



**INSTRUCTIONS:**

**Ventura/Cahuenga Boulevard Corridor Specific Plan (Ordinance 174,052)  
Sign Application Instructions & Requirements**

**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**.
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 and also see example in page 6.

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** (contact the Development Service Center).

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

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

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

Zone: \_\_\_\_\_

Plan Land Use Designation in the Specific Plan (circle one):

Neighborhood and General Commercial

Community Commercial

Regional Commercial

➤ Signage (select all that apply)

Lot frontage: \_\_\_\_\_ feet

Wall signs. Number of wall signs requested: \_\_\_\_\_

Window signs.

Monument signs.

Projecting sign.

Pole signs:

Refacing existing pole sign? \_\_\_\_\_ New Pole Sign? \_\_\_\_\_

Multi-tenant site.

Applying for Master Sign Program for multi-tenant site.

## 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: Don Patterson and Lauren Coffman  
20929 Ventura Blvd. Suite 47-535  
Woodland Hills, CA. 91357  
[patterson@whcouncil.org](mailto:patterson@whcouncil.org)  
[lauren@coffmandesign.com](mailto:lauren@coffmandesign.com)
- Sherman Oaks Neighborhood Council Land Use Committee  
Chair: Jeff Kalban  
P.O. Box 5721  
Sherman Oaks, California 91413  
[jkalbansonc@gmail.com](mailto:jkalbansonc@gmail.com)  
(818) 503-2399
- Tarzana Neighborhood Council Land Use Committee  
Chair: David Garfinkle  
PO Box 571016  
Tarzana CA 91357  
[d.garfinkle@tarzancouncil.org](mailto:d.garfinkle@tarzancouncil.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: Eliot Cohen  
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**

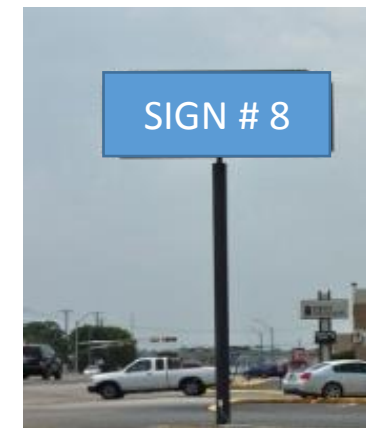
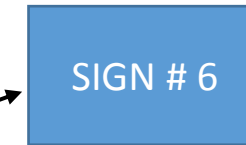
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|--|---|
| <ul style="list-style-type: none"><li>□ Hollywood Hills West Neighborhood Council<br/>7095 Hollywood Boulevard Suite 1004<br/>Los Angeles, CA 90068<br/><a href="http://www.hhwnc.org/">http://www.hhwnc.org/</a></li><br/><li>□ Studio City Neighborhood Council<br/>4024 Radford Ave.<br/>CBS Studios Editorial Building 2, Room 6<br/>Studio City, CA 91604<br/><a href="http://studiocitync.org/">http://studiocitync.org/</a></li><br/><li>□ Sherman Oaks Neighborhood Council<br/>P.O. Box 5721<br/>Sherman Oaks, California 91413<br/><a href="http://www.shermanoaksnc.org/">http://www.shermanoaksnc.org/</a></li></ul> | <ul style="list-style-type: none"><li>□ Encino Neighborhood Council<br/>4924 Paso Robles Avenue<br/>Encino, California 91316<br/><a href="http://encinonc.com/">http://encinonc.com/</a></li><br/><li>□ Tarzana Neighborhood Council<br/>PO Box 571016<br/>Tarzana CA 91357<br/><a href="http://www.tarzananc.org/">http://www.tarzananc.org/</a></li><br/><li>□ Woodland Hills-Warner Center Neighborhood Council<br/>20929 Ventura Blvd. Suite 47-535<br/>Woodland Hills, CA. 91357<br/><a href="http://www.whcouncil.org/">http://www.whcouncil.org/</a></li></ul> |
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### **\*\*\*\*\*IMPORTANT NOTICE FOR ALL PLANNING DEPARTMENT CASE FILINGS\*\*\*\*\***

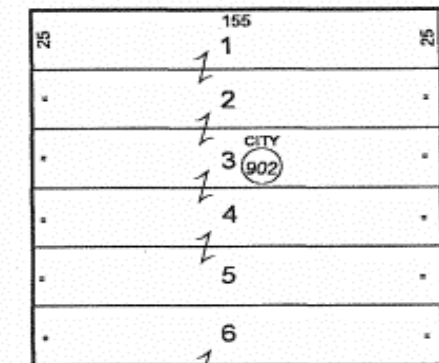
- *A duplicate copy of a case file is required by the Department of City Planning in order to accept all applications (this is listed on the Specific Plan Instructions above, but is reiterated here)*
- Each copy needs to be in its own separate unsealed envelope
- The envelope needs to be addressed to 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
  - 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**

# Example for Multi-tenant Sign Analysis



Tenant Address	#	Type of Sign	Location	Permit #	Dimensions	Sign Area (square feet)
XXXX Ventura Blvd	Sign # 1	Wall sign	facing ventura	XXXX-10000-XXXXX	2' by 10'	20 square feet
XXXX Ventura Blvd	Sign # 2	Wall sign	facing ventura	XXXX-10000-XXXXX	1'6" by 8'	12 square feet
XXXX Ventura Blvd	Sign # 3	Wall sign	facing ventura	XXXX-10000-XXXXX	2'6" by 8'	20 square feet
XXXX Ventura Blvd	Sign # 4	Wall sign	facing ventura	XXXX-10000-XXXXX	3' by 10'	30 square feet
XXXX Ventura Blvd	Sign # 5	Wall sign	facing ventura	XXXX-10000-XXXXX	10' by 6'	60 square feet
XXXX Ventura Blvd	Sign # 6	Wall sign	facing side street	XXXX-10000-XXXXX	3' by 7'	21 square feet
XXXX Ventura Blvd	Sign # 7	Projecting Sign	facing side street	XXXX-10000-XXXXX	4' by 4'	16 square feet
<b>TOTAL WALL SIGNAGE AREA ONSITE:</b>						179 Square feet
<b>TOTAL ALLOWED:</b>						300 square feet



150 feet (lot (s) frontage)

## LIST POLE SIGNS AND MONUMENT SIGNS SEPARATELY

Tenant Address	#	Type of Sign	Location	Permit #	Dimensions	Sign Area
XXXX Ventura Blvd	Sign # 8	Pole Sign	facing ventura	XXXX-10000-XXXXX	7' by 5'	35 square feet each face
XXXX Ventura Blvd	Sign # 9	Monument Sign	facing ventura	XXXX-10000-XXXXX	10' by 6'	60 square feet

Allowed sign area onsite to be divided among the tenants:  
lot frontage multiplied by 2  
150 X 2 = 300 square feet