



COMMERCIAL CITYWIDE DESIGN GUIDELINES

Pedestrian-Oriented/Commercial and
Mixed Use Projects

Checklist for Project Submittal

Submit a completed copy of this checklist with the Master Land Use Application if the project meets all of the following criteria:

A discretionary Planning Department application that:

- 1) Requires a building permit, and
- 2) The building or structure is visible from the public right-of-way, and
- 3) The project involves the construction of, addition to or exterior alteration of any building or structure.;

Single-family homes are exempt. Small lot subdivisions will be exempt when the Small Lot Design Guidelines are issued.

Refer to the Commercial Citywide Design Guidelines when filling out this checklist. The Commercial Citywide Design Guidelines are available on www.cityplanning.lacity.org or at www.UrbanDesignLA.com . It is important to remember they are performance goals, not zoning regulations or development standards and therefore do not supersede regulations in the municipal code.

Complete this checklist with respect to the proposed project. **For any "No" or "N/A" marks, applicant must supply a written justification at the end of the checklist or as an attachment. Applications that do not meet specific guidelines applicable to the project should provide rationale for the design and explain how the project will meet the overall intent of the objective.**

If an adopted and required community-specific guideline such as the Community Plan Urban Design chapter, specific plan, or Downtown Design Guideline varies from the Citywide Design Guidelines, then the community-specific guideline shall prevail.

See the Notes section at the end of the checklist for applicability and compliance.

Case Number:	CPC 2016-3176
	VTT 74371

OBJECTIVE 1: Consider Neighborhood Context and Linkages in Building and Site Design

Indicate which (if any) of the following methodologies you applied in your project.

1.1 Site Planning:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Create a strong street wall by locating building frontages at the required setback or, where no setback requirement exists, at the front property line. Where additional setback is necessary or a prevailing setback exists, activate the area with a courtyard or "outdoor room" adjacent to the street by incorporating pedestrian amenities such as plazas with seating or water features, for example.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide direct paths of travel for pedestrian destinations within large developments. Especially near transit lines, create primary entrances for pedestrians that are safe, easily accessible, and a short distance from transit stops.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Maintain existing alleys for access. Avoid vacating alleys or streets to address project-specific design challenges.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In dense neighborhoods, incorporate passageways or paseos into mid-block developments, particularly on through blocks, that facilitate pedestrian and bicycle access to commercial amenities from adjacent residential areas. Maintain easy access to commercial areas from adjacent residential neighborhoods to avoid unnecessary or circuitous travel.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Activate mid-block passageways, pedestrian walkways, or paseos using water features, pedestrian-level lighting, murals or artwork, benches, landscaping, or special paving so that they are safe and visually interesting spaces.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Place buildings around a central common open space to promote safety and the use of shared outdoor areas. In mid- and high-rise buildings, podiums between buildings and rooftop areas can be used as common areas.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Place public use areas such as restaurant seating, reception and waiting areas, lobbies, and retail, along street-facing walls where they are visible to passersby.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Place drive-thru elements away from primary site corners and adjacent primary streets.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	At gas stations, car washes, and drive-thru establishments, ensure that separate structures on the site have consistent architectural detail and design elements to provide a cohesive project site.	<input type="checkbox"/>

- Install bicycle racks and lockers, especially in multi-tenant commercial or mixed-use buildings located on Major or Secondary highways where bike routes are existing or planned. Ensure bicycle racks are placed in a safe, convenient, and well-lit location to encourage alternative modes of transport for employees and consumers with small purchases.

1.2 Building Orientation

- | YES | NO | N/A | | STAFF
REVIEW |
|----------------------------------|-----------------------|-----------------------|--|--------------------------|
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Orient the long side of large-format retail establishments parallel to the public street to physically define the street edge. Large format retail with multiple tenants should provide distinct entrances and storefronts to improve site design flexibility for future retail uses at the same location. | <input type="checkbox"/> |

1.3 Entrances

- | YES | NO | N/A | | STAFF
REVIEW |
|----------------------------------|-----------------------|-----------------------|--|--------------------------|
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Provide a logical sequence of entry and arrival as part of the site's design. Special entry treatments such as stamped or colored concrete and special planting and signage can be used to enhance entries and guide pedestrians. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Entries should be designed according to simple and harmonious proportions in relationship to the overall size and scale of the building. Ensure that pedestrian entries provide shelter year-round. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ensure that the main entrance and entry approach can accommodate persons of all mobility levels. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Promote pedestrian activity by placing entrances at grade level and unobstructed from view from the public right-of-way. Avoid sunken entryways below street level. Where stairs are located near the main entrance, highly visible and attractive stairs should be placed in a common area such as an atrium or lobby and integrated with the predominant architectural design elements of the main building. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ground floor retail establishments in mixed-use projects should maintain at least one street-facing entrance with doors unlocked during regular business hours to maintain an active street presence. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Ensure that commercial ground floor uses provide clear and unobstructed windows, free of reflective coatings and exterior mounted gates and security grills. Ensure that landscaping does not create a barrier between pedestrians and the building frontage, nor views into buildings at the ground floor. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Install electronic security to avoid the need for unsightly security grills and bars. If such security measures are necessary, ensure that security grills and bars recess completely into pockets at the side or top of storefronts so as to conceal the grills when they are retracted. | <input type="checkbox"/> |

1.4 Relationship to Adjacent Buildings

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ensure that new buildings are compatible in scale, massing, style, and/or architectural materials with existing structures in the surrounding neighborhood.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In older neighborhoods, new developments should likewise respect the character of existing buildings with regards to height, scale, style, and architectural materials.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Soften transitions between commercial districts and immediately surrounding residential neighborhoods with respect to building height, massing, and negative impacts of light and noise. Plant trees, shrubs, or vines to grow between property lines.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Where commercial or multi-family projects are adjacent to single-family zones, provide a sensitive transition by maintaining a height compatible with adjacent residential buildings. Mitigate negative shade/shadow and privacy impacts by stepping back upper floors and avoiding direct views into neighboring single-family yards.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In pedestrian-oriented commercial areas with predominantly smaller storefronts (especially when a project is built over two or more lots), apply vertical breaks and pedestrian-scaled storefront bays to prevent monolithic "box-like" buildings and maintain a storefront rhythm consistent with surrounding buildings.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Break up the floor space in large retail developments to add variety, interest, and built-in flexibility to accommodate future uses of differing scales.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In older neighborhoods, new developments should likewise respect the character of existing buildings with regards to height, scale, style, and architectural materials.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Soften transitions between commercial districts and immediately surrounding residential neighborhoods with respect to building height, massing, and negative impacts of light and noise. Plant trees, shrubs, or vines to grow between property lines.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Where commercial or multi-family projects are adjacent to single-family zones, provide a sensitive transition by maintaining a height compatible with adjacent residential buildings. Mitigate negative shade/shadow and privacy impacts by stepping back upper floors and avoiding direct views into neighboring single-family yards.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In pedestrian-oriented commercial areas with predominantly smaller storefronts (especially when a project is built over two or more lots), apply vertical breaks and pedestrian-scaled storefront bays to prevent monolithic "box-like" buildings and maintain a storefront rhythm consistent with surrounding buildings.	<input type="checkbox"/>

**Does the project meet the overall intent of Objective 1:
Consider Neighborhood Context and Linkages in Building and Site Design?**

YES NO

STAFF INITIALS

(See page 15 for explanation)

OBJECTIVE 2: Employ High Quality Architecture to Define the Character of Commercial Districts

Indicate which (if any) of the following methodologies you applied in your project.

2.1 Pedestrian Scale:

YES NO N/A

STAFF
REVIEW

Maintain a human scale rather than a monolithic or monumental scale. High-rise buildings in particular should take care to address pedestrian scale at the ground floor.

At entrances and windows, include overhead architectural features such as awnings, canopies, trellises, or cornice treatments that provide shade and reduce daytime heat gain, especially on south-facing facades.

Differentiate the ground floor from upper floors. Changes in massing and architectural relief add visual interest and help to diminish the perceived height of buildings.

2.2 Building Façade and Form:

YES NO N/A

STAFF
REVIEW

Vary and articulate the building façade to add scale and avoid large monotonous walls.

Architectural elements such as entries, porticoes, cornices, and awnings should be compatible in scale with the building massing and should not be exaggerated or made to appear as a caricature of an historic architectural style.

Layer building architectural features to emphasize certain features of the building such as entries, corners, and the organization of retail or office spaces.

- Incorporate and alternate different textures, colors, materials, and distinctive architectural treatments that add visual interest while avoiding dull and repetitive façades.
- Incorporate windows and doors with well-designed trims and details as character-defining features to reflect an architectural style or theme consistent with other façade elements.
- Treat all façades of the building with an equal level of detail, articulation, and architectural rigor.
- Integrate varied roof lines through the use of sloping roofs, modulated building heights, stepbacks, or innovative architectural solutions.
- Reinforce existing facade rhythm along the street where it exists by using architectural elements such as trim, material changes, paved walkways, and other design treatments consistent with surrounding buildings.
- In mixed-use projects, orient windows in street-facing units toward public streets, rather than inward, to contribute to neighborhood safety and provide design interest.
- In mixed-use buildings, ensure that balconies are sized and located to maximize their intended use for open space. Avoid "tacked on" balconies with limited purpose or function.

2.3 Building Materials

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Approach character-defining details in a manner that is true to a style of architecture or common theme.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apply trim, metal- and woodwork, lighting, and other details in a harmonious manner, consistent with the proportions and scale of the building(s).	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Select building materials, such as architectural details and finishes that convey a sense of permanence. Quality materials should be used to withstand the test of time regardless of architectural style.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apply changes in material purposefully and in a manner corresponding to variations in building mass.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Use white or reflective paint on rooftops and light paving materials to reflect heat away from buildings and reduce the need for mechanical cooling.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Use exterior surface materials that will reduce the incidence and appearance of graffiti.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fences should incorporate changes in materials, texture, and/or landscaping to avoid solid, uninterrupted walls. Avoid materials such as chain link, wrought iron spears, and cyclone.	<input type="checkbox"/>

- Utilize landscaping to add texture and visual interest at the street level. Where limited space is available between the building and the public right-of-way, incorporate climbing vegetation as a screening method.

2.4 Storefront Character

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In multi-tenant buildings, ensure that storefronts convey an individual expression of each tenant’s identity while adhering to a common architectural theme and rhythm.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Design storefronts with a focus on window design to create a visual connection between the interior and exterior.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Incorporate traditional storefront elements in new and contemporary commercial buildings by including a solid base for storefront windows. Use high quality durable materials such as smooth stucco or concrete, ceramic tile, or stone for the window base.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide shelter from the sun and rain for pedestrians along the public right-of-way where the buildings meet the street. Extend overhead cover across driveways or provide architecturally integrated awnings, arcades, and canopies.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Align awnings with others on the block, particularly the bottom edge of the awning. Coordinate the awning color with the color scheme of the entire building front.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ensure that store entrances are recessed, not flush, with the edge of the building façade to articulate the storefront and provide shelter for persons entering and exiting.	<input type="checkbox"/>

**Does the project meet the overall intent of Objective 2:
Employ High Quality Architecture to Define the Character of Commercial Districts?**

YES NO STAFF INITIALS

 (See page 15 for explanation) _____

OBJECTIVE 3: Augment the Streetscape Environment with Pedestrian Amenities

Indicate which (if any) of the following methodologies you applied in your project.

3.1 Sidewalks:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Where a sidewalk does not currently exist, establish a new predominantly straight sidewalk along the length of the public street frontage. Create continuous and predominantly straight sidewalks and linear open space. Reconstruct abandoned driveways as sidewalks.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	On Major and Secondary Highways, provide a comfortable sidewalk and parkway; at least 10 feet in width to accommodate pedestrian flow and activity, but wider if possible. Sidewalks and parkway widths on Local and Collector streets may be narrower, but generally not less than nine feet wide.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Plant parkways separating the curb from the sidewalk with ground cover, low-growing vegetation or permeable materials that accommodate both pedestrian movement and car doors. Brick work, pavers, gravel, and wood chips are examples of suitable permeable materials.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Create a buffer zone between pedestrians, moving vehicles, and other transit modes by the use of landscaping and street furniture. Examples include street trees, benches, newspaper racks, pedestrian information kiosks, bicycle racks, bus shelters, and pedestrian lighting.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Plant street trees at the minimum spacing permitted by the Division of Urban Forestry, typically one tree for every 20 feet of street frontage, to create a consistent rhythm.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Broadleaf evergreen and deciduous trees should be used to maintain a continuous tree canopy. Shade producing street trees may be interspersed with an occasional non-shade tree.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In high pedestrian use areas, install tree guards to protect tree trunks from damage.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ensure that new developments adjacent to transit stops invest in pedestrian amenities such as trash receptacles and sheltered benches or seating areas for pedestrians that do not intrude into the accessible route.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide path lighting on sidewalks to encourage and extend safe pedestrian activities into the evening.	<input type="checkbox"/>

3.2 Crosswalks/Street Crossings for Large-Scale Developments

YES	NO	N/A		STAFF REVIEW
			Incorporate features such as white markings, signage, and lighting so that pedestrian crossings are visible to moving vehicles during the day and at night.	
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Improve visibility for pedestrians in crosswalks by installing curb extensions/ bump outs.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Emphasize pedestrian safety and comfort at crosswalks with devices such as pedestrian crossing signals, visible and accessible push buttons for pedestrian actuated signals, and dual sidewalk ramps that are directed to each crosswalk.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	On wide streets, employ devices that decrease the crossing distance for pedestrians. Examples include a mid-street crossing island, an area of refuge between a right-turn lane and through lane, a curb extension/bump out, or a minimal curb radius.	<input type="checkbox"/>

3.3 On-Street Parking:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Locate curb cuts in a manner that does not reduce on-street parking.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Provide angled or parallel on-street parking to maximize the safety of bicyclists and other vehicular traffic.	<input type="checkbox"/>

**Does the project meet the overall intent of Objective 3:
Augment the Streetscape Environment with Pedestrian Amenities?**

YES	NO		STAFF INITIALS
<input checked="" type="radio"/>	<input type="radio"/>	(See page 15 for explanation)	_____

OBJECTIVE 4: Minimize the Appearance of Driveway and Parking Areas

Indicate which (if any) of the following methodologies you applied in your project.

4.1 Off-Street Parking and Driveways

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Place on-site parking to the side or rear of buildings so that parking does not dominate the streetscape.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Maintain continuity of the sidewalk by minimizing the number of curb cuts for driveways and utilizing alleys for access and egress. Where alleys do not exist, concentrate curb cuts at side streets or mid-block.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Where alternatives to surface parking are not feasible, locate parking lots at the interior of the block, rather than at corner locations. Reserve corner locations for buildings.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Where the parking lot abuts a public sidewalk, provide a visual screen or landscaped buffer between the sidewalk and the parking lot.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	When driveway placement on a front façade cannot be avoided, locate the driveway at the edge of the parcel rather than in the center. Ensure that the street-facing driveway width is minimized to 20 feet or less.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wrap parking structures with active uses such as retail spaces or housing units on the ground floor.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Blend parking structure facades with nearby buildings by incorporating architectural treatments such as arches or other architectural openings and varied building materials, decorative screening, climbing vines, or green walls to provide visual interest.	<input type="checkbox"/>
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Mitigate the impact of parking visible to the street with the use of planting and landscaped walls tall enough to screen headlights.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Illuminate all parking areas and pedestrian walkways to improve safety. Avoid unintended spillover impacts onto adjacent properties.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Use architectural features, such as decorative gates and fences, in combination with landscaping to provide continuity at the street where openings occur due to driveways or other breaks in the sidewalk or building wall.	<input type="checkbox"/>

**Does the project meet the overall intent of Objective 4:
Minimize the Appearance of Driveways and Parking Areas?**

YES NO

STAFF INITIALS

(See page 15 for explanation)

OBJECTIVE 5: Include Open Space to Create Opportunities for Public Gathering

Indicate which (if any) of the following methodologies you applied in your project.

5.1 On-Site Landscaping:

YES	NO	N/A		STAFF REVIEW
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Retain mature and healthy vegetation and trees when developing a site, especially native species.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Design landscaping to be architecturally integrated with the building and suitable to the functions of the space while selecting plant materials that complement the architectural style, uses, and form of the building.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Design open areas to maintain a balance of landscaping and paved area. Select drought tolerant, native landscaping to limit irrigation needs and conserve water. Mediterranean and local, climate-friendly plants may be used alongside native species.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Facilitate sustainable water use by using automated watering systems and drip irrigation to irrigate landscaped areas.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Facilitate stormwater capture, retention, and infiltration, and prevent runoff by using permeable or porous paving materials in lieu of concrete or asphalt. Collect, store, and reuse stormwater for landscape irrigation.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Provide canopy trees in planting areas in addition to street trees for shade and energy efficiency, especially on south and southwest facing façades.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Use landscape features to screen any portion of a parking level or podium that is above grade. Trees, shrubbery, planter boxes, climbing plants, vines, green walls, or berms can be used to soften views from the public right-of-way.	<input type="checkbox"/>

5.2 Open Space and Plazas:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Incorporate shaded open space such as plazas, courtyards, pocket parks, and terraces in large scale commercial buildings. Design open areas to be easily accessible and comfortable for a substantial part of the year.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Orient open spaces to the sun and views. Create a sense of enclosure while maintaining safety, so that open spaces and plazas feel like outdoor rooms.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Connect open spaces to other activity areas where people gather to sit, eat, or watch other people.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Locate sidewalk restaurants or outdoor dining areas on or adjacent to open spaces and pedestrian routes. Connect shops or office entrances directly to places where people gather or walk.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Landscape all open areas not used for buildings, driveways, parking, recreational facilities, or pedestrian amenities. Landscaping may include any practicable combination of shrubs, trees, ground cover, minimal lawns, planter boxes, flowers, or fountains that reduce dust and other pollutants and promote outdoor activities, especially for children and seniors.	<input type="checkbox"/>

Does the project meet the overall intent of Objective 5: Include Open Space to Create Opportunities for Public Gathering?		
YES	NO	STAFF INITIALS
<input checked="" type="radio"/>	<input type="radio"/> (See page 15 for explanation)	_____

<u>OBJECTIVE 6: Improve the Streetscape by Reducing Visual Clutter</u>

Indicate which (if any) of the following methodologies you applied in your project.

6.1 Building Signage and Placement:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	In general, a maximum of one business identification wall sign should be installed per business frontage on a public street. Rarely should more than one business identification wall sign be utilized per storefront.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Locate signs where architectural features or details suggest a location, size, or shape for the sign. Place signs so they do not dominate or obscure the architectural elements of the building or window areas.	<input type="checkbox"/>

- Include signage at a height and of a size that is visible to pedestrians and facilitates access to the building entrance.
- In commercial and mixed-use buildings with multiple tenants, develop a coordinated sign program establishing uniform sign requirements that identify appropriate sign size, placement, and materials.

6.2 Building Signage Materials:

- | YES | NO | N/A | | STAFF
REVIEW |
|----------------------------------|-----------------------|----------------------------------|---|--------------------------|
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | At large retail developments, provide maps and signs in public spaces showing connections, destinations, and locations of public facilities such as nearby transit stops. | <input type="checkbox"/> |
| | | | Limit the total number of colors used in any one sign. Small accents of several colors make a sign unique and attractive, but competition of many different colors reduces readability. | |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Limit text on signs to convey the business name or logo. Eliminate words that do not contribute to the basic message of the sign. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Select sign materials that are durable and compatible with the design of the façade on which they are placed. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Illuminate signs only to the minimum level required for nighttime readability. | <input type="checkbox"/> |

6.3 Lighting and Security:

- | YES | NO | N/A | | STAFF
REVIEW |
|----------------------------------|-----------------------|-----------------------|---|--------------------------|
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Use ornamental lighting to highlight pedestrian paths and entrances to contribute to providing for a comfortable nighttime strolling experience while providing security by including after-hours lighting for storefronts. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Install lighting fixtures to accent and complement architectural details. Shielded wall sconces and angled uplighting can be used at night to establish a façade pattern and animate a building's architectural features. | <input type="checkbox"/> |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | Utilize adequate, uniform, and glare-free lighting, such as dark-sky compliant fixtures, to avoid uneven light distribution, harsh shadows, and light spillage onto adjacent properties. | <input type="checkbox"/> |

6.4 Utilities:

YES	NO	N/A		STAFF REVIEW
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Place utilities in landscaped areas and out of the line-of-sight from crosswalks or sidewalks. Utilities such as power lines, transformers, and wireless facilities should be placed underground or on rooftops when appropriately screened by a parapet; otherwise, any mechanical or electrical equipment should be buffered by planting materials in a manner that contributes to the quality of the existing landscaping on the property and the public streetscape.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Screen views of rooftop equipment such as air conditioning units, mechanical equipment, and vents from view from the public right-of-way.	<input type="checkbox"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hide trash enclosures within parking garages so that they are not visible to passersby. Screen outdoor stand-alone trash enclosures using walls consistent with the architectural character of the main building, and locate them so that they are out of the line-of-sight from crosswalks or sidewalks.	<input type="checkbox"/>

**Does the project meet the overall intent of Objective 6:
Improve the Streetscape by Reducing Visual Clutter?**

YES	NO		STAFF INITIALS
<input checked="" type="radio"/>	<input type="radio"/>	(See page 15 for explanation)	_____

Notes

Many neighborhoods in Los Angeles have adopted guidelines as part of a Community Plan Urban Design chapter, or special zoning designations such as specific plans, community design overlay districts, designated historic properties and historic districts. This policy applies to all areas, but is particularly applicable to those areas within the City that do not currently have adopted design guidelines.

Proposed projects must substantially comply with the Citywide Design Guidelines through either the methods listed in the guidelines or through alternative methods that achieve the same objective. Applications that do not meet the specific guidelines applicable to that project should provide rationale for the design and explain how the project will meet the intent of the General Plan, the Municipal Code, and these Guidelines objectives.

In cases where site characteristics, existing improvements, or special circumstances make substantial adherence impractical, substantial compliance may not be possible. The Citywide Design Guidelines will be used to condition an approved project and not as the basis for decision makers to approve or deny it. Conditions imposed by the initial decision maker may be appealed.

WRITTEN JUSTIFICATION

**STAFF
REVIEW**

Objective 1: Consider Neighborhood Context & Linkages in Building and Site Design

See attached supplemental document.

Objective 2: Employ Distinguishable and Attractive Building Design

See attached supplemental document.

Objective 3: Provide Pedestrian Connections Within and Around the Project

See attached supplemental document.

Objective 4: Minimize the Appearance of Driveways and Parking Areas

See attached supplemental document.

Objective 5: Utilize Open Areas and Landscaping Opportunities to their Full Potential

See attached supplemental document.

Objective 6: Improve the Streetscape Experience by Reducing Visual Clutter

See attached supplemental document.

Objective 1: Consider Neighborhood Context and Linkages in Building and Site Design

The design of Hollywood & Wilcox has the goal of celebrating and revitalizing the historic fabric of Hollywood, especially in the National Register of Historic Places-listed Hollywood Boulevard Commercial and Entertainment District along the north end of the Project Site. At the same time, the southern portion of the site, currently occupied by nondescript one-story and two-story commercial buildings and a large parking lot, provides an opportunity to focus on the potential of present-day Hollywood to be a unique contributor to the vitality of 21st Century Los Angeles. The elements of the Project combine in a harmonious blending of old and new, neighborhood and commercial, foreground and backdrop, thereby bridging the golden era of Hollywood and the here and now to discover a timeless architectural language that is distinctively ‘Hollywood.’ Programmatically, the mixed-use project works to help create a well-balanced urban neighborhood that is greater than the sum of its individual parts.

The Project Site’s most prominent corner is occupied by the contributing Attie Building, a contributing structure in the Hollywood Boulevard Historic District, which also features the celebrated “You Are The Star” mural. The mural will be preserved and the building will be restored/rehabilitated, particularly the ground level commercial space — which has been significantly altered many times over the years — back to an earlier configuration. Adjacent to this building, the Project includes the addition of a new low-rise commercial building to replace a small contemporary commercial building that is non-contributing to the Hollywood Boulevard Commercial and Entertainment District. The new commercial building is contemporary, but compatible with the Attie Building, borrowing its triple-bay façade pattern, but using clean modern lines and materials so as not to compete with the contributing structure.

The largest portion of the Project Site will be occupied by a modern mixed-use building that takes contextual cues from historic Hollywood apartment blocks and flagship commercial buildings built in the twenties, thirties, and forties. These inspirations include the Taft building at Hollywood Boulevard and Vine Street, the Warner Theater Building, the Security Bank Building, along with the Equitable Building. The proposed building’s mostly white exterior combined with accents of color pulled from its neighbors presents an unabashedly modern building that is, nevertheless, anchored in its Hollywood locale through the use of a solid, cementitious exterior and its vertical façade rhythm.

Hollywood and the immediate Project vicinity exhibit a wide range of building heights. Numerous billboards and tall antennae towers add to this diversity of heights. Similarly, the Project uses a range of building heights as appropriate to the immediate context. A relatively consistent height of the existing buildings along Hollywood Boulevard was identified, and the new proposed commercial building was designed to match that height, even though that height is below the allowable by-right 45 foot height limit. The tallest portion of the Project, the southern-most portion of the mixed-use residential building, is only slightly taller than the currently-under-construction Dream Hotel on the same block.

The mixed-use residential building is outside the boundary of the Hollywood Boulevard Commercial and Entertainment District and is carefully designed to not compete with the historic fabric along the Boulevard. Carefully sited a respectful distance from the Boulevard, the building steps down as it approaches Hollywood Boulevard, greatly reducing the building’s perceived height and mass. From Hollywood Boulevard the new mixed-use building is visible only at a low angle; it does not loom overhead, but instead stands at a respectful distance.

The mostly white, minimally adorned exteriors of the two new structures that are located behind and to the side of the Attie Building are meant to serve as a backdrop, so that the building's Art Deco details can take center stage.

Objective 2: Employ Distinguishable and Attractive Building Design

With its frontage along Wilcox Avenue, the new mixed-use building takes advantage of an opportunity to bring the vitality of the Hollywood Boulevard streetscape to a relatively pedestrian-unfriendly stretch of Wilcox Avenue. Lined with commercial space, residential lobby, and resident amenity space in a double-story configuration, the ground level is specifically designed to activate Wilcox Avenue. The widened public sidewalk in front of the building creates a welcoming plaza with street furniture, planters and possible café-style seating for food-service customers.

Above, the residential tower provides a mix of unit plans to invite a diverse mix of households. Multiple common exterior spaces, including a pool deck over the new commercial building on Hollywood Boulevard and higher decks with views, provide residents the opportunity to connect with one another and with their immediate Hollywood neighborhood.

Outside, the building's exterior is composed of two exterior 'skins'. The primary, outer cementitious wall projects solidity and a sense of permanence, not unlike the historic Hollywood apartment blocks. Meanwhile, the secondary, inner skin includes the building's fenestration which allows for ample light and air.

The space between the two wall layers helps to shade the residential units, thereby lessening the need for air conditioning while giving the building a sense of depth. This façade depth is in the spirit of historic Hollywood architecture and is in contrast with the thin curtainwall membranes used on many comparable modern buildings. The depth between wall layers also create private outdoor patio space. Unlike hanging balconies, this integrated approach reinforces the unified building mass, creating a more authentically urban aesthetic.

Objective 3: Provide Pedestrian Connections Within and Around the Project

The Project is highly responsive to its immediate urban context. One of the Project's key goals is to repair gaps in the streetwall and thereby enhance activity and visual interest on both Hollywood Boulevard and Wilcox Avenue. Along Hollywood Boulevard, the Attie Building and its famous "You Are The Star" mural is sensitively preserved to help anchor this important corner. Next door, the proposed new commercial building provides a transparent storefront to enhance this stretch of Hollywood Boulevard and the viability of the pedestrian-oriented Commercial and Entertainment district.

While Wilcox Avenue connects directly to busy Hollywood Boulevard, it exhibits none of its vibrancy. The restored/rehabilitated building's ground floor spaces will act as a gateway to this corridor, which when combined with the new mixed-use residential building along Wilcox, will expand the zone of pedestrian

activity south to Wilcox. By drawing increased foot-traffic, we hope to make this important north-south corridor a true neighborhood connector.

Furthermore, the mixed-use apartment building's frontage on Wilcox Avenue was designed to create a streetscape that heightens the pedestrian experience. The ground level of the new mixed-use residential building is lined with commercial space and building lobby space with resident amenities that open onto the sidewalk-plaza. With more than 80% storefront glazing at ground level, the building exhibits a high degree of transparency, creates visual interest for passersby, and provides critical 'eyes on street' to improve both the actual and perceived safety of the area at night.

Objective 4: Minimize the Appearance of Driveways and Parking Areas

The Project strives to create an urban condition, where driveways and parking areas take a minimal amount of space and are unobtrusive. Over the combined 445 feet of frontage along Hollywood Boulevard and Wilcox Avenue, the only curb cut is a single two-lane driveway on Wilcox that provides access to resident drop-off, loading, trash, and structured parking below, at, and above grade for both residents and commercial patrons. The parking area on levels 1 and 2 is hidden from view on Wilcox Ave. by the double-story ground level commercial space and resident lobby/amenity spaces. On level 3, apartments line the elevation along Wilcox Avenue to similarly hide the above grade parking from the street.

Objective 5: Improve the Streetscape Experience by Reducing Visual Clutter

The refurbished storefront on the ground floor of the Attie Building combined with the adjacent new, highly-transparent commercial building will help give a sense of order and elegance to this stretch of Hollywood Boulevard.

Along Wilcox Avenue, the presence of the new mixed-use residential building will have a similar effect. The widened sidewalk-plaza in front of this building provides well-defined zones for street furniture and plantings to improve both the visual and functional experience of the streetscape. Large street trees, along with the new highly-transparent streetwall created by the commercial and lobby spaces on the ground floor will provide an urbane consistency currently lacking along Wilcox Avenue. Notably, the new building repairs the gap in the streetwall currently occupied by a large mid-block surface parking lot.