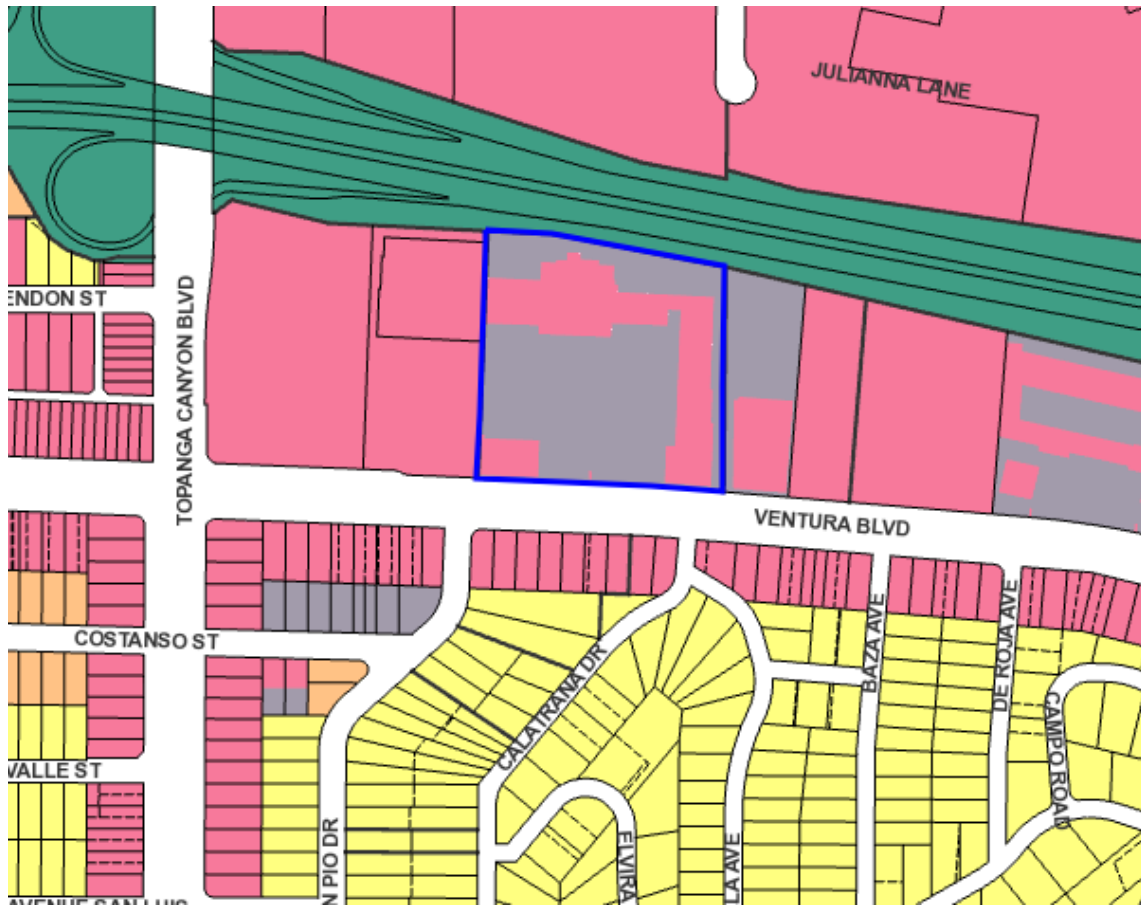




**Planning, Land Use and Mobility Committee**  
**Case Report / 12.1.2020**  
**DIR-2020-6544-SPP / ENV-2020-6545-CE**  
**Master Sign Program / Project Permit Compliance**  
**Warner Plaza Shopping Center**  
21733 – 21857 Ventura Blvd.  
Woodland Hills, CA 91367



Project Description: Master Sign Program / Warner Plaza Shopping Center  
Applicant: ROIC Warner Plaza, LLC t: 858.255.4902; e: [rshcoebel@roireit.net](mailto:rshcoebel@roireit.net)  
Rep: Scott Bailey / SignMasters, Inc. t: 805.530.3272; e: [signatra@roadrunner.com](mailto:signatra@roadrunner.com)  
LA City Planner: Andrew Jorgensen 818.374.9904; [andrew.jorgensen@lacity.org](mailto:andrew.jorgensen@lacity.org)  
Case Leader: Lauren Coffman / PLUM Chair / [l.coffman@whcouncil.org](mailto:l.coffman@whcouncil.org)  
PLUM Meeting: December 3, 2020 / First Presentation

**Overview of Site and Project**

The project consists of the development and implementation of a Master Sign Program for the Warner Plaza Shopping Center. The project site is located on the north side of Ventura Boulevard, between Topanga Boulevard to the west and Canoga Boulevard further to the east.

The shopping center is located in the Ventura – Cahuenga Boulevard Specific Plan area and the Woodland Hills Streetscape Plan area.



**Site**



**Project Description and Findings from the applicant**

The Master Sign Program for Warner Plaza is being sought to assure uniformity in signage throughout the shopping center. The project is commercially zoned and has had signage on it for over forty years. The MSP calls for individual channel letters which are in keeping with the majority of approved signs in the area. Approving this sign program will have no effect in the appearance or character of the area other than to assure consistency.

The application conforms to all standards in the Cauhenga/Ventura specific plan. No relief is sought from any provision therein or the municipal code.

The request is for the allowance of up to 35 signs depending on how the center is leased out.

There were no recorded covenants, affidavits or easements found on this property.

This document will streamline the approval process by not requiring a new case to be filed by every tenant. The authorizing code section is 11.5.7.C

The existing Shopping Center is compliant according to **Section 5 item C** of the Ventura Cahuenga Specific plan. All signs will be of the same type within the center and much of the surrounding businesses on adjacent properties.

**Section 6 item B** is irrelevant to the scope of work in this application. **Section 7 A-F** concerning set-backs is not subject to this scope of work.

This Master Sign Program is completely compliant with **Section 8** of the Specific code in that only one sign per wall will be allowed except for the two buildings that have two elevations, where a second sign will be allowed. No sign shall be greater in area than 2 sq ft per linear ft of frontage. No sign shall project beyond 12" from the wall.

**Neighboring Signage Elevations**





The preceding 7 pictures were taken of the adjacent shopping center located just West of Warner Plaza

**Warner Plaza Signage Elevations**













Draft 6/1/16  
 Revised 7/14/16  
 9/1/16, 11/15/16  
 12/12/16

# WARNER PLAZA

21777 Ventura Blvd. Woodland Hills, CA 91364

## MASTER SIGN PROGRAM

Owned and Operated by



8900 Towne Center Dr, #110  
 San Diego, CA 92128  
 (619) 581-4888

Sign Consultant



(805) 630-3272  
 3,489728  
 signline@roedunr.com

## OBJECTIVE:

The purpose of this sign criteria is to establish standards that assure that tenant signage is harmonious, integrates well with the architecture and provides coordinated proportional exposure for all tenants. This criteria also describes the responsibilities of the tenants with respect to review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. Any non-conforming signs that have been installed will be removed at the tenant's sole expense.

## APPLICATION PROCEDURE:

The tenant shall submit an electronic file (pdf) of their proposed sign design to RQIC (Landlord) or its agent for approval prior to submitting to the City of Los Angeles for permits. The drawings shall include scaled elevations of proposed sign at tenant location with dimensions showing tenant frontage, sign length, and length of architectural surface on which is installed. Additionally, a detailed, fully dimensioned shop drawing of the sign itself, showing colors and materials, along with a section of the sign showing method of attachment as required by the City of Los Angeles shall be included with the appropriate Planning Department and Building & Safety applications and associated fees.

Upon receipt of permits, tenant shall forward copies of the permits to landlord prior to installation of signs. All costs associated with the procurement of permits, fabrication and installation of signage are the sole responsibility of the tenant. Finally, any sign contractor working at Warner Plaza must be fully licensed, bonded, and have a One Million dollar liability policy with Retail Opportunity Investments Corporation, named as additional insured. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

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## GENERAL SPECIFICATIONS

Channel Letters are the primary designated format for all primary tenant signs at Warner Plaza. The letters are to be fabricated with .063 aluminum returns, .090 aluminum faces and clear Lexan backs for reverse and 3/16" acrylic faces with 3/4" bronze trim cap for standard channel letters. The return depth is 3" for reverse and 4" for all standard letters and are to be installed with a 1/2" offset from the surface of the wall.

Internal illumination shall be provided by U.L. listed 24 volt DC white LED's. No neon is allowed in this project. All signs shall have U.L. labels clearly visible on each letter along with the City of Los Angeles Permit sticker and one manufacturer's identification sticker.

The LED drivers or transformers shall be U.L. listed and installed in the existing, designated sign locations with disconnect switch clearly visible from outside and where connection to primary sign circuit is made. Wireways will be required on the back side of the soffit under the canopy to accommodate transformers and wiring and shall be painted to match adjacent stucco.

Each tenant shall have a sign circuit coming from their own panel with an override relay coming from the house panel which will assure that all signs come on and go off at the same time.

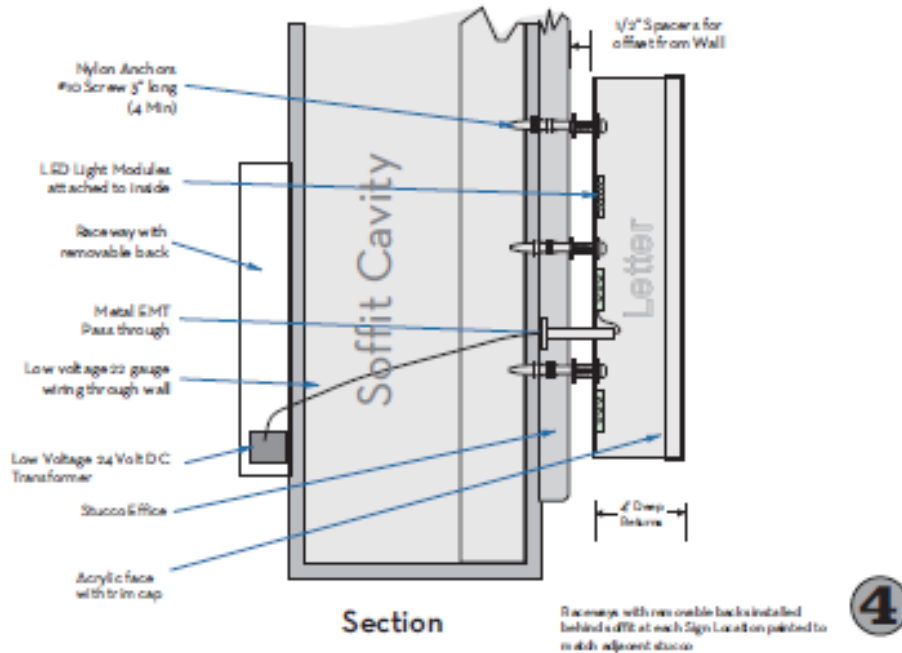
Waterproof conduit shall be installed to each letter from behind and pass through the wall with a minimum of 3" clearance from the inside for secondary wiring and all penetrations of the building will be sealed appropriately.

Specific sign locations for each tenant are called out later in this document. In no case shall any sign submission be allowed to exceed the aggregate sign area allotment spelled out in the municipal code of the City of Los Angeles.

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## GENERAL SPECIFICATIONS



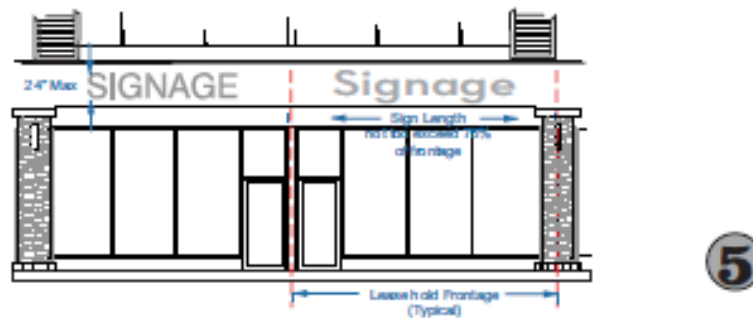
## Size and Colors :

Letter Height shall not exceed 24" on Building C, D-1 and D-2, 30" on Building B and 30" on Building E & F, as measured by the largest letter in the sign. Upper and Lower case designs that exceed the maximum with ascenders and descenders, will be considered on a case by case basis by ROIC Design Committee. The sign shall be centered both horizontally and vertically in the designated space for tenant.

Additionally, overall sign area as described by the boundaries of eight straight lines shall not exceed two (2) sq ft of sign area per linear foot of leasehold frontage and sign length shall not exceed 75% of frontage.

The color palette for signage at Warner Plaza is open but subject to review on a case by case basis by ROIC design committee. The unifying color thread throughout the signage is the return color which shall either be Duranodic Bronze. The trim cap shall be 3/4" Duranodic Bronze.

All letters shall be painted with Matthews Acrylic Urethane or equivalent. The returns of all letters and logo elements shall be painted Duranodic Bronze.



## Blade Signs:

Each tenant shall have one blade sign fabricated for their storefront. These are intended to give perpendicular visibility to shoppers as they walk across the front of the building under the canopy walkway. They are to be installed as close as possible to the entry doors at a uniform distance from the store front under the canopy as depicted in Figure (B).

The frames will be provided by the landlord, but the inserts are the responsibility of the tenant.

The sign panels shall be fabricated from 1/8" (4mm) Dibond and shall have a laminated digital print that conforms to the Warner Center standard of Ivory (C 3 M12 Y90 K 0) copy on a background of Burgundy (C 22 M90 Y 100 K 40).

The Dimensions of the insert panels are 37-7/16" x 10".

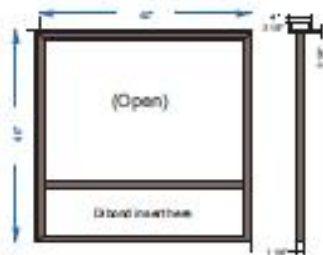


Figure (B)

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## Other Signs:

There is no signage allowed for upstairs offices. Any signs placed in the windows will be removed at the tenant's expense. This includes banners, vinyl lettering and paper signs taped to the inside or out of the windows.

For the retail spaces on the first floor for all buildings, the following signs are expressly forbidden:

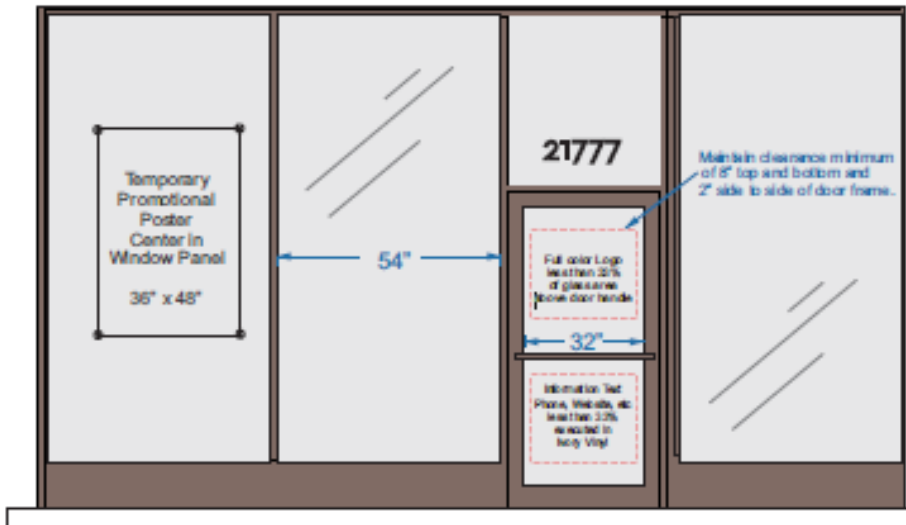
- 1) Flashing or animated signs of any kind are not allowed.
- 2) Banners hung on the exterior of any tenant space. This includes taping to the windows, hanging by rope or screwed to the front soffit under permanent sign.
- 3) Sandwich board signs including double sided "A" frame signs on the sidewalk or under the walkway.
- 4) Cars, trucks or vans with wraps, graphics or banners attached to them deliberately parked in high visibility areas all day with the intent of increasing visibility are not allowed. Delivery vehicles used in the normal course of business are an exception to this.
- 5) Neon border tubing or framing perimeter of interior or exterior of window are not allowed.
- 6) Any unauthorized sign placed in windows are not allowed.

ROIC understands the legitimate need to occasionally promote a product or service. An allowance for this will be one promotional poster allowed per window. These shall be professionally printed on 36" x 48" hardstock and secured to the interior of the glass with 1-1/2" suction cups at the four corners. These must be approved by ROIC design committee before installation and are limited in duration to 30 days.

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## Window Signage:



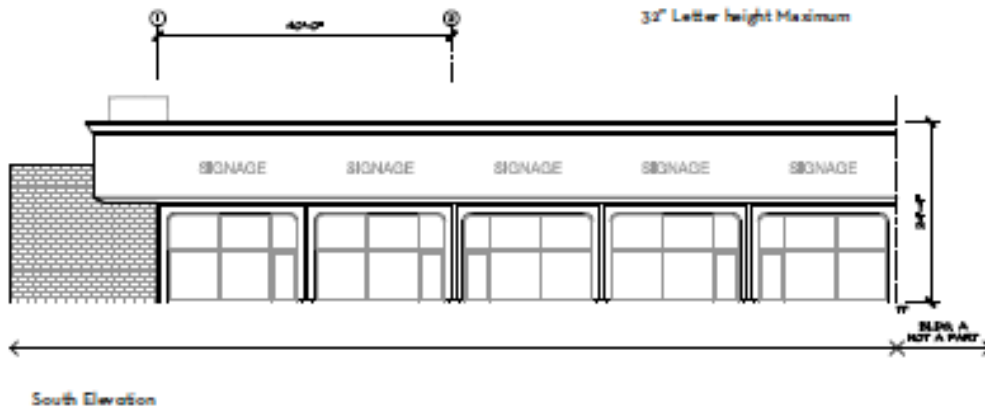
All permanent window signage except logo to be in Ivory colored vinyl.(Gerber 220-99 "Fawn")

8

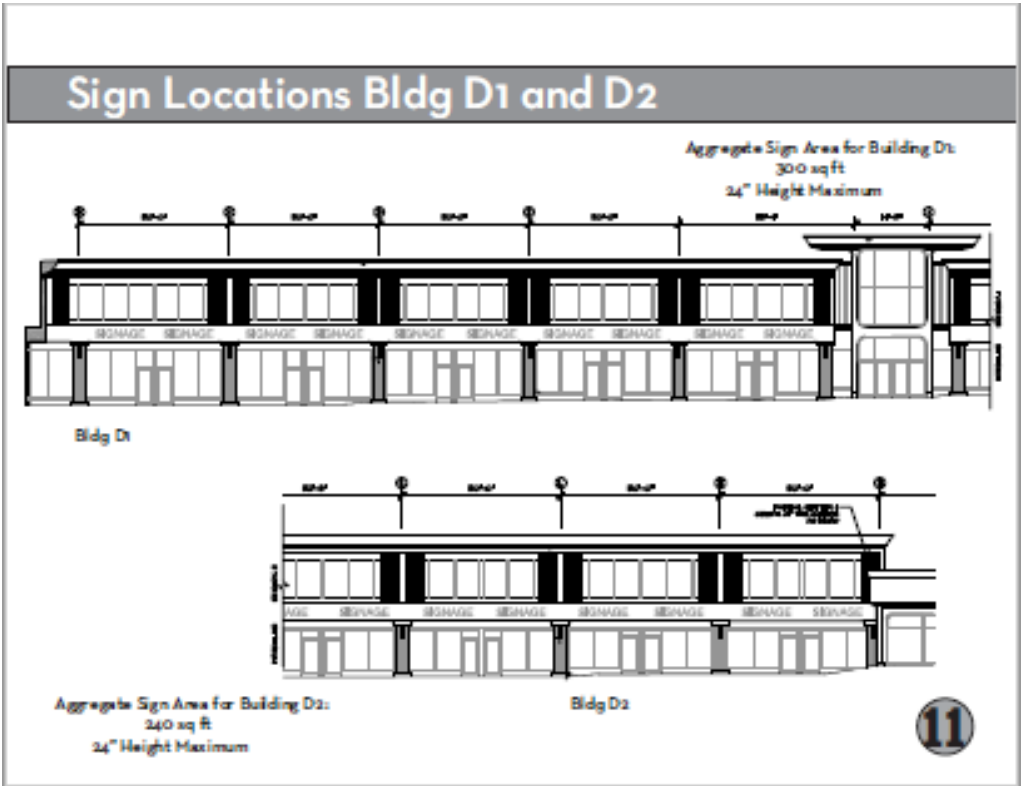
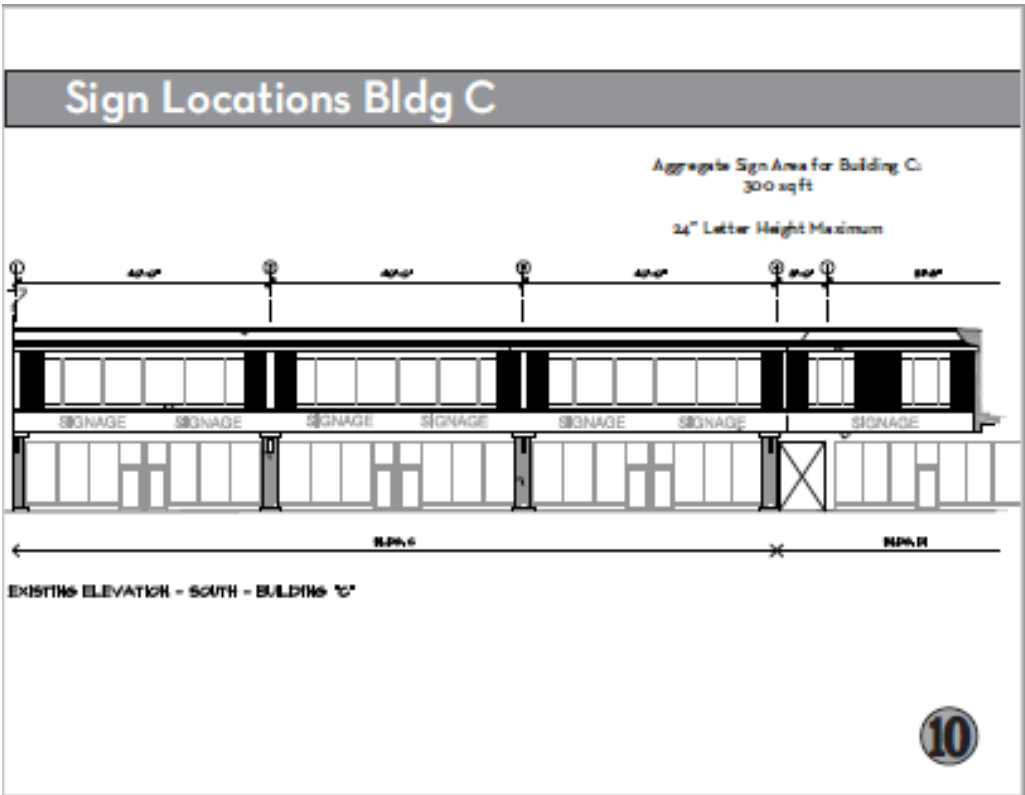
## Sign Locations Bldg B

Aggregate Sign Area for Building B:  
200 sq ft

32" Letter height Maximum

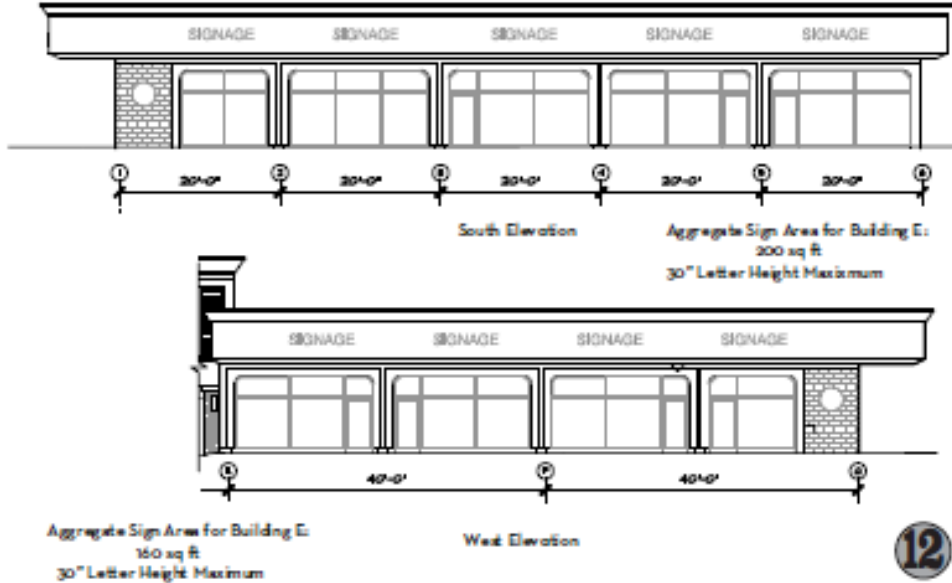


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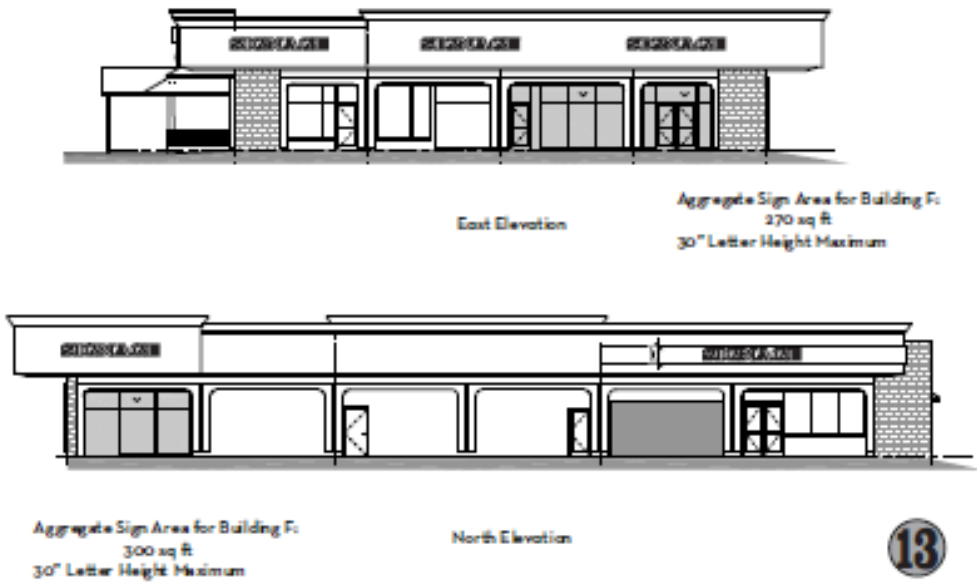




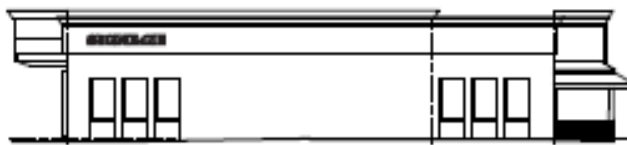
## Sign Locations Bldg E



## Sign Locations Bldg F



## Sign Locations Bldg F



West Elevation

Aggregate Sign Area for Building F:  
100 sq ft  
30" Letter Height Maximum

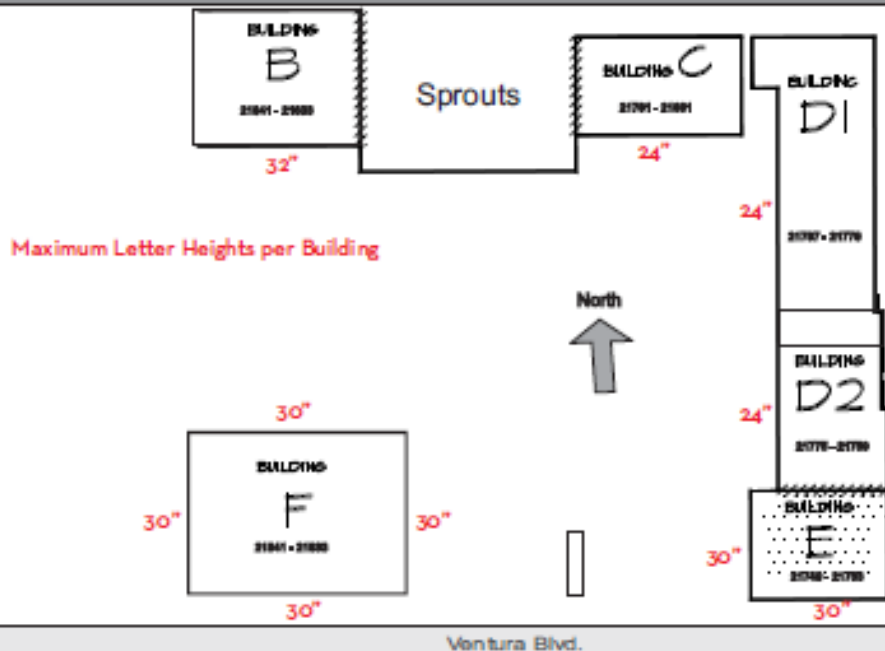


Aggregate Sign Area for Building F:  
200 sq ft  
30" Letter Height Maximum

South Elevation

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## Site Plan:



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**PLUM Motion**

As pertaining to case DIR-2020-6544-SPP and ENV-2020-6545-CE, having held one virtual public PLUM meeting for the application filed by the applicant Scott Bailey / SignMasters, concerning the request for a Master Sign Program for the Warner Plaza Shopping Center located at 21733 – 21857 Ventura Blvd, the Planning, Land Use and Mobility committee hereby finds that:

- WHEREAS, the project is located in the Ventura-Cahuenga Boulevard Specific Plan area and therefore is subject to the signage guidelines provided in that specific plan; And
- WHEREAS, the proposed signage program strictly complies with the requirements of the Ventura - Cahuenga Boulevard Specific Plan signage guidelines; And
- WHEREAS, a Master Signage Program will provide a shorter process for tenants of the Warner Plaza Shopping Center to permit new sign requests as they will only need approval from the building management instead of also needing design approval from LA City Planning. A sign permit from the City of LA will still be required; And
- WHEREAS, the management of the Warner Plaza Shopping Center currently reviews and requires all new signs to comply with their current signage program, which is the same as the proposed Master Signage Program; And
- WHEREAS, the proposed Master Signage Program will include limitations on all temporary banner signs announcing openings, etc. and provide enforcement of such, as per the Ventura – Cahuenga Boulevard Specific Plan signage program; And
- WHEREAS, the management of the Warner Plaza Shopping Center will enforce the duration of time allowed for promotional signage; And

THEREFORE, IT IS HEREBY RESOLVED, that the Planning, Land Use and Mobility committee, for the findings stated herein, finds that the submitted application submitted by the applicant Scott Bailey / SignMaster *receive the support* of the Board of the Woodland Hills Warner Center Neighborhood Council for the requested action.

The Planning, Land Use and Mobility Committee recommends that the Board of the Woodland Hills Warner Center Neighborhood Council advise the City of Los Angeles Planning Department and Council District 3 Council member Bob Blumenfield of its findings, and its subsequent supporting recommendation to *support* this application as presented on December 9,2020.

**Motion:** Lauren Coffman

**Second:** August Steurer

**Vote:** Aye : 7      Nay: 0

Abstain: 0      Recused: 0