

ZONING ORDINANCE

19 Attachment 2

Chapter G-12

Commercial and Public Use Design Guidelines

Topics:

- G-12.010 Purpose.
- G-12.020 Applicability.
- G-12.030 Site Organization and Orientation.
- G-12.040 Building Design and Architecture.
- G-12.050 Security.
- G-12.060 Walls and Fences.

G-12.010 Purpose.

The commercial design guidelines in this chapter are intended to assist in preserving and rehabilitating the commercial areas within West Hollywood. The guidelines are also intended to provide for infill commercial development of high architectural quality that is compatible with existing architecturally superior development, to promote the conservation and reuse of existing buildings of high quality design, and to enhance and preserve the desired character of the city's commercial areas, as described in the General Plan. In general, preservation and rehabilitation efforts should aim toward protecting the essential architectural features of a commercial building that help to identify its individual style and thereby further its contribution to the character of the area.

G-12.020 Applicability.

- A. The design guidelines in this chapter will be applied as part of the review of non-residential projects (additions, remodeling, relocation, and construction) through the design review process (Chapter 19.46) or a discretionary land use permit. The design elements of each project (including site design, architecture, landscaping, signs, and parking design) will be reviewed on a comprehensive basis. Design guidelines in other chapters of this Zoning Ordinance dealing with signs, landscaping, and parking shall also be addressed whenever applicable.
- B. The review authority may interpret these design guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the review authority to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the design guidelines are followed.

G-12.030 Site Organization and Orientation.

The organization and orientation of commercial buildings and spaces is crucial in ensuring that streets are welcoming and friendly to pedestrians. This pedestrian-friendly environment is mandated in the West Hollywood General Plan and Zoning Ordinance. Active public spaces and city streets that are heavily used by pedestrians contribute to the character and economic vitality of the city. High levels of pedestrian activity – shopping, eating, "people watching," exercising, strolling, relaxing, walking from place to place – are valued and encouraged throughout the commercial areas of West Hollywood. These activities create interest, provide a sense of safety on the street, and add to community image and identity. The following guidelines provide a framework for site organization and orientation of commercial land uses.

- A. Street orientation.
 1. Building façades, including storefronts, should be designed to orient to the major street frontage. The predominant major building entry should be oriented toward the major street.
 2. Buildings on corners should include storefront design features for at least 50 percent of the wall area on the side street elevation.
 3. Long, blank, unarticulated street wall façades are strongly discouraged unless unavoidable because of specific site circumstances. Monolithic street wall façades should be "broken" by vertical and horizontal articulation, characterized by:
 - a. Sculpted, carved or penetrated wall surface defined by recesses and reveals);
 - b. Breaks (reveals, recesses);
 - c. Window and door openings; or
 - d. Balconies, awnings and canopies.

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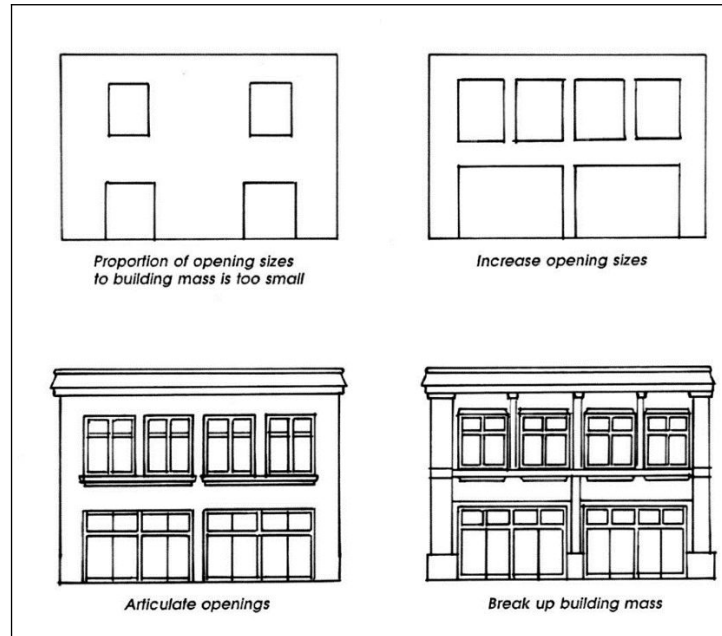


FIGURE CD-1
Storefront Proportions

4. Large unbroken façade surfaces should be avoided at the storefront level. This can be achieved in a number of ways including:
 - a. Dividing the façade into a series of display windows with smaller panes of glass;
 - b. Constructing the façade with small human scale materials such as brick or decorative tile along bulkheads;
 - c. Providing traditional recessed entries;
 - d. Careful sizing, placement and overall design of signage; and
 - e. Providing consistent door and window reveals.
- B. Street edge.
 1. The first floor of any infill commercial building should be built directly at the front property line – abutting the sidewalk – unless minor variations are permitted by the city for plazas, public art or other pedestrian-oriented purpose.

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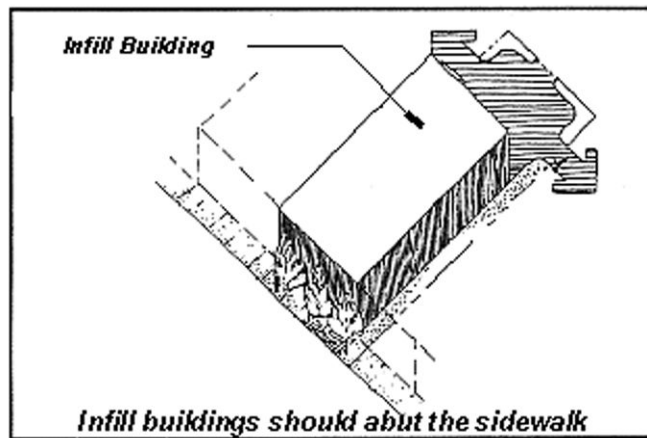


FIGURE CD-2
Placement of Infill Buildings

2. Canopies, trellises and other accessory structures which are relatively open and do not restrict pedestrian or vehicular movement may project over the right-of-way with city approval. (See subsection B.3 below.)

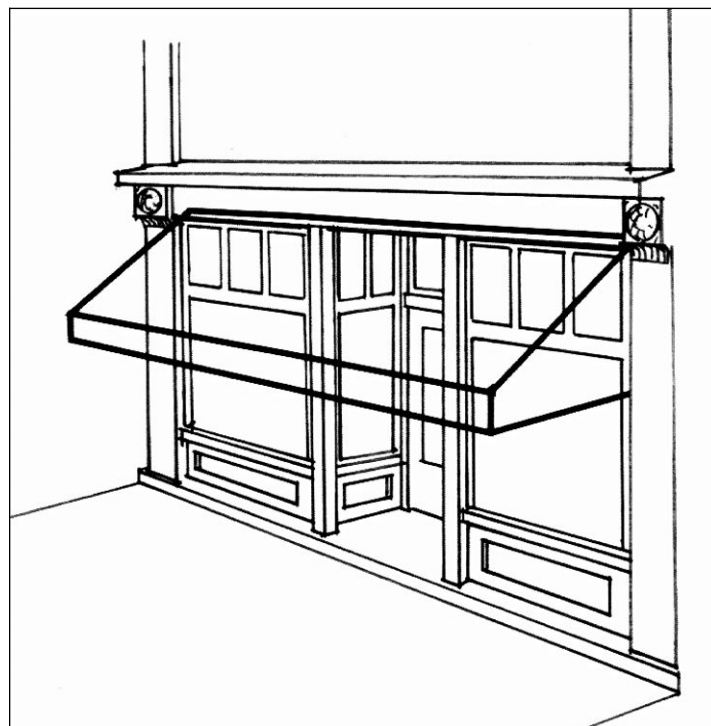


FIGURE CD-3
Appropriate Use of Awnings

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3. Any building located at a corner intersection should incorporate architectural features at the ground floor which emphasize the importance of pedestrian movement. These features may include building cut-offs, walk-through covered arcades, trellis structures and other elements which focus visual interest on the corners.

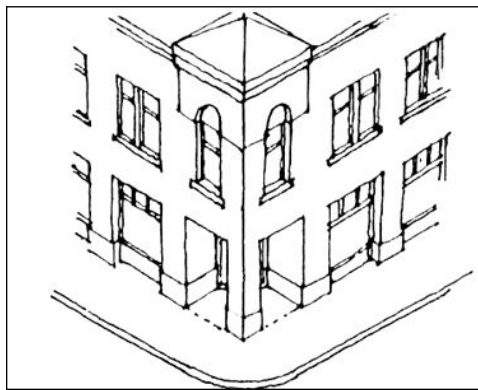
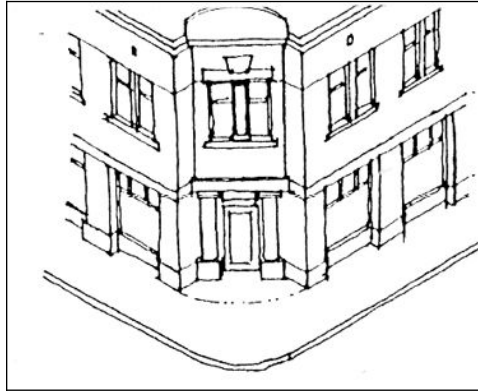


FIGURE CD-4

Desirable Design Features for Street Corner Buildings

- C. Public spaces. Public space associated with commercial buildings in West Hollywood should serve as a transition from the outside to the inside of buildings, should be complementary to the commercial buildings and should be supportive of pedestrian activity. Public areas should communicate that all members of the public may occupy the space and by being designed as extensions of the public space of the sidewalk (e.g., by providing pedestrian amenities such as benches and fountains, and by continuing the hardscape of the sidewalk). Successful public spaces also act as well-defined transitions from street and sidewalk to building door and interior spaces.
 1. Plazas.
 - a. Plazas should be designed to supplement, rather than detract from street activity.
 - b. The function and appearance of the plaza or courtyard should not be dominated by escalators or elevators.

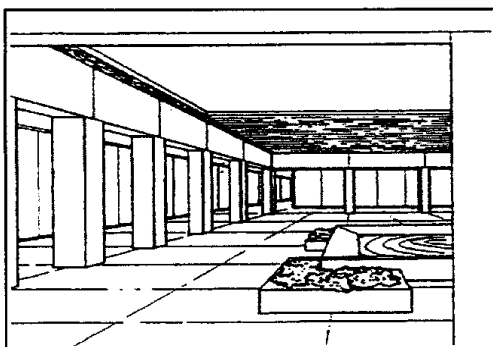


FIGURE CD-5
Shops Fronting On Public Plaza



FIGURE CD-6
Courtyard Plazas Can Modify Inconsistent Setbacks

- c. Plazas should be considered as design features to compensate for inconsistent setbacks along the street.
- d. Retail shops, restaurants, offices or other activity-generating uses should be located at the edges of plazas; blank walls should be minimized adjacent to such pedestrian spaces.
- e. Plazas should be designed with unimpeded lines-of-sight to and from the public sidewalk. Security fences, walls, and entry gates shall not block the sidewalk edge of the plaza or views into the plaza. At least 15 feet of building frontage should be transparent or visually penetrable to provide entry to and views into the plaza.
- f. Entries to the plaza, and store-front entries within the plaza, should be designed and lit so they do not create hiding places.
- g. Visual features, such as public art or a fountain, should be incorporated in plazas to attract pedestrians.
- h. Seating should be provided in plazas.
- i. Shade trees or other elements providing relief from the sun should be incorporated within plazas, in a manner that does not impair pedestrian movement.

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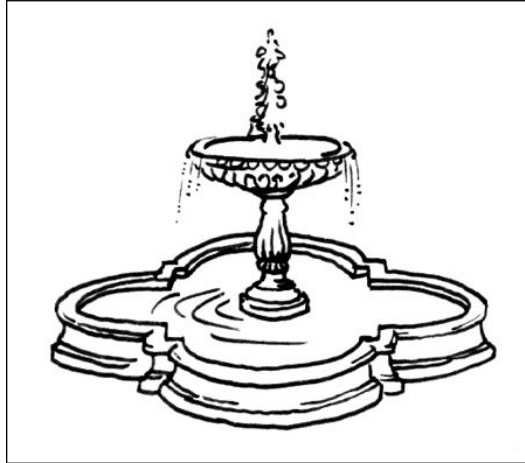


FIGURE CD-7
Incorporate Visual Features in Plazas

- j. A majority of the plaza should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. No more than 30 percent of a plaza should be covered with a roof. Canopies, awnings, cantilevered overhangs, or balconies may project over the ground floor.
 - k. At least 10 percent of the plaza surface should be landscaped. Shade trees are strongly encouraged.
 - l. Paving and furniture used in private plazas should complement streetscape elements used in the public right-of-way.
 - m. Plazas should provide at least one seating area for each 100 square feet of plaza in addition to any outdoor dining that may be permitted.
 - n. Plazas, including all entrances and exits, should be fully illuminated half-an-hour after sunset to half-an-hour before sunrise to facilitate natural surveillance opportunities and to discourage illegitimate activities. Lighting should be designed to help define, order and further develop the design concept of the space in a manner that appears welcoming to pedestrians. (See the lighting guidelines in Section G-12.040.B.6.)
 - o. Signage or other mechanisms should identify that the plaza is available for public use during business hours.
 - p. Security gates and security fencing may not be used in plazas, except as may be permitted by the review authority when granting the land use permit for the project, based on a determination that unusual circumstances justify their use.
 - q. Landscaping for the plazas should provide special interest through plant materials with special foliage color, seasonal changes in plant habit, scent, or floral display (See Landscape Design Guidelines).
2. Entry courtyards.
- a. Courtyards, where used, should include a focal element of sculpture, water, plantings and seating niches.
 - b. Courtyard trees should be drought tolerant, and planted in symmetric patterns.

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- c. Courtyards should be designed to provide both visibility and separation from the street.
3. Gardens.
 - a. Urban gardens located in West Hollywood commercial areas should be designed with a unifying central idea or purpose – such as fragrance, plant habitat, or seasonal changes. Themes such as plants from a certain region or garden type such as the formal garden can provide the basis for garden design. A good garden is much more than merely a buffer or screening element; it is a consciously designed space and physical presence in its own right.
 - b. Gardens should serve as oases amidst commercial areas, providing both sun and shade, water elements, trellis structures and seating.
 - c. Visual access into and out of urban gardens should be maximized through careful design of perimeter fencing and walls.
 - d. The design and location of urban gardens should serve as attractions in the commercial areas, and should complement — rather than detract from — existing commercial buildings and activities.
 - e. Urban gardens should have clearly defined entry points, utilizing arbors or similar features.
 - f. Public access should be maintained during normal business hours.
 - g. Thoughtful and imaginative lighting design is a vital element in creating a good urban garden. The lighting should be designed in concert with all the other design elements of the garden (see the lighting guidelines in Section G-12.040.B.6).
 - D. Public art.
 1. Art associated with commercial buildings is encouraged that invites participation and interaction, reveals local culture or history, and captures or reinforces the unique character of the city, neighborhood, or site.



FIGURE CD-8
Public Art

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2. The setting of public art should be considered in its design; likewise, the impact of physical space and nearby structures on public art should be considered.
3. Freestanding art or sculpture should not be placed where it may compete with a storefront, obstruct a pedestrian path, create a traffic hazard or compete with other art or sculpture pieces.
4. Art should be deployed in concert with other features, such as a plaza or architectural features that acknowledge and respond to the presence of the art and make the art an integral part of site development rather than a stand-alone object.
5. The selection and placement of the art should be part of the design process, rather than being an after-thought. By thinking of the location placement and kind of art early on, this art has the chance to inform and influence the character of the overall development.



FIGURE CD-9
Public Art

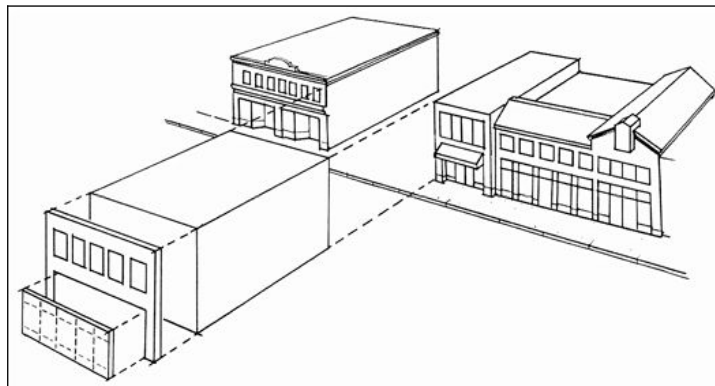
G-12.040 Building Design and Architecture.

Interrelationships between individual commercial buildings in West Hollywood contribute to community identity, levels of pedestrian activity, and economic vitality. When architectural features (e.g., entry spacing, window lines, and signs) of commercial buildings are complementary, the larger district image becomes more positive and unified. Building façades, in particular, influence cohesiveness, legibility and aesthetic pride; likewise, storefront design can encourage shopping, increase a sense of security, and generate pedestrian activity. Where commercial buildings are neighbors to residential buildings, consideration of scale, detail, and materials are even more important.

- A. Mass and scale. Building scale and massing contributes to the unique character and pedestrian-orientation of the commercial districts in West Hollywood. Smaller-scale buildings, or buildings perceived to be of small-scale, are most suitable to creating the atmosphere desired in the city. Human-scaled buildings are comfortable and create a friendly atmosphere that enhances the marketability of commercial areas. To this end, buildings – and their parts – should impart a sense of human scale and assume a reinforcing relationship with the sidewalk, street, and pedestrian activity. The relationship of the building elements to the overall building should create a clear set of meaningful relationships between the building and the elements and the elements to each other. The elements of the building should not appear as random or unrelated to each other.

The height and scale of infill development and alterations to existing development within commercial areas should complement existing structures while providing a sense of human scale and proportion. Infill structures should be designed to provide storefront windows, doors, entries, transoms, awnings, cornice treatments and other architectural features designed to complement existing structures without duplicating a particular architectural style. Specific guidelines related to mass and scale of building architecture are as follows:

- 1. General design principles.
 - a. The characteristic proportion (relationship of height to width) of existing façades should be considered in relation to infill development, alterations and additions.

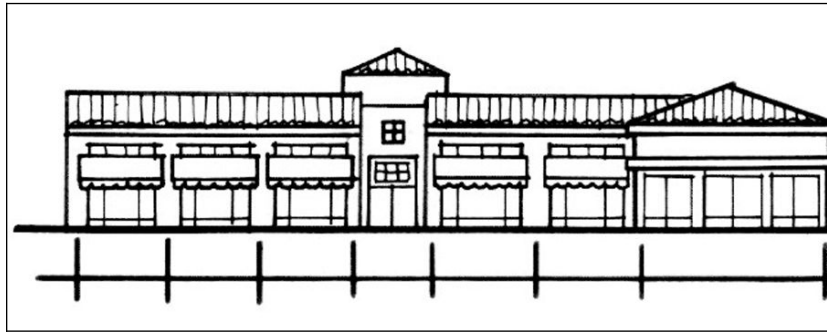


Infill construction should reflect the established rhythm and scale of adjacent structures

FIGURE CD-10
Appropriate Infill Construction

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- b. Whenever an infill building is proposed which is much "wider" than the existing characteristic façades on the street, the infill façades should be broken down into a series of appropriately proportioned "structural bays" or components typically segmented by a series of columns or masonry piers which frame window, door and bulkhead components. Creating and reinforcing a façade rhythm helps tie the commercial street together visually and provides the pedestrian with a standard measurement of his or her progress.

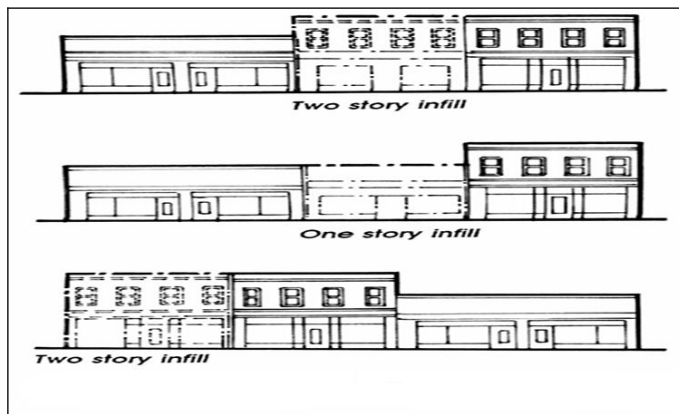


Divide wide infill structures into a series of bays

FIGURE CD-11

Wide Infill Structures

- c. The commercial buildings in West Hollywood are generally in the one- to three- story range. Infill buildings or upper story additions to existing buildings should not be much higher or lower than the height of surrounding structures.



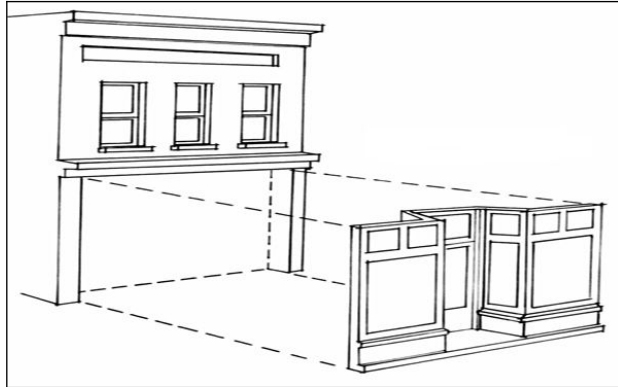
Infill construction should be similar to existing buildings in height, width and rhythm of openings

FIGURE CD-12

Appropriate Infill Façade

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2. Building proportions.
 - a. Maintain a clear visual distinction between upper story openings and street level storefront openings (windows and doors). Usually, there is a much greater window area (70%) at the storefront level for pedestrians to have a better view of the merchandise displayed behind as opposed to upper stories which have smaller window openings (40%).



New storefront should maintain the same proportions as the original

FIGURE CD-13

Appropriate Storefront Proportions

- b. Whenever an infill building is proposed between two adjacent commercial structures, the characteristic rhythm, proportion and spacing of existing door and window openings should be maintained.

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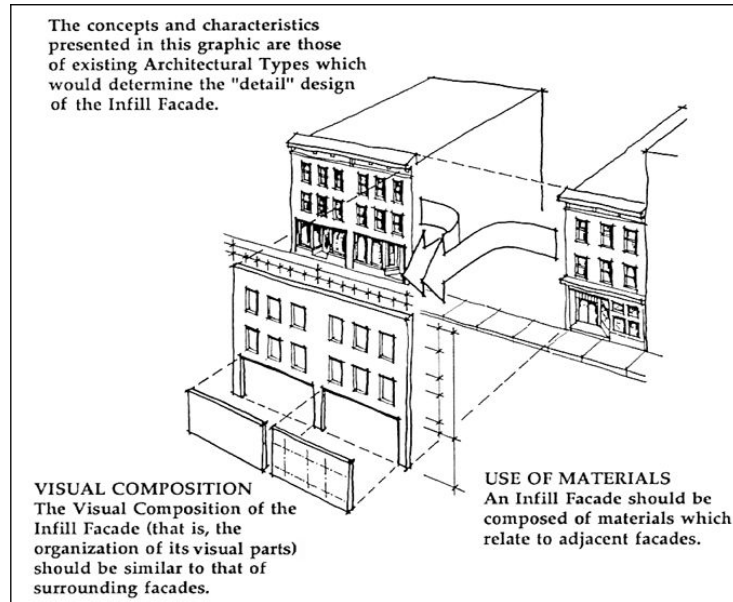


FIGURE CD-14
Façade Details

3. Horizontal rhythms/alignment of architectural elements.
 - a. Whenever an infill building is proposed, the common horizontal elements (e.g. cornice line, window height/width and spacing) among neighboring structures should be identified and the infill design should utilize a similar rhythm or alignment.
 - b. If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is encouraged to establish a shared horizontal storefront rhythm.

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FIGURE CD-15

Horizontal Rhythm of Existing Façades

4. Architectural features.
 - a. Features such as balconies, open and enclosed turrets, finials and bay windows that help give human scale and interest to buildings are encouraged.
 - b. Decorative ornament and the decorative use of color and integral color materials are encouraged. Architectural composition that employs ornament either abstract or representational, to help order the façade or emphasize the relative importance of different building elements is encouraged.
5. Views.
 - a. Where significant views exist from the street to the Los Angeles basin or to the Hollywood Hills, commercial buildings should incorporate design features that both achieve development objectives and preserve the existing views.
 - b. The integration of view preservation design elements, such as unobstructed visual corridors or view terraces, into infill and rehabilitated commercial buildings is strongly encouraged.
 - c. Building form and architectural elements should respect existing viewsheds and should be designed and constructed to complement and preserve important views.
- B. Architectural elements/materials. The types of materials and architectural elements incorporated into commercial buildings contribute to visual interest, community image, business identity and architectural quality. Following are guidelines that provide a framework for creating a cohesive commercial character while providing flexibility and promoting unique architectural features.
 1. Entries and doorways.
 - a. The main entry to a building should emphasize the point of arrival in one or more of the following ways:
 - placement of art or decorative detailing
 - turret or balcony over the entrance
 - change of material or detailing

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- greater concentration of ornaments
 - flanked columns, decorative fixtures or other details
 - recesses within a larger arched or cased decorative opening
 - a portico (formal porch) projecting from or set into the building face (refer to Zoning Ordinance Section 19.20.150 for allowable projections)
 - changes in roofline, a tower, or a break in the surface of the subject wall
 - architectural features above it
- b. Commercial buildings situated at the corner of a public street in West Hollywood should provide a prominent entrance at or near the corner to street level shops or lobby space.

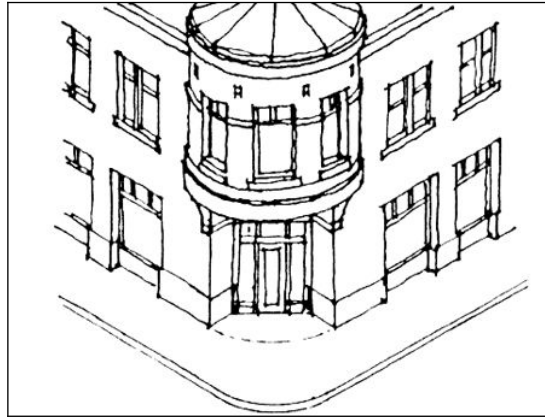


FIGURE CD-16

Prominent Corner Entrance

2. Doors and windows.
- a. Doors to retail shops in West Hollywood commercial areas should contain a high percentage of glass in order to view the retail contents.

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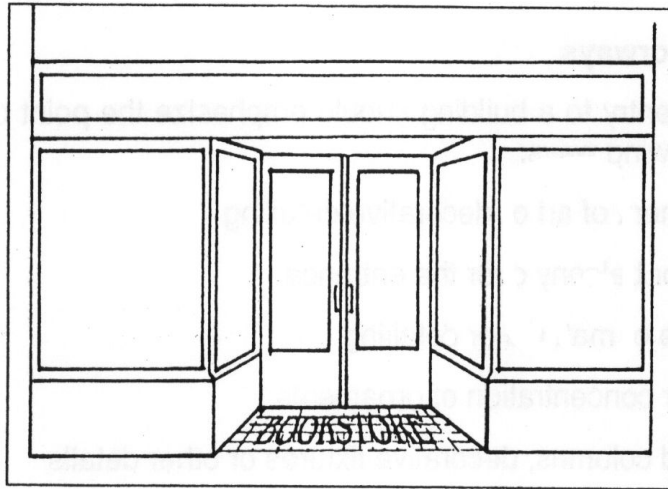


Figure CD-17

MAINTAIN EXTENSIVE GLASS AREAS ON STOREFRONTS

- b. When windows are added or changed, it is important that the design be compatible with the façade theme of the block (streetscape).
- c. Use of clear glass (at least 88 percent light transmission) on the first floor is recommended.
- d. Storefront windows should be as large as possible and no closer than 18 inches from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for infill construction should be 36 inches.

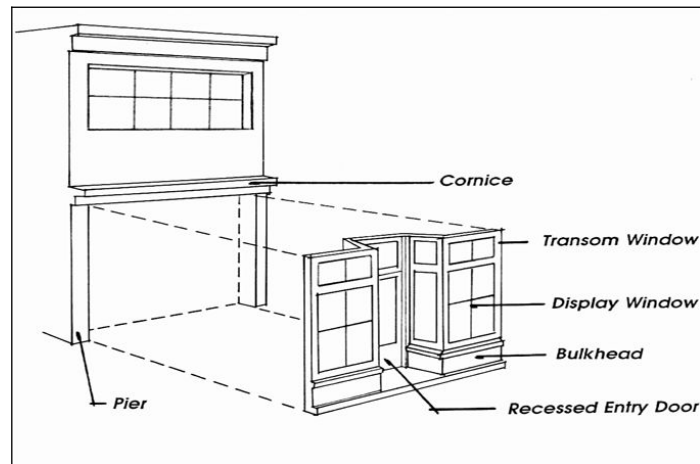


FIGURE CD-18

Storefront Components

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- e. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.
- f. Permanent, fixed security grates or grilles in front of windows are not permitted by the Zoning Ordinance. If security grilles are necessary, they should be placed inside the building behind the window display area.

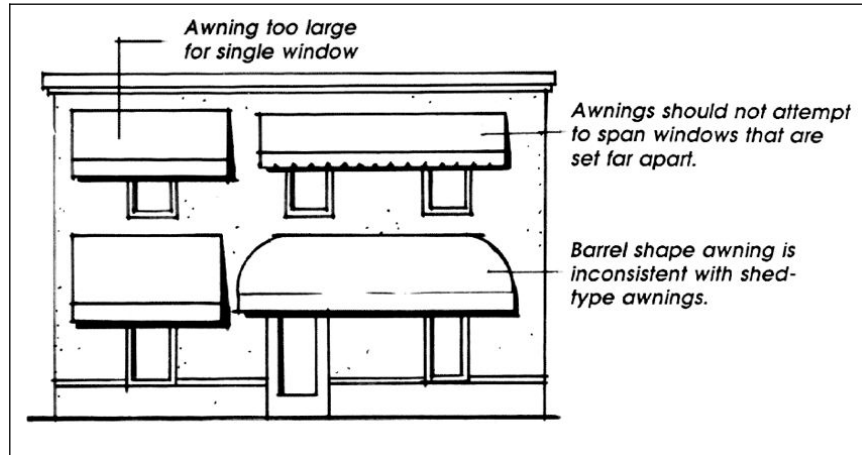


FIGURE CD-19

Inappropriate Awning Designs

- g. Where transom windows exist, every effort should be made to retain this traditional storefront feature. If the ceiling inside the structure has been lowered, the ceiling should be stepped up to meet the transom so that light will penetrate the interior of the building.



The original leaded glass transom window is preserved on this building by correct placement of lettered signs on windows and sign band above transom window

FIGURE CD-20

Appropriate Sign Style

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3. Awnings and canopies.
 - a. Where the façade of a commercial building is divided into distinct structural bays (sections defined by vertical architectural elements, such as masonry piers), awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and nestle into the space created by the structural bay.

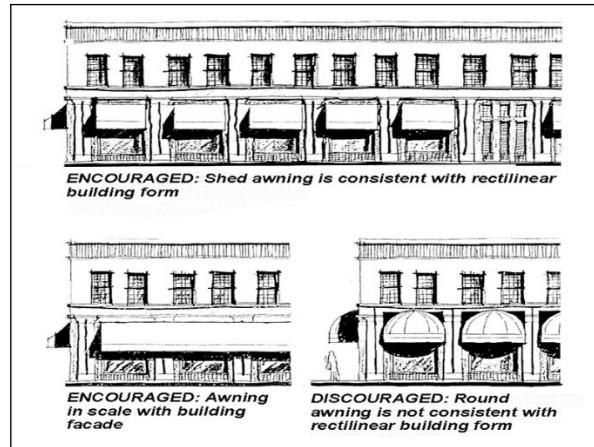


FIGURE CD-21

Appropriate Awning Forms

- b. Awning shape should relate to the window or door opening. Barrel-shaped awnings should be used to complement arched windows while square awnings should be used on rectangular windows.
- c. Awnings ordinarily should not be internally illuminated and should not appear as glowing objects. (See Zoning Ordinance Chapter 19.34 – Sign Standards.)
4. Grillwork/metalwork and other details. There are a number of details, often thought of as mundane, which may be incorporated into the design to add a degree of visual richness and interest while meeting functional needs. Such details include the following items:
 - a. Light fixtures, wall mounted or hung with decorative metal brackets.
 - b. Metal grillwork, at vent openings or as decorative features at windows, doorways or gates.
 - c. Decorative scuppers, catches and down-spouts, preferably of copper.
 - d. Balconies, rails, finials, corbels, plaques, etc.
 - e. Flag or banner pole brackets.

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FIGURE CD-22

Incorporate Design Details Into Metalwork

5. Exterior walls and materials. The design elements for exterior walls of commercial buildings involves two aspects – color and texture. Materials with integral color such as hard, smooth-troweled plaster, tile and stone is encouraged. If the building's exterior design is complicated, with many design features, the wall texture should be simple and subdued. However, if the building design is simple (perhaps more monolithic), a finely

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textured material, such as patterned masonry, can greatly enrich the building's overall character.

Storefront materials should complement the materials used on significant adjacent buildings. The following materials are considered appropriate for commercial buildings within West Hollywood. The number of different wall materials used on any one building should be kept to a minimum, ideally two or less.

- Clear glass
- Glass block (transom)
- Exterior plaster (smooth troweled preferred)
- New or used face-brick
- Cut stone, rusticated block (cast stone)
- Ceramic tiles (bulkhead)
- Clapboard (where appropriate)

The following exterior building materials are considered inappropriate in West Hollywood commercial areas and are discouraged:

- Mirror glass and heavily tinted glass. (see Zoning Ordinance for restrictions)
- Windows with false divisions (i.e., a window where the glass continues uninterrupted behind a surface mounted mullion)
- Vinyl and aluminum siding
- Painted or baked enamel metal awnings
- Rough "Spanish lace" stucco finish
- Unpainted plywood
- False stone veneer
- Bulky cast stone window and door surrounds
- Corrugated sheet metal
- Corrugated fiberglass
- Split face concrete block
- Exposed concrete block without integral color

6. Lighting.

- a. Lighting should be designed as an integral part of the overall site and building design. It should contribute to and help define the character and the spaces created by the building and its site development. The design should have a conscious purpose of helping to strengthen the constituent elements of the design through means such as highlighting areas of the site that are more important or by picking out areas of the site that have a different character from the rest of the site. Lighting should complement architectural elements, changes in material of the ground plane and landscaping. The intensity, color, placement of the light and the placement and design of the light fixtures should be part of this effort.

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- b. Lighting should be used to provide illumination for the security and safety of on-site areas such as entrances, exits, parking, loading, pathways, and working areas.



FIGURE CD-23

Sidewalk and Storefront Lighting Encourage a Pedestrian Environment

- c. Lighting should be provided for the pedestrian to create a sense of welcoming on the public sidewalk, that the pedestrian is literally being accompanied by light. Providing a greater number of softer light sources is strongly encouraged over having only a few very bright lights.
- d. The design of light fixtures and their structural supports should be architecturally compatible with the main buildings on the site. Illuminators should be integrated within the architectural design for the buildings.
- e. As a security device, lighting should be adequate but not overly bright. Building entrances should be well lighted. The lighting should be designed so that the lighting is an attractive element in its own right, acting as a public amenity.

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FIGURE CD-24

Lighting Helps People Identify Building Entrances and Storefronts

- f. All lighting should be shielded to confine light spread within the site boundaries. Lighting should be provided from half-an-hour after sunset to half-an-hour before sunrise at all exits, entrances, loading areas, parking lots, plazas, and alleys. An average of one foot candle evenly distributed across properties is the suggested minimum. Up to two foot candles may be appropriate at entrances, exits and loading areas.
- g. The following lighting fixtures and lamps are considered inappropriate in West Hollywood commercial areas and are discouraged:
 - Mercury vapor lights (metal halide or high-pressure sodium lamps are preferable for most applications)
 - Fluorescent light tubes that are exposed without filtering lenses
 - Fluorescent lamps without non-color-corrected bulbs (color correction may also be accomplished by color correcting lens)
 - The Zoning Ordinance prohibits pole mounted lights higher than 15 feet above grade
 - The Zoning Ordinance prohibits flashing or blinking lights.
- h. Focus light downward. A good rule of thumb is to make sure that direct light shines a minimum of 20 degrees below a horizontal plane and in no case above the horizontal plane.
- i. Test installations for glare. After installation, check to make sure that glare will not be a problem for neighbors, pedestrians, or motorists.
- j. Illuminate signs and billboards from above, not below.
- k. Avoid reflective surfaces beneath down-lit signs.

ZONING ORDINANCE

7. Rear entrances. Rear entrance design should consider a number of issues. In general, the rear entrance must respond to the same needs as the storefront, but at a reduced scale. It must also meet the functional service needs of the business, including providing a loading area. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned. A particular concern is the storage and disposal of refuse. All trash cans, dumpsters, and other containers must be hidden and screened from public view as required by the Zoning Ordinance. Exterior utilities must be screened, as discussed earlier. Regular maintenance is of paramount importance.

The design of a rear entrance should be appropriate to its surroundings. The visual character of rear façades, alleys, and parking lots is relatively casual and utilitarian, especially when compared to formal street façades. In this context, a refined or grand design can look out of place. The design should instead be pleasantly inviting, and architecturally compatible with the front, but very simple in detail.



FIGURE CD-25

Rear Entrances Should Be Aesthetically Simple and Utilitarian

- a. An awning can soften a rear façade and provide a pleasant protected space.

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Rear entrance treatment should reflect the front façade treatment. Add pedestrian scale amenities such as display windows, awnings, wood and glass doors and paving

FIGURE CD-26

Rear Entrance Treatment

- b. The rear entry door should be wood and glass similar to the front door. Special security glass (i.e. wire imbedded) is allowed.

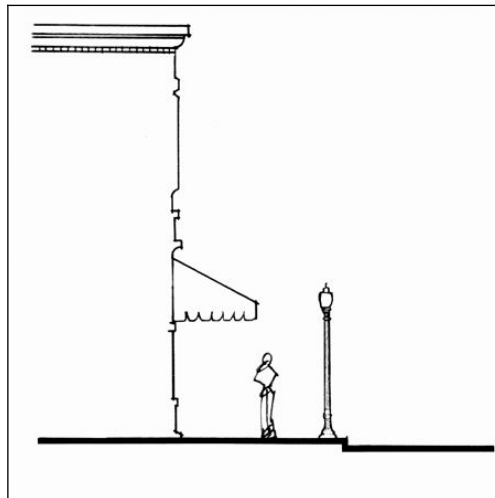


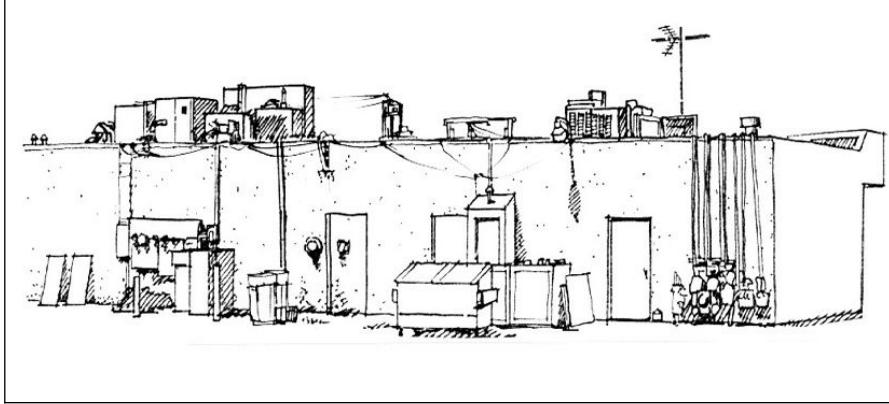
FIGURE CD-27

Awnings Add Pedestrian Scale and Comfort

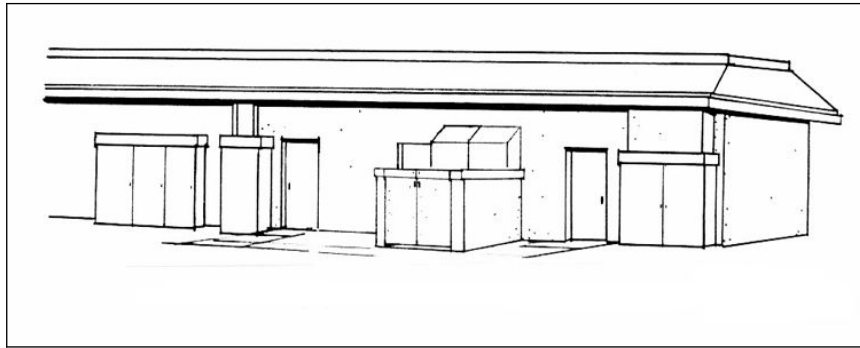
- c. Security lighting should be modest and should focus on the rear entry door.
- d. Selective use of tree plantings, potted plants and other landscaping can subtly improve a rear façade.

ZONING ORDINANCE

- e. Refuse containers and service facilities must be screened from view by solid walls according to the Zoning Ordinance. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.



Unacceptable approach – Rooftop equipment, utility meters and trash disposal areas are unscreened and visible



Preferred approach – Rooftop equipment, utility meters and trash storage areas are properly screened

FIGURE CD-28 Screening of Equipment

- C. Alterations – Restoration and remodeling. Renovating or remodeling commercial structures provides an excellent means of maintaining and reinforcing the character and image desired in West Hollywood. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.

When an existing structure is to be renovated or added to, care should be taken to complete the work in a manner that respects the original design character of the structure. The

WEST HOLLYWOOD CODE

following design guidelines are to be implemented where appropriate and whenever a structure is to be renovated or expanded.

In addition, restoration and remodeling of all commercial structures of historic significance in the City of West Hollywood should follow The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, published by the U.S. Department of the Interior, National Park Service.

1. Traditional features & decoration.
 - a. Sensitive response to existing materials, details, proportions, as well as patterns of materials and openings is required when any such work will affect the appearance of an existing building's exterior.
 - b. Many times in the remodeling of storefronts, original decorative details remain intact as visual "leftovers" or are simply covered up with later construction. If the building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should grow out of the remaining traditional details and create a harmonious background which emphasizes them.
2. Removal of elements inconsistent with original façade. Existing building elements incompatible with the original façade design of the building should be removed. These include: excessive use of exterior embellishments and "modernized" elements such as metal grilles, oversized molding cornices or rusticated materials. Buildings are often altered over time in an effort by owners or shopkeepers to "keep up with changing times" or to "remake a tired image." Unfortunately, such changes are often done in a "tack on" manner and result in gradual but severe erosion of original character and cohesion of the commercial area.

ZONING ORDINANCE

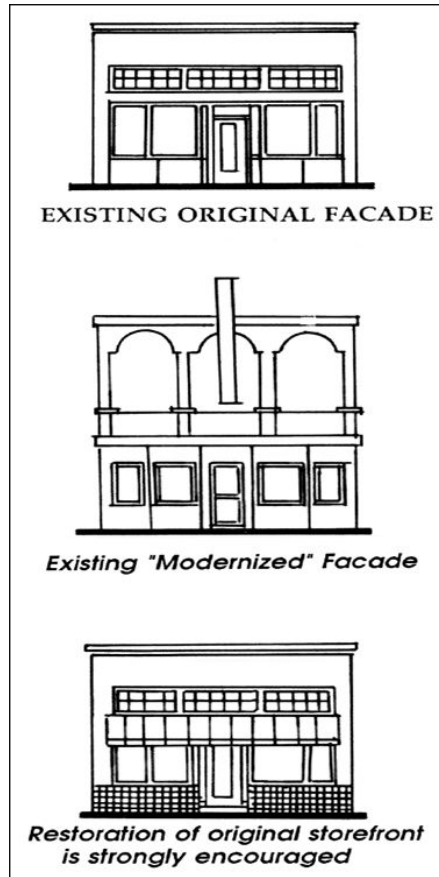


FIGURE CD-29
Facade Restoration

3. Storefront renovation.
 - a. Where the original storefront remains (little or no remodeling has occurred), it should be preserved and repaired with as little alteration as possible.

WEST HOLLYWOOD CODE

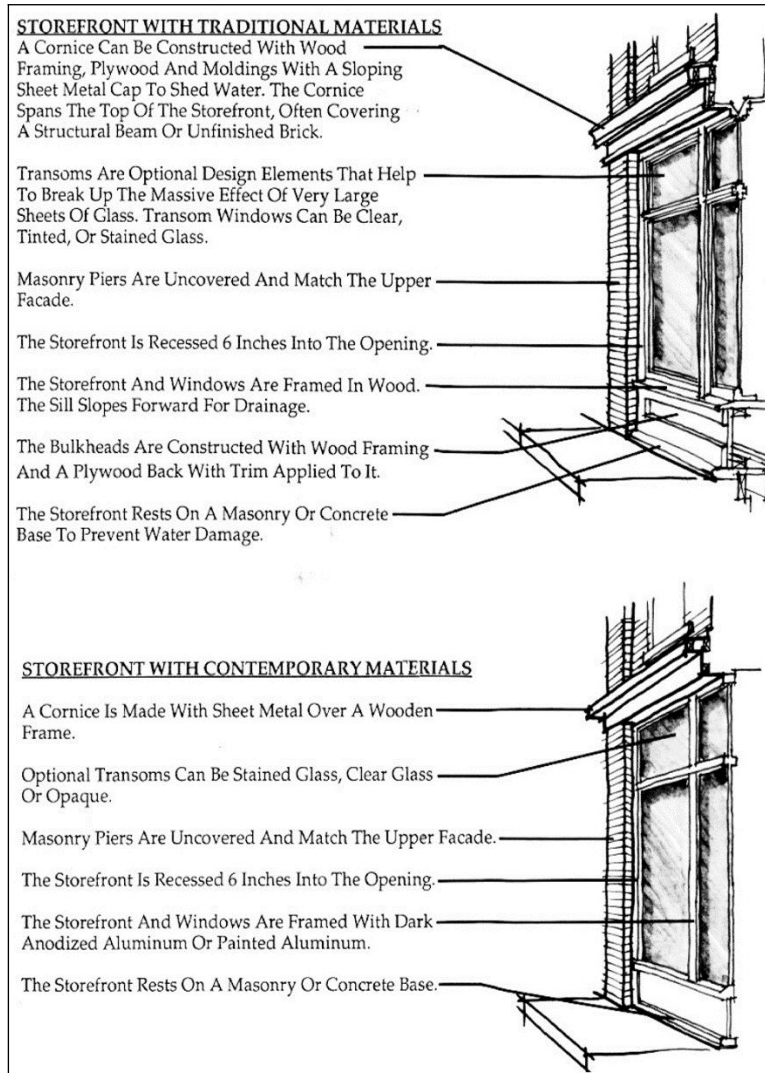


FIGURE CD-30

Storefront Renovation

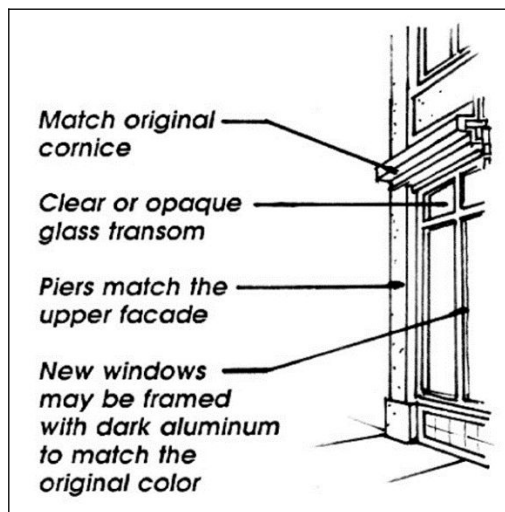
- b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including the replacement of extensively deteriorated or missing parts with new parts based upon surviving examples of transoms, bulkheads, pilasters, signs, etc.
 - c. Where the original storefront is completely missing (extensive remodeling has occurred), the first priority is to reconstruct the storefront based upon historical, pictorial and physical documentation. If that is not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.
4. Window replacement.

ZONING ORDINANCE

- a. The impact of windows on the façade is determined by the size, shape, pattern of openings, spacing and placement within the façade.

When altering or reconstructing windows, consideration of these elements is crucial to retaining the structure's original architectural balance and integrity.

- b. Wherever possible retain original window openings. If the existing ceiling has been lowered, pull the dropped ceiling back from the original window.
- c. If possible, save and restore original windows and frames. Replace missing, rotting or broken sash, frames, mullions and muntins with similar material.
- d. If original window openings have been altered, restore the openings to their original configuration and detail. Avoid blocking or filling window openings that contribute to the overall façade design.



WEST HOLLYWOOD CODE

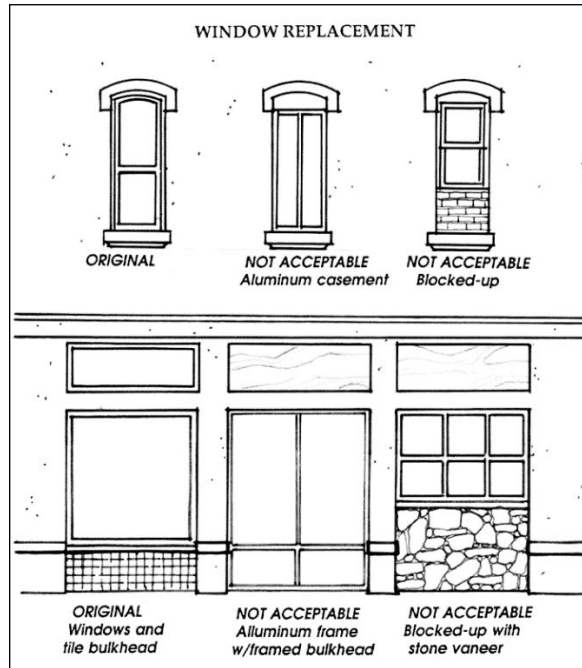


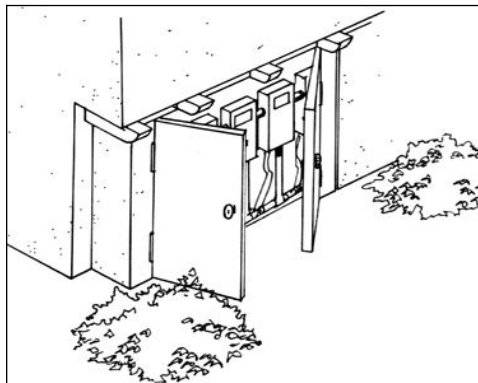
FIGURE CD-31

Window Replacement

- e. When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type as the original window.
- 5. Door replacement.
 - a. Original doors and door hardware should be retained, repaired and refinished provided they can comply with the requirements of the Americans with Disabilities Act (ADA).
 - b. If replacement doors are necessary, they should be compatible with the historical character and design of the structure.
- 6. Additions to existing structures.
 - a. The design of a proposed addition should follow the general scale, proportion, massing and detailing of the original structure and should result in a harmonious – rather than stark – contrast.
 - b. Additions should be interpretations of the existing buildings, with the main characteristics of the existing structure incorporated using modern construction methods. This may include: the extension of architectural lines from the existing structure to the addition; repetition of window and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar, yet distinct, architectural details (i.e., window and door trim, lighting fixtures, tile or brick decoration, etc.).
 - c. Additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.

ZONING ORDINANCE

7. Seismic retrofitting. Where structural improvements for seismic retrofitting affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be planned to carefully integrate into the existing building design.
- D. Energy conservation.
1. The length, width and geometric form of commercial buildings in relationship to height, and interior and exterior floor areas, should be considered with respect to energy conservation.
 2. Building orientation and configuration should take advantage of solar access, prevailing winds and natural cross-ventilation through occupied spaces.
 3. The design of commercial buildings should consider: a) operable windows to control air through the building; b) openings in walls to allow breezes to cool interior spaces; and c) stacked vertical shafts and stairwells to promote natural air flow.
 4. To reduce electrical energy consumption, the following should be considered: a) increase window area to the point where yearly energy consumption balances the savings achieved by using natural light; b) locate windows high to increase reflection and reduce glare; and c) provide exterior natural and artificial shading devices or building configuration and detailing that eliminate direct sunlight but reflect light to building interiors.
- E. Equipment and utilities.
1. All mechanical or utility equipment, whether on the roof, ground or side of building must be screened from view, above or below. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. The design of the screening should be done in concert with and as a part of the design of the building, rather than as an afterthought.
 2. Roof mounted mechanical or utility equipment must be screened according to the Zoning Ordinance. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. It is preferable to screen equipment with solid building elements (e.g. parapet wall) instead of after-the-fact add-on screening (e.g. wood or metal slats).
 3. Air conditioning units placed in individual windows and window transom areas are strongly discouraged.



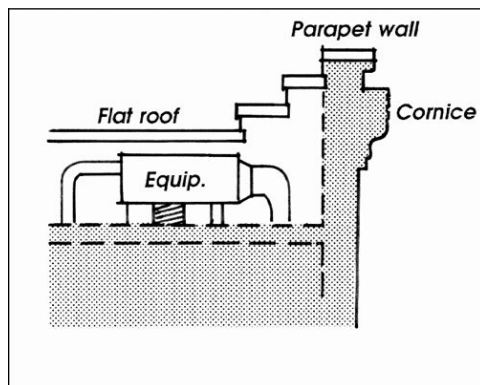


FIGURE CD-32

Equipment Screening

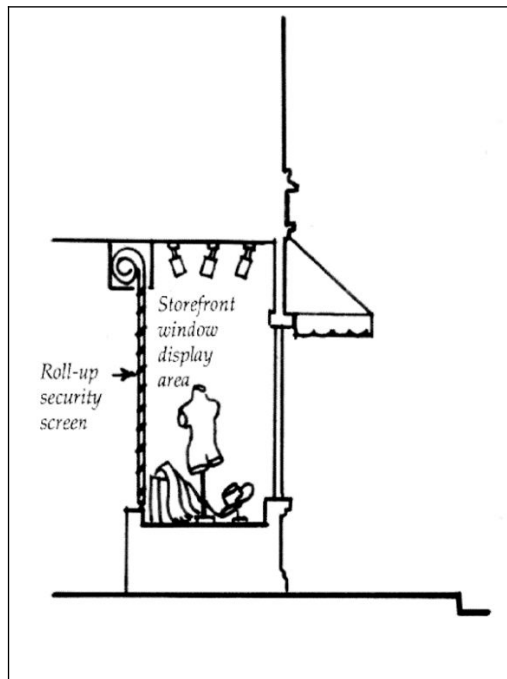
G-12.050 Security.

Safety in commercial areas is important to business owners, workers and visitors, and to the overall economic well-being of businesses. Design strategies incorporating safety should be based on the practice called Crime Prevention Through Environmental Design or CPTED (pronounced "sep-ted"). CPTED focuses on the proper design and use of the built environment to enhance opportunities for positive, constructive activities while minimizing opportunities for illegitimate or undesirable activities. CPTED is a measure for proactive and retrofit crime prevention planning – one that can help reduce the incidence and fear of crime, and improve overall quality of life. By no means is CPTED a panacea in the efforts to rid crime from communities, however it is one strategy among many others that should be considered in all commercial development in West Hollywood. There are four principles used in the application of CPTED: Natural Surveillance, Natural Access Control, Territoriality, and Management and Maintenance.

- A. Natural surveillance. The organization of physical features, activities and people in such a way as to maximize visibility. That is, a space should be designed so that users feel that they will be seen or observed if they do something illegitimate. The placement of windows, doors, and plazas, the alignment of sidewalks and paths, the minimization of large areas of blank walls, the locations and levels of lighting, and the proper design and size of open spaces can contribute to natural surveillance opportunities.
- B. Natural access control. The physical guidance of people coming and going from a space by the judicious placement of entrances, exits, signs, fencing, landscaping and lighting. A space should be designed so that it is conducive to the activities undertaken by legitimate, law-abiding users but discouraging to those carrying out undesirable activities.
- C. Territorial reinforcement. The use of physical attributes that express ownership, such as fences, pavement treatments, art, signage and landscaping. CPTED stresses the importance of clearly designing a hierarchy of spaces: public (i.e. intended for all to use), semi-private (i.e. intended for specific users or uses), private (i.e. intended for private use by businesses).

ZONING ORDINANCE

- D. Management and maintenance. The continued use of a space for its intended purpose, which serves as an additional expression of ownership (e.g., complying with landscape maintenance and lighting standards to ensure that visibility is not reduced). Although the physical dimensions of CPTED are important, no effort is sustained unless it is properly maintained and operated.
- E. Design considerations. The following design considerations, as well as many of the preceding guidelines, incorporate CPTED principles and should be considered for new commercial development in West Hollywood.
1. Window materials. Storefront security may be enhanced through the utilization of shatter-resistant laminated vigil pane security glass (or glass-clad polycarbonate windows).
 2. Security screens. The use of exterior scissors-style security screens is not permitted by this Zoning Ordinance. Any use of interior scissors screens shall be concealed from public view when not in use by retracting the screen into casings which are in proportion and scale with the building architecture. However, although they are allowed, the use of interior scissors screens is strongly discouraged since they communicate a message of high crime and cannot be integrated visually into the overall design of a building or storefront.
 3. Security bars. Permanent security bars (those clearly visible and fixed to windows or the façade) and exterior roll-up metal security doors are not permitted by this Zoning Ordinance.
 4. Lighting placement. Exterior lights that are a part of streetscape improvements should provide adequate lighting levels. However, in the case of a deep threshold to a building, a light applied to the ceiling of this area is strongly recommended to illuminate building entrances.



WEST HOLLYWOOD CODE



FIGURE CD-33
Lighting



FIGURE CD-34
Lighting Should Be Designed for Function and Aesthetics

ZONING ORDINANCE

5. Lighting design. Lighting should be designed to satisfy both functional and decorative needs. Storefront lighting should complement the architectural style of the building while providing illumination of building façades and entrances.
6. Rear security lighting. Rear security lighting should be provided and maintained at 12 foot candles per square foot. The level of lighting should be measured at ground level. All security lighting should be designed as part of an overall lighting plan rather than as single stand-alone elements.
7. Window signs. Any window signs should be placed to provide a clear and unobstructed view of the interior of the business establishment from the sidewalk (and are not permitted by this Zoning Ordinance to exceed 25 percent of the window area).
8. Street addresses. Street addresses should be identified by posting numbers so they are clearly visible from the public right-of-way wherever possible.





FIGURE CD-35

The Placement, Size and Color of Building Numbers Should Facilitate Visibility

9. Safety behind buildings. Safety behind buildings should be ensured through use of:
 1. Adequate security lighting for parking areas and pedestrian ways;
 2. Limited access (walls, fences, gates, shrubs);
 3. Signage;
 4. Introduction of activities (e.g., rear entrances for commercial activities) that increase surveillance;
 5. Surveillance through windows or with cameras; and
 6. Ongoing maintenance of storage areas and alleys.

G-12.060 Walls and Fences.

If walls or fences are not required for a specific screening or security purpose they should not be used. Any necessary walls or fences should be as low as possible while still performing their screening and security functions.

- A. Materials and colors. Fences and walls should be designed with materials and colors that complement project architecture. When selecting wood as a material, it is important to consider the increased maintenance demands. Landscaping should be used in combination with walls whenever possible.

ZONING ORDINANCE

- B. Design. Long expanses of wall or fence surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided along the wall.
- C. Security fencing. When required, security fencing should be a combination of solid pillars, or short solid wall segments, and wrought iron grill work.

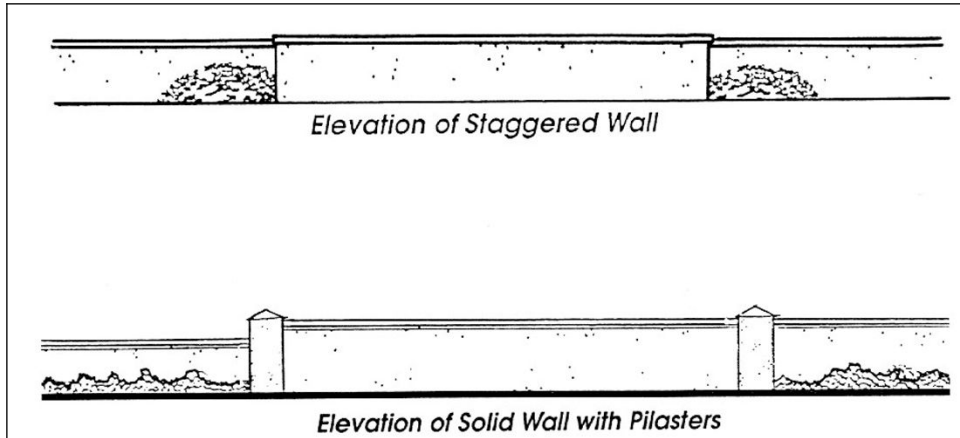


FIGURE CD-36
Appropriate Wall Designs