

ALTADENA CENTRAL VILLAGE

11-7-89

Comments Re: Lake Avenue Community Standards

May wish to consider the following --

1. Page (1) C.3.b. set an amortization time for existing non-conforming signs - could be five years or with the change of business whichever is sooner. This is fair to new businesses that must compete with established businesses.
2. Page (2) C.3.d. may wish to consider individual channel letters rather than cabinet type signs. They are far more attractive. Negative aspect - they are more expensive. Also - cabinet signs, if used, should allow drainage in back of sign and should not extend more than 9" from the building wall. Hanging signs could be used if limited in areas, i.e., 16 sq.ft. should be at least 8' from grade. Limit cabinet signs to 24". All signs on same building should be uniform in size, location, lettering styles, and background color.
- X 3. Page (2) 3.e temporary window signs can visually blight a commercial zone. May want to restrict the area allowed to 10% of the window area. Neon type window signs are proliferating. Do you want to address this issue by limiting their use to "open" - "closed" or hours of business information? Could restrict such signs to be placed (3) feet inside the window.
4. Page (2) 3.F Good control on ground signs
5. Page (3) 3.G State the limit copy size awning (10") in this space. Awnings can create an attractive street scape. Make sure materials used allow frequent washings since awnings do attract dust - dirt.
see page 5
J-2
6. Page (4) to (3) i. 6. Billboards are the most obtrusive type of signs. They perform little service to the community or the business community (a small rent is paid to the property owner for lease of land and to the manufacturing of the particular product) yet can overpower other signs or structures in the area. The billboard lobby is strong and have now passed legislation that will require the City's purchase of the life of the sign if abated. A good way to get them removed is to get the property owner who is leasing to the billboard company not to renew leases. Most City's General Plans discourage billboards. Another method to discourage such signs is to require a Conditional Use Permit. If it can be shown that such signs are not a part of the community design standards, the CUP will probably be denied. You have a head start by placing such signs under "prohibited signs" in your standards.
7. Page (4) 3.i. 7. Painted wall signs can be attractive if limited in area. Painted wall signs are the least expensive type of signs. You may wish to allow this type of sign with conditions.
8. Page (4) i. 8. Banners provide a valuable service to businesses to announce special events. You may wish to allow banners if limited to 20 sq.ft., one for each street frontage, to be used no more than 90 days per year, to be placed flat against a building wall and to be used for special events only, e.g., grand openings, sales, new ownership, etc.
9. Page (7) 4.a (3) Require a 10' buffer zone between residential and commercial development.
10. Page 9.4.a (7) Add "must have solid doors"

LAKE AVENUE COMMUNITY STANDARDS DISTRICT

DRAFT

- A. Intent and Purpose.** The Lake Avenue Community Standards District is established to provide a means of implementing the Altadena Community Plan adopted by the Board of Supervisors on July 10, 1986. The Community Plan's Land Use Map and policies encourage the establishment of a "village-like" center along Lake Avenue. The requirements of the Lake Avenue Community Standards District are necessary to ensure that the goals and policies of the Community Plan are accomplished in a manner which protects the health, safety, and welfare of the community, thereby strengthening the physical and economic character of the Lake Avenue Commercial district.
- B. Description of District.** The Lake Avenue Community Standards District area is defined on the attached map (Exhibit "A").
- C. Community-wide Development Standards.**
1. Automobile parking shall be provided in accordance with Part 11 of Chapter 22.52.
 2. Height Limit.
The maximum height of any structure shall be 48 feet unless otherwise specified in this section.
 3. Signs.
 - a. Except as herein modified all signs shall conform to Part 10 of Chapter 22.52, including the enforcement provisions.
 - b. The sign regulations prescribed herein shall not affect existing signs which were established according to this Title. Proposed changes to existing signs, including size, shape, colors, lettering and location shall conform to the following provisions, specified herein.

c. All signs in a state of disrepair shall be repaired so as to be consistent with the standards of this ordinance, or removed within 30 days from receipt of notification that a state of disrepair exists.

d. Wall Signs.

(1) Shall be mounted flush and affixed securely to a building wall and may only extend from the wall a maximum of 9 inches.

(2) May not extend above the roof line and may only extend sideways to the extent of the building face or the highest soffit line of the building.

(3) Each business in a building shall be permitted a maximum of one wall-mounted sign (or two signs if the business is on a corner).

e. Window Signs.

(1) Shall be displayed only on the interior of windows or door windows.

(2) Maximum area shall not exceed 25 percent per glass area (total window or door area visible from the exterior of the building).

f. Freestanding Signs (not attached to building).

(1) Pole signs shall not be allowed.

(2) Shall be permitted on any lot or parcel of land for each street frontage having a continuous distance of 100 feet or more. The sign shall be located on the same parcel of land as the business it is advertising.

(3) Shall not exceed five feet in height, except as may be expressly approved as a Minor Variation.

(4) Shall not exceed 80 square feet in area per sign face.

(5) Shall not be located in nor extend above any public right-of-way or public sidewalk area.

(6) Monument signs, not mounted on poles, are allowed subject to the

(4) Painted signs or graphics shall be permitted if submitted for review.

disrepair

above regulations.

g. Awning Signs.

- (1) Awning signs are those which are painted, sewn or stained onto the exterior surface of an awning or canopy.
- (2) The maximum area of awning signs, which are allowed in addition to wall signage, shall not exceed 20 percent of the exterior surface of each awning for the ground floor and 10 percent for the second floor level. Maximum letter height shall not exceed 12 inches.
- (3) Awning signs are not permitted on the third floor.

h. Building Tenant Information/Identification Signs.

- (1) Multi-tenant buildings and businesses with entrances located within building pass-through may list the name of tenants on a building directory located near each major building or pass-through entrance.
- (2) Each tenant is allowed a maximum of two square feet of signage per directory, in addition to wall signage.
- (3) New building identification signage applied to new construction or existing buildings shall be limited to one sign per principal entrance per frontage, not exceeding a maximum of 15 square feet each.
- (4) All existing built-in signs (permanent, maintenance free signs that are constructed as an integral part of the building fabric which they identify) in good repair are exempt from these sign provisions. Marquees and canopies shall not be considered to be built-in signs.
- (5) Metal plaques listing the building name and/or historical information permanently affixed in a flush manner to the

building in good repair are exempt from these sign provisions.

i. Prohibited Signs are as follows:

- (1) Flashing, animated, or audible signs.
- (2) Signs which rotate, move or simulate motion.
- (3) Signs which extend from the building face more than 12 inches.
- (4) Signs with exposed bracing, guy wires, conduits or similar devices.
- (5) Roof signs (any sign erected and maintained upon or over the roof of any building.
- (6) Outdoor advertising signs (billboards).
- (7) ~~Painted signs on the building surface.~~
- (8) ~~Banner signs of cloth or fabric.~~
- (9) Portable signs.
- (10) Pole signs.
- (11) Any strings of pennants, banners or streamers, clusters of flags, strings of twirlers or propellers, flares, balloons, and similar attention-getting devices, including noise-emitting devices, with the exception of the following:
 - (a) National, state, local government, institutional or corporate flags, properly displayed; and,
 - (b) Holiday decorations, *grand openings, special events,* in season, used for an aggregate period of 60 days in any one calendar year.

j. Size.

- (1) In Zones C-2 and C-3 total allowable signage area shall correspond to building frontage. A business tenant is allowed 2.0 square feet of signage area for every linear foot of frontage on a street having a right-of-way of at least 80 feet in width. On a street having a right-of-way of less than 80

feet in width, a business tenant is allowed 1.0 square foot of signage area for every linear foot of frontage.

- (2) Maximum height of letters shall be restricted to 18 inches. Maximum height of letters on canvas awnings shall be limited to 10 inches. Greater letter sizes shall require the written approval of the Department of Regional Planning (DRP).

k. Sign Design Shall be Subject to Review and Approval by the DRP to insure that:

- (1) Signage colors shall compliment building colors and materials and be limited (to three colors.)
- (2) In multi-tenant buildings, signage colors used by individual shops shall be complementary with each other.
- (3) Lettering styles shall be complementary to each storefront in a single building.
- (4) In multi-tenant buildings, the height and placement of signs shall be consistent for each business or storefront.

4. Design Standards.

a. Proposed improvements, renovations, and changes pertaining to the following design standards shall comply with the provisions of the applicable standard.

b. Materials, Colors and Equipment.

- (1) Any building elevation must be architecturally treated in a consistent manner, including the incorporation within the side and rear building elevations of some or all of the design elements used for the primary facades.
- (2) Consideration must be given to the adjacent structures so that the use of mixed materials is harmonious.
- (3) Light earth tones and muted pastel colors are required as the

primary or base building color while darker, more colorful paints will be used as trim colors for cornices, graphics, and window and door frames.

(4) Awnings.

- (a) Must be the same color and style for each opening on a single storefront or business.
- (b) Must be complementary in color and style for each storefront in a building.
- (c) Must be designed to coordinate with the architectural divisions of the building including individual windows and bays.
- (d) Must comply with Building Code and Fire Department requirements.
- (e) In a state of disrepair shall be repaired or removed within 30 days from receipt of notification that a state of disrepair exists.

(5) Mechanical Equipment.

- (a) Individual air conditioning units for a building or storefront must be located to avoid interference with architectural detail and the overall design.
- (b) If air conditioning units have to be located in the storefront, then window units must be neutral in appearance and not project outward from the facade. The housing color must be compatible with the colors of the storefront. If possible, air conditioning units will be screened or enclosed by using an awning or landscaping.
- (c) Mechanical equipment located on roofs shall be screened by parapet walls or other material so that the equipment will

not be visible from any point within 300 feet.

(6) Security.

- (a) Chain link, barbed and concertina wire fences are prohibited; tubular steel or wrought iron fences are permitted.
- (b) All security bars or grilles shall be installed on the inside of the building, except for roll-up shutters or decorative grilles.
- (c) Horizontally-folding accordion grilles installed in front of a storefront are prohibited.
- (d) Building security grilles shall be side storing, concealed interior grilles which are not visible from the exterior of the building when not in use (during business hours) or roll-up shutters or grilles which can be concealed in the architectural elements of the building.

D. Zone Specific Development Standards.

1. Development Standards. Proposed improvements, renovations and changes pertaining to the following development standards shall comply with the provisions of the applicable standard.

a. Modified Zone C-2 (Neighborhood Business Zone).

(1) Permitted Uses. All uses described in Zone C-2 are allowed, except that the following uses require a conditional use permit:

(a) Sales.

- Multiple-tenant commercial: When more than five tenants conduct business in a building which does not separate the businesses by permanent floor-to-ceiling walls.

(b) Services.

- Automobile service stations, including incidental repair, washing and rental of utility trailers.

b. Modified Zone C-3 (Unlimited Commercial Zone).

(1) Permitted Uses. All uses described in Zone C-3 are allowed, except that the following uses require a conditional use permit:

(a) Sales.

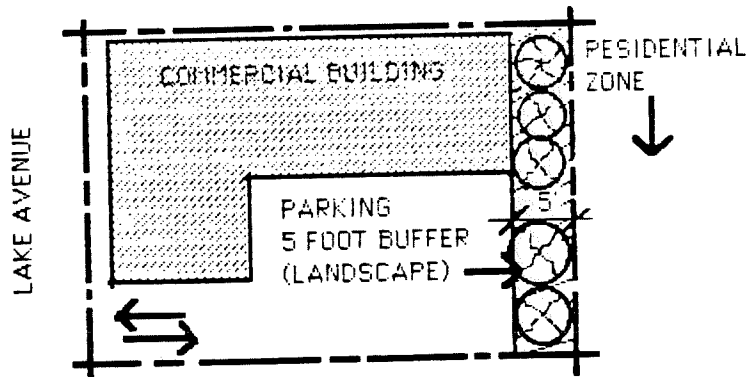
- Mobile sales.
- Pawnshops.
- Trailer sales, box and utility.

(b) Services.

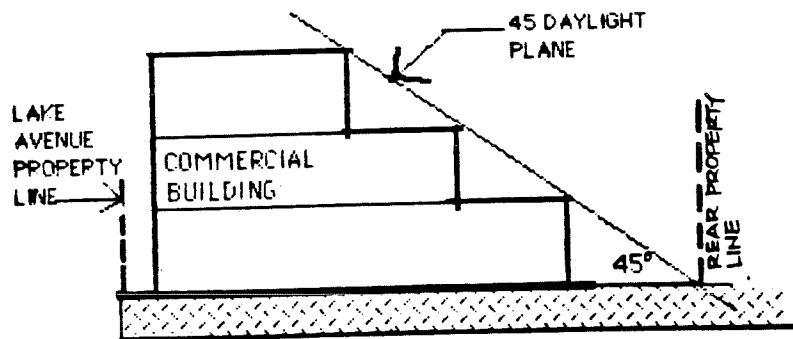
- Automobile battery service, provided all repair activities are conducted within an enclosed building only.
- Automobile brake repair shops, provided all repair activities are conducted within an enclosed building only.
- Automobile muffler shops, provided all repair activities are conducted within an enclosed building only.
- Automobile radiator shops, provided all repair activities are conducted within an enclosed building only.
- Automobile repair garages within an enclosed building only, and excluding body and fender work, painting and upholstering.
- Bakery goods distributors.
- Car washes, automatic, coin operated and hand wash.
- Electric distributor substations including microwave facilities.

- Gas metering and control stations, public utility.
 - Microwave stations.
 - Parcel delivery terminals.
 - Recording studios.
- c. Floor Area. The total floor area in all buildings on any one parcel of land shall not exceed 2.7 times the total net area of such parcel of land.
- d. Parking. That there be parking facilities as required by Part 11 of Chapter 22.52.
- e. Buffers. Whenever a parking lot or a commercial structure is developed adjacent to a residential zone or residential use, a five foot landscaped buffer shall be provided and a 45 degree daylight plane shall be incorporated.

SITE PLAN

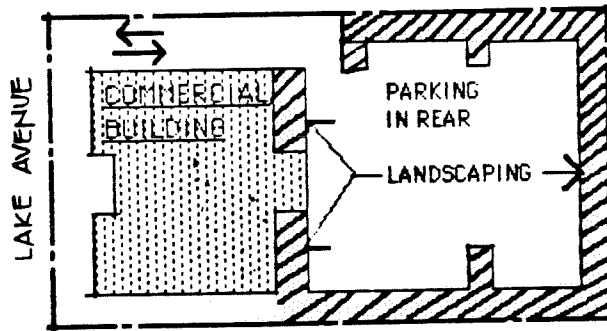


SIDE ELEVATION



- f. Parking Areas. With the exception of fully subterranean structures, all required and surplus parking shall be provided in the rear of the commercial structure, and completely screened out of view from Lake Avenue. Parking must be screened by wall or landscape treatments.

SITE PLAN



- g. Loading/Unloading. Commercial structures exceeding 5,000 square feet in gross floor area shall provide one on-site loading/unloading space. Said space shall be 10 feet wide 20 feet long and shall be located in a convenient location near the structure served and as distant as possible from adjacent residences or pedestrian corridors. This loading/unloading space shall not be counted as the required parking for the subject property.
- h. Landscape Plan. New commercial structures or additions to commercial structures exceeding 500 square feet in gross floor area shall provide a landscape/irrigation plan as part of the Director's Review process. Said plan shall be prepared by a professional or licensed landscape architect and shall depict required landscaping including one 24-inch box tree for every four parking spaces provided.
- i. Trash Enclosure. The required trash bin shall be enclosed by a five or six foot high decorative wall and must have solid doors.

j. Pedestrian Character.

- (1) To encourage the continuity of retail sales and services, at least 50 percent of the total width of the building's ground parallel to and facing the commercial street shall be devoted to entrances, show windows, or other displays which are of interest to pedestrians.
- (2) Clear, untinted glass shall be used at and near the street level to allow maximum visual interaction between sidewalk areas and the interior of buildings. Mirrored, highly reflective glass or densely-tinted glass shall not be used except as an architectural or decorative accent.
- (3) Walk-up facilities shall be recessed and provide adequate queuing space to avoid interruption of the pedestrian flow.
- (4) Not more than 30 feet of the commercial frontage shall be devoted to parking access and no customer drive-through facilities shall be permitted.
- (5) A minimum of 50 percent of the building frontage above the first story shall be differentiated by recessed windows, balconies, offset planes, or other architectural details which provide dimensional relief.

k. Roof Design. New buildings or additions shall incorporate varying roof designs and types, with a minimum of 50 percent of the roof elevation in tile.

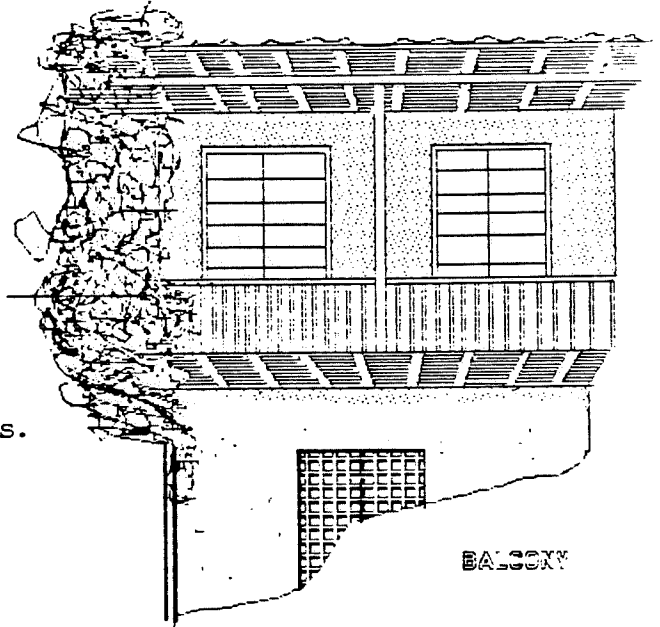
l. Paving Material. Pedestrian circulation areas and driveway entrances shall be developed with alternate paving materials such as tile, or other patterns.

m. Wall Finish. In order to preserve and enhance a Mediterranean environment on Lake Avenue, building walls shall be constructed of

stucco or brick as primary materials.

n. Architectural Elements. Buildings must incorporate at least five of the following architectural elements and desirable uses:

- Arcades.
- Arches.
- Awnings.
- Balconies.
- Bay windows.
- Colonnades.
- Courtyards.
- Decorative exterior stairs.
- Decorative iron fence.
- Decorative iron grilles.
- Outdoor dining.
- Plazas.
- Recessed upper floor loggias or pergolas.
- Tile or masonry fountains.



o. Historical Preservation. The design standards and zone specific development standards listed above do not apply to the following structures which have been found to be of historic or architectural significance. Any expansion, addition, alteration or demolition of these buildings must be reviewed by the County of Los Angeles Historical Landmarks and Records Commission and the Altadena Heritage prior to issuance of a director's review.

(1) 1849-1879 Lake Avenue: **Saint Elizabeth's Catholic Church.** Map book 5848, page 1, parcels 8, 10, 11 and 15. Map 1 Altadena, all of lot 30.

(2) 2184 Lake Avenue: **Elliot School.** Map 5845, page 9, lots 1-14

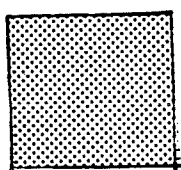
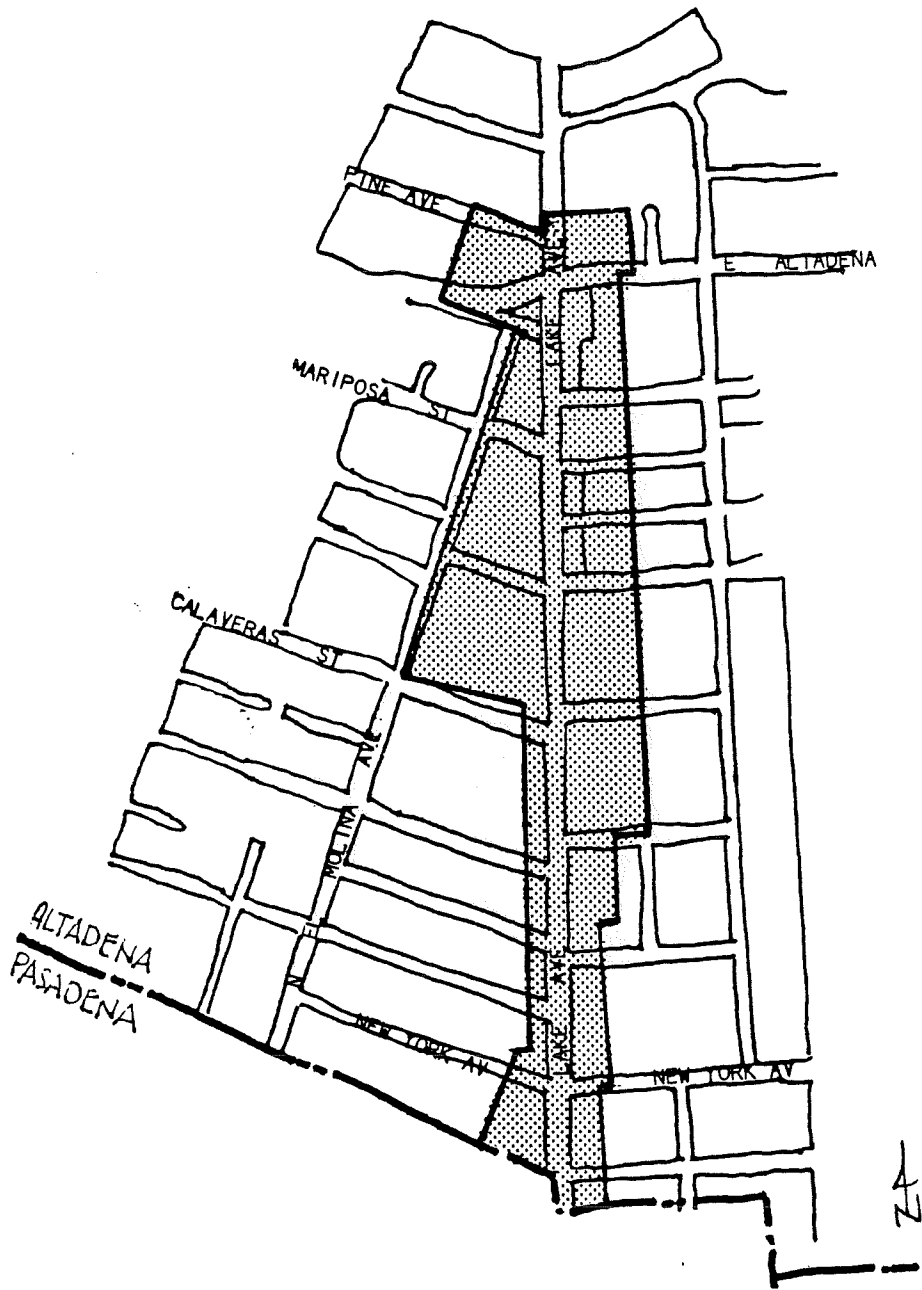
of Lake Avenue Heights and lot 900 a portion of Grogan Tract.

- (3) 2245 Lake Avenue: **Pacific Electric Substation.** Map book 5845, page 21, parcel 35. Map 1 Altadena, portions of lot 8 and lot 9.
- (4) 2366 Lake Avenue: **Altadena Library.** Map book 5845, page 5, parcel 32. Tract #7832 lots 66, 67, 68 and 69.
- (5) 2416 Lake Avenue: **Cobb Garage.** Map book 5845, page 4, parcel 1. Tract #7832 lots 32 and 33.
- (6) 2455 Lake Avenue, 835-875 Mariposa Street and 2520 and 2526 El Molino Avenue: **Woodbury Building.** Map book 5845, page 17, parcels 10 and 14. Map 1 Altadena, portions of lot 3 and 4.

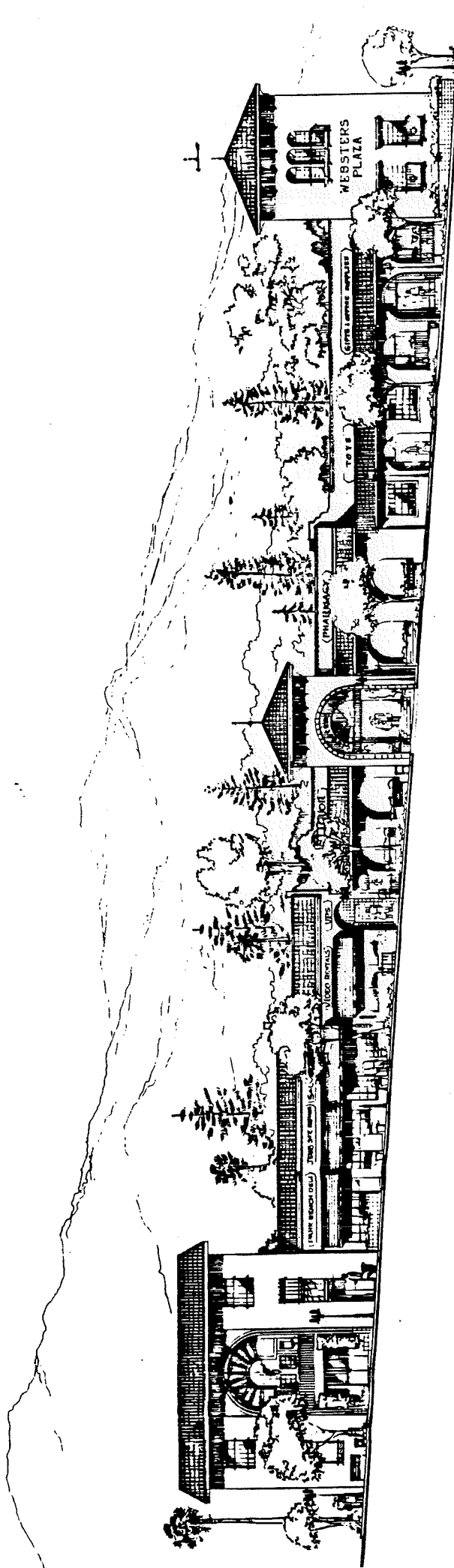
p. Minor Variations. Under exceptional circumstances, the DRP may permit minor variations from the standards specified in this Ordinance. In order to permit such variations, the applicant must demonstrate in writing through the Director's Review procedure that:

- (1) The application of certain provisions of these standards would result in practical difficulties or unnecessary hardships inconsistent with the goals of the Community Plan;
- (2) There are exceptional circumstances or conditions applicable to the property or to the intended development of the property which do not apply generally to other properties in the Altadena area;
- (3) Permitting a variation will not be materially detrimental to property or improvements in the area; and,
- (4) Permitting a variation will not be contrary to the goals of the Community Plan.

EXHIBIT "A"



LAKE AVENUE BUSINESS DISTRICT



PROPOSED DESIGN FOR
ALTADENA CENTER VILLAGE

