

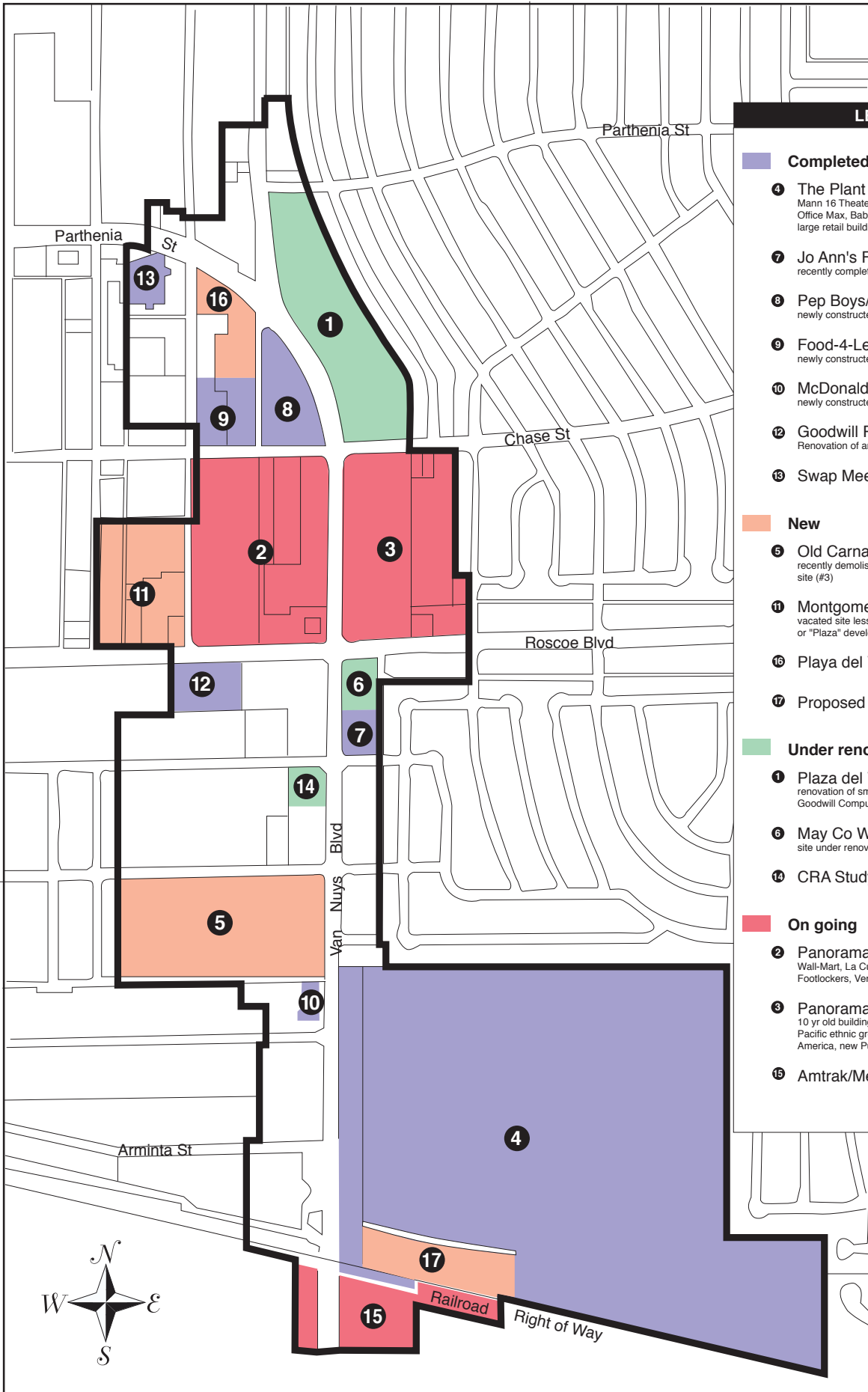
PANORAMA CITY COMMUNITY DESIGN OVERLAY (CDO)

Design Guidelines & Standards

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Panorama City Community Design Overlay District



LEGEND

- Completed**
 - 4 The Plant**
Mann 16 Theaters, Home Depot, In-Out Burgers, Office Max, Babies-R-Us, Ross Department Store; other large retail buildings
 - 7 Jo Ann's Fabric**
recently completed renovated small shopping center
 - 8 Pep Boys/Sav-on**
newly constructed, approx. 3 yrs old.
 - 9 Food-4-Less**
newly constructed, approx. 3 yrs. old
 - 10 McDonald's**
newly constructed, less than 1 yr. old.
 - 12 Goodwill Retail Outlet**
Renovation of an existing storefront
 - 13 Swap Meet**

- New**
 - 5 Old Carnation Plant**
recently demolished less than a year; LAUSD High School site (#3)
 - 11 Montgomery Ward**
vacated site less than a year; potential K-Mart or "Plaza" development
 - 16 Playa del Valle Expansion Site**
 - 17 Proposed Commercial Development**

- Under renovation**
 - 1 Plaza del Valle**
renovation of small retailer shops; Wells Fargo, Goodwill Computer Center, etc. Opens August 2002
 - 6 May Co Warehouse**
site under renovation.
 - 14 CRA Study/ Proposed County Offices**

- On going**
 - 2 Panorama Mall**
Wall-Mart, La Curacao, Miller's Outpost, Footlockers, Verizon, McDonald's, etc.
 - 3 Panorama Plaza**
10 yr old building for the 24 Hour Fitness and Island Pacific ethnic grocery store; Rite-Aid, 99-Cent store, Bank of America, new Public Library (less than 3 yrs old), etc.
 - 15 Amtrak/Metrolink Station**



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PANORAMA CITY COMMUNITY DESIGN OVERLAY (CDO)

I. INTRODUCTION, GOALS, AND PRINCIPLES

The Panorama City Community Design Overlay District (CDO) Plan provides guidelines and standards for all public and private development projects in Panorama City. The intent of the CDO is to provide guidance and direction in the design of buildings and storefronts that will contribute to the district's continuing revival by moving toward a more pedestrian friendly commercial center that contributes to community identity.

A. *BOUNDARIES AND ORGANIZATION*

As shown on page 2, the Panorama City CDO District extends approximately a mile and a half on Van Nuys Boulevard bounded by Parthenia Street on the north and the AMTRAK right-of-way on the south. The AMTRAK/Metro Station is immediately south of the railroad tracks and east of Van Nuys Boulevard. These design guidelines and standards, adopted as part of the Community Design Overlay District, apply to all commercial and industrial zoned property found within the district, and exclude all residential properties.

B. *PANORAMA CITY OVERVIEW*

Within the San Fernando Valley, Panorama City evolved as a significant Central Business District extension of the Van Nuys Downtown. Its development dates back to the late 1940s when General Motors transformed the Panorama Ranch Company from a citrus grove into a major industrial facility within the Southern California region. The General Motors Van Nuys Assembly Plant became an engine of economic growth, particularly during the area's early development. The creation of approximately 5000 auto assembly jobs also created demand for new homes, goods, and services, both private and public. When the plant closed, Panorama City was hurt economically. Major revitalization began with the redevelopment of the General Motors Plant site. However, these developments either turn their back on, or are set back from Van Nuys Boulevard, as have subsequent developments. This has resulted in a corridor lacking in appreciable amenities, a sense of place, and any awareness that one is entering into and shopping in Panorama City.

C. *CDO DISTRICT GOALS*

The purpose of the Panorama City Community Design Overlay District is to improve the physical appearance of Panorama City's commercial corridor on Van Nuys Boulevard, enhance its vitality by introducing pedestrian friendly elements into the community's commercial center, and work in conjunction with a streetscape plan to create a strong Panorama City identity. The following design guidelines and standards build on Panorama City's existing architectural assets. They offer guidance and direction for storefront rehabilitation, redevelopment, and new infill development.

Panorama City Community Design Overlay District (CDO)

The specific goals of the Panorama City CDO District are as follows:

1. To promote storefront design that contributes to an attractive commercial center, creates a desirable community identity, and invites pedestrian interest and activity.
2. To provide direction for site planning standards that support the creation of an attractive community.
3. To attract pedestrians as well as vehicular traffic, and facilitate ease of pedestrian movement to balance traffic activity and enhance business success in Panorama City.
4. To furnish direction for storefront rehabilitation and guide new infill development that is consistent with pedestrian friendly districts.
5. To coordinate with and compliment other community improvement programs being pursued currently or in the future within the Van Nuys Boulevard Corridor.

D. *DESIGN PRINCIPLES*

The Design Guidelines and Standards for Panorama City are based on principles found in successful pedestrian friendly commercial centers. People are attracted to vibrant centers because they offer the mix of retail, service, entertainment, street life, ease of movement, and civic and cultural activities that bring diversity and energy not found in traditional commercial strips or vehicle-oriented shopping centers. The Panorama City CDO provides site planning standards, architectural standards, and storefront design standards that are based on these principles:

1. Human activity.
2. Pedestrian scale.
3. Transparency through the use of windows, glass doors, and architectural openings.
4. Individuality through distinctive storefront design.
5. Compatibility through overall thematic coordination.
6. Simplicity through reduction of clutter.

E. COMPATIBILITY WITH FUTURE DEVELOPMENTS

The City of Los Angeles has a number of other studies and initiatives currently in development or under consideration, such as ordinances limiting off-site signs, super graphics, and “big box” retail, as well as programs such as street lighting and tree planting, to enhance the pedestrian environment and encourage pedestrian activity. The Panorama City CDO is intended to be compatible with such future ordinances and programs, and wherever any such future ordinance or program goes beyond the guidelines and standards of this CDO, they will override the standards of the Panorama City CDO.

II. APPLICABILITY AND APPLICATION PACKAGE

CDO PROJECTS

All commercial and industrial projects in the Panorama City Community Design Overlay District will be reviewed for compliance with the Design Guidelines and Standards before being issued a building permit. Below is (1) a definition of "Project" (2) an outline that describes the procedures for submitting an application for review, (3) the required materials for an application, and (4) definitions.

1. Project Definition

The definition of a project is drawn from Chapter 1, Section 13.08 of the LAMC: *"As it relates to the CDO, a project applies to 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 facing a public street."*

2. Procedures

Upon application for a building permit, applicants will be referred to the City Planning Department to determine if the proposal is defined as a project according to the legal definition, quoted above. For a simple case, such as a conforming sign, applicants may receive an immediate sign-off at the Public Counter. For most cases, however, a staff review will be necessary. Below is a list of required application materials for review of a CDO project. A project permit action by the Planning Department is required within 20 days from the date that all required materials are submitted and the application package for the proposed project is deemed complete.

3. Required materials for a CDO Application Package:
- a) Master Land Use Application
 - b) Design Overlay Plan Application - A detailed description of the project and a detailed explanation of how the proposed project specifically complies with the relevant CDO Guidelines and Standards.
 - c) Architectural Plans
 - Vicinity Map with the location of applicant's property. Site/Plot Plan at a minimum 1/8" scale.
 - Elevations (N, S, E, W) of existing and proposed structures (with all dimensions included).
 - For applicable projects, architectural details sheet, including, but not limited to articulation of main facade elements, windows, doors, balconies, exterior building materials, exterior wall surface treatment, decorative elements, color, roof treatments, pole signs, and monument signs.
 - Landscape Plan, if necessary. Color renderings of the project if deemed necessary by planning staff.
 - d) Photographs (minimum size: 4"x6")
 - Subject Site and Subject Project.
 - A panoramic view of all structures within a distance of 200 feet on either side of the subject site.
 - A panoramic view of existing structures on the opposite side of the street within 300 feet of the subject site.
 - e) Environmental Clearance.

III. DESIGN GUIDELINES AND STANDARDS

A. *SITE PLANNING*

Human activity defines a pedestrian friendly district and requires a physical and development pattern that provides easy pedestrian movement and creates an inviting and attractive environment to potential shoppers. Such development also provides an interaction and energy that creates a focus of community life. Several factors, such as the size and massing of buildings, the orientation of storefronts, the location of parking lots, and the availability of pedestrian pathways influence the quality of pedestrian activity.

In order to realize such development goals, Design Guidelines and Standards are part of the Panorama City CDO. Design Guidelines are policy directives and are implemented through the application of design standards.

The following site planning guidelines and standards link newer and older developments by providing direction for the rehabilitation or redevelopment of existing buildings and the design of infill development.

GUIDELINE 1: BUILDING SETBACK

Provide for continuity in the existing street edge either by placing buildings on the front lot line or by creating a visible and functional pedestrian pathway from the street edge to the front entrance of the building.

Standard 1: Enhancing the Street Edge

Where a building is separated from the street edge by a parking lot, there should be architectural or landscape elements such as stone or masonry gateways, wood trellises, low walls, piers, bollards, arbors, hedges and trees within the buffer defining a pedestrian gateway to the site. There should also be a landscaped path leading from the gateway to the entrance of the building.

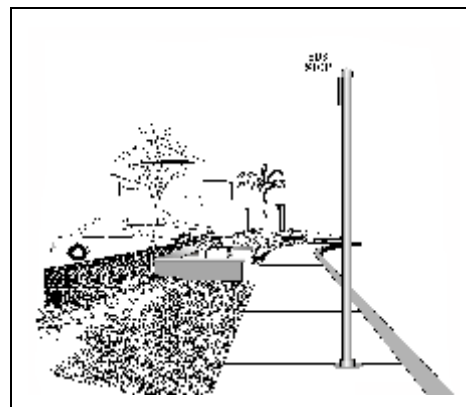


Figure 1

GUIDELINE 2: PEDESTRIAN ENTRANCE

Provide direct pedestrian access to and from public streets and parking areas, as well as from parking areas to the stores.

Standard 2A: Front Pedestrian Entrance

Where businesses are built to the front property line, pedestrian entrances should be provided at the street frontage of the building.

Standard 2B: Loading Areas

Loading areas should be designed and located where there will be minimal negative impact on pedestrians, the flow of traffic, and on adjacent residential uses. Preferable location would be the rear of the establishment.

Standard 2C: Pedestrian and Vehicular Conflicts

Vehicular ingress and egress should, when possible, be located off of a side street or an alley in order to minimize pedestrian and vehicular conflicts.

Standard 2D: Pedestrian Walkways

Parking areas should be designed to include landscaped pedestrian walkways, preferably located between parking rows. They should be incorporated into the entire walkway system of the project.

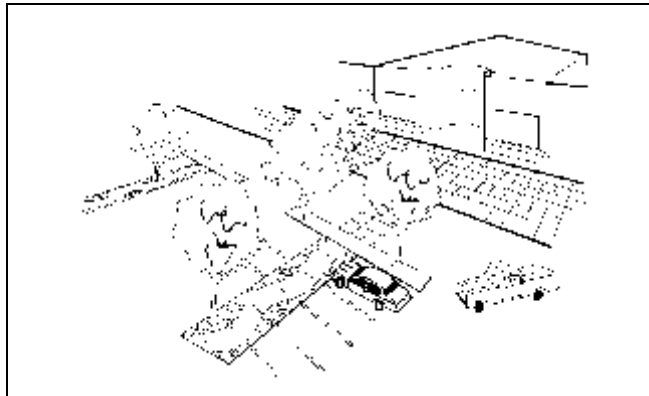


Figure 2

GUIDELINE 3:

PARKING

Provide for continuity of the Panorama City street environment by screening parking lots placed between buildings and adjacent to the public right-of-way through use of architectural elements and landscaping.

Standard 3A: Buffer Landscaping for Narrow Lots

Parking lots on parcels which are 75 feet or less in width should be separated from the adjacent public right-of-way by a minimum continuous landscape buffer which is 7 percent of the lots's width. Breaks may be provided for pedestrian access only. One fifteen-gallon tree should be planted for every 30 lineal feet of parking lot frontage.

Standard 3B: Buffer Landscaping for Standard Lots

Parking lots on parcels which are more than 75 feet in width should be separated from the adjacent public right-of-way by a minimum continuous 5-foot wide landscape buffer. Breaks may be provided for pedestrian access only. One fifteen-gallon tree should be planted for every 30 lineal feet of parking lot frontage.

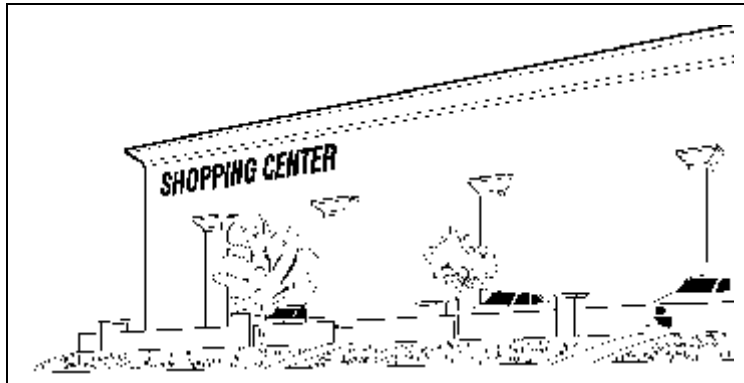


Figure 3

Standard 3C: Landscaping Wall Height

Surface parking lots adjacent to Van Nuys Boulevard should be screened by a solid wall located within and integrated with the landscape buffer and having a continuous height of three and a half feet.

GUIDELINE 4:

CONSISTENCY OF MATERIALS

Use materials that complement existing buildings when freestanding walls are used to provide security, screening and privacy. Materials may include masonry and wrought iron, with incorporated landscape.

Standard 4A: Freestanding Wall Type

If solid walls are used, they should be decorative and include graffiti-resistant material.

Standard 4B: Chain-link Fence

Chain link fences should be permitted temporarily only at new construction sites, and should be removed prior to any certificate of occupancy being granted by the Department of Building and Safety.

Standard 4C: Prohibited Fence Materials

Non-decorative walls, corrugated metal, or other types of solid metal and rustic wood fences are strongly discouraged.

Standard 4D: Plywood Fences

Plywood fences should be allowed only at construction sites and should be removed upon completion of construction. Decorative artwork on the public side of the fence is encouraged.

Standard 4E: Barbed Wire

Security devices, such as razor or barbed wire, are allowed provided they are not visible from any street or public parking area. An alternative to such devices is to incorporate landscape species such as Bougainvillea and Rosa, along the length of the wall and/or as a top accent.

GUIDELINE 5:

LANDSCAPING FREESTANDING WALLS

Landscape freestanding walls and fences with a variety of plant material, including but not limited to clinging vines, tall growing shrubs, and trees.

Standard 5: A Minimum 18-inch Landscape Strip

Where freestanding walls and fences are adjacent to the public right-of-way, they should be designed with a minimum of an 18-inch landscape strip between the sidewalk and the wall. On the opposite side of the wall, either an 18-inch landscape strip or adequately spaced vine pockets, depending on possible parking space impacts, should be provided for landscape coverage of the wall.

GUIDELINE 6: ACCESSIBILITY

Provide pedestrian openings for walls and fences along streets and walkways of commercial projects to maintain an open character and retain visibility.

Standard 6A: Continuity of Design

Freestanding walls on lot lines should allow for pedestrian linkages between adjacent complementary developments and the public right-of-way.

Standard 6B: Pedestrian Linkages

Pedestrian walkways should be used for pedestrian linkage from one development to another.

GUIDELINE 7: AUTOMOBILE INGRESS/EGRESS

Minimize conflicts between pedestrians and automotive traffic by providing separation between automobile driveways and pedestrian paths where a parking lot separates the public right-of-way from the building entrance.

Standard 7: Ingress and Egress

New projects should provide separate automobile and pedestrian access/egress paths and highlight the automobile entrances with architectural or landscape details that complement the pedestrian entrance.

B. ARCHITECTURE - BUILDING COMPOSITION

Building composition and storefront design in Panorama City should promote a human scale, create rhythms among neighboring buildings, and encourage individual expression within the context of pedestrian friendly architecture.

Building composition refers to the overall design of a building, its relationship to neighboring buildings and to the context of the district overall. Important design considerations include building opening proportions, height to width ratios, and roof lines. The design of new infill projects or the renovation or redevelopment of existing buildings should conform to the following guidelines and standards.

1. WINDOW AND DOOR OPENINGS

Several factors are important in establishing a pedestrian scale at the ground floor level: the pattern and proportion of windows and door openings; the articulation in the streetwall to create visual interest; and the consistency of maintaining a unifying horizontal rhythm between a site and neighboring properties.

All projects in the Panorama City CDO District should comply with the following Design Guidelines and Standards regarding window and door openings.

GUIDELINE 8: WALL OPENINGS

Encourage window shopping by providing maximum transparency in the ground floor building facade.

Standard 8: Ground Floor Openings

Wall openings (windows and doors) should occupy at least fifty percent of the linear frontage of the ground floor. Windows and doorways should be recessed at least four (4) inches from the wall face to promote a sense of articulation. Use similar proportions (relationship of height to width) to the proportions and spacing of openings established by adjacent buildings.

GUIDELINE 9: RHYTHM

Maintain the existing pattern of upper floor openings established by neighboring structures. Where no neighboring structure with more than one floor exists, the upper story fenestration should enhance not only the pattern and rhythm of the building itself but also that of the adjoining buildings.

Standard 9: Upper Floor Windows

Each floor above the ground floor should provide for a minimum of two windows. Maintain the predominant difference between upper story openings and ground level openings. Typically, a greater transparent or open area exists at the storefront level designed to display merchandise and promote sidewalk window shopping.

GUIDELINE 10: BUILDING DESIGN

Avoid the box-like, bulky appearance of commercial development by articulation of the horizontal or vertical features in a building's design. Use varied materials, textures and/or colors, or provide visual breaks such as arbors, balconies, terraces, recesses, and step back features. Standard franchise or corporate architectural design plans for buildings and signs should be modified where necessary to conform to these guidelines and standards.

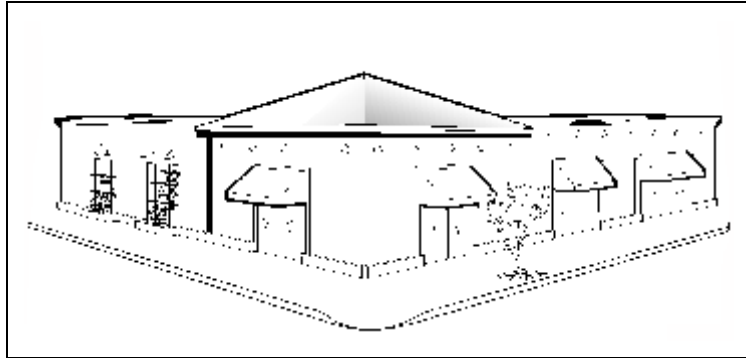


Figure 4

Standard 10A: Consistency with Guidelines and Standards Standardized architectural building and sign designs, including color palettes that are part of a corporate trademark or identity, should be modified to be consistent with these guidelines. Identify the common horizontal elements (e.g., roofline, storefront height, bulkheads) and vertical elements (piers, doors, windows) found between neighboring structures and develop building designs using a similar pattern.

Standard 10B: Architectural Devices to Create Themes and Rhythms

Establish a thematic link with adjacent buildings by using arbors, trellis elements, foot walls, and landscaping compatible with existing buildings and/or integrated into new building designs.

2. ROOF LINES

Most roofs in Panorama City are flat, with cornice elements and parapets extending above the roof line. The varied roof line in Panorama City provides visual interest and functionality. The following guideline and standards regarding roof lines should be considered when designing buildings in the Panorama City CDO:

Panorama City Community Design Overlay District (CDO)

GUIDELINE 11: **ROOF LINES** are an important design element in the overall appearance of a commercial district. Any new construction or remodel should specifically take the design of the roof or parapet into consideration in regard to the building itself and adjoining buildings.

Standard 11A: Flat Roof treatments

If roofs are flat, then decorative cornice elements and parapets may be sculpted or stepped to extend above the roof line. The height of the parapet or cornice should not be greater than half the height of the first floor as measured from floor level to ceiling beam.

Standard 11B: Roof lines

The roof lines of adjacent buildings should be shown in the submitted architectural elevations and photographs to illustrate design considerations and avoid clashes in scale, proportion, and style.

Standard 11C: Prohibited Roof Designs

Severe roof pitches that create prominent or out-of-scale building elements, such as A-frame roofs, geodesic domes, or chalet styled buildings should be avoided.

Standard 11D: Treatment of Roof-mounted Equipment

The roof should be designed to screen rooftop mechanical equipment. Mechanical equipment should be screened by architectural features such as facade parapets. Wood lattice and plywood screens are strongly discouraged.

3. COLOR

The colors used on a facade and some architectural treatments can be provided by the natural colors of the materials, such as brick, stone, tile or brass fittings or the use of paint. Paint offers an inexpensive way to improve the overall appearance of a storefront. When paint is used, colors should be chosen to complement the colors of adjacent structures. Major building elements on a single building, such as cornices, window trim, or doorframes, should have a similar color scheme. A principle of these Design Guidelines is to encourage individuality in architectural expression within the context of the overall appearance of the block face and the district. The use of colors that contrast sharply to draw attention to an individual storefront at the expense of adjacent storefronts contradicts the design goals for the Panorama City CDO District. It should be avoided unless as a part of a clearly defined facade design program.

All projects in the Panorama City CDO should comply with the following Design Guidelines and Standards regarding storefront colors.

Panorama City Community Design Overlay District (CDO)

GUIDELINE 12: VISUAL RELIEF TO UNTREATED FACADES

To avoid the sense of being in a concrete canyon whether in a car or walking, and to create a positive edge to the boulevard streetscape, building facades should incorporate a variety of architectural and design techniques to enhance the business district's appeal to customers.

Standard 12A: Remodeled Facade

Any significant facade remodel should employ decorative building materials, architectural elements, and hardscape such as tile, brick, stone, marble, light elements (light sconce), wall insets for landscape, planters, or trellises to provide relief to flat, untreated portions of exterior building walls, and facades. The natural color of materials, such as brick, terrazzo, marble, and clay tile, should be used to the maximum extent possible.

Standard 12B: New Facade

Any new or remodeled facade project should be accompanied by a fully coordinated paint and finish plan that compliments the building's architecture, complies with the spirit and letter of the CDO Plan, and does not conflict with the appearance of adjacent structures.

Standard 12C: Visual relief

The design of any new building walls and facades should provide relief of a minimum depth of 8 inches for at least 5 frontage feet to every 20 feet of the length of the building wall.

4. LIGHTING

The use of lighting as an architectural element in storefront design offers important benefits to the Panorama City CDO District.

First, storefronts that illuminate sidewalks create a greater sense of security and promote pedestrian activity. Second, lighting can be an attractive architectural element that animates storefronts by adding shadow and contrast to the storefront. Finally, storefront lighting can promote the store by highlighting display cases.

All projects in the Panorama City CDO should comply with the following Design Guidelines and Standards regarding storefront lighting:

GUIDELINE 13:

STOREFRONT LIGHTING

Building facades should be highlighted through "up" lights or accent lights placed on the facade, or through gooseneck lights mounted on the building facade to highlight facade features and signs. Accent lighting of buildings and landscape to highlight features and elements is encouraged, such as the use of indirect lighting, cove lighting, "wall washing," rim or eaves lighting, and overhead down lighting.

Standard 13A: Lighting

Direct storefront lighting onto the facade or the sidewalk immediately in front of the store.

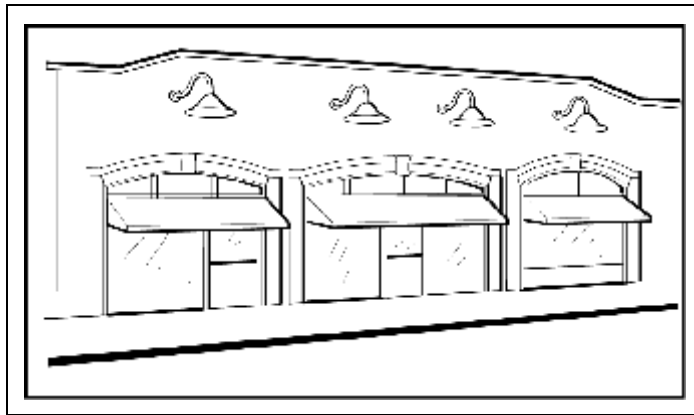


Figure 5

Standard 13B: Control of Glare

Lighting should be shielded to prevent glare on adjacent properties.

Standard 13C: Window Lighting

Display windows should be accented by using lights placed inside the building.

Standard 13D: Light Fixture Design

All lighting fixtures should be compatible with the architectural design of the building.

GUIDELINE 14:

DRIVEWAY AND WALKWAY LIGHTING

Provide exterior lighting for pedestrian walkway and vehicular access way to provide illumination for safety and security, without excessive light levels or glare.

Standard 14: Flood Lighting

Flood lighting and intense lighting which is used solely for theatrical effect or for advertising purposes should be avoided.

5. MECHANICAL EQUIPMENT SCREENING

All mechanical equipment, whether on the roof, sides of the building, or mounted on the ground, should be screened from public view. Screening should be architecturally integrated with the building through materials, color, texture, shape, size, and with design features, such as facade parapets.

All projects in the Panorama City CDO should comply with the following Design Guidelines and Standards regarding Mechanical Equipment Screening:

GUIDELINE 15: EQUIPMENT SCREENING

Screen all mechanical equipment from public view through the use of building parapets, landscaping walls, or other similar architectural treatment.

Standard 15A: Mechanical Equipment

All exterior mechanical equipment, including heating, ventilation and air conditioning (HVAC) equipment, satellite dishes, and cellular antennas, should be screened from public view.

Standard 15B: Window and Door Openings

No mechanical equipment (e.g., air conditioners) should be permitted in any transom, window, or door openings.

GUIDELINE 16: BUILDING DESIGN TO SCREEN UTILITIES

Screen and locate utilities, storage areas, loading docks, mechanical equipment and other service areas from public view. This can be accomplished through internal attic mounting, roof setbacks, location in wall or landscape enclosures, or architectural integration with the design of the building.

Standard 16A: Service Areas

All service areas should be enclosed or completely screened through the use of a wall enclosure and/or landscape.

Standard 16B: Wall Enclosures

Wall enclosures should use decorative surfaces using graffiti-resistant material and screened with adequate landscape, including clinging vines.

Standard 16C: Parapets

All architectural screening (e.g. parapets) should be designed as an integral part of the building architecture.

Standard 16D: Exterior Equipment

Exterior wall-mounted or ground-mounted mechanical or electrical equipment should be located to the rear of the site and concealed by an architectural barrier, wall enclosure, or solid landscape barrier.

Standard 16E: Underground Utilities

New utility service should be located underground, where determined physically feasible by the Department of Water and Power.

GUIDELINE 17: SCREEN COMMUNICATION EQUIPMENT

In consultation with the Office of Zoning Administration, all cellular antenna cells, wireless communication facilities, and power supply boxes should be screened from public view.

Standard 17A: Telecommunication Equipment

Freestanding unmanned wireless telecommunications facilities, including radio or television transmitters, should be designed as an architectural tower, a faux pine tree or other similar type of structure which best blends in with the environment in which it is placed.

Standard 17B: Building Design to Screen Equipment

Building and roof mounted antennas and other telecommunication equipment should be painted and textured to visually integrate with the architecture of the existing structures to which they are attached, or they should be effectively screened by the use of parapets or similar architectural elements.

6. EXTERIOR BUILDING MATERIALS

The choice of building materials for facades is an important consideration in storefront design. The use of varied building materials increases articulation of the streetwall and enhances visual interest. Traditional materials in Panorama City include brick, stucco, and tile. The following recommendations regarding exterior building material choice should be considered in designing projects in the Panorama City CDO:

Panorama City Community Design Overlay District (CDO)

GUIDELINE 18: EXTERIOR SURFACE MATERIALS

New infill buildings should be constructed to integrate and harmonize with adjacent buildings. New infill construction should be sensitive to the adjacent building design and use exterior surface materials that complement existing buildings. Exterior surface materials in Panorama City should be brick, smooth stucco (float or trowel finish), and stone. Wood siding that conveys a western motif, metal siding to convey an industrial theme, or plaster and wood for an English Tudor theme, are out of place in Panorama City.

Standard 18A: Exterior Surface Materials

The use of wood, metal, and heavily textured stucco (combed finish, dash troweled finish, stipple-troweled finish) as primary exterior building materials should not be used.

Standard 18B: Accessory Materials

Wood and metal may be used for door frames, window frames, and other accessory uses.

GUIDELINE 19: COMPLEMENTARY BUILDING MATERIALS

Use complementary building materials to those of surrounding structures.

Standard 19A: Recommended building materials

Bouquet Canyon Stone; common red or earth tone bricks and stone; lightly textured painted stucco; wood accents and wood trim for windows and doors; marble; tile; and terrazzo are recommended building materials.

Standard 19B: Inappropriate building materials

Exterior surfaces should avoid materials not commonly used in adjacent buildings, such as metal (e.g., corrugated, exposed sheet metal); plastic or fiberglass; plywood or imitation wood siding; reflective, mirrored or opaque glass; imitation stone or masonry (natural veneers are acceptable); unfinished concrete and concrete block; bare aluminum (anodized is preferred); heavily textured plaster or stucco (combed finish, dash trowel finish, stipple-troweled finish); wood shakes or shingles. (Please note: some of these materials when used in moderation or as accents may be considered appropriate.)

7. **SIGNS**

The location, construction, color, font style, and content of signs are extremely important in the overall appearance of Panorama City. The use of signs is an important design consideration for three reasons:

- 1) Signs are important because they identify the presence of a business on the street;
- 2) Signs have a collective impact on the appearance of the entire district;
3. A sign program for corridor and street signage can demarcate, define and enhance community and commercial center identity.

All projects in the Panorama City CDO should comply with the following Design Guidelines and Standards regarding signs:

GUIDELINE 20: SIGNAGE PLAN

Signs within a project should be part of a coherent design concept with regard to height, size, shape, location, and colors, and should be compatible with the architecture of the building(s).

Standard 20A: Signage Plan

Projects, whether involving sites with multiple tenants or in some cases a single tenant with multiple signs, should submit a sign program with text and detailed elevations illustrating the number, location, size, fonts, colors and construction of proposed signs.

Standard 20B: Size Limits For Signs

Wall-mounted signage should not exceed 2 square feet of area per 1 linear foot of frontage of the site. The size and shape of a sign should be proportionate to the scale of the building and to the scale of adjacent signs. The sign area may thus be further reduced to maintain proportionality, but will not be restricted to less than 1 square foot per linear foot of frontage.

Standard 20C: Number of Wall Signs

Each commercial tenant should be limited to one sign per building facade of the leasehold facing a street or parking lot. The sign may include a logo, as well as text, but should not repeat any element on a given facade. Sign text should be limited to business identification only.

Standard 20D: Sign Type Preference

Channel letters (individual letters mounted separately on the channel or directly against the wall) should be used. Cabinet signs should be restricted to logos, custom-shaped cabinet signs, and serial cabinet signs that are part of an architectural plan for a commercial site. Signs that feature blinking, flashing, or running lights, movement of the whole sign or any part thereof, or changing messages should be avoided.

Standard 20E: Auxiliary Signs

Auxiliary signs up to a maximum of 16 square feet, such as directional signs, may be permitted, and may include a small logo if needed for informational purposes. Approval of such signs will be based on whether each sign, on a case by case basis, serves the public health or safety.

Standard 20F: Temporary Signs

Temporary signs, up to 100 square feet, such as banners, may be permitted for up to 30 days for certain occasions, such as a store opening.

Standard 20G: Portable Signage

One portable menu board sign may be permitted in the right-of-way for eating establishments, bakeries, florists, and similar businesses that have as their primary sales perishable goods, provided that all of the following conditions are met:

- i) The sign is removed at the end of each business day.
- ii) The sign's dimensions do not exceed two feet by three feet.
- iii) The sign does not interfere with pedestrian movement or wheelchair access.
- iv) The sign has a weighted base capable of keeping the sign upright in moderate wind.
- v) The sign is not illuminated.
- vi) The sign's permits have been secured from the appropriate City of Los Angeles departments.

Standard 20H: Awning Signs

Awning signage should be limited to a maximum of 5 square feet of text or a similar sized logo on the sides if the canopy design is not curved. If the canopy is curved, then only one sign is permitted on the canopy. The street address of the project should be clearly printed or mounted on the front of the canopy. Excluding the address, any sign square footage on the canopy should be subtracted from the maximum area permitted for wall signage.

Standard 20I: Pedestrian Signs

One pedestrian sign may be permitted underneath an awning, perpendicular to the face of the building not to extend beyond the lowest part of the awning. The area of such signage should be subtracted from the maximum area permitted for wall signage.

Standard 20J: Directory Signs on Private Property

Directory signs or kiosks may be considered for private arcades and should be on private property, located in courtyards, access ways, or passages. Approval will be subject to considerations of size, location, design and content (absence of advertising copy).

Standard 20K: Directory Signs in the Public Right-of-Way

Directory signs or kiosks may be considered in the public right-of-way, subject to review and approval by the Planning Department, Public Works, and the Cultural Affairs Department.

Standard 20L: Non-Conforming Rights

As with all other non-conforming aspects subject to the CDO, legal non-conforming signs may be continued, repaired, or replaced in kind so long as the originating business continues on-site. Any subsequent business should conform to the standards of the CDO.

Standard 20M: Prohibited Signs and locations

New or replacement billboards of any size, illuminated architectural canopy or awning signs, painted signs or advertising on windows, should be prohibited. Signs located on the roof, or mounted on a wall such that any portion of the sign breaks the roof line, are prohibited.

Standard 20N: Sign Accommodation of Streetscape Impacts

As street trees are planted, and go through various stages of growth, they will tend to obscure wall signs. In order to minimize this impact, conforming signs may be moved, modified, or replaced, to adjust for tree interference with vision lines, without initiating sign fees.

8. ARCHITECTURE - STOREFRONT DESIGN

The treatment of storefront design is particularly important in pedestrian friendly districts, such as Panorama City. Good storefront design enhances the pedestrian experience by creating a visually interesting streetscape, showcasing merchandise, and identifying the mix of goods and services in the CDO area. Sensitive storefront design promotes individual businesses in ways that signs alone do not. Below are storefront Design Guidelines and Development Standards intended to enhance the appearance of individual businesses and collectively all of Panorama City.

Storefront bays are the building blocks of a downtown streetwall. Storefront bays are the opening in the facade at the ground floor level within which storefronts are placed. The storefront bay is defined by the storefront cornice, piers on the sides, and the sidewalk at the bottom. Some storefronts within Panorama City are placed entirely within one storefront bay. These storefronts are located in older structures with a narrow height to width relationship. More modern buildings have a greater height to width ratios but may include several storefront bays to maintain the existing rhythm of the streetwall, add visual interest, and to frame display windows. Visual interest can be enhanced through architectural treatment, such as tiles or landscaping where depth permits.

All projects in the Panorama City CDO should comply with the following Design Guidelines and Standards regarding storefront bays.

GUIDELINE 21: ENTRY ORIENTATION

Orient storefront entrances toward the public right of way to facilitate pedestrian movement between stores and the boulevard.

Standard 21: Entry Orientation

A main building entrance should face the public right-of-way.

GUIDELINE 22: ENTRY EMPHASIS

Design storefront entryways to become the prominent feature in the frontage facade and simultaneously create an inviting entrance to the store.

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Standard 22A: Entry Recesses

Storefront entries should be recessed from the front lot line a minimum of two feet.

Standard 22B: Entry Illumination

Storefront entries should be illuminated.

Standard 22C: Architectural Treatment

Entryways should be enhanced through architectural treatments such as tiling on the floor around the doorway, individual awnings, or placement of signs above the entryway.

GUIDELINE 23: DOORS TRANSPARENCY

Doors should contribute to the overall transparency of the storefront.

Standard 23: Door Transparency

Doors for retail shops should contain 70 percent clear glass with 90 percent light transmission.

GUIDELINE 24: FACADE TRANSPARENCY

In order to provide flexibility while maintaining the overall transparency of the storefront through the use of transparent doors and windows, some options will be considered. Café-style curtains which block views at lower levels while still maintaining some views and light into the interior and art works are two options that may receive approval upon review.

Standard 24A: Minimum Transparency

A minimum of 40 percent of the ground floor facade should be transparent glass.

Standard 24B: Windows

Windows should not be covered over with any type of material including but not limited to lattices, paper, and plywood. They may be painted with art works so long as these do not include advertising copy.

Standard 24C: Prohibited Dark Tinted Glass

Reflective or very dark tinted glass should not be used at the ground floor and mirror/reflective glass or films should not be used in any location.

9. **STOREFRONT WINDOWS**

Windows should be the dominant feature of storefronts in the Panorama City CDO. This transparency showcases the nature and quality of the business by displaying merchandise, promoting window shopping by pedestrian traffic, and allowing light into the store. Also, visibility is essential to avoid creating blind spots for shop owners, customers, or police. Security fixtures often obscure storefront windows and unintentionally raise questions about safety in the store and safety in the whole district. Security fixtures in storefronts tend to create a negative perception in the community. Visible security precautions such as security bars, scissor, or roll down grills, negate the positive transparent impact provided by windows.

The following provisions regarding storefront windows should be considered when developing storefront designs in the Panorama City CDO.

GUIDELINE 25: CONCEALMENT OF SECURITY FIXTURES

Ensure that security devices are not visible during store hours of operation or use alternatives, such as interior electronic security, fire alarm systems or vandal-proof glazing. Security bars, grates, gates, and similar devices are preferred to roll shutters and grills. They allow after hour window shopping and night security light spillage onto the sidewalk.

Standard 25A: Exterior Security Fixtures

Exterior security bars, gates, grates, grilles, and similar devices should be avoided.

Standard 25B: Concealment of Security Fixtures

Interior security bars, gates, grates, grilles, and similar devices should recess into pockets or receptacles to provide complete concealment when they are retracted.

GUIDELINE 26: WINDOW TRANSPARENCY

Transparent windows provide for light into storefronts. Windows naturally attract shoppers and showcase merchandise and other goods. Storefront windows should maintain their transparency through the choice of glass material and careful placement of window signs.

Standard 26A: Transparency

Windows should be clear, with at least 90 percent light transmission.

Standard 26B: Window Sign Size

Window signs should be limited to permanent signs that occupy no more than 15 percent of the windows.

Standard 26C: Window Sign Content

Content in window signs should be limited to the name of the business, hours of operation, product sold, or logo image.

IV. DEFINITIONS

Articulation: Clear and distinct separation between design elements.

Arbor (see also lattice or trellis):

An open framework or structure used to provide shelter and to define a pathway, strong enough to support a covering of vines.

Awning: A roof-like cover extending over or in front of a door or window as a shelter or decorative element.

Blade Sign: A small pedestrian-oriented sign that projects perpendicular from a structure or is hung beneath a canopy.

Bollard: A vertical, freestanding, short post used as a barrier to vehicles.

Bulkhead: The lowest portion of a storefront, separate from the upper glass.

Canopy: A projecting horizontal architectural element of a building having the form of a flat band.

Cabinet/Box/Can Sign:

A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet attached to a building, structure or pole.

Channel Letters:

Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed to a structure.

Decorative Wall:

Brick, masonry block, stone, or concrete walls incorporating surface treatments for design relief (i.e., split-face, slump, scored, exposed aggregate, stamped, color variety). The wall should include a top cap and both sides of the wall should be decorative.

Eave: The portion of a sloped roof which overhangs the wall.

Facade: The front of a building or any of its sides facing a public way or space.

Ground Floor: The ground floor is the lowest level within a building which is accessible to the street, the floor level of which is within three feet above or below curb level.

Hardscape: Permanent non-plant features within the streetscape or landscape such as stamped concrete, tile and/or brick pavers, walls, fences, trellises, boulders, street furniture (e.g. benches, trash cans, and bus shelters) and such public amenities as water features and artwork.

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- Kiosk: A small, light structure with one or more open sides for the presentation of information, often within an existing developed area.
- Landscape: The design and organization of landforms, hardscape, and softscape including individual groupings of trees, shrubs, groundcovers, vines, pathways, arbors, etc. on private property, as opposed to the public right-of-way.
- Lattice: A framework or structure of crossed metal or wood strips.
- Parapet: The extension of an exterior building wall above the roof structure.
- Service Area: Any location containing open storage, loading docks or non-public entrances, trash and/or recycling receptacles, or other utility uses.
- Softscape: Plant materials such as shrubs, trees, groundcover, lawn, and flowers.
- Streetscape: The design and organization of hardscape (e.g. pavers and footwalls), softscape (e.g. trees), furniture (e.g. benches), and structures (e.g. public art, kiosks, poles, and arches) within the public right-of-way.
- Terrazzo: A mosaic flooring consisting of small pieces of marble or granite set in mortar and given a high polish.
- Trellis: A frame of lattice work used as a screen or as a support for climbing plants.
- Valence: Front vertical portion of an awning.
- Veneer: A thin sheet of a material--such as a protective or ornamental facing of brick, stone or wood--of superior value or quality affixed to an inferior material.

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