

Panorama City Center Streetscape Plan

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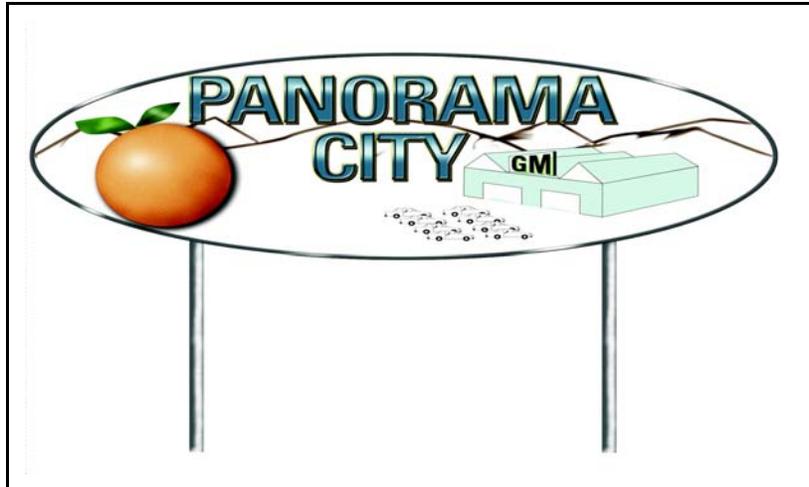


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Panorama City Center Streetscape Plan

Section 1. INTRODUCTION

The Panorama City Center Streetscape Plan provides guidelines and standards for both public and private development projects in the Panorama City Center. The intent of the Streetscape Plan is to provide direction for improvements in the public right-of-way that create a pedestrian-friendly environment and enhance the identity of this area.

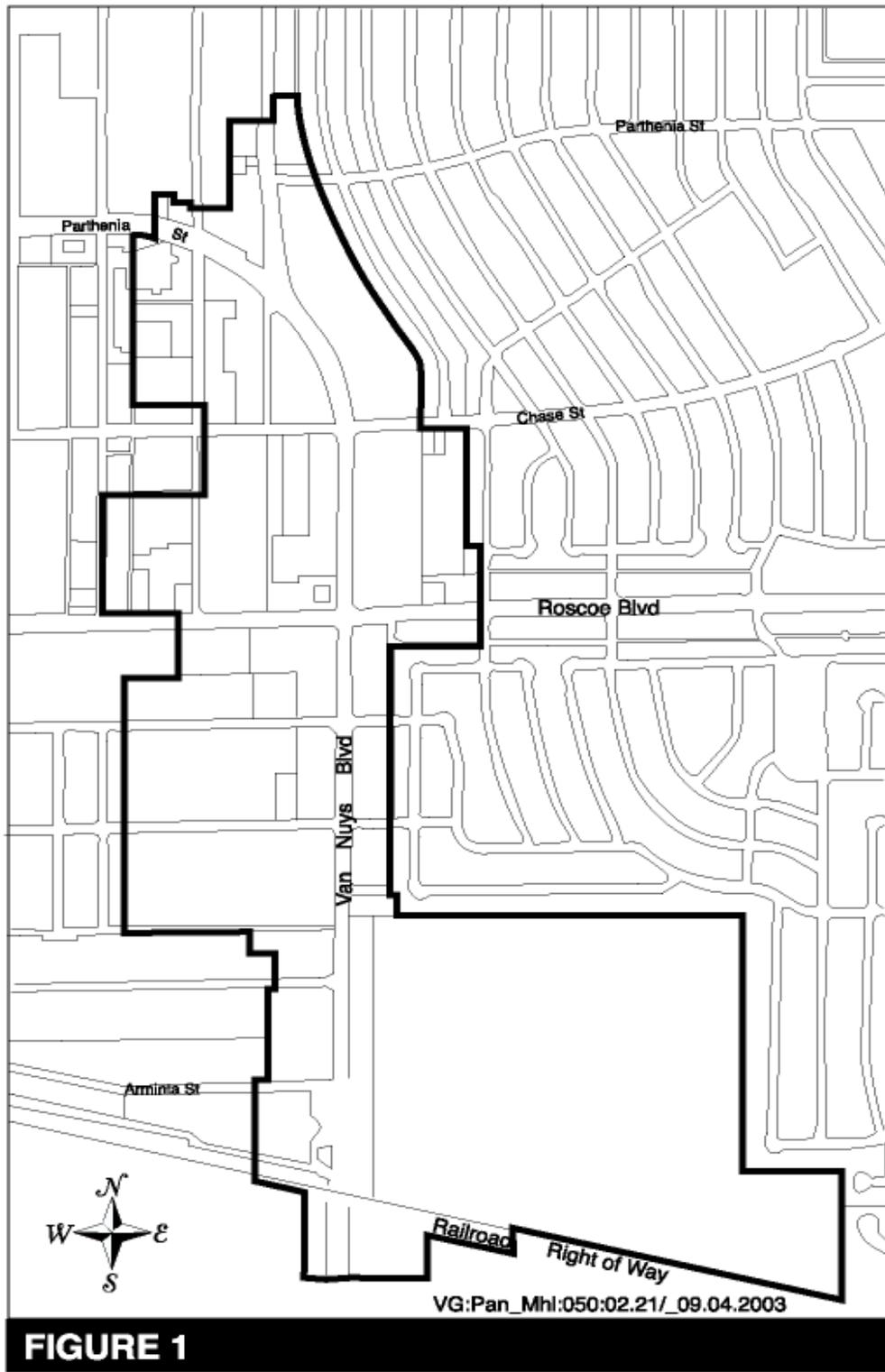
The principle objective of the Panorama City Center Streetscape Plan is to promote a long-term, coordinated program of public and private investment in the pedestrian environment that will enhance the area's role as the focus of community activity. The Streetscape Plan establishes a plan for the area's public right-of-way, which includes sidewalks and streets. Design considerations for this space include streetscape components such as landscape, street lighting, public art, street furniture, infrastructure, and signage. The Streetscape Plan does not supercede established standards by other City of Los Angeles departments and bureaus.

The streetscape guidelines, standards, and appendices complement the Panorama City Community Design Overlay District (CDO) which establishes design guidelines and standards for private projects. Its focus is on improving the visual quality of development by addressing building features such as facade and wall treatments, parking areas, landscape buffers, building materials, and signage. Together, these two plans will help to direct development towards a more cohesive design concept and will provide the community with tools for ongoing participation in the revitalization and development of the Panorama City Center.

A. Boundaries & Organization

The Panorama City Center Streetscape Plan area begins north of Parthenia Street and extends southerly below the AMTRAK/ MetroRail overpass. The east and west boundaries are roughly Cedros Avenue to the west and Lennox, Tyrone, and Stansbury Avenues to the east, as shown in Figure 1.

Panorama City Center Boundary Map



B. History

Panorama City evolved as a significant commercial extension of the Van Nuys Downtown. Its development dates back to the late 1940s, when General Motors transformed the Panorama Ranch Company from a citrus grove into a major industrial facility. The General Motors Van Nuys Assembly Plant became an engine of economic growth, particularly during the area's early development. The creation of approximately 5,000 auto assembly jobs also created demand for new homes, goods, and services, both public and private. When the plant closed in the 1980s, Panorama City was hurt economically. Major revitalization began with the redevelopment of the General Motors Plant site. However, stores within the Plant site either turn their back on, or are set back from Van Nuys Boulevard, as have subsequent commercial developments further to the north. This has resulted in a corridor lacking a sense of place, pedestrian amenities, or commercial identity.

C. Present Conditions

Recent development in Panorama City generally differs from the typical commercial frontage along Van Nuys Boulevard. Newer development such as "The Plant" and "Plaza Del Valle," along with the other two large developments of "Panorama City Mall" and "Panorama City Plaza," essentially turn their backs on Van Nuys Boulevard. These centers are not physically or visually connected to the street, to each other, or the surrounding community to facilitate pedestrian movement and convenience. A restructuring of their physical layout may be necessary to improve pedestrian mobility, economic viability, and make them an attractive presence on Van Nuys Boulevard, the main thoroughfare of the Valley. Street amenities, such as trees, benches, and trash receptacles, will also make the area more user-friendly.

D. Community

Market demographics are evolving rapidly in Panorama City, and the commercial/retail environment needs to change in its physical and visual layout to accommodate and cater to primarily transit dependent people from diverse cultural backgrounds and consumer preferences. The Plan area presents commercial development with improvement opportunities which can provide a visual identity and an interesting local flavor. To a significant extent pedestrian traffic now exceeds levels in most other communities, and is conducive to street front retail in pedestrian friendly, walkable streets. A more focused DASH bus line could supplement shopper mobility if commercial development would address the lack of consistent and pedestrian-oriented site location and design. Implementing the Streetscape Plan would be instrumental in creating an active, vibrant and vital community-serving, pedestrian-oriented commercial area.

Section 2. GOALS AND PRINCIPLES

A. Goals

The Streetscape Plan fulfills the goals and purposes of the Mission Hills-Panorama City-North Hills Community Plan to establish streetscape guidelines and standards that improve the local environment, both physically and aesthetically. The following streetscape goals are derived from the Community Plan:

- To foster a safe and attractive pedestrian environment in the Panorama City Center Streetscape Plan area.
- To promote new, creative streetscape programs that promote pedestrian activity on Van Nuys Boulevard.
- To coordinate street and sidewalk improvements and discourage changes to the public right-of-way which are not consistent with adopted Streetscape design guidelines and standards.
- To promote attractive public spaces that encourage public use in areas that are currently visual and functional voids, such as the Panorama City Mall frontage on Van Nuys Boulevard.
- To develop a strong gateway for the Panorama City Center.
- To reinforce the Panorama City Center's identity as the commercial center for the San Fernando Valley.

B. Principles

The Streetscape Plan, in conjunction with the Panorama City Community Design Overlay District, is intended to connect new and existing projects into a cohesive design scheme that will promote an attractive and inviting commercial corridor, as well as enliven the pedestrian experience. The following are the Panorama City Center's Streetscape principles:

- **Consistency:** The downtown corridor of the Panorama City Center consists largely of blocked-off storefronts which severely limit access from Van Nuys Boulevard. Building entrances are oriented to the parking lots in the rear and should be significantly modified to create both access and an attractive presence on the Boulevard. Such efforts should be reinforced through consistent and compatible public and private streetscape development. Components such as landscape, painted street light standards, parking signs, enhanced crosswalks, and street furniture help to maintain compatibility and consistency throughout the public streets.
- **Safety:** Public safety is critical to the success of commercial districts. Taking proper measures to design the streetscape appropriately can aid in deterring criminal activity and create an environment where pedestrian and auto traffic can safely coexist. Streetscape design should include considerations of public safety.

- **Simplicity:** Streetscape components in the Panorama City Center should be clean and simple in their design and visual appearance. This means strategic placement of public signage, unobstructed views of storefronts, and open sidewalks to minimize visual distractions and unify the appearance of this area.
- **Maintainability:** Streetscape design components in the Panorama City Center should be easily accessible for replacement or repair purposes and should be easy to maintain. A maintenance program, which would be responsible for cleaning and repairing trash receptacles, benches and other streetscape components, would be of long-term benefit to the community.
- **Durability:** Panorama City Center Streetscape Plan components should be designed to serve the pedestrians of the community. This means the use of structurally sound and long lasting materials for each streetscape component.

Section 3. ADMINISTRATION

The standards established by the Panorama City Center Streetscape Plan apply to all projects and improvements, public and private, within the public right-of-way. The public right-of-way is defined as the area between the property lines on each side of the street in the Panorama City Center.

A. Project Definition

Public projects subject to the provisions of the Panorama City Center Streetscape Plan include all projects and improvements in the public right-of-way.

Private projects subject to the provisions of the Panorama City Center Streetscape Plan are those which are regulated by the City of Los Angeles or which require approval by the City Engineer for an A-Permit, Revocable Permit, Street Tree Permit, or B-Permit issued by the Department of Public Works. These permits are required for all street furniture, temporary and permanent signs, and any other addition to the public right-of-way, including tree planting. In addition to general standards required of streetscape improvements by the City of Los Angeles, a proposed project must be consistent with the Panorama City Center Streetscape Plan as a condition of approval.

B. Project Approval and Permits

Private implementation of streetscape components must be approved by different City departments. City agencies can also assist private implementation of streetscape projects through their design expertise, the approval process, or even the availability of possible funds through state and federal grants. Refer to Section 4 -Streetscape components, for all City Departments and Bureaus that approve each streetscape component. Contact each one for their specific approval procedures and requirements.

1. Department of Public Works

Permits:

Streetscape project approval results in the issuance of a permit by the Department of Public Works. By approving the Panorama City Streetscape Plan, the Board of Public Works has adopted the guidelines and standards contained within the plan as its own policies. This means that in addition to general City standards and Streetscape Component Requirements which apply to streetscape projects, each project will be reviewed for consistency with the Streetscape Plan as a condition of approval and permitting by the Department of Public Works. Three different types of permits are issued for Streetscape Projects, each varying their levels of review. The following is a description of the types of permits required for streetscape projects:

a. A-Permit

The A-Permit is the first level of street improvement permits and is issued over the counter without project plans. Items typically permitted through this type of review are new or improved

driveways and sidewalks. A nominal fee may be charged for plan check, filing, and inspection.

b. Revocable Permit

Revocable Permits are the second or mid-level of public right-of-way improvement permits. Projects requiring approval through the Revocable Permit process include improvements within the public right-of-way that do not change the configuration of the street, such as outdoor dining. Revocable Permit applications require the submission of professionally prepared drawings on standard Bureau of Engineering drawing sheets and are reviewed by the various Bureaus within the Department of Public Works for safety and liability issues. Revocable Permits are temporary permits which the City may revoke at anytime and for any reason. Improvements approved through the Revocable Permit process are maintained by the permittee. Failure by the permittee to keep the improvement in a safe and maintained condition allows the City to revoke his/her permitting rights, at which point a permittee is requested to restore the street to its original condition. A moderate fee is assessed for plan check, administrative filing, and inspection and the applicant is typically required to provide proof of liability insurance.

c. B-Permit

The B-Permit process is reserved for Streetscape Projects requiring the highest level of review. Approval through the B-Permit process is required for projects that are permanent in nature and developed to a level that allows the City to permanently maintain the improvement. A B-Permit is usually issued for improvements that change the configuration of the street, traffic patterns, or other substantial permanent changes to the streetscape. Projects subject to the B-Permit review process require professionally prepared drawings submitted on standard Bureau of Engineering drawing sheets and are reviewed by all public agencies affected by the improvements. A fee commensurate with the level of development is assessed for plan check, administration, and inspection. Construction bonding is required to ensure that the improvements are installed and appropriately insured.

Shop Inspection:

All projects in the public right-of-way are subject to Shop Inspections by the Department of Public Works, Bureau of Contract Administration. This requirement applies to major and minor projects including construction bus shelters, benches, bike racks, gateway monuments, and permanent signs in the public right-of-way. The purpose of this inspection is to assure quality in materials and construction. All Streetscape Project Plans should include the following text on their submittal drawings:

“Shop Fabrication should be made only from approved shop drawings and under inspection by the Bureau of Contract Administration. To arrange for inspection, call (213) 580-1392 two (2) weeks in advance for

items more than fifty (50) miles outside of the City of Los Angeles, and 24 hours in advance for others.”

2. Department of City Planning

Review:

Review of streetscape projects by the Department of City Planning is required when streetscape projects include any of the following streetscape components:

- Street Trees (Except the 3 standard trees, the Washingtonia Robusta, the Ginkgo Biloba, and the Pistacia Chinensis, selected by the Street Tree Division of the Bureau of Street Services for Van Nuys Boulevard in Panorama City.)
- Enhanced Crosswalks
- Pedestrian street lights
- Transit Shelters and Benches
- Trash Receptacles
- Newspaper vending machines
- Bicycle Racks
- Signs
- Public Art, such as Gateway Monuments and Medallions

Document Submittal Requirements:

a. Conceptual Plans

- One set of plans identifying type and placement of proposed streetscape components.
- If streetscape components already exist within the plan boundaries, the set of plans should identify existing Components and those proposed to be removed.

b. Photographs (as applicable)

- Subject site
- Existing streetscape components
- Proposed streetscape components

3. Department of Transportation

Review:

Review by the Department of Transportation is required for the following streetscape components:

- Median strips
- Crosswalks
- Bus stop locations
- Directional and information signage
- Color and materials for all LADOT hardware (e.g., controller boxes)
- Interagency coordination for all MTA projects.

C. Implementation

The implementation of the Panorama City Center Streetscape Plan is to occur over time as new projects, both publicly and privately financed, are proposed for the Panorama City Center. Examples of public agency investments include improvements by the City of Los Angeles through its Community Redevelopment Agency, Department of Public Works, and other governmental agencies, such as the Metropolitan Transportation Authority (MTA) through its Metro Rapid Bus line, corridor improvement studies, and Calls-for-Project. An example of private streetscape investment could include business owners investing in a street lighting program for their block. Implementation can also occur through approval of private projects with conditions implementing various sections of the Streetscape Plan, or through public improvement projects by non-profit Panorama City community groups or individuals.

D. Maintenance

Successful implementation of this Streetscape Plan requires not only that its standards be enforced, but that all approved projects be maintained. All proposed streetscape projects should include a maintenance plan. Such plans should be included in any project submittal to the Department of Public Works. Issues to be addressed include vandalism, irrigation repair and replacement, water billing responsibility, landscape, commercial trash collection for receptacles not emptied by the City, and any other maintenance tasks identified by the Department of Public Works.

E. Plan Components and Organization

This Streetscape Plan is organized by four distinct goals. Each goal is intended to supplement the effect of the other three in creating a coherent identity for Panorama City Center and a coherent sense of place throughout the Center. The first goal is to create a consistent plan for street trees and other plantings, such as landscaped medians and landscaping for bus stops. They should become an effective unifying element for the street.

The second goal is to encourage direct access from Van Nuys Boulevard to all existing and future malls, plazas, and individual businesses to facilitate pedestrian movement between businesses, and make feasible a possible DASH service within Panorama City Center

The third goal is to develop a sign program in the public right-of-way that will highlight the community's presence, improve a sense of place, and work with the commercial signage to enhance the business environment.

Fourth, this Streetscape Plan incorporates provisions to encourage and accommodate public and private development that will help create a unified and attractive commercial center for Panorama City.

Section 4. **STREETSCAPE COMPONENT APPROVAL PROCESS, STANDARDS, AND MAINTENANCE REQUIREMENTS**

D. Streetscape Components:

Streetscape components addressed by this plan include landscape, infrastructure, street furniture, street lighting, public art and signage. Below is a description of each element and, where appropriate, general standards that will be used throughout the Panorama City Center Streetscape Plan.

Landscaping in the public right-of-way enhances an area by creating a shaded, natural, and visually appealing streetscape that results in a more economically viable commercial area. Crosswalks provide for ease of pedestrian movement throughout the plan area and contribute to a secure pedestrian environment. Street lights can complement the existing streetscape and aid against vandalism. Streetscape furniture is intended to promote pedestrian use, comfort, convenience, and active street life. Placement of furniture items should not conflict with other pedestrian friendly activities and should be in conformance with ADA requirements.

Van Nuys and Roscoe Boulevards are the main highways within the Panorama City Center Streetscape Plan area. They are the historical corridors of Panorama City. The highways are classified as Major Class II and currently accommodate six travel lanes and two parking lanes. While several north bound highways, such as Sepulveda Boulevard, Lankershim Boulevard, Woodman Avenue, and other roads are similarly classified, Van Nuys Boulevard bears the distinct title as the first fully developed downtown highway into the San Fernando Valley. Today, Van Nuys Boulevard within Panorama City has no stamped crosswalks, and few street trees, benches, trash receptacles, newspaper vending machines, or public signage.

Each component is approved by the actions of another agency, such as the Tree Replacement Program of the Street Tree Division. The Street Trees section below gives guidance to this program and any subsequent plantings.

1. Street Trees: Street trees can improve the attractiveness of the pedestrian environment and when coordinated with street furniture can provide a barrier between the pedestrian and street traffic. Tree type, and placement is to be determined by, and the selected specimens inspected at the nursery by an arborist from the Street Tree Division of the Bureau of Street Services, Department of Public Works prior to planting.

a. City Approval:

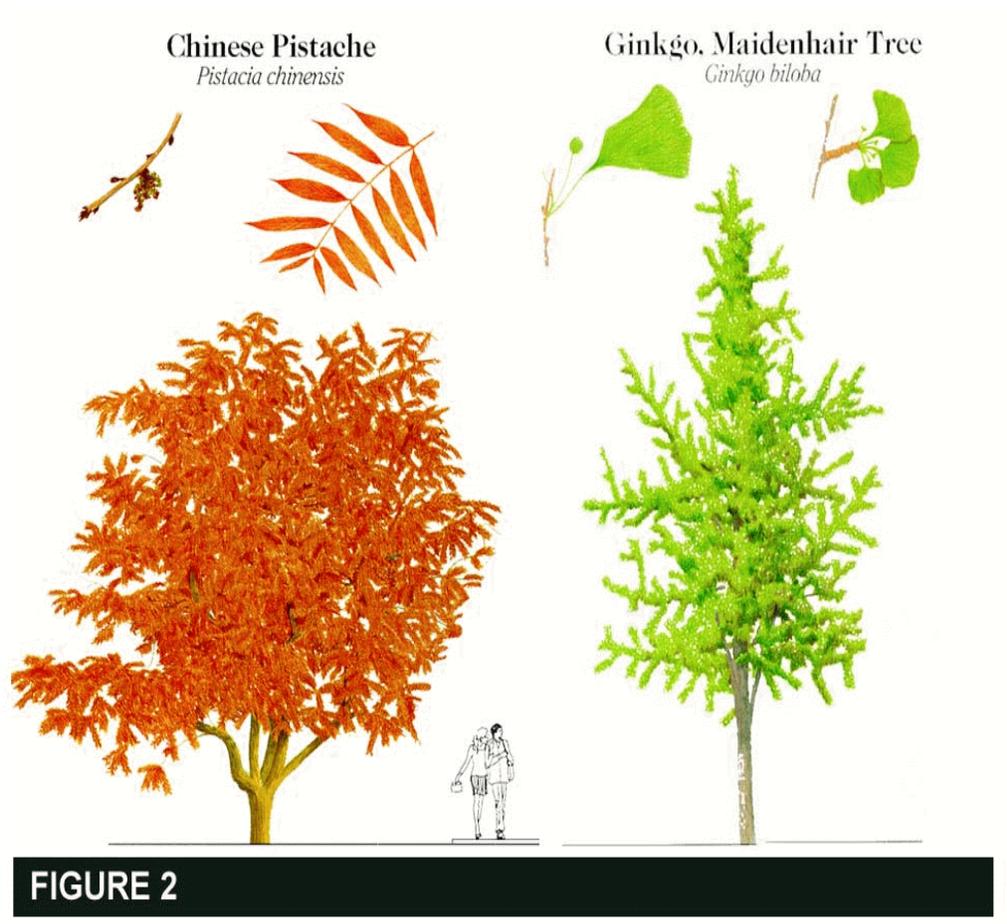
1. Street Tree Division of the Bureau of Street Services, Department of Public Works.
2. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting work.
3. Department of City Planning.

b. Maintenance:

Maintenance includes irrigation, pruning, weed control, tree replacement, and replacement of decomposed granite. If landscape plant materials are to be used to define tree wells, the adjacent property owner must consent to full maintenance responsibilities and liability. Maintenance of the street tree is the responsibility of the Bureau of Street Services, Department of Public Works.

c. Guidelines and Standards: (See Appendix I, Section A for additional Standards)

1. Tree species should be consistent with existing tree theme to provide uniformity.
2. Trees should be drought tolerant.
3. Shade trees are recommended.
4. Permeable surfaces such as stabilized disintegrated granite, tree well covers, or landscape material, should be used to define tree wells.
5. Tree size at maturity should relate to the scale of the street and overhead wires.
6. Mexican fan Palms should be field grown to a 20 foot brown trunk standard. All other street trees should be single trunk 24-inch box specimens, with a high head, and unpruned or pruned naturally, so as to not limit height.
7. Mexican Fan Palm tree well surfaces should be stabilized disintegrated granite and should be installed a minimum of six (6") inches from the finish surface. Tree well covers for all other street trees may be provided with consent and approval by the Bureau of Street Services.
8. Street trees on Van Nuys Boulevard and Roscoe Boulevard should be compatible with the street tree program of the Street Tree Division of the Bureau of Street Services, consisting of Mexican Fan Palm, Gingko, and Chinese Pistache trees (See Fig. 2) in a pattern of one palm tree, three shade trees, then a repeat of this sequence.
9. For street tree planting, the Bureau of Street Services now recommends the use of structural soil for superior tree growth and to prevent roots from damaging pavement.



2. Crosswalks:

In addition to the Tree Replacement program, the Bureau of Street Services also has a program to enhance most if not all the major intersections. Enhanced crosswalks offer several benefits to the Panorama City Center area. They offer a dedicated zone for pedestrian crossing, provide warning to motorists approaching crosswalks, and add to the aesthetic appeal of the area.

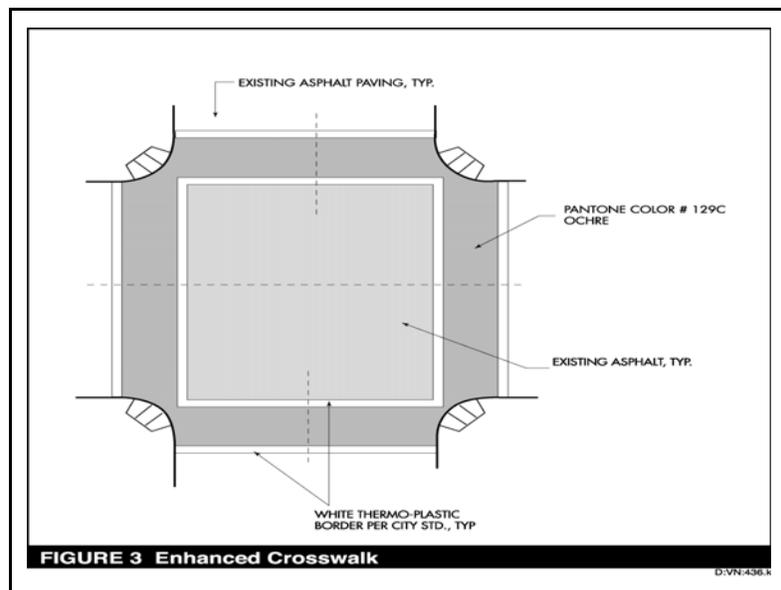
a. City Approval:

4. Department of Transportation.
5. Engineering Division of the Bureau of Street Services.
6. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
7. Department of City Planning

b. Maintenance: Cleaning, repainting, and repairs are the responsibility of the Bureau of Street Services, Department of Public Works.

c. Guidelines and Standards: (See Appendix I, Section B for additional Standards)

1. Enhanced crosswalks should only be located at signalized intersections.
2. Enhanced crosswalks should be designed with a hardscape treatment, colored stamped asphalt, or concrete, with an 18-inch diamond pattern. All signalized intersection crosswalks along Van Nuys Boulevard should receive a stamped, ochre (mottled gold) asphalt treatment with white edge stripes. (See Figure 3)
3. Any pavement treatment must be ADA compliant, but interlocking pavers are not allowed in any case.



3. Street Lighting:

Street lighting is supported by a City assessment program that will eventually replace every streetlight in Los Angeles with a newer, more modern and efficient, lighting system. Again, as with the previous and following sections, the Streetscape Plan provides guidance to coordinate this City program with all the other programs and efforts that affect or are an actual part of the streetscape in Panorama City. The single-arm light standards that line Van Nuys Boulevard were installed in the early 1970's by the Bureau of Street Lighting of the Department of Public Works, and they remain the preferred design of the Bureau of Street Lighting.

a. City Approval:

1. Bureau of Street Lighting, Department of Public Works.
2. Engineering Division, Bureau of Street Services, Department of Public Works.
3. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
4. Department of City Planning.

b. Maintenance:

Graffiti removal, repainting, repairs, and lighting elements and fixtures are the responsibility of the Bureau of Street Lighting, funded through the assessment process. Assessment districts must be approved by all affected property owners through the Proposition 218 process.

c. Guidelines and Standards:

Street light standards along Van Nuys and Victory Boulevards should be painted Spring Street Green to connect with the Corridor's existing streetscape. (See Figure 4)

4. Pedestrian Street Lights and Pedestrian Scale Light Standards:

Illumination of pedestrian ways in the Panorama City Center increases pedestrian safety and highlights businesses within the area.

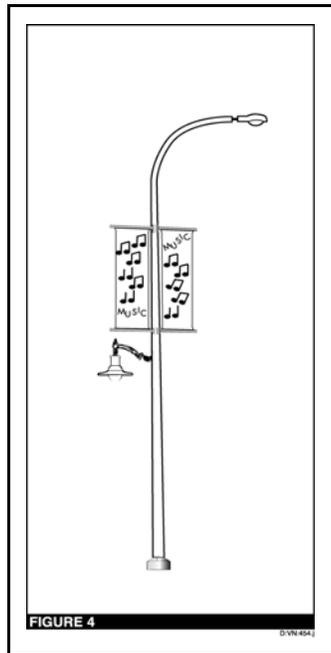
a. City Approval:

1. Department of Cultural Affairs
2. Bureau of Street Lighting, Department of Public Works.
3. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
3. Department of City Planning

b. Maintenance:

Graffiti removal, repainting, cleaning, restoration, preservation, repairs, and lighting elements and fixtures responsibility are part of the maintenance provided by the Bureau of Street Lighting, funded through the assessment process and approved by all affected property owners through the Proposition 218 process.

- c. **Guidelines and Standards:** (See Appendix I, Section E for additional Standards)
1. Pedestrian Street Lights should be chosen through assessment area input.
 2. The attachment of Pedestrian Street Lights to Street Light Standards or installation of Pedestrian Scale Lights Standards is subject to Bureau of Street Lighting approval and successful outcome of the Proposition 218 ballot process. (See Figure 4 below)



5. **Transit Shelters and Benches:** Transit shelters provide seating and shelter for bus passengers, as well as potential community identification signs and useful local directories. Benches enhance the pedestrian environment by providing for pedestrian as well as bus riders comfort and by creating meeting locations that encourage social interaction.

- d. **City Approval:**
1. Street Use Division of the Bureau of Street Services, Department of Public Works.
 2. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
 3. Department of City Planning
- b. **Maintenance:**
Graffiti removal, repainting, and replacement are the responsibility of the entity that purchased and installed the bus shelters or benches.

c. **Guidelines and Standards:** (See Appendix I, Section C for additional standards).
Both the bus shelter and the bench designs should be consistent throughout Panorama City to provide uniformity on the corridor.

1. Bus shelters for the MTA regular lines should be the Viacom-Decaux "Heritage"-series shelter and should be painted green with anti-graffiti coating solution to match the other street furniture. (See Figure 5)

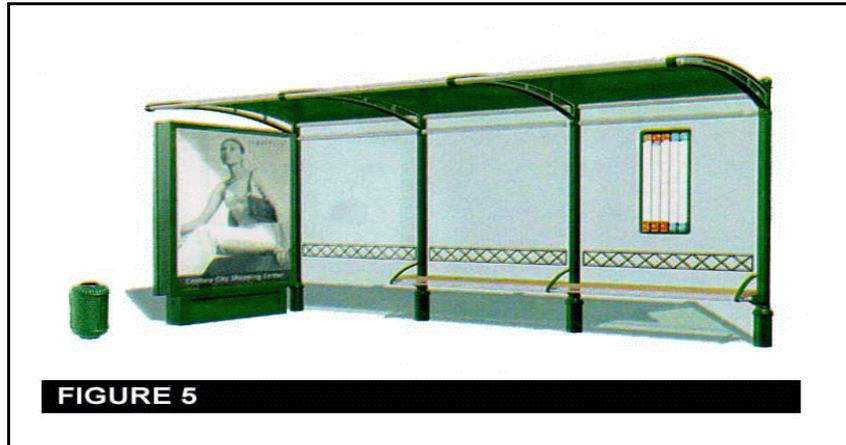


FIGURE 5

2. Benches should be of a single design to be selected by the community and should be painted Pantone green (349 C) with anti-graffiti coating solution to match the other street furniture. City contracted bus benches should be replaced with benches that do not include advertising when funds become available. All benches should be located not less than 26" back from the curb face, and at least 48" from any other furniture, plants, light fixtures, or other street elements located on the sidewalk. They should also be placed at least 5 feet from any curb cut, driveway, or fire hydrant.

6. Trash Receptacles: Trash receptacles should enhance the pedestrian environment and promote a clean streetscape.

a. City Approval:

1. Street Use Division of the Bureau of Street Services, Department of Public Works.
2. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
3. Department of City Planning

b. Maintenance:

The entity that installs the trash receptacles is responsible for trash collection, repainting, replacement, cleaning, and graffiti removal.

c. Guidelines and Standards: (See Appendix I, Section C for additional standards).

1. Receptacle design should be consistent throughout the community to provide for uniformity.
2. Receptacles should be placed frequently along the sidewalk and should also be located adjacent to benches.
3. Trash receptacles should match the “Boulevard” trash receptacle provided for under the City contract with Viacom Decaux. They should be situated near the corners of major intersections and next to transit shelters and bus benches with setbacks similar to those for benches as noted above. They should be painted Pantone color green (349 C) with anti-graffiti coating solution.

7. Newspaper Vending Machines: Vending machines and boxes should coordinate with other street furniture and not overwhelm the streetscape.

a. City Approval:

1. Street Use Division of the Bureau of Street Services, Department of Public Works.
2. Department of City Planning.

b. Maintenance:

Repair, graffiti removal, and replacement shall be the responsibility of the respective newspaper vendor.

c. Guidelines and Standards: (See Appendix I, Section C for additional Standards).

1. Newspaper vending machines should be consistent in color and shape to provide for uniformity. In Panorama City, all the newspaper vending machines should be painted a single shade of green, either Spring Street Green or Pantone green (349 C).
2. A maximum of three newspaper vending machines in line should be permitted for every two (2) block faces to prevent interference with handicap and curbside access.
3. Each unit should be a maximum of three feet six inches tall.

4. Each vending machine should be composed of metal and solidly attached to the sidewalk.
5. Advertisements and signs should be prohibited on all newspaper vending machines except for the newspaper's name.

8. Bicycle Racks: Bike racks enhance the pedestrian environment by creating bicycle parking that is secure, convenient, and easily accessible.

a. City Approval:

1. Street Use Division of the Bureau of Street Services, Department of Public Works.
2. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
3. Department of City Planning.

b. Maintenance:

Graffiti removal, repair, and replacement should be the responsibility of the Bureau of Street Services.

c. Guidelines and Standards:

1. Bicycle racks should be either Pantone green 397 C or Spring Street Green, but all bicycle racks should be the same shade of green.
2. Bicycle racks should be the Brandir Ribbon Rack® model or of a comparable style.

9. Commercial or Promotional Signage:

The Streetscape Plan regulates private and public signs within the public right-of-way. Any temporary commercial or promotional signage within the public right-of-way must be approved in accordance with applicable City ordinances for placement next to or above public streets. This includes, but is not limited to, flags or banners on light standards, banners strung between light standards, and signs placed on newspaper vending machines. As with other uses of the public right-of-way, these signs require approval by various City agencies. Below are standards for such signs within the public right-of-way.

a. City Approvals, dependent on sign type:

1. Street Use Division of the Bureau of Street Services, Department of Public Works
2. Bureau of Street Lighting, Department of Public Works
3. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
4. Department of Transportation
5. Department of City Planning

- b. **Maintenance:** Replacement, repair, and storage should be the responsibility of the entity that funded their construction and implemented their placement.
- c. **Guidelines and Standards:**
 1. No signage background should use day-glo or fluorescent colors.
 2. Street Banners and flags attached to light poles should only be used for noncommercial artistic purposes or to promote the activities of nonprofit, community, or governmental agencies.
 3. Street Banners strung over the street between light standards are limited to no more than one per linear mile. No individual street banner should exceed 150 square feet in size. Fluorescent and metallic colors should be avoided.
 4. Pole Flags and Banners mounted on individual poles, usually in a vertical orientation, should be limited to community activities or non-profit events. Their design, numbers, and locations should be subject to review by the appropriate council office and Neighborhood Council, as well as the Bureau of Street Services and the Department of City Planning.

B. Public Art:

Public art can improve the aesthetic quality of the pedestrian environment and significantly enhance the district's identity. A pilot sign program, described in Appendix III, was presented to the Panorama City focus group, and also to the American Institute of Architects (AIA) sponsored Urban Design Assistance Team (UDAT), mentioned in Section 4 A, and includes proposals for both medallion signs and at least one, perhaps two, monument signs, which will conform to the guidelines below.

1. **Medallions:** Permanent public art displays in the form of Medallions (i.e., artistic icons) establish district identity.
 - a. **City Approval:**
 1. Department of Cultural Affairs
 2. Bureau of Street Lighting, Department of Public Works
 3. Street Use Division within the Bureau of Street Services, Department of Public Works.
 4. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
 5. Department of City Planning.
 - b. **Maintenance:** Repainting and replacement should be the responsibility of the entity that funded their installation.

- c. **Guidelines and Standards:** (See Appendix I, Section D for additional Standards and Appendix III, Section A 2 for illustration.).
Medallion Signs should reference the design of the gateway monument described below and represent the historic themes of Panorama City and should be painted to match either the gateway sign or the street furniture.
 - d. **Placement:**
Based on focus group meetings, Medallions representative of the Panorama City Center should be placed on the street lights at the major intersections along Van Nuys and Roscoe Boulevards, approximately fifteen (15') feet above sidewalk grade.
2. **Gateway Monuments:** A gateway monument is a sign which provides a distinctive visual identifier for Panorama City at its boundary or for the Panorama City Center at its boundary.
- a. **City Approval:**
 1. Street Use Division of the Bureau of Street Services, Department of Public Works
 2. Engineering Division of the Bureau of Street Services, Department of Public Works
 3. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting any work.
 4. Department of Transportation
 5. Department of City Planning
 - b. **Maintenance:** Graffiti removal, repair, replacement, and lighting responsibility should be the responsibility of the entity that funded the construction and installation of the monument sign.
 - c. **Guidelines and Standards:** (See Appendix III, Section A 1 a for proposed gateway sign designs.)
 1. Gateway monuments must incorporate breakaway bases if placed at street level.
 2. Monument signs should be designed with community input, using colors and materials that are compatible with the surrounding architecture and streetscape.
 3. Gateway Monuments should be designed to clearly identify the whole community of Panorama City, and at least one such sign should identify the Panorama City Center in particular.
 4. Placement of the Monument Sign should be reviewed through a public community participation process organized by the Department of City Planning.
 5. A landscaped area for a gateway sign should be created at the intersection of Parthenia Street and Van Nuys Boulevard to highlight the commercial center as a landmark for this community.

C. AMTRAK/MetroLink/MTA Station Theme

The Metropolitan Transportation Authority (MTA) has a major station jointly operated with AMTRAK/MetroLink located on the south side of the AMTRAK/MetroLink tracks and east side of Van Nuys Boulevard. This station has the potential to become the transit hub of the Panorama City Center if a dedicated DASH line links the commercial centers together with the station as its southern anchor.

1. Station Portals:

a. AMTRAK/MetroLink Entrance from Van Nuys Boulevard:

The entrance to this important transit hub should include an architectural structure and appropriate signage to highlight the presence of the facility which is currently obscured from view.

b. Pedestrian Access to Station

Access across the tracks, from the shopping centers on the north side of the tracks to the station located on the south side of the tracks via a pedestrian bridge or other viable option should be investigated.

Appendix I. STREETScape ELEMENT REQUIREMENTS FOR SECTION 4 A 1 c

C Street Tree Requirements (For Section 4 A 1 c)

Street Tree Species

Street	Street Tree Species	Common Name	Size
Van Nuys Blvd. and Roscoe Blvd.	Washingtonia Robusta	Mexican Fan Palm	20' BT
Van Nuys Blvd. and Roscoe Blvd.	Ginkgo Biloba	Gingko	24" Box
Van Nuys Blvd. and Roscoe Blvd.	Pistacia Chinensis	Chinese Pistache	24" Box
Collector Streets	Varies	Various Shade Trees	24" Box

Tree Wells

Street	Tree Well	Tree Well Size	Color
Van Nuys Blvd. and Roscoe Blvd. (Palms only)	Stabilized Disintegrated Granite 6" depth from finish surface with binder	4' wide x 6' long	"Empire Gold" from KRC Rock
Van Nuys Blvd. and Roscoe Blvd. (Ginkgo and Chinese Pistache Trees)	Stabilized Disintegrated Granite 6" depth from finish surface with binder or Tree Well Covers		have not been selected
Collector Streets	Stabilized Disintegrated Granite 6" depth from finish surface with binder or Tree Well Covers		have not been selected

KRC ROCK (315 E. Carmel St., San Marcos, CA 92078 Phone: 760-744-1036)

Street Tree Clearance

The precise location of street trees should be approved by the Department of Public Works. At a minimum, projects that include the planting of street trees in the Panorama City Center Streetscape Plan should observe the following clearances in project plans:

Streetscape Element	Minimum Clearance
Water Meters, Gas Meters, Underground Vaults	6-feet
Driveway Aprons	6-feet
Fire Hydrants	10-feet
Street Lights	20-feet
Electrical Utility Power Poles	20-feet
Alley Entrances	20-feet
Street Intersections	45-feet

- C **Crosswalk Requirements** (For Section 4 B)
The stamped crosswalk is an offset brick pattern.

Item	Crosswalk Design	Color	Size
Van Nuys and Roscoe Blvd. intersection	Stamped with a singled mottled color.	Ochre (mottled gold)	20-foot wide crosswalks
Van Nuys Blvd. and cross streets	Stamped with a single mottled color.	Ochre (mottled gold)	15-foot and 16-foot wide crosswalks

- C **Sidewalk Furniture** (For Sections 4 A 5, 6, and 7)

Item	Model	Color	Size
Benches	Have not been selected	Green with Anti-Graffiti Solution by Genesis Coating, Inc. applied	
Trash Receptacle	Have not been selected	Green with Anti-Graffiti Solution by Genesis Coating, Inc. applied	
Newspaper Vending Machines	Have not been selected	Spring Street Green (or match) with Anti-Graffiti Solution by Genesis Coating, Inc. applied	

Landscape Forms (4139 Ventura Place, Studio City, CA 91604 Phone: 818-761-0655)
Victor Stanley, Inc. (Brick House Rd., Dunkirk, Maryland 20754 Phone: 800-368-2573)
Genesis Coating, Inc. (5931 Sea Lion Place Suite 101, Carlsbad, CA 92008 Phone: 800-533-4273)

C Medallions (For Section 4 B 1)

Specification	Details
Disc	Medallions should be aluminum discs. The perimeter of each medallion should consist of an aluminum band. Medallions should be consistent with weight and surface area requirements.
Paint	Medallions should be painted to reflect the design of the gateway monument signs, or painted one color with acrylic polyurethane gloss paint to match the green of the street furniture.
Mounting	Medallions should be mounted on light standards with clamps. Medallions are to be mounted approximately 15-feet from the surface of the sidewalk (measured from the bottom of the medallion).
Weight	Medallions, including the bracket, should weigh no more than 15 pounds.

C Pedestrian Street Lights (For Section 4 A 4)

Item	Specification/Model Number
Luminaire	Have not been selected
Lamp	Have not been selected
Color	Spring Street Green (or match) with Anti-Graffiti Solution applied

Appendix II. A. STREETScape ENHANCEMENT PROPOSAL:

The concept for the Panorama City Center Streetscape Plan rests upon integrated programs designed to visually and physically improve the public right-of-way areas. As noted in Section 4, there are some funds already allocated to implement portions of the Streetscape Plan, one of them being the Tree Replacement program of the Street Tree Division of the Bureau of Street Services.

However, the Tree Replacement program of the Street Tree Division of the Bureau of Street Services is intended only to bring back to Van Nuys Boulevard a modest level of streetscape amenities and pedestrian-encouraging shade trees. A more extensive streetscape program would entail a range of specific objectives, such as:

- C Creating a signature appearance distinguishing a community or business district from its neighbors.
- C Marking out pedestrian pathways, and creating inviting entrances to shopping areas and to specific businesses.
- C Establishing public common areas and plazas which act as hubs for civic and commercial activities.

The San Fernando Valley Chapter of the American Institute of Architects (SFVAIA) has sponsored an Urban Design Assistance Team (UDAT), chaired by Jerry Pollak, AIA, to look at urban design issues in Panorama City. An extensive streetscape and landscape design plan was drawn up by Olga Keller for the UDAT as part of the integrated effort to address the absence of amenities, the lack of linkages between shopping centers, and the absence of any sense of community identity. The portion proposing additional plantings within the public right-of-way is attached to the Panorama City Center Streetscape Plan as part of Appendix II. This streetscape design plan is part of a much more extensive and distinctive planting schedule using plants to emphasize entrances, and landscaping to help create gateways and plazas. As such, it offers a useful example, and perhaps, even a guide, for a future streetscape project for the entire Panorama City Center, should funds become available. Should the UDAT streetscape plan be implemented by a Business Improvement District (BID) or through a government grant, it will be important that it be coordinated with the street trees planned by the City's Street Tree Division, with any other projects within and adjacent to the public right-of-way, and with the policies and guidelines of the Panorama City Center Streetscape Plan.

The following trees and plants are included in the UDAT study and have been reviewed by the Street Tree Division of the Bureau of Street Services as acceptable plantings in addition to the basic street trees already approved by the Street Tree Division:

Trees: Canary Island Pine (*Pinus Canariensis*)
Atlas Cedar (*Cedrus Atlantica*)

Shrubs: Red Hot Poker (*Kniphofia*)
Mexican Hat (*Ratibida Columnifera*)
Flax (any of the dwarf varieties)

Ground Covers: Carmel Creeper (*Ceanothus Griseus*)
Rosemary (*Rosmarinus Officinalis*)

Appendix III A. PILOT SIGN PROGRAM

A signage concept, involving a series of types of signs intended to announce the presence and location of Panorama City, was presented by City Planning staff at the community workshop for the Panorama City Community Design Overlay District Plan. The concept attracted the attention of the Urban Design Advisory Team (UDAT) studying Panorama City, the Valley Economic Alliance, former CD-6 Councilmember Ruth Galanter and current Council District 6 Councilmember Tony Cardenas. As a result of the interest, the concept received funding through the Sixth Council District to develop a “pilot” program involving these signs. The following are possible signs that would be directly involved with the Panorama City Streetscape Plan:

1. Gateway Sign:

The first sign concept is a “gateway” sign to be placed on Van Nuys Boulevard either at the AMTRAK/MetroLink railroad overpass or at the Parthenia Street intersection, but preferably at both sites.

Because of the railway overpass, the Panorama City Center commercial area is effectively blocked from view until one drives up from under the overpass on Van Nuys Boulevard. The approach from the north along Van Nuys Boulevard is only slightly better. The view is of a confused intersection at Parthenia Street and an unsightly parking lot, with virtually no amenities in the driver’s line-of-sight.

Placing an attractive monument type sign on the railway overpass, with attractive streetscaping in the median strip below, and/or placing a monument sign on a landscaped island at the Parthenia Street intersection, would significantly improve the awareness of place and sense of identity for Panorama City.

As a result of interest in this sign concept proposal and the availability of some funding, several monument sign designs have been submitted and are presented below. (See Figures 6a, 6b, and 6c)

Figure 6a

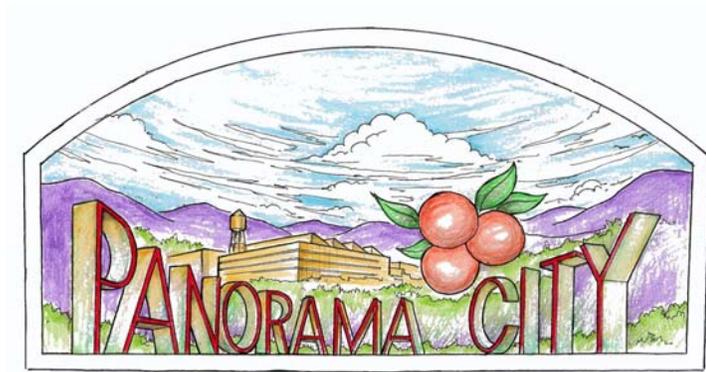


Figure 6b



Figure 6c



2. Medallion Signs:

A medallion sign, based on the motif of the monument sign selected by the community and approved by the City, will be designed and placed on light poles, first at major intersections and later at other intersections, as funds become available. The technical aspects of the medallion, such as dimensions and weight, will conform to the standards contained in Section 4.B.1 of this Streetscape Plan and in Section D of Appendix I.

An example of an approved sign is illustrated below.

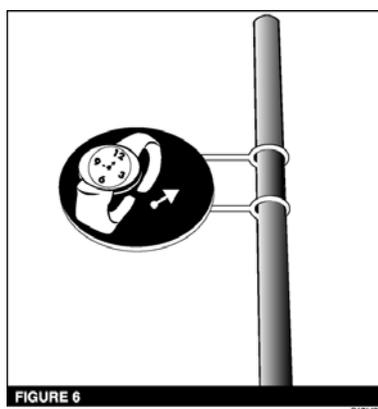


Figure 7

DEPARTMENT OF CITY PLANNING

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