

VALENCIA

Valencia

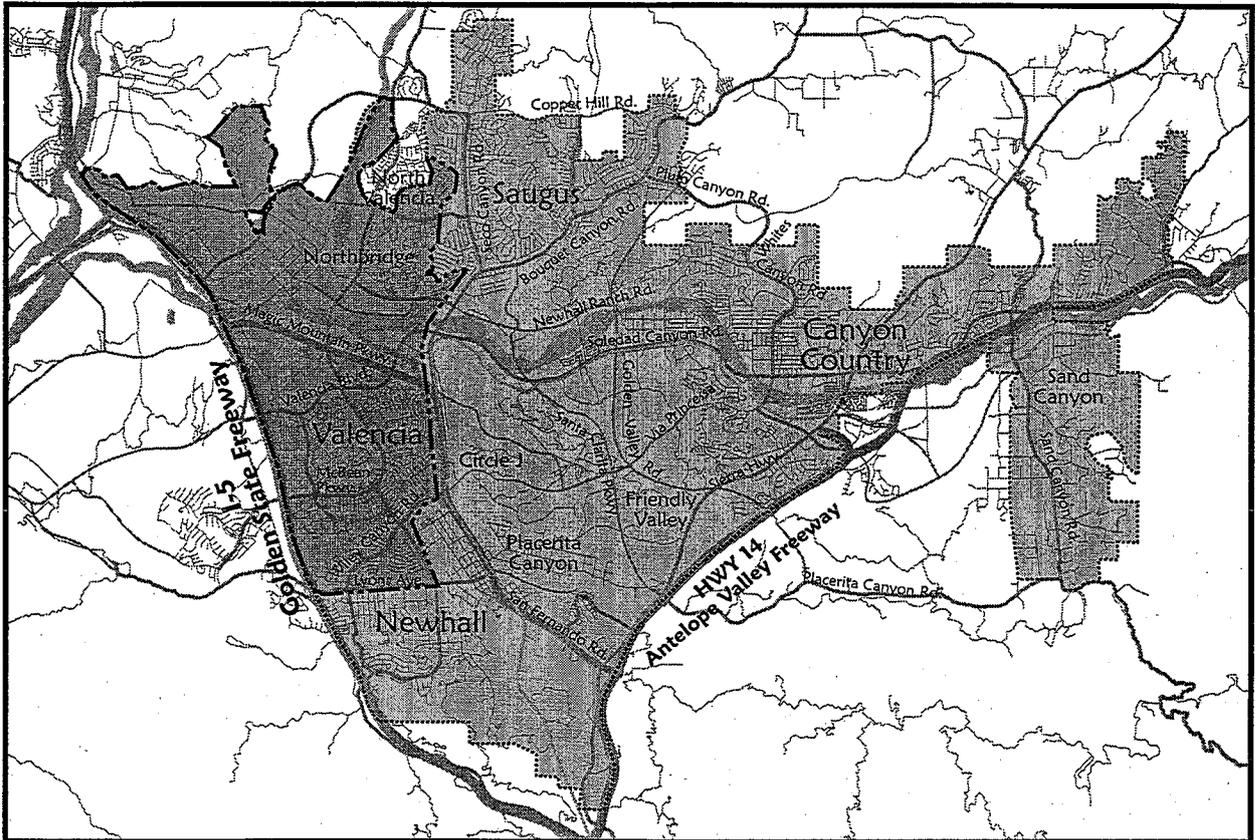
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V. Valencia Community Design Guidelines

A. Introduction

The following beautification guidelines contain specific recommendations for the community of Valencia. Where there is overlap with the *Citywide Design Guidelines*, cross references are made. Though there is not a clear boundary for Valencia, the map below delineates the general area. These guidelines focus on areas within the public right-of-way in Valencia.



Community of Valencia Boundary

1. Community Identity

Valencia was started as a master plan community created by planner Victor Gruen in 1965. The community includes everything from places to live, work and shop to schools, a hospital and entertainment and recreation facilities. There are over 21 miles of pedestrian walkways known as paseos that run through Valencia and make it easy to bike or walk to any number of different destinations. Much of Valencia’s public right-of-way, including the medians, have been enhanced as part of new development and maintained by privately-funded landscape maintenance districts (LMD). Because of these enhancements and the LMD funds, Valencia has been landscaped in a more lush and manicured fashion than the surrounding communities. Well maintained streetscapes with green grassy medians, bright and colorful flowers at entrances, white three-rail fences and tree-lined streets are abundant throughout Valencia.

Though probably the most urban community in Santa Clarita, Valencia still has a touch of rural character. It is the combination of lush landscaping, urban architecture and sophistication in a rural setting that defines Valencia's character. The following characteristics were used to describe Valencia during a public workshop.

- Family
- High quality of life
- Cleanliness
- Paseo system
- Safe and secure
- Lush landscaping
- Pedestrian friendly
- Well lit
- Tight knit community
- Stability of real estate values
- Community pride
- Pristine marketing corridor

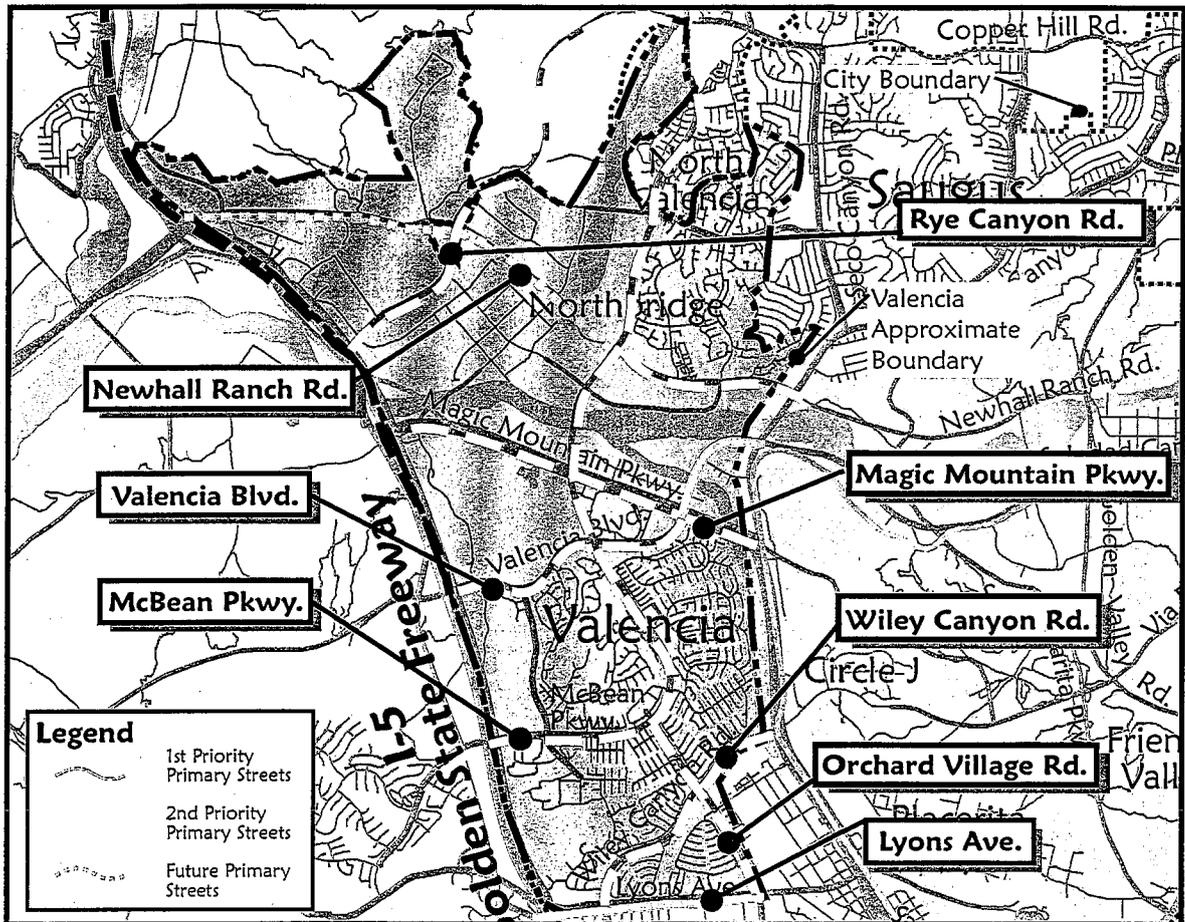
2. Beautification Needs

The beautification needs were not identified as urgent as in some other communities, however there is room for improvement in certain areas. The following list of beautification needs was generated during a key stakeholders meeting.

- Vacant lots should be screened.
- Caltrans / Los Angeles County areas should be beautified.
- Bus stops should be beautified and trash cans should be added.
- Key intersections should be designed consistently with crosswalks, landscaping, amenities and lighting.
- Blank walls should be screened with landscaping, including vines.
- Street parkways and medians should be planted and median treatments should be extended to the edges of the community.
- The Santa Clara River should be exposed and taken advantage of as an amenity.
- The amount of visual clutter including signs, overhead utilities and vehicular access points should be reduced.
- Signage should be added to unify Valencia and Santa Clarita as a whole.

Based on this community feedback, the following beautification guidelines were drafted to address the following topics. The guidelines address a range of design improvements that can lead to a more cohesive and unified look for Valencia.

- 1) Primary corridors
- 2) Signs
- 3) Medians
- 4) Street edge treatments
- 5) Fences
- 6) Community entries
- 7) Main intersections
- 8) Other beautification ideas

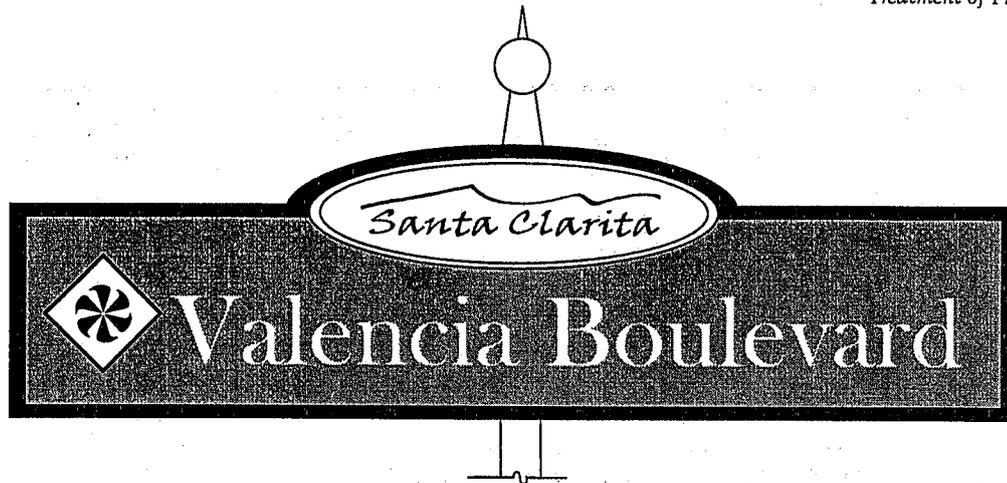


Valencia Primary Streets

B. Treatment of Primary Corridors

The primary corridors that extend through a given community act as the most visible and consequently the strongest unifying element within the community. Each community within the City of Santa Clarita should be clearly identifiable with distinct primary corridors that help unify it. The implementation of a community logo on each street sign, a consistent median and corridor edge treatment, a unique fence type and landscaping improvements bring together the image of a cohesive community. One of the goals of the Beautification Master Plan is to set forth long-range guidelines for improvements, enhancements and beautification of such corridors so that implementation occurs in a direction that creates a clear and easily recognizable individual community. The following streets have been designated as primary corridors within Valencia:

- First Priority Primary Corridors: Lyons Avenue and Valencia Boulevard (north of Magic Mountain Parkway)
- Second Priority Primary Corridors: Valencia Boulevard to Magic Mountain, McBean Parkway, Rye Canyon Road, Magic Mountain Parkway, Newhall Ranch Road, Wiley Canyon Road and Orchard Village Road
- Future Primary Corridors: Newhall Ranch Road



Example of a Street Sign Designed to Incorporate a Valencia Logo

1. Signs and Logo

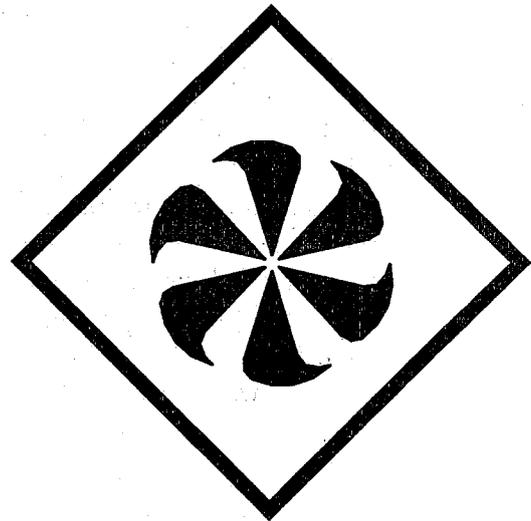
Street Sign:

The most prevalent and obvious component of the primary corridor elements is the street sign treatment. It is here that a clear and distinct demarcation occurs for each individual community. Every street sign within the community of Valencia will contain a community logo. This logo provides a recognizable sense of repetition that clearly enables a motorist, bicyclist, or pedestrian to know where they are and if they are still within the community limits. The logo will be placed within a diamond on the left side of the sign and each diamond will be a specific color for each community. This simple and quickly recognizable feature will provide a highly visible statement as to the community that an individual is in. Refer to the *Citywide Signage Program* for further information.

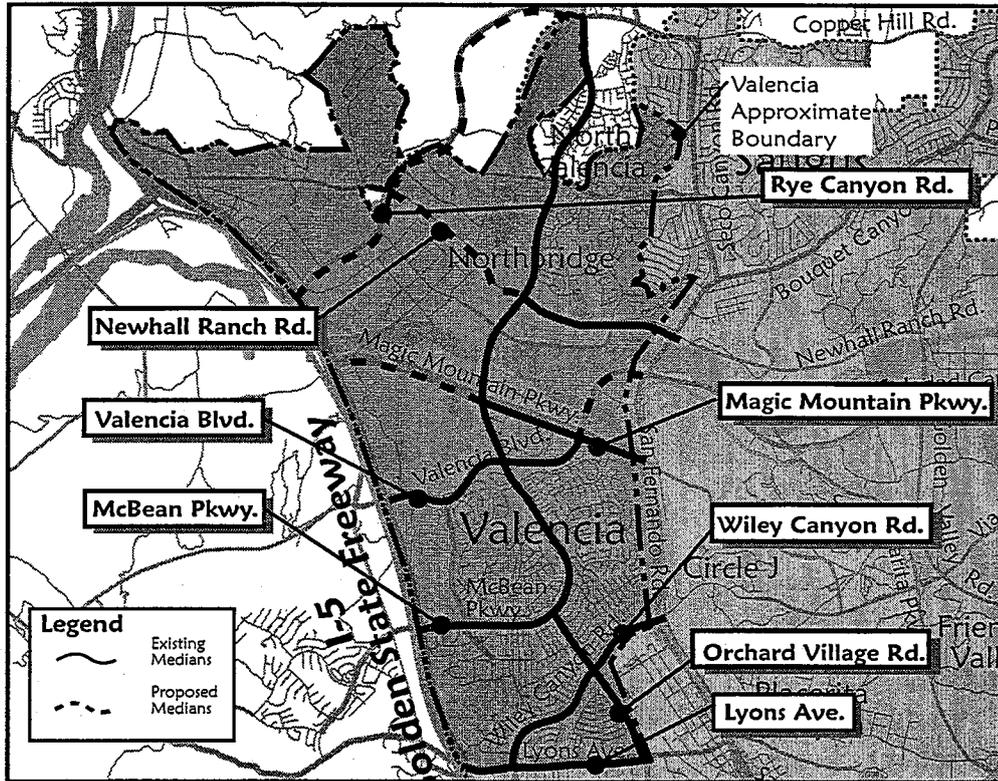
Valencia Community Logo:

Through the interview and public outreach process, participants generated a list of ideas for a Valencia logo. Of the proposed logos listed below, the majority of the participants agreed that an logo that incorporates the rotella would be most appropriate and representative of the community. Valencia is a master planned development and consequently the rotella has been used as a unifying element throughout the community for decades. If the rotella is replaced the new logo should be timeless and trendy images, colors or fonts should be avoided. Specific logo will be designed at the time of implementation, however, some possibilities include:

- Rotella
- Oranges - Town Center
- "V" with vines at the Valencia Town Center



Example of Possible Valencia Community Logo

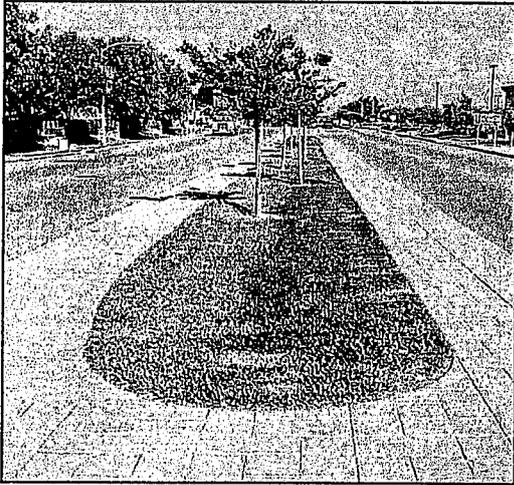


Valencia Medians Map

2. Median Treatment

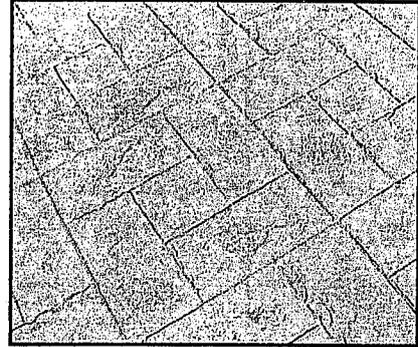
One intent of the Beautification Master Plan is to build on and extend Santa Clarita’s existing network of roadway medians into one, cohesive citywide plan that identifies each community. Valencia will have a planting theme for all medians to promote an identity within the area. The plant palette selection that will be used in the beautification and implementation of the medians will continue to enhance the adjacent landscape. The materials shall be consistent within a given community and act as a clear indicator of the difference between communities. New raised and planted medians should be considered a long-term objective for community beautification. Along with providing aesthetic appeal and consistency, the proposed medians will also control vehicle circulation, movements and serve to calm traffic. The medians will also provide a place for roadway approach street signs and directional signage at key intersections as part of the citywide signage program discussed in the *Citywide Design Guidelines*. Within Valencia and vicinity, the selected median treatment will be applied to the following roads at the locations indicated on the figure above.

- Newhall Ranch Road - from Rye Canyon Road east to existing median
- Valencia Boulevard - from the existing median east to San Fernando Road
- McBean Parkway - existing median
- Lyons Avenue - existing median
- Rye Canyon Road - from I-5 freeway north to McBean Parkway
- Magic Mountain Parkway - from the I-5 freeway east to the existing median
- Wiley Canyon Road - existing median
- Orchard Village Road - existing median



Median Treatment with Groomed Landscaping

The median treatment that has been selected for Valencia is a groomed landscaping design created with shrubs or trees and surrounded with turf. Surrounding the landscaping is an 18" safety curb that is a stamped concrete in a bromachron pattern shaped like river-side slate. The concrete is colored Valencia tan with a Goldenrod release agent.



Bromachron Pattern Safety Strip

Median Landscaping:

Trees Types which are being used

Botanical Name

- Alnus species*
- Cedrus deodar*
- Eucalyptus species*
- Fraxinus species*
- Koelreuteria paniculata*
- Lagerstroemia indica*
- Liquidambar styraciflua*
- Malus species*
- Phoenix, Washingtonia, or Brahea*
- Pinus canariensis*
- Pinus halepensis*
- Populus species*
- Prunus virginiana*
- Pyrus species*
- Quercus ilex*
- Platanus species*
- Robinia species*
- Schinus molle*
- Xylosma congestum*

Common Name

- Alder
- Deodar Cedar
- Gum Tree
- Ash
- Goldenrain Tree
- Crape Myrtle
- American Sweet Gum
- Crabapple
- Palms
- Canary Island Pine
- Aleppo Pine
- Poplar, Cottonwood
- Chokecherry
- Ornamental Pear (fruitless variety)
- Holly Oak
- Sycamore
- Locust
- California Pepper
- Shiny Xylosma

Shrubs which are being used

Botanical Name

- Acacia redolens*
- Acacia pecoff*
- Agapanthus species*
- Cercis occidentalis*
- Cotoneaster species*

Common Name

-
-
- Lily-of-the-Nile
- Western Redbud
-

Median Landscaping continued...

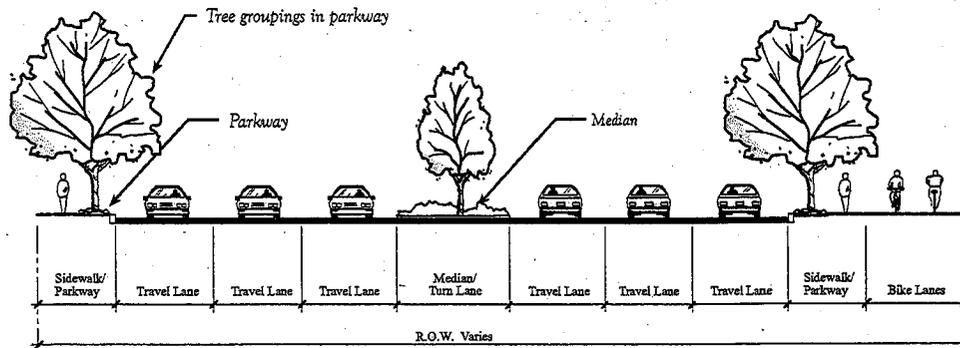
<i>Dodonaea species</i>	Hop Bush
<i>Elaeagnus species</i>	-----
<i>Escallonia species</i>	-----
<i>Euonymus species</i>	-----
<i>Hakea species</i>	-----
<i>Heteromeles arbutifolia</i>	Toyon
<i>Oleander species</i>	-----
<i>Pittosporum tobira</i> 'Variegata'	Variegated Tobira
<i>Pittosporum tobira</i>	Tobira
<i>Pyracantha</i> 'Mohave'	Firethorn
<i>Pyracantha</i> 'Teton'	Firethorn
<i>Raphiolepis indica</i> 'Enchantress'	-----
<i>Raphiolepis indica</i> 'Springtime'	-----
<i>Raphiolepis indica</i>	India Hawthorn
<i>Rosa species</i>	-----
<i>Xylosma congestum</i>	Shiny Xylosma

Groundcovers which are being used

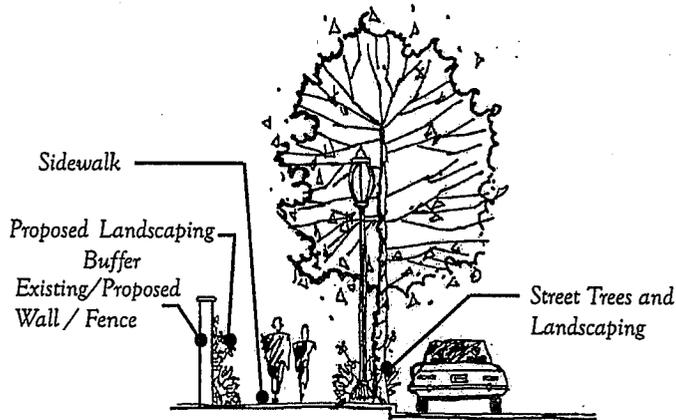
Botanical Name	Common Name
Annuals	-----
<i>Gazania species</i>	Trailing Gazania
<i>Hedera helix</i>	English Ivy
<i>Parthenocissus tricuspidata</i>	Boston Ivy
<i>Rosmarinus species</i>	Rosmary
Turf	-----
<i>Vinca species</i>	Periwinkle

3. Street Edge Treatment

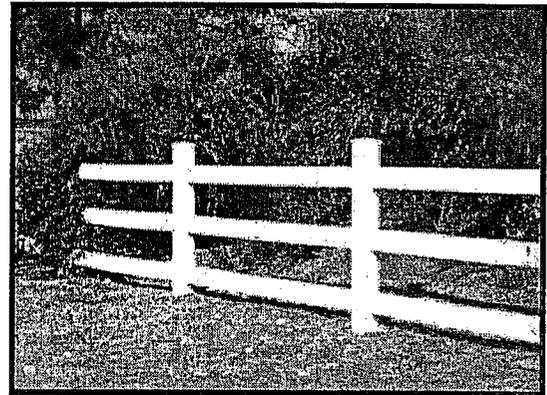
The sides of the primary corridors are just as important as the median treatment. Well landscaped parkways provide pleasant driving and walking environments while creating a sense of place. All planting shall be consistent with City Ordinance 90-15 and shall be reviewed and approved by the Director of Parks, Recreation and Community Services. A planting palette for such parkways is included in the *Citywide Landscaping Palettes* section of the document.



Example of Roadway Section



Example of Street Edge Treatment

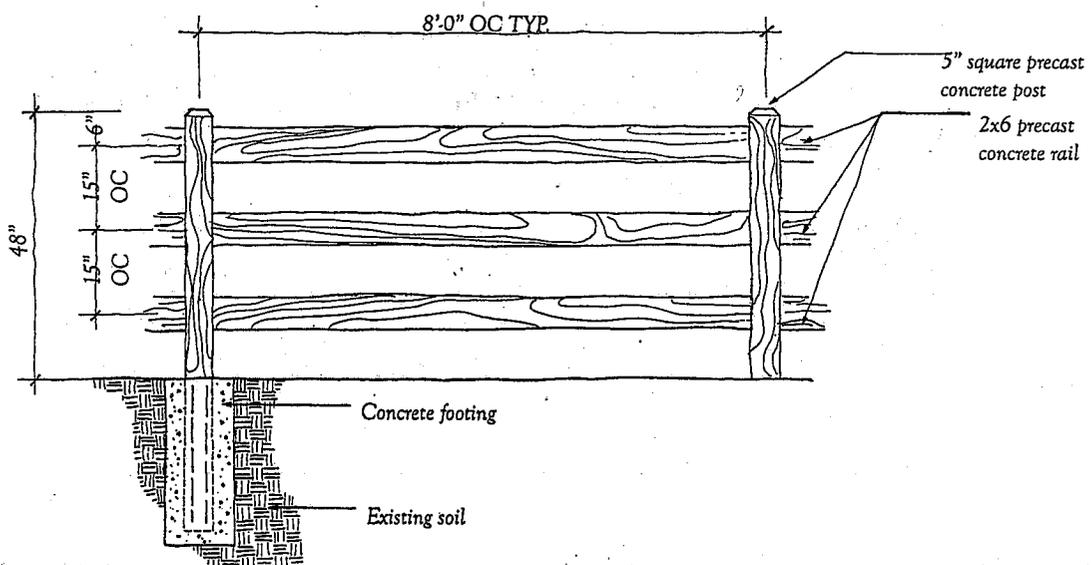


White Fence Used Throughout Valencia

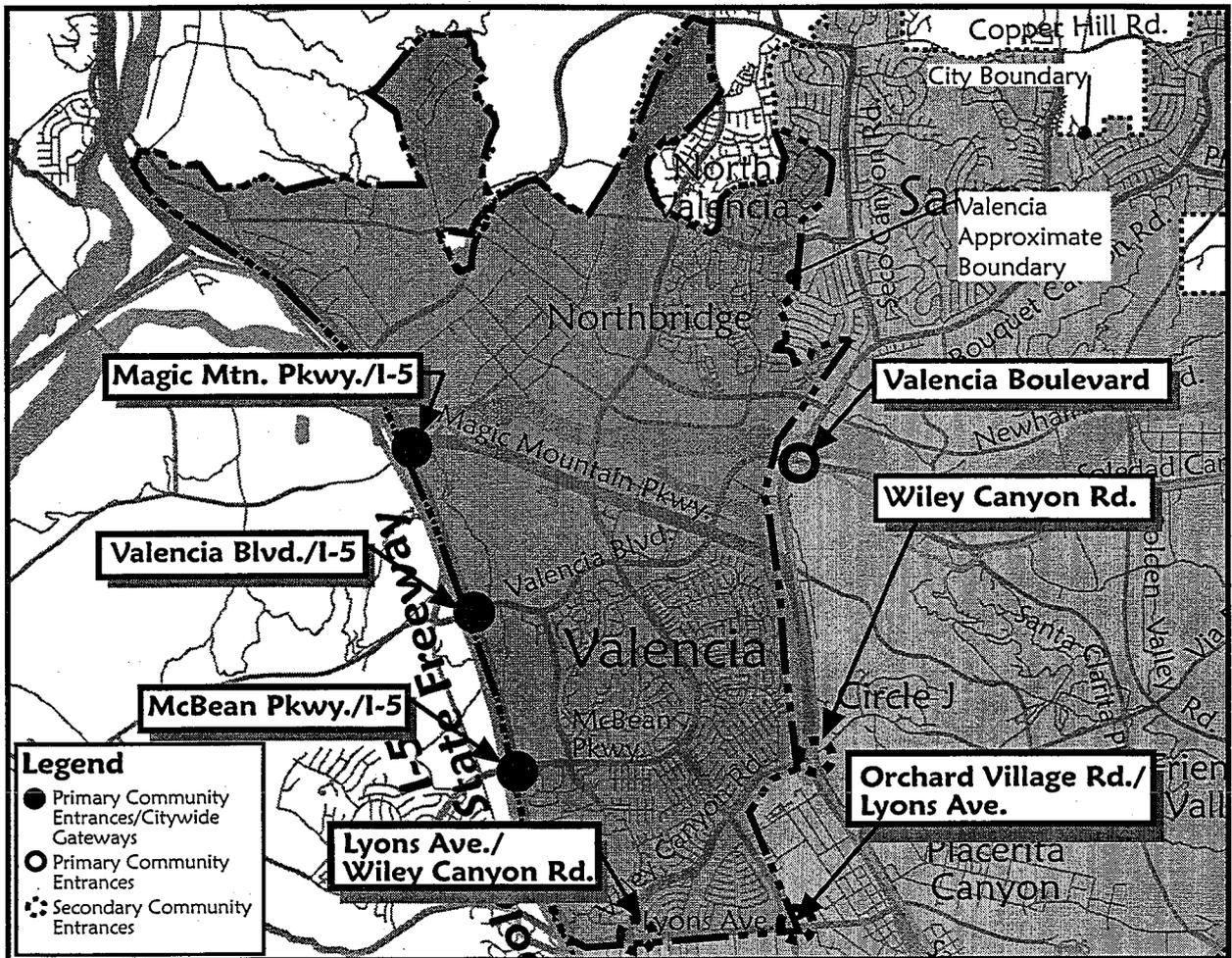
Fences:

Fences should be used to unify the City of Santa Clarita. They provide accent and help define a space and can be used to buffer parking lots adjacent to the roadway. In addition, fences used at vacant lots can “bridge” large void spaces and provide unity along the street scene. Each community will incorporate its own fencing type at intersections and along primary corridors where appropriate.

White two and three-rail fences are common throughout Valencia and have been selected as Valencia’s designated fence type. Fences are typically made of Creterail, PVC or wood. Climbing vines can be planted at fence posts to add color and texture. The clean white fence style compliments the rural yet sophisticated character of Valencia. Wood, PVC or precast concrete 2x6 rails should be used for horizontal members set into predrilled 5” square posts placed 8’ on center and set in a concrete footing for maximum stability. All fencing members should be steel reinforced, integrally colored and have a rugged wood grain texture on all sides.



Fence Post and Rail Detail



Valencia Entrances Map

C. Community Entrances and Intersections

1. Community Entrance Treatment and Locations

The entrance to Valencia should have a unique and easily identifiable “scene” that includes specific landscaping, a fence and a unique community-oriented sign. The entrances should give visitors and residents a feeling of what to expect within the community and be welcoming without being overstated. The following locations have been selected for community entrance treatments.

Primary Community Entries:

- Valencia Boulevard and Bouquet Canyon Road

Secondary Community Entries:

- Wiley Canyon Road and San Fernando Road
- Lyons Avenue and Wiley Canyon Road
- Orchard Village Road and Lyons Avenue

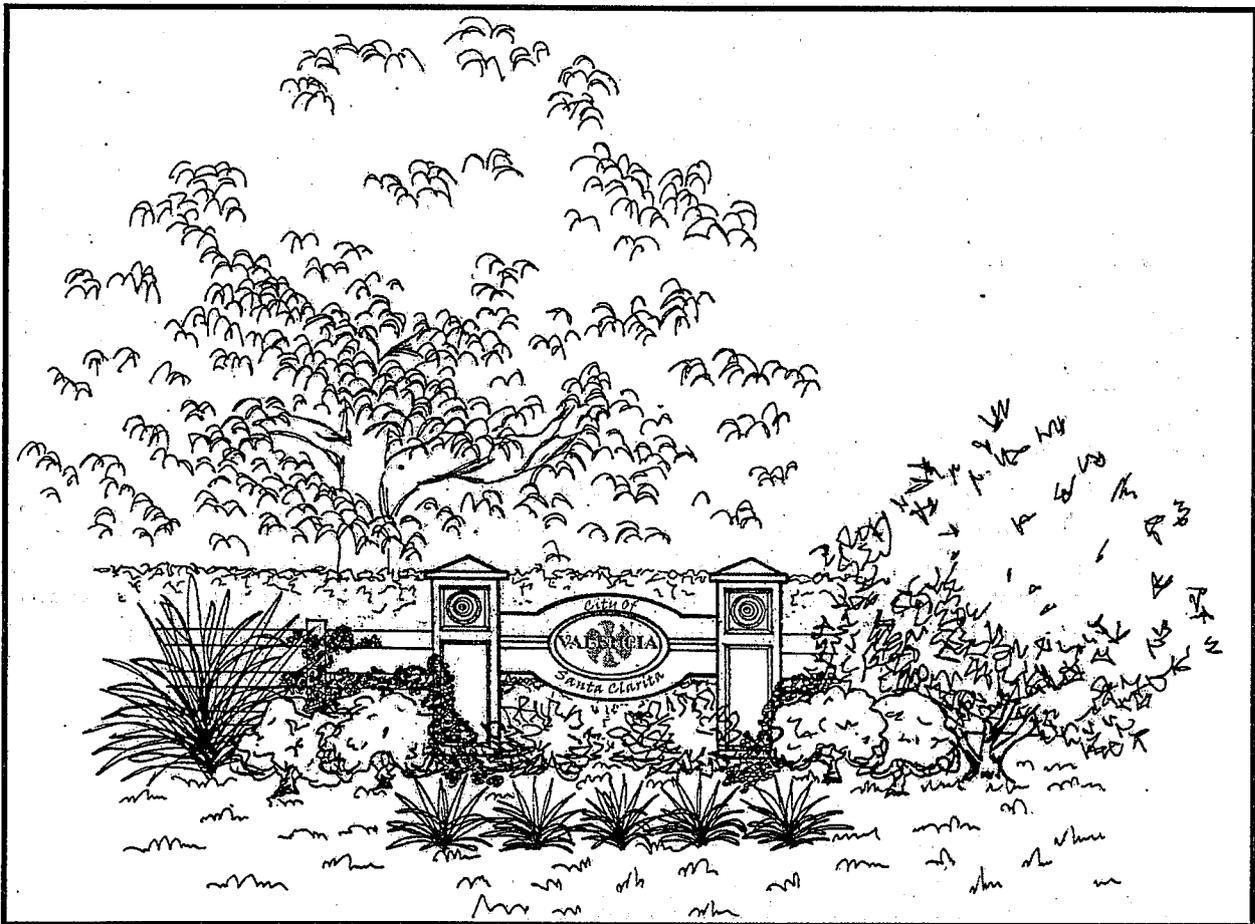
In addition to these designated community entrances, the Citywide Gateways provide excellent opportunities for community identification. Refer to the *Citywide Signage Program* section of this document for gateway treatments.

2. Community Entry Design

Community Entry Character:

The community entry is the best opportunity to reflect its individuality. The character and materials used should be a unique representation of the community. The following materials and design styles were described to reflect the character of Valencia during public meetings.

- Lush vegetation
- White three rail fence
- Urban combined with rural
- Well maintained landscaping



Proposed Community Entry Scene - Australian Willow and Grape Myrtle trees, white concrete or wood three-rail fence, special plant palette and a community-oriented sign with community logo and City name.

Community Entry Signs:

In the *Citywide Design Guidelines* section, “Entry Monuments” will help meet the goal to unify the City as a whole while the “Community Entry Signs” will help meet the other half of the goal, to embrace the different characters of individual communities. The Valencia entry sign reflects the unique natural setting and materials of the area. Community entry signs should have the following characteristics:

- Community entry signs should be located at each of the previously mentioned community entrance locations and should be coordinated with Caltrans or private landowners as appropriate. Specific locations should be determined based on visibility, right-of-way availability, sight distance criteria and minimum square footage requirements.
- Community entry signs should be lighted and landscaped.
- Community entry signs should be an integral part of the gateway scene which includes an entry sign, a fence and plants and trees approved by the Director of Parks, Recreation and Community Services.
- Community entry signs should be well proportioned and accented with landscaping. The scale of the signs should be easily legible from the road. Planting at maturity must not obscure safe vehicular sight lines.
- Community entry signs should incorporate complementary colors, materials and lettering fonts. More than one material should be used in the construction of the sign and should reflect the character of the community. The sign should be constructed for long-term durability and easy maintenance.
- All community entry signs should use the same materials, color scheme and graphic theme in order to make it very clear to visitors and residents alike that they are placed as an effort to unify Valencia.
- The community logo should appear on each sign and a community-specific font should be replicated exactly on each Valencia entry sign.
- “City of Santa Clarita” should appear on each community entry sign. The same font should be used for the citywide entry monuments.

The following landscaping palette has been created using and enhancing existing plant palettes applied throughout the Valencia area. Future planting should utilize this list or plants that are similar and compliment the desired theme.

Community Entry Landscaping

Trees

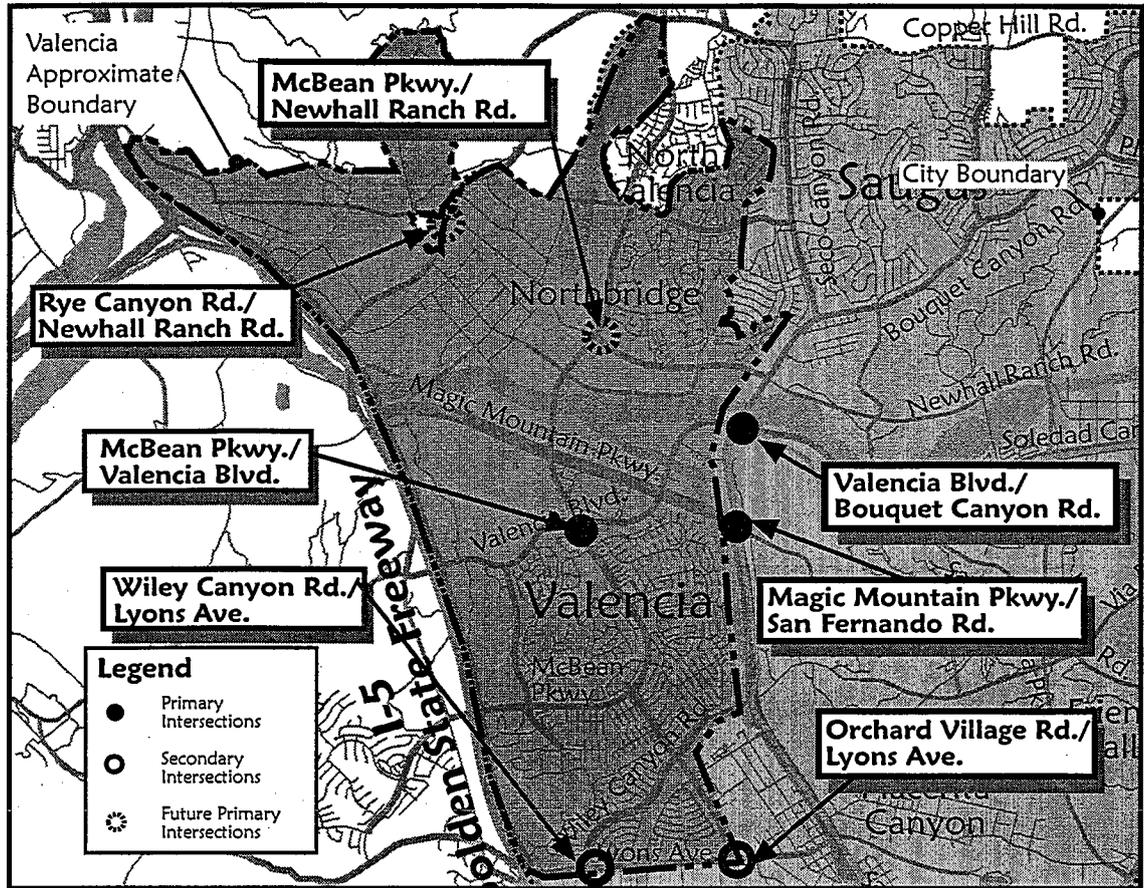
Botanical Name	Common Name
<i>Koelreuteria bipinnata</i>	Chinese Flame Tree
<i>Lagerstroemia indica</i>	Crape Myrtle
<i>Quercus lobata</i>	Valley Oak

Shrubs

Botanical Name	Common Name
<i>Dietes vegeta</i>	Fortnight Lily
<i>Hemerocallis hybrids</i>	Daylily
<i>Ligustrum j. texanum</i>	Japanese Privet
<i>Photinia fraseri</i>	Photinia
<i>Pittosporum t. Wheelers Dwarf</i>	Dwarf Tobira
<i>Raphiolepis umbellata 'Minor'</i>	India Hawthorn
<i>Xylosma Congestum</i>	Shiny Xylosma

Ground Cover

Botanical Name	Common Name
<i>Gazania 'Mitsuwa'</i>	Gazania
<i>Hedera helix</i>	English Ivy
<i>Hedera helix 'Needlepoint'</i>	Needlepoint Ivy
<i>Myoporum parvifolium 'Putah Creek'</i>	-----
<i>Vinca major</i>	Periwinkle



Key Intersections Map

3. Key Intersection Treatment and Locations

There are several intersections within the community of Valencia that stand out as opportunities to beautify and claim as unique places for Valencia. These intersections are large with multiple lane thoroughfares requiring motorists and pedestrians alike to wait for several minutes and soak in the surrounding environment. Pedestrians oftentimes have to cross over several lanes of traffic in order to travel from place to place. It is the intent of these guidelines to beautify these intersections to the extent possible and create a more safe pedestrian-friendly environment. The following key intersections have been identified as areas that need priority improvement.

Primary Intersections

- Valencia Boulevard and Bouquet Canyon Road
- McBean Parkway and Valencia Boulevard
- Magic Mountain Parkway and San Fernando Road

Secondary Intersections

- Orchard Village Road and Lyons Avenue
- Wiley Canyon Road and Lyons Avenue

Future Primary Intersections

- Rye Canyon Road and Newhall Ranch Road
- Newhall Ranch Road and McBean Parkway

Beautification of the intersections should include:

- Accent paving
- Directional signage / reduction of visual clutter
- Landscaping and street trees
- Lighting and signal pole treatment
- Underground utility poles and wires

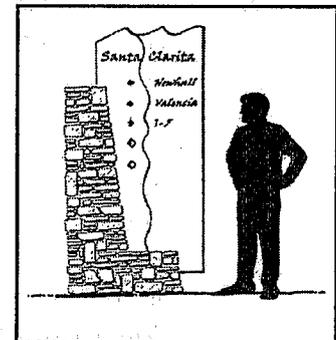
The “Bouquet Junction” intersection illustrated on the following pages depicts the advantages of implementing some of these beautification concepts.

Accent Paving:

The use of accent paving provides an opportunity to both dress up the intersection and incorporate traffic calming measures for pedestrian and bicyclist safety. The change in texture is a visual and intuitive signal to both the motorist and pedestrian of the appropriate boundaries for each. Accent paving contributes greatly to the overall visual appeal of the intersection and is typically located in one or more of the following areas: at corners; on sidewalks; at pedestrian crossings; and in the middle of intersections. At key intersections, the pedestrian crosswalks should be treated with a durable colored concrete pattern so as to visually cue the oncoming motorist to slow down because of possible pedestrian traffic. Special paving also enhances the pedestrian experience, both in visual appeal and safety. The texture should be smooth enough so that an older person, cyclist and persons with disabilities are not deterred. In addition, a surface that limits noise should be utilized. Stamped concrete in a square riverside slate pattern or real stone should be used as the accent paving throughout Valencia. This will match the median treatments in Valencia. The special paving can be throughout the entire crosswalk or just as a border.

Signage:

The directional sign described in the *Citywide Signage Program* section of the *Citywide Design Guidelines* should be placed at key intersections in order to help motorists determine the direction of the adjacent communities. It is important that existing directional signage be removed to reduce the amount of visual clutter. In addition to directional signage the removal or replacement of commercial/business signage and billboard/advertisement signs should be given first priority at key intersections.



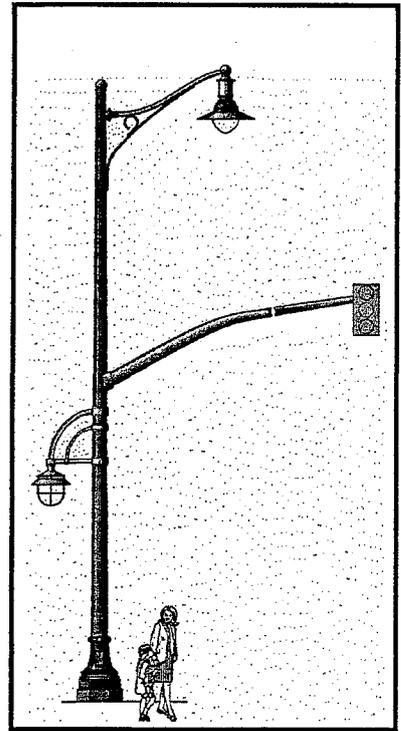
Example of Directional Signage

Landscaping Treatments:

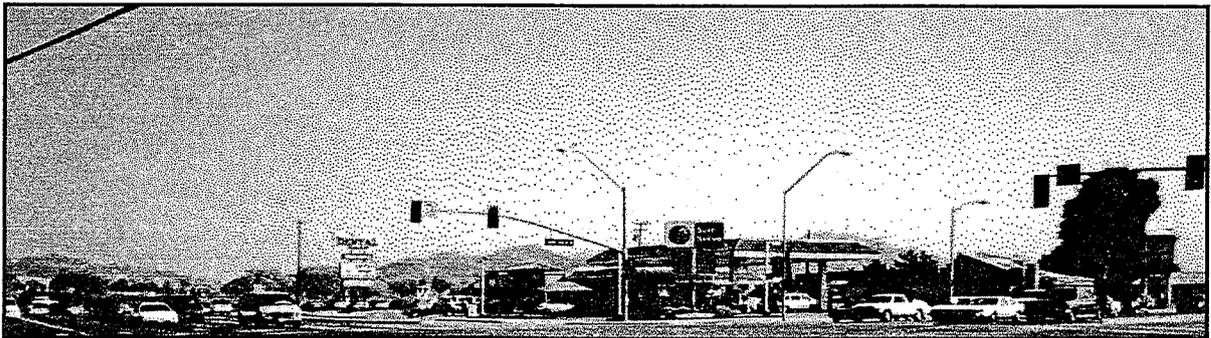
Additional vegetation located at key intersections will enhance the experience of the motorist and pedestrian. Landscaping, low walls and berms should be used to screen large expanses of paving (parking lots, service station lots) on private property. Median bull noses are 3'-0". Typical medians are 14'-0" wide and will allow for high branching trees to be planted where feasible. Trees with four-foot tree grates should be planted along the sidewalk near the intersection. The trees planted in the medians and in the parkways should correspond to those selected for a given community and primary corridor, respectively.

Lighting

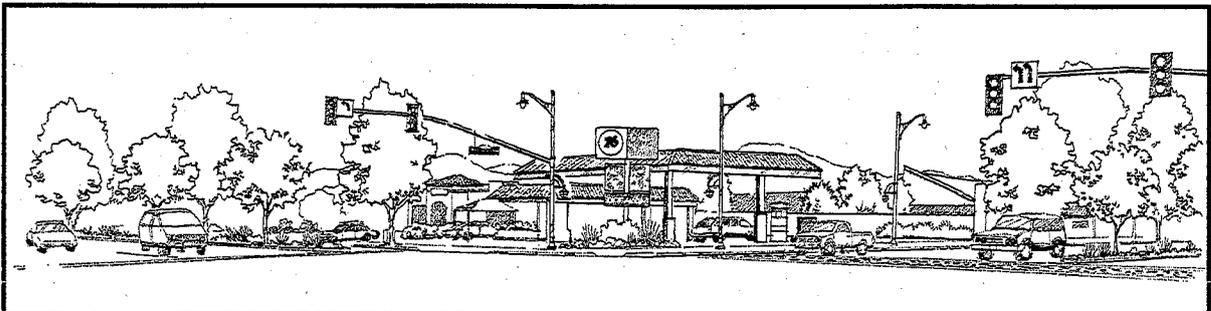
The implementation of a uniquely designed street light and signal poles at key intersection can enhance the experience of the pedestrian and motorist. A minor improvement involving the addition of an ornamental base and fixture to the existing pole can greatly improve its aesthetic appeal. All specially designed street lighting and signal poles shall be reviewed and approved by the appropriate agencies.



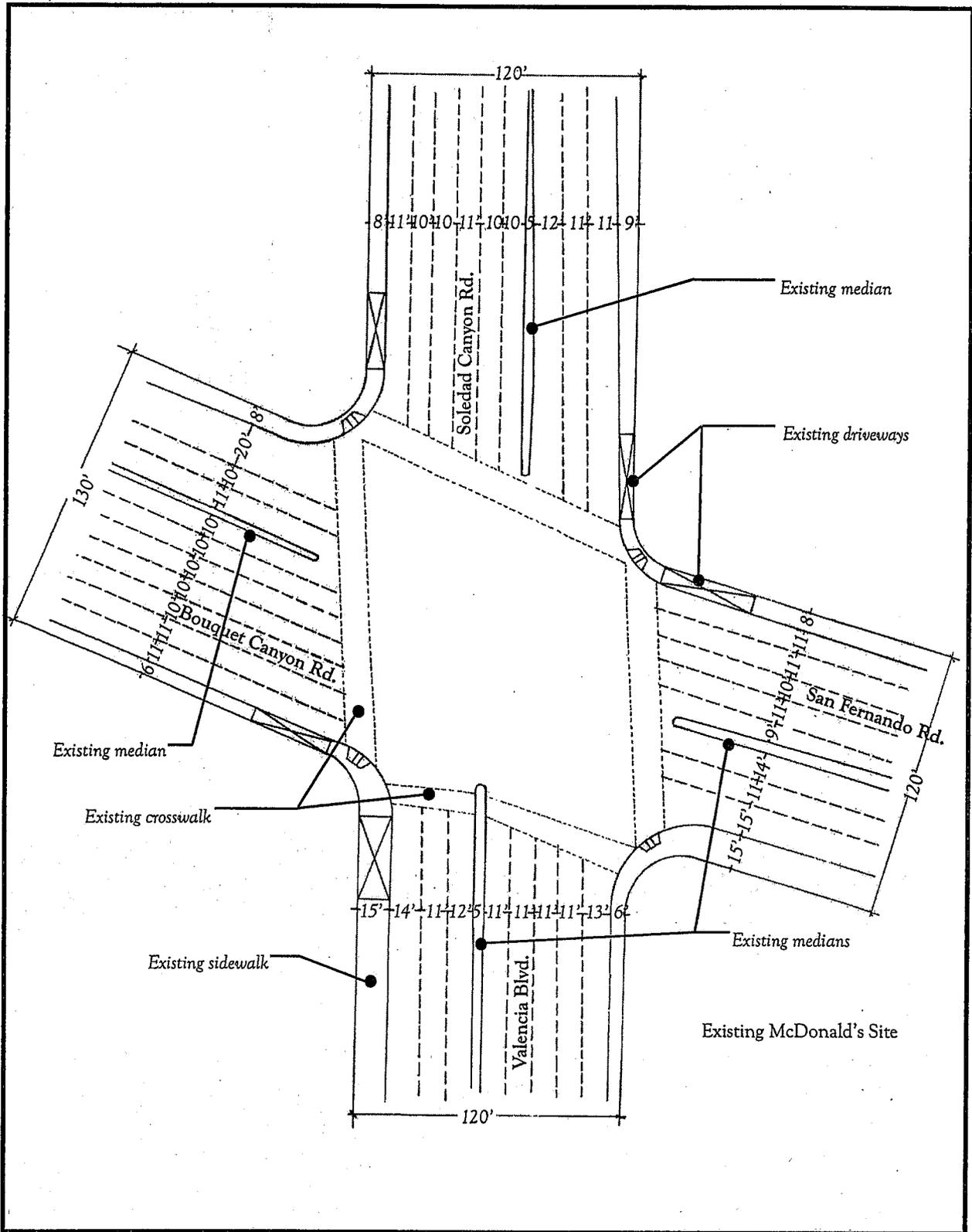
Example of Specially Designed Street Light and Signal Pole Enhancements



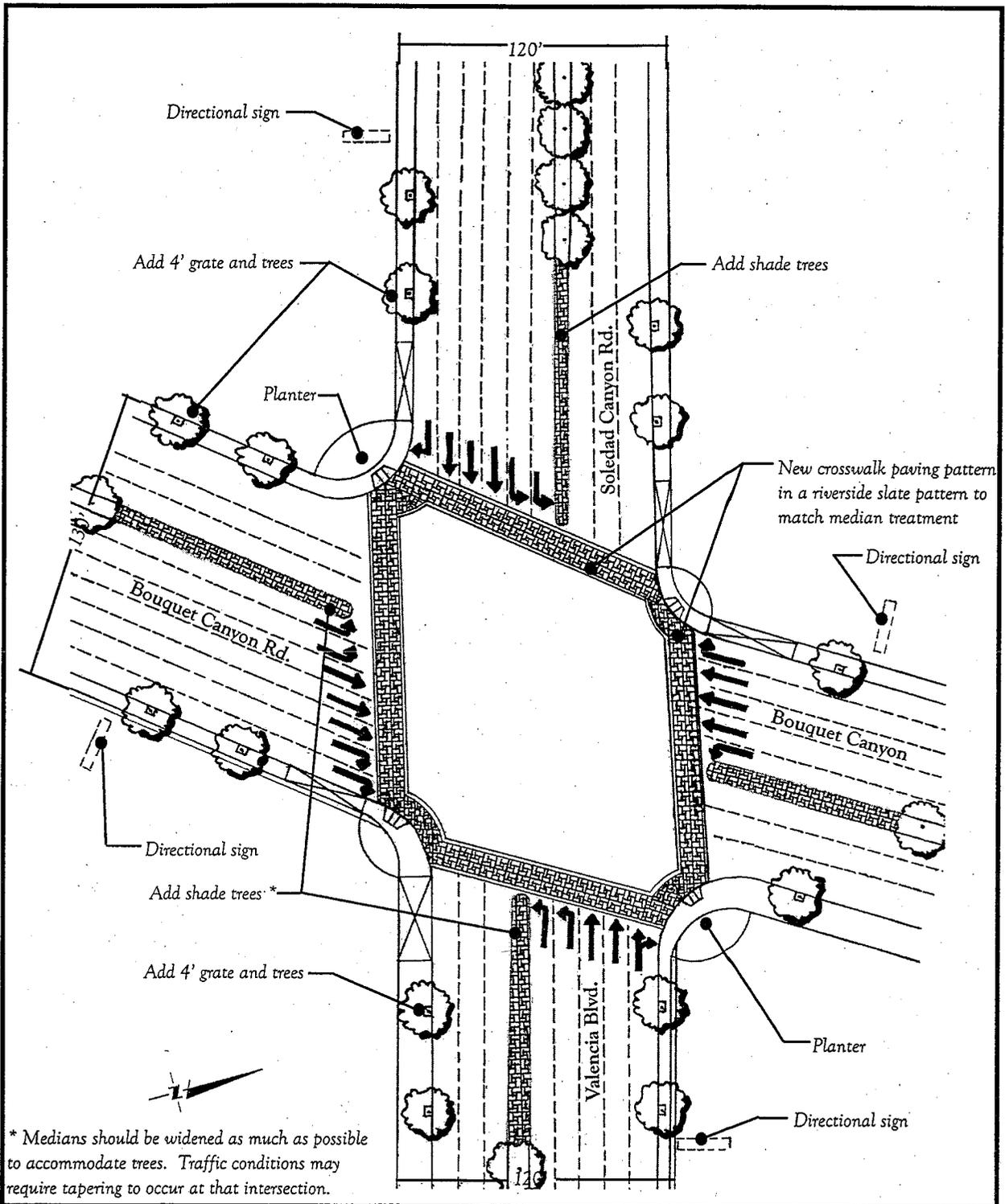
Before: "Bouquet Junction" Intersection



After: "Bouquet Junction" Intersection



Before: "Bouquet Junction" Intersection



After: "Bouquet Junction" Intersection

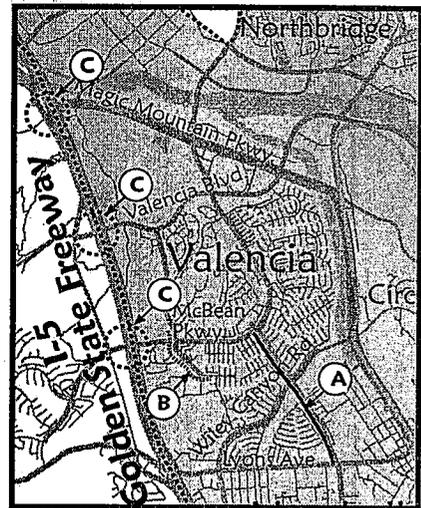
D. Other Beautification Ideas

This section addresses the beautification needs identified by participants from various workshops and provides suggestions for additional ways in which a community might encourage beautification efforts.

1. Specific Beautification Needs

The following beautification needs are not directly addressed by the Beautification Master Plan, but are areas that community members have identified as issues needing improvement.

- A. Edison easement should be improved, especially at Orchard Village Road.
- B. The portion of the block wall on Tournament Road that has been replaced with a wrought iron fence should be consistent with the rest of the street.
- C. Exits at freeway off ramps need color, variety, landscaping and provisions for maintenance.



Valencia Beautification Needs

2. Private Property Treatment

To assist city beautification efforts within the street right-of-way, private property owners should strive to accomplish the following:

- Reduce sign clutter
- Landscape parking lots and building frontage
- Screen unsightly storage and trash areas
- Coordinate wall/fence treatment between properties
- Maintain vacant lots free of trash and weeds
- Seek to upgrade building facades consistent with design image
- Plant trees to add shade and soften urban look
- Use fencing and landscaping along roadways at vacant parcels

3. Getting Involved In The Process

Community groups should make themselves aware of the City design review and approval process. Likewise, the City should notice a member of the organization of upcoming meetings and proposed projects. This established communication will help to ensure that projects are approved that residents and City staff are proud of. In addition, community groups might take on banner projects such as organizing and encouraging private property owners to improve their building facades or plant vines in front of unsightly walls and fences.