

# LINCOLN BOULEVARD

## COMMUNITY DESIGN OVERLAY DISTRICT



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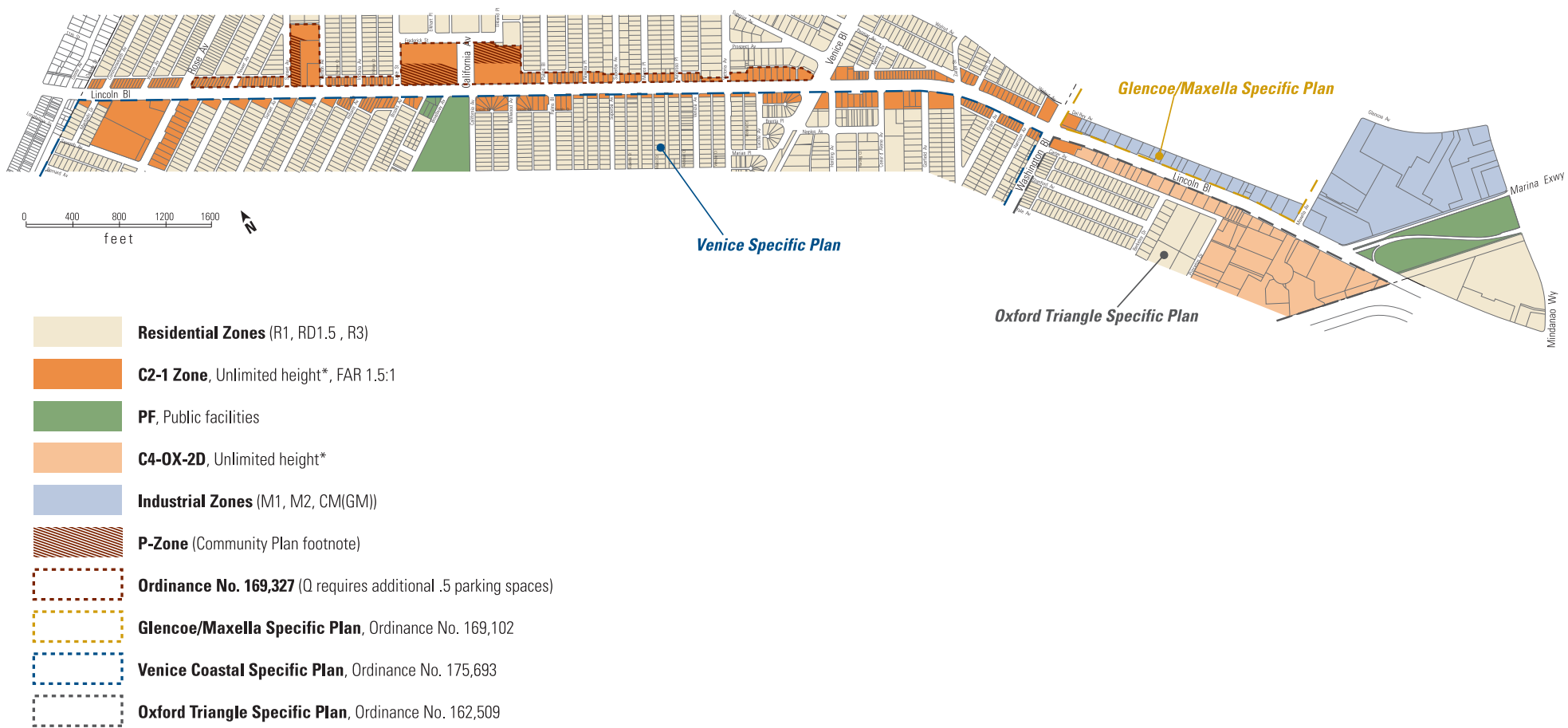
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# Proposed Lincoln Boulevard Community Design Overlay Plan Area









# Lincoln Boulevard CDO

## Existing Underlying Zoning



\*Unless limited by a Q condition

**POTENTIAL HISTORIC RESOURCES WITHIN THE LINCOLN CDO BOUNDARY AREA:**

Name	Address	Description	Image
Broadway Elementary School	1015 Lincoln Blvd.	Also called the Spanish Colonial Revival Administration Building, this structure was built in 1936 and is distinguished by the quoined piers, wood framed windows, an arcade of flattened arches spanning the north elevation, pierced concrete window grilles, and the centered main entry containing a partially glazed door topped by a segmental arch transom. This structure appears to meet the criteria for listing in the California Register of Historical Resources.	
Department of Water & Power Building	911 Lincoln Blvd.	Built in the 1930 s and is distinguished by its wood framed windows, brick façade and the centered main entry which is surrounded by wood crafted trim. This structure appears to meet the criteria for listing in the California Register of Historical Resources.	
Commercial Building	1717 Lincoln Blvd.	Built in the 1920's, the structure is distinguished by its wood framed windows and brick façade. This structure may meet the criteria for listing in the California Register of Historical Resources, pending additional research.	
Commercial Building	1801 Lincoln Blvd.	Built in 1928 and is distinguished by its wood framed windows and uniquely crafted wood cornice. This structure may meet the criteria for listing in the California Register of Historical Resources, pending additional research.	
Commercial Building	1901 Lincoln Blvd.	Build in 1929 and is distinguished by its wood framed windows and uniquely crafted wood cornice. This structure may meet the criteria for listing in the California Register of Historical Resources, pending additional research.	
Commercial Building	2419 Lincoln Blvd.	Built in the late 1920's, the structure is distinguished by its wood framed windows and brick façade. The second floor does appear to be installed at a later time. This structure may meet the criteria for listing in the California Register of Historical Resources, pending additional research.	

**Table 1**

## **Section 1**

### **Introduction**

The Lincoln Boulevard Community Design Overlay (CDO) District provides guidelines and standards for development projects on properties fronting Lincoln Boulevard in the community of Venice. 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 Expressway (90 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 and M2-1. 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 2, which shows existing zoning and development restrictions).

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 used furniture boutiques 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, an elementary 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 is often excessive, bulky, garish, and tall – another indication of the auto-oriented nature of the boulevard. A number of billboards break the skyline and clutter the public airspace.

Lincoln was developed primarily as a traffic thoroughfare; at the time of drafting the CDO the boulevard 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 need 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 assure that storefronts and building façades cater to

pedestrians and maintain visual continuity. These characteristics can be achieved with a traditional streetwall (minimal setbacks), transparency, appropriate signage, and increased architectural and landscape detailing.

The design guidelines and standards presented in Section 4 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 its evolving character where it transects different neighborhood areas. It comprises several sections that serve 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, 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 Boulevard, it must contribute in a positive manner to the overall visual identity of the Boulevard. Over time, the corridor will evolve from a hodge-podge of buildings towards a more 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.

(Only the southeastern-most parcel—between Maxella Avenue and the Marina Expressway—is within the Palms-Mar Vista-Del Rey Community Plan Area.) This document is consistent with the objectives, policies, and programs addressed in the Venice Community Plan, which generally seek to enhance the identity of commercial districts, including Lincoln Boulevard, and to encourage pedestrian-oriented uses and development. The Plan designates Lincoln Boulevard as a mixed use boulevard and specifically identifies its 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 2, Land Use and Restrictions, which shows existing specific plan areas.) The Venice Coastal Zone Specific Plan (Ord. No. 175,693) boundary runs along the west side of Lincoln, from the City boundary to Washington. That 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. That 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 to the Marina Expressway. That 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. That Specific Plan is intended to help fund transportation improvement projects and regulate the phased development of land uses. Projects are subject to review pursuant to both Specific Plan requirements (as applicable) and the Guidelines and Standards contained within this CDO. Design elements left silent or not



contained herein may be contained within the Los Angeles Municipal Code.

### **Future Efforts**

To create a true transformation of Lincoln Boulevard, multiple comprehensive and long-range planning efforts are required. The Lincoln Boulevard CDO is limited to addressing design standards on private property. With the implementation of this document and associated zone change ordinance, immediate and small-scale incremental changes can occur. However, other important factors and features will determine the Corridor's future, such as when it comes under the jurisdiction of the City of Los Angeles (if relinquished from Caltrans), whether the utility wires are undergrounded, and whether it becomes a route for a future Metro Rail Line (Los Angeles County Metropolitan Transportation Authority) or transit corridor. During the development phase and public process for developing this CDO, the Department of City Planning and Council District 11 introduced the concept of a Lincoln Corridor Master Plan, of which the CDO can be considered the first phase. Subsequent efforts are intended to include a Streetscape Plan (to address sidewalks, medians, street furniture, street trees, etc.), and also studies to evaluate zone / height changes and parking needs on the Boulevard (particularly in relationship to a potential Rail Line location). In conjunction, several Council Motions introduced by Council District 11, call for work programs to address commercial corridors in the area, including Lincoln Boulevard. Such future efforts will require the Department of City Planning to coordinate with the Departments of Transportation, Public Works, and other agencies.



## **Section 2 Administrative Procedures**

### **Project Thresholds**

General regulations pertaining to the function and administration of Community Design Overlay Zones citywide are addressed in Section 13.08 of the Los Angeles Municipal Code (LAMC). Section 13.08 C.2 of the LAMC defines a project within a CDO boundary. Consistent with that Section, the following project definition and exemptions apply to the 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 all signs, canopies/awnings, façade alterations, the addition of roof equipment, and landscaping.

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

The CDO is applicable to all projects located within the Lincoln CDO boundary area—regardless of the proposed or existing 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** – Pursuant to Section 13.08 E 1 of the Los Angeles Municipal Code (*pending ordinance approval*), the following projects may be approved with only a Planning Department Sign Off: Signs, Awnings and Canopies, Landscaping totaling less than 20 square feet of ground area, and the addition of roof equipment. Such projects must conform to the Design Guidelines and Standards contained herein to obtain a Sign Off, otherwise a Community Design Overlay Plan Approval will be required

### **Landscaping Quality Assurance**

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

### **Enforcement**

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

## Section 3 Definitions

The following words and phrases, whenever used in this document, shall be construed as defined in this Section. Words and phrases not defined herein shall be construed as defined in Sections the Los Angeles Municipal Code.

**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 in front of the entrance to a building or group of buildings.

**Mixed Use Project:** A development combining commercial uses and dwelling units.

**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 fronting the sidewalk. The cumulative façade effect created on a pedestrian oriented corridor when structures are built to the front lot-line and built to the edge of each side lot-line.

***Signs are defined in Section 14.4.2 of the Los Angeles Municipal Code. Some definitions are included in the Signage subsection of this document.***

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

## Section 4 Design Guidelines and Standards

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

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

### SITE PLANNING

#### 1. Setbacks

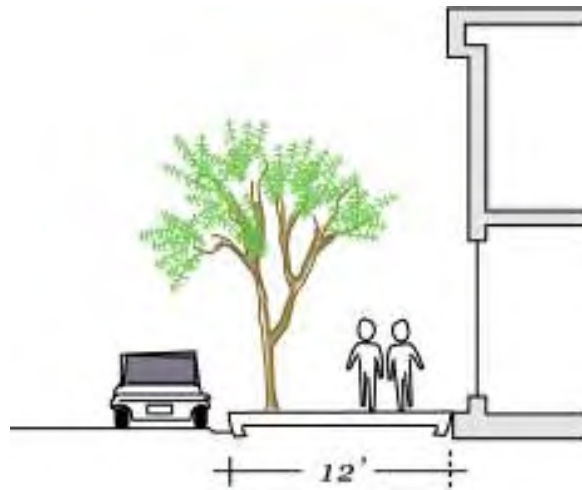
##### Guideline 1:

*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, and arcades.*

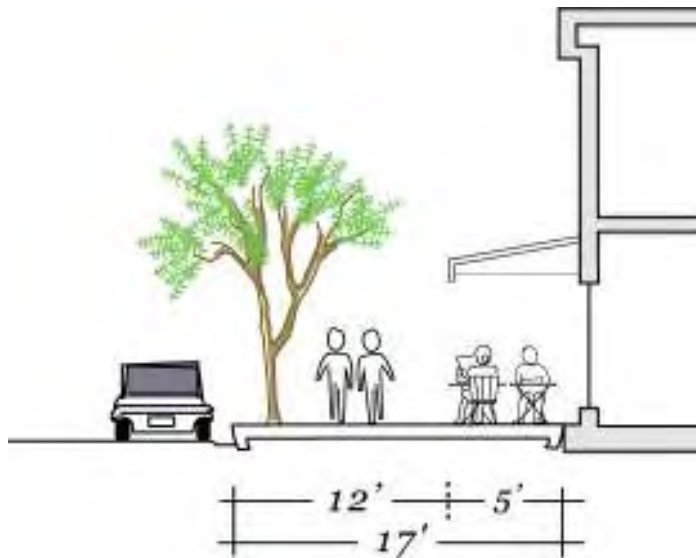
**Standard 1a:** For all new construction projects with ground-floor commercial uses, the ground-level exterior streetwall should be located not more than 2 feet from any property line abutting Lincoln Boulevard.

**Exception:** The ground-level exterior streetwall may be set back a maximum of 5 feet from the property line, wherein additional street trees, outdoor dining, seating, forecourts, arcades, or other active public uses will be maintained.

**Standard 1b:** For all new construction projects located in Subarea A, any ground-level exterior streetwall fronting Lincoln Boulevard should be located between 5 and 20 feet from the lot line. The property setback space should be used for trees and landscaping,



**Standard 1a Example.** 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.



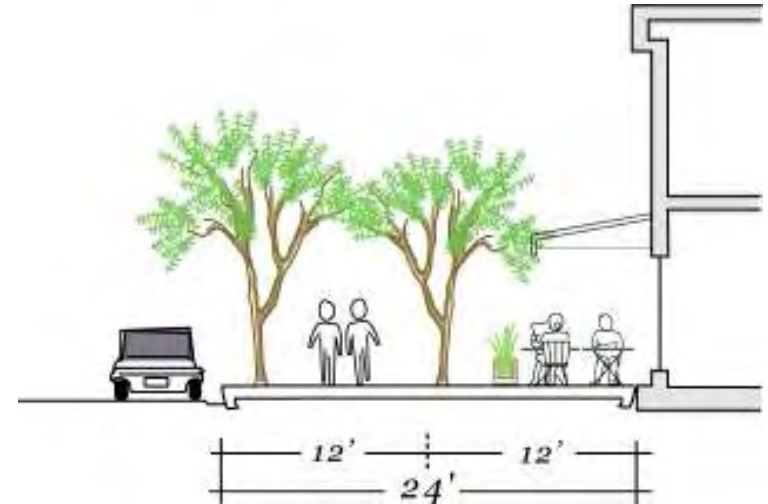
**Standard 1a Exception.** An additional five-foot setback can be provided to allow room for active public uses – here, outdoor seating. The dotted line represents the property line.

plazas, fountains, outdoor dining, seating, forecourts, arcades or other active public uses. **[Q]**

**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, if the area is used 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 adjacent 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 or Revocable Permit may be necessary. This does not apply to projects that remain solely on private property or within setback areas.



**Standard 1b Example.** 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.



**Standard 1d Example.** 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.



**Standard 2b Example.** In this historic example, parking is located to the rear, accessed from a side street; the street-facing façade (shown below) can then be devoted to more pedestrian-oriented uses.



## 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. Design parking opportunities that do not depreciate the visual quality of the boulevard.*

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

**Standard 2b:** Surface parking lots shall not be located between the front property line and new buildings and storefronts on Lincoln but rather to the rear of all structures. **[Q]**

**Standard 2c:** Vehicular access to sites should come from side streets and alleyways. Exceptions to this are permitted only if the Department of Transportation determines that no other alternative exists.

Where side street or alleyway access is not available for vehicular access, the use of combined driveways is encouraged so not more than one driveway exits per every 100 feet of lot width along Lincoln Blvd. Not more than two driveways are permitted per building, and at least 20 feet in distance should span between them.

**Standard 2d:** Driveways should measure not more than 20 feet in width. Driveways should 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 this standard.

## ARCHITECTURAL DETAILING AND ARTICULATION

### 3. Ground-floor Façade Articulation

#### Guideline 3:

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

**Standard 3a:** For commercial buildings, at least 60 percent of the building façade at ground level shall consist of doors and windows that allow views into building interiors and/or to merchandise displays. Transparent, nonreflective glass shall be used. A minimum of 70 percent of the window bases on a premise should be set three feet or lower on façade. **[Q]**

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

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



**Standard 3a Example.** Buildings occupying corner lots can create a welcoming pedestrian environment by articulating the ground-floor façades along both Lincoln and the intersecting street.



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



**Guidelines 3 and 4 Examples.** These buildings provide positive contributions to the built environment with characteristics such as ground level transparency, building articulation, and variations in materials and massing. The results are examples of functional buildings that ensure an active and inviting pedestrian experience.



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**Note:** Standards 3a and 3b apply to the facades of all buildings abutting Lincoln. On corner lots at major intersections (Lincoln and Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington), it also applies to those facades on the intersecting street. These standards apply to new construction or substantial façade reconstruction. Existing buildings need not be retrofitted to meet these standard, although design elements should not be removed (such as the covering of windows from storefronts) if it results in a design inconsistent with these standards.



#### 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:** Multistory projects with 40 or more horizontal feet of façade abutting the street, should contain three-dimensional variations in the overall building form at a quantity of one variation per story above the first. The variations can be combined to extend along several stories. For example, a four-story project might provide a one-foot projection from the wall plane that extends across two stories and also provide a recessed balcony on the fourth story.

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

**Note:** Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit or Revocable Permit may be necessary.



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





**Guideline 5 Examples.** Whimsical structures, sculptural elements, and playful colors are encouraged, taking cues from the community.



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## 5. Whimsical Architecture and Art

### Guideline 5:

*Embrace playful architectural elements that provide visual interest, and gesture to the local tradition of whimsical structures and playful spaces.*

**Standard 5a:** 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.

**Standard 5b:** Sculptures are encouraged, where appropriate, on private property. They should be consistent in style with the development project or adjacent buildings, and relevant in scale to surrounding landscaping.

**Standard 5c:** Artistic murals are encouraged, where consistent with other provisions in the LAMC.

**Note:** Mural Signs are restricted by Section 14.4 of the LAMC, to be prohibited unless contained within a development agreement.

## 6. Entrances and Pedestrian Access

### Guideline 6:

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

**Standard 6a:** All buildings shall have a ground floor with a primary entrance oriented towards Lincoln. This may include entrances accessed through courtyards, arcades, or forecourts abutting Lincoln Boulevard. **[Q]**

**Standard 6b:** For those buildings that abut both Lincoln *and* Rose, Sunset, Vernon, Lake, California, Millwood, Palms, Venice, or Washington, entrances should be provided on the intersecting street in addition to entrances provided along Lincoln. Where such lots are abutting a residential zone, the entrance(s) on the intersecting street should be located closer to the Lincoln Boulevard lot line than to the residentially-zoned lot line.

**Standard 6c:** Building entrances should be recessed and defined by distinct architectural treatments, including: variation in materials, lighting, awnings, textured paving, attractive signage, and planters.

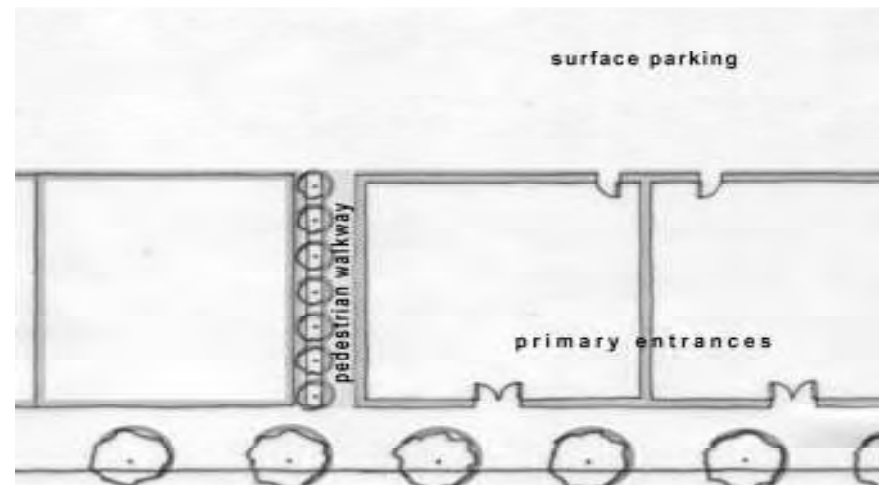
**Note:** Refer to Section 15 through 21 for Signage and Section 13 and 14 for planters and landscaping.

**Standard 6d:** 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.

**Standard 6e:** Pathways and continuity in pedestrian access should be provided between and within sites; particularly new development projects located in Figure 1, Subarea A, given the size of the parcels.



**Standard 6c Example.** This building entrance employs variations in depth, provides inviting window displays, and uses colorful paving materials to add visual interest to attract passers-by.



**Standard 6a and 6e Example.** Buildings whose primary entrances front the street help to facilitate pedestrian activity and enliven the sidewalk. As well, pedestrian walkways directs those parking in the rear to the primary entrances along the sidewalk.



**Standard 6e and 7b Example.** Pedestrian walkways can provide linkages to parking garages at the rear of developments.



**Standard 7a Example.** This parking structure is located at 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.

## 7. Parking Structure Design

### Guideline 7:

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

**Standard 7a:** The ground floor of new parking structures shall consist of commercial space fronting Lincoln, measuring a depth of at least 15 feet from the building façade. Freestanding parking structures (void of commercial space) directly abutting Lincoln, are not an appropriate use. **[Q]**

**Standard 7b:** Parking structures with a ground-level containing only parking shall be located to the rear of lots, not directly abutting Lincoln. Such parking structures shall be visually compatible with other structures associated with the project, in terms of material, color, and design. **[Q]**

**Standard 7c:** Floors of parking should be visually integrated into the design of buildings, as reflected in the building façade.

**Standard 7d:** Automobiles on parking levels above the ground floor shall be screened from public view. **[Q]**

**Standard 7e:** Parking structures that abut or are adjacent to any residential use or zone, should:

- i. Contain solid spandrel panels a minimum of 3-feet-6 inches in height installed at the ramps of the structure to minimize headlight glare.

ii. Construct garage floors and ramps using textured surfaces to minimize tire squeal.

iii. Not contain exhaust vents along sides closest to residential use.

## 8. Residential Ground Floor Restrictions

### Guideline 8:

*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 8a:** Buildings with ground floor residential use, on lots with more than 50 linear feet of street frontage on Lincoln, shall dedicate least 20% of the building frontage width, to a depth of 15 feet, to commercial use. **[Q]**



**Guideline 8 Examples.** These mixed-use buildings are comprised of housing units on the upper floors, and commercial retail on the ground floors—thus they provide both users (pedestrians) and active uses.





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



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## 9. Awnings and Canopies

### Guideline 9:

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

**Standard 9a:** Size and placement of awnings and canopies should enhance the building's overall frame, detailing, and rhythm. Placement should correspond to the location of a storefront or entrance.

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

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

**Note:** Projections into the public right-of-way, extending beyond private property, must obtain proper approval from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit or Revocable Permit may be necessary.

## APPURTENANCES

### 10. Security grilles

#### Guideline 10:

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

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

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



**Standard 10a Inappropriate Examples.** Avoid security grilles that are unsightly or that conceal storefront windows when closed.





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

## 11. Utilities, Service Areas, and Mechanical Equipment

### Guideline 11:

*Improve the pedestrian environment along the sidewalk and minimize visual blight by screening unsightly equipment and locating it away from Lincoln and other public right-of-ways.*

**Standard 11a:** All new utility lines that directly service lots abutting Lincoln should be installed underground. If underground service is not available, then provisions shall be made for future underground service. **[Q]**

**Standard 11b:** 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. **[Q]**

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

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



## 12. Fencing and Walls

### Guideline 12:

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

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

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

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

**Standard 12d:** Wall materials and design should be decorative and coordinate with the structures on the site.

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



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



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



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

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

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

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



## LANDSCAPING

### 13. General Landscaping—Location and Materials

#### Guideline 13:

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

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

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

**Standard 13b:** New development projects located in Figure 1, Subarea A, should incorporate courtyards, plazas, pocket parks and other on-site open space areas in conjunction with Standard 1b, above.

**Standard 13c:** Low-water (drought-tolerant) plants should be used, including native Southern California plants where appropriate.

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

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

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

**Note:** Landscaping in public right-of-way, extending beyond private property, must obtain proper approval from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit and an Agreement for Maintenance of Landscape Area Within State Highway Right Of Way may be necessary.

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

#### 14. Landscaping Parking Lots and Structures

**Guideline 14:**

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

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

**Standard 14a:** A five-foot landscaped buffer should be located between parking areas and the property line wherever a surface parking lot abuts a public right-of-way. The landscaped buffer area should contain 24-inch box trees planted at ratio of one for every 10 linear feet.

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



**Guideline 13 Example.** Evenly spaced canopy trees planted in the parkway area add a comfortable level of shade and definition to the public realm.



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



**Guidelines 15 and 3 Example.** This business uses a modest sign in conjunction with a unique building design to attract attention. As well, it illustrates how storefronts can provide visual interest through transparency and three-dimensional variations in the façade.



**Guideline 15 Example.** These signs promote the identity and success of individual businesses with signage sensitive to the context of the façade architecture.

## SIGNAGE

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

### 15. General –All Signs

#### Guideline 15:

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

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

**Standard 15c:** The following signs shall be prohibited: billboards/off-site signs, pole signs, roof signs, banners, illuminated architectural canopy signs, inflatable devices. The following changes to above-mentioned existing signs shall be prohibited: the enlargement of signs, the augmentation of signs with lighting or digital displays, and the addition of sign facing (such as a second face on the back of an off-site sign). **[Q]**

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

**Note:** Within 90 days of closing a business, any related signs shall be removed and replaced with blank panels or painted out, pursuant to Section 14.4.4 of the Los Angeles Municipal Code.

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

**Note:** Signage extending beyond private property and residing in the public right-of-way must obtain proper approval from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit or Revocable Permit may be necessary.

## 16. Wall Signs

### Guideline 16:

*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 16a:** Each premise or business with a direct public entrance on the exterior of a building shall be permitted one wall sign. If the premise abuts another street, alley, or public parking area, an additional sign is permitted on the building at that location. **[Q]**

**Standard 16b:** Wall sign size shall not exceed 1.5 square feet per one foot of building façade length. Signs facing alleys or parking areas should not exceed five square feet total. Illuminated signs should not exceed one square foot per one foot of building façade length and if facing an alley or parking area should not exceed four square feet total. **[Q]**

**Standard 16c:** Composition height of wall signs should not exceed 2 feet and letters should not exceed 1.5 feet in height. Composition height of wall signs for businesses located on corner lots major intersections (Lincoln and Rose, Sunset, Vernon, Lake, California,



**Guideline 16 Examples.** This business uses modest wall signs that complement the storefronts in terms of composition, placement, size, and quality of materials.

**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.

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





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



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

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

Millwood, Palms, Venice, or Washington) should not exceed three feet and letters should not exceed 2.5 feet in height.

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

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

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

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

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

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

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

### Guideline 17:

*Promote the identity and success of individual businesses while enhancing the pedestrian experience 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 17a:** Each business or tenant should be permitted one projecting sign, limited to four square feet.

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

## 18. Awning or Canopy Signs

### Guideline 18:

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

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

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

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

## 19. Other Signs

### Guideline 19:

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

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

**Standard 19c:** Building Identification Signs are permitted one per building, and should not exceed four square feet for one-story



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

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

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



**Standard 19b Example.** Information sign showing address numerals.



**Standard 19a Examples.** The window signs above identify businesses while not obstructing views into the display windows.



**Guideline 15, 16, 18, and 19 Inappropriate Examples.** This property is visually cluttered with signage.

buildings. For each story above the first, the size of the sign(s) may increase an additional two square feet

**Standard 19d:** An additional Building Identification Sign is permitted for buildings located on a corner lot. Signs located on the side street façade should not to exceed four square feet.

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

- i. The sign is removed at the end of each business day.
- ii. The sign dimensions do not exceed two feet by three feet.
- iii. The sign does not interfere with pedestrian movement or wheelchair access.
- iv. The sign has a weighted base capable of keeping the sign upright in moderate wind.
- v. The sign is not illuminated.
- vi. All required sign permits have been secured from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services.

**Note:** Signage extending beyond private property and residing in the public right-of-way must obtain proper approval from the California Department of Transportation (Caltrans) or the Department of Public Works Bureau of Street Services. An Encroachment Permit or Revocable Permit may be necessary.



## 20. Multi-tenant Buildings

### Guideline 20:

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

**Standard 20a:** Multi-tenant buildings should submit a sign plan to the Department of City Planning that designates the style and design of all signs on the building. Sign plans should establish rules of placement and size.

**Standard 20b:** Signs on a multi-tenant building should be placed at the same uniform elevation to create visual continuity.

## 21. Monument Signs

### Guideline 21:

*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.*

**Standard 21a:** Monument signs should only be permitted for existing developments where wall signs and building facades are not fronting Lincoln Boulevard. Examples include tenant spaces that are primarily accessed through a courtyard, through interior hallways, or if sited where parking areas abut Lincoln. In these circumstances, one monument sign is permitted per building, and should be not more than 25 square feet in size and the top of the sign should be not more than eight feet above sidewalk grade.

**Standard 21b:** Retail tenants in multi-tenant buildings may each be permitted a listing on a monument sign. Tenant listings and displays should be uniform.



**Guideline 20 Examples.** The above shopping center, although auto-oriented in design, benefits from uniform signage. The building below uses consistent projecting signs to create a cohesive design.



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



**Guideline 21 Example.** Monument signs may be used in instances where wall signs are not easily viewed from Lincoln.



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

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



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

## RESOURCE PROTECTION

### 22. Sustainable building design

#### **Guideline 22:**

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

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

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

**Standard 22b:** To minimize heat gain, projects should employ high-performance windows, coupled with awnings or exterior window shelves – particularly along the southeast, south, and southwest building faces. Ground-level storefronts shall use transparent glass.

**Standard 22c:** Projects should favor more north-facing and northeast-facing windows, and minimize west- and south-facing windows.

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

**Standard 22d:** The placement of windows should balance light considerations with the need to provide adequate ventilation and allow for cross-ventilation. If single-sided ventilation is necessary,

consider horizontal pivot windows, which offer the highest ventilation capacity.

**Standard 22e:** Building and construction materials should use recyclable, durable materials when possible, and reclaimed and recycled materials are encouraged if and when permitted by the Los Angeles Municipal Code.

### 23. Historic Resources

**Guideline 23:**

*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 an existing survey or completion of the Citywide Los Angeles Historic Resources Survey, the properties listed in Table 1 were identified as resources that should be further evaluated for significance. Other potential historic resources may be identified as part of the forthcoming Los Angeles Historic Resources Survey Project or through other survey activity; these should also be treated in accordance with the Standards listed below.

**Standard 23a:** Alterations to, or demolitions of, properties identified in Table 1, Potential Historic Resources, shall be reviewed first by the City of Los Angeles Department of City Planning Office of Historic Resources, which shall provide a recommendation to the Director of Planning regarding the proposed project.

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



**Guideline 23 Examples.** These structures, built in the late 1920's, contain a variety of features that contribute to pedestrian-oriented design, including variations in material and façade planes, large windows, small-scale decorative elements, and street-edge definition.





**Guideline 23 Example.** The Los Angeles Department of Water and Power Building at 911 Lincoln Boulevard between San Miguel and Broadway Avenues is identified as a potential historic resource.

**Standard 22b:** For buildings greater than 50 years old at time of project application, unpainted masonry should not be painted on facades fronting Lincoln or other public street.

**Standard 22c:** For buildings greater than 50 years old at time of project application, existing and original patterns of transom windows should 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, should be affixed in such a manner so as to not damage the façade.



**Guideline 23 Additional Resource:**  
The Secretary of Interior's Standards for Rehabilitation provide specific recommendations for retaining original elements and existing historic features. Consider referencing these standards when pursuing remodels of older buildings. When buildings are listed as historic resources, it is these standards to which they are held.