EXHIBIT "A"
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-2009-3185-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 Section 14.4.10 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. Notwithstanding LAMC Section 14.4.10 A 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 Section 14.4.10 D 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.
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 21062(b). Pursuant to Public Resources Code Section 21080(d), the filing of this notice starts a 36-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.

LEAD CITY AGENCY AND ADDRESS
City of Los Angeles Department of City Planning

COUNCIL DISTRICT
12

PROJECT TITLE
Project Permit Modification

LOG REFERENCE
ENV

PROJECT LOCATION
19950 W. Rinaldi Street, Porter Ranch, CA 91326

DESCRIPTION OF NATURE, PURPOSE AND BENEFICIARIES OF PROJECT:
Approval to install, use, and maintain one wall sign on the west face of an existing medical office building.

NAME OF PERSON OR AGENCY CARRYING OUT PROJECT, IF OTHER THAN LEAD CITY AGENCY:
The Regents of the University of California

CONTACT PERSON
Tom Stemmock

AREA CODE
818

TELEPHONE NUMBER
487-6789

EXT.

EXEMPT STATUS: (Check One)

☐ MINISTERIAL
☐ DECLARED EMERGENCY
☐ EMERGENCY PROJECT
☐ GENERAL EXEMPTION
☑ CATEGORICAL EXEMPTION

CITY CEQA GUIDELINES
Art. III, Sec. 2(a)
Art. III, Sec. 2a(1)
Art. III, Sec. 2a(2) & (3)
Art. III, Sec. 1

STATE EIR GUIDELINE
Sec. 15073
Sec. 15071(a)
Sec. 15071(b) & (c)
Sec. 15060
Sec. 15100

OTHER (See Public Resources Code Sec. 21060(b) and set forth state and city guideline provision).

JUSTIFICATION FOR PROJECT EXEMPTION: The project involves exterior alterations through installation of an identification wall sign which does not result in any expansion of use, structure, floor area, or parking.

IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT OF EXEMPTION FINDING.

SIGNATURE

TITLE

DATE

FEE:

RECEIPT NO.

REC'D BY

DATE

DISTRIBUTION: (1) County Clerk, (2) City Clerk, (3) Agency Record
Form Gen. 183 (Rev. 6-80)(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 Stemmock
NAME (PRINTED)

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

CALIFORNIA ENVIRONMENTAL QUALITY ACT
NOTICE OF EXEMPTION
(Section 15062)

Filing of this form is optional. If filed, it must 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.

LEAD CITY AGENCY
City of Los Angeles Department of City Planning

PROJECT TITLE
* DIR 2009-3195-DRB-SPP-M1

PROJECT LOCATION
* 19950 W. RINALDI ST, PORTER RANCH, CA 91326

DESCRIPTION OF PROJECT
* ADD 1 WALL SIGN FOR A TOTAL OF 14 SIGNS (13 PREVIOUSLY APPROVED)

NAME OF PERSON OR AGENCY CARRYING OUT PROJECT, IF OTHER THAN LEAD CITY AGENCY:
* THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

CONTACT PERSON
* TOM STEINOCK

AREA CODE
* 818

TELEPHONE NUMBER
* 487-6789

REMOTE LOCATION:

CLASSIFICATION OF PROJECT
* CATEGORICAL EXEMPTION

STATE CEQA GUIDELINES

CITY CEQA GUIDELINES

Art. II, Sec. 2b
Art II, Sec. 2a (1)
Art II, Sec. 2a (2) & (3)
Art. III, Sec. 1

JUSTIFICATION FOR PROJECT EXEMPTION:

On-premise signs.

SIGNATURE

DATE

FEE:

RECEIPT NO.

REC'D. BY

DATE

DISTRIBUTION:

(1) County Clerk, (2) City Clerk, (3) Agency Record
Rev. 11-1-03 Rev. 1-31-06 Word

IF FILED BY THE APPLICANT:

NAME (PRINTED)

DATE

9/5/13
**MASTER LAND USE PERMIT APPLICATION**

**LOS ANGELES CITY PLANNING DEPARTMENT**

---

**Planning Staff Use Only**

<table>
<thead>
<tr>
<th>ENV. No.</th>
<th>Existing Zone</th>
<th>District Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-777-CE</td>
<td>C2-2D</td>
<td>210B113</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APC</th>
<th>North Valley</th>
<th>Community Plan</th>
<th>Chatsworth-Porter Ranch</th>
<th>Council District</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Census Tract</th>
<th>APN</th>
<th>Case Filed With [DSC Staff]</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1082.01</td>
<td>2701-040-022, 023, -024, -025, and -030</td>
<td></td>
<td>9/5/13</td>
</tr>
</tbody>
</table>

**Case No.** DIR-2009-3195-DRB-SPP-M1

**Application Type** Modification to Project Permit Compliance

(zone change, variance, conditional use, tract/parcel map, specific plan exception, etc.)

1. **PROJECT LOCATION AND SIZE**

   Street Address of Project: 19950 W. Rinaldi Street

   Legal Description: Lot 22, 23, 24, 25, and 31, Block ______, Tract 52154

   Lot Dimensions: ±630 x ±455 feet (all five lots), Lot Area (sq. ft.) ±271,949, Total Project Size (sq. ft.) ± floor area

2. **PROJECT DESCRIPTION**

   Describe what is to be done: Pursuant to the Porter Ranch Land Use/Transportation Specific Plan, the applicant requests a Project Permit Modification to Case No. DIR-2009-3195-DRB-SPP, which previously approved and deemed compliant a total of 13 illuminated signs consisting of two monument signs, nine wall signs, and two directional signs for the Porter Ranch Medical Plaza at the southeast corner of Rinaldi Street and Porter Ranch Drive. The requested Project Permit Modification will add a tenth wall sign on the Porter Ranch Medical Plaza to be located on the west face of the building. This proposed wall sign will be the second wall sign on the west face of the building, as one currently exists. The proposed wall sign does not require Design Review as voted by the Design Review Board.

   Present Use: Medical Office Building

   Proposed Use: Medical Office Building (no change)

   Check all that apply: 
   - [ ] New Construction
   - [ ] Change of Use
   - [ ] Alterations
   - [ ] Demolition
   - [ ] Commercial
   - [ ] Industrial
   - [ ] Residential
   - [ ] Tier 1 LA Green Code

   Additions to the building: 
   - [ ] Rear
   - [ ] Front
   - [ ] Height
   - [ ] Side Yard

   No. of residential units: 
   - [ ] Existing N/A
   - [ ] To be demolished N/A
   - [ ] Adding N/A
   - [ ] Total N/A

3. **ACTION(S) REQUESTED**

   Describe the requested entitlement which either authorizes actions OR grants a variance:

   Code Section from which relief is requested: 11.5.7.C

   Applicant requests a Project Permit Modification to DIR-2009-3195-SPP, as required by the Porter Ranch Land Use/Transportation Specific Plan, for addition of a new wall sign to the west face of the Porter Ranch Medical Plaza.

   Code Section from which relief is requested: 11.5.7.D

   List related or pending case numbers relating to this site:
   DIR-2009-3195-DRB-SPP (dated 2/26/10)
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*

<table>
<thead>
<tr>
<th>Sign #</th>
<th>Dimensions</th>
<th>Height</th>
<th>Sign Area</th>
<th>Frontage</th>
<th>Allowed By</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>3' x 17'</td>
<td>3'</td>
<td>51 sq ft.</td>
<td>Porter Ranch Dr.</td>
<td>Sec. 6.E.3(c)(1)</td>
<td>Existing/Approved</td>
</tr>
<tr>
<td>M2</td>
<td>4'-4&quot; x 7&quot;</td>
<td>4'-4&quot;</td>
<td>30.33 sq ft.</td>
<td>Rinaldi St.</td>
<td>Sec. 6.E.3(c)(1)</td>
<td>Existing/Approved</td>
</tr>
<tr>
<td>M3</td>
<td>4' 4&quot; x 7&quot;</td>
<td>4'-4&quot;</td>
<td>30.33 sq ft.</td>
<td>Rinaldi St.</td>
<td>Future Specific Plan Exception</td>
<td>Not Existing/DRB Approved/SPE Required</td>
</tr>
</tbody>
</table>

### Wall Signs

<table>
<thead>
<tr>
<th>Sign #</th>
<th>Max. Letter Height</th>
<th>Max. Sign Area</th>
<th>Frontage</th>
<th>Allowed By</th>
<th>Combined Wall Sign Area Per Frontage</th>
<th>Allowed Wall Sign Area Per Frontage</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building ID #1</td>
<td>30&quot;</td>
<td>155 sq ft.</td>
<td>Rinaldi St.</td>
<td>Sec 6.E.3(g)</td>
<td></td>
<td></td>
<td>Existing/Approved</td>
</tr>
<tr>
<td>Tenant A</td>
<td>36&quot;</td>
<td>300 sq ft.</td>
<td>Rinaldi St.</td>
<td>Sec 6.E.3(a)(1) and its Exception.</td>
<td>907 sq ft.</td>
<td>1293.94 sq ft.</td>
<td>Existing/Approved</td>
</tr>
<tr>
<td>Tenant B</td>
<td>18&quot;</td>
<td>31 sq ft.</td>
<td>Rinaldi St.</td>
<td>Section 6.E.3(a)(2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant C</td>
<td>24&quot;</td>
<td>45 sq ft.</td>
<td>Rinaldi St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant D</td>
<td>24&quot;</td>
<td>45 sq ft.</td>
<td>Rinaldi St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant E</td>
<td>18&quot;</td>
<td>31 sq ft.</td>
<td>Rinaldi St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant F</td>
<td>36&quot;</td>
<td>300 sq ft.</td>
<td>Rinaldi St.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant G</td>
<td>36&quot;</td>
<td>250 sq ft.</td>
<td>Porter Ranch Dr.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New Tenant H</strong></td>
<td><strong>36.5&quot;</strong></td>
<td><strong>121.45 sq ft.</strong></td>
<td>Porter Ranch Dr.</td>
<td><strong>Sec 6.E.3(a)(1) and its Exception.</strong></td>
<td><strong>526.45 sq ft.</strong></td>
<td><strong>949.06 sq ft.</strong></td>
<td><strong>Not Existing/Proposed</strong></td>
</tr>
<tr>
<td>Building ID #2</td>
<td>30&quot;</td>
<td>155 sq ft.</td>
<td>Porter Ranch Dr.</td>
<td></td>
<td></td>
<td></td>
<td>Existing/Approved</td>
</tr>
</tbody>
</table>
## Directional Signs (under 4' high and under 25 sq ft., not monument signs)

<table>
<thead>
<tr>
<th>Sign #</th>
<th>Dimensions</th>
<th>Height</th>
<th>Sign Area</th>
<th>Frontage</th>
<th>Allowed By</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1</td>
<td>3' x 3'</td>
<td>3'</td>
<td>9 sq ft.</td>
<td>Rinaldi St.</td>
<td>Sec 14.4.7 of the LAMC</td>
<td>Existing/Approved</td>
</tr>
<tr>
<td>D2</td>
<td>3' x 3'</td>
<td>3'</td>
<td>9 sq ft.</td>
<td>Rinaldi St.</td>
<td>Sec 14.4.7 of the LAMC</td>
<td>Existing/Approved</td>
</tr>
</tbody>
</table>

* **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 sign.

**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.
Elevation (West)

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

SECTION DETAIL

NOT TO SCALE

Color Specifications

<table>
<thead>
<tr>
<th>Face</th>
<th>Returns</th>
<th>Trim Cap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alum Painted Matthews Dura Nautic Bronze</td>
<td>Painted Matthews Dura Nautic Bronze Copy is 1/8&quot; white plex</td>
<td>N/A</td>
</tr>
</tbody>
</table>

A Elevation (West)

UCLA Health

A 5’ - 0”
B 2’ - 9”
C 24’05”
D 2’ - 01”
E 36.5”
S q. Foot 121.45

REVISIONS

1. 06/19/13

Job Name: 19550 Rinaldi, Porter Ranch Exterior Signage, Project #20130425-319-90

Client: UCLA Asset Management Dept.

Bill Date: 04/22/13

Drawn By: 

Sheet Number: Page 1

Wm. Paul Companies

2740 E. Regal Park Dr.
Anaheim, Calif. 92806
714 • 632 • 5800
Fax 714 • 632 • 1188
wmpaulco@earthlink.net

ATTENTION: All artwork & designs are the exclusive property of the Wm. Paul Co. Unauthorized use of these designs without written permission from the Wm. Paul Co. may result in legal action in addition to the cost of legal representation.
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

PLANNING ASSOCIATES, INC.
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)

Approved Building ID Sign #1 and Wall Signs, Tenants A through F
3. Project Site, South Elevation of MOB
(Photo looking northerly from parking lot)

Approved Building ID Sign #2
4. Project Site, Parking Lot
(Panorama looking southerly across Rinaldi Street)
5. Project Site, Parking Lot
(Panorama looking southerly across Rinaldi Street at eastern driveway)
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

(Photos 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)