

WEST PICO BOULEVARD

Community Design Overlay District

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WEST PICO BOULEVARD

Community Design Overlay District

Chapter I

INTRODUCTION

The West Pico Boulevard Community Design Overlay District (CDO) provides Guidelines and Standards for development projects on commercially and industrially designated properties located between the San Diego Freeway (I-405) on the east, Tennessee Avenue to Federal Avenue on the north, Pico Boulevard to the south, and Centinela Avenue (City boundary) on the west. The intent of the CDO is to provide guidance and direction in the design of buildings including storefronts that will enhance the appearance of the area.

WEST PICO BOULEVARD SETTING

The segment of Pico Boulevard, subject to the CDO Guidelines and Standards is approximately one mile in length between the San Diego Freeway and the City limits (Centinela Avenue). The north side of Pico Boulevard is located within the West Los Angeles Community Plan area.

The majority of the industrially zoned and planned portions are located north of Pico Boulevard between Sawtelle Boulevard and Federal Avenue. They are designated Light Industrial with a corresponding zone of M2-1VL. A triangular lot on the northeast corner of Pico Boulevard and Federal Avenue is designated Limited Industrial with a corresponding zone of CM-IVL, and is improved with a restaurant and retail uses. Properties on the north side of Pico Boulevard located west of Federal Avenue are designated General Commercial with a corresponding zone of C2-1VL, except for one triangular parcel on the southeast corner of Barrington Avenue and Exposition Boulevard which is zoned C1-1, and improved with two story apartments.

The relatively large lots with frontage on Pico Boulevard and Southern Pacific Railroad Right-of-Way, and the smaller lots fronting on Sawtelle Boulevard are improved with a large retail store (Best Buy), generally medium sized manufacturing and wholesale businesses, and storage operations, a fast food restaurant, auto repair shop, and retail uses. Most of the commercial uses on Pico Boulevard are primarily retail/office, restaurants, an alternative school, auto repair and auto rental in one and two- story buildings.

The south side of Pico Boulevard is located within the Palms-Mar Vista-Del Rey Community Plan area. All the properties are designated General Commercial with a corresponding zone of C2-1VL, except for a lot on the southwest corner of Sawtelle and Pico Boulevards which is

designated Light Industrial with a corresponding zone of M2-1VL, and improved with retail/ commercial and public storage uses. Commercial lots on both the north and south side of Pico Boulevard extend to an alley adjoining residential uses. Development pattern is characterized by small parcels occupied by older small-scale, generally neighborhood-oriented, retail/ commercial and offices consisting of one or two story or mini-mall type buildings, and a few newer buildings with landscaping. Most structures are built to the front property line.

Signage in the area is generally out-of-scale with the size of buildings and viewing distances with a concentration of billboards, roof and pole signs, and sign clutter which visually degrade the area's character. There are a few exceptions of newer buildings which incorporate pedestrian-oriented signage integrated into their architectural character.

WEST PICO BOULEVARD CDO GOALS AND OBJECTIVES

The purpose of the West Pico Boulevard CDO is to assure that development on Pico Boulevard and the adjoining industrial areas takes place in accordance with the urban design policies contained in the Community plans to create a pedestrian-oriented, visually cohesive, and economically viable neighborhood. Pico Boulevard should present a distinct identity as the neighborhood's main commercial corridor, and that development visually provides a sense of place. It has the potential of becoming an active, vibrant and vital community serving, pedestrian-oriented commercial area.

To further this goal, land uses that combine small-scale neighborhood commercial uses with small office and multi-residential uses are encouraged. Multi-family dwellings that incorporate commercial uses at the ground floor or multi-family dwellings built to the sidewalk would support an active day and night environment, encourage people to walk and shop in areas near their residences, enhance the social and economic stability of the street, and make the pedestrian environment more attractive, comfortable, and secure.

The design guidelines and standards of this CDO are flexible, since they do not mandate any particular architectural style, and encourage variety, creativity, and quality in architectural design to promote active streets. They offer direction for building design, storefront rehabilitation and infill development or remodel of individual projects to reinforce the character and quality of Pico Boulevard by promoting a cohesive development pattern with consistent siting, and pedestrian orientation. They address such concerns as site planning, pedestrian-oriented building design, parking, landscaping, and signage. Since all the industrial and commercial properties are within Height District 1VL with 3 stories or 45' height limit, the design standards are focused towards low-rise buildings.

Chapter II

ADMINISTRATIVE PROCEDURES

APPLICABILITY

All Projects as defined in the West Pico Boulevard CDO 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. Applicability of design guidelines and standards for commercial and industrial projects will be determined by their use and location.

DEFINITION OF A PROJECT

Project – As defined in Section 13.08 C.2 of the Los Angeles Municipal Code, “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 Pico Boulevard CDO, no building permit shall be issued for any Project, unless the alterations or additions constitute no more than 20% change to any building facade facing a public street, 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 E of the Los Angeles Municipal Code. The Director of Planning shall approve or conditionally approve Design Overlay Plans if the plans comply with the provisions of this CDO.

WEST PICO 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

All Projects in the West Pico Boulevard CDO must comply with the Design Guidelines and Standards of this CDO.

1. Guidelines and Standards for “All Projects” apply to all projects within the CDO area regardless of the location or type of use.
2. Guidelines and Standards for “Commercial Projects” apply to all uses located on lots south of Southern Pacific Railroad Right of Way/ Pico Boulevard, and to properties north of it, if developed with commercial uses.
3. Guidelines and Standards for “Mixed-Use Projects” include all guidelines and standards specified for “All Projects”, and “Commercial Projects”. The guidelines and standards shall apply to the ground floor commercial portion of the project (Guidelines 1, 2, 3, 4, 6 – 24).
4. Guidelines and Standards for “Residential Projects” apply to projects developed with residential use only (Guidelines 1, 2, 4, 7-17).
5. Guidelines and Standards for “Industrial Projects” apply to the industrially designated lots north of Southern Pacific Railroad Right of Way/ Pico Boulevard if developed with a use that is permitted only in industrial zones. There are additional guidelines and standards regarding architectural treatment, landscaping, and signage that apply to those properties with frontage on Southern Pacific Railroad Right of Way/ Pico Boulevard (north side), because their frontages are visible from Pico Boulevard and affect the appearance of the street.

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.

GUIDELINE 1: BUILDING ORIENTATION - COMMERCIAL PROJECTS

Buildings should be sited to facilitate pedestrian access from Pico Boulevard and between adjacent projects. Accommodating public use at the ground floor encourages pedestrian activity. Developments should not face inward and should have entrances which meet the sidewalk at grade on Pico Boulevard to provide street orientation consistent with pedestrian-oriented environment.



Building to Street Orientation

STANDARD 1: BUILDING ORIENTATION - COMMERCIAL PROJECTS

All Buildings should have a ground floor and the primary ground floor building and entrances should be oriented towards Pico Boulevard. All Projects should provide a convenient pedestrian entrance directly accessible from the sidewalk at the ground floor for each business which fronts on Pico Boulevard, even when rear public entrances are provided.

GUIDELINE 2: BUILDING SETBACK/PEDESTRIAN ORIENTATION - COMMERCIAL PROJECTS

Create pedestrian-orientation by siting new buildings to the front property line or close to it. Street level facades with multiple storefronts and shop entrances enliven the street, and provide an exciting and safe pedestrian environment.



Pedestrian Orientation

STANDARD 2: BUILDING SETBACK/PEDESTRIAN ORIENTATION - COMMERCIAL PROJECTS

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

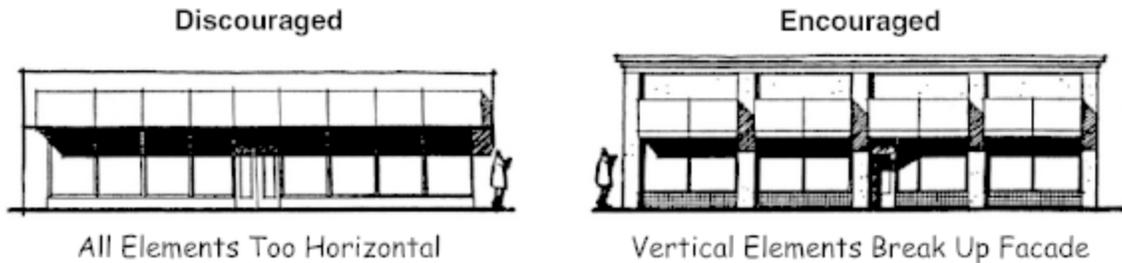
ARCHITECTURE

The architectural elements used in the design of new buildings and in the remodel of existing buildings should create and maintain continuity of street facade. 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. 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.

GUIDELINE 3: ARTICULATION – COMMERCIAL PROJECTS

Rich and varied visual details at the street level add interest and character to the façade, and create an inviting pedestrian-oriented environment. 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 provide architectural relief. Large unbroken surfaces should also be avoided by dividing wide storefronts into structural bays that create articulation in low-rise buildings.

A storefront bay is that area enclosed by the storefront cornice above, piers on the side, and the sidewalk at the bottom. Storefronts should not be placed entirely within one storefront bay. Recessed storefront bays, doors and large transparent display windows add visual interest to the street.



Commercial Building Articulation

STANDARD 3: ARTICULATION – COMMERCIAL PROJECTS

All Projects should provide horizontal architectural treatments and/ or facade articulations such as cornices, friezes, 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 should be provided at least every twenty five (25) feet on center. At least sixty (60) percent of the building frontage at the ground level should consist of doors and display windows or windows affording views into the store or building. Nonreflective glass should be used to allow maximum visibility from sidewalk areas into the interior of buildings.

GUIDELINE 4: ARTICULATION – MIXED-USE PROJECTS COMBINING RESIDENTIAL WITH COMMERCIAL, AND RESIDENTIAL ONLY PROJECTS

Mixed-use projects that combine multi-residential uses with small-scale neighborhood commercial uses with small office are encouraged. The design of the residential portion should relate architecturally to the commercial portion on the ground floor, and appear as a coordinated and integrated development. Building facades should provide variation of scale corresponding to the architectural dimensions of individual dwelling units, or rooms. The residential portion should reflect a variety of window and door size, proportion, and pattern that relate to the different uses within the building. Typically residential uses are characterized by less window-to-wall ratios.

The commercial portion should be sensitive to the scale, form, height and proportion of the residential. Commercial ground floor frontage should be distinguishable from the residential facades and should provide a strong building base. Commercial uses should have greater window-to-wall ratios than the residential. Doors and windows should be of clear glass at the ground level. Commercial uses in mixed-use developments should orient entries and service and parking access to minimize impacts on residential uses.



Mixed-Use Projects Combining Residential with Commercial

STANDARD 4: ARTICULATION – MIXED-USE PROJECTS COMBINING RESIDENTIAL WITH COMMERCIAL, AND RESIDENTIAL ONLY PROJECTS

Mixed-use projects should be designed vertically as part of an overall site plan and be oriented to the street. The residential portion of the building should be differentiated from the ground floor commercial by upper level step-backs, change in color, texture, or materials, recessed balconies or other offsets in the plane of the facade or variations.

Buildings should have consistent materials and details, such as, recessed doors and windows emphasized through the use of sills, lintels, mullions, muntins, pediments, or other scale providing features, and eaves, similar on all sides of the building, and they should be reflective of the style utilized. In a Spanish Colonial/ Mediterranean style, buildings should be designed with thick plaster walls, red terra cotta tile roofs, steel filigree and tile work, and windows should not have frames flush with the outside plane of the wall. In traditional buildings, multi-pane wood casement windows and french doors could be used. Metal or wood sliding windows and doors should be used only on modern buildings.

In a mixed-use building, there should be less glass-to-wall ratio for residential uses than for commercial uses. Windows with clear glass and balconies or terraces should face the street so that there is a visual connection with the street.

Storefronts in mixed-use buildings should reflect the dimensions and proportions of the building, subdivided by columns, piers or wall areas that visually carry the mass and proportion of upper floors to the ground (Also refer to Guideline 3- Articulation, and all guidelines applicable to “Commercial Projects” and “All Projects”). Each commercial use on the street should have an individual public entry directly accessible from the public sidewalk on Pico Boulevard. For mixed-use projects with 125 feet or more of building frontage on Pico Boulevard, there should be at least one primary entry at the same elevation as the public sidewalk, oriented and directly accessed from Pico Boulevard for the residential use.

In mixed-use developments, signage should be located and illuminated in such a way as to avoid adverse impacts such as light or glare into residential units.

Projects that consist of residential uses only should follow the guidelines and standards specified for the residential portion of mixed-use projects. They should be built to the sidewalk, although the street level floors can be elevated a few steps above the level of the public sidewalk for privacy. The primary entrance to the building should be from Pico Boulevard at the same elevation as the public sidewalk. Clear glass should be used for the lobby entrance.

GUIDELINE 5: ARTICULATION – INDUSTRIAL PROJECTS

Buildings should not be characterized by unbroken solid masses or monotonous and featureless exteriors which deaden the streetscape. Industrial buildings should achieve a balance with their surroundings and be visually compatible with adjacent uses in terms of scale, massing and materials.



Industrial Building Articulation

STANDARD 5: ARTICULATION – INDUSTRIAL PROJECTS

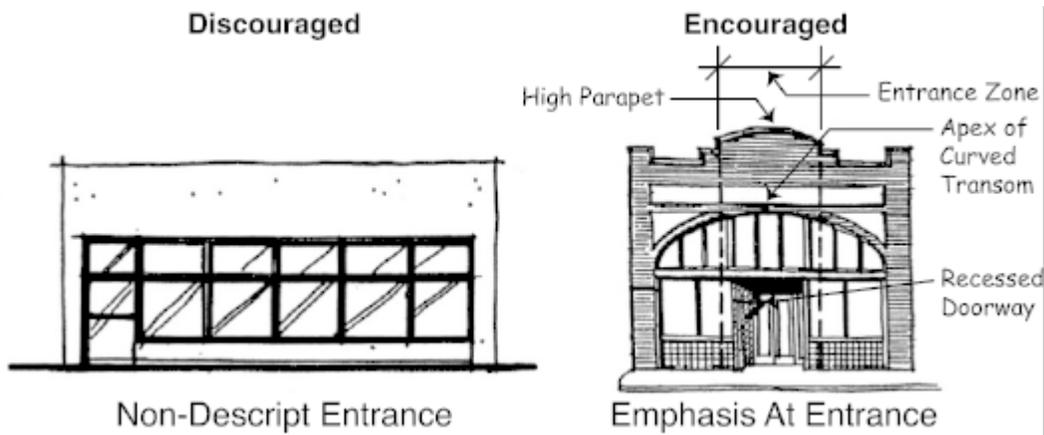
Buildings should not have large blank walls along street frontages on Pico Boulevard/ Southern Pacific Railroad Right-of-Way. Buildings should have an interesting variety of facades by employing plane variation, varied roof/ parapet line or height, articulation, windows, color, different textures or construction material or other architectural elements to reduce massiveness and scale, and to create visual interest to the structure, especially at street level.

GUIDELINE 6: ENTRY TREATMENT – COMMERCIAL PROJECTS

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



Entry Treatment



STANDARD 6: ENTRY TREATMENT – COMMERCIAL PROJECTS

Building entrances should be recessed and have emphasis on architectural treatments, distinctive materials or lighting, entryway awnings, textured paving, or attractive signage. The size and scale should be proportionate to the overall height and width of the building.

GUIDELINE 7: WINDOW SECURITY GRILLES AND CHAIN LINK FENCES – ALL PROJECTS

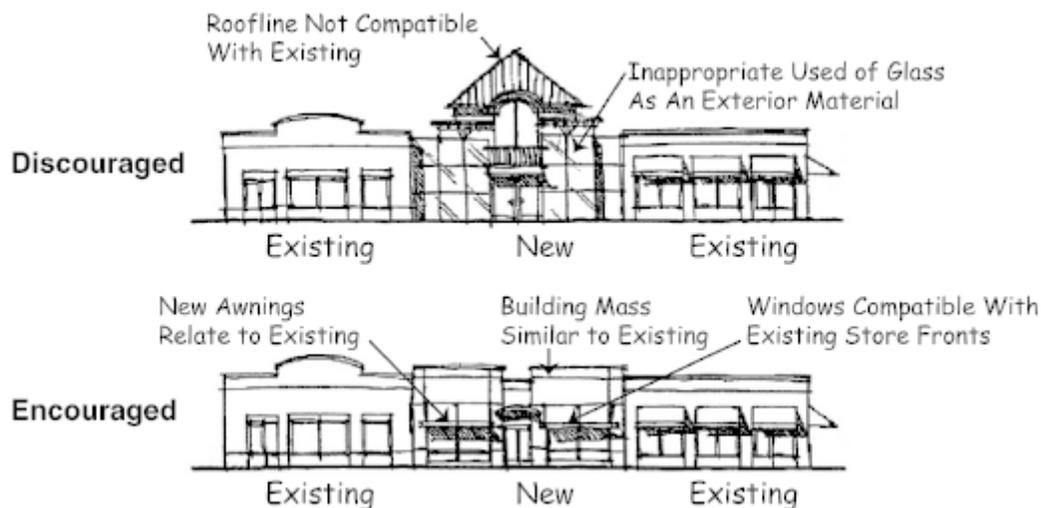
Building security is important, however, visible security grills which obscure storefront windows and chain link fences which are visible from Pico Boulevard create a negative ambience that detract from the positive pedestrian environment. Alternatives should be used.

STANDARD 7: WINDOW SECURITY GRILLES AND CHAIN LINK FENCES – ALL PROJECTS

Exterior security grilles or permanently affixed security bars, or roll-down grilles that conceal storefront windows, and chain link fences that are visible from Pico Boulevard are prohibited. Stores should use alternatives such as interior security grilles, or vandal proof glazing which is resistant to impact. Industrial Projects should not have any security grilles or chain link fences on the Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.

GUIDELINE 8: INFILL DEVELOPMENT – COMMERCIAL PROJECTS

A new building should be designed with reference to its surroundings to reflect the characteristic rhythm of the facades along the street. Building facades should employ architectural devices that provide gradual or compatible transitions between existing and new buildings. Continuity or consistency can be achieved by maintaining the height or form of adjacent roofs, parapets, cornices, proportions and wall openings, and by avoiding clashes in style, scale, color or materials.

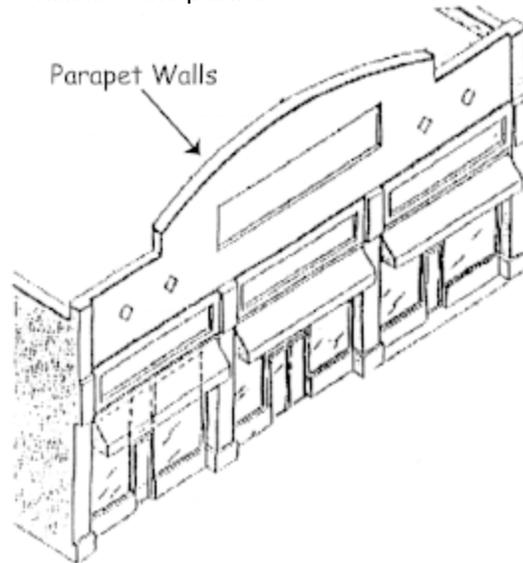


STANDARD 8: INFILL DEVELOPMENT – COMMERCIAL PROJECTS

Buildings should be designed to maintain consistency in scale, proportion, or materials of adjoining buildings. Buildings should be complementary by identifying common elements such as roof or parapet, cornice, windows, doors or storefront height/ design found on neighboring structures. Severe roof pitches that create prominent out-of-scale building elements with adjacent buildings should be avoided.

GUIDELINE 9: 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 also be screened and located at the rear where they are not visible to the public.



Rooftop Screening

STANDARD 9: MECHANICAL EQUIPMENT SCREENING AND TRASH CONTAINERS – ALL PROJECTS

Equipment should be enclosed or screened through use of building parapets, masonry walls or other architectural treatments that are integral to the building's form. All exterior mechanical equipment, including HVAC equipment, satellite dishes, cellular antennas, should not be visible from public rights-of-way. Trash storage bins should 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 or adjacent residences. No mechanical equipment (e.g., air conditioners) should be placed in window or door openings.

GUIDELINE 10: EXTERIOR SURFACE MATERIALS – ALL PROJECTS

Building materials, and colors are integral to the aesthetics of a building and should be used to unify a building's appearance. Large expanses of the same building material or color detract from the aesthetics of a building. Exterior materials and color schemes should be selected in relation to the overall design of the building and should be simple, harmonious and blend in with adjacent structures. A limited number of materials and 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.

STANDARD 10: EXTERIOR SURFACE MATERIALS – ALL PROJECTS

The exterior facade of buildings should incorporate no more than three complementary building materials and colors each, including but not limited to glass, tile, terracotta, brick, stucco or stone. Bright or intense colors and stark colors such as white or black should 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 11: GROUND FLOOR LIGHTING – COMMERCIAL PROJECTS

Lighting should be incorporated into the design to accentuate architectural features, building entries, and to provide a safe environment for pedestrian activity. Outdoor lighting in front of buildings provides a continuous secure stretch for pedestrians at nighttime.

STANDARD 11: GROUND FLOOR LIGHTING – COMMERCIAL PROJECTS

Lighting should be low- voltage and shielded to prevent glare to pedestrians and adjacent properties.

GUIDELINE 12: AWNINGS AND CANOPIES – COMMERCIAL 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.



Awnings Reinforce Pedestrian Scale

STANDARD 12: AWNINGS AND CANOPIES – COMMERCIAL PROJECTS

Awnings should not be placed higher than the lower two floors. The size, scale and color should be compatible with rest of the building and should be designed as an integral part of the building architecture. Awnings should be of woven fabric (and not vinyl), fade resistant, and be maintained in good condition and replaced periodically. Canopies may be constructed of metal or glass if they are compatible in scale and design of the building.

PARKING

The location and design of parking in a development not only gives it identity but also promotes safety for pedestrians by minimizing conflict with vehicles. Parking structures should form an integral part of the project and be well landscaped to maintain visual interest. The primary objectives of pedestrian circulation are safety, security, convenience, comfort, and aesthetics. Parking including loading areas and vehicular ramps 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 13: SURFACE PARKING – ALL PROJECTS

Retail frontage at the street level with pedestrian interface should be preserved. 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, vehicular access should be provided from side streets or alleys, if available, to minimize driveways, maintain flow of traffic, and building continuity, and avoid vehicle and pedestrian conflict.

STANDARD 13: SURFACE PARKING – ALL PROJECTS

Surface parking lots should not be located between the front property line and the primary building/ storefront on Pico Boulevard. Surface parking should 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.

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. Landscaping presents an attractive ground plane to pedestrians while softening building mass, accenting architecture, creating inviting spaces and screening unattractive areas.

GUIDELINE 14: LANDSCAPING AND STREET TREES – ALL PROJECTS

Landscaping should be arranged to highlight building or storefront entries, soften building masses, provide scale to site development, and define lot edges. Planters are an effective means to provide landscaping where parkways do not exist and add variety and visual interest to the streetscape.

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 14: LANDSCAPING AND STREET TREES – ALL PROJECTS

All areas of a site not occupied by buildings or driveways, should be landscaped at site entrances and along walkways. Landscaping consisting of small trees, planter boxes or tubs of flowers should be provided, where feasible. Plants should not obstruct the pedestrian right-of-way nor create inappropriate visual or physical barriers for vehicles or pedestrians. All industrial projects should provide at least three (3) feet of landscaped buffer along their frontage on Pico Boulevard/ Southern Pacific Railroad Right-of-Way. Landscaping should consist of plant materials, such as trees and shrubs or ground cover.

Trees should 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 15: LANDSCAPING FOR SURFACE PARKING LOTS – ALL PROJECTS

Surface parking lots should be screened with landscaped buffers which should consist of plant materials 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 15: LANDSCAPING FOR SURFACE PARKING LOTS – ALL PROJECTS

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

GUIDELINE 16: LANDSCAPING FOR PARKING STRUCTURES – ALL PROJECTS

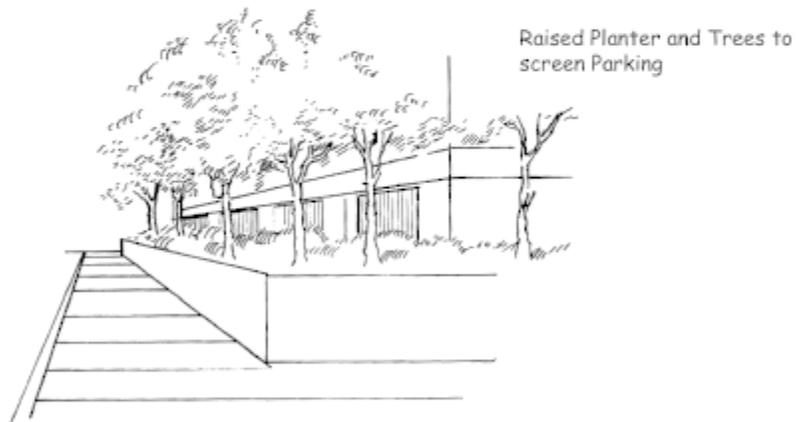
Parking structures should be landscaped to screen unattractive views. Landscaping which is well integrated with the building design enhances the aesthetic appearance of parking garages, provides a buffer to screen the use and to shield neighboring uses from any adverse external effects of the use, soften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



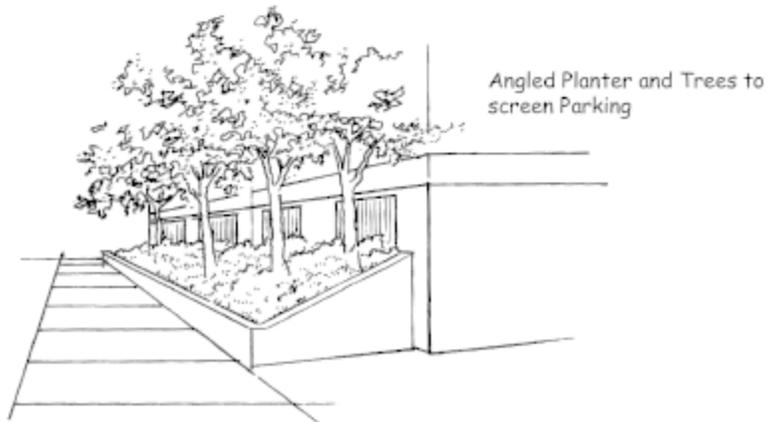
Parking Structures Landscaping



Similar Architectural Treatment for Parking Structure and Building



Raised Planter and Trees to screen Parking



Angled Planter and Trees to screen Parking

Example of Parking Structure Screening

STANDARD 16: LANDSCAPING FOR PARKING STRUCTURES – ALL PROJECTS

Parking structures should 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 should 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 should be planted at a ratio of one for every twenty (20) lineal feet. The landscaped setback should 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 should not be used to add to the height of the structure. An automatic irrigation system should 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, graphic composition, and illumination should be integrated with the building and landscape design, and should complement the facade or architectural element on which it is placed. Signs should not dominate or obscure the architectural elements of building facades, roofs or landscaped areas. Signs should be compatible with those on adjacent storefronts or buildings, provided they meet the Standards of this CDO, and should not conflict with or impact the visibility of signs on adjacent storefronts or structures.

Buildings or premises 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. All signs should be maintained in good repair.

Pole signs and illuminated architectural canopy signs shall be prohibited.

STANDARD 17: BUILDING IDENTIFICATION (WALL) SIGNS – ALL PROJECTS

Each building or premise 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 should not be more than four (4) square feet. For industrial projects, this is applicable only to signs placed on their Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.

STANDARD 18: BUSINESS IDENTIFICATION (WALL) SIGNS – ALL PROJECTS

Any business is permitted one wall sign for each face of each building on an exterior wall that has frontage on a public street and has a public entrance from the street frontage containing the name of the business and logo.

STANDARD 19: SIZE AND TYPE OF WALL SIGNS – ALL PROJECTS

The total sign area of a wall sign should not exceed 1.5 square feet for each foot of store or building frontage. No sign should exceed a maximum of 75 square feet. For wall signs that are made up of channel or individual letters/ logos, the overall composition of the height of signs should not exceed two (2) feet, or height of letters more than eighteen (18) inches.

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

Signs should be constructed of channel or individual letters/ logos or metal, stone, wood or other non-illuminated, non-plastic material. Canister wall signs may be permitted only if they have opaque, or translucent, non-illuminated face panels with only individual letters and/ or logos back-lit, and not the entire surface of the sign. Internally illuminated letters (routed/ stenciled/ embossed) may be plastic, but the face panels should not have glossy reflective surfaces.



Wall Sign

STANDARD 20: MONUMENT SIGNS – ALL PROJECTS

There shall be only one monument sign per multi-tenant business or building. The maximum size of a monument sign should be twenty four (24) square feet per side. Signs should be constructed of metal, stone, wood or other non-illuminated, non-plastic material. If a plastic Canister is utilized, the sign should have opaque, or translucent, non-illuminated face panels with only individual letters and/ or logos back-lit, and not the entire surface of the sign. Internally illuminated letters (routed/ stenciled/ embossed) may be plastic, but the face panels should not have glossy reflective surfaces.

For industrial projects, this is applicable only to signs placed along their Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.

STANDARD 21: PROJECTING SIGNS – ALL PROJECTS

The number of projecting signs should not exceed one per business. The area of such sign should be limited to four (4) square feet per sign face. Signs should be constructed of metal, stone, wood or other non-illuminated, non-plastic material. If a plastic Canister is utilized, the sign should have opaque, or translucent, non-illuminated face panels with only individual letters and/ or logos back-lit, and not the entire surface of the sign. Internally illuminated letters (routed/ stenciled/ embossed) may be plastic, but the face panels should not have glossy reflective surfaces. No sign should project more than thirty (30) inches from the building wall to where it is attached or extend above parapet line of the roof.

For industrial projects, this is applicable only to signs placed along their Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.

STANDARD 22: 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 valences may have letters, numbers, or symbols not to exceed ten (10) inches in height and covering no more than seventy (70) percent of the valence area. 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.

For industrial projects, this is applicable only to awning signs placed along their Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.

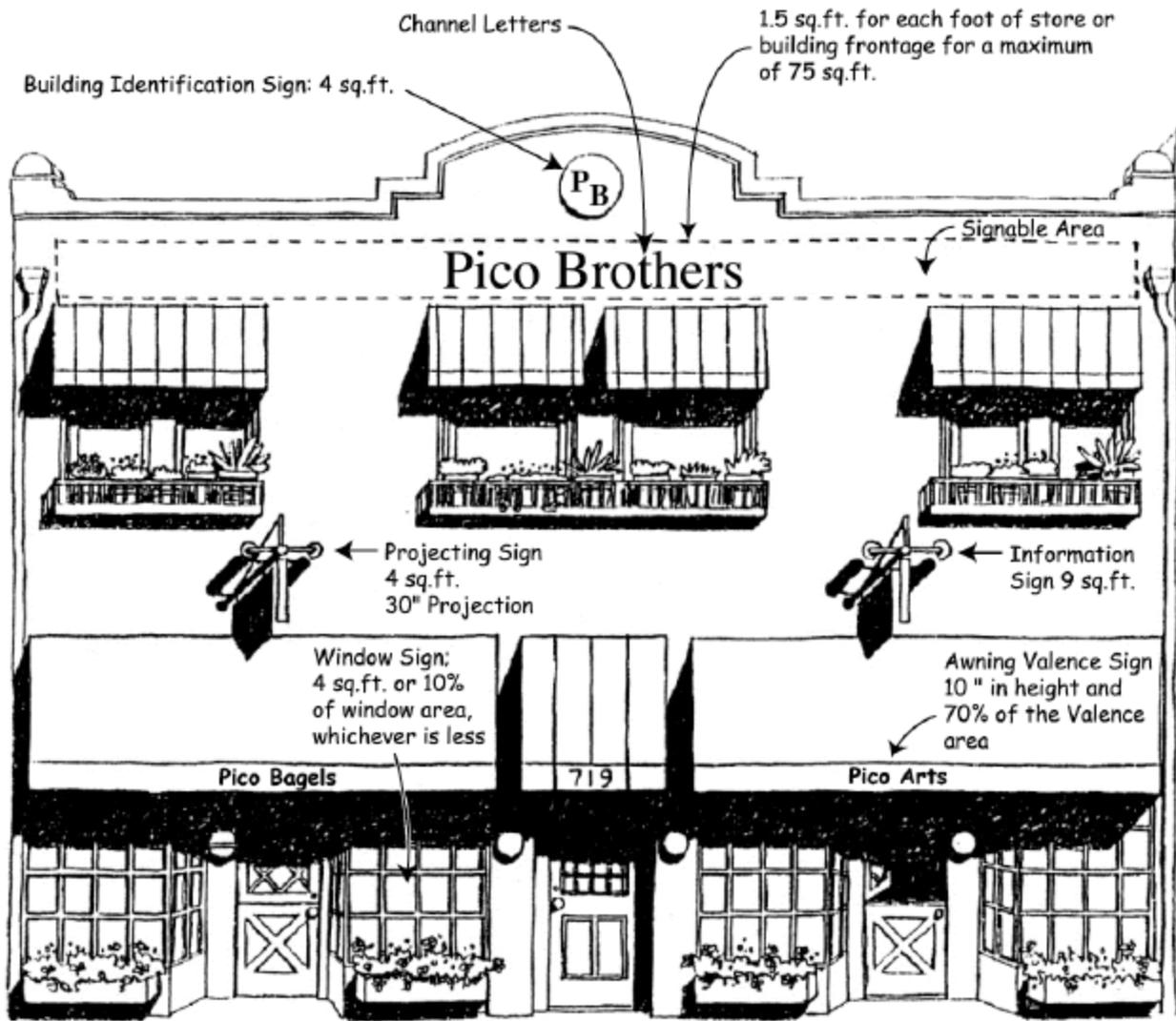
STANDARD 23: WINDOW SIGNS – ALL PROJECTS

Only one window sign per business is allowed. Window signs, consisting of text, graphics or images, either permanent or temporary, should not exceed four (4) square feet or ten (10) percent of the total window area, whichever is less.

STANDARD 24: INFORMATION SIGNS – ALL PROJECTS

Signs which direct vehicular and pedestrian traffic to parking areas or other onsite destinations or explain parking fees should not exceed nine (9) square feet or a vertical or horizontal dimension of thirty six (36) inches, and should 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. Signs should be constructed of metal, stone, wood or other non-illuminated, non-plastic material. If a plastic Canister is utilized, the sign should have opaque, or translucent, non-illuminated face panels with only individual letters and/ or logos back-lit, and not the entire surface of the sign. Internally illuminated letters (routed/ stenciled/ embossed) may be plastic, but the face panels should not have glossy reflective surfaces.

For industrial projects, this is applicable only to signs placed on their Pico Boulevard/ Southern Pacific Railroad Right-of-Way frontage.



Signage

DEFINITIONS

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

Articulation – Clear and distinct separation between design elements.

Canister Wall Sign – A sign with text, logos and/ or symbols that is placed on the face of an enclosed cabinet attached to a building. The face may be translucent or opaque and is illuminated, internally or externally.

Canopy – An awning or marquee.

Cornice – A continuous, molded horizontal projection at the top of the wall, usually decorative.

Façade – The face of a building.

Fenestration – The arrangement and design of windows in a building.

Frieze – A decorative band, which is flat and shallow.

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.

Monotony – The state or quality of lacking variety.

Parapet – The part of a wall that rises above the edge of a roof.

Pilaster – A shallow rectangular feature projecting from a wall, having a capital and a base and architecturally treated as a column.

Rhythm – Movement characterized by patterned repetition or alternation of formal elements or motifs in the same or modified form.

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.

Variety – The state or quality of having varied or diverse forms, types, or characteristics.

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

Window Sign – A sign placed directly on or behind a building window and intended to be visible from the exterior of the building. Any sign, which is located behind a window, which can be seen through a window, and is located within 6 feet of a window shall be considered a window sign.