

## WEST WILSHIRE BOULEVARD

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# Community Design Overlay District

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# WEST WILSHIRE BOULEVARD

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# Community Design Overlay District

## Chapter I INTRODUCTION

The West Wilshire Boulevard Community Design Overlay District (CDO) provides Guidelines and Standards for development projects on Wilshire Boulevard. The intent of the CDO is to provide guidance and direction in the design of buildings and storefronts that will enhance the appearance of the street.

The segment of Wilshire Boulevard subject to the CDO Guidelines and Standards is an approximately one mile section between the Veterans Administration complex and the City of Santa Monica, described as “West Wilshire Boulevard CDO” for purposes of this ordinance. It includes the commercially zoned property on the north and south sides of Wilshire Boulevard between Federal Avenue on the east and Centinela Avenue on the west (City boundary).

## WEST WILSHIRE BOULEVARD SETTING

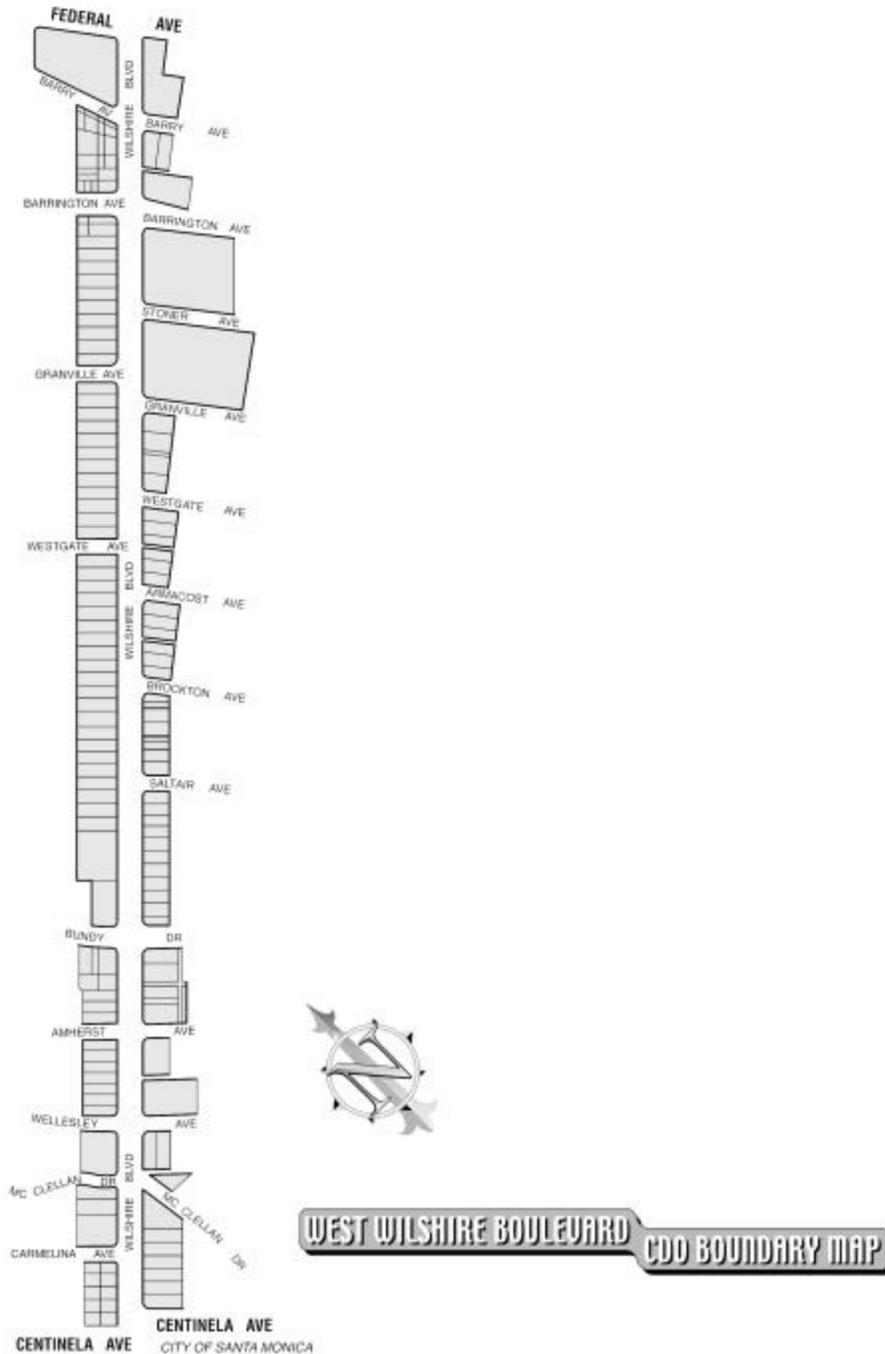
This section of West Wilshire Boulevard is characterized by a variety of building types ranging from older one and two story storefronts to mid-rise and newer high-rise buildings. New retail complexes and mini-malls have replaced some of the older strip retail/commercial located in one and two story development on smaller lots. Among the mix of uses, the street contains a large residential complex, a mixed-use project, a small motel, and a few fast-food restaurants with drive-throughs.

The north side of Wilshire is located within the Brentwood-Pacific Palisades Community Plan and the south side is located within the West Los Angeles Community Plan. Both plans encourage mixed-use development that would integrate office or retail with housing in a vertical pattern. West Wilshire Boulevard is also designated as a Major Scenic Highway in the West Los Angeles Community Plan.

The General Plan Transportation Element designates Wilshire Boulevard as a Primary Transit Priority Arterial Street. This designation is consistent with mixed-use development.

# WEST WILSHIRE BOULEVARD CDO GOALS AND OBJECTIVES

The purpose of the West Wilshire Boulevard CDO is to assure that development takes place in accordance with the urban design policies contained in the Community plans to improve the physical appearance of this segment of Wilshire Boulevard. The Guidelines and Standards offer direction for storefront rehabilitation and infill development. They address such concerns as site planning, pedestrian-oriented building design, location and design of parking structures and surface parking, landscaping, and signage.



## Chapter II

# ADMINISTRATIVE PROCEDURES

### APPLICABILITY

All Projects as defined in the West Wilshire Boulevard CDO will require a Design Overlay Plan and will be reviewed by the Director of Planning, or his or her designee, for compliance with these Design Guidelines and Standards prior to being issued a building permit.

### DEFINITION OF PROJECT

*Project - The erection, construction, addition to, or exterior structural alterations of any building or structure, including, but not limited to, pole signs and/ or monument signs located in a Community Design Overlay District. A project does not include construction that consists solely of (1) interior remodeling, interior rehabilitation or repair work, (2) alterations of, including structural repairs, or additions to, any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations or additions, as determined by the Department of Building and Safety, unless the alterations or additions are to any building facade facing a public street; or (3) a residential building on a parcel or lot which is developed entirely as a residential use and consists of four or fewer dwelling units.*

### PROCEDURES FOR DESIGN OVERLAY PLAN APPROVALS

Within the West Wilshire Boulevard CDO, no building permit shall be issued for any Project, and no person shall perform any construction work on a Project, until a Design Overlay Plan has been submitted to the Community Planning Bureau of the Department of Planning and approved according to the procedures in Section 13.08 E2 of the Los Angeles Municipal Code.

### WEST WILSHIRE BOULEVARD CDO PROJECT SUBMITTALS

An application for a Design Overlay Plan approval shall include the project submittals as indicated in the Master Land Use Application.

## Chapter III

# DESIGN GUIDELINES AND STANDARDS

### SITE PLANNING

Site planning involves the proper placement and orientation of structures, open spaces, parking and pedestrian and vehicular circulation on a given site. The purpose of good site design is to create a functional and attractive development, to minimize adverse impacts, and to ensure that a project will be an asset to a community.

Proper site planning should promote harmony in relationship between new and existing buildings and be sensitive to the scale, form, height and proportion of surrounding development. Good design with complementary landscaping is a major component in creating vibrant commercial areas that foster a pleasant and desirable character, pedestrian activity and economic vitality.

All Projects in the West Wilshire Boulevard CDO must comply with the following Design Guidelines and Standards regarding site planning.

### **GUIDELINE 1:**

### **BUILDING ORIENTATION - ALL PROJECTS**

Buildings should be sited to facilitate pedestrian access from Wilshire Boulevard and between adjacent projects. Developments should not face inward but rather toward Wilshire Boulevard to accomplish appropriate street orientation.



**Building to Street Orientation**

**STANDARD 1**

**BUILDING ORIENTATION – ALL PROJECTS**

All Buildings shall have a ground floor and the primary ground floor building entrances shall be oriented towards Wilshire Boulevard. All Projects shall provide an open and unlocked pedestrian entrance open to the public at the front of the building during business hours for each business that fronts on Wilshire Boulevard, even when rear public entrances are provided.

**GUIDELINE 2:**

**BUILDING SETBACK/PEDESTRIAN-ORIENTATION  
- LOW AND MID-RISE**

Create pedestrian-orientation by siting new buildings on the front lot line or close to it.



**Pedestrian Orientation**

**STANDARD 2**

**BUILDING SETBACK/PEDESTRIAN-ORIENTATION – LOW AND MID RISE**

The exterior wall of any new construction or addition of floor area shall be located not more than five (5) feet from any lot line adjoining Wilshire Boulevard, except that building setbacks from the front lot line may exceed five feet when used for landscaping, plazas, courtyards, outdoor dining, seating, kiosks, and/or paseos.

### **GUIDELINE 3:            OPEN SPACE – ALL PROJECTS**

Outdoor open spaces, to the greatest extent possible, should be oriented towards Wilshire Boulevard. All open spaces are expected to be well-defined, integral components of the site design. Building site landscaping can present an attractive ground plane to pedestrians while screening building bases, service areas, parking structures, and surface parking lots. Landscaping should be arranged to highlight building entries, soften building masses, provide scale to site development, and define lot edges. Planters are an effective means to provide landscape where parkways do not exist and add variety and visual interest to the streetscape. Locations can be chosen to complement buildings or enhance storefront design.



**Outdoor Open Space and Landscaping**

**STANDARD 3**

**OPEN SPACE – ALL PROJECTS**

All areas of a site not occupied by buildings, driveways, parking areas, or pedestrian amenities shall be landscaped at site entrances, along walkways, and adjacent to buildings and parking lots. Landscaping consisting of small trees, planter boxes or tubs of flowers shall be provided, where feasible. Plants shall not obstruct the pedestrian right-of-way nor create inappropriate visual or physical barriers for vehicles or pedestrians. High-rise buildings shall be improved with landscaped entryways including trees and shrubs and flowering ground cover.

**GUIDELINE 4:**

**CIRCULATION – ALL PROJECTS**

Retail and community-oriented uses should be located to allow easy access by pedestrians. Vehicle access and loading areas should be well-defined and located where there will be minimal physical or visual impact on pedestrians and on the flow of traffic, or adjacent uses.

**STANDARD 4:**

**CIRCULATION – ALL PROJECTS**

Retail and community-oriented uses shall be located to allow easy access by pedestrians and to minimize pedestrian and vehicular conflict. Parking lots and parking structures shall be designed to provide a safe pedestrian circulation system between parked vehicles and the building. Walkways for pedestrian access shall be provided between parking areas and the Project. Vehicular entrances shall be located off of a side street or an alley, where feasible, in order to minimize pedestrian and vehicular conflicts. Loading areas shall be located on the rear or side entrance of the structures for minimum visibility and where there will be minimal negative impact on pedestrians and the flow of traffic. Pedestrian "drop off" areas located at the street shall not impede foot traffic or sidewalks.

**ARCHITECTURE**

The architectural elements used in the design of new buildings and in the remodel of existing buildings should create and/or maintain continuity of street facade. Building facades should employ architectural devices that provide gradual or compatible transitions between existing and new buildings. Such elements include scale and massing, continuity and integration of design, fenestration and facade treatments, building materials and color, entrances and access, and open spaces. This does not mean that identical architectural styles should be duplicated from neighboring buildings. Rather, continuity should be maintained through a consistency in proportion (relationship of height to width) of existing facades or repetition of other architectural features.

The following Design Guidelines and Standards shall be applied to all Projects, where applicable, on all building facades visible from a street.

**GUIDELINE 5:**

**ARTICULATION - ALL PROJECTS**

Buildings should not be characterized by large unbroken solid masses. The visual monotony of a large building can be reduced by breaking it down into smaller, human scale components to provide variation and

visual interest. Horizontal and vertical articulation of buildings by use of varied materials, textures or colors, trim areas around door, windows, and roof lines, arcades, canopies, and awnings also provide architectural relief. Large unbroken surfaces should be avoided by breaks in the streetwall and dividing wide storefronts into structural bays.

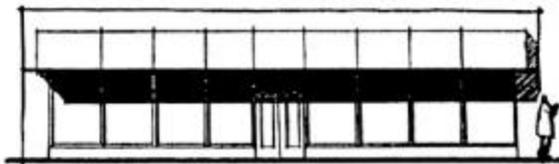
Storefront bays create articulation in low-rise buildings and are the building blocks of a pedestrian-oriented street. A storefront bay is that area enclosed by the storefront cornice above, piers on the side, and the sidewalk at the bottom. Sometimes storefronts are placed entirely within one storefront bay, usually in older structures. More modern buildings have a greater width to height ratio, and may include several storefront bays to maintain the existing and unifying rhythm of the streetwall. Recessed storefront bays add visual interest to the streetwall, frame display windows, and create an inviting shopping environment.



**Building Facade Variation**

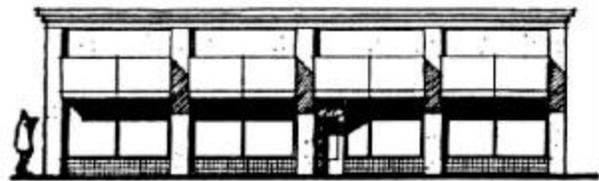


**Discouraged**



All Elements Too Horizontal

**Encouraged**



Vertical Elements Break Up Facade

## Vertical Breaks in Facade Design

### STANDARD 5:

#### ARTICULATION - ALL PROJECTS

All Projects shall provide horizontal architectural treatments and/ or facade articulations such as cornices, friezes, balconies, awnings, pedestrian amenities, or other features for the first thirty (30) feet of building height. If the Project includes forty (40) or more feet of building frontage, then vertical architectural treatments and/ or facade articulations such as columns, pilasters, indentations, storefront bays, windows, landscaping, or other features shall be provided at least every twenty five (25) feet on center. The minimum depth of the vertical break shall be at least two feet.

**GUIDELINE 6: BUILDING CONTINUITY WITH OPENINGS - ALL PROJECTS**

Openings in the front including driveways should not detract from building continuity or design and pedestrian experience.



**Building Continuity**

**STANDARD 6: BUILDING CONTINUITY WITH OPENINGS - ALL PROJECTS**

If a building has an opening of fifteen (15) feet in width or greater, continuation of existing facades or repetition of other architectural features shall be maintained to retain continuity of a building wall at the ground floor.

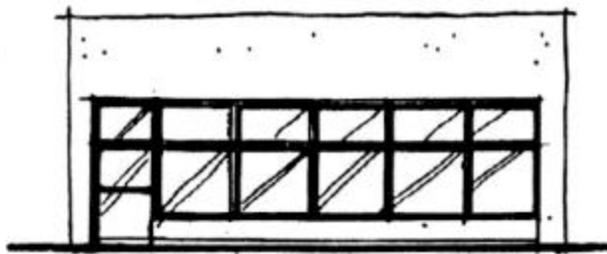
**GUIDELINE 7: ENTRY TREATMENT - ALL PROJECTS**

The entrance to a building has an important relationship to the street and is one of the most important parts of the building facade. All buildings should have dominant entryways which reinforce the character of the building, add visual interest, break the monotony of flat surfaces, add a vertical element to break up the facade of the building and create an inviting entrance.



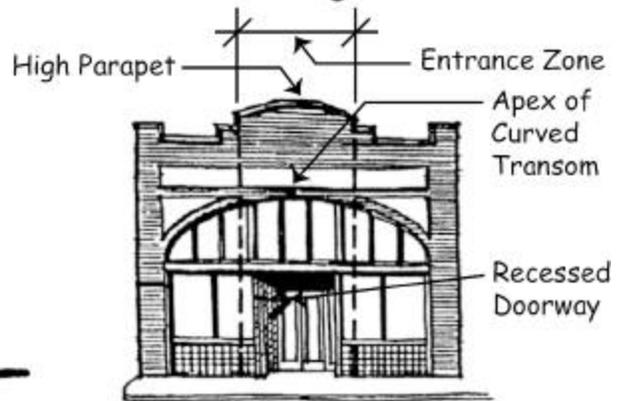
**Entry Treatment**

**Discouraged**



**Non-Descript Entrance**

**Encouraged**



**Emphasis At Entrance**

**STANDARD 7:**

**ENTRY TREATMENT - ALL PROJECTS**

Front door entryways shall have emphasis such as a recess from the building facade, architectural treatments, distinctive materials or lighting, entryway awnings, or attractive signage. Building entries shall be illuminated at night.

## **GUIDELINE 8: WINDOW SECURITY GRILLES - ALL PROJECTS**

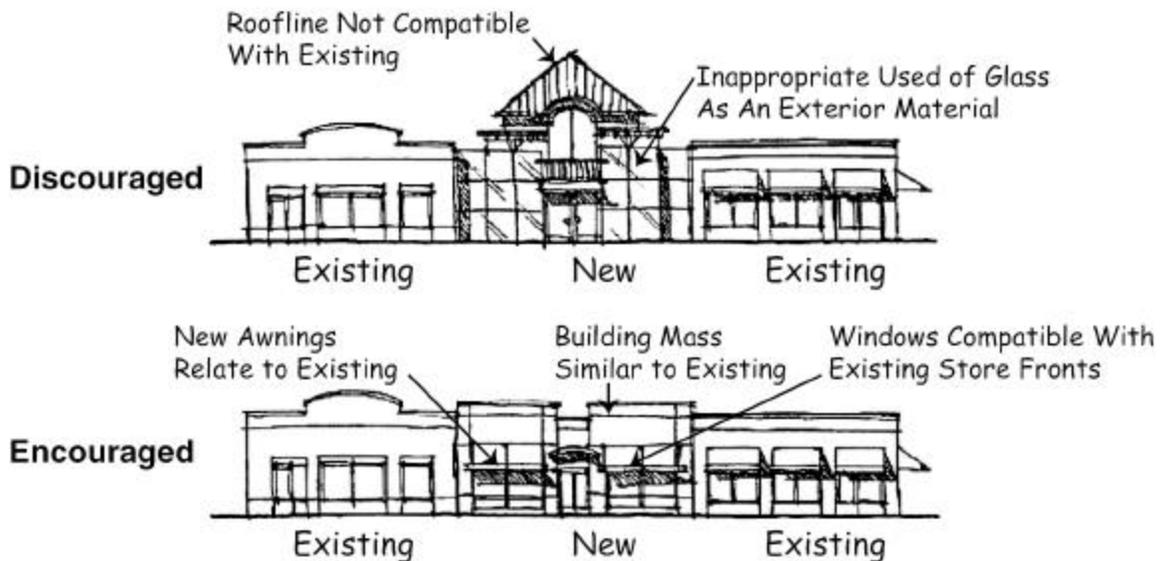
Building security is important in any building. Security grilles often obscure storefront windows and create a negative ambience that detracts from the positive pedestrian environment. Alternatives should be used.

### **STANDARD 8: WINDOW SECURITY GRILLES - ALL PROJECTS**

Exterior security grilles or permanently affixed security bars, or roll-down grilles that conceal storefront windows shall be prohibited. Stores shall use alternatives such as interior security systems or vandal proof glazing which is resistant to impact.

## **GUIDELINE 9: ROOF LINES - LOW-RISE**

Roof lines provide visual interest and functionality. A new building should be designed with reference to surrounding or adjacent buildings. Continuity or consistency can be achieved by maintaining the height of adjacent roofs, parapets, and cornices, and by avoiding clashes in style, scale and materials. A variety of new architecture can be developed within this established line and still maintain consistency with the adjacent buildings. Compatibility of new with existing roof lines should be considered.



### **Roof Lines Continuity**

**STANDARD 9:**

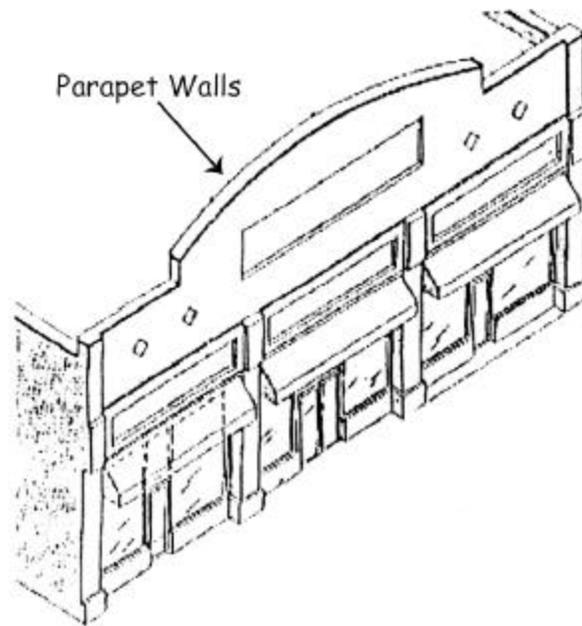
**ROOF LINES - LOW- RISE**

Buildings which are forty five (45) feet in height or less shall be designed to maintain consistency in scale, proportion, and style by identifying the common horizontal element (e.g., roof or parapet, cornice, storefront height) found on neighboring structures and maintaining consistency by using a similar architectural pattern. Severe roof pitches that create prominent out-of-scale building elements shall be avoided.

**GUIDELINE 10:**

**MECHANICAL EQUIPMENT SCREENING AND TRASH CONTAINERS - ALL PROJECTS**

Rooftop mechanical equipment should be screened or enclosed by materials architecturally integrated with the building. Trash containers should be located at the rear where they are not visible to the public.



**Rooftop Screening**

**STANDARD 10:**

**MECHANICAL EQUIPMENT SCREENING AND TRASH CONTAINERS - ALL PROJECTS**

Equipment shall be enclosed or screened through use of building parapets, masonry walls or other architectural treatments. All exterior mechanical equipment, including HVAC equipment, satellite dishes, cellular antennas, should not be visible from public rights-of-way. Trash storage bins shall be located within a gated, covered enclosure constructed of materials identical to the exterior wall materials of the building and screened with landscaping, so as not to be viewed from public right-of way. No mechanical equipment (e.g., air conditioners) shall be permitted in window or door openings.

**GUIDELINE 11: EXTERIOR SURFACE MATERIALS - LOW-AND MID-RISE**

The texture of the facade of buildings should be complementary with other buildings in the surrounding area. Large expanses of the same building material detract from the aesthetics of a building. Use of varied and complementary building material reduces the mass of a building, and creates visual interest. The use of three materials should be adequate.

**STANDARD 11: EXTERIOR SURFACE MATERIALS - LOW-AND MID-RISE**

The exterior facade of low-and mid-rise buildings shall incorporate no more than three complementary building materials, including but not limited to glass, tile, stucco or stone. The base of a building (the first two (2) to five (5) feet above the sidewalk) shall be differentiated from the rest of the building facade with treatments such as change in material and/ or color.

**GUIDELINE 12: EXTERIOR SURFACE MATERIALS - HIGH-RISE**

High-rise buildings should not have monotonous exteriors, and should employ building materials that create an interesting variety of facades to reduce massiveness and glare impacts on surrounding residential uses and motorists.

**STANDARD 12: EXTERIOR SURFACE MATERIALS - HIGH-RISE**

High-rise buildings shall not use highly reflective or mirrored glass as part of the building facade treatment and limit it to architectural accents only.

**GUIDELINE 13: COLOR - ALL PROJECTS**

Color is integral to the aesthetics of a building and affects the visual appearance, scale and proportion of a building. Color schemes should be selected in relation to the overall design intent of the building and should be simple, harmonious and complement adjacent structures. A maximum of three colors should be adequate for the building facade. Accent colors, where used, for architectural detailing, trim, storefront, window sashes, doors and frames should be coordinated. Colors should be coordinated with all the elements of the facade such as signs, awnings, and storefronts. Color shades should be used to facilitate blending with surrounding properties and unifying the development.

**STANDARD 13:**

**COLOR - ALL PROJECTS**

Bright or intense colors and stark colors such as white or black shall not be utilized for large areas. Bright colors on architectural detailing, trim, window sashes, doors and frames, or awnings may be used if they are compatible with the color scheme of the building.

**GUIDELINE 14:**

**GROUND FLOOR LIGHTING - ALL PROJECTS**

Lighting should be incorporated into the design not only to accentuate architectural features, but to provide a safe environment for pedestrian activity. Outdoor lighting in front of buildings provides a continuous secure stretch for pedestrians at nighttime.

**STANDARD 14:**

**GROUND FLOOR LIGHTING - ALL PROJECTS**

Lighting shall be low- voltage and shielded to prevent glare to adjacent properties. Intense lighting which is used solely for advertising purposes shall not be used. Building facades should be highlighted through "up" lights or accent lights placed on the façade.

**GUIDELINE 15:**

**AWNINGS AND CANOPIES - ALL PROJECTS**

Awnings and canopies provide an aesthetic and functional role in storefront design. They provide architectural interest, offer visual relief, add depth to building facades, as well as shelter and shade. As an aesthetic consideration, awnings can provide variation to simple storefront designs, establish a horizontal rhythm between structures where none exists, and add color to the storefront. There are several types of awnings and canopies ranging from canvas to structural space frames. Although they share similar roles, the difference between awnings and canopies is in materials and construction. Awnings are usually made of cloth and are framed by wood or metal. Canopies are permanently affixed to buildings, are flat and constructed of solid materials.



### **Awnings Reinforce Pedestrian Scale**

#### **STANDARD 15:**

#### **AWNINGS AND CANOPIES - ALL PROJECTS**

Awnings shall not be placed higher than the lower two floors. The size, scale and color shall be compatible with rest of the building and shall be designed as an integral part of the building architecture. Awnings and canopies shall be constructed of high quality, substantial materials which must be durable and fade resistant, and be maintained in good condition and replaced periodically.

#### **PARKING**

The location and design of parking in a development not only gives it identity but can also promote safety for pedestrians by minimizing conflict with vehicles. Parking structures and areas should form an integral part of the project and be well landscaped to maintain visual interest. Parking structures and areas without landscaping can conflict or detract from the pedestrian experience. The primary objectives of pedestrian circulation are safety, security, convenience, comfort, and aesthetics. Parking should be placed where there will be minimal conflict between vehicular and pedestrian circulation. Parking should be located in subterranean structures or at the rear.

#### **GUIDELINE 16:**

#### **SURFACE PARKING - ALL PROJECTS**

Surface parking for all buildings should be located to the rear of buildings. Pedestrian access from parking areas into buildings, as well as from parking areas to the street should be provided. If parking is located along the side of a building, it should have minimal visual impact upon the frontage facing the street and not detract from the pedestrian experience.

**STANDARD16:**

**SURFACE PARKING - ALL PROJECTS**

Surface parking lots shall not be located between the front property line and the primary building/ storefront on Wilshire Boulevard. Surface parking shall be located to the rear of all structures if vehicular access is available to the rear of the parcel either from an alley or a public street. Whenever, a surface parking lot abuts a public street, it must conform to the landscape requirements contained in the Landscape Section.

**GUIDELINE 17:**

**PARKING STRUCTURES - ALL PROJECTS**

Parking should be placed as much as possible underground. Parking structures should be integrated into or at least be visually compatible with other structures in the Project. If the parking structure faces Wilshire Boulevard, it must relate to the principal structure in materials, color, and other elements. Openings in the parking structure facades should resemble openings of the principal structure and comply with Guideline and Standard 5 regarding articulation. Parking structures should also receive landscape treatment to eliminate any conditions of the structure that might inhibit attractive views and should comply with the landscaping and screening requirements contained in the Landscape Section.



**Parking Structure Integrated with Main Building**

**STANDARD 17:**

**PARKING STRUCTURES - ALL PROJECTS**

The design of parking structures shall be compatible with the main building through a consistency in building materials, color, design or pattern, so that the two structures appear as a unified whole. Automobiles shall be screened from the public view, as seen from a public street or alley. Wherever a parking structure abuts, or is directly across an alley or public street from any residential zone or residential use, the wall facing such residential use or zone shall conform to the following standards:

- a. Solid decorative walls or decorative baffles to block light and deflect noise shall be installed along the sides of the structure which adjoins residential zones or uses.
- b. Solid spandrel panels a minimum of 3-feet-6-inches in height shall be installed at the ramps of the structure to minimize headlight glare.
- c. Garage floors and ramps shall be constructed with textured surfaces to minimize tire squeal.

**GUIDELINE 18:**

**OPENINGS IN BUILDING FRONTAGES FOR VEHICULAR ACCESS - ALL PROJECTS**

Vehicular access should be provided from side streets or alleys if available to minimize driveways, maintain building continuity and avoid vehicle and pedestrian conflict on Wilshire Boulevard.

**STANDARD 18:**

**OPENINGS IN BUILDING FRONTAGES FOR VEHICULAR ACCESS - ALL PROJECTS**

Where side street or alley access is not available for vehicular access, not more than one twenty (20) foot wide driveway shall be provided per hundred (100) feet of building frontage and not more than two driveways shall be permitted per building, unless the Department of Transportation determines that there is no other alternative to the location of the garage or parking lot entrances.

**GUIDELINE 19:**

**THROUGH PEDESTRIAN ACCESS – ALL PROJECTS**

Pedestrian access between parking areas and project uses should be open and direct. Pedestrian walkways should be illuminated for comfort and security and landscaped. Narrow back door entrances through service areas, kitchens or long hallways are not appropriate.



**Convenient Pedestrian Walkway**

**STANDARD 19:**

**THROUGH PEDESTRIAN ACCESS - ALL PROJECTS**

Wherever a project has a street frontage of five hundred (500) feet or greater, and parking is located to the rear of the building, through-pedestrian access or a through-arcade shall be provided from the rear of the building to the front property line of the building. Clearly defined pedestrian walkways shall be provided to connect building entrances to parking areas

**LANDSCAPING**

Landscaping unifies streetscape and provides a positive visual experience while allowing for a variety of plant materials and flexibility in design. Landscaping may include plant materials such as trees, shrubs, ground covers, perennials and annuals, as well as other materials such as rocks, water, sculpture, art, or paving materials. Trees and shrubs provide shade and emphasize sidewalk activity by separating vehicle and pedestrian traffic as well as defining spaces. Plant materials should be used for framing views, accenting architecture, creating inviting spaces and screening unattractive areas.

## **GUIDELINE 20: STREET TREES - ALL PROJECTS**

Trees should be utilized to define a street, add character and scale to adjacent buildings and create a pleasant environment and interest along the street for pedestrians. When shade trees are utilized, they can help lower the temperature, provide a measure of protection for pedestrians, help buffer traffic noise, and filter pollution.



**Street Trees Create a Pleasant Environment**

### **STANDARD 20: STREET**

### **TREES - ALL PROJECT**

Trees shall be planted in the adjacent public right-of-way at a ratio of one tree for every thirty (30) feet of lot frontage or to the satisfaction of the Street Tree Division, Bureau of Street Services, Department of Public Works.

## **GUIDELINE 21:**

## **LANDSCAPING FOR SURFACE PARKING LOTS**

Surface parking lots should be screened with the use of walls or landscape buffers. In the landscaped buffer, plant materials should be used to create variety and interest. Ground covers that provide interest and complete coverage without excessive maintenance or water usage should be utilized. The use of perennials and flowering annuals to augment ground cover, shrubs and trees is highly desirable.

**STANDARD 21:**

**LANDSCAPING FOR SURFACE PARKING LOTS**

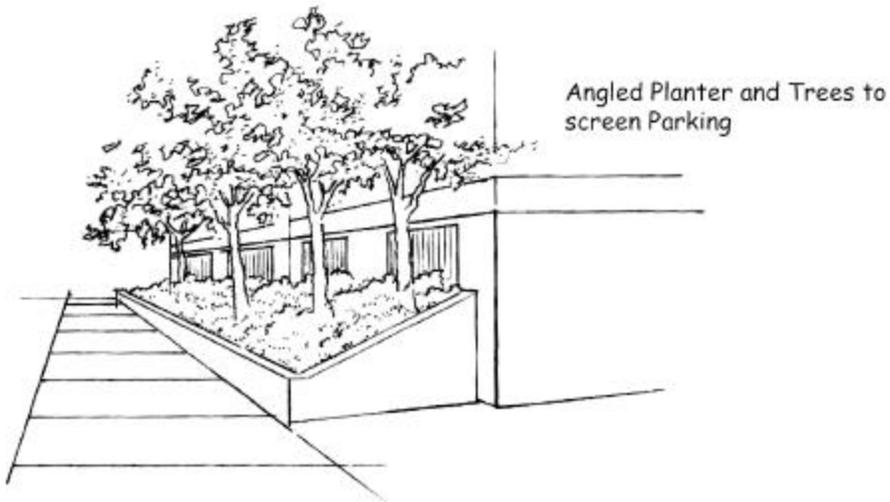
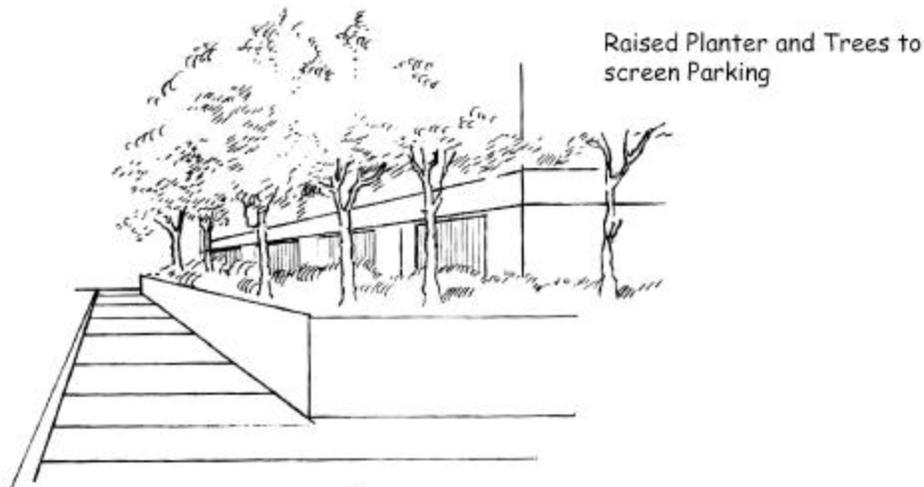
Wherever a surface parking lot abuts a public street or public sidewalk, screening and buffering of the parking lot shall be provided by a five (5) foot landscaped buffer to be located between the property line and the parking area. Landscaping shall consist of plant materials, such as trees, shrubs and planted ground cover.

**GUIDELINE 22:**

**LANDSCAPING FOR PARKING STRUCTURES**

Parking structures should also receive landscape treatment to eliminate any conditions of the structure that might inhibit attractive views. Landscaping which is well integrated with the building design enhances the aesthetic appearance of parking garages, provides a buffer to screen the use and to shield neighboring uses from any adverse external effects of the use, soften glare from vehicles, and to filter noise. It also presents a pleasing, safe and secure environment for pedestrians on the street.





### Examples of Parking Structure Screening

**STANDARD 22: LANDSCAPING FOR PARKING STRUCTURES**

Parking structures shall be visually screened from frontage streets and adjoining uses by a landscape buffer consisting of trees, planters and vegetation around their perimeters. The landscaped area shall contain one 24-inch box tree minimum trunk diameter of two (2) inches and a height of ten (10) feet at the time of planting, and shall be planted at a ratio of one for every twenty (20) lineal feet. The landscaped setback shall contain clinging vines or similar vegetation capable of covering or screening the length of the wall up to a height of at least nine feet along a street frontage. Planter boxes associated with the screening shall not be used to add to the height of the structure. An automatic irrigation system shall be installed within the landscaped area.

## **SIGNAGE**

The purpose of signage is to provide identification for businesses and to assist pedestrians and vehicular traffic in locating their destination without dominating the visual appearance of the area. The overall size, materials and graphic composition should be integrated with the building and landscape design and should complement the facade or architectural element on which it is placed. The signage guidelines should consider the type of signs, the location of signs on specific buildings, the materials, the size and quantity of signs and the quality of illumination.

### **Guidelines for all Signs**

Projects or buildings containing more than one storefront should have an overall planned, coordinated sign program that provides consistency with regard to height, size, shape, colors and degree of illumination.

The materials, colors, design and presentation of signs should be simple and straightforward. A maximum of three (3) colors is usually sufficient to convey a message.

Signs should be compatible with those on adjacent storefronts, provided they meet the Guidelines and Standards of this CDO. Signs should not conflict with or impact the visibility of signs on adjacent storefronts or structures.

Signs should not dominate or obscure the architectural elements of building facades, roofs or landscaped areas.

The height and width of letters and logos should be properly proportioned to the sign area on which the sign is to be located and to the building.

Extensive use of neon lighting is discouraged.

The exposed backs of all signs visible to the public should be suitably finished and maintained.

All signs should be maintained in good repair.

### **STANDARD 23:**

#### **BUILDING IDENTIFICATION (WALL) SIGNS - ALL PROJECTS**

Each building is allowed one sign containing the name, and/ or address, or logo of the building on the site. The sign area of a building identification sign shall not be more than four (4) square feet

### **STANDARD 24:**

#### **BUSINESS IDENTIFICATION (WALL) SIGNS - ALL PROJECTS**

Any business is permitted one wall sign on an exterior wall containing the name of the business conducted and/ or the names, or logo. One additional sign is permitted per business if the business abuts more than one street, or an alley, exit court, or public parking area.

Retail tenants in multi-tenant buildings shall be permitted a listing on a monument sign identifying tenants.

**STANDARD 25: SIZE AND TYPE OF WALL SIGNS**

Wall signs shall be contained in a length that is not more than fifty (50) percent of the width of the building or storefront. The allowable length, however, need not be less than twelve (12) feet. The overall composition of the height of wall signs shall not exceed two (2) feet, or height of letters more than eighteen (18) inches.

Signs shall be constructed of individual channel letters. Illuminated architectural canopy signs and cannister-type signs shall be prohibited.

Wall signs shall not project more than twelve (12) inches from a wall. No portion of a wall sign shall extend above a building wall. No portion of a wall sign shall extend above a roofline. Signs in a multi-tenant building shall be placed at the same uniform elevation to create visual continuity (applicable to each level of a multi-tenant retail/office building).

**STANDARD 26: HIGH-RISE WALL SIGNS**

The wall signs allowed as per Standards 24 and 25 above, shall apply only to ground floor retail/ office use, if applicable. High-rise buildings are allowed an additional wall sign that shall be contained in a length that is not more than 50% of the width of the building face. The sign shall be placed no less than ten (10) feet below the top of the building elevation on which the sign is to be placed. The height of the letters shall not exceed three (3) feet. Signs are not allowed on the rear sides of buildings that face residentially zoned areas.

**STANDARD 27: MONUMENT SIGNS - ALL PROJECTS**

There shall be only one monument sign per street frontage. The maximum size of a monument sign shall be twenty four (24) square feet per side. The base of a monument sign shall be set back from all public rights-of-way and shall be located in a landscaped area. The construction materials and colors on a monument sign shall complement the building with respect to style, design, materials and colors. If monument signs are illuminated, glare shall be carefully controlled and lighting sources concealed.

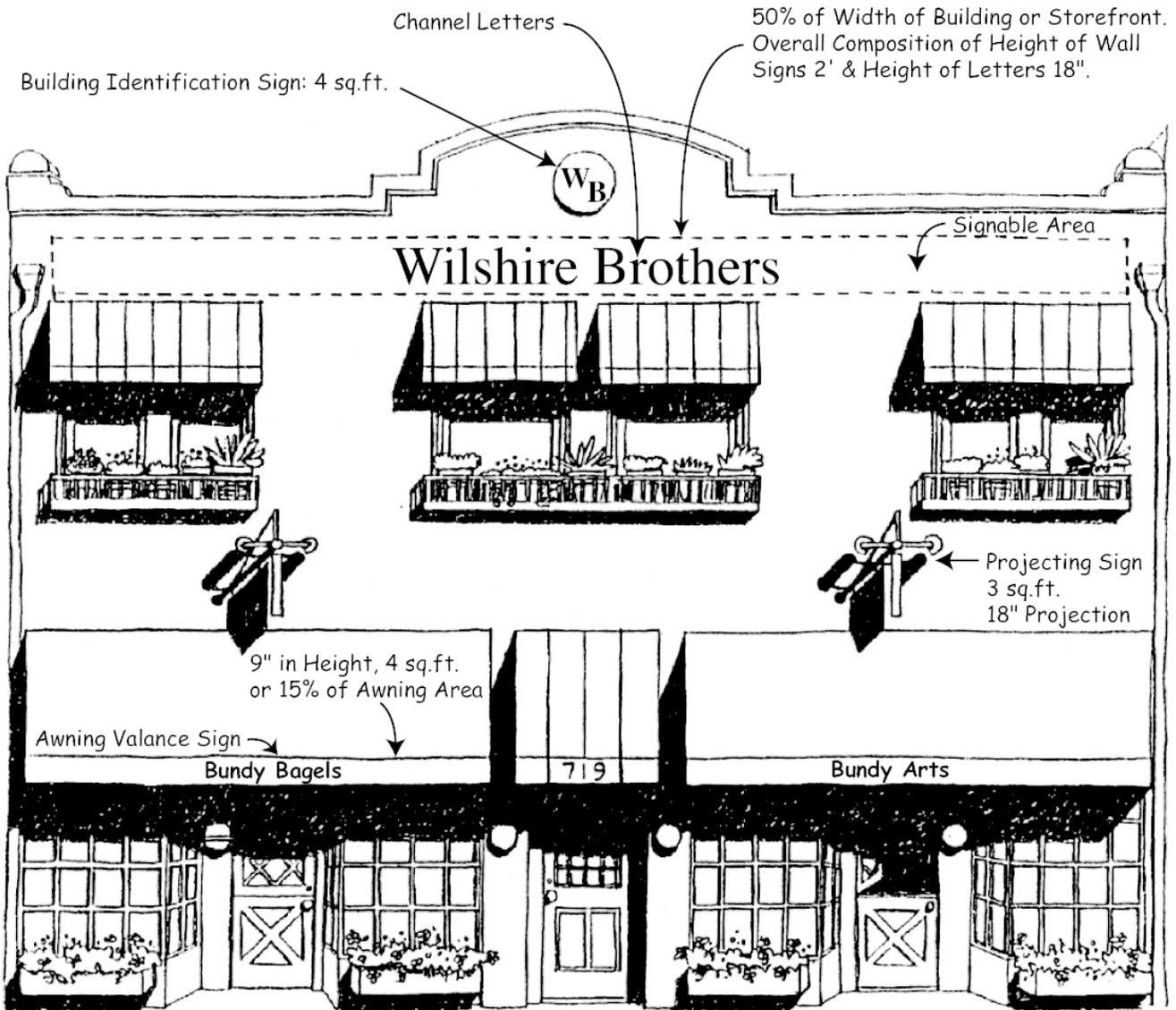
**STANDARD 28: PROJECTING SIGNS – ALL PROJECTS**

The area of a projecting sign shall be limited to three (3) square feet per sign face. No sign shall project more than eighteen (18) inches from the building wall to where it is attached.

**STANDARD 29:**

**AWNING SIGNS - ALL PROJECTS**

In addition to wall signs, each building/ business is allowed one awning sign to be located on the awning over the building/ business entrance. Awning valances may have letters, numbers, or symbols not to exceed nine (9) inches in height and no more than four (4) square feet or fifteen (15) percent of the awning area, whichever is less. The name, occupation, and/ or address of the business is permitted on the awning signs. Telephone numbers or services offered are not to be included on any part of the awning.



**Typical Facade Signs**

**STANDARD 30:**

**INFORMATION SIGNS - ALL PROJECTS**

Signs which direct vehicular and pedestrian traffic to parking areas or other onsite destinations or explain parking fees shall not exceed nine (9) square feet or a vertical or horizontal dimension of thirty six (36) inches, and shall be consistent in design with the signage for the rest of the project. These are to be used for on-site directional information only and not for advertising.

## DEFINITIONS

For the purposes of this CDO only, the following words and phrases shall be defined as follows:

*Low-rise building - Up to three stories or 45 feet in height.*

*Mid-rise building - Between four to six stories or up to 75 feet in height.*

*High-rise building - Over six stories or 75 feet in height.*

*Articulation – Relationship of horizontal architectural features.*

*Baffle – A wall used to deflect light or air.*

*Canopy – An awning or marquee.*

*Cornice – Horizontal architectural band.*

*Façade – The face of the building.*

*Frieze - Ornamental architectural band.*

*Ground Floor - The lowest story within a building which is accessible to the street, the floor level of which is within three feet above or below curb level, is parallel to or primarily facing any public street.*

*Parapet – A low wall along the edge of a roof.*

*Pedestrian Amenities - Outdoor sidewalk cafes, public plazas, retail courtyards, water features, kiosks, paseos, arcades, patios, covered walkways, or spaces for outdoor dining or seating that are located on the Ground Floor, and that are accessible to and available for use by the public.*

*Spandrel – Space between the curve of an arch.*

*Streetwall - The wall of facades created in a pedestrian-oriented area where stores are built to the front lot-line and built from side lot-line to side lot-line.*

*Structural Bay - Any division of a wall marked off by vertical supports.*

*Building Identification (wall) Sign - A sign containing the name and/ or address, or a logo of the building to which the sign is attached (as per the Building Code).*

*Business Identification (Wall) Sign - A sign containing the name of the business conducted and/ or the names of the product sold or services offered on the premises where the sign is located provided that business identification signs shall not include signs on the exterior windows or doors of any premises (as per the Building Code).*

*Premises - A building or portion thereof together with adjacent yards, courts, and/ or public parking areas used as a location for a single business.*