

# RESEDA CENTRAL BUSINESS DISTRICT COMMUNITY DESIGN OVERLAY DISTRICT (CDO)

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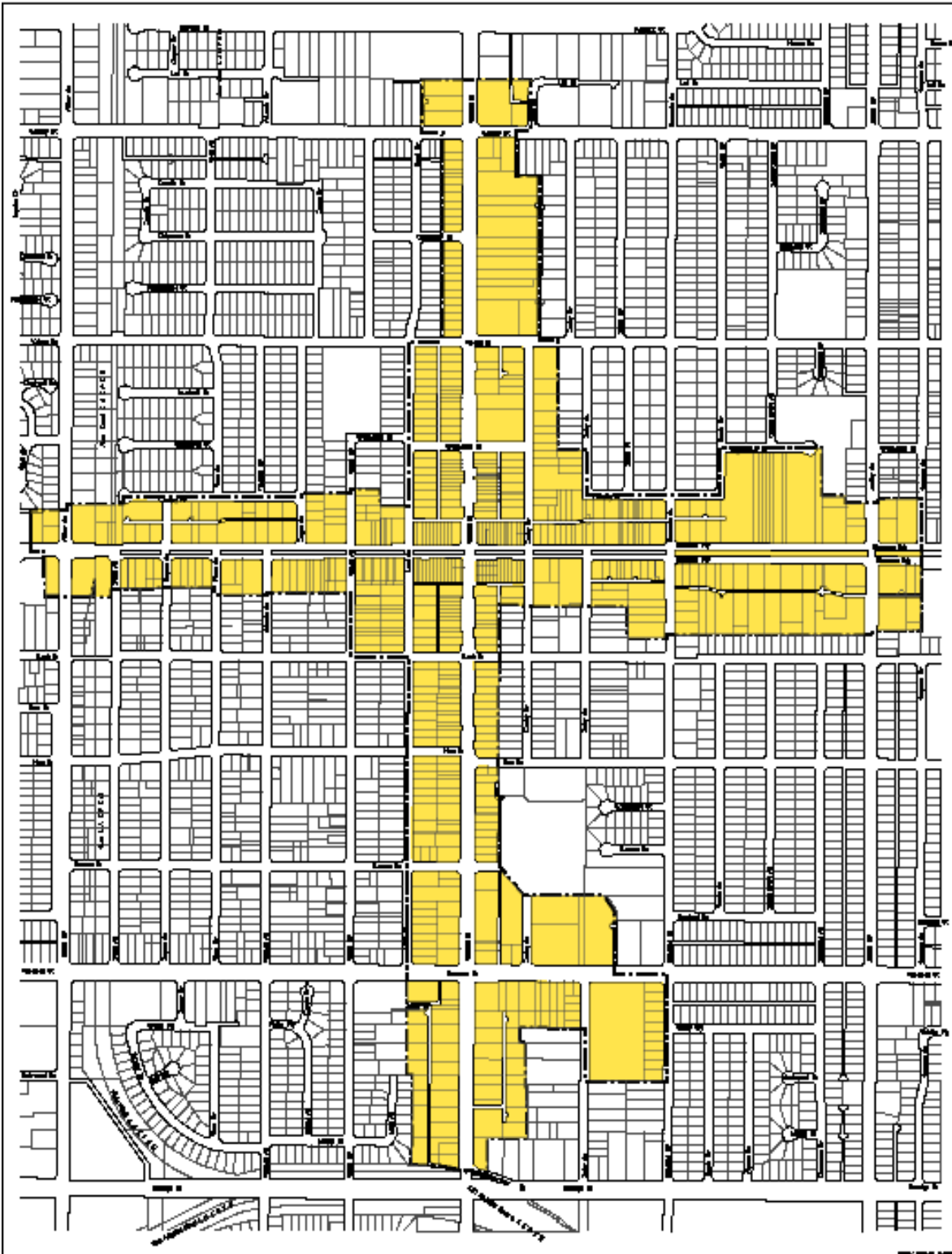
## *Design Guidelines & Standards*

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# Reseda Central Business District Community Design Overlay District



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# RESEDA CENTRAL BUSINESS DISTRICT COMMUNITY DESIGN OVERLAY DISTRICT (CDO)

## Section 1.

### INTRODUCTION

The Reseda Central Business District (CBD) Community Design Overlay District (CDO) establishes Design Guidelines and Standards for Projects dealing with commercial properties. It aims to promote small scale commercial retail character and provide the community with a planning tool for ongoing participation in the revitalization of their business district. While encouraging design creativity, it will guide development and give direction to the area, which will in turn enhance the districts' appearance.

The Reseda CBD CDO is complemented by the Reseda CBD Streetscape Plan which incorporates streetscape design guidelines and standards that provide direction in the design of Projects in the public right-of-way, such as street furniture, street lighting, and landscape. Together these two plans will encourage the integration of public and private space and will help to direct development towards a more cohesive design concept. Further, these tools would accomplish many of the same goals of the Reseda CBD Specific Plan to improve the economic viability of the area for both businesses and residents, improve the physical appearance of the Central Business District, and establish guidelines to encourage orderly development and revitalization, without the more complex entitlement process required pursuant to the Specific Plan.

#### A. History

On July 1, 1974, the Reseda-West Van Nuys District Plan was adopted by the Los Angeles City Council and subsequently amended on February 5, 1985. The District Plan served as a land use development guide for the area addressing uses, zoning, and height. The Reseda Central Business District Specific Plan was subsequently adopted on March 23, 1994 and became effective on May 2, 1994.

The Reseda CBD Specific Plan was adopted for the purposes of improving the economic viability of the area for both businesses and residents, improving the physical appearance of the CBD, and establishing guidelines to encourage orderly development and revitalization. Since the adoption, the restrictions of the Specific Plan, in combination with the changeable economic climate, have discouraged potential development that ultimately would be favorable to the community. In response, the City Council instructed the Department of City Planning to initiate preparation of the CDO and Streetscape Plan to possibly replace the existing Specific Plan (CF 02-0119). As an alternative approach, the provisions of the CDO and complementary Streetscape Plan will accomplish similar objectives to the Specific Plan, while allowing the desired flexibility in the discretionary review process.

## **B. Boundaries and Organization**

The CDO boundaries generally encompass the commercial designated properties along Sherman Way just west of Wilbur Avenue and just east of Lindley Avenue, and, along Reseda Boulevard between Kittridge Street and north of Saticoy (see attached map).

Design guidelines are policy directives and are implemented through the application of design standards. Often, more than one standard per guideline is provided. Below is an example of a design guideline and implementing standard.

**Guideline 3:** Encourage illuminated parking areas, for the purpose of safety, without becoming a nuisance to surrounding residents.

**Standard 3a:** Lighting should be directed on-site and shielded away from surrounding residential areas.

All commercial Projects within the boundaries of the Reseda CBD CDO must comply with the following Design Guidelines and Standards. The requirements have the overall goal of achieving a high quality environment that will attract customers, new businesses, and provide for the comfort, convenience, and safety of shoppers.

## **Section 2.**

### **GOALS AND PRINCIPLES**

#### **A. Goals**

The Design Guidelines and Standards offer guidance and direction for infill development and rehabilitation of existing development. These Guidelines and Standards are intended to build upon existing design elements. The following are the CDO's design goals:

- To promote storefront and shopping center design that invites commercial interest, enhances the physical appearance, and reinforces pedestrian scale and activity.
- To promote the development of structures or uses which are of acceptable exterior design and appearance.
- To provide direction for site planning to insure a heightened degree of design which will contribute to the safety of pedestrian and automobile traffic.

## B. Design Principles

These Design Guidelines and Standards, in consort with the Reseda CBD Streetscape Plan, are intended to create a cohesive design scheme, connecting existing and new development, to promote an attractive and inviting district that offers an enlivening pedestrian experience. To achieve this goal, the CDO adheres to the following principles:

- **Consistency:** Development should maintain a basic consistency and compatibility within and between stores, shopping centers, and mini-malls, achieved through selection of colors, exterior surface materials, landscaping, and signage, as well as complementary lot widths and setbacks.
- **Simplicity:** This principle is addressed through guidelines and standards for color, windows, signage, and building materials. Examples of this principle include signs limited to business identification, color schemes that are simple and limited to four colors, and windows kept clear and unobstructed.
- **Individuality:** Storefronts should express distinctiveness; within the context of the overall design guidelines, reinforced by guidelines relating to color and materials, signs, Awnings and lighting.
- **Compatibility:** Building and storefront design should be compatible with existing development, achieved through selection of colors, spacing and proportion of building openings, and in the choice of exterior surface materials.

## Section 3.

### ADMINISTRATION

All Projects in the Reseda CBD Community Design Overlay District will be reviewed for compliance with the design guidelines and standards before being issued a building permit. Below is a definition of "Project," an outline of procedures for submitting an application for review, required submittal materials, and procedures to appeal determinations.

#### A. Project Definition

The definition of Project is provided in Chapter 1, Section 13.08 of the Los Angeles Municipal Code (LAMC).

*"The CDO applies to the erection, construction, addition to, or exterior structural alteration of any building or structure, including, but not limited to, pole signs and/or monument signs located in a Community Design Overlay District. A project does not include construction that consists solely of (1) interior remodeling, interior rehabilitation or repair work; (2) alterations of, including structural repairs, or additions to, any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations*

*or additions, as determined by the Department of Building and Safety, unless the alterations or additions are to any building facade facing a public street; or (3) a residential building on a parcel or lot which is developed entirely as a residential use and consists of four or fewer dwelling units, unless expressly provided for in a Community Design Overlay District established pursuant to this section.”*

**B. Procedures for Private Projects**

Upon application for a building permit, the Department of Building and Safety refers applications to the City Planning Department to determine if the proposal is a Project according to the above definition. For simple cases, such as signs, applicants may receive an immediate sign-off. For most cases, however, staff review may be necessary. Below is a list of necessary application materials for review of a CDO Project. A determination by the Planning Department is required twenty (20) days from the date all required materials are submitted and the Project is deemed complete.

**C. Project Submittal Materials**

1. Master Land Use Application provided by City Planning Public Counter
2. Environmental Clearance
3. Architectural Plans
  - Vicinity Map with the location of applicant’s property.
  - Site/Plot Plan at a minimum 1/8 inch = 1 foot scale.
  - Elevations (N, S, E, W) of existing and proposed structures, with all dimensions included.
  - For applicable Projects, architectural elevation and detail sheets, including, but not limited to Articulation of main Facade elements, windows, doors, balconies, exterior building materials, exterior wall surface treatments, decorative elements, color, roof treatments, pole signs, and monument signs.
  - Landscape Plan, if necessary
  - Color renderings of the Project if deemed necessary by planning staff.
4. Photographs (minimum size: four (4) by six (6) inches)
  - Subject Site.
  - Subject Project.
  - Panoramic view of all structures within a distance of two hundred (200) feet on either side of the subject site.
  - Panoramic view of existing structures on the opposite side of the street within three hundred (300) feet of the subject site.

#### D. Appeals

Once the determination letter is issued by the Planning Department, no determination approving or disapproving a CDO Project application is final until the fifteen (15) day appeal period has expired pursuant to [Code Section 13.08 E 5](#) of the LAMC. Appeals may be filed by applicants or interested parties. Appeals shall be in writing and shall set forth specifically where the petitioner believes the findings and decision to be in error. Appeals shall be filed on Form [CP-7769](#).

#### Section 4.

#### DEFINITIONS

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

- A. **Articulation.** Clear and distinct separation between design elements.
- B. **Awning.** A cloth covering extending over or in front of a door or window as a shelter or decorative element.
- C. **Bollard.** A vertical freestanding short post used as a barrier to vehicles.
- D. **Canopy.** A roof like cover extending over the storefront bay area of a Facade, which provides shelter or decoration.
- E. **Facade.** The front of a building or any of its sides facing a public way or space.
- F. **Main Building.** The largest building on the parcel or in a shopping area.
- G. **Parapet.** A low wall along the edge of a roof.
- H. **Pedestrian Walkway.** Walkway providing pedestrian passage through parking lots which is distinguished by hardscape and landscape treatments that provide for pedestrian safety and ease of movement.
- I. **Stucco.** A coarse plaster composed of cement, sand and hydrated lime, mixed with water and applied in a plastic state to form a hard covering for exterior walls.

## Section 5.

### DESIGN GUIDELINES AND STANDARDS

*The following Design Guidelines and Standards apply to Projects in the Reseda CBD.*

#### A. Site Planning

##### Parking

**Guideline 1:** Integrate parking structure design by incorporating elements of the Main Building servicing such structure.

**Standard 1:** Use compatible materials, color, architectural details and landscaping to incorporate parking structure design into the overall design scheme.

**Guideline 2:** Provide privacy to residents in the surrounding neighborhoods and screen automobiles from public view by designing parking buildings and surface parking lots which will minimize associated impacts.

**Standard 2a:** Screen automobiles within parking structures through the use of building Parapets, landscape, and other architectural treatments. (See Figure 1)



*Figure 1*

**Standard 2b:** Surface parking Projects adjoining a public street should be screened by a solid wall having a continuous height of forty-two (42) inches. In addition, the wall should be separated from the public right-of-way by five (5) foot landscaped area.



**Guideline 3:** Encourage illuminated parking areas, for the purpose of safety, without becoming a nuisance to surrounding residents.

**Standard 3a:** Lighting should be directed on-site and shielded away from surrounding residential areas.

**Standard 3b:** Light located within surface parking areas should be a maximum height of twenty-five (25) feet.

**Standard 3c:** Decorative illuminated Bollards can be used to create light along pathways within with parking area. Bollards should be a maximum height of forty-two (42) inches.

**Guideline 4:** Enhance the visibility, appearance, and safety of parking areas by maintaining existing parking lots in good repair.

**Standards 4:** All parking areas that require re-stripping, should first be re-slurry coated.

#### **Pedestrian Walkways**

**Guideline 5:** Provide a safe and attractive shopping environment by incorporating Pedestrian Walkways in the site design.

**Standard 5a:** Pedestrian sidewalks should be provided adjacent to the building and should be a minimum of five (5) feet wide.

**Standard 5b:** Businesses served by large parking lots, greater than twenty-five (25) spaces, should provide decorative pedestrian crossings (i.e. textured or colored paving materials) throughout the parking area to aid customers safely to the store.

**Standard 5c:** Entry walkways, from the sidewalk to the front entrance, should be provided where a parking lot is sited in front of the building. (See Figure 2)



Figure 2

### **Freestanding Walls**

**Guideline 6:** Create space and provide security by enclosing parking areas and sites with decorative walls and fences. Combination wrought iron and masonry walls are encouraged.

**Standard 6a:** Walls should incorporate surfaces and textures to discourage graffiti where possible. Masonry walls should be constructed from decorative brick, stone, split face concrete block, or other decorative material. Masonry block walls should be finished with a masonry cap.

**Standard 6b:** Chain link fencing should be avoided and should never be the primary fencing material.

### **Equipment Screening**

**Guideline 7:** Enhance the visual look of secondary features such as trash and recycling areas, mechanical equipment, and loading areas by screening them from public view.

**Standard 7a:** Trash storage bins and recycling areas should be located away from the street, behind or to the side of buildings, and should be fully enclosed with a decorative masonry wall or fence and landscaped to prevent off-site transport of trash. Each individual trash bin should have a cover. (See Figure 3)



*Figure 3*

**Standard 7b:** Ground mounted equipment or electrical transformers should be fully screened on all sides from public view by substantial landscaping or should be placed underground.

**Standard 7c:** Loading docks should be screened from Reseda Boulevard and Sherman Way by being located at the rear of structures away from the public view.

## B. Landscaping

*Landscape and Irrigation Plans shall be submitted to the Planning Department Public Counter for review of Project compliance with the Landscape Ordinance. The plans shall identify the given species (botanical, common names), location, size, number, spacing, and any other relevant material for the Project. These Guidelines & Standards are in addition to any requirements of the Landscape Ordinance.*

**Guideline 8:** Use landscaping to augment ground cover, provide an attractive buffer, filter noise, soften glare, and enhance the overall aesthetic appeal of the community.

**Standard 8a:** Areas fronting the public right of way free of structures, driveways, walkways, or required parking should be adequately landscaped. (See Figure 4)



Figure 4

**Standard 8b:** Landscape materials should include both softscape and hardscape which complement the building and site design.

**Standard 8c:** Use an effective variety and density of plant materials including, but not limited to, evergreen (non-deciduous), drought tolerant, native trees, shrubs, perennials, flowers, ground cover, and vines of various heights and species.

**Standard 8d:** Hardscape materials such as river rock, crushed rock, redwood, bark chips, pebbles and stone or masonry slabs should be used to accent and enhance the overall landscape plan and should not be used in-lieu of plant materials.

**Standard 8e:** A minimum fifteen (15) foot wide landscaped buffer should be provided adjacent to single family zoned properties. The landscape area should include shade trees (24-inch box) planted every twenty-five (25) feet on center.

**Guideline 9:** Soften, buffer, and conceal views of parking areas from adjacent uses with sufficient planting materials by incorporating planters, planter boxes, trellises, etc. as part of the landscape design.

**Standard 9a:** A minimum seven (7) foot wide landscape buffer should separate surface parking adjacent to the public street. This buffer should contain shade trees planted one (1) for every twenty-five (25) linear feet of parking lot frontage to be planted anywhere with the buffer (i.e. 100 lineal feet equals 4 trees).

**Standard 9b:** A minimum seven (7) foot wide planted landscape buffer is required for all parking structures or garages adjacent to a public street; this area should contain trees, shrubs or other various plant species. (See Figure 5)



Figure 4

## C. Architecture

### Building Materials

**Guideline 10:** Use exterior surface materials that complement existing buildings in the area and maintain visual interest. Marble, brick, smooth texture Stucco, stone and tile are recommended materials. (See Figure 6)



*Figure 6*

**Standard 10a:** The use of wood, metal, unfinished or unsurfaced concrete block walls, plywood, plastic laminate, pecky cedar, corrugated fiber glass, and heavily textured Stucco as a primary surface material should be avoided.

**Standard 10b:** Bare aluminum finishes, unfinished metal panels, metal windows/doors, and the like should be anodized or painted. All materials employed in construction should be finished and durable.

**Standard 10c:** Front Facade design and materials should continue around corners to the other walls of the building.

**Guideline 11:** Use exterior surface materials that will reduce the incidence and appearance of graffiti.

**Standard 11:** Exterior walls and windows should be treated with graffiti resistant materials such as specialized coating or use of vegetation.

### **Building Colors**

**Guideline 12:** Tie building elements together through the use of color.

**Standard 12a:** A maximum of four (4) exterior colors should be used.

**Standard 12b:** Exterior building elements, such as downspouts, gutters, vents, and other mechanical equipment should be painted to blend into the background surface whenever screening of the equipment is not possible.

**Standard 12c:** Building materials such as marble, brick, and tile should retain their natural colors.

**Guideline 13:** Avoid highly reflective colors, especially those that produce glare.

**Standard 13:** Bright colors including fluorescent and day-glow are not permitted, except when used as accent.

### **Lighting Design**

**Guideline 14:** Design exterior lighting as part of the overall architectural concept.

**Standard 14a:** Lighting fixtures and all exposed accessories should be harmonious with the building design. (See Figure 7)



*Figure 7*

**Standard 14b:** Illuminate storefront entrances to make inviting, create an emphasize, and to deter from crime.

**Standard 14c:** Avoid lighting elements which detract from the appearance of their setting.

**Guideline 15:** Concealing light features within building and landscape can highlight attractive features and avoid intrusion into neighboring properties.

**Standard 15a:** Illuminate buildings and landscape to indirectly create a strong positive image.

**Facade Treatment**

**Guideline 16:** Provide visual interest by providing for breaks in the street-wall by dividing storefronts into structural bays, recessed entryways, adding balconies and other similar design features.

**Standard 16a:** All ground floor storefronts greater than fifty (50) feet in length should provide for structural bays at a minimum of twenty-five (25) foot intervals. (See Figure 8)



*Figure 8*

**Standard 16b:** Storefront bays should be recessed at least three (3) inches from the front plane of the building.

**Standard 16c:** Entryways should be enhanced through architectural treatments, such as tiling on the floor or around doorway, individual Awnings, placement of sign, and illumination.



**Standard 16d:** The use of mosaics, contrasting trim, horizontal color bands, and trellises should be used to help break up the vertical and horizontal monotony of flat walls.

**Guideline 17:** Incorporate Facade design into successive floors, including the area between floors.

**Standard 17:** Building Facades should be extended and continue beyond the ground floor. Successive floors can be offset by recessed windows, balconies, offset planes, Awnings or other architectural details.

**Guideline 18:** Capitalize on design elements that draw focus to entries and to displays in storefront bays facing Sherman Way and Reseda Boulevard. Every effort should be made to make the building Facade treatment elements as architecturally integrated as possible.

**Standard 18:** For any Project, sixty percent (60%) of the first floor building Facade should be dedicated to windows and doors. Another twenty percent (20%) should be articulated with wall treatments including two or more of the following: recessed entryways, planters, murals, mosaic tile, or public art and/or other means of creating visual interest.

### **Windows**

**Guideline 19:** Establish pedestrian scale by opening store fronts for both pedestrians and customers through proper design of window elements.

**Standard 19a:** First and second floor windows should be recessed a minimum of three (3) inches.

**Standard 19b:** Windows should be designed to provide transparent viewing for pedestrians and passing traffic. No darkened, heavily tinted, or screened windows are permitted on the first floor.

**Standard 19c:** Windows and other openings should contribute to forty percent (40%) of each successive floor.

### **Roof Lines and Forms**

**Guideline 20:** Articulated roof lines and forms add appeal, provide visual interest, and can de-emphasize building mass and scale. When designing roof

lines the scale and proportion of adjacent buildings should be considered.

**Standard 20a:** Roofs should be flat, with decorative cornice elements, and Parapets that extend above the roof line to screen rooftop mechanical equipment from public view. (See Figure 9)



Figure 9

**Standard 20b:** To promote visual interest, buildings with frontages greater than twenty-five (25) feet, should provide articulated roof lines every fifteen (15) feet with vertical relief. (See Figure 10).



Figure 10

**Standard 20c:** Severe roof pitches that create prominent or out of scale building elements such as A-frame roofs, domes, or chalet styled buildings should be avoided.

#### **Security Devices**

**Guideline 21:** Enhance the area and encourage window shopping by minimizing the appearance of security devices during business hours and by incorporating such elements into the Facade design (security measures may be necessary for protection from theft and vandalism, but should not detract from the buildings' architecture).

**Standard 21a:** The use of barbed wire, razor wire, and concertina wire should not be visible from the public right-of-way. If devices are needed, they should be installed to have minimum visual impact on the community.

**Standard 21b:** Security devices should be positioned behind storefront windows and should be see-through when closed to provide a visibility into the interior for law enforcement after hours, when feasible. Security devices such as transparent film covering or alarm systems, which do not have a negative impact on the building design are permissible.

**Standard 21c:** The installation of security devices should not change the architectural style of the building.

**Standard 21d:** During business hours, and for the safety of clientele, security grilles and similar security devices must be fully retracted (including: sliding tracts/rails, pulling chains, and any other portion of the device which can be made unobtrusive).

**Guideline 22:** Existing exterior devices should be enhanced or modified to minimize their appearance when feasible.

**Standard 22a:** Existing exterior security devices should be painted in a similar color as the primary building surface of the building or a complimentary accent color. If feasible, housing for such devices should be concealed by canvas awnings, landscaped planters, or other means of camouflage.

**Standard 22b:** Existing exterior security devices which can provide floor to ceiling visibility into the storefront from passing law enforcement vehicles may be retained. Existing security devices which do not provide the full visibility should be changed to a style which does provide the full visibility.

**Standard 22c:** Prior to the issuance of a building permit, any desirable repairs or replacement of damaged devices should be considered and identified by the Planning Department to enhance the appearance of the devices, if feasible.

### **Awnings & Canopies**

**Guideline 23:** Respond to the scale, proportion, and rhythm of a building's design through the use of Awnings and canopies. They can be an integral part of storefront design and should enhance the style, color, and form of the existing architecture, but should not obstruct views of adjacent businesses.

**Standard 23a:** Awnings should relate to the size and form of window and door openings. Storefronts greater than twenty-five (25) feet and divided into structural bays should provide one Awning for each bay (See Figure 11).



Figure 11

**Standard 23b:** Awnings should be a maximum of three (3) colors for each Project exclusive of signage.

**Standard 23c:** Canvas Awnings should be fade resistant and fire retardant.

**Standard 23d:** Glossy, vinyl, plastic, metal and horizontal ribbed Awnings should not be used.

**Guideline 24:** Promote pedestrian use, enhance building architecture, and produce shade from the sun by providing Canopies in substitute of Awnings.

**Standard 24:** Canopies should extend into the public right-of-way, but should not interfere with other street uses, such as street trees and street lighting.

#### **Wireless Telecommunication Facilities**

*In addition to the requirement of Section 12.14 W 49 of the LAMC, the following Guidelines & Standards apply to wireless telecommunication facilities.*

**Guideline 25:** Minimize visibility of wireless communication facilities and reduce the number of freestanding structures.

**Standard 25a:** Building and roof-mounted antennas and other telecommunication equipment should be painted and textured to integrate into the architecture of the existing structures to which they are attached or should all be effectively screened by the use of Parapets or similar architectural elements.

**Standard 25b:** Accessory equipment (e.g. power supply boxes) should be effectively screened through placement underground, internally within the building structure, or on rooftop locations behind architectural elements.

**Standard 25c:** All new facilities should be designed to accommodate more than one service provider.

**Automotive Uses (existing only)**

*In addition to the requirement of Section 12.14 of the LAMC, the following Guidelines & Standards apply to existing non-conforming Automotive Uses (including but not limited to Automobile and Trailer Sales Area, Automobile Dismantling Yard, Automobile for Hire, Automotive Fueling and Service Station, and Automotive Repair as defined in Section 12.03 of the LAMC).*

**Guideline 26:** Minimize visual blight by designing buildings to screen work activity away from public view and residential properties.

**Standard 26:** Bay doors and similar service entrances (carwash openings, etc.) should not face public streets or adjacent residential properties.

**Guideline 27:** Encourage cohesive site development by relating additions, including accessory buildings, to the main structure on site.

**Standard 27:** Additions or accessory structures (including temporary structures such as canopies, etc.) should be designed to match the Main Building through the use of similar exterior surface materials, architectural detailing, massing, and color.

**Mini-Shopping Center**

*In additions to the provision of Section 12.24 W of the LAMC, the following Design Guidelines & Standards apply to all mini-shopping centers.*

**Guideline 28:** Design all buildings within a shopping center to create a cohesive visual relationship between the buildings. This can be established through exterior finish, architectural design elements, sign plans, and landscape. (See Figure 12)



*Figure 12*

**Standard 28a:** All shopping center buildings should share at least two (2) colors and materials in common.

**Standard 28b:** All shopping centers and mini-malls should submit a sign plan with detailed elevations illustrating the number, location, size and color of proposed signs.

**Guideline 29:** Screen shopping cart storage area from parking lots and off-site view.

**Standard 29:** Shopping cart storage areas adjacent to buildings should be incorporated into the design of the building to provide a visual screen of carts from the parking areas (e.g. through use of a low wall).

**Guideline 30:** Design freestanding buildings to be consistent with the shopping center.

**Standard 30a:** When the exterior of shopping center receives a new architectural treatment, freestanding buildings that are part of the center should receive similar treatment to maintain uniformity with the facility.

**Standard 30b:** Freestanding buildings should be designed and detailed consistently on all sides.

## D. Signs

*Sign plans shall be submitted with detailed elevations illustrating the location, size, color, number, material, front style, and any other relevant material for all signage located on the Project.*

### **Graphic Composition**

**Guideline 31:** Avoid using too many colors and showing too much sign equipment which can confuse the message of a sign.

**Standard 31a:** All signage on any Project should have a maximum of four (4) colors.

**Standard 31b:** All sign raceways, crossovers, conduits, conductors, transformers, and other equipment visible to public display should be suitably finished and maintained (e.g. painted to match the building color, etc).

### **Sign Limitations**

**Guideline 32:** Enhance the identity of individual businesses by reducing the number and type of signs and placing them appropriately.

**Standard 32:** Signs should reinforce Facade rhythm, scale, and be consistent with the proportion and scale of the storefront. (See Figure 13)



Figure 13



### **Sign Information**

**Guideline 33:** Display only pertinent business information on signage. (See Figure 14)

Figure 14



**Standard 33:** Wall, channel letter, Awning, Canopy, and projecting signs should consist of business name, address and/or type of business only. In no instance should brand names, products sold, or logos of product sold be used which are not the actual business name.

### **Window Signage**

**Guideline 34:** Avoid overwhelming window displays with signage.

**Standard 34a:** The content of window signs should be limited to the name of the business, hours of operation, products sold and images. In no instance should brand names or logos of product sold be used which are not the actual business name.

**Standard 34b:** Holiday window signs should be the only temporary signage used.

**Sign Placement**

**Guideline 35:** Discourage signage which covers architectural features or the architecture of successive floors.

**Standard 35:** Sign placement should be directly above the individual storefront and should be affixed to the wall from which sign calculations were taken. (See Figure 15)

*Figure 15*



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