



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT



North Valley Area Planning Commission

Date: December 18, 2014

Time: 4:30 p.m.

Place: Marvin Braude Building
First Floor Conference Room
6262 Van Nuys Boulevard
Van Nuys CA 91401

Public Hearing: October 1, 2014

Appeal Status: Appealable to City Council

Expiration Date:

Multiple Approval: Specific Plan Exception

Case No.: APCNV-2014-3303-SPE

CEQA No.: ENV-2014-3304-CE

Incidental Cases: None

Related Cases: DIR-2009-3195-DRB-SPP;
DIR-2009-3195-DRB-SPP-M1

Council No.: 12 – Hon. Englander

Plan Area: Porter Ranch Land Use/Transportation

Specific Plan: Chatsworth-Porter Ranch

Certified NC: Porter Ranch

GPLU: Community Commercial and Minimum Residential (Lot 22)

Zone: C2-2D

Applicant: John Love, Shapell Properties

Representative: Allen Concepcion
Planning Associates, Inc.

PROJECT LOCATION: 19950 West Rinaldi Street

PROPOSED PROJECT: The installation of a monument sign at the eastern driveway entrance along Rinaldi Street into parking lot of the subject property, the Porter Ranch Medical Plaza. The monument sign, known as Sign No. M-3 in the plans approved under DIR-2009-3195-SPP on February 26, 2010, will be double-sided and will include identification for the Porter Ranch Medical Plaza and several slats for other tenants within the subject property. The sign will be 7'-0" in length and 4'-4" in height. The sign area will be 30.33 square feet per side for a total square feet in area of 60.66 square feet. The proposed monument sign will be the third monument sign installed on the subject property.

REQUESTED ACTION:

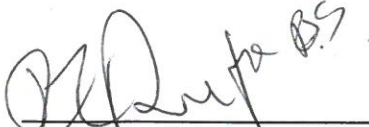
1. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, **Adopt** the Categorical Exemption (ENV-2014-3304-CE) for the above referenced project; and
2. Pursuant to Section 11.5.7-F of the Municipal Code, **Approve a Specific Plan Exemption** from Section 6.E.3(c)(1) of the **Porter Ranch Land Use/Transportation Specific Plan** to allow a third monument sign installed on the subject property.

RECOMMENDED ACTIONS:


1. **Approve** the **Specific Plan Exception** from Section 6.E.3(c)(1) of the **Porter Ranch Land Use/Transportation Specific Plan** to allow a third monument sign installed on the subject property
2. **Find that** the Categorical Exemption No. 2014-3304-CE for the project is acceptable; and
3. **Adopt** the attached Findings.

4. **Advise** the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring.

MICHAEL LO GRANDE
Director of Planning



Daniel Scott, Principal City Planner



Robert Duenas, Senior City Planner



Thomas Lee Glick, City Planner
Telephone: (818) 374-5062

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, 200 North Spring Street, Los Angeles, CA 90012* (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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PROJECT ANALYSIS

Project Summary

The subject site is located at **19950 West Rinaldi Street** within the Porter Ranch portion of the Chatsworth-Porter Ranch Community Plan. That Community Plan was adopted by City Council on September 4, 1993. Specifically, it is located within the boundaries of the **Porter Ranch Specific Plan** which was adopted by the City Council on July 10, 1990 under Ordinance No. 166,068 and became effective on August 24, 1990. The site is currently occupied by the Porter Ranch Medical Plaza - a medical office building.

The applicant and current property owner, Shapell Properties, Inc., has leased the Porter Ranch Medical Plaza (Medical Plaza) to multiple tenants and requires necessary signage at the eastern driveway along Rinaldi Street, which currently has no signage for identification to identify the building occupants. As such, the proposed project includes the installation, use, and maintenance of one (1) monument sign at the eastern driveway of the Medical Plaza parking lot, known as monument sign M3 (per Case No. DIR-2009-3195-DRB-SPP). The proposed monument sign will be the third monument sign installed on the project site. Although the design and orientation of monument sign M3 were slightly modified from what was approved by the Design Review Board (DRB) under DIR-2009-3195-DRB-SPP, the DRB and Planning Department have more recently voted that the proposed monument sign will not require additional review or approval by the DRB.

However, as discussed in the Determination Letter for the referenced case, the proposed monument sign will be situated along the Rinaldi Street frontage of the property and will represent the second monument sign displayed along that frontage. Since only one monument sign is permitted for installation per street frontage according to the Specific Plan, a Specific Plan Exception is required to install the second monument sign along Rinaldi Street. The proposed monument sign will be the same shape and size as approved under DIR-2009-3195-DRB-SPP, totaling approximately 30.33 square feet in area and four feet, four inches (or 52 inches) in height.

The monument sign will be double sided for identification purposes and will display the name of the building, "Porter Ranch Medical Plaza," followed by several slats with tenant names. The design, font, aluminum material, and bronze color of the proposed monument sign are consistent with the other monument signs installed on the project site, as well as the overall architecture of the building, as shown in the sign detail plans attached to this application. Most importantly, the proposed monument sign will identify the tenancy in the building at the eastern Rinaldi Street driveway, which is currently unmarked and which is necessary to inform the community and attract patients to the business.

Background

The project site was acquired in 1974 by the applicant, Shapell Properties, and is governed by the requirements of the Porter Ranch Land Use/Transportation Specific Plan located in "Subarea I" of the "Community Center Area" of the Specific Plan. On February 26, 2010, the Department of City Planning approved Case No. DIR- 2009-3195-DRB-SPP, which permitted the installation, use, and maintenance of 13 illuminated signs consisting of two monument signs (known as M1 and M2), nine wall signs (two building identification signs and seven tenant identification signs for Tenants "A" through "G"), and two directional/informational signs (known as D1 and D2) for the Porter Ranch Medical Plaza (medical office building) located at the southeast corner of Porter Ranch Drive and Rinaldi Street. The associated Categorical Exemption (ENV-2009-3196-CE) was also approved.

Two additional monument signs, known as M3 and M4, were reviewed and approved for Project Permit Compliance and Design Review Board including design, orientation, and location, but were noted in the approval to require additional approval of a Specific Plan Exception in order to be installed, as only one monument sign is allowed per street frontage in the Specific Plan. On October 2, 2013, the Department of City Planning also approved DIR-2009-3195-DRB-SPP-M1 to allow the installation, maintenance and use of one additional wall sign identifying UCLA Health's tenancy in the building. The associated Categorical Exemption (ENV-2013-2772-CE) was also approved. The approved sign is located at the southern portion of the west elevation of the building displaying the words "UCLA Health" and measures approximately 121.45 square feet in area. Several medical-related tenants currently occupy the Porter Ranch Medical Plaza. As a result, most of the signs approved in DIR-2009-3195-DRB-SPP, including monument signs M1 and M2, directional signs D1 and D2, and seven of the nine wall signs have been installed on the existing building and within the adjacent surface parking lot. The additional wall sign approved in DIR-2009-3195-DRB-SPP-M1 has also been installed.

Subject Property:

The subject property is comprised of six lots tied together as a single lot totaling approximately 342,000 square feet of lot area or 7.85 acres. The property is a level, irregularly-shaped, corner, lot with 646.97 linear feet of frontage along Rinaldi Street and 474.53 linear feet of frontage along Porter Ranch Drive. The subject property is improved with a 75,123 square-foot medical office building built in 2008. The subject site includes associated surface parking for the office building. The vitals for the subject property are summarized as follows:

Existing Land Use: Commercial medical office building.

Existing Plan Land Use: Community Commercial and Minimum Residential.

Existing Zone: C2-2D.

Site Lot Area: Approximately 342,000 square feet.

Site Floor Area: The existing office building is approximately 75,000 square feet.

Surrounding Land Uses:

The adjoining properties to the west are zoned [T]C2-2D and A1-2D and both properties are currently unimproved.

The adjoining property to the east is zoned A1-2D and improved with Shepherd of the Hills Church.

The adjoining property to the south is zoned PF-1XL and improved with the Simi Valley Freeway (Route 118).

The property to the north of the subject property is zoned C2-2D and C4-2D and regional shopping center with various retail, financial and restaurant uses including but not limited to a Walmart, CVS, Toys R Us, Party City, Ralph's Market, and Bath and Body Works.

The surrounding properties are summarized in the following table:

Direction	Land Uses/Improvements	Zones	General Plan Designation
North	Regional shopping center	C2-2D and C4-2D	Community Commercial
South	Simi Valley Freeway (Route 118)	PF-1XL	Public Facilities
East	Shepherd of the Hills Church	A1-2D	Minimum Residential
West	Vacant unimproved	[T]C2-2D and A1-2D	Community Commercial and Minimum Residential

Street Designations:

The location of the sign is on Rinaldi Street. The subject property fronts both Rinaldi Street and Porter Ranch Drive. The subject property has no ingress or egress from Porter Ranch Drive.

Rinaldi Street is improved to approximately 110 feet in front of the subject property, with curb, gutter and sidewalk, and is designated as a Major Highway Class II.

Porter Ranch Drive is improved to approximately 110 feet in front of the subject property and is also designated as a Major Highway Class II.

Related Cases:

DIR-2009-3195-DRB-SPP. On February 26, 2010, the Director of Planning approved Case No. DIR- 2009-3195-DRB-SPP, which permitted the installation, use, and maintenance of 13 illuminated signs consisting of two monument signs (known as M1 and M2), nine wall signs (two building identification signs and seven tenant identification signs for Tenants “A” through “G”), and two directional/informational signs (known as D1 and D2) for the Porter Ranch Medical Plaza (medical office building) located at the southeast corner of Porter Ranch Drive and Rinaldi Street. The associated Categorical Exemption (ENV-2009-3196-CE) was also approved.

DIR-2009-3195-DRB-SPP-M1. On October 2, 2013, the Director of Planning approved Case No. DIR- 2009-3195-DRB-SPP-M1, which effectively modified DIR-2009-3195-SPP, to add one additional wall sign for a new tenant for a total of 14 signs permitted on the subject site.

Ordinance No. 166,068 - Porter Ranch Specific Plan. The City Council on July 10, 1990, adopted the Porter Ranch Specific Plan under Ordinance No. 166,068. The Specific Plan established a comprehensive set of development regulations for the Plan area which was guided by an Environmental Impact Report (State Clearinghouse No. 88-050420) and which formed the basis for the Development Agreement adopted by the City Council (CF No. 91-2400). The Specific Plan regulations and Development Agreement were consistent with and served as implementing tools of the Plan. The general policies and programs of the Plan relating to land use, service systems, and circulation generally indicated in the Plan text and map, are not intended to alter the specific

policies, regulations and agreements relating to this area and as specifically indicated in the Porter Ranch Specific Plan and Development Agreement.

Correspondence Received:

No reports received from other city agencies prior to the public hearing.

Hearing Officer Comments:

The sign provisions of the Porter Ranch Specific Plan related to monument signs here designed to accommodate developments with much shorter street frontages. The subject site has over 1,000 feet of street frontage and as a result the allowances for monument signage for this development fail to adequately provide identification of the site and its tenants from the public right of way especially along Rinaldi Street. The location of the sign in question is on a common driveway which shares ingress and egress with the surrounding property – The Shepherd of the Hills Church. Currently, the west access driveway displays a monument sign to identify the Medical Plaza and its tenants. The east access driveway has no such sign. As a result, it can be confusing to drivers along Rinaldi Street to determine whether the east driveway is used as access for the Medical Plaza or for the adjacent Shepherd of the Hills Church. A monument sign at the east driveway, as proposed, would help avoid confusion over the driveway and would help provide identification of the tenancy within the Medical Plaza.

Conclusion

Staff concludes that after a review of the materials and testimony submitted, allow an additional monument sign will not be detrimental to the community. Based upon the submitted material, staff recommends that the Area Planning Commission approved the request for the Specific Plan Exception.

CONDITIONS OF APPROVAL Specific Plan Exception

A. Entitlement Conditions: Specific Plan Exception (LAMC Section 11.5.7-F)

1. **Grant.** Pursuant to Section 11.5.7-F of the Municipal Code, Exception from Section 6.E.3(c)(1) of the **Porter Ranch Land Use/Transportation Specific Plan (Ordinance No. 166,068)** to allow a third monument sign installed on the subject property at the eastern-most driveway entrance along Rinaldi Street into the subject property.
2. **Sign Plans.** The installation of the additional monument sign shall be in accordance with **Exhibit E-4, dated July 29, 2014** and subject to the conditions of this grant. The monument sign shall not exceed the following specifications for Sign No. M-3 only:

Height: 4'-4"

Length: 7'-0"

Width: 1'-0"

Sign Style: Double-faced monument

Sign Area: 30.33 square feet per monument face

Total Sign Area: 61 square feet

The design, font, aluminum material, and bronze color of the proposed monument sign (No. M-3) shall be consistent with the other monument signs installed on the project site, as well as the overall architecture of the building.

All other signage shall comply with the signage plans submitted and approved on February 26, 2010, under DIR-2009-3195-DRB-SPP and on October 3, 2013 under DIR-2009-3195-DRB-SPP-M1.

3. **Unpermitted Signs.** Any unpermitted signage either by the Los Angeles Municipal Code (LAMC) or the Porter Ranch Land Use and Transportation Specific Plan shall be removed prior to the issuance of any signage permits.

B. Administrative Conditions:

1. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Planning Department for placement in the subject file.
2. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.
3. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assign. The agreement must be submitted to the Planning Department for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Planning Department for attachment to the file.

4. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public officials, legislation or their successors, designees or amendment to any legislation.
5. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Planning Department and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
6. **Building Plans.** Page 1 of the grants and all the conditions of approval shall be printed on the building plans submitted to the City Planning Department and the Department of Building and Safety.
7. **Indemnification.** The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.
8. **Project Plan Modifications.** Any corrections and/or modifications to the Project plans made subsequent to this grant that are deemed necessary by the Department of Building and Safety, Housing Department, or other Agency for Code compliance, and which involve a change in site plan, floor area, parking, building height, yards or setbacks, building separations, or lot coverage, shall require a referral of the revised plans back to the Department of City Planning for additional review and final sign-off prior to the issuance of any building permit in connection with said plans. This process may require additional review and/or action by the appropriate decision making authority including the Director of Planning, City Planning Commission, Area Planning Commission, or Board.

FINDINGS

A. General Plan/Charter Findings:

1. **General Plan Land Use Designation.** The subject property is located within the Chatsworth-Porter Ranch Community Plan as adopted by City Council on September 4, 1993. The Plan map designates the subject property for Community Commercial and Minimum Density Residential land uses. The instant request for additional monument signage is consistent with the land use designation in which the signage is located which is the Community Commercial.
2. **General Plan Text.** The Community Plan text includes the following relevant land use policies and programs:

To provide design guidelines and/or objectives for development.

To improve vehicular circulation patterns within the Community and encourage specific improvements to key streets, highways, and intersections to improve the flow of traffic and accommodate future demands.

The project will meet the above policies and improve the immediate commercial area by continuing the high quality, aesthetically attractive sign signage identification for the current and future business occupants. As conditioned, the design standards of the community plan and the relevant specific plan will be met. Additionally, the new monument sign will help prevent motorists from being confused upon entering the subject site.

3. **Porter Ranch Land Use/Transportation Specific Plan (Ordinance No. 166,068):** The Porter Ranch Land Use and Transportation Specific Plan was adopted September 4, 1990 and became effective on August 24, 1990. It was created to ensure that land uses and development along the corridor occur in a manner that is compatible and compliments the surrounding community. The Specific Plan's Section 2, "Purposes", identifies the following primary purposes:

A. To ensure that land use mix and intensity are balanced with infrastructure, particularly the circulation system and other public facilities.

B. To ensure that the infrastructure necessary for the Specific Plan area is coordinated with the timing of land use development and implemented with infrastructure programs, including any required improvements outside of the Specific Plan area.

C. To provide for an effective local circulation system which minimally impacts the regional circulation system and reduces conflicts among pedestrians, equestrians, bicyclists and motorists.

D. To ensure that the mix of residential and commercial use is balanced with the social and economic needs of the community and greater regional area and to provide flexibility to accommodate both residential and commercial uses in future market trends.

E. To provide guidelines and a process for review and approval of subdivisions, building and site design, open space, or other developments proposed for construction within the Specific Plan Area.

F. To provide a compatible and harmonious relationship where commercial areas are contiguous to residential neighborhoods.

Specifically related to the subject entitlement request, the Specific Plan is designed to preserve and enhance community aesthetics by ensuring an attractive visual character of the area and establishing appropriate sign and lighting standards. The project will provide high quality, aesthetically attractive sign signage identification for the new business occupant. The new signs will provide corporate identification that will enhance the appearance of the building's sign program. The wall sign will be within an appropriate scale that would enhance the building's appearance and minimize the blank wall space that may have occurred if not for this allowance of the additional sign area, and sign projection. Allowance of the over in height pole sign would be consistent with the scale of the subject property as noted in the findings made below.

B. Entitlement Findings:

Specific Plan Exception, L.A.M.C. Sec. 11.5.7 F:

a. That the strict application of the policies, standards and regulations of the geographically specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

The general purpose and intent of the Specific Plan "Community Center" sign regulations (Section 6.E) is to regulate and prevent an excess of commercial signage in the Specific Plan area, which could result in visual blight and potential traffic hazards. The regulations governing monument signs (Section 6.E.3(c)) state that "No more than one monument sign may be permitted for each street frontage for each lot in lieu of a pole sign." The Specific Plan sign regulations are not intended to prohibit necessary and appropriate signage for businesses to attract patrons, and are not intended to result in inadequate signage that may harm patronage or cause confusion due to lack of business identification. The monument sign regulations in the Specific Plan are normally applied to single-lot properties to avoid an over-abundance of signs along the street frontage of a single lot. The regulations are intended to allow adequate signage for a business to be identified by patrons. However, the project site is made up of five separate lots that are tied together with more than 600 feet of street frontage along Rinaldi Street and two access driveways that serve the Medical Plaza and its tenants.

Currently, the west access driveway displays a monument sign to identify the Medical Plaza and its tenants. The east access driveway has no such sign. As a result, it can be confusing to drivers along Rinaldi Street to determine whether the east driveway is used as access for the Medical Plaza or for the adjacent Shepherd of the Hills Church. A monument sign at the east driveway, as proposed, would help avoid confusion over the driveway and would help provide identification of the tenancy within the Medical Plaza. The identification of the tenancy is important in that without proper identification, patients may not be aware of the various healthcare tenants within the Medical Plaza. As leading healthcare providers of high quality healthcare in Los Angeles, the tenants of the Medical Plaza will prove beneficial to the surrounding community because they will better serve the population's healthcare needs. As such, it is important that the healthcare tenants be clearly and visibly identified by proposed monument sign M3 along Rinaldi Street. If not, the tenants would not be properly identified at the Medical Plaza.

Therefore, the strict application of Section 6.E.3(c) of the Specific Plan to the subject property would result in practical difficulties or hardships with respect to necessary tenant identification, that are inconsistent with the general purpose and intent of such specific plan.

b. That there are exceptional circumstances or conditions applicable to the subject property involved or to the intended use or development of the subject property that do not apply generally to other property in the specific plan area.

The regulations governing monument signs (Section 6.E.3(c)) in the Specific Plan state that “No more than one monument sign may be permitted for each street frontage for each lot in lieu of a pole sign.” The monument sign regulations in the Specific Plan are normally applied to single-lot properties to prevent an over-abundance of signs along the street frontage of a single lot. However, the project site consists of five separate lots tied together as one with approximately 600-feet of street frontage along Rinaldi Street. Under normal circumstances, per monument sign regulations, the three lots fronting Rinaldi Street would be permitted three monument signs (one each). However because the lots were legally tied as one contiguous lot to allow for the construction of the Medical Plaza and surface parking lot, the project site facing Rinaldi Street is allowed only one monument sign. This condition is unique to the project site and does not generally apply to other properties in the Specific Plan area that are built upon a single lot.

Furthermore, there are two driveways - an east and a west driveway – along Rinaldi Street, allowing vehicle access to the surface parking lot for the Medical Plaza. Due to the size of the parking lot, the two driveways are located at opposite ends from each other. Also, the easternmost driveway is located approximately 420-feet from the nearest building entrance for the Medical Plaza. Although the monument sign, M2, identifying the Medical Plaza and the occupying tenants (previously approved and installed under Planning Case No. DIR-2009-3195-DRB-SPP), was successfully installed at the westernmost driveway, there is a noticeable absence of any such signage at the easternmost driveway.

Most importantly, because of the larger distance between the eastern-most access driveway from the Medical Plaza building, it can be unclear to patients whether the east driveway serves the Medical Plaza or the adjacent parking lot to the Shepherd of the Hills Church. These conditions are unique to the project site and do not apply to many other properties in the Specific Plan area. The situation could easily be remedied by the addition of the proposed monument sign (M3) that would clearly identify the Medical Plaza.

These exceptional circumstances on the project site are unique to the specific plan area and therefore merit an exemption to the rules and regulations governing other properties.

c. That the exception from the geographically specific plan is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the geographically specific plan in the same zone and vicinity, but which because of such special circumstances and practical difficulties or unnecessary hardships is denied to the property in question.

As stated in the above findings, the unique circumstances of the project site – five lots tied as one contiguous lot making a longer street frontage of approximately 600-feet - prevents a substantial property right enjoyed by other properties in the community with smaller street frontages. Under normal circumstances, had the three properties along Rinaldi Street not been tied as one contiguous lot, each lot would be allowed one monument sign by-right. The installation of a total of two monument signs (the existing M2 and proposed M3) along Rinaldi Street is a significant decrease from what would have been allowed and required had the three lots been contained as separate entities.

d. That the granting of the exception will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property

The granting of the exception will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property. On the contrary, an additional monument sign at the easternmost driveway along Rinaldi Street (designated as a Scenic Major Highway Class II) would not only significantly improve safety conditions and way finding, but would also ensure continued traffic flow by assisting motorists to competently navigate to the Medical Plaza parking lot.

Furthermore, as the easternmost driveway is situated between the Medical Plaza and the adjacent property owned by Shepherd of the Hills Church, the addition of a second monument sign along Rinaldi Street installed at the eastern driveway would help motorists avoid confusion between the Medical Plaza and the Church parking lots.

e. That the granting of the exception will be consistent with the principles, intent and goals of the geographically specific plan and any applicable element of the General Plan.

The purpose of the Los Angeles General Plan, in part, is to “promote an arrangement of land use, circulation and services which will encourage and contribute to the economic, social and physical health, safety, welfare, and convenience of the Community, within the larger framework of the City; guide the development, betterment, and change of the Community to meet existing and anticipated needs and conditions...reflect economic potentials and limits, land development and other trends; and protect investment to the extent reasonable and feasible.”

The healthcare tenants in the Medical Plaza contribute to the overall physical health, safety, and convenience of the surrounding community and must be clearly identified on the site and in the building for potential patients. Widely recognized as a leaders in high-quality healthcare, the multiple healthcare tenants in the Medical Plaza will contribute to the overall physical health, safety, and convenience of the surrounding community. Thus, it is important that the healthcare tenants be clearly identified on the project site as was originally permitted under Case No. DIR-2009-3195-DRB-SPP, and again, under Case No. DIR-2009-3195-DRB-SPP-M1.

In Section 2(C) of the Porter Ranch Land Use/Transportation Specific Plan, it states that the purpose of the Plan is “[t]o provide for an effective local circulation system which minimally impacts the regional circulation system and reduces conflicts among pedestrians, equestrians, bicyclists and motorists.” The granting of an additional monument sign along Rinaldi Street at a currently unmarked/unidentified driveway will further the principles, intent, and goals as set forth in the Porter Ranch Land Use/Transportation Specific Plan as it will enhance local traffic circulation by improving location, visibility and accessibility to the medical facility, while avoiding confusion in the use and purpose of the eastern driveway for both patients of the Medical Plaza and patrons of the adjacent church.

C. CEQA Findings:

Pursuant to Article III, Section 3 of the City CEQA Guidelines under Class 1, Category 1, the Specific Plan Exceptions and Project Permit request have been granted a categorical environmental exemption through ENV-2014-3304-CE.

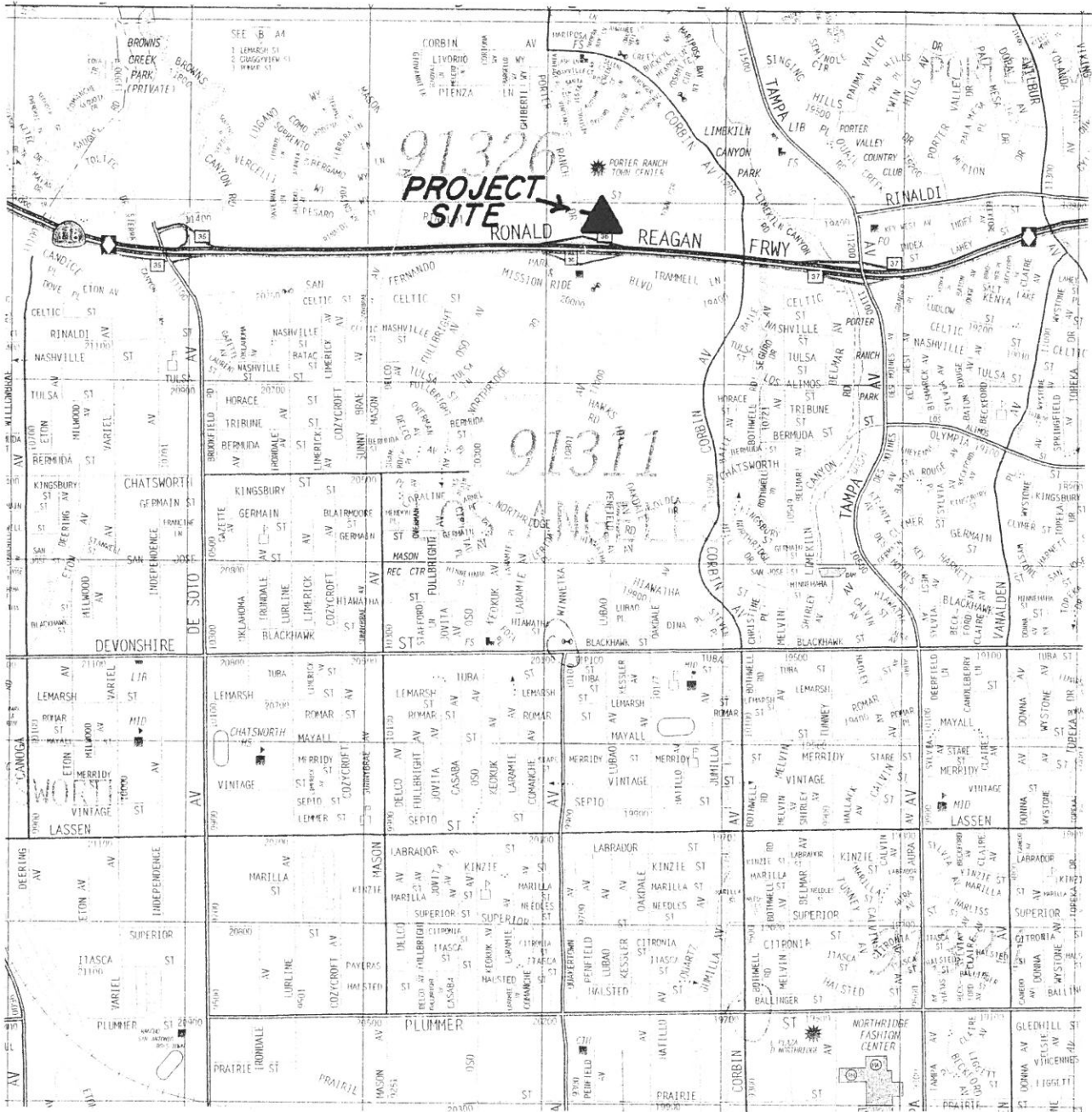
PUBLIC HEARING AND COMMUNICATIONS

The public hearing was held on December 1, 2014 at the Marvin Braude Constituent Service Center. The applicant, their representative, a representative from Council District 12, were present and spoke in favor of the project.

The representative, Allen Concepcion, described the project and provided a brief background of the proposed request.

The hearing officer noted that no letters, emails or telephone calls were received concerning this application. Additionally, no letters, emails or telephone calls were received from the Porter Ranch Neighborhood Council.

E-1: Vicinity Map



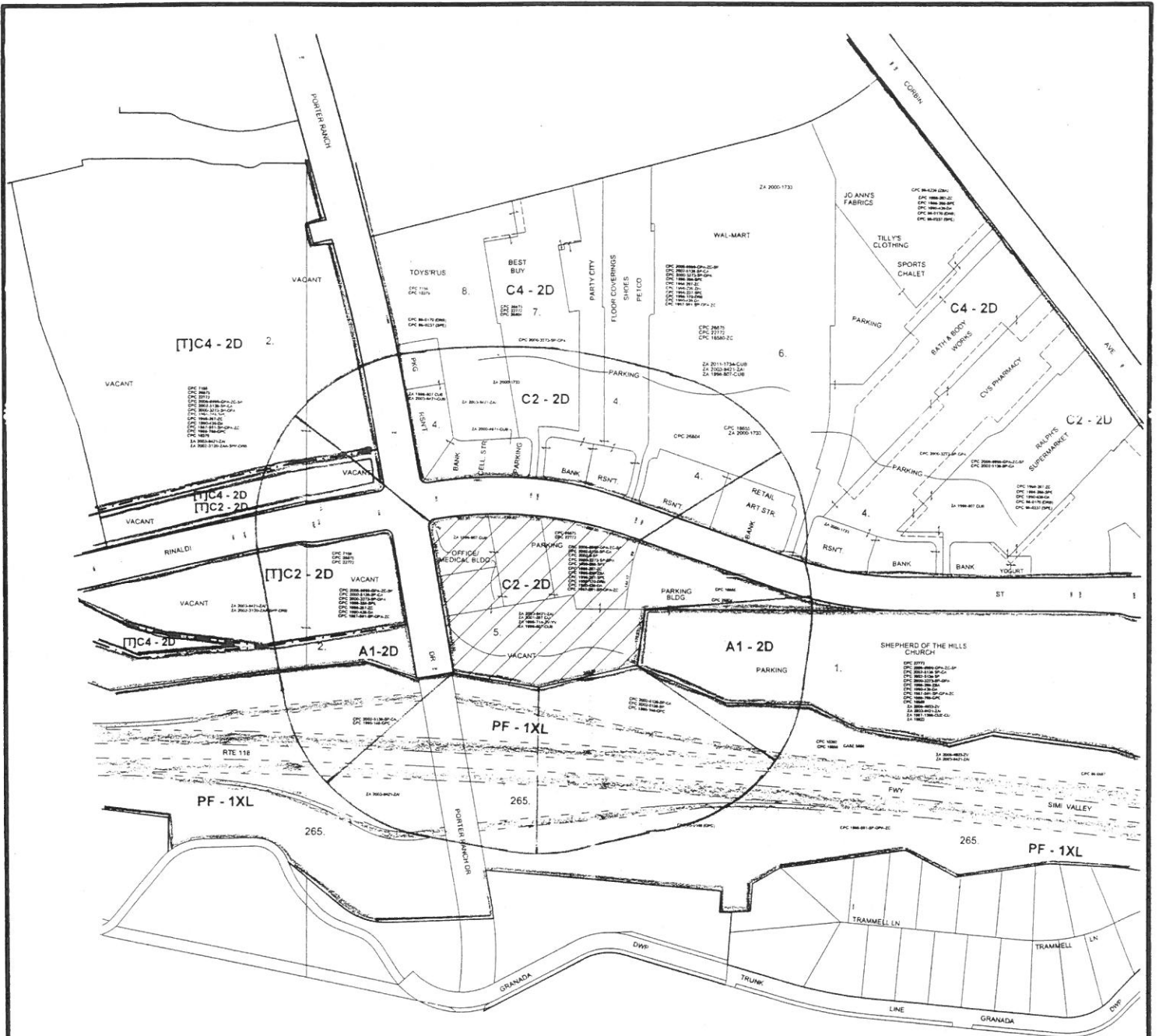
VICINITY MAP

SITE: 19950 W. RINALDI STREET

APCNV 2014-3303

**PLANNING ASSOCIATES, INC.
 4040 VINELAND AVENUE #108
 STUDIO CITY CA 91604
 (818) 487-6767**

E-2: Radius Map



SPECIFIC PLAN EXCEPTION

LEGAL: LOTS 22-25 & 31, TRACT NO. 52154.

APCNV 2014-3303

C.D. 12
 C.T. 1082.01
 P.A. CHATSWORTH-PORTER RANCH

NOTE: RADIUS EXTENDED TO 900' FOR OWNERSHIP PURPOSES. SEE OWNERSHIP MAP.

GC MAPPING SERVICE, INC.

3055 WEST VALLEY BOULEVARD
 ALHAMBRA CA 91803
 (626) 441-1080 FAX (626) 441-8850

CASE NO.
 DATE: 07-21-2014
 SCALE: 1" = 200'
 USES FIELD
 D.M. 210 B 113,
 213 B 113
 T.B. PAGE: 500 GRID: E-2

6.09 NET AC.

E-3: Sign Plans

WM. PAUL COMPANIES
2740 E. REGAL PK DR.
ANAHEIM, CA. 92806
PH. 714 632 5800
FX. 714 632 1188



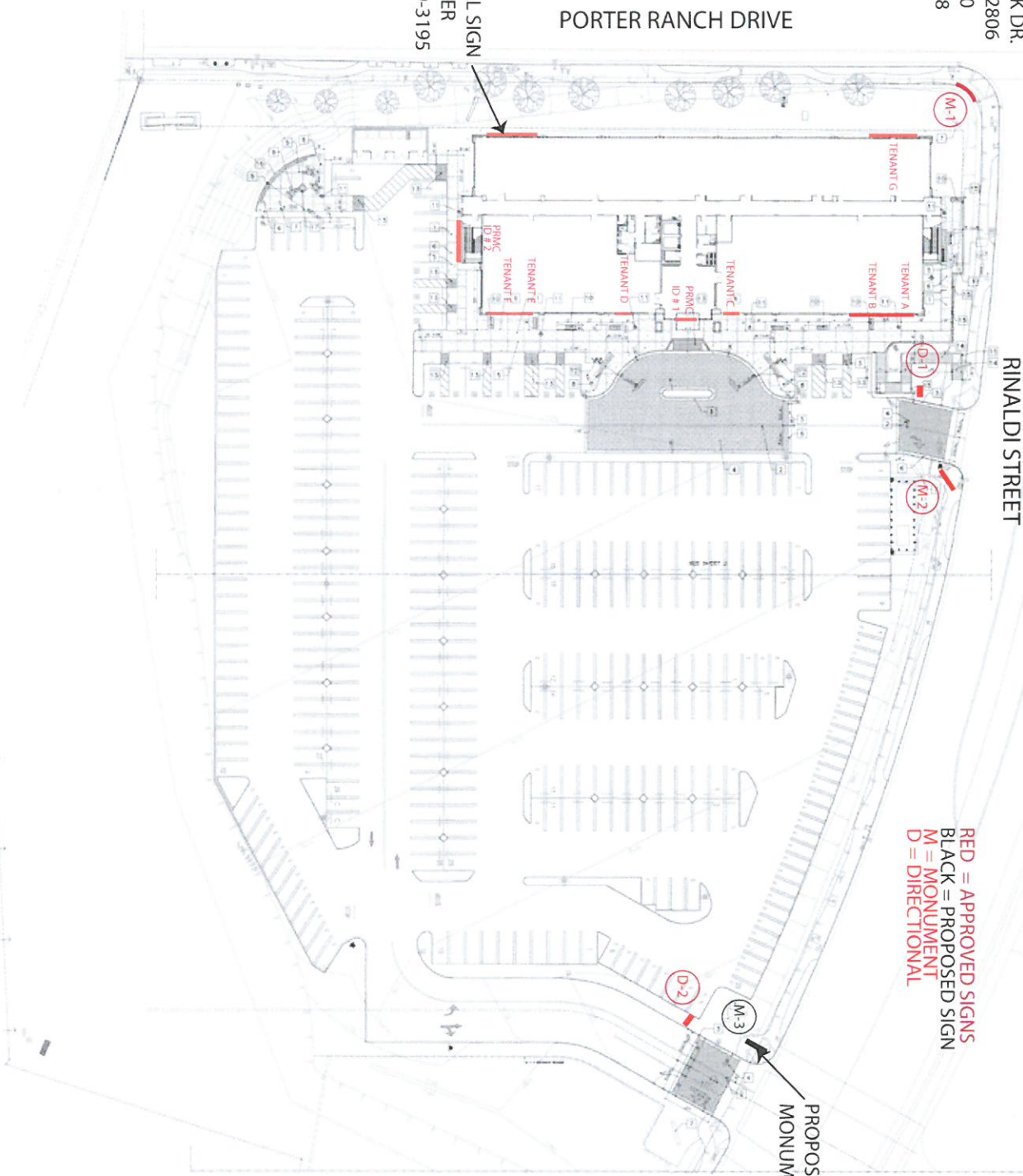
PORTER RANCH DRIVE

TENANT "H" WALL SIGN
APPROVED UNDER
CASE # DIR-2009-3195
DBR-SPP-M1
SEPARATE

EXTERIOR SIGNAGE LOCATIONS

RINALDI STREET

RED = APPROVED SIGNS
BLACK = PROPOSED SIGN
M = MONUMENT
D = DIRECTIONAL



APCNV 2014-3303

19950 Rinaldi Street
7/29/14

Sign Inventory Update

All proposed signs are illuminated.

Rinaldi St frontage: 646.97'
Porter Ranch Dr frontage: 474.53'
East/West building frontage: 263'
North/South building frontage: 96'

Monument Signs *

Sign #	Dimensions	Height	Sign Area	Frontage	Allowed By	Status
M1	3' x 17'	3'	51 sq ft.	Porter Ranch Dr.	Sec. 6.E.3(c)(1)	Existing/Approved
M2	4'-4" x 7'	4'-4"	30.33 sq ft.	Rinaldi St.	Sec. 6.E.3(c)(1)	Existing/Approved
M3	4'-4" x 7'	4'-4"	30.33 sq ft.		Requested Under Current Specific Plan Exception	Not Existing/DRB Approved/SPE Requested

Wall Signs

Sign #	Max. Letter Height	Max. Sign Area	Frontage	Allowed By	Combined Wall Sign Area Per Frontage	Allowed Wall Sign Area Per Frontage	Status
Building ID #1	30"	155 sq ft.	Rinaldi St.	Sec 6.E.3(g)			
Tenant A	36"	300 sq ft.	Rinaldi St.	Sec 6.E.3(a)(1) and its Exception. Section 6.E.3(a)(2)	907 sq ft.	1293.94 sq ft.	Existing/Approved
Tenant B	18"	31 sq ft.					
Tenant C	24"	45 sq ft.					
Tenant D	24"	45 sq ft.					
Tenant E	18"	31 sq ft.					
Tenant F	36"	300 sq ft.					
Tenant G	36"	250 sq ft.	Porter Ranch Dr.				Existing/Approved
Tenant H	36.5"	121.45 sq ft.	Porter Ranch Dr.	Sec 6.E.3(a)(1) and its Exception. Section 6.E.3(a)(2)	526.45 sq ft.	949.06 sq ft.	Approved under Case No. DIR-2009-3195-DRB-SPP-M1
Building ID #2	30"	155 sq ft.	Porter Ranch Dr.				Existing/Approved

19950 Rinaldi Street
7/29/14

Directional Signs (under 4' high and under 25 sq ft., not monument signs)

Sign #	Dimensions	Height	Sign Area	Frontage	Allowed By	Status
D1	3' x 3'	3'	9 sq ft.	Rinaldi St.	Sec 14.4.7 of the LAMC	Existing/Approved
D2	3' x 3'	3'	9 sq ft.	Rinaldi St	Sec 14.4.7 of the LAMC	Existing/Approved

* **Monument Sign M4** was previously approved for design by the Design Review Board under DIR-2009-3195-DRB-SPP with a caveat that a Specific Plan Exception would be required for installation; however, the monument sign is not reflected in the above Monument Sign Table because it is no longer planned for installation.

Wm. Paul Companies

2740 E. Regal Park Dr.
 Anaheim, CA 92706
 714•632•5800
 Fax 714•632•1188
 wmpaulco@earthlink.net

EXTERIOR SIGNS

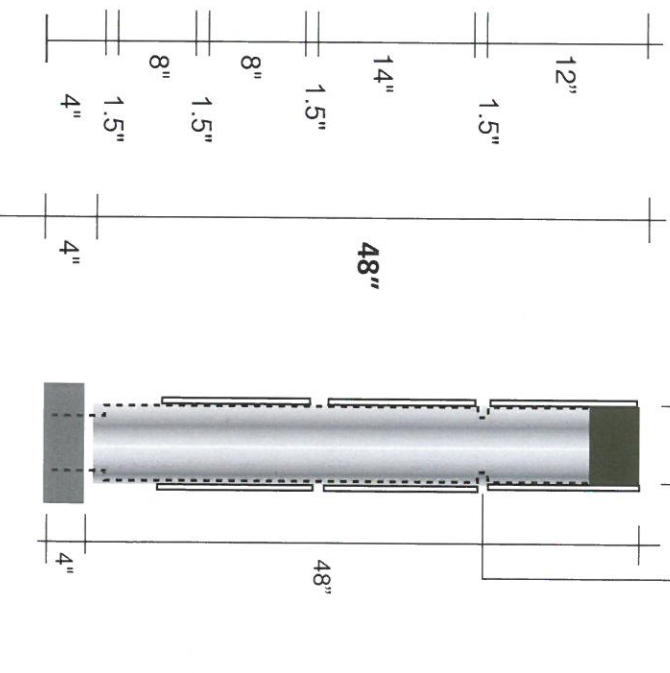
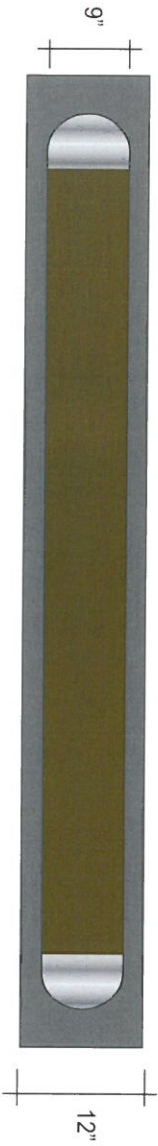
M3 DOUBLE FACE MONUMENT

MATERIAL: ALUMINUM SIGN CAN
 INTERNAL ILLUMINATION W/ LETTERS
 ROUTED OUT OF SIGN FACE

INSTALLATION: CONCRETE
 FOOTING IN GROUND

COLOR: BKGD-BRONZE COPY-WHITE
 END CAPS-BRUSHED ALUMINUM
 ALL COLORS SHOWN APPROX.

COPY: 3/4" PUSH THRU LETTERS ON HEADER
 TENANT SLATS ROUTED WITH 1/8" WHITE PLEX
 BACKING.
 FONT: FRUITIGER BOLD & GOUDY BOLD
 QUANTITY: 1





EAST FACE

Photo not to scale

Wm. Paul Companies 2740 E. Regal Park Dr. Anaheim, Calif. 92806 714•632•5800 Fax 714•632•1188 wmpaulco@earthlink.net		REVISIONS: <table border="1"> <thead> <tr> <th>No.</th> <th>Date</th> <th>By</th> </tr> </thead> <tbody> <tr><td>1.</td><td></td><td></td></tr> <tr><td>2.</td><td></td><td></td></tr> <tr><td>3.</td><td></td><td></td></tr> <tr><td>4.</td><td></td><td></td></tr> <tr><td>5.</td><td></td><td></td></tr> <tr><td>6.</td><td></td><td></td></tr> </tbody> </table>		No.	Date	By	1.			2.			3.			4.			5.			6.		
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1.																								
2.																								
3.																								
4.																								
5.																								
6.																								
Job Name: UCLA Health Client: Same Sales Person: _____ Customer Approval: _____		Date: 3/3/14	Drawn By: _____ Date: _____	Sheet Number: Page 2 Job Number: _____																				



Photo not
to scale

WEST FACE

REVISIONS		Job Name: UCLA Health	
No.	Date	By	
1.			
2.			
3.			
4.			
5.			
6.			
Client: Same		Date: 3/3/14	Drawn By:
Sales Person:		Date:	Sheet Number:
Customer Approval:		Date:	Job Number:

Wm.
Paul
Companies

2740 E. Regal Park Dr.
Anaheim, Calif. 92806
714•632•5800
Fax 714•632•1188
wmpaulco@earthlink.net

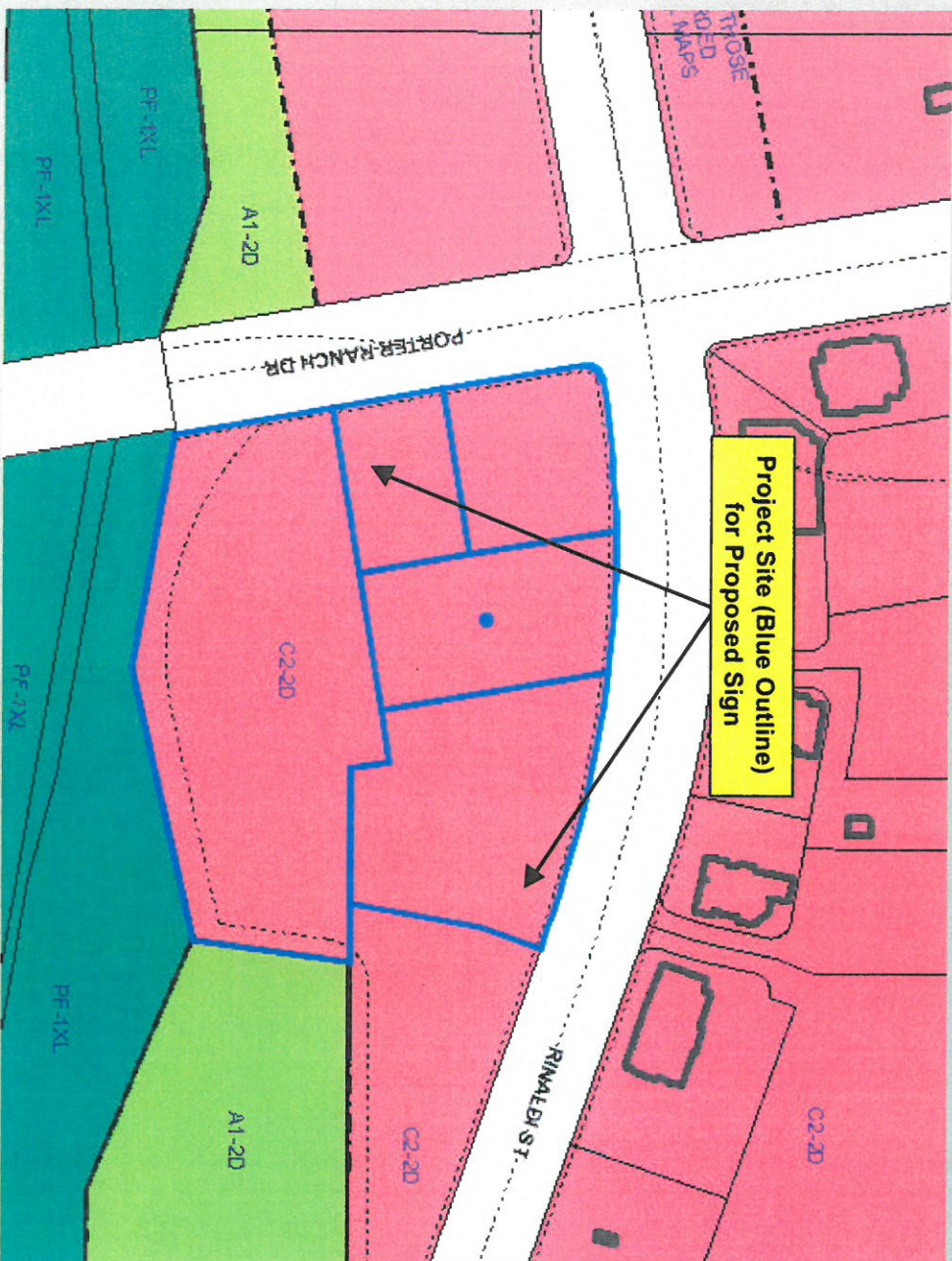
E-4: Site and Surroundings Photographs

PHOTO EXHIBIT

Specific Plan Exception – Monument Sign M3

Applicant: Shapell Properties

Address: 19950 W. Rinaldi Street, Porter Ranch



CASE NO.

Legal Description:

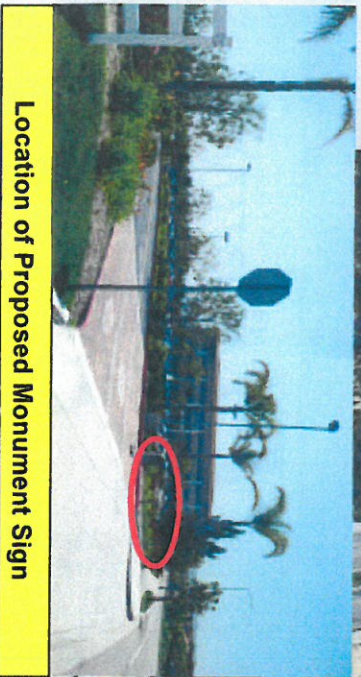
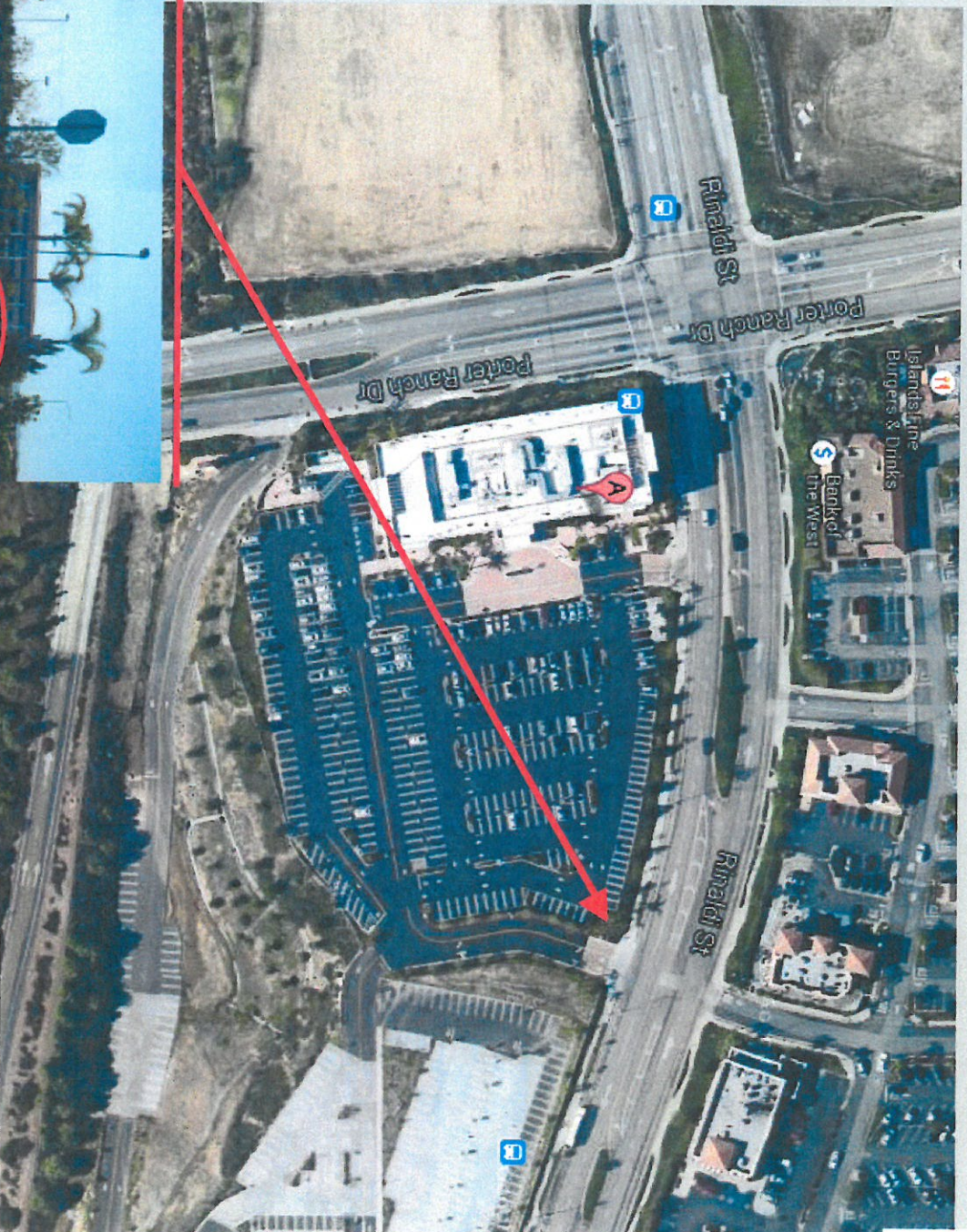
(ZIMAS) Lots 22, 23, 24,
25, and 31 of TR
52154

APNs: (ZIMAS) 2701-
040-022, -023, -024, -025,
and -030

P LANNING
ASSOCIATES,
INC.

APC/NV 2014-3303

PROJECT SITE

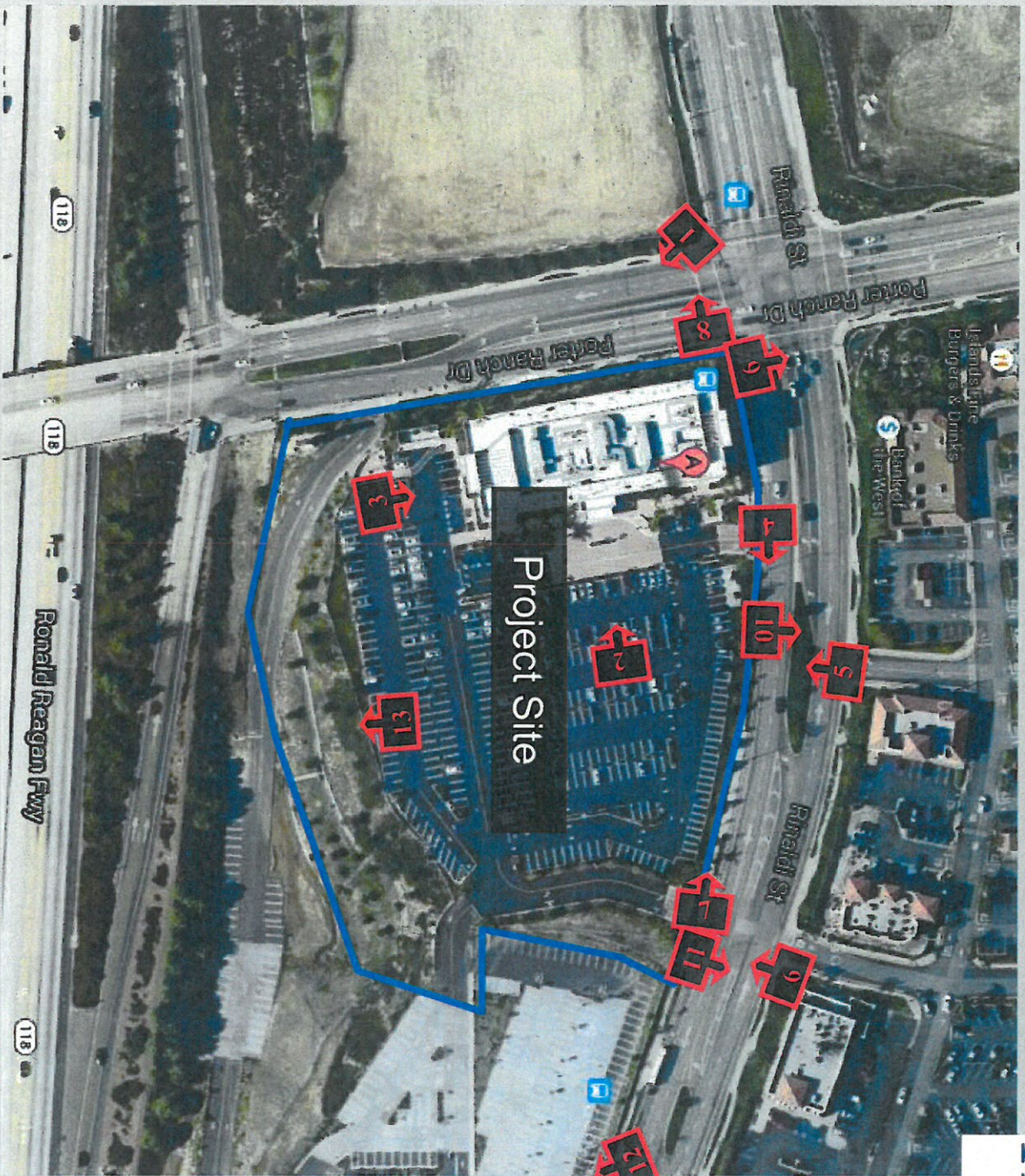


Location of Proposed Monument Sign

Current Use on Project Site
Medical office building and
surface parking lot

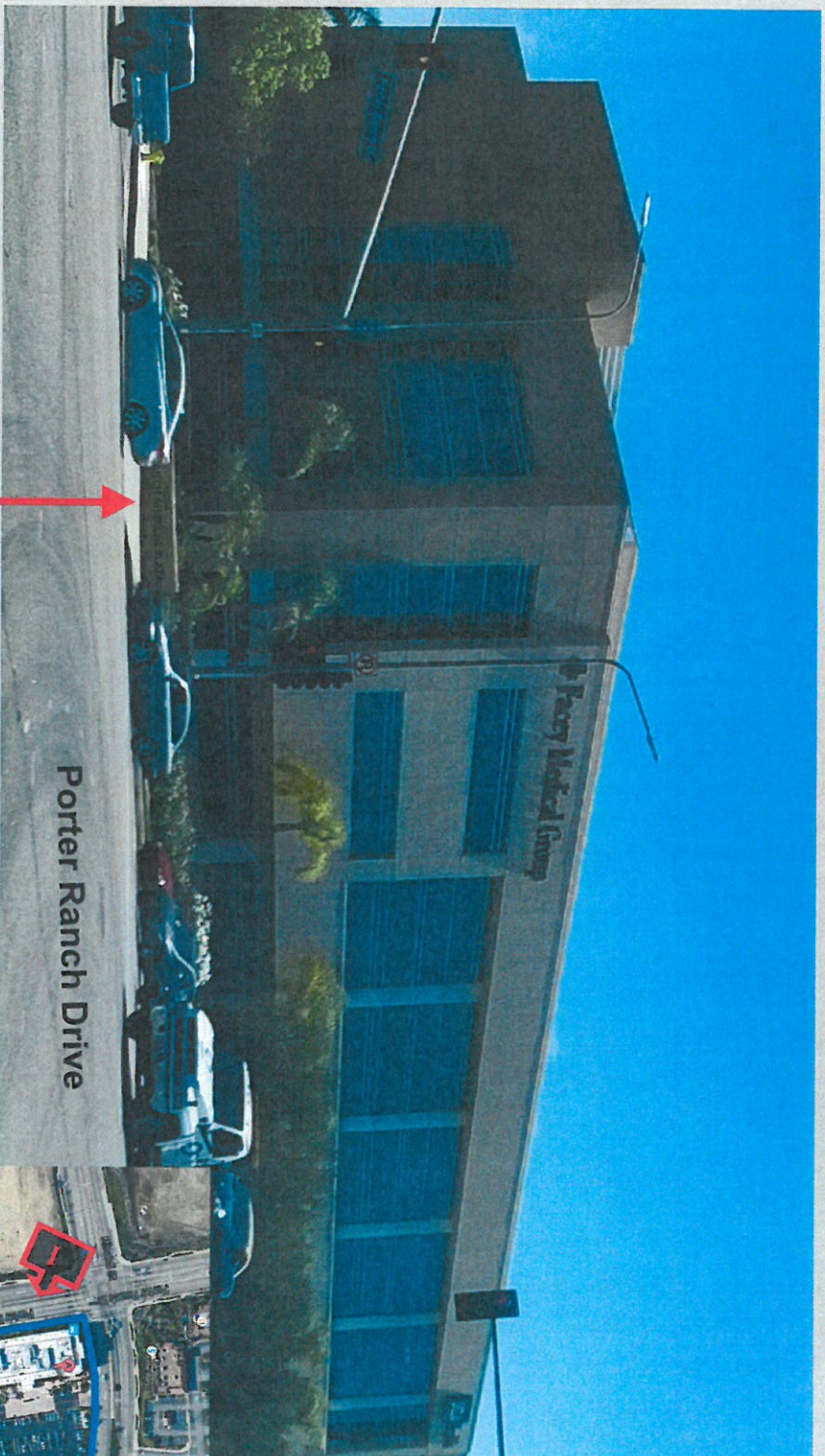
PHOTO INDEX

**PLANNING
ASSOCIATES,
INC.**



* Image Source: Google, 2013 Digital Color-Ortho

1. Project Site, West Elevation of MOB (Panorama looking easterly from Porter Ranch Drive)



Approved Monument Sign M1
(DIR-2009-3195-DRB-SPP)



2. Project Site, East Elevation of MOB (Panorama looking westerly from parking lot)



3. Project Site, South Elevation of MOB (Photo looking northerly from parking lot)



4. Project Site, Western Driveway

(Photo looking easterly at existing Monument Sign M2)



Approved Monument Sign M2
(DIR-2009-3195-DRB-SPP)



5. Project Site, Parking Lot (Panorama looking southerly across Rinaldi Street)



6. Project Site, Parking Lot

(Panorama looking southerly across Rinaldi Street at eastern driveway)



Rinaldi Street

Eastern Driveway to Parking Lot



7. Project Site, Eastern Driveway (Panorama looking westerly at eastern driveway)



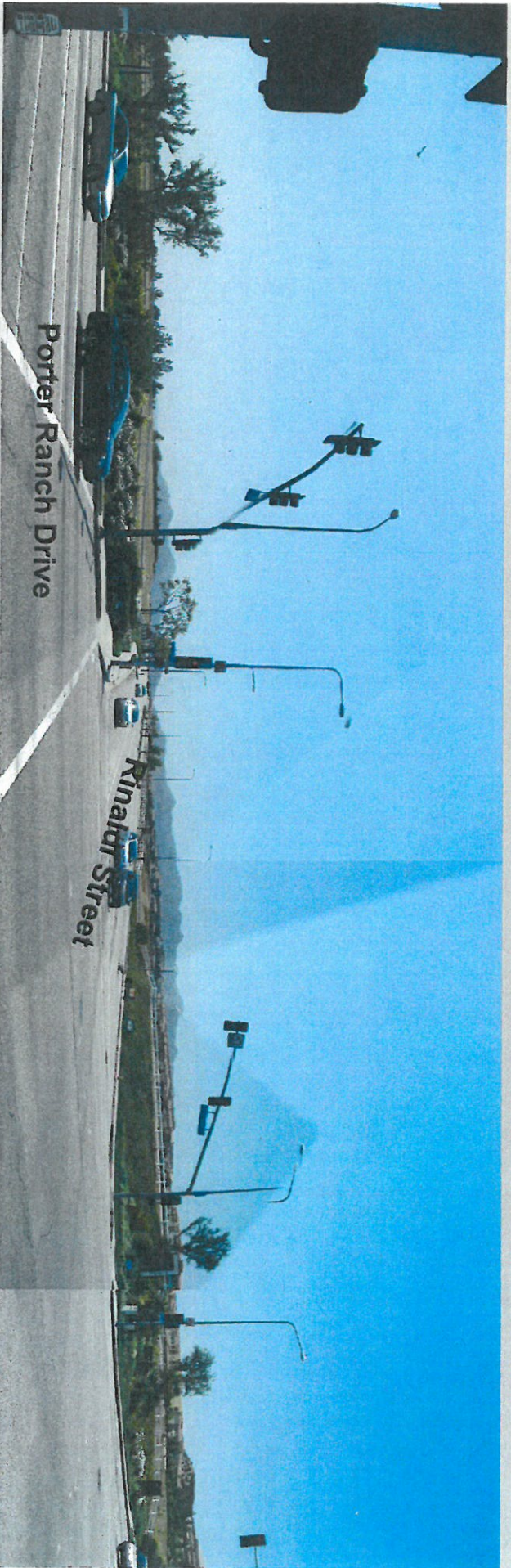
Location of proposed Monument
Sign M3



8. Surrounding Uses, Vacant Lands

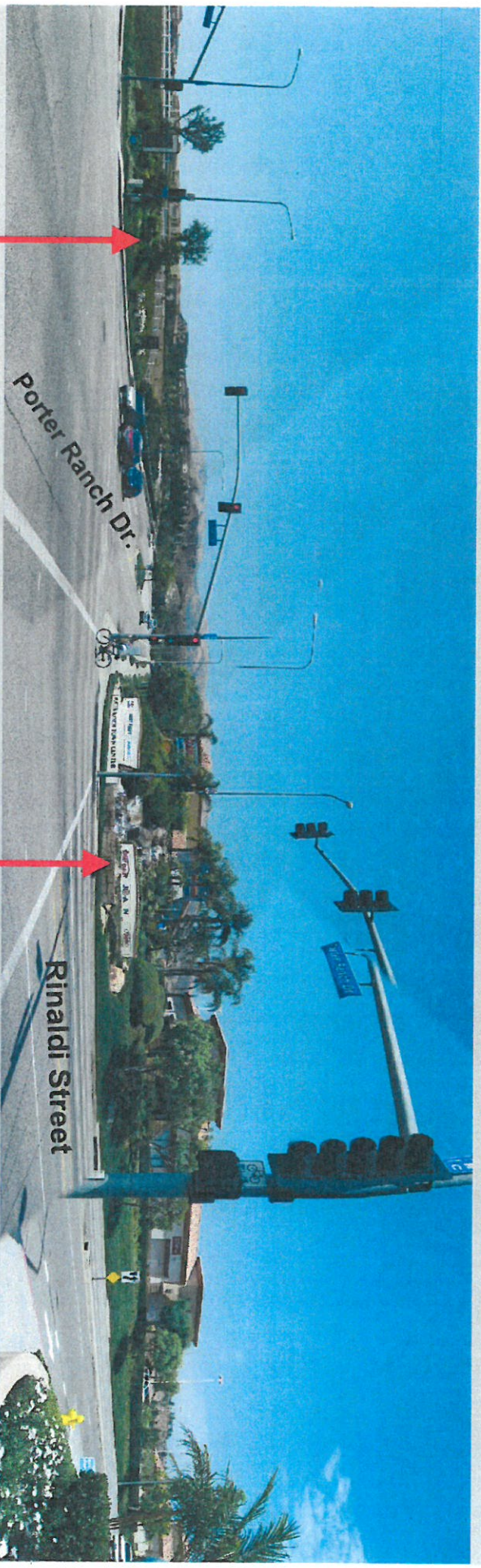
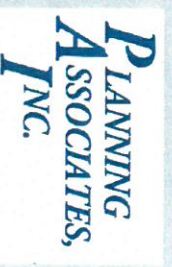
(Panorama looking westerly and northwesterly at the intersection of
Porter Ranch Drive and Rinaldi Street)

PLANNING
ASSOCIATES,
INC.



9. Surrounding Uses, Vacant Land & Commercial Uses

(Panorama looking northerly at Porter Ranch Dr. and Rinaldi Street)



Vacant Land

Commercial Uses



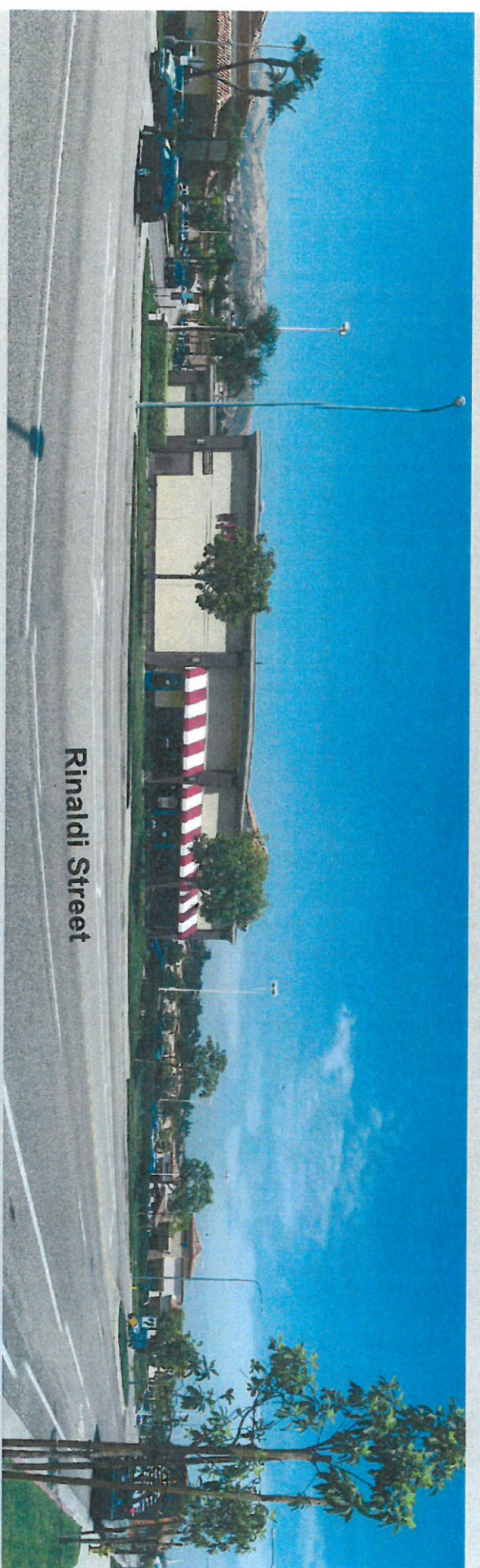
10. Surrounding Uses, Commercial Uses

(Panorama looking northerly across Rinaldi Street)



11. Surrounding Uses, Commercial Uses

(Panorama looking northerly from eastern Project Site driveway, across Rinaldi Street)



Rinaldi Street



12. Surrounding Uses, Church Uses

(Photo looking southeasterly at eastern adjacent property containing church parking lot and structure)



13. Surrounding Uses, Freeway

(Panorama looking southerly at adjacent 118 Freeway from project site surface parking lot)



E-5: DIR-2009-3195-DRB-SPP

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

DEPARTMENT OF
CITY PLANNING
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LOS ANGELES, CA 90012-4801
AND
6262 VAN NUYS BLVD., SUITE 151
VAN NUYS, CA 91401

CITY PLANNING COMMISSION

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INFORMATION
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www.planning.lacity.org

February 26, 2010

Owner

Porter Ranch Development Company
Attn.: Vince Rossi
8383 Wilshire Boulevard, Suite 700
Beverly Hills, CA 90211

Applicant

Porter Ranch Development Company
Attn.: Pauleen Singh
11280 Corbin Avenue
Northridge, CA 91326

Representative

Mitch Chemers
PermitWiz
6154 Lemona Avenue
Van Nuys, CA 91411

Case No. DIR-2009-3195-DRB-SPP
**PORTER RANCH SPECIFIC PLAN
DESIGN REVIEW DETERMINATION
PROJECT PERMIT COMPLIANCE REVIEW**
Location: 19950 W. Rinaldi Street (Subarea I)
CEQA Clearance: ENV-2009-3196-CE
Council District: 12
Plan Area: Chatsworth – Porter Ranch
Area Planning Commission: North Valley
Neighborhood Council: Porter Ranch
Plan Land Use: Community Commercial &
Minimum Residential (lot 22)
Zone: C2-2D
District Map: 210B113
Legal Description: TR 52154 Lots 22, 23, 24,
25, & 31 Arb None

Last day to appeal: March 13, 2010

Pursuant to Section 11.5.7.C of the Los Angeles Municipal Code and to the **Porter Ranch Land Use / Transportation Specific Plan**, I hereby conditionally approve:

A Design Review Determination and Project Permit Compliance Review of a proposed sign program for the installation, use, and maintenance of thirteen illuminated signs consisting of two monument signs, nine wall signs, and two directional signs for the new medical office building located at the southeast corner of Rinaldi Street, and Porter Ranch Drive. *The Specific Plan only permits a total of two monument signs. This review included the placement of two additional monument signs on Rinaldi Street. However, a Specific Plan Exception must be first applied for and granted before installing more than two monuments signs. Therefore, this determination does not constitute approval of a Specific Plan Exception for the additional two monument signs. The Porter Ranch Design Review Board is in support of a Specific Plan Exception application to be filed by the applicant to allow the two additional monument signs (signs M3 and M4) on Rinaldi Street.*

APCNAV 2014-3303

This Project is located within the boundaries of the Porter Ranch Specific Plan, and is subject to the Plan's applicable provisions, design guidelines, and standards. The conditional approval is subject to the additional terms and conditions stated in this determination.

Design Review Conditions from the Porter Ranch Specific Plan

A. Administrative

1. The use and development of the property shall be in substantial conformance with the sign program plans attached to the file labeled Exhibit A, dated and stamped on January 20, 2010.
2. The applicant shall submit in writing any subsequent changes to the plans, identified with illustrations, detailing the proposed changes, and approved by the Director of Planning, prior to obtaining a building permit for the Department of Building and Safety.
3. The applicant shall print all the conditions of approval on the cover page of the building plans submitted to the Department of City Planning and the Department of Building and Safety. The Department of City Planning will not sign off on plans lacking this document.
4. Copies of any approvals, guarantees, verification of consultations, or reviews, as may be required by these conditions, shall be provided to the Department of City Planning for placement in the case file.
5. The applicant shall comply with all area, height, and use regulations of the C2-2D zone classification for this property.
6. Prior to plan check approval by the Department of Building and Safety, the applicant shall submit the final project plans to the Porter Ranch Specific Plan staff of the Department of City Planning for verification of compliance with the Director of Planning's Conditions of Approval.

B. Conditions of Approval

1. **Use.** Pursuant to Section 6.A.2.(d) of the Specific Plan, Subarea I shall be limited to C2 Zone uses on C2-zoned lots.
2. **Wall Signs.** Pursuant to the Exception under Section 6.E.3.(a)(1) of the Specific Plan, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive.
 - i. The total area of each wall sign shall not exceed two square feet for each one foot of street frontage.
 - ii. No wall sign may project from the building face more than 12 inches.
3. **Monument Signs.** Signs M1 and M2 shall be permitted in lieu of a pole sign, and shall be located in a landscaped area extending a minimum of four feet from the base of each side of the sign. Signs M3 and M4 shall be permitted if approved per a Specific Plan Exception application filing.
4. **Temporary Signs.** Prior to the Department of Building & Safety issuance of a final sign-off on any approved sign, any existing temporary signs (i.e. banners)

shall be removed from the business or multi-tenant storefronts by the respective tenants, property manager, or the property owner

5. **Information sign (directional sign).** Pursuant to Section 14.4.7 of the Municipal Code, information signs shall not exceed 25 square feet in area, and shall be limited to a maximum overall height of six feet six inches above the sidewalk grade or edge of roadway grade nearest the sign.
6. Pursuant to Section 14.4.6 of the Municipal Code, the Department of Building and Safety shall determine, prior to the issuance of a permit, if any of the proposed signs will be primarily visible from a main traveled roadway of a freeway (I-118 Ronald Reagan Freeway) or an on-ramp/off-ramp.

OBSERVANCE OF CONDITIONS – TIME LIMIT – LAPSE OF PRIVILEGES – TIME EXTENSION

All terms and conditions of this Director's Determination shall be fulfilled before the use may be established. This instant authorization is further conditional upon the privileges being utilized within **two (2) years** after the effective date of this determination and if such privileges are not utilized or substantial physical construction work has not begun and carried on diligently to completion, the authorization shall terminate and become void. The Director of Planning or his/her designee may extend the termination date for one additional period not to exceed one year, if a written request on appropriate forms, accompanied by the applicable fee, is filed with a public office of the Department of City Planning setting forth the reasons for the request and the Director of Planning or his/her designee determines that the request is reasonable.

TRANSFERABILITY

This determination runs with the land. In the event the property is sold, leased, rented, or occupied by any person or corporation other than yourself, you must advise them regarding the conditions of this grant.

VIOLATIONS OF THE CONDITIONS, A MISDEMEANOR

Section 11.00 M of the Los Angeles Municipal code states that in part: "It shall be unlawful to violate any provision or fail to comply with any of the requirements of this Code. Any person violating any of the provisions or failing to comply with any of the mandatory requirements of this Code shall be guilty of a misdemeanor unless that violation or failure is declared in that section to be an infraction. An infraction shall be tried and be punishable as provided in Section 19.6 of the Penal Code and the provisions of this section. Any violation of this Code that is designated as a misdemeanor may be charged by the City Attorney as either a misdemeanor or an infraction."

APPEAL PERIOD – EFFECTIVE DATE

This grant is not a permit or license, and any permits and licenses required by law must be obtained from the proper public agency. Furthermore, if any condition of this grant is violated or is not complied with, then the applicant or his successor in interest may be prosecuted for violating these conditions, as stipulated in the Los Angeles Municipal Code.

All appeals shall be filed pursuant to procedures established under LAMC Section 11.5.7 C 6. Per LAMC Section 11.5.7 C 4 (c), the Determination in this matter shall become effective after 15 calendar days from the approval date, unless an appeal is filed. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections / incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms, accompanied by the required fee, a copy of this Design Review Determination, and received and receipted at a public office of the Department of City Planning on or before the above date to be accepted. Forms are available online at <http://planning.lacity.org>. Department of City Planning public offices are located at:

Figueroa Plaza Public Counter
201 North Figueroa Street, #400
Los Angeles, CA 90012
(213) 482-7077

Marvin Braude San Fernando Valley
Constituent Center
6262 Van Nuys Boulevard, Suite 251
Van Nuys, CA 91401
(818) 374-5050

The applicant is further advised that all subsequent contacts regarding this Determination must be with the decision maker who acted on the case. This includes clarifications, verification or conditions, or building permit applications. They shall be done by **appointment only**, in order to assure that you receive service with a minimum amount of waiting. You should advise any consultant representing you of this requirement, as well. The applicant is further advised that all subsequent contact regarding this case must be by appointment only with the Porter Ranch Specific Plan staff at (818) 374-5060.

The time in which a party may seek judicial review of this determination is governed by California Civil Procedures Section 1094.6. Under this provision, a petitioner may seek judicial review of any decision of the City pursuant to California Code of Civil Procedures Section 1094.5, only if the petition for writ of mandate pursuant to that section is filed no later than the 90th day following the date on which the City's decision becomes final.

FINDINGS

The Porter Ranch Land Use / Transportation Specific Plan has an appointment Design Review Board, which conditionally approved the sign program proposed for the Medical Office Building. Based on a review of the plans and materials submitted labeled "Exhibit A" attached to the administrative file DIR 2009-3195-DRB-SPP, the Director of Planning makes the following findings in accordance with Section 11.5.7 (c) 2 of the Los Angeles Municipal Code and the applicable review criteria of the Porter Ranch Land Use / Transportation Specific Plan, Ordinance No. 166,068.

Design Review and Project Permit Compliance Findings

1. The proposed sign program for the new medical office building is subject to the Porter Ranch Specific Plan because it is located within the plans boundaries and because it meets the definition of a project. The proposed sign program consists of thirteen neon-illuminated signs of which nine are proposed as wall signs, two as monument signs, and two as directional signs. The medical office building is expected to have multiple tenants, projecting up to seven, therefore, the signs have been labeled as Tenant A to G, plus two signs to read "*Porter Ranch Medical Plaza*" identified as Building ID #1 and Building ID #2.

The following table explains the allocation of square footage per each wall sign, as labeled in Exhibit A, for each elevation. No signage is proposed for the north elevation of the existing building.

<i>Elevation</i>	<i>Signs</i>	<i>Maximum Letter Height</i>	<i>Maximum Sign area</i>	<i>As allowed per Specific Plan</i>
East elevation as counted towards Rinaldi Street frontage	Building ID #1	30 inches	155 sq ft	
	Tenant A	36 inches	300 sq ft	
	Tenant B	18 inches	31 sq ft	
	Tenant C	24 inches	45 sq ft	
	Tenant D	24 inches	45 sq ft	
	Tenant E	18 inches	31 sq ft	
	Tenant F	36 inches	300 sq ft	
	Total		907 sq ft	1,293 sq ft
West & South elevation as counted towards Porter Ranch Drive frontage	Building ID #2	30 inches	155 sq ft	
	Tenant G	30 inches	250 sq ft	
	Total		405 sq ft	949 sq ft

As detailed in the above table, the combined area of the seven signs to be located on the east elevation is 907 square feet, which is below the maximum allowed of 1,293 square feet for Rinaldi Street. The two remaining signs, of which Building ID #2 will be located on the west elevation and Tenant G will be located on the south elevation, have a combined total area of 405 square feet, which is below the maximum allowed of 949 square feet on Porter Ranch Drive.

The sign program of the proposed project also proposes a total of four monument signs. Only two are permitted on the site for each frontage, in lieu of a pole sign, therefore the two additional monument signs will need to be reviewed as a specific plan exception to the Porter Ranch Specific Plan. The following table details the monuments signs:

<i>Location</i>	<i>Monument Sign</i>	<i>Dimensions</i>	<i>Sign area</i>
Porter Ranch Drive	M1	3 ft. x 17 ft.	51 sq ft
Rinaldi Street	M2	4 ft 4 in x 7 ft.	30.33 sq ft
	M3	4 ft 4 in x 7 ft	30.33 sq ft
	M4	4 ft 4 in x 7 ft	30.33 sq ft

The two permitted monument signs are M1 as proposed to be located on the corner of Rinaldi Street and Porter Ranch Drive, and monument sign M2 as proposed to be located towards Rinaldi Street. Monument signs M3 and M4 must first obtain approval of a Specific Plan prior to installation.

The two proposed directional signs, identified as signs D1 and D2, each have a sign area of 9 square feet, which is below the maximum allowed of 25 square feet pursuant to LAMC Section 14.4.7.

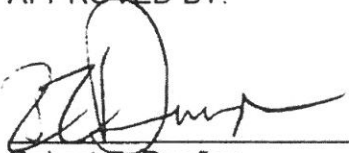
2. Pursuant to the Exception under Section 6.E.3.(a)(1) of the Specific Plan, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive. The proposed sign program comprises of a total of nine wall signs. Two of the nine signs are for the purpose of identifying the building and are proposed to read, "Porter Ranch Medical Plaza", and are identified as Building ID #1 and Building ID #2 in Exhibit A. The additional seven wall signs are proposed signs for future tenants; therefore each tenant may have the opportunity to be able to identify their office location. The combined area of all the wall signs does not exceed the maximum allowed of two square feet per one foot of street frontage. The total sign area for the east elevation is 907 square feet, which is below the maximum of 1,293 square feet for the street frontage facing Rinaldi Street; and, for the west and south elevation it is 405 square feet which is below 949 square feet for the street frontage facing Porter Ranch Drive. All of the proposed wall signs have been conditioned to project no more than twelve inches from the building face.
3. Pursuant to Section 6.E.3(c) of the Specific Plan, no more than one monument sign shall be permitted for each street frontage for each lot in lieu of a pole sign, and shall be located in a landscaped area extending a minimum of four feet from the base of each side of the sign. The proposed sign program proposes four monument signs for the site. Only one monument sign will be allowed for the street frontage on Porter Ranch Drive, and one for the frontage on Rinaldi Street. The proposed monument sign to be counted towards Porter Ranch Drive is identified as monument sign M1. The proposed monument sign to be counted towards Rinaldi Street is identified as M2. As conditioned, a landscape area extending four feet from the base of each side of the sign shall be provided.
4. Pursuant to Section 14.4.7 of the Municipal Code, information signs shall not exceed 25 square feet in area, and shall be limited to a maximum overall height of six feet six inches above the sidewalk grade or edge of roadway grade nearest the sign. The two proposed identification signs proposed to be located in the parking lot, each placed near the driveway entrance/exit off Rinaldi Street are each proposed at nine square feet, with a maximum height of three feet.
5. The project complies with the applicable regulations, standards, and provisions of the Porter Ranch Specific Plan, Section 10, Design Review and Section 11, Project Permit Compliance Approval. At its meeting held on November 12, 2009, the Porter Ranch Design Review Board conditionally approved the proposed sign program for the medical office building on the condition that only monument signs M1 & M2 are part of this approval. As conditioned, the project shall be compatible with the existing area and shall ensure a more unified appearance along Rinaldi Street and Porter Ranch Drive, which promotes the purpose of the Specific Plan for orderly, attractive, and harmonious development
6. Pursuant to the City CEQA Guidelines, the proposed Project Permit request has been granted an environmental clearance as part of ENV-2009-3196-CE.
7. As determined by the Director of Planning, based upon the findings established above, the project substantially complies with the applicable regulations, standards, and provisions of the Specific Plan pursuant to Section 11.5.7. (C) of the Los Angeles Municipal Code.

BACKGROUND AND CHRONOLOGY REPORT

- 10/1/2009 Project Permit Application filed.
- 11/12/2009 Design Review Board meeting.
- 12/29/2009 The case was placed on hold.
- 1/19/2010 Hold was removed.
- 1/20/2010 The application was deemed complete.
- 02/24/2010 Department of City Planning issues a recommendation for conditional approval.

S. GAIL GOLDBERG, AICP
Director of Planning

APPROVED BY:



Robert Z. Dueñas
Senior City Planner

PREPARED BY:



Claudia Rodriguez
City Planning Assistant

cc: Councilmember Greig Smith, 12th District
Porter Ranch Design Review Board Chair
Department of Building and Safety
Porter Ranch Neighborhood Council
Adjacent Property Owners

E-6: DIR-2009-3195-DRB-SPP-M1

DEPARTMENT OF
CITY PLANNING
200 N. SPRING STREET, ROOM 525
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AND
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VAN NUYS, CA 91401

CITY PLANNING COMMISSION
VACANT
PRESIDENT
VACANT
VICE-PRESIDENT
CAMILLA M. ENG
GEORGE HOVAGUIMIAN
ROBERT LESSIN
DANA M. PERLMAN
MARTA SEGURA
RENEE DAKE WILSON
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CALIFORNIA



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MAYOR

EXECUTIVE OFFICES

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PORTER RANCH SPECIFIC PLAN
DESIGN REVIEW DETERMINATION PROJECT PERMIT COMPLIANCE REVIEW

October 2, 2013

Owner
Porter Ranch
Development Company
Attn.: Teresa Sousa
8383 Wilshire Boulevard,
Suite 700
Beverly Hills, CA 90211

Applicant
The Regents of the
University of California
UCLA Asset Mgmt Dept.
Attn: Kat Seiple
10920 Wilshire Boulevard,
Suite 700
Beverly Hills, CA 90211

Representative
Planning Associates, Inc.
Attn: Tom Stemnock
4040 Vineland Avenue, Suite
108
Studio City, CA 91604

Case No. DIR-2009-3195-DRB-SPP-M1
CEQA: ENV-2013-2772-CE
Location: 19950 W. Rinaldi Street (Subarea I)
Related Case: DIR-2009-3195-DRB-SPP
Council District: CD 12 – Englander
Neighborhood Council: Porter Ranch
Community Plan Area: Chatsworth – Porter Ranch
Land Use Designation: Community Commercial & Minimum Residential (lot 22)
Zone: C2-2D
Legal Description: TR 52154 Lots 22, 23, 24, 25, & 31 Arb None

**Last Day to File an October 17, 2013
Appeal**

DETERMINATION

Pursuant to LAMC Sections 11.5.7 C, I have reviewed the proposed project and as the designee of the Director of Planning, I hereby:

Approve with Conditions a Modification to the Design Review Determination and Project Permit Compliance Review of a previously established sign program to add one new sign for a new tenant in addition to the thirteen illuminated wall signs approved under Case No. DIR-2009-3195-DRB-SPP-M1. The modified sign program is for an office building located at the southeast corner of Rinaldi Street, and Porter Ranch Drive.

The project is Categorically Exempt from environmental review pursuant to Article III, Section 1, and Class 11, Category 1 of the City of Los Angeles CEQA Guidelines.

The project approval is based upon the attached Findings, and subject to the attached Conditions of Approval:

APCNV 2014-3303

CONDITIONS OF APPROVAL

1. **Use.** Pursuant to Section 6.A.2.(d) of the Specific Plan, Subarea I shall be limited to C2 Zone uses on C2-zoned lots.
2. **Wall Signs.** Pursuant to the Exception under Section 6.E.3.(a)(1) of the Specific Plan, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive.
 - a. The total area of each wall sign shall not exceed two square feet for each one foot of street frontage.
 - b. No wall sign may project from the building face more than 12 inches.
3. **Temporary Signs.** Prior to the Department of Building & Safety issuance of a final sign-off on any approved sign, any existing temporary signs (i.e. banners) shall be removed from the business or multi-tenant storefronts by the respective tenants, property manager, or the property owner

Administrative Conditions

1. **Final Plans.** Prior to the issuance of any building permits for the project by the Department of Building and Safety, the applicant shall submit all final construction plans that are awaiting issuance of a building permit by the Department of Building and Safety for final review and approval by the Department of City Planning. All plans that are awaiting issuance of a building permit by the Department of Building and Safety shall be stamped by Department of City Planning staff "Final Plans". A copy of the Final Plans, supplied by the applicant, shall be retained in the subject case file.
2. **Notations on Plans.** Plans submitted to the Department of Building and Safety, for the purpose of processing a building permit application shall include all of the Conditions of Approval herein attached as a cover sheet, and shall include any modifications or notations required herein.
3. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review of approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning prior to clearance of any building permits, for placement in the subject file.
4. **Code Compliance.** Use, area, height, and yard regulations of the zone classification of the subject property shall be complied with, except where granted conditions differ herein.
5. **Department of Building and Safety.** The granting of this determination by the Director of Planning does not in any way indicate full compliance with applicable provisions of the Los Angeles Municipal Code Chapter IX (Building Code). Any corrections and/or modifications to plans made subsequent to this determination by a Department of Building and Safety Plan Check Engineer that affect any part of the exterior design or appearance of the project as approved by the Director, and which are deemed necessary by the Department of Building and Safety for Building Code compliance, shall require a referral of the revised plans back to the Department of City Planning for additional review and sign-off prior to the issuance of any permit in connection with those plans.
6. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning.

7. **Expiration.** In the event that this grant is not utilized within three years of its effective date (the day following the last day that an appeal may be filed), the grant shall be considered null and void. Issuance of a building permit, and the initiation of, and diligent continuation of, construction activity shall constitute utilization for the purposes of this grant.

8. **Indemnification.** The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action, or proceeding against the City or its agents, officers, or employees relating to or to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.

FINDINGS

Based on a review of the plans and materials submitted labeled "Exhibit A", attached to the administrative file DIR 2009-3195-DRB-SPP-M1, the Director of Planning makes the following findings in accordance with Section 11.5.7 (C) 2 of the Los Angeles Municipal Code and the applicable review criteria of the Porter Ranch Land Use / Transportation Specific Plan, Ordinance No. 166,068.

1. The project substantially complies with the applicable regulations, findings, standards, and provisions of the Specific Plan.

The proposed modification to a previously approved sign program for a medical office building is subject to the Porter Ranch Specific Plan because it is located within the plans boundaries and because it meets the definition of a project. The established sign program, which was approved in 2010 per Case No. DIR-2009-3195-DRB-SPP, permitted a total of nine neon-illuminated wall signs totaling 907 square feet. UCLA Health is a new tenant in the building and is requesting a modification to the previously approved master sign program for the building in order to allow one new wall sign for their tenant space. The new wall sign will read "UCLA Health" and will be located on the building's west elevation.

The following table explains the allocation of square footage per each wall sign, and the new wall sign is proposed as "*Tenant H*" on the building's west elevation.

<i>Elevation</i>	<i>Signs</i>	<i>Maximum Letter Height</i>	<i>Maximum Sign area</i>	<i>As allowed per Specific Plan</i>
East elevation as counted towards Rinaldi Street frontage	Building ID #1	30 inches	155 sq ft	
	Tenant A	36 inches	300 sq ft	
	Tenant B	18 inches	31 sq ft	
	Tenant C	24 inches	45 sq ft	
	Tenant D	24 inches	45 sq ft	
	Tenant E	18 inches	31 sq ft	
	Tenant F	36 inches	300 sq ft	
	Total		907 sq ft	1,293 sq ft
West & South elevation as counted towards Porter Ranch Drive frontage	Building ID #2	30 inches	155 sq ft	
	Tenant G	36 inches	250 sq ft	
	Tenant H	36 inches	122 sq ft	
	Total		527 sq ft	949 sq ft

As detailed in the above table, the combined area of the Tenant G wall sign and the Building ID #2 sign (shown as PRMC ID #2 on the sign plan) on the south and west elevation, respectively, is 527 square feet, which is below the maximum allowed of 949 square feet permitted for Porter Ranch Drive.

Pursuant to the Exception under Section 6.E.3.(a)(1) of the Specific Plan, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive. The modified sign program comprises of a total of ten wall signs. Two of the ten signs are for the purpose of identifying the building and are proposed to read, "Porter Ranch Medical Plaza", and are identified as PRMC ID #1 and PRMC ID #2 in Exhibit A. The additional ten wall signs are proposed signs for tenants; therefore each tenant may have the opportunity to be able to identify their office location. The combined

area of all the wall signs does not exceed the maximum allowed of two square feet per one foot of street frontage. The total sign area for the east elevation is 907 square feet, which is below the maximum of 1,293 square feet for the street frontage facing Rinaldi Street; and, for the west and south elevation it is 527 square feet which is below 949 square feet for the street frontage facing Porter Ranch Drive. All of the proposed wall signs have been conditioned to project no more than twelve inches from the building face.

The project complies with the applicable regulations, standards, and provisions of the Porter Ranch Specific Plan, Section 10, Design Review and Section 11, Project Permit Compliance Approval. The Porter Ranch Land Use / Transportation Specific Plan has an appointed Design Review Board, which had "no comment" on the case and waived their right to review the plans at a public meeting.

- 2. That the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.**

Pursuant to the City CEQA Guidelines the proposed Project Permit request has been granted an environmental clearance through ENV-2013-2772-CE on September 5, 2013. The subject proposal has been determined to be categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1 of the City CEQA Guidelines under Class 11, Category 1.

OBSERVANCE OF CONDITIONS – TIME LIMIT – LAPSE OF PRIVILEGES – TIME EXTENSION

All terms and conditions of this Director's Determination shall be fulfilled before the use may be established. This instant authorization is further conditional upon the privileges being utilized within **three (3) years** after the effective date of this determination and if such privileges are not utilized or substantial physical construction work has not begun and carried on diligently to completion, the authorization shall terminate and become void. The Director of Planning or his/her designee may extend the termination date for one additional period not to exceed one year, if a written request on appropriate forms, accompanied by the applicable fee, is filed with a public office of the Department of City Planning setting forth the reasons for the request and the Director of Planning or his/her designee determines that the request is reasonable.

TRANSFERABILITY

This determination runs with the land. In the event the property is sold, leased, rented, or occupied by any person or corporation other than yourself, you must advise them regarding the conditions of this grant.

VIOLATIONS OF THE CONDITIONS, A MISDEMEANOR

Section 11.00 M of the Los Angeles Municipal code states that in part: "It shall be unlawful to violate any provision or fail to comply with any of the requirements of this Code. Any person violating any of the provisions or failing to comply with any of the mandatory requirements of this Code shall be guilty of a misdemeanor unless that violation or failure is declared in that section to be an infraction. An infraction shall be tried and be punishable as provided in Section 19.6 of the Penal Code and the provisions of this section. Any violation of this Code that is designated as a misdemeanor may be charged by the City Attorney as either a misdemeanor or an infraction."

APPEAL PERIOD – EFFECTIVE DATE

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper public agency. Furthermore, if any condition of this grant is violated or not complied with, then the applicant or his successor in interest may be prosecuted for violating these conditions the same as for any violation of the requirements contained in the Municipal Code, or the approval may be revoked.

The Determination in this matter will become effective and final fifteen (15) days after the date of mailing the Notice of Director's Determination unless an appeal there from is filed with the City Planning Department. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections/incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms, accompanied by the required fee, a copy of this Determination, and received and receipted at a public office of the Department of City Planning on or before the above date or the appeal will not be accepted. Forms are available on-line at www.lacity.org/pln.

Planning Department public offices are located at:

Downtown Office
Figueroa Plaza
201 North Figueroa Street, 4th Floor
Los Angeles, CA 90012
(213) 482-7077

Valley Office
6262 Van Nuys Boulevard, Suite 251
Van Nuys, CA 91401
(818) 374-5050

Verification of condition compliance with building plans and/or building permit applications are done at the Development Services Center of the Department of City Planning at either Figueroa Plaza in Downtown Los Angeles or the Marvin Braude Building in the Valley. In order to assure that you receive service with a minimum amount of waiting, applicants are encouraged to schedule an appointment with the Development Services Center either by calling (213) 482-7077 or (818) 374-5050 or through the Department of City Planning website at <http://cityplanning.lacity.org>. The applicant is further advised to notify any consultant representing you of this requirement as well.


The time in which a party may seek judicial review of this determination is governed by California Code of Civil Procedures Section 1094.6. Under that provision, a petitioner may seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, only if the petition for writ of mandate pursuant to that section is filed no later than the 90th day following the date on which the City's decision becomes final.

MICHAEL J. LOGRANDE
Director of Planning

APPROVED BY:


Robert Z. Dueñas
Senior City Planner

PREPARED BY:


Priya Mehendale
City Planning Assistant
Priya.Mehendale@lacity.org

cc: Council District No. 12, Porter Ranch Neighborhood Council; and Adjacent Property Owners.

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E-7: Environmental Clearance