Verne (ULV) with its plastic form tension structures, the old downtown with its small shops and peaceful character, and the many churches that appear at street corners as one passes through the area.

As one looks even farther, other more detailed features of the landscape become recognizable: a particular brick building on the University campus, a Craftsman style home with river rock chimney, the slopes of the San Gabriel Mountains as viewed up D Street, or possibly a unique storefront or business sign in the downtown. The strength of the overall image is probably enhanced because the total collection of visual features in Lordsburg is very different from most surrounding areas of the East San Gabriel Valley.

Within the Lordsburg neighborhood there are a few areas and images that do not reinforce the overall positive and strong image of the neighborhood. The visually weak features of Lordsburg can be categorized as 1) visual "dead" spots in the neighborhood fabric that lack improvements of an aesthetic nature; and 2) as areas where visual confusion arises over the limits of important Lordsburg subareas/districts; or 3) where poorly maintained property presents an unattractive face to the community.

Visual Weaknesses. The Arrow Highway/Santa Fe Railroad corridor presents a barren and "hard" edge to the Southern side of the entire Lordsburg neighborhood being visible at the back sides of residential, University and downtown properties alike. A less massive and obtrusive area is formed along the East side of B Street where the Live Oak Wash drainage channel and fences form an unattractive visual image between the University and single family residential area to the west. Less visually disturbing but still perceivable is the discontinuity of street trees along various blocks encountered in Lordsburg.

Needs for Visual Distinction and Definition. The northeastern portion of the ULV campus forms an irregular boundary with old downtown La Verne jogging and crossing public streets and alleys. At this edge it is often difficult to understand if one is within the University or in the downtown area. Problems of signage, landscaping and consistent University architecture all help to create the general ambiguity that exists between the two precincts.

Another weakness in the visual character of Lordsburg is the lack of visibility the downtown area has from the outside. In many ways the downtown is visually "landlocked", being largely hidden from major vicinity streets such as Arrow Highway, E Street, Wheeler Avenue, and White Avenue.

Visual Weakness Created by Poor Maintenance. Other visually weak spots in the image fabric of Lordsburg include the cluttered rear facades and under-maintained parking areas of the downtown east of D Street, alleyways throughout Lordsburg that generally could benefit from better maintenance and the under-maintained yards and housing stock found scattered along First Street west of B Street.

VISUAL ANALYSIS

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

- Major Corridors for viewing Lordsburg
- Significant Landmarks
- City Parks and Open Spaces
- Major Views of San Gabriel Mountains
- Commercial-Pedestrian Core
- Weak Visual Announcement of Downtown
- Weak Visual Edge/Interface between Downtown and University of La Verne
- Aesthetically Weak Major Edge
- Discontinuous Street Trees
- Exterior Renovation needed

- Lordsburg Specific Plan Area Boundary
- University of La Verne Area Boundary

NORTH 0 100 250 500 1000 FEET

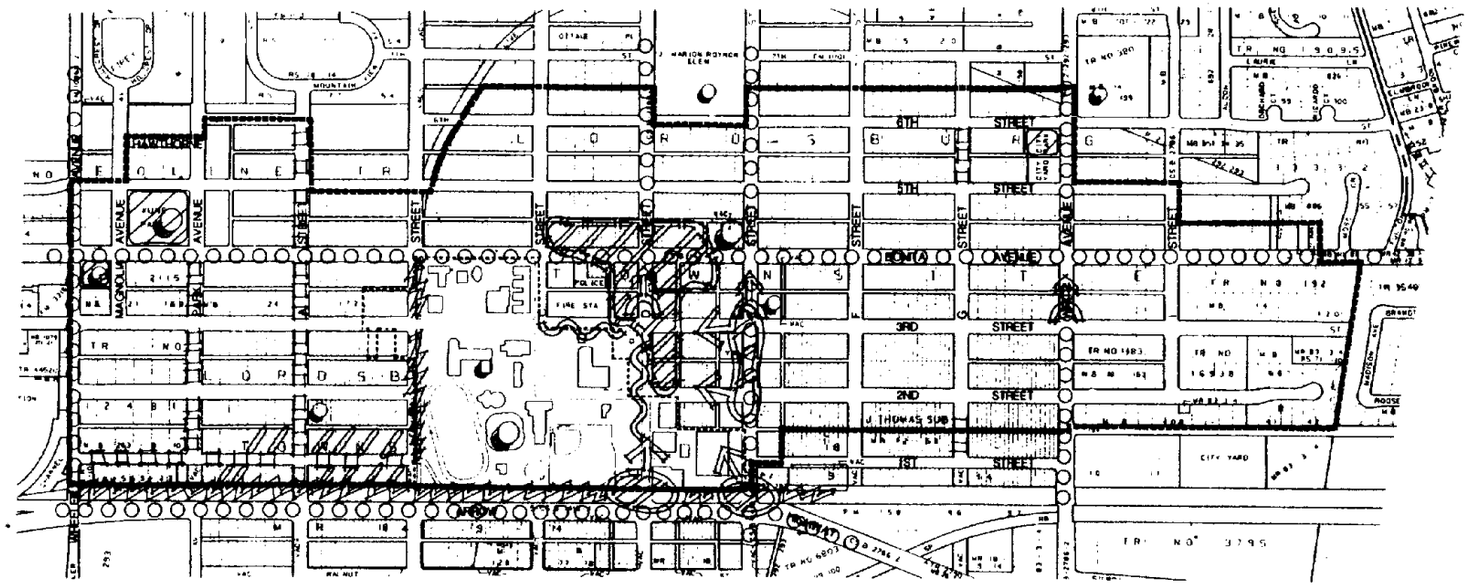

Figure 3

Chapter Two

GOALS AND OBJECTIVES

The democratic tradition thrives in La Verne. The goals that La Verne residents have assigned their downtown and neighborhoods are many and varied. The City's general plan devotes more than fifteen pages to goals, policies and strategies affecting the downtown area. These are included as an appendix at the rear of this document.

In addition, the 1982 Oldtown Specific Plan contained a detailed program of goals and objectives. These have been updated and refined to address the 1989 general plan and the desires of those residents, business people, and officials who have contributed during the planning process. More than 35 participants joined in a Lordsburg walking tour to identify issues and opportunities; a half dozen more attended a neighborhood design workshop the same afternoon to see their ideas put to paper.

General Goals

- Structure land use, circulation and urban design in a manner that captures a coherent whole.
- Ensure that all development is consistent with the general plan.
- Revitalize and preserve the unique character of downtown La Verne.

Land Use Objectives

- ❑ Protect retail commercial opportunities along D, Bonita and Third Streets.
- ❑ Allow adequate space for the University of La Verne to expand.
- ❑ Eliminate policies that act as disincentives to revitalization in both the residential and commercial areas.
- ❑ Expand the range of neighborhood housing programs and services available to foster housing conservation.
- ❑ Encourage higher residential density, mixed use development, and amenities near the downtown core.
- ❑ Require consolidation of substandard parcels wherever possible.
- ❑ Revise zoning regulations to address lots which are nonconforming due to PR4.5D zoning standards.
- ❑ Ensure compatibility between institutional, commercial and residential uses.
- ❑ Simplify obsolete, complicated, and inappropriate development standards including parking, signs, use and performance standards.
- ❑ Reduce the number of land use categories and allow greater mixed use opportunities within them.
- ❑ Amorize substandard and non-contributing buildings, such as dilapidated garages, as the opportunity becomes available.

Circulation, Transportation and Parking Objectives

- ❑ Encourage pedestrian, bicycle, and other alternative means of circulation.
- ❑ Coordinate proposed mass transit opportunities in the Arrow Highway corridor with the needs of the Lordsburg district.
- ❑ Provide pedestrian linkages between commercial, institutional, residential and parking activities.
- ❑ Develop communal parking lot improvements that eliminate the need for on-site parking lots; revise parking standards to be more commensurate with real need.

Neighborhood Design and Aesthetics Objectives

- ❑ Ensure that new development is harmonious with the district's historic, physical and environmental setting.
- ❑ Protect the landscape, architecture, and social fabric of old La Verne through design.
- ❑ Develop infill strategies that respect the scale, massing, materials, textures, and landscape principles of older residential neighborhoods.
- ❑ Protect heritage trees.
- ❑ Protect and enhance landscape elements (street trees, gardens, and other open spaces).
- ❑ Prevent inappropriate alteration of those structures that lend the neighborhood historic character and aesthetic appeal.

Cultural Resources Objectives

- Develop incentives that preserve the eclectic, pleasing variety of architectural styles found in Old La Verne.
- Implement those tools that can preserve individual structures of architectural, cultural, and historic merit.
- Promote the adaptive use of structures to increase their economic life and cultural resource value.

Economic Development Objectives

- Increase commercial activity in the downtown by improving its function.
- Attract commercial activity through coordinated marketing, promotions, and merchandising.
- Recognize and enhance the special relationship that exists between the University of La Verne and the Oldtown business district.
- Develop marketing, merchandising and promotional tools sufficient to engender economic success in the downtown.

Chapter Three

CONCEPTS

of the Specific Plan

The LORDSBURG SPECIFIC PLAN focuses on the structure and image of the Old La Verne area roughly comprising the original boundaries of the community of Lordsburg. This focus on structure and image, or the district's urban design characteristics, addresses those elements of the LORDSBURG SPECIFIC PLAN area which can be enhanced through a series of public and private improvements that will reinforce the area's historic strengths, solidify and conserve its positive attributes, and help to build a strong economic future.

The principal concept categories dealt with in this chapter include:

- *land use*, or the distribution of activities and development within the specific plan area;
- *urban design*, or the specific recognition of design traditions in Old La Verne; and
- *circulation*, or the movement of people and vehicles to and through the planning area.

Specific implementation components and provisions of these concepts are also discussed in this chapter, as well as in Chapter Four *(Historic Preservation)*, and Chapter Five *(Standards and Guidelines for Design and Development)*.

LAND USE

The land use plan mirrors La Verne's citywide general plan for the area, making only modest changes necessary to enhance the downtown's character and ambience. Chapter One identified the land use issues affecting Oldtown (the downtown) and the surrounding neighborhoods in the original Lordsburg tract. The table on the facing page outlines each of those issues, and identifies how the proposed land use plan will deal with them.

The land use plan also makes the following assumptions about the character and development potential of downtown La Verne:

1. If properly refined, the character of the Lordsburg area — and particularly the downtown, which experiences the greatest difficulties — can become a greater asset to the community. Its proximity to the neighborhoods it serves, combined with the dedication of its merchant corps, translates into tremendous potential as a small-scale commercial area.

2. Downtown La Verne should not try to become a downtown in the classic sense, since it cannot provide the land mass, parking, and access needed to enjoy the type of major retail development sought by other downtowns. Instead, it should develop an economic program which defines its niche, takes advantage of its association with the surrounding neighborhood, and incorporates the benefits of the adjoining university.

3. The land use program should focus on the southern portion of the downtown because of its development potential and its relationship to Arrow Highway and the proposed commuter rail lines. It should seek to strengthen this link and draw visitors from the south.

4. A land use program based on revitalization and historic preservation as its principal strategies will prove more effective than a conventional land use scheme because the downtown is not subject to eminent domain. Without eminent domain, it would be impossible to assemble sufficient land to do significant redevelopment; on the other hand, with it the character of both Oldtown (downtown) and the surrounding neighborhoods would be destroyed forever, and the incubator potential of the existing small shops lost.

A more specific discussion of the zoning implications of the proposed land use plan may be found in Chapter Five *(Standards and Guidelines for Design and Development)*.

LAND USE ISSUES

ISSUE	PROPOSAL
Protect retail commerce along D, Bonita, and Third Streets.	*Preserve retail use designations along each street; broaden the list of permitted uses.*
Allow adequate space for university expansion.	*Focus expansion to the south and west within the Oldtown, in the area between Arrow and Second, D, and E Streets; develop pedestrian network and peripheral facilities that will enhance the "town-gown" relationship.*
Eliminate policies that act as disincentives to revitalization.	*Develop preservation policies that provide incentives for new investment provided that broad preservation goals are met.*
	Simplify and streamline sign permit approvals subject to the plan's design guidelines.
	Develop new on-site commercial parking standards that more realistically reflect the nature of downtown area parking and allow the use of an in-lieu fee where on-site parking is not possible to provide.
Expand the range of neighborhood housing programs and services available to foster housing programs.	*See historic preservation component.*
Encourage higher residential density, mixed use development, and amenities near the downtown core.	*See land use map.*
Require consolidation of substandard parcels wherever possible.	*See development standards (Chapter Five).*
Revise zoning standards to address lots which are non-conforming due to inappropriate use of the PR4.5D residential zoning.	*See historic preservation chapter and land use map.*

Table 1

LAND USE PLAN

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

Lordsburg Residential

Lordsburg Commercial

Lordsburg Institutional
(includes city owned property)

Adaptive Re-Use Overlay
Permits "cottage commercial" activities for residentially zoned properties subject to a Conditional Use Permit (CUP)

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

NORTH 0 100 250 500 1000 FEET

Figure 4

URBAN DESIGN

Design Traditions in Old La Verne

It is the objective of the LORDSBURG SPECIFIC PLAN to respect the historical traditions within the planning area by preserving historic patterns of use and intensity, reinforcing and enhancing activity patterns, restoring architectural and other historic resources to their original character, and ensuring that new development is consistent and compatible with that historic character.

It is *not* an objective of this plan to impose a common architectural or visual "theme" on the area, as it is impossible to do this without compromising it as a historic resource. One of the area's greatest strengths is its visual diversity that tells so much about its growth and development over time. Old La Verne is specifically *not* a Disneyland where cosmetic order and design control suggest an artificial past and mask its true and more interesting history. The provisions of the LORDSBURG SPECIFIC PLAN permit an orderly and coherent urban design that supports the best people-oriented qualities of the historical place and its component neighborhoods.

The description of properties and characteristics presented in Chapter One provides a strong background to understanding current conditions in the Lordsburg area, but it falls short of defining just what it is that makes the Lordsburg area a special place. La Verne's Lordsburg area exhibits both typical and unique characteristics of southern California communities. In some ways, it embodies a typical small-town suburban character in its mix of building types and styles ranging from classic early 20th Century houses to '50s and '60s era commercial structures. However, it also has an unusual respect for and preservation of its past. The supply of older structures within the Lordsburg area is both extensive and well cared for, and many of the people-oriented values of earlier small town living appear to have been preserved along with the building stock, including the critical relationship between housing, business, and — unique to the area — the significant resource of the University of La Verne campus.

The LORDSBURG SPECIFIC PLAN area contains some classic "town center" commercial services and shops. Banks, hardware store, coffee shop and shoe repair form the heart of the "Old Town" core, much as they did seventy or eighty years ago. While Lordsburg is the historic and original center of La Verne, subsequent development has occurred elsewhere in the city and has in a sense passed it by. Lordsburg is today essentially a self-contained community centered on a neighborhood-serving commercial core without strong circulation connections to a wider market.

In some regards, having missed out on development booms of the past, Lordsburg's benefit is the preservation of its small town atmosphere to an unusual degree. In the commercial center, this has meant a reasonably consistent maintenance of the historic scale, with occasional exceptions where new development of the past thirty years has interrupted the older blockfront massing. D Street in particular has maintained a village scale near its intersection with Bonita, an ambience reinforced by decent street trees and angled street parking.

The relationships between the commercial center and the adjoining residential neighborhoods are a resource to be celebrated. Gracious streets with consistent blockfronts and mature old street trees and a rich diversity of old houses surround the downtown area. Nearby residents play a mutually supportive role in supplying downtown businesses with patronage, and the businesses in turn provide convenient services to the residents. The connections between the commercial and residential districts (sidewalks, streets, and alleys) are key elements that bind the two together and provide the framework for Lordsburg's "walking scale" ambience.

Finally, the University of La Verne adjacent to the commercial core presents another valuable asset unusual to the Lordsburg area. There is an opportunity for the City and for the University to continue the mutually supportive relationship that appears to have been the case historically. The town-gown relationship always carries with it some conflicts, however. As with any large institutional use in an established residential and commercial community, there is an issue with the definition of its edges as they relate to potential expansion and encroachment into surrounding areas.

Each of these resources — commercial center, residential neighborhoods, and university campus — makes up the important districts within the Lordsburg planning area. It is the balance among these districts, which has been so successfully maintained over the years, that makes the Lordsburg area a "natural" community and forms the backbone of Old La Verne's design tradition, and that any plan for the area's future must address and sustain.

Potentials and Constraints

There are many large and small potential actions or opportunities that could be taken that would improve or conserve the visual character and functional integrity of the Lordsburg neighborhood. Likewise, there are several major factors or constraints that limit potential actions. Many of these "opportunities" and "constraints" are discussed under various specific topical areas covered in subsequent sections of this chapter. Major opportunities and constraints will also he summarized here; they are further recorded on Figures 5 and 6.

The three major land use areas that make up the fabric of Lordsburg — the residential neighborhoods, the downtown commercial area and the University of La Verne (ULV) — represent three land use entities that have different needs yet that co-exist and interact within the same limited geographic area. Changes in any one of these three entities will certainly affect the others.

Constraints

The residential neighborhoods are stable and mature. Very few vacant parcels remain. Much of the housing stock represents a unique assemblage of older homes that should be maintained and preserved. Mature street trees help create a pleasant and recognizable neighborhood environment: planning for the long term health, maintenance and regeneration of this resource must be considered. Similarly, existing streets are capable of supporting a limited amount of local and through traffic and must be considered as constraints to additional area traffic.

The old downtown has its own set of constraints. Being somewhat removed from major arterial roadways and having to compete with other larger surrounding and better connected commercial centers, the downtown in general has a confined market area to draw from. The local market potential for the downtown will grow as the University of La Verne continues to mature and as the Koll Business Park area grows. However, the amount of existing commercial zoned land in the downtown area is limited and expansion of the commercial district to adjacent areas would violate the integrity of the surrounding residential areas. The equation is complicated further by the expanded needs for parking that come with any commercial growth whether it be through an increase in the number of businesses or volume of business in an area.

Finally, the University of La Verne main campus is still engaged in physical growth through land acquisition. Thus far it has largely expanded into adjacent commercial and industrial areas and into those residential areas that were or are intermingled with the commercial/industrial area along the southern portions of the LORDSBURG SPECIFIC PLAN area continued expansion is expected to be contained within the area bordered by D Street and E Street, the AT&SF Railroad and the north side of Second Street. The University also must provide parking spaces to accommodate its growth.

In summary, then, the two potentially growing entities of the ULV and the downtown commercial area are located adjacent to one another and both are surrounded by handsome historically significant residential neighborhoods. All three land use areas are to some degree confined or constrained by each other. Almost by definition much of the constraining activity and "competition" occurs where the edges of these uses meet.

Other major Lordsburg area constraints include two major "edge zones" where functional and visual integration with adjacent areas is limited. One of these two "edge zones" corresponds to the entire southern edge of the Lordsburg neighborhood where the Santa Fe Railroad track area coupled with Arrow Highway form a barrier between Lordsburg and any area to the south. Although this zone helps define the neighborhood of Lordsburg it is currently unattractive and does represent the southern limit of growth for Lordsburg.

OPPORTUNITIES AND CONSTRAINTS - LORDSBURG NEIGHBORHOOD

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

NORTH 0 100 250 500 1000 FEET

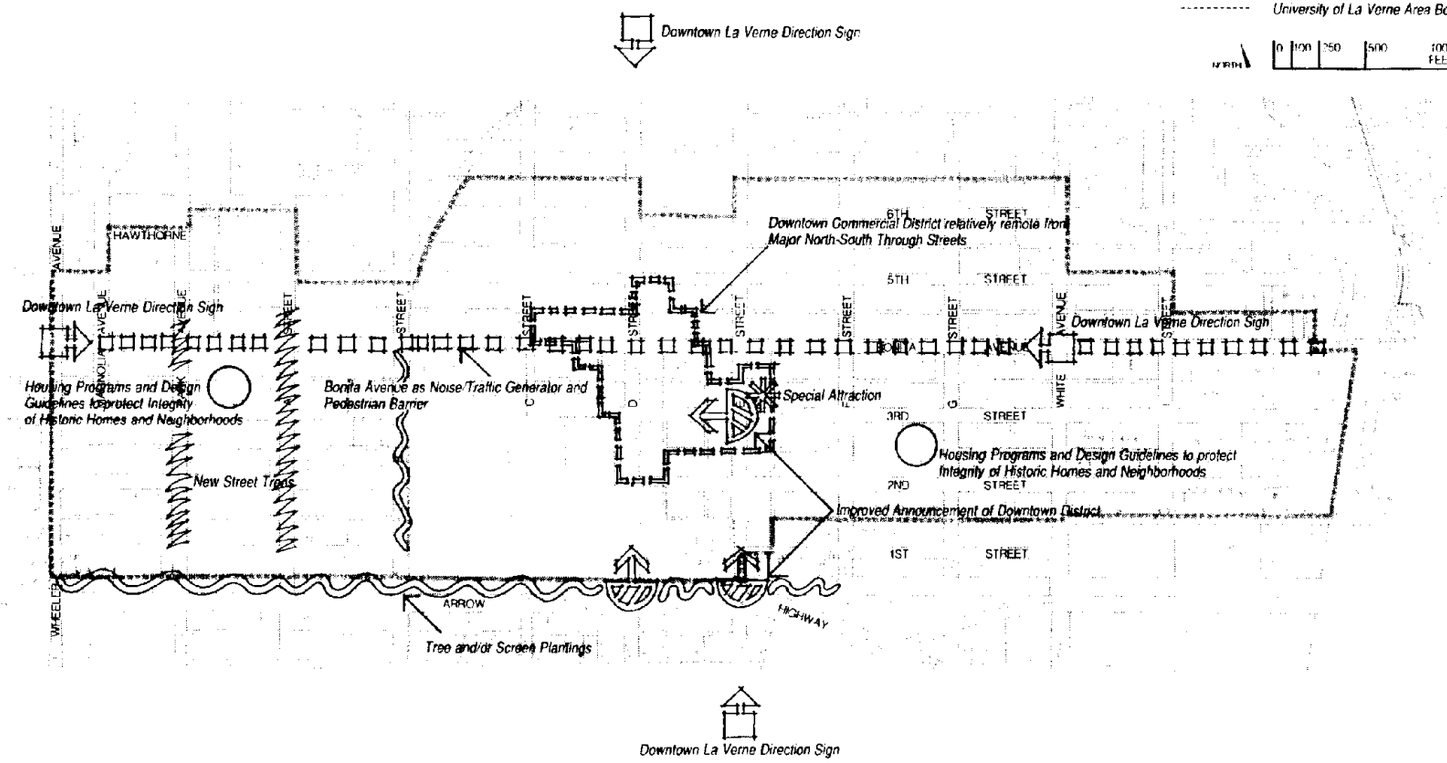

Figure 5

Another "edge zone" area is formed by the Live Oak Wash drainage channel which bisects Lordsburg and most importantly, currently defines the boundary between residential neighborhoods to the west and the University of La Verne campus on the east. There will, in all likelihood, remain a major practical constraint to further western expansion for the ULV. It, like the Santa Fe property, is currently unattractive.

Opportunities

A number of major opportunities exist in the Lordsburg area for enhancing the visual and functional character of the area. Importantly, the same edge zone conditions discussed above as unattractive can be treated with landscape materials and other design features to render them pleasant. In the case of the Santa Fe Railroad area, the portions of that area flanking D Street and E Street can be used to create special landscaped areas that announce the presence of the downtown district--some one to two blocks north of the tracks. These announcement areas would incorporate special image downtown directional signs.

Similar landscape and/or directional sign treatments could be used elsewhere in and at the margins of the Lordsburg area to announce the downtown area which elsewhere has been identified as having visibility problems within the community and region.

Another major opportunity area consists of the limited but positive possibilities for new commercial and parking development within the downtown area that would help further solidify the downtown area as a prosperous and vital yet small and confined commercial area.

Another major opportunity area for Lordsburg consists of the measures available for maintaining the character of the unique residential neighborhoods. These are discussed further in Chapter Four *(Historic Preservation)*.

OPPORTUNITIES AND CONSTRAINTS - DOWNTOWN

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
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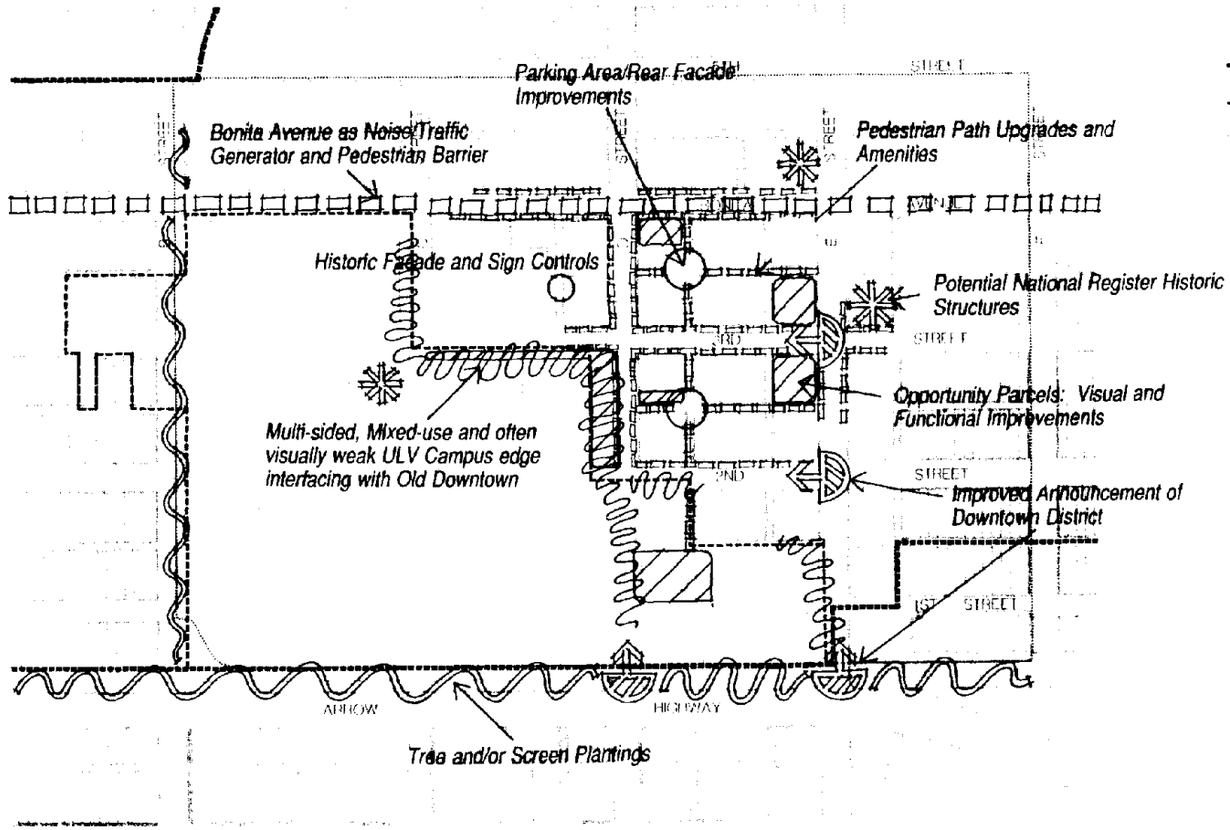


Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

Downtown La Verne Business Improvement District

NORTH 0 100 250 500 FEET

Figure 6

Urban Design Concept

The overall urban design concept which guides the recommendations and policies of the LORDSBURG SPECIFIC PLAN has at its heart the reinforcement of the downtown core through physical and visual means. Part of this reinforcement is the establishment, or accentuation, of features which distinguish the commercial core from the other significant districts or neighborhoods comprising the specific plan area (residential and institutional). Figure 7 illustrates the general concerns of the specific plan urban design concept.

- The focus of the urban design concept is the definition of a "primary downtown image area" with D Street and Third Street as its major spines. In the detailed recommendations which follow, the intent is to reinforce the image of downtown as a place; indeed, efforts are directed toward *making places* in the downtown which will better serve to support the life of the community, whether at the relatively large scale of a two-block length of downtown commercial streets or the more intimate scale of a pedestrian courtyard.

- A second provision of the urban design concept is to allow for the orderly and pleasant *connection* of those places with a network of pedestrian routes, compatible with the vehicular circulation system and wherever possible separate from it.

- Thirdly, the urban design concept attends to the *separation* of uses from one another. This is not to imply that a rigid segregation of uses is needed in the Lordsburg area, since indeed the encouragement of mixed use development in the Old Town area is an objective of this specific plan. Rather, it is to ensure compatibility among uses where some degree of separation or transition can enhance the overall diversity of the neighborhood. These cases of separation range from the scale of a neighborhood where, for example, lower intensity transitional commercial uses on E Street are proposed to buffer the residential neighborhood to the east from the more intensive activities of the commercial center, to the scale of visually screening parking areas from public rights-of-way.

- Finally, while separation of major elements is important, the points where they appropriately interface are recognized in the urban design concept as *gateways*, primarily into the commercial core. Principal gateways identified in the concept plan include those at C and E Streets on Bonita Avenue, a primary point of arrival for travelers from the east and the west, and at D and E Streets on Arrow Highway for travelers from the south.

The intent of all of these measures is to contain the downtown core within an area that maintains its pedestrian-friendly character, allows for growth and development but does not oversupply land area for such growth, and enhances the ability of residents and visitors to understand its history and structure. This is proposed to be achieved through intensification of the imagery of the D Street/Bonita Avenue intersection, La Verne Square (at the southwest corner of D and Third Streets), and the street space between them by introducing additional urban design/streetscape elements. A less intensive application of the same streetscape elements on the length of D Street from La Verne Square to Arrow Highway will define the approach into the downtown area, as will similar applications on the blocks of Bonita between C and E Streets. "Gateway" imagery treatments at Bonita and C, Bonita and E, Arrow and D, and Arrow and E will also mark the edges of downtown commercial center. Landscape treatments along the north side of Arrow Highway and the west side of the Live Oak Channel will serve to soften the harsh imagery of those urban edges.

In the sections which follow, the specific proposals, recommendations, and guidelines that are derived from the overall urban design concept are detailed and explained. Taken together with the provisions for historic preservation in Chapter Four, they identify all of the recommended public measures in connection with the LORDSBURG SPECIFIC PLAN and serve as the rationale for the standards and guidelines for private development laid out in Chapter Five.

DOWNTOWN AREA URBAN DESIGN CONCEPT

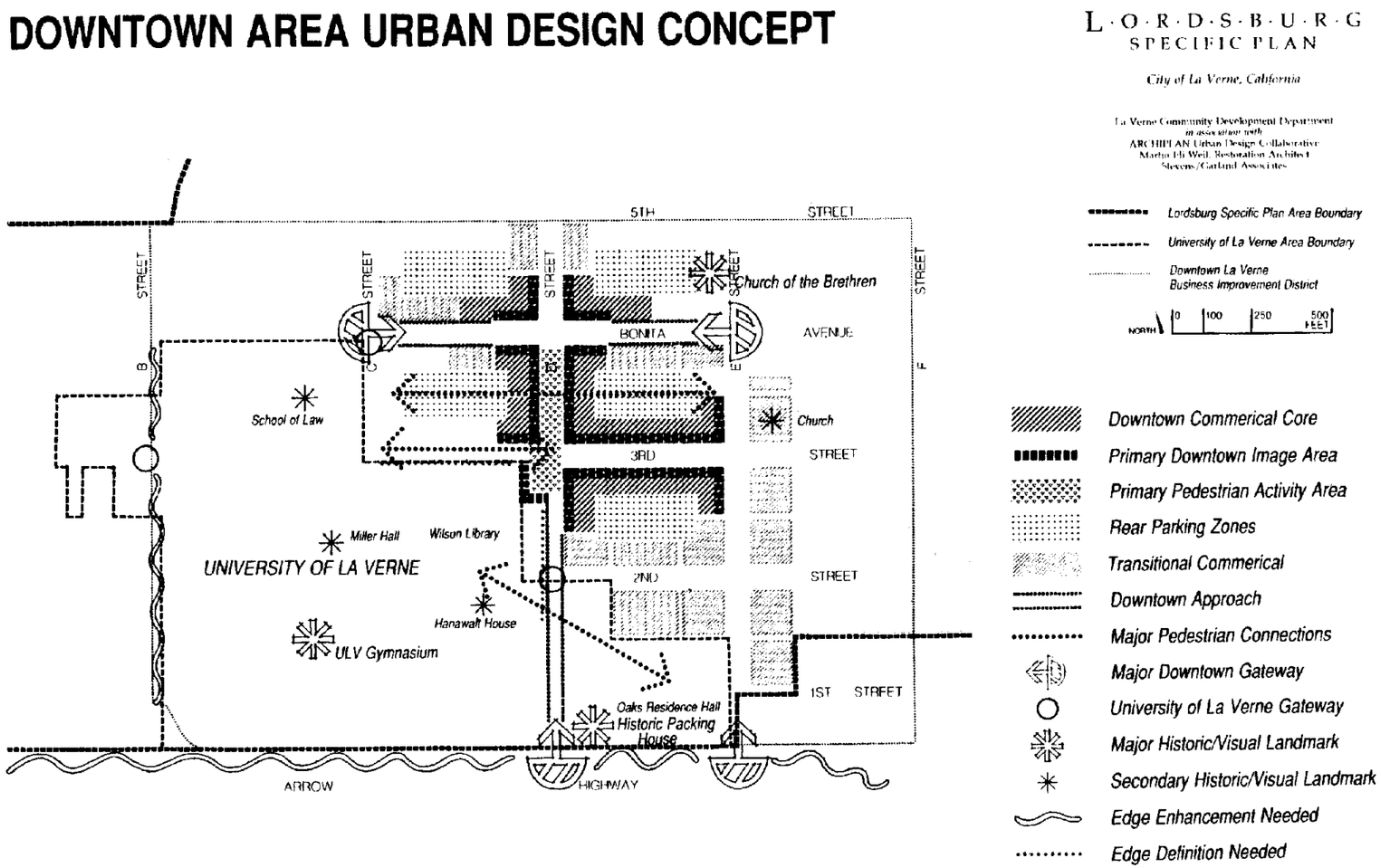


Figure 7

Making Places

The Downtown	*University of La Verne*
1. *Public Streetscape*	1. *Functional Issues*
2. *Private Commercial Buildings and Spaces*	2. *Definitional Issues*
3. *Public and Private Focus Areas*	3. *Visual Issues*

Within the Lordsburg planning area, and particularly in Old La Verne's Downtown district and the University of La Verne, there are numerous opportunities for focusing urban design interventions and improvements in order to heighten spatial definition (i.e., the "enclosure" of public space in such a manner as to enhance the *sense of place* experienced by its users) and to concentrate or intensify the activities of urban life. The following discussions identify those specific opportunities and propose efforts that may be undertaken within the framework of the overall urban design plan to bring life to these urban "nodes," or places that provide focus to the urban experience.

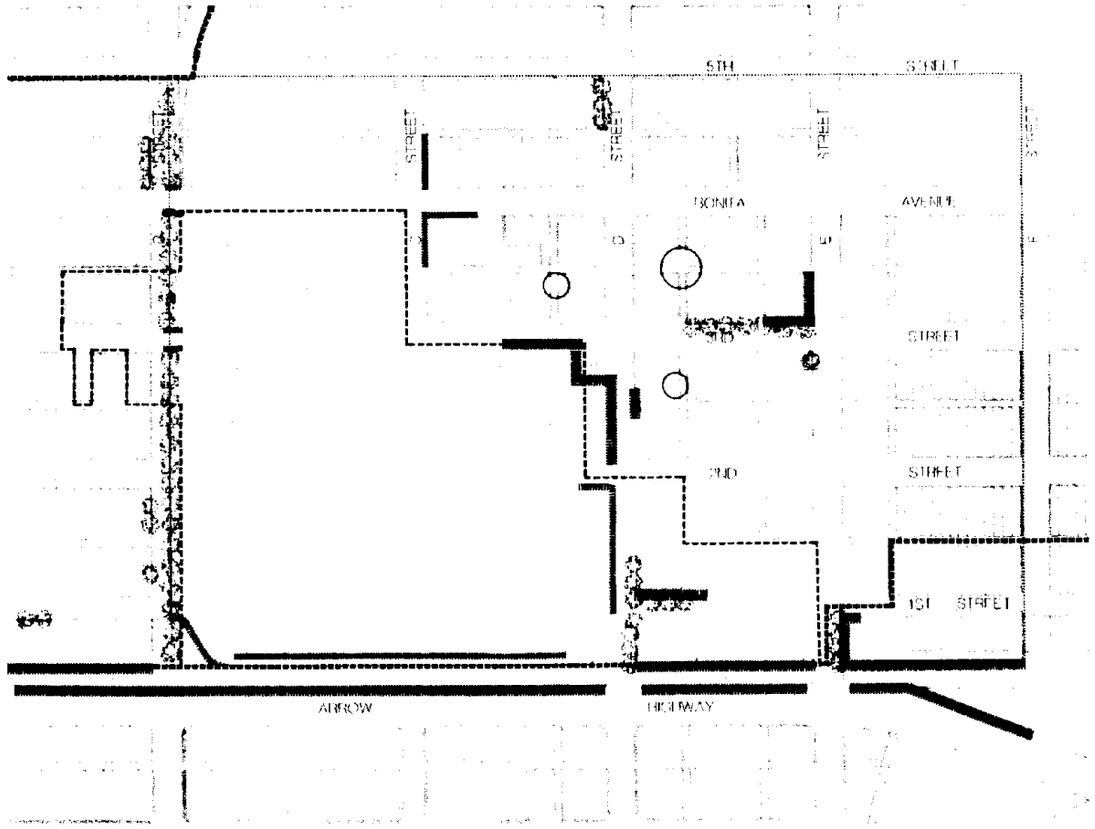
The Downtown

The first, and in many ways the most important, area in which to focus urban design efforts is within the commercial core, or the old downtown center of La Verne. As has been pointed out elsewhere in this document, there are clear and prevailing strengths in the downtown that should be underscored and highlighted.

As with the Lordsburg area's other districts, the downtown's design traditions are not exclusively architectural. What makes downtown La Verne a comfortable place to be has as much to do with "traditional" behavior patterns as it does with the physical setting. Certainly, Downtown's traditional approach to merchandising is one of these patterns. A walk along D Street accomplishes more than the function of connecting two points; it is an experience that offers occasions for looking in windows and for chance encounters with merchants and friends. Without leaving the sidewalk on a recent day one could browse through used books, scan an illustrated map of the University campus, read a restaurant's menu and observe who was dining within, and study the antique gas pumps displayed in the window of the hardware store. The contribution these experiences make to direct merchandising is secondary to the more important role they play as "magnets" into the downtown, subtle ways to signal to visitors the cohesiveness of the place and its continuity with its history. It is the continued presence of these kinds of features that should be facilitated through the LORDSBURG SPECIFIC PLAN.

Some important provisions for carrying on the user-friendly traditions of Downtown La Verne and building upon them to expand the district's economic vitality are discussed in Chapter Six (Marketing, Merchandising, and Promotions). However, the urban design provisions of the present chapter are directed at strengthening the definition of the Downtown as a "place," a destination which people will seek out, that contains a coherent and connective chain of smaller places, each with its own special contribution to the vitality of the whole. The urban design measures recommended below require both public and private sector initiatives. These are discussed separately; however, successful implementation of the specific plan requires a coordinated effort between public and private actions.

DOWNTOWN IMAGE IMPROVEMENTS



L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

Downtown La Verne Business Improvement District

NORTH 0 100 250 500 FEET

New Street Trees

Edge Visual Enhancement (Major/Minor)

Parking Area Visual Enhancement (Major/Minor)

Figure 8

Public Streetscape

The street itself, in a commercial setting such as Downtown La Verne, is a unifying space. The degree to which that space is legible (i.e., a space that the user can readily understand and know how to use and move through) and the extent to which it exhibits a unified image can influence the way in which the entire district is experienced and remembered as a special place.

Various strategies are available for strengthening the image of the street utilizing the tools of trees and landscape, street furniture, special building materials, and public signage. These approaches are discussed below in the context of the public street. Contributions of private development are discussed in two locations in this specific plan: standards for the design of commercial facades and their signage follow the discussion of public measures; guidelines and standards applied to the particular needs of Downtown La Verne's heritage commercial structures are presented in Chapter Four *(Historic Preservation)*.

Trees and Landscaping

Street trees and other landscape materials are a major contributor to the streetscape and imagery of the town center. The Carrot Wood *(Cupianiopsis anacardiopsis) is* the predominant street tree in the downtown area with a number of Deodar Cedars *(Cedrus deodara)* and California Fan Palms *(Washingtonia filifera)* being found on parts of Third Street, E Street, and D Street north of Bonita. The Carrot Wood provides abundant shade and eventually grows a dense 20 foot-wide canopy if not pruned. Tree crowns tend to grow at the second story level effectively obscuring building facades above the 9 to 10 foot level. It is interesting to note that street trees are a relatively new improvement in Downtown La Verne, not occurring as a major public thematic treatment until the 1950s.

The Carrot Wood in downtown could be greatly enhanced by regular pruning and thinning of branch structure. Further, as the Carrot Woods are presently planted in open tree wells, the sidewalk appearance could be enhanced with a suitable tree well treatment — one that beautifies while retaining the necessary qualities of allowing adequate air and water exchange with roots. Timely removal of leaf litter is also important in the downtown area.

Other public landscaping in the downtown area occurs in ground level planters and in La Verne Square park as discussed below. Several ground level planters exist as parking islands on D Street and in public parking lots. The introduction of drought-tolerant plant varieties with seasonal color into the planters can and does enliven the appearance of downtown. In the long term, the planters on D Street could receive the same drought-tolerant river rock treatment used in recent downtown parking area improvements. These D Street planters require continual maintenance to remain visually pleasing.

The following actions and policies should be adopted for trees and landscaping in the town center:

1. Replace any missing trees in the downtown area with new trees matching the predominant street tree/Master Plan tree.

2. Thin and prune the existing Carrot Wood street trees to maintain branch structure and to enhance the visibility of storefronts.

3. Develop a river rock water-permeable tree well treatment for downtown (Figure 9).

Tree Well Concepts for Downtown La Verne

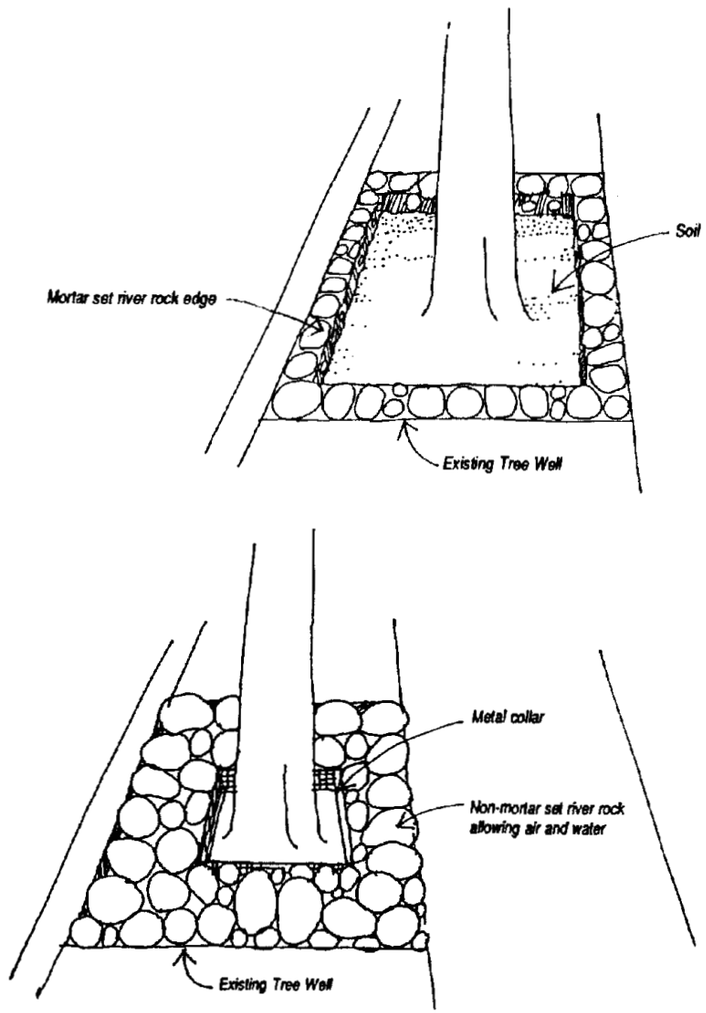


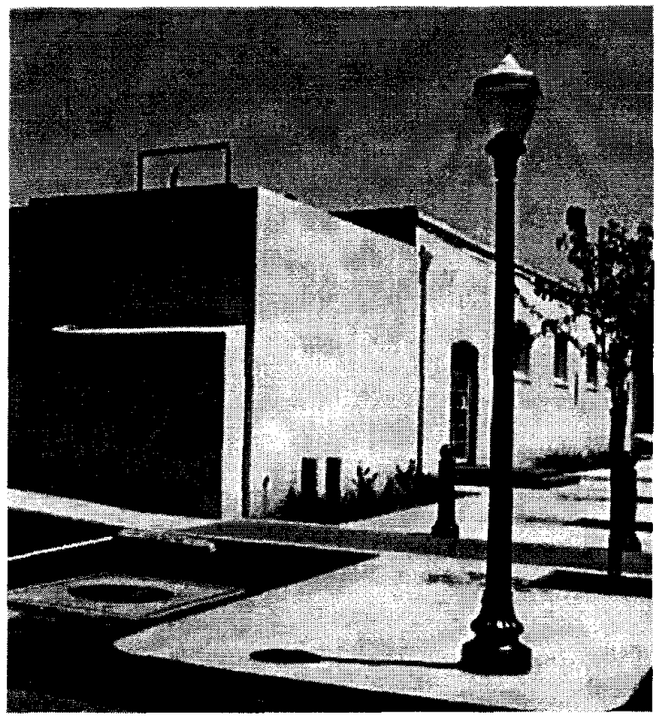
Figure 9

Street Furniture.

Street furniture elements such as trash receptacles, benches, newspaper racks, bicycle racks, bollards, and street lamps occur periodically on sidewalks and in other public areas. They have both functional and visual qualities that contribute to good overall design for public places. Most street furniture elements occur to support pedestrian activity and thus need to be of a design and placement that best supports that activity. Likewise taken as individual elements and as a group, the street furniture elements contribute to the visual image of their surroundings often helping to define a "district."

In the downtown area, while the number and placement of street furniture items generally supports pedestrian and visitor activity, the visual impact is limited and not cohesive. Two types of benches, two types of trash receptacles, two types of news racks and three types of street lamps can be found in the small La Verne downtown area. A process of replacing major street furniture elements with an agreed upon standard design can slowly work to define and reinforce an overall image for the downtown area.

Street furniture located on the sidewalk can be a major contributor to the overall image of the commercial district. Thus, planters with flowering plant materials, appropriately designed trash receptacles, newspaper racks and/or enclosures, and benches should be encouraged. It should be noted, however, that the placement of benches should not be arbitrary, since the appropriate use of benches is directly dependent upon the volume and type of pedestrian traffic that is present at the site of the benches. Placement of benches along pedestrian pathways is discussed more specifically in the *Connections* section of this chapter.



Downtown Theme Lamp Post

The following street furniture improvements are recommended for the downtown area:

1. Identify or design a common trash receptacle and bench design for downtown.

2. Change out all tall marblite-mast arm street lights with Downtown theme lamps.

3. Develop integrated banner mounting system to go with new street lights.

4. La Verne bus shelters utilizing river rock and Craftsman architectural style shall be installed at the two bus stops at Bonita Avenue and D Street.

5. Adopt standard newspaper rack design for downtown.

Materials.

As was discussed above in the street furniture section, materials and colors utilized in public streetscape improvements have both functional and aesthetic or visual qualities. The LORDSBURG SPECIFIC PLAN calls for a series of public improvements that will enhance the pedestrian experience and that will reinforce the positive image of the downtown area.

A policy of utilizing textured interlocking pavers in selected pedestrian areas has been initiated in downtown La Verne. This process should continue by creating similar paver treatments at key pedestrian crosswalks and sidewalk areas. Often, entire large areas need not be treated, but sufficient strategic introductions of the material can create the needed visual effect. Functionally the areas, especially in crosswalks can further define the crossing zone for both pedestrians and motorists. Suggested locations for additional enriched pedestrian paving are given below.

Existing downtown public improvements composed completely or partially of metal and visible to the public view include traffic signal standards, decorative period lamp standards, bicycle racks, metal bollards and sign posts/poles. These elements currently exhibit three different colors: galvanized grey, dark green and blue. Adoption of a standard color for these items can further define and reinforce the unity of downtown La Verne.

1. Install textured interlocking downtown theme pavers at the following locations.
   - All crosswalks at corner of Bonita Avenue and C Street; Bonita Avenue and D Street; Second Street and D Street.
   - The proposed crosswalk between Bonita and Third on D Street.
   - All crosswalks at the corner of Third Street and D Street.
   - At the west crosswalk across Third Street at E Street.
   - In the east side pedestrian alley at D Street between Bonita Avenue and Third Street.
   - La Verne Square enhancement project (see below).

2. Standardize color for major public improvements having metal components. Dark green is suggested.
   - Traffic/barrier bollards
   - Decorative period lamps
   - Sign and traffic signal poles
   - Bicycle racks (to be sandblasted and refinished at time of first scheduled painting).

Public Signage.

Signs are an important element in the definition of an urban area. Ugly and inconsistent signage can generate an overall negative image, while good signage can encourage a generally positive sense of an area, while at the same time being functional and helpful. This principle applies to private and public signage alike. Standards for private signage are presented in Chapter Six *(Commercial Sign Standards);* the role of public signage in the LORDSBURG SPECIFIC PLAN area is discussed in the following paragraphs.

A focused downtown sign program, designed to create a recognizably unique downtown sign only to be used within the downtown and a few key locations outside the downtown, can help further define the Oldtown district as a special place and destination. This sign or family of related public signs would be modest in size but bold and somewhat festive in design. Frames or poles could become a further part of their uniqueness. Sign colors should complement green and blue — the predominant sign level background colors found throughout Lordsburg. A larger derivative of the sign or sign image may be appropriate for downtown gateway and enhanced La Verne Square design treatments.

A professional graphic designer familiar with public sign design and pathfinding should be retained to develop any special downtown sign design, its placement and construction. However, a conceptual approach to the Oldtown family of public signs is illustrated in Figure 11.

1. Place specially designed Oldtown directional signs at the following locations:
   - Bonita Avenue and Wheeler Avenue
   - Bonita Avenue and C Street
   - Bonita Avenue and D Street
   - Bonita Avenue and E Street
   - Bonita Avenue and White Avenue
   - Arrow Highway and D Street
   - Arrow Highway and E Street
   - E Street and Third Street

OLDTOWN IDENTIFICATION SIGN LOCATIONS

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli West, Restoration Architect
Stevens/Garland Associates

- ● *Oldtown La Verne Directional*
- ○ *Public Parking*
- *Oldtown Gateway "Treatments"*

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

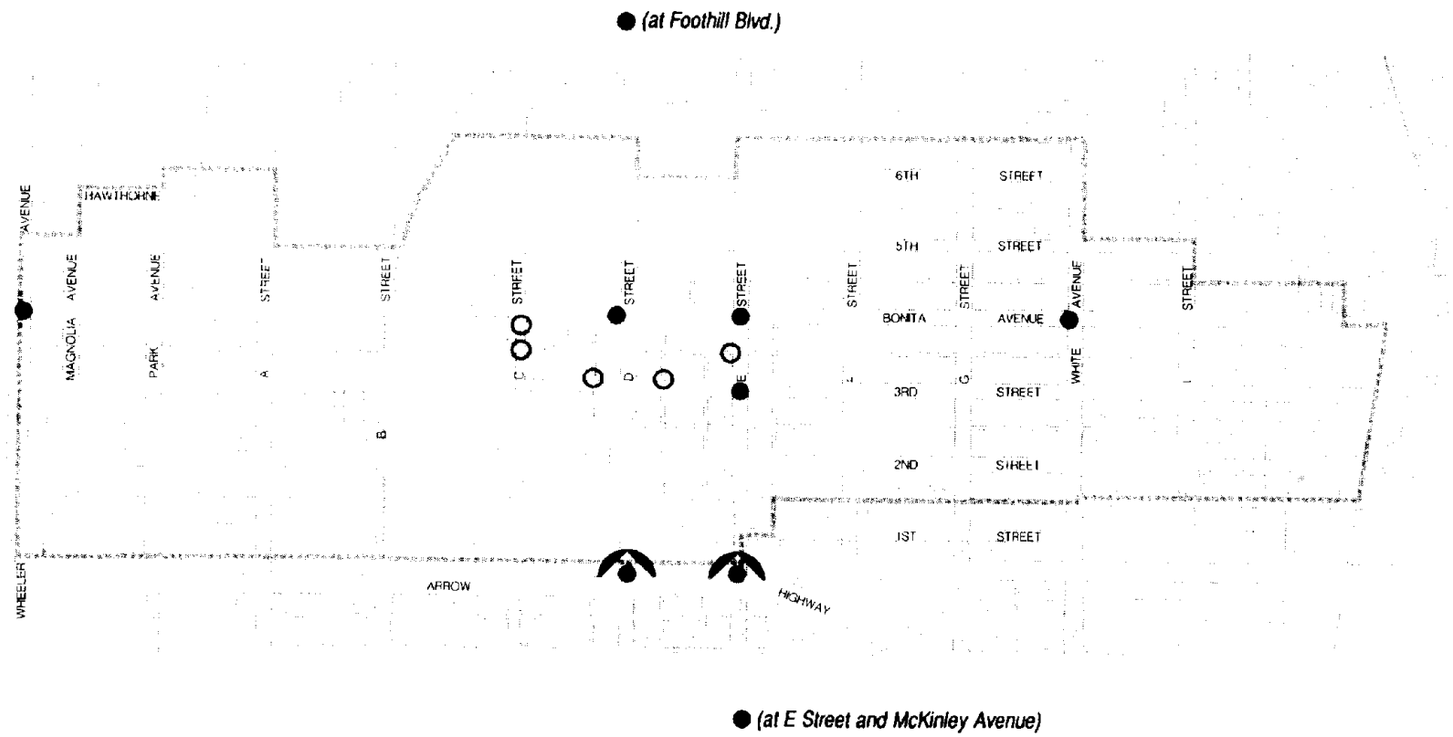


Figure 10

2. Place specially designed Oldtown signs of similar design as Oldtown directional signs that identify major public parking facilities from fronting/entrance streets.

3. Adopt proposed Oldtown sign design to street name signs for signs only in the downtown.

4. Change mounts of existing public pole signs such as stop signs and parking limit signs to dark green pole mounts to visually replicate the dark green theme used on decorative lamps and bollards in the downtown area.

5. Further utilize green as a subdued green color in the downtown by converting parking limit signs to green and white from their current red and white colors.

Other Public Programs and Improvements.

Not all components of a functionally and visually successful streetscape emanate solely from the installation of public capital improvements. There are also needs for long term maintenance to maintain the public improvements and the need to create various legal/official mechanisms that carry out and/or enforce public policy related to streetscape. A key non-capital need in the Lordsburg area in general and within the downtown area in particular is for the creation of a property maintenance ordinance that would establish a minimum level of private upkeep for those areas of private properties which are viewed by the public on a regular basis.

Several possible City-initiated programs potentially contributing to the visual enhancement of the Lordsburg neighborhood are given here.

1. Create a property maintenance ordinance that includes provisions for residential, commercial and institutional properties.

2. Sponsor neighborhood clean-up days where City works directly with homeowners, shop owners and community

Downtown Identification Sign Concept

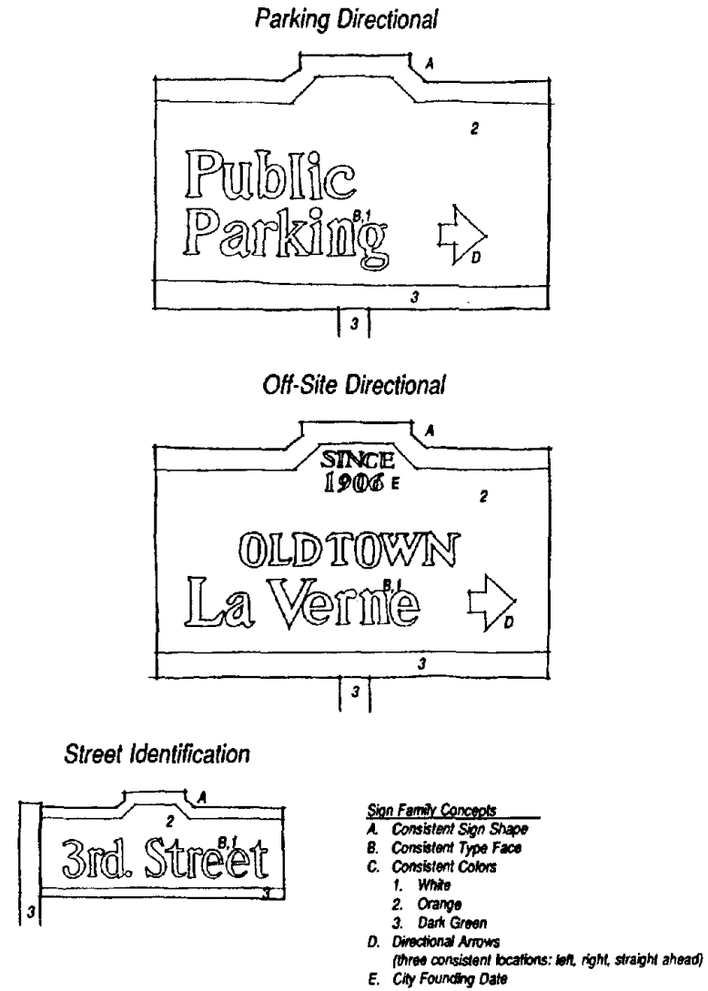


Figure 11

volunteers to clean alleys, plant trees and remove public eyesores located on private property.

3. Sponsor Beautification Awards.

4. Establish a program for the arts or community beautification on all new redevelopment projects negotiated in the specific plan area. This program could include education, citizen participation, interior and exterior art work, design competitions, or other items.

5. Alter appropriate City ordinances to allow temporary use of sidewalks and other public areas for retail sales.

La Verne Square.

La Verne Square occupies an important location in downtown La Verne, lying at the end of the major business concentration along D Street and at a pivotal point of pedestrian traffic traveling between the University of La Verne and downtown. The current improvements and configuration of La Verne Square create a small semi-park-like environment effectively withdrawn from downtown. Ideally, the corner could become a more vibrant space integrated with the downtown and at times becoming an important special event activity space for the Downtown and the University.

Weaknesses of the current design and configuration of La Verne Square include the following:

- Major and key portions of the space are devoted to non-usable landscaping/fountain areas.

- The space has loosely defined edges and limits as it relates to the ULV library/parking lot, the downtown business area and the "Square" created at the intersection of D and Third Streets. The space represents a green quiet retreat area creating a relatively smooth transition between the downtown business area and the ULV campus. Alternatively, the space could be configured in such a way as to create a larger enclosed space at the corner location, screening out the University Library parking lot and forming a more useful public "plaza" area for special public gatherings, outdoor exhibits or performances.

- Design references currently used in La Verne Square diverge from those design treatments being promoted within the downtown. At a minimum, decorative period street lamps need to replace the stained wood post type currently used; river rock should dominate over the current brick; downtown interlocking pavers could be introduced and drought tolerant landscaping could replace current plantings.

The following minimum improvements are suggested. Further enhancements are also listed.

1. Construct a solid backdrop to the park to help contain the walled space created at D Street and Third Street.

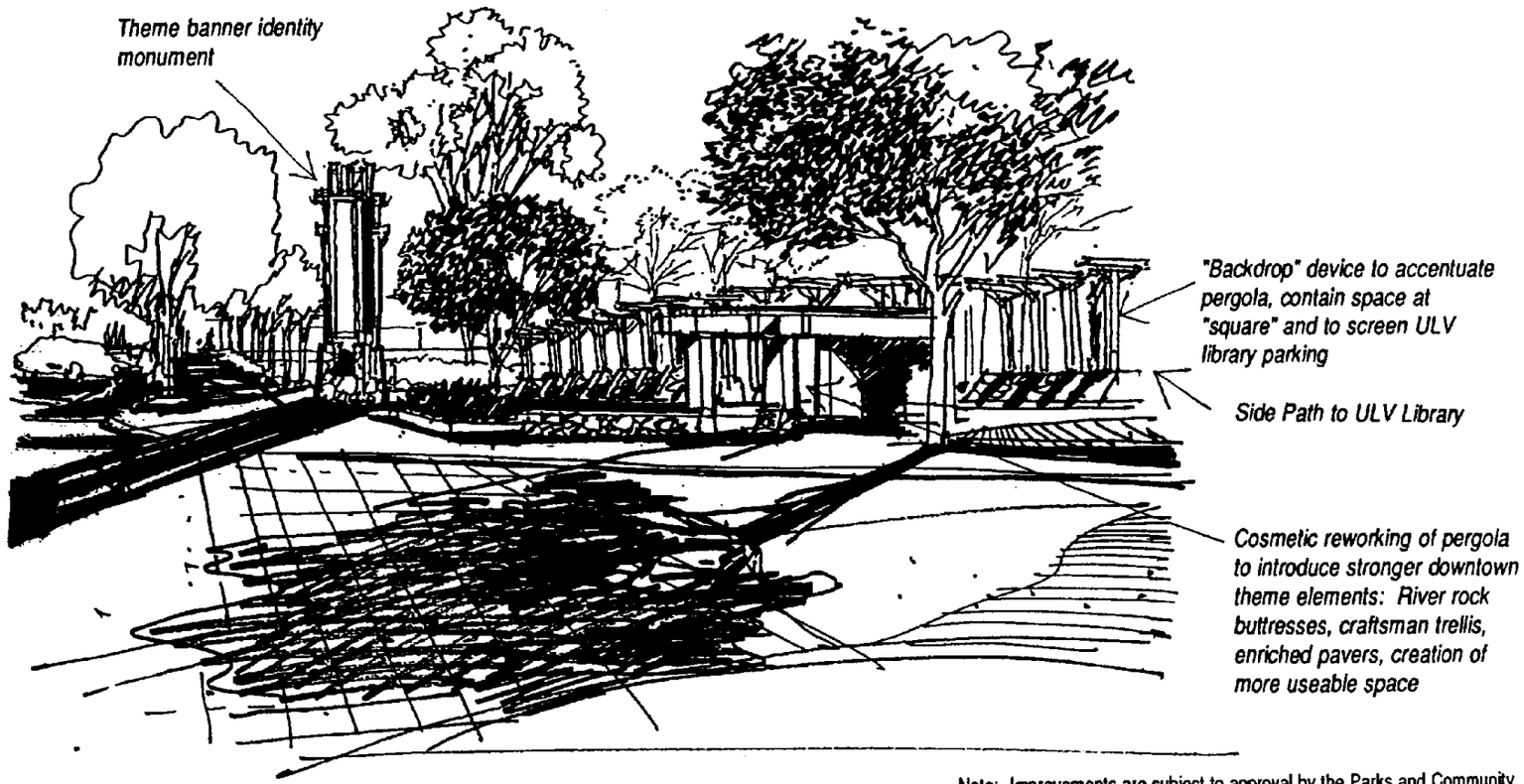
2. Introduce downtown theme elements used elsewhere to create a more open and inviting pedestrian space: river rock accents, low level and colorful plant materials, decorative street lamps and textured interlocking pavers.

3. Create large pedestrian plaza capable of use for special events. Landscaping should be reduced and follow downtown standards.

4. Make provisions for pedestrian through-passage to the University of La Verne.

5. Develop strong vertical design element to further mark La Verne Square as a central place in the Downtown.

La Verne Square Enhancement Concepts



Note: Improvements are subject to approval by the Parks and Community Services Commission, Development Review Committee and City Council.

Figure 12

Private Commercial Buildings and Spaces

Commercial Facades.

The treatment of commercial facades as a contributor to the overall urban imagery of the Lordsburg area, and in particular its downtown, is a matter related largely to the preservation of the heritage streetscape of Old La Verne. In addition to their contribution to the architectural history of the area, however, it should be noted that commercial facades play a significant role in defining the overall ambience of the street owing to their height, window patterns, relationships of entries to the sidewalk, signage and lighting. A detailed discussion of the purposes, goals, requirements and guidelines pertaining to the rehabilitation of existing heritage commercial structures, as well as guidelines and standards for the infill of new commercial structures within the downtown area, may be found in Chapter Four *(Historic Preservation)*. Consideration of the relationship of windows and entries to contemporary merchandising requirements is made in Chapter Eight *(Marketing, Merchandising, and Promotions)*.

Private Signage.

Signs are a prominent feature of commercial facades and, perhaps as much as anything else in the downtown streetscape, they determine the success or failure of the overall streetscape image. Such signage plays many different roles and takes many different forms, and to be successful should be subject to design guidelines that are sensitive to both their promotional and urban design aspects. Design guidelines for private signage are presented in Chapter Six.

Pedestrian Courtyards.

Currently, no clearly defined privately developed "pedestrian courtyards" exist in Downtown La Verne. If designed carefully, pedestrian courtyard spaces can help generate pedestrian activity and attraction. If poorly designed, such spaces can become dead spots in the urban fabric. In Downtown La Verne the following types of pedestrian courtyards are possible and their development should be encouraged where appropriate.

Outdoor retail areas. Businesses such as those occupying residential structures might make use of front lawns or rear yards for daily or special exhibition of goods (e.g., antique furniture, books, sales items). Restaurants can create outdoor eating areas in these same types of yards. In all cases the commercial activity must be conducted in a visually pleasing outdoor area which includes improvements such as low walls, border landscaping, enriched paving materials, decorative lighting if appropriate, gates, trellises or other appropriate architectural features. Restaurant uses must provide sufficient shielding of the eating area from the elements, noise and excessive outside visual penetration.

Outdoor Dining Area Concept for Rear of Buildings/Rear Parking Areas

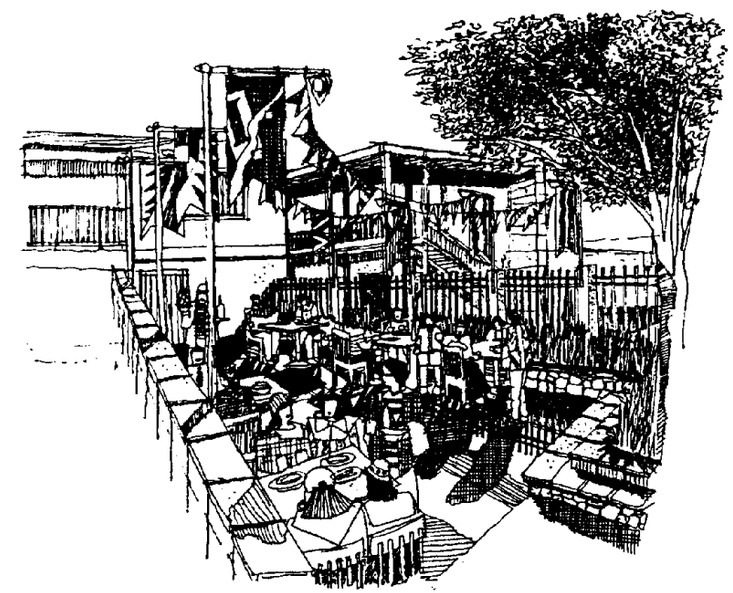


Figure 13

Pedestrian Retail Court. This type of pedestrian space requires maximum foot traffic, excellent signage to all common and individual entrances and good courtyard space visibility from the outside. In Downtown such a space would likely be a new structure or a completely reworked existing structure. Creation of such a small pedestrian retail court might only be appropriate for the property at the southeast corner of D Street and Bonita Avenue.

Public and Private Focus Areas

Within the downtown commercial center, there are several specific sites which either pose opportunities for making more lively urban places that contribute to the vitality of the whole district, or which represent problem areas whose present use or configuration takes away from that vitality. The following areas include both public spaces and areas for private development, and therefore recommend both public and private measures for improvement.

Post Office. The U.S. Post Office at the southwest corner of Third and E Streets is a valuable resource for securing the Lordsburg area as the symbolic core of La Verne and for attracting significant numbers of users to the Lordsburg commercial core. The U.S. Postal Service has over the past several years signaled its intention to close this facility, however, and to replace it with a newer and larger one in the Foothill area.

The City should make every effort to discourage the Postal Service from taking this action, as it would be a blow to the vitality of Old La Verne. Failing this, at least a minimal convenience postal center should be retained on the site in combination with another use that would generate patronage for downtown businesses. Such alternative uses might include another public facility (such as, for example, a branch library, community center, or senior citizens' center) or an office use (e.g., medical suites, business center). Other uses might include a food market/grocery store, and a mix of retail uses with residential would also serve to increase the patronage potential for the downtown. Recommendations for this site are summarized below, with alternatives listed in their order of priority of preference:

1. Retain the building as a full function post office, or at least with reduced postal functions to be connected to new use.

2. Replace the existing building, which has little architectural/historical merit, with a new mixed-use structure that combines retail or service uses on the ground floor and provides housing units on the upper level.

3. Retain the existing building and convert it to commercial office use, and/or another commercial use with postal service auxiliary services. Possible uses include traditional offices, commercial printer/copy center, office supply, drug store, mixed-use with any of the above.

Wilson Library. A specific issue to be dealt with is the relationship of the University's planned expansion and improvements to its library. The present relationship of the existing library to D Street makes a reasonably comfortable gesture to pedestrian connections from the commercial center with corner landscaping and a meandering sidewalk. Although the existing parking for the library is not a preferred frontage use for the commercial street it faces, it has at least been buffered with landscaping. The University uses the parking area fronting on D Street through an agreement with the City, who retain title to the first forty feet of frontage on D Street.

Future development of the library should maximize the potential advantages of locating so significant a resource within the downtown core, advantages that could be negated by a design that is not pedestrian-friendly. Furthermore, when the City sold half of its public park for the development of a market in the early 1960s — the building that now houses the library — it isolated some valuable open space from convenient public use. While this space is now under University control, some of the usefulness of that open space should be recaptured through urban design measures that ensure its functional connection to the downtown.

Currently, the University is proposing an expansion of the library to the west, occupying roughly the southerly third of

Sneaky Park with new construction and re-orienting the library's main entrance from its current location to the west side of the building facing Sneaky Park. The University's proposal also includes a pedestrian "concourse" roughly through the center of the building on axis with Miller Hall to the west, connecting the current point of entry (which would become a service entrance) with the proposed new entry and Sneaky Park.

The following conditions should be met in the expansion and remodeling of the Wilson Library and its site:

1. Pedestrian connections through the building should be provided, and the architecture of the building at that location should identify the connections as being publicly accessible. The location of pedestrian passageways through and around the building should recognize pedestrian movement patterns coming from the direction of D Street and Bonita Avenue as well as from the direction of the student housing at First and E Streets.

2. No new construction should be planned within the forty-foot deep zone fronting D Street in order to allow for possible long-term future mixed-use development including sidewalk-facing commercial uses.

3. The library's parking lot should be reconfigured to reflect any changes in pedestrian circulation effected by relocation of the library's entrance, the provision of a pedestrian passageway, and modifications to La Verne Square (as discussed elsewhere in this chapter).

4. The architectural image of the library should be relatively low-key and compatible with the "background" buildings on the University campus; it should not attempt to introduce another landmark building into the campus mix.

5. Modifications to the library's south elevation should recognize and be compatible with the Hanawalt House across Second Street. This facade should be architecturally modulated to provide some dimensional relief and should also make reference to the scale and architectural features of the historic structure.

Parking.

Parking lots are not ordinarily considered in the same setting as some of the other public spaces discussed in this chapter, but they are capable of being positive urban places and not simply a temporary repository for the car. Indeed, the role of parking lots in a downtown is indispensable, for when they work well they provide adequate and convenient parking spaces as well as a pleasant environment for patrons to effect the transition from their cars to the businesses and services they support.

A quantitative analysis of Downtown La Verne's parking requirements and standards for parking are presented in Chapter Five *(Municipal Parking Program)*; however, the urban design considerations of parking areas, including recommendations for the development and improvement of parking facilities in Downtown La Verne, are presented in the following discussion.

1. Upgrade of the public parking facility in the Bonita Avenue - D Street - Third Street - E Street block.

2. Increase size of facility through purchase or lease agreement with surrounding land owners not utilizing or underutilizing rear portions of their properties.

3. Full parking area design improvements essentially replicating the approach and themes utilized in the existing public lots in the block bounded by C and D Streets, Bonita Avenue, and Third Street. Improvements would include provision of landscape islands, strips and plantings to City standards; new pavement and re-striping to maximize the number of spaces; use of theme river rock for edge walls, island walkways, trash enclosures and other accents; theme street lamps and public signage. Screen as necessary and appropriate the rear and or side yards of adjacent lots with residential / commercial type structures.

4. Develop lease arrangement to utilize other underutilized commercial properties in the downtown area to provide additional public parking.

Figure 14

Parking Area Enhancement Concepts

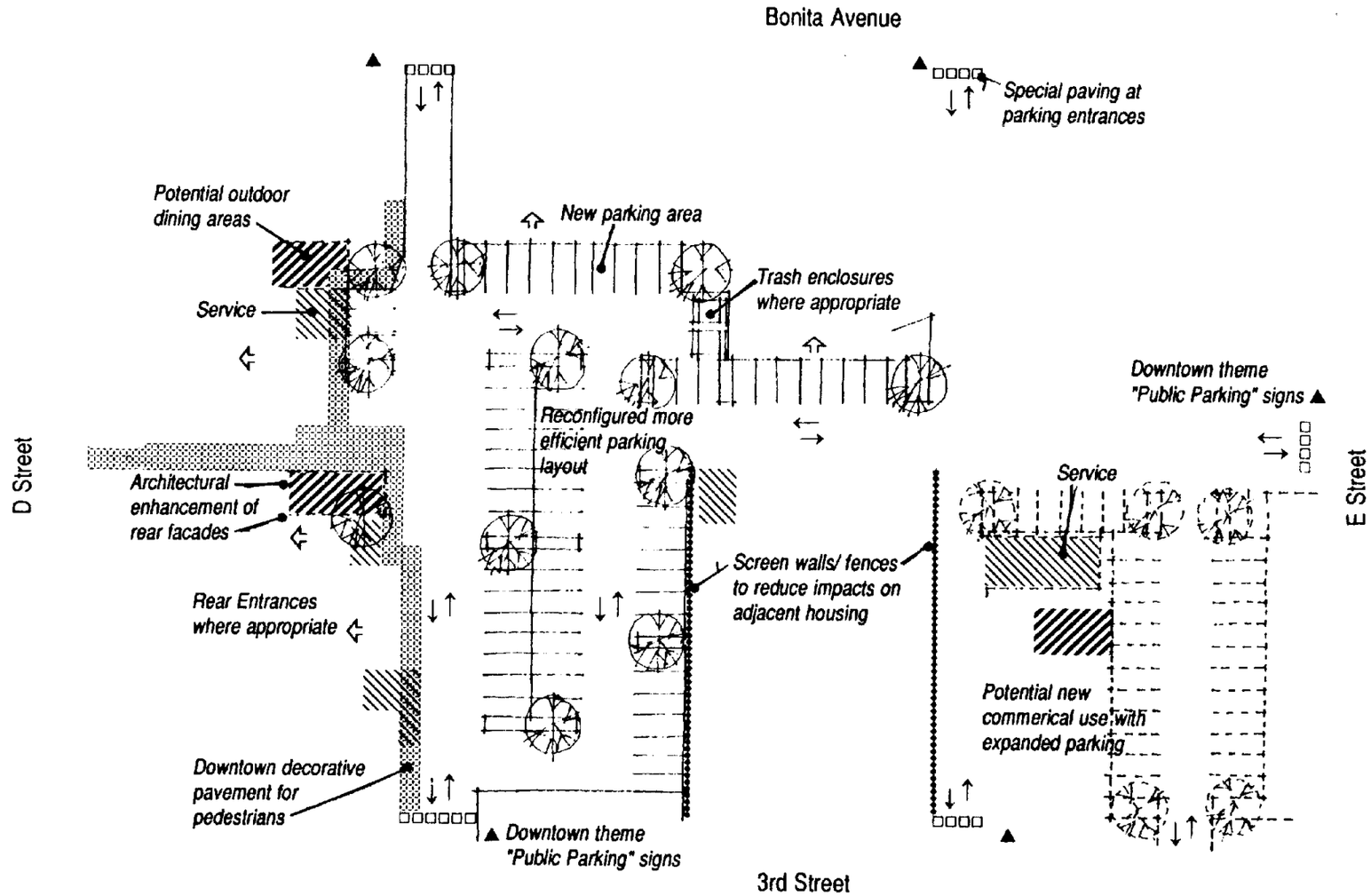


Figure 15

Infill Sites.

There is very little vacant land in the downtown core, although a few isolated parcels still exist and there are several locations where existing development appears ripe for re-cycling.

Vacant Parcel North of Circle K. Once occupied by a single-family residential structure, this property has stood vacant for a number of years. As a vacant site, it signals the end of the continuous commercial blockfront on the east side of D Street, a condition exacerbated by the deep front setback of its neighbor, the Circle K market. The lot is at the terminus of an east/west alley that connects through to E Street. Potential improvements for the site include the following:

1. Develop as interim parking facility improved to downtown theme character. Include pedestrian walk-through to alley.

2. New retail shops with pedestrian passage to rear.

Kilo Engineering Building Site. The area located at the northeast corner of D Street and First Street is currently occupied by an assemblage of three industrial buildings probably dating from the 1940s. The largest portion of this area including the two corner structures were occupied by Kilo Engineering and have been purchased by the University of La Verne. The University plans to reconfigure the Kilo structure for academic instructional use as part of its long-range plans (please refer to the sections that follow for a more complete discussion of the University). Visual and functional weaknesses of the former Kilo site as it currently presents itself to the community include:

- lack of street trees on D Street and First Street frontages;
- unscreened open storage;
- dilapidated sheet metal building;
- lack of sufficient on-site parking.

Potential Architectural Treatments for ULV "Kilo Engineering" Facility

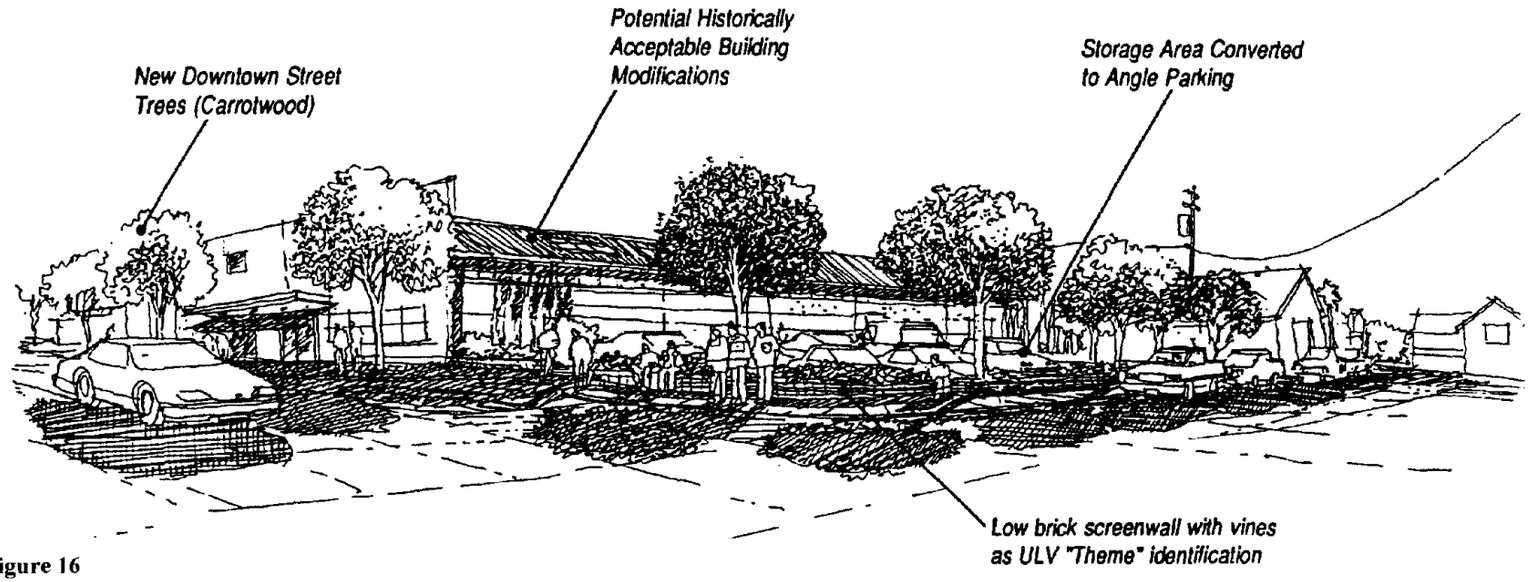


Figure 16

3. The rear of the building shc the parking area which is pr reconfigured; it should provi from the parking area; provi outdoor-oriented uses at the parking area and properly sc

The University o

The University of La Vern continue to be a major force cor functional image of La Verne. The Ul the equivalent of about seven city l adjacent to Downtown La Verne and thoroughfares (Arrow Highway, Bc coupled with its landmark architectu structures and the College of Law t integral component of Lordsburg landscaping and signage all cor distinctiveness. Because of these str University must be included as an design plan for the Lordsburg area.

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Functional Issues.

The University of La Verne is a traffic, pedestrian traffic and busine Verne. Further, its facilities such as t and parking lots do and can serve t specific plan and its urban design optimize and otherwise promote the fa important part of an overall plan for t

3. The rear of the building should recognize its adjacency to the parking area which is proposed to be consolidated and reconfigured; it should provide an entrance for pedestrians from the parking area; provision of outdoor dining or other outdoor-oriented uses at the rear of the building facing the parking area and properly screened from it is encouraged.

The University of La Verne

The University of La Verne (ULV) has been and will continue to be a major force contributing to the visual and functional image of La Verne. The ULV campus currently occupies the equivalent of about seven city blocks. Its prominent location adjacent to Downtown La Verne and bordered by three important thoroughfares (Arrow Highway, Bonita Avenue and E Street) coupled with its landmark architectural structures such as the tent structures and the College of Law tower, make the University an integral component of Lordsburg's image. Its architecture, landscaping and signage all contribute to its image and distinctiveness. Because of these strong visual characteristics the University must be included as an integral part of any urban design plan for the Lordsburg area.

There are three major design areas where University design can contribute to the positive urban image desired in the LORDSBURG SPECIFIC PLAN area. These three design areas can categorized as functional, definitional and visual. These design areas will be considered in turn below, followed by policy statements intended to suggest their role in contributing to a coherent design concept for the Lordsburg area of La Verne.

Functional Issues.

The University of La Verne is a prime generator of vehicular traffic, pedestrian traffic and business activity in downtown La Verne. Further, its facilities such as the theater, gym, athletic fields and parking lots do and can serve the public at large. Thus, any specific plan and its urban design components must recognize, optimize and otherwise promote the facilities of the University as an important part of an overall plan for the area.

Of all these sub-issues perhaps parking is most important. Ideally, parking for the University could be jointly used by the adjoining business district at peak periods of business demand — and conversely, commercial and public parking facilities in the downtown area could be utilized by the University during its peak periods such as commencements, athletic events and conferences. To address the goal for joint parking development, future parking facility development rapidly accessible from both demand centers, ULV and downtown La Verne, should be given priority. ULV policies which retain and/or enhance joint parking opportunities adjacent to downtown La Verne are encouraged. There are several strategies for addressing this goal which in general should be addressed in an overall ULV Campus Master Plan.

Definitional Issues.

The University of La Verne has grown incrementally over an extended period of time exhibiting various architectural styles and various extensions of the campus boundaries. Today the University has perhaps four or five distinct architectural styles, has extensions into or faces onto several residential blocks, and borders two sides of downtown La Verne over an irregular four block area. Taken together these factors often make it difficult to distinguish between the campus and the adjacent areas in Downtown La Verne.

Attempts by the University to define its limits and facilities with signs been only partly successful. The divisions between the ULV Library parking lot, La Verne Square and the commercial districts of D Street and Third Street have been blurred. This is aggravated by the visually weak image created by the ULV library parking lot which stretches along large portions of both D Street and Third Street. (See discussion below). The problem of campus definition is further complicated by a lack of a central entrance(s) for the campus and by its straddling of both sides of community through streets such as Third Street and D Street.

A consistent landscape/hardscape treatment along critical campus edges such as those along D Street and Third Street may help better define the campus while mitigating visually the

presence of a large Parking area. Reinforcement of existing architectural themes in new campus construction can also help unite the campus and thus further differentiate it from surrounding neighborhoods. Another strategy, too, may be to have new structures to be added to the campus become simpler "background" structures (as was discussed earlier in connection with design guidelines for the proposed Wilson Library expansion).

Visual Issues.

There are several campus perimeter areas that face other public areas of La Verne that could be enhanced through architectural and/or landscape architectural treatments, as listed below:

1. The athletic field chain link fence along the Arrow Highway corridor is unattractive and could be at the very least softened with creeping vines used as ULV theme planting.
2. The Wilson Library parking lot facing Third Street and D Street. A low red brick wall with Boston Ivy *(Parthenocissus tricuspidata)* vines would present one solution of at once screening the parking lot and helping to define the campus (see Figure 18).
3. D Street Tennis Courts. Landscaping is needed to screen and soften the appearance of these courts as they face D Street and Second Street (see concept sketches).
4. The packing house facility (central services) could be enhanced with street tree (carrot wood) along D Street.
5. The dormitory wall facing Arrow Highway should also receive campus theme Boston Ivy.
6. Entrance definition treatments where appropriate based upon major activities and functional entrances including vehicular entrances.
7. Consistent landscape materials along campus edge to help differentiate/define ULV.

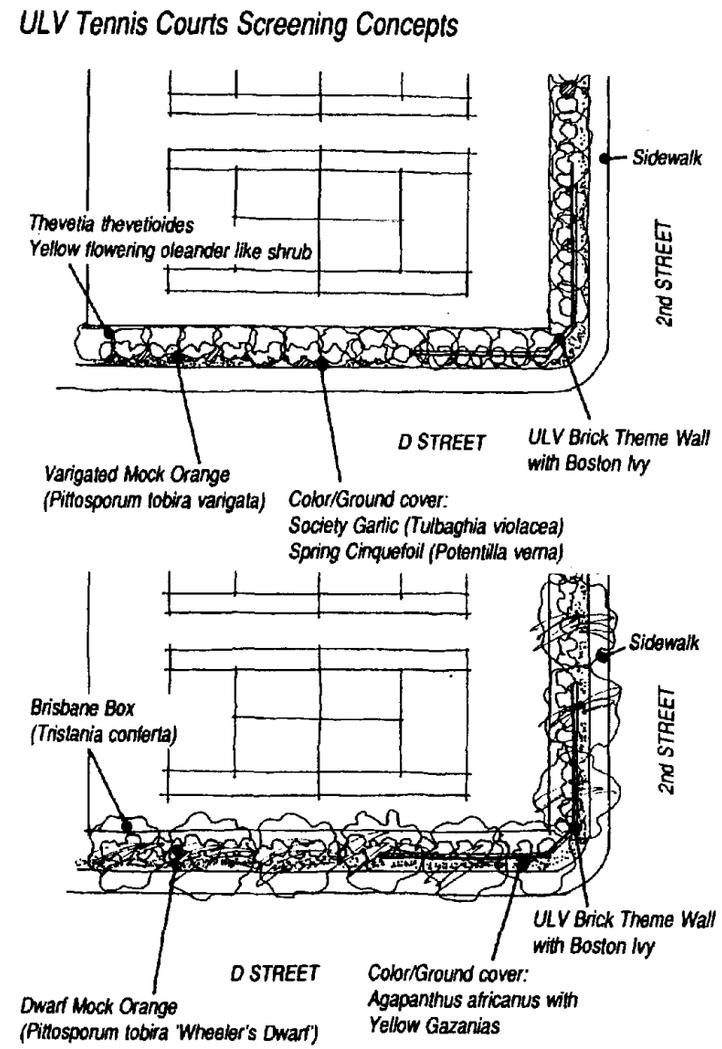


Figure 17

University "Theme" Wall Concept with clinging vines to screen Library Parking Lot: 3rd Street and D Street

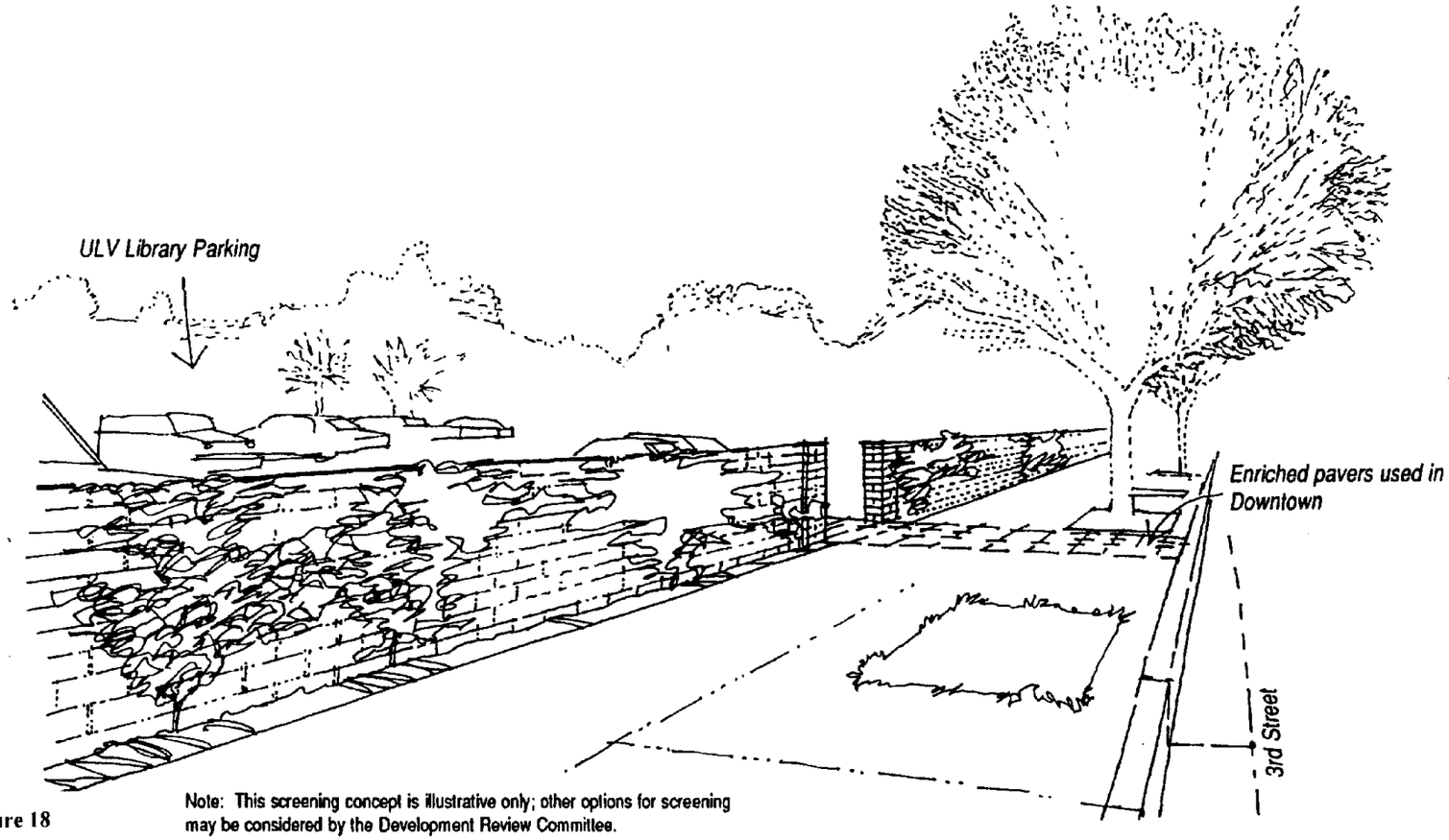


Figure 18

Note: This screening concept is illustrative only; other options for screening may be considered by the Development Review Committee.

Connections

Major Corridors	*Pedestrian Paths*
1. *Public Functional Improvements*	1. *Pedestrian Network*
2. *Public Visual Improvements*	2. *Residential Alleys*

Once having established strong *places* in the LORDSBURG SPECIFIC PLAN area, the next important consideration is the connection of those places to one another, and the linkages between areas such as the downtown commercial core and the residential neighborhoods, for example. As with the strengthening of physical elements to make ordinary areas into memorable places that enhance the experience of the physical community, ordinary streets and sidewalks can be designed and developed to enhance the experience of moving from one place to another within the specific plan area.

The following discussion identifies measures which may be taken to improve the function and quality of *major vehicular corridors* within the planning area (for both vehicles and pedestrians), and improvements that may be made to a network of *pedestrian paths,* including sidewalks and alleys. These public improvement measures are described in this chapter; however, the costs of these improvements, schedule and phasing issues, and general implementation concerns are discussed in Chapter Nine *(Implementation Programs and Processes).*

Major Corridors

The recommendations for improvement and maintenance of the major corridors through the downtown area are both functional and qualitative, as summarized in the discussions below.

Public Functional Improvements

To achieve the level of functional efficiency required to maintain the health and vitality of the LORDSBURG SPECIFIC PLAN area, a series of traffic improvement measures are recommended. These recommendations are explained and detailed in the *Circulation* section at the end of this chapter.

Public Visual Improvements

In considering the visual quality of the downtown, and of the entire LORDSBURG SPECIFIC PLAN area, the condition and imagery of the roadway network is a primary element that affects the way people experience the area and, as importantly, the way they remember it. In order to strengthen the existing imageability of the area, the following recommendations are made:

1. Create entry gateway statements into Old town La Verne at the intersections of Arrow Highway with D and E Streets. Theme color plantings and river rock should be used in conjunction with unique signage. Seek an easement, lease or land trade with AT&SF for corner land use.

2. Landscaping of at least the city-owned Arrow Highway right-of-way portion of the rail zone with hedge and/or street trees. Develop long-term improvement plan for the rail right-of-way area, incorporating street trees, sidewalks, xeriscape ground covers, a Class I bike path and Oldtown gateway treatments (see short-term and long-term alternative sketches, Figure 21).

3. Underground existing utility lines along Arrow Highway and Bonita Avenue. Work with Southern California Edison to utilize Public Utilities Commission Rule 20 provisions for power line undergrounding.

4. Develop a comprehensive street tree plan with the following components.

a. Identification of the type, size, age and health of all trees located on public rights-of-way or on public property within the Lordsburg area.

b. Identification of "heritage" trees based on historic importance, unusual size, beauty.

c. Identification of all areas currently lacking street trees within the Lordsburg area including empty tree wells and streets without parkways or tree wells. This component should prescribe needed trees and the associated public improvements needed, if any, for their implementation. Infill of discontinuous street trees on Park Avenue, A Street and B Street adjacent to the drainage channel including provisions for the east side of B Street should be included.

d. The potential for new street trees in the AT&SF right-of-way should also be explored.

e. A plan for replacement of sick, dead or fallen trees.

f. Opportunities for direct public participation in new tree planting.

g. Update of the master street tree list. Currently, residential streets throughout Lordsburg possess a good stock of well kept and mature street trees. Many species such as the Deodar Cedar *(Cedrus deodara)* and the Liquidambar *(Liquidambar stracifleia)* are synonymous with the visual imagery of Lordsburg and La Verne. Most streets display multiple street tree varieties often with as many as eight to ten different varieties being exhibited. It is the overall goal of the LORDSBURG SPECIFIC PLAN to promote the planting of a wide variety of suitable street trees, but to limit the number of tree varieties growing on any given street to three varieties.

h. Tree diversity for disease control, neighborhood identity and city maintenance cost to be reflected in all plan goals.

i. Development of a tree maintenance plan.

j. Priority for new trees and public improvements to be given to high use and visibility areas like Downtown La Verne, Arrow Highway and Bonita Avenue.

k. Coordinate efforts to plant complementary and distinct trees on City and University of La Verne properties where appropriate to distinguish between the two institutions.

l. Requirements for root guard/barrier systems in new street plantings and restrictions on the planting of tree species known to seriously affect sewer and sub-surface public infrastructure.

Pedestrian Paths

Pedestrian Network

Within the downtown, there are opportunities for urban design improvements that strengthen the quality of the pedestrian environment. One key to this might be the encouragement of developing a network of pedestrian paths with nodes of activity at the commercial sidewalk. Historically, small American downtowns nearly always began as a linear arrangement of businesses and services along a main street, which as the settlement grew were likely to expand in a linear fashion as well. For the small downtown, this creates a tension between linear development forces and the more natural patterns of pedestrian behavior which suggest a clustering of retail uses. Thus, the quality of the pedestrian setting is a key goal of downtown urban design, and the focus of much of that setting is the main street and its sidewalks.

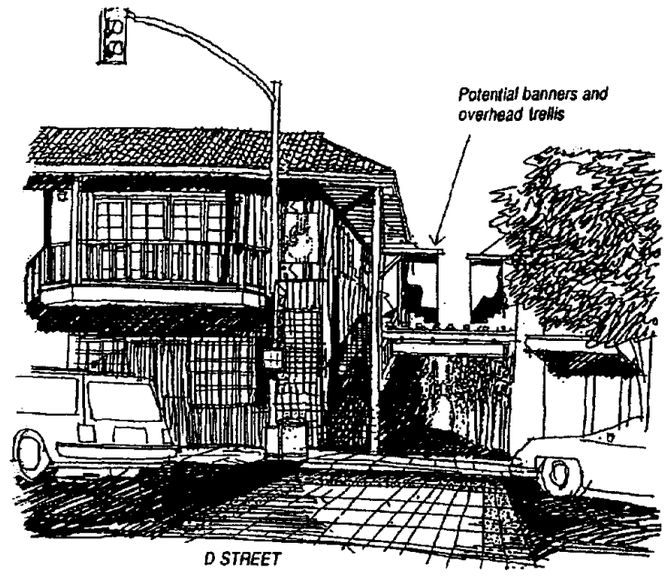
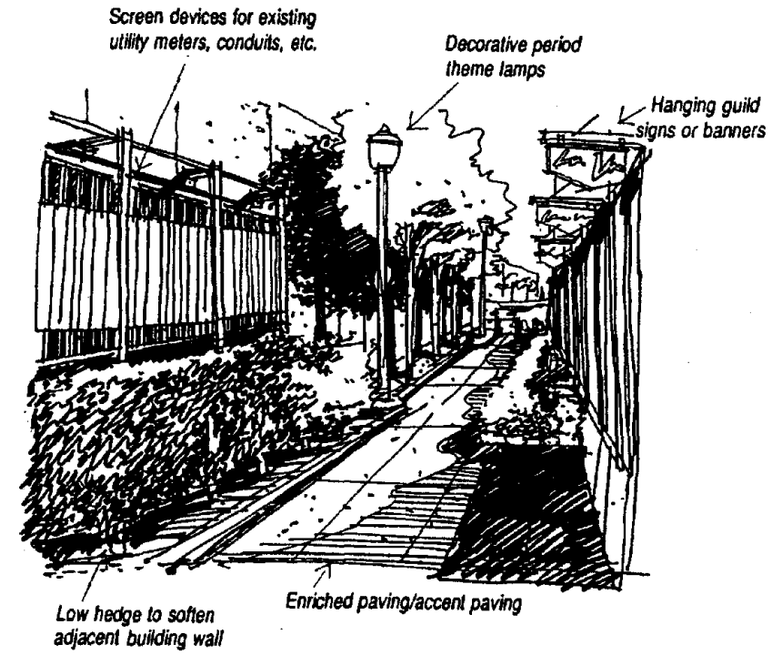


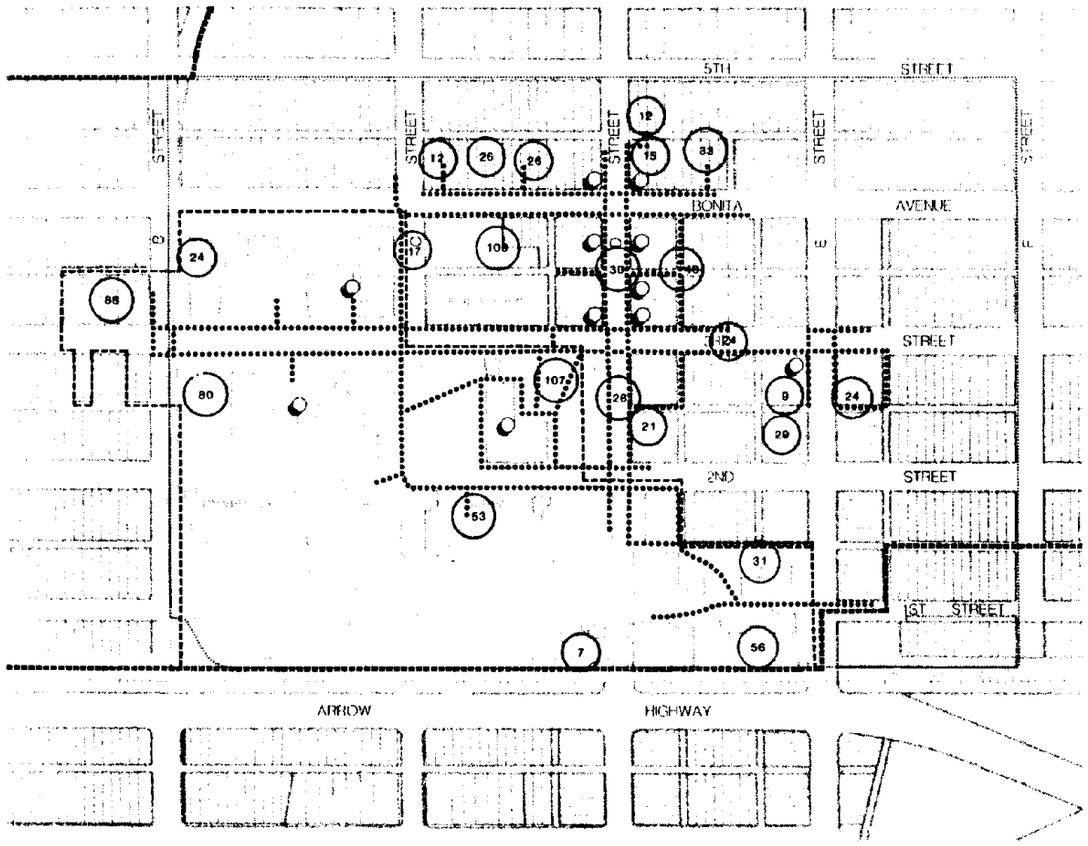
Figure 19

Sidewalks have a natural life of their own, if they are properly supported with accessible activity. Zones of sidewalk activity can be manipulated to facilitate the kinds of behavior desired in a given place. The urban landscape can be designed to channel people in particular directions, to move them quickly through some areas and to invite them to linger in others. Lordsburg's commercial center has places within it where each of these conditions is desirable, and it should be analyzed with pedestrian behavior objectives in mind, and zones defined where, through the application of specific design standards, a design may be implemented that will meet those objectives. This is especially

D Street Eastside Pedestrian Walk Enhancement Concepts



PEDESTRIAN PATTERNS



L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

Downtown La Verne Business Improvement District

NORTH 0 100 250 500 FEET

Major Pedestrian Path

Major Generator of Pedestrian Acitivity

26 *Major Parking Facility (Approximate Number of Spaces Indicated)*

Figure 20

important in the selection and placement of street furniture, which should be based on where people tend to concentrate. Random placement of benches, for example, could encourage vagrancy rather than support more useful visitor or street-front retail activity. Phased installation of such improvements is often appropriate to allow the pedestrian setting to grow with the demands of the neighborhood.

The following guidelines should be followed in the development and improvement of sidewalks and pedestrian paths within the downtown commercial core:

1. Pedestrian connections between parking areas and commercial areas should be strengthened; the existing connection between the sidewalk on the east side of D Street into the parking area behind it should be enhanced with landscaping, enriched paving, banners and signage similar to the passageway across the street from it to connect to the parking area behind it.

2. A mid-block crossing connecting the passageways described above with one another should be implemented. While this will entail the loss of several on-street parking spaces, re-striping and consolidation of parking behind D Street to the east will add spaces to compensate for that loss.

3. The addition of street furniture identified in *Making Places* above should be implemented with a view toward complementing existing pedestrian traffic patterns and added to over time as volumes grow to encourage the development of new pedestrian patterns.

Residential Alleys

Alleys are a special case of pedestrian paths. Residential alleys are found throughout the LORDSBURG SPECIFIC PLAN area, being absent only from a few newer subdivisions and from the homes along the south side of First Street. The Lordsburg residential alleys are used for: 1) primary auto access to rear lot residential parking garages and strips; 2) service access for safety equipment, utilities and trash collection and 3) pedestrian access and circulation. Pedestrian use of alleys is limited by their often unattractive appearance, their lack of clear identification (i.e. signs) and to some degree by a lack of safety-related improvements (lighting, sidewalks). Greater use of the Lordsburg residential alleys for pedestrian movement could further act to link the city together and increase the possibilities for pedestrian experience.

Residential Alley Design Guidelines. Where feasible, alleys should be designed and maintained within the following guidelines:

1. An attempt should be made to present a visually pleasant entrance orientation for all dwelling units maintaining an alley garage and/or functional rear entrance. Decorative fences, walkways, archways, doorways and landscaping can be used to develop a visually pleasing and functionally useful rear entrance as seen from public alleys. Security and/or accent lighting, street address identification and quality hardware can also be used to enhance the visual quality of the garage, gate, fence or other architectural elements adjacent to the alley.

2. Open parking bays/slips accessible from alleys should be improved surfaces utilizing concrete, brick, turf block, pavers or other similar durable materials. Unimproved parking bays/slips and asphalt surfaces are discouraged. Raised concrete curbs, edge accent pavers, landscaping and other treatments are encouraged as a way of further enhancing the appearance of open parking areas.

Separations and Gateways

Borders and Separations	*Gateways Between Districts*
1. University Edges	*1. Primary Gateways*
2. Residential Edges	*2. Secondary Gateways*
3. Parking Edges	*3. University Gateways*
4. Live Oak Wash Edge	
5. AT&SF Edge	

As discussed in the *Visual Analysis* and *Opportunities and Constraints* sections above, there are several areas within the Lordsburg neighborhood which could benefit significantly from the visual enhancement of specific narrow zones or specific strategic locations. "Edges" generally exist along the interface of two land use types at the boundary of two physical features. "Gateways" represent the functional or visual point of entry into a major district or precinct.

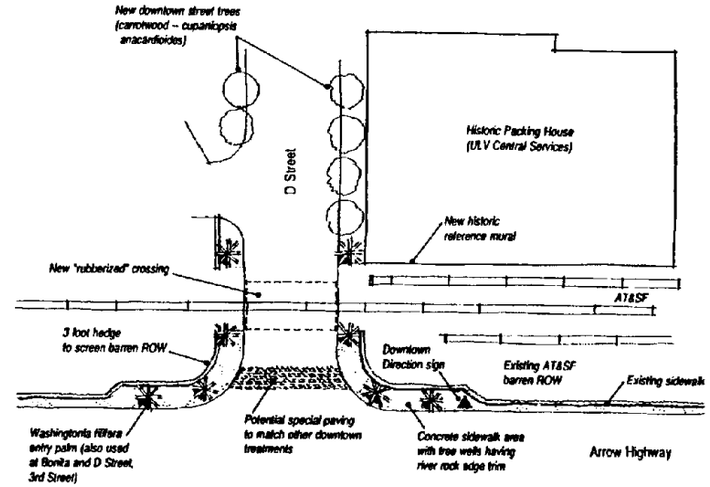
Borders and Separations Between Districts

Specific edge areas and enhancement treatments proposed for the softening or defining of these areas have been in part discussed in *Making Places*, which addresses the Kilo Engineering site, the auto repair site at E Street and Third Street, and the University of La Verne. Figure 8, Downtown Image Improvement, identifies most of the major edge treatments proposed for Lordsburg. Other edge treatments are outlined below.

AT&SF Edge

Probably the most significant and visually displeasing edge within the Lordsburg area is that formed by the unimproved Atchison, Topeka and Santa Fe rail right-of-way which is devoid of vegetation and runs along a major portion of the southern boundary of the Lordsburg neighborhood. Only a small eight foot wide strip of land adjacent to the rail right-of-way that is contained within the Arrow Highway right-of-way is under the

Short Term Oldtown Gateway Concept for Arrow Highway
(D Street at Arrow Highway Illustrated)



Long Term Concept for Development of Santa Fe Right-of-Way

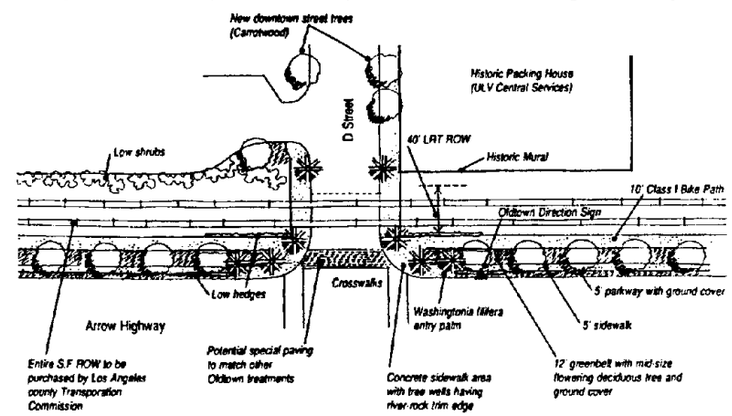


Figure 21

Downtown Gateway Concept for Arrow Highway
(Artist Perspective Sketch of Location at D Street)

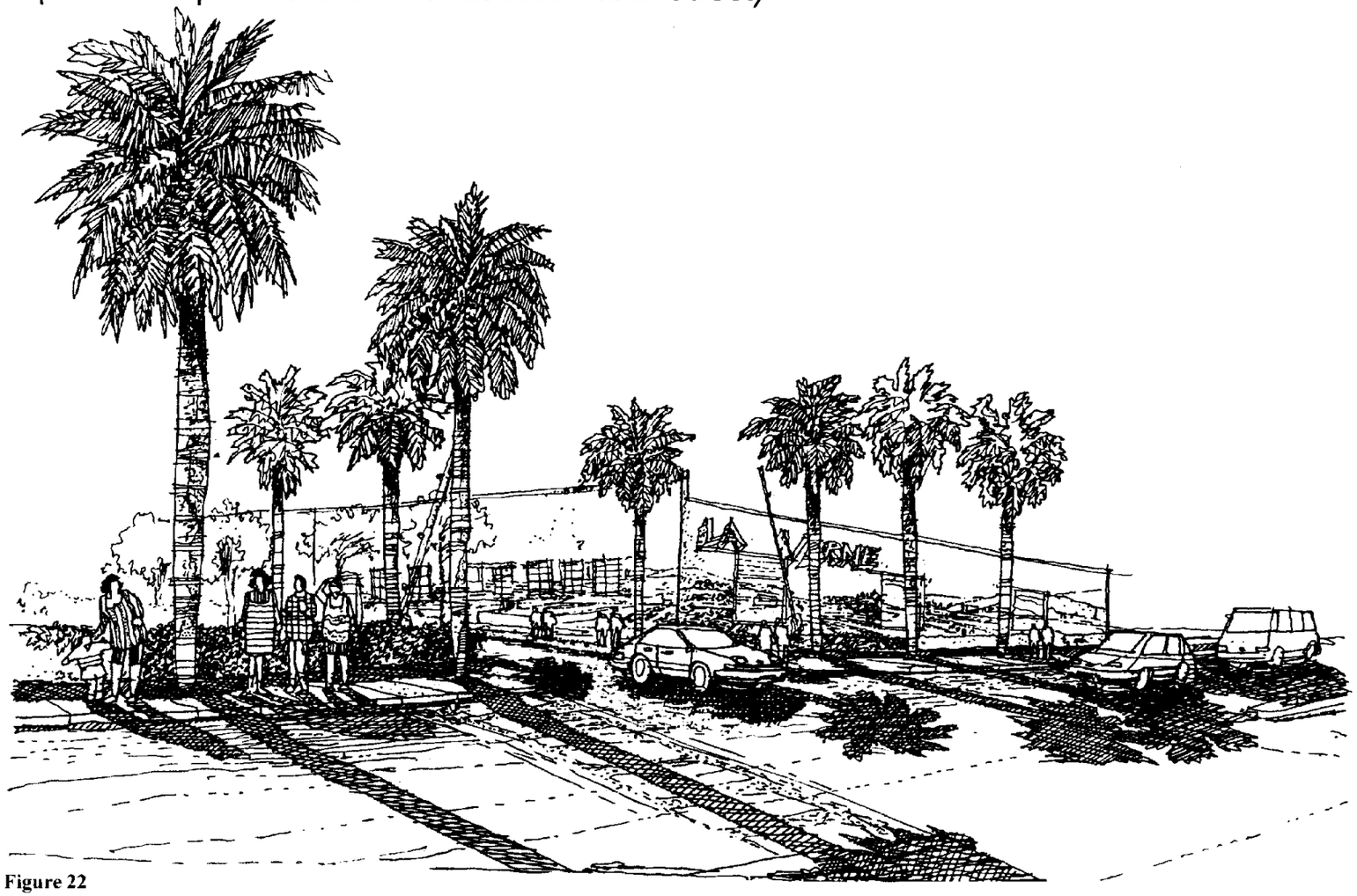


Figure 22

control of the City of La Verne. At the very least, a portion of this eight foot strip of Arrow Highway right-of-way can be used to plant a continuous three foot high hedge that would screen the adjacent right-of-way but allow visual penetration to features along the north side of the railroad such as the University of La Verne and Packing House (Lemon House) mural. Periodic street trees and/or utility undergrounding could also visually enhance and soften this corridor.

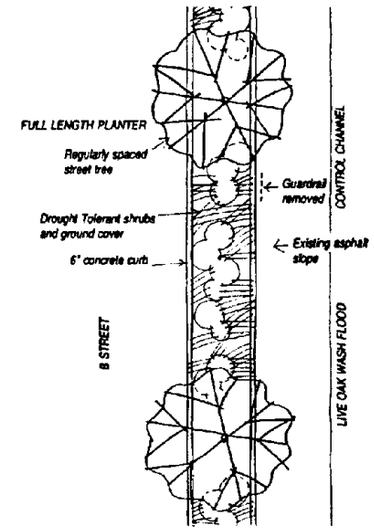
In the long term, the right-of-way corridor is under study by the Los Angeles County Transportation Commission as a possible Light Rail (LRT) route connecting to downtown Los Angeles. At such time that the LRT improvements were made, additional enhancement of the right-of-way could be implemented including a Class I bike path, pedestrian sidewalk and a greenbelt strip (see Figure 21).

Visual and sound barriers are generally absent from the rear property lines of homes located on First Street backing onto the AT&SF tracks. Property owner fences and landscaping treatments or a City-supported masonry wall with landscaping scheme could be developed along this rear yard boundary to protect residents from the Arrow Highway and AT&SF corridor noise impacts and to visually screen rear yards from public view.

Live Oak Wash Edge

The Live Oak Wash forms a major barrier and visual edge between the University of La Verne and residential neighborhoods to the west. The drainage channel itself — consisting of blank concrete walls, rusting chain link fences, asphalt transition slopes and roadside guard rails — represents an unattractive visual feature that runs along a four block stretch of Lordsburg. Figures 23 and 24 illustrate potential ways of adding trees and other landscaping along B Street to visually mitigate the drainage channel feature as viewed from adjacent residential neighborhoods. One design would also create additional parking on the east side of B Street. Visual and landscape enhancement of the Bonita Avenue bridge rail and side structure should also be undertaken.

Tree Well and Planter Treatment for East Side of B Street



Tree Well Concept for East Side of B Street

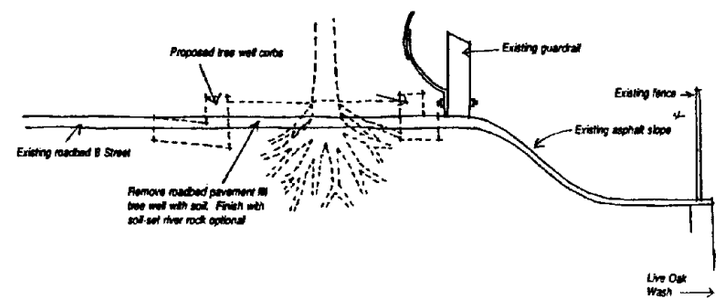


Figure 23

University of La Verne Treatment Concept for Live Oak Wash

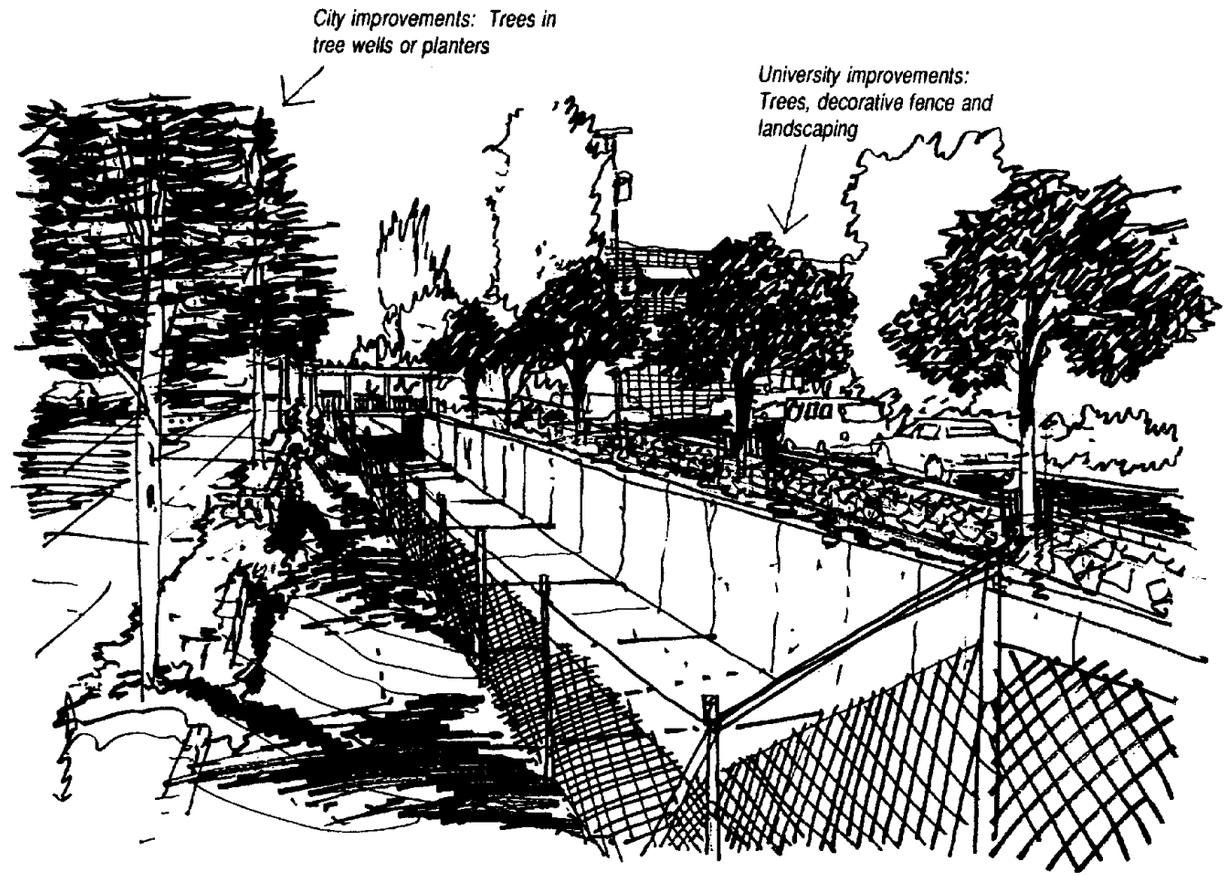


Figure 24

Gateways Between Districts

Lordsburg's gateways are those areas that by virtue of their location at the entry to a major local district serve or could serve as an announcement point of that district. In Lordsburg there are several important gateways, particularly in relationship to the downtown area which is effectively hidden from traffic along Arrow Highway, that would better serve as announcement points through the introduction of visual enhancements and communication devices. These are discussed below.

Primary Gateways

Two primary gateway improvement projects are proposed that would announce the location of the downtown core from Arrow Highway. These improvements would be made within public and private areas at the intersections of D Street and E Street with Arrow Highway. The improvements would consist of the following:

1. Formal plantings of *Washingtonia filifera* palms that would define the entrance to D and E Streets. The *Washingtonia filiferas* currently occur in downtown at the intersections of Bonita and D Street and at Third Street and E Street;

2. A three foot high hedge that would screen most of the barren AT&SF right-of-way area and that would further define the entrances of D and E Streets;

3. Improved sidewalks at the corner areas including river rock-edged tree wells for the *Washingtonia filiferas;*

4. Downtown "theme" direction signs mounted on poles that would announce the presence of downtown from both directions along Arrow Highway;

5. Optional enriched paving at the intersection used to define and enhance pedestrian crosswalk areas.

Secondary Gateways

A minor visual enhancement of the intersection of Third Street and E Street would help create a secondary gateway into the downtown for those motorists proceeding north along E Street. The proposed treatment would include a downtown theme directional sign and "theme" special pavers for the crosswalk across Third Street west of E Street. Infill plantings of *Washingtonia filiferas* in those vacant street tree locations could also help visually improve this intersection as a secondary entry into the downtown.

University Gateways

As noted earlier in this specific plan, the University of La Verne does not present a clear image of itself in several areas where it interfaces with downtown La Verne. In particular, the campus has only one formal vehicular entrance (Bonita Avenue and C Street) that announces the campus to the motorist. This situation partly stems from the dual nature of some La Verne Streets that act as both entries into the ULV campus and as access and through streets into the downtown.

Formal, handsomely stated and modestly scaled entries into the University campus in the spirit of the existing University entry treatment at Bonita Avenue and C Street should be developed at the ULV entry points located at Third Street and B Street. These campus entry gateways should include the use of University red brick, graphic style and other "theme" identifiers such as the wall ivy mentioned elsewhere in the LORDSBURG SPECIFIC PLAN.

CIRCULATION

The circulation and parking analysis for the LORDSBURG SPECIFIC PLAN focuses on the area roadways serving Oldtown. This includes the area bounded primarily by Bonita Avenue to the north, Arrow Highway to the south, C Street to the west and E Street to the east.

Regional access to the Oldtown area is provided primarily by Arrow Highway which runs east-west adjacent to the area and provides a connection to the Route 210 Freeway in San Dimas to the west, and to the San Bernardino Freeway (I-10) to the east. Running parallel to Arrow Highway to the north of Oldtown, Foothill Boulevard connects to the Foothill Freeway to the west and accesses the Cities of Pomona and Claremont to the east. D Street provides north-south access through the Oldtown area connecting Foothill Boulevard and Arrow Highway. Additional access from Arrow is provided via E Street. Wheeler to the west, and White to the east, also provide north-south access between Foothill and Arrow, but are several blocks on either side of the Oldtown area. B and C Streets also pass north-south through the area, but neither accesses Arrow Highway. Within Oldtown, east-west access is provided by Bonita Avenue and Third Street. In addition, Second Street also passes east-west but does not continue beyond C Street. Of the streets within Oldtown, Second, Third, Bonita, C, D and E, all are two lane facilities.

As discussed in Chapter One, there are several key issues related to circulation and transportation within Lordsburg. These issues include traffic congestion along White Avenue; high traffic volumes along Bonita Avenue; pedestrian circulation; constraints on local parking; access to and visibility of downtown merchants; and the safety of pedestrians and motorists at selected locations.

Roadway Capacity

The primary challenge presented within the LORDSBURG SPECIFIC PLAN is balancing the objective of preserving the character of downtown with the need to improve traffic flow. Traditional mitigation measures, such as increasing roadway capacity, are somewhat at odds with preserving Lordsburg's character.

White Avenue

White Avenue serves as a major north-south route through the eastern end of Lordsburg. This is due primarily to the fact that it is the only roadway within La Verne which connects to the San Bernardino (I-10) Freeway. In the future, its role as a north-south route will increase as it will also connect to the extension of the Foothill Freeway. To meet the demand that is anticipated for White Avenue, the General Plan has designated it as a major arterial with four lanes and left turn channelization.

Presently, White Avenue is a four lane facility north and south of the study area. However, due to the location of several older homes which are close to the roadway, White narrows to two lanes between First and Seventh streets. This bottleneck creates congestion during peak hours.

The widening of White to be consistent with the General Plan would require the removal of several structures. Widening White would not be consistent with the objective of the LORDSBURG SPECIFIC PLAN to preserve the character of the neighborhood. If the City is intent on protecting this area of Lordsburg, then White Avenue should be preserved and an alternative north-south route must be identified. Given the importance of White to circulation within La Verne and anticipated traffic volumes, not widening White or providing an alternative would result in increased congestion. Increased congestion within Lordsburg would also be undesirable in the preservation of the area.

Bonita Avenue

Bonita is a two lane collector street. A one day traffic survey conducted in 1990 indicated a total of 16,981 daily trips. The approximate daily capacity (level of service D) for a collector street, as indicated in the City's General Plan is 12,500. Bonita is identified in the General Plan to ultimately serve as a secondary arterial. The approximate daily capacity for a secondary arterial with four lanes and left turn channelization is 22,500 trips.

Most of the traffic along Bonita is through trips made westbound in the morning and eastbound in the evening. One day traffic counts showed that during the morning peak, 745 trips were westbound along Bonita west of D Street as opposed to 486 eastbound trips. In the evening at the same location, 900 trips were eastbound as opposed to 707 westbound.

La Verne's 1989 General Plan calls for innovative transportation solutions that use transportation systems management, rather than new roadway construction, to address circulation issues. While contrary to Bonita's function as a secondary arterial, use of a systems management strategy upholds the General Plan directive to protect residential neighborhood character.

After the completion of the Foothill Freeway extension and the improvements to Arrow Highway, the impact on Bonita can be fully assessed and mitigation measures recommended at that time if necessary.

Oldtown Access and Visibility

As noted elsewhere in this specific plan, improving access and visibility to Oldtown should be accomplished through signage, including signage directing drivers to Oldtown along Arrow Highway and Bonita Avenue. Signage should also direct traffic to off-street parking facilities. All signage should be designed to be consistent with Oldtown's character and readily visible to passers-by.

Pedestrian Circulation

Oldtown circulation is heavily pedestrian. Students and business patrons primarily walk along Bonita and Third between C and E Streets, and D Street between Second and Fifth Streets. In addition, pedestrians also walk along the alley which bisects D Street between Bonita and Third. The alley provides access to nearby public parking lots. Since much of the parking in Oldtown is located behind the buildings along D Street, pedestrians must use the alley located at the middle of the block to get to the various businesses. This creates the undesirable condition of a mid-block street crossing by pedestrians seeking the most direct route to the parking areas. Since this crossing is between parking spaces on either side and is not marked, pedestrian safety is limited.

CIRCULATION IMPROVEMENTS

L · O · R · D · S · B · U · R · G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Eli Weil, Restoration Architect
Stevens/Garland Associates

- *Enhanced Parking Facilities*
- *Future Bikeway*
- *Future Walking Trail*
- *Proposed Regional Metro Rail Light Rail Line*

- *Lordsburg Specific Plan Area Boundary*
- *University of La Verne Area Boundary*

NORTH 0 100 250 500 1000 FEET

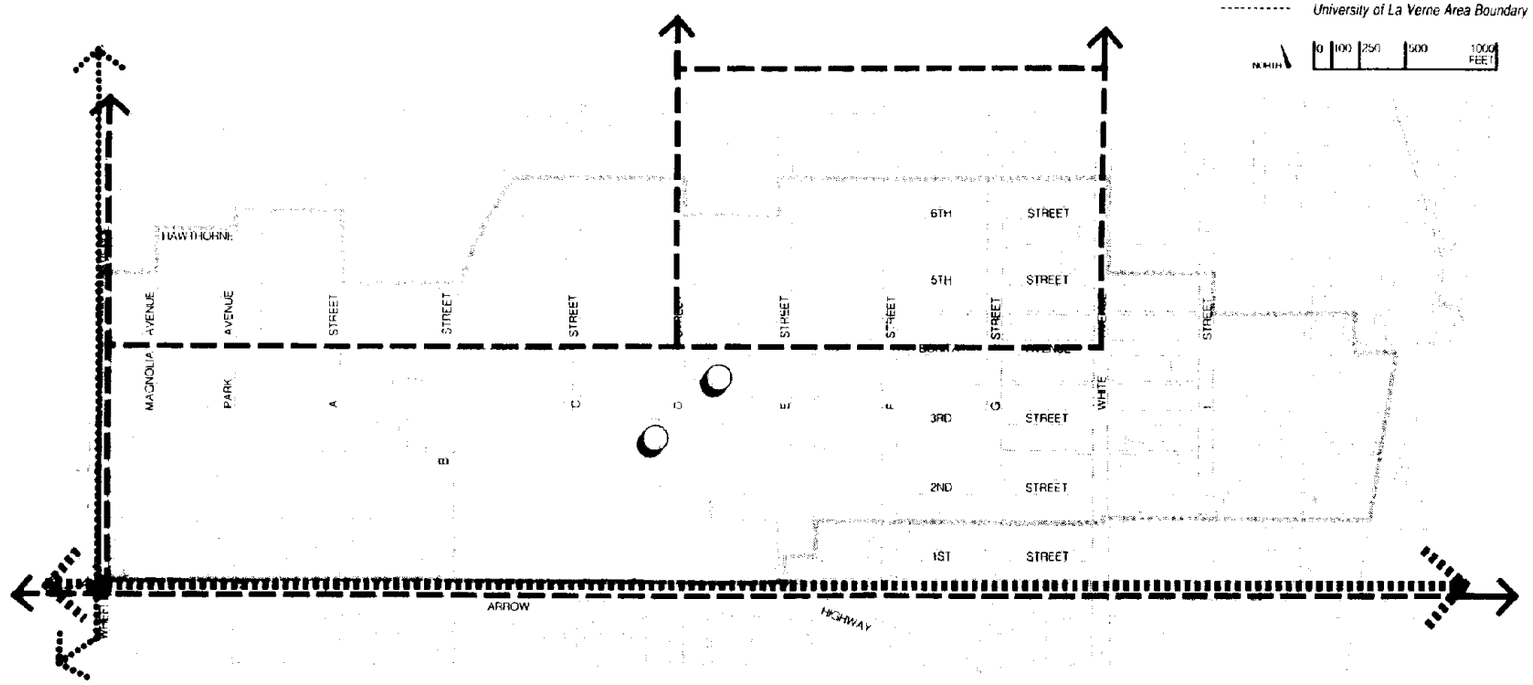


Figure 25

Parking

Alleviating constraints on parking during peak periods can be achieved through several strategies. These strategies include the following:

- Adding parking spaces;
- Enforcing standardized time limits;
- Improving accessibility and identification;
- Parking policies for new development.

Additional Parking

Additional parking can be achieved through re-striping and redesigning existing parking areas. The best opportunity for redesigned parking is provided within the block bordered by Bonita Avenue, E, Third and D Streets. As shown in *Making Places*, Figure 15, the redesign of this lot would yield approximately 18 additional spaces over its existing capacity. Re-striping D Street between Second and First streets to provide angled parking as opposed to the existing parallel parking would also increase availability.

A General Plan policy allows for the payment of fees in lieu of providing parking for new development in Old town. These funds should be used for the development of shared or cooperative parking facilities in the Lordsburg area. The City should work to identify locations for future parking expansion.

One opportunity for constructing new parking is through the infill of vacant parcels. The parcel north of the Circle K on D Street could serve this purpose.

Another opportunity for additional parking would be the construction of a parking structure at the location of the existing lot at Third and D streets. A two- to three-level structure (one at grade, one above and one below) could be built to increase parking availability by approximately 150 spaces.

A third opportunity is the development of parking to serve a light rail station along the AT&SF railroad line. A parking facility for a station in close proximity to Lordsburg could be sized to include additional spaces for Oldtown visitors. Fees received by the City in lieu of parking for Oldtown development could help finance the additional capacity in this facility. At this writing, the Los Angeles County Transportation Commission is selecting a consultant to study the AT&SF right-of-way through the San Gabriel/San Bernardino Valley corridor. One of the elements of this study will be to work with the cities along the AT&SF line to identify station locations and the ability of such sites to provide park-and-ride facilities.

Parking Accessibility and Identification

Parking spaces within the Oldtown commercial core are available during peak periods, but they are neither accessible nor easily identified by motorists. Improved signage is needed to direct visitors to off-street public parking. Signage is also needed within the parking areas themselves to identify them as public parking facilities. Suggested signage locations are depicted in Figure 10.

It is also recommended that the appearance of certain public parking facilities be enhanced. Currently, the lot east of D Street appears to visitors to be intended for apartment residents and not for public use. The lot should be improved to be more consistent with the lot at Bonita and C Street. The improvement of this lot is discussed in more detail in *Making Places*.

University Parking

Long term solutions to the parking deficiency in Oldtown will require the cooperative efforts of both the University and the City. As the University grows, so too will its parking needs. The University does not fully use its parking to capacity, except for special times. The University parking facilities which are most underutilized are the lot located next to the Wilson Library at the corner of D and Third streets, and the lot at the corner of C and Bonita which is jointly owned by the City and also serves as a public parking lot. Of the lots serving the main area of the campus, these two are the furthest distance from the center of activity.

While the University's parking is presently sufficient to meet their needs, the demand for parking by University employees is actually decreasing due to the success of the University's ridesharing program. The program initiated by the University in response to Regulation XV has increased the average vehicle ridership (AVR) of University employees from 1.15 to 1.34 in the three years since it was initiated. This translates into a 14 percent reduction in parking demand, or 45 spaces given the current number of employees.

Parking Enforcement and Time Limits

To ensure available customer parking, stricter limitations should be placed on the use of on-street parking. Posting reduced time limitations for the use of on-street parking and limits for some off-street parking would provide for greater turnover of spaces during the day. A 90-minute limitation is recommended for on-street parking spaces along D Street between Second and Bonita, and for portions of Third Street. This time should be sufficient for patrons of local businesses and restaurants during the business day. A 30-minute limitation is recommended for spaces immediately behind businesses on the west side of D Street.

The successful implementation of new time limitations will be dependant on the level of enforcement. Presently, the enforcement of existing limits is carried out on a "complaint only" basis.

Parking Standards

In evaluating the use of existing parking, it has been determined that sufficient facilities exist to meet the demand. The problem lies in awareness of parking locations and the extended use of parking which is in highest demand. Therefore, increasing parking requirements of the parking ordinance is not necessary.

It should be noted that one local business has taken the initiative in this regard by having its employees park in the University's library parking lot. With the approval of the University, the business took this action to ensure that the parking in front of their location on Third Street would be available for patrons.

Safety

Throughout the preparation of the LORDSBURG SPECIFIC PLAN, concerns have been raised regarding the safety of motorists and pedestrians at selected locations within Lordsburg. The area of concern for motorists is the intersection of Bonita Avenue and E Street. The crosswalk, or lack thereof, on D Street between the intersection of Bonita and Third Street is a concern for pedestrian safety.

Bonita Avenue at E and B Streets

The La Verne Police Department has acknowledged that the frequency of accidents is higher at the intersections of Bonita with E and B Streets than at other intersections within Lordsburg. The Police have indicated that many individuals involved in accidents at these two locations are turning onto Bonita from E Street or B Street, respectively, with the belief that traffic on Bonita has a stop at the intersection. This problem will be improved by the installation of a traffic control device on Bonita at E Street and/or B Street as it is warranted.

Future Safety

The University is in the process of relocating classes to locations of the east side of D Street. As this process continues, the pedestrian traffic between campus facilities on either side of D Street will increase. To ensure safety to pedestrians, a stop sign on D Street at the intersection of Second should be considered.

Chapter Four

HISTORIC PRESERVATION

PRESERVING THE HISTORIC FABRIC

La Verne's Preservation Philosophy

In defining a preservation strategy to protect and preserve the best of Lordsburg, the citizens, Planning Commission and Council have set the following principles to guide that philosophy:

- Preservation should be a positive experience rather than a punitive one; therefore, the Lordsburg preservation strategy should rely on an incentive-based approach which emphasizes voluntary incentive programs over punitive measures to encourage compliance.

- La Verne's historic character is not defined so much by an abundance of outstanding individual structures as by a fabric in which none of the individual threads stand out, one where the interweaving of structures from varying periods defines the neighborhood's charm and appeal. Protecting the neighborhood as a unit becomes the foremost obligation of the plan. "Heritage buildings" as identified in this plan are not expressly designated landmarks, but instead represent those properties most suitable for preservation under this specific plan.

- The fundamental principle of the design guidelines for this district is not to impose a rigid architectural theme or thinking, but rather to live by a few simple rules that will preserve the look and feel of Lordsburg:

1. Wherever possible, buildings should be retained that help establish the character and quality of life associated with this neighborhood;

2. Wherever possible, new construction will be allowed that is consistent with neighborhood character and identity;

3. Wherever possible, buildings should be remodeled in a manner consistent with their origin. A 1950s stucco office need not be remodeled to look like an 1895 Victorian; in fact, the two can exist side by side, but future remodelings should allow both to keep their identity.

Designation of Heritage Buildings

La Verne Historic District

While there only are a few buildings of national importance in Lordsburg, the historical and cultural value of the individual heritage infrastructure elements, buildings and landscape features is the totality of the individual parts. The streets, alleys, houses, churches, stores, trees and yards are the warp and woof of the fabric that makes Lordsburg historic.

It is the totality of the area rather than the individual elements that are important. Perhaps the best analogy would be to compare Lordsburg to a forest. When considering the importance of a forest, it is the entire forest that is of value rather than the individual tree. All of the trees are important because they all contribute to the value of the forest.

In order for Lordsburg to be preserved and protected it is necessary to preserve and protect the entire community. This City has therefore designated the LORDSBURG SPECIFIC PLAN area as a local historic district. This will allow for preservation of all of the community's resources, provide for appropriate rehabilitation and encourage new development that would be sensitive to the historical and cultural value of the district.

Heritage Buildings
Contributing and Non-Contributing Buildings

In the LORDSBURG SPECIFIC PLAN, any structure within the specific plan area built between the years 1888 and 1960 may be considered a "contributing building" to the historic district. Within this broader "contributing" category, certain structures are further identified as "heritage buildings" which make a particularly important contribution to the historic fabric of the community. Other buildings, constructed after 1960, may be considered as "non-contributing buildings" to the historic district.

In the standards contained in this chapter, provisions are outlined for preserving the character and scale of the historic district through the preservation of contributing buildings within it. General preservation, restoration, and rehabilitation standards and guidelines are defined for contributing buildings, and special consideration is given to the preservation of heritage buildings. In all cases, the intent of the LORDSBURG SPECIFIC PLAN is to maintain architectural character while encouraging the continued use of the structures, either for their original function where feasible or for adaptive re-use.

The accompanying table lists contributing structures identified within the LORDSBURG SPECIFIC PLAN area, noting in particular those which are identified as heritage structures. The City may place additional structures on this list of heritage buildings from time to time as such structures are identified as meeting the criteria defined within each of the use or building type categories discussed below.

In general, the criteria for designation as a Heritage Building are similar to those used for establishing significance in the 1987 La Verne Historic Survey, which were in turn similar to other state and national criteria. These general criteria apply to buildings, structures or places (including landscaping) within the LORDSBURG SPECIFIC PLAN area that:

- are important key focal or pivotal points in the visual quality or character of an area or neighborhood.

HERITAGE BUILDINGS

Within the Lordsburg Historic District

HERITAGE RELIGIOUS BUILDINGS

United Methodist Church (now House of Praise)
Southwest corner Third and F Street
1912

Advent Christian Church (now Bonita Avenue Church)
Bonita and G Street
1920

Grace Brethren Church (presently used as an antique store)
2217 Third Street
1923

Iglesia Presbyterian Church (now St. Luke's Anglican Catholic Church)
A and Second Street
1928

Church of the Brethren
2425 E Street
Sanctuary 1930; additions 1950s

OTHER IMPORTANT BUT NON-CONTRIBUTING STRUCTURES

First Southern Baptist Church
Sixth and G Street

University of La Verne Chapel (Contributing to University of La Verne)
University of La Verne
1966

Foursquare Gospel Church
Second and E Street

Church of Christ
White Avenue and Third Street

Table 2

HERITAGE CITRUS INDUSTRY BUILDINGS

Orange House No. 2
(Far West Distribution)
2230 First Street
1920

Orange House Refrigerated Fruit Storage Building No. 2
2247-2275 First Street
No date

Office of the La Verne Fruit Exchange, Orange and Lemon Growers Association
(University of La Verne Educational Management Building)
First and D Street
1928

Lemon House, Lemon Growers Association Packing House
(University of La Verne Purchasing Building)
2016 D Street
1931 and 1935

HERITAGE PROFESSIONAL BUILDINGS

2033 Bonita (Anastasi Counseling)

2050 Bonita (State Farm Insurance)

2070-2078 Bonita (Chamber of Commerce)

2210-2220 Third (formerly American Armenian International College)

2450 D Street (Dental Office)

Heritage Buildings (continued)

HERITAGE COMMERCIAL BUILDINGS

D Street *(Second Street to Third Street, East Side)*
2240 D Lewis Wheel Chair
2242 D Rainbow Printing
2248 D Donald Guido; Dale Buckwalter, Optometry
2252 D La Verne Florist

D Street *(Third Street to Bonita Avenue, East Side)*

2312 D Future Talents Dance Studio (former pharmacy)
2316-2320 D Book Shop (former department store)
2322-2326 D Village Inn
2336 D Caroline's Gift Shop
2338 D Warehouse Pizza

D Street *(Third Street to Bonita Avenue, West Side)*
2307 D La Verne Deli (Includes 2071-2081 Third Street)
2317 D La Verne Hardware
2321 D Nick's Place
2325 D La Verne Cleaners
2335 D The University Book Shoppe
2343-2345 D La Verne Shoe Repair and La Verne Jewelry

Third Street *(C to D Street, North Side)*
2071-2081 Third (Includes 2307 D Street)

Third Street *(D to E Street, North Side)*
2119-2125 Third

Third Street *(D to E Street, South Side)*
2116-2124 Third
2134-2136 Third

Bonita Avenue *(D to E Street, South Side)*
2122-2124 Bonita

OTHER IMPORTANT BUT NON-CONTRIBUTING STRUCTURES

D Street *(Second to Third Street, East Side)*
2210 D Circle K Market

D Street *(Third Street to Bonita Avenue, East Side)*
2332 D Allstate Insurance

D Street *(Third Street to Bonita Avenue, West Side)*
2082 Bonita Miss Donut Shop

HERITAGE UNIVERSITY BUILDINGS

(See also heritage Citrus Industry Buildings for additional listings owned by the University of La Verne)

Miller Hall, Norman Marsh, Architect (1918)

Gymnasium (1921)

Founders Hall (1926)

Isaac J. Woody Men's Hall (1948)

Studebaker-Hanawalt Ball (1956 and 1958)

Brandt Hall (1966)

Davenport Hall (1958)

College Chapel (1966)

La Fetra Hall (1967)

Hanawalt House (1907)

Student Center (1973)

Heritage Buildings (continued)

HERITAGE PUBLIC BUILDINGS

The American Legion Hall (now Veteran's Hall)
1550 Bonita Avenue
1934

- ❑ help retain the characteristics of historic Lordsburg from its origins in 1888 to the decline of the citrus industry in 1960.
- ❑ contribute to the unique urban character of the downtown.
- ❑ contribute to the architectural continuity of the street.
- ❑ are identified with a person or persons who significantly contributed to the culture and/or development of the city, state, or nation.
- ❑ represent an architectural type or period and/or represent the design work of known architects, draftsmen, or builders whose efforts have significantly influenced the heritage of the city, state, or nation.
- ❑ illustrate the development of Lordsburg, La Verne, or the State of California.
- ❑ are unique in design or detail (such as materials, windows, landscaping, or architectural innovation).

Additional and more specific criteria are outlined for the specific heritage building types described in the following pages.

Heritage Religious Buildings in Lordsburg

The religious buildings in Lordsburg are a testament to the important role that religion has played in the life of the community. There are nine religious buildings in Lordsburg. Six of the buildings were designed as church buildings for congregations; the University Chapel was designed for student and faculty use, and the Church of Christ and the Foursquare Church have adapted buildings for religious use.

Five churches were selected as Heritage Religious Buildings because they were constructed by congregations prior to the end of World War II, many of whose members were pioneers in the early development of the community. These congregations were witness to the strong religious life of Lordsburg at the time it was founded.

Heritage Religious Buildings. *One of the most recognized buildings in Lordsburg, the Church of the Brethren on E Street and Bonita Avenue forms a key element in the urban fabric – simultaneously acting as major landmark and symbolic tie to a major force shaping the history and growth of Lordsburg.*

St. Luke's Angelican Catholic Church. *Located at A Street and 2nd Street, this brick church was originally built to minister to the mexican population of Lordsburg which was largely engaged in working in the citrus industry. The structure was constructed in 1928 as the Iglesia Presbyterian Church.*

To be considered as a Heritage Religious Building in Lordsburg, a church must meet at least one of the following conditions:

- The church shall have been constructed prior to 1960.
- The church shall house a congregation that was founded in Lordsburg prior to 1960.
- The church building, if adapted from another use, shall demonstrate architectural value as described under another building type category in this specific plan.

House of Praise. Constructed in 1912, the House of Praise is the oldest church building in La Verne. Historic photographs indicate that the building was originally sheathed with shingles and plaster. Stylistically it has many characteristics associated with Craftsman architecture. Most of the articulated details on the building have been removed and replaced with a coat of plaster.

Advent Christian Church. Located on Bonita Avenue, this church was built in 1920. It is a relatively modest building that is highlighted with gothic arches over the entrances and stained glass windows.

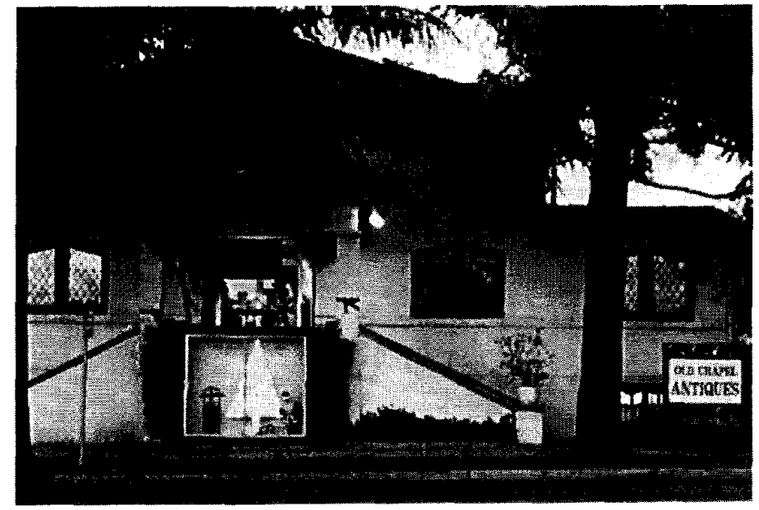
First Brethren Church. The First Brethren Church was built at the corner of Third and E Street in 1923. The church, which has plaster covered walls and tudor arch windows, served the congregation until 1970. The church building presently is used as an antique store.

Iglesia Presbyterian Church. This church was built in 1928 at A Street and Second Street. The brick building features a rose window in the west wall of the church and a truncated bell tower and entrance. The tower is capped with a plaster and tile roof superstructure. The front entrance doors are set into a recessed arch. St. Luke's Anglican Catholic Church now owns the building.

Church of the Brethren. The Church of the Brethren is the largest religious building in Lordsburg. The reinforced concrete building was designed with sophisticated gothic details. In addition to the sanctuary, the complex includes social rooms, classrooms, and offices.

Heritage Citrus Industry Buildings in Lordsburg

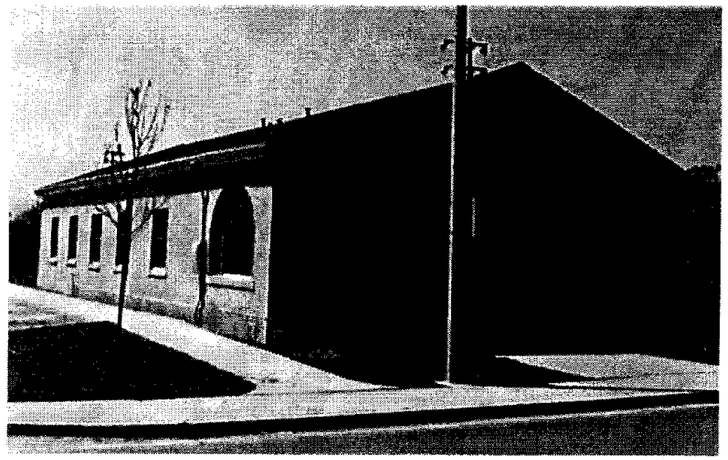
The citrus industry was a key factor in the growth and development of La Verne from the early 20th Century until the years following World War II when the groves gave way to urbanization. Four buildings located within the LORDSBURG SPECIFIC PLAN area should be listed as Heritage Citrus Industry Buildings. In addition, the La Verne Cooperative Association Packing House (located at 1941 White Avenue, adjacent to the LORDSBURG SPECIFIC PLAN area) should also be designated by the City in order to provide City involvement in the preservation of the building as it contributes to the ensemble of remaining citrus industry buildings in downtown La Verne.



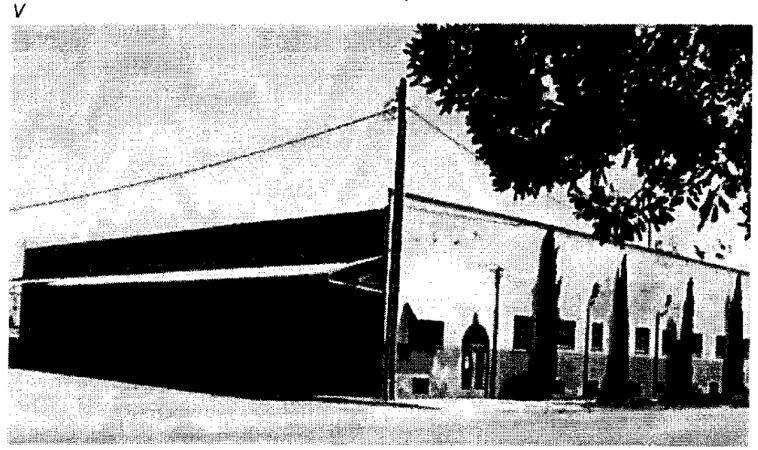
First Brethren Church. *The first church built by the Brethren in 1923 is now used as a low intensity commercial building occupied by several antique dealers. The structure is located at the northeast corner of 3rd and E Streets.*

To be considered as a Heritage Citrus Industry Building in Lordsburg, a structure must meet at least one of the following conditions:

- ❑ The building shall have been constructed prior to 1960.
- ❑ The building shall have contained facilities that served the citrus industry in Lordsburg prior to 1960.
- ❑ The building shall demonstrate architectural value as representing either the early (i.e., pre-1920) vernacular agricultural style or the later (1920-1960) industrial style for citrus industry-related buildings.



Heritage Citrus Industry Buildings. *There are five citrus industry buildings in the Lordsburg area that represent significant structures that contributed to the growth and development of Lordsburg/La Verne. The Lemon House located on D Street was constructed in the 1931 and 1935 periods. The former office of the La Verne Fruit Exchange housed both the Lemon Association and the Orange Association after its construction in 1928. Both structures represent important links to La Verne's past. Both are currently utilized by the University of La V*



erne.

The Marcus Sparks Packing House, built in 1894, was one of the first packing houses in La Verne. Built of wood frame construction with a high gable roof, it was typical of early packing house agricultural vernacular architectural form. The Orange House Refrigerated Fruit Storage Building is the only surviving citrus industry building that represents the early architectural form of wood frame buildings. The gable roof, recessed loading platforms and metal covered roof and siding are typical features of this type of building prior to the 1920s.

Of the three remaining packing houses in La Verne, the Orange House No. 2 (1920) is the oldest; the La Verne Cooperative Association Packing House was constructed in 1925; and the Lemon House was built in 1931.. All three were built in the new industrial style that was far different from the agricultural style buildings of the previous generation. The new buildings utilized the latest industrial building materials, methods of construction and architectural detailing. The 1920s packing houses built of steel and concrete had poured concrete walls, flat roofs covered with bituminous roofing materials and steel windows. The packing house contained the large open spaces used for packing and shipping which were often lighted with skylights. There was an office section that often was the only place where some architectural detailing was incorporated. The design on the office of the La Verne Cooperative Association refers to Andalusian rural architecture. At the Lemon House, the architectural statement is reduced to the double doors with a semi-circular fanlight.

The Office of the La Verne Fruit Exchange is typical of the citrus exchange office buildings found in most citrus growing communities in Southern California. These buildings, like the one in La Verne, were generally erected in the 1920s. They were usually designed in the California style which featured plaster walls, open arches and red tile roofs. The La Verne Exchange Office has been modified over the years with the tile roof being replaced with composition roof shingles and the encloser of the open arcade.

Heritage Commercial Buildings in Lordsburg: The Historic Business District

The commercial buildings in Lordsburg generally fall in two categories. The heritage commercial buildings on D Street and Third Street, which comprised the early business district, are the oldest commercial buildings in town. As the community grew after World War II, new (mainly non-contributing) commercial buildings were developed around the periphery of the original business district.

To be considered as a Heritage Commercial Building in Lordsburg, a structure must meet at least one of the following conditions:

- The building shall have been constructed prior to 1960.
- The building shall house a business or businesses established in Lordsburg prior to 1960.
- The building shall demonstrate architectural value as representing either the early (i.e., 1910-1930s) "commercial classic" style, or the later (late 1920s to early 1940s) Art Deco/ Moderne or French Provincial. Features of these architectural styles are illustrated later in this chapter.
- The commercial building, if adapted from another use, shall demonstrate architectural value as described under another building type category in this specific plan.

The Heritage Commercial Buildings in the Lordsburg Historic Business District were constructed prior to the end of World War II, in the area bounded by Bonita, Second, C and D Streets. The buildings were erected and used for commercial purposes, and were typically constructed to house a specific business.

The early wood frame commercial buildings, in the business district were torn down and replaced by unreinforced masonry and poured concrete buildings. These surviving structures were built between 1910 and 1940. The structures built

Heritage Commercial Structures. *Downtown La Verne retains the "small town" atmosphere it has enjoyed from its earliest days. Although some of the original storefronts have been altered considerably, the scale and attraction of the downtown have been maintained. The Lordsburg Specific Plan outlines steps that the city, private store owners and store tenants can take to enhance the downtown and preserve its historic heritage.*

of unreinforced brick or unreinforced concrete masonry units date from the period of 1910 to the 1930s, and stylistically they can be characterized as "commercial classic." The poured concrete buildings date from the late 1920s to early 1940s. They were built with the Art Deco/Moderne features or French Provincial details.

Heritage Professional Office Buildings

There is a small group of small office buildings built in La Verne adjacent to the historic business district in the period prior to World War II and in the years following. The building at 2038 Bonita Avenue is a small one-and-one-half story Colonial Revival building. It is one of the few examples of this style in La Verne. The building at 2070-2078 Bonita Avenue was built for doctors' and dentists' offices. The steel corner windows and horizontal bands on the walls mark this building as a Streamline Moderne style structure. The remaining three buildings appear to have been built in the mid-1950s to the early 1960s. They all are representative of the influence that the International Style had on American architecture after World War II. In all five cases, the offices are residential in scale and relate to the neighborhoods in which they were built.

To be considered as a Heritage Professional Office Building in Lordsburg, a structure must meet at least one of the following conditions:

- ❑ The building shall have been constructed prior to 1960.
- ❑ The building shall house a business or businesses established in Lordsburg prior to 1960.
- ❑ The building shall demonstrate architectural value as representing either the commercial building styles described above under Heritage Commercial Buildings, or one of the styles specifically associated with Lordsburg's small-scale professional office buildings (i.e., Colonial Revival, Streamline Moderne, or early International Style).
- ❑ The professional office building, if adapted from another use, shall demonstrate architectural value as described under another building type category in this specific plan.

Heritage University Buildings

The University of La Verne presents something of a special case in the LORDSBURG SPECIFIC PLAN in that most of its major buildings are considered contributing buildings to the historic district, including several built after 1960. To be considered as a Heritage University Building in Lordsburg, a structure must meet at least one of the following conditions:

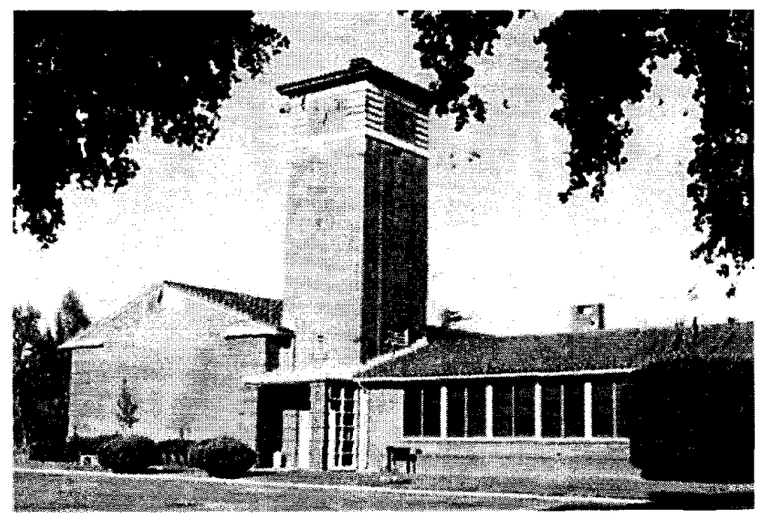
- ❑ The building shall have been constructed prior to 1966.
- ❑ The building shall demonstrate architectural value as representing either the earlier campus development period's (pre-1948) California Style or Vernacular Style or the middle period (1948-1966) of brick and red tile roofs; or the building shall make an extraordinary contribution to the architectural fabric of the campus and the community (such as the 1973 tent structures).
- ❑ The university building, if adapted from another use, shall demonstrate architectural value as described under another building type category in this specific plan.

University Heritage Buildings. *Due to its size, location and assemblage of landmark structures, the University of La Verne represents a major part of the visual experience one encounters in Lordsburg. The red brick tower of the College of Law, the columns and ascending stairs of Miller Hall and the large white cone-like structures that house the gymnasium are among the regionally significant architectural buildings making up the ULV campus.*

The University of La Verne campus has evolved over the years since Lordsburg College occupied the former Lordsburg Hotel. As the college began to move out from its original site, the first building on the new campus was Miller Hall, completed in 1918. The building was designed by the well known architect Norman Marsh, and is an early example of the California Style. The building features classical details, plaster walls and a red tile roof. In about 1920, the college built the wood frame gymnasium in the vernacular style. The next major building to be built was Founders Hall in 1926. Like Miller Hall, it was designed in the California Style.

Following the end of World War II, the campus began to grow. The first new building to be erected was the Isaac J. Woody Men's Hall, built in 1948, followed by the Hoover Library (1951), Studebaker-Hanawalt Halls (1956 and 1958), Brandt Hall (1966), Davenport Hall (1958) and the Physical Education Building. These buildings departed from the California Style of the first phase of campus development. The new buildings featured brick walls and horizontal metal windows, however, the use of red tile roofs provided some continuity with the buildings from the first phase. The College Chapel (1966) and La Fetra Hall continued the use of red brick that tied these new buildings into the unified appearance that the campus was achieving.

The Elvin and Betty Wilson Library (which occupies the former Alpha Beta market, constructed in 1956), the Student Center (1973), the Dailey Theater (1973), the new Center for Armenian Studies (1991), and the new student housing structures have each been a radical departure from the unified look of the campus that had developed between 1948 and 1966.



Heritage Residences

The houses that line the streets in the residential area in Lordsburg give the neighborhoods their special character. The spacious front porches that grace most of the houses built prior to World War II are a reminder of another era, when the porch provided an informal transition between the intimacy of the family and the community of neighbors. It offered the opportunity for the family to visit with the passersby who were going downtown to shop or the neighbors on their way to church. The houses and the neighborhoods in the LORDSBURG SPECIFIC PLAN area reflect the diversity of groups who have lived and worked in La Verne, the changes of residential architectural styles from 1890 to the 1950s, and the changes that occurred in tract development following World War II.

The La Verne Historic Survey (1987) that is referred to in this report ostensibly represents an evaluation of approximately 300 houses in Lordsburg. There are, however, a great many houses that have not been inventoried, including the modest houses west of the University of La Verne along First and Second Streets that appear to have been built between 1910 and 1930. Also not included in the inventory were the houses throughout Lordsburg that were erected between 1940 and the 1960s. Since most of these houses are the original residence on the lot, they are an important element in the development of the historic core of La Verne from the end of World War II to the decline of the citrus industry. They represent the last chapter of La Verne as a small town prior to the sale of the citrus groves for the development of housing tracts, and the absorption of La Verne into the megalopolis that was forming in the Los Angeles Basin.

There are six houses in the LORDSBURG SPECIFIC PLAN area that have been dated by the La Verne Historic Survey as being built between 1885 and 1899. They are vernacular style buildings with few high style design details. There are three 1-1 /2 story houses with gable roofs, two one story residences with hipped roofs and one two story house.

There are 21 houses in Lordsburg that the La Verne Historic Survey lists as being built between 1900 and 1909. The houses are primarily located on Third Street between A Street and White Avenue, and Fifth Street between D Street and White Avenue. There were essentially three types of houses being constructed in this period. The 1-1 /2 story houses with gable roofs and "L" shape plan reflect the holdover of the nineteenth century houses into the twentieth century. The one story hipped roof cottages with simple classical trim are typical of the conventional residential vernacular house design of the period. The Craftsman bungalows reflect the more avant garde style of residential architecture that was being introduced into Lordsburg.

The Hanawalt House, built in 1907, has been determined to be eligible for placement on the National Register of Historic Places by the State Office of Historic Preservation. In addition to its historical importance, the Hanawalt House is an example of the innovative use of concrete in the early years of the twentieth century. The eclectic design of the house incorporates a Queen Anne style octagonal tower and front porch with the Classic Box style of the main body of the house. The most important feature of the house, however, is the cast stone or concrete block unit manufactured by W.C. Hanawalt and his brother Harvey Hanawalt. The cast stone units made by the Hanawalts for his home and other houses in the area were typical of the sophisticated concrete blocks made throughout the United States and Canada in the first decade of the twentieth century. Concrete was being cast in molds to make a wide range of architectural elements that were designed to look like stone work. The most common form were units that looked like cut or dressed stone blocks for building walls. Manufacturers, however, made cast stone in every imaginable architectural form to create window openings, entrances and entire porches. By the end of the second decade, the desire for concrete units that looked like cut stone had dwindled. Concrete block was reduced to the simple building material that we know today.

The La Verne Historic Survey lists 60 houses in the LORDSBURG SPECIFIC PLAN area that were built between 1910 and 1919. The Houses were primarily built on Third Street between A Street and White Avenue, Bonita Avenue between F Street and White Avenue,

Fifth Street between Wheeler Avenue and G Street, and Sixth Street between D Street and G Street.

The predominant style of the houses built during the second decade were one story or one and one half story bungalows with simple Craftsman detailing. A few display more elaborate Craftsman details and there are a few two story bungalows.

The La Verne Historic Survey lists 48 houses that were built in Lordsburg between 1920 and 1929. Some houses were located on Third Street between E Street and White Avenue, but the largest group were built on Fifth Street between Park Avenue and A Street and on Sixth Street between C Street and White Avenue.

The largest number of houses are one story bungalows. These bungalows are a variation of the earlier Craftsman bungalows. They are much more restrained and feature a reduced roof overhang, less articulated framing details, greater use of concrete in place of natural masonry materials and the use of wood clapboard siding. The remainder of the houses are one or one and one half story residences that have period styling. There are three Pueblo style houses, three Spanish style houses, a Tudor Revival house, a Colonial style house and several modest houses that are vernacular.

During the 1920s when the citrus industry was booming, the packing houses purchased land south of the railroad line and built houses for workers of Mexican descent. Although the houses on Walnut Street are not part of the LORDSBURG SPECIFIC PLAN area, they may relate to workers' housing built north of the railroad and the construction of the Iglesia Presbyterian Church at A and Second Streets in 1928. There are houses located on First and Second Streets (not listed in the La Verne Historic Survey) which date from the 1920s, when worker housing was being built on the west side of Lordsburg adjacent to the railroad. The house at 1860 First Street, built in 1912, is typical of the early modest homes. The history of this area needs to be researched and documented further, including documentation of the role of the Catholic Church in helping workers to build homes.

There are 14 houses in Lordsburg that were listed as being built between 1930 and 1939. The houses were primarily located on Fifth Street with a few on Bonita Avenue and Sixth Street. The older architectural styles that were still being used included two bungalows and two Spanish style houses. Representing the new direction for small houses are three one story residences (2270 Fifth Street) built in 1938 and 1939 that are the prototypes of the simple tract house that was built at the end of World War II. The ambitious house for the 1930s is the one and one half story rustic stone and plaster residence at 1938 Sixth Street built between 1936 and 1938.

The Hanawalt House. *Built in 1907 by W.C. Hanawalt the house utilized stone-like prefabricated concrete block units, a popular building material in the United States at the time. These blocks were manufactured by Hanawalt for use in the local area. The house is currently utilized by the University of La Verne and is eligible for placement on the National Register of Historic Places.*

Craftsman Style Home. *This home is one of the many well maintained craftsman style homes that line the streets of Lordsburg.*

There are only three houses listed in the La Verne Historic Survey for the 1940s. Each represents trends typical of the period. The house at 2424 Sixth Street is representative of the basic shelters that were built during the war years when building materials were scarce. The house at 2446 E Street is typical of the tract house that became ubiquitous after the war was over. The two story house at 1728 Bonita Avenue, built in 1941, prominently displays the picture window that became the central feature of most houses in the post war years.

At the end of World War II there were still individual empty lots on which a house had never been built and parcels that had not been subdivided. On the west side of Lordsburg new houses, that appear to date from the mid 1950s, were constructed in the area bounded by First Street, Second Street, A Street and Wheeler Street. The one story houses were representative of the new ranch style house that became the standard American residence. It was a radical departure from the typical family residence that had been constructed before the war. The one story wood frame house consisted of a combination living room/dining room, kitchen, laundry, two or three bedrooms and one or one and one half baths. A single or double car garage facing the street was attached to the house.

The plan of the house and the manner in which it was constructed gave the residence an entirely different appearance from the pre-war houses. The plan of the house with the attached garage created a house that was horizontal. Rather than being built on a raised foundation, the new houses were constructed on a concrete slab laid on grade, thereby enforcing the new low slung look. The low pitched roof, which no longer provided any room for an attic, contributed further to the horizontal appearance of the house.

The exterior walls were usually stuccoed. Wood or masonry details were often used to highlight the street facade. The focal point of the facade was the large picture window in the living room. The corner of the house might be highlighted by using corner windows in the bedroom or kitchen. Inside and out, these houses were completely different from the houses built prior to the war. Examples of these new houses can be found sprinkled throughout the perimeter of Lordsburg.

On the east side of Lordsburg a new development was laid out on Second Street east of I Street. It featured the new type of tract development that became prevalent in the late 1950s and early 1960s. In place of the continuous rectangular street grid that had been used in La Verne since 1888, the tract was laid out to create a cul-de-sac with wedge shaped lots at the edge of the road. The developers even created a slight wiggle to simulate the appearance of a curving street that was a major feature of the new suburban tract.

The houses that were built along the cul-de-sac are excellent examples of residential architecture from the mid-1950s to the mid-1960s. The two story residence at 2662 Second Street is a good example of the American vernacular adaptation of the International Style. The one story house at 2706 Second Street

with the steeply pitched roof is representative of the gingerbread/Hansel and Gretel look. The look was particularly popular and represents the fantasy detailing that was introduced once the novelty of the ranch house began to wane. The house at 2540 Second Street with its slightly Oriental roof is another manifestation of the desire to dress up the standard ranch style.

By the 1960s when most of the residential lots in Lordsburg had been built upon, the shift in urban growth from Los Angeles was beginning to impact the citrus groves. The traditional slow growth of the residential neighborhoods in Lordsburg was replaced by large scale housing development in the former groves.

The entire housing stock in Lordsburg should be considered as potential heritage buildings. In most cases, the houses are the original buildings erected on the site. While there are some more recent than others, they all represent the evolution of La Verne prior to the end of the citrus industry and the urbanization that changed La Verne from a self contained community to being part of a regional community.

Historic Parks
Kuns Park

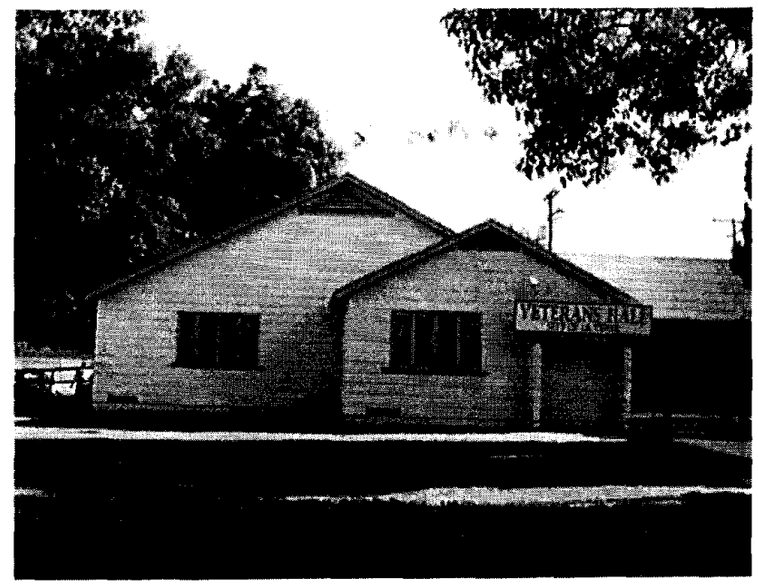
The west side of the LORDSBURG SPECIFIC PLAN area was open land during the first decade of the twentieth century. Henry L. Kuns purchased land which was outside the city limits with the intention of establishing a tract for new homes. In 1911 he attempted to give a parcel of the property to the city but it was not accepted.

Kuns proceeded to develop Eoline Park which was laid out in a formal design that featured a circular fountain at the center of concentric gravel paths. Deodar cedars were planted as part of the landscape design. Kuns built a home for himself and a house for his daughter and son-in-law, Mr. and Mrs. J.M. Johnson, on the west side of the park.

In 1939, when the land came up for sale, it was purchased by the City for its first park. The park, with its towering trees, is an important heritage landscape feature in La Verne.

Heritage Public Buildings

The La Verne American Legion Post was organized in 1928. In 1934 the Post built the colonial revival style American Legion Hall at Bonita and Wheeler Street in the west end of Lordsburg. In 1980 the American Legion donated the building to the City for use as a recreation center.



The American Legion Hall. *Built in 1934 as an assembly building for the American Legion it was donated to the City of La Verne in 1980 and is currently used by the Department of Parks and Human Services principally as an instructional facility.*

GUIDELINES & PRINCIPLES

Lordsburg Heritage Preservation and Rehabilitation Guidelines

The Lordsburg Heritage and Preservation Guidelines are designed to preserve the original character of the infrastructure, buildings and landscape features in Lordsburg built from 1888 to 1960. The Guidelines apply to all projects affecting the infrastructure, buildings and landscape features in the LORDSBURG SPECIFIC PLAN area.

Precise Plan Requirement

Alterations and additions to heritage buildings shall be reviewed as set forth in Chapter 18.16 of the *La Verne Municipal Code* (Development Review). In making the required findings, the Community Development Department, Development Review Committee or Council ("decision making body" in future references) shall certify that additions, alterations and new construction proposed are consistent with this specific plan.

Incentive Measures

Notwithstanding any other provision of the La Verne Municipal Code or resolutions of Council, the decision making body may, as part of its approval, incorporate incentive measures including (but not limited to) any of the following:

1. A reduction in building permit fees not to exceed 50 percent where the decision-making body certifies that the remodeling or construction is fully consistent with these guidelines;
2. Free architectural or technical assistance provided by the City's designated-authorized architect, seismic engineer, or historic preservation staff not to exceed five hours' maximum time;
3. Assistance in the preparation of forms and documents for submittal to the State Office of Historic Preservation, National Register of Historic Places, or other preservation agency where such documents are a condition of approval;
4. Subject to Council approval, execution of a Mills Act contract offering property tax relief in exchange for a specified-term agreement to preserve the structure(s) and features of the property;
5. Rehabilitation loans and grants, provided that all normal and customary City requirements for such grants have been met by the applicant;
6. City installation of a plaque designating the structure, *where the structure has previously been granted landmark status by the Council.* A "heritage structure" designation in this plan shall not imply landmark status in the absence of Council designation.

Conditions and Approval

The decision making body shall have all normal and customary authority to impose conditions of approval ensuring the protection of heritage buildings. These conditions may include, but are not limited to, any conditions which may otherwise be adopted by the City Council in a preservation ordinance, or which are otherwise authorized by the City's general plan. These include, but are not limited to, documentation of history, archival

photographic and plan documentation, facade easements, interpretive exhibits or displays, impact fees, or other similar conditions.

Preservation

All heritage buildings shall be preserved. Specific standards for the preservation of heritage buildings may be found in the section of this plan entitled *Architectural Preservation Standards* at the end of this chapter.

Use

Heritage buildings should continue to serve their present or historical use wherever feasible. New uses for the heritage buildings shall be permitted if the character-defining features of the building are preserved. Adaptive and mixed use is strongly encouraged when the present or historical use is not feasible.

Demolition

1. No demolition of a heritage building shall be permitted without City approval.

2. Environmental review shall be required as part of the procedure prior to the issuance of a demolition permit.

3. Demolition of character-defining features shall not be permitted.

4. Demolition of non-character-defining features and non-original features will be permitted if they do not impact character-defining features.

5. Demolition of non-character-defining features and non-original features will be permitted with City approval.

Moving

1. Heritage buildings should be preserved on their present site.

2. A conditional use/relocation permit, with appropriate environmental documentation, shall be required as part of the procedures prior to issuance of a permit to move a structure in the historic district.

3. Moved heritage buildings shall be relocated in an environment that has buildings with the same or similar character-defining features.

Maintenance

1. All original character-defining features of a heritage building shall be maintained in an appropriate manner in order to preserve the features.

2. When a character-defining feature can no longer be maintained, it shall be replaced with a new member that matches the appearance of the original object.

Alterations

1. Alterations to heritage buildings shall be permitted if the changes do not affect the character-defining features of the building.

2. No exterior alterations of heritage buildings will be permitted without City approval.

Additions

1. All additions to heritage buildings shall be sympathetic to the character-defining features of the heritage buildings. Additions shall be recognizable as a product of their own time.

Commercial Structures

Rehabilitation of Heritage Commercial Structures

Many of the existing commercial structures in Lordsburg that were constructed before 1950 have had the exterior extensively remodeled. In most cases the original appearance of the buildings has been obliterated by new display windows, entrance doors, and surface finishes.

When owners of existing heritage commercial buildings wish to renovate the exterior of their building, the following guidelines must be met:

1. All existing historic elements on the exterior of the building shall be preserved.

2. All new work shall be limited to the removal of existing non-historic fabric and the installation of architectural details that restore the original appearance of the building or a significant period in the history of the building.

3. The original or significant appearance of the building shall be based on historic documentary evidence or physical evidence. Documentary evidence may include written material, photographs or drawings.

4. The original or significant configuration of the exterior walls shall be restored.

5. New stories shall not be built on top of existing heritage buildings.

6. The original or significant finish materials on the building shall be restored.

7. The location of the original door and window openings shall be restored.

8. The original door frames and doors shall be restored.

9. The original window frames and windows shall be restored.

10. Signs for the building shall be in keeping with the types of historic signs appropriate for the period of the building.

11. Exterior lighting shall follow the type of historic lighting appropriate for the period of the building.

12. Original outdoor walkways and paving designs and landscaping concepts should be preserved.

Rehabilitation of Non-Heritage Commercial Structures Within the Historic Commercial District

The non-contributing commercial structures shall retain their original appearance. The rehabilitation of a non-contributing building shall retain the original design of the building unless the owner is prepared to carry out an extensive rehabilitation that would be similar to the construction of a new building. In this case the owner would be permitted to utilize the guidelines for the construction of a new commercial building in the Heritage Commercial District.

Construction of New Commercial Structures Within Historic Commercial District

New commercial structures constructed within the Third and D Street heritage commercial district shall be designed to be compatible with the heritage style of the commercial buildings constructed between 1910 and 1940. The design of the new building shall utilize the Commercial Design Guidelines, and be consistent with the architectural vocabulary of the historic

commercial buildings in Lordsburg (see illustrations and discussion on the following pages).

Construction of a new commercial building in the heritage commercial district shall be permitted under the following conditions:

1. All general conditions and requirements of the La Verne Municipal Code are met; and

2. The owners wish to remove a non-contributing building and replace it with a new historically consistent commercial structure.

The new building shall be compatible with the original designs of the contributing buildings in the historic commercial district. The design of the new building shall incorporate the following considerations:

1. The design shall incorporate the design features of the 1900-1930 commercial class brick buildings or the 1930-1940 Art Deco/Moderne or the Normandy Revival reinforced concrete buildings (see illustrations on the following pages).

2. The new buildings shall not incorporate details from both periods.

3. The height, width and length of the new building shall be consistent with the original characteristics of the contributing structures.

4. A maximum of two stories will be allowed in the new buildings.

5. The width of individual shops within a row of shops shall be similar to the contributing buildings.

6. The design, proportions and organization of the door, window and transom openings shall be similar to the contributing buildings.

7. The exterior wall materials shall be similar to the contributing structures.

Architectural Vocabulary of Historic Commercial Buildings

Design Elements for Commercial Buildings Constructed Between 1900 - 1930

Exterior Walls

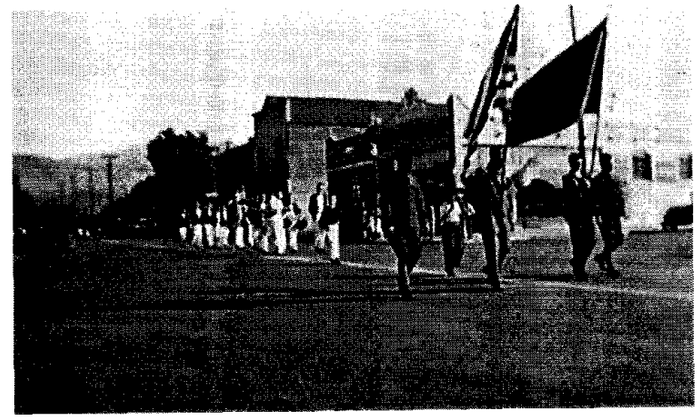
The exterior walls of the commercial buildings from this period were built of brick masonry.

- The bricks were laid in common bond.
- The bricks used included common red brick, textured bricks, molded brick and glazed brick.
- Some buildings featured the limited use of two contrasting bricks to create surface decoration.
- Decorative brick work was usually found at the upper portion of the street facades.

Cornice

The brick masonry commercial buildings had a decorative cornice along the street facades. No cornice was used on the alley facades.

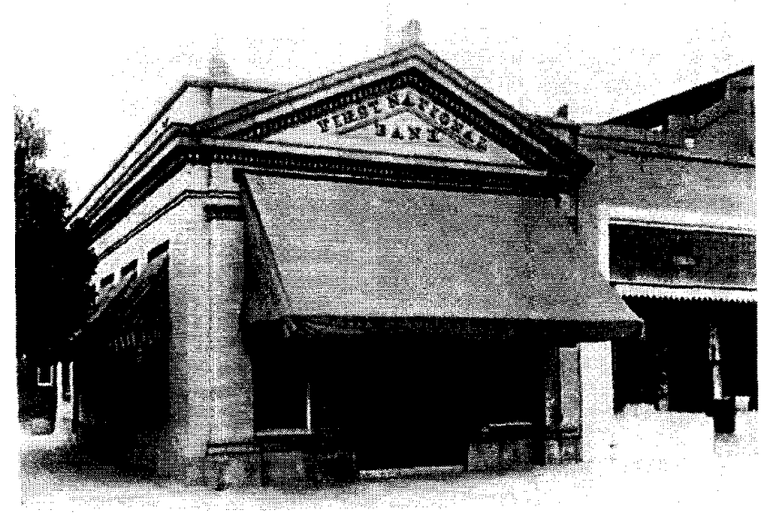
- The brick cornices varied from a simple soldier course of brick to elaborate brick work.
- The sheet metal cornices were painted.



Entrances

Most retail establishments had a recessed entrance with canted side walls.

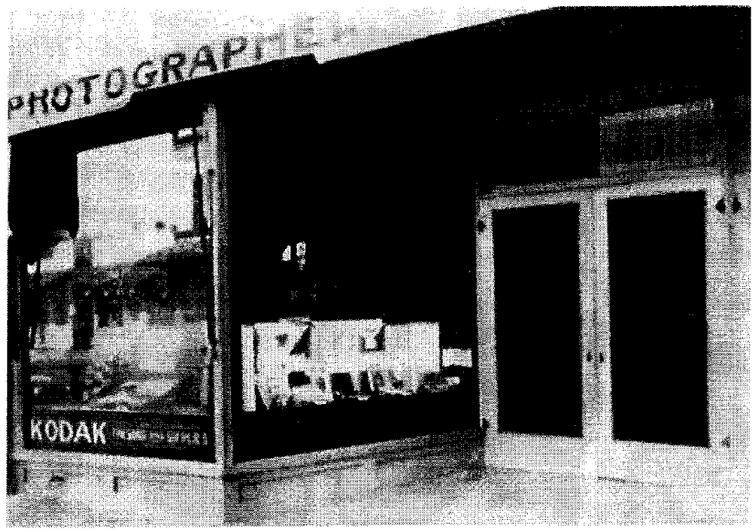
- The canted side walls contained display windows.
- Recessed entrances were generally located in the center of the facade with equal size display windows on each side.
- Buildings such as banks had entrances that were not recessed.



Corner Entrances

There are two types of corner entrances found on commercial buildings in La Verne.

- The bank building had a truncated corner with the entrance doors opening directly onto the street.
- The commercial building had a recessed entrance with a brick masonry pillar at the corner of the building.



Entrance Doors

The entrances to commercial buildings had single or double doors.

- The doors were constructed of wood with a single glass panel in each door.
- Wood screen doors were used on some entrances.

Second Floor Windows on Street Facades

The second floor windows in the brick masonry building had the following characters:

- The individual windows were set into the masonry wall so that the rate of brick masonry to window opening is approximately 1:1.
- The brick window heads were flat or segmental.
- The double hung windows, windows had 1/1 sash.
- The single sash windows were fixed or hinged at the top.

Display Windows

- The display window rested on a low bulkhead constructed of brick, wood panelling or sheet metal.
- The display window had a single sheet of plate glass set into a wood or metal window frame.
- A horizontal band of transom windows were located over the display windows and entrance doors.
- The transom windows were clear or opaque glass.

Windows on Alley Facades

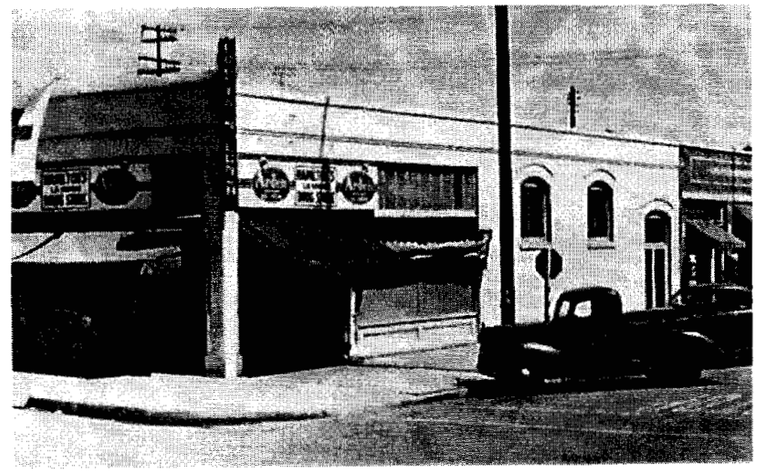
The doors and windows in side walls and back walls had the following characters:

- The individual window or door were set into the masonry wall so that the ratio of window opening to brick masonry was approximately 1:1.
- The door and window openings had flat or segmental heads.
- The door and window frames were wood.
- The wood doors had a single glazed panel.
- Large fixed windows had a wood sash with a single pane of glass. There was a glazed transom over the lower window.
- Small fixed windows had a wood sash with a single pane of glass.
- Double hung windows had 1/1 glazed wood sashes.

Awnings

Canvas awnings were used over the display windows and entrances.

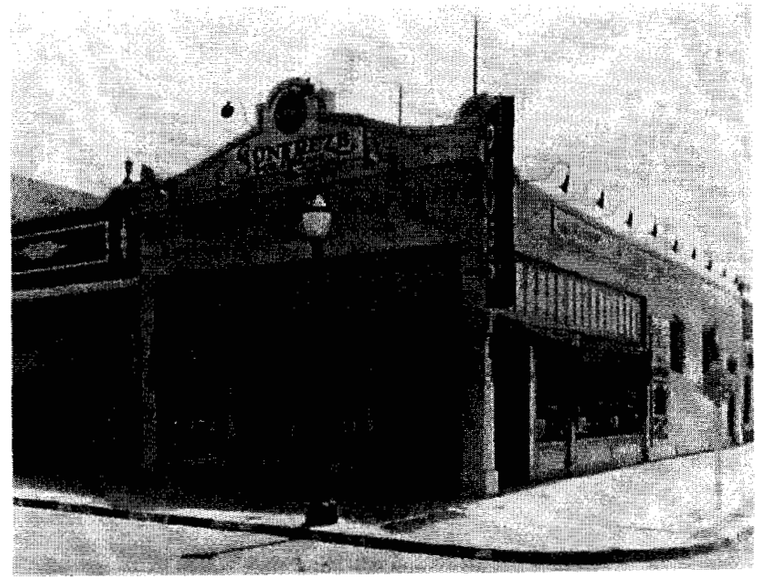
- The awnings were always movable.
- Most awnings were generally attached to the window frame between the top of the display window and below the transom.

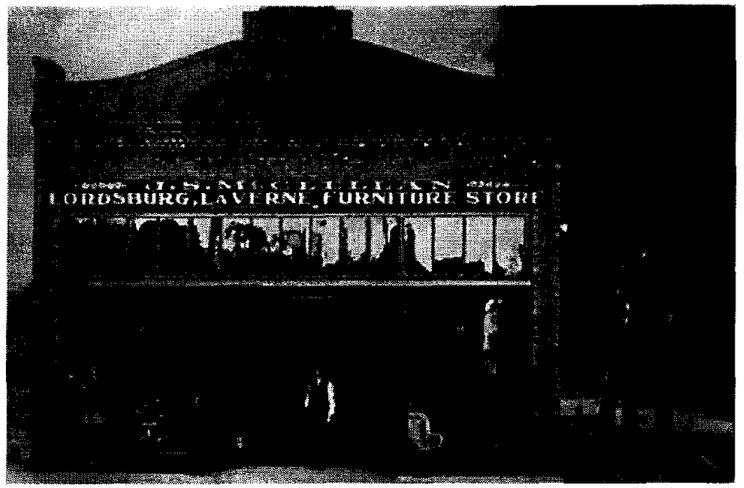


Lighting

Outdoor lighting on buildings was generally related to signage.

- Industrial lights with metal shades were attached to the wall above the flat signs located on the upper wall of the building.
- Neon blade signs were attached to the face of the building.





Signage and Graphics

The building was sometimes given a name and date. This was usually located in the raised cornice near the top of the building.

- On brick building, the name and date were executed in raised brick.
- Where a sheet metal cornice was used it was painted on the metal or achieved with raised letters.

The signs of the individual commercial establishment were placed elsewhere on the building.

- A long narrow sign was located above the transom window. The sign usually extended to the length of the building. They often had a black background and gold lettering.
- The mane of the establishment was painted on the window with gold paint or gold leaf.
- In the late 1920's neon lighted blade signs were attached to front of the building. On corner buildings, they were attached at the corner.

Design Elements for Commercial Buildings Constructed Between 1930 - 1940

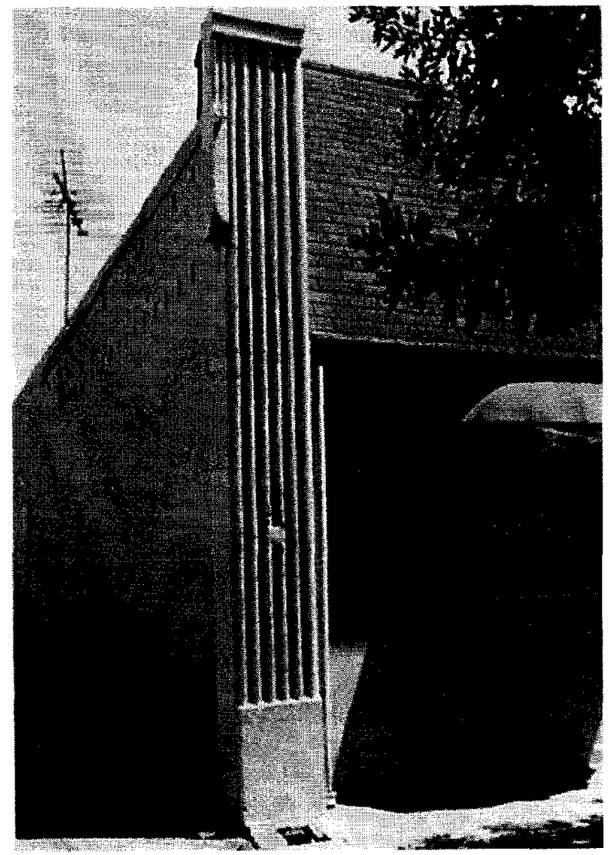
Exterior Walls

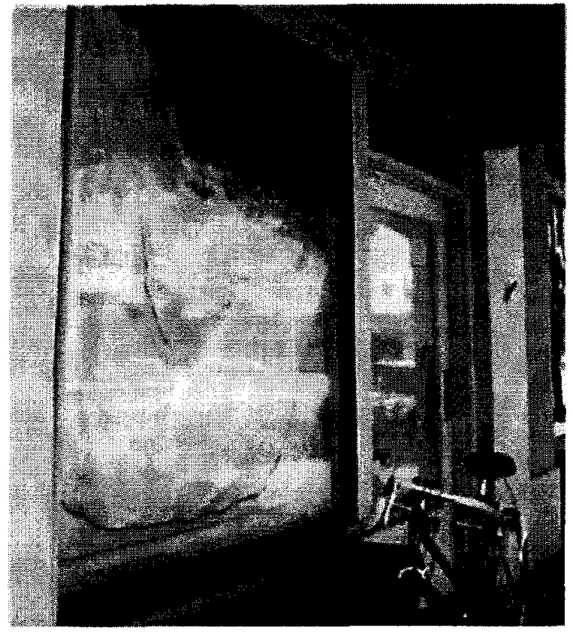
The exterior walls of the buildings were constructed of board formed poured concrete.

- The concrete was generally left untouched so that the pour lines were visible.
- The walls were decorated with poured concrete pilaster panels with incised decorative design or a series of receding planes.
- The concrete walls may not have been painted when the buildings were new.

Cornice

The cornice was either eliminated or reduced to a simple protruding or recessed plane.





Entrance Doors

Entrance doors were located at the face of the building.

There were single and double doors.

Where there was only one entrance in the facade, the door was centered in the wall.

Where there were a series of adjacent store fronts, the door was located at one side of the shop facade.

The entrance doors were wood with a single glazed panel.

There was a glazed transom above the door. The transom window had a wood frame with a single glazed panel or it was an industrial steel window with a number of lights.

Display Windows

There was a low bulkhead below the display window that was poured concrete.

Frame bulkheads may also have been used.

Individual display windows had a single pane of glass set in a wood or metal frame.

The transom windows above the display window were industrial steel windows.

Secondary Windows

Windows located on alleys were industrial steel windows.

The windows were located high on the wall.

Residential Structures

Many of the contributing residences within the LORDSBURG SPECIFIC PLAN area were built at a time when occupants had more modest space requirements. Today's homes have a number of standard features that are not available in the heritage residence. In order to allow residents to provide for these additional features, or simply to enlarge their home, the LORDSBURG SPECIFIC PLAN provides guidelines and standards that will permit additions or rehabilitation to take place in a manner that will allow the heritage residence to continue to make a positive contribution to the historic character of the individual home or the neighborhood.

The same issue must be addressed with non-contributing buildings in the heritage neighborhoods. Owners may wish to remodel or enlarge their home. This specific plan also provides guidelines for such work in order to ensure that these changes will contribute positively to the character of the adjacent area.

Finally, there are cases where an owner may wish to build a new house within the heritage neighborhood, either on empty land or to replace a building that is no longer serviceable. The guidelines and standards of this specific plan will ensure that the new residence is compatible with its neighbors, while still representing its own time.

In the discussion which follows, references to architectural styles, character-defining features, and historic development in Lordsburg are illustrated at the end of this discussion in the section entitled *Architectural Vocabulary of Residential Buildings Constructed Between 1888 and 1960.*

Rehabilitation and Expansion of Existing Contributing Residences

The proposed work for the rehabilitation or expansion of an existing contributing residence should be carried out in a manner that will match all of the original exterior features of the house. The appearance of original features can be determined by documentary evidence or physical evidence. Where documentary or physical evidence is not available, details shall be copied from other existing houses in Lordsburg that have the same design features. These would include but not be limited to the following:

1. Architectural details.
2. Building materials.
3. Configuration, scale, and proportion of doors and windows
4. Proportions and rhythms of openings to wall.

Rehabilitation and Expansion of Non-Contributing Existing Residences

Additions and rehabilitation to non-contributing residences shall use the architectural vocabulary of the building's original period.

New Residences

The design of new residences shall be consistent with the following characteristics of the contributing buildings of the street:

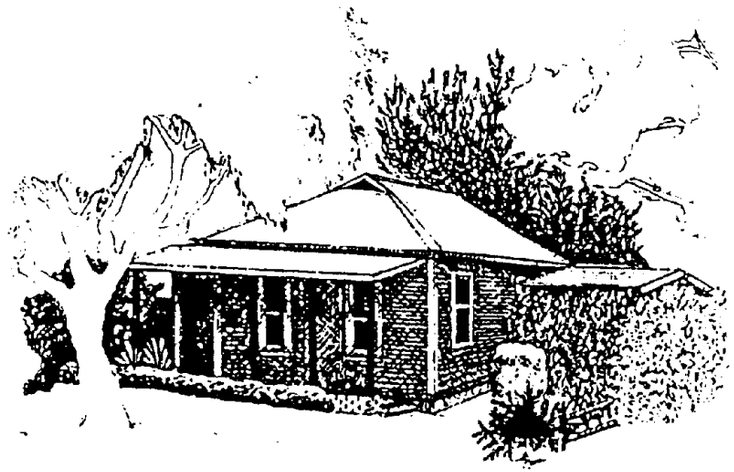
1. The original characteristics (massing, scale, shape, proportions) of a heritage contributing building on either side of the site.

2. The original characteristics (massing, scale, shape, proportions) of the predominant style of the contributing residences on the street.

3. The typical set back found along the street.

4. The original landscape features of the street.

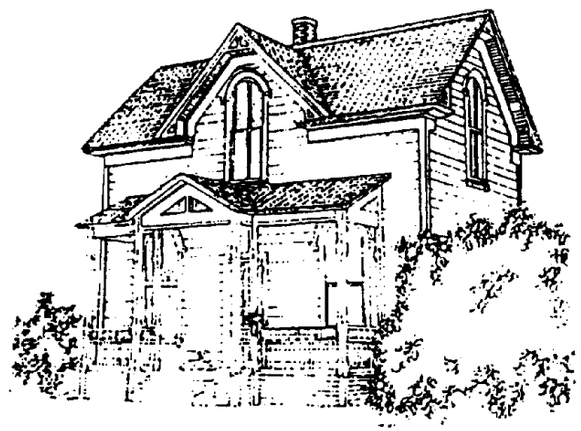
The design of the new residence shall make reference to the characteristics of the contributing residences, but should also be recognizable as being a product of its own age.



Architectural Vocabulary of Residential Structures in Lordsburg Constructed Between 1887 and 1960

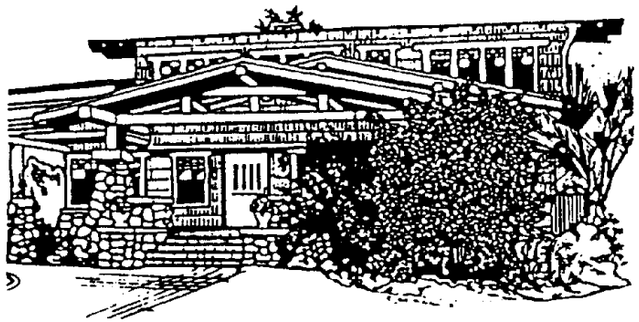
Early Period: 1887 - 1920

During the early settlement of the Lordsburg area of La Verne, many houses were Victorian cottages with Queen Anne and Colonial Revival characteristics. These smaller Victorians were often decorated almost as elaborately as their larger sisters, but most were plain hipped-roof boxes.

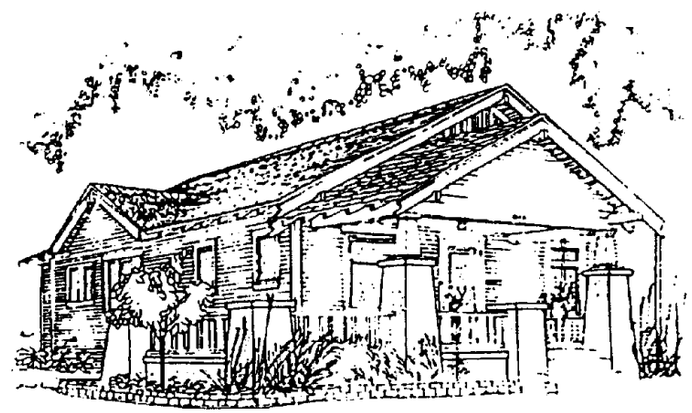


Another revival during this period was Classicism, which embraces the styles used in the United States from 1890 to 1930, and in Lordsburg from 1908 to 1920. While primarily a style reserved for public and institutional buildings, some residences include its characteristic features such as symmetrical and balanced facade, classical portico, monumental flights of stairs, columns and capitals.

The horizontal Craftsman style house expressed progressive ideas during the first part of the century. It was a step away from the rigid proportion of classicism and the ostentatious Victorian theme and was designed to have a close relationship with the outdoors. Most Craftsman houses are Bungalows, although not all Bungalows are Craftsman. The common Craftsman thread is simplicity, and it is characterized by low-pitched roof lines, shingle siding, deep projecting eaves, exposed trusses, and heavily articulated stone work in foundations, porch columns, and chimneys.



The California Bungalow is similar to but usually smaller and simpler than its Craftsman forebear. Having low-pitched roofs, usually one story with one or two gables, the California Bungalow took on its own style with unique vents at the tip of the gable and a variety of porch and window styles.



Middle Period: 1920 - 1940

During the 1920s, a great number of architectural revivals prevailed. These included Tudor English Cottage, Provincial, and other Period styles, but none was so prevalent as the Mediterranean Revival style. Red-tiled roofs that were flat or of low pitch, arches, plastered exterior and interior walls, carved or cast ornamentation, arcades, balconies with railings of wrought iron or wood, window grilles, pergolas or ramadas, and bracket capitals are some of the characteristics that might be parts of houses built during this era.

In the 1930s, there were also some examples of the Streamline Moderne style which developed out of the Art Deco Styles of the 1920s and were a distinctly American response to the" Modern architecture developing at that time in Europe. This style was characterized by mainly single story structures with flat roofs and a strong horizontal orientation, walls of concrete or plaster often curved at one or more of the corners, stainless steel or other sheet metal fascias, horizontal banded windows and occasional circular "porthole" windows.

Later Period: 1940 - 1960

After World War II, many new houses were built on individual lots in Lordsburg which still remained vacant. These new one story houses were representative of the new ranch style house that became the standard American residence. The plan of the house and the manner in which it was constructed gave the residence an entirely different appearance from the pre-war houses. The plan of the house was characteristically of one story wood frame construction with attached garage. It was typically horizontal, built on a slab-on-grade, with a low pitched roof. The exterior walls were usually stuccoed. Wood or masonry details were often used to highlight the street facade. The focal point of the facade was the large picture window in the living room. The corner of the house might be highlighted by using corner windows in the bedroom or kitchen.

Later houses that were built from the mid-1950s to the mid-1960s were often American vernacular adaptations of the International Style. Some began to incorporate fantasy elements, such as a gingerbread/Hansel and Gretel look, that were introduced once the novelty of the ranch house began to wane. Other houses included slightly Oriental features, such as roof lines, in a desire to dress up the standard ranch style.

Rehabilitation of Heritage Church Buildings

The Heritage Churches in Lordsburg were the largest public spaces built in the community. The manner in which the church was designed particularly the exterior and the interior space where the congregation gathered were designed to meet the specific religious, and aesthetic requirements of the congregation. These features should be preserved as a commemoration and historic document of the needs of that religious group.

Preservation.

1. All original character defining features will be preserved on the exterior.

Rehabilitation of the Interior and Exterior.

All rehabilitation of the interior and exterior will follow the LORDSBURG SPECIFIC PLAN Preservation Standards.

Additions.

New additions will be compatible with the original appearance of the Heritage Church Building. New additions will follow the LORDSBURG SPECIFIC PLAN Preservation Standards.

Heritage Industrial Buildings

Rehabilitation of Heritage Citrus Industry Buildings

The Citrus Industry Buildings were designed to fulfill specific functions in the handling, marketing and sale of citrus fruit. The buildings where the fruit was stored, prepared for sale and marketed were the largest structures built in La Verne. The large interior spaces — among the largest interior spaces built in the community — while they were utilitarian, were also significant in terms of their scale and size. This type of industrial interior space is important because it represents the unique requirements of the citrus industry.

Preservation.

All original character defining features will be preserved on the exterior.

Rehabilitation of the Interior and Exterior.

All rehabilitation of the interior and exterior will follow the LORDSBURG SPECIFIC PLAN Preservation Standards.

Additions.

New additions will be compatible with the original appearance of the Heritage Citrus Industry Building. New additions will follow the LORDSBURG SPECIFIC PLAN Rehabilitation Guidelines.

University Buildings

The Master Plan for the expanding University of La Verne campus should consider a number of issues that will impact the heritage character of the campus.

1. Preservation and rehabilitation of heritage structures built by the University.

2. Preservation and adaptive reuse of heritage buildings owned by the university and adapted for new uses, including:
   - Hanawalt House
   - Lemon House
   - Offices of the La Verne Fruit Exchange

3. Development of an architectural vocabulary for new buildings that reflects the style and materials of the heritage buildings.

4. Preservation of heritage trees.

Rehabilitation of Heritage University of La Verne Buildings

Preservation.

All original character defining features will be preserved on the interior and exterior.

Rehabilitation of the Interior and Exterior.

All rehabilitation of the interior and exterior will follow the LORDSBURG SPECIFIC PLAN Preservation Standards.

Additions.

New additions will be compatible with the original appearance of the Heritage University of La Verne Buildings. New additions will follow the LORDSBURG SPECIFIC PLAN Rehabilitation Guidelines.

Seismic Rehabilitation

The Seismic Rehabilitation of Unreinforced Masonry Buildings

There are nine unreinforced masonry heritage buildings in the LORDSBURG SPECIFIC PLAN area. Most of these buildings, however, are heritage commercial buildings located in the Heritage Business District. In order for these buildings to meet the requirements of the La Verne Seismic Retrofit Ordinance, it will be necessary for the owners to carry out an extensive rehabilitation program that will affect the appearance of the buildings. In order to ensure that the seismic retrofit of a building does not compromise the ability of the owner to restore the exterior of the building, the following guidelines should be followed:

Shear Walls and Cross Walls.

1. New shear walls and cross walls may be constructed to strengthen the building in order to meet the requirements of the La Verne Seismic Retrofit Ordinance.
2. New shear walls or cross walls shall not block storefronts or windows on the principal street facade.

Steel Frames.

1. New steel frames may be installed to strengthen the building in order to meet the requirements of the La Verne Retrofit Ordinance.
2. The steel frame may be exposed on the interior of the building unless the interior has been designated as a significant interior.
3. The steel frames shall be designed to accommodate the existing fenestration openings.
4. The steel frames shall be installed in a manner to minimize the removal of window trim and ornamentation on the walls.
5. The steel frames shall be designed to match the opening of existing interior columns and pilasters.
6. The steel frame should be painted to blend with the interior space.
7. The steel frames shall not intersect windows or door openings.
8. The steel frames shall not be used on the building's exterior.

Repointing.

1. Repointing shall be done with mortar that matches the existing mortar chemically and aesthetically.
2. Repointing may be used to replace existing inappropriate mortar as to improve seismic strength.

3. The repointing shall not widen or otherwise alter the appearance of the original mortar joints on the exterior.

Anchor Bolts.

1. The Anchor Bolts shall be installed at 22-1/2 degrees on the principal facade to obviate the necessity for exposed bolt heads.

2. Anchor bolts with traditional star-in-circle bolt heads may be installed as through bolts on principal facades with City approval.

3. Anchor bolts shall not be installed as through bolts on principal facades without approval.

Windows.

1. Window and door openings shall be respected in any seismic strengthening design.

2. Windows may be infilled (with approval) on walls that are not the principal facade if an appropriate infill material is used.

3. Windows and doors on the principal facade shall not be infilled.

Parapets and Ornamentation.

1. Parapets and ornamentation shall be braced.

2. Missing segments of original parapets and ornaments may be replaced with lightweight materials that duplicate the appearance of the original member.

3. Original parapets and ornamentation shall not be removed

ARCHITECTURAL PRESERVATION GUIDELINES

Guidelines for Preserving, Protecting and Maintaining Heritage Buildings

Introduction.

The Heritage Buildings in Lordsburg are the greatest historical resource in La Verne. In order to ensure that these buildings are preserved for the benefit of future generations, the following Guidelines have been prepared to assist the owners in the preservation, protection and maintenance of their heritage building. These Guidelines are adapted from the United States Department of the Interior's Secretary's Guidelines for the Rehabilitation of Historic Buildings.

Administrative Agency.

The Planning Department will review and approve all plans and proposals for work on heritage buildings as part of the building permit process. They will ensure that all work meets the requirements of the Guidelines for Preserving, Protecting and Maintaining Heritage Buildings.

The Building Department will ensure that all plans and proposals meet all Municipal Building Code conditions.

Wood Siding and Architectural Details

Preservation.

1. Identify, retain and preserve all original wood siding and architectural details on the exterior.

2. Remove all wall coverings that hide original wood siding and architectural details.

Protection.

1. Identify, evaluate and treat all causes of wood siding and detail deterioration:
   - faulty flashing
   - open joints
   - leaking gutters
   - deteriorated caulking and sealants
   - breaks and cracks
   - insect or fungus infestation
   - deteriorated coating such as paint and stain

Cleaning.

1. Remove deteriorated paint by gentlest method possible:
   - hand scraping
   - hot air heat guns
   - hand sanding
   - chemical strippers

2. Paint shall not be removed by the following methods:
   - propane butane torches
   - sand blasting
   - water blasting

3. All wood surfaces from which paint or stain has been removed shall be given new coatings to protect the wood.

Repairs.

1. Remove all deteriorated wood elements that cannot be repaired.

2. Replace all wood elements with new wood details that match the size, shape and profile of the original element

3. Remove all deteriorated materials from wood architectural features that are otherwise sound.

4. Do not remove entire features if only a portion is deteriorated.

5. Repair wood features with new wood patches, wood filler or epoxy.

Concrete

Walls Preservation.

1. Identify, retain and preserve all original exterior concrete walls.

2. Identify all original finish materials and coatings that have been applied over the concrete.

Protection.

1. Identify, evaluate and treat all causes of concrete deterioration:
   - exposed steel reinforcing members or metal ties that are rusting
   - cracked or broken concrete
   - flat surfaces that permit water to penetrate the concrete
   - faulty flashing
   - leaking gutters

Cleaning.

1. Concrete walls shall be cleaned with gentle methods that will not damage the plaster finish or concrete surface:
   - water and detergents applied with natural bristle brushes
   - low water pressure

2. Cleaning procedures that may be permitted after adequate testing has been performed:
   - liquid chemical cleaners that do not damage the concrete
   - high pressure water
   - paint removal strippers

3. Cleaning procedures that will not be permitted:
   - sand blasting

Repairs.

1. Remove all rusted steel reinforcing and metal ties.

2. Remove all broken and loose concrete.

3. Patch all concrete using appropriate repair procedures.

4. Repair all original finish materials.

Replace Missing Concrete Details.

1. Replace missing or broken concrete details to match size, shape, color and texture of the original.

Masonry Walls

Preservation.

1. Identify, retain and preserve all original exterior masonry walls.

2. Identify all coatings and materials that have been applied over the original exterior masonry walls.

Protection.

1. Identify, evaluate and treat all causes of masonry deterioration:
   - faulty flashing
   - leaking gutters
   - deteriorated roofs
   - insufficient drainage
   - deferred pointing
   - application of coatings and finish materials

Cleaning.

1. Masonry walls shall be cleaned with gentle methods that will not damage the masonry or the mortar:
   - water and detergents applied with natural bristle brushes
   - low water pressure
2. Cleaning procedures that may be permitted after adequate testing has been performed:
   - liquid chemical cleaners that do not damage the masonry or the mortar or cause ecological damage
   - high pressure water
   - paint removal strippers
3. Cleaning procedures that will not be permitted:
   - sand blasting
   - acid wash on limestone and marble
   - metal bristle brushes
4. Prior to initiating the work, all cleaning procedures should be tested to ensure that the masonry will not be damaged.

Pointing Repair.

1. Deteriorated pointing will be repaired when it is identified.
2. The deteriorated mortar shall be removed using hand tools.
3. No power tools shall be used to remove deteriorated pointing.
4. The new mortar should match the strength of the original.
5. The new mortar shall match the color, texture and style of the original mortar.
6. The width and profile of the new pointing shall match the original pointing.

Repairing the Masonry.

1. Masonry units shall be replaced with new masonry units that match the size, texture and color of the original material.
2. Broken masonry units should be patched instead of replaced, if possible.

Replacing Masonry.

1. Missing masonry units or broken masonry units that cannot be repaired shall be replaced with masonry units that match the size, color and texture of the original.

Architectural Metals

Preservation.

1. Identify, retain and preserve original metal architectural features.
2. Do not remove metal architectural features which are important in defining the overall historic character of the building.

Protection.

1. Identify, evaluate and treat all causes of metal corrosion:
   - exposing bare metal to water and moisture
   - deterioration of protective coatings
   - galvanic action between two incompatible metals

Cleaning Non Ferrous Materials and Alloys.

1. Identify the type of metal material that is being used in order to determine the type of cleaning that is appropriate.
2. Identify non-ferrous metals (lead, tin, copper, zinc) whose natural patina should be preserved.
3. Use gentle cleaning methods on non-ferrous materials with a natural patina in order to clean the surface without damaging the patina or coating.
4. Identify alloys that may require protective coatings.
5. Use a gentle cleaning method that will not abrade the protective coating.

Cleaning Ferrous Metals.

1. Identify the type of ferrous material (cast iron, wrought iron, steel).
2. Determine the type of coating and condition of metal.
3. Use hand scraping to remove corrosion and deteriorated paint.
4. Where hand scraping is ineffective, low pressure grit blasting may be used to remove corrosion and coatings.
5. Cleaned ferrous metals should be painted immediately with a corrosive resistant coating.

Repairs.

1. Repair metal features that are broken or dented.
2. Do not replace broken or dented metal features.

Replacement.

1. Metal features that are too deteriorated to be repaired should be replaced.
2. Utilize the original metal feature as a model for the new feature.
3. Do not replace missing features with details that do not convey the same visual appearance.

Exterior Plaster (Stucco)

Preservation.

1. Identify, retain and preserve original exterior plaster features.
2. Do not remove original exterior plaster features which are important in defining the overall historic character of the building.

Protection.

1. Identify, evaluate and treat all causes of plaster deterioration:
   - leaking roofs
   - faulty metal flashing
   - leaking gutter
   - broken concrete substrate
   - deteriorated or rusted metal lath
   - deteriorated wood members

Cleaning.

1. Plaster shall be cleaned with gentle methods that do not damage the plaster:
   - water and detergent
   - soft natural bristle brushes

2. Cleaning procedures that are not permitted include:
   - sand blasting
   - high pressure water

Repairs.

1. Identify all types of deterioration:
   - spalling plaster
   - broken plaster
   - cracked plaster
   - missing plaster details

2. Remove and repair all deteriorated substrate material.

3. Repair and patch all plaster using industry approved repair procedures and materials.

4. Match the texture of the new plaster with the original texture.

5. Where a large area of plaster needs to be replaced, the adjacent panel should be completely replaced in order to avoid a patched appearance.

Roofs

Preservation.

1. Identify, retain and preserve the original character defining features of the roof:
   - shape
   - slope
   - roofing materials
   - decorative details

2. Identify original defining features that have been removed or altered.

3. Do not alter the character defining features of the roof.

4. Do not remove sound character defining features.

Protection.

1. Identify, evaluate and treat all causes of roof deterioration:
   - blocked drains and gutters
   - moisture condensation
   - faulty flashing
   - overhanging tree limbs
   - insect and fungus infestation
   - deteriorated roofing material
   - faulty application of roof fasteners
   - deteriorated fasteners

Repairs.

1. Repair features with similar materials.

Replacement.

1. Replace features that are not repairable.

2. Replace deteriorated elements of the roof with new material that preserves the overall shape and slope of the roof.

3. Do not use materials that do not convey the visual appearance of the original roof.

Additions to Buildings.

1. Add roofs over new additions that retain the character defining features of the original roof.

Additions to Original Roofs.

1. Install mechanical or solar collection to roofs so that they are not conspicuous from the public right-of-way.

Doors

Preservation.

1. Identify, retain and preserve the original character defining features of doors:
   - frames
   - jambs
   - door
   - transoms
   - sills
   - trim
   - screen door
   - fan lights and sidelights
2. Do not remove or radically change doors which are important in defining the overall historic character of the building.
3. Do not change the pattern of the door.
4. Do not change the historic appearance of doors through the use of inappropriate design, materials, finishes or color.
5. Do not obscure door trim with other materials.
6. Do not strip doors of original fittings.

Protection.

1. Identify, evaluate and treat all causes of deterioration:
   - weathering due to paint deterioration
   - rusting due to paint deterioration
   - sealant and caulking deterioration

Repairs.

1. Repair original broken door detail.
2. Do not replace entire door when repair of material or missing parts is appropriate.

Replacement.

1. When door can no longer be repaired, or is missing, replace it with a new door that matches the original.
2. Do not replace character defining doors with new doors that do not convey the same visual appearance as the original.

Doors in Additions to the Original Buildings.

1. New doors in additions to the original buildings should be compatible with the overall design of the original building, but not duplicate the pattern of the original door.

Windows

Preservation.

1. Identify, retain and preserve the original character defining features of windows:
   - frames
   - heads
   - trim
   - muntins
   - shutters
   - awnings
   - sills
   - jambs
   - sash
   - glazing
   - blinds
   - screens

2. Do not remove or radically change windows which are important in defining the overall historic character of the building.

3. Do not change the number, location, size or glazing pattern of windows.

4. Do not change the historic appearance of windows through the use of inappropriate design, materials, finishes or color.

5. Do not obscure window trim with other materials.

6. Do not strip windows of original fittings.

Protection.

1. Identify, evaluate and treat all causes of deterioration:
   - water penetration
   - weathering due to paint deterioration
   - rusting due to paint deterioration
   - sealant and caulking deterioration.

Repairs.

1. Repair original broken window features.

2. Do not replace entire windows when repair or materials or missing parts is appropriate.

Replacement.

1. When a window can no longer be repaired or is missing, replace it with a new window that matches the original.

2. Do not replace character defining windows with new windows that do not convey the same visual appearance as the original.

Windows in Additions to the Original Buildings.

1. New windows in additions to the original buildings should be compatible with the overall design of the original building, but not duplicate the fenestration pattern and detailing of the original.

Entrances and Porches

Preservation.

1. Identify, retain and preserve the original entrance or porch such as doors, entablatures, columns, balustrades and stairs.
2. Do not remove an entrance or porch in order to reorient the building for a new use.

3. Do not cut new entrances into the primary facade.

4. Do not alter utilitarian or service entrances so that they appear to be the formal entrance.

Protection.

1. Identify, evaluate and treat causes of deterioration to the porch or entrance:
   - water penetration
   - weathering due to paint deterioration
   - rusting due to paint deterioration
   - sealant and caulking deterioration

Repairs.

1. Repair the historic materials used in the character defining features.

2. Use original materials for repairs or substitute materials that are compatible.

3. Do not substitute materials or features that do not convey the visual appearance of the original features.

Replacement.

1. If the entrance or porch cannot be repaired, or it is missing, replace it with a new entrance or porch that conveys the same visual appearance.

A New Entrance or Porch on Additions to the Original Building.

1. Design a new entrance or porch that is compatible with the original building.

Storefronts

Preservation.

1. Identify, retain and preserve the features of the original storefront:
   - bulkhead
   - window frame
   - door transom
   - recessed ceiling
   - lighting
   - wall material
   - display window
   - door
   - awnings
   - recessed paving
   - parapets

2. Do not remove original features of the storefront.

3. Do not change the location of the storefront main entrance.

4. Do not alter the original configuration of the storefront.

5. Do not add inappropriate materials over original materials.

Protection.

1. Identify, evaluate and treat causes of deterioration on the storefront:
   - water penetration
   - weathering due to paint deterioration
   - rusting due to paint deterioration
   - sealant and caulking deterioration

2. Do not strip historic materials from storefront.

Repairs.

1. Repair the historic materials used in the character defining features of the storefront.

2. Use original materials for repair or substitute materials that are compatible.

3. Do not substitute materials or features that do not convey the visual appearance of the original features.

Replacement.

1. If there is insufficient information about the original appearance of the storefront, it should be rebuilt using a new design whose size, scale, style, detail and color are compatible with the original appearance.

2. If the storefront cannot be repaired, or it is missing, replace it with a reconstructed storefront based on the available historical, pictorial and physical documentation available.

3. Do not introduce a new design that is incompatible in size, scale, material, style and color with the original appearance of the storefront.

Significant Interior Space Features and Finishes

Preservation of Interior Spaces.

1. Identify, retain and preserve a floor plan or significant interior spaces that are important in defining the overall historic character of the building:
   - size
   - configuration
   - proportions
   - relationship of rooms
   - individual room or space
   - relationship of features to spaces or rooms

2. Do not radically change the floor plan or interior spaces which are important in defining the overall historic character of the building.

3. Do not alter or destroy interior space by inserting floors, cutting through floors, lowering ceilings, adding or removing walls.

4. Do not relocate a feature so that the historic relationship between the feature and the space is altered.

Preservation of Interior Features and Finishes.

1. Identify, retain and preserve interior features and finishes that are important in defining the overall historic character of the building.

2. Do not remove or radically change features and finishes which are important in defining the overall historic character of the building.

3. Do not apply new features or finishes that obscure the character defining features of the building.

Protection.

1. Protect original features and finishes from deterioration caused by:
   - surface dirt
   - moisture penetration from the exterior
   - insect and fungus infestation
   - excessive moist or dry air
   - vandalism
   - improper cleaning procedures
   - excessive use

2. Protect the original features and finishes from inappropriate changes:
   - removal of original features
   - replacement of original features
   - repainting of original finishes
   - introduction of new mechanical, plumbing and electrical systems that cause damage when they are installed

Repairs.

2. Deteriorated features or finishes should be repaired using the same or compatible materials.

3. Do not make repairs with incompatible materials.

Replacement.

1. Replace unrepairable features with new features or finishes that match the original.

2. Do not replace unrepairable features or finishes with new features or finishes that do not convey the same visual appearance.

Chapter Five

STANDARDS & GUIDELINES

for Design and Development

DEVELOPMENT STANDARDS

This chapter presents in detail those standards which apply to development within the LORDSBURG SPECIFIC PLAN area, as well as specific guidelines for appropriate conservation of Lordsburg's historic resources. On the following pages, zoning categories are defined, based upon the land use plan described in Chapter Three *(Concepts of the Specific Plan)*. A table then follows these definitions, presenting those uses that are permitted within the defined zoning categories. This table is followed with a tabular representation of the specific development standards that apply to all development within the specific plan area, delineated by zoning category. Finally, the balance of the chapter is devoted to those standards and guidelines that will ensure the orderly development of Lordsburg and the preservation of its heritage.

Zoning Designations

The number and rigidity of the existing zoning standards in Lordsburg has defeated the 1982 Oldtown plan by making it difficult to achieve even modest improvements on private property. Working with the land use policies and goals generated through the general plan and public workshops, the zoning program for Lordsburg has been restructured to reduce the number of designations, increase the variety of activities permitted within them, and simplify review of modest improvements. The new designations are discussed below. The zoning categories are coterminous with the land use designation areas; for this reason, the map used to illustrate land use is reprinted here for ease of reference.

Lordsburg Commercial and Lordsburg Commercial Core

The 1992 *Lordsburg Commercial* designation was a revisin of the 1982 Oldtown plan. The 2003 amendment maintains the boundries of the Lordsburg Commercial area but adds an overlay within the Lordsburg Commercial area called the "*Lordsburg Commercial Core*". Its purpose is to encourage retail establishments and similar uses characterized by frequent customer visits to locate in the heart of the commercial area while encourage office uses to locate on the second floor or the periphery of the Lordsburg Commercial area (see map, next page and use chart, page 120).

Lordsburg Institutional

This designation combines the existing institutional and official categories into a single category. It also clarifies the review process for institutional and official activities within it.

Lordsburg Residential

Lordsburg Residential is an exclusively residential zone which (1) replaces the existing Oldtown Residential zone and (2) replaces the PR4.5D zoning throughout the rest of the specific plan area. It is a designation intended specifically to protect the historic character of the residential district, while allowing more flexibility for minor alterations and remodeling. *Lordsburg Residential is* a single-family zone allowing limited second unit development consistent with the character and appearance of the historic neighborhood.

Adaptive Re-use Overlay

E Street constitutes the transition zone from the downtown commercial area to the residential uses to the east. In fact, both commercial and residential (and some institutional) uses occur along E Street. To allow low intensity "cottage commercial" uses such as small professional offices, boutiques, or antique stores to occupy existing residential structures located along E Street, an Adaptive Re-use Overlay has been created. The Adaptive Re-use Overlay would maintain the scale and where present the historic residential resources located in the overlay area, but would allow low intensity commercial ("cottage commercial") uses in appropriately adapted residential structures. Historic development and commercial sign guidelines given in Chapters Four through Six must be followed when addressing any properties in the Adaptive Re-use Overlay.

In order for residentially zoned properties to utilized the "cottage commercial" provisions of the Adaptive Re-use Overlay, a Conditional Use Permit (CUP) is required.

Historic Preservation

The entire LORDSBURG SPECIFIC PLAN area is subject to the guidelines and standards for historic preservation outlined in Chapters Four and Five of this document. The intent of the preservation provisions of the specific plan is to conserve the entire planning area as an historic resource, and to protect La Verne's architectural and historic heritage.

Development Standards

A full description of the uses allowed in each of the zoning categories defined above and the development standards that apply to each of them may be found in the following tables.

LAND USE PLAN

Lordsburg Residential

Lordsburg Commercial

Lordsburg Institutional
(includes city owned property)

Adaptive Re-Use Overlay
Permits "cottage commercial" activities for residentially zoned properties subject to a Conditional Use Permit (CUP).

Lordsburg Commercial Core

L·O·R·D·S·B·U·R·G
SPECIFIC PLAN

City of La Verne, California

La Verne Community Development Department
in association with
ARCHIPLAN Urban Design Collaborative
Martin Hli Weil, Restoration Architect
Stevens/Garland Associates

Lordsburg Specific Plan Area Boundary

University of La Verne Area Boundary

NORTH 0 100 250 500 1000 FEET

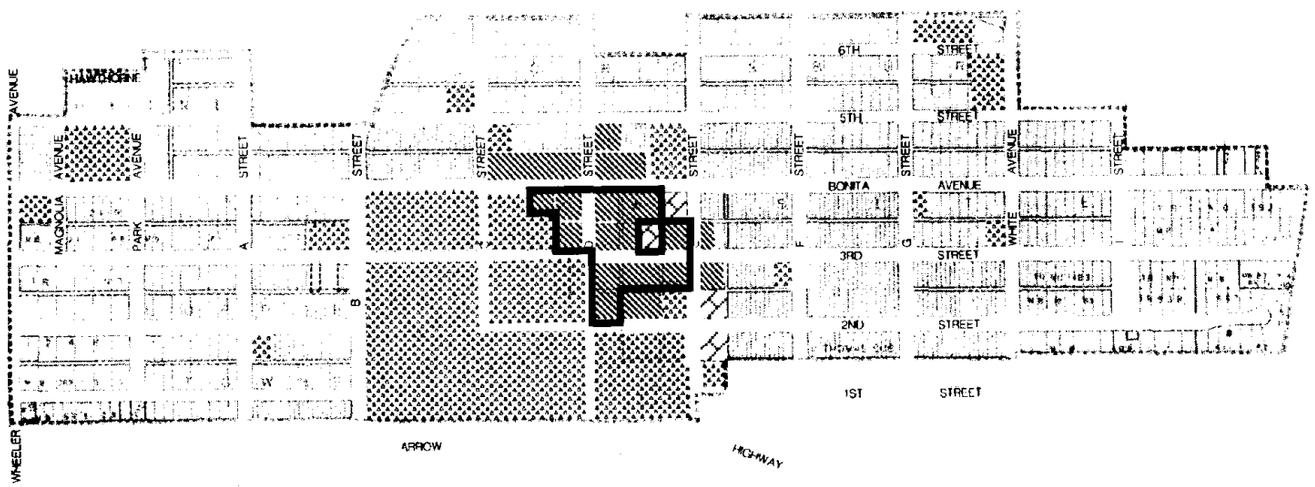


Figure 26

PERMITTED USES: LORDSBURG SPECIFIC PLAN

Similar but unlisted uses may be permitted with a "Classification of Use" review and approval.
Uses not found to be consistent with those in this table are prohibited

LR= Lordsburg Residential
LCC= Lordsburg Commercial Core
LVMC= La Verne Municipal Code
TUP= Temporary Use Permit
X= Permitted Use

LI= Lordsburg Institutional
LC= Lordsburg Commercial
CUP= Conditional Use Permit
DRC= Development Review Committee

TYPE OF LAND USE/ Principal Use or Activity	Prohi-bited	LR	LI	LCC[d]	LC	Parking Required[b]
RESIDENTIAL						
Single Family Residences		X	X[a]			2 enclosed garage spaces
Multifamily Residences		X[c]				2 per unit in a garage
Dormitories, sororities & fraternities			CUP		CUP	Per Master Plan or 1 per bedroom
Second units		LVMC				Per LVMC 18.36
COMMERCIAL						
Adult businesses	X					
Administrative or professional offices			X	CUP[d]	X	3:1000
Alcoholic beverage sales			CUP	CUP	CUP	3:1000
Animal hospitals and grooming				CUP	X	3:1000
Antique store				X	X	3:1000
Apparel, retail				X	X	3:1000
Art Galleries				X	X	3:100
Athletic & health clubs[e,h] fitness, studios				CUP	CUP	1:150 s.f.
Auto dismantling, scrap, or recycling	X					
Auto repair and related services (body work or paint prohibited)					CUP	2:1000
Auto parts and accessories				X	X	3:1000
Auto service station					CUP	3:1000
Bakery				X	X	3:1000
Banks, savings & loans and credit unions			X	X	X	4:1000
Bars, taverns, nightclubs				CUP	CUP	See LVMC 18.76 & 18.80
Barbers, hairstylists, manicurists[e]				X	X	3:1000
Bed & breakfasts		CUP			CUP	2 garage spaces, plus 1 per bedroom

TYPE OF LAND USE/ Principal Use or Activity	Prohi-bited	LR	LI	LCC[d]	LC	Parking Required[b]
Bookstore			X	X	X	3:1000
Boarding, rooming house			CUP		CUP	1 per bedroom
Building/landscape maintenance					X	2:1000
Carpeting shop				CUP	X	3:1000
Catering services				CUP	X	3:1000
Churches, synagogues, temples, etc.		CUP	CUP		CUP	See LVMC
Contractor's office (no outdoor storage)					CUP	2:1000
Convenience store				CUP	CUP	
Computer sales and services				X	X	3:1000
Christmas tree/ seasonal sales			TUP	TUP	TUP	Per DRC
Convalescent hospital/ related facilities			CUP		CUP	See LVMC; 1 per employee & 1 per bed
Dairy, drive-in					CUP	3:1000
Educational facilities			X/CUP		CUP	See LVMC, Master Plan
Equipment rental (office only)					X	3:1000
Exterminators/ fumigators					X	2:1000 + 1/ employee
Feed stores/ farm supply, retail				X	X	3:1000
Florists				X	X	3:1000
Gift shop				X	X	3:1000
Governmental/ public			X	X	X	See LVMC
Insurance agencies, Financial/ investment services, realtors				CUP	X	3:1000
Jeweler				X	X	3:1000
Laboratories (medical, analytical)			X	CUP	X	3:1000

Table 3

TYPE OF LAND USE/ Principal Use or Activity	Prohi-bited	LR	LI	LCC[d]	LC	Parking Required[b]
Late night businesses				CUP	CUP	N/A
Laundry & dry cleaning				X	X	3:1000
Libraries			X	CUP	X	See LVMC
Manufacturing	X					
Massage establishments				CUP[h]	CUP[h]	3:1000
Medical[e,h] & dental offices (state-licensed only)				CUP	X	4:1000
Mixed Use projects[f,g]		CUP	CUP	CUP	CUP	See footnotes
Motels, hotels				CUP	CUP	See LVMC 18.76
Museums			X	X	X	Per DRC
Music, dance studios			CUP	CUP	CUP	See LVMC 18.76
Offices, professional			X	CUP[d]	X	3:1000
Outdoor sales/display (permanent)				CUP	CUP	N.A.
Parking			X	X	X	N.A.
Parks		X	X	X	X	N.A.
Pharmacies				X	X	3:1000
Photography/ photo finishing				X	X	3:1000
Post office, police, public buildings				X	X	Per DRC
Printing & publishing (fully noise attenuated)				CUP	X	3:1000
Restaurants, sandwich shops, take-out, cafes (No drive through)			X	X	X	See LVMC
Retail sales, apparel, dry goods, new vehicles, etc.				X	X	3:1000
Schools			CUP	CUP	CUP	See LVMC 18.76
Shoe repair				X	X	3:1000
Stationery				X	X	3:1000
Tanning salons					X	3:1000
Theaters, movie or live (except adult businesses) and public assembly			CUP	CUP	CUP	See LVMC
Tire store & incidental service (no auto repair)					X	3:1000
Transit station		CUP	CUP	CUP	CUP	Per city council
Upholsterer				CUP	X	2:1000 + 1/ employee
Warehousing				Accessory only		

FOOTNOTES

[a] Incidental residential uses such as dorms or caretakers' units are allowed in Lordsburg Institutional (LI) zone subject to master plan (CUP) approval.

[b] Required parking is expressed in spaces per 1,000 square feet of gross floor area, unless otherwise indicated.

[c] Multifamily residential densities permitted where indicated in the comprehensive General Plan of the City of La Verne, 1998. Also see LVMC 18.36

[d] Offices and similar non-retail uses are allowed by right in second story commercial spaces. When an existing ground floor office or similar non-retail use that requires a CUP in the LCC is vacated, it may be replaced within 6 months by another office or similar non-retail use without a CUP. The Development Review Committee shall decide if a use requires a CUP where there are ambiguities or omissions.

[e] Massage services permitted when incidental and accessory per LVMC Chapter 5.40

[f] Mixed use development projects may consist of any combination of uses otherwise permitted by this specific plan, on a single parcel. Such projects shall be considered based upon Planning Commission review of a comprehensive master plan addressing land use, parking, architectural design, landscape design, cultural resources and pedestrian amenities; subject to the findings and procedures set forth in Chapter 10.108, La Verne *Municipal Code*.

[g] Parking for mixed-use development projects is based on a combination of parking requirements for the component uses; subject to complementary use and joint use provisions of the La Verne *Municipal code*.

[h] Massage establishments may be permitted as conditional uses when accessory to hairstylists, doctors, and athletic and health clubs in the LC district, provided that the business obtain a massage establishment permit and comply with all other requirements of Chapter 5.40 of the LVMC. In addition to the factors set forth in section 18.108.030 of the LVMC, the planning commission, or city council on appeal, shall also consider the number of other massage establishments in the area as well as the proximity of the proposed massage establishments to sensitive uses such as schools, parks, churches, civic and residential uses or districts. No more than one massage establishment shall be permitted within the same premises or building

DEVELOPMENT STANDARDS AND NOTES	Lordsburg Residential (LR)	Lordsburg Institutional (LI)	Lordsburg Commercial and Commercial Core (LC and LCC)
LOT REQUIREMENTS			
Minimum Lot Area (sq. ft.)	7000 square feet	7000 square feet	7000 square feet
Minimum Lot Width (feet)	50'	50'	50'
Minimum Lot Depth (feet)	120'	120'	120'
MINIMUM SETBACKS (from property line, in feet):		Setbacks subject to DRC review Buffers may be required [See La Verne Municipal Code Chapters 18.60 and 18.108 for master plan standards and process]	Setbacks subject to DRC review Buffers may be required
For principal structure			
Front	25'		
Rear	25'		
Interior Side (adjacent to residential)	5'		
Interior Side (adjacent to commercial)	10'		
Street side	10'		
For incidental and accessory structures in residential zones (Not second units) All roofed structures are included in lot coverage. For second units, see La Verne Municipal Code.	Accessory structures must not exceed 60% of size of principal structure's footprint; cannot cover more than 50% of rear yard; must be 10 ft. or more from principal structure to be considered a separate structure.	Any accessory structures should be included in Master Plan.	Accessory structure setbacks subject to DRC review
Front	25		
Rear - Not on alley and 1 story	3'		
Rear setback on alley. Garage door does not face alley, 1 story	3'		
2 story	20' or DRC approval for 5' if warranted		
Rear setback, garage door facing alley, 1 story	5' or 20' or more		
2 story	20' or DRC approval for 5' if warranted		
Interior Side: If 70 ft. from front PL, 1 story; 5' otherwise	3'		
Streetside	10'		
For Patios (included in lot coverage)	Per La Verne Municipal Code		
BUILDING STANDARDS Maximum lot coverage	35% - If character-defining features retained, expansion conforms to original building, up to 45% may be allowed for a 1-story house. Additions to be contiguous ground floor expansions. No future 2nd story if coverage exceeds 35%. See page 123. Two-story max is 35% with maximum overall 0.45 Floor Area Ratio	35%	Up to 100% per DRC
Maximum Height			
Main structures (feet)	30'	35'	35'
Non-habitable design elements (feet) Subject to DRC review	NA	50'	50'
1-story accessory structure	15'	15'	15'
2-story accessory structure	Not to exceed height of primary structure	15'	15'
Second Residential Units Allowed?	Per La Verne Municipal Code Chapter 18..3 6	No	Per La Verne Municipal code Chapter 18.36 if residential use is mixed with commercial use; otherwise, not permitted
Design Review required per Chapter 18.16, La Verne Municipal Code	Yes	Yes	Yes

Table 4

Residential Modification Standards

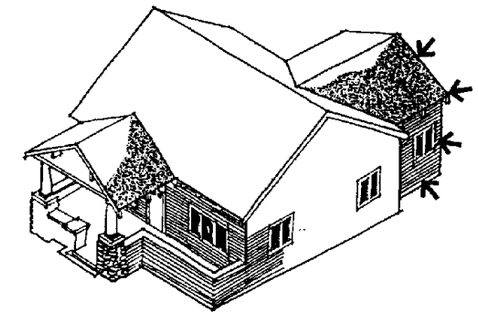
Today's average household has additional and different housing space requirements than were typical at the time that many of Lordsburg's homes were constructed. Among the space requirements requiring additional square footage are larger kitchens and family rooms, additional and larger bedrooms, home offices, additional storage space, larger patios, and larger garages.

Residential districts in La Verne have a maximum 35% lot coverage. The maximum size house on a typical 7000 square-foot Lordsburg lot with the required minimum sized 2-car garage is 2050 square feet. To address the desire for larger homes and to provide an incentive for the preservation and respectful treatment of Lordsburg's heritage residential neighborhoods, the LORDSBURG SPECIFIC PLAN permits up to a 0.45 Floor Area Ratio for *those residential remodel and/or expansion projects which strictly conform to the architectural preservation standards and guidelines outlined in this chapter.* One-story homes may have up to 45% lot coverage.

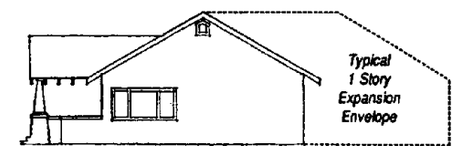
1-story additions should not exceed the height and width of the "parent" building. Expansions must be contiguous with the "parent" building. Two-story homes may have the same equivalent floor space with a footprint that does not exceed 35% and a floor-area ratio that does not exceed 0.45. Residential lots with 2-story homes cannot in the future exceed 35% lot coverage, and residences that exceed 35% lot coverage cannot in the future have a second story.

Example: In Lordsburg, a 7000 square-foot lot could accommodate a 2,709 square-foot, one-story home with a 441 square-foot garage, or it could accommodate a home with a 2,050 square foot first floor and a 659 square-foot second story plus a 441 square-foot garage.

Remodel, Rehabilitation and Additions Guidelines



Remodels, rehabilitations and additions to utilize original structure exterior building materials and architectural forms. Materials: roof, wall siding, window frames/sashes; stonework, detailing. Architectural forms: Roof pitch, window type, window spacing, door type, eave-rafter treatment, entry types, degree of treatment.



Room additions not to exceed height and width of parent building contiguous ground floor expansion permitted up to 45 percent of lot coverage for 1 Story structures and 35 percent of lot coverage for 2 Story structures. Roof lines/pitches, overhangs and wall forms to conform to parent structure.

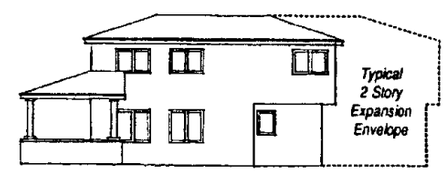


Figure 27

Residential Alley Standards

The importance of alleys in the residential districts of the LORDSBURG SPECIFIC PLAN area is described in Chapter Three, along with design guidelines to ensure the orderly and pleasing development of this potential resource. In addition to these guidelines for design, however, the issue of the continuing maintenance and condition of the residential area alleys must be addressed through the following standards:

Residential Alley Design Standards. Residential alleys should be improved according to the following standards:

1. Public alleys shall not be used for the permanent storage of private property or trash receptacles.

2. All trash receptacles shall be screened from direct public view through the use of screening systems such as fences, walls, hedges, enclosures and garage storage.

3. Rear yard landscaping visible from and/or contiguous to public alleys shall be properly trimmed and maintained.

4. When rear yards are used for open storage a solid six-foot fence or wall shall be provided at the rear property line.

5. Back yards open to the alley shall be free of weeds and debris.

Chapter Six

COMMERCIAL SIGN STANDARDS

Signs are a vital part of any commercial area. They provide visibility and promote patronage for businesses and they help patrons easily locate their destinations or identify other potential shops they may wish to visit. This mutually beneficial process of attracting and identifying can be damaged when signs become visually cluttered and distracting.

There are steps that can be taken to further enhance the promotion of businesses and the visual character of the entire downtown through the use of more attractive, appropriate and useful signs. Signs can become an additional historic design element that would contribute to the overall design theme for the downtown area.

Although Oldtown La Verne is a small area, its commercial structures exhibit a few generic differences in facade configuration, front setbacks, access and historic reference. These different types of commercial structures have some differing needs for signs that are addressed here in the LORDSBURG SPECIFIC PLAN.

The sign standards outlined below apply to the various types of signs that are most appropriate for the businesses of Oldtown and that are in keeping with the and historic character of the area. A brief discussion of each of the generic types of signs appropriate to Oldtown is followed by specific sign design standards that prescribe the location, number, size and construction of each type of permitted sign. The specific design standards define sign types for the LORDSBURG SPECIFIC PLAN area and they also identify the corresponding sign type as defined in and regulated by the La Verne sign ordinance.

The sign standards covered here in some cases further restrict, and in other cases expand upon, the standards contained within the La Verne sign ordinance. In cases of ambiguity between the two sets of standards or in cases not covered by the Lordsburg specific plan sign standards, the La Verne sign ordinance (Title 17 of the *La Verne Municipal Code)* shall govern. Any signs not permitted under either the provisions of this specific plan or of the La Verne sign ordinance, are prohibited.

Design concepts for public signs in Oldtown are discussed in Chapter Three *(Concepts of the Specific Plan).*

Administration of Sign Regulations

Existing provisions of the La Verne Municipal Code (Title 17, Signs) shall be used to administer, interpret and implement sign standards contained in this specific plan. Existing enforcement and amortization provisions of Title 17 shall apply to all signs previously amortized under existing Municipal Code standards.

General Standards

Some Oldtown businesses may need to utilize two or three of the permitted types of signs in order to effectively identify their business. In general, businesses may utilize up to three sign types on their principal facade as long as the sign type is permitted for the type of structure and that the other standards for the use of the sign are followed. In situations where more than one type of sign is utilized, the total sign area shall not exceed 75 square feet. Signs placed on historic structures may vary somewhat from the standards stated below, but in all cases will be subject to review by the Development Review Committee. Professional offices may employ only window signs and raised letter wall signs except in situations where the business has a front yard, in which case a front yard sign is also permitted. All signs are prohibited from being placed in the public right-of-way except as provided for elsewhere in these Lordsburg specific plan commercial sign standards. Signs may be prohibited or removed from any location that interferes with the safety of pedestrians or the free movement of traffic.

Wall Signs

In the Oldtown area wall signs, other than the upper transom/parapet type, would usually occur on exposed building side walls or building rear walls. These signs are generally painted directly on the building wall surface or may consist of a flat sign of paint applied to materials such as wood or metal; or it may consist of raised lettering. The wall sign should be of a similar design character in terms of composition, typography and coloration as the primary facade sign(s). Night lighting can be provided by concealed direct accent lighting or by historic/decorative industrial "gooseneck" fixtures.

Design Standards

Lordsburg Sign Type:	Wall sign
Corresponding Sign Type in La Verne Sign Ordinance:	Wall sign
Permitted Locations:	Oldtown commercial structures.
Number of Signs permitted:	One per building façade
Maximum size of Sign:	1 SF/2 LF of building wall. Combination of all signs not to exceed 75 SF.
Material(s):	Direct paint on wall, paint on attached wood or metal sign "board", or raised letter. Plastic signs are prohibited.
Colors:	3 maximum

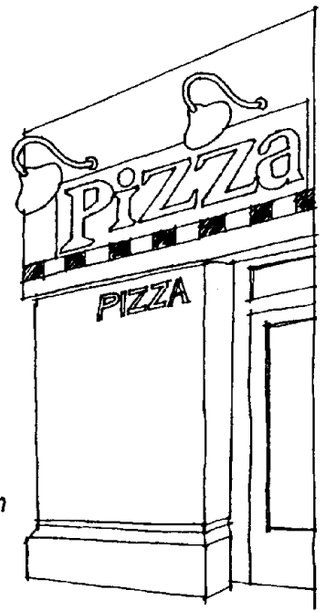
Lighting: Required if the wall sign is the only business sign. External direct, accent or indirect light sources shall be used. Fixtures to be hidden or decorative/period "gooseneck" type.

Upper Transom or Parapet Signs

This sign type occurs primarily on older retail commercial structures within Oldtown that have an upper transom or parapet as part of the front building facade. These signs are generally painted directly on the building facade wall surface or may consist of a flat sign constructed from materials such as tile, wood or raised lettering. The upper transom or parapet can be seen best from the street but can in some situations become obscured by the crowns of street trees which are at full development at the transom level. These types of signs tend to allow more freedom of expression particularly if painted. Night lighting can be provided by direct accent lighting concealed from below or by historic/decorative industrial "gooseneck" fixtures.

Design Standards

Lordsburg Sign Type:	Upper transom or parapet sign.
Corresponding Sign Type in La Verne Sign Ordinance:	Wall Sign
Permitted Locations:	Oldtown retail structures constructed with upper transoms and/or parapet front building facades.
Number of Signs permitted:	One per street facade
Maximum size of Sign:	One SF/2 LF of building wall. Combination of all signs not to exceed 75 SF.
Material(s):	Direct paint on wall, paint on attached wood or metal sign "board", or raised letter. Plastic signs are prohibited.
Colors:	3 maximum
Lighting:	Required if the upper transom or parapet sign is the only business sign. External direct, accent or indirect light sources shall be used. Fixtures to be hidden or decorative/period "gooseneck" type.



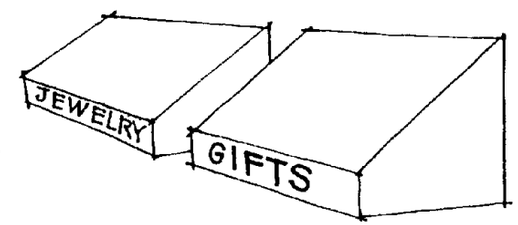
Upper Transom or Parapet Sign
- *Painted*
- *Accent/"Gooseneck" Lamps*

Awning Signs

Awning signs are usually stenciled or applied directly on an awning edge, valance, or "fringe" area. With the darker colored awnings recommended for downtown La Verne (e.g., green, brick red) lettering is generally white. Awning signs are visible from passing automobiles and from pedestrians across the street surveying several businesses at a glance.

Design Standards

Lordsburg Sign Type:	Awning sign
Corresponding sign type in La Verne Sign Ordinance:	Canopy sign
Permitted Locations:	Oldtown retail commercial structures.
Number of Signs permitted:	One per street facade
Maximum size of Sign:	Lettering not to exceed 4" to 7" in height. Combination of all signs not to exceed 75 SF.
Material:	Canvas
Colors:	White lettering on Dark Green, Dark Brown, or Burgundy Canvas; or other colors approved by the Development Review Committee
Lighting:	None required



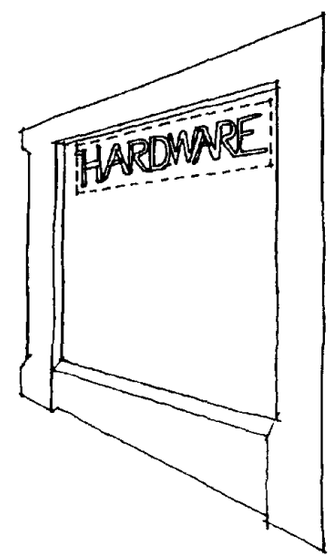
Awning Sign

Window Signs

These signs are generally painted directly on display windows but also include neon signs and other signs that hang indoors directly behind the window pane. Historically, painted window signs were gold or gold leaf. Window signs are usually fairly small in nature which maximizes window display space and which makes the signs easily comprehensible to pedestrians. Window signs are also appropriate for professional offices located in structures that maintain an entrance and windows directly adjacent to a commercially oriented pedestrian street such as D Street.

Design Standards

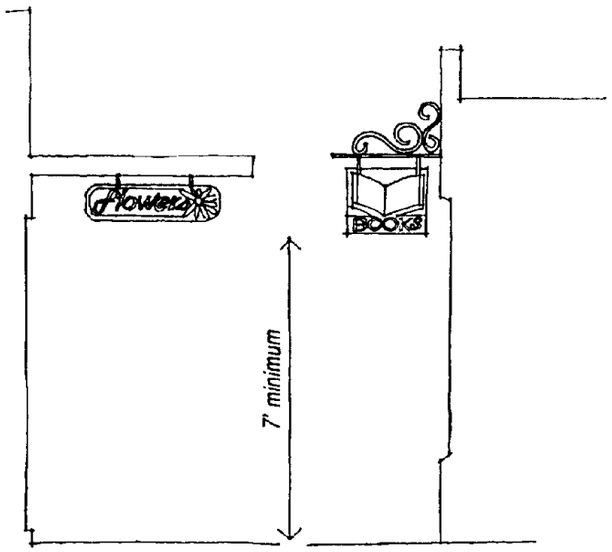
Lordsburg Sign Type:	Window signs
Corresponding Sign Type in La Verne Sign Ordinance:	Window sign
Permitted Locations:	Oldtown retail commercial structures or professional offices
Number of Signs Permitted:	One per street facade
Maximum size of Sign:	25% of total window area. Combination of all signs not to exceed 75 SF.
Materials:	Paint on window; Neon. Other materials acceptable if hung indoors.
Colors:	Gold, Gold Leaf, Black, White. If Neon is used any color is acceptable.
Lighting:	Optional. Display window/door illumination through indoor or outdoor ambient or accent lighting.



Window Sign
- ***Maximum 25% of window area***

Hanging Blade/Guild Signs

The hanging blade or guild sign is generally small and pedestrian oriented, presenting itself perpendicular to and directly above the sidewalk. This type of sign typically consists of paint on wood or paint on metal. Illumination is received by ambient and/or accent sources. The hanging sign/guild sign lends itself to artistic expression on both sign faces and in some cases on the mounting frame itself which can become a further decorative design element.



Hanging Blade Sign/Guild Sign

Design Standards

Lordsburg Sign Type:	Hanging blade/guild signs
Corresponding Sign Type in La Verne Sign Ordinance:	Under canopy sign
Permitted Locations:	Oldtown Commercial Structures built d'rectly in back of a public sidewalk with no front setback.
Number of Signs permitted:	One per street facade
Maximum size of Sign:	10 square feet (may be two-sided) per side providing a minimum of 7 feet of vertical clearance. Sign edge shall not be located closer than 24" from the vertically extended street curb face. Combination of all signs not to exceed 75 SF.
Material:	Painted metal and painted wood are permitted. Plastic and internally illuminated blade signs are prohibited. Decorative and dark green supports, frames, and/or suspension chains are encouraged.
Colors:	No limit
Lighting:	Optional. External direct or accent light sources shall be used. Fixtures to be hidden.
Other Guidelines:	Incorporation of decorative illustrations, logos, typography and utilization of varied sign shapes and colors is encouraged. Blade/Guild signs utilized on one architecturally common building facade should be placed in the same location, made of the same materials and exhibit the same mounting system for all businesses located within the architecturally common building.

Front Yard Signs

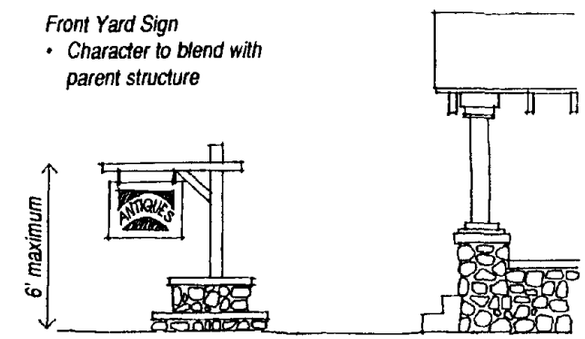
Front yard signs are appropriate for businesses that are located within structures originally designed as residences: structures that are generally setback from the sidewalk 15 to 20 feet, have landscaping on the front yard, and have a pitched roof. Uses housed in these structures are often professional or low volume pedestrian oriented retail.

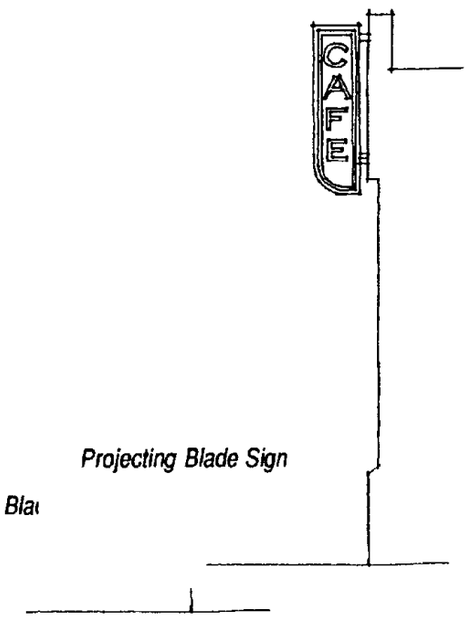
Except for any signs and possible wares displayed in front windows, the structures should maintain their residential character. The front yard sign becomes the place where the business receives its primary exposure and visibility. These types of signs are generally positioned perpendicular to sidewalk/roadway traffic and are moderate in height allowing good visibility but at a residential scale. These signs are not internally illuminated nor constructed of non-residential materials such as plastic.

Similarly, the few existing professional office buildings in the Oldtown are characterized by being setback from the main street with considerable amounts of landscaping and as such are also appropriate locations for front yard signs.

Design Standards

Lordsburg Sign Type:	Front yard sign
Corresponding Sign Type in La Verne Sign Ordinance:	Ground sign
Permitted Locations:	Commercial use residential structures with a front yard or professional office buildings with a front yard.
Number of Signs permitted:	One per business
Maximum size of Sign:	20 square feet per side; maximum height to top of sign to be 6 feet (6'-0')measured from top of nearest adjacent public street curb. Front yard signs shall be set back a minimum of five feet (5'-0") from the front property line. Combination of all signs not to exceed 75 SF.
Materials:	Painted wood or painted metal. Decorative support Structure recalling victorian or craftsman styles as relates to parent building. Plastic signs prohibited.
Colors:	No limitations
Lighting:	Required if the front yard sign is the only business sign. External direct or accent. Fixture or lighting source to be concealed.





Projecting Blade Sign

Projecting Bla

Projecting Blade Signs

Historically, projecting blade signs were used on some commercial structures in the downtown core. These signs are auto oriented and as with the upper transom/parapet signs, are sometimes obscured by street trees in today's Oldtown. At street intersections they can be placed to run up the building corner being equally viewed from both block directions. Historically, these signs were paint on metal or paint and neon on metal.

Design Standards

Lordsburg Sign Type:	Projecting blade sign
Corresponding Sign Type in La Verne Sign Ordinance:	Projected sign (Note: LVMC prohibition on projecting signs does not apply to projecting blade signs if developed to these standards).
Permitted Locations:	Oldtown commercial structures built directly in back of a public sidewalk with no front setback.
Number of Signs permitted:	One per business primary street facade.
Maximum size of Sign:	Not to exceed 20 square feet sign area per side. To be included in overall total sign area allowed for the business. Combination of all signs not to exceed 75 SF.
Materials:	Painted metal and/or neon on painted metal. Plastic signs prohibited.
Colors:	Limited to three.
Lighting:	Required if the projecting blade sign is the only business sign. Neon or external direct, accent or indirect light sources shall be used. Non-neon fixtures to be hidden from public view.

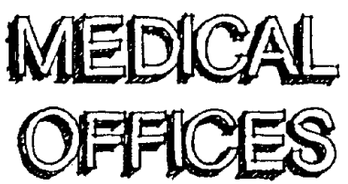
Raised Letter Wall Sign

Signs composed of individual raised letters are a popular modern method of business identification. Typically, professional office users and institutions not dependent upon advertising sales and wishing to present an understated image choose these types of signs. They are typically applied to building walls but may occur on screenwalls located in business front or side yards. Small individual letter signs are also used on solid doors as a method of professional identification. Raised letter signs are most often constructed of metal and are illuminated by external accent lights.

Design Standards

Lordsburg Sign Type:	Raised letter wall sign
Corresponding Sign Type in La Verne Sign Ordinance:	Wall sign
Permitted Location:	Professional office walls, screen walls and doors.
Number of Signs permitted:	One per facade wall
Maximum size of Sign:	10 square feet per wall. Combination of all signs not to exceed 75 SF.
Materials	Raised metal individual letters, each independently attached to wall.
Colors:	No restriction
Lighting	Required if the raised letter wall sign is the only business sign. External direct, accent or indirect light sources shall be used. Fixture or lighting source to be concealed.

Raised letter wall sign



Rear Facade Signs

Because Oldtown La Verne is a pedestrian oriented place with pedestrian movements occurring around and through the downtown commercial structures, there is an opportunity to utilize rear building facades to a greater advantage for identifying businesses, for allowing rear public entrances, and for further beautifying the downtown area.

Conventionally, signs on rear building facades are usually smaller and less well designed than those occurring elsewhere on the business structure. If designed properly, however, rear signs can give businesses much better exposure and at the same time can help add interest to rear building facades that are for a variety of reasons usually less attractive than other facades of the building.

There are three general types of rear facade signs: those that identify the business in general; those that direct patrons to a rear entrance; and those signs that restrict parking. The rear facade business identification and rear entrance identification signs are of most interest or applicability to the enhancement of Oldtown.

Design Standards

Lordsburg Sign Type:	Rear facade signs
Corresponding Sign Type in La Verne Sign Ordinance:	Wall sign
Permitted Locations:	All Oldtown businesses having a rear facade that faces a public alley or public parking facility.
Number of Signs:	One required
Size of Sign:	4 SF minimum, 25 SF maximum
Materials:	Paint on wall, paint on attached wood or metal sign "board" or raised letter. Plastic signs prohibited.
Colors:	No limit
Lighting:	Required. External direct, accent or indirect light sources shall be used. Fixtures to be hidden or of a decorative/period "gooseneck" type.

Other Guidelines:

1. Each business maintaining a rear entrance may display an additional sign located not more than five feet from the entrance door to identify that rear entrance. This rear entrance sign shall not exceed 4 sq.ft. in area.

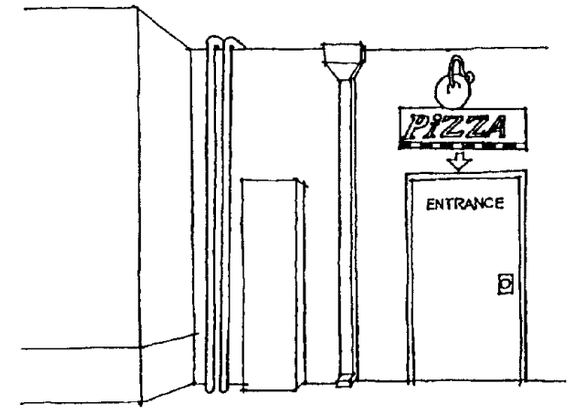
2. If a rear awning is used, rear facade signs can occur on the awning in which case the letter size should be 4' to 7" in height and be placed on the valance.

3. Rear facade signs shall exhibit the same lettering style, colors and when possible other graphic devices employed on the principal facade.

4. Any rear entrance sign associated with an entrance utilized by patrons at night shall be illuminated by an external accent light source.

5. Plastic and internally illuminated rear façade signs are prohibited.

6. Rear signs need to be well integrated into the rear facade, being placed in a location that provides good visibility and one that relates the sign to the facade design and layout. Signs should be of a pedestrian nature in terms of size and placement level.



Rear Facade Sign
- ***Same character as Business front facade***

Chapter Seven

PARKING

Municipal Parking Program

One of the continuing concerns in La Verne's downtown has been the availability of parking to meet merchant needs. The City's existing parking program has relied on a combination of public and private efforts, but has failed to satisfactorily address the parking needs of downtown.

Assessing the Problem

Downtown merchants have identified many problems:

1. Existing code standards are unduly restrictive because they require the construction of new, on-site parking for substandard properties that have no place to build them.

2. The parking standards existing for downtown La Verne were designed using the same assumptions that have guided shopping center development on Foothill Boulevard, rather than recognizing the differences in size, scale, and interrelationships between downtown enterprises.

3. These standards have proven excessive when considered against the potential demand. Moreover, had they been applied literally the commercial core would have been further deteriorated by the removal of structures for large parking lots.

4. Although there are many parking spaces available in the downtown area — including an abundance of off-street parking — the parking is not located to provide the merchants the greatest possible advantage.

5. An aggressive program of parking lot development anticipated in the City's 1982 plan never materialized. The plan had proposed a downtown parking district, a financing mechanism which would have proved difficult to set up and unnecessary in light of the downtown's current needs.

Working through the parking needs of the downtown with citizens, business people, and the Chamber of Commerce, a new proposal was introduced to respond to these concerns. Those elements form the new downtown parking program.

Downtown Parking Program

The downtown parking program is based on the following broad objectives. Each is accompanied by the plan's parking requirements responding to that objective.

❑ **Reduce unnecessarily high on-site parking standards.**

SOLUTION: The Development Standards table on page 124 reduces on-site parking requirements from 25 to 30 percent, based on the list of permitted uses in the specific plan.

❑ **Provide greater flexibility to merchants by allowing them to select from several alternatives to meet on-site parking code requirements.**

SOLUTION: Effective with the adoption of this plan, merchants may choose any of the following means to meet LORDSBURG SPECIFIC PLAN parking requirements:

- An applicant or owner may provide off-street parking in the amounts required by the Development Standards table on page 124. A parking plan, drawn to scale, shall be provided with any precise plan or other required City approval demonstrating that the required number of spaces can be provided on-site;

  or

- If the site adjoins an existing City parking lot, an applicant or owner may provide land by grant deed, permanent easement, or other means authorized by the City Attorney. For each 450 square feet of land dedicated to the City, the applicant shall claim credit for having provided one parking space; in return, the City shall agree to develop and maintain permanent parking improvements in concert with the specific plan's design concept. Any such grant will not be considered to render the property nonconforming with respect to City lot size, width or depth requirements.

  or

- The applicant or owner may choose to pay an in-lieu fee as may be established from time to time by the Council. This fee shall be based on the estimated cost to construct the required parking spaces, and if paid in an amount equal to the number of spaces required shall constitute full conformance with the parking code;

  or

- Any combination of the above that would, in the opinion of the community development director or designee, constitute provision of the required number of on-site spaces. On-street parking cannot be considered for purposes of meeting off-street (on-site) parking requirements.

- **Make downtown (Oldtown) parking facilities more attractive, more functional, and more efficient.**

SOLUTION: Continue the parking program established with the construction of the new parking facility at Bonita Avenue and E Street; reconstruct the city lots east of E Street to provide similar improvements, but incorporating the following additional components indicated in Chapter Three:

- Mid-block pedestrian passages designed to encourage traffic to use them;
- Coordinated trash enclosures, utility enclosures and other improvements designed to enhance the appearance of the rear facades;
- Rear entrances to stores allowing direct access from parking lots wherever possible;
- Pedestrian seating and amenities, where space is available;
- Landscaping, lighting, and other improvements consistent with the Oldtown La Verne design concept as specified in this plan.

General Parking Standards

1. Except where otherwise provided by the LORDSBURG SPECIFIC PLAN, all parking shall be developed to the standards of Chapter 18.76, La Verne *Municipal Code*. In the event that the parking requirement for a particular use is not specified in this plan, the community development director may classify the parking requirements in writing based on the standards provided for other comparable types of uses having similar parking demand characteristics.
2. All parking areas shall be designed to the satisfaction of the City engineer, in accordance with the City's standard engineering specifications on file in the public works department.
3. When calculating parking ratios, fractional parking spaces shall be rounded up to the nearest whole space.
4. Design requirements contained in this specific plan may be imposed by either the Council or redevelopment agency through their respective authorities.

Chapter Eight

SELLING OLDTOWN

Marketing, Merchandising, and Promotions

A critical missing element in the 1982 plan for Oldtown La Verne was any provision for marketing, merchandising and promotions. By focusing only on the physical improvement of downtown, previous studies ignored the market needs that must be met before the downtown can fully develop its potential.

The program recommended in the following pages springs from assumptions:

1. Old town La Verne is not large enough, concentrated enough, nor serving a large or central enough market area to function as a traditional retail core. Without substantial additional land for commercial expansion, it is very unlikely that Oldtown La Verne can be a classic "downtown."

2. On the other hand, the downtown is blessed by advantages that not every locality has:

   - A well defined surrounding neighborhood needing local services;

   - A committed merchant base eager to improve its position in the marketplace;

   - An attractive physical environment accompanied by strong historical associations that lend themselves to marketing;

   - A strong link — both physically and promotionally — to the University of La Verne campus.

Key Principles

The following are the key principles that, properly implemented, will help nurture business improvement in the downtown. Each is accompanied by those programs and target groups that can help assure the successful implementation of that objective.

Commitment to Participate

Because the downtown does not generate large volumes of either sales tax or agency increment to fund physical improvements, downtown merchants must become equal partners in the financial, marketing and merchandising aspects of the specific plan. Successful marketing will raise the volume of sales, generating additional revenue that can be appropriated for Oldtown La Verne goals. To this end, it will be critical to secure participation not only by the merchants themselves, but by the absentee property owners that control a significant portion of Oldtown La Verne's acreage.

PROGRAMS: *Downtown Partnership Grants*
Facade Grant Program
Owner Participation Agreements
Historic Preservation Program
Art in Public Places Program
Unreinforced Masonry Building Program

TARGET GROUPS: *Chamber of Commerce*
Downtown Business Improvement District
Individual Merchants

Education

Critical to the success of the downtown is education in the latest promotional techniques. Seminars and training programs can contribute the knowledge necessary to increase the downtown's market share.

PROGRAMS: *Merchant Training and Development in:*
- *Financing*
- *Inventory Control*
- *Customer Service*
- *Merchandising Display*
- *Accounting and Management*

TARGET GROUPS: *Chamber of Commerce*
Downtown Business Improvement District

Marketing and Promotions Plan

Marketing and promotions are currently guided on an ad-hoc basis by the promotions committee of the Downtown La Verne Business Improvement District. Although substantial progress has been made by designing a logo for the downtown and sponsoring individual events, the Oldtown La Verne area lacks a long-term marketing plan designed to get the level of media attention, advertising and promotional value required for long term success.

PROGRAMS: *Three-Year Market*
Strategy Media Campaign
Shopper's Guide and
Map Promotions Plan

TARGET GROUPS: *Downtown Business Improvement*
District Chamber of Commerce La
Verne Redevelopment Agency

Business Selection, Recruitment and Retention

During the process of general plan hearings beginning in 1988, many residents of the Lordsburg area testified that they would like to see a wider array of neighborhood services available, services that would allow them to take greater advantage of the Oldtown (downtown). They were interested in attracting more of the following types of uses to the downtown:

USERS: *Pharmacy*

Retail
Apparel
Home Furnishings
Gift Shop
Ice Cream and Yogurt
Bakery
Upscale Restaurants

TARGET GROUPS: *La Verne Redevelopment Agency*
Downtown Business Improvement
District Chamber of Commerce

Preserve Intensity of Retail Facade

A critical aspect of commercial development is that it is symbiotic: as retail activities cluster together, they not only increase business for themselves, but create additional customers for other businesses.

Development decisions, however, rarely take this into account, and then the reverse becomes true: the more interruptions or breaks which occur in a concentration of retail facades, the greater the long-term damage to the other remaining merchants. This means that in order to ensure the continued viability of D and Third Streets, the City and redevelopment agency must encourage those activities which will protect the retail corridor and discourage parking lots, non-contributing offices, savings and loans, and other activities which typically break up a strong facade of retail stores.

PROGRAMS: *Economic Development*

TARGET GROUPS: *La Verne Redevelopment Agency Chamber of Commerce*

Merchandising Concepts

The reinforcement and creation of a vital Oldtown depends as much upon marketing and business function as it does upon physical appearance. Both are needed.

Image, marketing and advertising are key to a successful business function; but these imply more than smartly designed advertising and promotional flyers. They also need the proper design and placement of merchandise in displays, especially in districts that rely on foot traffic.

Display windows are a critical element to the successful merchandising of retail products. Windows that are tinted, boarded up, bricked in, or otherwise restricted contribute to the general decline in retail activity; those that are brightly designed, contribute to the shopping experience, and increase sales are likely to spread their positive effect along a retail street.

At night, an additional principle operates: well-illuminated storefronts bathe the adjacent streets with image-enhancing light that can attract pedestrians and motorists alike.

Oldtown Promotions

The DLVBID also recommends an aggressive array of promotional events and activities that reach the entire market area served by downtown businesses. In addition to basic promotions, the following are suggested:

PROGRAMS: *A master Oldtown marketing plan developed by a qualified consultant with experience* in marketing downtowns and specialty commercial areas.

Development of a lighted directory board to advertise downtown merchants.

Installation of irrigation and electrical hook-ups to serve street trees, allowing better maintenance and greater use of decorative landscape features.

SOURCES: *La Verne Redevelopment Agency Grants/Oldtown Partnership Program*
Downtown La Verne Business Improvement District Funds

Storefront Display Concepts

The following display window and storefront concepts should be adopted by the City, Agency, and business improvement district; confirmed through each agency's own rules and guidelines; and strongly encouraged with new development:

CONCEPT I: *Through the Looking Glass* — Windows are the eyes of a building: a focal point through which the entire image of a shop can be portrayed, a means of looking into the store. Wherever existing windows are in place, they should not be reduced, boarded or bricked; wherever possible, windows should be found in any new development adjoining the street. Where windows cannot be employed, displays replicating the traditional pattern of windows should be used; they should be deep enough to allow a modest display of products or other items described below.

CONCEPT II: *Display Content* — All businesses with display windows should use them to exhibit their goods, visual information concerning their services, or other items of public interest.

Retail — Retail businesses should change their displays regularly; use thematic treatments (such as the antique gas pump display at the hardware store); employ seasonal colors; and use contemporary window treatments to keep the image of the store up to date with its customers.

Non-retail — Non-retail businesses should look to the quality of window signs to display an appropriate visual image. This latter treatment might also include historical displays, artifacts, event calendars, art or educational exhibits.

CONCEPT III: *Window Lights* — All businesses with display windows should burn window lights at early evening hours to enhance Oldtown La Verne's night image. Even when shops are closed, they should remain as attractive to view as when the store is open.

CONCEPT IV: *Accent Lights* — Oldtown businesses should utilize accent lighting as follows:

Businesses — Accent lights for wall and parapet signs; use of small neon signs in windows.

Street Trees — Accent lights in street trees, providing either direct illumination or a twinkle effect;

CONCEPT V: *Sidewalks* — Merchants should encourage sidewalk activity, including outdoor cafe seating where the merchant has met the health and safety requirements of the City; periodic open markets, outdoor displays and art exhibits.

Chapter Nine

IMPLEMENTATION

Programs and Processes

From the initial phases of its development, the LORDSBURG SPECIFIC PLAN was guided by a series of principles that limited the size and breadth of tasks that could be accomplished. It is these principles that have provided a "reality check" against which the plan's proposals were judged for economic feasibility:

1. During the lifespan of the LORDSBURG SPECIFIC PLAN, it is unlikely that La Verne can develop the financial resources necessary to rebuild the infrastructure and amenities of this neighborhood from scratch. Therefore, the plan should:

   - Avoid the development of costly new facilities.

   - Rely on improvements to existing facilities and services wherever possible.

2. Funding committed to the implementation of this specific plan should follow the following guidelines:

   - In an era of high uncertainty for municipal revenues, general fund sources should not be committed to implement the physical elements of this plan.

   - Redevelopment funding should be committed at a level that roughly approximates the Lordsburg district's contribution in increment and sales tax revenues; the implementation strategy should not drain needed redevelopment increment from the City's key industrial and commercial redevelopment projects.

   - Funding of improvements approved under this plan

should be a cooperative venture, relying on a partnership between public and private sector resources rather than an unlimited drawdown of government funds.

- Wherever possible, funding should rely on matching grants that allow the City to leverage its monies against other revenue sources to generate greater capital.

- Projects that cannot be reasonably funded given current financial projections shall be deferred until current projects already on the capital improvement budget are implemented; by this standard, deferred projects would not be eligible for capital improvement funding until after 1997.

Implementation Tools

Procedural Tools

The following procedural tools are available to implement the specific plan:

- *Precise Plan of Design.* The mechanisms necessary to implement nearly all of the architectural, landscape, preservation and design recommendations are found in the existing zoning ordinance (Chapter 18.16, La Verne *Municipal Code)* which provides the standards and process for design review.

- *Zoning Ordinance Revision.* La Verne's existing zoning ordinance was adopted in 1974. The comprehensive revision of this ordinance, authorized in 1989 following adoption of the current general plan, is nearing completion. The provisions of the revised ordinance generally complement the provisions of this specific plan.

- *Subdivision Ordinance Revision.* The subdivision ordinance is also undergoing revision, although completion of this project has been deferred until staffing becomes available to complete the task.

- *Historic Preservation Program.* Ultimate development of the City's historic preservation program, which incorporates a range of incentives for protection of historical and architectural resources, will include increased use of the Mills Act, facade easements, architectural assistance, and other programs.

Financial Tools

The funding matrix on the following page identifies the funding sources available to implement the specific plan. By utilizing many of the specialized tools below — matching grants and donations, for instance — the net impact on general fund/agency sources has been reduced from an estimated $1.5 million to $617,000. These mechanisms include:

- *La Verne Redevelopment Agency (Fund 27):* Administrative funding for the agency's operational programs, including the plan's economic development and historic preservation provisions.

- *La Verne Redevelopment Agency (Fund 28):* Also known as the "set-aside fund," these are agency tax increment revenues generated specifically for the construction and rehabilitation of affordable housing. They cannot be used for other public improvements.

- *Community Development Block Grants (CDBG):* Federal funds administered to the City through a contract with the Los Angeles County Community Development Commission. These funds can be used only within specified target areas (most of Lordsburg falls within these areas) for blight removal or services for low- and moderate income families.

Lordsburg Specific Plan

POSSIBLE FUNDING SOURCES

	General Fund [a]	LVRA Capital Improvements	LVRA Administrative Funds	CDBG	Park Development Funds	OPAs	Prop. A	Prop. C	State/ Federal Grants	Developer Exactions	DLVBID	Donor/ Private	FUND	DEFER
Oldtown Streetscape														
Replace trees	○	●	○		○	●			○	●	○	● *County tree farm*	●	
Tree wells		●	○			●			○	●	○	○	●	
Street furniture *(includes bus shelters)*	(a)	●				●	● *(bus shelters only)*	●	○	●	○	○	●	
Planters *(D Street "peninsulas")*	(a)	●			*(park maint?)*	●				●			●	
Enhanced paving	(a)	●								●	○		●	
East of "D" Parking Improvements	Already funded by LVRA for FY 92-93													
Site preparation	(a)	●												
Improvements	(a)	●												
Gateway Treatments	Funding eligible for Environmental Mitigation Grant													
Arrow and "D"	(a)	●						●	●		○	○	●	
Arrow and "E"	(a)	●						●	●		○	○	●	
La Verne Square Improvements	To be deferred on recommendation of Parks and Community Services Commission.													
Demolition				○	●	○				○		○		●
New Construction				○	●	○				○		○		●
Public Signs	○	○	○							○	●	●	●	
"D" Street East Alley Improvements		●	○	○		○			○	●		●	●	
Arrow Highway AT&SF Buffer		○				○	?	?	●	○		○	●	
Live Oak Wash Edge Treatment		●				○				●		○		●

(a) Use of the General Fund is to be avoided, and considered only as a fund of last resort.

● Recommended funding sources. ○ Possible funding sources.

Table 5

Park Development Fund: Revenues drawn from development impact fees, and used solely for the development of parks, recreation, and related facilities.

- *Owner Participation Agreements (OPAs):* Redevelopment Agency financing secured by an agreement between the Agency and a prospective property owner, who agree to financial assistance in exchange for guarantees of increased sales, tax revenues, or other benefits to the redevelopment project area. May be used for facade improvements, repayment of impact fees, acquisition and development costs.

- *Proposition "A", Proposition "C":* Transportation funding measures providing funds to local government for the construction of transportation facilities.

- *State and Federal Grants:* Include environmental mitigation grant programs suitable to pay for landscape costs along Arrow Highway; state matching grants administered by the Office of Historic Preservation for preservation programs; state bond funding for local park improvements; Federal Aid to Urban Highways (FAU) grant allocations.

- *Developer Exactions:* Include impact fees, dedications and facilities required as a condition of development approvals.

- *DLVBID:* Funding through assessments levied for business promotion in the Downtown La Verne Business Improvement District.

- *Donor/Private Sources:* Includes donation of trees by the County's tree farm, for street tree planting; private organization contributions from groups such as SOLVE (Save Old La Verne' Environment), the La Verne Historical Society and the Heritage Foundation.

Chapter Ten

ADMINISTRATION

Application and Enforcement

Application and Review Protocol

Authority. State law provides the City with its authority to enact zoning and specific plans. In this instance, the LORDSBURG SPECIFIC PLAN is authorized by California *Government Code* Sections 65450-65457 (Specific Plans), and by Title 18 of the La Verne *Municipal Code.*

Adoption. Adoption of this specific plan repeals and replaces all land use designations, development regulations and standards and design policies of the previous *Oldtown Specific Plan* (Specific Plan No. 82-5) for the area covered by that document. It further repeals and replaces all land use designations, development regulations, standards and design policies for those portions of the LORDSBURG SPECIFIC PLAN project area previously governed only by the provisions of Title 18, La Verne *Municipal Code.*

Application Procedures. This specific plan constitutes the zoning regulations for all property within its boundaries, and will be implemented using the same procedures as other property within the City of La Verne. In particular:

Development Review, including the review of private development applications, applications, architecture and design review, grading plans, and other site plan, shall follow the procedures established in Chapter 18.16 ("Development Review") of the La Verne *Municipal Code.* In the event that Chapter 18.16 is revised later by an act of the City Council, the revised procedure established by the Council's successor ordinance will apply to development applications filed under this specific plan.

Subdivided requests shall be filed and processed as provided by Title 16 ("Subdivisions") of the La Verne *Municipal Code*. Should Title 16 later be revised by act of the City Council, that revised procedure shall then apply to subdivision applications filed for property within this specific plan.

Sign permit applications, except where otherwise specified in this specific plan, shall be filed and processed using the same procedure set forth in Title 17, Chapter 17.12 ("Sign Precise Plan and Sign Permit") of the La Verne *Municipal Code*. Should the procedures of Chapter 17.12 be revised by an ordinance of the Council, that new procedure shall apply to the extent that it does not conflict with sign permit requirements of this specific plan.

General plan amendments and zone changes shall continue to be processed as provided in Chapters 18.64 ("SP" Specific Plan Zone) and 18.112 ("Changes and Amendments") of the La Verne *Municipal Code*. Future amendments to these sections of the *Municipal Code* shall also apply to applications filed under this specific plan unless otherwise legislated by the City Council.

Variances, conditional use permits, and minor exceptions shall continue to be processed as provided by Chapter 18.108 of the La Verne *Municipal Code*. Future amendments to these sections of the *Municipal Code* shall also apply to applications filed under this specific plan unless otherwise legislated by the City Council.

Heritage and contributing structures within the historic overlay area shall be reviewed as follows:

1. Minor renovations and remodeling to "heritage" or "contributing" structures, if found by the community development director or designated preservation officer to conform fully to the preservation standards of this plan, may be approved over the counter.

2. Review of applications involving more extensive work shall be conducted as provided in Chapter 18.16 of the La Verne *Municipal Code*.

3. In the event that the City Council should adopt a Citywide preservation ordinance, any procedures or provisions which are not in conflict with the LORDSBURG SPECIFIC PLAN shall apply to property within the specific plan's boundaries.

The following procedures specified in Title 18 of the La Verne *Municipal Code* are hereby incorporated by reference as though they had been fully described within this specific plan:

PROCEDURE	*CHAPTER, LVMC*
Preservation, Protection and Removal of Trees	18.78
Alcoholic Beverage Sales	18.80
Amusement Arcades and Devices	18.84
Bingo Games for Charitable Purposes	18.88
Condominium Conversions	18.92
Home Occupations	18.96
Late Night Businesses	18.100
Antennas	18.104
Solar Collectors	18.106

In the event that the City Council should amend any of the above specified procedures, the successor ordinances shall also apply to this specific plan area.

Interpretations

Interpretations concerning the land uses, development standards, and applicability of this specific plan shall be made in writing by the community development director. Interpretations made by the community development director my be appealed to the planning commission in the manner consistent with administrative appeal procedures as specified in Section 18.12.050 of the La Verne *Municipal Code*.

Relationship to Other Regulations

This specific plan provides policies, standards and regulations guiding the development of the LORDSBURG SPECIFIC PLAN area as identified in Figure 4. Specific topics not otherwise addressed or provided in this plan shall be governed by the La Verne *Municipal Code.*

No provision of this plan is intended to repeal, abrogate, annul, impair, or interfere with any existing ordinance, resolution, or policy except: (1) as specifically repealed by the adoption of this specific plan; or (2) where this specific plan's provisions are more precise or restrictive than the existing municipal code.

Conflicts with Other Regulations

Where provisions of this specific plan impose more restrictive regulations than required by any other ordinance, resolution or policy, the provisions of this specific plan shall govern.

This specific plan is regulatory in nature, and serves as zoning law for the properties within its boundaries. Precise plans, use and occupancy permits, parcel maps and other development entitlements shall be consistent with both this specific plan and the City of La Verne general plan.

Existing Agreements

This specific plan is not intended to interfere with or abrogate any easements, covenants, or other existing agreements which are more restrictive than the provisions of this specific plan.

Enforcement

The community development director shall maintain continuing jurisdiction over the enforcement of applications submitted pursuant to this specific plan.

Violations

It is unlawful for any person to erect, construct, enlarge, alter, move, use, demolish, occupy or maintain any building, structure, equipment or portion thereof in violation of any provision of this specific plan. Violations of this specific plan shall be misdemeanors punishable as provided by law.

Amendments

This code may be amended as prescribed by Section 65450 *et seq.* of the California *Government Code,* and Chapter 18.112 of the La Verne *Municipal Code.*

Nuisances

Any use of property, building or structure hereafter erected, built, maintained or structurally altered contrary to the provisions of this specific plan, may be declared a public nuisance subject to abatement by the La Verne City Council.

Severability

In the event that any section, subsection, condition or term of this specific plan is declared illegal or unenforceable by a court of competent jurisdiction, the other sections, subsections, conditions and terms shall remain in full force and effect to the extent permitted by law.