

## **PROPOSED LINCOLN BOULEVARD COMMUNITY DESIGN OVERLAY DISTRICT**

### **Section 1 Introduction**

The Lincoln Boulevard Community Design Overlay (CDO) District provides guidelines and standards for development projects on properties fronting Lincoln Boulevard between the City of Los Angeles / City of Santa Monica boundary and the Marina Freeway. The intent of the CDO is to provide design guidance and direction to enhance the visual identity, and to improve the walkability and the appearance of the Lincoln corridor.

#### **Lincoln Boulevard Setting**

The Lincoln Boulevard CDO covers approximately two miles of land abutting Lincoln Boulevard; the subject area spans from the City of Los Angeles / City of Santa Monica boundary (just north of Commonwealth Avenue) to the Marina Freeway. Parcels on this segment of Lincoln are zoned for commercial and industrial uses. In the northern portion of the study area, parcels are zoned Commercial C2-1 between the City Boundary to just south of Washington Boulevard. South of Washington Boulevard, parcels on the west side are zoned a higher density Commercial, C4-OX-2D, and parcels on the east side are zoned Manufacturing M1-1. The Venice Specific Plan restricts heights to 30 feet along the west side of the Boulevard, whereas there is no height restriction on the east side. Both sides of the Boulevard contain a floor area ratio (FAR) restriction of 1.5:1. (See Figure 3, which shows existing zoning and development restrictions).

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Most parcels along Lincoln Boulevard are shallow, typically measuring about 90 feet in depth, while some are as shallow as 70 feet or less. Most lots are narrow as well, typically measuring 50 feet in width. There are a few large parcels that are both wide and deep, with parcel edges abutting adjacent residential zones (shown in Figure 1 as Subarea A).

The Boulevard is lined with a mix of uses – from boutique used furniture stores and ethnic restaurants, to fast food establishments and large national retail developments. South of Washington Boulevard, there is a concentration of motorcycle and auto-oriented uses. Two public facilities, a school and a historic Water and Power building, occupy the parcels bordered by San Miguel, Broadway, and California Avenues.

The current building stock contains some older one- and two-story commercial structures, which feature traditional pedestrian-oriented details and maintain the streetwall. However, the predominant built form is low-rise and auto-oriented: strip malls; large-scale retail set back from the street behind surface parking; auto repair and used car lots. Curb cuts and driveways are frequent, with most retail and parking directly accessible from Lincoln Boulevard, not from the alleyways. Signage along Lincoln tends to be excessive, bulky, garish, and tall – another indication of the auto-oriented nature of the boulevard. Billboards dominate the skyline and clutter the public airspace.

Lincoln was developed primarily as a traffic thoroughfare; at the time of drafting the CDO it remains under the jurisdiction of the California Department of Transportation (Caltrans), functioning as a state highway. As Los Angeles continues to accommodate growth and the needs of its residents evolve, the characteristics of this boulevard will have to change to reflect those needs.

## **Goals and Objectives**

The purpose of the Lincoln CDO is to ensure that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and residential boulevard. Rather than serve simply as an auto-oriented commercial and traffic corridor, Lincoln is envisioned to become a multimodal main street for the Venice Community. Additionally, by encouraging a mix of retail, services, office uses, and housing, the CDO can help to generate concentrations of pedestrian activity to support both transit and an active street environment. The CDO can ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity. This can be achieved through minimal setbacks, transparency, appropriate signage, and increased architectural and landscape detailing.

The design guidelines and standards presented in Section 3 are flexible in application, providing direction for design articulation 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 corridor, without stifling design creativity. In this way, improvements to individual properties can, over time, enhance the function of the Boulevard as a meaningful public place and space.

An important feature of Lincoln Boulevard is that its character evolves as it transects different areas or portions of the Community. It comprises several sections that serve

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somewhat different functions, and that are informed by the intersections of other streets, adjacent uses and functions, and historical patterns. Major intersections, for example, serve as hubs of activity, particularly if these are also points of transfer for transit users. These “nodes,” or areas of distinct functions and activity, are important because they each have unique identities. These particular identities can encourage distinct types of development around and near the nodes. Thus over time the building scale and use may change accordingly as the boulevard progresses north to south; this is a desirable feature and is necessary for the creation of well-functioning and interesting commercial corridors.

## **Design Principles**

The Lincoln Blvd CDO is based upon the following principles:

- 1.) **Compatibility.** The Lincoln Boulevard Corridor features a mixture of development types (traditional commercial buildings, office buildings, restaurant and entertainment venues, and auto-oriented uses such as mini-malls, gas stations, drive-through establishments, shopping centers)—the design of such structures is influenced by use, development requirements, lot size, access, and unique site constraints. Within the context of these limitations, new development should maintain a basic consistency and compatibility within and between development projects, which can be achieved through consideration of setbacks, façade articulation, landscaping, and sign programs.
- 2.) **Context.** Design Guidelines and Standards provide regulatory flexibility to allow project applicants to take cues from the environment, historical precedent, physical site data, as well as the goals, desires, and culture of the Venice Community. Successful developments consider the context in which they are located and therefore help reinforce a positive identity for the corridor. Discretionary review will continue to allow for creative architectural features, artwork, and landscaping that is reflective of Venice. The process will enhance the Boulevard’s identity and embrace the eclectic nature of the community.
- 3.) **Activity:** Good building and site design is integral to a thriving and activated pedestrian-oriented mixed-use district. By facilitating an active street interface in new and existing buildings, design guidelines play an essential role in encouraging pedestrian activity, invigorating commercial uses and creating a safe environment.
- 4.) **Interest:** Architectural and landscape detailing that can be appreciated at pedestrian speeds can help improve the appeal and identity of the Boulevard. This detailing includes storefront ornamentation, reduction of blank surfaces, and the variation of scale, color and texture. Guidelines and standards based upon this principle address wall surfaces, windows, awnings, signage, architectural treatments, and building setbacks.
- 5.) **Simplicity:** As new development occurs along Lincoln, it must contribute in a positive manner to the overall visual identity of the Boulevard. Over time then, the corridor will evolve from a hodge-podge of buildings towards a more

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cohesive Boulevard. The current visual clutter present on Lincoln Boulevard can be reduced through limitations on signs (size, location, number), the provision of consistent setbacks and ground floor windows, and increased landscaping.

## **Relevance to other Plans**

Lincoln Boulevard is defined as a “Mixed-Use Boulevard” in the City of Los Angeles General Plan Framework. These areas are described as connectors to the city’s neighborhood districts and community, regional and Downtown centers. Mixed-use development is encouraged along these boulevards, including housing over ground-floor storefronts or in place of commercial development. The scale, density and height of development is intended to be compatible with the surrounding areas. These corridors are served by a variety of transportation facilities. Buildings located at activity nodes along mixed-use boulevards generally shall have the same characteristics as either those of the neighborhood districts or community centers, depending on permitted land-use intensities.

The Lincoln Boulevard CDO boundary area is contained almost entirely within the boundary of the Venice Community Plan Area. A portion of one block at the southeastern end is in the Palms-Mar Vista-Del Rey Community Plan Area. This document is consistent with the objectives, policies, and programs addressed in the Community Plans, which generally seek to enhance the identity of commercial districts, including Lincoln Boulevard, and to encourage pedestrian-oriented uses and development. The Venice Community Plan designates Lincoln Boulevard as a mixed use boulevard and specifically identifies it’s current condition as source of concern given the existing unsightly strip commercial development with poor visual identity, which lacks adequate parking, convenient access, and orientation to neighborhood and pedestrian traffic.

The Lincoln Boulevard CDO boundary area overlaps with several specific plans, most of which use the Corridor as a boundary line, thereby bisecting it east and west. (Refer to Figure 3, Land Use and Restrictions, which shows existing specific plan areas.) The Venice Coastal Zone Specific Plan (Ord. No. 175,693) boundary runs along the entire west side of Lincoln. This Specific Plan seeks to implement the goals and policies of the Coastal Act and ensure that new development is aesthetically sound and compatible in character with the existing community. The Glencoe/Maxella Specific Plan (Ord. No. 169,102) boundary runs along the east side of Lincoln from Washington Boulevard to Maxella Avenue. This Specific Plan is intended to ensure attractive, compatible development and protect industrial uses. The Oxford Triangle Specific Plan (Ord. No. 162,509) boundary runs along the west side of Lincoln, from Washington Boulevard, south. This plan seeks to encourage mixed-use development while ensuring compatibility with and protection of single-family homes. The Coastal Transportation Corridor Specific Plan (Ord. No. 168,999) encompasses the Lincoln Boulevard CDO boundary area. This specific Plan is intended to help fund transportation improvement projects and regulate the phased development of land uses.

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## **Section 2 Administrative Procedures**

### **Project Thresholds**

Section 13.08 C.2 of the Los Angeles Municipal Code contains the standard definition of a project within a CDO boundary. Consistent with that section, the following project and list of exemptions apply to the Lincoln Boulevard Community Design Overlay District specifically:

**Lincoln Boulevard CDO Project** – The erection, construction, addition to, or exterior alterations to, any building or structure within the boundary area of Lincoln CDO, including wall signs, window signs, canopies/awnings, façade alterations, the addition of roof equipment, and significant landscaping changes.

**Exemptions** – A project does not include the following: (1) construction that consists solely of interior remodeling, interior rehabilitation or repair work; (2) alterations of, including structural repairs, or additions to any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure’s replacement value before the alterations or additions, as determined by the Department of Building and Safety, unless the alterations or additions are to any building façade facing a public street.

The CDO is applicable to all projects located within the Lincoln CDO boundary area—regardless of the proposed use (residential, commercial, industrial).

All Projects within the Lincoln Boulevard CDO boundary area should comply with the design guidelines and standards of this CDO.

### **Project Applications**

All Lincoln Boulevard CDO projects require the submittal of an application, referred to as a “Design Overlay Plan,” which includes plans and materials as defined in Section 13.08 C 1 of the Los Angeles Municipal Code. The Director of Planning may require additional documents or materials as deemed necessary. Prior to the issuance of a building permit, projects will be reviewed by the Director of Planning for compliance with these design guidelines and standards.

**Procedures for Permit Clearances** – Notwithstanding the procedures established in LAMC Section 13.08 E regarding Design Overlay Plan Approvals for all other projects, the Director of Planning may approve Design Overlay Plans for simple sign replacements that meet all standards contained in the CDO by providing an immediate approval (“sign-off”) at time of submittal.

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## **Section 3 Definitions**

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

**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.

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

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

**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.

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

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

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

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

***Signs are defined in the sign section.***

Herein this text, “the Corridor” and shall refer to Lincoln Boulevard.

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## Section 4 Design Guidelines and Standards

Unless otherwise noted, guidelines apply to all projects in the Lincoln Boulevard CDO.

### SITE PLANNING

#### 1. Setbacks

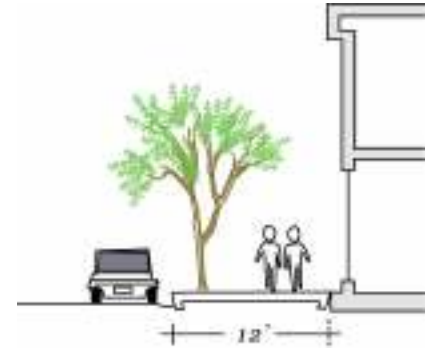
##### Guideline 1:

*Encourage an inviting pedestrian environment and provide for streetwall continuity by locating buildings so they front onto Lincoln. Within additional setback areas, encourage active public uses, such as additional street trees, outdoor seating, kiosks, forecourts, arcades.*

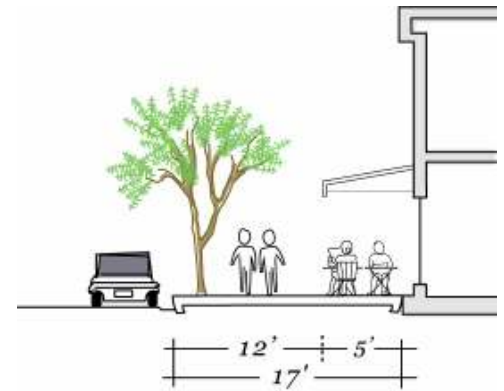
**Standard 1a:** For all projects with ground-floor commercial uses, the ground-level exterior streetwall shall be located not more than 2 feet from any lot line abutting Lincoln Boulevard.

**Exception:** the ground-level exterior streetwall may be recessed a maximum of 5 feet from the lot line, to allow room for additional street trees, outdoor dining, seating, forecourts, arcades, or other active public uses.

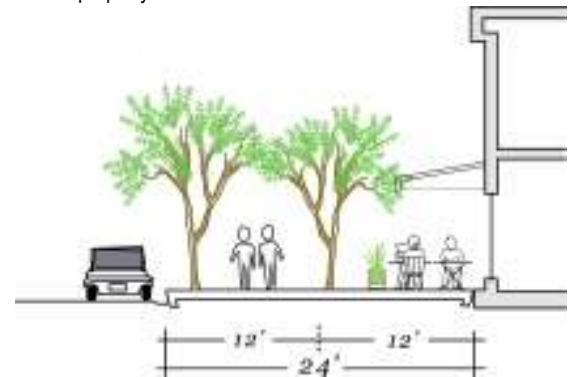
**Standard 1b:** For all projects located in Subarea A, any new ground-level exterior wall fronting Lincoln Boulevard shall be located between 5 and 12 feet from the lot line. The setback space should allow room for additional street trees, plazas, fountains, outdoor dining, seating, forecourts, arcades or other active public uses.



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



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



**Standard 1b.** A twelve-foot setback along a large-parcel development can allow room for a double row of trees and outdoor seating. The dotted line represents the property line.

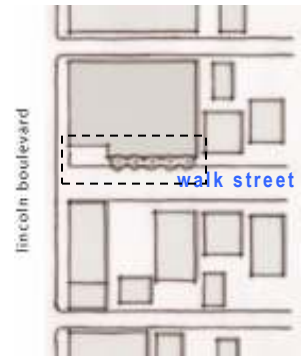
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**Standard 1c:** For projects located adjacent to the walk streets of Nowita Place, Marco Place, and Amoroso Place, the exterior wall abutting the walk street of any new construction or addition of floor area may be set back a maximum of 10 feet from the walk street, to allow room for landscaping, outdoor dining, seating, or other active public uses.

**Standard 1d:** For portions of projects where the ground floor contains residential units, individual entrances to the ground-floor units are encouraged. For such projects, each entrance should be set back three to five feet from the sidewalk, to allow room for transitional landscaping. Walk-up-style units are also encouraged. For such projects, each entrance should be stepped up two to five feet above sidewalk grade, to provide a vertical transition between the public and private realms.

**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 California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit may be necessary. This requirement does not apply to projects that remain solely on private property or within setback areas.

Projects can employ setbacks along building faces abutting walk streets, to provide space for transitional landscaping, outdoor dining, seating, or other active public uses.



For portions of projects where the ground floor contains residential units, individual entrances to the ground-floor units are encouraged. Entrances should be slightly set back from the property line and elevated two to five feet.



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## 2. Parking and vehicular access

### Guideline 2:

*Improve streetwall continuity and encourage a safe and inviting pedestrian environment by locating parking away from the streetwall and minimizing direct driveway access from Lincoln. Parking opportunities can be designed to not depreciate the visual quality of the boulevard.*

**Standard 2a:** To the extent possible, parking for all new buildings should be located underground.

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

**Standard 2c:** Where side street or alleyway access is not available for vehicular access, one driveway shall be permitted per every 100 feet of lot width along Lincoln Blvd. Not more than two driveways shall be permitted per building, and at least 20 feet in distance should span between them.

Driveways shall measure not more than 20 feet in width. Driveways shall lead to underground parking or parking stalls located to the rear of the building. Exceptions are permitted only if the Department of Transportation determines that no other alternative exists consistent with these standards.

**Standard 2d:** Free-standing parking structures (meaning those structures that contain only parking and no retail, housing, or other non-parking uses) shall be located to the rear of lots, not directly abutting Lincoln Boulevard. Such parking structures shall be visually compatible with other structures associated with the project, in terms of material, color, and design.



In this building above, parking is located to the rear, accessed from a side street; the street-facing façade can then be devoted to more pedestrian-oriented uses (shown below).



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## ARCHITECTURAL DETAILING AND ARTICULATION

### 3. Ground-floor façade articulation

#### Guideline 3:

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

**Standard 3a:** At least 70 percent of the building façade at ground level shall consist of doors and windows. Windows and doors should allow views into building interiors and/or to merchandise displays; transparent, nonreflective glass shall be used. A minimum of 70 percent of window bases on a premise shall be set three feet or lower on façade.

This standard shall apply to the facades of buildings abutting flanking streets at major intersections (Lincoln and Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington).

**Standard 3b:** For every twenty-five horizontal feet of building facade, the project shall employ one or more of the following vertical elements: columns, pilasters, indentations, storefront bays, vertical landscaping.

This standard shall apply to the facades of buildings abutting flanking streets at major intersections (Lincoln and Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington).



Storefronts should provide visual interest through transparency and three-dimensional variations in the façade.



Buildings occupying corner lots can create a welcoming pedestrian environment by articulating the ground-floor facades along both Lincoln and the flanking street.



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

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## 4. Massing and articulation of upper stories

### Guideline 4:

*Provide visual interest and enhance the public realm by employing rhythmic, three-dimensional variations in massing and building form, including the use of recessed windows, towers, columns, cornices, and changes in the wall plane. Minimize building mass impacts on adjacent residential neighborhoods by allowing for ventilation, light, and privacy. Draw inspiration from the existing local lexicon of unique architectural expressions and typographies characteristic of the Venice community.*

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

These variations shall be in addition to any required variations along the ground-level façade. When the variations consist of a deviation from the wall plane, they shall be a minimum of two feet in depth, or a maximum of two feet in projection. Variations consisting of a change in building materials shall involve a minimum depth or projection from the wall plane of one and one-half inches.

**Standard 4b:** Whimsical structures and sculptural elements are encouraged, where appropriate. They should be consistent in style and scale with local landmark buildings in the Venice community.



Multi-story projects should employ subtle three-dimensional variations in massing to allow a break in the building envelope and provide visual interest.



Whimsical structures, sculptural elements, and playful colors are encouraged, taking cues from the style and scale of local landmark buildings in the Venice community.

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## 5. Entrances

### Guideline 5:

*Emphasize pedestrian orientation and accessibility by creating well-articulated and inviting building entrances, and by orienting these entrances towards Lincoln Boulevard.*

**Standard 5a:** All buildings shall have a ground floor with a primary entrance oriented towards Lincoln Boulevard. This may include entrances accessed through courtyards, arcades, or forecourts abutting Lincoln Boulevard.

**Standard 5b:** For those buildings that abut both Lincoln *and* Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington, entrances may be provided on the flanking street in addition to entrances provided along Lincoln. The flanking street entrance shall be permitted not more than 40 feet from the lot line abutting Lincoln if the lot is adjacent or abutting a residential zone.

**Standard 5c:** Building entrances shall be recessed and defined by distinct architectural treatments, including: variation in materials, lighting, awnings, textured paving, attractive signage, and planters. Portals may be appropriate in some instances.

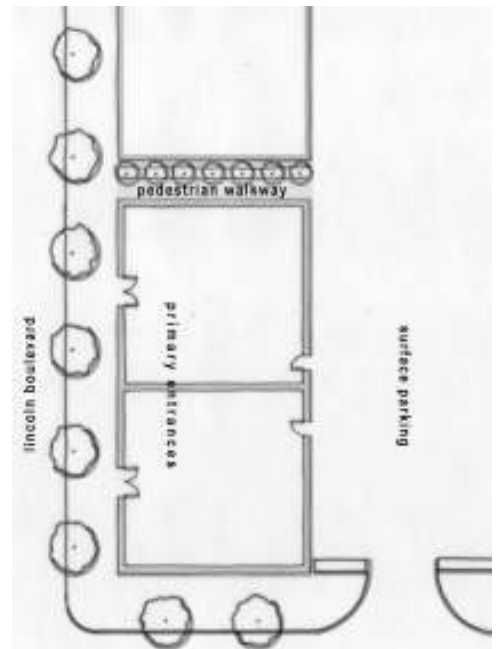
Refer to Section 14 through 20 for Signage and Section 12 and 13 for planters and landscaping.

**Standard 5d:** Projects on corner lots should have an entrance located at the corner. Other entrances may be provided along Lincoln for retail or residential spaces abutting Lincoln.

## 6. Parking Structure Design

### Guideline 6:

*Provide parking opportunities that are simultaneously convenient and enhance and protect the visual integrity of the boulevard. Architecturally integrate parking structures into the design of the projects that they serve, and activate the street by including commercial uses on the ground level of structures. Protect nearby residents*



Buildings whose primary entrances front the street help to facilitate pedestrian activity and enliven the sidewalk. In this site plan, a landscaped pedestrian walkway directs those parking in the rear to the primary entrances along the sidewalk



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



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*from the potential adverse impacts – noise, visual, or otherwise – from parking structures and their use.*

**Standard 6a:** The ground floor of new parking structures shall consist of commercial space fronting Lincoln, measuring at least a depth of 15 feet from the building façade. Freestanding parking structures (void of commercial space) directly abutting Lincoln, are not an appropriate use.

**Standard 6b:** Floors of parking shall be visually integrated into the design of buildings, as reflected in the building façade.

**Standard 6c:** Automobiles on parking levels above the ground floor shall be screened from public view.

**Standard 6d:** Parking structures that abut or are adjacent to any residential use or zone, shall:

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

## 7. Residential Ground Floor Restrictions

### Guideline 7:

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

**Standard 7a:** Residential uses on the ground floor of buildings shall be limited to a maximum of 50 continuous linear feet abutting Lincoln for each lot.



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

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## 8. Awnings and canopies

### Guideline 8:

*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 8a:** 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 8b:** For awnings located above windows, awning shapes shall be consistent with window frames.

**Standard 8c:** Awnings and canopies shall be constructed of high quality, durable, fade-resistant, and fire-retardant materials.



Awnings can enhance the public realm by providing a comfortable sense of enclosure for pedestrians. Additionally they can improve a building façade by adding depth and three-dimensional variation.

## APPURTENANCES

## 9. Security grilles

### Guideline 9:

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

**Standard 9a:** Premises should employ non-barrier (alarm or sensor) theft-deterrent systems where possible. If such security systems are not feasible, interior security grilles or vandal-proof glazing that is resistant to impact should be used on any storefronts abutting Lincoln or other public street.

**Standard 9b:** External security grilles shall not be affixed to any facade abutting Lincoln or other public street, excluding rear alleys.



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



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## 10. Utility and Service areas / Mechanical Equipment

### Guideline 10:

*Improve the pedestrian environment along the sidewalk and minimize visual blight by obscuring unsightly equipment adjacent to Lincoln and other public rights-of-way.*

**Standard 10a:** Utilities, storage areas, trash containers, air conditioning units, fire alarms, and similar equipment shall be placed to the rear of the site or underground when feasible. Otherwise, structures housing such elements shall be screened with landscaping or designed in a way as to be as inconspicuous as possible.

**Standard 10b:** Trash storage bins shall be located within a gated, covered enclosure and screened with landscaping, so as not to be viewed from the public right-of-way.

**Standard 10c:** Rooftop mechanical equipment shall be screened with materials that are architecturally integrated to the building.



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

## 11. Fencing and Walls

### Guideline 11:

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

**Standard 11a:** Fences and walls should not front Lincoln or other public streets, unless required by the Los Angeles Municipal Code.

**Standard 11b:** No fence or wall abutting Lincoln or other public street shall be taller than 36 inches.

**Standard 11c:** Wrought-iron fences are discouraged. Chain-link fences and barbed wire are prohibited.

**Standard 11d:** Wall materials and design should be decorative and coordinate with the structures on the site.

**Standard 11e:** The planting of climbing plants is encouraged along the width of fencing and walls



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



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## LANDSCAPING

### 12. General Landscaping—Location and Materials

#### Guideline 12:

*Create inviting spaces, provide shade within the public realm, screen unattractive areas, and enhance architectural detailing through the thoughtful and careful placement of landscaping.*

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

**Standard 12a:** All areas of a site not occupied by buildings, driveways, or used for outdoor dining shall be landscaped; 80% of landscaped areas shall consist of plant materials.

**Standard 12c:** Native, drought-tolerant plants shall be used, as defined in LAMC Section 12.40 D.

**Standard 12d:** An automatic irrigation system should be installed within landscaped areas of more than 10 square feet. A drip irrigation system is recommended.

**Standard 12e:** Trees shall be planted in the adjacent public right-of-way, including Lincoln Boulevard, at a ratio of 1 tree for every 25 feet of lot length, to the satisfaction of the Urban Forestry Division, Bureau of Street Services, Department of Public Works or to the California Department of Transportation.

Exception: See Standards 3a and 3b for Parking Areas.

**Standard 12f:** Trees shall be planted along rear lot lines adjacent to residential parcels at a ratio of one tree for every 25 feet of lot width. At a minimum, these trees shall be 24-inch box size with a trunk diameter of 2 inches and a height of 10 feet at the time of planting.



Evenly spaced canopy trees planted in the parkway area add a comfortable level of shade and definition to the public realm.



Thousands of varieties of drought-tolerant and low-water plant species exist that are simultaneously hardy, low-maintenance, and eye-catching, such as this Coral Aloe shown above.



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## 13. Landscaping Parking Lots and Structures

### Guideline 13:

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

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

**Standard 13a:** A five-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 contain 24-inch box trees planted at ratio of one for every 10 linear feet. At a minimum, these trees should measure a trunk diameter of 2 inches and a height of 10 feet at the time of planting.

**Standard 13b:** A minimum of 7% of the total area of surface parking shall be landscaped, including one tree for every 4 parking spaces evenly dispersed throughout the lot. Tree species should be a variety with a large canopy.



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

## SIGNAGE

## 14. General –All Signs

### Guideline 14:

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

**Standard 14a:** Signs shall complement buildings with respect to style, design, materials, and colors. If illuminated, glare shall be carefully controlled and if internally illuminated, lighting sources concealed.

**Standard 14b:** The exposed backs of all signs visible from a public right-of-way should be suitably finished and maintained.



Promote the identity and success of individual businesses while enhancing the visual quality of the Boulevard through context-sensitive signage.

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**Standard 14c:** The following signs are prohibited: billboards, pole signs, banners, illuminated architectural canopy signs, inflatable devices.

**Note:** After 90 days of closing a business, any related signs should be removed and replaced with blank panels or painted out, pursuant section 62.5.9.4 of the Los Angeles Municipal Code.

**Note:** Temporary signs shall be permitted pursuant to Section 91.6215 of the Los Angeles Municipal Code.

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

## 15. Wall Signs

### Guideline 15:

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

**Standard 15a:** Each premise or business shall be permitted one wall sign. An additional sign is permitted if the premise abuts another street, alley, or public parking area.

**Standard 15b:** Wall sign size shall not exceed 1.5 square feet per 1 foot of building façade length. Signs facing alleys or parking areas shall not exceed 5 square feet.

**Standard 15c:** Composition height of wall signs shall not exceed 2 feet and letters shall not exceed 1.5 feet in height. Composition height of wall signs for businesses located on corner lots major intersections (Lincoln and Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington) shall not exceed 3 feet and letters shall not exceed 2.5 feet in height.

**Standard 15d:** Sign width should not exceed 90% of the width of a storefront, and 70% of the width of the building.

**Standard 15e:** Signs shall be located at entrance of building.

**Standard 15f:** Signs shall not dominate or obscure the architectural elements of building facades.

**Standard 15g:** The height and width of letters and logos shall be properly proportioned to the building and fit well within area the sign is located.

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



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



This wall sign projects just slightly from the wall plane, enough to provide some added definition without becoming garish.

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**Standard 15h:** Wall signs should not project more than 10 inches from a wall.

**Standard 15i:** Signs facing alleys or residentially zoned areas shall not be lit.

## 16. Projecting Signs (a.k.a. Pedestrian, Blade Signs)

### Guideline 16:

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

**Standard 16a:** Each business or tenant shall be permitted one Projecting Sign, limited to 4 square feet.

**Standard 16c:** Each business that is located above the first floor may have a pedestrian sign on the ground level if there is direct exterior pedestrian access to the second floor business space.

## 17. Awning or Canopy Signs

### Guideline 17:

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

**Standard 17a:** In lieu of a Wall Sign, each business or tenant shall be permitted one Awning Sign, to be located over the building or business entrance. An additional awning sign is permitted if the premise abuts another street, alley, or public parking area.

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

**Standard 17b:** Sign letters should be located on valences only, and letter height should not to exceed 10 inches.

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



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



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

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## 18. Other Signs

### Guideline 18:

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

**Standard 18a:** Window Signs shall not to exceed 10 percent of total window area and individual signs shall not exceed 4 square feet.

**Standard 18b:** Information Signs shall be permitted two per building, and shall not exceed 4 square feet.

**Standard 18c:** Building Identification Signs shall be permitted one per building, and shall not exceed 4 square feet for one-story buildings. For each story above the first, the size of the sign(s) may increase an additional 2 square feet.

**Standard 18d:** An additional Building Identification Sign shall be permitted for buildings located on a corner lot. Signs located on the side street façade shall not to exceed 4 square feet.

**Standard 18e:** One portable menu board sign may be permitted in the right-of-way for eating establishments, bakeries, florists, and similar businesses that have as their primary sales perishable good, provided that all of the following conditions are met:

- i. The sign is removed at the end of each business day.
- ii. The sign's dimensions do not exceed two feet by three feet.
- iii. The sign does not interfere with pedestrian movement or wheelchair access
- iv. The sign has a weighted base capable of keeping the sign upright in moderate wind.
- v. The sign is not illuminated.
- vi. The sign's permits have been secured from the appropriate City of Los Angeles departments.



This window sign identifies the business while not obstructing views into the display windows.

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

**Information Sign:** A sign that is limited to a message giving directions, instructions, menus, selections, or address numerals.

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**Standard 18e:** Mural Signs are encouraged. The written message shall not exceed three percent of the total area of the sign. Signs must be approved pursuant to Section 91.6216 of the LAMC.

## 19. Multi-tenant Buildings

### **Guideline 19:**

*Enhance the visual quality of the Boulevard by providing signage coordination and consistency on the facades of large buildings.*

**Standard 19a:** Multi-tenant buildings shall submit a sign plan to the Planning Department that designates the style and design of all signs on the building.

**Standard 19b:** Signs on a multi-tenant building shall be placed at the same uniform elevation to create visual continuity.

## 20. Monument Signs

### **Guideline 20:**

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

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

**Standard 20a:** Monument signs shall only be permitted for developments where wall signs and building facades are not parallel to Lincoln, or where tenant spaces are primarily entered through a courtyard, or if sited where parking areas abut Lincoln. In these circumstances, one monument sign shall be permitted per building, and shall be not more than 25 square feet in size and the top of the sign shall be not more than 10 feet above sidewalk grade.

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



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## RESOURCE PROTECTION

### 21. Sustainable building design

#### Guideline 21:

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

**Standard 21a:** Projects are encouraged to meet LEED certification requirements. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is a benchmark for the design, construction, and operation of high performance green buildings. The LEED green building rating system was developed and is administered by the U.S. Green Building Council.

**Standard 21b:** To minimize heat gain, projects should employ high-performance glazing, coupled with awnings or exterior window shelves – particularly along the southeast, south, and southwest building faces.

**Standard 21c:** Except on ground-level storefronts, projects should favor more glazing along the north- and northeast-facing walls, while decreasing glazing area along the west- and southwest-facing walls.

**Standard 21d:** The placement of windows should balance light considerations with the need to provide adequate ventilation and allow for cross-ventilation. If single-sided ventilation is necessary, consider horizontal pivot windows, which offer the highest ventilation capacity.

**Standard 21e:** Building and construction materials should use reclaimed, recycled, and recyclable materials when available.



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



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

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## 22. Historic Resources

### Guideline 22:

*Historic structures often include architectural elements and design consistent with the guidelines and standards present in this CDO. Some existing buildings located along Lincoln provide quality examples of period architecture and historic commercial structures. The combination of old and new buildings create an interest and richness to the urban fabric along the Boulevard.*

**Note:** In absence of a formal survey or completion of a citywide survey, the properties listed on Table 1 were identified as potential historic resources that should be further evaluated as structures to protect. Other potential resources may be identified as part of the City of Los Angeles Historic Resources Project or through other survey activity.

**Standard 22a:** Alterations to or demolitions of properties identified in Table 1, Potential Historic Resources, shall be reviewed first by the City of Los Angeles Planning Department Office of Historic Preservation, which shall provide a recommendation to the Director of Planning.

Upon staff recommendation, a qualified historic preservation consultant may be required to determine whether or not the building is eligible for listing at the local/state/national level as a historical resource worth protecting.

**Standard 22b:** For buildings greater than 50 years old at time of project application, unpainted masonry shall not be painted.

**Standard 22c:** For buildings greater than 50 years old at time of project application, original patterns of transom windows shall be maintained; covering transom windows with paint, signs, awnings, or wood panels is not appropriate.

**Standard 22d:** For buildings greater than 50 years old at time of project application, signage, if applied to the façade directly, shall be affixed in such a manner so as to not damage the façade.