

Section 1: Fletcher Square Overview

The Fletcher Square Community Design Overlay District (CDO) Plan provides guidelines and standards for public and private development projects in the Fletcher Square neighborhood. The intent of the CDO is to provide guidance and direction in the design of buildings and storefronts that contribute to the area's realization as a pedestrian and transit oriented community. Also, the District's intent is to protect the culturally significant architecture of the area and to accomplish the community goals related to project design. All projects within the Fletcher Square CDO District must comply with the Design Guidelines and Standards found in Sections 4-9 of this document.

Boundaries and Organization

The Fletcher Square CDO District is generally bounded by the Metrolink right of way on the west, the Glendale Freeway on the south, parcels fronting San Fernando Road to the east, and Tyburn Street on the north. The design guidelines and standards, adopted as part of the Community Design Overlay District, will apply to all commercially, and industrially zoned property found within the bounded area described as the Fletcher Square CDO District.

In order to facilitate a continuity of building types and uses, the Fletcher Square CDO has been separated into two distinct areas, Fletcher Square South and Fletcher Square North. Fletcher Square South, all parcels roughly south of the line demarcated by Drew and Minneapolis Streets, is comprised of mostly commercial uses and the Guidelines and Standards for this area encourage design that is appropriate for a vital and pedestrian oriented commercial district. Fletcher Square North, all parcels roughly north of the line demarcated by Drew and Minneapolis Streets, is comprised mostly of industrial uses and the Guidelines and Standards for this area encourage commercial and industrial building design that relates well to the adjacent commercial area while still accommodating manufacturing uses. The Guidelines and Standards apply to all portions of Fletcher Square unless specifically noted for a specific North or South area.

As discussed above, the Design Guidelines and Standards, adopted as part of the Fletcher Square CDO, are mandatory requirements for projects within the boundaries of the designated district area. The Guidelines and Standards are policy directives. Design Guidelines are implemented through one or various Design Standards. Below is an example of a Design Guideline and an implementing Standard.

Example:

Guideline 2: Promote ease of pedestrian movement between stores and enhance the level of pedestrian activity by placing pedestrian entrances along San Fernando Road and Fletcher Drive for each business that fronts the public right of way.

Standard 2a: All new buildings in Fletcher Square South shall provide a pedestrian entrance for each business along San Fernando Road or Fletcher Drive.

Advisory recommendations can be easily differentiated from mandatory requirements by use of the word “*should*”. Mandatory design standards, by contrast, use the word “*shall*”.

Fletcher Square Overview

Fletcher Square is a vibrant and active crossroads. This intersection of a major highway, San Fernando Road and a highly traveled secondary highway Fletcher Drive is home to numerous commercial businesses, industrial facilities and is home to the proposed Los Angeles City College satellite campus.

Fletcher Square is located within the Glassell Park community, a part of the Northeast Los Angeles Community Plan Area. Glassell Park is in many respects a complex corridor linking Cypress Park, Mt. Washington, Atwater Village, Highland Park, and Eagle Rock. Though much of surrounding Glassell Park is primarily a residential neighborhood, there is significant commercial and industrial activity along the major roadways and the Fletcher Square area is among the busiest. Outlying neighborhoods extend up the northern slopes of Mt. Washington, along the Fletcher Drive corridor between San Fernando Road and Eagle Rock Boulevard, and in the Verdugo Road corridor between Eagle Rock Boulevard and the City of Glendale.

Land uses in the Glassell Park community have evolved into a complex and troublesome mixture in some areas. Residential uses are often not buffered adequately from neighboring industrial and commercial uses. Some extremely large apartment complexes intrude into older, lower density residential areas. There are also inadequate neighborhood retail services to support the areas where several of the large residential complexes, mostly built in the 1980's, are concentrated. Entertainment uses are almost non-existent.

District Goals

The purpose of the Fletcher Square Community Design Overlay District is to improve the physical appearance of Glassell Park and the surrounding communities and rekindle its strength as a viable industrial and commercial corridor. The Fletcher Square area provides a central location to the residents of the nearby hillsides neighborhoods as well as Atwater Village who are severely underserved with respect to basic neighborhood services.

The Fletcher Square area exhibits several important attributes, among them: substantial pedestrian and vehicular traffic, a central location, monumental and historic architecture that provides a sense of uniqueness to the area and a proposal to locate a satellite LA City College Campus within the CDO area. Fletcher Square has begun to develop as a commercial center with these attributes and despite years of slow growth and lack of attention to its physical appearance, the existing development pattern still retains the underlying physical features that are necessary for a vibrant and successful area. The goal of the CDO is to build upon these physical strengths to revitalize this community.

The specific goals of the Fletcher Square CDO District are as follows:

- To promote design for commercial and industrial projects which invite pedestrian interest and activity.
- To provide direction for site planning standards that facilitates ease of pedestrian movement.

- To reemphasize the underlying pedestrian scale that can exist within Fletcher Square.
- To provide direction for storefront rehabilitation and guide new infill development that is consistent with pedestrian oriented areas.
- To preserve the historically and architecturally significant buildings in the Fletcher Square CDO.

Six Design Principles

The Design Guidelines and Standards for Fletcher Square are based on a set of principles that are often found in successful communities. Essential to community life is the physical environment that is created by the arrangement and design of buildings, streets, parking lots, and open spaces. Fletcher Square still possesses many architectural assets that are vital to a vibrant community center and strong economic core. The Fletcher Square CDO provides site planning, architectural, and design standards for commercial and industrial projects, which are based on the following six principles:

1. Activity

Sidewalk activity defines a pedestrian oriented commercial district, and development in Fletcher Square should promote an active street life. The most important feature of Fletcher Square is the opportunity to provide much needed community services that will satisfy both the needs of the surrounding residential areas as well as the needs of numerous potential college students who will come to the area as part of the Los Angeles City College satellite campus.

2. Pedestrian Scale

Pedestrian scale refers to the perceived size or bulk of a building with respect to the size of the human body. A pedestrian scale can be achieved through storefront ornamentation, reduction of blank surfaces, building articulation, color, texture, and decoration.

3. Transparency

In a successful pedestrian environment, the dominant feature of the street wall, at the first story level, is clear glass or open elements. Transparent elements include storefront windows, doorways, transom windows, and openings that provide views into the storefront. These elements create visual interest and invite pedestrian window-shopping.

4. Individuality.

Just as a sign might show the name of a business or the nature of goods and services sold, the physical appearance of a storefront provides important information about the quality of the store. A storefront should express clarity and distinctiveness within the context of the overall design guidelines.

5. Compatibility

A building and storefront design should be compatible with existing development. A storefront design can achieve the principle of compatibility with other storefronts through selection of colors, spacing and proportion of building openings, and in choice of exterior surface materials.

6. *Simplicity.*

Storefronts in the Fletcher CDO should have clean and simple form. Often, a storefront is transformed into a giant advertising billboard, causing the storefront to become a point of advertising instead a point of sales. Examples of this principle of simplicity include signs limited to business identification, color schemes that are simple and limited to two or three colors, and windows that are clear and unobstructed.

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Section 2: Administration

CDO Projects

All commercial projects in the Fletcher Square Community Design Overlay District will be reviewed for compliance with the Design Guidelines and Standards by the Director of Planning or his designee prior to being issued a building permit. Below is (1) the definition of a “Project” (2) an outline that describes the procedures for submitting an application for review, (3) the required materials for an application, and (4) the procedures to appeal a project permit approval.

Project Definition

The definition of a project is provided in Chapter 1, Section 13.08 of the LAMC.

“As it relates to the CDO, a project applies to the erection, construction, addition to, or exterior structural alterations of any building or structure, including, but not limited to, pole signs and/or monument signs located in a Community Design Overlay District. A project does not include construction that consists solely of (1) interior remodeling, interior rehabilitation or repair work; (2) alterations of, including structural repairs, or additions to, any existing building or structure in which the aggregate value of the work, in any one 24-month period, is less than 50 percent of the building or structure’s replacement value before the alterations or additions, as determined by the Department of Building and Safety, unless the alterations or additions are to any building facing a public street; or (3) a residential building on a parcel or lot which is developed entirely as a residential use and consists of four or fewer dwelling units, unless provided for in a Community Design Overlay District.”

Procedures

The procedures for project review pursuant to Chapter 1, Section 13.08 of the LAMC.

Upon application for a building permit, applicants will be referred to the City Planning Department to determine if the proposal is defined as a project according to the legal definition, quoted above. For a simple case, such as tenant improvement, applicants may be eligible an immediate sign-off from the Community Planner. For most cases, however, a staff review with a written determination will be necessary.

The Director of Planning, or his or her designee, shall make a determination within 20 working days from the date the application is deemed complete and all applicable fees have been paid. This time limit may be extended by mutual agreement of the applicant and the Director.

If the Director or his or her designee fails to make a determination within the prescribed time period, the applicant may file a request for a transfer of jurisdiction to the East Los Angeles Area Planning Commission (APC) for a determination on the original application. Such request shall be filed in the public office of the Department of City Planning. Thereupon, a report shall be generated for the APC and along with the request and the Department file shall be transmitted to the APC. The East Los Angeles

Area Planning Commission shall make a determination on the application 20 working days from the date of said transfer of jurisdiction request was filed.
project Submittal materials

CDO Project Submittal Materials.

The application shall not be deemed complete unless all required materials are submitted.

1. Master Land Use Application
2. Design Overlay Plan Application
3. Detailed description of the project.
4. A detailed explanation of how the proposed project specifically complies with the relevant CDO Guidelines and Standards.
5. Architectural Plans
 - a. Vicinity Map with the location of applicant's property.
 - b. Site/Plot Plan at a minimum 1/8" scale.
 - c. Elevations (N, S, E, W) of existing and proposed structures (with all dimensions included).
 - d. Architectural details sheet, including, but not limited to articulation of main facade elements, windows, doors, balconies, exterior building materials, exterior wall surface treatment, decorative elements, color, roof treatments, pole signs, and monument signs (for applicable projects).
 - e. Landscape Plan, if necessary.
 - f. Color renderings of the project if deemed necessary by planning staff.
6. Digital Photographs shall be presented and saved as a digital computer file known as JPEG files whenever possible. If a digital photograph is not possible, a regular photograph shall be submitted with a minimum size of 4"x6".
 - a. Subject Site.
 - b. Subject Project
 - c. A panoramic view of all structures within a distance of 200 feet on either side of the subject site.
 - d. A panoramic view of existing structures on the opposite side of the street within 300 feet of the subject site.
7. Environmental Clearance if applicable.
8. Appeals if applicable

The Planning Director's Determination on the matter will become effective after the 15 day appeal period, which begins from the date of the Director's action, unless an appeal therefrom is filed to the East Los Angeles Area Planning Commission.

Section 3: Definitions

1. **Articulation:** The term articulation refers to a variation in a wall, façade or roofline. Such a variation can be accomplished through the changing of a plane, variations in materials, coloration or the introduction of architectural features. Generally articulation in walls, facades or rooflines helps to create structures that are aesthetically pleasing and provides interest to the pedestrian environment.
2. **Awnings & Canopies:** Awnings and canopies are both architectural features that provide shade to windows, doors and adjacent pedestrian areas. Awnings are generally wood or metal-framed structures sheathed with fabric and can be permanently affixed or retractable. Most awnings will have a valance, or a portion of fabric that hangs down below the frame on which it is affixed. Canopies are usually solid structural elements that are constructed of materials found elsewhere on the building on which they are affixed.
3. **Bulkhead:** A bulkhead is the portion of a storefront that acts as a base to storefront windows along the building frontage. Bulkheads in the Fletcher Square CDO should be a minimum of 18 inches and a maximum of 36 inches.
4. **Canister Signs:** Canister Signs, also known as Cabinet or Can Signs are internally illuminated plastic panels that usually have a sheet metal box enclosure. Generally speaking they tend to have no relationship to the architectural character of the building on which they are affixed.
5. **Flag Parking Lot:** With this suggested design surface parking areas are located at the rear or a parcel and are accessed via a narrow driveway leading from the major street to the subject parking area. Where parking areas must take access from a major street the CDO encourages the use of flag parking lots.
6. **Florescent Colors:** Florescent colors, also known as neon or iridescent colors, are paint and dye colors that have been given unique chemical properties, which make the colors, appear to glow in daylight. Florescent colors are prohibited on buildings as well as in signage within the CDO.
7. **Illuminated Awning Signs:** Illuminated Awnings Signs are awnings that are generally made from vinyl or plastic where signage is represented on the surface of the awning and the interior or the awning is illuminated, usually with florescent light tubes. Such signage is prohibited within the CDO.
8. **Marquee Signs:** Marquee signs include any signs with digital displays that have scrolling, flashing or changing messages. Marquee Signs are prohibited within the CDO.
9. **Pedestrian Entrance:** A Pedestrian Entrance is the primary entrance that serves a building or individual business on a building façade. A Pedestrian entrance is demarcated by architectural features such as columns, canopies or steps and helps promote use of the building.

10. **Structural Bays.** Structural Bays are architectural features on a building façade that help to create a pattern along the street frontage and avoid the presence of a monotonous façade. Structural Bays can be accomplished through the use of columns placed in a pattern or recesses in the façade.
11. **Stucco Texture:** Stucco, a mud/plaster substance that is applied to building facades can be applied in a variety of colors and textures. The use of hand-trawled smooth finish stucco tends to provide a cleaner, higher quality appearance and is encourage where stucco application is proposed. The use of rough or heavy-trawled stucco tends to collect dust, and appears inappropriate for most architectural applications. Heavy trawled stucco is prohibited within the CDO.
12. **Usable Outdoor Public Space:** Usable outdoor public space refers to outdoor areas that facilitate pedestrian activity and act as a focal point to community activity. Usable public spaces can be implemented into site design through the use of plazas, courtyards, outdoor dining areas and other such outdoor spaces. Usable Public Space must be primarily open to the sky, must be accessible to the general public and should be developed subject to the provisions found in the Design Guidelines and Standards.

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Section 4: Site Planning

Setbacks

Guideline 1: Provide for continuity in the street wall. Bring commercial and pedestrian serving uses to the street level to encourage a lively pedestrian environment, and provide a visual separation from the street for industrial and non-pedestrian serving uses.

Standard 1a: The ground floor of any building fronting San Fernando Road or Fletcher Drive in Fletcher Square South shall be built to the front line except where plazas or outdoor dining areas have been incorporated into the design of the building.

Standard 1b: The ground floor of any building fronting the east side of Fletcher Drive, south of San Fernando Road shall be built at no closer to the street than the closest portion of the historic Van der Kamps Bakery Building.

Standard 1c: All projects along San Fernando Road in Fletcher Square North shall provide a 10-foot setback along the public right of way. This setback will not limit the buildable area used to calculate FAR.

Storefront Orientation

Guideline 2: Promote ease of pedestrian movement between stores and enhance the level of pedestrian activity by placing pedestrian entrances along San Fernando Road and Fletcher Drive for each business that fronts the public right of way.

Standard 2a: All new buildings in Fletcher Square South shall provide a pedestrian entrance for each business along San Fernando Road or Fletcher Drive.

Standard 2b: A clearly defined pedestrian walkway shall be provided for any new project that connects buildings entrances to parking areas. Walkways shall be comprised of stamped concrete, brick, tile or some other decorative paving surface.

Automobile Ingress/Egress

Guideline 3: Minimize conflicts between pedestrians and automotive traffic by providing vehicular access to parking areas along side streets or alleys wherever possible.

Standard 3a: Parking areas shall be located to the rear of all structures if vehicular access is available to the rear of the parcel either via an alley or side street. Where no vehicular access is available

from a side street or alley, as determined by the Department of Transportation, parking shall be provided to the rear of all structures using a “flag” parking layout.

Standard 3b: A break in the building wall along San Fernando Road and Fletcher Drive in Fletcher Square South may be permitted for a distance not to exceed the linear feet required for driveways and other vehicular access when vehicular access cannot be obtained from side streets or private alleys.

Usable Outdoor Public Space

Guideline 4: Large commercial projects shall provide usable outdoor public space in the form of plazas, courtyards and outdoor eating areas to encourage pedestrian activity with the CDO.

Standard 4a: All commercial projects in Fletcher Square South that exceed 75,000 square feet, including remodeling of existing structures, shall incorporate a minimum of 2,000 square feet of usable outdoor public space in the form of plazas, courtyards and outdoor eating areas.

Standard 4b: Seventy five-percent of all usable outdoor public space shall be located at ground level and shall be directly accessible to the general public from San Fernando Road or Fletcher Drive.

Standard 4c: Usable outdoor public space that is used for outdoor dining shall not be counted as floor area.

Standard 4d: Usable outdoor public space shall be developed in conformance with the Landscape Design Guidelines found in Section 7 of the Fletcher Square CDO.

Parking Structures

Guideline 5: Parking structures should be architecturally integrated with the design of the buildings that they are serving.

Guideline 6: Parking structures should be an unobtrusive part of the pedestrian environment and should be located out of view whenever possible.

Standard 6a: Wherever parking structures are to be located along San Fernando road or Fletcher Drive, the structure should be designed with ground floor commercial or industrial uses integrated into the design along the entirety of the street frontage except to accommodate for automobile ingress and egress. Commercial or industrial uses should be designed with a minimum depth of 25 feet.

Section 5: Building Design

Height

Guideline 7: All new buildings and all major rehabilitations of existing buildings within the Fletcher Square CDO should be at a scale that promotes pedestrian activity and is complementary to the surrounding area.

Facades

Guideline 8: The massing and proportion of all new buildings along the public right of way should be at a pedestrian scale. Regular breaks in the façade of buildings should be incorporated into the design of all new buildings.

Standard 8a: All ground floor storefronts on new buildings or major rehabilitations of existing buildings that are greater than 30 feet in length in Fletcher Square South shall provide for structural bays at a minimum of 20-foot intervals.

Standard 8b: All new buildings or major rehabilitations of existing buildings in Fletcher Square North shall be designed with articulated facades that provide relief for every 20 horizontal feet and 15 vertical feet.

Wall Openings

Guideline 9: Encourage window-shopping and an active pedestrian environment in Fletcher Square South by providing a high level of storefront transparency at ground floor building facades along San Fernando Road and Fletcher Drive.

Standard 9a: Wall openings such as windows and doors within Fletcher Square South shall occupy at least 70-percent of the ground floor street façade along San Fernando Road and Fletcher Drive.

Bulkheads

Guideline 10: Provide storefront bulkheads to ease window maintenance and provide variation in the front plane of new and rehabilitated building facades. Bulkheads should be constructed of a material that adds variety to the building façade.

Standard 10a: Storefront windows shall be a minimum of 18-inches and a maximum of 36-inches from the sidewalk grade to accommodate a traditional bulkhead.

Franchise Architecture

Guideline 11: Buildings in the Fletcher Square CDO should contribute to the architectural integrity of the surrounding area. Buildings used for franchise restaurants, retail space or other commercial uses that traditionally have a pre-determined corporate architectural identity should be designed so as to be consistent with the Fletcher Square CDO Design Guidelines.

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Section 6: Architectural Details

Exterior Surface Materials & Colors

Guideline 12: Building façades should be constructed of high quality materials that communicate a sense of permanence within the area and that are complementary to surrounding buildings and features.

Standard 12a: The use of plywood siding, heavily textured stucco and corrugated metal siding shall be prohibited.

Guideline 13: Building material and paint colors should be attractive and complementary to the surrounding buildings and features.

Standard 13a: Florescent paint colors are prohibited.

Standard 13b: All vents, gutters, downspouts, flashing, electrical conduits etc. shall be painted to match the color of the adjacent surface unless being used expressly as a trim or accent element.

Storefront Entrances

Guideline 14: Storefront entrances should be designed so that they are a predominant architectural feature on the building façade and so that they create an inviting entrance to the building. Entrances should be enhanced through architectural treatments such as tiling on the floor around the doorway, individual awnings or placements of appropriate signage above the entryway.

Standard 14a: The primary building entrance for all buildings within Fletcher Square South shall be from the public street.

Standard 14b: Building entrances shall be recessed from the front lot line a minimum of 18 inches.

Storefront Windows

Guideline 15: Storefront windows should maintain their transparency through the choice of glass material and careful placement of window signs.

Standard 15a: Windows in Fletcher Square South shall allow a minimum of 90-percent light transmission. Non-reflective glass shall be used to allow maximum visibility from the sidewalk areas into the interior of all commercial uses.

Standard 15b: Storefront windows in Fletcher Square South shall be recessed at least 3 inches from the front plane of the building.

Awnings and Canopies

Guideline 16: Add visual interest to storefronts through the use of high-quality awnings and canopies that provide articulation in the street wall. Awnings should be designed to complement buildings and individual structural bays.

Standard 16a: The use of plastic, vinyl and other similar materials shall be prohibited on storefront awnings.

Standard 16b: Where awnings and canopies are used on storefronts greater than 25 feet in length, one awnings or canopy shall be provided for each structural bay where such bays exist.

Standard 16c: Awnings and canopies shall project a maximum of 36 inches into the sidewalk

Standard 16d: Signs on awnings and canopies shall be permitted only on the valance. The valance shall be a maximum of 8 inches with lettering and logos being a maximum of 6 inches high.

Rooflines

Guideline 17: Roofs should be designed so as to adequately screen rooftop mechanical equipment.

Guideline 17: Rooflines should be designed so as to add interest to the building façade and to complement the surrounding area. Monotonous rooflines should be avoided.

Standard 17a: All rooflines within Fletcher Square South that exceed 40 linear feet should provide some kind of relief either through the application of a gable, dormer, change of material or other type of articulation.

Graffiti

Guideline 18: Use exterior surface materials that will reduce the incidence and appearance of graffiti.

Standard 18a: Exterior walls shall be treated with graffiti resistant surfaces. Such treatment may include specialized coatings and vegetation.

Free Standing Walls & Fences

Guideline 19: Freestanding walls should contribute to the architectural integrity of the surrounding area and should be compatible with surrounding structures.

- Standard 19a: All free standing walls shall provide a break in plane, or a change in material, or an opening in the surface of the wall every 20 feet in horizontal length or by an articulation or architectural detail such as a staggered wall, an indentation, a symmetrical spacing of columns.
- Standard 19b: All free standing walls shall be constructed of materials that are compatible with surrounding buildings.
- Standard 19c: The use of chain link and corrugated metal shall be prohibited for fences along San Fernando Road and Fletcher Drive
- Standard 19d: Free standing walls or fences shall not use barbed or razor wire to adorn the tops of walls within view of San Fernando Road or Fletcher Drive.

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Section 7: Landscaping

Surface Parking Lots

Guideline 20: Provide for continuity in the commercial street wall in the Fletcher Square CDO by screening parking lots placed between buildings and adjacent to the public right of way through the use of architectural elements and landscaping.

Standard 20a: A minimum of 7-percent of the total surface area of a surface parking lot shall be landscaped with trees, shrubbery and ground cover.

Standard 20b: All surface parking lots shall contain a minimum of one tree for every four parking spaces. Such trees shall be dispersed throughout the parking area. All trees shall have a minimum canopy of 20 feet in diameter at maturity.

Standard 20c: Surface parking lots adjacent to the public right of way shall be screened by a solid wall having a continuous height of 3 ½ feet, with breaks provided for pedestrian access only. The wall shall be separated from the sidewalk by a continuous 2-foot wide landscaped buffer.

Standard 20d: Landscape buffers separating surface parking areas from the public right of way shall be landscaped with a minimum of one 24-inch box tree for every 20 feet of street frontage. Landscape buffers shall also include but not be limited to ground covering, flowering plants and shrubbery.

Guideline 21: Surface-parking areas should provide for an ease of pedestrian movement and should encourage pedestrian movement through the subject parking area from the public street to the building.

Standard 21a: All surface parking areas within Fletcher Square South shall include a pedestrian walkway that extends up to 50 feet from the primary structure served by the parking area. The pedestrian walkway shall be paved with stamped concrete or another decorative surface in keeping with the architectural style of the surrounding structures. Where parking areas exist adjacent to San Fernando Road or Fletcher Drive the pedestrian paved surface shall provide a direct link from the street to those structures served by the parking area.

Usable Public Space

Guideline 22: Projects within Fletcher Square South that are required to provide usable public space should be developed with landscape and hardscape improvements, seating and other attractions that encourage

public gathering, outdoor dining and create a lively pedestrian environment.

Standard 22a: Usable public spaces, including plazas and courtyards shall contain a minimum of 15% planted area which can include trees, shrubs, and/or groundcovers. Planters, planter boxes and similar planting containers may be counted toward this requirement.

Standard 22b: Paved surfaces within usable public spaces shall be comprised of stamped concrete, tile or other decorative paving surfaces. Asphalt shall be prohibited as a paving surface within usable public spaces.

Landscape Setback

Guideline 23: The required landscape setback within Fletcher Square North should be improved with a variety of plant species in compliance with the following standards:

Standard 23a: Landscape setbacks should include a 24-inch box tree for every 20 feet of street frontage. Trees installed shall have a minimum canopy diameter of 20 feet at the time of maturity.

Standard 23b: Landscape setbacks should include a 90-percent ground covering through the use of turf, grass, flowering plants and shrubs.

Maintenance and Irrigation

Guideline 24: Landscape areas are to be maintained for the life of a project. All landscape areas should be kept clean, free of trash and debris and should be maintained with healthy growing plants

Standard 24a: All properties in the Fletcher Square CDO, including parking facilities, shall be maintained in an attractive condition and shall be kept free of trash and debris. Trees and foliage shall be kept neatly trimmed and in good health.

Standard 25b: An automatic irrigation system shall be installed for all landscaped areas.

Section 8: Signs

Limitations

Guideline 26: The use of signs in the Fletcher Square CDO should be limited to business identification for the type of businesses occupying the premises, or the name of the building.

Standard 26a: Wall Signs:

- i. *Sign Area.* The sign area of any wall sign shall not exceed two square feet for each one-foot of lot frontage.
- ii. *Projections.* No wall sign may project from a building face more than 12 inches, or above the lowest elevation of the roof eave visible from the street.

Standard 26b: Monument Signs:

- i. *Number of Signs.* No more than one monument sign shall be permitted for each lot.
- ii. *Landscaping.* Monument signs shall be located in landscaped areas, which are equal to or greater in area than the dimensions of the face of the sign.
- iii. *Height.* No monument sign may exceed six (6) feet in Height measured from grade.

Standard 26c: Projecting Signs:

- i. *Number of Signs.* No more than one projecting sign shall be permitted for each building.
- ii. *Area.* The sign area of a projecting sign shall be limited to 16 square feet.
- iii. *Location.* Projecting signs may only be placed at a public entrance to a building where the entrance fronts on a public street, private walkway, plaza, or alley.
- iv. *Height.* No projecting sign shall extend above the lowest point of the roof eave visible from the street.
- v. *Projections.* No projecting sign shall project more than 18 inches from the building face or a distance from the building face equal to one-half of the width of the adjacent public sidewalk or walkway, whichever is less.

Standard 26d: Time and Temperature Signs:

- i. Any time and temperature sign which is not placed on a building roof, shall be permitted, provided it has no blinking lights, includes no advertising, sign content consists exclusively of time and temperature information, the face of the sign is no larger than 16 square feet in area, and the sign conforms to the requirements for projecting signs.

- Standard 26e: Billboards, Off-site & Pole Signs:
- i. Off-site signage, including, billboards and signs advertising off-site activities shall be prohibited.
 - ii. Pole signs, including the structural modification, increase in height, massing, or addition of poles of existing pole signs shall be prohibited.

- Standard 26f: Banners, Streamers & Attention-getters
- i. The use of temporary banners, streamers, flags not affixed to a flagpole, inflated devices, bubble-machines, rotating devices, and other attention-getting devices is prohibited

- Standard 26g: Marquee Signs:
- i. The use of electronic marquee signs with scrolling, flashing or other digitally animated displays is prohibited

Illumination & Color

Guideline 27: Illuminate signs through external light sources. Use internal illumination only for signs composed of individual channel cut letters.

Standard 27a: Internally illuminated canister signs and illuminated architectural canopy signs shall be prohibited.

Guideline 28: Select sign colors that contribute to legibility and design integrity

Standard 28a: Signs shall be limited to the use of a maximum of three colors.

Standard 28b: Wherever multiple business signs exist on a single building or monument sign the signs should be of a uniform color scheme and style. All sign backgrounds should be of a uniform color and all sign typeface should be of a similar scale.

Standard 28c: The use of florescent colors in signs is prohibited.

Section 9: Mechanical, Security & Trash Equipment

Mechanical Equipment

Guideline 29: Utilities, storage areas, loading docks, mechanical equipment and other service areas should be screened from the adjacent public right of way. Equipment can be screened from public view through the use of building parapets, landscaping walls and other similar architectural treatments. Plywood and wood lattice screens should be avoided.

Standard 29a: All service areas and loading docks within Fletcher Square South shall be located at the rear of structures so as not to be visible to the general public.

Standard 29b: All exterior rooftop and ground level mechanical equipment, including HVAC equipment, exhaust fans and satellite dishes shall be screened from public view.

Standard 29c: No mechanical equipment shall be permitted in window or door openings facing San Fernando or Fletcher Drive.

Standard 29d: All service areas shall be enclosed or completely screened from public view. Enclosures shall consist of fencing, walls or landscaping.

Security Devices

Guideline 30: Buildings should be designed with security features that effectively detour criminal activity while maintaining a positive image about the community. When used, security grills should be screened from view during business hours and should be integrated into the design of the building.

Standard 30a: Exterior security grills or permanently affixed security bars shall be prohibited.

Standard 30b: Interior security grills shall be retractable and shall recess completely into pockets that completely conceal the grill when it is retracted. Such pockets shall be integrated into the design of the building.

Standard 30c: Roll-down security grills that conceal storefront windows shall be prohibited.

Trash Enclosures

Guideline 31: Trash enclosures should be designed so that dumpsters and trash bins are not visible to the general public.

Standard 31a: A minimum six-foot high decorative masonry wall shall enclose all trash collection areas.

Standard 31b: Each trash area shall have a separate enclosed area for recyclable materials.

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Section 10: Qualified [Q] Conditions

The following are Qualifying Conditions that are to be applied to the existing zone of all parcels within the CDO boundaries.

Use Limitations

1. An individual retail sales facility shall be confined to a maximum of 75,000 square feet of total floor area. Floor area shall include all interior space used for the storage and display of merchandise, all exterior space used for the storage and sales of merchandise (including but not limited to storage and display items adjacent to the front entrance of a store or storage and display of items such as gardening, landscaping or construction equipment adjacent to a store), product storage areas not accessible to customers and ancillary office space related to the operation of a store.
2. The following uses shall be prohibited:

Design Requirements

- Standard 1a: The ground floor of any building fronting San Fernando Road or Fletcher Drive in Fletcher Square South shall be built to the front line except where plazas or outdoor dining areas have been incorporated into the design of the building.
- Standard 1b: The ground floor of any building fronting the east side of Fletcher Drive, south of San Fernando Road shall be built no closer to the street than the closest portion of the historic Van der Kamps Bakery Building.
- Standard 1c: All projects along San Fernando Road in Fletcher Square North shall provide a 10-foot setback along the public right of way. This setback will not limit the buildable area used to calculate FAR.
- Standard 2a: All new buildings in Fletcher Square South shall provide a pedestrian entrance for each business along San Fernando Road or Fletcher Drive.
- Standard 2b: A clearly defined pedestrian walkway shall be provided for any new project that connects buildings entrances to parking areas. Walkways shall be comprised of stamped concrete, brick, tile or some other decorative paving surface.

- Standard 3a: Parking areas shall be located to the rear of all structures if vehicular access is available to the rear of the parcel either via an alley or side street. Where no vehicular access is available from a side street or alley, as determined by the Department of Transportation, parking shall be provided to the rear of all structures using a “flag” parking layout.
- Standard 3b: A break in the building wall along San Fernando Road and Fletcher Drive in Fletcher Square South may be permitted for a distance not to exceed the linear feet required for driveways and other vehicular access when vehicular access cannot be obtained from side streets or private alleys.
- Standard 4a: All commercial projects in Fletcher Square South that exceed 75,000 square feet, including remodeling of existing structures, shall incorporate a minimum of 2,000 square feet of usable outdoor public space in the form of plazas, courtyards and outdoor eating areas.
- Standard 4b: Seventy five-percent of all usable outdoor public space shall be located at ground level and shall be directly accessible to the general public from San Fernando Road or Fletcher Drive.
- Standard 4c: Usable outdoor public space that is used for outdoor dining shall not be counted as floor area.
- Standard 4d: Usable outdoor public space shall be developed in conformance with the Landscape Design Guidelines found in Section 7 of the Fletcher Square CDO.
- Standard 6a: Wherever parking structures are to be located along San Fernando road or Fletcher Drive, the structure should be designed with ground floor commercial or industrial uses integrated into the design. Commercial or industrial uses should be designed with a minimum depth of 25 feet.
- Standard 8a: All ground floor storefronts on new buildings or major rehabilitations of existing buildings that are greater than 30 feet in length in Fletcher Square South shall provide for structural bays at a minimum of 20-foot intervals.
- Standard 8b: All new buildings or major rehabilitations of existing buildings in Fletcher Square North shall be designed with articulated facades that provide relief for every 20 horizontal feet and 15 vertical feet.
- Standard 9a: Wall openings such as windows and doors within Fletcher Square South shall occupy at least 70-percent of the ground floor street façade along San Fernando Road and Fletcher Drive.
- Standard 10a: Storefront windows shall be a minimum of 18-inches and a maximum of 36-inches from the sidewalk grade to accommodate a traditional bulkhead.

- Standard 12a: The use of plywood siding, heavily textured stucco and corrugated metal siding shall be prohibited throughout the Fletcher Square CDO
- Standard 13a: Florescent paint colors are prohibited.
- Standard 13b: All vents, gutters, downspouts, flashing, electrical conduits etc. shall be painted to match the color of the adjacent surface unless being used expressly as a trim or accent element.
- Standard 14a: The primary building entrance for all buildings within Fletcher Square South shall be from the public street.
- Standard 14b: Building entrances shall be recessed from the front lot line a minimum of 18 inches.
- Standard 15a: Windows in Fletcher Square South shall allow a minimum of 90-percent light transmission. Non-reflective glass shall be used to allow maximum visibility from the sidewalk areas into the interior of all commercial uses.
- Standard 15b: Storefront windows in Fletcher Square South shall be recessed at least 3 inches from the front plane of the building.
- Standard 16a: The use of plastic, vinyl and other similar materials shall be prohibited on storefront awnings.
- Standard 16b: Where awnings and canopies are used on storefronts greater than 25 feet in length, one awnings or canopy shall be provided for each structural bay where such bays exist.
- Standard 16c: Awnings and canopies shall project a maximum of 36 inches into the sidewalk
- Standard 16d: Signs on awnings and canopies shall be permitted only on the valance. The valance shall be a maximum of 8 inches with lettering and logos being a maximum of 6 inches high.
- Standard 17a: All rooflines within Fletcher Square South that exceed 40 linear feet should provide some kind of relief either through the application of a gable, dormer, change of material or other type of articulation.
- Standard 18a: Exterior walls shall be treated with graffiti resistant surfaces. Such treatment may include specialized coatings and vegetation.
- Standard 19a: All free standing walls shall provide a break in plane, or a change in material, or an opening in the surface of the wall every 20 feet in horizontal length or by an articulation or architectural detail such as a staggered wall, an indentation, a symmetrical spacing of columns.
- Standard 19b: All free standing walls shall be constructed of materials that are compatible with surrounding buildings.

- Standard 19c: The use of chain link and corrugated metal shall be prohibited for fences along San Fernando Road and Fletcher Drive
- Standard 19d: Free standing walls or fences shall not use barbed or razor wire to adorn the tops of walls within view of San Fernando Road or Fletcher Drive.
- Standard 20a: A minimum of 7-percent of the total surface area of a surface parking lot shall be landscaped with trees, shrubbery and ground cover.
- Standard 20b: All surface parking lots shall contain a minimum of one tree for every four parking spaces. Such trees shall be dispersed throughout the parking area. All trees shall have a minimum canopy of 20 feet in diameter at maturity.
- Standard 20c: Surface parking lots adjacent to the public right of way shall be screened by a solid wall having a continuous height of 3 ½ feet, with breaks provided for pedestrian access only. The wall shall be separated from the sidewalk by a continuous 2-foot wide landscaped buffer.
- Standard 20d: Landscape buffers separating surface parking areas from the public right of way shall be landscaped with a minimum of one 24-inch box tree for every 20 feet of street frontage. Landscape buffers shall also include but not be limited to ground covering, flowering plants and shrubbery.
- Standard 21a: All surface parking areas within Fletcher Square South shall include a pedestrian walkway that extends up to 50 feet from the primary structure served by the parking area. The pedestrian walkway shall be paved with stamped concrete or another decorative surface in keeping with the architectural style of the surrounding structures. Where parking areas exist adjacent to San Fernando Road or Fletcher Drive the pedestrian paved surface shall provide a direct link from the street to those structures served by the parking area.
- Standard 22a: Usable public spaces, including plazas and courtyards shall contain a minimum of 15% planted area which can include trees, shrubs, and/or groundcovers. Planters, planter boxes and similar planting containers may be counted toward this requirement.
- Standard 22b: Paved surfaces within usable public spaces shall be comprised of stamped concrete, tile or other decorative paving surfaces. Asphalt shall be prohibited as a paving surface within usable public spaces.
- Standard 23a: Landscape setbacks shall include a 24-inch box tree for every 20 feet of street frontage. Trees installed should have a minimum canopy diameter of 20 feet at the time of maturity.
- Standard 23b: Landscape setbacks shall include a 90-percent ground covering through the use of turf, grass, flowering plants and shrubs.

- Standard 24a: All properties in the Fletcher Square CDO, including parking facilities, shall be maintained in an attractive condition and shall be kept free of trash and debris. Trees and foliage shall be kept neatly trimmed and in good health.
- Standard 25b: An automatic irrigation system shall be installed for all landscaped areas.
- Standard 26a: Wall Signs:
Sign Area. The sign area of any wall sign shall not exceed two square feet for each one-foot of lot frontage.
Projections. No wall sign may project from a building face more than 12 inches, or above the lowest elevation of the roof eave visible from the street.
- Standard 26b: Monument Signs:
Number of Signs. No more than one monument sign shall be permitted for each lot.
Landscaping. Monument signs shall be located in landscaped areas, which are equal to or greater in area than the dimensions of the face of the sign.
Height. No monument sign may exceed six (6) feet in Height measured from grade.
- Standard 26c: Projecting Signs:
Number of Signs. No more than one projecting sign shall be permitted for each building.
Area. The sign area of a projecting sign shall be limited to 16 square feet.
Location. Projecting signs may only be placed at a public entrance to a building where the entrance fronts on a public street, private walkway, plaza, or alley.
Height. No projecting sign shall extend above the lowest point of the roof eave visible from the street.
Projections. No projecting sign shall project more than 18 inches from the building face or a distance from the building face equal to one-half of the width of the adjacent public sidewalk or walkway, whichever is less.
- Standard 26d: Time and Temperature Signs:
Any time and temperature sign which is not placed on a building roof, shall be permitted, provided it has no blinking lights, includes no advertising, sign content consists exclusively of time and temperature information, the face of the sign is no larger than 16 square feet in area, and the sign conforms to the requirements for projecting signs.
- Standard 26e: Billboards, Off-site & Pole Signs:
Off-site signage, including, billboards and signs advertising off-site activities shall be prohibited.

Pole signs, including the structural modification, increase in height, massing, or addition of poles of existing pole signs shall be prohibited.

- Standard 26f: Banners, Streamers & Attention-getters
The use of temporary banners, streamers, flags not affixed to a flagpole, inflated devices, bubble-machines, rotating devices, and other attention-getting devices is prohibited
- Standard 26g: Marquee Signs:
The use of electronic marquee signs with scrolling, flashing or other digitally animated displays is prohibited
- Standard 27a: Internally illuminated canister signs and illuminated architectural canopy signs shall be prohibited.
- Standard 28a: Signs shall be limited to the use of a maximum of three colors.
- Standard 28b: Wherever multiple business signs exist on a single building or monument sign the signs should be of a uniform color scheme and style. All sign backgrounds should be of a uniform color and all sign typeface should be of a similar scale.
- Standard 28c: The use of florescent colors in signs is prohibited.
- Standard 29a: All service areas and loading docks within Fletcher Square South shall be located at the rear of structures so as not to be visible to the general public.
- Standard 29b: All exterior rooftop and ground level mechanical equipment, including HVAC equipment, exhaust fans and satellite dishes shall be screened from public view
- Standard 29c: No mechanical equipment shall be permitted in window or door openings facing San Fernando or Fletcher Drive.
- Standard 29d: All service areas shall be enclosed or completely screened from public view. Enclosures shall consist of fencing, walls or landscaping.
- Standard 30a: Exterior security grills or permanently affixed security bars shall be prohibited.
- Standard 30b: Interior security grills shall be retractable and shall recess completely into pockets that completely conceal the grill when it is retracted. Such pockets shall be integrated into the design of the building.
- Standard 30c: Roll-down security grills that conceal storefront windows shall be prohibited.
- Standard 31a: A minimum six-foot high decorative masonry wall shall enclose all trash collection areas.

Standard 31b: Each trash area shall have a separate enclosed area for recyclable materials.

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