

- Create a recognizable and attractive entertainment district anchored by **Broadway historic theaters**
- Encourage the location of **entertainment uses**
- Encourage **reuse** of all historic buildings on Broadway
- Preserve **historically significant** buildings by ensuring appropriate **rehabilitation**
- Encourage **development patterns** and a mix of uses that contribute to a **pedestrian-friendly** environment
- Encourage pedestrian-oriented and visitor-serving uses during evening hours to **expand activity centers** within Downtown and create better, safer linkages among Downtown districts
- Encourage appropriate **infill** development

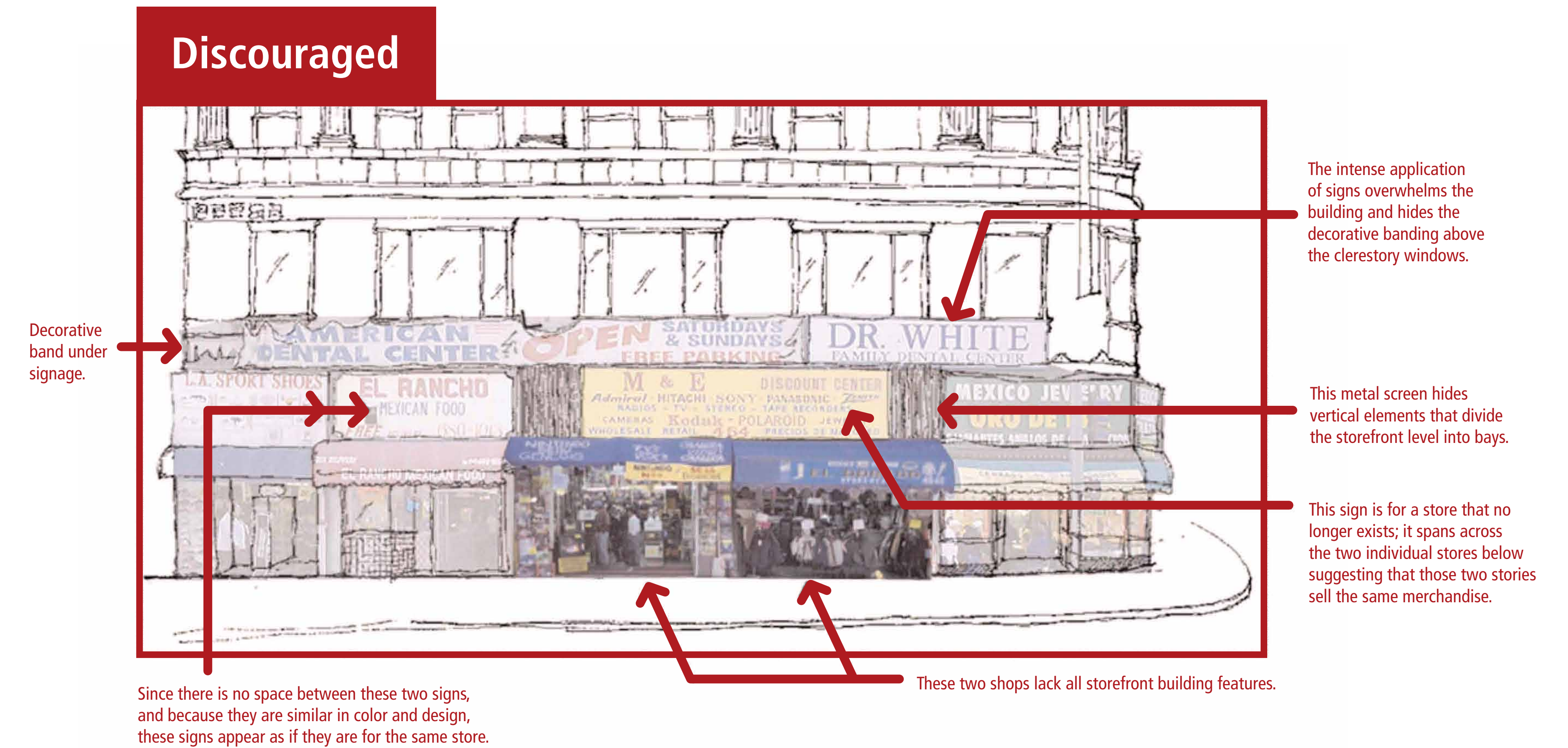


BRINGING BACK BROADWAY

Rehabilitation of Historic Structures

KEY POINTS:

- Preserve existing historic fabric
- Maintain Building Form
- Restore building storefronts where they have been altered
- Ensure new additions are differentiated from the old yet complement historic context
- Repair character defining features
- Replace with in-kind materials
- Incorporate compatible new features rather than historic "re-creations"



Encouraged



This is an example of an appropriate rehabilitation of a historic structure. The building's form and character defining features have been retained. Its storefronts, storefront bays, and fenestration patterns have also been maintained.

Encouraged



KEY POINTS:

- Ground floor uses and design should contribute to an **active street life**
- Provide for continuity in the streetwall by locating storefronts, entryways and pedestrian serving uses at the front property line
- Provide a **prominent main building entrance** that allows pedestrian access to a main lobby from Broadway and any perpendicular side street
- Additions should be of a scale and style that is **compatible** with existing development

Discouraged



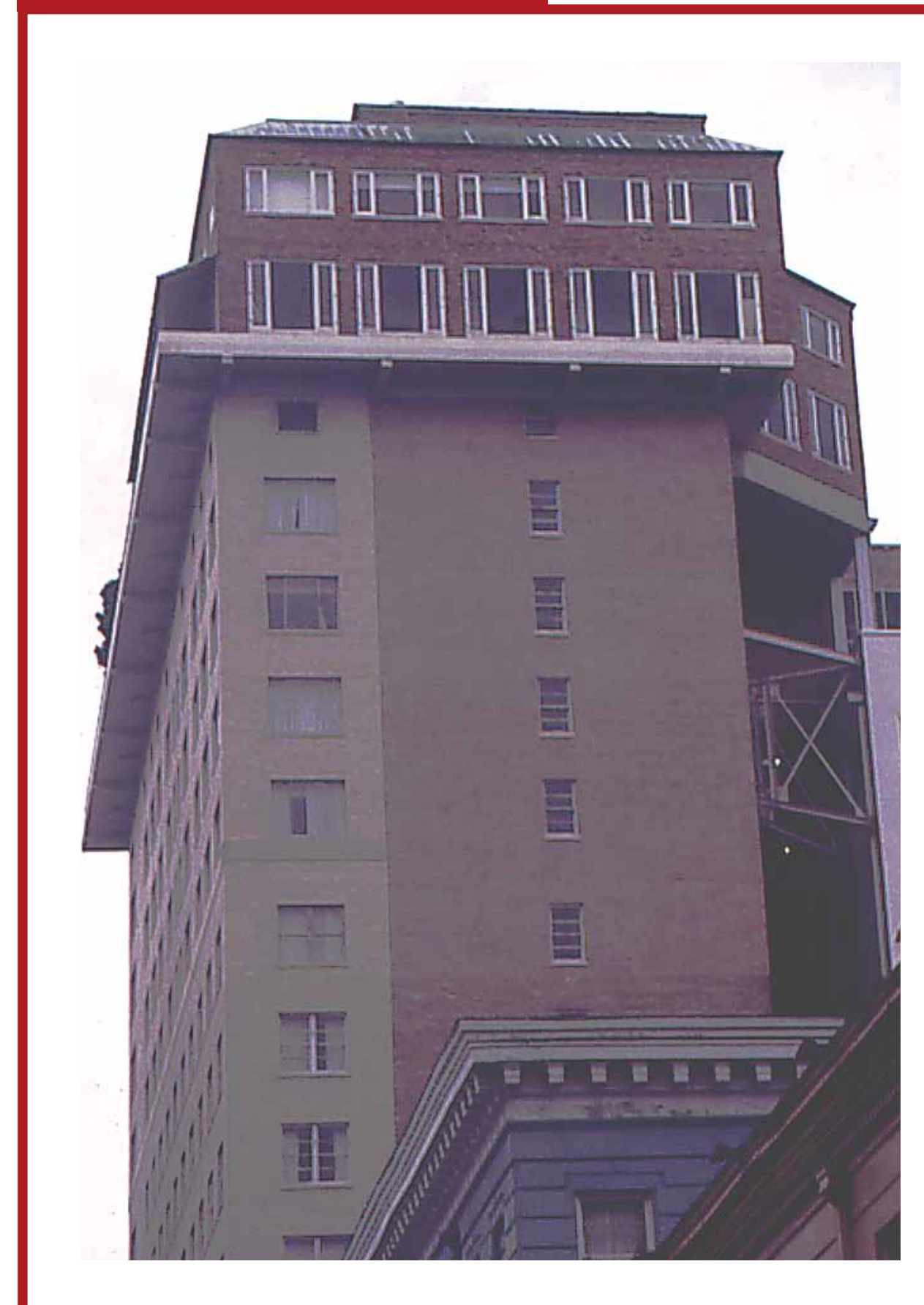
The building lacks transparency and storefronts on the ground floor.

Encouraged



Ground floor uses and design should contribute to an active street life.

Discouraged



This rooftop addition does not relate in fenestration pattern and is highly visible from the street.

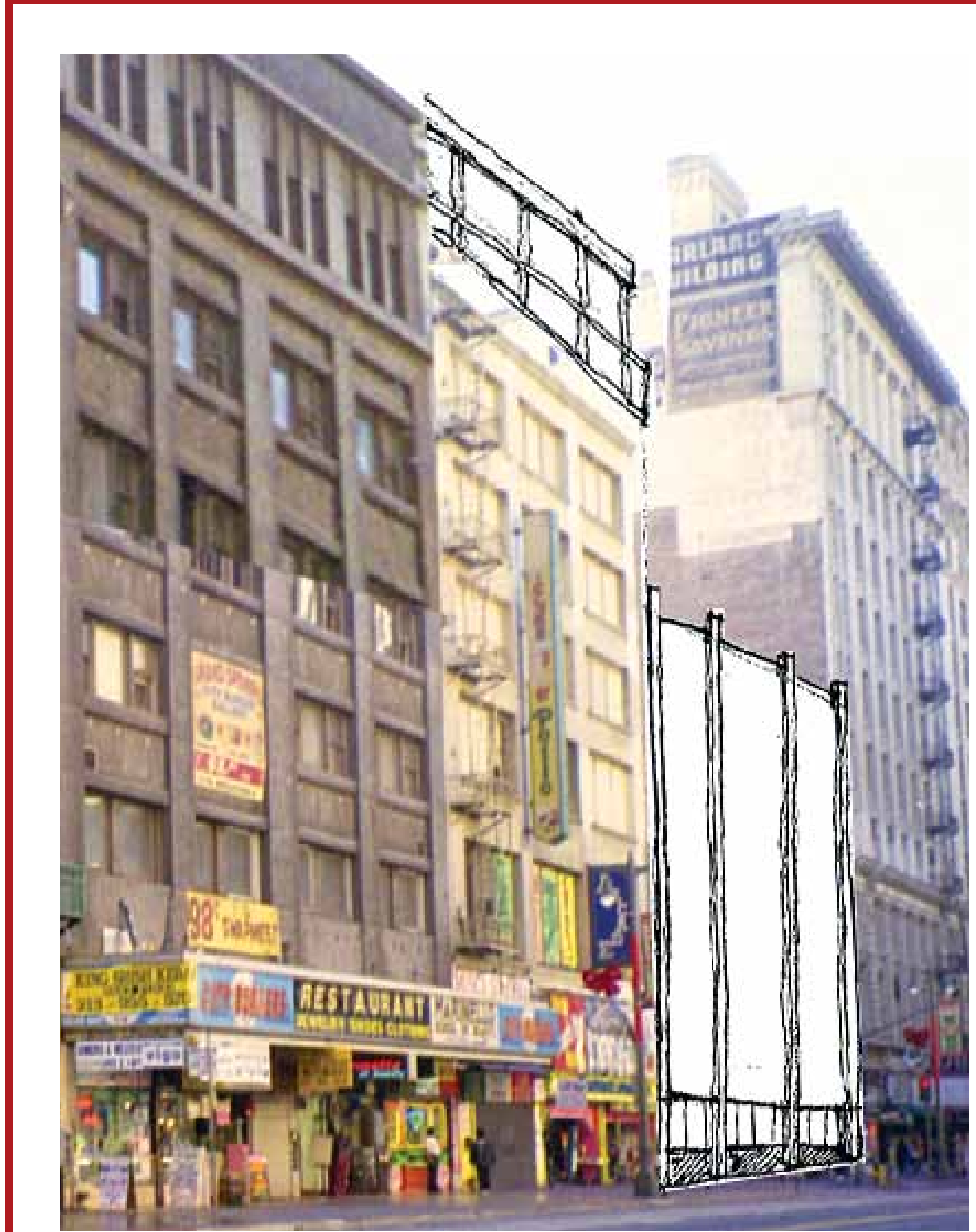
Encouraged



The rooftop addition continues the lines and materials of the original building before transitioning into new materials and forms. This technique creates a more seamless intersection between new and old.

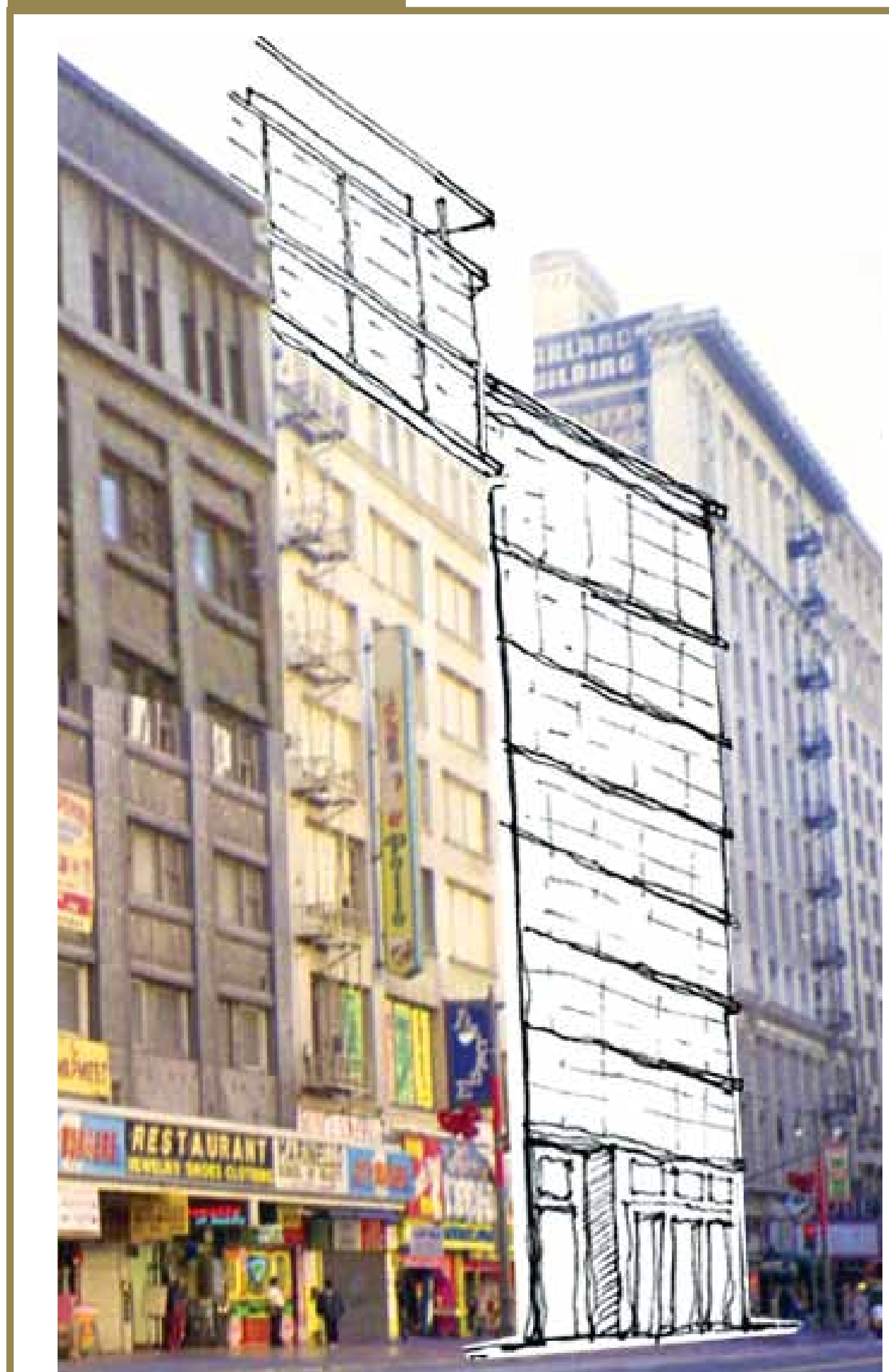
- Pursue innovative contemporary designs that **complement** Historic District designation
- Promote harmony between **new** and **existing** buildings through proper site planning
- Encourage an inviting pedestrian environment
- Maintain continuity of the streetwall at the front property line
- Construct the first **150 feet of new buildings** to the property line
- South of 4th Street, step back portions of buildings over 150 feet a minimum of 20 feet from Broadway and any perpendicular street
- North of 4th Street, buildings should be built to the property line with no stepping back, regardless of height
- Paseos and arcades are encouraged for mid block pedestrian passages

Discouraged



This approach does not take into consideration building heights, fenestration patterns, or storefront openings common to the adjacent historic structures. This building design does not fit in with the character of the block.

Encouraged



This design takes into consideration the common building heights, fenestration patterns, and storefront openings common to the adjacent historic structures. Overall, it responds to the historic context of the street.

Encouraged



Limited breaks in the street wall for open spaces are permitted. Some techniques to frame the street are shown here. Biddy Mason Park is framed by entry gates. The Plaza at the Ronald Reagan Building is framed by columns and upper stories that are built to the property line.

KEY POINTS:

- Require all parking to be located to the **rear** or **underground**
- Provide ground floor commercial uses in any parking structures
- Ensure that all parking lots and structures are designed to fit within the **urban fabric**

Discouraged



Encouraged



Surface parking lots and parking structures should be screened to enhance the pedestrian experience.

Curb cuts should be minimized to the extent possible to reinforce the continuous streetwall along Broadway.

KEY POINTS:

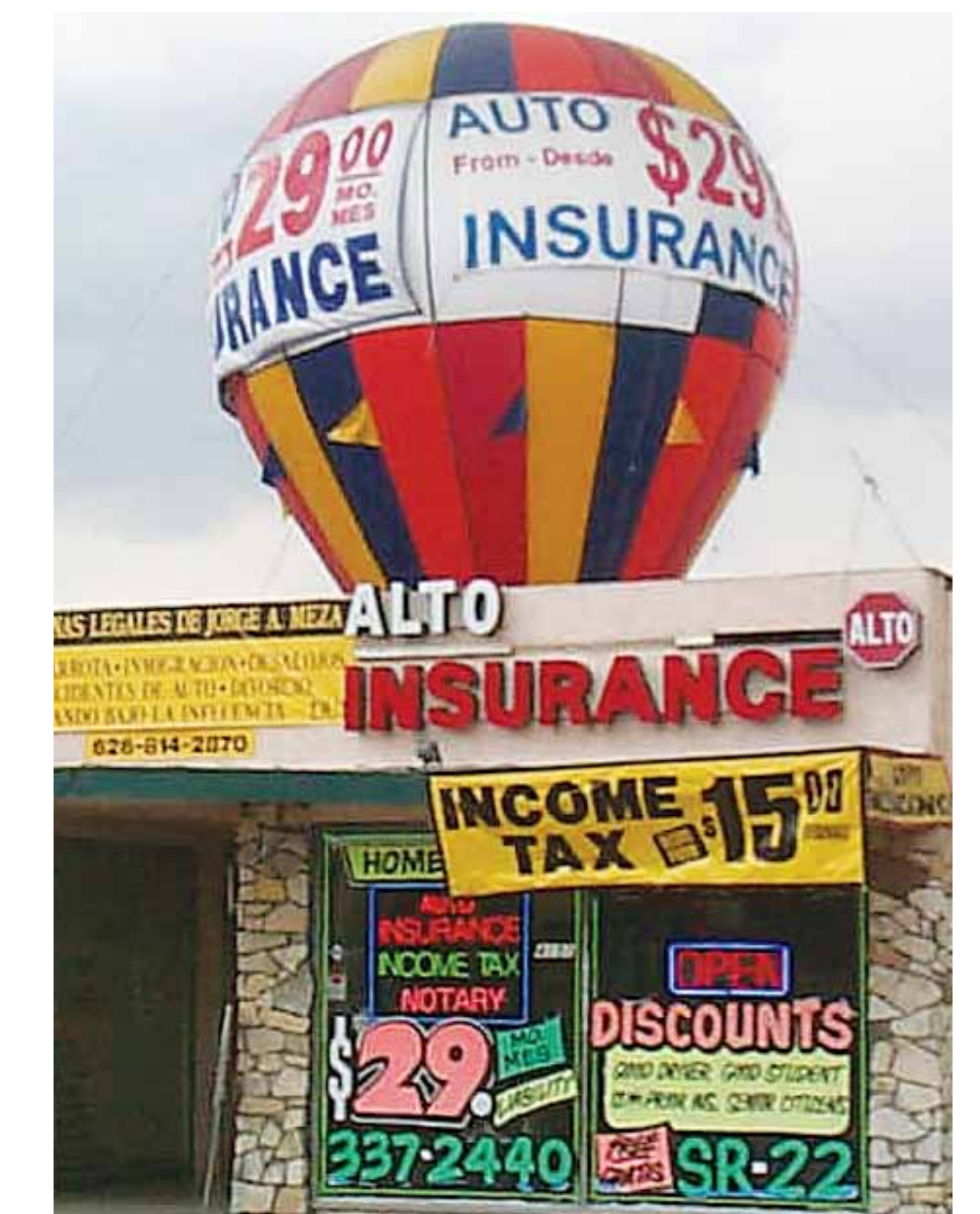
- Encourage preservation of **existing** historic signs
- Eliminate sign clutter
- Ensure that signage design is suitable in terms of **size, location, layout and style**
- Encourage pedestrian signs

Encouraged

A uniform sign scheme that is appropriately scaled is highly encouraged. Less is more when it comes to signage.



Discouraged



KEY POINTS:

- Enhance and emphasize pedestrian and sidewalk activities
- Unify the streetscape and screen unattractive areas
- Provide a positive visual experience

Discouraged



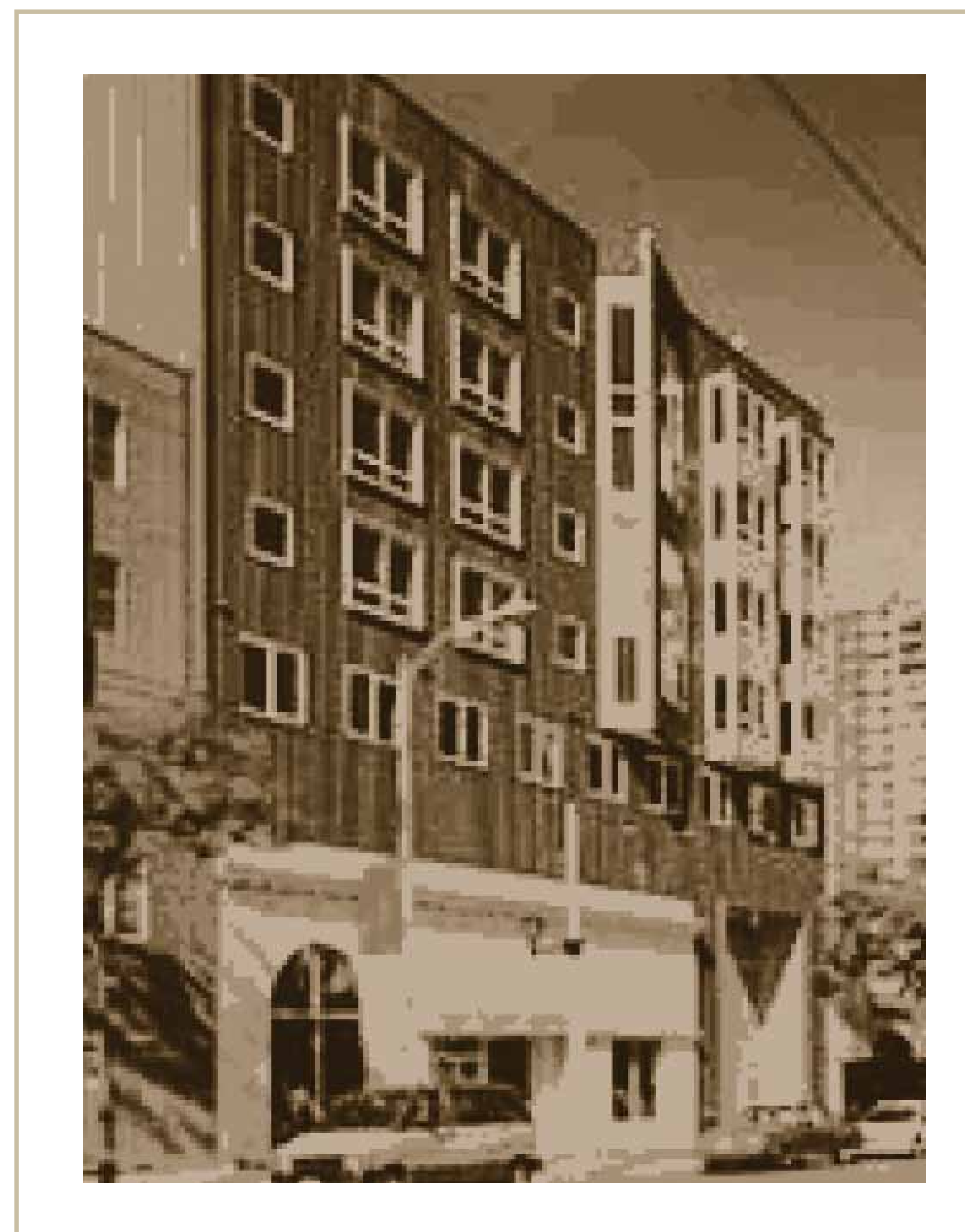
An example of poor equipment location choice. A primary opening to a courtyard garden is walled off with electric meters. The area could be better screened using landscaping.

Encouraged

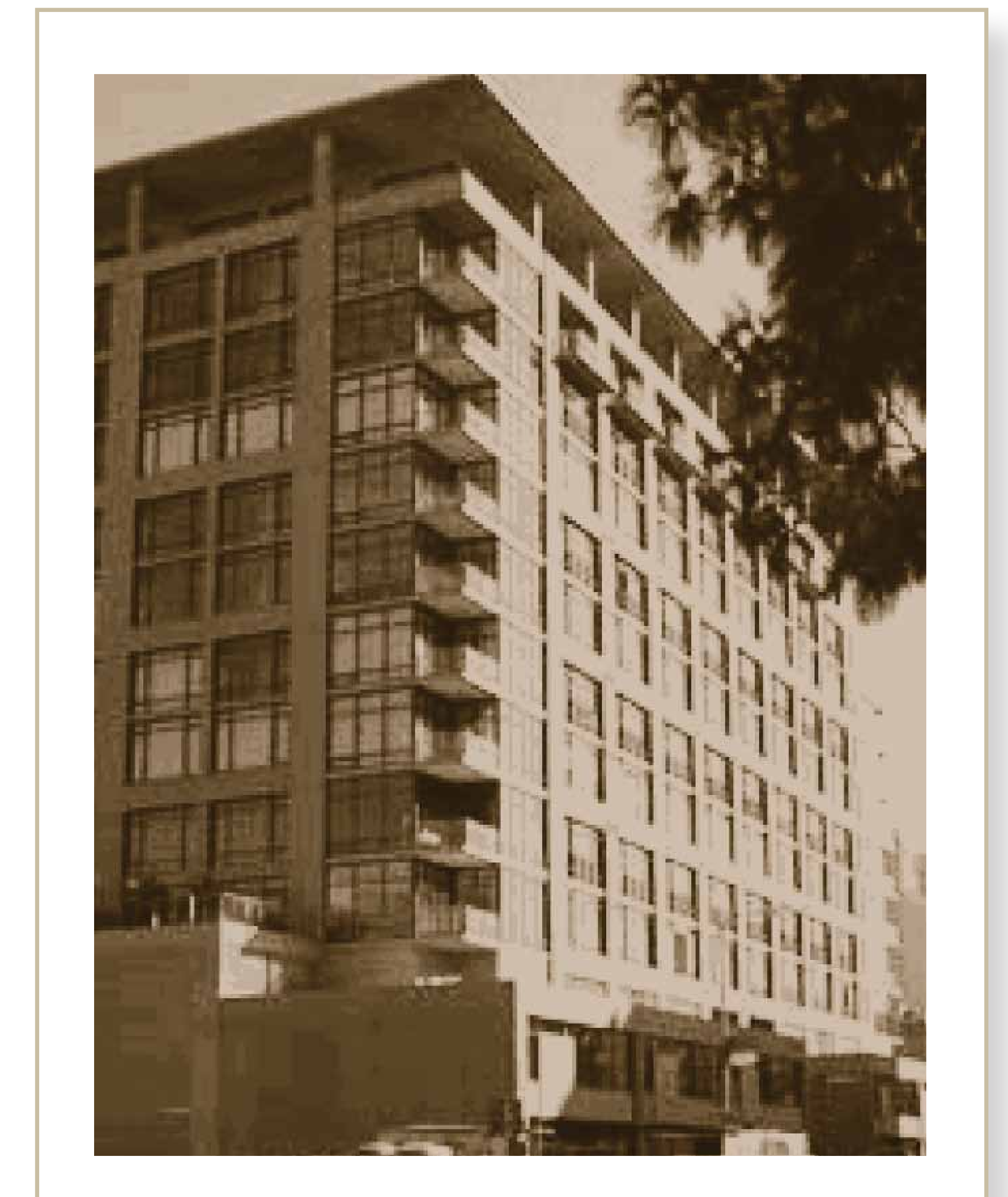
Appropriate landscaping creates active sidewalks, and marks entryways. Paseos provide opportunity for landscape accents. They provide shade, create inviting seating areas and define spaces.



- Promote **green building concepts** in both rehabilitation and new construction.
- Encourage development projects to meet the **Leadership in Energy and Environmental Design (LEED)** Green Building Rating System certification requirements and compliance with the City's green building ordinance.
- Promote the **adaptive reuse** of historic buildings and mixed-use developments.



Traugott Terrace in Seattle was the first LEED™ certified.



LEED™ certified mixed use development in Downtown.

Goals:

- A refinement of the existing tower spacing guidelines that encourages context sensitive towers that are stepped back from Broadway to maintain the visual effect of the prevailing, historic 150 foot streetwall
- Allowing feasible infill development that includes towers, but that maintains a building form, massing and scale that is complementary to the character of the District

Development Assumptions:

- 13:1 FAR (maximum permitted with Transfer of Floor Area)
- Up to **150 feet** is built to the **property line**
- The portion **above 150 feet** is subject to tower regulations and is **set back a minimum of 20 feet** from Broadway and any perpendicular street (*not a requirement of the Downtown Design Guide*)
- There is a maximum of three stories of above grade parking, consistent with the Downtown Design Guide
- Modeled using a currently under used site near 9th and Broadway

Existing Los Angeles Guidelines

80 Feet Tower Spacing (Applicable to primary windows of residential towers)

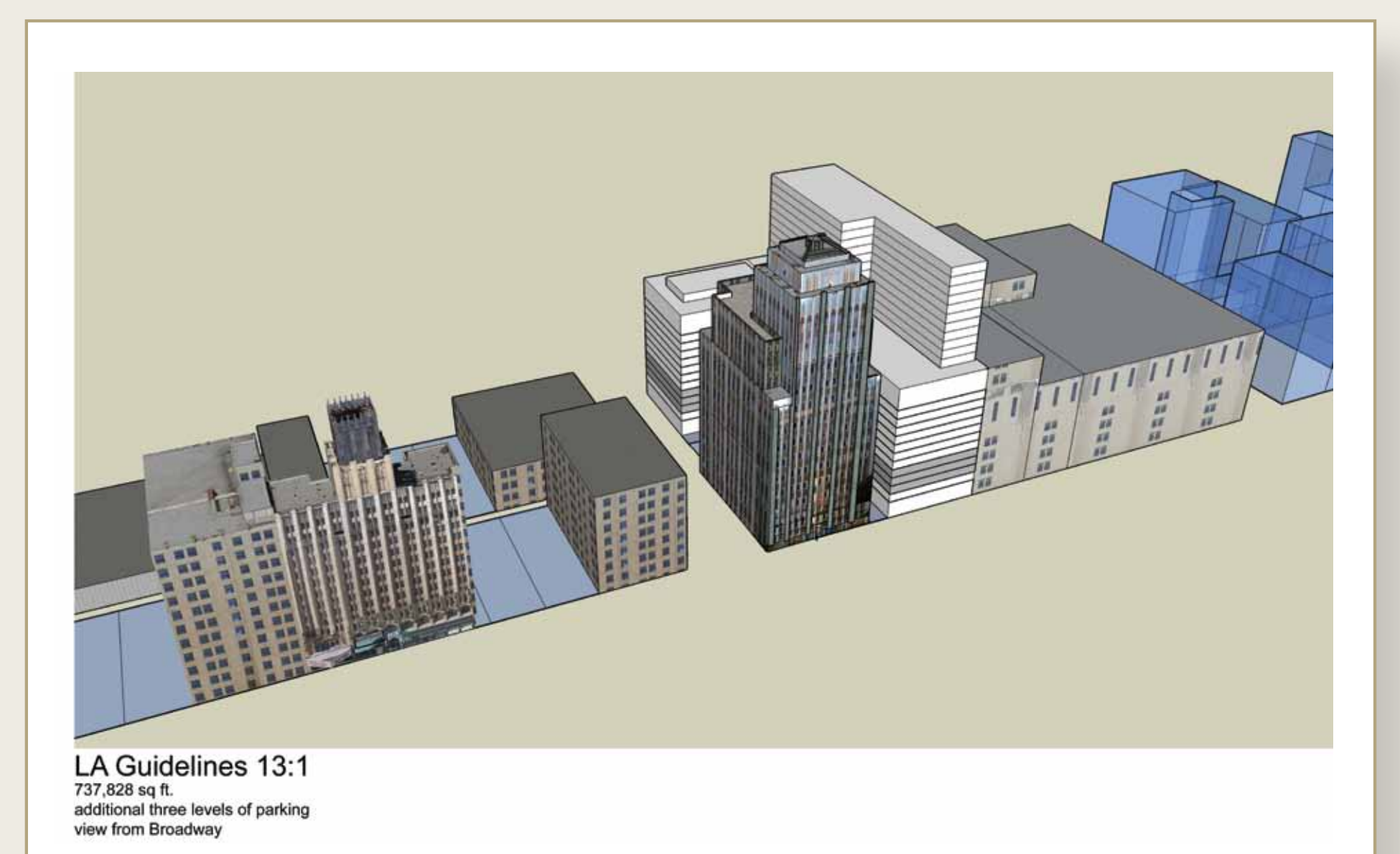
Source: *Downtown Design Guide*

Existing Los Angeles tower spacing guidelines:

- Result in a taller tower, but with greater separation from any abutting tower
- Restrict the allowable footprint, location, and shape of the tower
- Define a tower footprint that may be more challenging to construct
- Would not permit a tower on the abutting lot because a 40 foot spacing from the side lot line would be required
- Encourage a tower to be located toward the street frontage rather than the side or rear lot lines
- May improve compatibility between abutting uses (where towers are feasible)

Inconsistent with Broadway Design Guide goals because these guidelines:

- Encourage new buildings that may be out of context with the historic development pattern, characterized by relatively little spacing between buildings
- Conflict with objective to maintain the visual effect of the prevailing 150 foot streetwall through a step back (i.e., tower location is required to be sited farther from side and rear lot lines and closer to Broadway street frontage)
- Envision potential towers on most sites, when such opportunities are limited in the Historic Core



Proposed Alternative Guidelines

Tower Lot Coverage: 30% to 40%

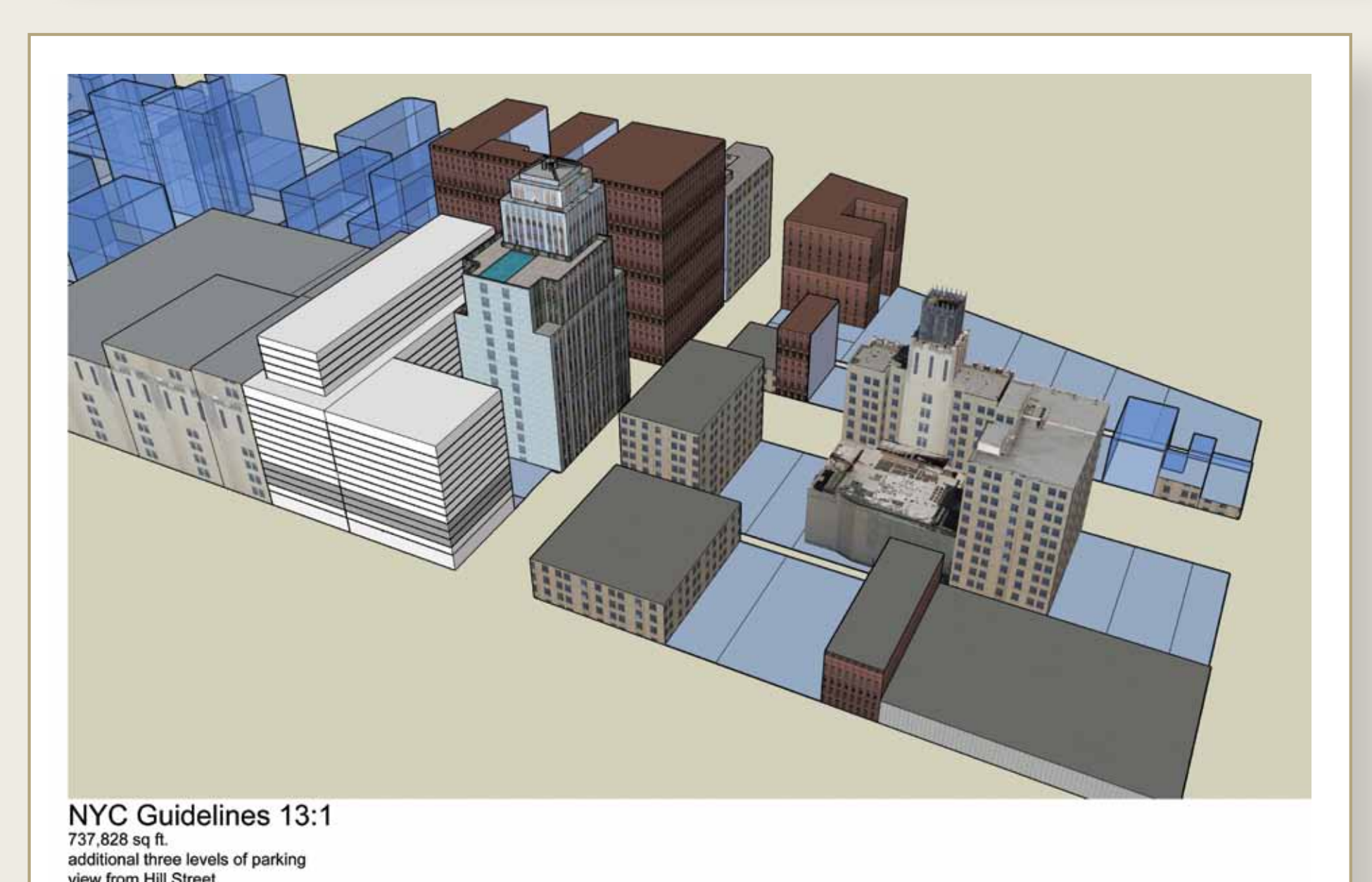
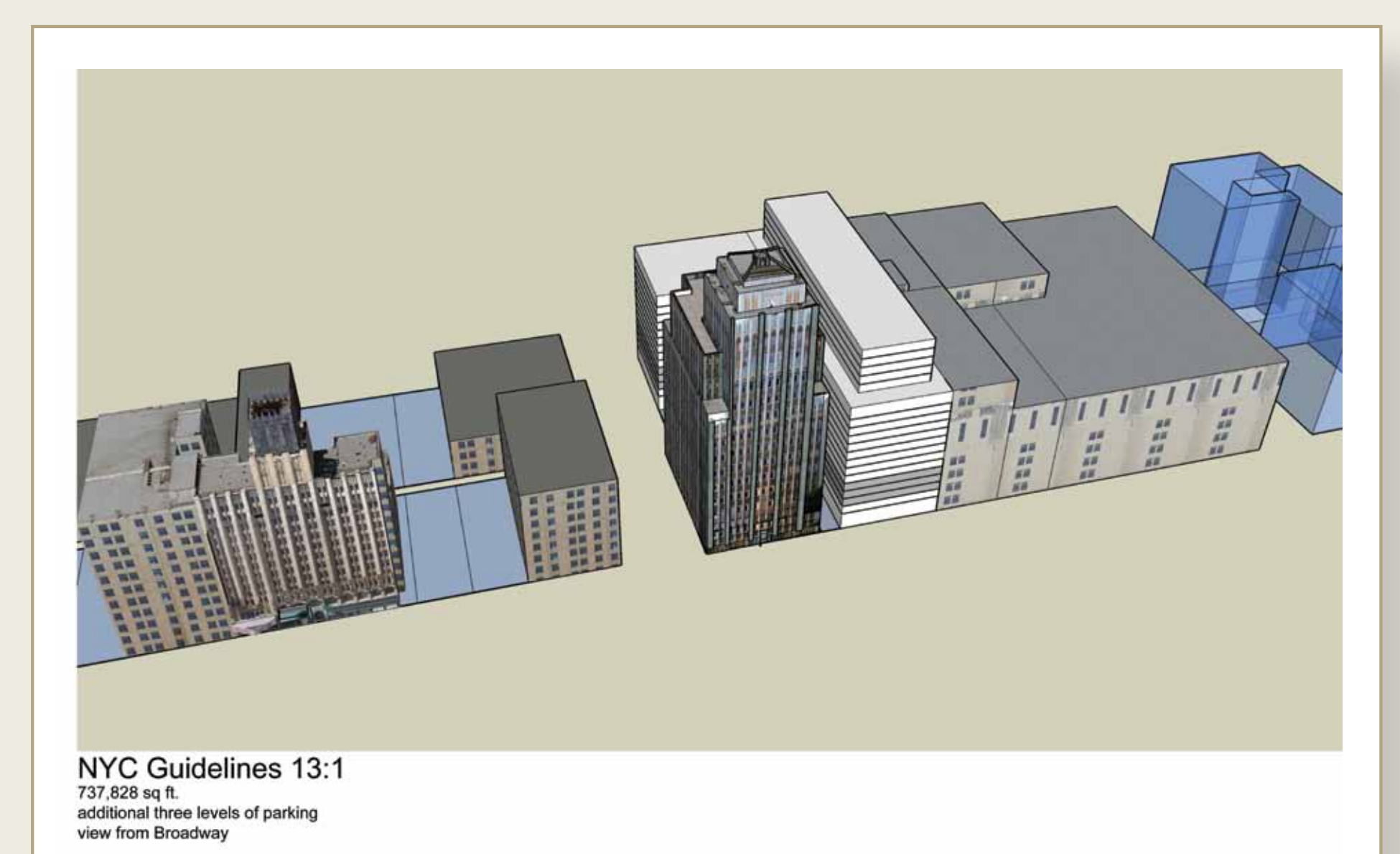
Modeled After New York Regulations

Proposed alternative Broadway tower spacing guidelines:

- Result in articulation and breaks in building massing, but in a manner that better fits into the existing tightly knit urban context of the Historic Core
- Allow for shorter towers that are more consistent with the existing context
- Provide more flexibility for the narrow infill sites common to the Historic Core
- Result in a tower footprint that is potentially more feasible to construct
- Would permit a tower on the abutting lot in most cases, despite lot size limitations (a tower can be sited on each lot in a context sensitive manner, as long as it does not exceed the maximum lot coverage)
- Smaller separation between buildings may highlight incompatibility between abutting uses

Advance a number of Broadway Design Guide goals, namely:

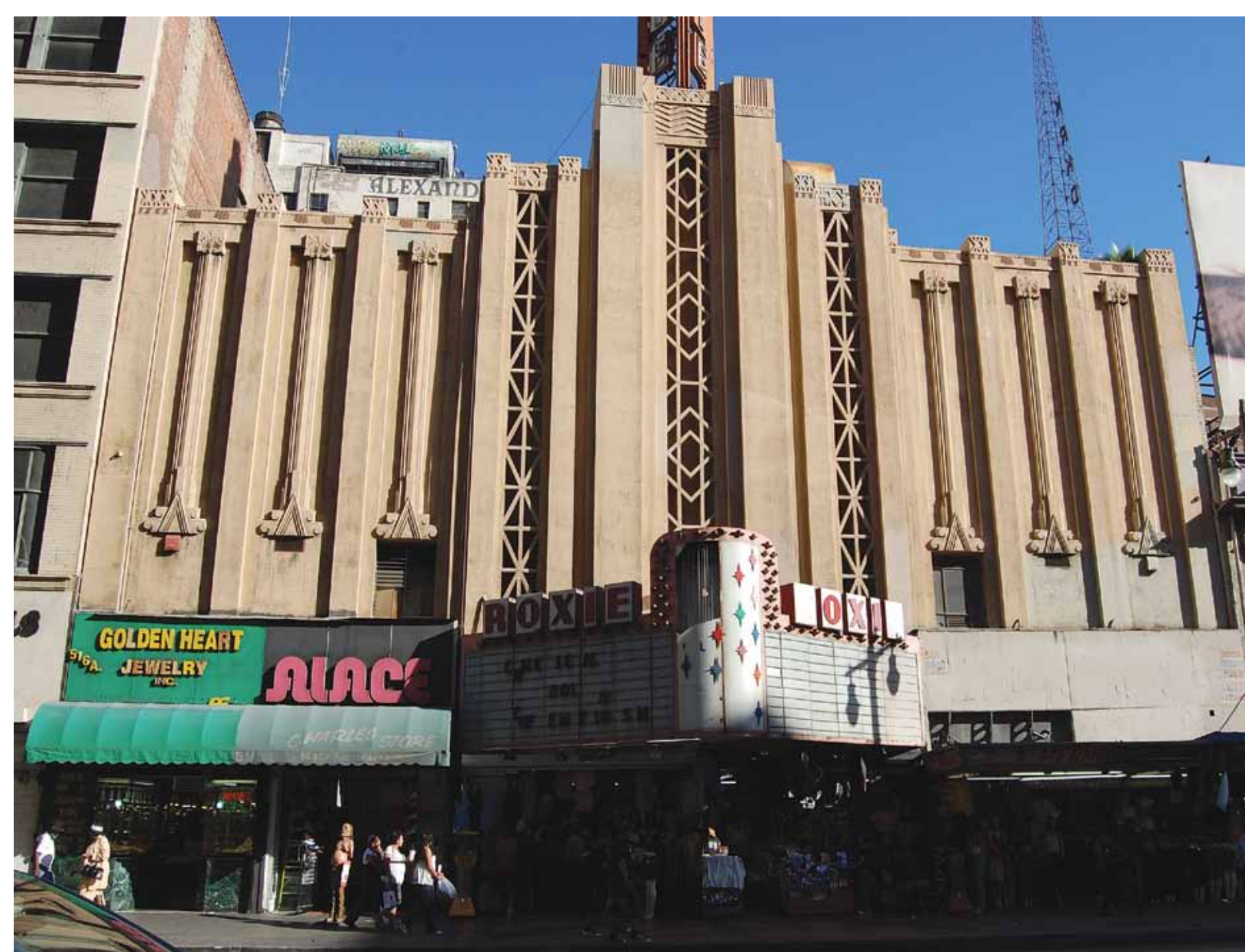
- Allow more flexibility in the location of the tower
- Allow the tower to be sited away from the street, in order to maintain the visual effect of the prevailing 150 foot streetwall
- Allow feasible infill in the Historic Core but still retain the character of the district (i.e., permitting flexibility in the building form, but in a manner that is sensitive to the historic character of the area)



BRINGING BACK BROADWAY

Improvements 500 EAST BLOCK

BEFORE



518 Broadway Original



528 Broadway Original



542 Broadway Original



556 Broadway Original

AFTER



518 Broadway Renovated



528 Broadway Renovated



542 Broadway Renovated



556 Broadway Renovated