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CITY OF LOS ANGELES PLANNING DEPARTMENT

BROADWAY

Theater and Entertainment District

DESIGN GUIDE

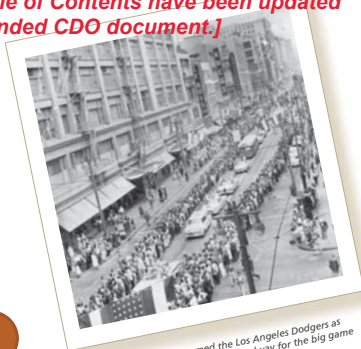
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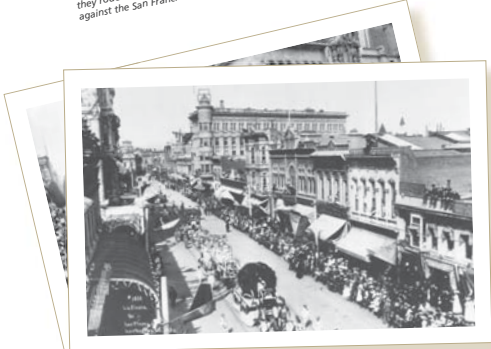
Theater & Entertainment District Design Guide

[Strikethrough sections have been removed. Page numbers in the Table of Contents have been updated accordingly in amended CDO document.]

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In 1958, thousands welcomed the Los Angeles Dodgers as they rode in a motorcade down Broadway for the big game against the San Francisco Giants at the Coliseum.



1903 "La Fiesta de las Flores" (flower celebration) parade on Broadway.

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Theater & Entertainment District Design Guide

SECTION 1: Introduction

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

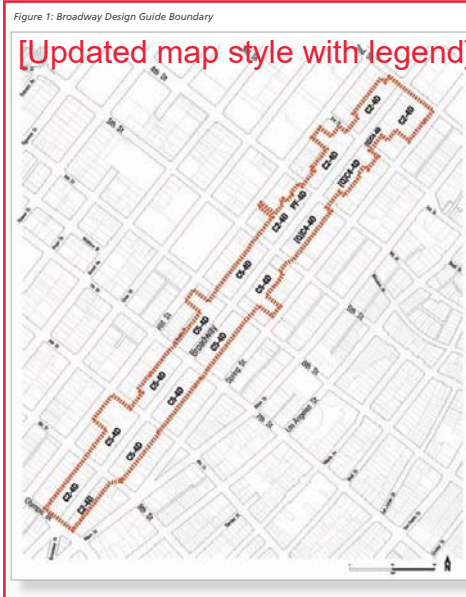
Broadway Design Guide Overview

This document has been developed as part of a public-private partnership between the City of Los Angeles, Broadway property owners and the Downtown community. During 2008 and early 2009, a working group of Downtown and Broadway stakeholders helped develop these guidelines with the goal to create a vibrant corridor with entertainment, cultural and retail amenities that will complement and connect the various Downtown districts and activity centers. Subsequent workshops and open houses have involved broader segments of the Downtown community in this process. These guidelines reflect community goals for a lively, attractive, pedestrian-oriented Broadway that encourages entertainment, theater, and retail uses; preserves the historic architecture of the corridor; and activates the upper floors of existing buildings. These guidelines also support community aspirations for a true entertainment hub, with theaters, dining, shopping and inviting public spaces.

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

Broadway Design Guide Boundaries

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



Broadway Setting

From the turn of the century through the 1930s, crowds of Angelinos and tourists were attracted to this lively stretch of Broadway to enjoy the entertainment and shopping offered in this theater and retail district. Broadway was a bustling street of constant activity with street cars, major department stores, film and vaudeville theaters and office space for professionals. Vaudeville first arrived on the scene in the early 1900s. Two leading vaudeville circuits located their theaters on Broadway — the Orpheum and the Pantages — securing Broadway as Downtown’s entertainment center. Beginning in the 1910s, a number of grand movie palaces also made their home on Broadway.

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

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

Design Guide Goals and Objectives

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

The design guidelines and standards presented for new construction are flexible in application, providing direction for design treatment without mandating one particular architectural style or form. The implementation of these guidelines ensures that each project contributes to a more functional, walkable, and appealing district, while enhancing the designated National Register Historic District. In this way, improvements to individual properties can, over time, enhance the function of Broadway as a regional cultural and entertainment district and social center.

The **Broadway Design Guide** provides design **guidelines** and **standards** intended to promote and enhance the identity of the District. Specifically, the **goals** of the Design Guide are to:

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

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

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Design Principles

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

1-Activity. Good building and site design is integral to a thriving and animated pedestrian-oriented, mixed-use district. By facilitating an active street interface in new and existing buildings, design guidelines play an essential role in encouraging pedestrian activity, invigorating commercial uses and creating a safe and pleasant environment. Inviting storefronts, paseos, arcades, plazas, sidewalk dining, and attractive pedestrian-oriented signage promote sidewalk activity. Encouraging new and viable uses for the district's under-used theaters and other historic buildings will help transform the area into a vibrant, 24-hour cultural and entertainment hub.

2-Context. Design guidelines and standards provide regulatory flexibility to allow project applicants to take cues from the environment, historical precedent and physical site data of the surrounding district. Successful district projects ~~help positively reinforce the identity of the Broadway Corridor by considering its context.~~ Projects should contribute to the aesthetic and physical character of Broadway. Infill developments fit into the existing context by continuing the prevailing streetwall and paying particular attention to massing, façade articulation and site planning. Guidelines and standards, along with discretionary review, will ensure compatibility with the designated National Register Historic District while permitting creativity for new infill development.

3-Compatibility. Projects should promote compatibility with its surroundings, both with respect to design and use. Additionally, when feasible and consistent with preservation goals, projects should incorporate design features that improve compatibility amongst a wide range of uses. Project applicants should consider rehabilitation techniques that help diminish noise, improve energy efficiency and mitigate other potential impacts. For example, the use of storm windows when rehabilitating a historic structure can serve both to attenuate sound and improve energy efficiency.

4-Interest. Architectural and landscape detailing that ~~can~~ is attractive to pedestrians can help improve the appeal and identity of the Broadway Corridor. This detailing includes storefront ornamentation, reduction of blank walls, and the appropriate variation of scale, color and texture. Guidelines and standards based upon this principle address wall surfaces, awnings, signage, architectural treatments, the provision of consistent setbacks and ground floor transparency.

5-Quality. As new development occurs within the district, it must positively contribute to the overall visual identity of the Broadway Corridor. Broadway's visual appearance can be enhanced by the use of quality building materials, attention to design details, limitations on signs (size, location, number), and increased landscaping and maintenance.

6-Maintenance. The proper maintenance of historic structures is an overarching principle promoted within this Design Guide and will contribute to the overall attractiveness and vibrancy of the area. Building materials such as terra cotta, masonry, wood, metal, tile and terrazzo should be properly cleaned and maintained as a primary means of preserving important historic features and preventing further building deterioration. Proper drainage should be provided to prevent water from damaging surfaces. Appropriate methods prescribed in recognized preservation guidelines should be employed.

The application of protective coatings to preserve restoration work is encouraged. Please refer to Section 8104 of the Los Angeles Building Code for Basic Maintenance and Repair of Existing Buildings and Premises for local maintenance regulations. Additionally, the U.S. Department of the Interior's National Park Service Historic Preservation Briefs are available for guidance on preserving, rehabilitating, and restoring historic buildings online at: <http://www.nps.gov/hps/tps/briefs/presbhom.htm>.

7-3 Sustainability. The combination of old and new buildings on Broadway will add interest and richness to the urban fabric of Downtown. Rehabilitation of existing structures as well as new building construction present opportunities to integrate sustainable or "Green Building" concepts that reduce resource consumption and encourage natural systems for cooling, lighting and shading. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is a benchmark for the design, construction, and operation of high performance green buildings. New construction projects are encouraged to meet LEED certification requirements and to comply with the City's Green Building Program, as applicable. Rehabilitation projects are also encouraged to incorporate as many green building standards as possible into their Moreover, adaptive reuse reduces the amount of demolition and construction waste deposited in landfills and, lessens unnecessary demand for energy and consumption of natural resources required to build new buildings. Reinvestment into the historic core is highly encouraged because it maximizes the energy embedded in buildings and infrastructure (i.e. roads, sewer lines, etc.).

Relevance to Other Plans

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

General Plan Framework & Existing Central City Downtown Community Plan

The City of Los Angeles General Plan Framework identifies focal points in each community that function as centers of activity and where new growth and development is expected to occur. The Broadway Design Guide area is contained entirely within the boundary of the Central City Downtown Community Plan Area, which is designated in the General Plan Framework as the "Downtown

Center." The Downtown Center is considered an international center for finance and trade that serving the five county metropolitan region and encourages considerable density and floor area ratios up to 13.0:1 (high-rise residential towers, financial institutions and corporate headquarters). It is also the primary economic, governmental and social center of Los Angeles. The largest government center in the region, the Downtown Center is also the location of the region's major cultural and entertainment facilities and its principal transportation hub.

As the primary center of urban activity for the Los Angeles region, the Downtown Center's development should reflect a high design standard and host a variety of uses. Additionally, downtown's visitors and growing residential population should benefit from street activation and enhanced public safety as a result of future downtown development. Promoting the rehabilitation of Broadway's rare collection of historic theaters, the Central City Downtown Community Plan also supports the corridor's revitalization and establishment as a regional, night-time, entertainment district, with night clubs, bars and restaurants that contribute to an active, 24-hour downtown. Broadway is a major artery in the Historic Core which forms the spine of Central City. The revitalization of Broadway is consistent with the goals of the General Plan Framework and the Central City Downtown Community Plan to expand and reinforce the distinct districts of downtown and to eventually link pockets of activity via vibrant, pedestrian friendly streets. This Design Guide aims to foster a Broadway that lives up to the vision in the General Plan Framework and to be consistent with the previously stated goals and objectives.

City Center Redevelopment Plan

The Broadway Design Guide area also lies within the City of Los Angeles Community Redevelopment Agency (CRA) City Center Redevelopment Project area (Refer to Figure 2, on page 8).

The CRA has identified the City Center as a redevelopment area for focused efforts to counter blighted conditions and foster redevelopment through various revitalization efforts. Its goal is to encourage developments that are consistent with the character of Central City, and that enhance the community's overall image. Among its several goals, the City Center Redevelopment Plan aims to:

- Eliminate and prevent the spread of blight and deterioration;
- Rehabilitate and redevelop the project area;

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- Further the development of Downtown as the major center of the Los Angeles metropolitan region;
- Promote the development and rehabilitation of economic enterprises including retail, commercial, service, sports and entertainment, manufacturing, industrial and hospitality uses that are intended to provide employment and improve the project area's tax base; and
- Preserve key landmarks which highlight the history and unique character of the City.

Figure 2: City Center Redevelopment Project area



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

Permanent [Q] Qualified Conditions

An ordinance instituting various development standards has been adopted in conjunction with this Design Guide to insure compliance with and implementation of essential components of the design guidelines. Those standards required by the [Q] Conditions will create an inviting pedestrian environment to support the Broadway Theater District. The standards, for example, will require that all buildings be built to the property line; parking be located to the rear of buildings or underground, as feasible; ground floors maintain transparency and contain active uses; and new construction complement the scale and massing of the District's existing historic fabric.

Downtown Design Guide

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

Future Efforts

To guide the transformation and revitalization of the Broadway Theater and Entertainment District, multiple comprehensive and long-range planning efforts are required. The Broadway Design Guide is limited to addressing design standards on private property. With the implementation of these guidelines, immediate and small-scale changes can begin to occur. However, other important initiatives will also shape the area's future, such as the Central City New Community Plan, the Broadway Streetscape & Infrastructure Improvement Plan that will guide enhancements to the public realm (i.e. streets and sidewalks); the Downtown Los Angeles Street Car; and the Broadway Sign Supplemental Use District. Such future efforts are either underway or are planned and will require the Department of City Planning to coordinate with the Departments of Transportation and Public Works, the CRA and other agencies as well as the offices of elected officials.

Central City New Community Plan Program

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

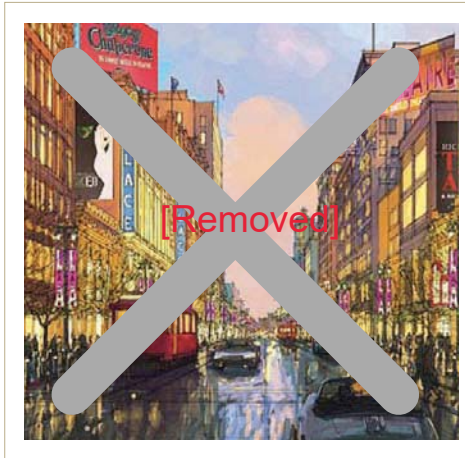
Broadway Streetscape & Infrastructure Improvement Plan

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

Broadway Sign Supplemental Use District

While this Design Guide includes guidelines for signs, a more comprehensive Broadway Sign Supplemental Use District may be implemented in the future. This may permit certain signs that are not currently allowed by the Los Angeles Municipal Code but are characteristic of the district.

Rendering by Westlake-Reed-Leskovsky.



Downtown Los Angeles Streetcar

Another important component of the revitalization of Broadway is the introduction of a Downtown Streetcar serving the Historic Core and connecting it to other Central City entertainment districts. As a means of improving transit accessibility, reintroducing a streetcar on Broadway will link destinations on one end of Downtown, like LA Live and the Staples Center, with features like the Music Center and Grand Avenue on the other. The streetcar allows patrons to arrive downtown by bus, car, or subway and serves as a circulator between downtown locations.

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SECTION 2: Administrative Procedures

Project Thresholds

General regulations pertaining to the function and administration of the Broadway Design Guide will be consistent with those of the Community Design Overlay Zones as outlined in Section ~~13.00~~ 8.2.5 of Chapter 1A of the LAMC, the Los Angeles Municipal Code (LAMC). A project within the Design Guide boundary is defined in Section ~~13.00 C~~ 8.2.5.B.1 of Chapter 1A of the LAMC. Consistent with that Section, the following project definition and exemptions apply specifically to the Broadway Theater and Entertainment District Design Guide:

Broadway Design Guide Project

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

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

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

Exemptions

A project does not include the following: (a) construction that consists solely of interior remodeling or interior rehabilitation or repair work and (b) alterations of, including structural repairs, or additions to any existing building or structure façade that does not front a public street, and in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations or additions, as determined by the Department of Building and Safety. (The exemption does not apply if the alterations or additions are to any exterior wall fronting a public street.)

General Procedures

All applicants proposing a project within the boundaries of the Broadway Design Guide will file an application with the Department of City Planning at one of its Development Services Centers public centers, in accordance with Section 8.2.5 of Chapter 1A of the LAMC ~~13.00 E~~, after a consultation with Community Project Planning staff. Applicants will find more details on the project review process below. The Department of City Planning will coordinate Design Guide applications with the following City entities as a part of the project compliance review process:

Coordination with the Department of City Planning Office of Historic Resources (OHR)

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

Coordination with Community Redevelopment Agency (CRA)

The Broadway Design Guide boundary area lies within the CRA's City Center Redevelopment Project Area. In order to avoid duplicative project review, projects not involving HCMs (see Appendix A) will jointly be reviewed by the CRA and the Department of City Planning. The Department of City Planning will be the lead and will coordinate review and input from the CRA and OHR, as needed, on a project-by-project basis.

Application Process

Project Applications

All Broadway Design Guide projects require the submittal of an application, referred to as a "Design Overlay Plan," which includes plans and materials as defined in accordance with Section 8.2.5 of Chapter 1A of the LAMC, ~~13.00 E of the Los Angeles Municipal Code~~. The Director of Planning may require additional documents or materials as deemed necessary. Prior to the issuance of a building permit, projects will be reviewed by the Director of Planning for compliance with these design guidelines and standards, per the procedures established in Section 8.2.5 of Chapter 1A ~~13.00~~ of the LAMC regarding Director Determinations, Design Overlay Plan Approvals. For projects involving historic resources, staff may require that a historic assessment or some other appropriate evaluation, as determined by staff, be conducted by an approved historic consultant.

A historic assessment will be required when necessary to assist staff in evaluating a project's impacts on historic resources. Such an assessment may also be necessary for staff to make a determination about the feasibility of repairs. The Design Guide guidelines encourage repair over replacement whenever feasible, a determination that will be made by staff, with the assistance of any necessary historic assessment.

Procedures for Permit Clearances

Notwithstanding the procedures established in Section 8.2.5 of Chapter 1A ~~13.06~~ of the LAMC regarding CDO Director Determinations Design Overlay Plan Approvals for all other projects, the Director of Planning may issue a Building Permit clearance for the following minor projects that comply fully with the Design Guidelines and Development Standards:

± Signs

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



Definitions

The following words and phrases, whenever used in this document, shall be construed as defined in this section. Words and phrases not defined herein shall be construed as defined in Chapter 1A Sections 12.02 and 13.07 C of the LAMC.

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

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

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

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

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

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

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

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

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

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

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

Plant-ons (or architectural implantations): Molding overlays that are attached to a building's exterior. Plant-ons typically project from the exterior wall and serve to accent a building feature. They are typically used to frame windows in order to create the appearance of recessed windows.

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

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

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Prevailing Setback: (also see Property Line): The most commonly reoccurring line between the property line and the façade of the building on the same block or street frontage. Along Broadway, the prevailing setback in many cases coincides with the property line or is offset from the property line between 6 inches and 1 foot. For purposes of this plan, the main structural elements of a building must be located on the prevailing setback line to maintain the streetwall, while storefronts and building entryways may be recessed.

Project: The erection, construction, addition to, or exterior alterations to any building or structure within the boundary area of the Broadway Design Guide including wall signs, window signs, canopies/awnings, façade alterations, the addition of roof equipment, and significant landscaping. A project does not include the following: (a) construction that consists solely of interior remodeling or interior rehabilitation or repair work and (b) alterations of, including structural repairs, or additions to any existing building or structure façade that does not front a public street, and in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure's replacement value before the alterations or additions, as determined by the Department of Building and Safety. (The exemption does not apply if the alterations or additions are to any exterior wall fronting a public street.)

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

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

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

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

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

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

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

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

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

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

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



SECTION 3: DESIGN GUIDELINES AND STANDARDS

Rehabilitation of Historic Structures

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

The **key rules** for rehabilitation of an historic building are:

- 1) **repair rather than replace**
- 2) **uncover rather than mask**

Where new design elements, architectural features, and materials are required, they should be compatible with the historic character of the building, and not detract from its distinguishing qualities. Prior to modification, historic documentation of the building's original appearance and later alterations should be located.

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

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

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

Restoring original design elements is encouraged.



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

Building Articulation and Details

1. Façade Improvements

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

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

Standard 1b: When a character defining feature is determined by review to be too deteriorated to be repaired, but the overall form and detailing are still apparent, replace them in-kind

SECTION 3: Guidelines - Rehabilitation of Historic Structures

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(identical form and materials) or with substitute material that conveys the same form, design and overall visual appearance as the original.

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

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

2. Building Form

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

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

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

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

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

3. Building Additions

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

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

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

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

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

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

4. Corporate Identity Architecture

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

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Corporate establishments should be designed to comply fully with the design guidelines and development standards.

Standard 4: All projects, including those related to franchise or corporate establishments shall be designed to comply fully with the design guidelines and development standards.

Corporate establishments should be designed to comply fully with the design guidelines and development standards.

Inserted image of Broadway Rite-Aid

5. Roof Lines

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

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

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

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

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

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

Standard 5f: Use of existing roof tops for active uses or open spaces is encouraged. However, this reuse should not alter the existing roofline or any decorative feature of the historic roof. Any required safety railings or enclosures should be of an open framework or lattice design to maximize transparency. They should be set back to minimize visibility or impact on dominant roofline features and shall be subject to review.

6. Entry Treatments

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

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

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

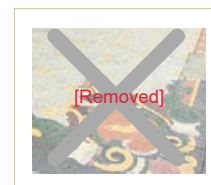
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Standard 6c: New entryways may be added as required for a new use, provided these entryways preserve the overall historic character of the building and do not eliminate existing historic storefronts or detract from character defining features.

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

Retain and preserve entryways and their character defining features.



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

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

7. Storefronts

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

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

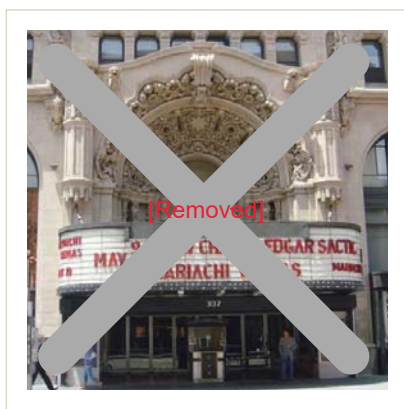
Standard 7b: Repair or reconstruct deteriorated storefront elements: broken or missing glazing, metal windows, doors and their frames, wood windows, decorative metalwork, ornamental plaster, terra cotta, and cast stone. Replace in-kind (identical form and material) repetitive elements or portions of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

Inserted image of existing retail storefront on Broadway

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

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

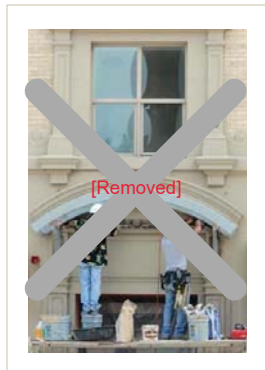
Standard 7e: Construct new storefronts when the historic storefront is completely missing. The new storefront may be a replication where there is adequate historical, pictorial or physical documentation available or a new design which is compatible with the historic character of the building. Recreate storefronts based on documentation when possible, not conjecture.



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

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

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



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

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

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

Example of sensitive storefront replacement



8. Windows

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

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

Inserted image of historic Broadway building windows

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

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

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Standard 8d: Filling in or altering the size of historic windows is strongly discouraged particularly on primary facades. If the alteration is to create a new entryway, refer to Standard 6c.

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

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

Standard 8g: The division of historic window frames is generally inappropriate. Removal of non-historic window frames is encouraged. Note: Please refer to the U.S. Department of the Interior's National Park Service Historic Preservation Briefs for guidance on best practices for maintenance, repair, and/or installation of replacement windows, including double paned windows, available online at: <http://www.nps.gov/hps/tps/briefs/presbhom.htm>.

9. Façades, Exterior Surface Materials & Color

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

Standard 9a: Exterior materials that have been historically unpainted should not be painted to create a new look. Unpainted masonry, brick, tile or terra cotta should not be painted (see Maintenance Section under Section 4 Design Principles).

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

Standard 9c: Colors used for an exterior building finish, plaster or paint should be consistent with the original color of the building based on historical documentation.

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

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

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

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

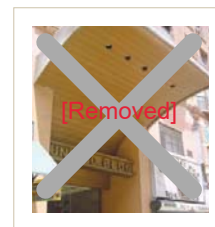
10. Lighting

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

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

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

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



United Building shown as example of rehabilitated lighting fixtures

Inserted night image of Broadway with illuminated signs

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

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

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

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

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

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

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

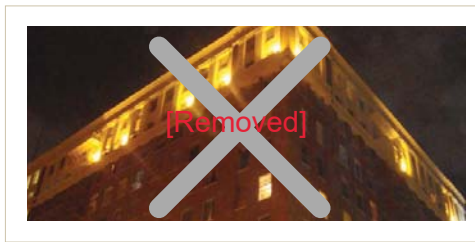
Standard 10k: Eaves or cornices should be highlighted with spotlights mounted on appropriate floor ledges.

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

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

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

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



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

Standard 10q: Awnings may not be backlit.

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



11. Awnings and Canopies

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



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

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

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

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

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

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

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

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

Appurtenances

12. Security Grilles

GUIDELINE 12: Use alternatives to solid roll down security grilles that are attached to building facades so as not to obscure storefront windows or create an inhospitable pedestrian atmosphere. Clear mylar on ground floor windows is encouraged to protect against graffiti.

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



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

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

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

Standard 12e: Exterior accordion-style and solid roll down security grilles are discouraged.

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

13. Utilities, Mechanical Equipment, Trash Containers & Loading

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

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

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

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

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

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

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

Standard 13g: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of the building. The exterior wall may be screened with landscaping, so as not to be viewed from the public right-of-way.

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

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

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

Standard 13k-l: Screen or locate solar panels away from the public right-of-way to the extent possible.

14. Sidewalk Dining Enclosures

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

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

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

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

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

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

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

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

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

~~15. 14. Wireless Telecommunication Facilities~~

~~**GUIDELINE 14 45:** Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.~~

~~**Standard 14 45a:** Where possible, wireless telecommunication facilities should be incorporated into existing buildings and other structures and should appear unobtrusive.~~

~~**Standard 14 15b:** Roof-top wireless facilities should be located in a manner that is least disruptive to the primary visible façade of the building. They should be screened by materials that are simple and do not compete with or attempt to replicate the architectural features of the existing building.~~

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← Inserted image of Eastern Columbia Building

Rehabilitation of Non-Historic Structures

SITE ORIENTATION

1. Setbacks

GUIDELINE 1: Encourage an inviting pedestrian environment and provide for streetwall continuity locating storefronts, entryways and pedestrian-serving uses at the property line abutting a public street or the prevailing setback, as applicable.

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

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

Standard 1c: Ground floor uses should be located at front and side property lines or the prevailing setback, whichever applies.

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

2. Storefront Orientation

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

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

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

Standard 2b e: Street-facing building facades with expansive blank walls should be used to create storefronts and/or windows to further activate the ground floor and enhance the pedestrian environment.

Building Articulation and Details

3. Building Form

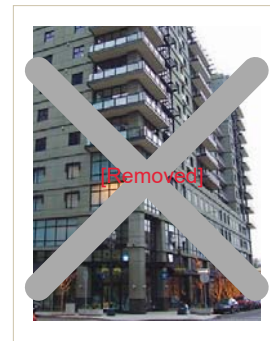
GUIDELINE 3: The design of all buildings should be of a quality and character that improves community appearance and is representative of an overall architectural theme. Buildings should be composed of forms that are compatible with existing historic buildings and employ attractive and complementary building materials and architectural features. The massing and proportion of buildings at ground level along the public right-of-way should be at a pedestrian scale.

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

Standard 3b: Provide appropriate vertical and horizontal breaks in plane on all exterior building elevations that are compatible with and take cues from the historic buildings found on the corridor. This can be accomplished by fenestration, incorporation of architectural details or through a change in material. Windows and doors should not be flush with the plane of the building.

Standard 3c: Provide structural bays at a minimum of 20-foot intervals for all ground floor storefronts on structures that are greater than 30 feet in width.

Standard 3c d: Consider the retention of and creative integration into new infill development of a non-contributing building's surviving architectural features, including those revealed through renovations, partial demolition, or near full demolition. Such features may include fabric such



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as historic facades, partial facades, cornices, windows, entrances, storefronts, and decorative elements dating from the district's period of significance, 1894 to 1931.

4. Building Additions

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

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

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

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

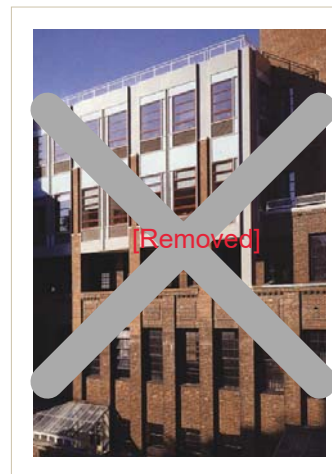
Standard 4d: Avoid making alterations to existing buildings that cover or obscure elements that might otherwise be desirable such as, a desirable exterior finish, fenestration or roof line for the purpose of achieving uniformity.

Standard 4e: Any alterations or additions to existing buildings shall maintain the prevailing setback (see Section 2 Definitions) and reinforce the existing streetwall. Storefronts and building entryways may be recessed as long as the main structural elements are built to the front property line or the prevailing setback, as applicable.

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

5. Corporate Identity Architecture

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



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

redesigned so as to be consistent with the Broadway Design Guide design guidelines and development standards.

Standard 5: All projects, including those related to franchise or corporate establishments shall be designed to comply fully with these design guidelines and development standards. Corporate establishments should be designed to comply fully with the Design Guidelines and Development Standards.

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6. Entry Treatments

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

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

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

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

7. Storefronts

GUIDELINE 7: Encourage window-shopping and an active pedestrian environment by providing a significant level of storefront transparency at ground floor on building facades along public streets. Storefronts should allow maximum visibility from sidewalk areas into

the interior of all commercial uses. Storefront entrances should be designed so that they are a predominant architectural feature on the building facade and so that they create an inviting entrance.

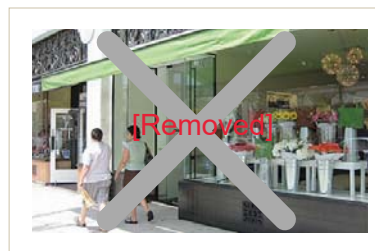
Standard 7a: Preserve the storefront entrances for all buildings along the public street and maintain them so that they remain unlocked and unobstructed during normal business hours.

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

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

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

Standard 7e: Wall openings such as windows and doors should occupy at least 70 percent of the ground floor facade fronting a public street.



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

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

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

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

Standard 7j: Avoid dropped ceilings as they are visible from the street.

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

8. Façades, Exterior Surface Materials & Colors

GUIDELINE 8: Building façades should be constructed of high quality materials that communicate a sense of permanence and that are complementary to surrounding buildings and features. Buildings should aim for a "timeless design" and employ sustainable materials, when feasible, and careful detailing that has proven longevity. Building material and paint colors should be attractive and complementary to the surrounding buildings and features. Conjectural decorative features are discouraged.

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

Standard 8b: Stucco and metallic siding/cladding are discouraged.

Standard 8c: Foam plant-ons are discouraged.

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

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

9. Lighting

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

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

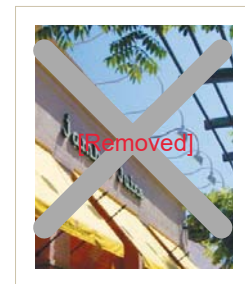
Standard 9b: Storefront illumination from within is encouraged both during and after business hours to the extent possible.

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

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

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

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



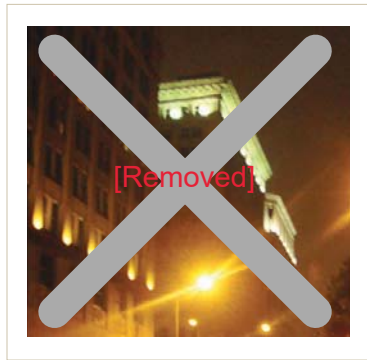
Standard 9g: Highlighting architectural details with washlights or other appropriate lighting fixtures is encouraged.

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

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

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

Inserted image of Society of Art LA Building



10. Awnings and Canopies

GUIDELINE 10: Add visual interest to storefronts through the use of high-quality awnings and canopies that provide articulation in the streetwall. Awnings should be designed to complement buildings and individual structural bays (also see standards under Section 2: Sign: Sign Simplicity and Quality).

Standard 10a: Awnings and canopies shall be constructed of high quality, durable, fade-resistance, fire-retardant materials. Plastic, vinyl and other similar materials should be not be used on storefront awnings. Shiny, high-gloss materials are not permitted.

Standard 10b: Avoid single awnings or canopies that span entire buildings. One awning or canopy should be provided for each structural bay or storefront.

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

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

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

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Standard 10e f: Standard awnings at street level may project up to 7 feet from the property line. The underside of the awning structure should not be less than 8 feet from the ground.

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

Standard 10g h: Awnings may not be backlit.

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

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

11. Freestanding Walls & Fences

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

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

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

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

Standard 11d: Free standing walls or fences should not use barbed or razor wire to adorn the tops of walls within view of public streets. Walls and fences fronting a public street shall not exceed 42 inches in height. Pointed wrought iron is encouraged where fencing is needed to provide security to a site.

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

12. Graffiti

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

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

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

Appurtenances

13. Security Grilles

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

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

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

Standard 13c: Exterior accordion-style and solid roll down security grilles that conceal storefront windows are prohibited.

Standard 13d: Existing security grilles and bars, whether retractable or permanently affixed, should be painted with a color that diminishes their appearance.

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14. Utilities, Mechanical Equipment, Trash Containers & Loading

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

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

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

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

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

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

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

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

Standard 14h: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of the building to conceal them from view of the public right-of-way. Landscaping may be used to screen such enclosures.

Standard 14i: Enclose all trash collection areas with a minimum 6-foot high decorative wall or fence.

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

15. Sidewalk Dining Enclosures

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

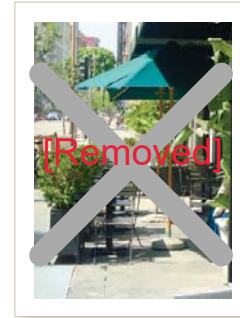
Standard 15a: Enclosures must utilize an open framework of transparent or lattice design elements. The materials and design should be decorative and coordinate with the structures on the site.

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

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

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

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



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

Standard 15g: Sidewalk dining facilities shall be free standing, unattached to the sidewalk and shall be removed from the sidewalk when the dining facility is not open for business. ~~Not:~~ Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works, Bureau of Engineering. A Revocable Permit may be necessary.

16. 15. Wireless Telecommunication Facilities

GUIDELINE 15 46: Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.

Standard 15 46a: Where possible, wireless telecommunication facilities should be incorporated into existing buildings and other structures and should appear unobtrusive.

Standard 15 46b: Roof-top wireless facilities should be located in a manner that is least disruptive to the primary visible facade of the building. They should be screened by materials that are simple and do not compete with or attempt to replicate the architectural features of the existing building.

New Construction

Site Planning

Site planning involves the proper placement and orientation of structures, open spaces, parking, and pedestrian and vehicular circulation on a given site. The purpose of good site design is to create a functional and attractive development, to minimize adverse impacts on the surrounding area, and to ensure that a new development project will be an asset to the community.

Proper site planning should promote harmony between new and existing buildings and be sensitive to the scale, form, height and proportion of surrounding development. Factors such

as the size and massing of buildings, the orientation of storefronts, and circulation greatly influence the character of an area and its economic vitality as well as the pedestrian experience.

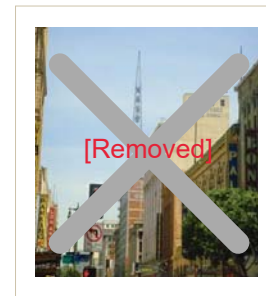
Within the boundaries of the Broadway Design Guide, site planning of new buildings and additions should promote continuity of the historic context of Broadway. Careful consideration should be given to the relationship of new development with existing buildings and how it fits into the existing historic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

1. Respecting the Historic Context

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

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

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

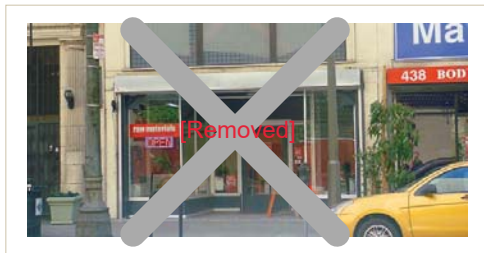


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Standard 1c: New construction shall be differentiated from the old yet be compatible with the historic materials, scale, massing and proportions that characterize the historic district and shall otherwise comply with the Secretary of Interior Standards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

2. Building Orientation and Frontage

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



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

Standard 2b: Corner buildings shall be built to front and side lot lines with allowances for a visibility triangle as required by Chapter 1, Section 12.21 C.7 of the Los Angeles Municipal Code (LAMC). At major street intersections, buildings may have corner entrances that emphasize the location of the building at the intersection.

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

Standard 2d: All new buildings shall have a minimum floor-to-ceiling height of 15 feet for 100 percent of the ground floor as measured from sidewalk grade.

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

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

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

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

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

Standard 2j: New freestanding parking structures on Broadway and any perpendicular streets shall be prohibited, unless designed with retail uses at the ground floor at a minimum depth of 25 feet. Parking structures shall additionally be screened so as to disguise their use. The exterior of parking structures shall consist of architectural cladding that provides proportion, rhythm and scale for the purpose of creating an architectural facade on all street-facing facades. Particular attention should be paid to fenestration. (Also see the Parking and Vehicular Access Section)

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SECTION 3: Guidelines - New Construction

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3. Setbacks

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

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

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

Standard 3c: Buildings (or building additions) shall be built to the property line abutting a public street above the ground floor and up to a minimum of 100 feet but no more than 150 feet above the sidewalk grade.

Standard 3d: South of Fourth Street, the portion of building above 150 feet (as permitted by tower standards) shall be setback a minimum of 30 feet from Broadway and any perpendicular street.

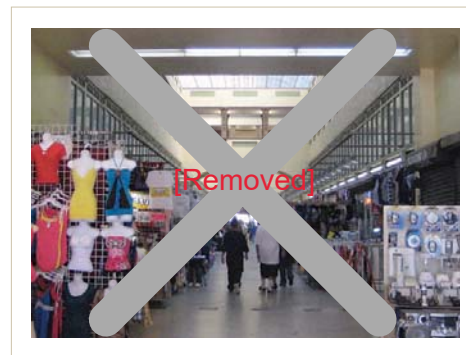
Standard 3 e: When constructing a tower, the portion of the building above 150 feet shall include a lot coverage of no less than 30 percent and not more than 40 percent of lot coverage which can include the minimum 30-foot setback when a 30-foot setback is required.

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.

Inserted image of 9th St. and Broadway Intersection

4. Open Space

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



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

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Standard 4b: A paseo shall:

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

Standard 4c: An arcade shall:

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

Standard 4b d: When breaks in the streetwall are necessary to provide publicly accessible open spaces, paseos, arcades etc., design or architectural features shall be used to define the street edge at any property line abutting a public street. Where the open space is open to the sky, design techniques may include decorative walls, arches or gates at the property line on the ground floor. For those spaces that are not open to the sky, another technique to define the streetwall is to construct the upper stories to any property line abutting a public street or the prevailing setback, as applicable. In all cases, such design features at the ground floor shall be open, transparent and readily permit visual and physical access to the open space or passageway from the abutting public right-of-way.

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



5. Corporate Identity Architecture

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

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

[Inserted image of Broadway T-Mobile building]

Building Articulation and Details

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

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area; rather, the new construction should be differentiated from the old yet maintain continuity through a consistency in proportion and drawing from the character of defining elements of existing facades. Integrating architectural elements or features of historic or important buildings found in the district is highly encouraged.

6. Building Scale and Massing

GUIDELINE 6: Building massing of new buildings should complement the existing urban form and the prevailing height of existing buildings while considering light, shadows, views, etc.

Standard 6a: To ensure the continuity of the scale and massing of the historic Broadway Corridor, new buildings or building additions should maintain a minimum height of the streetwall of 100 feet and a maximum height of 150 feet at the front and side property lines. The street wall is largely defined by individual building massing.

Standard 6b: Buildings (or building additions) shall be built to the front property line above the ground floor and up to a minimum of 100 feet but no more than 150 feet above the sidewalk grade.

Standard 6c: South of Fourth Street, the portion of building above 150 feet (as permitted by tower standards) shall be setback a minimum of 30 feet from Broadway and any perpendicular street.

Standard 6d: When constructing a tower, the portion of the building above 150 feet shall include a lot coverage of no less than 30 percent and not more than 40 percent of lot coverage which can include the minimum 30-foot setback when a 30-foot setback is required.



The street wall is largely defined by individual building massing.

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

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

7. Building Articulation

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

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

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

Standard 7c: Large unbroken surfaces shall be avoided through the use of individual storefronts, recessed storefront bays; and large, transparent display windows. Large storefronts should be divided by structural bays to maintain the highly articulated building form found on the corridor, characterized by narrow storefronts and other details. These details present a steady rhythm along the edge of the building at a comfortable human scale and create an inviting pedestrian environment.

Standard 7d: Wall openings, such as storefront windows and doors, shall comprise at least 70 percent of the ground floor façade fronting a public street. Use non-reflective glass that allows a minimum of 90 percent light transmission on all street-fronting facades, especially in conjunction with retail uses. Dark tinted, reflective, or opaque glazing is prohibited for any required wall opening along street-facing, ground floor facades.

The use of different materials on the ground floor and upper floors distinguishes the ground floor commercial uses from the upper-story residential uses and contributes to a strong building base.



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

Standard 7f: When buildings occupy more than 150 feet of street frontage along any single street, their horizontal massing should be reduced by using articulation to create the appearance of multiple structures as stated in Guideline 6.

8. Entry Treatments

GUIDELINE 8: Each building should have a prominent main building entrance that allows pedestrians access to a main lobby from Broadway and any perpendicular side street to an active pedestrian environment.

Standard 8a: A primary pedestrian entrance should be provided from the public street for all buildings.

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

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

Standard 8d: Locate new service areas and loading docks on secondary façades whenever feasible.

9. Storefronts

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

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

Standard 9b: Wall openings such as windows and doors should occupy at least 70 percent the ground floor façade fronting a public street.

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

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

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

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

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



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

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

Insert image of Vans storefront Broadway

10. Windows

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

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

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

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

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

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



11. Façades, Exterior Surface Materials & Color

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

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

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

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

12. Lighting

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

Inserted image of Foot Locker storefront

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

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

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

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

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



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

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

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

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

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

Standard 12k: Awnings may not be backlit.

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13. Awnings and Canopies

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

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

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

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

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



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

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

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

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

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

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

Standard 13k: Awnings may not be backlit.

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

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

Appurtenances

14. Security Grilles

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

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

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

Standard 14c: Exterior accordion-style or roll-down security grilles that conceal storefront windows are prohibited.

15. Utilities, Mechanical Equipment, Trash Containers & Loading

GUIDELINE 15: Utilities, storage areas, loading docks, mechanical equipment and other service areas should be screened from the adjacent public right-of-way. Equipment can be screened from public view through the use of building parapets, landscaping walls and other similar architectural treatments. Plywood and wood lattice screens should be avoided.

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

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

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

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

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

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

Standard 15g: Trash storage bins should be located within a gated, covered enclosure constructed of materials identical to the exterior wall of the building so as not to be viewed from the public right-of-way. Landscaping may be used to screen such enclosures.

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

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

16. Sidewalk Dining Enclosures

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

Standard 16a: Enclosures should consist of elements that have an open or transparent framework or lattice design. The materials and design should be decorative and coordinate with structures on the site.

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

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

Standard 16d: Furnishings are limited to moveable chairs, tables, umbrellas, heaters and tarps. Plant material may be placed in moveable planting boxes.

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

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

Inserted image of United Theater

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Standard 16h: Sidewalk dining facilities shall be free standing, unattached to the sidewalk and shall be removed from the sidewalk when the dining facility is not open for business.
Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works, Bureau of Engineering. A Revocable Permit may be necessary.

17. Wireless Telecommunication Facilities

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

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

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

Parking & Vehicular Access

18. 17. Parking and Parking Structure Design

GUIDELINE 18: Parking lots and structures should fit within the urban fabric, massing, scale and facade articulation should respond to the surroundings and provide a degree of three-dimensional interest. The overall design should promote pedestrian safety by minimizing conflict with vehicles. Parking should encourage a balance between a pedestrian-oriented Broadway and necessary car storage. Protect nearby residents from potential adverse impacts — noise, visual, or otherwise — of parking and parking structures (also see Landscaping section).

Standard 18a: To the extent possible, parking for all new buildings should be located underground or to the rear of the lot.

Standard 18b: Rehabilitation of existing buildings should not result in new surface parking areas. Existing parking for all buildings that is already located underground or to the rear should be retained.



Standard 19: Existing surface parking lots abutting a property line fronting a public should be screened by a durable barrier, such as a solid wall, fence, or hedge or landscaping not to exceed 42 inches in height.

Standard 19c1d: Locate parking away from the streetwall and minimize direct driveway access from Broadway to improve streetwall continuity and encourage a safe and inviting pedestrian environment. Side streets and alleys shall provide the primary point of vehicular access for service and parking facilities for retail, commercial and residential uses as determined by the Director of Planning, in consultation with LADOT.

Standard 19d1e: Surface parking lots shall not be located between the front property line and building(s) on the site but should be located to the rear of all structures.

Standard 17e+f: Surface parking is generally discouraged. Any surface parking areas should include a dedicated pedestrian walkway that extends the length of the parking area and leads to the primary structure it serves or the nearest public sidewalk. Pedestrian walkways through surface parking lots should be accompanied by decorative landscaping.

Standard 1g: When there is on-site parking and vehicular access cannot be taken from a side street or alleyway, one driveway shall be permitted per every 200 feet of building frontage. Not more than two driveways shall be permitted per building, and at least 50 feet in distance should span between them.

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

Standard 1i: New freestanding parking structures on Broadway and any perpendicular streets shall be prohibited, unless designed with retail uses at the ground floor at a minimum depth of 25 feet. The exterior of parking structures shall consist of architectural cladding that provides proportion, rhythm and scale for the purpose of creating an architectural facade on all street-facing facades. Particular attention should be paid to fenestration.

Standard 17f h: Parking structures shall not overtly appear to be used for parking. Parking structures shall be designed with architectural detailing (see Standard 1i above). Above-grade parking levels shall be visually integrated into the design of the building facade.

Standard 17g+k: Automobiles on parking levels above the ground floor shall be screened from public view as seen from a public street or alley.

Standard 17h+l: Parking structures should receive landscape treatment to eliminate unattractive views.

Standard 17i+m: Any fences, gates or doors securing any parking garage entry or driveway shall be consistent with the streetwall.

Standard 17j+n: Where parking is provided within or to the rear of the building, pedestrian access or an arcade shall be provided from the parking or the rear of the building to the building's front property. Pedestrian walkways should be separated from driveways and service access ways.

Standard 17k-o: Parking structures that abut or are adjacent to any residential use shall:

- Contain solid decorative walls and/or baffles to block light and deflect noise along those sides closest to residential use;
- Contain solid spandrel panels at a minimum of 3 feet 6 inches in height, installed at the ramps of the structure, to minimize headlight glare;
- Construct garage floors and ramps using textured surfaces to minimize tire squeal; and
- Not contain exhaust vents along sides closest to residential uses.

Standard 17l-p: The portion of the ground floor in new development not used as habitable floor space should be designed to accommodate commercial and theater loading and staging (i.e. the ability to accommodate semi-trucks and the provision of electrical outlets and high-speed internet access).

19. Vehicular Access

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

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

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

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

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Signs

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

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

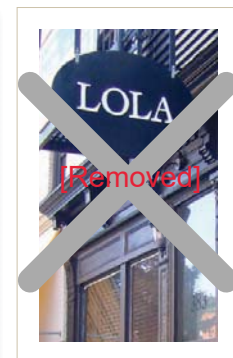
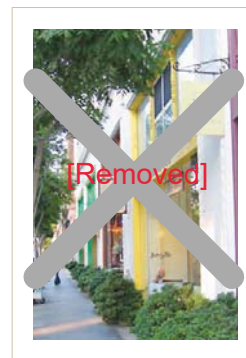
All projects are required to comply with the City of Los Angeles sign regulations found in Chapter 14.4 of the Zoning Code. The design guidelines and development standards found herein add to the City's existing sign provisions. Compliance with the following design guidelines and development standards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

1. Signage Simplicity and Quality

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

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

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



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

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

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

Standard 1d: Each business that is located above the first floor may have a pedestrian sign on the ground level if there is a direct exterior pedestrian access to the second floor business space.

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

Standard 1f: Any wall signs located more than 100 feet above grade shall be used as identification signs only. These signs shall be a length not exceeding more than 20 percent of the width of the building face. The sign shall be placed no less than ten (10) feet below the top of the building elevation on which the sign is to be placed. The height of the letters shall not exceed six (6) feet.

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

Standard 1h: Each business or tenant shall be permitted one pedestrian sign, limited to a maximum of six (6) square feet in size. Where multiple businesses exist, there shall be no more than one (1) pedestrian sign per every 25 lineal feet of street frontage.



Standard 1i: Awnings and canopies should be limited to one sign, which is permitted only on the valance. The lettering and logos on the valance should be a maximum of 10 inches high.

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

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

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

Standard 1m: The height and width of signs, letters and logos should be properly proportioned to the building and fit well within the appropriate area for signage. Signs should not be placed above the 1st story level excluding high rise structures, as defined by the Los Angeles Municipal Code.

Standard 1n: The height of the top of any sign should be limited to a maximum of 20 feet above the elevation of the sidewalk or edge of the public walkway used to enter the premises.

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

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

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

Note: Within 90 days of closing a business, any related signs shall be removed and replaced with blank panels or painted out, pursuant to Section 14.4.4 of the Los Angeles Municipal Code. Note: Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the Department of Public Works Bureau of Engineering. A Revocable Permit may be necessary.

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2. Prohibited Signs

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

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

Standard 2b: Pole signs are prohibited. This includes the structural modification of existing signs that increase the height, massing or fascia of existing signs or the addition of poles to existing pole signs. The re-use of pole signs is strongly discouraged and project applicants are encouraged to consider pedestrian-oriented signage options such as projecting signs.

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

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

Standard 2e: Canister signs are prohibited.

Standard 2f: Monument signs are prohibited.

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

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

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

3. Legal Non-Conforming and Other Restricted Signs

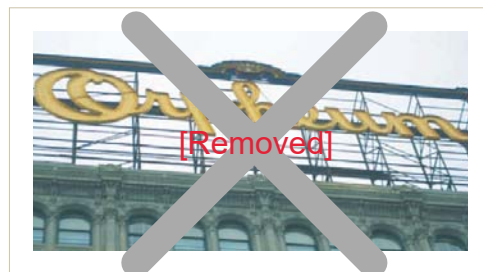
GUIDELINE 3: Historic signs found in the district, such as theater marquees, blade, rooftop and painted wall signs, add to the historic character and unique quality and visual interest of the district. They should be preserved, rehabilitated and maintained in good working order.

Standard 3a: Retention, rehabilitation, restoration, and ongoing maintenance of legal non-conforming historic signage and/or signage that has been identified as architecturally significant as documented by a historic survey or as determined by staff review (i.e., theater marquees, neon signs, ghost wall signs, etc.) is encouraged.

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

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

Photo taken by Linda McCann and Ruth Wallach





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

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



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

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



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

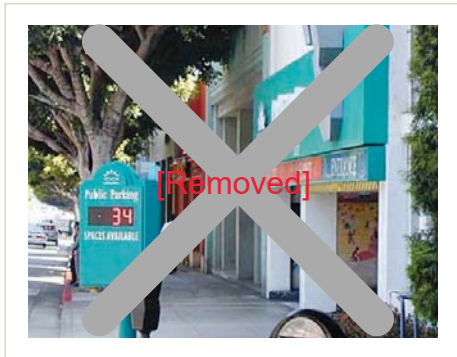
Standard 3h: Building Identification signs shall be permitted one per building, and shall not exceed four (4) square feet for one-story buildings. For each story above the first, the size of the sign(s) may increase an additional two (2) square feet. An additional Building Identification sign shall be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

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

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

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4. Sign Illumination

GUIDELINE 4: Signage illumination should be used sparingly and at a pedestrian scale. Overly bright illumination, digital signage and internally lit signage that is intended to capture the attention of motorists generally does not invite pedestrian use or prolonged visits to the district outside of immediate car trips. External illumination for signage is encouraged in lieu of internally lit signage.

Standard 4a: Reverse channel letters or externally lit individually cut letters are encouraged in lieu of internally lit channel letters.

Standard 4b: Any time and temperature signs and any signs containing transit and parking information that is not placed on a building roof, shall be permitted, provided it has no blinking lights, includes no advertising, sign content consists exclusively of time and temperature information and/or transit and parking information and the face of the sign is no larger than 16 square feet in area.

Landscaping

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

1. Site Landscaping

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

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

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

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

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

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





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

2. Landscaping for Surface Parking Lots and Parking Structures
GUIDELINE 2: Buffer existing parking adjacent to a public right-of-way with a landscaped barrier.

Standard 2a: Surface parking should be landscaped with one tree for every 5 parking spaces, with landscaping comprising not less than 7 percent of the total area of surface parking. Trees should provide a minimum canopy of 20 feet in diameter at maturity and be evenly dispersed throughout the lot.

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

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

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



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Sustainability

1. Sustainability Standards

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

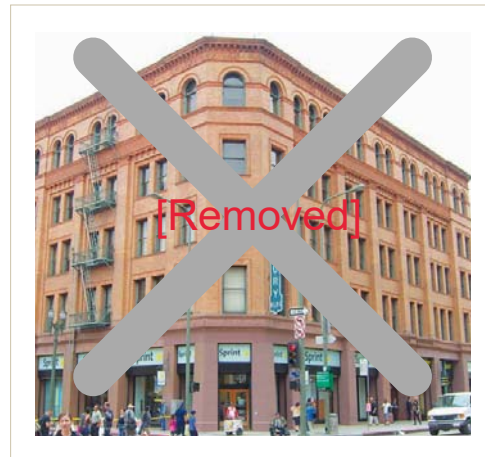
Standard 1a: Incorporation of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System certification requirements in new construction is strongly encouraged; developments must comply with the City's Green Building Ordinance.

Standard 1b: Adaptive reuse of historic buildings is strongly encouraged as a means to achieve sustainability.

Standard 1d: Restoration and rehabilitation of historic buildings is highly encouraged due to their site sensitivity, quality of construction, and use of passive heating and cooling-all of which promote energy efficiency. Incorporating sustainable principles during the rehabilitation and restoration of historic buildings, without compromising the building's historic character, is highly encouraged.

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

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



Standard 1f: Increased efficiency in construction methods, water, wastewater and storm water systems is encouraged. During restoration and rehabilitation, compatible building material alternatives are encouraged when possible-such as storm windows or double-paned windows-as a way to minimize noise and improve energy efficiency.

APPENDIX A: Broadway Historic Resources

Address	Name and Date Built	Historic Code	Significance/Source of Information	Notes
242-246	Hosfield/Victor Clothing Bldg.; 1914	1D	Contributor Listed in the National Register	Significant murals on side elevations
249-259	Irvine-Byrne/Pan American Bldg.; 1910*	HCM #544	Locally Designated Historic Resource	
300-310	Bradbury Bldg.; 1894*	HCM #6	Locally Designated Historic Resource	
301-313	Million Dollar Theater; 1916	1D	Contributor Listed in the National Register	
315-323	Grand Central Market; 1897	1D	Contributor Listed in the National Register	
342-346	Trustee Bldg.; 1907	1D	Contributor Listed in the National Register	
401-405	Broadway Dept. Store Bldg.; 1913	1D	Contributor Listed in the National Register	State of CA property
424-428	Judson-Rives Bldg.; 1906*	HCM #881	Locally Designated Historic Resource	
430-434	Bumiller Bldg.; 1906	1D	Contributor Listed in the National Register	
431-435	Wilson Bldg.; 1909	1D	Contributor Listed in the National Register	
451-457	Metropolitan Bldg.; 1913	1D	Contributor Listed in the National Register	
452-460	Chester Bldg.; 1926	1D	Contributor Listed in the National Register	
500	Jewelry Trades Bldg.; 1912	1D	Contributor Listed in the National Register	
501	Fifth Street Store Bldg.; 1923	1D	Contributor Listed in the National Register	
510-514	OT Johnson Bldg. #2; 1905	1D	Contributor Listed in the National Register	
516-524	Roxie Theater; 1931*	HCM #526	Locally Designated Historic Resource	
517-519	Remick Bldg.; 1902	1D	Contributor Listed in the National Register	
526-530	Cameo Theater; 1910*	HCM #524	Locally Designated Historic Resource	
527-529	Broadway Interiors Bldg.; 1928		Contributor Listed in the National Register	
532-536	Arcade Theater; 1910*	HCM #525	Locally Designated Historic Resource	
537	Hartfields Bldg.; 1931	1D	Contributor Listed in the National Register	
538-542	Arcade Bldg.; 1931	1D	Contributor Listed in the National Register	
546-550	Eden Hotel Bldg.; 1900	1D	Contributor Listed in the National Register	

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Address	Name and Date Built	Historic Code	Significance/Source of Information	Notes
551-555	Metropolitan Annex; 1923			
556-560	Silverwoods Bldg.; 1920	1D	Contributor Listed in the National Register	
551-561	Sun Drug Company Bldg.; 1920	1D	Contributor Listed in the National Register	
559-601	Norton-Zukors Bldg.; 1906	1D	Contributor Listed in the National Register	
600-610	Walter P. Story Bldg.; 1908	1D	Contributor Listed in the National Register	
609-617	Los Angeles Theater; 1930	HCM #225	Locally Designated Historic Resource	
612-616	Desmonds Bldg.; 1924	1D	Contributor Listed in the National Register	
618-622	Schabers Cafeteria Bldg.; 1928	1D	Contributor Listed in the National Register	
634-636	Palace Theater; 1910*	HCM #449	Locally Designated Historic Resource	
638-642	Forrester Bldg.; 1907	1D	Contributor Listed in the National Register	
639-651	Bullocks Bldg.; 1912	1D	Contributor Listed in the National Register	
644-646	JE Carr Bldg.; 1909	1D	Contributor Listed in the National Register	
648-654	Cliffons Cafeteria; 1916	2B	Eligible for the National Register	Sidewalk Terrazo only.
701-713	State Theater; 1920*	HCM #522	Locally Designated Historic Resource	
710-714	JD Hooker/Yorkshire; 1909	1D	Contributor Listed in the National Register	
716-720	Parmalee Building; 1907	1D	Contributor Listed in the National Register	
719-727	Woolworths Bldg.; 1920	1D	Contributor Listed in the National Register	
722-728	Barker Brothers Bldg.; 1909	1D	Contributor Listed in the National Register	
731	Cheney Block; 1913	1D	Contributor Listed in the National Register	
737-747	Isaacs Bldg.; 1913	1D	Contributor Listed in the National Register	
740-748	Globe Theater/Garlands Bldg.; 1912	1D	Contributor Listed in the National Register	
750-762	Chapman Bldg.; 1911*	HCM #899	Locally Designated Historic Resource	



Address	Name and Date Built	Historic Code	Significance/Source of Information	Notes
757-761	Merritt Bldg.; 1915	1D	Contributor Listed in the National Register	
800-804	Tower Theater; 1927*	HCM #450	Locally Designated Historic Resource	
801-829	Hamburger's Department Store; 1906*	HCM #459	Locally Designated Historic Resource	
806	Singer Building; 1922	1D	Contributor Listed in the National Register	
808-812	Rialto Theatre; 1917*	HCM #472	Locally Designated Historic Resource	
814-818	Wurlitzer Building; 1923	1D	Contributor Listed in the National Register	
820-824	Braun Building; 1913	1D	Contributor Listed in the National Register	
830-834	Platt Music Co. Building; 1927	1D	Contributor Listed in the National Register	
842-846	Orpheum Theatre; 1926	1D	Contributor Listed in the National Register	
843-855	Eastern Columbia; 1930*	HCM #294	Locally Designated Historic Resource	
850-860	9th/Broadway Building; 1929	1D	Contributor Listed in the National Register	
901	Blackstones Dept. Store Bldg.; 1916*	HCM #765	Locally Designated Historic Resource	
908-910	Broadway Leasehold Comp. Bldg.; 1914	1D	Contributor Listed in the National Register	
921-939	United Artists Theater; 1927*	HCM #523	Locally Designated Historic Resource	
937-941	Western Costume Bldg.; 1924	1D	Contributor Listed in the National Register	

* Designated Historic-Cultural Monument reviewed by Office of Historic Resources (OHR); Total: 16

Total No. of Buildings: 60

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APPENDIX B: Architectural Elements Dictionary

Cast Stone

Concrete with a fine aggregate or mortar which is cast into blocks or small slabs using special moulds so as to resemble natural building stone.

Cornice

Horizontal projection at the top of a wall or under the overhang of a roof.

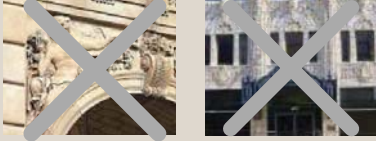
Clerestory Window

A short window, or set of windows, any width, located high on a wall near the ceiling of a vaulted or very high-ceiling room.

Door

The door is a panel or barrier, usually hinged or sliding, that is used to cover an opening in a wall or partition going into a building or space.

Entablature



Element consisting of three parts: an architrave (plain horizontal beam resting on columns), a frieze (decorative panel or relief), which corresponded to the beams supporting the ceiling, and a cornice (a set of decorative moldings that overhangs the parts below).

Fenestration



The placement of window openings in a building wall, one of the important elements in controlling the exterior appearance of a building.

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Entryway



An opening or hallway allowing entry into a structure.

Framework



The arrangement of support beams that characterize a general shape and size, in this case for the purposes of fencing or enclosing a specific area.

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Hood Mold



An arched, external projection above a door or window used to divert rain.

Muntin



A strip or bar that holds and separates panes of glass in a window, creating the appearance of a grid system.

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Mullion



A vertical post that divides adjacent windows.

Parapet



Low, wall-like barriers that project above the edge of a platform, roof, or balcony.

Pediment



A pediment is the triangular space over doors and windows of a building influenced by Greek architecture.

Sidelights



Narrow window treatments that are vertically oriented on both sides of a doorway.

Pilaster



A pilaster is a slightly projecting flattened column built into or applied to the face of a wall.

Spandrel Panels



The space filling the vertical gap in multi-story buildings between the top of a window and the bottom of the story above.

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Terra Cotta



Cast and fired clay units, used as ornamentation.

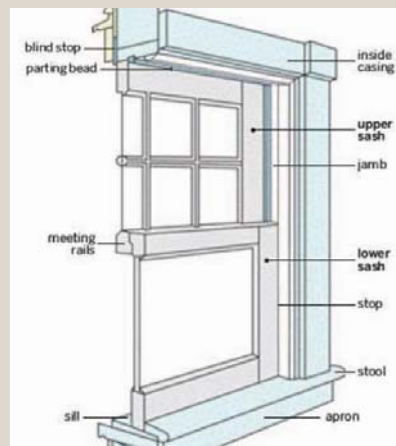
Transom Window



The window sash located above a door. Also called transom light.

Window Components

Various components of a window defined visually.



APPENDIX C: Sign Dictionary
PERMITTED SIGNAGE

Awning/Canopy Sign



Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature such as a door or window or a landscape site feature such as a patio, deck or courtyard and which is constructed of fabric.

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 plane approximately parallel to the plane of the wall.

Pedestrian Sign (or Projecting Sign)

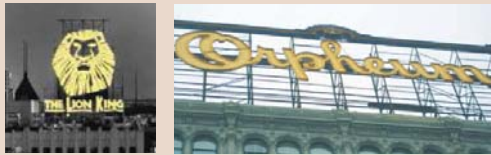


A type of projecting sign that is attached to a wall with 1 or 2 sign faces perpendicular to the building facade and that identifies a use or service exclusively or primarily by a symbol.

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LEGAL NON-CONFORMING & OTHER RESTRICTED SIGNAGE

Open Panel Roof Sign



A type of roof sign consisting of channel letters, graphic segments, open lighting elements, or other open forms.

Marquee Theater Sign



A sign that is located on a marquee, or a permanent roof structure attached to and supported by the building projecting over public property.

Portable Menu Sign



A type of information sign that is limited to a message giving instructions, menus, selections or address numerals.

Projecting Sign (or Blade Sign)

A sign, other than a wall sign, that is attached to a building and projects outwards from the building with 1 or more sign faces approximately perpendicular to the face of the building.



Window Sign



A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within 6 feet of any window or door in such a manner that is visible from outside the building.

Sandwich Board Sign



A portable sign consisting of two sign faces which connect at the top and extend outward at the bottom.

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PROHIBITED SIGNAGE

Billboard



Any sign on 1 or more poles that is:

1. 4 feet or greater in height
2. Is structurally separate from an existing building
3. Is supported by independent footing inside an existing building or other improvement
4. Is supporting a sign panel that is attached to pole(s), or column(s) that may be cantilevered over a building.

Canister Sign (aka Can Sign, Cabinet Sign)



A sign whose text, logos, or symbols are placed on the plastic face of an enclosed cabinet attached to the face of a building. The face may be translucent or opaque and may be illuminated or unilluminated.

Electronic Message Display Sign



A wall sign or theater marquee sign that displays still images, scrolling images, or moving images, including video animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, LED, plasma screen, LCD, fiber optic, or other electronic media.

Illuminated Canopy Sign



An enclosed illuminated structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

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Inflatable Device



Any cold-air-inflated object made of flexible fabric, resting on the ground or a structure, and inflated and sealed or equipped with a portable blower motor that provides a constant flow of air into the device. They are restrained, attached, or held in place by cord, rope, cable, or similar device and are used to attract the attention of the public.

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Monument Sign



A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing grade to the bottom of the sign, and that has a horizontal dimension equal to or greater than its vertical dimension.



Pole Sign



Supergraphic Sign



Removed

