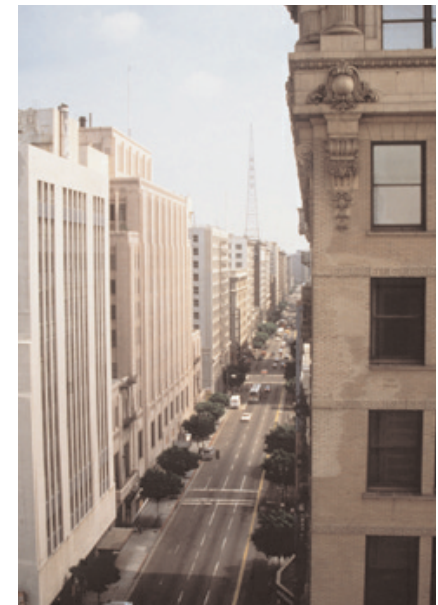


IMPLEMENTATION PLAN



IMPLEMENTATION PLAN

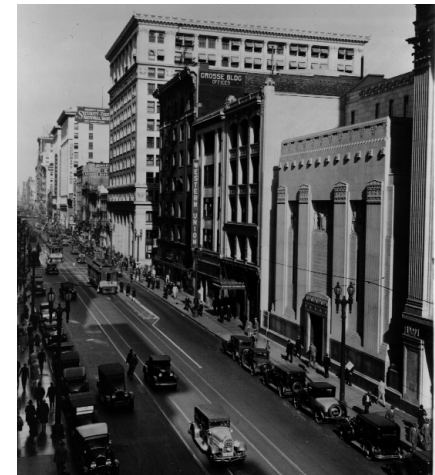
Use of the *Design Guidelines* is voluntary. The partnership of organizations that prepared the document have done so to encourage high-quality design in the Historic Downtown and to protect one of the area's most marketable assets – its historic buildings. The *Design Guidelines* benefit property owners and merchants alike by providing technical assistance with building rehabilitation and maintenance.

For the *Design Guidelines* to be useful and successful, they must be widely adopted by downtown stakeholders as the standard for design and rehabilitation within the area. To develop awareness of and support for use of the *Design Guidelines*, the partnership of the BIDs and the Conservancy will:

- Conduct individual and group meetings with merchants, property owners, developers, etc. to introduce and explain the guidelines;
- Conduct community meetings to educate the public at-large about the *Design Guidelines* and its contents;
- Distribute flyers to stakeholders notifying them about the *Design Guidelines*; and
- Provide written summaries (or the Executive Summary) for distribution at each of the BID offices, the Mayor's office, the Council offices, etc.



The Hill Street Theater, 1919, originally the Pantages, at S. Hill and 7th Streets is now used as a Jewelry Mart at the theater level.



An early 1930s view of Spring Street looking north near 5th Street. The Pacific Stock Exchange in the foreground was constructed in 1929.



The Eastern Columbia Building, located at 849 S. Broadway, is one of Los Angeles' many terra cotta treasures.

The document will be widely available so that building owners, merchants, tenants, designers, and building maintenance teams can easily use it. The goal of the partnership of BIDs and the Conservancy is to:

- Develop a website so the *Design Guidelines* will be available on-line, and link the website to other key websites, including those of:
 - The City of Los Angeles Planning Department;
 - The Community Redevelopment Agency (CRA);
 - The BIDs;
 - The Los Angeles Conservancy; and
 - other Los Angeles downtown area sites.
- Provide copies of the *Design Guidelines* at the offices of the BIDs, Conservancy, Planning Department, CRA, etc.

The most significant benefits of design guidelines are only assured when they are implemented consistently. To urge use of the *Design Guidelines*, the partnership of BIDs and the Conservancy will actively pursue the development and implementation of a range of incentives, possibly including a facade rehabilitation loan or grant program, mortgage guarantees, loan-interest reductions, and / or other programs presented in Appendix Eight of this document. All of these programs would provide some form of support to projects that comply with the *Design Guidelines*.

This document was written and produced by Architectural Resources Group, a San Francisco-based architectural firm specializing in historic preservation, for a consortium client group including the Downtown Center BID, the Fashion District BID, the Historic Core BID, and the Los Angeles Conservancy.



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*Broadway-Spring Arcade
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*Douglas Building
L & R Investment*

*Palace Theater
Gilmore Associates*

*To view the Historic
Downtown Los Angeles
Design Guidelines
on-line at
[www.laconservancy.org/
initiatives/guidelines/shtml](http://www.laconservancy.org/initiatives/guidelines/shtml)*

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