

LOYOLA VILLAGE COMMUNITY DESIGN OVERLAY (CDO) DISTRICT

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Section 1

Introduction

The Loyola Village Community Design Overlay (CDO) provides guidelines and standards for development projects on properties within the CDO boundaries depicted in Figure 1. The area generally covers properties with commercial plan designations along Lincoln Boulevard between Westchester Parkway to roughly north of 83rd Street, and along Manchester Avenue between Rayford Drive to the west and Fordham Road to the east. The intent of the CDO is to provide design guidance and direction to enhance the visual identity, commercial viability, safety, walkability, appearance and enjoyment of Loyola Village.

Loyola Village Setting

The Loyola Village area is centered at the intersection of Lincoln Boulevard and Manchester Avenue in the west central portion of the Westchester – Playa del Rey Community Plan. The commercial district is largely defined by its proximity to Loyola Marymount University, Otis College of Art and Design, and the Westchester Recreation Center, a community park and golf course, which also includes a branch library and a local city municipal services building. The Loyola Village area contains a mix of neighborhood scale local-serving commercial uses, including restaurants, fast food establishments, smaller locally-owned retail shops and professional offices. In addition, the southwest portion of the area includes the Custom Hotel, an international boutique hotel with 250 guest rooms. The area is surrounded primarily by single family homes.

The Loyola Village CDO covers approximately 44 acres of commercial property primarily fronting Lincoln Boulevard and Manchester Avenue. The majority of the properties located in the CDO are retail and office in nature with General Commercial Plan Designations. In the northern portion of the area, parcels are zoned [Q] C4-1 and R3-1. Parcels at the southwest corner of Manchester and Lincoln are zoned (T)(Q)RAS4-1. The remaining parcels in the CDO area are zoned [Q] C4-1. A limited number of multifamily residential properties (R3-1) that have commercial plan designations are within the northern portion of the CDO boundary area. The Village area is characterized mostly by one- to three-story commercial development, including a supermarket and shopping center, numerous restaurants, and various other services and facilities. The properties along Lincoln and Manchester in the southwest portion of the CDO are taller.

Present zoning allows for commercial and mixed-use development at floor-area-ratios (FAR) ranging from 1.5:1 to 3:1. The height district of 1 allows a maximum height of 45' for the R3 zoned properties. There is no height limitation for height district 1 in the C4 and RAS4 zones. Parcel sizes range from under 2,000 square feet to over 192,000 square feet. While some parcels are small in area, lot depth is generally at least 90 feet.

The CDO covers approximately 0.84 miles of Lincoln Boulevard and 0.21 miles of Manchester Avenue. While these are walkable distances, the urban form is not currently conducive to pedestrian activity. There is limited landscaping and street trees, and limited differentiation between the sidewalk and heavily traveled streets. Currently, many businesses have entrances on the major streets,

but others are fronted by parking lots. Signage along Lincoln and Manchester tends to be cluttered, and distracts from the visual aesthetic of the commercial buildings.

Lincoln Boulevard and Manchester Avenue are major streets that provide circulation to the Loyola Village commercial district and also carry significant through-traffic. Lincoln Boulevard is a major access route for Loyola Marymount University, Otis College of Art and Design, and Westchester recreation facilities as well as a thoroughfare for travel to and from Los Angeles International Airport. Lincoln Boulevard also carries through traffic from the South Bay communities and airport to communities north, such as Santa Monica. Manchester Avenue is a major street that provides circulation to the Loyola Village commercial district and also carries through traffic east and west. Lincoln was developed primarily as a traffic thoroughfare; at the time of drafting the CDO it remains under the jurisdiction of the California Department of Transportation (Caltrans), functioning as a state highway. As Los Angeles continues to accommodate growth and the needs of its residents evolve, the characteristics of this boulevard will have to change to reflect those needs. While there are requisite parking and other services along Lincoln Boulevard, the overall business district does not currently reflect and capitalize upon these to the full extent possible.

Goals and Objectives

The purpose of the Loyola Village CDO is to ensure that development within the Loyola Village area reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial district. Loyola Village has the potential to serve the shopping needs of local residents, the Loyola Marymount University and Otis College of Art and Design communities, the Community Center employees and patrons, hotel visitors and visitors driving through on their way to and from LAX and other destinations. Despite their size, Lincoln Boulevard and Manchester Avenue can become more inviting and walkable streets by providing pedestrian and safety amenities. The purpose of the CDO is to create an urban environment where surrounding residents can feel safe and enjoy walking to the adjacent commercial district. Additionally, the CDO is designed to reduce trips within the commercial district and increase pedestrian activity. While one may still drive to Loyola Village to shop or dine, improved design and pedestrian amenities will encourage walking from shop to shop, rather than driving the very short distance from one end of the Village to the other.

The CDO serves to implement the Urban Design provisions of the Westchester-Playa del Rey Community Plan. The Urban Design chapter of the Community Plan explains that for commercial areas, “the emphasis is on the provision and maintenance of the visual continuity of streetscapes and the creation of an environment that encourages pedestrian and economic activity.” These design standards not only provide for visual continuity of commercial areas, but provide standards that are also applicable to any future mixed-use development in the Loyola Village area. The Community Plan specifically notes that mixed-use development is encouraged in Loyola Village. This development may take the form of ground floor retail businesses with residential or office uses on upper stories. Infill and redevelopment of the CDO area also presents an opportunity to confine parking to subterranean and limited surface level parking garages, freeing up areas currently used as surface level parking for other uses, such as new development or open-space.

The design standards set forth in the CDO are written to be flexible enough to allow and encourage development and redevelopment of the parcels within Loyola Village, and strict enough to assure a safe pedestrian environment and quality design for the entire community.

Design Principles

The Loyola Village CDO is based upon the following principles:

- 1.) **Compatibility.** The Loyola Village area features a mixture of development types, including: traditional commercial buildings; smaller office buildings; restaurant; and other retail uses. The design of such structures is influenced by use, development requirements, lot size, access, and unique site constraints. Within the context of these limitations, new development should maintain a basic consistency and compatibility within and between development projects, which can be achieved through consideration of setbacks, façade articulation, landscaping, and sign programs.
- 2.) **Context.** Design Guidelines and Standards provide regulatory flexibility to allow project applicants to take cues from the environment, historical precedent, physical site data, as well as the goals, desires, and needs of the Westchester Community. Successful developments consider the context in which they are located and therefore help reinforce a positive identity for the commercial district. Discretionary review will continue to allow for creative architectural features and landscaping that are reflective of the community while providing standards for consistent and quality design.
- 3.) **Activity:** Good building and site design are integral to a thriving and active 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 environment. Use is also an important component in creating pedestrian activity. The guidelines and standards prohibit ground-floor uses that are inappropriate for creating pedestrian activity.
- 4.) **Interest:** Architectural and landscape detailing that can be appreciated at pedestrian levels can help improve the appeal and identity of the Village area. This detailing includes storefront ornamentation, reduction of blank surfaces, and the variation of scale, color and materials. Guidelines and standards based upon this principle address architectural theme, surfaces, windows, awnings, signage, architectural treatments, and building setbacks.
- 5.) **Quality:** As new development occurs within the district, it should contribute in a positive manner to the overall visual identity of the Village area. The attractiveness of Loyola Village can be enhanced by the quality of building materials, attention to design details, limitations on signs and increased landscaping and maintenance. New development and renovation should also consider the full range of measures and sustainable building products and landscaping that will minimize the impact on the natural environment and conserve resources needed for construction and use.

Relevance to other Plans

The Framework Element of the General Plan depicts the Loyola Village area as a Community Center. Community Centers are described as “a focal point for surrounding residential neighborhoods and containing a diversity of uses,” that serve residents and visitors to the area. The framework encourages pedestrian activity, quality design, streetscape improvements and day and night uses within Community Centers.

The Westchester-Playa del Rey Community Plan contains an urban design chapter that explicitly mentions the development of a Loyola Village CDO. This section of the Community Plan sets minimum standards for design throughout Westchester including locating surface parking behind commercial buildings, providing landscape buffers, maximizing street and pedestrian activity, screening trash and rooftop equipment, and use of transparent windows. The Community Plan also provides specific design criteria for Loyola Village, including: streetscape improvements; signage controls; pedestrian friendly development fronting major streets; limiting new driveways and curb cuts; and cohesive appearance of parking structures as part of a parking and access plan. These plans combined with further public input and processes have informed the design standards contained within this CDO.

Related Efforts

The Loyola Village CDO is limited to addressing design standards on private property. Other important factors and features will determine the Corridor’s future, such as when it comes under the jurisdiction of the City of Los Angeles (if relinquished from Caltrans), whether the utility wires are undergrounded, and whether it becomes a route for a future Metro Rail Line (Los Angeles County Metropolitan Transportation Authority) or transit corridor. Such future efforts will require the Department of City Planning to coordinate with the Departments of Transportation, Public Works, and other agencies.

There is currently no Business Improvement District (BID) established for the Loyola Village area merchants. However, the establishment of such a district is a possibility for the future. The primary functions of a BID are to provide security, landscape maintenance, sanitation and beautification, marketing and promotions, and new business attraction for the commercial district. The CDO is designed to complement the efforts of a BID by providing urban design that is conducive to pedestrian activity and thus increased retail and business activity.

Loyola Marymount University (LMU) moved to Westchester in 1929. The original campus in Westchester was donated to LMU to benefit the growing community by providing local access to education and creating a stable base for the neighborhood. The University is working on a Master Plan with the City of Los Angeles and the community, which will ultimately serve as the blueprint for the next 20 years. This plan will seek to modernize the campus and enhance the campus’ landscaping and pedestrian features. In addition to modernization of many buildings on campus, the Master Plan will also improve the core of the campus through traffic improvements, new parking structures, improving pedestrian connections throughout the campus and providing more on campus housing.

Section 2

Administrative Procedures

Project Thresholds

General regulations pertaining to the function and administration of Community Design Overlay Zones citywide are addressed in Section 13.08 of the Los Angeles Municipal Code (LAMC). Section 13.08 C.2 of the LAMC defines a project within a CDO boundary. Consistent with that Section, the following project definition and exemptions apply to the Loyola Village Community Design Overlay District specifically:

Loyola Village CDO Project – The erection, construction, addition to, or exterior alterations to, any building or structure within the boundary area of Loyola Village CDO, including all signs, canopies/awnings, façade alterations, the addition of roof equipment, and landscaping.

Exemptions – A project does not include the following: (a) construction that consists solely of interior remodeling, interior rehabilitation or repair work; (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.)**

The CDO is applicable to all projects located within the Loyola Village CDO boundary area—regardless of the proposed or existing use (residential, commercial, industrial). All Projects within the Loyola Village CDO boundary area shall comply with the design guidelines and standards of this CDO.

Project Applications

All Loyola Village CDO projects not eligible for a Director’s Sign-off require the submittal of an application, referred to as a “Design Overlay Plan,” which includes plans and materials as defined in Section 13.08 C 1 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.

Procedures for Director’s Sign-off and Permit Clearances – Pursuant to Section 13.08 E 1 of the Los Angeles Municipal Code the following projects may be approved with only a Department of City Planning sign-off if they comply with all the provisions of the CDO: Signs, Awnings and Canopies, Landscaping totaling less than 20 square feet of ground area, and the addition of roof equipment.

Landscaping Quality Assurance

Prior to obtaining a Certificate of Occupancy, a Landscape Architect (or professional responsible for landscape design) shall submit a letter certifying that the landscaping can be maintained as designed. This letter shall be submitted to the Department of City Planning and maintained in the project case file.

Enforcement

The Department of Building and Safety is responsible for enforcing the provisions included in this document, as well as the associated zone change ordinance, pursuant to Section 91.6202 of the Los Angeles Municipal Code.

Section 3 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, 13.07 C, and 13.09 B (3) of the Los Angeles Municipal Code. Herein this text, “the CDO” shall refer to all real property within the boundaries of the CDO.

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 & Canopies: Awnings and canopies are both architectural features that provide shade to windows, doors and adjacent pedestrian areas. Awnings are generally wood or metal-framed structures sheathed with fabric and can be permanently affixed or retractable. Most awnings will have a valance, or a portion of fabric that hangs down below the frame on which it is affixed. Canopies are usually solid structural elements that are constructed of materials found elsewhere on the building on which they are affixed.

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

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

Mixed Use Project: A development combining one or more commercial uses and multiple dwelling units.

Pedestrian Walkway: Walkway providing pedestrian passage through structures, landscaping, or parking lots, that is distinguished by ground surface treatments that provide for pedestrian safety and ease of movement.

Pedestrian Orientation: Neighborhood design at a human scale. An urban development pattern where buildings and landscaping are proportioned and located so that walking is safe, comfortable, inviting.

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

Streetwall (or street edge): The vertical face of one or more buildings adjacent and fronting 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.

Signs are defined in Section 14.4.2 of the Los Angeles Municipal Code.

Section 4 Design Guidelines and Standards

Unless otherwise noted, guidelines apply to all projects in the Loyola Village CDO boundary area.

Standards with a corresponding [Q] Condition are indicated by a [Q] symbol, denoting that they have corresponding codified requirements adopted by zone changes as a permanent [Q] “Qualified” condition.

SITE PLANNING

1. Setbacks

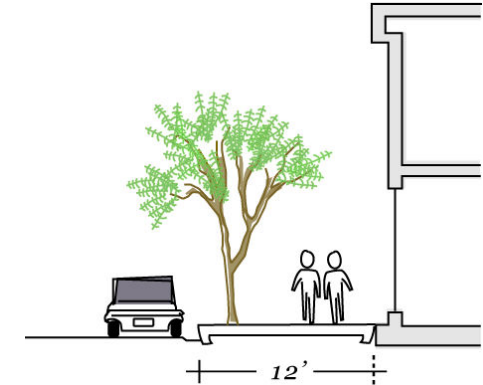
Guideline 1:

Encourage an inviting pedestrian environment and provide for streetwall continuity by locating buildings so they front the main commercial street, and encourage active public uses, such as additional street trees, outdoor seating, kiosks, forecourts and arcades.

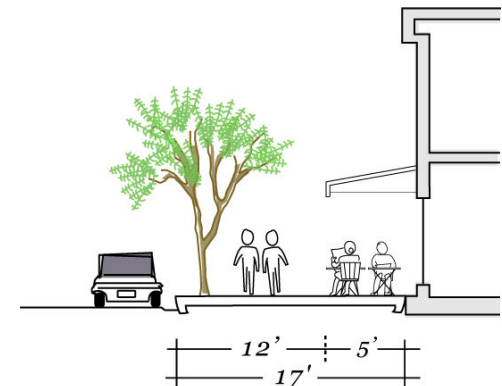
Standard 1a: For all projects with ground-floor commercial uses, the ground-level exterior streetwall of any new construction or addition of floor area should be located not more than 2 feet from any property line abutting the front yard.

Exception: The ground-level exterior streetwall may be set back a maximum of 5 feet from the property line, to allow room for additional street trees, outdoor dining, seating, forecourts, arcades, private sidewalks or walkways, bus waiting areas or other active public uses.

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.



Standard 1 Example. This illustration shows a typical street section where new construction is located at the property line, which is represented by the dotted line.



Standard 1 Exception. A five-foot setback can be provided to allow room for active public uses – here, outdoor seating. The dotted line represents the property line

2. Parking and Access

Guideline 2:

Improve streetwall continuity and encourage a safe and inviting pedestrian environment by locating parking away from the streetwall and minimizing direct driveway access from major streets. Design parking facilities that do not depreciate the visual quality of the Village.

Standard 2a: Parking for all new buildings should be located underground, when possible.

Standard 2b: Surface parking lots shall not be located between the front property line and the primary building/storefront but rather to the rear of all structures, provided there is vehicular access from side streets or alleys to the rear of the lot. Drive-through establishments shall be prohibited. **[Q]**

Standard 2c: Rear parking structures, structures with retail on the ground floor or other pooled parking alternatives should be included to promote fewer surface parking lots and greater buildable area for retail space. Such parking structures should be visually compatible with other structures associated with the project, in terms of material, color, and design.

Standard 2d: New driveways or curbcuts along Lincoln Boulevard and Manchester Avenue are prohibited provided there is vehicular access from side streets or alleys to the rear of the lot. Lincoln and Manchester shall be maintained and improved to promote walkability. **[Q]**

Standard 2e: Adequate lighting should be provided along all pedestrian walkways and vehicular access ways. Lighting should be designed to prevent spill-over and glare.

Standard 2f: No new project, change-of-use or building modification should result in the reconfiguration, separation, division, walling, fencing or otherwise impede existing shared parking facilities and lots.



Guideline 2 Example. Pedestrian walkways can provide linkages to parking garages at the rear of developments.



Standard 2b Example. In this building above, parking is located to the rear, accessed from a side street; the street-fronting façade can then be devoted to more pedestrian-oriented uses.

ARCHITECTURAL DETAILING AND ARTICULATION

3. Ground-floor Façade Articulation

Guideline 3:

Heighten visual interest and enhance pedestrian orientation by incorporating three-dimensional elements and material variation into the ground-floor façade of buildings. These elements and variations include: changes in building materials, texture and color; generously sized transparent display windows; arcades, canopies, and awnings; cornices; other details such as transom windows and overdoors.

Standard 3a: For new commercial development, at least 60 percent of the building façade at ground level shall consist of doors and windows. Windows and doors should allow views into building interiors and/or to merchandise displays; transparent, non-reflective glass shall be used. **[Q]**

Standard 3b: For all buildings, one or more of the following vertical elements: columns, pilasters, indentations, storefront bays, material treatment, landscaping, should be employed for every 25 horizontal feet of building façade.

These elements should be in addition to any required variations on upper floors, Standard 4a, below. These elements should be substantially visible, as viewed from across the street. When the design element creates a deviation from the wall plane, such as by indentation, the depth difference from the wall face should be measured between six inches and two feet. Variations consisting of a change in building materials should involve a minimum depth or projection from the wall plane of one and one-half inches.

Note: These standards apply to new construction or substantial façade reconstruction. Existing buildings need not be retrofitted to meet these standards, although design elements should not be removed if it results in a design inconsistent with these standards.



Standard 3a Example. Buildings occupying corner lots can create a welcoming pedestrian environment by articulating the ground-floor façades.



Standard 3b Example. These recessed storefront bays provide visual interest to pedestrians and help to break up the horizontality of an otherwise low-rise building.

4. Massing and Articulation of Upper Stories

Guideline 4:

Provide visual interest and enhance the public realm by employing rhythmic, three-dimensional variations in massing and building form, including the use of recessed windows, towers, columns, cornices, and changes in the wall plane. Minimize building mass impacts on adjacent residential neighborhoods by allowing for ventilation, light, and privacy.

Standard 4a: For every 40 horizontal feet of façade abutting the street, multistory projects should provide at least one three-dimensional variation per story above the first, in the overall building form. The variations can be combined to extend along several stories. Thus, for example, a four-story project might provide a one-foot projection from the wall plane that extends across two stories and also provide a recessed balcony on the fourth story.

These variations should be in addition to any required variations along the ground-level façade, as part of Guideline 3, above. When the variations consist of a deviation from the wall plane, by either indentation or projection, the difference from the wall face should measure between six inches and two feet, with the exception of balconies. Variations consisting of a change in building materials should involve a minimum depth or projection from the wall plane of one and one-half inches. These variations should be substantially visible, as viewed from across the street.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Street Services. A permit may be necessary to grant conditional encroachment of the public right-of-way.



Guideline 4 Examples. Multi-story buildings shall employ subtle three-dimensional variations in massing to allow a break in the building envelope and provide visual interest.



5. Color

Guideline 5:

Color is integral to the aesthetics of a building and affects the visual appearance, scale and proportion of a building. Color schemes should be selected in relation to the overall design intent of the building and should be simple, harmonious and complement adjacent structures. The purpose of these guidelines is to encourage individuality in architectural expression within the context of the overall appearance of the block face and the district.

Standard 5a: Building colors should be appropriate to the architectural style of the building.

Standard 5b: Color shades of individual buildings should be chosen to complement the colors of adjacent structures and facilitate blending with surrounding properties and unifying the development.

Standard 5c: Principal exterior colors should be chosen from a neutral palette, but may be supplemented by colors of other hues and darker values for access or emphasis.

Standard 5d: Accent colors, where used, for architectural detailing, trim, storefront, window sashes, doors and frames should be coordinated.



Guideline 5 Example. The building above uses neutral colors for the body exterior of the building to provide three-dimensional variation.



Standard 5d Example. The building above utilizes a coordinated color for accent and trim.

6. Mixed-Use Residential and Commercial Structures

Guideline 6:

Allow for a variety of building types that include residential uses, while protecting the important function of the commercial center to meet the needs of the community with service, retail, and eating establishments. Continue to promote a vital, active street by integrating multiple land uses and minimizing the potential for extended lengths of streetfront to discontinue commercial uses.

Standard 6a: Ground floor residential uses are prohibited. Residential units may be located on upper floors and accessed through an entrance and lobby on the ground floor. Residential entrances and lobby areas shall account for no greater than 50% of any ground floor with the balance dedicated to commercial activity. **[Q]**

Standard 6b: Residential floors facing Lincoln Boulevard or Manchester Avenue should be setback a minimum of five (5) feet from the ground floor frontage below.

Standard 6c: Residential floors should be visually differentiated from the ground floor through changes in material, color, plane or setback.

Standard 6d: For any project more than 150 feet in width, the floors above the ground floor should be broken into at least two separate masses that visually read as separate buildings.

Guideline 6 Examples. These mixed-use buildings are comprised of housing units on the upper floors, and commercial retail on the ground floors—thus they provide both users (pedestrians) and active uses.



Standard 6b example. This structure is stepped back above the 3rd story providing a variation in building mass.

7. Entrances

Guideline 7:

Emphasize pedestrian orientation and accessibility by creating well-articulated and inviting building entrances, and by orienting these entrances towards the primary street.

Standard 7a: All buildings shall have a ground floor whose primary entrance is oriented towards Lincoln Boulevard or Manchester Avenue, even if other pedestrian entrances are provided. This may include entrances accessed through courtyards, arcades, or forecourts abutting the main commercial street. **[Q]**

Standard 7b: Secondary entrances may be provided on the intersecting street and to the rear in addition to entrances provided along the main commercial street. The intersecting street entrance should be permitted not more than 40 feet from the lot line abutting the street if the lot is adjacent or abutting a residential zone.

Standard 7c: Building entrances should be recessed and defined by distinct architectural treatments, including: variation in materials, lighting, awnings, textured paving, attractive signage, and planters.

Standard 7d: Projects on corner lots should have an entrance located at the corner.

8. Parking Structure Design

Guideline 8 :

Provide parking opportunities that are simultaneously convenient and enhance and protect the visual integrity of the boulevard. Architecturally integrate parking structures into the design of the projects that they serve, and activate the street by including commercial uses on the ground level of structures. Protect nearby residents from the potential adverse impacts – noise, visual, or otherwise – from parking structures and their use.

Standard 8a: The ground floor of new parking structures shall consist of commercial space fronting Lincoln or Manchester, measuring a depth of at least 15 feet from the building façade. Freestanding parking structures (void of commercial space) directly abutting Lincoln or Manchester, are not an appropriate use. **[Q]**



Standard 7c Example. This particular building entrance employs variations in depth, provides inviting window displays, and uses colorful paving materials to add visual interest to attract passers-by.



Standard 8a Example. This parking structure is located along the property line and provides retail space along its ground floor. The result is a functional building that ensures an active and inviting pedestrian experience.

Standard 8b: Floors of parking should be visually integrated into the design of buildings, as reflected in the building façade. Landscaping should be used to further integrate and screen parking garages.

Standard 8c: Automobiles on parking levels above the ground floor should be screened from public view.

Standard 8d: Parking structures that abut or are adjacent to any residential zone, should:

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

9. Awnings and Canopies

Guideline 9:

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 9a: 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 9b: For awnings located above windows, awning shapes should be consistent with window frames.

Standard 9c: Awnings and canopies should be constructed of high quality, durable, fade-resistant, and fire-retardant materials.

Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Street Services. A permit may be necessary to grant conditional encroachment of the public right-of-way.



Guideline 9 Examples. Awnings can enhance the public realm by providing a comfortable sense of enclosure for pedestrians. They also serve a building façade by adding depth and three-dimensional variation. The awning above provides whimsical visual interest to the storefront and the awnings below serve a protective function with simplicity.



APPURTENANCES

10. Security grilles

Guideline 10:

Provide storefront security as needed without obscuring storefront windows and detracting from the pedestrian environment along the sidewalk. Minimize the presence of security grilles and bars as visible from Lincoln and Manchester.

Standard 10a: External security grilles or bars shall not be affixed to any facade abutting Lincoln, Manchester or other public street, excluding rear alleys. **[Q]**

Standard 10b: Premises should employ non-barrier (alarm or sensor) theft-deterrent systems where possible. If such security systems are not feasible, interior security grilles or vandal-proof glazing that is resistant to impact should be used on any storefronts abutting any public street.

11. Utility and Service Areas / Mechanical Equipment

Guideline 11:

Improve the pedestrian environment along the sidewalk and minimize visual blight by screening unsightly equipment and locating it away from public streets and other public rights-of-way, including pedestrian walkways and parking areas.

Standard 11a: For new development, all new utility lines that directly service lots abutting Lincoln or Manchester should be installed underground. If underground service is not available, then provisions shall be made for future underground service.

Standard 11a: Utilities, storage areas, trash containers, air conditioning units, fire alarms, and similar equipment should be placed to the rear of the site or underground. Otherwise, structures housing such elements should be screened with landscaping or designed in a way as to be as inconspicuous as possible.

Standard 11b: Trash storage bins should be located within a gated, covered enclosure and screened with landscaping, so as not to be viewed from the public right-of-way.

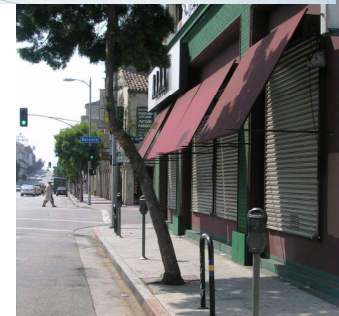
Standard 11c: Rooftop mechanical equipment should be screened with materials that are architecturally integrated to the building.

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Standard 10a Inappropriate Examples.

Avoid security grilles that are unsightly or that conceal storefront windows when closed.



Standard 11a Example. Structures housing mechanical equipment adjacent to the public right-of-way should be screened with landscaping or designed in a way that is as inconspicuous as possible.

12. Fencing and Walls

Guideline 12:

Support an open and accessible physical environment by minimizing visual barriers and the enclosure of outside space. Locate and design any necessary fencing in a manner so as not to detract from the quality of the pedestrian experience along the sidewalk adjacent to Lincoln or Manchester.

Standard 12a: Fences and walls should not front public streets, unless required by the Los Angeles Municipal Code.

Standard 12b: Where permitted, no fence or wall abutting a public street should be taller than 42 inches.

Standard 12c: Chain-link fences and barbed wire are prohibited. **[Q]**

Standard 12d: Wall materials and design should be decorative and coordinate with the structures on the site. Construct all freestanding walls of materials that are compatible with surrounding buildings.

Standard 12e: The planting of climbing plants is encouraged along the width of fencing and walls.

Standard 12f: The materials and design of fencing or planter boxes utilized for sidewalk dining should coordinate with the structures on the site.



Guideline 12 Inappropriate Example. Overheight, wrought-iron fencing overdefines the division between public and private realms and creates a harsh, forbidding outdoor environment .



Standard 12d Example. The above wall design is particularly decorative and artistic and adds to, rather than detracts from, the pedestrian experience.

LANDSCAPING AND HARDSCAPE

All projects are required to comply with the City of Los Angeles Landscape Ordinance 170,978 or any subsequent amendments to that Ordinance, pursuant to 12.40-12.43 of the LAMC. The Design Guidelines and Development Standards found herein add to the City's existing Landscape Guidelines. Compliance with the following Design Guidelines and Development Standards does not necessarily imply compliance with the Landscape Guidelines. To simplify the review process, applicants should first review landscaping for compliance with the City Landscape Guidelines and should then review landscaping for compliance with the CDO.

Low-water: Defined according to Guidelines AA, Table II, Option 6 in the City of Los Angeles Landscape Ordinance (Ordinance #170,978): "Plants. . . that will, in the designed location, and properly established for three years, remain in good health with no more than monthly watering in summer."

Native plant: Defined according to LAMC Section 12.40 D as "[a]ny (plant) species indigenous to the Los Angeles area existing before European settlement, as identified in James Hendrickson's *The Jepson Manual*, or its successor standard reference, as adopted by the Director of Planning."

13. General Landscaping—Location and Materials

Guideline 13:

Create inviting spaces, provide shade within the public realm, screen unattractive areas, and enhance architectural detailing through the thoughtful and careful placement of landscaping. Pedestrian plazas, green space, pocket parks and open space shall be encouraged.

Note: Landscaping may include plant materials such as trees, shrubs, ground covers, perennials, annuals, as well as rocks, water features, sculpture, art, or paving materials.

Standard 13a: All areas of a site not occupied by buildings, driveways, or used for outdoor dining or other pedestrian uses should be landscaped and maintained; 80% of landscaped areas shall consist of plant materials. **[Q]**

Standard 13b: Landscaping, such as planter boxes, is encouraged between the public street and the sidewalk. This landscaping serves as a buffer between pedestrians and vehicular traffic.



Guideline 13 Examples. Evenly spaced canopy trees planted in the parkway area add a comfortable level of shade and definition to the public realm. Decorative paving surfaces along with raised landscape treatments and ample seating surfaces create functional and aesthetically pleasing public open space.



Note: Landscaping in public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Street Services. A permit may be necessary to grant conditional encroachment of the public right-of-way.

Standard 13c: Low-water (drought-tolerant, and including native) plants should be used.

Standard 13d: An automatic irrigation system should be installed within landscaped areas of more than 10 square feet. A drip irrigation system is recommended.

Standard 13e: For new building projects, trees should be planted in the adjacent public right-of-way, including Lincoln Boulevard, to the satisfaction of the Urban Forestry Division (Bureau of Street Services, Department of Public Works) or the California Department of Transportation (Caltrans).

Note: Landscaping in public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Street Services. A permit may be necessary to grant conditional encroachment of the public right-of-way.

Standard 13f: For new building projects, trees shall be planted along rear lot lines adjacent to residential parcels at a ratio of one tree for every 25 feet of lot width. At a minimum, these trees should be 24-inch box size with a trunk diameter of two inches and a height of 10 feet at the time of planting. **[Q]**



Pocket Park: A small area of open space that is developed and maintained for active or passive recreational use.

Low-water: Defined according to Guidelines AA, Table II, Option 6 in the City of Los Angeles Landscape Ordinance (Ordinance #170,978): "Plants . . . that will, in the designed location, and properly established for three years, remain in good health with no more than monthly watering in summer."

Native plant: Defined according to LAMC Section 12.40 D as "[a]ny (plant) species indigenous to the Los Angeles area existing before European settlement, as identified in James Hendrickson's *The Jepson Manual*, or its successor standard reference, as adopted by the Director of Planning."

Standard 13c Examples. Thousands of varieties of drought-tolerant and low-water plant species exist that are simultaneously hardy, low-maintenance, and eye-catching, such as the Bird of Paradise, shown above, or the Coral Aloe below right and Aeonium below left.



14. Landscaping Parking Lots and Structures

Guideline 14:

Enhance parking areas by providing landscaping that shades, buffers, and conceals unattractive views of parking.

Note: Standards apply to areas that include six or more parking stalls and shall be in addition to, and consistent with, the requirements set forth in Sections 12.21. A.6(g), A.6(h), and 12.21. A.6(i) of the Los Angeles Municipal Code.

Standard 14a: A five-foot landscaped buffer should be located between parking areas and the property line wherever a surface parking lot abuts the public right-of-way or an R zone property. The landscaped buffer area should contain 24-inch box trees planted at ratio of one for every 10 linear feet. At a minimum, these trees should measure a trunk diameter of 2 inches and a height of 10 feet at the time of planting.

Standard 14b: A minimum of 7% of the total area of surface parking should be landscaped, including one tree for every 4 parking spaces evenly dispersed throughout the lot. Tree species should be a variety with a large canopy.



Standard 14a Example. A five-foot landscaped buffer between the parking lot and the public right-of-way screens the lot from view while providing shade for passers-by.

SIGNAGE

Refer to the City of Los Angeles Planning Department Sign Dictionary for additional definitions and images.

15. General –All Signs

Note: The following provisions are in addition to, and often further limit, sign requirements pursuant to Section 14.4 of the Los Angeles Municipal Code.

Guideline 15:

Promote the identity and success of individual businesses through context-sensitive signs. Ensure that signage design is suitable in terms of location, layout, and styling. Minimize sign clutter and emphasize pedestrian-scale design.

Standard 15a: Signs should complement buildings with respect to style, design, materials, and colors. Illuminated signs should have glare carefully controlled and if internally illuminated, lighting sources concealed.

Standard 15b: The exposed backs of all signs visible from a public right-of-way should be suitably finished and maintained.

Standard 15c: The following signs shall be prohibited: Billboards, supergraphics, off-site signs, pole signs, roof signs, banners, illuminated architectural canopy signs, flashing, moving or blinking signs and inflatable devices. The following changes to above-mentioned existing signs shall be prohibited: the enlargement of signs, the augmentation of signs with lighting or digital displays, and the addition of sign facing (such as a second face on the back of an off-site sign). No upgrading, modernization, electrification, digitizing or alteration to existing billboards shall be permitted. **[Q]**

Note: Sign illumination shall be limited pursuant to Section 14.4.4 of the Los Angeles Municipal Code.

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: Temporary signs shall be permitted pursuant to Section 14.4.16 and Section 14.4.17 of the Los Angeles Municipal Code.



Guidelines 15 Examples. This business uses a modest sign in conjunction with a unique building design to attract attention. As well, it illustrates how storefronts can provide visual interest through transparency and three-dimensional variations in the façade. These signs promote the identity and success of individual businesses with signage sensitive to the context of the façade architecture.



Note: Signage extending beyond private property and residing in the public right-of-way must obtain proper approval from the Department of Public Works Bureau of Street Services.

A permit may be necessary to grant conditional encroachment of the public right-of-way.

16. Wall Signs

Guideline 16:

Promote the identity and success of individual businesses while enhancing the visual quality of the primary streets, through the appropriate placement of wall signs. Locate signs in a manner so as to not detract from building architecture. Minimize sign clutter and ensure that signage design is suitable and well proportioned to the structure and building façade.

Standard 16a: Each premise or business shall be permitted one wall sign. If the premise abuts another street, alley, or public parking area, one additional sign is permitted on the building at that location.

Standard 16b: Wall sign size shall not exceed 1.5 square feet per 1 foot of building façade length. In no case shall all signage at a site exceed 75 square feet. Signs facing alleys or parking areas shall not exceed 5 square feet total. Illuminated signs shall not exceed 1 square foot per 1 foot of building façade length and if facing an alley or parking area shall not exceed 4 square feet total.

Standard 16c: Composition height of wall signs should not exceed 2 feet and letters should not exceed 1.5 feet in height. Composition height of wall signs for businesses located on corner lots of major intersections (Manchester and Lincoln) should not exceed 3 feet and letters should not exceed 2.5 feet in height.

Standard 16d: Sign width should not exceed 90% of the width of a storefront, and 70% of the width of the building.

Standard 16e: Signs should be located at the primary entrance to a building.

Standard 16f: Signs should not dominate or obscure the architectural elements of building facades.

Standard 16g: The height and width of letters and logos should be properly proportioned to the building and fit well within area the sign is located.

Wall sign: Any sign attached to, painted on, or erected against the wall of a building or structure, with the exposed face of the sign in a plan approximately parallel to the plane of the wall.



Guideline 16 Example. This wall sign employs both whimsy and simplicity to identify the establishment and to add visual interest to the storefront.



Standard 16h Example. This wall sign projects from the wall plane, enough to provide some added definition without becoming garish.

Standard 16h: Wall signs should not project more than 10 inches from the face of a wall.

Standard 16i: Signs facing alleys or any residential use or zone should not be illuminated.

17. Projecting Signs (a.k.a. Pedestrian, Blade Signs)

Guideline 17:

Promote the identity and success of individual businesses while enhancing the visual quality of the Village through the appropriate placement of projecting signs. Minimize sign clutter and ensure that signage design is suitable and well proportioned to the structure and building façade.

Standard 17a: Each business or tenant should be permitted one projecting sign, limited to 4 square feet. This sign should be in addition to wall, awning or canopy signs.

Standard 17b: Each business that is located above the first floor may have a projecting sign on the ground level if there is direct exterior pedestrian access to the second floor business space.

18. Awning or Canopy Signs

Guideline 18:

Promote the identity and success of individual businesses while providing the benefit of awnings or canopies upon buildings. Minimize sign clutter and ensure that signage design is suitable and well proportioned to the structure, building façade, and awning.

Standard 18a: In lieu of a wall sign, each business or tenant is permitted one awning sign, to be located over the building or business entrance. An additional awning sign is permitted if the premise abuts another street, alley, or public parking area.

Note: Awnings can be provided in addition to wall signs provided that the awning does not include any storefront identification.

Standard 18b: Sign letters should be located on valences only, and letter height should not exceed 10 inches.

Projecting sign: A sign, other than a wall sign, that is attached to a building and projects outward therefrom with one or more sign faces approximately perpendicular to the face of the building.



Guideline 17 Example. Small projecting signs can offer some three-dimensional variation to a streetscape, providing visual interest to pedestrians and helping to identify business locations.



Guideline 18 Example. Awning signs can add three-dimensional variation to a storefront, provide shade for passers-by, and can enhance the identity of the establishment.

19. Other Signs

Guideline 19:

Promote the identity and success of individual businesses while enhancing the visual quality of the Village, through the appropriate placement, size, and quantity of additional signage.

Standard 19a: Window Signs should not exceed 10 percent of each panel or total window area, and individual signs should not exceed 4 square feet.

Standard 19b: Information Signs are permitted two per building, and should not exceed 4 square feet.

Standard 19c: Building Identification Signs are permitted one per building, and should not exceed 4 square feet for one-story buildings. For each story above the first, the size of the sign(s) may increase an additional 2 square feet. An additional Building Identification Sign is permitted for buildings located on a corner lot.

Standard 19d: One portable menu board sign (A-Frame) may be permitted in the public right-of-way for eating establishments, bakeries, florists, and similar businesses that have as their primary sales perishable good, provided that all of the following conditions are met:

- i. The sign is removed at the end of each business day.
- ii. The sign's dimensions do not exceed two feet by three feet.
- iii. The sign does not interfere with pedestrian movement or wheelchair access
- iv. The sign has a weighted base capable of keeping the sign upright in moderate wind.
- v. The sign is not illuminated.
- vi. All required sign permits have been secured from the Department of Public Works Bureau of Street Services. A permit may be necessary to grant conditional encroachment of the public right-of-way.

Identification Sign: A wall sign that is limited to a company logo, generic type of business or the name of a business or building.



Standard 19e: Mural Signs are encouraged. The written message should not exceed three percent of the total area of the sign. Signs must be approved pursuant to Section 91.6216 of the Los Angeles Municipal Code.

20. Monument Signs

Guideline 20:

Promote the identity and success of individual businesses while enhancing the visual quality of the primary commercial streets by limiting monument signs to only those circumstances where wall signs are not easily viewed from Lincoln or Manchester.

Standard 20a: Monument signs should only be permitted for developments where wall signs and building facades do not front Lincoln or Manchester, or where tenant spaces are primarily entered through a courtyard. In these circumstances, one monument sign is permitted per building, and should be not more than 25 square feet in size and the top of the sign should be not more than 8 feet above sidewalk grade.

Standard 20b: Retail tenants in multi-tenant buildings may each be permitted a listing on a monument sign. Tenant listings and displays should be uniform.

Monument Sign: A sign that is erected directly upon the existing or artificially created grade that has a horizontal dimension equal to or greater than its vertical dimension.



Guideline 20 Example. Monument signs may be used in instances where wall signs are not easily viewed from Manchester or Lincoln.

21. Multi-tenant Buildings

Guideline 21:

Enhance the visual quality of the primary commercial streets by providing signage coordination and consistency on the facades of large buildings.

Standard 21a: Multi-tenant buildings should submit a sign plan to the Department of City Planning that designates the style and design of all signs on the building. Sign plans should establish rules of placement and size.

Standard 21b: Signs on a multi-tenant building should be placed at the same uniform elevation to create visual continuity.



Guideline 21 Example. Uniform projecting signs identify multiple tenants without cluttering the visual or pedestrian environments. The buildings shown below benefit from uniform signage.

RESOURCE PROTECTION

22. Sustainable Building Design

Note: The City's Green Building Program requirements are specified in Section 16.10 of the Los Angeles Municipal Code. Projects that meet the thresholds as defined in Section 16.10 will have to comply with regulations pursuant to this section.

Guideline 22:

Design projects to take advantage of natural systems and features – breezes, daylight, tree canopies – and to minimize the need for artificial lighting, cooling, and heating. Incorporate sustainable building elements into the overall form and aesthetic of projects.

Standard 22a: Projects are encouraged to meet LEED certification requirements.

Note: *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. The LEED green building rating system was developed and is administered by the U.S. Green Building Council.*

Standard 22b: To minimize heat gain, projects should employ high-performance windows, coupled with awnings or exterior window shelves.

Standard 22c: Projects should include more windows along the north- and northeast-facing walls, while decreasing window area along the west- and southwest-facing walls on upper floors.

Exception: Ground level façade transparency should be consistent regardless of the direction of the streetwall, pursuant to Standard 3a, above.

Standard 22d: 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.

Standard 22e: Building and construction materials should use recyclable, durable materials when possible.

Standard 22f: New building roofs should either be “green roofs,” contain landscaping or gardens, or be constructed or painted with a heat reflective material.



Guideline 22 Example. This project incorporates solar technologies directly into the façade design, and is organized around a site layout that encourages cross-ventilation, natural lighting, and shading from the strongest daytime sun.



Standard 22b Example. This exterior awning or sunshade limits internal heat gain from intense daytime sun, thereby minimizing the need for air conditioning.

High Performance Windows: Windows with climate-specific enhanced thermal technologies using improved framing materials, low-emissivity and solar control coatings, low-conductance gas fills, improved thermal breaks and edge spacers, and better edge sealing techniques.