

## 4.0 PUBLIC REALM LANDSCAPE AND IDENTITY PROGRAM

Streetscape elements, including gateways, public art, light fixtures, street furniture and signs, will be coordinated with a Landscape Concept Plan unique to the Platinum Triangle, to establish and reflect the Platinum Triangle's distinctive image and character.

The Public Realm Landscape and Identity Program will:

- Establish a visual identity with a hierarchy of identity elements which reinforces the land use, circulation, open space, and landscape systems of the Master Land Use Plan.
- Celebrate the unique combination of a cosmopolitan urban area with sports and entertainment imagery.
- Reinforce linkages to The Anaheim Resort.

### 4.1 Streetscape Elements

Streetscape elements will unify and identify the Platinum Triangle and provide directions for visitors to the area. Streetscape elements include gateways, public art, light fixtures, street furniture and signs.

The identity program includes the following:

- Street furniture within the public right-of-way, such as bus shelters and benches, that is consistent throughout the Platinum Triangle.
- An area-wide banner system on the arterial roads, which will create a street-oriented identity for the entire Platinum Triangle, especially in connection with events.
- Site furnishings that meet the needs of the residents, visitors and workforce of the Platinum Triangle on an area and need specific basis.

Individual projects within the Platinum Triangle may have their own individual project identity within their project boundaries, but the character of the streetscape elements within the public right-of-way will be consistent throughout the Platinum Triangle.

#### 4.1.1 Gateways

Gateways will set the scale and image of the Platinum Triangle for visitors as they enter and pass through the area. It is anticipated that these gateways will be located on or in close proximity to the Stadium District. The design of the gateways will be determined at a later date as the Stadium District is developed. In order to effectively create the proper sense of arrival, these gateways should achieve the following:

- Provide a scale that contrasts with the surrounding features.
- Reflect the design character of the area and incorporate sports and entertainment related imagery.
- Provide a lasting visual impression.
- Express a variety of imagery through layering of Gateways.
- Create public icons at the edges of the Stadium and Arena Districts.

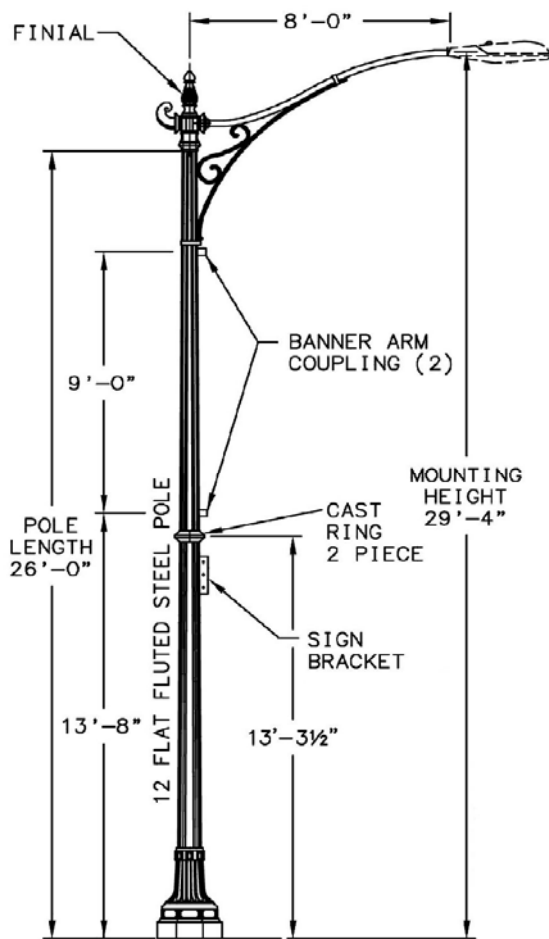
#### 4.1.2 Public Art

Public art provides added interest, variety, and beauty to the City's public places. Well-designed public art creates a connection between the public and the culture of the community by incorporating symbols that serve to entertain and enrich urban areas. Public art will be encouraged in the mini parks and new gathering places that will be developed within the Platinum Triangle.

### 4.1.3 Light Standards

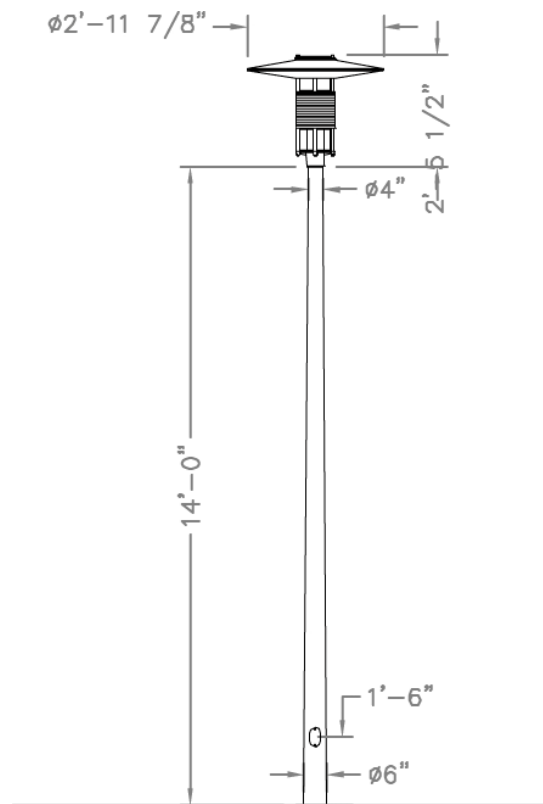
The light standard used in The Anaheim Resort will be used on all arterial streets throughout the Platinum Triangle (Figure 14) to provide a visual link between the Platinum Triangle and The Anaheim Resort. New light standards will be implemented on Connector and Collector Streets (Figure 15) and Market Street (Figures 16 and 17) to enhance the pedestrian-friendly environment of these two street conditions.

#### Arterial Streets



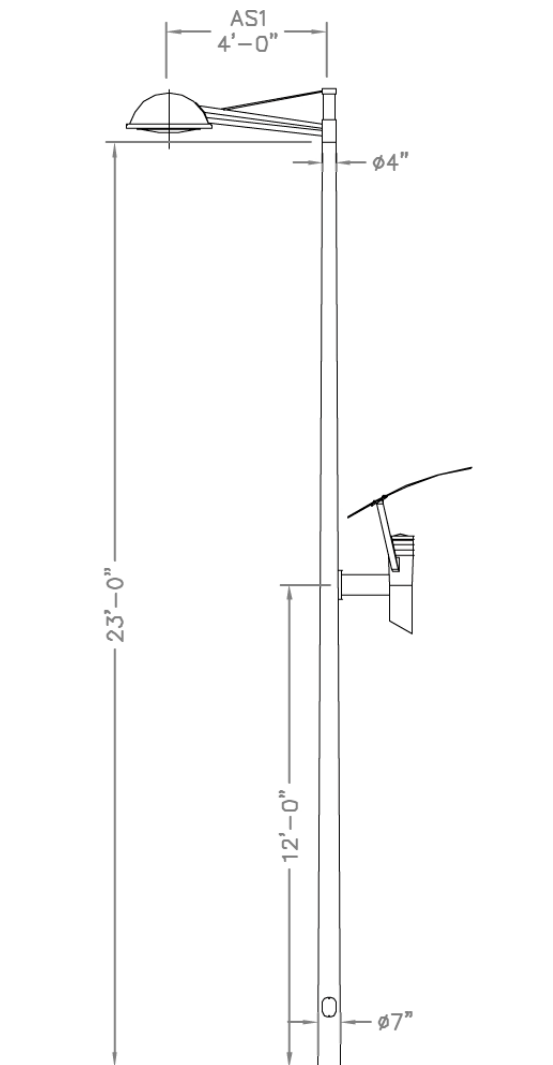
**Figure 14: City of Anaheim Street Light Special Design No.744 Anaheim Recreational Area**

#### Connector and Collector Streets

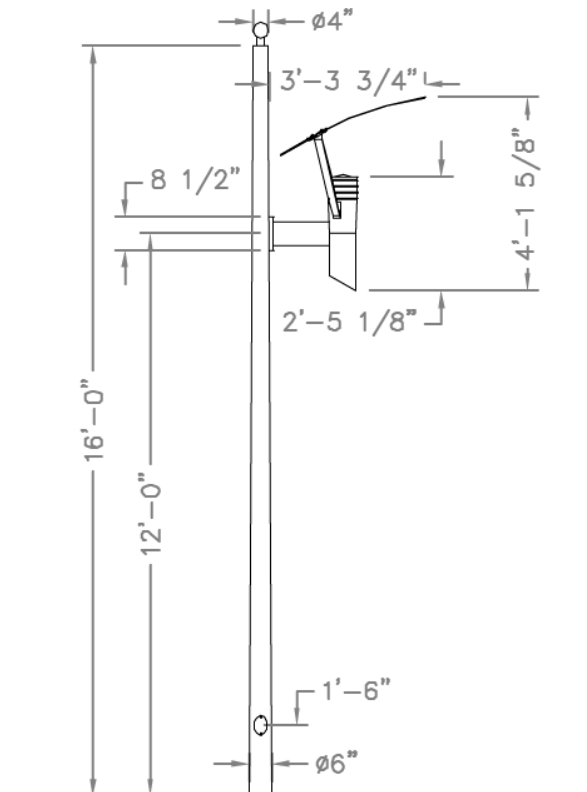


**Figure 15: Connector and Collector Street Light Standard**

Market Street Standards



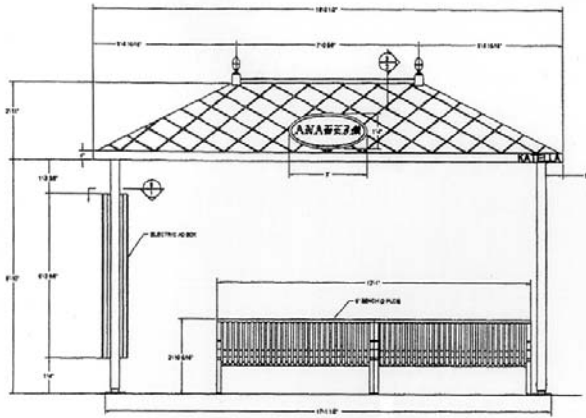
**Figure 16:**  
Market Street Light Standard



**Figure 17:**  
Market Street Pedestrian Light Standard

#### 4.1.4 Street Furniture

Street furniture within the Platinum Triangle will include the standard street furniture used throughout the City. Street furniture includes bus shelters (Figure 18), benches and trash receptacles. Newspaper racks, as shown in Appendix D, will be allowed adjacent to bus shelters.



**Figure 18: Citywide Standard Bus Bench**

#### 4.1.5 Signs

Within the Platinum Triangle, civic signage will play three major roles: identification of the Platinum Triangle, directional assistance to arriving visitors and reinforcement of the visual themes of cosmopolitan urban activities, sports and entertainment.

##### *Changeable Message Signs*

Changeable message signs provide timely information to visitors to the Platinum Triangle. These existing changeable message signs will remain in the current locations unless otherwise determined in conjunction with future development of the Stadium, ARTIC or Arena Districts.

##### *Street Information Signs*

On arterial streets, informational signs, such as “Stop” and “No Parking”, will be the same design as similar signs in The Anaheim Resort. Standard signs will be used on all other streets.

##### *Street Identification Signs*

Street identification signs will be on 96-inch wide by 18-inch tall panels (DG3 Material). The signs will include the Platinum Triangle logo and the street name in 8-inch high white letters (Clearview Highway 38 Font) on a green (P3) background (Figure 19).

##### *Directional Signs*

Signs which provide directional instructions to arriving or departing visitors will become increasingly important within the Platinum Triangle as new development occurs. The number, type and location of signs should be determined prior to development of the Stadium District, potentially in connection with the future design of the gateways. This will ensure that the overall character of the signs is consistent, and interrelated circulation issues for Angel Stadium of Anaheim, Arrowhead Pond of Anaheim, The Grove of Anaheim and ARTIC, can be addressed.

##### *Banners*

All street light standards on arterial roads within the Platinum Triangle will have a removable armature for banners that will be changed out regularly. Banners will be installed in accordance with a banner program approved by the City and will be brightly colored, festive and may be fabricated as sewn, silk screened on nylon or photo image reproduction on an exterior grade substrate.



**Figure 19: Street Identification Sign**

## 4.2 Landscape Concept Plan and Cross Sections

The intent of the Landscape Concept Plan is to create a memorable, unified and civic-scaled public landscape for the Platinum Triangle. To achieve this, the Landscape Concept Plan proposes extensive landscape improvements within the area's public rights-of-way and landscape setback areas. This section describes the landscape goals for the Platinum Triangle and provides typical plans and cross sections which establish the basic requirements for landscape development. Implementation of the Landscape Concept Plan within the public right-of-way will occur with development of new projects within the area unless otherwise determined by the City.

Figure 20 shows how the Landscape Concept Plan applies to the Platinum Triangle and provides the overall unifying landscape framework.

The full-street cross sections and plans that follow show the landscape treatment of the typical conditions on each of the Platinum Triangle's major streets. The right-of-way dimensions may vary subject to the approval of the City Engineer. The treatment shown for each street is based on the Landscape Concept Plan. Whenever possible, utilities will be placed underground.

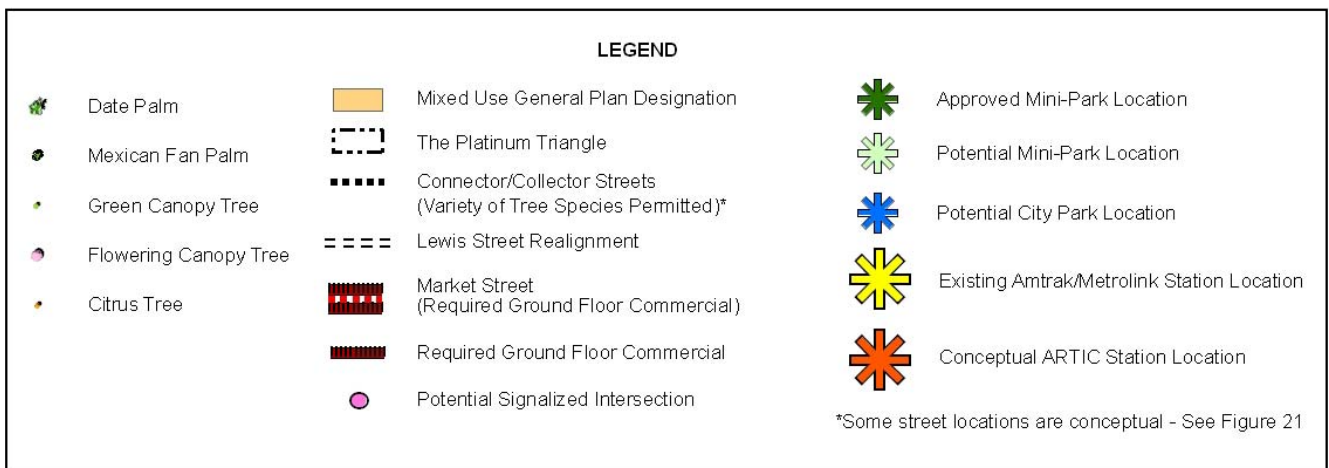
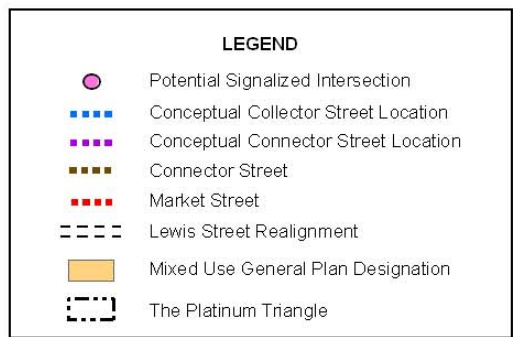
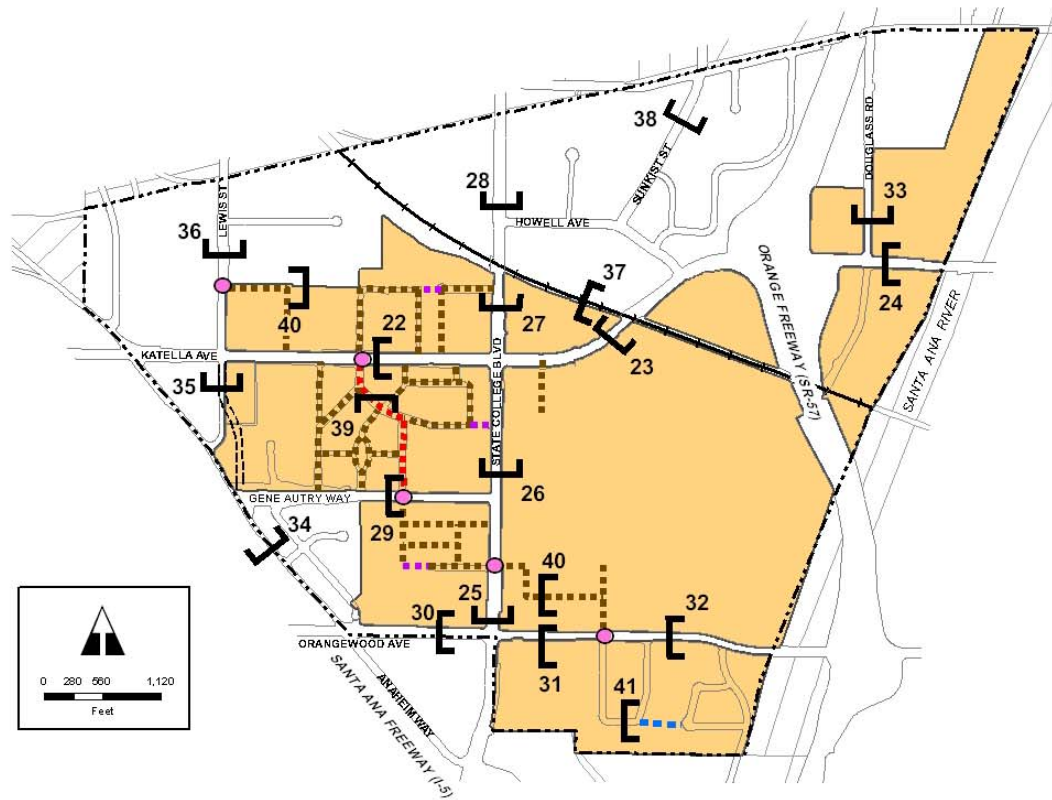


Figure 20: Landscape Concept Plan



See Figure 38 for Secondary Streets  
 See Figure 40 for Connector Streets  
 See Figure 41 for Collector Streets

**Figure 21: Cross Section Key Map**