

# INDUSTRIAL CITYWIDE DESIGN GUIDELINES

Heavy Industrial, Limited and Light Industrial,  
Hybrid Industrial & Commercial Manufacturing

Objective 6: Improve the Streetscape Experience by Reducing Visual Clutter



Los Angeles  
Department  
of City Planning

## OBJECTIVE 6:

### Improve the Streetscape Experience by Reducing Visual Clutter

#### Building Signage

- 1 Locate signs where architectural features or details suggest a location, size, or shape for the sign. Place signs so they do not dominate or obscure the architectural elements of the building design.
- 2 Include signage at a height and of a size that is visible to pedestrians and facilitates access to the building entrance.
- 3 Limit the total number of colors used in any one sign. Small accents of several colors make a sign unique and attractive, but competition of many different colors reduces readability.
- 4 Select sign materials that are durable and compatible with the design of the façade on which they are placed.

#### RECOMMENDED



Individually cut lettering visible at a distance and made of durable material

#### NOT RECOMMENDED



Small undifferentiated lettering with weak coloring is illegible at a distance

### Building Signage *(cont.)*

- 5 Limit text on signs to convey the business name or logo. Eliminate words that do not contribute to the basic message of the sign.
- 6 Illuminate signs only to the minimum level required for nighttime readability.
- 7 At large industrial developments, provide maps and signs in public spaces showing connections, destinations, and locations of public facilities such as nearby transit stops.

### RECOMMENDED



- ✓ Multi-tenant monument sign using high quality materials conveying business names and logos only



- ✓ Simple and straightforward signs, using quality individually cut letters with goose-neck lighting fixtures for direct illumination



- ✓ Solidly built permanent monument signs identifying large business complex



## Lighting and Security

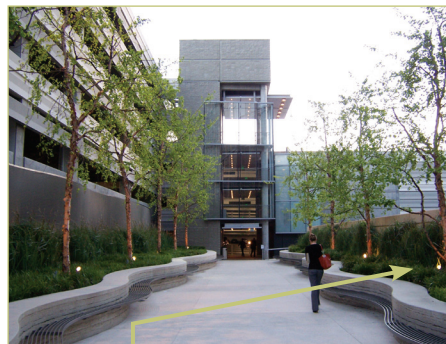
- 1 Use **ornamental lighting** to highlight pedestrian paths and entrances while providing security by including **after-hours lighting** at building entrances.
- 2 Install **lighting fixtures** to accent and complement architectural details. Shielded wall sconces and angled uplighting can be used at night to establish a façade pattern and animate a building's architectural features.
- 3 Utilize adequate, uniform, and glare-free lighting, such as **dark-sky compliant fixtures**, to avoid uneven light distribution, harsh shadows, and light spillage onto adjacent properties.
- 4 Integrate solar powered lighting to increase energy efficiency.

### RECOMMENDED



✓ Well designed, dark-sky compliant fixtures

✓ Entrance lighting



✓ Ornamental lighting for pedestrian path

### NOT RECOMMENDED



No street or building lighting



## Utilities

- 1 Place **utilities** out of the line-of-sight from crosswalks and sidewalks. Utilities such as power lines, transformers, and wireless facilities should be placed underground or on rooftops when appropriately screened by a parapet. Otherwise any mechanical or electrical equipment should be buffered with planting materials in a manner that contributes to the quality of the existing landscaping on the property and the public streetscape.
- 2 Screen any mechanical, electrical, or communications equipment, whether on the roof, side of building, or ground. Solar panels should be integrated wherever practicable.
- 3 Hide trash enclosures within parking garages so that they are not visible to passersby. Screen outdoor stand alone trash enclosures using walls consistent with the architectural character of the main building, and locate them so that they are out of the line-of-sight from crosswalks or sidewalks.
- 4 Locate noise and odor-generating functions so as not to create a nuisance for nearby residents or adjacent neighbors.

### RECOMMENDED



Trash enclosure screened with landscaping and building materials compatible with main building

### NOT RECOMMENDED



Unscreened trash receptacle located in the public right-of-way