<u>EXHIBIT "A"</u> WRITTEN NARRATIVE/ADDITIONAL INFORMATION DIR-2009-3195-DRB-SPP-M1

Porter Ranch Medical Plaza – UCLA Health Sign 19950 W. Rinaldi Street

Background

The project site is governed by the requirements of the Porter Ranch Land Use/Transportation Specific Plan ("Specific Plan") and is located in "Subarea I" of the "Community Center Area" of the Specific Plan.

On February 26, 2010, the Department of City Planning approved Case No. DIR-2009-3195-DRB-SPP, which permitted and found compliant with the Specific Plan the installation, use, and maintenance of 13 illuminated signs consisting of two monument signs (known as M1 and M2), nine wall signs (two building identification signs and seven tenant identification signs for Tenants "A" through "G"), and two directional/informational signs (known as D1 and D2) for the Porter Ranch Medical Plaza, a medical office building located at the southeast corner of Porter Ranch Drive and Rinaldi Street. Two additional monument signs (M3 and M4) were also approved for design, but were noted in the Determination Letter to require a Specific Plan Exception prior to being installed, used, and maintained. The associated Categorical Exemption (ENV-2009-3196-CE) was also approved.

Several medical-related tenants currently occupy the Porter Ranch Medical Plaza. As a result, most of the signs approved in DIR-2009-3195-DRB-SPP, including monument signs M1 and M2, directional signs D1 and D2, and seven of the nine tenant wall signs have been installed on the existing building and within the adjacent surface parking lot.

Project Description, Justification, and Requests

The Applicant, The Regents of the University of California, has now occupied space in the Porter Ranch Medical Plaza (Medical Plaza) as UCLA Health, and now requires necessary signage to identify the Applicant's tenancy in the building. As such, the proposed project includes the installation, use, and maintenance of one (1) identification wall sign on the southern portion of the west elevation of the building. The west elevation, which currently displays one wall sign for "Facey Medical Group" on the northern portion of the building, would thus display two wall signs visible from Porter Ranch Drive. The proposed wall sign will represent the tenth wall sign approved for installation on the building.

The proposed wall sign will display the words "UCLA Health" and will be approximately 121.45 square feet in area. The maximum letter height of the lettering will be approximately 36.5 inches, while the maximum height of the aluminum cabinet routed out with the words "UCLA" will be approximately 5 feet. The design, font, aluminum material, and bronze color of the proposed wall sign are unique to the UCLA Health brand, but are also consistent with the other wall signs installed on the building, as well as the overall architecture of the building. Most importantly, the proposed wall sign will identify the tenancy of UCLA Health in the building, which is necessary to inform the community and attract patients to the business. As a leading provider of high quality healthcare in Los Angeles, the tenancy of UCLA Health at the Medical Plaza will prove beneficial to the surrounding community because it will better serve the population's healthcare needs. As such, it is important that UCLA Health be identified on the building, as was permitted for the other tenants under DIR-2009-3195-DRB-SPP.

As voted by the Design Review Board on August 26, 2013, the proposed wall sign does not require Design Review. As such, the proposed wall sign only requires a modification (M1) to the Project Permit Compliance approved under DIR-2009-3195-DRB-SPP, which is requested under the current application.

Applicable Specific Plan Guidelines

The Porter Ranch Land Use/Transportation Specific Plan contains provisions for signs in the "Community Center Area" (which includes the project site) under Section 6.E. The project site is located in Subarea I of the Community Center Area.

Wall Signs. The proposed wall sign is governed by Section 6.E.3(a) (pages 12 and 13) of the Specific Plan, which says:

- (1) No more than one wall sign may be permitted for each face of each building or structure that has frontage on a public street and has a public entrance from that street frontage.
 - EXCEPTION: Notwithstanding LAMC <u>Section 14.4.10</u> to the contrary and the limitations in Paragraph (1) above, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive.
- (2) Area. Notwithstanding LAMC <u>Section 14.4.10 A</u> to the contrary, the total area of each wall sign shall not exceed two square feet for each one foot of street frontage.
- (3) Projections. Notwithstanding LAMC <u>Section 14.4.10 D</u> to the contrary, no wall sign may project from the building face more than 12 inches.

Specific Plan Consistency

Pursuant to the Exception under Section 6.E.3(a)(1) of the Specific Plan, within Subarea I, one wall sign may be permitted for each business frontage facing any public or private street or drive. As a new business and new tenant within the Medical Plaza (shown as Tenant "H" on the Exterior Signage Locations Plan and the Sign Inventory Exhibit attached to this application), UCLA Health is permitted to install one wall sign for identification purposes on the building, and therefore is compliant with the Specific Plan. This finding is also consistent with the approval of the seven wall signs for each business/tenant (Tenants "A" through "G") under DIR-2009-3195-DRB-SPP.

With respect to Section 6.E.3(a)(2) of the Specific Plan, as shown on the Sign Inventory Exhibit and consistent with the findings in DIR-2009-3195-DRB-SPP, a total of 1,293.94 square feet of signage area is permitted on the east elevation of the building, as counted towards the Rinaldi Street frontage. Further, a total of 949.06 square feet of signage area is permitted on both the west and south elevations of the building as counted towards the Porter Ranch Drive frontage. The proposed wall sign will be on the west elevation of the building, counted towards the Porter Ranch Drive frontage. The proposed wall sign will not affect the east elevation.

Currently, both the Facey Medical Group (known as Tenant "G") wall sign on the west elevation of the building and the Medical Plaza identification wall sign on the south elevation of the building account for a total of 405 square feet of signage area for the Porter Ranch Drive frontage. With the addition of the approximately 121.45-square foot proposed wall sign on the west elevation, the total signage area counted towards the Porter Ranch Drive frontage would be approximately 526.45 square feet. This is well within the limit of the maximum 949.06 square feet of wall signage area allowed on the west and south elevations of the building. Therefore, the sign will be compliant with the Specific Plan.

Finally, with respect to Section 6.E.3(a)(3) of the Specific Plan, the proposed wall sign will not project from the building face more than 12 inches. As shown on the sign detail plans, the proposed wall sign is anticipated to project approximately 5 inches from the building face, and therefore, the sign will be compliant with the Specific Plan.

COUNTY CLERK'S USE

CITY OF LOS ANGELES OFFICE OF THE CITY CLERK ROOM 395, CITY HALL LOS ANGELES, CALIFORNIA 90012

CITY CLERK'S USE

CALIFORNIA ENVIRONMENTAL QUALITY ACT

NOTICE OF EXEMPTION

(Article III, Section 3 - City CEQA Guidelines)

Submission of this form is optional. The form shall be filed with the County Clerk, 111 No. Hill St., Los Angeles, California 90012, pursuant to Public Resources Code Section 21252(b). Pursuant to Public Resources Code Section 21188(d), the filing of this notice starts a 35-day statute of limitations on Court challenges to the approval of the project. Failure to file this notice with the County Clerk results in the statute of limitations being extended to 180 days.

Table in the Materia of Attitutions some ontended to too days,						
LEAD CITY AGENCY City of Los Angele	AND ADDRESS es Department of City Planning		COUNCIL DISTRICT 12			
PROJECT TITLE Project Permit Modific	ation	LOG REFERENCE ENV				
PROJECT LOCATION 19950 W. Rinaldi Stre	N et, Porter Ranch, CA 91326					
	ATURE, PURPOSE AND BENEFICIARII e, and maintain one wall sign on the west		lding.			
NAME OF PERSON (The Regents of the U	OR AGENCY CARRYING OUT PROJEC niversity of California	T, IF OTHER THAN LEAD CITY AGE	ENCY:			
CONTACT PERSON Tom Stemnock		AREA CODE TELEPHONE 818 487-6789	NUMBER EXT.			
□ EMERGE □ GENERAI √ CATEGOF Class_	RIAL ED EMERGENCY NCY PROJECT EXEMPTION RICAL EXEMPTION	CITY CEQA GUIDELINES Art. III, Sec. 2b Art. III, Sec. 2a(1) Art. III, Sec. 2a(2) & (3) Art. III, Sec. 1 Art. VII, Sec. 1 (City CEQA Guidelines) (b) and set forth state and city guideli	STATE EIR GUIDELINE Sec. 15073 Sec. 15071(a) Sec. 15071(b) & (c) Sec. 15060 Sec. 15100 ne provision.			
	R PROJECT EXEMPTION: The project not result in any expansion of use, structure.		nstallation of an identification			
IF FILED BY APPLIC	ANT, ATTACH CERTIFIED DOCUMENT	OF EXEMPTION FINDING.				
SIGNATURE		TITLE	DATE			
FEE:	RECEIPT NO.	REC'D BY	DATE			
DISTRIBUTION: (1) Co	ounty Clerk, (2) City Clerk, (3) Agency Record					

Form Gen. 183 (Rev. 8-90)(Appendix A) (C.S. 4/98)

THE APPLICANT CERTIFIES THAT HE OR SHE UNDERSTANDS THE FOLLOWING: Completion of this form by an employee of the City constitutes only a staff recommendation that an exemption from CEQA be granted. A Notice of Exemption is only effective if, after public review and any required public hearings, it is adopted by the City Agency having final jurisdiction (including any appeals) over the project application. If a CEQA exemption is found inappropriate, preparation of a Negative Declaration or Environmental Impact Report will be required. IF THE INFORMATION SUBMITTED BY THE APPLICANT IS INCORRECT OR INCOMPLETE SUCH ERROR OR OMISSION COULD INVALIDATE ANY CITY ACTIONS ON THE PROJECT, INCLUDING CEQA FINDINGS.

Tom Stemnock	(na Henn	De la companya della companya della companya de la companya della
NAME (PRINTED)	SIGNATURE	
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CITY OF LOS ANGELES

CITY CLERK'S USE

OFFICE OF THE CITY CLERK 200 NORTH SPRING STREET, ROOM 360 LOS ANGELES, CALIFORNIA 90012

CALIFORNIA ENVIRONMENTAL QUALITY ACT

(California Environmental Quality Act Section 15062)

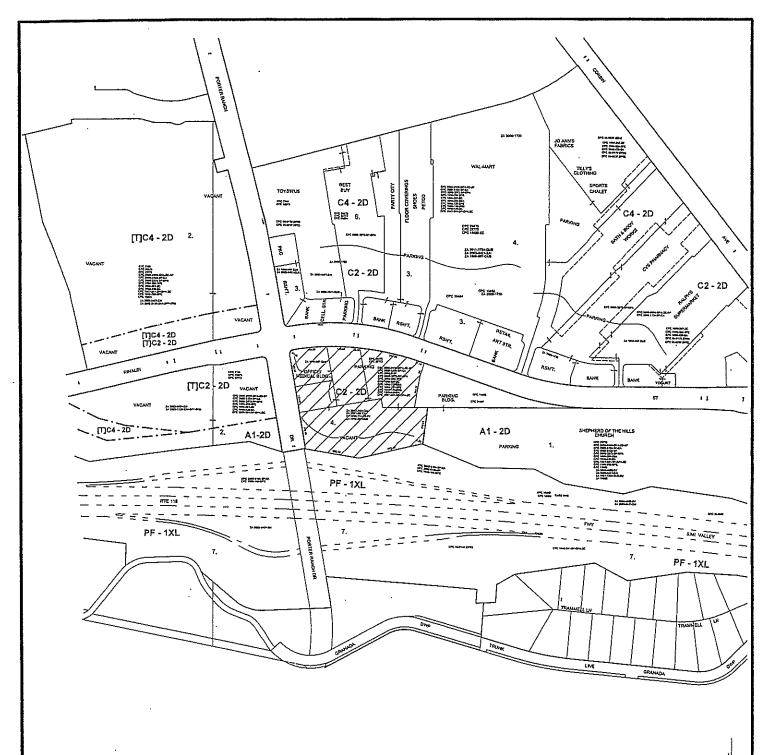
Filing of this form is optional. If filed, the form shall be filed with the County Clerk, 12400 E. Imperial Highway, Norwalk, CA 90650, pursuant to Public Resources Code Section 21152 (b). Pursuant to Public Resources Code Section 21167 (d), the filing of this notice starts a 35-day statute of limitations on court challenges to the approval of the project. Failure to file this notice with the County Clerk

results in the statute of limitations being extended to 180 days.	
I FAD CITY AGENCY	COUNCIL DISTRICT
City of Los Angeles Department of City Planning	12
· · · · · · · · · · · · · · · · · · ·	OG REFERENCE
PROJECT TITLE DIR 2009 - 3195 - DRB-SPP-MI	ENV 2013-2772-CE
PROJECT LOCATION	
* 19950 W. RINALDI ST, PORTER RANCH; C	A 91326
DESCRIPTION OF NATURE, PURPOSE, AND BENEFICIARIES OF PROJECT:	`
* ADD LUGUE SIGN FOR A TOTAL OF 14 SIGNS (13 PRE	VIOUSLY APPROVED)
NAME OF PERSON OR AGENCY CARRYING OUT PROJECT, IF OTHER THAN LEAD CITY AGE	NCY:
* THE REMENTS OF THE UNIVERSITY OF CALLFORNIA	400
CONTACT PERSON AREA CODE TELEPHONE	
* TOM STEMPOCK \$818 * 497	t-6789
EXEMPT STATUS: (Check One)	
	CITY CEQA GUIDELINES
STATE CEMA GOIDELINEO	
ministerial Sec. 15268	Art. II, Sec. 2b
DECLARED EMERGENCY Sec. 15269	Art. II, Sec. 2a (1)
DECLARED EMERGENCY Sec. 15269	
□ EMERGENCY PROJECT Sec. 15269 (b) & (c)	Art. II, Sec. 2a (2) & (3)
✓ CATEGORICAL EXEMPTION Sec. 15300 et seq.	Art. III, Sec. 1
Class11 Category1 (City CEQA Guidelines)	
□ OTHER (See Public Resources Code Sec. 21080 (b) and set forth state and City guid	leline provision.
JUSTIFICATION FOR PROJECT EXEMPTION: On-premise signs.	
IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT ISSUED BY THE CITY PLANNING I	DEPARTMENT STATING THAT
THE DEPARTMENT HAS FOUND THE PROJECT TO BE EXEMPT.	
SIGNATURE TITLE	DATE
FEE: RECEIPT NO. \$\infty\$ - 13030 REC'D. BY	DATE
81. T VNOOD 7 201016167 LADBS	9/5/13
DISTRIBUTION: (1) County Clerk, (2) City Clerk, (3) Agency Record	

Rev. 11-1-03 Rev. 1-31-06 Word

IF FILED BY THE APPLICANT:

* Allen Concepciex NAME (PRINTED)



SPECIFIC PLAN PROJECT PERMIT COMPLIANCE

LEGAL: LOTS 22-25 & 31, TRACT NO. 52154.

C.D. 12

6.09 NET AC.

C.T. 1082.01 P.A. CHATSWORTH-PORTER RANCH

GC MAPPING SERVICE, INC.

3055 WEST VALLEY BOULEVARD · ALHAMBRA CA 91803 (626) 441-1080 FAX (626) 441-8850 CASE NO.

DATE: 08-23-2013 SCALE: 1" = 200' USES FIELD

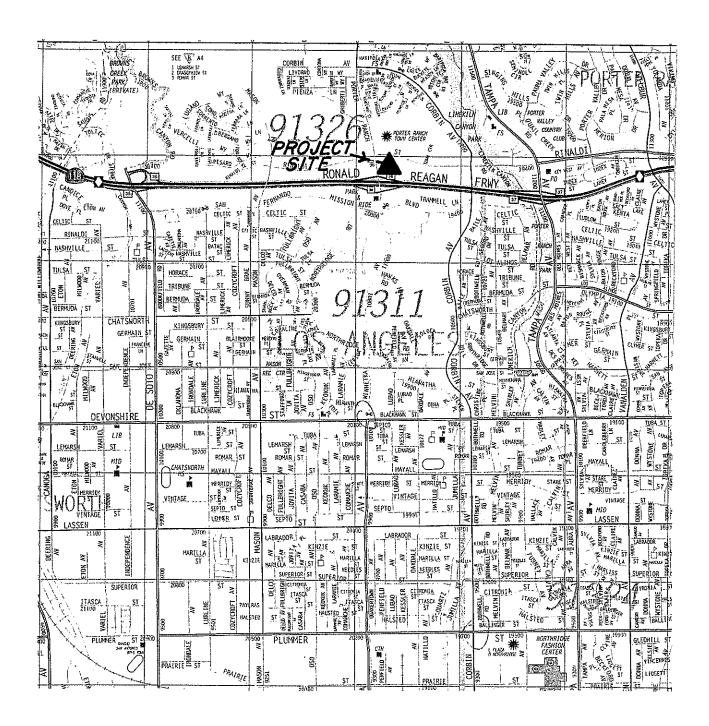
D.M. 210 B 113, 213 B 113

T.B. PAGE: 500 GRID: E-2

MASTER LAND USE PERMIT APPLICATION LOS ANGELES CITY PLANNING DEPARTMENT

Planning Staff Use Only

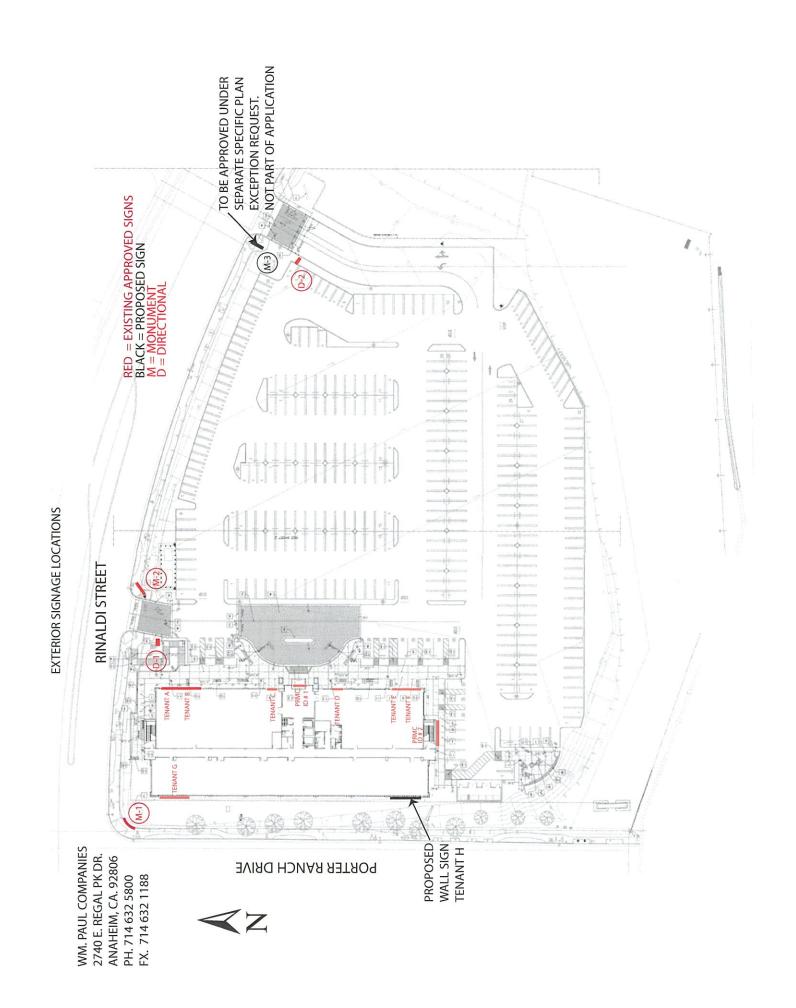
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NV. No.	2013-27	77-CE	Existing Zone C	2-2D		District Map 210B1	13
PC	North Valley		Community Plan	Chatsw	orth-Porte	r Ranch	Council District 12
ensus T	ract	APN 270)1-040-022, 023, -02	4, -025,	Case File	ed With [DSC Staff]	Date
082.01		and -030			MAUSIR	inopuona sagoin	9/5/13
se No	DIR-2009-3195-I	ORB-SPP-N	"DIR 2 C	09	-31	n p	SPP-MI
plication	Type Modifica	ation to Pro	iect Permit Complian	ice			
			, variance, conditional use	, tract/parcel ma	ıp, specific plan	exception, etc.)	
	JECT LOCATIO						
			50 W. Rinaldi Street				
-			24, 25, and 31	Block	<u> </u>	Tract_ 52154	
Lot I	Dimensions <u>±630</u>	x ±455' Irr	equiar (all five lots)	Lot Area (sq	j. ft <u>) ±271,94</u>	9 Total Project Size (se	q. ft.) <u>0 floor area</u>
PRO	JECT DESCRIP	TION					
Des	cribe what is to I	oe done:	Pursuant to the Port	ter Ranch La	and Use/Tra	nsportation Specific Plai	n, the applicant requests a
							d deemed compliant a total
of 13	3 illuminated sign	s consisting	g of two monument s	igns, nine w	all signs, and	d two directional signs fo	r the Porter Ranch Medical
Plaz	a at the southea	st corner of	Rinaldi Street and F	Porter Ranch	n Drive, The	requested Project Pern	nit Modification will add a
							proposed wall sign will be
the s	second wall sign	on the wes	st face of the building	g, as one cu	rrently exist:	s. The proposed wall sig	n does not require Design
Revi	ew as voted by t	ne Design F	Review Board.				
Pres	ent Use: <u>Medica</u>	l Office Buil	ding Propos	ed Use: <u>Me</u>	edical Office	Building (no change)	
Che	ck all that apply:		□ New Construction	n 🗅 Change	e of Use	Alterations	Demolition
			Commercial	□ Indus	trial	□ Residential □	Tier 1 LA Green Code
Addi	tions to the build	ing:	□ Rear	☐ Front		☐ Height ☐	Side Yard
No.	of residential unit	s:	Existing N/A	To b	e demolishe	d <u>N/A</u> Adding_	N/A Total N/A
407	ION(E) DEOUE	TED					
	ION(S) REQUES				OD		
	-		ent which either auth		_		
			requested: <u>11.5.7.</u>			ich authorizes relief: 11.	
							the Porter Ranch Land
<u>Use/</u>	Transportation S	pecific Plar	n, for addition of a ne	w wall sign t	o the west fa	ace of the Porter Ranch I	Medical Plaza.
Code	Section from w	hich relief is	s requested:		Code Section	on which authorizes relie	f
Code	e Section from w	nich relief is	s requested:		Code Section	on which authorizes relie	f:
List r	elated or pending	g case num	bers relating to this	site:			
<u>DIR-</u>	2009-3195-DRB	-SPP (dated	<u>d 2/26/10)</u>				
				· · · · · · · · · · · · · · · · · · ·			



VICINITY MAP

SITE: 19950 W. RINALDI STREET

PLANNING ASSOCIATES, INC. 4040 VINELAND AVENUE #108 STUDIO CITY CA 91604 (818) 487-6767



Sign Inventory Update

All proposed signs are illuminated.

Monument Signs*

Rinaldi St frontage: 646.97'
Porter Ranch Dr frontage: 474.53'
East/West building frontage: 263'
North/South building frontage: 96'

ign #	Sign # Dimensions Height Sign Area	Height	Sign Area	Frontage	Allowed By	Status
M	3' x 17'	3.	51 sq ft.	51 sq ft. Porter Ranch Dr.	Sec. 6.E.3(c)(1)	Existing/Approved
M2	4'-4" × 7'	4'-4"	4'-4" 30.33 sq ft.		Sec. 6.E.3(c)(1)	Existing/Approved
M3	4' 4" x 7'	4'-4"	4'-4" 30.33 sq ft.	Rinaldi St.	Future Specific Plan Exception	Not Existing/DRB Approved/SPE Required

Wall Signs

Status			: :	EXISTING/Approved				Existing/Approved	Not Existing/Proposed	Existing/Approved
Allowed Wall Sign Area Per Frontage			2000	1293.94 Sq 11.					949.06 sq ft.	
Combined Wall Sign Area Per Frontage			200	907 Sq 11.					526.45 sq ft.	
Allowed By	Sec 6.E.3(g)	Sec 6.E.3(a)(1) and its Exception. Section 6.E.3(a)(2)						Sec 6.E.3(a)(1) and its Exception.	Section 6.E.3(a)(2)	
Frontage	Rinaldi St.			0 : P	Allialdi ot.			Porter Ranch Dr.	121.45 sq ft. Porter Ranch Dr.	Porter Ranch Dr.
Max. Sign Area	155 sq ft.	300 sq ft.	31 sq ft.	45 sq ft.	45 sq ft.	31 sq ft.	300 sq ft.	250 sq ft.	121.45 sq ft.	155 sq ft.
Max. Letter Height	30	36"	18"	24"	24"	18"	36"	36"	36.5"	30"
Sign #	Building ID #1	Tenant A	Tenant B	Tenant C	Tenant D	Tenant E	Tenant F	Tenant G	New Tenant H	Building ID #2

Directional Signs (under 4' high and under 25 sq ft., not monument signs)

1

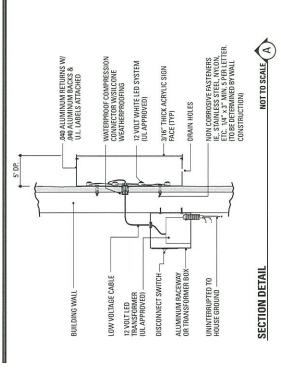
S	proved	proved
Status	Existing/Approved	Existing/Approved
	Exis	Exis
	AMC	AMC
ed By	Sec 14.4.7 of the LAMC	Sec 14.4.7 of the LAMC
Allowed By	1.4.7 0	1.4.7 0
	Sec 14	Sec 14
100		
əf	St.	Sŧ
irontag	Rinaldi St.	Rinaldi St
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imens	3' x 3'	3' x 3
Θ		
Sign #	D1)2

Monument Sign M4 is not part of the current application for Modification to Project Permit Compliance and was previously approved for design by the Design Review Board under DIR-2009-3195-DRB-SPP (with a caveat that a Specific Plan Exception would be required for installation); however, the monument sign is not reflected in the above Monument Sign Table because it is no longer planned for installation.

^{*} Monument Sign M3 is not part of the current application for Modification to Project Permit Compliance. Design Review is not required for the revised design of M3 per vote by the DRB, but a Specific Plan Exception is required and will be requested under separate application to allow installation of the monument

Elevation (West)

Install (1) new wired lettersets. See chart for colors and materials.



Color Specifications

	Face	Returns	Trim Cap
Aluminum Reverse Channel Halo Illuminated Letters	Alum Painted Matthews Dura Nautic Bronze	Painted Matthews Dura Nautic Bronze	N/A
Aluminum Cabinet w/ routed out UCLA	Cabinet Painted Dura Nautic Bronze Copy is 1/8" white plex		



A Elevation (West)



В

A

S q. Foot	121.45	
ш	36.5"	
Ω	2'-01"	
U	24'05"	
В	2, 6,,	
A	5' - 0"	

Section 19					9.500 KINAIOI.
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		NO.	Date	by	
	Anaheim, Calif. 92806	1.	1. 06/19/13		UCLA Asset Mai
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	/14 652 5800				4
es	es E2x 71/16/37 11/88	3.			Sales Person:
	1av / 14-035-1100	4.			DIII
	wmpaulco@earthlink.net	r,			Customer Approval:
		9			

	olo	NO.	1. 06/19/1	,	:	3.	4.	52.	.9
REVISIONS	, d	By	/13						
19550 Rinaldi, Porter	Client: UCLA Asset Management Dept.				-	Sales Person:	DIII	Customer Approval:	
Ranch Exterior	TOTAL TITLE		ent Dept.	ı		Date:	04/77/10		The second secon
Signage Project	9550 Rinaldi, Porter Kanch Exterior Signage, Project #20130425-319-90 CLA Asset Management Dept.					Drawn By:		Date:	
#2013042						Sheet Number:	rage i	Job Number:	

PHOTO EXHIBIT

Specific Plan Project Permit Compliance - UCLA Health Wall Sign

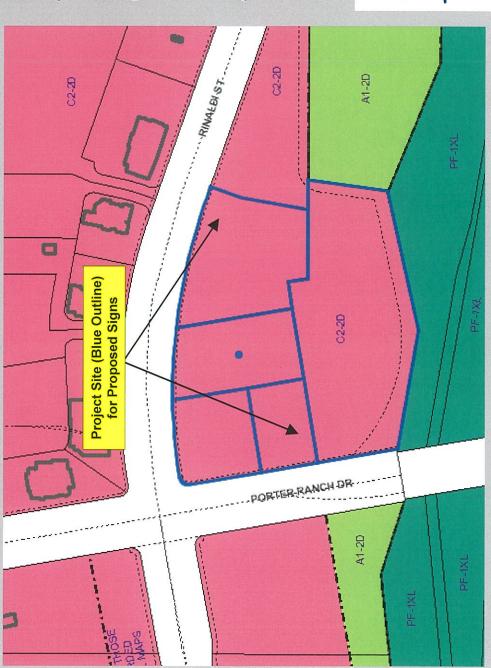
Applicant: The Regents of the University of California

Address: 19950 W. Rinaldi Street, Porter Ranch

CASE NO.

DIR-2009-3195-DRB-SPP-M1

Legal Description: (ZIMAS) Lots 22, 23, 24, 25, and 31 of TR 52154 **APNs: (ZIMAS)** 2701-040-022, -023, -024, -025, and -030





PROJECT SITE

PLANNING A SSOCIATES, INC.



Current Use on Project Site Medical office building and surface parking lot

Ronald Reagan Fwy

Location of Proposed Wall Sign, West Elevation

PHOTO INDEX



* Image Source: Google, 2013 Digital Color-Ortho

1. Project Site, West Elevation of MOB

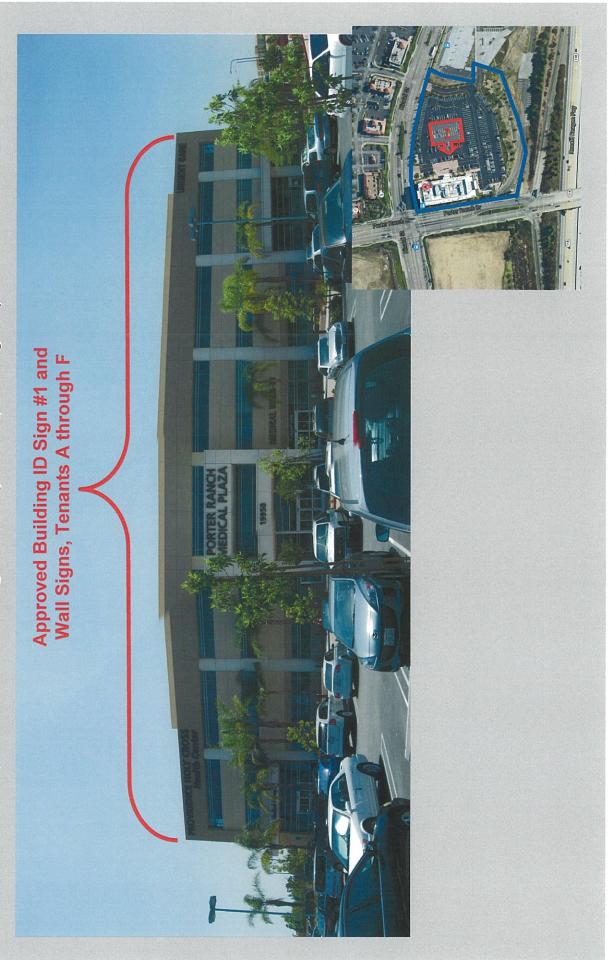
(Panorama looking easterly from Porter Ranch Drive)







2. Project Site, East Elevation of MOB (Panorama looking westerly from parking lot)





3. Project Site, South Elevation of MOB

(Photo looking northerly from parking lot)







4. Project Site, Parking Lot (Panorama looking southerly across Rinaldi Street)





5. Project Site, Parking Lot









6. Surrounding Uses, Vacant Lands
(Panorama looking westerly and northwesterly at the intersection of Porter Ranch Drive and Rinaldi Street)



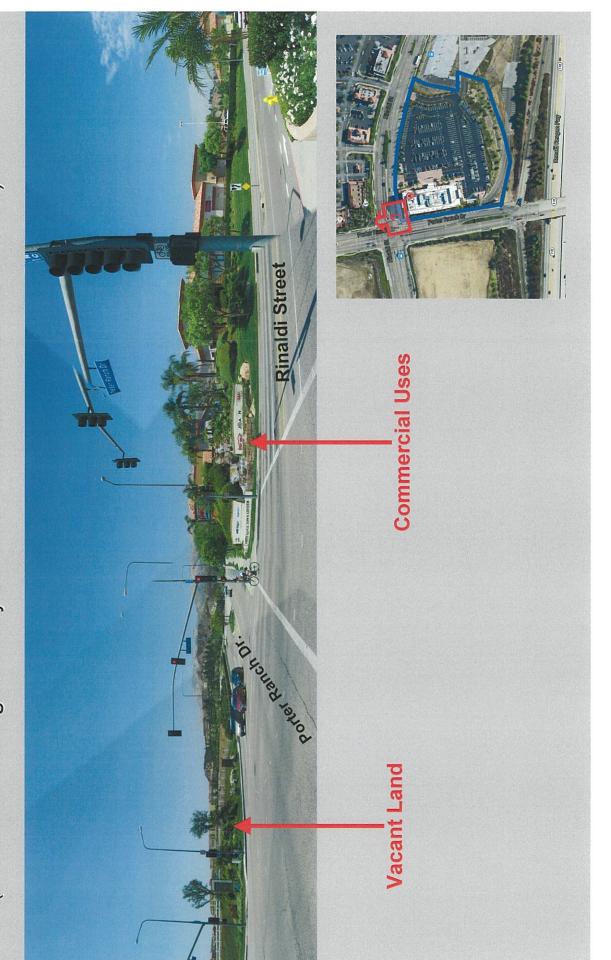




7. Surrounding Uses, Vacant Land & Commercial Uses

(Panorama looking northerly at Porter Ranch Dr. and Rinaldi Street)

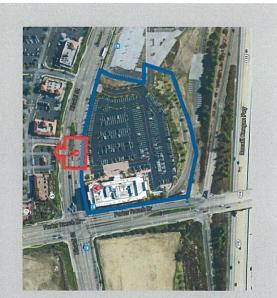






8. Surrounding Uses, Commercial Uses (Panorama looking northerly across Rinaldi Street)





9. Surrounding Uses, Commercial Uses

(Panorama looking northerly from eastern Project Site driveway, across Rinaldi Street)



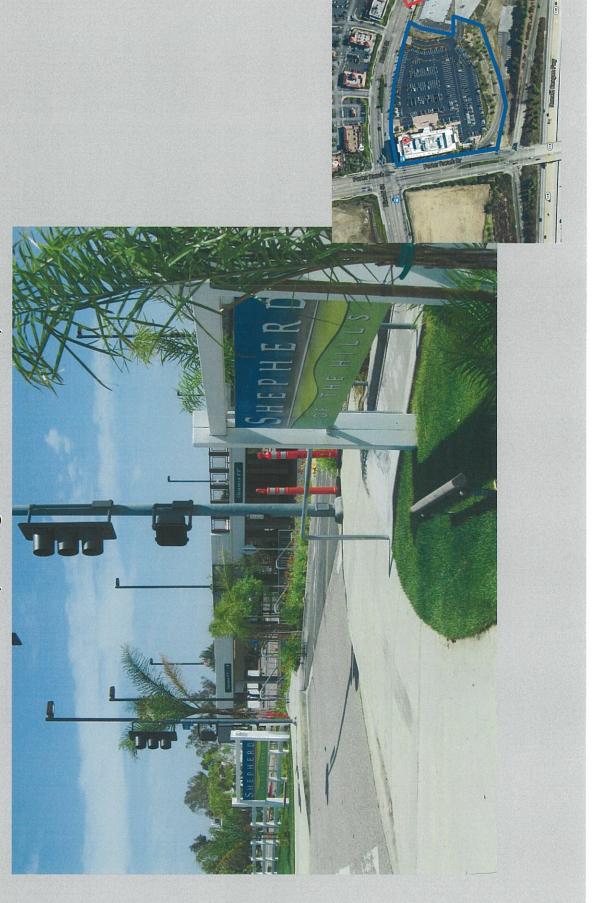




10. Surrounding Uses, Church Uses

(Photo looking southeasterly at eastern adjacent property containing church parking lot and structure)





11. Surrounding Uses, Freeway

(Panorama looking southerly at adjacent 118 Freeway from project site surface parking lot)





