Los Angeles County
Department of Regional Planning

Planning for the Challenges Ahead

Richard J. Bruckner
Director

August 16, 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 the findings, conditions of approval, and the environmental document (Addendum to the FEIR) for the above referenced project which were not included in the hearing package submittal to the Regional Planning Commission.

Please note: There are two project descriptions, "II. Description Secondary Elevation Signage," included in the Addendum. One describes the project as proposed by the applicant. The other describes the project as modified, recommended by staff.

MM:mt

DRAFT FINDINGS AND ORDER OF THE REGIONAL PLANNING COMMISSION
COUNTY OF LOS ANGELES
PROJECT NO. R2005-03503-(1)
VARIANCE NO. 201100004
ENVIRONMENTAL ASSESSMENT NO. 201100136

1. **ENTITLEMENT REQUESTED.** The applicant, M & A Gabaee, a California Limited Partnership, is requesting a Variance to authorize signage in excess of what is permitted in the C-3 (Unlimited Commercial) Zone of the East Los Angeles Community Standards District ("CSD") as set forth in Section 22.44.118 of the Zoning Code. The request includes a variance to three sign standards in the East Los Angeles CSD: total sign area, total number of wall signs, and sign letter height.

2. **HEARING DATE.** August 22, 2012

3. **PROCEEDINGS BEFORE THE REGIONAL PLANNING COMMISSION.** *To be inserted after public hearing(s) to reflect hearing proceedings.*

4. **PROJECT DESCRIPTION.** The applicant is requesting a Variance to authorize signage at a new CVS Pharmacy retail drugstore located within the nationally and state registered historic Golden Gate Theater building. The proposed signage includes ten (10) wall signs on all four faces of the building with a combined sign area of approximately 675 square feet. The proposed wall signage in addition to the approved/existing freestanding signs would create a combined total sign area of approximately 756 square feet for the project site.

5. **LOCATION.** The project is located at 909 South Atlantic Boulevard, in the Unincorporated Community of East Los Angeles.

6. **SITE PLAN DESCRIPTION.** The site plan depicts a 1.03 acre property developed with a parking lot and an existing building (Golden Gate Theater) which has been converted to a retail drugstore, CVS Pharmacy. The site is accessed from South Atlantic Boulevard, East Whittier Boulevard, and Louis Place. There are ten (10) wall signs proposed and two existing freestanding signs located along the eastern property boundary.

7. **EXISTING ZONING.** The subject property is zoned C-3 (Unlimited Commercial) in the Eastside Unit No. 1 Zoned District and is located within the Whittier Boulevard Area of the East Los Angeles CSD. Surrounding properties are zoned as follows:

   North: C-3 and R-3 (Limited Multiple Residences)
   South: C-3 and R-3
   East: C-3 and R-3
   West: C-3 and R-3

8. **EXISTING LAND USES.** The subject property is developed with the historic Golden Gate Theater building and a parking lot. Surrounding properties are developed as follows:

   North: Commercial-retail and multi-family residences
   South: Commercial-retail and multi-family residences
   East: Office, retail and multi-family residences
   West: Commercial-retail and multi-family residences

9. **PREVIOUS CASES/ZONING HISTORY.** There are two related zoning cases on record:

   - Conditional Use Permit No. 200800136 to authorize the interior/exterior renovation of the building for a retail drugstore use, drive-through pharmacy window, and the sale of a full line of alcoholic beverages for off-site consumption was approved by the Regional Planning Commission on April 7, 2010, appealed to the Board of Supervisors, and approved by the Board of Supervisors on May 26, 2010.

   - Revised Exhibit "A" No. 201200147 to authorize two (2) freestanding signs, a new 10'x15' monument sign and refurbishment of the existing Jim's Burgers pole/pylon sign was approved on July 26, 2012.

10. **GENERAL PLAN / COMMUNITY PLAN CONSISTENCY.**
    The project site is located within the Major Commercial land use category of the East Los Angeles Community Plan. This designation is intended for areas containing mixtures of small and large businesses in major areas oriented toward the greater East Los Angeles Area. The retail drugstore use is a large business oriented toward the greater East Los Angeles Area and is therefore consistent with the permitted uses of the underlying land use category. Signage is a common ancillary feature to a large business and therefore is also consistent with the land use designation.

    The following policy of the East Los Angeles Community Plan is applicable to the proposed project:

    - Encourage rehabilitation of existing commercial uses and development of new commercial infill along the major corridors (Whittier, Olympic and Atlantic Boulevards) where commercial uses are designated on the Land Use Plan map and where transportation and other municipal services can support development. (Land Use, pg.2)

    The proposed business signage is the final component of the restoration of the previously vacant and deteriorating Golden Gate Theater into a functioning commercial destination along the Whittier and Atlantic corridors. The restoration has reduced blight at the intersection of two major commercial corridors (Whittier

and Atlantic) and contributes to the economic vitality of the surrounding neighborhood.

11. **ZONING ORDINANCE AND DEVELOPMENT STANDARDS COMPLIANCE.** Pursuant to Section 22.44.118 of the County Code, establishments in the East Los Angeles Community Standards District (CSD) are subject to the following development standards applicable to the proposed project:

- The total permitted sign area of all signs on a building or site is 10 percent of the building face (not to exceed 240 square feet). (Community-wide Development Standards, 22.44.118.C.3)

The applicant is requesting a total sign area of approximately 756 square feet, and is therefore requesting a variance to exceed the maximum sign area permitted in the CSD.

- Wall signs shall be mounted flush and affixed securely to a building wall and may only extend from the wall a maximum of 12 inches. (Area Specific Development Standards - Whittier Boulevard Area, 22.44.118.E.1.c.iii)

The proposed wall signs extend 5" from the wall and are therefore consistent with this development standard.

- Each business in a building shall be permitted a maximum of two wall-mounted business signs facing the street and alley frontage or a maximum of three signs if the business is on a corner or has a street frontage of more than 75 feet. (Area Specific Development Standards - Whittier Boulevard Area, 22.44.118.E.1.c.iii)

The subject property is located at the corner of East Whittier Boulevard and South Atlantic Boulevard, and has frontages in excess of 75 feet, and would therefore be permitted up to three (3) wall signs. The applicant is requesting ten (10) wall signs and is therefore requesting a variance to exceed the maximum number of wall signs permitted in the CSD.

- Sign Size. Maximum height of letters shall be restricted to 18 inches. Greater letter sizes, to a maximum of 24 inches, shall require approval of a minor variation by the director as provided in this section. (Area Specific Development Standards - Whittier Boulevard Area, 22.44.118.E.1.c.iii)

The applicant is requesting signs with a letter height of up to 60" (5 feet) and is therefore requesting a variance to exceed the maximum permitted letter height in the CSD.

In summary, the applicant is requesting a variance to three sign standards in the East Los Angeles CSD:

(1) total sign area,
(2) total number of wall signs, and
(3) sign letter height.

Pursuant to Section 22.56.260 of the County Code, a variance may be granted to permit modification of sign regulations (other than outdoor advertising). Therefore the applicant's request is consistent with the scope of variance modifications. Staff is of the opinion that the applicant has completed the requisite application requirements to formally request a variance to the signage standards of the East Los Angeles CSD.

12. **NEIGHBORHOOD IMPACT/LAND USE COMPATIBILITY.** As proposed the variance request for more sign area, the number of signs, and greater letter height is not compatible with the surrounding land uses and would have a visual impact on the surrounding neighborhood. The intent of the sign regulations in the Whittier Boulevard Area of the East Los Angeles CSD, which are stricter standards than in most other unincorporated communities, was to prevent visual clutter and to avoid the appearance of haphazard and inconsistent signage among the dense commercial development along Whittier Boulevard.

The variance request could be compatible with the surrounding community, if modified to reduce the number of signs, sign area and letter height. Based on the information gathered from a sign visibility survey conducted by staff and the applicant, and sign visibility standards set by the business sign industry, the proposed request could be compatible with the surrounding community if modified to have 36" maximum sign letter height on the north building face, 42" maximum sign letter height on the east and south building faces, and no signage on the west building face.

Since the sign on the west elevation is not visible from East Whittier Boulevard, and is only visible from a collector street and neighboring single family residences, and the project site has no entrance from this side of the property, signs should not be placed on this side of the building.

Another consideration for reduced sign size and number of signs is that the proposed wall signs are not the only means of building identification for the subject property. There are two existing/approved freestanding signs. The combination of these freestanding signs and the proposed wall signs should ensure that the building's identity has adequate visibility from both pedestrians and motorists on the right of way.

In addition to reducing the sign size and number of signs, staff recommended that all the signs along the west elevation be placed at a consistent height. As

proposed, the "Drive-Thru Pharmacy" sign is located at approximately 45 feet above grade, while the other signs are located at approximately 34 feet above grade. Staff recommended that the "Drive-Thru Pharmacy" sign also be located at approximately 34 feet above grade in the interest of avoiding the appearance of haphazard and inconsistent signage that the CSD was intending to prevent.

13. **COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS.** Staff from the Department of Public Works consulted with the Whittier Blvd Merchants Association (WBMA) regarding the proposed wall signs. The WBMA reviewed the project and expressed no objection.

14. **LEGAL NOTIFICATION AND PUBLIC OUTREACH.** Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper and property posting.

15. **PUBLIC COMMENTS.** No comments were received from the public.

VARIANCE SPECIFIC FINDINGS

16. The East Los Angeles CSD limits sign area to 10% of the total building face, capped at 240 square feet. While this regulation is appropriate for the scale of surrounding businesses within the Whittier Boulevard Area of the CSD which typically have smaller street frontages and lower profiles ranging from 20 to 30 feet, the regulations do not address a building at the scale of the Golden Gate Theater, which is on a much larger parcel than the surrounding properties, and has a much larger building size, with a height ranging from 48 feet fronting East Whittier Boulevard (north elevation) to 58 feet fronting Louis Place (south elevation).

    Also, while the majority of surrounding businesses front directly on the right of way with little to no setbacks, the building on the subject property has setbacks ranging from 60 to 100 feet from the right of way. This large setback substantially reduces visibility of the building from pedestrians and motorists in comparison to the surrounding buildings which are located closer to the right of way. The reduced visibility, of the building and the wall signs that would be placed on the building puts the property at a disadvantage compared to the neighboring businesses. The regulation that limits sign height to 24 inches maximum (with a minor variation application), while appropriate for the scale of surrounding businesses and readily visible due to their location which is typically flush with the right of way, would be less visible from the building on the subject property, due to the greater distance of the building from the right of way.

    The project as proposed has excessive signage of a scale that overwhelms the facades of the building, signs that are at a scale meant to be seen from distances that the building is not visible from, and has signs on a building face that doesn't

front a street. As proposed, the applicant is requesting more signage than what neighboring businesses are permitted to have. In order to have the same signage privileges as surrounding businesses, the applicant does need more signage because of the nature of their building (setbacks, location, etc.), but they can achieve comparable visibility with the project as recommended to be modified by staff. The modified project, as recommended by staff would grant the applicant comparable signage visibility as the neighboring businesses, while being compatible with the neighborhood and not creating visual clutter.

Therefore, because of special circumstances or exceptional characteristics applicable to the property, the strict application of the code deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification.

17. As proposed, the applicant is requesting more signage than what neighboring businesses are permitted to have. In order to have the same signage privileges as surrounding businesses, the applicant does need more signage because of the nature of their building (setbacks, location, etc.), but they can achieve comparable visibility with the project as recommended to be modified by staff. The modified project, as recommended by staff would grant the applicant comparable signage visibility as the neighboring businesses, while being compatible with the neighborhood and not creating visual clutter.

    Therefore, the adjustment authorized will not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which the property is situated.

18. Sign regulations in the East Los Angeles CSD do not address the unique scale of the subject property and would limit the property to a quantity and scale of signage that would not be readily visible as compared to surrounding businesses. Inadequate signage could hinder the economic viability of the business.

    Therefore, strict application of zoning regulations as they apply to such property will result in practical difficulties or unnecessary hardships inconsistent with the general purpose of such regulations and standards.

19. The intent of the signage regulations in the East Los Angeles CSD was to prevent the proliferation of excessive signage and sought to minimize the number of signs on a building to the amount necessary to allow the business to adequately identify itself but not to be excessive.

    While additional signs and greater sign size are necessary to allow for proper visibility, the project as proposed would conflict with the character of the surrounding community and would be materially detrimental to the area and contribute to visual blight. The project as modified would have more reasonable amount and size of signage, compatible with the surrounding community.

Therefore, such adjustment will not be materially detrimental to the public health, safety or general welfare, or to the use, enjoyment or valuation of property of other persons located in the vicinity.

ENVIRONMENTAL DETERMINATION

20. An Addendum to the certified Environmental Impact Report (EIR) for the original CUP was prepared to account for the proposed additional signage on the existing building. The Addendum concluded that the signage as proposed would not result in any increased or additional environmental impacts beyond those which were analyzed in the EIR, and therefore concluded that supplement environmental analysis was not required.

    Consistent with Mitigation Measures 3.2.1 and 3.2.5 of the certified FEIR, the proposed signage has been reviewed by Chattel Architecture Planning & Preservation, Inc. which concluded that the proposed secondary elevation signage will not result in any additional impacts.

    Therefore, having considered the Addendum along with the FEIR for the project, the Planning Commission concludes that no further environmental review is required and adopts the Addendum for the project.

RECORD OF PROCEEDINGS

21. The location of the documents and other materials constituting the record of proceedings upon which the Regional Planning Commission's decision is based in this matter is at the Los Angeles County Department of Regional Planning, 13th Floor, Hall of Records, 320 West Temple Street, Los Angeles, CA 90012. The custodian of such documents and materials shall be the Section Head of the Zoning Permits East Section, Los Angeles County Department of Regional Planning.

BASED ON THE FOREGOING, THE REGIONAL PLANNING COMMISSION CONCLUDES:

A. That because of special circumstances or exceptional characteristics applicable to the property, the strict application of the code deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification; and

B. That the adjustment authorized will not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which the property is situated; and

C. That strict application of zoning regulations as they apply to such property will result in practical difficulties or unnecessary hardships inconsistent with the general purpose of such regulations and standards; and

D. That such adjustment will not be materially detrimental to the public health, safety or general welfare, or to the use, enjoyment or valuation of property of other persons located in the vicinity.

THEREFORE, the information submitted by the applicant and presented at the public hearing/meeting substantiates the required findings for a Variance as set forth in Section 22.56.330 of the Los Angeles County Code (Zoning Ordinance).

REGIONAL PLANNING COMMISSION ACTION:

1. The Regional Planning Commission having considered the Addendum along with the Final Environmental Impact Report finds that the Addendum reflects the independent judgment and analysis of the Commission and approves the Addendum in compliance with the California Environmental Quality Act and the State and County CEQA Guidelines.

2. In view of the findings of fact and conclusions presented above, Variance No. 201100004 is Approved subject to the attached conditions.

DRAFT CONDITIONS OF APPROVAL
COUNTY OF LOS ANGELES
PROJECT NO. R2005-03503-(1)
VARIANCE NO. 201100004
ENVIRONMENTAL ASSESSMENT NO. 201100136

PROJECT DESCRIPTION

The project is for nine (9) wall signs for a retail drugstore use, subject to the following conditions of approval. The entitlement request includes a variance to three sign standards in the East Los Angeles Community Standards District: total sign area, total number of wall signs, and sign letter height. The nine (9) wall signs would be in addition to two (2) existing freestanding signs on the subject property.

GENERAL CONDITIONS

1. Unless otherwise apparent from the context, the term "permittee" shall include the applicant, owner of the property, and any other person, corporation, or other entity making use of this grant.

2. This grant shall not be effective for any purpose until the permittee, and the owner of the subject property if other than the permittee, have filed at the office of the Los Angeles County ("County") Department of Regional Planning ("Regional Planning") their affidavit stating that they are aware of and agree to accept all of the conditions of this grant, and that the conditions of the grant have been recorded as required by Condition No. 7, and until all required monies have been paid pursuant to Condition No. 10. Notwithstanding the foregoing, this Condition No. 2 and Condition Nos. 4, 5, and 9 shall be effective immediately upon the date of final approval of this grant by the County.

3. Unless otherwise apparent from the context, the term "date of final approval" shall mean the date the County's action becomes effective pursuant to Section 22.60.260 of the County Code.

4. The permittee shall defend, indemnify, and hold harmless the County, its agents, officers, and employees from any claim, action, or proceeding against the County or its agents, officers, or employees to attack, set aside, void, or annul this permit approval, which action is brought within the applicable time period of Government Code Section 65009 or any other applicable limitations period. The County shall promptly notify the permittee of any claim, action, or proceeding and the County shall fully cooperate in the defense. If the County fails to promptly notify the permittee of any claim action or proceeding, or if the County fails to cooperate fully in the defense, the permittee shall not thereafter be responsible to defend, indemnify, or hold harmless the County.

5. In the event that any claim, action, or proceeding as described above is filed against the County, the permittee shall within ten days of the filing make an initial deposit with Regional Planning in the amount of up to $5,000.00, from which actual costs and expenses shall be billed and deducted for the purpose of defraying the

costs or expenses involved in Regional Planning's cooperation in the defense, including but not limited to, depositions, testimony, and other assistance provided to permittee or permittee's counsel.

If during the litigation process, actual costs or expenses incurred reach 80 percent of the amount on deposit, the permittee shall deposit additional funds sufficient to bring the balance up to the amount of $5,000.00. There is no limit to the number of supplemental deposits that may be required prior to completion of the litigation.

At the sole discretion of the permittee, the amount of an initial or any supplemental deposit may exceed the minimum amounts defined herein. Additionally, the cost for collection and duplication of records and other related documents shall be paid by the permittee according to County Code Section 2.170.010.

6. If any material provision of this grant is held or declared to be invalid by a court of competent jurisdiction, the permit shall be void and the privileges granted hereunder shall lapse.

7. Prior to the use of this grant, the permittee, or the owner of the subject property if other than the permittee, shall **record the terms and conditions** of the grant in the office of the County Registrar-Recorder/County Clerk ("Recorder"). In addition, upon any transfer or lease of the property during the term of this grant, the permittee, or the owner of the subject property if other than the permittee, shall promptly provide a copy of the grant and its conditions to the transferee or lessee of the subject property.

8. This grant shall expire unless used within two (2) years from the date of final approval of the grant. A single one-year time extension may be requested in writing and with the payment of the applicable fee prior to such expiration date.

9. The subject property shall be maintained and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development or activity on the subject property. Failure of the permittee to cease any development or activity not in full compliance shall be a violation of these conditions. Inspections shall be made to ensure compliance with the conditions of this grant as well as to ensure that any development undertaken on the subject property is in accordance with the approved site plan on file. The permittee shall deposit with the County the sum of **$400.00**. The deposit shall be placed in a performance fund, which shall be used exclusively to compensate Regional Planning for all expenses incurred while inspecting the premises to determine the permittee's compliance with the conditions of approval. The fund provides for **two (2)** inspections. Inspections shall be unannounced.

If additional inspections are required to ensure compliance with the conditions of this grant, or if any inspection discloses that the subject property is being used in violation of any one of the conditions of this grant, the permittee shall be financially responsible and shall reimburse Regional Planning for all additional enforcement

efforts necessary to bring the subject property into compliance. The amount charged for additional inspections shall be $200.00 per inspection, or the current recovery cost at the time any additional inspections are required, whichever is greater.

10. Notice is hereby given that any person violating a provision of this grant is guilty of a misdemeanor. Notice is further given that the Regional Planning Commission ("Commission") or a Hearing Officer may, after conducting a public hearing, revoke or modify this grant, if the Commission or Hearing Officer finds that these conditions have been violated or that this grant has been exercised so as to be detrimental to the public's health or safety or so as to be a nuisance, or as otherwise authorized pursuant to Chapter 22.56, Part 13 of the County Code.

11. All development pursuant to this grant must be kept in full compliance with the County Fire Code.

12. All development shall comply with the requirements of Title 22 of the County Code ("Zoning Ordinance") and of the specific zoning of the subject property, unless specifically modified by this grant, as set forth in these conditions, including the approved Exhibit "A," or a revised Exhibit "A" approved by the Director.

13. All development pursuant to this grant shall conform with the requirements of County Department of Public Works.

14. All structures, walls and fences open to public view shall remain free of graffiti or other extraneous markings, drawings, or signage that was not approved by Regional Planning. These shall include any of the above that do not directly relate to the business being operated on the premises or that do not provide pertinent information about said premises. The only exceptions shall be seasonal decorations or signage provided under the auspices of a civic or non-profit organization.

    In the event of graffiti or other extraneous markings occurring, the permittee shall remove or cover said markings, drawings, or signage within 24 hours of notification of such occurrence, weather permitting. Paint utilized in covering such markings shall be of a color that matches, as closely as possible, the color of the adjacent surfaces.

15. The subject property shall be developed and maintained in substantial compliance with the plans marked Exhibit "A." If changes to the site plan are required as a result of instruction given at the public hearing, **three (3) copies of** a modified Exhibit "A" shall be submitted to Regional Planning within sixty (60) days of the date of final approval.

16. In the event that subsequent revisions to the approved Exhibit "A" are submitted, the permittee shall submit **three (3) copies of** the proposed plans to the Director

for review and approval. All revised plans must be accompanied by the written authorization of the property owner(s) and applicable fee for such revision.

PROJECT SITE SPECIFIC CONDITIONS

17. This grant shall authorize a maximum of nine (9) wall signs for the retail drugstore as indicated on the Exhibit "A."

18. Signs on the north building face shall not exceed 36 inches (3 feet) in letter height.

19. Signs on the east and south building faces shall not exceed 42 inches (3.5 feet) in letter height.

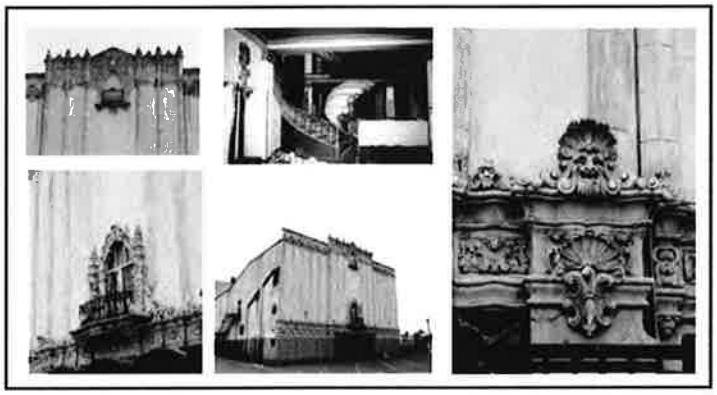
20. No signs shall be placed on the west building face.

21. Within 45 days of approval the permittee shall submit exhibits of the wall signs to the satisfaction of Regional Planning.

MM:mt
8/8/12

ADDENDUM
TO THE
FINAL ENVIRONMENTAL IMPACT REPORT

June 2012



Golden Gate Theater Re-Use

RCUPT200800136
RENVT200500198
SCH#: 2006051069

County of Los Angeles
Department of Regional Planning
320 West Temple Street
Los Angeles, CA 90012

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TECHNICAL APPENDICES

N. Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012, with the CVS Signage Packet by Coast Sign Inc., Reviewed and Signed by Robert Chattel, Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012.

I. SUMMARY

INTRODUCTION

In accordance with Sections 15088, 15089, and 15132 of the State Guidelines for the Implementation of the California Environmental Quality Act ("CEQA Guidelines"), the County of Los Angeles Regional Planning Department, as Lead Agency prepared and certified a Final Environmental Report ("Final EIR") for the Golden Gate Theater Re-Use project ("project") and adopted Findings of Fact and a Statement of Overriding Considerations on May 25, 2010.

Approval of the Project and the FEIR followed completion of an environmental review process conducted in accordance with the requirements of the California Environmental Quality Act ("CEQA") (Pub. Resources Code § 21000 *et seq.*; 14 Cal. Code. Regs. § 15000 *et seq.*), which included the following key steps:

- An Initial Study was prepared, whereupon it was determined that the Project required an Environmental Impact Report ("EIR"). In compliance with CEQA, a Notice of Preparation ("NOP") for the proposed Project was circulated on May 12, 2006, beginning a 30-day review period.

- Subsequent to the NOP review period, a Draft EIR was completed and circulated on March 23, 2009, initiating a 45-day public review period pursuant to CEQA and its implementing CEQA Guidelines. The Draft EIR and Notice of Completion ("NOC") were distributed to the California Office of Planning and Research, State Clearinghouse. Relevant agencies also received copies of the Draft EIR. A Notice of Availability ("NOA") was distributed to interested parties and adjacent property owners and residents, which informed them of where they could review the Draft EIR.

- After opening the public hearing and taking public testimony on May 13, 2009, the Los Angeles County Regional Planning Commission ("Commission") continued the public hearing to August 19, 2009. The continuance was provided to allow the Applicant additional time to complete the environmental review. At the May 13, 2009 hearing, the Applicant was asked to address concerns raised by the Commission, organizations, and the public with regard to the extent of the proposed exterior and interior renovations of the former Golden Gate Theater building to accommodate the retail pharmacy use. Additionally, the Commission directed the County Staff to retain an architectural historian to provide an independent review and analysis of the proposed Project. The intent was to prepare a modified plan that addresses comments received on the Draft EIR and strive to conform with the Secretary of the Interior's Standards for Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings ("Secretary of the Interior's Standards").

  In response to these aforementioned comments and direction, the County retained Chattel Architecture, Planning & Preservation, Inc. ("Chattel Architecture") as the County's architectural historian to provide an independent review and analysis of the proposed Project.

- At the, August 19, 2009, Commission public hearing, the Applicant informed the Commission of the progress being made working with the Chattel Architecture, County Staff, prospective tenant, and other interested parties on developing a modified plan that seeks to reduce significant historical resource impacts. There was no public testimony (written or oral) at the August 19, 2009 hearing. The Commission continued the item to October 21, 2009. At the October 21, 2009, Commission public hearing, the Commission continued the item to October 28, 2009. There was no public testimony (written or oral)

at the October 21, 2009, hearing. At the October 28, 2009, Commission public hearing, Robert Chattel with Chattel Architecture presented the independent historical analysis of a revised project design. After receiving public testimony, the Commission continued the item to November 4, 2009. After receiving public testimony at the November 4, 2009, Commission public hearing, the Commission continued the item to February 17, 2010.

- A Final EIR was prepared for the Project, which is hereby incorporated by reference in full and is available for review at the Los Angeles County Department of Regional Planning, 320 West Temple Street, Los Angeles, CA 90012. The Final EIR is intended to serve as an informational document for public agency decision makers and the general public regarding the objectives and components of the proposed Project.

- The Final EIR was distributed on February 2, 2010. The Final EIR contains written responses to comment letters that were received from public agencies, organizations, and individuals on the Draft EIR. A total of thirteen (13) letters and a petition form letter signed by 148 people were received during the 45-day public comment period. Responses to comments were sent to all public agencies that made comments on the Draft EIR at least 10 days prior to the certification of the Final EIR pursuant to the CEQA Guidelines. Responses were also provided in the Final EIR for oral comments received at the May 13, 2009, October 28, 2009, and November 4, 2009, Commission hearings.

- The Final EIR addressed the environmental effects associated with implementation of the proposed Project and identified feasible mitigation measures and alternatives that were adopted to reduce or eliminate these impacts. It was the primary reference document for the formulation and implementation of a mitigation monitoring program for the proposed Project. Environmental impacts cannot always be mitigated to a level that is considered less than significant.

- In accordance with the CEQA Guidelines, if a Lead Agency approves a project that has significant impacts that are not substantially mitigated (i.e., significant unavoidable impacts), the agency shall state in writing the specific reasons for approving the project based on the final CEQA documents and any other information in the public record for the project. This is called a "statement of overriding considerations." After receiving public testimony at the February 17, 2010, Commission public hearing, the Commission found that: the Final EIR had been completed in compliance with CEQA; the Commission had reviewed and considered the information contained in the Final EIR and attached mitigation monitoring program; and the Final EIR reflected the County's independent judgment and analysis. The Commission then certified the Final EIR. The Commission then continued the item to March 10, 2010. After receiving public testimony at the March 10, 2010, Commission public hearing, the Commission continued the item to March 17, 2010. After receiving public testimony at the March 17, 2010, Commission public hearing, the Commission adopted the CEQA Findings of Fact and a Statement of Overriding Considerations.

- The Commission's approval was appealed to the Los Angeles County Board of Supervisors ("Board of Supervisors") on the stated grounds that the EIR failed to include all known feasible alternatives or feasible mitigation measures proposed by community members in the EIR that the proposed mitigation measures did not reduce the significant efforts of the project, and that notice was improper and insufficient. The Board of Supervisors conducted a duly noticed public hearing on May 25, 2010. After receiving public testimony, the Board found that: the Final EIR was completed in compliance with CEQA; the Board had reviewed and considered the information contained in the Final EIR and attached mitigation monitoring program; and the Final EIR reflected the County's independent judgment and analysis. The Board then certified the Final EIR.

CHANGES TO THE PROJECT SIGNAGE DESCRIBED IN THE FEIR

The signage for the project was discussed on pages II-6 to II-7 of the FEIR, which stated:

> Signage – Signage is not discussed in the Draft EIR with the exception of a proposed double face monument reader board sign located within the parking lot at the northeast corner of the property within a landscaped planter, which remains part of the modified project design. The sign will be constructed on a brick/stone base with an aluminum casing, and internally lit. The display area will be a plastic face for lettering with the lower half of the sign as a digital reader board (see Figure FEIR-6). The sign has an overall dimension of 10 feet in height by 15 feet in length.
>
> The modified project design includes tenant signage on the north façade above the canopy, on the leading edge of the new contemporary canopy, and additional signage on the east, south and west elevations. The modified plan also includes reusing the existing pole sign at the southeast corner of the site along with a new monument reader board sign at the northeast corner of the property (See Figures FEIR-2, 3 and 6). A variance is required for the proposed signage which will be processed through a separate permit application.
>
> *Conformance with the Secretary of Interior's Standards for the Treatment of Historic Properties*
>
> Treatment of signage in the modified project design appears to conform to Standard 2. Originally occupied by theater and commercial uses, the property historically had substantial signage on site, albeit placed along the property edge at the sidewalk (as part of the now demolished Vega Building) (See Appendix K, which shows historic views of Vega Building with signage and marquee). The addition of new signage reflects the historic character of the site and is therefore appropriate and in conformance with Standard 2. The new signage is also reversible in conformance with Standard 10.

The project applicant has now provided design drawings for newly proposed east, south and west elevation signage (secondary elevation signage) for Golden Gate Theater, located at 909 S. Atlantic Boulevard in East Los Angeles County. This signage is describe more fully in:

- Addendum Section II. Description Secondary Elevation Signage
- New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012 with the CVS Signage Packet by Coast Sign Inc., Reviewed and Signed by Robert Chattel, Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012.

REVIEW OF THE SECONDARY ELEVATION SIGNAGE

The FEIR and Mitigation Monitoring and Reporting Program for the project included the following mitigation measures to address the potential cultural resource impacts of the project:

> **Mitigation Measure 3.2.1:** Maintenance, repair, stabilization, restoration, preservation, and conservation of all of the exterior and certain elements of the interior of the Golden Gate Theater Building shall be conducted in a manner consistent with the Rehabilitation

Standards of the Secretary of the Interior's Standards for Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings (Secretary's Standards, 1995), Weeks and Grimmer, as set forth in the Final EIR. Prior to the issuance of a building permit and to the satisfaction of the Los Angeles County Department of Regional Planning (DRP), the project developer shall retain a qualified professional architectural historian to prepare a Secretary's Standards conformance report, and oversee and advise on the rehabilitation of the Golden Gate Theater Building. Supervision will include activities relating to materials selection, construction methods, and aesthetic and physical exterior and interior alterations that are to be utilized, and the manner in which they are to be employed in rehabilitation of the historical resource. At a minimum, the project shall retain key elements essential to theater function, as set forth in the Final EIR. The design development plans shall be reviewed with the California Historical Building Code (CHBC, Part 8 of Title 24) provisions for compliance to the best reasonable extent.
Mitigation Measure 3.2.2: The Los Angeles County Historical Landmarks and Records Commission shall review and approve the design development plans for consistency of the maintenance, repair, stabilization, restoration, preservation and conservation of the exterior and certain elements of the interior of the Golden Gate Theater Building as noted in Mitigation Measure 3.2.1 with the Secretary of the Interior's Standards for Rehabilitation.
Mitigation Measure 3.2.3: A "Historic American Building Survey" (HABS) documentation shall be prepared to the satisfaction of the DRP. Such a procedure involves the recording of the structure through a written report and large-format photographs. The documentation would be completed on standardized forms and would be accurate in detail to such an extent that after alteration, the structure could be restored/reconstructed from the survey data. Copies of the documents shall be filed with the appropriate State (State of California, Office of Historic Preservation) and local repositories (Los Angeles County Central Library).
Mitigation Measure 3.2.4: All repair and cleaning work on architecturally or historically significant features shall be conducted according to the design development plans and specifications prepared by a qualified preservation architect to the satisfaction of the Department of Regional Planning. In addition, the repair and cleaning work shall be conducted by a contractor experienced and qualified in the repair or cleaning of such features as ornamental plaster and iron work.
Mitigation Measure 3.2.5: A Secretary's Standards conformance report shall be prepared by a qualified professional architectural historian identified in Mitigation Measure 3.2.1 to evaluate the design development plans of the modified project design for conformance with the Secretary of the Interior's Standards for Treatment of Historical Properties noted in Mitigation Measure 3.2.1 The design development plans shall include, but are not limited to, the following:

▪ A study of options to minimize the number of attachments necessary to connect banner signage to the building exterior if any banner signage is proposed. ▪ A study on the feasibility of heating and cooling the high volume auditorium space. A range of options for treatment of the high volume auditorium space between the balcony edge and stage shall be evaluated based on specific needs of the tenant, with the goal of exposing the volume of the space and decorative ceiling and walls to the maximum extent feasible. In addition, cleaning of the attic space between the historic ceiling and the roof of the auditorium shall be studied and the treatment of this issue may factor into the ability to expose all or certain portions of the historic ceiling. ▪ A study of a range of options for treatment of the new wall to emphasize the stage space. It may be painted in *tromp l'oeil* fashion to mimic a partially drawn-up stage curtain or will be otherwise finished in a fashion emphasizing the stage area. ▪ A range of options for treatment of the coffered underside of the balcony shall be evaluated based on specific needs of the tenant. A suspended grid system incorporating light fixtures without acoustical ceiling tiles (exposing the underside of the balcony) shall be considered. ▪ Further consideration on the retention rather than removal of the existing fire escape stair on the east elevation. ▪ Selection of paint color choices for the building exterior based on tenant needs and recommendations provided by the qualified architectural historian identified in Mitigation Measure 3.2.1.
Mitigation Measure 3.2.6: The decorative features, including ornament and openings on the north elevation shall be retained and shall be cleaned and maintained with gentlest means possible at less than 400 psi, to be determined after inspection and recommendation by a qualified masonry restoration specialist.
Mitigation Measure 3.2.7: Detailed, hand measured drawings and selective templates prepared by a qualified preservation architect shall be made of the lobby stair for possible future reconstruction.
Mitigation Measure 3.2.8: Alterations to the Golden Gate Theater building (interior or exterior) shall be prohibited until a tenant has signed a lease.

Consistent with Mitigation Measures 3.2.1 and 3.2.5, the signage for the proposed CVS Re-Use of the Golden Gate Theater has been reviewed by Chattel Architecture Planning & Preservation, Inc. (See New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012.)

According to Chattel Architecture Planning & Preservation, Inc. (Appendix N, pages 4-5):

> Proposed secondary elevation signage will not alter important historic fabric, materials or spatial relationships, nor would it impair the ability of the subject

property to convey its significance. It will be placed on side and rear elevations that are utilitarian in nature. These were designed as secondary elevations and generally not intended to be visible from the street. Golden Gate Theater was originally wrapped by a two-story commercial and apartment building, known as the Vega Building. The Vega Building was damaged in the 1987 Whittier Narrows Earthquake and subsequently demolished in 1992. The east, south and west elevations of Golden Gate Theater are now visible. Given their original secondary nature, they are void of ornament, originally containing openings for ventilation and mechanical equipment, and exits and metal staircases. Many of the openings were infilled as part of the recent construction, and the metal staircases have been removed. Altering a secondary elevation to accommodate a new use is often found acceptable if it does not impair the ability of a property to convey its significance. **Placement of new signs on secondary elevations would not in this case destroy important historic fabric, materials or spatial relationships, and is thus found in conformance with the *Secretary's Standards.***

The proposed size and placement of secondary elevation signage were also considered. The National Park Service provides some limited guidance on new signs for historic buildings, noting that "new signs should respect the size, scale and design of the historic building..." and that "sign placement is important: new signs should not obscure significant features of the historic building... Signs above a storefront should fit within the historic signboard, for example." Given their proposed placement on secondary elevations, the signage would not detract from important architectural features, nor would it change the character of the subject property. Proposed signage has been carefully placed to fit within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, as well as former mechanical and ventilation openings. As the building is set back substantially from the street, the proposed signage dimensions provide visibility without overwhelming the building exterior.

The proposed secondary elevation signage will therefore not result in any additional impacts, and has been reviewed in accordance with the mitigation requirements of the FEIR.

PREPARATION OF AN ADDENDUM

According to Section 15162 of the CEQA Guidelines:

(a) When an EIR has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

(1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;

(2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

(3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at

the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:

(A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
(B) Significant effects previously examined will be substantially more severe than shown in the previous EIR;
(C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
(D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

The proposed secondary elevation signage:

(1) Does not represent a substantial change in the project which would require major revisions to the FEIR, and does not result in a new significant environmental effect or a substantial increase in the severity of a previously identified significant effect, as documented in New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012.

(2) Does not represent a substantial change with respect to the circumstances under which the project is being undertaken.

(3) Is new information, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified. However, the information is not of substantial importance, as the FEIR included mitigation measures to ensure review of this type of change or addition to the project plans. More importantly, the secondary elevation signage does not result in new or more severe environmental effects, than those detailed in the FEIR for the project. As detailed in the Findings of Fact and Statement of Overriding Considerations for the Project (at page 13):

> The Project will not result in a substantial adverse change to the historical significance of the Golden Gate Theater. The modified project design strives to maintain most of the Golden Gate Theater building's historic fabric (including the balcony) and sequence of space to the maximum extent feasible while accommodating the retail use. The Project incorporates and preserves many of the Golden Gate Theater's character-defining features, including: (1) retaining, restoring, and/or treating many exterior features; (2) maintaining the overall scale, height, and sequence and volume of space in the Golden Gate Theater building; (3) treating and exposing 75% of the original lobby, underside of the balcony, and auditorium ceilings; (4) retaining original light fixtures, and (5) treating and exposing original auditorium walls, including the proscenium arch and the leading edge of the balcony. The Project's Conditions of Approval require that the lobby concession shell be crated and stored on site, the original auditorium floor be leveled in a reversible matter, original materials to be stored on site be inventoried and

> stored in the mezzanine or balcony, the balcony and mezzanine be mothballed, and the tenant incorporate a minimum of six historic photographs and panels into the interior design. In addition, the modified project design ensures that the Project is reversible, meaning the Golden Gate Theater building could be converted back into theater use in the future without the loss of the qualities that the made the Golden Gate Theater an historic resource. Furthermore, implementation of mitigation measures 3.2.1 through 3.2.8 will ensure that the Project does not result in a substantial adverse change to the historical significance of the Golden Gate Theater. Because the Project, as mitigated, does not result in a substantial adverse change to the historical significance of the Golden Gate Theater, it does not result in material impairment and, accordingly, does not result in a significant impact under CEQA. The conclusion that the Project will not result in a substantial adverse change is confirmed by a number of technical reports and comments provided by the County's architectural historical expert, Robert Chattel with Chattel Architecture Planning and Preservation, Inc. However, because the modified project design has not yet gone through the design development process, it is conceptual and meant to be flexible, presenting a range of options to be further studied during design development. Given that the modified project design does not conform with the *Secretary of the Interior's Standards*, the conservative approach is to concede that the modified project design will result in significant impacts to historical resources, which would require adoption of a Statement of Overriding Considerations.

As document in New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012, at page 5, the secondary elevation signage does not increase in the severity of a previously identified significant effect:

> Placement of new signs on secondary elevations would not in this case destroy important historic fabric, materials or spatial relationships, and is thus found in conformance with the *Secretary's Standards.*

According to Section 15164 of the CEQA Guidelines:

(a) The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred.

(b) An addendum to an adopted negative declaration may be prepared if only minor technical changes or additions are necessary or none of the conditions described in Section 15162 calling for the preparation of a subsequent EIR or negative declaration have occurred.

(c) An addendum need not be circulated for public review but can be included in or attached to the final EIR or adopted negative declaration.

(d) The decision making body shall consider the addendum with the final EIR or adopted negative declaration prior to making a decision on the project.

(e) A brief explanation of the decision not to prepare a subsequent EIR pursuant to Section 15162 should be included in an addendum to an EIR, the lead agency"s findings on the project, or elsewhere in the record. The explanation must be supported by substantial evidence.

Since none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred, and only minor technical changes or additions are necessary to add a description of the secondary elevation signage and two new technical appendices to the EIR, this Addendum to the Golden Gate Theater Re-Use FEIR has been prepared to address the secondary elevation signage.

Section II. Description Secondary Elevation Signage

The following description and evaluation of the secondary elevation signage is quoted from pages 4-5 of New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012, with the CVS Signage Packet by Coast Sign Inc., Reviewed and Signed by Robert Chattel, Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012. This description and evaluation is hereby added to Golden Gate Theater Re-Use FEIR:

Description of Proposed Secondary Elevation Signage

A description of the signage proposed for the east and south elevations is below. For purposes of this evaluation, the east elevation is described as having three bays: north, central and south, which roughly correspond with the lobby, auditorium and stage at the interior.

East Elevation

- A "CVS/pharmacy" sign is proposed to be located in the north bay of the east elevation. The sign dimension is 42" maximum in height. Options for placement, including placement tight to the primary (north) elevation were discussed. It was determined that moving the sign further south, to its currently proposed placement within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, would be preferable.

- Ancillary "Beauty," "Photo" and "Drive-Thru Pharmacy" signs are proposed to be located in the central and south bays of the east elevation. Sign dimensions are 68" in length by 18" in height, 54-23/32" in length by 18" in height, and 16'-10" in length by 18" in height, respectively. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property. Several options for spacing and placement were reviewed. The proposed even spacing, and placement in line with the "CVS/Pharmacy" sign and centered in the south bay was found acceptable.

South Elevation

- A "CVS/pharmacy" sign is proposed to be located centered on the south elevation, near the parapet. The sign dimension is 42" maximum in height.

- On the south elevation drive-through canopy (a new addition), two "Drive-Thru Pharmacy" signs are proposed along south and west canopy edges. Sign dimensions are 10'-1/2" in length by 9" in height. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property.

PROJECT AS MODIFIED, RECOMMENDED BY STAFF

Analysis

Proposed secondary elevation signage will not alter important historic fabric, materials or spatial relationships, nor would it impair the ability of the subject property to convey its significance. It will be placed on side and rear elevations that are utilitarian in nature. These were designed as secondary elevations and generally not intended to be visible from the street. Golden Gate Theater was originally wrapped by a two-story commercial and apartment building, known as the Vega Building. The Vega Building was damaged in the 1987 Whittier Narrows Earthquake and subsequently demolished in 1992. The east, south and west elevations of Golden Gate Theater are now visible. Given their original secondary nature, they are void of ornament, originally containing openings for ventilation and mechanical equipment, and exits and metal staircases. Many of the openings were infilled as part of the recent construction, and the metal staircases have been removed. Altering a secondary elevation to accommodate a new use is often found acceptable if it does not impair the ability of a property to convey its significance. Placement of new signs on secondary elevations would not in this case destroy important historic fabric, materials or spatial relationships, and is thus found in conformance with the *Secretary's Standards.*

The proposed size and placement of secondary elevation signage were also considered. The National Park Service provides some limited guidance on new signs for historic buildings, noting that "new signs should respect the size, scale and design of the historic building..."6 and that "sign placement is important: new signs should not obscure significant features of the historic building... Signs above a storefront should fit within the historic signboard, for example."7 Given their proposed placement on secondary elevations, the signage would not detract from important architectural features, nor would it change the character of the subject property. Proposed signage has been carefully placed to fit within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, as well as former mechanical and ventilation openings. As the building is set back substantially from the street, the proposed signage dimensions provide visibility without overwhelming the building exterior.

Section II. Description Secondary Elevation Signage

The following description and evaluation of the secondary elevation signage is quoted from pages 4-5 of New Technical Appendices N – Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012, with the CVS Signage Packet by Coast Sign Inc., Reviewed and Signed by Robert Chattel, Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012. This description and evaluation is hereby added to Golden Gate Theater Re-Use FEIR:

Description of Proposed Secondary Elevation Signage

A description of the signage proposed for east, south and west elevations is below. For purposes of this evaluation, the east and west elevations are described as having three bays: north, central and south, which roughly correspond with the lobby, auditorium and stage at the interior.

East Elevation

- A "CVS/pharmacy" sign is proposed to be located in the north bay of the east elevation. Sign dimensions are 41'-5" in length by 60" in height. Options for placement, including placement tight to the primary (north) elevation were discussed. It was determined that moving the sign further south, to its currently proposed placement within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, would be preferable.

- Ancillary "Beauty," "Photo" and "Drive-Thru Pharmacy" signs are proposed to be located in the central and south bays of the east elevation. Sign dimensions are 68" in length by 18" in height, 54-23/32" in length by 18" in height, and 16'-10" in length by 18" in height, respectively. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property. Several options for spacing and placement were reviewed. The proposed even spacing, and placement in line with the "CVS/Pharmacy" sign and centered in the south bay was found acceptable.

South Elevation

- A "CVS/pharmacy" sign is proposed to be located centered on the south elevation, near the parapet. Sign dimensions are 41'-5" in length by 60" in height.

- On the south elevation drive-through canopy (a new addition), two "Drive-Thru Pharmacy" signs are proposed along south and west canopy edges. Sign dimensions are 10'-1/2" in length by 9" in height. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property.

PROJECT AS PROPOSED BY APPLICANT

West Elevation

- A "CVS" sign is proposed to be located in the north bay of the west elevation. Sign dimensions are 14'-3" in length by 60" in height. Earlier options studied for this elevation included substantially more signage than what is currently proposed: a "CVS/pharmacy" sign 41'-9" in length by 60" in height in the north bay, and three ancillary signs mirroring those currently proposed for the east elevation. Thus, the "CVS/pharmacy" sign was reduced to the "CVS" sign currently proposed, and the ancillary signs were removed. To not appear too tight to the primary (north) elevation, the "CVS" sign was moved a few feet south from the primary (north) elevation to its currently proposed placement.

Analysis

Proposed secondary elevation signage will not alter important historic fabric, materials or spatial relationships, nor would it impair the ability of the subject property to convey its significance. It will be placed on side and rear elevations that are utilitarian in nature. These were designed as secondary elevations and generally not intended to be visible from the street. Golden Gate Theater was originally wrapped by a two-story commercial and apartment building, known as the Vega Building. The Vega Building was damaged in the 1987 Whittier Narrows Earthquake and subsequently demolished in 1992. The east, south and west elevations of Golden Gate Theater are now visible. Given their original secondary nature, they are void of ornament, originally containing openings for ventilation and mechanical equipment, and exits and metal staircases. Many of the openings were infilled as part of the recent construction, and the metal staircases have been removed. Altering a secondary elevation to accommodate a new use is often found acceptable if it does not impair the ability of a property to convey its significance. Placement of new signs on secondary elevations would not in this case destroy important historic fabric, materials or spatial relationships, and is thus found in conformance with the *Secretary's Standards.*

The proposed size and placement of secondary elevation signage were also considered. The National Park Service provides some limited guidance on new signs for historic buildings, noting that "new signs should respect the size, scale and design of the historic building..."6 and that "sign placement is important: new signs should not obscure significant features of the historic building... Signs above a storefront should fit within the historic signboard, for example."7 Given their proposed placement on secondary elevations, the signage would not detract from important architectural features, nor would it change the character of the subject property. Proposed signage has been carefully placed to fit within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, as well as former mechanical and ventilation openings. As the building is set back substantially from the street, the proposed signage dimensions provide visibility without overwhelming the building exterior.

APPENDIX N

Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage by Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012, with the CVS Signage Packet by Coast Sign Inc., Reviewed and Signed by Robert Chattel, Chattel Architecture Planning & Preservation, Inc. dated May 24, 2012.

CHATTEL

Chattel Architecture Planning & Preservation, Inc.

Memorandum

DATE	May 24, 2012
TO	Maral Tashjian, Planner, Zoning Permits East Section Los Angeles County Department of Regional Planning
FROM	Robert Chattel, AIA, President Kathryn McGee, Associate Chattel Architecture, Planning & Preservation, Inc.
RE	Golden Gate Theater, 909 S. Atlantic Boulevard, Los Angeles CA *Secretary's Standards* Conformance Review for CVS Secondary Elevation Signage

Summary

This memorandum evaluates proposed east, south and west elevation signage (secondary elevation signage) for Golden Gate Theater, located at 909 S. Atlantic Boulevard in East Los Angeles County (subject property). The attached plans include both signage for which permits have already been issued, as well as the newly proposed secondary elevation signage, corresponding to letters C, K, L, and M (east elevation), B, D and E (south elevation), and I (west elevation). Chattel Architecture, Planning & Preservation, Inc. (Chattel) has been asked to evaluate the secondary elevation signage for conformance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards)* to determine if it will result in historical resources impacts under the California Environmental Quality Act (CEQA). This report finds that the proposed secondary elevation signage conforms with the *Secretary's Standards*, and therefore has a less than significant historical resources impact.

Background

Constructed in 1928, Golden Gate Theater is listed in the National Register of Historic Places. It is significant for its architecture and as an example of the combined neighborhood movie palace/live stage theater property type. A Final Environmental Impact Report (EIR) to reuse the subject property as a CVS Pharmacy was certified by the Los Angeles County Regional Planning Commission on March 17, 2010. The decision was appealed to the County of Los Angeles Board of Supervisors, which certified the Final EIR on May 25, 2010. Cultural Resources Mitigation Measure 3.2.2 required review of design development plans by the County of Los Angeles Historical Landmarks and Records Commission, which provided approval on February 18, 2011. Cultural Resources Mitigation Measure 3.2.1 requires a preservation consultant review all aspects of the project for conformance with the *Secretary's Standards* prior to issuance of a building permit; Chattel is that consultant and provided review of design development drawings and construction documents. Building permits were issued November 7, 2011. The project is currently under construction and Chattel has been periodically monitoring construction.

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The previously approved project described in the Final EIR includes signage at the north elevation (letters A and G in attached plans), monument signage at the northeast corner of the property (letter H), and reuse of the former Jim's Burgers pole sign at the southeast corner of the property (letter F). It does not include east, south or west elevation signage. When the Final EIR was certified it was planned that secondary elevation signage would be under a separate permit, because signage had not been finalized with CVS. Thus, the property owner is now seeking a building permit for proposed secondary elevation signage and we understand a variance and an addendum to the Final EIR are required. Chattel has been asked to evaluate the proposed secondary elevation signage; this memorandum serves as that evaluation.

Secretary's Standards

California Environmental Quality Act (CEQA) Guidelines §15064.5(b)(3) indicate that effects on historical resources resulting from a project found in conformance with the *Secretary's Standards* are generally considered mitigated to a less than significant level. The *Secretary's Standards* contain four treatments: preservation, rehabilitation, restoration and reconstruction. The applicable treatment for Golden Gate Theater is rehabilitation. Rehabilitation is recommended as a treatment "when repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular period of time is not appropriate, rehabilitation may be considered as a treatment."[1] Providing the flexibility needed for certain projects, rehabilitation "emphasizes the retention and repair of historic materials, but more latitude is provided for replacement because it is assumed the property is more deteriorated prior to work."[2] The rehabilitation standards are:

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means

[1] "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings," National Park Service (Washington, D.C.: National Park Service, n.d.) <http://www.nps.gov/hps/tps/standguide/rehab/rehab_approach.htm> 16 May 2012.

[2] Kay D. Weeks, "Historic Preservation Treatments: Toward a Common Language" *Cultural Resource Management*, vol. 19, no. 1 (Washington, D.C.: National Park Service, 1996).

possible. Treatments that cause damage to historic materials will not be used.

8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The *Secretary's Standards* are not intended to be prescriptive, but instead provide general guidance. They are intended to be flexible and adaptable to specific project conditions to balance continuity and change while retaining historic building fabric to the maximum extent feasible. Their interpretation requires exercise of professional judgment and balance of the various opportunities and constraints of any given project based on use, materials retention and treatment, and compatibility of new construction.

The *Secretary's Standards* evaluate cumulative impacts to historical resources; a project is either in conformance or not in conformance. The appropriate evaluation is whether the project as a whole conforms, rather than whether individual project components comply with specific standards. Not every standard necessarily applies to every aspect of a project, nor is it necessary to comply with every standard to achieve conformance. Conformance with the *Secretary's Standards* is a high level of review. While conformance results in a less than significant impact to historical resources under CEQA, nonconformance does not necessarily equal material impairment of historical resources (a significant impact) under CEQA.[3] A project has a significant impact if it would result in a substantial adverse change to significance of a historical resource,[4] or, generally when a property would be rendered ineligible for listing.[5]

Relationship to Evaluation
The *Secretary's Standards* are intended to be applied to a project as a whole; the proposed secondary elevation signage is evaluated in conjunction with the larger project to rehabilitate and reuse the subject property. Allowing for preservation of the subject property by bringing a new use to a building that was vacant about 25 years, the larger project is providing restoration of many damaged historic features. Great care has been taken recreating broken and lost ornament through molding extant pieces. Historic light fixtures are being reconstructed by salvaging and reusing original parts, and where necessary combining them with new materials. The lobby concession shell and tile fountains have been salvaged and stored so they could be reinserted into the space in the future. New walls are being appropriately located to avoid damage to historic moldings and finishes. When evaluated with the larger project, the proposed secondary elevation signage is not a substantial enough alteration to outweigh the benefit of the improvements taking place, or adversely impact the features that make the historical resource significant.

---

[3] Material impairment occurs when a project alters or demolishes in an adverse manner "those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in ... the California Register of Historical Resources" ((CEQA Guidelines §15064.5(b)(2)(A)).

[4] "Substantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired" (CEQA Guidelines §15064.5(b)(1)).

[5] California Public Resources Code §21084.1 and CEQA Guidelines §15064.5.

Description of Proposed Secondary Elevation Signage

A description of the signage proposed for east, south and west elevations is below. For purposes of this evaluation, the east and west elevations are described as having three bays: north, central and south, which roughly correspond with the lobby, auditorium and stage at the interior.

East Elevation

- A "CVS/pharmacy" sign is proposed to be located in the north bay of the east elevation. Sign dimensions are 41'-5" in length by 60" in height. Options for placement, including placement tight to the primary (north) elevation were discussed. It was determined that moving the sign further south, to its currently proposed placement within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, would be preferable.

- Ancillary "Beauty," "Photo" and "Drive-Thru Pharmacy" signs are proposed to be located in the central and south bays of the east elevation. Sign dimensions are 68" in length by 18" in height, 54-23/32" in length by 18" in height, and 16'-10" in length by 18" in height, respectively. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property. Several options for spacing and placement were reviewed. The proposed even spacing, and placement in line with the "CVS/Pharmacy" sign and centered in the south bay was found acceptable.

South Elevation

- A "CVS/pharmacy" sign is proposed to be located centered on the south elevation, near the parapet. Sign dimensions are 41'-5" in length by 60" in height.

- On the south elevation drive-through canopy (a new addition), two "Drive-Thru Pharmacy" signs are proposed along south and west canopy edges. Sign dimensions are 10'-1/2" in length by 9" in height. As these signs are relatively small and on a secondary elevation, they are not found to overwhelm or materially alter the historic character of the subject property.

West Elevation

- A "CVS" sign is proposed to be located in the north bay of the west elevation. Sign dimensions are 14'-3" in length by 60" in height. Earlier options studied for this elevation included substantially more signage than what is currently proposed: a "CVS/pharmacy" sign 41'-9" in length by 60" in height in the north bay, and three ancillary signs mirroring those currently proposed for the east elevation. Thus, the "CVS/pharmacy" sign was reduced to the "CVS" sign currently proposed, and the ancillary signs were removed. To not appear too tight to the primary (north) elevation, the "CVS" sign was moved a few feet south from the primary (north) elevation to its currently proposed placement.

Analysis

Proposed secondary elevation signage will not alter important historic fabric, materials or spatial relationships, nor would it impair the ability of the subject property to convey its significance. It will be placed on side and rear elevations that are utilitarian in nature. These were designed as secondary elevations and generally not intended to be visible from the street. Golden Gate Theater was originally wrapped by a two-story commercial and apartment building, known as the Vega Building. The Vega Building was damaged in the 1987 Whittier Narrows Earthquake and subsequently demolished in 1992. The east, south and west elevations of Golden Gate Theater are now visible. Given their original secondary nature, they are void of ornament, originally containing

openings for ventilation and mechanical equipment, and exits and metal staircases. Many of the openings were infilled as part of the recent construction, and the metal staircases have been removed. Altering a secondary elevation to accommodate a new use is often found acceptable if it does not impair the ability of a property to convey its significance. Placement of new signs on secondary elevations would not in this case destroy important historic fabric, materials or spatial relationships, and is thus found in conformance with the *Secretary's Standards.*

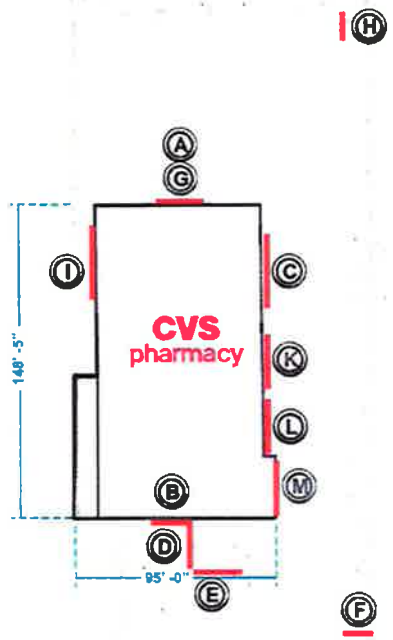
The proposed size and placement of secondary elevation signage were also considered. The National Park Service provides some limited guidance on new signs for historic buildings, noting that "new signs should respect the size, scale and design of the historic building..."[6] and that "sign placement is important: new signs should not obscure significant features of the historic building... Signs above a storefront should fit within the historic signboard, for example."[7] Given their proposed placement on secondary elevations, the signage would not detract from important architectural features, nor would it change the character of the subject property. Proposed signage has been carefully placed to fit within existing lines of the building corresponding to the raked balcony at the interior and roof parapet, as well as former mechanical and ventilation openings. As the building is set back substantially from the street, the proposed signage dimensions provide visibility without overwhelming the building exterior.

Attachment

Proposed secondary elevation signage plans, prepared by Coast Sign Incorporated, dated March 28, 2012.

[6] Michael J. Auer, "Preservation Brief 25: The Preservation of Historic Signs," *Preservation Briefs* (Washington D.C.: National Park Service), 1991, 11.
[7] Ibid.

SITE PLAN



SIGNAGE SPECIFICATIONS

- (A) ILLUMINATED CHANNEL LETTERS
- (B) ILLUMINATED CHANNEL LETTERS
- (C) ILLUMINATED CHANNEL LETTERS
- (D) ILLUMINATED CHANNEL LETTERS
- (E) ILLUMINATED CHANNEL LETTERS
- (F) PYLON REFURBISH
- (G) ILLUMINATED CHANNEL LETTERS
- (H) ILLUMINATED MONUMENT
- (J) REMOVED FROM SCOPE OF WORK
- (K) ILLUMINATED CHANNEL LETTERS
- (L) ILLUMINATED CHANNEL LETTERS
- (M) ILLUMINATED CHANNEL LETTERS

MAY 24 2012

COAST SIGN INCORPORATED
1580 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-5847

Date:	03-28-12
Scale:	NTS
Drawn:	Paula M.
File:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Anaheim Blvd.
City / State:	Los Angeles, CA
Client Approval:	Date:

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No.	Designer	Date	Revision Notes
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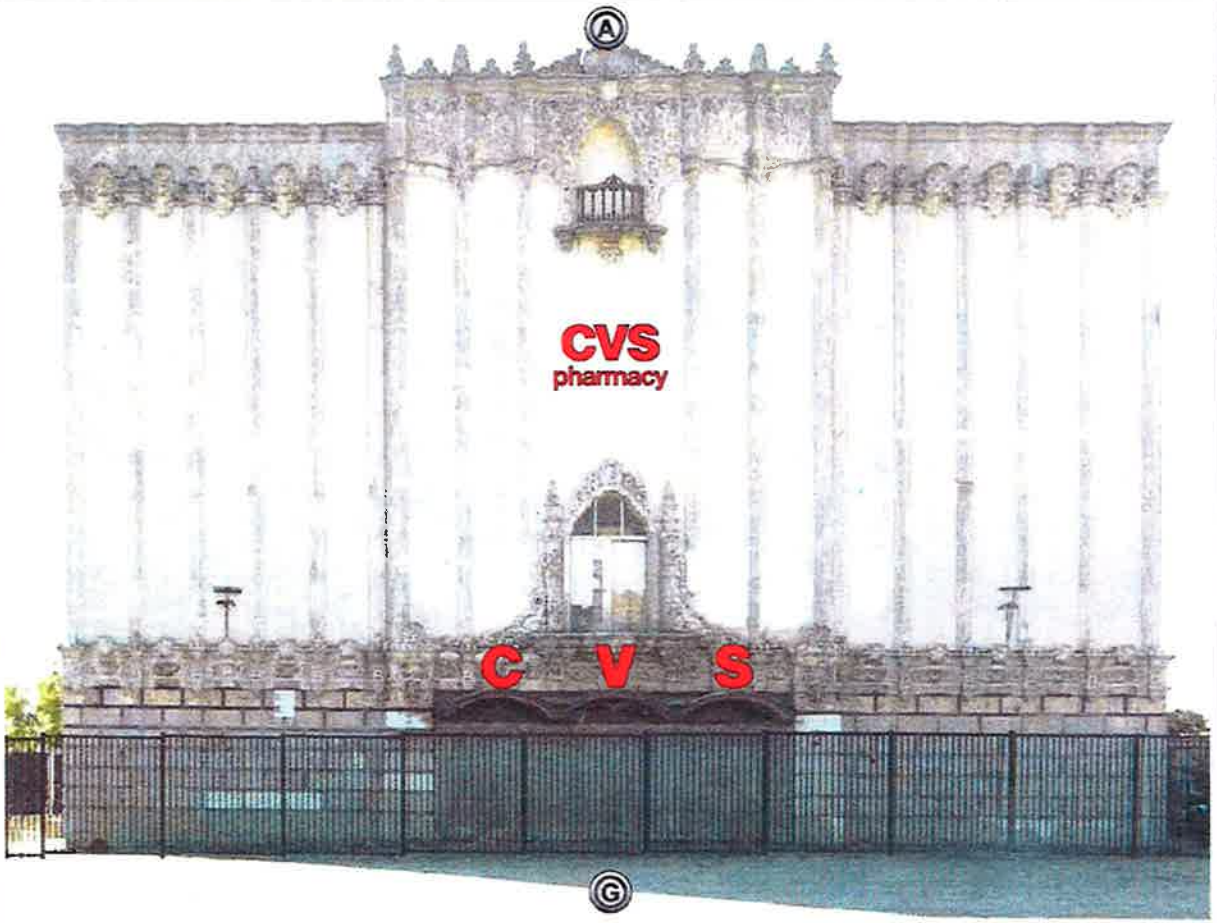
5	Paula M.	01/16/12	Convert to point drawing
6			

DESIGN DRAWING 1 of 14

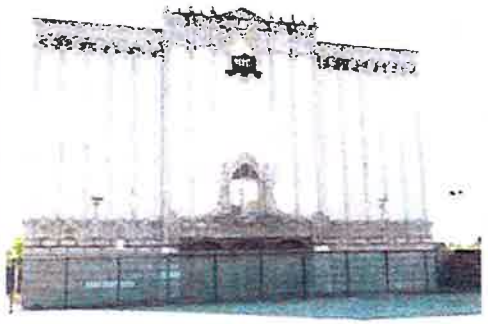
Request Number:
DEV-CVS1-00369-r13

File Location:
W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

PHOTO ENHANCEMENT - NORTH ELEVATION



EXISTING PHOTO



MAY 2 4 2012

Robert Chatter

COAST SIGN INCORPORATED 1800 West Embassy St. Anaheim, CA 92802 (714) 528-9144 FAX: (714) 520-5847	Date: 03-28-12	Project Name: CVS Pharmacy	This is an original unpublished drawing created by Coast Sign Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission	No.	Designer	Date	Revision Notes
	Scale:	Address: 909 S. Atlantic Blvd.		1			
	Drawn: Paula M.	City / State: Los Angeles, CA		2			
	Ptll: TH	Client Approval: Date:		3			
				4			
				5	Paula M	01/16/12	Convert to permit drawing
				6			

DESIGN DRAWING 2 of 14

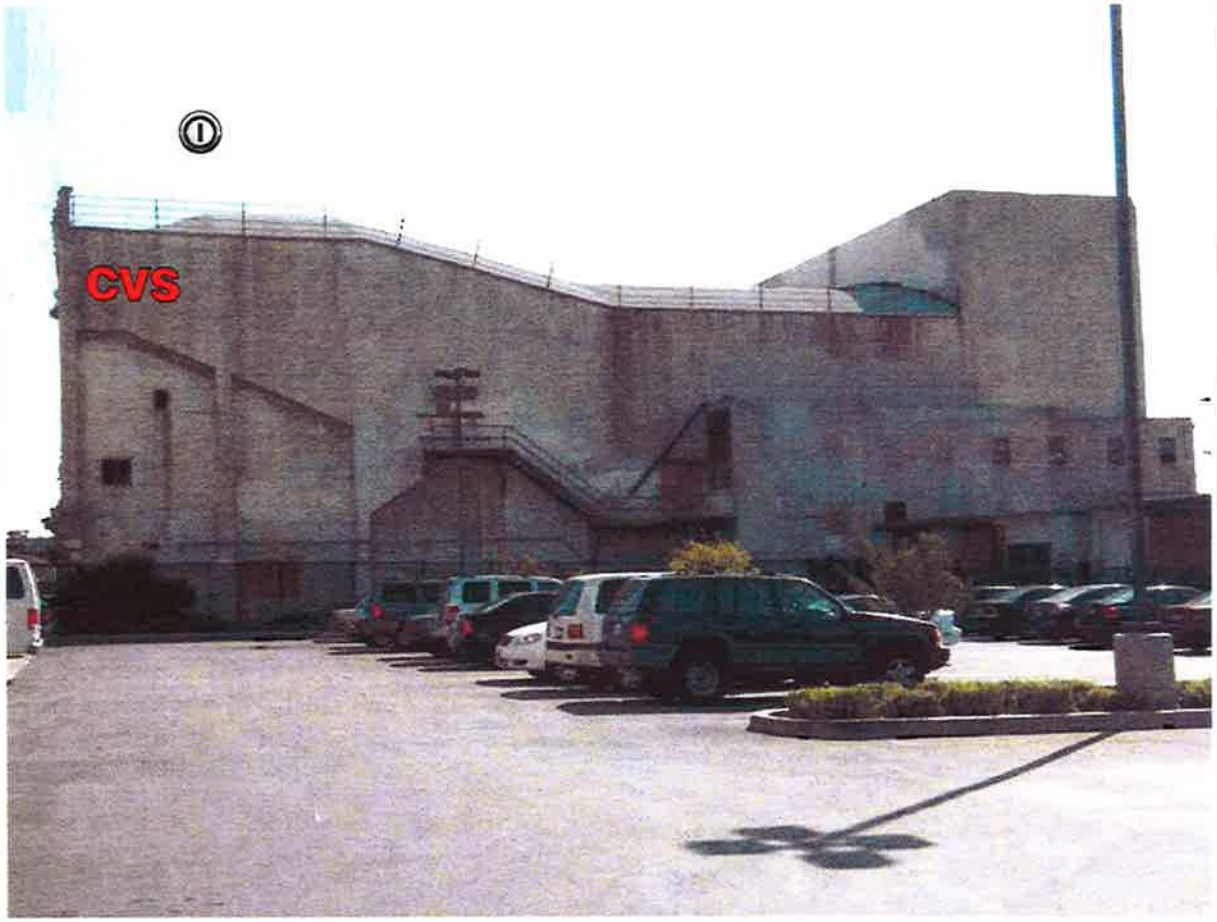
Request Number:

DEV-CVS1-00369-r13

File Location:

W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

PHOTO ENHANCEMENT - WEST ELEVATION



EXISTING PHOTO

MAY 24 2012

Planning Division

COAST SIGN INCORPORATED 1590 West Embassy St. Anaheim, CA 92802 (714) 530-9944 FAX: (714) 530-5847	Date: 03-28-12 Scale: Drawn: Paula M. PM: TH	Project Name: CVS Pharmacy Address: 909 S. Atlantic Blvd City / State: LosAngeles, CA Client/Approval: Date:	This is an original unpublished drawing created by Coast Sign Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.

No.	Designer	Date	Revision Notes
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4			
5	Paula M.	01/16/12	Convert to permit drawing
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DESIGN DRAWING 3 of 14

Request Number:
DEV-CVS1-00369-r13

File Location:
W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00006

PHOTO ENHANCEMENT - SOUTH ELEVATION

EXISTING PHOTO

MAY 24 2012

Robin Chatter

COAST SIGN INCORPORATED
1500 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-5847

Date: 03-28-12	Project Name: CVS Pharmacy		
Scale:	Address: 909 S. Atlantic Blvd.		
Drawn: Paula M.	City / State:		
PM: TH	ClientApproval:		

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No.	Designer	Date	Revision Notes
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5	Paula M.	01/16/12	Convert to permit drawing
6			

DESIGN DRAWING 4 of 14

Request Number:

DEV-CVS1-00369-r13

File Location:

W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

PHOTO ENHANCEMENT - EAST ELEVATION

EXISTING PHOTO

MAY 24 2012

Robert Chatter

COAST SIGN
INCORPORATED
1500 West Embassy St. Anaheim, CA 92802
(714) 528-9144 FAX: (714) 520-5847

Date: 03-28-12	Project Name: CVS Pharmacy		
Scale:	Address: 909 S. Atlantic Blvd.		
Drawn: Paula M.	City / State: Los Angeles, CA		
PM: TH	ClientApproval:	Date:	

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No.	Designer	Date	Revision Notes
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5	Paula M.	01/16/12	Convert to permit drawing
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DESIGN DRAWING 5 of 14

Request Number:

DEV-CVS1-00369-r13

File Location:
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EXISTING PHOTO

PYLON SIGN F

MAY 2 4 2012

Date: 03-28-12	Project Name: CVS Pharmacy	This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.	**DESIGN DRAWING** 6 of 14
Scale:	Address: 909 S. Atlantic Blvd.		Request Number: **DEV-CVS1-00369-r13**
Drawn: Paula M.	City / State: LosAngeles CA		File Location: W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000
PM: TH	Client Approval: Date:		

COAST SIGN INCORPORATED
1966 West Embassy St. Anaheim, CA 92802
(714) 539-9144 FAX: (714) 539-5847

No.	Designer	Date	Revision Notes
1			
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3			
4			
5	Paula M.	04/16/12	Convert to pedal drawing
6			

FRONT VIEW

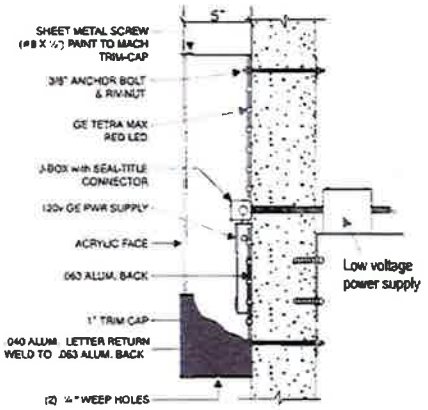
A FRONT VIEW @ ILLUMINATED CHANNEL LETTERS

Scale: 1/2"=1'-0" 51.48 SF

Specifications:

Manufacture & install (1) set internally illuminated self contained channel letters.
1" bronze jewelite trimcap
0.040" X 8" alum. coil painted dark bronze returns.
0.063 pre-paint white aluminum back.
3/16" red acrylic #2793 face.

MAY 2 4 2012



VERTICAL SECTION @ CHANNEL LETTERS

Scale: NTS

COAST SIGN INCORPORATED
1566 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-5647

Date:	03-28-12
Scale:	
Drawn:	Paula M.
PM:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd
City / State:	LosAngeles, CA
ClientApproval:	Date:

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No.	Designer	Date	Revision Notes
1			
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5	Paula M.	01/16/12	Convert to permit drawing
6			

DESIGN DRAWING 7 of 14

Request Number:
DEV-CVS1-00369-r13

File Location:
W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

FRONT VIEW @ CHANNEL LETTERS
Scale: 1/4"=1'-0"

208.43 SQ. FT.

SIDE VIEW

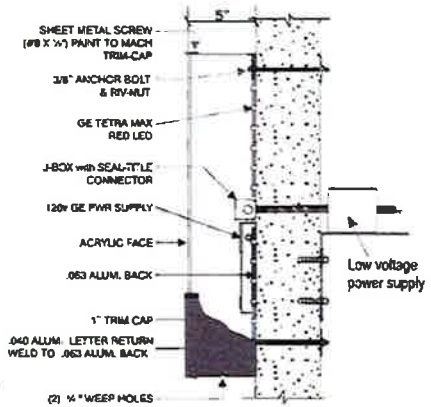
Specifications:

Manufacture & install (1) set CVS/Pharmacy internally illuminated self contained channel letters.
1" bronze jewelite trimcap
0.040" X 8" alum. coil painted dark bronze returns.
0.063 pre-paint white aluminum back.
3/16" red acrylic #2793 face.

FRONT VIEW @ CHANNEL LETTERS
Scale: 1/4"=1'-0"

71.25 SQ. FT.

MAY 24 2012



VERTICAL SECTION @ CHANNEL LETTERS
Scale: NTS

COAST SIGN INCORPORATED
1309 West Embassy St. Anaheim, CA 92802
(714) 520-6144 FAX: (714) 520-6847

Date:	03-28-12
Scale:	
Drawn:	Paula M.
PM:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd.
City / State:	LosAngeles, CA
Client/Approval:	Date:

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No.	Designer	Date	Revision Notes
1			
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5	Paula M.	01/16/12	Convert to permit drawing
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DESIGN DRAWING 8 of 14

Request Number:
DEV-CVS1-00369-r13

File Location:
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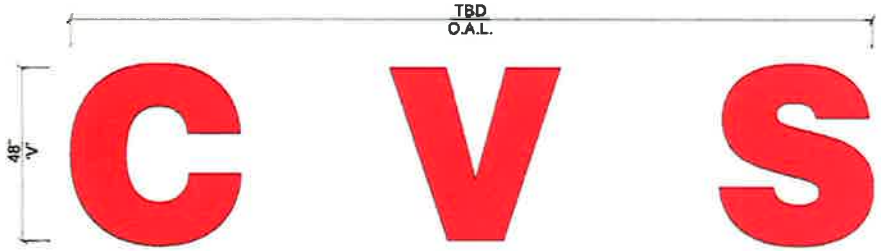


FRONT VIEW @ CHANNEL LETTERS

Scale: 3/8"=1'-0"

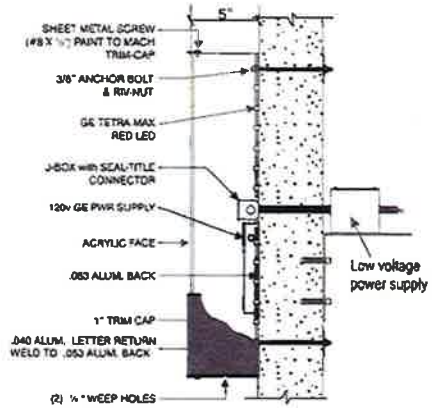
35.0 SQ. FT.

SIDE VIEW

Specifications:

Manufacture & install (1) set CVS/Pharmacy internally illuminated self contained channel letters.
1" bronze jewelite trimcap
0.040" X 8" alum. coil painted dark bronze returns.
0.063 pre-paint white aluminum back.
3/16" red acrylic #2793 face.

MAY 24 2012



VERTICAL SECTION @ CHANNEL LETTERS

Scale: NTS

COAST SIGN INCORPORATED
1588 West Embassy St. Anaheim, CA 92802
(714) 538-9144 FAX: (714) 536-8847

Date:	03-26-12
Scale:	
Drawn:	Paula M.
File:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd
City / State:	LosAngeles, CA
Client Approval:	Date:

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No.	Designer	Date	Revision Notes
1			
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3			
4			
5	Paula M.	5/17/12	Convert to power drawing
6			

DESIGN DRAWING 9 of 14

Request Number:

DEV-CVS1-00369-r13

File Location:
W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

16'-10" ±

18"

Drive-Thru Pharmacy

FRONT VIEW @ ILLUMINATED CHANNEL LETTERS

Scale: 1/2"=1'-0"

25.37 SQ. FT.

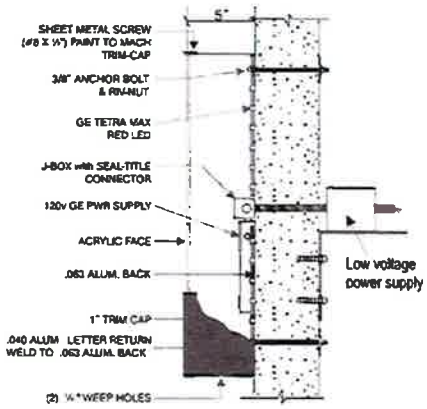
SIDE VIEW

Specifications:

Manufacture & install (1) set 18" internally illuminated self contained channel letters.

TRIMCAP SPEC: 1" BRONZE JEWELITE TRIM CAP
RETURN SPEC: 0.040" X 5.3" ALUM. COIL PAINTED DARK BRONZE.
BACK SPEC: 0.063 PRE-PAINT WHITE ALUMINUM
FACE SPEC: 3/16" RED ACRYLIC # 2793

MAY 24 2012



VERTICAL SECTION @ CHANNEL LETTERS

Scale: NTS

COAST SIGN INCORPORATED
1299 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-3647

Date:	03-28-12
Scale:	
Drawn:	Paula M.
PM:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd.
City / State:	LosAngeles, CA
Client Approval:	Date:

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No.	Designer	Date	Revision Notes
1			
2			
3			
4			
5	Paula M.	01/16/12	Correct to permit drawing
6			

DESIGN DRAWING 10 of 14

Request Number:

DEV-CVS1-00369-r13

File Location:

W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

FRONT VIEW @ ILLUMINATED CHANNEL LETTERS

Scale: 1/2"=1'-0" 8.50 SQ. FT.

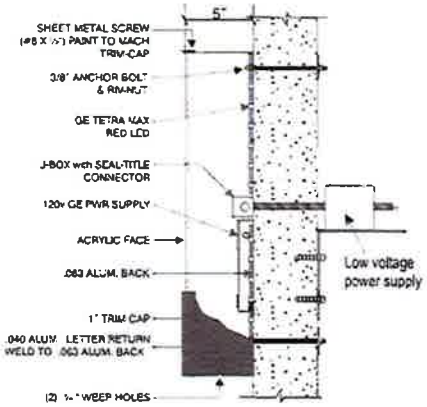
SIDE VIEW

Specifications:

Manufacture & install (1) set 18" internally illuminated self contained channel letters.

TRIMCAP SPEC: 1" BRONZE JEWELITE TRIM CAP
RETURN SPEC: 0.040" X 5.3" ALUM. COIL PAINTED DARK BRONZE.
BACK SPEC: 0.063 PRE-PAINT WHITE ALUMINUM
FACE SPEC: 3/16" RED ACRYLIC # 2793

MAY 21 2012 Patent Charles



VERTICAL SECTION @ CHANNEL LETTERS

Scale: NTS

COAST SIGN INCORPORATED
1560 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 536-5647

Date:	03-28-12
Scale:	
Drawn:	Paula M.
PM:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd
City / State:	LosAngeles, CA
ClientApproval	Date:

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No.	Designer	Date	Revision Notes
1			
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4			
5	Paula M.	01/16/12	Convert to permit drawing
6			

DESIGN DRAWING 11 of 14

Request Number:

DEV-CVS1-00369-r13

File Location

W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

FRONT VIEW @ ILLUMINATED CHANNEL LETTERS
Scale: 1/2"=1'-0" 6.84 SQ.FT.

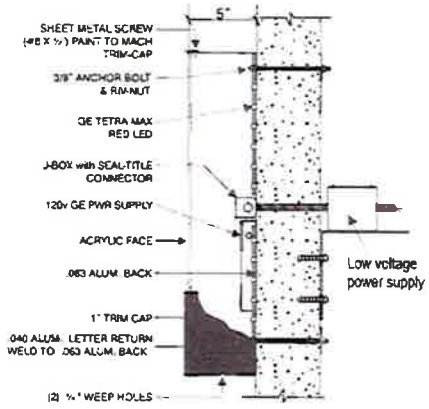
SIDE VIEW

Specifications:

Manufacture & install (1) set 18" internally illuminated self contained channel letters.

TRIMCAP SPEC: 1" BRONZE JEWELITE TRIM CAP
RETURN SPEC: 0.040" X 5.3" ALUM. COIL PAINTED DARK BRONZE.
BACK SPEC: 0.063 PRE-PAINT WHITE ALUMINUM
FACE SPEC: 3/16" RED ACRYLIC # 2793

MAY 24 2012



VERTICAL SECTION @ CHANNEL LETTERS
Scale: NTS

COAST SIGN INCORPORATED
1580 West Embassy St, Anaheim, CA 92802
(714) 520-9346 FAX: (714) 520-5847

Date:	03-28-12
Scale:	
Drawn:	Paula M.
PM:	TH
Project Name:	CVS Pharmacy
Address:	909 S. Atlantic Blvd.
City / State:	Los Angeles, CA
Client/Approval:	Date:

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No.	Designer	Date	Revision Notes
1			
2			
3			
4			
5	Paula M.	01/16/12	Correct to permit drawing
6			

DESIGN DRAWING 12 of 14
Request Number:
DEV-CVS1-00369-r13
File Location:
W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-00000

10'-0½"

9"

DRIVE-THRU PHARMACY

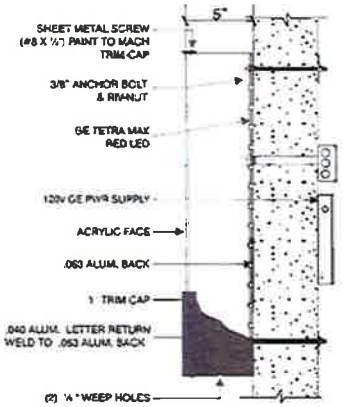
FRONT VIEW @ ILLUMINATED CHANNEL LETTERS

Scale: 3/4"=1'-0" 7.50 sf

SIDE VIEW

Specifications:

Manufacture & install (1) set 9" internally illuminated channel letters.
3/16" red acrylic #2793 face.



VERTICAL SECTION @ CHANNEL LETTERS

Scale: NTS

MAY 2 4 2012

COAST SIGN INCORPORATED 1500 West Embassy St. Anaheim, CA 92802 (714) 630-9144 FAX: (714) 530-3647	Date: 03-28-12	Project Name: CVS Pharmacy	This is an original unpublished drawing created by Coast Sign Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.	No.	Designer	Date	Revision Notes	DESIGN DRAWING 13 of 14
	Scale:	Address: 909 S. Atlantic Blvd		1				Request Number: DEV-CVS1-00369-r13
	Drawn: Paula M.	City / State: Los Angeles, CA		2				File Location: W:\CVS- Pharmacy\Art\Drawings\PRJ-CVS1-03000
	Ref: TH	Client Approval: Date:		3				
				4				
				5	Paula M.	01/15/13	Convert to permit drawing	
				6				

MONUMENT SIGN

Scale: 1/2"=1'-0"

150 SF

Manufacture and install one (1) double faced internally illuminated monument sign to be installed as shown on site map. Sign to be all alluminum framing and cladding, with lexan tenant panel area with vinyl graphics, and one color digital reader board. All color s and material finshes to match project colors to be determined and provided by the Landlord. Illumination to be provided by fluorescent lamps.
One 120V 20 AMP dedicated circuit required.
Engineering to be provided prior to fabrication and installation.

COAST SIGN INCORPORATED
1600 West Embassy St. Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-5647

Date: 03-28-12	Project Name: CVS Pharmacy
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DESIGN DRAWING 14 of 14

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