

# The Downtown Lomita Design Manual

## 2019 Updates

City of Lomita, July 2019



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# Introduction

This design manual is intended to serve as a guide for new buildings and the conservation, adaptive re-use, and enhancement of existing buildings and streetscapes within Downtown Lomita. The primary focus is to meet the needs of the many users: property owners, merchants, and customers; architects, designers, and building contractors; vendors and craftsmen; the City of Lomita staff; and other interested persons and organizations in the community. Each of these interests has a vital and interrelated role to play in successfully enriching the Downtown and enhancing its pedestrian atmosphere.

Emphasis is placed on practical guidelines for the restoration and rehabilitation of those buildings and storefronts which can contribute to the distinct character of the Downtown. Recognizing that new infill construction and selective replacement of existing structures may occur, guidelines for new construction are included as well. Such new construction, when reflecting context-sensitive design, unquestionably will contribute an additional dimension and important vitality to the existing historical character of the Downtown.

The design guidelines in this manual are illustrative rather than prescriptive. They cannot attempt to prescribe ways to handle every type of new construction or alteration to the existing structures. They do, however, provide the City with a common framework for reviewing submissions and attaching design conditions, if any, to project approvals.



Existing conditions in Downtown Lomita



Historic Downtown Lomita

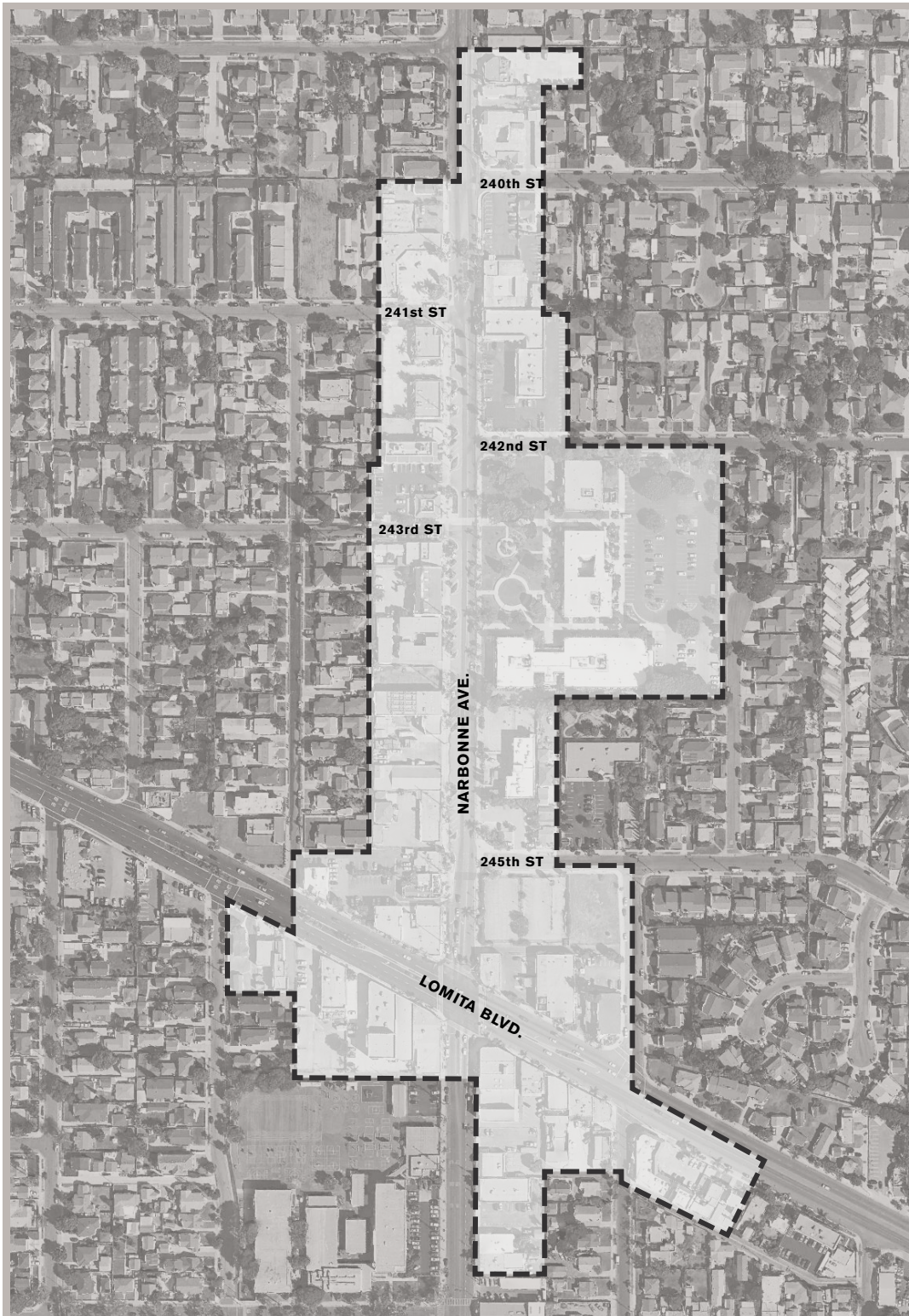
This design guidelines manual is organized into five sections. The manual first looks at how new construction and significant remodels can or cannot fit into the existing historic context of Downtown. This section is entitled Site Plan and Massing Guidelines. Since the Narbonne Avenue/Lomita Boulevard facades are critical to maintaining a downtown character, the guidelines for Facade Design are provided next. The next section, Storefront Design, addresses specific elements of the storefront as well as other elements of the structure. Guidelines are provided to establish a continuity of quality and architectural proportion, as well as variety in design.

One of the most prominent elements of the Downtown Lomita street scene is signs. The regulatory aspects of signage are controlled on a citywide basis by the municipal zoning code. The Sign Guidelines section is provided to establish signage design standards and criteria which will enhance the visual image of the district and actually assist merchants in presenting their stores to the public.

An important element to the vitality of a downtown is an individual's perception of his or her personal safety. The next section, Design for Crime Prevention, outlines the basic concepts behind "CPTED", the practice of Crime Prevention through Environmental Design.

# Study Area

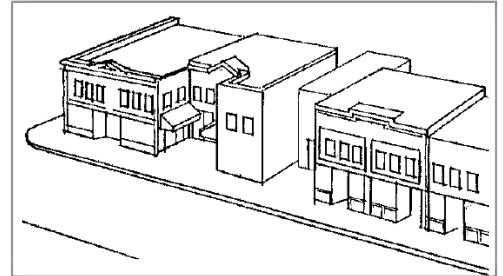
The Downtown Lomita Design Guidelines apply to storefront areas primarily located contiguous to Narbonne Avenue between the north city limits and 247<sup>th</sup> Street, and Lomita Boulevard between Moon Avenue / Alliene Avenue and Woodward Avenue, as illustrated on the map below.



# Site Plan and Massing for New Construction and Significant Remodels

## Overview

- Site Planning and Massing establish the underlying characteristics of a human-scaled, pedestrian-oriented downtown.
- New buildings and significant remodels must relate harmoniously to the surrounding context, with a particular emphasis placed on how buildings relate to the street to maintain Downtown Lomita's walkable charm.
- The evaluation of conformance with the guidelines in this section will primarily be through the review of site plans, building floor plans, and elevations.

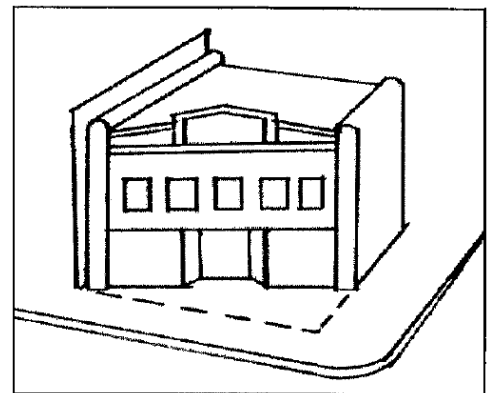


Inconsistent setbacks, and blank walls at street level are inconsistent with traditional storefront design

## Site Planning

### 1. Setbacks and Building Orientation

- A zero foot setback from the property line must be maintained along Narbonne and Lomita Boulevards.
- Buildings located along peripheral streets must be placed parallel along the property line on their major frontage with 100% street coverage to maintain sidewalk continuity and activity. (Notwithstanding the preceding requirement, however, small forecourts, nooks, and recessed entries are encouraged to provide street articulation – see Section 3 Facade Guidelines).
- Buildings located at corners shall have a pedestrian plaza, outdoor seating, or other architectural feature or setback from the intersection. Minimum corner setback shall be 10 feet from the property line.
- Above the third floor or 40 feet, whichever is lower, there shall be a step back from the front property line by a minimum of 6 feet.
- Drive approaches shall be located on side streets or alleys with all parking located to the rear of the building. Where not feasible, all drive approaches taking access from Lomita Blvd and Narbonne Ave. must be minimized and integrated with the overall building site.



Corner buildings setback from intersection encourage pedestrian movement

## 2. Active Street Wall

- Major pedestrian access for all buildings shall be oriented to the street along Narbonne Ave. and Lomita Blvd. In addition to retail storefronts, office, residential, and entries to other uses must be accessed from a street facing lobby rather than rear entries.
- New buildings must have ground floor spaces with a minimum usable depth from the property line of 30 feet to facilitate commercial viability.



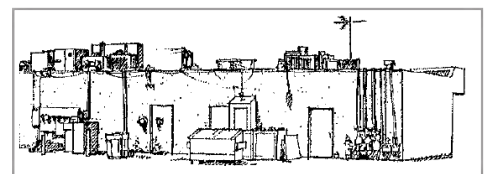
Mixed-use buildings with ground floor retail create vibrant streets

## 3. Mechanical Equipment, Utilities, and Refuse

- To the greatest extent feasible, all new utility equipment such as transformers, switch gear, meters, backflow preventers, and water service shall be located underground or to the rear or sides of buildings, to avoid interfering with the buildings' street facade and from disrupting the sidewalk area.
- Utility equipment shall be screened from view where possible by fencing and landscaping.
- All rooftop equipment shall be screened and not visible from public view.
- Trash cans, dumpsters, and other refuse containers shall be screened from public view or integrated within the building's architecture. Regular maintenance is of paramount importance.
- All screening shall be architecturally integrated with the building design in terms of material, color, shape, and size.
- Building screening shall be accomplished by primary building elements (i.e. parapet wall) instead of after-the-fact add-on screening.
- Mechanical equipment located above door transoms is not permitted.
- Any existing exterior plumbing, electrical lines, or other utilities on any facade in public view shall be relocated or enclosed.
- Unsightly electrical service entries shall be relocated or rehabilitated.



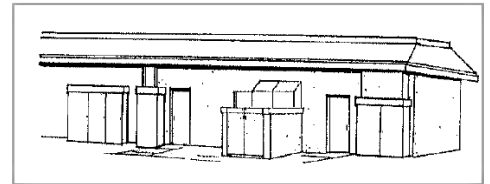
Building entrances oriented towards the street reinforce a vibrant street wall



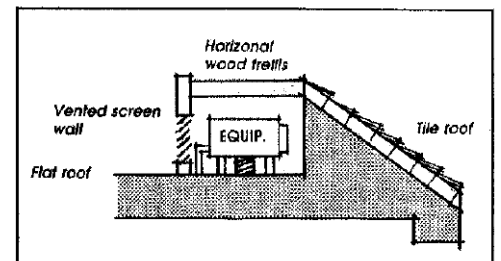
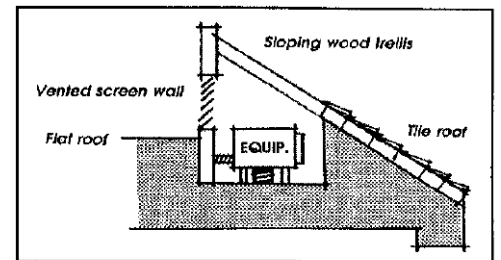
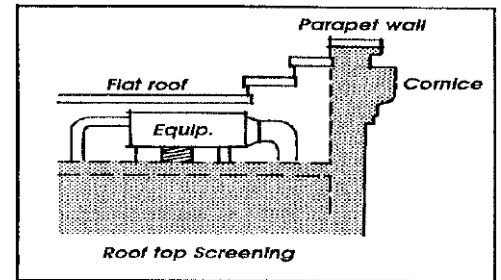
Unscreened equipment and utility meters are prohibited



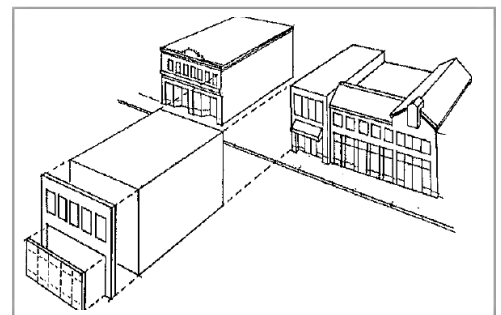
- To the greatest extent feasible, locate air conditioning units on roof areas behind parapet walls; in narrow light wells; or in other areas of buildings not affording visual access to the pedestrian or occupant.
- Mechanical equipment for automatic retractable interior security grilles shall be concealed. Concealment of mechanical appurtenances can be accomplished by placement under an awning (when available) or enclosed by a housing that is appropriate to the building's architecture and color.



Screened equipment and utility meters can be incorporated into the building's structure



Roof top screening of mechanical equipment



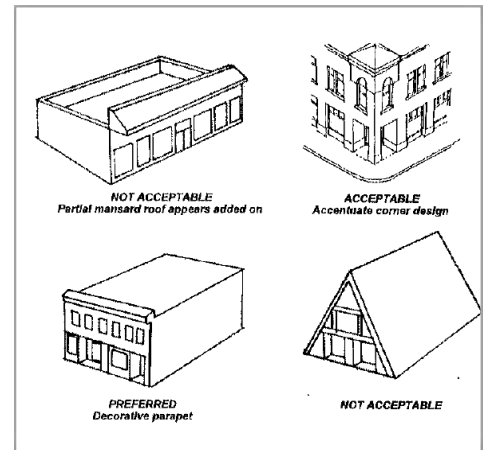
New infill should reflect the established rhythm and scale of adjacent structures

## Massing

1. New and remodeled one story buildings shall have a minimum height of 20 feet to the top of the parapet.
2. New multi-story buildings shall have a minimum first floor height of 15 feet as measured from the exterior front elevation.
3. New multi-story buildings and remodels may be taller than adjacent structures (as permitted within the D-C Ordinance and Mixed-use overlay), but must include a reference to the scale of adjacent buildings in the form of transitional step-backs or a datum referencing adjacent structures (see Facade Guidelines).
4. Rhythm and Proportion of New Infill Buildings
  - New infill buildings shall maintain the characteristic proportion, common horizontal elements, and spacing of the window and door openings of those properties adjacent.
  - An infill building with a facade width greater than 25 feet shall maintain the existing characteristic of the facades on the street, with the introduction of a "structural bay". Structural bays shall be "broken" by: (1) vertical and horizontal articulation; (2) breaks in the surfaces of the wall itself; (3) the location of window and door openings; and/or (4) the location of appropriate balconies, awnings, and canopies. The characteristic proportion (relationship of height to width) of existing facades must be respected.

5. The roof form must be designed in conjunction with mass and facade to create a consistent and integrated composition.

- Roofs should be flat; however, decorative pediments may be sloped and extend above the roofline.
- Roof lines of adjacent buildings shall be considered to avoid clashes in scale, style, and materials.
- Mansard roofs and “radical” roof pitches that create overly prominent or out-of-character are not permitted.



Flat roof lines with decorative pediments are preferred

# Facade Guidelines for New Construction and Significant Remodels

## Overview

New construction and significant remodels are to be context-sensitive and aligned with the character of adjacent buildings in Downtown Lomita. This section covers three areas: Building Facades and Architecture, Lighting, and Facade Rehabilitation and Replacement.

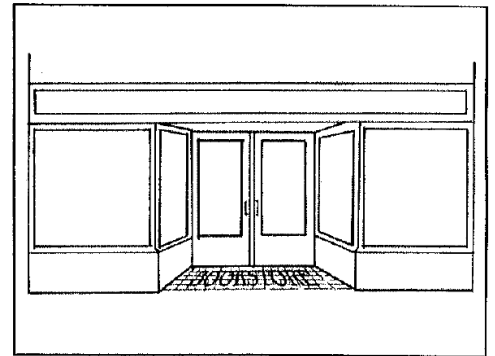
## Building Facades and Architecture

### 1. Entrances

- Small Forecourts, recesses, and nooks are encouraged around entries in new and remodeled construction. The dimensions of these should be proportional to the overall facade with a maximum depth of 10 feet. (See additional requirements in Storefront Design).
- Lobbies for office, residential, or other uses must be integrated into the storefront and contribute to a harmonious, active ground plane.
- Rear entrances are discouraged, but if they are included, their visual character should not compete with the primary entrance.

### 2. Ground Floor Window Requirements

- The ground floor shall be activated with storefront windows at a minimum of 75% along the street length of the building.
- Ground floor storefront windows shall maintain the existing range of height on the street of ten feet to twelve feet high.
- See the Storefront Design section for more inclusive guidelines.



Small recesses and nooks are encouraged

### 3. Upper Floor Windows

- Upper floor windows should read as punched openings within a more solid surface.
- Upper floor windows should be more proportionally rectangular, with an approximate ratio of height to width of 1.5 to 1.

### 4. Facade Color

- Colors should help to visually relate facades and building elements to each other. The colors chosen for any facade should relate to the overall block as a whole.
- No more than three colors shall be used on any given facade. This includes any “natural” colors such as unpainted brick or stone.
- Colors can vary from ground floor to upper floors to help bring attention to the pedestrian experience.

### 5. Building Material Palette

- Building materials to be used on new buildings in the Downtown are to be complimentary with the materials used on significant adjacent buildings. Where new additions and remodels to buildings occur, the materials used should be compatible with non-“modernized” existing surrounding buildings. A brief list of the primary recommended building materials for infill construction is included as follows:



Building materials should complement adjacent structures

## Recommended Materials for Frontages

### A. Building Walls

- Clear glass (window areas)
- Concrete or exterior plaster (lightly troweled or sand finish)
- Shiplap or clapboard wood or cement board siding
- New or used face brick
- Cut or carved stone, precast concrete

### B. Decorative Details

- Terra cotta tile cladding
- Ceramic tile (for entries, bulkheads, and piers)
- Stucco (smooth troweled or light sand finish)
- Terrazzo (for entries, bulkheads, and piers)

### C. Roofs (where visible)

- Precast cornice and terracotta-style detail at top of parapet
- Flat concrete or clay tiles
- Asphalt materials

### D. Fences/Walls/Gates

- Brick
- Stone
- Block with stucco veneer (smooth troweled or light sand finish) with cornice, pilasters, and cap
- Wood trellis
- Decorative wrought iron

## Non-Permitted Materials for Frontages

### A. Building Walls

- Highly reflective or opaque glass
- Imitation stone or flagstone parquet
- Rough sawn or “rustic” wood paneling
- Exposed plywood paneling
- “New” used brick
- Heavily textured stucco

### B. Roofs (where visible)

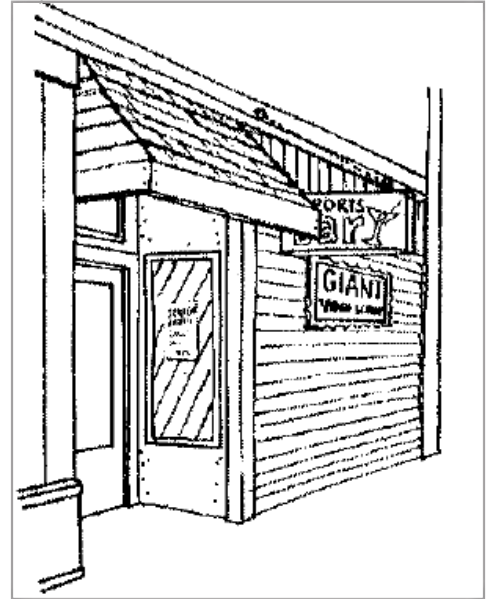
- Exposed corrugated metal or plastic
- Cedar shake
- Brightly colored

### C. Fences/Walls/Gates

- Unpainted, plain concrete block
- Chain link or “cyclone” fences
- Rough sawn or natural wood

## Lighting

- Exterior lights that are part of a building facade shall provide adequate lighting levels and be designed to satisfy functional needs and complement the architectural style of the building.
- Storefronts with a deep threshold shall install a light into the ceiling of this area to illuminate building entrances.
- Rear security lighting shall be provided with a minimum 1.5 foot candles per square foot. The level of lighting shall be measured at ground level and should not adversely impact neighboring residences.



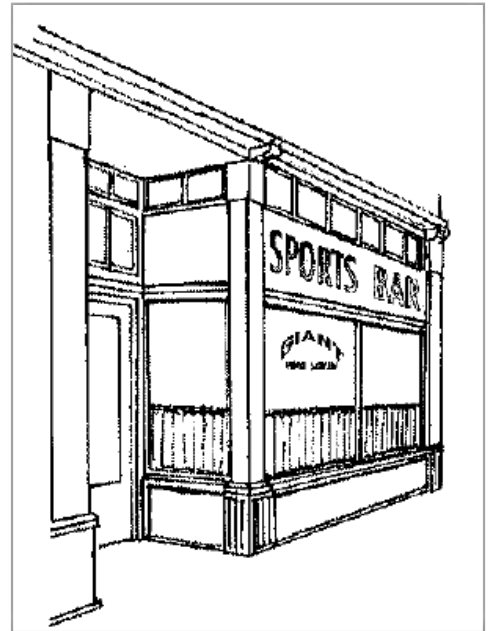
Covered up facade

## Facade and Storefront Rehabilitation

Considering Downtown Lomita has a richly varied architectural vocabulary, the facade rehabilitation guidelines that follow are written to allow flexibility of choice within basic design criteria. Their purpose is to promote diversity of design choices for “adding to” or modifying an existing structure. To the extent possible, compare the existing facade of a building with that shown in an old drawing or photograph. Contemporary designs can create a distinguishing identity for a building’s facade as long as the contemporary design is compatible with the historic design integrity and proportions of the building as a whole (i.e. bulkheads, transom windows, recessed entries, full display windows).

## Window Replacement

If a window has deteriorated beyond repair or is missing, the replacement shall match the original window. If a suitable replacement cannot be found, the new window shall be consistent with the window requirements in the Storefront Design section.



Uncovered original facade

## Door Replacement

If a door has deteriorated beyond repair or requires replacement, the replacement shall match the original door. If a suitable replacement cannot be found, the new door shall be consistent with the door requirements in the Storefront Design section.

## Removal of Elements Inconsistent with Original Facade

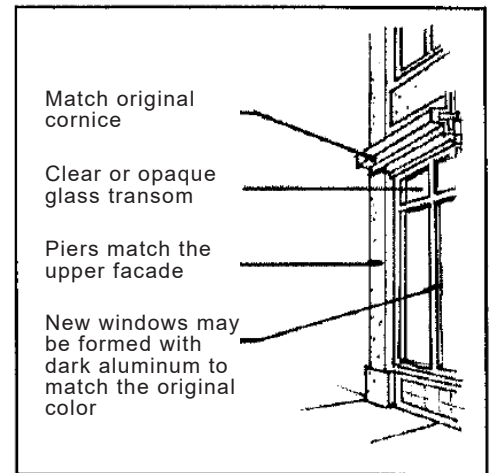
Existing building elements incompatible with the original facade design of the building should be removed. Any “added on” modernization or aluminum grille addition should be removed to reveal the original facades. These should be removed in nearly every facade improvement attempt. The facade can then be remodeled or restored to reflect its original appearance. The remodeling / restoration effort should stress the conservation of the unique stylistic features of the original building.

## Preserve Traditional Decoration

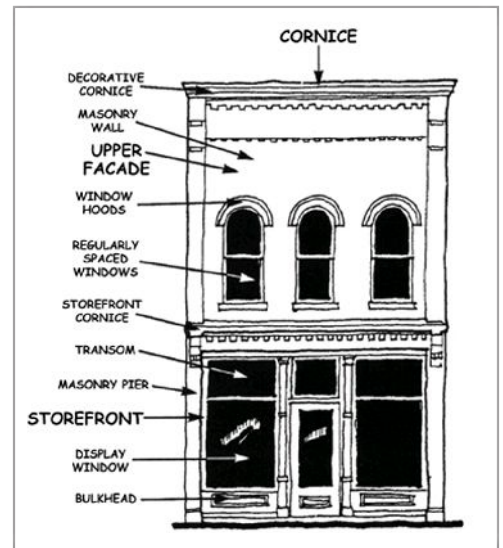
All existing historic decoration should be preserved. It reinforces the traditional character of the Lomita Downtown and adds a richness of detail which is often irreplaceable at today’s costs. At the same time, the details of the decoration lend a unique character to individual buildings and to the Downtown as a whole.

## Selection of Building Materials

Contemporary materials which have characteristics similar to traditional materials can be appropriately used in facade rehabilitation. In general, materials such as brick veneer of a color which enhances the traditional character of the facade should be employed. Their profile should be similar to the profile of the traditional materials they replace. High gloss materials such as opaque glass and porcelain enamel should be used only within the storefront opening. Materials such as cedar shakes, textured plywood, stone veneer, stucco veneer, vinyl, and fiberglass are not appropriate for use on traditional facades.



Replacement of original facade materials should match original details



Traditional facade components

# Storefront Design

## Overview

Although the storefront facade is only one of the architectural features of the entire building, it is the most important visual element. The storefront traditionally experiences the greatest amount of change during a building's life, and holds the most potential for creative alterations affecting both the character of the building and the streetscape. Once inappropriate (modernized) additions are removed, the storefront's original design may be the best guideline for any new alterations. Historically, the traditional "Main Street" storefront has limited decorative elements. Emphasis is placed on the display windows and their contents to entice customers into the business. The rest of the storefront is typically designed in a simple manner, in order to not compete with the storefront.

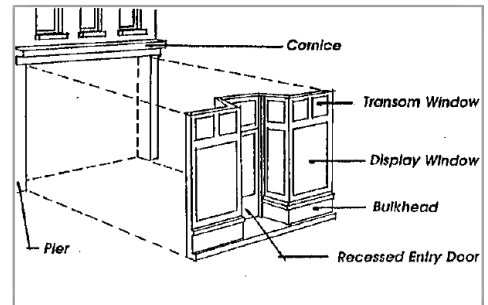
In an effort to preserve and revitalize Downtown Lomita storefront designs on existing structures and promote quality design for new infill buildings, the following specific storefront guidelines are presented.

## Entries

- Recessed entries should be retained and are encouraged in new or rehabilitated storefront construction.
- Traditional recessed entries feature chamfered or angled window walls that invite sidewalk pedestrians to explore the space.
- Entry flooring usually contains enhanced paving and detail.
- If the ceiling inside the structure has been lowered, the ceiling should be sloped up by 2-3 feet to meet the transom, allowing light to penetrate the interior of the building.

## Storefronts

- Traditional storefronts feature display windows, transom windows, entry doors, and bulkheads (see diagram). Traditional storefronts also can feature a fascia above the storefront for signage and a cornice or other detail to separate the lower level facade from upper level uses.



Traditional storefront features



- Traditional storefronts typically use enhanced materials on bulkheads and piers separating the stores or structural bays. Appropriate materials for these elements include painted wood or composite board, tile, brick, and smooth plaster.
- New storefronts should interpret traditional features in innovative ways.

## Windows

Windows create a visual rhythm of building openings, as well as provide views into the interior. The primary function of storefront glass should be to encourage visibility to interior display areas or building interiors.

The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style of the building. When considering new window fenestration, it is important to relate the proposed design to adjacent buildings. Specific design criteria related to window treatments include the following:

- Use clear glass (maximum light transmission based on energy codes) on the first floor. Using iron-free glass which improves visibility into stores is highly encouraged. Tinted glass allowing a minimum of 50 percent light transmission may be considered only for use in second floor windows. The use of reflective glass is prohibited.
- Window frame material shall be wood or steel. If aluminum storefront is used it should be dark anodized or powder coated. Vinyl or fiberglass windows at street level are prohibited.
- Storefront windows should be as large as possible, but no closer than 6 inches to the ground. Maximum bulkhead heights for new construction should be 30 inches. Bulkheads should be finished and not exposed concrete. By limiting the bulkhead height, the visibility of the storefront display and retail interior is maximized.
- Storefront windows should create visual interest – divided lights, and sliding and rolling doors that connect interiors with the sidewalk are encouraged.
- Permanent painted window signs are encouraged on first floor windows, limited to 25% of the window area.
- Mechanical grilles and vents must be coordinated with all storefront designs. Air conditioning units placed in front of windows are not permitted.



New storefront within a traditional context



Window framing must be made of wood or steel

## Doors

Many of the storefront entrances in Downtown Lomita are comprised of standard aluminum and glass doors. In any renovation effort, doors should be selected to harmonize with the building facade. Traditionally, the storefront door was more than just a door. Tall and stately in proportion, its design reflected its commercial importance. Its wood and glass construction made it substantial and inviting to the customer. Other storefront doors (usually leading to upper floors) were similar in appearance but less impressive than the main entry door.

The storefront entry should play a similar role today. The customer should be invited into the store by a pleasant entry. Six general concepts that guide the design of doors include the following:

- In new and remodeled buildings, doors shall be a minimum of eight feet high. Transom window lights above the door should be created or maintained.
- Roll-up or sliding doors that connect the sidewalk and interior spaces are strongly encouraged.
- Street level doors must maintain a glazed window element and not be solid.
- Doors should have enhanced materials and hardware to create a pleasing experience on the sidewalk. Preferred materials include wood (painted or stained) or steel. Standard aluminum entry doors are discouraged.



Retail visibility is improved with low bulkhead heights



Tall and transparent doors contribute to an inviting storefront

## Security

- Storefront security should be enhanced through the utilization of shatter-resistant, high-security glass.
- Electronic security systems are recommended.
- The use of exterior, scissor-style security grilles is not permitted. Any utilization of interior scissor grilles shall be concealed from public view when not in use by retracting the grilles into casings that are in proportion and scale with the building's architecture.
- Exposed permanent security bars (defined as those clearly visible and fixed to windows or the facade) and roll-up metal security doors at the building face are prohibited. Security grilles must be placed at least 4 feet behind storefront windows.

- Window signage shall not occupy more than 25% of any individual window area and shall be placed to maintain a clear and unobstructed view of the interior of the business establishment from the sidewalk.

## Awnings

Awnings play a significant role in encouraging pedestrian traffic throughout the year. Awnings protect a pedestrian on the sidewalk from extremes of sun and weather, and also contribute accent color, pattern, and signage to the streetscape. Awnings can be retractable or fixed in one position. They can be made in almost any shape or profile. The most appropriate awnings are made from weather treated canvas and are available in many traditional colors and striped patterns.

The awning can play a special role in bringing visual harmony to the Narbonne Avenue or Lomita Boulevard corridor. The careful addition of an appropriate awning can create a pleasant transition between upper and lower floors. In such cases, the color and pattern of the awning should be carefully chosen to tie the two basic facade portions together.

The following awning guidelines should be consulted when constructing or rehabilitating structures located within the Lomita Downtown:

- Where the facade is divided into distinct bays or sections by vertical architectural elements, awnings should be placed within the width of the bay or section feature rather than extending between and overlapping them. The awning design should respond to the scale, proportion, and rhythm created by these elements.
- Minimum height of awnings shall be 8 feet as measured from the bottom of the awning to the sidewalk and shall not extend outwardly more than 6 feet from the face of the structure. (The 6 foot dimension should be diminished when tree plantings and other obstacles dictate.)
- Awnings shall be weather-treated canvas over steel frames. New aluminum awnings or canopies are not permitted.
- The highest point of a first-floor awning shall not exceed the midpoint of space created between the second story window sill (or parapet for a single story building) and the top of the first floor storefront

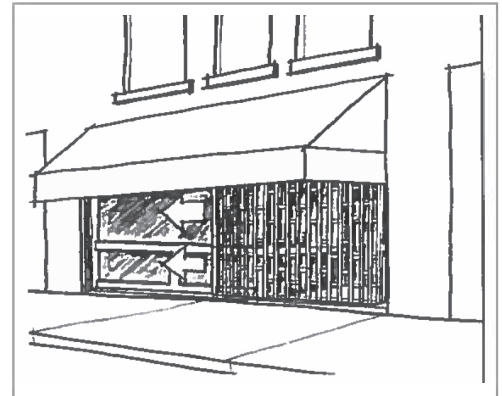
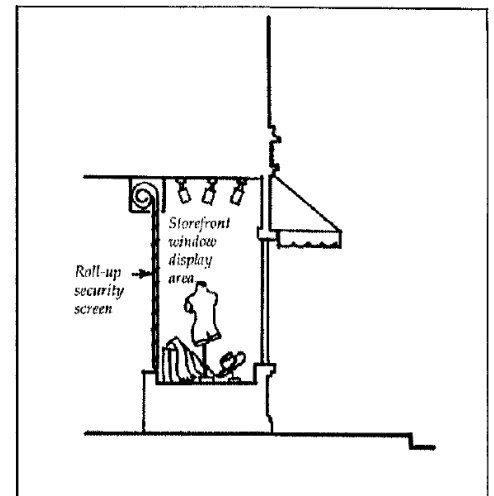


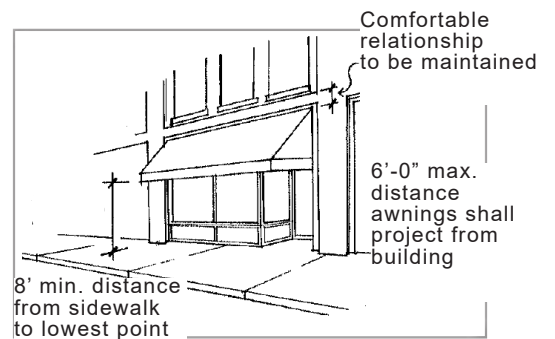
Illustration of exterior security grilles that are not permitted



Roll up security screens must be located behind storefront windows

window. The awning location shall leave a comfortable space between awning and architecture elements that comprise the building.

- Care should be taken so that awnings do not obstruct views to adjacent businesses.
- Awning shape shall relate to window/door openings. Barrel-shaped awnings shall be used to complement arched windows, while square awnings shall be used on rectangular windows.
- Awnings may be dropped straight down from ends of canopies or in archways, thereby allowing more shade and sign area.
- Awnings shall be well maintained, washed regularly, and replaced when faded or torn.
- When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form. In order to differentiate the individual businesses found within the building, simple signs on the valance may vary in type style and color.



Awnings encourage year-round pedestrian traffic

## Canopies

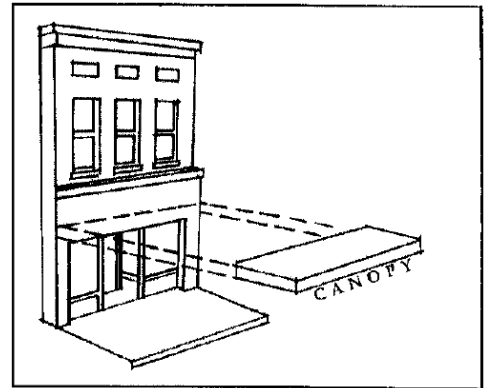
Canopies serve a similar function to awnings. A canopy is usually permanently affixed to the building, flat, and made out of solid materials versus canvas or vinyl. The design criteria for canopies are similar to those of awnings. They are as follows:

- Canopies shall reflect the character of the building, particularly in material and color selection.
- The highest point of a canopy or its superstructure shall not be higher than the midpoint of the space located between the second story window sill, or parapet for a single story, and the top of the first floor storefront window. The purpose of this requirement is to leave a comfortable space between the top of the canopy and the window, trim, and other architectural elements.
- Canopies are permitted to shelter openings at the bottom floor only.
- Minimum height of a canopy or a sign hung from a canopy shall be 8 feet from the lowest canopy/sign point to the sidewalk.
- Adding a brow canopy to an existing building which is visually incompatible to a canopy form is not permitted.

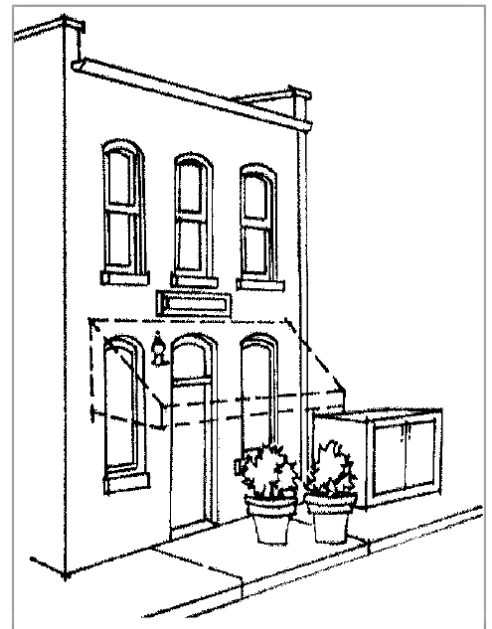
## Rear Entrances

The design of a rear entrance, including identification signage, should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to formal facades. In this context, a refined or grand design can look out of place. Rather, the design should be pleasant, incorporating architectural elements from the front facade, but simple in detail. Specific design criteria related to rear entrances includes the following:

- Signs should be modestly scaled to fit the casual visual character of the rear parking area.
- A canvas awning can soften rear facades and provide a pleasant protected entrance space.
- The rear entry door should be wood and glass or similar to the front door. Security hardware on the inside of the door is acceptable.



Canopies must reflect the building's character



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

# Signage

## Overview

Downtown Lomita, through facade improvements, will offer an exciting variety of building types, architectural styles, materials and well-crafted details that form a distinctive, memorable context for individual businesses. Thus, large signs are not only out of scale here, they also overwhelm the very architectural features that will make the small downtown a special place.

When carefully planned, signs communicate essential information while ordering and enhancing the architectural character of downtown. A sign's use of color, its size, shape, placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- Be compatible with the surrounding physical and visual character of the area.
- Promote the “individuality” of establishments.
- Identify the business clearly and attractively.
- Reduce the amount of visual clutter caused by excessive and poorly placed signage.

All signs within the boundaries of Downtown Lomita are to be designed utilizing these Design Guidelines. These guidelines are in addition to any other requirements of the City of Lomita for regulating signs. If there is a conflict between the requirements of the guidelines and the Zoning Code, the more restrictive of the requirements shall prevail.

## Preferred Sign Types

While many sign types are permitted in Downtown, the following sign types are preferred:

- Wall-mounted signs at upper portion of the first story. Individually mounted channel letters are encouraged. Exposed raceways are prohibited.
- Awning signs (restricted to valance or end flap).
- Projecting or hanging signs.
- Building address numbers.
- Marquee signs for civic, movie and theater uses.



Simple signage painted directly on the storefront

- Civic and community signage
- Murals and supergraphics (painted on a wall surface) not advertising a business.
- Permanent painted window signs on first floor windows limited to 25% of the window area.
- Building signs at rear entrances when rear customer entries exist.
- Signs made of carved or sandblasted wood.
- Portable A-frame signs.

## Discouraged Sign Types

- Internally illuminated can signs with light colored / translucent background / field.
- Any signs above the first story (except window signs), unless advertising a business located above the first story.
- Paper, cloth, or plastic streamers and bunting – except holiday decorations.
- Statues used for advertising.
- Traffic sign replicas.
- Vehicle signs attached to vehicles parked to advertise a nearby business.
- Swinging signs.
- Internally-illuminated or backlit awnings.



Projecting signs can advertise a business with its form

# General Design Guidelines for Signs

## Clear Sign Message

- Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is more attractive.
- Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.
- Lettering should be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third ( $1/3$ ) to one-half ( $1/2$ ) the height of the sign.
- Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.
- Use widely-recognized logos rather than print/ text whenever possible.
- Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.

## Sign Architectural Compatibility

- Signs should make a positive contribution to the general appearance of the street and the character of the neighborhood in which they are located.
- Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure and should not overwhelm the architecture of the building.



- Place wall signs to establish facade rhythm, scale, and proportion where facade rhythm does not exist. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- As an alternative to an attached sign, lettering may be painted directly on the building facade. This method resembles a wooden or metal band but does not require the introduction of another material.



Hanging signs can add visual interest to the street

## Awning Signs

Awning signs shall be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.

## Hanging Signs

A hanging sign is a sign suspended from a support that projects from the building wall. Similar to awning signs and banners, a hanging sign can add interest and vitality to a street. Hanging signs can include pictorial images, logos, and symbols.

- The size of a hanging sign should be proportional to the building facade to which it is attached and typically should not exceed ten (10) square feet.
- A hanging sign should be hung perpendicular to and should not project more than four (4) feet from the face of the building.
- To minimize visual clutter, hanging signs should not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.



Awnings should include large, clear lettering identifying the business

The placement of a hanging sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

# Design for Crime Prevention

## Security

Design strategies incorporating safety are based on the practice called Crime Prevention Through Environmental Design or CPTED (pronounced “sep-ted”). There are four principles used in the application of CPTED: Natural Surveillance, Natural Access Control, Territoriality, and Management and Maintenance.

- Natural surveillance: The organization of physical features, activities and people in such a way as to maximize visibility.
- 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.
- Territorial reinforcement: The use of physical attributes that express ownership, such as fences, pavement treatments, art, signage and landscaping.
- Management and Maintenance: The continued use of a space for its intended purpose, which serves as an additional expression of ownership.

## Design Considerations

The following design considerations, as well as many of the preceding guidelines, incorporate CPTED principles and should be considered for any new or rehabilitated commercial development in Lomita.

- Storefront security may be enhanced through the utilization of shatter-resistant laminated high-security glass (or glass-clad polycarbonate windows).
- The use of exterior scissors-style security grilles is not permitted. Any utilization of interior scissors grilles must be concealed from public view when not in use by retracting the grilles into casings which are in proportion and scale with the building’s architecture. However, although they are allowed, the use of interior scissors grilles is discouraged since they communicate a message of high crime and often cannot be integrated visually into the overall design of a building or storefront.

- Permanent security bars (defined as those clearly visible and fixed to windows or the facade) and roll-up metal security doors are not permitted.
- 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 the building entrance.
- 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 facades and entrances.
- Rear security lighting should be provided and maintained at 1½ 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.
- Safety behind buildings should be ensured through the use of: 1) adequate security lighting for parking areas and pedestrian walkways; 2) limited access (through the use of walls, fences, gates, shrubs); 3) signage; 4) introduction of activities that increase surveillance (e.g. rear entrances for commercial businesses); 5) surveillance through windows or with cameras; and 6) ongoing maintenance of storage areas and alleys.



# Streetscape Design

## Introduction

Streetscapes in Downtown Lomita (predominantly Lomita Boulevard and Narbonne Avenue) must be improved if a strong retail business environment is to be maintained and expanded. While individual businesses may improve the aesthetic quality of their buildings, shoppers need to be presented with a comprehensive area-wide revitalization scheme. The need for well-designed, safe commercial environments to attract customers is well documented in cities and towns across the country.

The streetscape design guidelines are a commitment by the City to help bring about revitalization within the Downtown and beyond.

The streetscape design guidelines establish design criteria for improvements within the public rights-of-way. The streetscape guidelines identify and coordinate the public streetscape design elements of special paving, street tree plantings, benches, lighting, and other unique design features. The guidelines will be used as a planning tool for public and private projects in conjunction with the development of public right-of-way adjacent property.

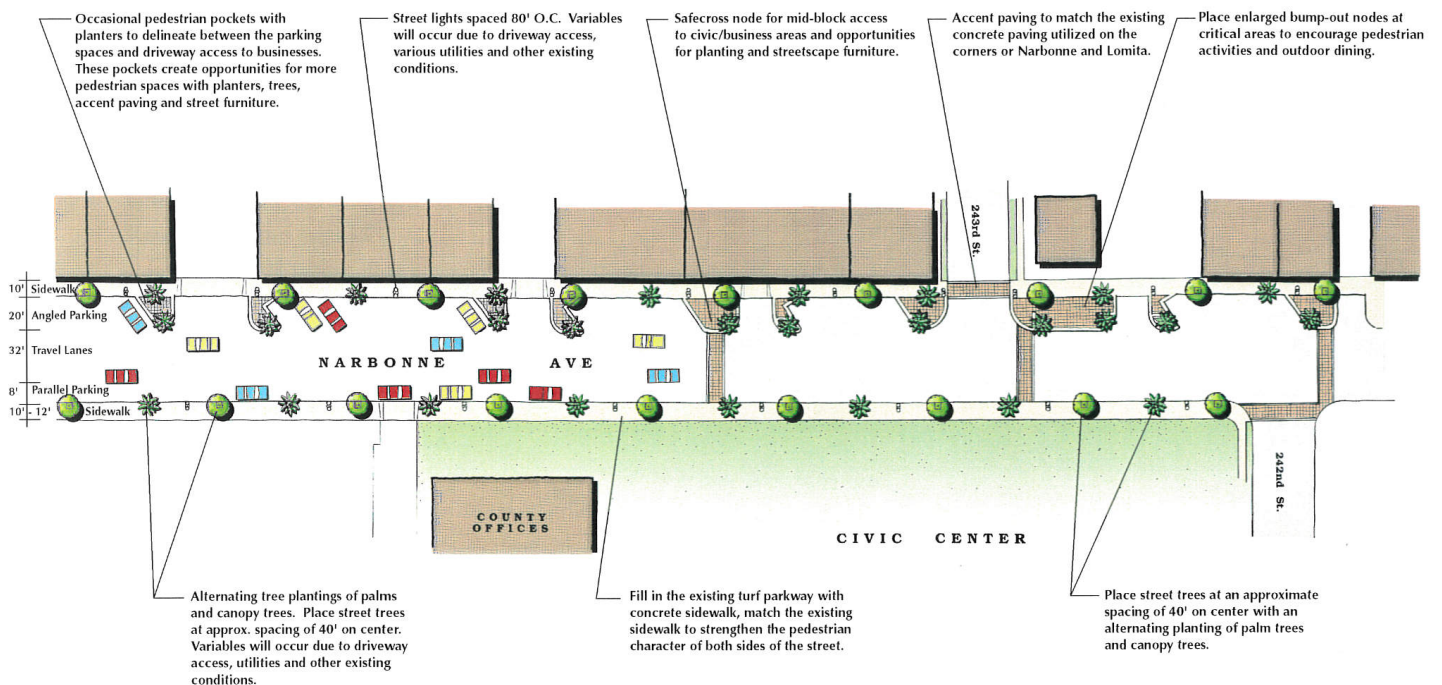
## Image and Identity

A person's mental image of downtown Lomita is formed over time through direct experiences and information gained from personal observations and from other people. Opinions vary among individuals, whether they are residents, merchants, or visitors. An area's image is reflected in the ways people patronize businesses, negotiate traffic, visit the area, or choose a restaurant. Impressions of the area can be measured in objective criteria such as retail sales activity, pedestrian activity, traffic, and assessed valuation. Impressions can also be evaluated in more qualitative or perceptual terms such as distinctiveness, intensity of activity, accessibility and attractiveness.

As described here, image and identity are considered from the perspective of the way people will experience Downtown Lomita, driving through or by it, observing its unique qualities, the character of its storefronts, walking along Narbonne Avenue or through the Civic Center area.

The best commercial districts have three basic visual qualities:

- A clear sense of arrival, through a distinct change in landscape, built areas, or special entrance features.
- A commercial or cultural “heart” which says something about activities, history, commerce or natural features which the community values. In some cities, it is a college campus; in others, an old plaza, a cluster of financial institutions, a shopping street or a historic district. In Lomita, it is the area centered on the historic downtown and the Civic Center.
- A sense of uniqueness. This quality can derive from a single feature, a localized design theme or an event which is held in a special place each year. In Lomita, we hope to create a unique look in the downtown with the use of streetscape furniture with historical character. The following pages illustrate the streetscape design concepts with two streetscape simulations of Narbonne Avenue with the approved streetscape elements in place.



Perceived City entry area; should receive enhancement treatment, consisting of special entry improvements including landscape accent and new City Entry Sign.

Remove curb-adjacent turf parkway in favor of concrete paving with tree wells (and tree grates) in order to widen sidewalk widths and encourage pedestrian flow.

Redesign lane configurations to allow for 45 degree angled parking on the west (south-bound) side of Narbonne Ave.

Create enhanced pedestrian zone by providing occasional planter pockets at parking bump-outs and corner nodes. Remove dead, diseased and non-conforming trees and replace with a consistent program of alternating Palms and Red Cap Gums in the tree wells.

Provide enhanced paving in crosswalks at cross streets to encourage the pedestrian character and safety.

Provide pedestrian bump-out node at mid-block crossing to the Civic Complex.

Discontinue the proposed 45 degree angled parking at the cross street intersection north of Lomita Blvd. to provide for a free right turn lane.

Existing median plantings appear heavy and dense, creating a (non-cohesive) separation between the north side and south side pedestrian store frontages on Lomita Blvd.

Open-up this median planting by replacing it with tall/vertical palms on the median and nose ends, and Red Cap Gums in the middle or wider areas.

Remove diseased, dead and non-conforming tree species; replace with a program of alternating Palms and Red Cap Gums.

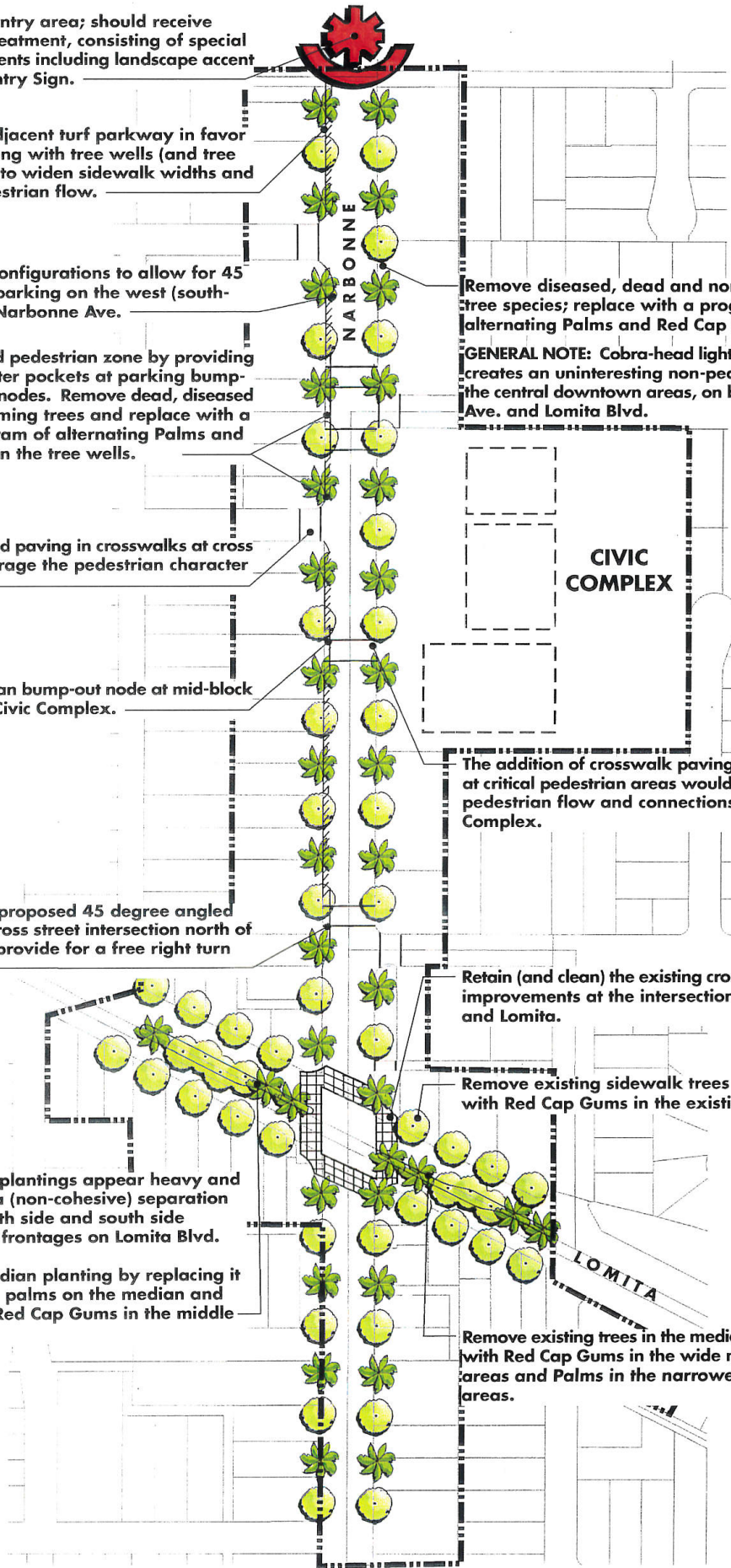
**GENERAL NOTE:** Cobra-head lighting throughout creates an uninteresting non-pedestrian feel to the central downtown areas, on both Narbonne Ave. and Lomita Blvd.

The addition of crosswalk paving enhancement at critical pedestrian areas would create a safer pedestrian flow and connections to the Civic Complex.

Retain (and clean) the existing crosswalk paving improvements at the intersection of Narbonne and Lomita.

Remove existing sidewalk trees and replace with Red Cap Gums in the existing tree wells.

Remove existing trees in the median and replace with Red Cap Gums in the wide middle median areas and Palms in the narrower, nose end areas.



# Streetscape Elements

In order to achieve a distinct and memorable streetscape environment in the Downtown area, it is important to focus improvements in the specific area known as Downtown rather than to spread them over a wide area. Therefore, the components of the streetscape elements should be implemented on Lomita Boulevard from Woodward Avenue to Moon Avenue, and on Narbonne Avenue from 240th Street to 247th Street. The streetscape elements are composed of the following items, as shown on the Street Furniture Palette and individually identified on the pages immediately following the Furniture Palette.

The following page depicts the proposed new streetscape furniture items to be used in the downtown. Following the furniture palette is the Framework Plan Concept followed by the Typical Block Concept and an itemized list of recommendations for streetscape improvements on both Lomita Boulevard and Narbonne Avenue.







Streetscape Design Guidelines



Streetscape Simulation

# Streetscape Improvement Plan Recommendations

## Lomita Boulevard from Woodward to Moon Avenue

- Replace existing cobra head style lighting with a program of double luminaire historic acorn light poles at approximately 60 feet on center.
- Remove existing street trees in sidewalk tree wells and replace with Red Cap Gums, *Eucalyptus erythrocorys*.
- Utilize tree grates where all tree wells/ trees exist to create added pedestrian area to sidewalks.
- Maintain current sidewalk and steam clean on a regular maintenance schedule to enhance the pedestrian experience.
- Maintain and steam clean existing accent paving on the corners and crosswalks of the Lomita/Narbonne intersection.
- Replace existing bus benches with ribbon-style thematic benches. At a minimum, place three benches per block for pedestrian utilization.
- Replace existing trash receptacles with thematic trash receptacles at or near each bench.
- All street furniture; benches, trash receptacles, and signal poles should be a consistent, unifying color; dark teal, similar to or matching Pantone #328.

## Narbonne Avenue from 240th Street to 247th Street

- Reconfigure the traffic lanes to provide for 45° angled parking on the southbound (west) side only from the City limits (opposite 240th Street) to the alley north of Lomita Boulevard and from Lomita Boulevard to 247th Street wherever feasible. Consider popouts and planters to control traffic and parking conflicts at corners, driveways, and midblock crosswalks. Extra length should be given to popout areas at critical pedestrian areas such as existing restaurant frontages and opposite the Civic Center.
- Retain traffic lane and parallel parking on the northbound (east) side of Narbonne Avenue.
- Replace existing cobra head style lighting with a program of double luminaire historic acorn light poles at approximately 60 feet on center.
- Remove dead, diseased, or nonconforming street trees in sidewalk tree wells and replace with a consistent pattern of alternating species; Red Cap Gums and Queen Palms at an approximate spacing of 30 feet on center.
- Utilize tree grates for all sidewalk tree plantings to allow for added pedestrian sidewalk area.
- Maintain existing sidewalk and steam clean on a regular maintenance schedule to enhance the pedestrian experience.
- Add special accent crosswalk paving to match existing at the following locations:
  - a. Across Narbonne Avenue at south intersection of 240th Street.
  - b. Across 241st St. Street at Narbonne Avenue.
  - c. Across Narbonne Avenue at north intersection of 242nd Street.
  - d. Across 242nd Street at Narbonne Avenue.
  - e. Across Narbonne Avenue at north intersection of 243rd Street.
  - f. Across 243rd Street at Narbonne Avenue.

g. Across Narbonne Avenue (mid-block) in front of the Civic Center.

h. Across Narbonne Avenue at north intersection of 245th Street.

i. Across 245th Street at Narbonne Avenue.

j. Across alley /parking access on both sides of Narbonne Avenue just north of the Lomita Boulevard intersection.

- Replace existing bus benches with ribbon style thematic benches. At a minimum, place three benches per block or on average one every 150 feet.
- Replace existing trash receptacles with thematic trash receptacles at or near each bench.
- Signals and signal/light combinations should be replaced with historic thematic poles to match the historic streetlight poles.
- All street furniture; benches, trash receptacles, and signal poles should be a consistent, unifying color: dark teal, similar to or matching Pantone #328.

\*Although not intended as part of this project, it is strongly recommended that the City remove all overhead utility lines and poles and place them underground.