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# VENTURA/CAHUENGA BOULEVARD CORRIDOR SPECIFIC PLAN

ORDINANCE #174,052

## SIGN APPLICATION REQUIREMENTS AND INSTRUCTIONS

City of Los Angeles Department of City Planning

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Note: The Specific Plan can be accessed from the Department of City Planning web page at:  
<http://cityplanning.lacity.org/complan/specplan/pdf/VENTURA.PDF>.

Please note that in order for the application to be accepted and deemed complete all the required information must be submitted. The Ventura/Cahuenga Boulevard Corridor Specific Plan Community Planner, located at **6262 Van Nuys Blvd., Suite 430, Van Nuys, CA 91401**, shall first review the application. Contact the appropriate planning staff for assistance: <http://planning.lacity.org/phonelist/assignmentlist.pdf> (note that email is [firstname.lastname@lacity.org](mailto:firstname.lastname@lacity.org)).

Upon their signature, the application must then be submitted to the City Planning Development Services Center, located in Suite 251 at the same address, or at 201 N Figueroa St., 4<sup>th</sup> floor, Los Angeles, CA 90012. Case filing appointments can be made online: <http://www.planning.lacity.org/PublicCounter.html>.

1.  **Department of City Planning Application Form (CP-7771.1)**. Fill-in the appropriate information and provide the required signatures of the property owners and signatures notarized. Download the form at: [http://www.planning.lacity.org/Forms\\_Procedures/7771.1.pdf](http://www.planning.lacity.org/Forms_Procedures/7771.1.pdf) and instructions can be downloaded at: [http://www.planning.lacity.org/Forms\\_Procedures/7810.pdf](http://www.planning.lacity.org/Forms_Procedures/7810.pdf). Note that the code section from which relief is requested on page 2 of this application is Ordinance 174,052 (the Ventura Cahuenga Specific Plan Ordinance); the code sections which authorize relief are Section 11.5.7 for *Project Permit Compliance*.
2.  **ZIMAS Profile Report**. Printed from <http://zimas.lacity.org/>.
3.  **Vicinity map**. A map that shows the context of the project location and a major cross street. A google map, ZIMAS map or a Thomas Bros. map with the project area is sufficient.
4.  **Photos**. Attach at least **2 photographs** (front/rear/side) of the subject site and adjacent properties and structures.
5.  **Project Preview Pre-Application Worksheet** completed with Planning staff (see attached).
6.  **Written Description and Justifications** of the project. In detail, explain in writing how specific plan standards are being met with findings pursuant to Sections 5C, 6B, 7A-F, and 8 of the Specific Plan.
7.  **Project Plans** (Site Plan, Elevations, Color or Photo Rendering). Three (3) copies; all project plans shall be drawn to scale and reduced on 11 x 17 paper:
  - Plot Plan Instructions: [http://planning.lacity.org/Forms\\_Procedures/7752.pdf](http://planning.lacity.org/Forms_Procedures/7752.pdf)
  - Elevation Instructions: [http://planning.lacity.org/Forms\\_Procedures/7817.pdf](http://planning.lacity.org/Forms_Procedures/7817.pdf)
8.  **Sign Plan and Sign Specification Data Sheet** indicating sign type (channel letters, colors, size, circumscribed square foot area, depth, and illumination, etc.). Show elevation of building or photo simulation of building and signs, fully dimensioned. Three (3) copies; all project plans shall be drawn to scale and reduced on 11 x 17 paper.
9.  **Sign Analysis for Multi-tenant/Multi-Level shopping centers**: must submit the plot/site plan showing lot frontage measurements for the entire shopping center and show the proportional allocation of signage for each tenant within the shopping center. Prepare a sign analysis noting all existing signs and their existing dimensions with the same information as the following table:

Tenant Space/ Address	Sign Location- wall, window, roof, ground, etc.	Sign Type- wall sign, pole sign, projecting sign, roof sign, window sign, etc.	Sign Area- for all signs except window signs in square feet; % of window for window signs	Permit Number
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Note: permit history for all shopping center signs is required, as well as photo documentation of existing signage in the shopping center. In addition, there may be a requirement to include a date stamped photo showing the removal of illegally installed signs.

10.  **Master Sign Programs.** Master Sign Programs are encouraged to be filed for any multi-tenant site in the Specific Plan area. These sign programs detail size and location for all tenant signs for a building, and allow for all future tenants to come in for new sign permits without the need to file for a new case. Sign programs generally consist of three parts: site/plot plan, elevations, table for calculations. Three (3) copies at 11" x 17", fully dimensioned and drawn to scale showing the following:
- Property dimension of lot/site frontage for all streets, as well as building/tenant space location
  - Size and location of existing signage to remain, and proposed new signage
  - Calculation of the total sign area proposed
11.  **Mailing Labels** (Public Notification procedure) of Adjacent/Abutting Property Owners, list and maps (2 copies) with 2 sets of self-adhesive mailing labels and keyed to a ZIMAS or County Assessor map. Adjacent/Abutting Property Owners information can be obtained from the City Clerk located at 201 N Figueroa St on the 11<sup>th</sup> floor. Be sure to include the applicants, owners, representatives' names and the following agencies as listed on the application handout: Department of Building and Safety, Design Advisory Committee, Neighborhood Council, Council Office).
- Department of Building and Safety
  - Department of Transportation
  - Chair, Planning and Land Use Committee of the Neighborhood Council (Design Advisory Committee)
  - Council Office
  - Chair, Neighborhood Council
- Mailing label requirements and perjury statement: [http://planning.lacity.org/Forms\\_Procedures/2074.pdf](http://planning.lacity.org/Forms_Procedures/2074.pdf)
12.  **Perjury Statement** certifying the lists' accuracy to the adjacent property owners-list (see attachment).
13.  **Duplicate Copy for the Neighborhood Council Packet.** A set of the case packet needs to be provided in order to accept all applications. This packet must include a copy of each of the following:
- Department of City Planning Application
  - Photos of the site and surrounding properties
  - Vicinity Map
  - Set of plans: Site Plan, Elevations, Colored Elevation or Photo Simulation if applicable
  - Written description of the project/Findings
  - Neighborhood Council/Design Advisory Committee Worksheet, if applicable
  - The environmental document, to be added to the packet at the time of filing at the Counter
  - The copy of materials needs to be in its own separate unsealed envelope
  - The envelope needs to be addressed to the Neighborhood Council for which the project is located in, unsealed, postage affixed, and your own address as the return address.
  - Council address can be found in as noted in this application packet or in ZIMAS under the Jurisdictional drop down, by clicking the link for that Neighborhood Council's name.
14.  **Project Planning Authorization Form.** Complete first page. Planning staff will complete second page. Project Planner must sign prior to submitting the application. Download at: [http://www.planning.lacity.org/Forms\\_Procedures/7812.pdf](http://www.planning.lacity.org/Forms_Procedures/7812.pdf)
15.  **Environmental Clearance** (to be determined by Planning Department Public Counter staff).
16.  **Fees** (see last page of this packet).

**VENTURA-CAHUENGA BOULEVARD CORRIDOR SPECIFIC PLAN**  
**PROJECT PREVIEW**  
**PRE-APPLICATION WORKSHEET**

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Project Address: \_\_\_\_\_ Date: \_\_\_\_\_

Council District: \_\_\_\_\_ Neighborhood Council: \_\_\_\_\_

Project Description (describe use, floor area, what's changing) \_\_\_\_\_

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- Zone: \_\_\_\_\_
- Plan Land Use Designation in the Specific Plan (circle one): Neighborhood and General Commercial, Community Commercial, and Regional Commercial. Specific Plan map page no. \_\_\_\_\_
- Special District (circle one if applicable): Pedestrian Oriented Area (POA), Restricted Use Area, Pedestrian Development District, or Regionally Impacted Area. Specific Plan map page no. \_\_\_\_\_

*Land Use Regulations:*

- Floor Area Ratio permitted. Proposed \_\_\_\_\_
  - Community Commercial and Regional Commercial west of 405 freeway: 1.25: 1
  - Community Commercial, and Regional Commercial, west of 405 freeway, mixed-use project: 1.5:1
  - Regional Commercial east of 405 freeway: 1.5:1
  - Community Commercial on Ventura bounded by Radford Ave. on the east and Colfax Ave., on west: 1.0:1
  - Neighborhood and General Commercial: 1.0:1
- Lot Area Coverage permitted. Proposed \_\_\_\_\_
  - Regional and Community Commercial, no more than 75%
  - Neighborhood and General Commercial, 60%
- Height Limitation. Proposed \_\_\_\_\_
  - 30 feet
  - 45 feet
  - 75 feet
- Stepbacks:
  - For a project in Community Commercial or Neighborhood and General Commercial abutting a major or secondary highway, and exceeding 30 feet, it steps back at least 10 feet at every 15-foot increment of the building over 25 feet in height
  - For a project in Regional Commercial abutting a major or secondary highway, and exceeding 45 feet, it steps back at least 10 feet at every 10-foot increment of the building over 45 feet in height
- Architectural/Design Articulation: Does project have required identification of the building elements on plan elevations, show recessed walls that break up linear walls, roof elements, bldg. materials, windows, etc? \_\_\_\_\_
- Front Yard, permitted: 18" minimum landscaped setback, Proposed: \_\_\_\_\_
  - Regional and Community Commercial, 10 foot max
  - Regional and Community Commercial alternative, 10 to 40 feet for 50 feet or 50% of the frontage, whichever is less
  - Regional and Community Commercial articulated alternative, if less than 50% is less than 18 inches; 25% 10 feet setback, other 25% between 10-20 feet
  - Neighborhood and General Commercial, if lot width less than 100 feet, 60 foot max or average of all existing structures of block
  - Neighborhood and General Commercial, more than 100 feet but less than 200 feet lot width, 20 feet maximum for at least 33% of length of front lot line, balance 60 foot or average (prevailing setback)
  - Neighborhood and General Commercial, greater than 200 feet lot width, maximum 20 feet for at least 50% length of lot width, balance 60 foot or average (prevailing setback)

- Side Yards; Proposed: \_\_\_\_\_
  - Regional and Community Commercial, no side yard permitted, except a 20 foot maximum to be used for vehicular access to parking areas and 4-foot wide pedestrian access to buildings.
  - Neighborhood and General Commercial, maximum 10 feet, except for accessways of 20 feet for vehicular access to parking areas and 4-foot wide pedestrian access to buildings
  - Corner Lots, side facing side street 18" min., 15' max. landscaped setback.
  
- Rear Yard; Proposed: \_\_\_\_\_
  - Adjacent to street, 15 feet
  - Adjacent to residential use, 20 feet
  - Abutting an alley that separates a residential use from a commercial rear lot line, 20' measured from the alley midpoint
  
- Is a new driveway proposed where multiple driveways exist within 250 linear feet from the site? \_\_\_\_\_
  
- Landscape:
  - 60% of Front Yard in excess of 18" to be landscaped sq.ft. \_\_\_\_\_
  - Parking Area (sq. ft): \_\_\_\_\_ ; (15% parking area landscaped, sq.ft.) \_\_\_\_\_
  - Parking Lot Tree ratio (1 tree/4 spaces, 30" box size, 10 feet tall with canopy 50% height of the tree): \_\_\_\_\_
  - Landscape Buffer for surface parking area adjacent to streets, alley, parking structure, residential use, requires 10ft; for others 30". \_\_\_\_\_
  - Gas station, 10% of exterior for landscaping, 1 tree/250 square feet of landscape, subject to abutting buffers for commercial (3 ft), residential (7 ft), alley (5 ft), streets (5 ft)
  - Auto repair (same as gas station buffer area, with a wall, fence, or berm. Walls or fences planted with vines)
  
- Parking Ratio required (circle one): 1:100 (restaurant/gym), 1:200 (medical), 1:250 (retail/commercial/yoga), 1:300 (office), 1:200 (real estate or insurance office), or other per Plan: \_\_\_\_\_ or per LAMC: \_\_\_\_\_
  - No. Existing Parking: \_\_\_\_\_ No.Credited Parking: \_\_\_\_\_ No. Proposed Parking: \_\_\_\_\_
  
- Signage:
  - Lot frontage: \_\_\_\_\_ feet
  - Wall signs, permit 2 sq.ft. for every 1ft. of lot frontage, and limited to 1 on front and 1 on secondary street, alley, or parking area; # wall signs: \_\_\_\_\_; total area proposed for all wall signs: \_\_\_\_\_
  - Window signs (no more than 10% of the window area): \_\_\_\_\_% proposed
  - Monument sign (permit 1:200 linear ft, in landscape area, height 6 ft, area 60 sq ft): \_\_\_\_\_ proposed
  - Projecting sign (permit one per bldg, area, 16 sq ft, located at entrance, height no higher than roof eave, project no more than 48 inches): \_\_\_\_\_
  - Pole sign in Neighborhood and General Commercial only, (1 sign, if shopping center 1 per street frontage, area 35 sq ft per face, none located on corner lots, height 20 ft max, landscaping equal to total sign area): \_\_\_\_\_ proposed
  - Multiple Tenant (Channel, cabinet, illuminated, overall design, color consistent and provide existing sign inventory/analysis): \_\_\_\_\_
  
- Streetscape Design: The adopted Streetscape and Design Guidelines for this community is the Woodland Hills, Tarzana, Encino, Sherman Oaks, Studio City-Cahuenga Pass Streetscape and Design Guidelines which can be accessed online at: [http://planning.lacity.org/complan/gen\\_plan/avail\\_other.htm](http://planning.lacity.org/complan/gen_plan/avail_other.htm)  
Does the project list the proposed off-site improvements, such as: sidewalks, brick pavers, street trees, etc., consistent with the adopted Streetscape Plan? \_\_\_\_\_
  
- Recommend Architectural Review/Presentation to local Design Advisor Committee/ Neighborhood Council (Woodland Hills, Tarzana, Encino, Sherman Oaks, Studio City, and Cahuenga Pass).
  
- Department of Transportation: Meet with DOT, Albert Isagulian (818) 374-4694 Rm. 320
 

Traffic Study, if greater than 42 net trips.....	<input type="checkbox"/> Yes <input type="checkbox"/> No
Land/Street Dedication: .....	<input type="checkbox"/> Yes <input type="checkbox"/> No
Project Impact Assessment (PIA) Fee: .....	<input type="checkbox"/> Yes <input type="checkbox"/> No

## VENTURA/CAHUENGA BOULEVARD CORRIDOR SPECIFIC PLAN MAILING ADDRESSES

Note: Include the appropriate names and addresses to the required mailing labels (Please check on ZIMAS to note the relevant Neighborhood Council and Council Office for the subject property).

### **DESIGN ADVISORY COMMITTEE CHAIRPERSONS**

- Woodland Hills Neighborhood Council Planning and Land Use Committee  
Chairs: Karen Koe and Marty Lipkin  
20929 Ventura Blvd. Suite 47-535  
Woodland Hills, CA. 91357  
[klkoe@sbcglobal.net](mailto:klkoe@sbcglobal.net)  
[martylipkin@yahoo.com](mailto:martylipkin@yahoo.com)
- Sherman Oaks Neighborhood Council Land Use Committee  
Chair: Ron Ziff  
P.O. Box 5721  
Sherman Oaks, California 91413  
[rziff@shermanoaksnc.org](mailto:rziff@shermanoaksnc.org)  
(818) 503-2399
- Tarzana Neighborhood Council Land Use Committee  
Chair: David Garfinkle  
PO Box 571016  
Tarzana CA 91357  
[d.garfinkle@tarzananc.org](mailto:d.garfinkle@tarzananc.org)  
(818) 921-4992
- Studio City Neighborhood Council Land Use Committee (DAC)  
Chair: Richard Welsh  
4024 Radford Ave.  
Editorial Bldg. 2, Room 6  
Studio City, CA 91604  
[rwelsh@studiocitync.org](mailto:rwelsh@studiocitync.org)  
[landuse@studiocitync.org](mailto:landuse@studiocitync.org)  
(818) 655-5400
- Encino Neighborhood Council Land Use Committee  
Chair: David Hudgens  
4924 Paso Robles Avenue  
Encino, California 91316  
[pluchair@encinonc.org](mailto:pluchair@encinonc.org)
- Cahuenga Pass Land Use Committee  
Chair: Orrin Feldman  
7095 Hollywood Blvd, Suite 1004  
Hollywood, CA 90028  
[plumchair@hhwnc.org](mailto:plumchair@hhwnc.org)  
(310) 854-6000

### **OTHER CITY DEPARTMENTS**

- D.O.T.  
Albert Isagulian  
Department of Transportation  
6262 Van Nuys Boulevard., Suite 320  
Van Nuys, CA 91401  
(please call for appointment )  
(818) 374-4693
- Building and Safety  
Sia Poursabahian  
Zoning Department of Building and Safety  
6262 Van Nuys Boulevard., Suite 200  
Van Nuys, CA 91401
- Building and Safety  
Code Enforcement/Signs  
Department of Building and Safety  
3550 Wilshire Boulevard, Suite 1800  
Los Angeles, CA 90010

### **COUNCIL OFFICES**

- Paul Krekorian, CD 2  
City Hall  
200 N. Spring Street, Rm 101  
Los Angeles, CA 90012
- David Ryu, CD4  
City Hall  
200 N. Spring Street, Rm 480  
Los Angeles, CA 90012
- Bob Blumenfield, CD 3  
City Hall  
200 N. Spring Street, Rm 415  
Los Angeles, CA 90012
- Paul Koretz, CD5  
City Hall  
200 N. Spring Street, Rm 440  
Los Angeles, CA 90012

## **NEIGHBORHOOD COUNCILS**

- Hollywood Hills West Neighborhood Council  
7095 Hollywood Boulevard Suite 1004  
Los Angeles, CA 90068  
<http://www.hhwnc.org/>
- Encino Neighborhood Council  
4924 Paso Robles Avenue  
Encino, California 91316  
<http://encinonc.com/>
- Studio City Neighborhood Council  
4024 Radford Ave.  
CBS Studios Editorial Building 2, Room 6  
Studio City, CA 91604  
<http://studiocitync.org/>
- Tarzana Neighborhood Council  
PO Box 571016  
Tarzana CA 91357  
<http://www.tarzananc.org/>
- Sherman Oaks Neighborhood Council  
P.O. Box 5721  
Sherman Oaks, California 91413  
<http://www.shermanoakscnc.org/>
- Woodland Hills-Warner Center Neighborhood Council  
20929 Ventura Blvd. Suite 47-535  
Woodland Hills, CA. 91357  
<http://www.whcouncil.org/>

### **\*\*\*\*\*IMPORTANT NOTICE FOR ALL PLANNING DEPARTMENT CASE FILINGS\*\*\*\*\***

- A duplicate copy of a case file is required by the Department of City Planning in order to accept all applications (this is listed on the Specific Plan Instructions above, but is reiterated here)
- Each copy needs to be in its own separate unsealed envelope
- The envelope needs to be addressed to the Certified Neighborhood Council (CNC) for the area in which the project is located, postage affixed, and your own address as the return address. CNC names and addresses can be obtained from ZIMAS
- Projects in an area served by more than one Certified Neighborhood Council must provide a file for each CNC.
- The duplicate file must include the following:
  - Department of City Planning Application
  - Vicinity Map
  - Radius Map (if applicable)
  - Set of plans (must be legible and no larger than 11"x17")
  - Photos of the site and surrounding properties
  - Findings/Written Documentation
  - CEQA: Environmental Assessment Form or Categorical Exemption
- CNC names and addresses can be obtained from the Jurisdictional Information tab in ZIMAS. Projects in an area served by more than one CNC must provide a duplicate file for each. The Jurisdictional Information tab also shows which CD the project falls under.

**THERE WILL BE NO ACCEPTANCE OF A CASE FILE WITHOUT THE REQUIRED COPIES**

**Los Angeles City Planning Department**

Summary of Fees

Section 19.00 et seq. of the L.A.M.C., Amended by Ordinance 184,267, Effective June 8, 2016

<b>TYPE OF APPLICATION</b>	<b>BASE FEE</b>	<b>2%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>TOTAL</b>
<b>PROJECT PERMIT COMPLIANCE</b>						
<i>Minor Project</i> (3 signs or less OR change of use)	\$ 1,477.00	\$ 29.54	\$ 73.85	\$ 88.62	\$ 103.39	\$ 1,772.40
<i>Standard Project</i> (Remodel or renovation in which additions are no greater than 200sf., more than 3 signs, and/or wireless equipment)	\$ 3,244.00	\$ 64.88	\$ 162.20	\$ 194.64	\$ 227.08	\$ 3,892.80
<i>Major Project</i> (All other projects, e.g. new buildings, remodels that include an addition of more than 200 sf.)	\$ 4,787.00	\$ 95.74	\$ 239.35	\$ 287.22	\$ 335.09	\$ 5,744.40
<b>PROJECT PERMIT ADJUSTMENT</b>	\$ 4,901.00	\$ 98.02	\$ 245.05	\$ 294.06	\$ 343.07	\$ 5,881.20
<b>PROJECT PERMIT MODIFICATION</b>	\$ 3,308.00	\$ 66.16	\$ 165.40	\$ 198.48	\$ 231.56	\$ 3,969.60
<b>SPECIFIC PLAN EXCEPTION</b>	\$ 14,932.00	\$ 298.64	\$ 746.60	\$ 895.92	\$ 1,045.24	\$ 17,918.40
<b>ENVIRONMENTAL ASSESSMENT FORM</b>						
Publication for ND/MND (Paid at time of filing)	\$ 946.00	-	-	-	-	\$ 946.00
Check for County of Los Angeles (provide separate undated check)	\$ 75.00	-	-	-	-	\$ 75.00
Categorical Exemption	\$ 81.00	\$ 1.62	\$ 4.05	\$ 4.86	\$ 5.67	\$ 97.20
Reconsideration	\$ 703.00	\$ 14.06	\$ 35.15	\$ 42.18	\$ 49.21	\$ 843.60
<b>CONDITION CLEARING FEES*</b>						
Permit Sign-Offs For Minor Projects	\$ 199.00	\$ 3.98	\$ 9.95	\$ 11.94	\$ 13.93	\$ 238.80
Other Projects	\$ 745.00	\$ 14.90	\$ 37.25	\$ 44.70	\$ 52.15	\$ 894.00
<b>APPEAL</b>						
By Aggrieved Person other than Applicant	\$ 89.00	\$ 1.78	\$ 4.45	\$ 5.34	\$ 6.23	\$ 106.80
By Applicant	85% of the underlying application or \$13,277 for 1st level appeals & \$11,211 for 2nd level appeals, whichever is less + surcharges					

Van Nuys Modified 9/30/16

2% - OSS Surcharge

6% - Development Surcharge

5% - General Plan Maintenance Surcharge (ORD. 181,141)

7% - Operating Surcharge

**\*Building and Safety also charges permit fees**