
BROADWAY THEATER & ENTERTAINMENT DISTRICT DESIGN GUIDE

Effective Date (CPC Approval,
Boundary Ordinance)

Department of City Planning

BROADWAY THEATER AND ENTERTAINMENT DISTRICT DESIGN GUIDE

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SECTION 1 INTRODUCTION

The Broadway Theater and Entertainment District Design Guide (Broadway Design Guide) provides guidelines and standards for development projects along Broadway between 2nd Street and Olympic Boulevard in Downtown Los Angeles. The intent of the Broadway Design Guide is to provide guidance and direction in the rehabilitation of existing structures and the design of new buildings to improve the appearance, enhance the identity and promote the pedestrian environment of the Broadway corridor and to encourage the development of a regional entertainment district centered around its twelve historic theaters.

BROADWAY DESIGN GUIDE OVERVIEW

Guidelines for the Historic Core were developed over time with the input of a large number of stakeholders. Those documents, specifically, the Historic Downtown Los Angeles Design Guidelines (2002) and the Historic Downtown Los Angeles Building Facades Lighting Master Plan (2005) served as the basis for these guidelines.

BROADWAY DESIGN GUIDE BOUNDARIES

The boundaries affected by the Broadway Design Guide are shown on the map in Figure 1. The guidelines and standards of the Broadway Design Guide apply to commercially designated parcels on the portion of Broadway generally bounded by Second Street to the north and Olympic Boulevard to the south. This boundary encompasses the six blocks of the Broadway Theater and Commercial District which is a National Register Historic District.

BROADWAY SETTING

From the turn of the century through the 1930s, this stretch of Broadway comprised the lively theater and shopping district of Downtown Los Angeles attracting crowds of Angelenos and tourists for retail and entertainment. Broadway was a bustling street of constant activity with street cars, major department stores, film and vaudeville theaters, office space for professionals. Vaudeville was first to arrive on the scene in the early 1900s. Two leading vaudeville circuits located their theaters on

Broadway:



Figure 1 Broadway Design Guide Boundary

the Orpheum and the Pantages – securing Broadway as the center of entertainment. Beginning in the late 1920s, a number of grand movie palaces also made their home on Broadway.

Architecturally, Broadway contains some of the best examples of commercial and theater architecture in Southern California and these buildings are representative of the progressive design for these types of structures. The tall commercial buildings, including the first Broadway Department Store and the flagship stores for Bullocks, the May Company and the Fifth Street Store, were built in a variety of classical styles. The theater architecture was more flamboyant and offered an environment of escape for audiences. The variety of architectural styles contributes to the unique character of Broadway.

The great era of movie-palace building on Broadway lasted until 1931, as a result of the effects of the Great Depression. The street remained a center for shopping and entertainment until the World War II era when a majority of the City's upper and middle class urban dwellers moved to the suburbs. movie theaters, department stores and shopping centers developed in the suburban areas to serve their needs which resulted in a change in patronage along Broadway. As the market changed, the theaters and department stores closed and converted to other uses, and the historic storefronts were removed or altered. Currently, Broadway's commercial street frontage is lined with small, active retail establishments but lacks the kind of complementary night-time uses that are necessary to support the sustained reuse of the corridor's historic theaters. Although several historic theaters and structures have been rehabilitated, the theaters and upper stories of many of the buildings are still significantly underused. Specifically, the lack of complementary night-time uses has undermined attempts to attract consistent programming to the theaters.

This document has been developed as part of a public-private partnership between the City of Los Angeles, Broadway property owners and the Downtown community to create a vibrant corridor with entertainment, cultural and retail amenities that will complement and connect the various Downtown districts and activity centers. During 2008 and early 2009, a

working group of Downtown and Broadway stakeholders helped develop these guidelines to encourage the revitalization of Broadway. Subsequent workshops and open houses have involved broader segments of the Downtown community in the development of the guidelines. These guidelines reflect community goals for a lively, attractive, pedestrian-oriented Broadway that encourages entertainment, theater, and retail uses; preserves the historic architecture of the corridor; and activates the upper floors of existing buildings. These guidelines also support community aspirations for a true entertainment hub, with theaters, dining, shopping and inviting public spaces.

DESIGN GUIDE GOALS AND OBJECTIVES

The goal of the Broadway Design Guide is to ensure that development reflects the overall vision of a cohesive, pedestrian-friendly and vibrant entertainment, commercial and mixed-use district. Additionally, by encouraging a mix of retail, services, office uses, entertainment uses and housing, the Design Guide can help to generate concentrations of pedestrian activity to support both transit and an active street environment. The Design Guide can ensure that storefronts and building façades cater to the pedestrian and maintain visual continuity. This can be achieved through a consistent streetwall at the property line, with appropriate recesses for entrances; adequate transparency; appropriate signage; increased landscape detailing (as appropriate) and protection of historic structures.

The Design Guidelines and standards presented for new construction are flexible in application, providing direction for design treatment without mandating one particular architectural style or form. The implementation of these guidelines ensures that each project contributes to a more functional, walkable, and appealing district, while enhancing the designated National Register Historic District. In this way, improvements to

individual properties can, over time, enhance the function of Broadway as a regional cultural and entertainment district and social center.

The Broadway Design Guide provides Design Guidelines and Standards intended to promote and enhance the identity of the District. Specifically, the goals of the Design Guide are to:

- Create a recognizable and attractive entertainment district on Broadway that enlivens the corridor, serves as a regional entertainment draw and encourages the reuse of its numerous historic theaters;
- Promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows and tourism;
- Encourage the location of entertainment-related uses, including, but not limited to: restaurants, cafes, hotels, bars, cabarets, clubs, museums, and live theater in the district to create a cohesive entertainment district that is anchored by the corridor's historic theaters;
- Encourage reuse of all historic buildings on Broadway for entertainment, retail, commercial, office, residential and other appropriate uses;
- Encourage development patterns and a mix of uses that contribute to a pedestrian-friendly environment on Broadway and promote an active street life 24 hours a day, with an emphasis on night-time and entertainment uses for residents, workers, visitors and tourists;
- Encourage pedestrian-oriented and visitor-serving uses during the evening hours to expand activity centers within Downtown and create better, safer linkages among Downtown districts;

- Preserve architecturally significant buildings by ensuring appropriate rehabilitation of those buildings that contribute to the Broadway Theater and Commercial National Register Historic District, in accordance with the Secretary of Interior Standards;
- Provide guidelines for appropriate design of infill development that will be complementary to and enhance the Broadway Theater and Commercial National Register Historic District;
- Ensure that any potential infill projects maintain the urban form of Broadway, in particular by reinforcing the existing streetwall;
- Promote projects that are designed to ensure compatibility among the wide range of uses encouraged in the district and which incorporate measures that help attenuate noise, improve energy efficiency and mitigate other potential impacts;
- Promote outdoor dining, including sidewalk dining on the ground floor and reuse of basements and upper floors, including the roof, as appropriate;
- Encourage development that contributes to the safety and comfort of Downtown residents and visitors.

DESIGN PRINCIPLES

The Broadway Design Guide is based upon the following principles: Activity, Context, Compatibility, Interest, Quality, Maintenance and Sustainability.

- 1.) **Activity.** Good building and site design is integral to a thriving and animated pedestrian-oriented, mixed-use district. By facilitating an active street interface in new and existing buildings, Design Guidelines play an essential role in encouraging pedestrian activity, invigorating commercial uses and creating a safe and pleasant environment. Inviting storefronts, paseos, arcades, plazas, sidewalk

dining, and attractive pedestrian-oriented signage promote sidewalk activity. Encouraging new and viable uses for the district's under-used theaters and other historic buildings will help transform the area into a vibrant, 24-hour cultural and entertainment hub.

- 2.) **Context.** Design Guidelines and standards provide regulatory flexibility to allow project applicants to take cues from the environment, historical precedent and physical site data of the surrounding district. Successful projects consider the context in which they are located and therefore help reinforce a positive identity of the Broadway Corridor. Projects should contribute to the aesthetic and physical character of Broadway. Infill developments can maintain compatibility with existing development by continuing the prevailing streetwall and paying particular attention to massing, façade articulation and site planning. Guidelines and standards, along with discretionary review, will ensure compatibility with the designated National Register Historic District while permitting creativity for new infill development.
- 3.) **Compatibility.** Projects should promote compatibility, both with respect to design and use. Projects should be designed to be compatible with their surroundings. Likewise, projects should, when feasible and consistent with preservation goals, incorporate design features that improve compatibility amongst a wide range of uses. Project applicants should consider rehabilitation techniques that help attenuate noise, improve energy efficiency and mitigate other potential impacts. For example, use of storm windows when rehabilitating a historic structure can serve both to attenuate sound and improve energy efficiency.
- 4.) **Interest.** Architectural and landscape detailing that can be appreciated by pedestrians can help improve the appeal and identity of the Broadway Corridor. This detailing includes storefront

ornamentation, reduction of blank walls, and the variation of scale, color and texture. Guidelines and standards based upon this principle address wall surfaces, awnings, signage, architectural treatments, the provision of consistent setbacks and ground floor transparency.

5.) **Quality.** As new development occurs within the district, it must contribute in a positive manner to the overall visual identity of the Broadway Corridor. The attractiveness of Broadway can be enhanced by the quality of building materials, attention to design details, limitations on signs (size, location, number), and increased landscaping and maintenance.

6.) **Maintenance.** An overarching principle for the district is to promote proper maintenance of historic structures to contribute to the overall attractiveness and vibrancy of the area. Building materials such as terra cotta, masonry, wood, metal, tile and terrazzo should be properly cleaned and maintained as a primary means of preserving important historic features and preventing further building deterioration. Proper drainage should be provided so water does not damage surfaces. Appropriate methods prescribed in recognized preservation guidelines are incorporated as an appendix to this document. The application of protective coating to preserve restoration work is encouraged. Please refer to Section 8104 of the Los Angeles Building Code for Basic Maintenance and Repair of Existing Buildings and Premises for the local maintenance regulations. Additionally, the U.S. Department of the Interior's National Park Service Historic Preservation Briefs are available for guidance on preserving, rehabilitating, and restoring historic buildings online at: <http://www.nps.gov/hps/tps/briefs/presbhom.htm>.

7.) **Sustainability.** The combination of old and new buildings on Broadway will add an interest and richness to the urban fabric of the Downtown. Rehabilitation of existing structures as well as new building construction present opportunities to integrate sustainable or "Green Building" concepts that reduce resource consumption and encourage natural systems for cooling, lighting and shading. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is a benchmark for the design, construction, and operation of high performance green buildings. New construction projects are encouraged to meet LEED certification requirements and to comply with the City's Green Building Program, as applicable. Rehabilitation projects are also encouraged to incorporate as many green building standards as possible into their design.

RELEVANCE TO OTHER PLANS

This Design Guide will implement the General Plan Framework and the Central City Community Plan by helping to achieve the goals and objectives of the district, consistent with the General Plan. The Historic Downtown Los Angeles Design Guidelines (2002) and the

GENERAL PLAN FRAMEWORK & EXISTING CENTRAL CITY COMMUNITY PLAN

The City of Los Angeles General Plan Framework identifies focal points in each community that function as centers of activity and where new growth and development is expected to occur. The Broadway Design Guide area is contained entirely within the boundary of the Central City Community Plan Area, which is designated in the General Plan Framework as the "Downtown Center." The Downtown Center is considered an international center for finance and trade that serves the population of the five county metropolitan region with considerable density and floor area ratios up to

13.0:1 (high-rise residential towers, financial institutions, corporate headquarters). It is also the primary economic, governmental and social center of Los Angeles. It is the largest government center in the region, the location of the region's major cultural and entertainment facilities and its principal transportation hub.

In order to support its role as the primary center of urban activity for the Los Angeles region, its development should reflect a high design standard and should host a variety of uses. In addition, downtown development should result in the activation of downtown streets and enhanced public safety that meets the needs of the downtown visitors and its growing residential population. The Central City Community Plan promotes the rehabilitation of Broadway's historic theaters and the revitalization of the corridor as a night-time, entertainment district, with night clubs, bars and restaurants that contributes to an active, 24-hour downtown and establishes Broadway as a regional entertainment district centered around its rare collection of historic theaters. Broadway is a major artery in the Historic Core which forms the spine of Central City. The revitalization of Broadway is consistent with the goals of the General Plan Framework and the Central City Community Plan to expand and reinforce the distinct districts of downtown and to eventually link pockets of activity via vibrant, pedestrian friendly streets. This Design Guide aims to guide the evolution of Broadway to live up to the vision in the General Plan Framework and to be consistent with the previously stated goals and objectives.

CITY CENTER REDEVELOPMENT PLAN

The Broadway Design Guide area also lies within the City of Los Angeles Community Redevelopment Agency (CRA) City Center Redevelopment Project area (Refer to [CRA BOUNDARY MAP](#)). The CRA has identified the City Center as an area for focused efforts to counter blighted conditions

and foster redevelopment through various revitalization efforts. Its goal is to encourage developments that are consistent with the character of Central City, and that enhance the community's overall image. Among its several goals, the City Center Redevelopment Plan aims to:

- eliminate and prevent the spread of blight and deterioration;
- to rehabilitate and redevelop the project area;
- to further the development of Downtown as the major center of the Los Angeles metropolitan region;
- to promote the development and rehabilitation of economic enterprises including retail, commercial, service, sports and entertainment, manufacturing, industrial and hospitality uses that are intended to provide employment and improve the project area's tax base; and
- to preserve key landmarks which highlight the history and unique character of the City.

These particular goals echo the spirit and intent of the Broadway Design Guide guidelines and standards in reinforcing a blend of old and new and facilitating the adaptive reuse of structures of architectural, historic or cultural merit.

PERMANENT [Q] QUALIFIED CONDITIONS

An ordinance instituting various development standards have been adopted in conjunction with this Design Guide to insure compliance with and implementation of the essential components of the Design Guidelines. Those standards required by the [Q] Conditions will create a quality,

pedestrian friendly environment to support the Broadway Theater District. The standards, for example, will require that all buildings be built to the property line; parking be located to the rear or underground, as feasible; ground floors maintain transparency and contain active uses; and new construction complement the scale and massing of the existing historic fabric of the district.

DOWNTOWN DESIGN GUIDE

The Downtown Design Guide, adopted in January 2009, provides base line guidelines for all of Downtown. The purpose of the Downtown Design Guide is to coordinate development in the core of the city, so that projects help each other succeed and result in a better, livable downtown. The Design Guide, "DESIGN for a LIVABLE DOWNTOWN", is intended to provide guidance for creating a livable Downtown and will be jointly implemented by staff from the City Planning Department, the City Redevelopment Agency, the Department of Transportation and the Department of Public Works. This Design Guide is intended to provide more tailored guidelines for the Broadway Theater and Entertainment District. They are in addition to the guidelines contained in the Downtown Design Guide. Where they differ, the Design Guidelines in this Design Guide supersede. Where this document is silent, then prospective applicants should refer to the Downtown Design Guide for direction.

FUTURE EFFORTS

To guide the transformation and revitalization of the Broadway Theater and Entertainment District, multiple comprehensive and long-range planning efforts are required. The Broadway Design Guide is limited to addressing design standards on private property. With the implementation of these guidelines, immediate and small-scale changes can begin to occur.

However, other important factors and features will help shape the area's future, such as the Central City New Community Plan; the Broadway Streetscape & Infrastructure Improvement Plan that will guide enhancements to the public realm (i.e. streets and sidewalks); the Downtown Los Angeles Street Car; and the Broadway Sign Supplemental Use District. Such future efforts are either underway or are planned and will require the Department of City Planning to coordinate with the Departments of Transportation and Public Works, the CRA and other agencies as well as the offices of elected officials.

CENTRAL CITY NEW COMMUNITY PLAN PROGRAM

The Central City Community Plan is being updated to refine the policy and regulatory framework that will guide future development in Downtown. It will provide a vision for the type, character and scale of development that should occur in each Downtown District with the overall objective of reinforcing the unique character of individual Downtown Districts while improving their functionality as well the linkages and connectivity among them. The Historic Core, of which the Broadway Theater and Entertainment District is a part, is one of the Downtown Districts that will be addressed in the Community Plan. The Community Plan will designate permitted land uses and implement development regulations through ordinances such as zone and height districts, parking requirements, and design standards. The Broadway Design Guide is an implementation of long-standing Community Plan goals and policies to facilitate the reuse of Broadway's commercial buildings and historic theaters and to establish a nighttime entertainment district that attracts visitors and supports a growing downtown residential community. The New Community Plan Program will reinforce the revitalization of the Broadway corridor by strengthening these goals and policies.

BROADWAY STREETSCAPE & INFRASTRUCTURE IMPROVEMENT PLAN

A comprehensive, intensive streetscape and infrastructure improvement plan is vital for the long-term viability of this historic district that suffers from antiquated infrastructure, a lack of pedestrian amenities and increasing vacancies. Historic buildings extend lot-line to lot-line and basements extend out under the sidewalks, which are in need of substantial repair. In addition to improving the pedestrian experience on Broadway, upgraded infrastructure and power distribution systems are needed to support modern reuse of the historic fabric in the district. The goals of the Broadway Streetscape & Infrastructure Improvement Plan are to spur economic development and job creation; encourage public-private investment in the corridor; promote sustainability through the reuse of existing historic buildings in the urban core; enhance the pedestrian experience and transit accessibility; and support re-engineering of the street to accommodate a future streetcar. This program coincides directly with the Broadway Design Guide, General Plan Framework, Central City Community Plan and all other policies and shares the common goals delineated above.

BROADWAY SIGN SUPPLEMENTAL USE DISTRICT

While this Design Guide has guidelines for signs included, there may be a more comprehensive Broadway Sign Supplemental Use District as a future implementation program. This may permit certain signs that are not currently allowed by the Los Angeles Municipal Code but are characteristic of the district. This would be part of the future efforts that continue after the adoption of this Design Guide.

DOWNTOWN LOS ANGELES STREETCAR

Another important component of the revitalization of Broadway is the introduction of a Downtown Streetcar that will serve the Historic Core and connect it with the other Central City entertainment districts. The goal is to reintroduce the streetcar on Broadway as a means of improving transit

accessibility and linking Broadway to other destinations in downtown, such as LA Live and the Convention Center on one end and the Music Center and Grand Avenue on the other. The streetcar will provide a transportation circulation system which will allow people to get downtown however they choose, whether by riding the bus, taking the subway or driving a car, and then use the streetcar to circulate from one downtown destination to another without getting back in a car.

SECTION 2 ADMINISTRATIVE PROCEDURES

PROJECT THRESHOLDS

General regulations pertaining to the function and administration of Broadway Design Guide will be consistent with those of the Community Design Overlay Zones as outlined in Section 13.08 of the Los Angeles Municipal Code (LAMC). A project within a Design Guide boundary is defined in Section 13.08 C.2 of the LAMC. Consistent with that Section, the following project definition and exemptions apply specifically to the Broadway Theater and Entertainment District Design Guide:

BROADWAY DESIGN GUIDE PROJECT

The erection, construction, addition to, or exterior alterations to any building or structure within the boundary area of the Broadway Design Guide including wall signs, window signs, canopies/awnings, façade alterations, the addition of roof equipment, and significant landscaping.

These guidelines and standards apply to all projects located within the Broadway Theater and Entertainment District boundary area—regardless of the proposed or existing use (residential, commercial, industrial).

All Projects within the Broadway Design Guide boundary area should comply with the Design Guidelines and standards of this Design Guide.

EXEMPTIONS

A project does not include the following: (a) construction that consists solely of interior remodeling or interior rehabilitation or repair work and (b) alterations of, including structural repairs, or additions to any existing

building or structure façade that does not front a public street, and 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 (The Exemption does not apply if the alterations or additions are to any exterior wall fronting a public street.).

GENERAL PROCEDURES

All applicants proposing within the boundaries of the Broadway Design Guide will file an application with the Department of City Planning at one of its public counters, in accordance with Section 13.08 E, after a consultation with Community Planning staff. Applicants will find more details on the project review process below. The Department of City Planning will coordinate Design Guide applications with the following City entities as a part of the project compliance review process:

COORDINATION WITH THE DEPARTMENT OF CITY PLANNING OFFICE OF HISTORIC RESOURCES (OHR)

All designated Historic Cultural Monuments (HCMs) and properties listed in or determined eligible for the National Register of Historic Places (Appendix A) will be reviewed by the Office of Historic Resources for compliance with the Secretary of Interior's Standards. Design Guide project review will be led by the Department of City Planning Community Planning Bureau with coordinated internal review and input from OHR staff and the CRA staff on a project-by-project basis as needed.

COORDINATION WITH COMMUNITY REDEVELOPMENT AGENCY (CRA)

The Broadway Design Guide lies within the CRA's City Center Redevelopment Project Area. In order to avoid duplicative project review, projects not involving historic resources (see Appendix A) HCMs will jointly

be reviewed by the CRA and the Department of City Planning. The Department of City Planning will be the lead and will coordinate review and input from the CRA and OHR, as needed, on a project-by-project basis.

APPLICATION PROCESS

PROJECT APPLICATIONS

All Broadway Design Guide projects require the submittal of an application, referred to as a "Design Overlay Plan," which includes plans and materials as defined in Section 13.08 E of the Los Angeles Municipal Code. The Director of Planning may require additional documents or materials as deemed necessary. Prior to the issuance of a building permit, projects will be reviewed by the Director of Planning for compliance with these Design Guidelines and standards.

For projects involving historic resources, staff may require that a historic assessment or some other appropriate evaluation, as determined by staff, be conducted by an approved historic consultant (see Appendix A for a list). A historic assessment will be required when necessary to assist staff in evaluating a project's impacts on historic resources. Such an assessment may also be necessary for staff to make a determination about the feasibility of repairs. The Design Guide guidelines encourage repair over replacement whenever feasible, a determination that will be made by staff, with the assistance of any necessary historic assessment.

PROCEDURES FOR PERMIT CLEARANCES

Notwithstanding the procedures established in Section 13.08 of the LAMC regarding Design Overlay Plan Approvals for all other projects, the Director of Planning may issue a Building Permit clearance for the following minor projects that comply fully with the Design Guidelines and Development Standards:

1. Signs
2. Landscaping totaling less than 20 square feet;
3. Modifications to a building façade that do not involve a decrease in storefront transparency and that do not involve a change in materials;
4. The installation of awnings or other non-permanent decorative features; or
5. The installation of mechanical equipment.

DEFINITIONS

The following words and phrases, whenever used in this document, shall be construed as defined in this section. Words and phrases not defined herein shall be construed as defined in Sections 12.03 and 13.07 C of the LAMC.

Arcade: an arched or covered passageway, usually with shops on each side.

Articulation: Clear and distinct separation between design elements or sections of a building façade, including variation in detail, color and materials and modulation of wall planes.

Awnings and Canopies: Awnings are usually made of cloth and are framed by wood or metal. Canopies are permanently affixed to buildings, are flat and constructed of solid materials.

Baffle: An artificial obstruction for deflecting the flow of sound or light.

Bulkhead (or Base): Base of the storefront between the sidewalk and the window.

Forecourt: A courtyard before the entrance to a building or group of buildings.

High-Rise Building: A building over six stories or 75 feet in height.

Historic Assessment: A supplemental report that may be required by staff to determine the effects of a proposed project on a historic resource. Staff will determine the level evaluation that will be required. Applicants will be required to engage a qualified historic consultant to prepare any such required evaluations.

Mixed Use Project: A development comprised of one or more building uses, such as retail space and residential space.

Overdoor: An ornamented carving, painting, or section of decorated woodwork over a doorway.

Paseo or Pedestrian Walkway: Walkway that is typically open to the sky and that provides pedestrian passage between structures, or through landscaping, or parking lots, which is distinguished by ground surface treatments that provide for pedestrian safety and ease of movement.

Pedestrian Orientation: Neighborhood design that incorporates design features and elements that are human scaled and can be used and enjoyed by pedestrians. An urban development pattern where buildings and landscaping are proportioned and located so that walking is safe, comfortable and inviting.

Premise: A building or portion thereof used as a location for a single business.

Preservation: Repair or renovation to a historic building that is sensitive to those features and characteristics that contribute to the significance of a historic building.

Prevailing Setback: (also see Property Line): The most commonly reoccurring line between the property line and the façade of the building

on the same block or street frontage. Along Broadway, the prevailing setback in many cases coincides with the property line or is offset from the property line between six inches and one foot. For purposes of this plan, the main structural elements of a building must be located on the prevailing setback line to maintain the streetwall, while storefronts and building entryways may be recessed.

Project: The erection, construction, addition to, or exterior alterations to any building or structure within the boundary area of the Broadway Design Guide including wall signs, window signs, canopies/awnings, façade alterations, the addition of roof equipment, and significant landscaping. A project does not include the following: (a) construction that consists solely of interior remodeling or interior rehabilitation or repair work and (b) alterations of, including structural repairs, or additions to any existing building or structure façade that does not front a public street, and 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 (The Exemption does not apply if the alterations or additions are to any exterior wall fronting a public street.).

Property Line (or lot line): The line separating the lot from the street.

Rehabilitation: Rehabilitation shall generally refer to a method of treatment of historic structures that focuses on preserving existing historic fabric; repairing rather than replacing deteriorated components; replacing individual components rather than entire features and incorporating new features rather than historic recreations when adequate documentation is not available. Replacement of missing and/or deteriorated (too deteriorated to repair) elements shall generally require use of in-kind materials. When in-kind materials are technically or economically infeasible, compatible substitute materials that convey the same form, design and overall visual appearance as the original may be considered.

Restoration: Restoration shall generally refer to a method of treatment of historic structures that focuses on the retention of materials from the most significant time in a property's history, while permitting the removal of materials from other periods.

Reconstruction: Reconstruction shall generally refer to a method of treatment of historic structures that establishes limited opportunities to re-create a non-surviving site, landscape, building, structure, or object in all new materials.

Setback: The distance between the property line and the façade of the building.

Sidewalk Grade: The level of the sidewalk abutting the façade of a building fronting a public right-of-way.

Sign(s): Please refer to Appendix C: Sign Dictionary

Streetwall (or street edge): The vertical face of one or more buildings adjacent and parallel to the sidewalk. The cumulative façade effect created on a pedestrian oriented corridor when structures are built to the front lot-line and built to the edge of each side lot-line or the prevailing setback.

Storefront Bay: That area enclosed by the storefront cornice above, piers on the side, and the sidewalk at the bottom. Sometimes storefronts are placed entirely within one storefront bay, usually in older structures. Recessed storefront bays add visual interest to the streetwall, frame display windows, and create an inviting shopping environment.

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

Tower: A building or portion thereof that exceeds 150 feet in height.

SECTION 3 DESIGN GUIDELINES AND STANDARDS

REHABILITATION OF HISTORIC STRUCTURES

The purpose of these guidelines is to ensure historic structures are rehabilitated in a sensitive manner and that those features that characterize a particular style or period are retained. The guidelines set forth in this section are intended to be consistent with and implement the Secretary of Interior Standards for Preservation and Rehabilitation of Historic Buildings. For more information, please refer to www.???

The key rules for rehabilitation of an historic building are: 1) repair rather than replace, and 2) uncover rather than mask. Where new design elements, architectural features, and materials are required, they should be compatible with the historic character of the building, and not detract from its distinguishing qualities. Prior to modification, historic documentation of the building's original appearance and later alterations should be located.

Applicants are required to rehabilitate and preserve historic buildings; retain character defining features during rehabilitation and consult historic photographs and other documentation of the building before commencing work.

Use conservative rehabilitation treatments that focus on preserving existing historic fabric; repairing rather than replacing deteriorated components; replacing individual components rather than entire features and incorporating new features rather than historic recreations when adequate documentation is not available. Reintroduce the building base in cases where alterations have modified this important building element.

Replace elements or portions of elements that are missing or are too deteriorated to repair. If in-kind materials are technically or economically

infeasible, compatible substitute materials that convey the same form, design and overall visual appearance as the original may be considered. Staff will determine when elements are too deteriorated to repair, in consultation with OHR and a qualified historic consultant.

BUILDING ARTICULATION AND DETAILS

1. FAÇADE IMPROVEMENTS

Guideline 1: *Retain the building's original appearance and all character defining features.*

Standard 1a: Character defining features as shown in Appendix B, which articulate a building facade, should be repaired using in-kind materials.

Standard 1b: When a character defining feature is determined by review to be too deteriorated to be repaired, but the overall form and detailing are still apparent, replace them in-kind (identical form and materials) or with substitute material that conveys the same form, design and overall visual appearance as the original.

Standard 1c: Character defining features, as illustrated in Appendix B should not be hidden behind displays, signage and/or building alterations and additions.

Standard 1d: Removing non-historic additions is encouraged to expose and restore the original design elements.



Restoring original design elements are encouraged.

Source: GJ's Broadway Pics: DSC00604.jpg

2. BUILDING FORM

Guideline 2: Preserve, repair and replace, as appropriate (see “rehabilitation” in Section 2: Definitions for more details), building elements and features that are important in defining historic character. Retain the original building continuity, rhythm and form created by these features, such as storefront pattern, structural bays, windows and doors, decorative metalwork, transom windows, glazing systems, clearstory windows, cornices etc. Also retain the traditional three-part configuration of most historic buildings—base, middle and top. Restore or reconstruct the building base in cases where alterations have modified this important element of the design.

Standard 2a: Modifications or additions required to adapt a building for reuse should be designed to clearly differentiate between the historic and new and shall be compatible with the overall scale, massing and design of the existing building.

Standard 2b: Retain previous alterations that have acquired their own historic significance, as determined by staff review, and are compatible with the remaining historic fabric (to be determined in consultation with a qualified preservation consultant).

Standard 2c: Standard 2d: New additions and window and door openings should be located on a secondary façade.

Standard 2e: Any alterations or additions to existing buildings shall maintain the prevailing setback (see Section 2 Definitions) and reinforce the existing streetwall. Storefronts and building entryways may be recessed as long as the main structural elements are built to the front property line or the prevailing setback, whichever applies (cross reference New Construction Guideline 3 and Standards 3a through 3d).

3. BUILDING ADDITIONS

Guideline 3: Additions should be of a scale and style that is compatible with existing development on the site and with adjacent structures, Building additions on historic buildings should comply with Secretary of Interior Standards for additions.

Standard 3a: Provide roof forms on additions that are compatible with existing on-site development and is in keeping with the architecture of the historic structure.

Standard 3b: Provide fenestration on additions that is compatible with existing on-site development and is in keeping with the architecture of the historic structure.

Standard 3c: Utilize building materials on additions that are compatible, yet distinctly different from, that of existing on-site development.

Standard 3d: Avoid making alterations to existing buildings that cover or obscure elements that might otherwise be desirable—such as a desirable exterior finish, fenestration or roof line—for the purpose of achieving uniformity.

Standard 3e: Any alterations or additions to existing buildings shall maintain the prevailing setback (see Section 2 Definitions) and reinforce the existing streetwall. Storefronts and building entryways may be recessed as long as the main structural elements are built to the front property line or the prevailing setback, whichever applies (cross reference New Construction Guideline 3 and Standards 3a through 3d).

4. CORPORATE IDENTITY ARCHITECTURE

Guideline 4: *Buildings in the District should contribute to the architectural integrity of the surrounding area. Buildings used for franchise restaurants, retail space or other formula commercial uses that traditionally have a pre-determined corporate architectural identity may not be compatible with these guidelines. In such cases, buildings shall be redesigned so as to be consistent with the Design Guide Design Guidelines and Development Standards.*

Standard 4: All projects, including those related to franchise or corporate establishments shall be designed to comply fully with the Design Guidelines and Development Standards.



Corporate establishments should be designed to comply fully with the Design Guidelines and Development Standards

Source: <http://www.flickr.com/photos/mckroes/213299007/in/set-72057594069544156>

5. ROOF LINES

Guideline 5: *Retain and preserve the existing roof lines and/or cornice(s) and any other decorative features of historic buildings.*

Standard 5a: Existing roof lines and cornices should not be altered. Whenever possible rehabilitate and/or restore the original roof line of altered structures.

Standard 5b: Roofs should be repaired with appropriate materials, in keeping with the architecture of the building, so as to ensure proper maintenance and reduce water damage or building deterioration.

Standard 5c: When a roof is too deteriorated to repair as determined by review, but the overall form and detailing are still apparent, the replacement of the roof and its key features using compatible substitute material is encouraged.

Standard 5d: New rooftop features, such as skylights, that extend above the roof parapet shall not be visible from the street at ground level. Setback all non-historic rooftop features from all street-facing facades.

Standard 5e: Roof top additions should be avoided whenever possible. However, if roof top addition(s) are necessary to reuse a historic building, then these additions should be set back from all façades and clearly differentiated.

Standard 5f: Use of existing roof tops for active uses or open spaces is encouraged. However, this reuse shall not alter the existing roofline or any decorative feature of the historic roof. Any required safety railings or enclosures shall be transparent and setback to minimize visibility or impact on dominant roofline features.

6. ENTRY TREATMENTS

Guideline 6: *Retain and preserve entryways and their character defining features such as doors, transoms, integral signage, bases, pilasters, and entablatures as shown in Appendix B.*

Standard 6a: Entryways should be repaired by using in-kind materials or through limited replacement using in-kind materials or a compatible substitute material, when there is extensive damage or missing parts of key features.

Standard 6b: When an entryway is too deteriorated to repair, but the overall form and detailing are still apparent, the replacement of an entryway using compatible substitute material is encouraged.

Standard 6c: New entryways may be added as required for a new use, so long these entryways preserve the overall historic character of the building and do not eliminate existing historic storefronts or detract from character defining features.

Standard 6d: Features of theater entrances including ticket kiosks and poster display cases should be retained. In-filling of theater entrances is inappropriate. Adaptation of existing public assembly places and/or theaters for live performances is strongly encouraged. If such use of a theater is not viable, then other uses are encouraged, as long as all associated physical characteristics are retained. Ticket kiosks can also be adapted for other uses such as a display window, restaurant busing station, flower stand or newsstand, to be consistent with the corridor-wide rehabilitation and preservation efforts.



Source:
GJ's
broadway
pics -

DSC00650.jpg & DSC00651.jpg



Retain and preserve entryways and their character defining features.

Source: GJ's broadway pics -terrazzo.jpg

Standard 6e: Highlighting historic building main entrances with canopies or awnings, lighting, color, planters, or other distinguishing enhancements is encouraged.

Standard 6f: Locate new service areas and loading docks on secondary facades when ever feasible.

7. STOREFRONTS

Guideline 7: Preserve, repair and highlight storefronts and their character defining features such as doors, transoms, sidelights, windows, pilasters, entablatures, bay divisions and bases.

Standard 7a: Retain or reconstruct the historic storefront configuration: door location, display window dimensions, transoms windows, historic signage (where applicable and appropriate), historic materials and details.

Standard 7b: Repair or reconstruct deteriorated storefront elements: broken or missing glazing, metal windows, doors and their frames, wood windows, decorative metalwork, ornamental plaster, terra cotta, and cast stone. Replace in-kind (identical form and material) repetitive elements or portions of elements are that are too deteriorated to repair, as determined by review.



Source: Scott Varley/Staff Photographer, Daily Breeze

Standard 7c: When a storefront is too deteriorated to repair, as determined by review, but the overall form and detailing are still apparent, the replacement of a storefront using compatible substitute material is encouraged when in-kind materials are infeasible.



Example of sensitive storefront replacement.

Source: GJ's Broadway pics – DSC00740.jpg

Standard 7d: Retention of sensitively installed alterations where historic fabric no longer exists is allowable.

Standard 7e: Construct new storefronts when the historic storefront is completely missing. The new storefront may be a replication—where there is adequate historical, pictorial or physical documentation available—or a new design which is compatible with the historic character

of the building. Recreate storefronts based on documentation when possible, not conjecture.

Standard 7f: The design of the missing storefront or storefront details should be compatible with the size of the opening and the style of the building. Installation of typical storefront elements – base, display windows, and central entrance; vertical elements to define storefront bays; and a glazing system including sliding or swinging doors is encouraged, when the design is not known.

Standard 7g: The transparency of first floor storefront and transom windows shall be maintained. Painting or mirroring storefront or transom windows or entry glazing is prohibited.

Standard 7h: Individual storefronts should not be used for storage or left empty without window displays.

Standard 7i: Locate interior mechanical equipment away from the storefront glazing.

Standard 7j: If dropped ceilings are installed, they should not be visible from the street and should not hide original architectural features.

Standard 7k: Merchandise displayed out-of-doors should be neatly exhibited within cases constructed to fit within recesses of storefronts and within the interior of the property line. Displays may encroach not more than three feet into the property line, with appropriate approvals from the Bureau of Engineering.

8. WINDOWS

Guideline 8: *Repair and maintain windows and character defining features such as the window frame, sash, muntin, glazing, hood mold, paneled or decorated jamb and molding.*

Standard 8a: Windows should be repaired whenever possible rather than replaced.

Standard 8b: Windows should be repaired by reinforcing historic materials and through limited replacement using compatible substitute material when there is extensive deterioration or missing parts of key features. Compatible alternatives that help attenuate noise and improve energy efficiency may also be considered (see note following this section and cross reference with Section VII: Sustainability).

Standard 8c: When replacement is necessary, the window(s) should be replaced using compatible substitute materials and a design similar to that of the original window. If an exact match is not possible, then the window's color, finish, mullion and muntin configuration and profile, glass-to-frame ratio, and its frame depth, width, and details should be considered in selecting a replacement. Compatible alternatives that help attenuate noise and improve energy efficiency may also be considered (see note following this section and cross reference with Section VII: Sustainability).

Standard 8d: Filling in or altering the size of historic windows is strongly discouraged particularly on primary facades. If alteration is for creating new entry way, refer to Standard 4c.

Standard 8e: Window vents, fans, air conditioning units or any other equipment installed into a window should not project past any window on any facades and their number should be minimized.

Standard 8f: Windows should be comprised of non-tinted or reflective clear glass, which is free of temporary signage and/or other types of materials that may obstruct visibility. For new windows, low-E glazing for ultraviolet light control is encouraged. Clear mylar on ground floor windows is encouraged to protect against graffiti.

Standard 8g: The division of historic window frames is generally inappropriate. Removal of non-historic window frames is encouraged.

Note: Please refer to the U.S. Department of the Interior's National Park Service Historic Preservation Briefs for guidance on best practices for maintenance, repair, and/or installation of replacement windows, including double paned windows, available online at: <http://www.nps.gov/hps/tps/briefs/presbhom.htm>.

9. FACADES, EXTERIOR SURFACE MATERIALS & COLOR

Guideline 9: *Retain and preserve building exterior materials which contribute to the overall historic character of the building.*

Standard 9a: Exterior materials that have been historically unpainted should not be painted to create a new look. Unpainted masonry, brick, tile or terracotta should not be painted (see Maintenance Section under Section 1 Design Principles).

Standard 9b: Whenever possible the original coat of paint, should not be removed. However, if an area is to be repainted, colors that are historically appropriate for the style of the building or which are characteristic of the district as a whole should be used.

Standard 9c: Colors used for the finish, plaster or paint are strongly encouraged to be consistent with the original color of the building based on historical documentation.

Standard 9d: Bright or intense colors should not be utilized unless consistent with the historical appearance of the building as shown in historical documentation.

Standard 9e: Exterior materials should be repaired by patching, piecing-in or consolidating the original material or by limited replacement with a compatible substitute material.

Standard 9f: If the overall form and detailing are still apparent and exterior materials are too deteriorated for repair, as determined by review, exterior materials should be replaced with a compatible substitute material.

Standard 9g: If there is not adequate historical, pictorial and physical documentation about the type of material used for a historic feature, then new materials compatible with the existing materials, color and finish should be used.

10. LIGHTING

Guideline 10: *Retain and preserve existing historic lighting fixtures and/or incorporate new lighting into the building's overall design in order to accentuate character defining features and provide a safe environment for pedestrian activity (refer to the Historic Downtown Lighting Guidelines for suggestions for individual buildings).*

Standard 10a: Whenever possible existing historic lighting fixtures should be preserved or rehabilitated and upgraded.

United Building shown as example of rehabilitated lighting fixtures.
Source: GJ's Broadway pics\DCS00705.jpg



Standard 10b: New lighting fixtures should be compatible with the architectural design of the building.



Source: GJ's Broadway Pics\DCS00662.jpg

Standard 10c: Provide lighting along all vehicular access ways and pedestrian walkways. Recessed lighting on the ground along vehicular access ways and pedestrian walkways is highly encouraged.

Standard 10d: Storefront illumination from within is encouraged both during and after business hours to the extent possible.

Standard 10e: All exterior lighting should be directed onto the lot, and all flood lighting should be designed to eliminate glare and/or be shielded so as to not spill light on adjoining properties.

Standard 10f: Downlighting that illuminates the storefronts and sidewalks for pedestrians is encouraged.

Standard 10g: Buildings should be highlighted through uplighting or accent lights placed on the façade where appropriate.

Standard 10h: Entry arches should be highlighted with accent lights that are integrated into columns, when appropriate.

Standard 10i: Architectural details should be highlighted with washlights or other appropriate lighting fixtures.

Standard 10j: Lower level columns should be accented by uplighting with spotlights mounted on appropriate floor ledges.

Standard 10k: Eaves or cornices should be highlighted with spotlights mounted on appropriate floor ledges.

Standard 10l: Architectural elements above pediments should highlighted with accent lights on ledges below to uplight the top of the building façade.

Standard 10m: Downlights should be installed above entryways to accent main entries and doors and enhance pedestrian safety.

Standard 10n: Downlights should be installed above ground level windows to accent display windows and enhance pedestrian safety.

Standard 10o: Lighting that uses flashing, strobe, motion or multi-color elements is strongly discouraged unless in keeping with the historic character of the structure.

Standard 10p: Intense lighting which is used solely for advertising purposes is strongly discouraged.

Standard 10q: Awnings may not be backlit.

Standard 10r: Relighting of basements and illumination and/or rehabilitation of glass block in sidewalks is encouraged.



Source: GJ's Broadway pics\glass block.jpg

11. AWNINGS AND CANOPIES

Guideline 11: *Retain and preserve historic canopies or add new canopies or awnings, which do not detract from the historic character of a building. Awnings should be integrated with the architecture of the building (also see Signage Simplicity and Quality standards under Signs Section).*

Standard 11a: Canopies and awnings that are character defining features of a historic building should be restored and/or repaired by reinforcing historic materials and through limited replacement of compatible substitute material when there is extensive deterioration or missing parts of key features. Shiny, high-gloss materials are not permitted.



Standard 11b: Added awnings or canopies should not obscure character defining features.

Standard 11c: Canopies and awnings that span an entire building are discouraged. The careful spacing of awnings that highlight certain features of a storefront or entryway is encouraged.

Standard 11d: The valance on an awning may not be more than 16 inches tall.

Standard 11e: Standard awnings at street level may project up to 7 feet from the property line. At no point shall the underside of the awning structure be less than 8 feet from the ground.

Standard 11f: Awnings above street level may project up to 3 feet beyond the property line.

Standard 11g: No items are permitted to hang from the awning.

Standard 11h: No trellis structures are permitted to be affixed above entryways and storefronts.

APPURTEANCES

12. SECURITY GRILLES

Guideline 12: *Use alternatives to solid roll down security grilles that are attached to building facades so as not to obscure storefront windows and create an atmosphere that detracts from a welcoming pedestrian environment. Clear mylar on ground floor windows is encouraged to protect against graffiti.*

Standard 12a: Permanently affixed exterior security grilles or bars are prohibited. Stores should use alternatives such as interior security systems or vandal proof glazing which is resistant to impact.

Standard 12b: Interior, transparent security grilles are encouraged.

Standard 12c: Both interior and exterior security grilles should be constructed of a see-through, open weave, non-solid grate material that is at least 75% transparent. They should be integrated into the building and should not detract from or obscure character defining features.



Source: www.securityshuttersolutions.co.uk.jpg

Standard 12d: If exterior security grilles must be installed, the exterior security grilles should descend from above and awnings should be used to screen the mechanical housing for the security grilles.

Standard 12e: Accordion-style and solid roll down security grilles are prohibited.

Standard 12f: Existing security grilles and bars, whether retractable or permanently affixed should be painted with a color that diminishes the appearance of such devices as viewed against the window.

13. UTILITIES, MECHANICAL EQUIPMENT, TRASH CONTAINERS & LOADING

Guideline 13: *Preserve and retain significant visible character defining features of early mechanical equipment and, whenever possible, screen or enclose all other utilities, mechanical equipment, and trash containers.*

Standard 13a: Installation of new mechanical equipment and/or new distribution systems shall be done in a manner that does not interfere with any character defining features of the building. Required restaurant venting shall be installed on a secondary façade and done in a way that is integrated with, and does not detract from, the character defining features of the building whenever possible.

Standard 13b: Window vents, fans, air conditioning units or any other equipment installed into a window should not project beyond any window on any facade and their number should be minimized.

Standard 13c: No other mechanical equipment (besides those listed in Standard 14b) shall be permitted in window or door openings facing public streets.

Standard 13d: Rooftop mechanical equipment should be screened and integrated with architecture of building.

Standard 13e: Screen all exterior rooftop and ground level mechanical equipment, including HVAC equipment, exhaust fans and satellite dishes from public view.

Standard 13f: Locate enclosed trash containers and other service areas at the rear of structures or at the location that is most out of view to the general public.

Standard 13g: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of

the building and screened with landscaping, so as not to be viewed from the public right-of way.

Standard 13h: Enclose all trash collection areas with a minimum six-foot high decorative wall or fence.

Standard 13i: Provide a separate enclosure for trash and recyclable materials.

Standard 13j: Service areas, such as those used for storage or maintenance, should be enclosed within a building.

Standard 14f: Screen or locate solar panels away from the public right-of way to the extent possible.

14. SIDEWALK DINING ENCLOSURES

Guideline 14: *Support an open and safe physical environment by designing enclosures for outdoor eating areas that do not detract from the quality of the pedestrian experience along the sidewalk.*

Standard 14a: Enclosures must utilize an open framework of transparent or lattice design elements. The materials and design should be decorative and coordinate with the structures on the site without detracting from the character defining features of the building.

Standard 14b: No enclosures abutting a public street shall be taller than 42 inches.

Standard 14c: Swinging gates, cantilevered objects or any other obstructions that create an unsafe environment for the blind or physically disabled are prohibited and must meet any other regulations as deemed necessary by the Bureau of Engineering.

Standard 14d: Furnishings are limited to moveable chairs, tables, umbrellas, tarps and heaters. Plant material may be placed in moveable planting boxes.

Standard 14e: Moderately sized lighting fixtures may be permanently affixed to the front of the main building to light outdoor sidewalk dining areas.

Standard 14f: When installing sidewalk dining enclosures, the pedestrian path of travel on the sidewalk shall not be less than seven (7) feet in width and shall not include any border hardware such as parking meters, street lights, signs, news racks, posts, or any other obstruction.

Standard 14g: Sidewalk dining facilities shall be free standing, unattached to the sidewalk and shall be removed from the sidewalk when the dining facility is not open for business.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works, Bureau of Engineering. A Revocable Permit may be necessary.

15. WIRELESS TELECOMMUNICATION FACILITIES

Guideline 15: *Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.*

Standard 15a: Where possible, wireless telecommunication facilities should be incorporated into existing buildings and other structures and should appear unobtrusive.

Standard 15b: Roof-top wireless facilities should be located so as to be least disruptive to the primary visible façade of the building and should be screened by materials that are simple and do not compete with or attempt to replicate the architectural features of the existing building.

REHABILITATION OF NON-HISTORIC STRUCTURES

SITE ORIENTATION

1. SETBACKS

Guideline 1: Encourage an inviting pedestrian environment and provide for continuity in the streetwall by locating storefronts, entryways and pedestrian serving uses at the front property line or the prevailing setback, whichever applies.

Standard 1a: Any rehabilitation of an existing building should result in minimal breaks in the streetwall.

Standard 1b: Locate active, ground floor uses at the property line abutting a public street and/or a publicly accessible walkway to create a vibrant pedestrian realm.

Standard 1c: Ground floor uses should be located as close to front and side property lines as possible.

Standard 1d: Architectural treatments and landscaping along the front property line that add visual interest and enhance the pedestrian environment are encouraged.

2. STOREFRONT ORIENTATION

GUIDELINE 2: Promote ease of pedestrian movement between stores and enhance the level of pedestrian activity by placing pedestrian entrances along the street for each business that fronts a public right-of-way.

Standard 2a: Provide a pedestrian entrance for each business that fronts a public street. A secondary rear entrance is encouraged.

Standard 2b: Where pedestrian walkways exist, the walkways should be retained and should be improved with materials such as stamped concrete, brick, tile or some other decorative paving surface.

Standard 2c: Expansive blank walls on the primary front facades of buildings should be used to create storefronts and/or windows to further activate the ground floor and enhance the pedestrian environment.



Source: GJ's Broadway pics\DS00712.jpg

BUILDING ARTICULATION AND DETAILS

3. BUILDING FORM

Guideline 3: The design of all buildings should be of a quality and character that improves community appearance and should be representative of an overall architectural theme. Buildings should be composed of a variety of forms, contrasting shapes and should employ attractive and complementary building materials and architectural features. The massing and proportion of buildings at ground level along the public right-of-way should be at a pedestrian scale.

Standard 3a: Rooflines should be designed so as to be compatible with the building façade and to complement the surrounding area.

Standard 3b: Provide a break in plane for every 20 feet in horizontal length and every 15 feet in vertical length on all exterior building

elevations. This can be accomplished by a change in plane, incorporation of an architectural detail or a change in material in order to enhance the visual interest of the building. Windows or doors that are flush with the plane of the building are not considered as a change in material or break in the plane.

Standard 3c: Provide structural bays at a minimum of 20-foot intervals for all ground floor storefronts on projects that are greater than 30 feet in width. Structural bays, at minimum, should be demarcated by a 3-inch recess.

4. BUILDING ADDITIONS

Guideline 4: Additions should be of a scale and style that is compatible with existing development on the site and with adjacent structures. Additions shall comply with Secretary of Interior Standards for Infill Development in Historic Districts.

Standard 4a: Design roof forms on additions that are compatible with existing on-site development and are in keeping with the existing architectural style.

Standard 4b: Provide fenestration on additions that is compatible with existing on-site development and is in keeping with the existing architectural style.

Standard 4c: Utilize building materials on additions that are compatible with existing on-site development and are in keeping with the existing architectural style.

Standard 4d: Avoid making alterations to existing buildings that cover or obscure elements that might otherwise be desirable—such as, a desirable exterior finish, fenestration or roof line—for the purpose of achieving uniformity.

Standard 4e: Any rooftop safety enclosures, including railings, shall be open or lattice design maximizing transparency and shall be subject to review.



The rooftop addition shown here continues the lines and materials of the original building before transitioning into new materials and forms. This technique creates a more seamless intersection between new and old.

5. CORPORATE IDENTITY ARCHITECTURE

Guideline 5: Buildings in the District should contribute to the architectural integrity of the surrounding area. Buildings used for franchise restaurants, retail space or other formula commercial uses that traditionally have a pre-determined corporate architectural identity may not be compatible with these guidelines. In such cases, buildings shall be redesigned so as to be consistent with the Broadway Design Guide Design Guidelines and Development Standards.

Standard 5: All projects, including those related to franchise or corporate establishments shall be designed to comply fully with these Design Guidelines and Development Standards.



Corporate establishments should be designed to comply fully with the Design Guidelines and Development Standards

Source: <http://www.flickr.com/photos/mckroes/213299007/in/set-72057594069544156>

6. ENTRY TREATMENTS

Guideline 6: *Each building should have a prominent main building entrance that allows pedestrians access to a main lobby from Broadway and any perpendicular side street. Existing building entrances should be retained and new building entrances should be introduced, if missing to contribute to an active pedestrian environment.*

Standard 6a: Provide the primary building entrance for all buildings from the public street.

Standard 6b: Preserve the primary building entrance for all buildings along the public street and maintain them so that they remain unlocked and unobstructed during normal business hours.

Standard 6c: Highlight building main entrances with canopies or awnings, lighting, color, planters or other distinguishing architectural treatments around the doorway.

7. STOREFRONTS

Guideline 7: *Encourage window-shopping and an active pedestrian environment by providing a significant level of storefront transparency at ground floor on building facades along public streets. Storefronts should allow maximum visibility from sidewalk areas into the interior of all commercial uses. Storefront entrances should be designed so that they are a predominant architectural feature on the building façade and so that they create an inviting entrance to the building.*

Standard 7a: Provide the primary building entrance for all buildings from the public street.

Standard 7b: Preserve the storefront entrances for all buildings along the public street and maintain them so that they remain unlocked and unobstructed during normal business hours.

Standard 7c: Entrances should be enhanced through architectural treatments around the doorway, individual awnings or placements of appropriate signage above the entryway.

Standard 7d: Storefronts on existing buildings that have been enclosed or have had windows removed or replaced with smaller windows should be improved to be consistent with these guidelines.



Standard 7e: The bottom of storefront windows should be a minimum of 18-inches and a maximum of 24-inches from the sidewalk grade to accommodate a traditional bulkhead.

Standard 7f: Wall openings such as windows and doors should occupy at least 70-percent of the ground floor street façade and 50-percent of the ground floor street façade for secondary facades on corner-lot buildings.

Standard 7g: Use non-reflective glass that allows a minimum of 90-percent light transmission on all street-fronting facades.

Standard 7h: Recess new storefront windows at least 3 inches from the front plane of the building.

Standard 7i: Individual storefronts should not be used for storage or left empty without window displays.

Standard 7j: Locate interior mechanical equipment away from the storefront glazing.

Standard 7k: Avoid dropped ceilings as they are visible from the street and hide original architectural features.

Standard 7l: Merchandise displayed out-of-doors should be neatly exhibited within cases constructed to fit within recesses of storefronts and within the interior of the property line. Displays may encroach not more than three feet into the property line, with appropriate approvals from the Bureau of Engineering.

8. FAÇADES, EXTERIOR SURFACE MATERIALS & COLORS

Guideline 8: *Building façades should be constructed of high quality materials that communicate a sense of permanence within the area and that are complementary to surrounding buildings and features. Buildings shall aim for a “timeless design” and employ sustainable materials, when feasible, and careful detailing that have proven longevity. Building material and paint colors should be attractive and complementary to the surrounding buildings and features. The use of high quality materials is encouraged. Conjectural decorative features are discouraged.*

Standard 8a: Plywood siding should not be used on building exteriors.

Standard 8b: Stucco and metallic siding/cladding is not permitted.

Standard 8c: Foam plant-ons are not permitted.

Standard 8d: Fluorescent colors are prohibited for all exterior applications.

Standard 8e: Paint all vents, gutters, downspouts, flashing, electrical conduits etc. to match the color of the adjacent surface unless being used expressly as a trim or accent element.

9. LIGHTING

Guideline 9: *Lighting should be incorporated into the design not only to accentuate architectural features, but also to provide a safe environment for pedestrian activity. All open areas, including parking lots, walkways, and trash areas, should have security lighting for safety.*

Standard 9a: New lighting fixtures should be compatible with the architectural design of the building.



Standard 9b: Storefront illumination from within is encouraged both during and after business hours to the extent possible.

Standard 9c: Provide lighting along all vehicular access ways and pedestrian walkways. Recessed lighting on the ground along vehicular access ways and pedestrian walkways is highly encouraged.

Standard 9d: All exterior lighting should be directed onto the lot, and all flood lighting should be designed or shielded to eliminate glare to adjoining properties.

Standard 9e: Down lighting that illuminates the storefronts and sidewalks for pedestrians is encouraged.

Standard 9f: Buildings should be highlighted through uplighting or accent lights placed on the façades where appropriate.

Standard 9g: Highlighting architectural details with washlights or other appropriate lighting fixtures is encouraged.

Standard 9h: Lighting that uses flashing, strobe, motion or multi-color elements is strongly discouraged. Lighting that promotes District identity is encouraged; lighting should offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.

Standard 9i: Intense lighting which is used solely for advertising purposes is strongly discouraged.

Standard 9j: Relighting of basements and illumination and/or rehabilitation of glass block in sidewalks is encouraged.

10. AWNINGS AND CANOPIES

Guideline 10: *Add visual interest to storefronts through the use of high-quality awnings and canopies that provide articulation in the streetwall. Awnings should be designed to complement buildings and individual structural bays (also see standards under Section ? Awning and Canopy Signs).*

Standard 10a: Plastic, vinyl and other similar materials should not be used on storefront awnings. Shiny, high-gloss materials are not permitted.

Standard 10b: Avoid single awnings or canopies for buildings. Storefronts should provide one awning or canopy for each structural bay if such bays exist.



Source: www.dunariblinds.ie/Products/AwningsCanopies.jpg

Standard 10c: Awnings or canopies should not conceal architectural features and should be designed so as to be architecturally compatible with the structure on which they are to be attached.

Standard 10d: No items are permitted to hang from the awning.

Standard 10e: The valance on an awning may not be more than **16** inches tall.

Standard 10f: Standard awnings at street level may project up to **7** feet from the property line. At no point shall the underside of the awning structure be less than **8** feet from the ground.

Standard 10g: Awnings above street level may project up to 3 feet beyond the property line.

Standard 10h: Awnings may not be backlit.

Standard 10i: No trellis structures are permitted to be affixed above entryways and storefronts.

NOTE: Projections into the public right-of-way extending beyond private property must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

11. FREESTANDING WALLS & FENCES

Guideline 11: Freestanding walls should contribute to the architectural integrity of the surrounding area and should be compatible with surrounding structures. Walls should provide security and enclosure to the extent necessary but should not create impermeable compounds as viewed from the street and should not communicate a general lack of security about the district. Walls should be used only in limited circumstances such as to enclose parking areas, mechanical equipment, etc.

Standard 11a: Provide a break in plane for all free standing walls using an architectural detail such as pilasters, patterned block or other articulation in 20-foot intervals.

Standard 11b: Construct all freestanding walls of materials that are compatible with surrounding buildings.

Standard 11c: Chain link, barbed wire, corrugated metal and other similar materials should not be used for fences along public streets.

Standard 11d: Free standing walls or fences should not use barbed or razor wire to adorn the tops of walls within view of public streets. Walls

and fences should not exceed 42" in height. Pointed wrought iron is encouraged where fencing is needed to provide security to a site.

Standard 11e: Fences along public rights-of-way may only be constructed of highly transparent materials such as non-decorative/darkly colored wrought iron. Block walls and fences with block pilasters should be avoided.

12. GRAFFITI

Guideline 12: *Use exterior surface materials that will reduce the incidence and appearance of graffiti.*

Standard 12a: Treat exterior walls with graffiti resistant surfaces. Such treatment may include specialized coatings and the installation of vegetation.

Standard 12b: Treat storefront windows on new structures with graffiti resistant film or other specialized coatings so as to protect them from vandalism.

APPURTEANCES

13. SECURITY GRILLS

Guideline 13: *Buildings should be designed with security features that effectively deter criminal activity while maintaining a positive image about the community. When used, security grilles should be screened from view during business hours and should be integrated into the design of the building.*

Standard 13a: Permanently affixed exterior security grilles or bars are prohibited.

Standard 13b: Security grilles should be retractable and should recess completely into pockets that completely conceal the grill when it is retracted. Such pockets should be integrated into the design of the building.

Standard 13c: Roll-down security grilles that conceal storefront windows are prohibited.

Standard 13d: Existing security grilles and bars, whether retractable or permanently affixed should be painted with a color that diminishes the appearance of such devices as viewed against the window.

14. UTILITIES, MECHANICAL EQUIPMENT, TRASH CONTAINERS & LOADING

Guideline 14: *Utilities, storage areas, loading docks, mechanical equipment and other service areas should be located to the rear or secondary façades, when feasible, and screened from the adjacent public right-of-way. Equipment can be screened from public view through the use of building parapets, landscaping walls and other similar architectural treatments that are integrated with the design and materials of the building. Plywood and wood lattice screens should be avoided.*

Standard 14a: Locate all service areas and loading docks at the rear of structures or at the location that is most out of view to the general public.

Standard 14b: Screen all exterior rooftop and ground level mechanical equipment, including HVAC equipment, exhaust fans and satellite dishes from public view.

Standard 14c: Window vents, fans, air conditioning units or any other equipment installed into a window should not project beyond any window on any facade and their number should be minimized.

Standard 14d: No other mechanical equipment (besides those listed in Standard 14c) shall be permitted in window or door openings facing public streets.

Standard 14e: Service areas, such as those used for automobile repair facilities, should be enclosed within a building.

Standard 14f: Screen or locate solar panels away from the public right-of-way to the extent possible.

Standard 14g: Locate enclosed trash containers at the rear where they are not visible to the public.

Standard 14h: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of the building and screened with landscaping, so as not to be viewed from the public right-of way.

Standard 14i: Enclose all trash collection areas with a minimum six-foot high decorative wall or fence.

Standard 14j: Provide a separate enclosure for trash and recyclable materials.

15. SIDEWALK DINING ENCLOSURES

Guideline 15: *Support an open and safe physical environment by designing enclosures for outdoor eating areas that do not detract from the quality of the pedestrian experience along the sidewalk.*

Standard 15a: Enclosures must utilize an open framework of transparent or lattice design elements. The materials and design should be decorative and coordinate with the structures on the site.

Standard 15b: No enclosures abutting a public street shall be taller than 42 inches.



Source: Gj's Broadway Pics\DS00606.jpg

Standard 15c: Swinging gates, cantilevered objects or any other obstructions that create an unsafe environment for the blind or physically disabled are prohibited, unless deemed safe by Bureau of Engineering.

Standard 15d: Furnishings are limited to moveable chairs, tables, umbrellas, heaters and tarps. Plant material may be placed in moveable planting boxes.

Standard 15e: Moderately sized lighting fixtures may be permanently affixed to the front of the main building to light outdoor sidewalk dining areas.

Standard 15f: When installing sidewalk dining enclosures, the pedestrian path of travel on the sidewalk shall not be less than seven (7) feet in width and shall not include any border hardware such as parking meters, street lights, signs, news racks, posts, or any other obstruction.

Standard 15g: Sidewalk dining facilities shall be free standing, unattached to the sidewalk and shall be removed from the sidewalk when the dining facility is not open for business.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works, Bureau of Engineering. A Revocable Permit may be necessary.

16. WIRELESS TELECOMMUNICATION FACILITIES

Guideline 16: Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.

Standard 16a: Where possible, wireless telecommunication facilities should be incorporated into existing buildings and other structures and should appear unobtrusive.

Standard 16b: Roof-top wireless facilities should be located so as to be least disruptive to the primary visible façade of the building and should be screened by materials that are simple and do not compete with or attempt to replicate the architectural features of the existing building.

NEW CONSTRUCTION

SITE PLANNING

Site planning involves the proper placement and orientation of structures, open spaces, parking, and pedestrian and vehicular circulation on a given site. The purpose of good site design is to create a functional and

attractive development, to minimize adverse impacts on the surrounding area, and to ensure that a new development project will be an asset to the community.

Proper site planning should promote harmony between new and existing buildings and be sensitive to the scale, form, height and proportion of surrounding development. Factors such as the size and massing of buildings, the orientation of storefronts, and circulation greatly influence the character of an area and its economic vitality as well as the pedestrian experience.

Within the boundaries of the Broadway Design Guide, site planning of new buildings and additions should promote continuity of the historic context of Broadway. Careful consideration should be given to the relationship of new development with existing buildings and how it fits into the existing historic development pattern. How parking and vehicular access are addressed can also greatly affect the pedestrian environment and the character and functionality of the corridor. The guidelines and standards below reinforce the existing historic development patterns of the Broadway corridor and provide a site planning framework for infill projects.

1. RESPECTING THE HISTORIC CONTEXT

Guideline 1: Pursue creative and innovative contemporary designs for new buildings that will complement Broadway's designated National Register Historic District.

Standard 1a: New construction shall continue the pedestrian-oriented, mixed-use pattern of development characteristic of Broadway. Building massing, placement and entryways shall be functionally and aesthetically compatible with their surroundings.

Standard 1b: Development of large sites should respect the traditional lot patterns, vertical rhythms, horizontal building forms as well as maintain the tradition of articulated, transparent storefronts and storefront entryways and prominent main building entries on the ground floor facing a public street.



Standard 1c: New construction shall be differentiated from the old yet be compatible with the historic materials, scale, massing and proportions that characterize the historic district and shall otherwise comply with the Secretary of Interior Standards for new construction and additions.

2. BUILDING ORIENTATION AND FRONTAGE

Guideline 2: Site buildings to promote pedestrian activity along the public right-of-way by placing business entrances on the street. Developments should not face inward but rather should be oriented towards the street to reinforce the existing character of the Broadway Corridor.

Standard 2a: Buildings shall be built to the front property line to continue and reinforce the existing streetwall. If consistent with the existing development pattern, the main structural elements of new buildings shall maintain the existing streetwall but may have recessed storefronts and building entryways.



Source: GJ's Broadway Pics\DCS00618.jpg

Standard 2b: Corner buildings shall be built to front and side lot lines with allowances for a visibility triangle as required by Chapter 1, Section 12.21 C.7 of the Los Angles Municipal Code (LAMC). At major street

intersections, buildings may have corner entrances that emphasize the location of the building at the intersection.

Standard 2c: Surface parking lots shall not be located between the front property line and the primary building/storefront on the street side but rather to the rear of all structures.

Standard 2d: One-hundred percent of the ground floor of all new buildings shall have a minimum floor-to-ceiling height of 15 feet, as measured from sidewalk grade.

Standard 2e: All new buildings shall have a primary entrance which shall be oriented toward the street on all street-facing facades. The primary entrance shall be prominent and easy to locate. It should be distinguished from storefront entrances and highlighted through the use of articulation or other architectural treatment (such as enlarged entryways), appropriately scaled signage or lighting).

Standard 2f: Each retail space or storefront should be accessible directly from the sidewalk and/or publicly accessible walkway (paseo, arcade, etc.), rather than through common interior lobbies.

Standard 2g: Where a building extends through an entire block or is located at a corner, the entrances shall be connected with a suitably scaled public lobby.

Standard 2h: Line large expanses of unused linear street frontage with shallow storefronts or veneers.

Standard 2i: Accessory parking structures shall be located to the rear of the site, whenever feasible, and shall be visually compatible with other structures associated with the project, in terms of material, color, design and other elements.

Standard 2j: New freestanding parking structures on Broadway and any perpendicular streets shall be prohibited, unless designed with retail uses at the ground floor at a minimum depth of 20 feet. Such structures shall be designed with the same standards as any other new construction, with particular attention to fenestration.

3. SETBACKS

Guideline 3: *Encourage an inviting pedestrian environment and provide for streetwall continuity by locating new buildings at the front property line or the prevailing setback (see definitions), whichever applies. Where permitted, additional setback areas should encourage active public uses through additional street trees, outdoor seating areas, kiosks, forecourts and arcades.*

Standard 3a: Breaks in the streetwall shall be limited to those necessary to accommodate pedestrian passageways (paseos, arcades, etc.), public plazas, necessary vehicular access driveways and hotel drop-offs.

Standard 3b: Limited portions of buildings may be setback from the lot line when the setback area is used for publicly accessible patios, plazas, courtyards, outdoor dining, seating, kiosks, and/or landscaping. In such instances, structural columns and building walls above the ground floor shall be located at the front property line or prevailing setback, whichever applies. (See Open Space Section for more details.)

Standard 3c: South of Fourth Street: The portion of a tower over 150' shall be stepped back a minimum of 20' from the front property line, as well as the side property line, if also fronting a perpendicular street to acknowledge the traditional 150' building heights prevalent in the District.

Standard 3d: Tower spacing still in review

Note: Projects incorporating uses or structures in the existing public right-of-way, such as sidewalk dining or awnings, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit (R-Permit) may be necessary to grant conditional encroachment of the public right-of-way by private parties not authorized to occupy the right-of-way. This does not apply to projects that remain solely on private property or within setback areas.

4. OPEN SPACE

Guideline 4: Encourage publicly accessible, urban open spaces as part of a project site design to invite and encourage pedestrian activity. Create inviting spaces, provide shade, screen unattractive areas, and enhance architectural detailing through the thoughtful and careful placement of landscaping. Paseos and arcades should accommodate pedestrian traffic and offer opportunities for amenities such as outdoor dining, sitting areas, and landscaping.



The arcade presents the opportunity for pedestrian-oriented retail.

Source: CD pics\IMG_2182.jpg

Standard 4a: Paseos and arcades should be strategically located at regular intervals to create pleasant and inviting passageways that are safe, accessible and connect areas of pedestrian activity. Wherever a project has contiguous Broadway street frontage of 300 feet or greater, pedestrian access or an arcade shall be provided from the rear of the building to the front property line of the building.

Standard 4b: A paseo shall:

- i. Be at least 15' wide at a minimum and 20' wide on average;
- ii. Provide, or in the case of projects that do not consist of through lots, enable a continuous connection from street to street;
- iii. Have a clear line of site to the back of the paseo, gathering place, or focal element;
- iv. Be at least 50% open to the sky or covered with a transparent material;
- v. Be lined with ground floor spaces designed for retail, especially restaurants, and/or entertainment and cultural uses along at least 50% of its frontage; and
- vi. Include at least one gathering place with a fountain or other focal element.



Source: www.streeteditors.com/wp-content

Standard 4c: An arcade shall:

- i. Be at least 15' wide at a minimum and 20' wide on average;
- ii. Have a minimum of a 20 foot opening and a minimum interior height of 30 feet;
- iii. Be lined with ground floor spaces designed for retail, especially restaurants, and/or entertainment and cultural uses along at least 50% of its frontage.

Standard 4d: When breaks in the streetwall are necessary to provide publicly accessible open spaces, paseos, arcades etc., design or architectural features shall be used to define the street edge at the property line on the ground floor. Where the open space is open to the sky, some design techniques may include decorative walls, arches or gates. For those spaces that are not open to the sky, another technique is to construct the third and subsequent stories to the front and side property lines or the prevailing setback, whichever applies. In all cases, such design

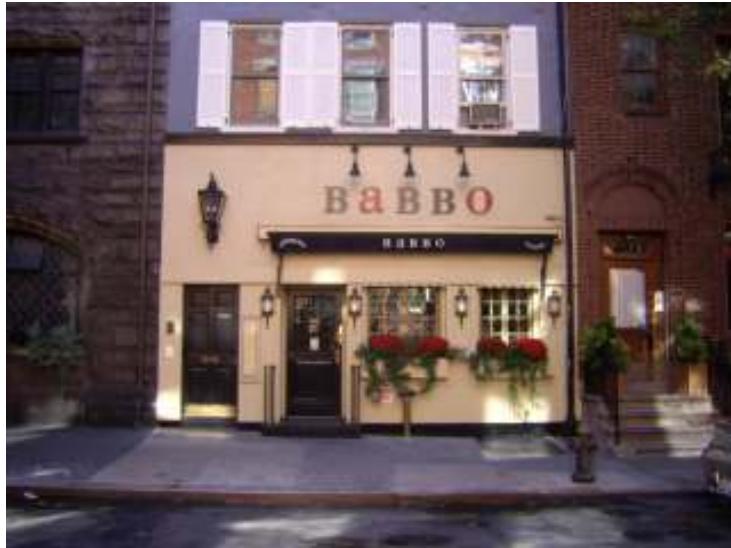
features at the ground floor shall be open, transparent and readily permit visual and physical access to the open space or passageway from the abutting public right-of-way.

Standard 4e: Rooftop decks are encouraged and should be architecturally integrated through the use of building materials, color, texture, shape, size and other architectural features. As may be required by the Fire Department and the Department of Building and Safety, rooftop decks should be enclosed by a wall or railing that complements the architectural features of the building. Any rooftop deck railings and/or rooftop enclosures shall be open or lattice design maximizing transparency and shall be subject to review.

5. CORPORATE IDENTITY ARCHITECTURE

Guideline 5: *Buildings in the District should contribute to the architectural integrity of the surrounding area. Buildings used for franchise restaurants, retail space or other formula commercial uses that traditionally have a pre-determined corporate architectural identity may not be compatible with these guidelines. In such cases, buildings shall be redesigned so as to be consistent with these Design Guidelines and Development Standards.*

Standard 5: All projects, including those related to franchise or corporate establishments shall be designed to comply fully with the Design Guidelines and Development Standards.



Source: N drive: Image Dadtabase

BUILDING ARTICULATION AND DETAILS

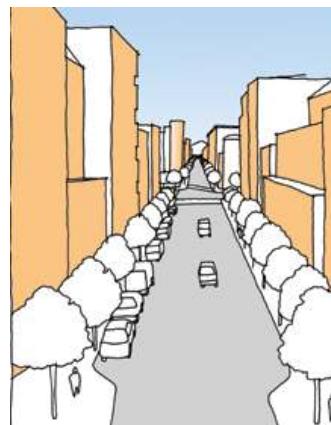
The architectural elements of new buildings and rehabilitation of existing buildings which are not contributors to the Broadway Theater and Commercial National Register Historic District should create and/or maintain continuity of the streetwall. New building facades should employ architectural devices that provide gradual or compatible transitions between existing and new buildings. Such elements include continuity of scale, massing, design, fenestration, façade treatment, building material, color, access and open space that represent a logical evolution of the existing character of the Broadway Corridor. This does not mean that new construction should mimic the architecture of the historic buildings found on the corridor or the surrounding area; rather, the new construction should be differentiated from the old yet maintain continuity through a consistency in proportion and drawing from the character of defining

elements of existing facades. Integrating architectural elements or features of historic or important buildings found in the district is highly encouraged.

6. BUILDING SCALE AND MASSING

Guideline 6: *Building height must consider light, shadows, views, and massing in relationship to surrounding buildings and existing historic buildings and features.*

Standard 6a: To ensure the continuity of the scale and massing of the historic Broadway Corridor, new buildings should maintain a minimum height of 150' feet at the front and side property lines.



The street wall is largely defined by individual building massing.

Standard 6b: South of Fourth Street, the portion of building above 150' feet (as permitted by tower standards) shall be setback a minimum of 20 feet from any abutting street.

Standard 6c: Ninety-five percent (95%) of the portion of any building (or building addition) above the ground floor and up to 150 feet above the sidewalk grade shall be built to the property line.

Standard 6d: (still doing tower study research)

Standard 6e: All buildings shall incorporate pedestrian scale detailing at the ground floor.

Standard 6f: New construction shall take into consideration the design features of prominent buildings, including the fenestration pattern and storefront openings common to the adjacent historic structures.

7. BUILDING ARTICULATION

Guideline 7: *Heighten visual interest and enhance pedestrian orientation by incorporating variation in the facades of buildings. These elements and variations may include: architectural features; changes in building materials, texture and color; generously sized, transparent display windows; arcades, canopies and awnings; cornices, and other details such as transom windows and overdoors. New developments should be governed by a formal architectural concept, like the existing historic structures, that exhibits variation in the basic principles of visual order to clarify buildings' uses and differentiate ground floor uses.*

Standard 7a: Ground floors of buildings shall have a different architectural treatment than the upper floors and feature high quality materials that add scale, texture and variety at the pedestrian level.

Standard 7b: In order to respect existing historic features, the cornice or roof line of adjacent historic structures should be reflected with a demarcation on new adjacent structures.

Standard 7c: Large unbroken surfaces shall be avoided through the use of individual storefronts, recessed storefront bays; and large, transparent display windows. Large storefronts should be divided by structural bays to maintain the highly articulated building form found on the corridor, identified by narrow storefronts and other details which present a steady

rhythm along the edge at a comfortable human scale that creates an inviting pedestrian environment.



Standard 7d: Wall openings, such as storefront windows and doors, shall comprise at least 75% of the buildings ground floor façade. Clear glass for wall openings, i.e. doors and windows, shall be used along all street-facing, ground floor facades for maximum transparency, especially in conjunction with retail uses. Dark tinted, reflective, or opaque glazing is prohibited for any required wall opening along street-facing, ground floor facades.

Standard 7e: Commercial ground-floor frontage should be distinguishable from the upper floor façades and should provide a strong building base. The ground floor commercial portion of development should relate to the scale, form and proportion of the rest of the building. Ground floor uses should be distinguished from the upper façade with inviting and transparent storefronts and sensitively scaled proportions. Commercial uses should have greater window-to-wall ratios than the upper stories of a building.

Standard 7f: When buildings occupy more than 150 feet of street frontage along any single street, their horizontal massing should be reduced by

creating the appearance of multiple structures through the use of articulation via techniques found in Guideline 6.

8. ENTRY TREATMENTS

Guideline 8: *Each building should have a prominent main building entrance that allows pedestrians access to a main lobby from Broadway and any perpendicular side street. Existing building entrances should be retained and new building entrances should be introduced, if missing to contribute to an active pedestrian environment.*

Standard 8a: Provide the primary building entrance for all buildings from the public street.

Standard 8b: Maintain the primary building entrance for all buildings along the public street so that they remain unlocked and unobstructed during normal business hours.

Standard 8c: Highlight building main entrances with canopies or awnings, lighting, color, planters or other distinguishing architectural treatments around the doorway.

Standard 8d: Locate new service areas and loading docks on secondary facades when ever feasible.

9. STOREFRONTS

Guideline 9: *Encourage window-shopping and an active pedestrian environment by providing a significant level of storefront transparency at ground floor on building facades along public streets. Storefronts should allow maximum visibility from sidewalk areas into the interior of all commercial uses. Storefront entrances should be designed so that they are a predominant architectural feature on the building façade and so that they create an inviting entrance to the building.*

Standard 9a: Storefront entrances should be enhanced through architectural treatments around the doorway, individual awnings or placements of appropriate signage above the entryway.



Standard 9b: Wall openings such as windows and doors should occupy at least 70-percent of the ground floor street façade and 25-percent of the ground floor street façade for secondary facades on corner-lot buildings.

Standard 9c: The bottom of storefront windows should be a minimum of 18-inches and a maximum of 24-inches from the sidewalk grade to accommodate a traditional bulkhead.

Standard 9d: Use non-reflective glass that allows a minimum of 90-percent light transmission on all street-fronting facades.

Standard 9e: Recess new storefront windows at least 3 inches from the front plane of the building.

Standard 9f: Individual storefronts should not be used for storage or left empty without window displays. However, window displays shall not cover or block views into the building interior.

Standard 9g: Any railings shall be transparent and shall be subject to review.

Standard 9h: Locate interior mechanical equipment away from the storefront glazing.

Standard 9i: Merchandise displayed out-of-doors should be neatly exhibited within cases constructed to fit within recesses of storefronts and within the interior of the property line. In limited instances, displays may encroach not more than three feet into the property line, with appropriate approvals from the Bureau of Engineering.

10. WINDOWS

Guideline 10: All projects should have as many windows as possible on the ground floor when facing a street or pedestrian walkway. There should be little or no blank wall area, except to separate buildings or retail/office spaces. This increases safety by allowing businesses to have 'eyes on the street' while people on the street are able to see interior building activities. Windows should incorporate passive solar and other green building standards to the extent feasible to reduce energy consumption

Standard 10a: Use clear and non-reflective glass allowing a minimum of 90 percent light transmission on the ground floor.

Standard 10b: Windows should be recessed (set back) from the exterior building wall, except where inappropriate to the building's architectural style. The required recess may not be accomplished by the use of plant-ons around the window.



Standard 10c: Windows on levels above the ground floor should be evenly and regularly spaced to create a discernible rhythm.

Standard 10d: To minimize heat gain, projects should employ high-performance glazing (i.e., dual paned window), coupled with awnings or exterior window shelves – particularly along the southeast, south, and southwest building faces.

Standard 10e: The placement of windows should balance light considerations with the need to provide adequate ventilation and allow for cross-ventilation. If single-sided ventilation is necessary, consider horizontal pivot windows, which offer the highest ventilation capacity.

11. FAÇADES, EXTERIOR SURFACE MATERIALS & COLOR

Guideline 11: *The texture of building facades should be complementary to other buildings in the surrounding area. Large expanses of the same building material detract from the aesthetics of the building. The use of varied and complementary building materials reduces the mass of a building and creates visual interest.*

Standard 11a: The exterior facade of buildings shall consist of complementary building materials, including but not limited to masonry, brick or stone, consistent with the surrounding architectural character and styles. Textured stucco is prohibited.

Standard 11b: Buildings should not have monotonous exteriors, and should employ building materials that reduce massiveness and minimize glare impacts on surrounding uses.

Standard 11c: Projects should incorporate tile, terrazzo or other paving materials in building entryways and lobbies and allow the paving to spill out onto the sidewalk, when otherwise compatible with the architectural style of the proposed project.

12. LIGHTING

Guideline 12: *Lighting should be incorporated into the design not only to accentuate architectural features, but also to provide a safe environment for pedestrian activity. All open areas, including parking lots, walkways, and trash areas, should have security lighting for safety.*

Standard 12a: New lighting fixtures should be compatible with the architectural design of the building.

Standard 12b: Storefront illumination from within is encouraged both during and after business hours to the extent possible.

Standard 12c: Provide lighting along all vehicular access ways and pedestrian walkways. Recessed lighting on the ground along vehicular access ways and pedestrian walkways is highly encouraged.

Standard 12d: All exterior lighting should be directed onto the lot, and all flood lighting should be designed or shielded to eliminate glare to adjoining properties.

Standard 12e: Down lighting that illuminates the storefronts and sidewalks for pedestrians is encouraged.

Standard 12f: Buildings should be highlighted through uplighting or accent lights placed on the façade where appropriate.

Standard 12g: Lighting architectural details with washlights or other appropriate lighting fixtures is encouraged.



Standard 12h: Intense lighting which is used solely for advertising purposes is strongly discouraged.

Standard 12i: Lighting that uses flashing, strobe, motion or multi-color elements is strongly discouraged. Lighting that promotes District identity is encouraged; lighting should offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.

Standard 12j: Relighting of basements and illumination and/or rehabilitation of glass block in sidewalks is encouraged.

Standard 12k: Awnings may not be backlit.

13. AWNINGS AND CANOPIES

Guideline 13: Where appropriate, use awnings or canopies to define the public realm of the sidewalk, provide shelter and shade, and enhance the building façade by adding variation, color, and horizontal rhythm. Awnings and canopies reinforce a pedestrian scale and add a comfortable sense of enclosure to outdoor seating and other active public uses.

Standard 13a: Size and placement of awnings and canopies should enhance the building's overall frame, detailing, and rhythm. Placement should correspond to the location of a storefront or entrance.

Standard 13b: For awnings located above windows, awning shapes shall be consistent with window frames.

Standard 13c: Awnings and canopies shall be constructed of high quality, durable, fade-resistant, and fire-retardant materials. There are several types of awnings and canopies ranging from canvas to structural space frames.

Standard 13d: Plastic, vinyl and other similar materials should not be used on storefront awnings. Shiny, high-gloss materials are not permitted.

Standard 13e: Avoid single awnings or canopies for buildings. Storefronts should provide one awning or canopy for each structural bay if such bays exist.

Standard 13f: Awnings or canopies should not conceal architectural features and should be designed so as to be architecturally compatible with the structure on which they are to be attached.



Standard 13g: No items are permitted to hang from the awning.

Standard 13h: The valance on an awning may not be more than **16** inches tall.

Standard 13i: Standard awnings at street level may project up to **7** feet from the property line. At no point shall the underside of the awning structure be less than **8** feet from the ground.

Standard 13j: Awnings above street level may project up to 3 feet beyond the property line.

Standard 13k: Awnings may not be backlit.

Standard 13l: No trellis structures are permitted to be affixed above entryways and storefronts.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

APPURTEANCES

14. SECURITY GRILLS

Guideline 14: Buildings should be designed with security features that effectively detour criminal activity while maintaining a positive image about the community. When used, security grilles should be screened from view during business hours and should be integrated into the design of the building.

Standard 14a: Permanently affixed exterior security grilles or bars are prohibited.

Standard 14b: Security grilles should be retractable and should recess completely into pockets that completely conceal the grill when it is retracted. Such pockets should be integrated into the design of the building.

Standard 14c: Roll-down security grilles that conceal storefront windows are prohibited.

Standard 14d: Existing security grilles and bars, whether retractable or permanently affixed should be painted black or another color that diminishes the appearance of such devices as viewed against the window.

15. UTILITIES, MECHANICAL EQUIPMENT, TRASH CONTAINERS & LOADING

Guideline 15: Utilities, storage areas, loading docks, mechanical equipment and other service areas should be screened from the adjacent public right of way. Equipment can be screened from public view through

the use of building parapets, landscaping walls and other similar architectural treatments. Plywood and wood lattice screens should be avoided.

Standard 15a: Locate all service areas and loading docks at the rear of structures or at the location that is most out of view to the general public.

Standard 15b: Screen all exterior rooftop and ground level mechanical equipment, including HVAC equipment, exhaust fans and satellite dishes from public view.

Standard 15c: No mechanical equipment shall be permitted in window or door openings facing public streets.

Standard 15d: Service areas, such as those used for automobile repair facilities, should be enclosed within a building.

Standard 15e: Screen or locate solar panels away from the public right-of-way to the extent possible.

Standard 15f: Locate enclosed trash containers at the rear where they are not visible to the public.

Standard 15g: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of the building and screened with landscaping, so as not to be viewed from the public right-of way.

Standard 15h: Enclose all trash collection areas with a minimum six-foot high decorative wall or fence.

Standard 15i: Provide a separate enclosure for trash and recyclable materials.

Standard 15j: Enclose all trash collection areas with a minimum six-foot high decorative wall or fence.

Standard 15k: Provide a separate enclosure for trash and recyclable materials.

16. SIDEWALK DINING ENCLOSURES

Guideline 16: *Support an open and safe physical environment by designing enclosures for outdoor eating areas that do not detract from the quality of the pedestrian experience along the sidewalk.*

Standard 16a: Enclosures must utilize open framework. The materials and design should be decorative and coordinate with the structures on the site.

Standard 16b: No enclosures abutting a public street shall be taller than 42 inches.

Standard 16c: Swinging gates, cantilevered objects or any other obstructions that create an unsafe environment for the blind or physically disabled are prohibited, unless deemed safe by the Bureau of Engineering.

Standard 16d: Furnishings are limited to moveable chairs, tables and umbrellas. Plant material may be placed in moveable planting boxes or planted in the ground inside of the dining area adjacent to the barrier.

Standard 16e: Moderately sized lighting fixtures may be permanently affixed to the front of the main building to light outdoor sidewalk dining areas.

Standard 16f: When installing sidewalk dining enclosures, the pedestrian path of travel on the sidewalk shall not be less than seven (7) feet in width and shall not include any border hardware such as parking meters, street lights, signs, news racks, posts, or any other obstruction.

Standard 16h: Sidewalk dining facilities shall be free standing, unattached to the sidewalk and shall be removed from the sidewalk when the dining facility is not open for business.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works, Bureau of Engineering. A Revocable Permit may be necessary.

17. WIRELESS TELECOMMUNICATION FACILITIES

Guideline 17: Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.

Standard 17a: Where possible, wireless telecommunication facilities should be incorporated into existing buildings and other structures and should appear unobtrusive.

Standard 17b: Roof-top wireless facilities should be located so as to be least disruptive to the primary visible façade of the building and should be screened by materials that are simple and do not compete with or attempt to replicate the architectural features of the existing building.

PARKING & VEHICULAR ACCESS

1. PARKING AND PARKING STRUCTURE DESIGN

Guideline 1: Parking lots and structures should fit within the urban fabric; massing, scale and façade articulation should respond to the surroundings and provide a degree of three-dimensional interest. The overall design should promote safety for pedestrians by minimizing conflict with vehicles. Parking should encourage a balance between a pedestrian-oriented Broadway and necessary car storage. Protect nearby residents from potential adverse impacts – noise, visual, or otherwise – of parking and parking structures (also see Landscaping section).



Standard 1a: To the extent possible, parking for all new buildings should be located underground or to the rear of the lot.

Standard 1b: Rehabilitation of existing buildings should not result in new surface parking areas. Existing parking for all buildings that is already located underground or to the rear should be retained.

Standard 1c: Existing surface parking lots adjacent to the front property line should be screened by a durable barrier, such as a solid wall, fence, or hedge or landscaping not to exceed 42" in height.

Standard 1d: Locate parking away from the streetwall and minimize direct driveway access from Broadway to improve streetwall continuity and encourage a safe and inviting pedestrian. Side streets and alleys shall provide the primary point of vehicular access for service and parking facilities for retail, commercial and residential uses, in consultation with LADOT.

Standard 1e: Surface parking lots shall not be located between the front property line and building(s) on the site but should be located to the rear of all structures.

Standard 1f: Surface parking is generally discouraged. Any surface parking areas should include a dedicated pedestrian walkway that extends the length of the parking area and leads to the primary structure it serves or

nearest public sidewalk. Pedestrian walkways through surface parking lots should be accompanied by decorative landscaping.

Standard 1g: When there is on-site parking and vehicular access cannot be taken from a side street or alleyway, one driveway shall be permitted per every 200 feet of building frontage. Not more than two driveways shall be permitted per building, and at least 30 feet in distance should span between them.

Standard 1h: Driveway widths should be as narrow as possible (12' for one-way driveways and 24' for two-way driveways). Driveways shall lead to underground parking or parking stalls located to the rear of the building. Variations shall be permitted only if the Department of Transportation determines that no other alternative exists that is consistent with these standards.

Standard 1i: Freestanding parking structures on Broadway and any perpendicular streets shall be prohibited. Parking structures shall be designed with retail uses at the ground floor at a minimum depth of 20 feet. The upper stories of such structures shall be designed to the same standards as any other new construction, with particular attention to fenestration.

Standard 1j: Parking structures shall not overtly appear to be used for parking. Parking structures shall be designed with architectural detailing. Above-grade parking levels shall be visually integrated into the design of the building façade.

Standard 1k: Automobiles on parking levels above the ground floor shall be screened from public view as seen from a public street or alley.

Source: www.surfsantamonica.com/ssm_site/image



Standard 1l: Parking structures should also receive landscape treatment to eliminate unattractive views.

Standard 1m: Any parking garage fences, gates or doors securing any driveway entry shall be consistent with the streetwall.

Standard 1n: Where parking is provided within a building or to the rear of the building, pedestrian access or an arcade shall be provided from the parking or the rear of the building to the front property line of the building. Pedestrian walkways should be separated from driveways and service access ways.

Standard 1o: Parking structures that abut or are adjacent to any residential use shall:

- i. Contain solid decorative walls and/or baffles to block light and deflect noise along those sides closest to residential use;

- ii. Contain solid spandrel panels at a minimum of 3 feet 6 inches in height, installed at the ramps of the structure, to minimize headlight glare;
- iii. Construct garage floors and ramps using textured surfaces to minimize tire squeal; and
- iv. Not contain exhaust vents along sides closest to residential uses.

Standard 1p: The portion of the ground floor in new development not used as habitable floor space should be designed to accommodate commercial loading and staging (i.e. the ability to accommodate semi-trucks and the provision of electrical outlets and high-speed internet access).

2. VEHICULAR ACCESS

Guideline 2: *Minimize conflicts between pedestrians on the sidewalk and automotive traffic by providing vehicular access to parking areas along side streets or alleys wherever possible.*

Standard 2a: Locate curb cuts and driveways at alleys or side streets to the greatest extent possible.

Standard 2b: Limit curb cuts to one per 200 feet of street frontage to the greatest extent possible.

Standard 2c: Commercial uses in mixed-use developments should orient access ways (entries, service and parking) to minimize impacts on residential uses.

SIGNS

The purpose of signage is to provide identification for businesses and to assist pedestrians and vehicular traffic in locating their destination without dominating the visual appearance of the area. The overall size, materials and graphic composition should be integrated with the building and landscape design and should complement the façade or architectural element on which it is placed. Because one of the goals of the Broadway Community Design Overlay is to create a more pedestrian friendly environment, the signs should be sized and oriented to persons on foot.

It is desirable to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-scale signage (i.e., at a height and of a size that is visible to pedestrians) can help to identify the structure and use and facilitate access to the entrance.

All projects are required to comply with the City of Los Angeles sign regulations found in Chapter 14.4 of the Zoning Code. The Design Guidelines and Development Standards found herein add to the City's existing sign provisions. Compliance with the following Design Guidelines and Development Standards does not necessarily imply compliance with the Sign Ordinance; for instance the use of individually cut externally illuminated channel letters would comply with the Design Guidelines and Development Standards, though such a sign would still be subject to the square footage requirements found within the Zoning Code. To simplify the review process, applicants should first review proposed signs for compliance with the Zoning Code and should then review proposed signs for compliance with the Design Guide, and as may be permitted by a future Broadway Sign Supplemental Use District.

1. SIGNAGE SIMPLICITY AND QUALITY

Guideline 1: *Signage should be simple, expressive and of high quality with regard to construction, typography and artistic images. Ensure that signage design is suitable in terms of location, layout, and style. Minimize sign clutter.*

Standard 1a: Signs shall be located at the entrance to the business.

Standard 1b: Signs shall not dominate or obscure the character defining features of building facades.

Standard 1c: Individual businesses and institutions should have no more than one wall sign per elevation unless a special circumstance exists whereby a single wall sign would not be universally visible from the public right of way.



Standard 1b: Wall sign size shall not exceed 1.5 square feet per one (1) foot of building façade length. Signs facing alleys or parking areas shall not exceed five (5) square feet.

Standard 1c: Individual signs should utilize a consistent and thoughtful color scheme and complement buildings. Multiple tenants shall implement a uniform sign plan. Generally business signs should not utilize more than three colors.

Standard 1d: Each business that is located above the first floor may have a pedestrian sign on the ground level if there is a direct exterior pedestrian access to the second floor business space. Where multiple businesses exist, there shall be no more than one (1) projecting sign per every 25 lineal feet of street frontage.

Source: Central City NCPP/Photos: CIMG8441.jpg

Standard 1e: All entertainment and cultural uses, including restaurants, are permitted a sign on the ground floor.

Standard 1f: Any wall signs located more than 100 feet above grade shall be used as identification signs only. These signs shall be contained in a length that is not more than 30% of the width of the building face. The sign shall be placed no less than ten (10) feet below the top of the building elevation on which the sign is to be placed. The height of the letters shall not exceed six (6) feet.

Standard 1g: Wall signs should not project more than 10 inches from a wall.

Standard 1h: Each business or tenant shall be permitted one pedestrian sign, limited to a maximum of six (6) square feet in size.



Standard 1i: Awnings and canopies should be limited to one sign. Signs on awnings and canopies should be permitted only on the valance. The valance should be a maximum of **12** inches with lettering and logos being a maximum of **10** inches high.

Standard 1j: Signage on awnings counts towards the total allowable number of signs per elevation.

Standard 1k: Signs that are not part of the original awning should not be affixed to the awning or hung from its edges.

Standard 1l: When hand-painted signs are used, hand-painted lettering should be administered by a professional sign painter and should be comprised of typography and images that are uniform in point size, kerning and overall appearance and are produced from an identifiable font.

Lettering and iconography produced by spray-on paint or air brushes is prohibited.

Standard 1m: The height and width of signs, letters and logos shall be properly proportioned to the building and fit well within the appropriate area for signage. Signs should not be placed above the 1st story level except for high rise structures.

Standard 1n: The exposed backs and sides of all signs visible from a public right-of-way should be suitably finished and maintained.

Standard 1o: The use of fluorescent colors in signs is prohibited.

Standard 1p: All signs shall be maintained in good repair.

Note: Within 90 days of closing a business, any related signs shall be removed and replaced with blank panels or painted out, pursuant to Section 14.4.4 of the Los Angeles Municipal Code.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

2. PROHIBITED SIGNS

Guideline 2: Signs that contribute to the appearance of clutter along a street frontage or on a building; that draw unnecessary attention to a single use at the expense of the district as a whole, or that communicate a lack of permanence to the District should not be used.

Standard 2a: Off-site signage, including, billboards and signs advertising off-site activities, is prohibited.

Standard 2b: Pole signs are prohibited. This includes the structural modification of existing signs that increase the height, massing or fascia of

existing signs or the addition of poles to existing pole signs. The re-use of pole signs is strongly discouraged and project applicants are encouraged to consider pedestrian oriented signage options such as projecting signs.

Standard 2c: Temporary banners, streamers, flags not affixed to a flagpole, inflated devices, bubble-machines, rotating devices, strobe lights, and other attention-getting devices are prohibited.

Standard 2d: Supergraphics, animation, modernization of signs, and electronic message display signs, except for time and temperature signs and signs displaying parking information, are prohibited.

Standard 2e: Canister signs are prohibited.

Standard 2f: Monument signs are prohibited.

Standard 2g: Internally illuminated canister signs, except for channel letters or logos, and illuminated architectural canopy signs are prohibited.

Note: Temporary signs shall be permitted pursuant to Section 14.4.16 of the Los Angeles Municipal Code.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

3. LEGAL NON-CONFORMING AND OTHER RESTRICTED SIGNS

Guideline 3: Historic signs found in the district, such as theater marquees, blade, rooftop and painted wall signs, add to the historic character and unique quality and visual interest of the district. They should be preserved, rehabilitated and maintained in good working order.

Standard 3a: Retention, rehabilitation, restoration, and ongoing maintenance of legal non-conforming historic signage and/or signage that

has been identified as architecturally significant as documented by a historic survey or as determined by staff review (i.e., theater marquees, neon signs, ghost wall signs, etc.) is encouraged.



Photos taken by Linda McCann and Ruth Wallach

Standard 3b: Neon signs, or other appropriate energy-efficient alternatives that produce a similar effect as neon, as determined by staff, are encouraged so long as they otherwise conform to the Design Guide guidelines.

Standard 3c: Historic legal non-conforming sign structures, such as frames, should be rehabilitated and restored in keeping with their original intent.

Standard 3d: One portable menu board sign may be permitted in the public right-of-way for eating establishments, bakeries, florists and similar businesses whose primary sales consist of perishable goods, provided that all of the following conditions are met:

1. The sign is removed at the end of each business day.
2. The sign's dimensions do not exceed two feet by three feet.
3. The sign does not interfere with pedestrian movement or wheelchair access.
4. The sign has a weighted base capable of keeping the sign upright in moderate wind.
5. The sign is not illuminated.
6. The sign's permits have been secured from the appropriate City of Los Angeles departments.



Source: www.k41.pbase.com

Standard 3e: Sandwich board signs are permitted in the public right-of-way only after 6 p.m. Sandwich board signs should be neat in appearance and should not interfere with pedestrian movement or wheelchair access.

Standard 3f: Window signs shall not exceed 10 percent of the total window area. In no case shall the window sign exceed four (4) square feet. Signs should not obscure windows or window trim and molding. If a sign cannot be located above a transom window, consider locating it behind the window so the window's details are still visible from the street.



Source: www.freouk.net

Broadway Design Guide

Section 3 Design Guidelines and Standards

Standard 3g: Information signs shall be permitted two (2) per building, and shall not exceed four (4) square feet cumulative.

Standard 3h: Building Identification signs shall be permitted one per building, and shall not exceed four (4) square feet for one-story buildings. For each story above the first, the size of the sign(s) may increase an additional two (2) square feet. An additional Building Identification sign shall be permitted for buildings located on a corner lot. Signs located on the side street facade shall not exceed four (4) square feet.

Standard 3g: Mural signs should be allowed when they are created with a high level of artistic quality and do not diminish the architectural integrity of a historic building

Standard 3h: Mural signs may cover up to 30% of a building façade; however such area shall include the permitted wall sign area. Any written message shall not exceed three percent of the total area of the Mural sign. Mural signs shall not include any off- site advertising.

Standard 4b: Mural signs should not cover, or obscure unique character defining features of historic buildings.



Source: Broadway CD – IMG_2148.jpg

Note: Mural signs must be approved pursuant to Section 14.4.20 of the Los Angeles Municipal Code, and as may be revised in the future.

Note: Temporary signs shall be permitted pursuant to Section 14.4.16 of the Los Angeles Municipal Code.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

4. SIGN ILLUMINATION

Guideline 5: *Signage illumination should be used sparingly and at a pedestrian scale. Overly bright illumination, digital signage and internally*

lit signage that is intended to capture the attention of motorists generally does not invite pedestrian use or prolonged visits to the district outside of immediate car trips. External illumination for signage is encouraged in lieu of internally lit signage.

Standard 5a: Reverse channel letters or externally lit individually cut letters are encouraged in lieu of internally lit channel letters.

Standard 5b: Any time and temperature signs and any signs containing parking information that is not placed on a building roof, shall be permitted, provided it has no blinking lights, includes no advertising, sign content consists exclusively of time and temperature information and/or parking information and the face of the sign is no larger than 16 square feet in area.

LANDSCAPING

Through the use of a variety of vegetation such as trees, shrubs, perennials and annuals, as well as other materials such as rocks, water, sculpture or paving materials, landscaping unifies streetscape and provides a positive visual experience. Landscaping also can emphasize sidewalk activity by providing shade, defining spaces, accentuating architecture, creating inviting spaces and screening unattractive areas.

1. SITE LANDSCAPING

Guideline 1: *Landscape the areas surrounding a building including site entrances, walkways and parking lots with small trees, planter boxes and tubs of flowers.*

Standard 1a: Landscaping should not obstruct the pedestrian right-of-way or create inappropriate visual or physical barriers for vehicles and pedestrians.

Standard 1b: Landscape plans should include a maintenance plan and be designed by a certified landscape architect.

Standard 1c: Blank walls or other unattractive areas of a site or building shall be screened with landscaping.



Standard 1d: Landscaping should be designed in such a way that is sensitive to the character defining features of the building so as not to obscure or detract from them.



Standard 1e: When appropriate, drought-tolerant, California native plants are encouraged. An automatic irrigation system should be installed within landscaped areas of more than ten (10) square feet. A drip irrigation system is recommended.

Standard 1f: Use of less obtrusive landscaping and containers such as window boxes, hanging baskets, small urns, vessels or pots with plant material at entrances, as window and architectural accents, or to screen unattractive areas are encouraged. Plant materials shall be well maintained.

2. LANDSCAPING FOR SURFACE PARKING LOTS AND PARKING STRUCTURES

Guideline 2: *Buffer existing parking adjacent to a public right-of-way with a landscaped barrier.*

Standard 2a: A minimum of 7% of the total area of surface parking should be landscaped with one tree (minimum canopy of 20 feet in diameter at maturity) for every four (4) parking spaces evenly dispersed throughout the lot.

Standard 2b: Where parking structures are not wrapped with retail uses at the ground floor, they shall be visually screened from frontage streets and adjoining uses by a landscape buffer consisting of trees, planters and vegetation around their perimeters.



Standard 2c: A two-foot landscaped buffer shall be located between parking areas and the property line wherever a surface parking lot abuts the public right-of-way. The landscaped buffer area should be planted with low dense hedge or shrub not to exceed 42".

Standard 2d: The landscaping should provide a buffer between the parking and other uses, soften glare from vehicles, and filter noise.

SUSTAINABILITY

1. SUSTAINABILITY STANDARDS

Guideline 1: Rehabilitation of existing structures as well as new building construction present opportunities to integrate sustainable design concepts that reduce resource consumption and encourage natural systems for cooling, lighting and shading. New construction projects are highly encouraged to meet the Leadership in Energy and Environmental Design (LEED) Green Building Rating System certification requirements and otherwise comply with the City's Green Building Ordinance, while rehabilitation projects are also encouraged to incorporate as many LEED building standards as possible into their design.

Standard 1a: Incorporation of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System certification requirements in new construction is strongly encouraged; developments must comply with the City's Green Building Ordinance.

Standard 1b: Adaptive reuse of historic buildings is strongly encouraged as a means to achieve sustainability. Adaptive reuse reduces the amount of demolition and construction waste deposited in landfills and, lessens unnecessary demand for energy and consumption of natural resources required to build new buildings. Reinvestment into the historic core is highly encouraged because it maximizes the energy embedded in buildings and infrastructure (i.e. roads, sewer lines, etc.).

Standard 1d: Restoration and rehabilitation of historic buildings is highly encouraged due to their energy efficiency. Their site sensitivity, quality of construction, and use of passive heating and cooling is much more energy efficient. Sustainability principles can be incorporated in historic buildings without compromising historic character is highly encouraged.

Standard 1c: Mixed use development in the transit-oriented Historic Core is also strongly encouraged as means to achieve sustainability. Mixed use projects reduce automobile dependence by facilitating more walking trips to basic shopping and services.

Standard 1e: Use of recycled and locally sourced materials is encouraged for restoration, rehabilitation, maintenance and new construction.

Standard 1f: Increased efficiency in construction methods, water, wastewater and storm water systems is encouraged. Compatible alternatives, such as storm windows, or double-paned windows are encouraged as a way to attenuate noise and improve energy efficiency when possible.



Source: Walk from 1st to 7th on 05-01-09\Brandbury Building (broadway and 3rd).jpg

APPENDIX A. HISTORIC STRUCTURES ON BROADWAY

Address	Description of Historical Resource	OHP Code*	Significance/Source of Information
Other Potentially Significant Structures			

* California Office of Historic Preservation historical resource status codes. A "5" indicates ineligibility for the National Register but still of local interest.

APPENDIX B. HISTORIC REHABILITATION AND RESTORATION RESOURCES

APPENDIX C. EXAMPLES OF CHARACTER DEFINING FEATURES AND BUILDING IMPROVEMENTS AND ALTERATIONS

APPENDIX D. EXAMPLES OF SIGN LOCATION, PROPORTION & MOUNTING AND SIGN DICTIONARY