



Los Angeles County
Department of Regional Planning

Planning for the Challenges Ahead



Richard J. Bruckner
Director

August 21, 2012

TO: Curt Pedersen, Chair
David W. Louie, Vice Chair
Esther L. Valadez, Commissioner
Harold V. Helsley, Commissioner
Pat Modugno, Commissioner

FROM: Maria Masis 
Section Head, Zoning Permits East

SUBJECT: Additional Materials for Hearing
Project Number R2005-03503-(1)
Variance No. 201100004
RPC Meeting: August 22, 2012
Agenda Item: 5

Please find attached a letter of opposition from the public, dated August 20, 2012.

MM:mt

Maral Tashjian

From: Greg Lozano-Buhl [greg@lozano-buhl.com]
Sent: Monday, August 20, 2012 2:59 PM
To: Maral Tashjian
Subject: CVS Signage R2005-03503-(1)

Dear Maral,

I just became aware that the forthcoming CVS at 909 South Atlantic Boulevard is asking for a variance on signage. After reading through the related documents on the LA County DRP website I would like to express my sentiments against the county allowing this variance. If the county allows this variance, the county might as well have allowed CVS to tear down the Golden Gate theater altogether and build a bland box-like structure in its place, as the request goes against every notion of trying to preserve this nationally and state recognized historic site. The requested variances are a slap in the face to community standards districts and if allowed could set a precedent for rampant signage not just in this local area, but throughout unincorporated LA County.

Here are some brief comments in regards to the specific request -

1) Signage area

The requested signage area is more than 3 times what the community standards impose. After viewing the surrounding area, it appears that none of the surrounding businesses have anywhere close to this amount of signage. Not only will this be a disadvantage to competing businesses, but it also will be an eyesore to the well traveled corner that used to house the Golden Gate Theater.

2) Number of wall signs

Once again, this number of wall signs is out of line with surrounding businesses. CVS is a very well known business, and residents know what services CVS offers. There is no reason to advertise pharmacy or drive thru multiple times. Surrounding business do not have numerous excess signs.

3) Letter height

Again, nobody in the area has 5 ft tall letters on there signs. We do NOT want to have any chance of this becoming a precedent for signage in the area or throughout LA County. There is no reasonable explanation for needing wall signs with letters taller than 2 feet when this CVS will already have a pole sign and monument sign. This would put surrounding businesses at a disadvantage and be an eyesore for as far as the eye can see.

Thanks and best regards,

Greg Lozano-Buhl
Altadena, CA