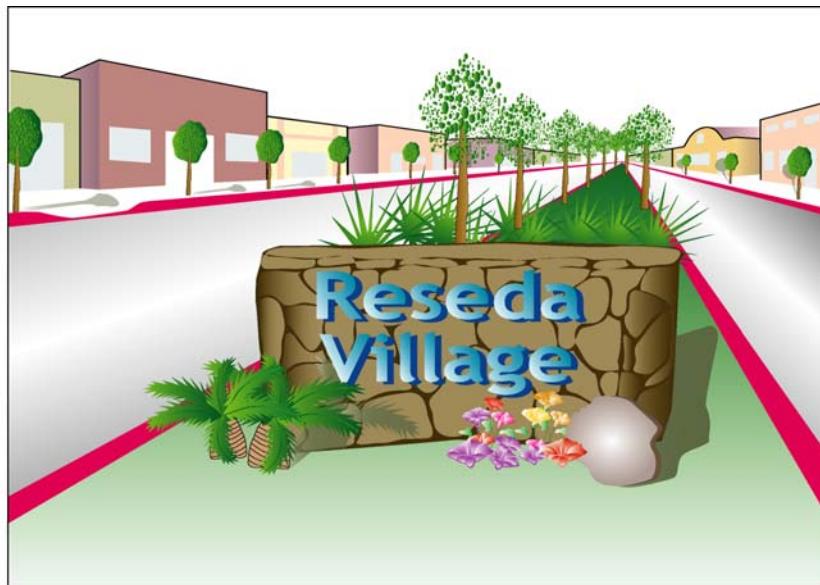


# **RESEDA CENTRAL BUSINESS DISTRICT**

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## ***Streetscape Plan***

**Approved by the City Planning Commission on September 23, 2004.**



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# **RESEDA CENTRAL BUSINESS DISTRICT STREETSCAPE PLAN**

## **Section 1.**

### **INTRODUCTION**

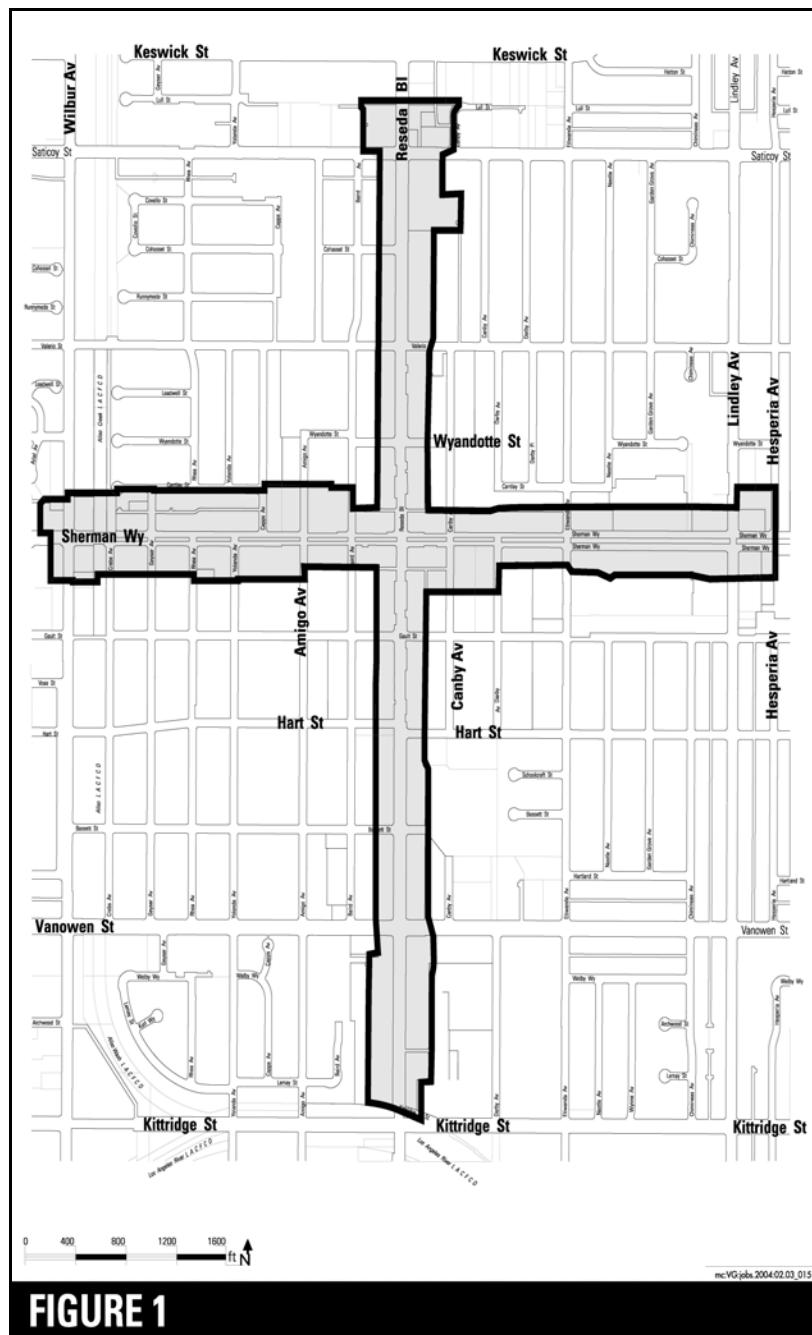
The Reseda Central Business District (CBD) Streetscape plan provides guidelines and standards for both public and private development projects in the Community of Reseda. The intent of the Streetscape Plan is to provide standards and direction for improvements to the public right-of-way that create a pedestrian-friendly environment and enhance the identity of the area.

The principle objective of the Reseda CBD 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 elements such as landscape, street lighting, public art, street furniture, infrastructure, and signage elements. The Streetscape Plan does not supercede established standards by other City departments.

The Reseda CBD Streetscape Plan is complemented by the Reseda CBD Community Design Overlay District (CDO) which establishes design guidelines and standards that focus on improving the visual quality of development by addressing building features such as facade and wall treatments, parking areas, landscape buffers, pedestrian walkways, and building materials. 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 Reseda CBD.

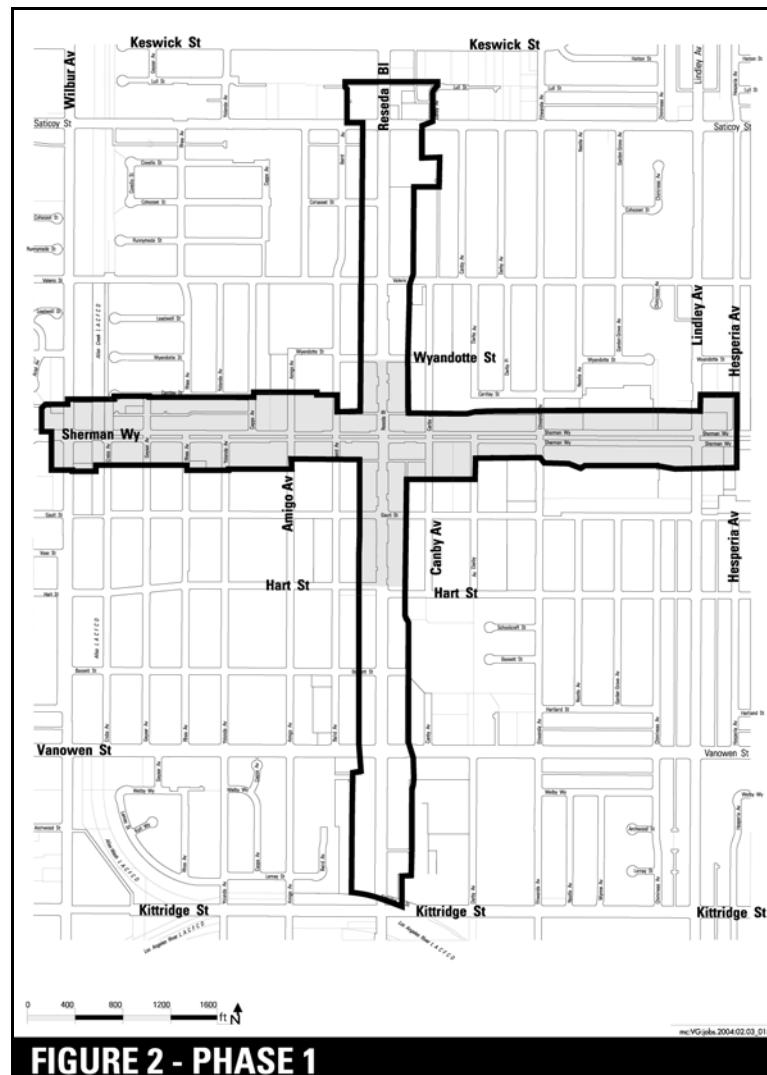
#### **A.      Boundaries**

The shaded area on the map in Figure 1 denotes the boundaries for the Reseda CBD Streetscape Plan area which includes Sherman Way just west of Wilbur Avenue and just east of Lindley Avenue, and Reseda Boulevard just north of Saticoy Street and southerly to Kittridge Street.



In order to create a striking visual impact in any given area, it is preferable to designate streetscape plan areas which are compact and, therefore, more manageable. If community efforts and available funding are concentrated on a core area, the impact tends to be more dramatic in creating a sense of place.

The Reseda CBD Streetscape Plan area has been divided into two compact and manageable areas identified as Phase I and Phase II. Phase I is illustrated in Figure 2 as "Reseda Village." Phase I includes the intersection of Sherman Way and Reseda Boulevard, the core of the Reseda CBD. The remainder of the Reseda CBD Streetscape Plan area will be considered Phase II. In principal, if funding is secured to implement the Streetscape Plan, it should be directed to Phase I area first. However, should funding be secured for any streetscape element already in existence in Phase I - Reseda Village, e.g., tree well covers, such elements may be allocated within the Phase II boundaries. Furthermore, should the occasion arise when it would be more cost effective to implement elements of the Streetscape Plan within the entire streetscape area, such efforts should also be pursued.



## B. History

Reseda was originally part of the historic San Fernando Mission until 1913 when it became one of the three planned subdivisions of The Suburban Homes Association. Reseda was initially named "Marian" after the daughter of General Harrison Otis, one of the officers of The Suburban Homes Association.

The intersection of Reseda Boulevard and Sherman Way became the center of town. Harry Chandler, land developer and former Times publisher, created Sherman Way after a visit to Mexico City where he was impressed by the Paseo de la Reforma. In 1911, he had Pacific Electric tracks installed down the center of Sherman Way to bring developers to scope out the Valley. The establishment of a blacksmith shop in 1915 in the southwestern corner of Reseda Boulevard at Sherman Way, as well as the establishment of hardware store, a drug store and a post office a couple years later, became the nucleus of the Reseda CBD.

In 1921, with the establishment of the post office, Marian was renamed to Reseda after the botanical term for a blue-green plant that was prevalent in the area and, Reseda is also derived from the Latin meaning, to give aid or comfort.

The commercial hub of Reseda began at the intersection of Reseda Boulevard and Sherman Way and continued its expansion into the surrounding agricultural areas. During the 1940s and 50s, Reseda experienced a dramatic increase in single family housing. The increase in population solidified the intersection of Reseda Boulevard and Sherman Way as the Central Business District of Reseda. Despite its rapid growth during this period, Reseda continued to reflect a "small-town" atmosphere and was named by a national magazine as "one of the Ten Most Desirable Places to live" in the United States in the 1950's.

The 1960's marked an economic decline for the community of Reseda. The expansion of freeways, providing quick and easy access to other communities, as well as the birth of regional shopping centers with their variety of goods and services, contributed to the migration of shoppers to areas outside Reseda.

On July 1, 1974, the Reseda-West Van Nuys District Plan was adopted by the Los Angeles City Council and subsequently amended on February 5, 1985. The District Plan served as a land use development guide for the area addressing uses, zoning, and height. The Reseda Central Business District Specific Plan was subsequently adopted on March 23, 1994 and became effective on May 2, 1994. The purpose of the Specific Plan was to establish a pedestrian-oriented area by directing uses compatible with pedestrian activity into the area while prohibiting those uses inconsistent with pedestrian activity.

When the 1994 Northridge Earthquake damaged buildings in the Los Angeles, the Community Redevelopment Agency (CRA) of the City of Los Angeles was directed to prepare an earthquake recovery plan for the most severely impacted communities, which included Reseda. The purpose of the Earthquake Disaster Assistance Project, adopted on December 13, 1994, was to facilitate the repair and rebuilding of damaged buildings, including facade improvements, signage improvement programs and public improvements, including streetscape and parking.

In June 1997, Reseda was selected as one of the Los Angeles Neighborhood Initiative (LANI) areas. LANI is a non-profit organization established in 1994 to "jump-start" communities in transit-dependent urban areas. The boundaries for the Reseda Village LANI Project Area included Tampa Avenue to the west, just east of Lindley Avenue to east, Saticoy Street to the North and just south of Vanowen Street. The LANI's coordinated improvement projects in Reseda included:

1. Painting street lights and traffic poles
2. Stamping of decorative asphalt crosswalks
3. Installing street trees and tree well covers
2. \$40,000 from the Metropolitan Transportation Authority for a bus-stop park (in progress);

## **Section 2.**

### **GOALS AND PRINCIPLES**

#### **A. Goals**

The goals of the Reseda CBD Streetscape Plan are as follows:

1. To encourage a sense of safety and security among pedestrians.
2. To promote an environment which is clean and attractive.
3. To enhance the identity of Reseda as a cohesive community, using an urban design theme to create a partnership between the residential, commercial, and industrial sectors.
4. To coordinate street and sidewalk improvements and prevent changes to the public right-of-way which are not consistent with adopted Streetscape Plan guidelines and standards.
5. To promote complimentary physical improvements and enhancements in the public-right-of-way.

#### **B. Principles**

The Streetscape Plan is based on a set of principles. These

principles are:

1. **Consistency:** The Reseda CBD consists primarily of pedestrian scale storefronts along Sherman Way and Reseda Boulevard. The boundaries feature a mixture of development types including small shopping centers, service oriented shops, fast food restaurants, auto-oriented commercial and other types of buildings. Design of such structures is influenced by use, age, and site limitation. Streetscape development should maintain a basic design consistency and compatibility of public and private development. Elements such as landscape, painted street lights, enhanced crosswalks, and street furniture, contribute to the compatibility and consistency of public streets.
2. **Safety:** Public safety is critical to the success of commercial districts. Public safety in this case refers not only to safety from criminal activity, but also creating an environment in which pedestrian and automobile traffic can safely coexist. Streetscape design should include considerations of public safety.
3. **Maintainability:** Streetscape design elements in the Reseda CBD Streetscape Plan should be readily available for replacement or repair purposes and should be easily maintainable. A maintenance program, which would be responsible for cleaning and repairing trash receptacles, benches, and other streetscape elements would establish a long term benefit for the community.
4. **Durability:** Streetscape elements should be designed to serve the many pedestrians of the community. This means the use of structurally sound and long lasting building materials for each streetscape element.

## Section 3.

## ADMINISTRATION

The standards established by the Reseda CBD Streetscape Plan apply to all projects, public and private within the public right-of-way in the Reseda CBD. The public way is that area between lot lines on each side of the streets in the Reseda CBD.

### A. Project Definition

Public projects subject to the provisions of the Reseda CBD Streetscape Plan include all projects in the public right-of-way.

Private projects subject to the provisions of the Reseda CBD Streetscape Plan are those which require approval by the City Engineer and an A-Permit, Revocable Permit, or B-Permit to be 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. Besides

general standards required of streetscape improvements by the City of Los Angeles, a proposed project must be consistent with the Reseda CBD Streetscape Plan as a condition of approval.

## B. Project Approval and Permits

Private implementation of streetscape elements must be approved by the City, often times by different or multiple 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 Elements for all City Departments that approve each streetscape component and 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 Reseda CBD Streetscape Plan, the Board of Public Works has adopted the guidelines and standards contained in the plan as its own policies. This means that besides general city standards and Streetscape Element Requirements that 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 with varying 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 Department of Public Works counter with no 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 Permits  
Revocable Permits are the second or mid-level of street 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. Revocable permit applications require the submittal of professionally prepared drawings on standard City (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. However, the City may revoke the permitting right at any time 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 the 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 maintain the improvement permanently. 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 City (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 various levels of insurance are required.

**Shop Inspection:**

All projects in the public-right-of-way are subject to Shop Inspection 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 a note with the following text:

*"Shop Fabrication shall 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 City Planning Department is only required when the streetscape project includes any of the following streetscape elements:

- landscape buffers
- tree light fixtures
- newspaper vending machines
- street median
- signs
- gateway monument

### **Document Submittal Requirements:**

- a. Conceptual Plans
  - One set of plans identifying type and placement of proposed streetscape elements.
  - If streetscape elements already exist within the plan boundaries, the set of plans should identify existing elements and those proposed to be removed.
- b. Photographs (as applicable)
  - Subject site
  - Existing streetscape elements
  - Proposed streetscape elements

## **C. Implementation**

Implementation of the Reseda CBD Streetscape Plan is to occur over time as new projects, both publicly and privately financed, are approved within the area. Examples of Public agency streetscape 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 Agency. Examples of private streetscape investments include efforts coordinated by the Reseda Chamber of Commerce and by private developers proposing projects in the area.

## **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 graffiti abatement, vandalism, irrigation repair and replacement including water billing responsibility, and maintenance of landscape, trash collection for receptacles, and any other maintenance tasks identified by the Department of Public Works.

## E. Plan Elements and Organization

This Streetscape Plan is organized by two street categories. For the Reseda CBD this means that Sherman Way and Reseda Boulevard, classified as Major Highways Class II, have one set of standards. All other street segments are grouped in a second category which includes secondary, collector, and local streets. The streetscape plan for the two street classifications rely on standard Streetscape Element Requirements found in Section 6. Unless otherwise indicated in the following sections, refer to Section 6 for detailed Streetscape Element Requirements.

### Section 4.

## STREETSCAPE ELEMENTS

Streetscape elements addressed by this plan include landscape, infrastructure, street furniture, street lighting, and signage. Below is a description of each element and, where appropriate, generic standards that will be used throughout the Reseda CBD.

### A. Landscape:

Landscape enhances an area by creating a clean, natural and visually appealing streetscape that results in a more economically viable commercial area.

1. **Street Trees:** Street trees enhance the appearance of the corridor to passing automobile traffic and create a more pleasant pedestrian environment. Tree placement and type is to be determined by 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.

#### b. **Guidelines and Standards:**

1. Street trees should be consistent with existing trees, as approved by Street Tree Division.
2. Trees should be drought tolerant.
3. Select street trees that thrive in climate zones 18 and 19 as determined by the Sunset Western Garden book.
4. Trees should be selected to promote shade.
5. Tree well covers should be used to define tree wells.
6. See Section 6 for street tree

Streetscape Element  
Requirements.

- c. **Maintenance:** Irrigation, pruning, weed control, and plant replacement. If landscape plant materials are to be used to define tree wells, the adjacent property owner must consent to full maintenance responsibility and liability.

2. **Tree Well Covers:** Tree well covers add a “finished look” to a tree well and provide a pleasing design element to the pedestrian environment.

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.

b. **Guidelines and Standards:**

1. Tree well covers should be used to define tree wells.
2. See Section 6 for tree well cover Streetscape Element Requirements.

- c. **Maintenance:** Tree well covers should be maintained by the funding party or entity.

3. **Planters:** Planters provide an effective means to provide variety and visual interest to the streetscape design. Locations can be chosen to enhance storefront design, buffer parking areas, or complement street furniture such as benches, newspaper racks or bus shelters. (See Figure 3).



**Figure 3**

- a. **City Approval:**
  - 1. Street Use Division and Street Tree Division, 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.
- b. **Guidelines and Standards:**
  - 1. Selected plants should fill the planter to prevent litter attraction.
  - 2. Planter design and plant species should be consistent for each street to provide for uniformity.
  - 3. Placement of planters should comply with the requirements of the Americans with Disability Act (ADA), and not obstruct the pedestrian right-of-way. General factors for the location include sidewalk width, pedestrian activity, and street wall frontage.
  - 4. See Section 6 for planter Streetscape Element Requirements.
- c. **Maintenance:** Irrigation, replacement planting, and graffiti removal.

4. **Street Median:** Landscape medians provide for added interest and promote a scale conducive to pedestrians.

a. **City Approval:**

1. Street Tree and Engineering 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.

b. **Guidelines and Standards:**

1. Medians should be planted with low 18" drought resistant ground cover, trees, and accent flowering shrubs.
2. 36-inch box size trees where practical should be planted.
3. Medians should have as few breaks in them as possible with left turn pockets at all intersections.
4. Medians should be irrigated with fully automatic sprinkler system and irrigation timer should be solar powered.
5. See Section 6 for street median Streetscape Element Requirements.

c. **Maintenance:** Regular pruning, weed control, plant replacement, and irrigation repair and replacement program.

**B. Public Art:**

Public art improves the aesthetic quality of the pedestrian environment and enhances the district's identity.

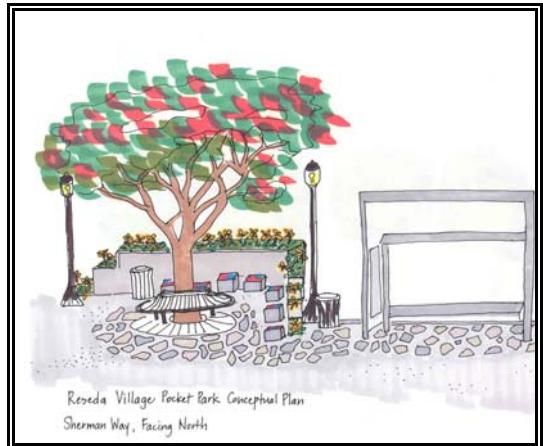
1. **Medallions:** Permanent public art displays in the form of Medallions to establish district identity. A medallion is defined as a 32" diameter aluminum disc with water jet cut negative images (e.g. business caricatures) that may be mounted on light standards with clamps as a form of decorative public art. (See Figure 4)



**Figure 4**

- a. **City Approval:**
  - 1. Bureau of Street Lighting,  
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 Transportation.
  - 4. Department of Cultural Affairs.
- b. **Guidelines and Standards:**
  - 1. Medallions should be placed on  
light standards on Sherman  
Way.
  - 2. Art display for medallions  
should be representative of  
district businesses.
  - 3. Placement of the Medallions on  
light standards should be  
determined by the Bureau of  
Street Lighting.
  - 4. A permit should be obtained  
from Bureau of Street Lighting  
prior to approval.
  - 5. See Section 6 for medallion  
Streetscape Element  
Requirements.
- c. **Maintenance:** Cleaning as necessary.  
Graffiti removal, restoration,  
replacement and preservation.

- 2. **Demonstration Projects:** Demonstration projects can have a dramatic effect on the aesthetic quality of an environment. The proposed Reseda Village Pocket Park is such an example. (See Figure 5)



**Figure 5**

a. **City Approval:**

1. Bureau of Street Lighting,  
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.
2. Department of Transportation.
3. Department of Cultural Affairs.
4. Bureau of Street Services,  
Street Tree Division.

b. **Guidelines and Standards:**

1. To be determined by the  
approving department.

**C. Street Lights**

1. **Pedestrian Street Lights:** Illumination of pedestrian ways in the Reseda CBD increases pedestrian safety and highlights the businesses in the area. (See Figure 6)



**Figure 6**

- a. **City Approval:**
  - 1. Department of Cultural Affairs.
  - 2. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting work.
  - 3. Bureau of Street Lighting, Department of Public Works.
- b. **Guidelines and Standards:**
  - 1. See Section 6 for pedestrian street light Streetscape Element Requirements.
  - 2. The attachment of pedestrian street lights or installation is subject to Bureau of Street Lighting approval and successful outcome of the Proposition 218 ballot process.
- c. **Maintenance:** Cleaning, graffiti removal, and lighting responsibility. Maintenance is provided by the Bureau of Street Lighting funded through the assessment process. Any additions or changes to the rates must be approved by all affected property owners through the Proposition 218 process.

2. **Street Lighting:** Street lights complements the existing streetscape and aides against vandalism.

- a. **City Approval:**
  - 1. Bureau of Street Lighting, 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.
- b. **Guidelines and Standards:**
  - 1. See Section 6 for street light Streetscape Element Requirements.
- c. **Maintenance:** Cleaning, repainting, repairing, graffiti removal, and lighting responsibility. Maintenance is provided by the Bureau of Street Lighting funded through an assessment process which must be approved by all affected property owners through the Proposition 218 process.

3. **Bus Shelter Safety Lighting:** Installation of bus shelter safety lighting promotes safety for bus patrons. (See Figure 7)



**Figure 7**

a. **City Approval:**

1. Bureau of Street Lighting,  
Bureau of Street Use,  
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.

b. **Guidelines and Standards:**

1. See Section 6 for bus shelter  
safety lighting Streetscape  
Element Requirements.

c. **Maintenance:** Cleaning, graffiti  
removal, and lighting responsibility.  
Maintenance is provided by the Bureau  
of Street Lighting.

**D. Street Furniture:**

Street 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 Americans with Disability ACT (ADA) requirements.

The City of Los Angeles entered into a 20 year agreement (C-102477) with Viacom/Decaux on December 21, 2001 whereby Viacom/Decaux would provide transit shelters, public toilets, trash receptacles, modular newsracks and kiosks to the City of Los Angeles in exchange for exclusive advertising rights on the furniture provided.

The selection of bus shelters, including style and color, should be coordinated with the Department of Public Works (Bureau of Street Services, Street Furniture Task Force Unit), the respective council office, and representatives of the community. The council office may want to pursue upgrading from the "standard" model to the "Heritage" model, as it may be more compatible with the community. Furthermore, since the bus shelters are not manufacturer in "black" (the designated streetscape color), dark gray may be the most compatible color available. (See Figure 8)



**Figure 8**

**1. Bus Shelters:** Bus shelters create an attractive space for bus stop sites with high levels of pedestrian use. They encourage transit use, and provide shelter from atmospheric changes, wind, sun and rain.

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 work.

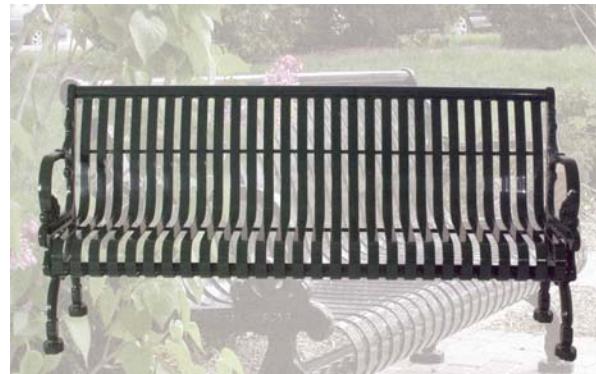
b. **Guidelines and Standards:**

1. Shelter design should be based upon the Department of Public Works.
2. All bus shelters should have GCP-1000 Anti-graffiti gloss coating solution or equal substitute.
3. See Section 6 for bus shelter Streetscape Element Requirements.

c. **Maintenance:** Graffiti removal, repair and replacement, plus lighting

responsibility and related financial commitment.

2. **Benches:** Benches enhance the pedestrian environment by providing for pedestrian comfort, and by creating meeting locations that encourage social interaction among pedestrians. (See Figure 9)



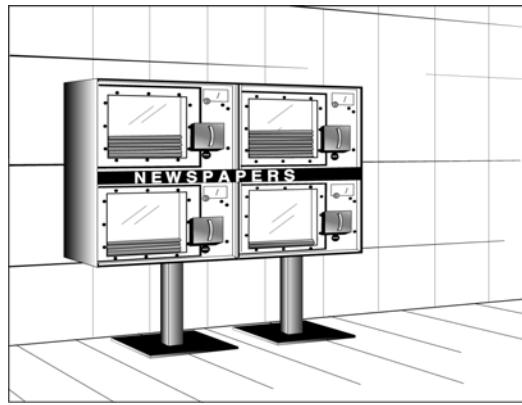
**Figure 9**

- a. **City Approval:**
    1. Street Use and Engineering Divisions 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.
  - b. **Guidelines and Standards:**
    1. Bus benches should be replaced with benches that do not include advertisement.
    2. Bench design should be consistent to promote uniformity and shall include center arm.
    3. All benches should have GCP-1000 Anti-graffiti gloss coating solution or equal substitute.
    4. See Section 6 for bench Streetscape Element Requirements.
  - c. **Maintenance:** Graffiti removal and replacement.
3. **Trash Receptacles:** Trash Receptacles promote a clean streetscape and enhance the pedestrian environment. (See Figure 10)



**Figure 10**

- 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 work.
  - b. **Guidelines and Standards:**
    - 1. Trash receptacle design should be compatible with surrounding streetscape elements.
    - 2. Trash receptacle design should be consistent to promote uniformity.
    - 3. All trash receptacles should have GCP-1000 Anti-graffiti gloss coating solution or equal substitute.
    - 4. See Section 6 for trash receptacle Streetscape Element Requirements.
  - c. **Maintenance:** Trash collection, replacement, cleaning and graffiti removal.
4. **Newspaper Vending Machines:** Newspaper vending machines should be grouped to provide ease of identification and eliminate potential obstructions in the pedestrian right-of-way. Well-designed news racks that are appropriately placed can make an aesthetic contribution to the pedestrian streetscape while providing an amenity to businesses and patrons. (See Figure 11)



**Figure 11**

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 work.

b. **Guidelines and Standards:**

1. Newspaper vending machine should be composed of metal of a similar style and color to street benches and trash receptacles.
2. A maximum of one (1) stacked four-unit or two-unit newspaper vending machine should be permitted for every three (3) block faces.
3. All newspaper vending machines should be flush to a building wall and each vending machine top should slant downward as illustrated in Figure 11.
4. Advertisements and signs should be prohibited on all newspaper vending machines except for newspaper publication name.
5. Each unit should be a maximum of 3'-6" tall and affixed to the sidewalk.
6. All newspaper vending

machines in the public right-of-way shall be coated with GCP-1000 Anti-graffiti gloss coating solution or equal substitute.

7. See Section 6 for newspaper vending machines Streetscape Element Requirements.

- c. **Maintenance:** Graffiti removal, repair and replacement.

5. **Bike Rack:** Bike racks enhance the pedestrian environment by creating bicycle parking that is secure, convenient, and easily accessible. (See Figure 12)



**Figure 12**

a. **City Approval:**

1. Department of Transportation.
2. Street Use 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 work.

b. **Guidelines and Standards:**

1. Bike racks should be located adjacent to bus stops.
2. See Section 6 for bike rack Streetscape Element Requirements.

- c. **Maintenance:** Graffiti removal, repair, and replacement as necessary.

6. **Bollards:** Bollards (a vertical freestanding short post used as a barrier to vehicles) create special activity zones by separating sidewalks from the roadway. (See Figure 13)



**Figure 13**

- a. **City Approval:**
  - 1. Street Use and Engineering 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.
- b. **Guidelines and Standards:**
  - 1. Bollards should be considered at enhanced crosswalks.
  - 2. Bollards should complement existing streetscape furniture.
  - 3. See Section 6 for bollard Streetscape Element Requirements.
- c. **Maintenance:** Graffiti removal, and replacement.

**E. Crosswalks:**

Crosswalks provide for ease of pedestrian movement throughout the district and contribute to a secure pedestrian environment. Enhanced crosswalks are proposed for: Sherman Way/Wilbur Avenue, Reseda Boulevard/Vanowen Street, Reseda Boulevard/Wyandotte, Reseda Boulevard/Saticoy, Sherman Way/Reseda Village, Sherman Way/Lindley Avenue, Sherman Way/Canby Avenue, Sherman Way/Darby Avenue.

- 1. **Enhanced Crosswalks:** Enhanced crosswalks offer several important benefits to the Reseda CBD. Enhanced crosswalks are crosswalks receiving hardscape treatment such as stamped asphalt. These crosswalks offer a dedicated zone for pedestrian crossing and also provide warning to motorists approaching crosswalks.

- a. **City Approval:**
  - 1. Department of Transportation
  - 2. Engineering Division of the

- 3. Bureau of Street Services,  
Department of Public Works.
- b. Guidelines and Standards:
  - 1. A permit from the Bureau of Engineering and inspection from the Bureau of Contract Administration is required prior to starting work.
  - 2. Enhanced crosswalks should be located only at signalized intersections.
  - 2. Enhanced crosswalks should be enhanced with a hardscape treatment such as color simulated bricks, color stamped concrete or similar design treatment.
- c. Maintenance: Cleaning, repainting and repairs.

**F. Signage:**

This Streetscape Plan also regulates private and public signs within the public right-of-way. As with other uses of the public-right-of-way, signs require approval by various city agencies.

- 1. **Signs:** Any temporary commercial and/or promotional signage approved in accordance with applicable City ordinances for placement in the public right-of-way including, but not limited to, flags or banners on light standards, banners strung between light standards, and signs placed on news racks or newspaper vending machines should conform to the following standards:
  - 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 work.
    - 3. Bureau of Street Lighting, Department of Public Works
    - 4. Department of Transportation.
    - 5. Department of Building and Safety.
  - b. **Guideline and Standards:**
    - 1. No signage background should use day-glo or fluorescent colors on public street right-of-ways.
    - 2. Flags on light standards should be limited to one, per alternating light standard. No individual flag can exceed 5 square feet in size.

- 3. Banners strung between light standards are limited to no more than two on Sherman Way within the boundaries of the Reseda CBD. No individual sign can exceed 24 square feet in size.
- 4. Flags and banners attached to light poles can only be used for noncommercial artistic purposes or to promote the activities of nonprofit or governmental agencies.
- c. **Maintenance:** Replacement, storage and repair.

2. **Gateway Monuments:** A gateway monument is a sign which provides a distinctive visual identifier for a particular area. The Reseda Village area has erected two gateway monuments on the medians at Sherman Way west of Lindley Avenue and Sherman Way, just east of Wilbur Avenue. Two additional gateway signs may be placed at Reseda Boulevard north of Kittridge Avenue, and Reseda Boulevard, south of Saticoy. (See Figure 14)



**Figure 14**

- a. **City Approval:**
  - 1. Street Use and Engineering Division, 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 Transportation
  - 4. Structural Engineering Division, Bureau of Engineering, Department of Public Works.
- b. **Guideline and Standards:**

1. The gateway monument should be designed using stone veneer that is compatible with the existing gateway signs on Sherman Way.
- c. **Maintenance:** Graffiti removal, repair, replacement and lighting responsibility.

## **Section 5.**

### **STREET SEGMENTS**

The Reseda CBD streetscape consists of 23 street segments that have been organized into two categories. The street classifications for Category I street segments include two (2) Major Highways Class II: Sherman Way and Reseda Boulevard. Category II street segments include twenty-one (21) segments with the following street classifications: four (4) secondary streets: Wilbur Avenue, Lindley Avenue, Saticoy Street, Vanowen Street; five (5) collector streets: Capps Avenue, Etiwanda Avenue, Valerio Street, Hart Street, Kittridge Street; twelve (12) local streets: Crebs Avenue, Geyser Avenue, Rhea Avenue, Yolanda Avenue, Amigo Avenue, Baird Avenue, Canby Avenue, Darby Avenue, Cohasset Street, Wyandotte Street, Gault Street, Bassett Street.

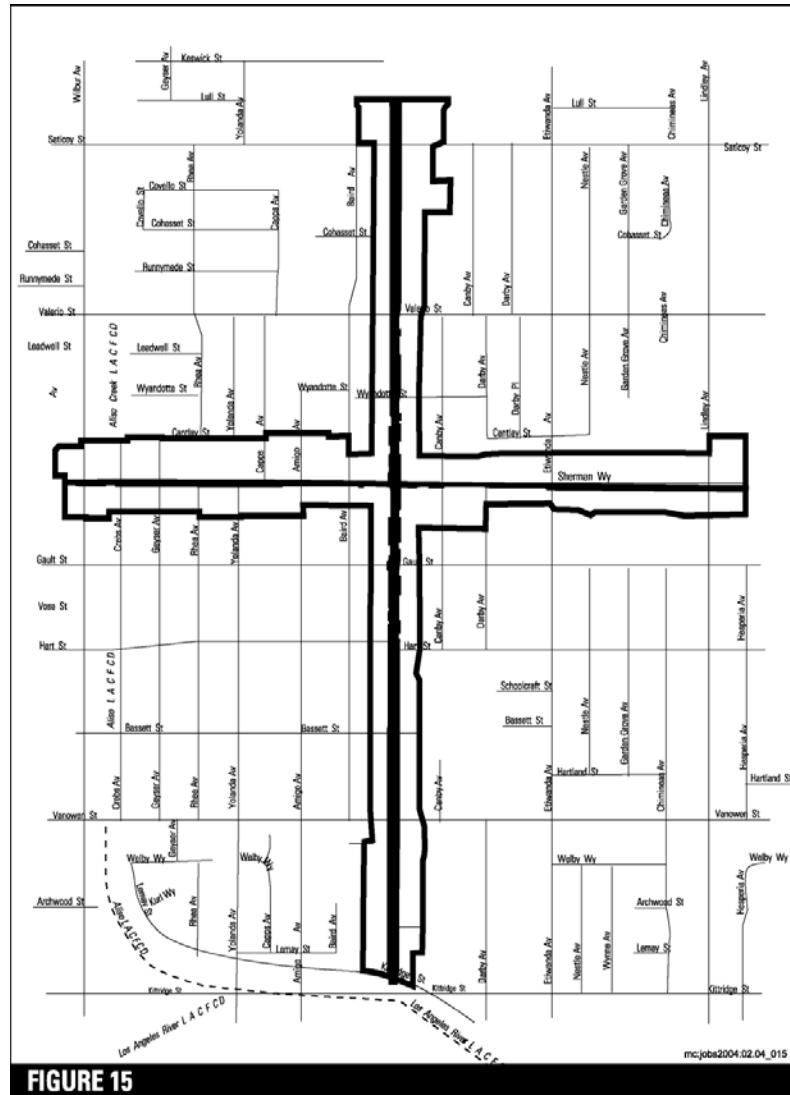
Streetscape design standards for the Category I and II street segments are based on the level and type of activity anticipated for each classification and its physical characteristics. Sherman Way and Reseda Boulevard, as major highways, are most heavily traveled thereby encouraging the potential for greater pedestrian traffic.

Pedestrian features of the streetscape allow for the safe and efficient movement of pedestrians through those streets that, when coordinated with pedestrian amenities on adjoining private property, provide an attractive, comfortable, and cohesive pedestrian environment.

Category II street segments are secondary, collector and local streets. These streetscape segments provide access to stores, offices, and residential areas, and both public and private parking lots. Streetscape recommendations for these segments include creative, attractive, comfortable, and secure public open space.

#### **A. Category I - Sherman Way and Reseda Boulevard:**

The Reseda CBD consists primarily of development on the north and south sides of Sherman Way, and the east and west sides of Reseda Boulevard. These street segments are classified as Major Highway Class II. (See Figure 15)



**FIGURE 15**

**1. Landscape:**

- Street Trees should be uniformly planted on the public right-of-way and should be spaced between 25-40 feet on center.
- Planters should be at a ratio of one for every 75 lineal feet of block frontage.
- Landscape Median should be located on the center line of Sherman Way and Reseda Boulevard.

**2. Street Furniture:**

- Street Benches should be located on Sherman Way and Reseda Boulevard at a minimum of three (3) per block face. Street benches at bus stop areas shall face the street. New benches at non-bus stop areas

shall face the property and be located not less than 26 inches back from the curb face. All benches shall have a minimum of 48 inches clearance on all sides from parking meters, street trees, light fixtures, utility boxes, street signs, news vendor boxes or any other street element located on the sidewalk. All benches places a minimum 5 feet away from any curb cuts, driveways and fire hydrants.

- b. Trash Receptacles should be located on Sherman Way and Reseda Boulevard at a minimum of three (3) per block face and should be located with street benches. Trash receptacles shall be placed a minium of 48 inches from parking meters, street trees, light fixtures, utility boxes, street signs, news vendor boxes or any other street element located on the sidewalk. All trash receptacles shall be placed a minimum 5 feet away from any curb cuts, driveways and fire hydrants.
- c. Newspaper Vending Machines should be permitted for every three block faces.
- d. Bicycle Racks should be located at a minimum of two (2) per block face. Bicycle racks shall be placed a minium of 48 inches from parking meters, street trees, light fixtures, utility boxes, street signs, news vendor boxes or any other street element located on the sidewalk. All trash receptacles shall be placed a minimum 5 feet away from any curb cuts, driveways and fire hydrants.
- e. Bollards should be located in pedestrian walkways providing access to parking areas and adjacent to vehicular traffic at a minimum of one (1) per every five feet on the side(s) adjacent to vehicular traffic.

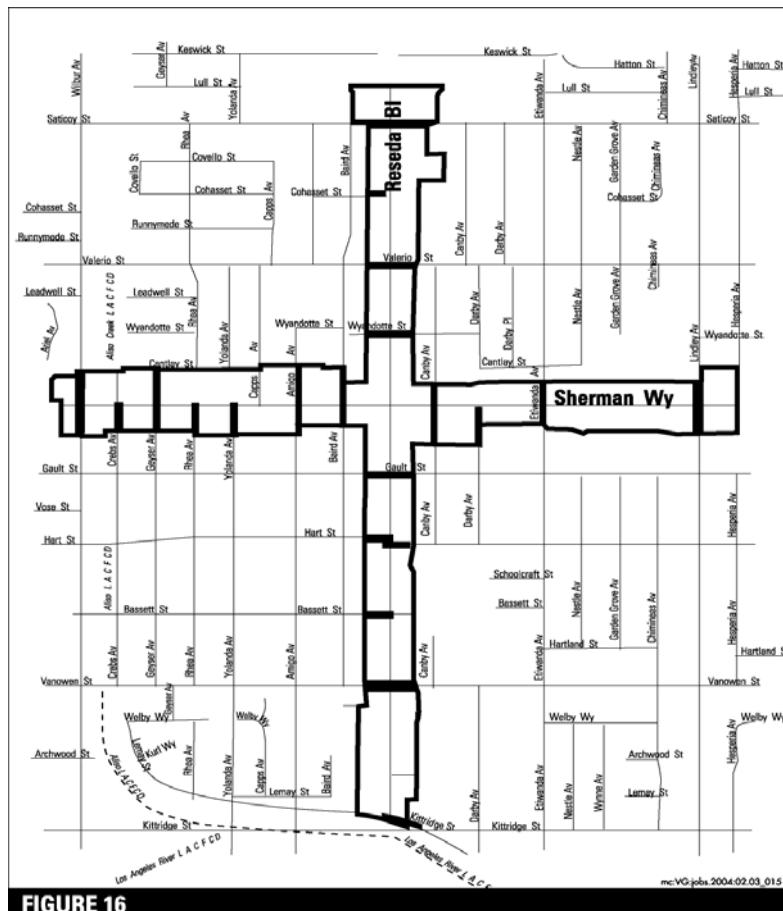
### 3. **Public Art:**

- a. Medallions should be placed on light poles at a ratio of 1 per alternating light.
- b. Pedestrian Oriented Street Lights should be installed along the north and south side of Sherman Way between Lindley Avenue and Amigo Avenue and the east and west side of Reseda Boulevard between Wyandotte Street and Vanowen Street. On the north and south side of Sherman Way, and on the east and west side of Reseda Boulevard, pedestrian oriented lighting fixtures should be placed on block faces where the buildings are located within fifteen (15) feet of Sherman Way and Reseda Boulevard.

- 4. Signage:**
  - a. The Gateway Monuments should be located at the intersections of Sherman Way and Lindley Avenue, Sherman Way and Wilbur Avenue; and at Reseda Boulevard and Saticoy Street, Reseda Boulevard and Kittridge Street.
- 5. Infrastructure:**
  - a. Crosswalks should be aesthetically enhanced at the intersections of Sherman Way/Wilbur Avenue, Reseda Boulevard/Vanowen Street, Reseda Boulevard/Wyandotte, Reseda Boulevard/Saticoy, Sherman Way/Reseda Village, Sherman Way/Lindley Avenue, Sherman Way/Canby Avenue, Sherman Way/Darby Avenue.

**B. Category II - Secondary, Collector, and Local Streets:**

The Reseda CBD includes secondary streets: Wilbur Avenue, Lindley Avenue, Saticoy Street, Vanowen Street; collector streets: Capps Avenue, Etiwanda Avenue, Valerio Street, Hart Street, Kittridge Street; and local streets: Crebs Avenue, Geyser Avenue, Rhea Avenue, Yolanda Avenue, Amigo Avenue, Baird Avenue, Canby Avenue, Darby Avenue, Cohasset Street, Wyandotte Street, Gault Street, Bassett Street. These street segments are classified as Category II. (See Figure 16)



**FIGURE 16**

### 1. Landscape:

- a. Street Tree placement is to be determined by the Street Tree Division of the Bureau of Street Services, Department of Public Works at the time of planting.
- b. Planters should be at a ratio no greater than three (3) per block face.

### 2. Street Furniture:

- a. Trash Receptacles should be located at a ratio no greater than two (2) per block face.

## Section 6.

### Streetscape Element Requirements

#### A. Street Trees

Street	Street Tree Species	Common Name	Size
Category I (Sherman Way and Reseda Boulevard)	Platanus acerifolia 'Bloodgood' (See Figure 17)	London Plane	24" Box
Infill Tree	Koelreuteria bipinnata (See Figure 18)	Chinese Flame Tree	24" Box
Category II (All Other Street Segments)	<i>Pistacia chinensis</i> (Grafted Male) (See Figure 19)	Chinese Pistache	24" Box

**London Plane Tree**  
*platanus acerifoia*



**Figure 17**

The London Plane Tree was originally selected to line Reseda Boulevard and Sherman Way as part of the Los Angeles Neighborhood Initiative program in 1997. The London Plane was desirable for "its open branching structure and lacy leaves." However, watering schedules have not been adhered to and unauthorized pruning has also occurred. Given that the London Plane Tree is also a fast growing tree with a maximum height of approximately between 60 - 80 feet, there has been concern regarding the power lines along Reseda Boulevard.

Therefore, the Chinese Flame Tree (*Koelreuteria bipinnata*) has been selected as an infill tree. It should replace any dead or missing trees along Reseda Boulevard and Sherman Way. Its growth rate is relative slow to moderate and its noninvasive roots will preserve the sidewalk.

The Chinese Pistache (*Pistacia chinensis*) has been selected as the street tree for streets intersecting Reseda Boulevard and Sherman Way.

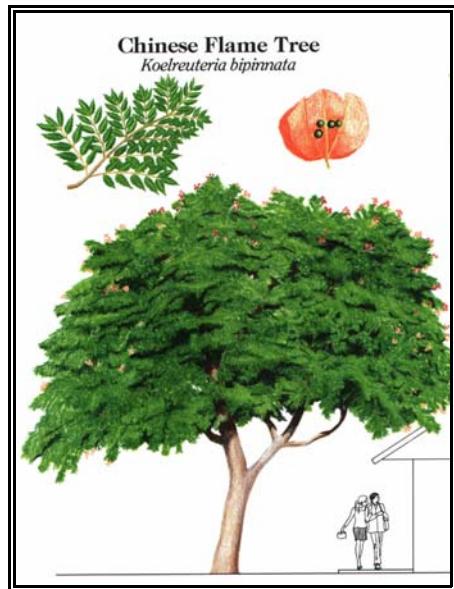


Figure 18

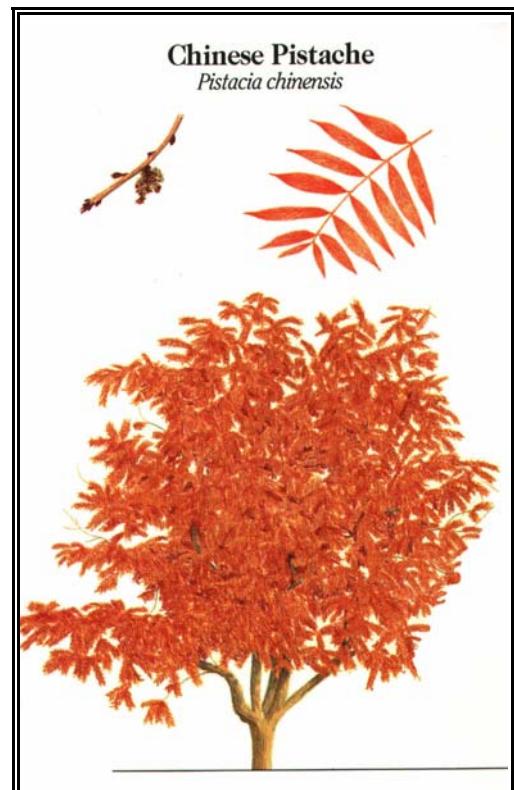


Figure 19

## B. Tree Well Cover

Street	Tree Well Cover	Size
Category I and II - Street Segments	Neenah #R-8707 (See Figure 20)	5' X 5'



**Figure 20**

## C. Street Tree Clearance

The precise location of street trees should be approved by the Street Tree Division and Bureau of Street Services, Department of Public Works. At a minimum, projects that include the planting of street trees in Reseda should observe the following clearances in project plans:

- Water and Gas Meters: 6-feet
- Underground Vaults: 6-feet
- Driveway Aprons and crosswalks: 6-feet
- Fire Hydrants: 10-feet
- Street Lights: 20-feet
- Electrical Utility Power Poles: 20-feet
- Alley Entrances: 20-feet
- Street Intersections: 45-feet
- Railroad Tracks/Crossings: 100-feet

## D. Sidewalk Furniture

Item	Model/Specifications	Color
Benches	#L26C Lamplighter-Keystone Ridge	Black
Trash Receptacle	#102 by DuMor	Black
Bike Racks	Has not been selected. Specifications based on Los Angeles Department of Transportation requirements.	Black

Bollards	#Bollard E Keystone Ridge Designs	Black
Planters	Rosa (Polyethylene) Landscape Forms	Gray
Newspaper Vending Machine	Has not been selected	Black
Street Lights	Existing street lights on both sides of Sherman Way and Reseda Boulevard within plan boundaries	Black
Bus Shelters	Has not been selected	Pantone Dark Gray #425C

#### E. Pedestrian Oriented Street Light

Item	Streetscape Element Requirement/ Model Number
Luminaire	King Luminaire CLAK204-EPP-1070 MH-120 or comparable style.
Arm	King Arm CLA - Ka72-3 (MOD) or comparable style.
Lamp	70 W MH
Color	Black as approved by Bureau of Street Lighting

#### F. Medallions

Streetscape Element Requirement	Details
Disc	Medallions should be aluminum discs with water jet cut negative image. The perimeter of each medallion should consist of an aluminum band. Medallions should be consistent with weight and surface area requirements.
Paint	Medallions can be painted one color with acrylic polyurethane gloss paint to match black.
Mounting	Medallions should be mounted on light standards with clamps surrounding (above and below) clamp for pedestrian lighting. Medallions are to be mounted approximately 15-feet from the surface of the street (measured from the bottom of the medallion).
Weight	The medallion including the bracket, should weigh no more than 15 pounds.

#### G. Sidewalk Planter

Sidewalk planters are permitted on the public right-of-way if they are irrigated and maintained on a regular basis by the holder of the revocable permit for each planter. Permitted planters should contain one 5-gallon plant complemented by 12-4" plants. Selected plants must fill the planter to prevent litter attraction. The planters should be 32-inch high pots. Irrigation for planters should be provided by the Jardinier reservoir system or another system of similar Streetscape Element Requirements.

## **H. Medians**

Raised medians on Sherman Way and Reseda Boulevard should be automatically irrigated and landscaped with drought resistant landscape. Medians should have as few breaks in them as possible yet allow for adequate left turn lanes. Irrigation is to be in accordance with city standard plans. All existing soils must be tested for suitability and amended as recommended by a soils testing lab. Imported top soil should be Class A in accordance with city standard.

## **Section 6.**

### **ACKNOWLEDGMENTS**

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October 12, 2004

Appendix A

## Reseda Streetscape Plan Boundary

