

# Regional Planning Commission Transmittal Checklist

Hearing Date 8/22/2012
Agenda Item No. 5

Project Number: R2005-03503-(1)  
Case(s): Variance No. 201100004  
Environmental Assessment No. 201100136  
Planner: Maral Tashjian

- Factual
- Property Location Map
- Staff Report
- Draft Resolution / Draft Ordinance / 8.5x11 Map (ZC or PA)
- Draft Findings – *will be included in the 8/16/12 supplemental package*
- Draft Conditions – *will be included in the 8/16/12 supplemental package*
- Burden of Proof Statement(s)
- Environmental Documentation (Addendum to EIR) – *will be included in the 8/16/12 supplemental package*
- Correspondence
- Photographs
- Aerial Image(s)
- Land Use/Zoning Map
- Tentative Tract / Parcel Map
- Site Plan / Floor Plans / Elevations
- Exhibit Map
- Landscaping Plans

Reviewed By: 



# PROJECT SUMMARY

Department of Regional Planning

**PROJECT NUMBER:** R2005-03503-(1)

**HEARING DATE:** August 22, 2012

**APPLICANT / OWNER:** M & A Gabae, a California Limited Partnership

**MAP/EXHIBIT DATE:** August 8, 2012

**ENTITLEMENT(S):**

- Variance No. 201100004
- Environmental Assessment No. 201100136

**LOCATION:**

909 South Atlantic Boulevard, East Los Angeles  
"Golden Gate Theater"

**APN(s):**

5245-001-019

**GENERAL PLAN / COMMUNITY PLAN / CSD:**

- East Los Angeles Community Plan
- East Los Angeles CSD (Whittier Boulevard Area)



LAND USE DESIGNATION	ZONE	PROPOSED UNITS	SITE AREA	MAX UNITS
MC – Major Commercial	C-3 (Unlimited Commercial)	N/A	1.02 Acres	N/A

**PROJECT OVERVIEW**

The applicant is requesting a variance to authorize signage in excess of what is permitted in the East Los Angeles Community Standards District (CSD) at a new CVS Pharmacy retail drugstore located within the nationally and state registered historic Golden Gate Theater. The applicant is requesting a variance to three sign standards in the East Los Angeles CSD: total sign area, total number of wall signs, and sign letter height.

**ENVIRONMENTAL DETERMINATION (CEQA)**

Addendum to certified Environmental Impact Report (EIR).

**STAFF RECOMMENDATION**

Approval of project as modified.

**CASE PLANNER:**

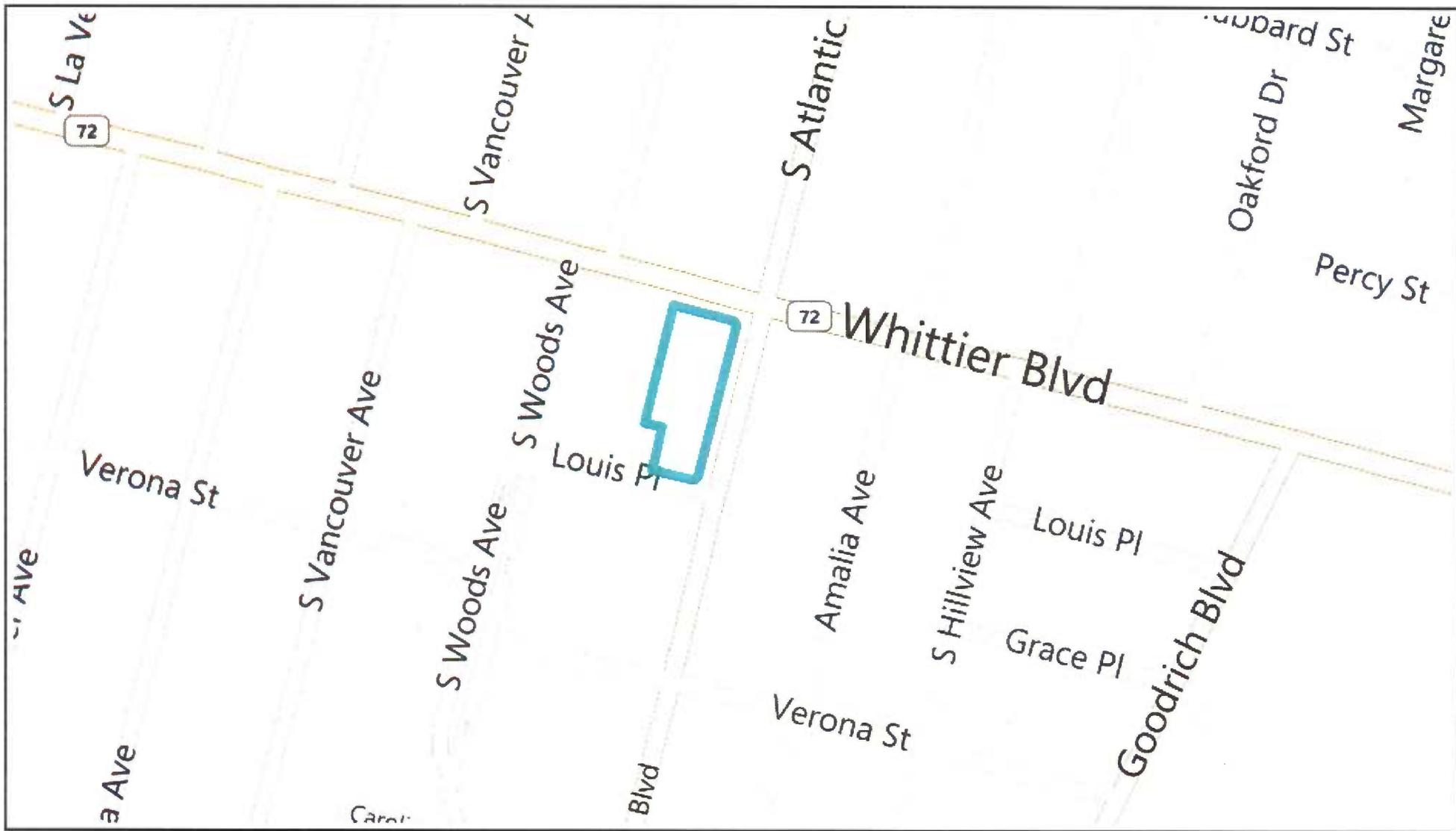
Maral Tashjian

**PHONE NUMBER:**

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**E-MAIL ADDRESS:**

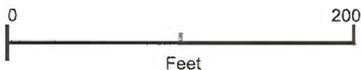
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# Department of Regional Planning

**APN No. 5245-001-019**

Printed: Aug 09, 2012



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**ENTITLEMENTS REQUESTED**

The applicant is requesting a variance pursuant to Chapter 22.56, Part 2 of Title 22 of the Los Angeles County ("County") Zoning Code ("Zoning Code") for 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 applicant is requesting a variance to three sign standards in the East Los Angeles CSD: total sign area, total number of wall signs, and sign letter height.

**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 with a combined sign area of approximately 675 square feet. The following table is a summary of the requested signage:

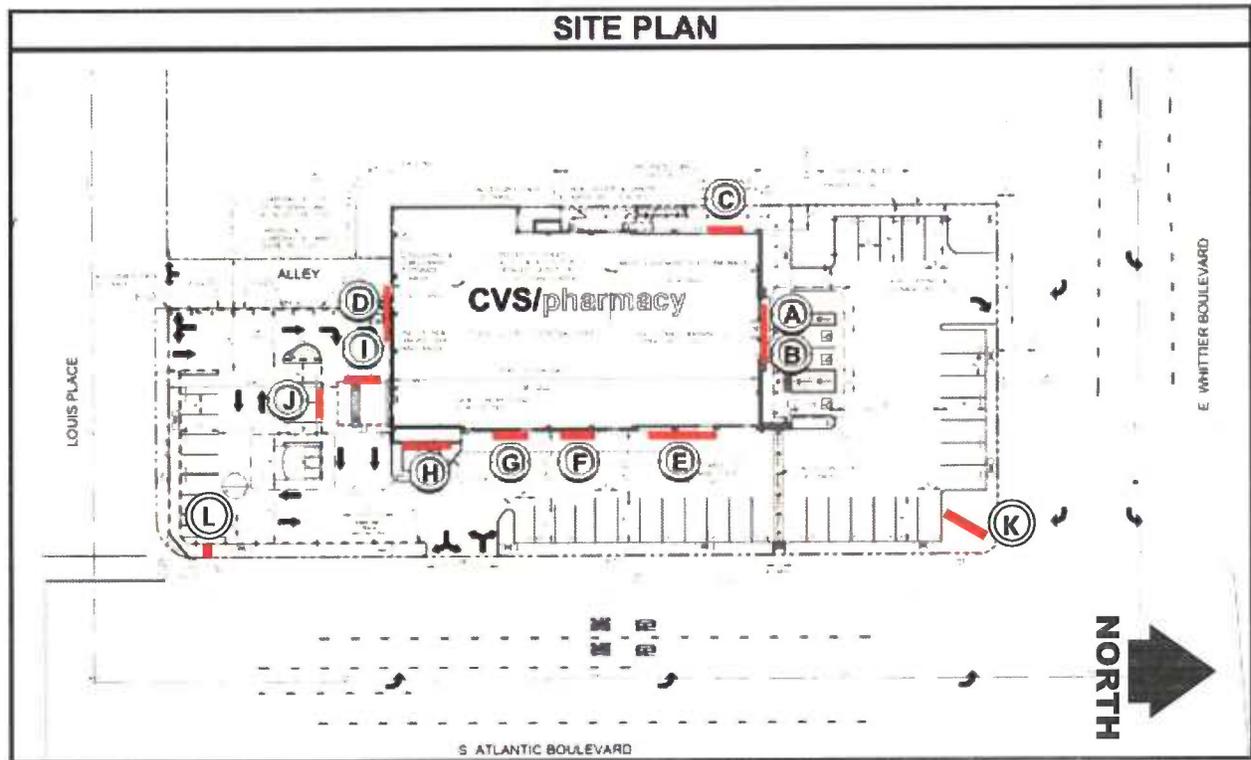
Elevation	Site Plan Key	Sign Content	Sign Area (SF)	Sign Letter Height	Sign Width
North	A	CVS Pharmacy	51.5	14" & 36"	9'8"
	B	CVS	79.5	48"	19'11"
			<b>131</b>		
West	C	CVS	<b>71.25</b>	60"	14'3"
	D	CVS/Pharmacy	208.4	60"	41'5"
East	F	Beauty	8.5	18"	5'8"
	G	Photo	6.8	18"	5'4"
	H	Drive-Thru Pharmacy	25.25	18"	16'10"
				<b>248.95</b>	
South	E	CVS/Pharmacy	208.4	60"	41'5"
	I	Drive-Thru Pharmacy	7.5	9"	10'
	J	Drive-Thru Pharmacy	7.5	9"	10'
			<b>223.4</b>		
			<b>675</b>		

These wall signs would be in addition to two previously approved/existing freestanding signs that have a combined area of approximately 81 square feet:

Site Plan Key	Sign Type	Sign Area (SF)
K	10'x15' Monument	<b>61.4</b>
L	Existing Pole/Pylon (Refurbished Jim's Burgers Sign)	<b>19.5</b>
<b>TOTAL</b>		<b>81</b>

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.

	Sign Area (SF)	Building Face Area (SF)	% of Building Face Area
TOTAL	756	22,896	3%



**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. All proposed and existing signage are identified by letters A-L.

**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 Community Standards District.

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

### **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

### **PREVIOUS CASES/ZONING HISTORY**

- 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.

### **ENVIRONMENTAL DETERMINATION**

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. A copy of the Addendum is attached.

Consistent with Mitigation Measures 3.2.1 and 3.2.5 of the adopted 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.

Nevertheless, as discussed below, staff recommends that the total number and size of the signs as well as the height of the sign letters be reduced in order to ensure that the project is consistent with the surrounding community and satisfies the burden of proof for the requested variance.

### **STAFF EVALUATION**

#### 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.

#### 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.

#### Neighborhood Impact/Land Use Compatibility

Staff is of the opinion that the variance request, as proposed for more sign area, 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 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.

Staff is of the opinion that the variance request could be compatible with the surrounding community, if modified to reduce the number of signs, sign area and letter height.

The requested letter height varying from 48" (4 feet) to 60" (5 feet) as proposed is excessive and should be reduced since these sign letter heights are intended to be seen from distances that the building is not visible from (see *Letter Visibility Chart* below). On August 6, 2012, staff and the applicant conducted a *Sign Visibility Survey* (see attached) to identify the furthest distances that the wall signs would be visible to motorists from the surrounding roadways. The survey concludes that:

- The proposed wall signs on the north elevation of the building would be visible at a maximum of 320 feet for motorists traveling south on South Atlantic Boulevard.

- The proposed wall signs on the east elevation of the building would be visible at a maximum distance of 415 feet for motorists traveling west on East Whittier Boulevard.
- The proposed wall sign on the west elevation of the building would be visible at a maximum distance of 350 feet for motorists traveling north on South Woods Avenue, but would not be visible from East Whittier Boulevard at all.
- The proposed wall signs on the south elevation of the building would be visible for northbound motorists on South Atlantic Boulevard at a distance of 600 feet, but also from as far south as Olympic Boulevard.

The *Letter Visibility Chart* to the right (Source: California Institute of Technology) gives guidelines for optimal sign letter height for various viewing distances. For example, a sign which is 24 inches tall would have optimal visibility from up to 240 feet away but would also be visible from as far as 1,000 feet.

**LETTER VISIBILITY CHART**

LETTER HEIGHT	DISTANCE FOR MAX. IMPACT	READABLE DISTANCE
3 in.	30 ft.	100 ft.
4 in.	40 ft.	150 ft.
6 in.	60 ft.	200 ft.
8 in.	80 ft.	350 ft.
9 in.	90 ft.	400 ft.
10 in.	100 ft.	450 ft.
12 in.	120 ft.	525 ft.
15 in.	150 ft.	630 ft.
18 in.	180 ft.	750 ft.
24 in.	240 ft.	1,000 ft.
30 in.	300 ft.	1,250 ft.
36 in.	360 ft.	1,500 ft.
42 in.	420 ft.	1,750 ft.
48 in.	480 ft.	2,000 ft.
54 in.	540 ft.	2,250 ft.
60 in.	600 ft.	2,500 ft.

Based on this information, the signs at the north elevation of the building, which cannot be seen any further than 320 feet would need to be no greater than 36" tall for maximum visibility. Similarly, the signs on the west elevation which cannot be seen any further than 415 feet would need to be no greater than 42 inches.

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, staff would recommend not installing any signs on this side of the building.

Based on the site survey and the letter height visibility guidelines, staff would recommend the following project modifications:

Elevation	Site Plan Key	Applicant Proposed	Staff Recommended
North	B	48" (4 feet)	36" (3 feet)
East	E	60" (5 feet)	42" (3.5 feet)
South	D	60" (5 feet)	42" (3.5 feet)
West	C	60" (5 feet)	No Sign

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 recommends 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 recommends 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.

#### Burden of Proof

The applicant is required to substantiate the following facts identified by Section 22.56.290 of the County Code. The Burden of Proof with the applicant's responses are attached.

*A. That there are special circumstances or exceptional characteristics applicable to the property involved, such as size, shape, topography, location or surroundings, which are not generally applicable to other properties in the same vicinity and under identical zoning classification.*

*B. That such variance is necessary for the preservation of a substantial property right of the applicant such as that possessed by owners of other property in the same vicinity and zone; and*

In the Burden of Proof, the applicant asserts that the existing building's height and setbacks are exceptional characteristics which are not applicable to the surrounding properties.

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 sign 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 unique nature of their building (setbacks, location, height, etc.). They can achieve this comparable visibility with the project modifications as recommended by staff. The modified project, as recommended by staff would grant the applicant comparable signage visibility to the neighboring businesses, while being compatible with the surrounding area and not creating visual clutter.

*That the granting of the variance will not be materially detrimental to the public welfare or be injurious to other property or improvements in the same vicinity and zone. (22.56.290)*

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

While staff is of the opinion that additional signs and greater sign size are necessary to allow for proper visibility for the subject property, 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 a more reasonable amount and size of signage, compatible with the surrounding community, and would not be materially detrimental to public welfare or injurious to other property or improvements in the same vicinity and zone. All proposed signage is located on-site and would not pose any foreseeable injury to properties and improvements in the surrounding area. Also, the proposed project would be materially beneficial rather than detrimental to public welfare as it would contribute to the economic revitalization of the area.

#### **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.

**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, property posting, library posting and DRP website posting.

**PUBLIC COMMENTS**

Staff received one phone call, a general inquiry about the nature of the variance request.

**FEES/DEPOSITS**

If approved, fees identified in the attached project conditions will apply unless modified by the Regional Planning Commission.

**STAFF RECOMMENDATION**

The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:

Staff recommends **APPROVAL** of Project Number R2005-03503-(1), Variance Number 201100004, **AS MODIFIED** subject to the attached conditions.

**SUGGESTED APPROVAL MOTION:**

**I MOVE THAT THE REGIONAL PLANNING COMMISSION CLOSE THE PUBLIC HEARING, AND, HAVING CONSIDERED THE ADDENDUM ALONG WITH THE FINAL EIR (ENVIRONMENTAL ASSESSMENT NO. 200500198) FOR THE PROJECT, HEREBY APPROVE THE ADDENDUM (ENVIRONMENTAL ASSESSMENT NO. 201100136) TO THE CERTIFIED FINAL EIR.**

**I MOVE THAT THE REGIONAL PLANNING COMMISSION APPROVE THE PROJECT AS MODIFIED (VARIANCE NO. 201100004) SUBJECT TO THE ATTACHED FINDINGS AND CONDITIONS.**

Prepared by Maral Tashjian, Regional Planning Assistant II  
Reviewed by Maria Masis, Supervising Regional Planner, Zoning Permits East

**Attachments:**

Draft Findings, Draft Conditions of Approval [if applicable]  
Applicant's Burden of Proof statement  
Correspondence  
Environmental Document  
Site Photographs, Photo Simulations, Aerial Image  
Site Plan, Land Use Map

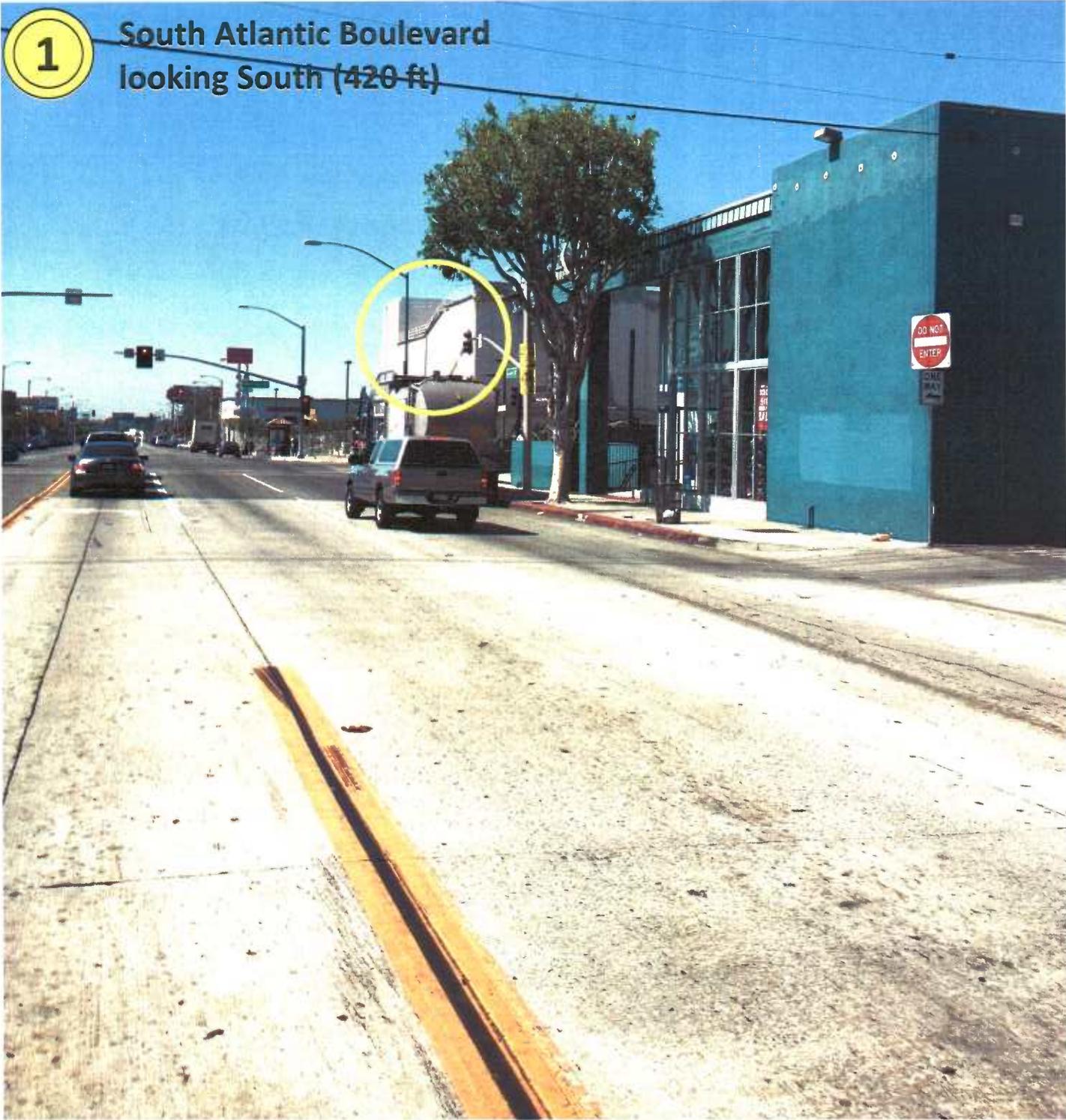
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08/08/2012

# Sign Visibility Survey



1

South Atlantic Boulevard  
looking South (420 ft)



2

South Atlantic Boulevard  
looking South (320 ft)



3

South Woods Avenue  
looking East (350 ft)



4

East Whittier Boulevard  
looking West (415 ft)



5

South Atlantic Boulevard  
looking North (600 ft)





Los Angeles County  
Department of Regional Planning

Planning for the Challenges Ahead



## VARIANCE BURDEN OF PROOF

In addition to the information required on the application by Chapter 22.56, Part 2, the applicant for a variance shall substantiate to the satisfaction of the Director the following facts:

*(Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)*

A. That there are special circumstances or exceptional characteristics applicable to the property involved, such as size, shape, topography, location or surroundings, which are not generally applicable to other properties in the same vicinity and under identical zoning classification; and

See Attached Shet

B. That such variance is necessary for the preservation of a substantial property right of the applicant such as that possessed by owners of other property in the same vicinity and zone; and

See Attached Sheet

C. That the granting of the variance will not be materially detrimental to the public welfare or be injurious to other property or improvements in the same vicinity and zone.

See Attached Sheet

## Variance Burden of Proof (revised)

- A. That there are special circumstances or exceptional characteristics applicable to the property involved, such as size, shape, topography, location or surroundings, which are not generally applicable to other properties in the same vicinity and under identical zoning classification.

The existing building is atypical of those in the immediate vicinity as it is a national registered historical theater structure, with its massive one-story design at an approximate building height of approximately 58 feet. Additionally, it is setback some distance from both Whittier and Atlantic Boulevards whereas the majority of buildings in the immediate area have been located at the street frontages and is of a much lower profile (approximately 20 to 30 feet). The setback of the existing building has been pre-determined by the original design. The building was not intended to be seen from the streets as other buildings originally encompassed its design in a courtyard type setting. Those previous buildings were demolished in 1992 as a result of significant damage from the earthquake. The intended retail pharmacy use is dependent on adequate and appropriate placed signage to ensure visibility as a critical component for its success. Given the existing building height, setback is atypical among those in the general vicinity, and severely restricts the ability to reasonably have signs on the appropriate building walls that are of a size equitable to the building in compliance with the adopted Code provisions. Strict application of the Code in this instance would be contradictory to the intent and purpose of encouraging adequate and appropriate development (signs) that is compatible and harmonious with the design and use of surrounding properties and with the Community in general.

- B. That such variance is necessary for the preservation of a substantial property right of the applicant such as that possessed by owners of other property in the same vicinity and zone.

The granting of the Variance would allow the applicant to provide for a reasonable amount, size, type and location of signs that would be in a logical manner and relationship to the building and be consistent with the General Plan Land Use goals and policies. It would not result in a haphazard layout of sign face area on the building, nor would it lend a haphazard quality or appearance to the surrounding area. The resulting signage would not compromise the intent of the ordinance.

Additionally, the subject site is located within the Whittier Boulevard Specific Plan Area (Whittier Boulevard between Long Beach Freeway and Atlantic Boulevard) consisting of much lower profile one-story buildings approximately 20 to 30 feet in height. The buildings within the Whittier Boulevard Specific Plan Area are also generally developed with a zero front yard setback (i.e., along the front property line) and several buildings enjoy signage allowable by Code, between 24 inches to 52 inch letter heights. Because of the unique characteristics of the subject building (nationally registered historic theater 58 feet in height with significant setback from property lines), the proposed signage wall signage program consisting of a nationally recognizable business signage

program will afford the subject property the consistent façade identification enjoyed by other businesses in the Whittier Boulevard Specific Plan Area.

- C. That the granting of the variance will not be materially detrimental to the public welfare or be injurious to other property or improvements in the same vicinity and zone.

The proposed project complies with the General Plan Land Use designation and implements its goals, objectives and strategies by promoting a consistent and complimentary design that respects the established streetscape pattern, exemplifies a rational and superior sign design, and promotes economic opportunities and business attraction. Furthermore, strict application of the sign ordinance in this case would place an undue hardship on the applicant to effectively provide a sensible location for adequate signage in relation to the building size and configuration as other with like properties enjoy. Furthermore, the requested deviations would not be contradictory to the intent of the ordinance. The resulting signs would not cause a hindrance to the adjoining neighboring property, and would be complimentary to the established streetscape pattern of the neighborhood thereby the intent of the Code will still be satisfied.

The proposed signage program furthermore, has been analyzed by a professional planning and historic preservation firm, Chattel Architecture ("Chattel"). Chattel studied the signage program pursuant to the Secretary's Standards for historic preservation and found that the façade signage will maintain the original historic character of the building. Inasmuch, the signage program complements the overall historic rehabilitation of the Golden Gate Theatre and will benefit the neighborhood not only aesthetically and historically, but also by providing new services, introducing the community to a national retailer and adding amenities, creating new jobs, improving safety (removing a vacant, dilapidated and unsafe building), and much more.

48" CVS/pharmacy lettersets



CVS #1573  
1573 Lankerhim Blvd.  
N. Hollywood

48" CVS/pharmacy lettersets



CVS #2289  
19701 Vanowen St.  
Canoga Park

## 48" CVS/pharmacy lettersets



CVS#8070  
8252 Van Nuys Blvd.  
Panorama City

48" CVS/pharmacy lettersets



CVS 9573  
6299 Bristol Parkway  
Culver City

48" CVS/pharmacy lettersets



CVS #9638  
20838 Roscoe Blvd.  
Winnetka

**60" CVS/pharmacy letterset**



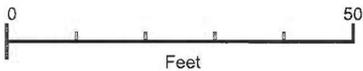
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APN No. 5245-001-019

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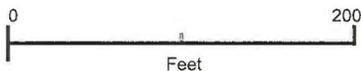




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