

PLANNING AND DEVELOPMENT
CURRENT PLANNING DIVISION



(310) 253-5725
www.culvercity.org

9770 CULVER BOULEVARD, CULVER CITY, CALIFORNIA 90232-0507

October 9, 2024

Stanford Sign & Awning, Inc.
Attn: Stephen Atteberry
2556 Faivre Street
Chula Vista, CA 91911

**NOTICE OF DECISION: MASTER SIGN PROGRAM, P2024-0012-MSP – WESTMONT
ASSISTED LIVING**

11141 – 11145 Washington Boulevard, in the Commercial General (CG) Zone and Commercial Zero Setback (-CZ) Overlay

Dear Stephen Atteberry,

This letter is to inform you that your application for a Master Sign Program, P2024-0012-MSP, to establish allowable signs, including projecting wall signs and parapet wall signs, for an assisted living facility at 11141-11145 Washington Boulevard, is hereby approved subject to conditions of approval. The proposed MSP also incorporates flexibility regarding certain standards applicable to these sign types, as further detailed in the attached MSP (Attachment No. 2).

This administrative decision may be appealed in accordance with CCMC Section 17.330.050.B, by any interested person, within 10 calendar days of approval. If no appeal is filed by that date, the decision shall become final. If a timely appeal is filed, the Current Planning Division will notify the applicant.

Should you have any questions, please contact Gabriela Silva, Associate Planner, at (310) 253-5736 or gabriela.silva@culvercity.org.

Sincerely,

Mark E. Muenzer
Planning and Development Director

Attachments

1. Project Background, Analysis, and Conditions of Approval
2. Master Sign Program

Copy: Decision Letter File

Attachment No. 1: Background, Analysis, and Conditions of Approval
Master Sign Program, P2024-0012-MSP
11141 Washington Blvd.

Background

An application for a Master Sign Program (MSP) was submitted requesting approval to allow various on-site signs, including projecting wall signs, parapet wall signs, and window signs, some of which do not strictly conform to the Zoning Code requirements, as further detailed in the project description below. The intent of the MSP is to create a cohesive visual identity and implement signs that fit aesthetically with the architecture and scale of the building while limiting the potential for visual clutter. Pursuant to Culver City Municipal Code (CCMC) Section 17.330.050.D – Master Sign Programs, review and approval of an MSP may be required by the Director or requested by the owner or master lessor of a development in order to provide a mechanism by which the sign regulations established in the Zoning Code can be modified to ensure that signs for a uniquely planned or designed development or area are most appropriate for that particular development or area, subject to compliance with required findings and conditions of approval.

Site Description – Existing Conditions and Prior Approvals

The ±0.88-acre subject site is located on the north side of Washington Blvd., between Washington Place and Sepulveda Blvd., and bound by a public alley to the north. It has 275 lineal feet of frontage along Washington Blvd., is zoned Commercial General (CG) within the Commercial Zero Setback (-CZ) Overlay, and the General Plan Land Use designation is General Corridor. Surrounding properties on all sides within the CG zone and are developed with one- to three-story structures with a variety of commercial uses, including office, vehicle repair, hotel, food retail, etc. The site is currently developed with a newly constructed five-story senior assisted living facility, approved through Planning Commission adoption of Resolution No. 2020-004 on March 11, 2020 (Case No. P2019-0243). The building contains a total of 137 rooms (152 beds) distributed throughout all five floors, with ±2,000 sq. ft. of ground floor accessory commercial use.

Project Description

The applicant proposes to establish the visual identification of the facility and accessory commercial uses while enhancing visibility and reinforcing the cohesion of the site. This includes designating the types, sizes, and locations of signs. The proposed signs fall into three primary categories, primary tenant identification, secondary tenant identification, and accessory signs, as summarized below.

- *Primary Tenant Identification.* The primary tenant is the Westmont senior assisted living facility, which occupies nearly the entire building, and is proposed to have one projecting wall sign, three parapet wall signs, one wall sign, and window signage.
 - The projecting wall sign will be an internally illuminated double-faced panel with push-thru letters, 30 sq. ft. per face, 12 feet in height, projecting 3 feet, and mounted to have a maximum height of 43'-8" to the top of the cabinet.
 - The parapet wall signs will each be located on the south, east, and west elevation, such that there is not more than one on any given elevation. These will be internally illuminated individual channel letters, and each will be 67.5 sq. ft. and will be mounted 12 inches below the top of the parapet, which reaches 58'-6" in height above grade.

- Due to the location of these on the parapet, an exterior raceway is necessary, and is designed to blend into the surrounding parapet wall.
- The wall sign is proposed at the ground floor near the primary entry to the facility for a total of 67 sq. ft., in compliance with all applicable standards.
- *Secondary Tenant Identification.* The ground floor accessory commercial uses are considered secondary tenants; these two spaces are intended to be occupied by commercial uses, such as personal services (i.e., a physical therapy component, and a salon), which may be part of the facility or a separate operator/contractor. These tenants are proposed to have one projecting wall sign and one wall sign each.
 - The projecting wall sign allowed for each tenant space will be a non-illuminated double-faced panel with push-thru letters, 6 sq. ft. per face, 2 feet in height, projecting 3'-2", and mounted to have a clearance of 8'-6" from the bottom of the sign to the ground-floor surface below.
 - The wall sign allowed for each tenant space will be non-illuminated, with the sign area ranging from 17.5 to 18.3 sq. ft. as noted in the MSP, based on the Zoning Code standard of 1.5 sq. ft. per lineal foot of frontage. This allowance is cumulative per tenant space, including this sign and the projecting wall sign above.
- *Accessory Identification Signs.* In addition to the signs listed above, the MSP allows for each tenant to have window signs, address signs, and temporary signs, in compliance with the allowances and restrictions of the Zoning Code as noted in the MSP.

An MSP provides a mechanism by which sign regulations in the Zoning Code can be modified to ensure signs for a unique development or area are most appropriate for that development or area. The MSP proposes the following modifications:

- Primary tenant projecting wall sign placed higher than 20 feet above grade; and
- Primary Tenant parapet wall signs total more than two signs.

Analysis

The proposed MSP implements sign types and standards to establish the visual identification and branding of the newly constructed facility and create consistency and cohesion throughout the building and across the multiple tenant spaces. Pursuant to Zoning Code Section 17.330.050.D.2.c, an MSP may include provisions that are less restrictive than standard Zoning Code regulations, as related to issues of size, location, materials, and design of the sign, based on unique features of the development. The less restrictive provisions listed above are proposed in order to meet the objectives of the City's MSP regulations and are necessary to create identification that responds to the scale of the building and site layout and orientation.

The site size (0.88 acres) with long building frontages, presents a unique building scale not commonly found in the City, in particular, along the corridors. The existing building is a large multi-story structure, with uncommonly long frontages and reaches the maximum height allowed in the City. Although the projecting sign is proposed above the 20-ft height prescribed by the Zoning Code, the proposed height is 43'-8" with the sign itself only 12 feet in height and placed at a large wall segment measuring 12 feet (wide) by 41 feet (high). In addition, the sign design utilizes a subtle font and the same color palette as the building, which serve to minimize its appearance. Similarly, although three parapet signs are proposed rather than the two allowed, they are

dispersed to each be on a different elevation of the building (south, east, and west). In addition, each of these is placed 100 to 254 lineal feet from each other, and one of these is placed toward the rear of the site away from Washington Blvd., limiting the potential for visual clutter. Although the Zoning Code does not limit the size of these signs, the MSP limits these to the same 1.5 sq. ft. per lineal foot that applies to other wall signs. The secondary tenant signs at the ground floor will comply with all applicable Zoning Code standards and are tailored to enhance the pedestrian oriented atmosphere along the Washington Blvd street frontage.

Approval Criteria

Based on the proposed program materials and conditions of approval, the following criteria have been made for this Master Sign Program (MSP) pursuant to CCMC Section 17.330.050.D.2 – Master Sign Programs:

1. CCMC Section 17.330.050.D.2 – Master Sign Programs stipulates that the Planning and Development Director shall approve, conditionally approve, or disapprove any application for a master sign program. The Director conditionally approves this Master Sign Program.
2. One of the primary purposes of a Master Sign Program is to provide signs for uniquely planned or designed developments. The subject site has a unique shape and size, including a prominent 275-ft long frontage along Washington Blvd. At a height of 56 feet, and minimal ground floor commercial uses/tenant spaces, the overall number of signs is well distributed throughout the various levels and façade segments. The building itself is uniquely shaped, providing a deep recess at the center of the street frontage, creating a break in the mass, which also serves to create visual separation between the signs. The signs proposed through the MSP will serve to establish standards for ground floor tenants, as well as to establish the project branding throughout the site, providing adequate visibility for pedestrians and motorists. Ground floor tenant signs and all accessory signs (e.g., window, address, temporary) will meet all applicable Zoning Code standards. The proposed signs and modifications from the Zoning Code respond to the existing building scale, design, and color palette, to enhance the visual quality of the buildings and site.
3. The MSP, and signs proposed therein, has been developed to be aesthetically compatible with the building architecture and color palette, and with the overall character of the subject site and surrounding neighborhood. The proposed tenant identification wall signs are generally consistent with the Zoning Code, with some exceptions due to building scale and need for adequate visibility. An MSP may include provisions that are less restrictive than the regulations established in the Zoning Code. Accordingly, the proposed MSP calls for modifications in select development standards for select signs, in order to provide effective and organized branding and identification. Further, the location, size, and design characteristics of the proposed MSP are compatible with the existing and future land uses in the vicinity of the subject site.

Conditions of Approval

Based upon the above criteria and authority found in CCMC Title 17, Section 17.330.050.D.2, the proposed Master Sign Program, P2024-0012-MSP, is approved subject to the following Conditions of Approval:

1. All signs for the subject site shall be submitted to the Current Planning Division for review and approval prior to building permit issuance and installation.
2. All signs at the subject site shall be installed per approved Building Safety permits; said signs and associated application materials shall be consistent with the Master Sign Program (MSP) dated September 2024, except as otherwise revised per the conditions of approval included herein.
3. There shall be no exposed raceways, conduits, transformer boxes, or flexible conduits, except that an exterior raceway may be allowed for the primary tenant parapet wall signs. Any such raceway that cannot be directly inserted into a wall shall be concealed or encased in a covering that is treated to match the building wall on which it is placed.
4. Only the signs and locations included in this Master Sign Program shall be allowed at the subject site.
5. All signs must conform to the requirements of the CCMC, Chapter 17.330 – Signs, except with regard to the specific standards outlined herein; signs at the site shall not deviate from any other Zoning Code standards.
6. Any changes to this Master Sign Program will require a modification to the Master Sign Program.

Westmont Culver - Master Sign Program

Consultant: Stephen Atteberry
Stanford Sign & Awning, Inc.
2556 Faivre St.
Chula Vista, CA 91911
stephenatteberry@gmail.com
619-423-6200

Property Owner: SRM Culver City, LP
111 N. Post St. Suite #200
Spokane, WA 99201
Phone: 509-455-5477
Fax: 509-838-0933
ben@srmdevelopment.com

Location: 11141-11145 Washington Blvd.
Culver City, CA 90232

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ALLOWABLE SIGN SCHEDULE				
SIGN TYPE	SIGN LABEL	DESCRIPTION	AREA	ILLUM Y/N
PRIMARY TENANT WALL SIGNS	S1A	21' 3 3/4" X 3' 2" CHANNEL LETTERS	67.49 SQ FT	Y
	S1B	21' 3 3/4" X 3' 2" CHANNEL LETTERS	67.49 SQ FT	Y
	S1C	21' 3 3/4" X 3' 2" CHANNEL LETTERS	67.49 SQ FT	Y
PRIMARY TENANT PROJECTING WALL SIGN	S2	0' 30" X 12' 0" PROJECTING SIGN	30 SQ.FT PER FACE	Y
SECONDARY TENANT WALL SIGN	S3	8' 0" X 8' 4 1/2" FLAT CUT OUT LETTERS	67 SQ FT	N
SECONDARY TENANT PROJECTING WALL SIGN	S4A	3' 0" X 2' 0" PROJECTING SIGN	6 SQ.FT PER FACE	N
	S4B	3' 0" X 2' 0" PROJECTING SIGN	6 SQ.FT PER FACE	N
SECONDARY TENANT WALL SIGNS	S5A	7' 11 3/4" X 2' 2 1/4" FLAT CUT OUT LETTERS	17.49 SQ FT	N
	S5B	7' 11 3/4" X 2' 5" FLAT CUT OUT LETTERS	19.3 SQ FT	N
VINYL WINDOW GRAPHICS (ALL TENANTS)	S6A	VINYL GRAPHICS	4.25 SQ FT	N
	S6B	VINYL GRAPHICS	2.64 SQ FT	N
	S6C	VINYL GRAPHICS	4.72 SQ FT	N

APPROVED

OCT 09 2024

Culver City
Current Planning Division

This Master Sign Program (MSP) is for the development located at the above address. The site will be occupied by the following tenants:

1. 11141 Washington Blvd (Primary Tenant): Westmont Culver City Senior Living
2. 11143 Washington Blvd (Secondary Tenant): TBD (Ground floor)
11145 Washington Blvd (Secondary Tenant): TBD (Ground floor)

While the project consists of multiple tenants, as of the date of this MSP, the senior assisted living is the sole tenant. All current and future tenants shall conform to the requirements of this MSP.

I. PURPOSE

- a. This MSP is intended to provide standards and specifications that assure consistent quality, size, design and placement for tenant signs throughout the project. Signage at this facility is an integral part of the project image and visual aesthetic; therefore, signs shall be carefully placed and proportioned to the individual architectural facades on which they are located.
- b. This MSP's incorporates flexibility pursuant to CCMC Section 17.330.050.D.2, to provide for signs that strike a balance between a prominent project identity within thoughtful parameters appropriate to this specific site and uniquely planned assisted living development, and in alignment with and complementary to the project architecture and color palette.
- c. The Project Signage consists of three large parapet wall signs and one projecting blade sign proposed to highlight the residential assisted living component of this development. The Senior Living parapet and projecting signage on 3 facades will provide visual identification of this unique facility to the Culver City community and development patrons.
- d. The Tenant Signage consists of small projecting wall signs, wall signs, and window graphics proposed at the pedestrian level for the 2 tenant spaces fronting Washington Blvd. The retail projecting signage provides the pedestrian scale needed along Washington Blvd for the two tenant spaces, currently designed for Salon and Physical Therapy spaces which will be Owner operated.
- e. The MSP provides for signs for the Primary Tenant and Secondary Tenants. Scaled and dimensioned plans specify allowable signs and call out approved standards for the following:

- Sign Type
- Sign Location
- Sign Area
- Sign Height
- Materials
- Colors
- Illumination
- Quantity

II. RESPONSIBILITY

An MSP shall be submitted by or with the written consent of the property owner or master lessor. The written consent shall authorize the tenant/contractor to process the MSP.

Once an MSP is approved, the property owner/master lessor is responsible for the following:

1. Notifying future businesses of the MSP criteria.
2. Informing existing businesses that wish to modify their signage of the MSP criteria.
3. Assuring conformity of all future signage with the MSP.
4. Reviewing sign plans for consistency with the MSP and approving them prior to submittal to the City of Culver City for sign and building permits.

III. PROCESS

All signs require Culver City review and approval prior to fabrication and installation. Tenants applying for a new sign or to change an existing sign, must design and provide sign plans that conform to this MSP. No modification shall be made to this MSP without prior approval by the Culver City Current Planning Division. Every business operator moving into the building shall consult with the Culver City Current Planning Division prior fabricating or installing any sign. Sign plans, including landlord approval, shall be submitted to the Culver City Current Planning Division in accordance with the City's adopted requirements and procedures.

IV. SIGN TYPES

Only the following signs are permitted as part of this MSP at locations and configurations as designated below and shown in further detail on the attached drawings. Each tenant facing Washington Blvd is allowed a maximum of one wall sign and one projecting wall sign. The sign must be located within the area constituting their tenant space frontage and placed on their sign band fascia area. Landlord approval required.

PRIMARY TENANT SIGNS: S1A, S1B, S1C, S2, S3

Parapet Wall Signs: S1A, S1B, S1C

Type: Channel letters on raceway

Material: Aluminum, acrylic

Color: Consistent with building color palette.

Additional colors may be allowed with Landlord and City approval.

Illumination: Internal illumination or non-illuminated

Quantity: Three for primary tenant (Senior Living facility).

Letter Style: Vinyl faced channel letters

Maximum Sign Area: As shown, per Culver City Zoning Code allowances

Maximum Sign Height: 3'-2"

Thickness/Projection: 5" (plus 3" cabinet)

Location: At three locations noted on elevations, with a minimum of 12-inches from top of parapet

Wall Sign: S3

Type: Flat cut out acrylic letters or channel letters (flush or pin mounted).

Material: Acrylic, aluminum

Color: Consistent with building color palette.

Additional colors may be allowed with Landlord and City approval

Illumination: Internal or external illumination, or non-illuminated

Quantity: One for the primary tenant (Senior Living facility).

Letter Style: Vinyl faced channel letters, or painted acrylic

Maximum Sign Area: Per Zoning Code

Thickness/Projection: Per Zoning Code

Location: Ground level, adjacent to lobby

Projecting Wall Sign: S2

Type: Cabinet with push-through letters

Material: Aluminum and acrylic

Color: Consistent with building color palette.

Additional colors may be allowed with Landlord and City Approval.

Illumination: Internal illumination or non-illuminated

Quantity: One for primary tenant (Senior Living facility).

Letter Style: Push-through with vinyl faces

Maximum Sign Area: As shown, per Culver City Zoning Code allowances

Maximum Sign Height: 12'-0"

Thickness and Projection: 9" thick, 36" projection

Location: South Elevation (east of courtyard) with a maximum height clearance of 31'-8" below the sign

SECONDARY TENANT SIGNS: S4A, S4B, S5A, S5B

Wall Signs: S5A, S5B

Type: Flat cut out acrylic letters or channel letters

Material: Aluminum, acrylic

Color: Consistent with building color palette.

Additional colors may be allowed with Landlord and City approval.

Illumination: Internal or external illumination or non-illuminated

Quantity: One per secondary tenant

Letter Style: painted acrylic or vinyl faced channel letters

Maximum Sign Area: 1.5 sq ft per linear foot of business frontage, and not to exceed 40% of the background wall area on which the sign is placed

Thickness/Projection: per Zoning Code

Location: Building fascia on Washington Blvd. above each tenant space, with a minimum 12-inches from top of parapet

Additional Regulations: Signs shall have a minimum horizontal distance of four feet from another tenant sign.

Projecting Wall Sign: S4A, S4B

Type: Cabinet with push-through letters

Material: Aluminum and acrylic

Color: Consistent with building color palette.

Additional colors may be allowed with Landlord and City Approval.

Illumination: Internal illumination or non-illuminated

Quantity: One per secondary tenant

Letter Style: Push-through with vinyl faces

Maximum Sign Area: As shown, and included in the maximum for sign type S5, per Culver City Zoning Code allowances

Thickness and Projection: per Zoning Code

Location: South elevation, to the side of the storefront, with a minimum height clearance of 8'-0" below the sign

Additional Regulations: Signs shall have a minimum horizontal distance of four feet from another tenant sign.

INFORMATIONAL TENANT VINYL GRAPHICS: S6A, S6B & S6C

Type: Address numerals, Logo

Material: Vinyl on windows

Color: White or as approved by landlord

Illumination: Non-illuminated

Quantity: As Required by the Fire Department, Minimum of One set on Window and Building

Letter Style: Vinyl

Maximum Sign Area: Per Zoning Code

Maximum Sign Height: 18"

Location: Noted on elevations herein

Other details: Vinyl can be installed on interior or exterior side of window. Vinyl graphics must conform to City of Culver zoning code and allowance.

TEMPORARY SIGNS - SECONDARY TENANTS ONLY

Type: Temporary window

Material: Vinyl on windows

Illumination: Non-illuminated

Quantity: One set on Window

Max Area: 25% of window

Duration: 30 days (no more than 3 times per calendar year)

Type: Banners

Standards: Per CCMC, subject to landlord and City approval.

Additional Regulations for all signs

Placement of signs shall be on the portions of exterior building walls that correspond with the interior location of the business to which the sign pertains.

V. PROHIBITED SIGNS

1. Signs constituting a Traffic Hazard: any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words, "STOP, LOOK, DANGER" or any words, phrases, symbols or characters in such a manner as to intervene with, misled or confuse traffic.
2. Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than prescribed by State laws.
3. Painted Signs
4. Signs projecting above the building parapet, roof line at the wall or roof line.
5. Signs that are flashing, moving or audible.
6. No sign shall project above or below the sign-able area as shown on the elevations.
7. Vehicle signs: Signs on or affixed to trucks, automobiles, trailers, or other vehicles, which are used for advertising, identity, or provide direction to a specific use or activity.
8. Light Bulb Strings: External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited.
9. Banners, Pennants and Balloons used for advertising purposes.
10. Billboard signs
11. Cabinet signs

VI. ABANDONMENT OF SIGNS

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord and shall be removed in compliance with applicable City requirements.

VII. INSPECTION

Landlord reserves the right to hire an independent electrical engineer at the tenants expense. This will encompass inspection of the installation of all signage and to require the tenant to correct any discrepancies and/or code violations at their additional expense.


VIII. MAINTENANCE

It is the tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, Landlord reserves the right to hire his own contractor, make the necessary corrections and bill tenant should it be deemed necessary.

IX. LANDLORD AND TENANT REQUIREMENTS

1. Each tenant shall submit to landlord for written approval, two (2) copies (or one (1) electronic copy) of the detailed shop drawings of the proposed sign, indicating conformance with the criteria herein outlined.
2. The landlord shall determine and approve the availability and position of a tenant name on any sign fascia.
3. The tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The tenant shall obtain all necessary permits.
5. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
6. In the event a sign is to be removed, it is the tenant's responsibility to patch all holes, paint the adjacent surface to match the existing color and restore surface to original condition. The scope of this work must receive the landlords prior approval.

Approved by Landlord/Property Owner:


Signature

10/9/24
Date

Andy Plant
SRM Culver City, LP
Printed Name Landlord/Property Owner

619-846-2900
Phone Number

3636 Nobel Drive, Suite 330, San Diego, CA 92122
Address

Landlord signature is required on all proposed sign plans and shall conform to this MSP.

*** Note: Approval of this MSP is not approval for specific signs. Following approval of this MSP, a completed sign permit application and any supplemental materials shall be submitted to the Current Planning Division for approval prior to applying for permits from the Building Safety Division.**

Attachments

- Site Plan
- Dimensioned elevations
- Sign type details
- Photo-simulations of proposed signage for Senior Living and Ground floor tenants

PROJECT INFORMATION

PROJECT DESCRIPTION

CONSTRUCTION OF 5 STORY LICENSED ASSISTED LIVING COMPLEX WITH APPROX 137 UNITS INCLUDING 15 MEMORY CARE UNITS, APPROX. 2,300 SF OF RETAIL, AND ACCESSORY PARKING BELOW THE BUILDING.

PROJECT ADDRESS:

11141 WASHINGTON BLVD., CULVER CITY, CA

SITE AREA:

38,466 SF (0.88 acres)

TAX ACCOUNT NUMBERS:

3213-015-15; 4213-015-016; 4213-015-017; 4213-015-019; 4213-016-021

ZONING:

ZONING TYPE: CG; COMMERCIAL ZERO SETBACK OVERLAP

BUILDING CODE:

2019 CALIFORNIA BUILDING CODE WITH LOCAL AMENDMENTS

BUILDING HEIGHT:

56 FT.

TOTAL BUILDING AREA:

163,349 SF

OCCUPANCY TYPE:

R2.1 / S2 / A / B

CONSTRUCTION TYPE:

TYPE I-B

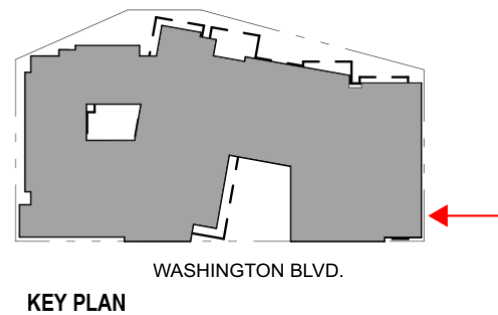
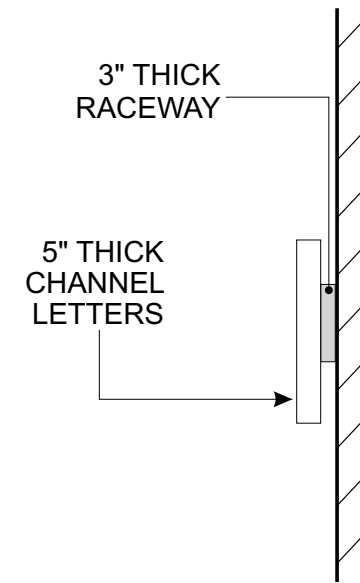
SPRINKLER SYSTEM:

NFPA 13



PRIMARY TENANT WALL SIGN

Scale: 1:40



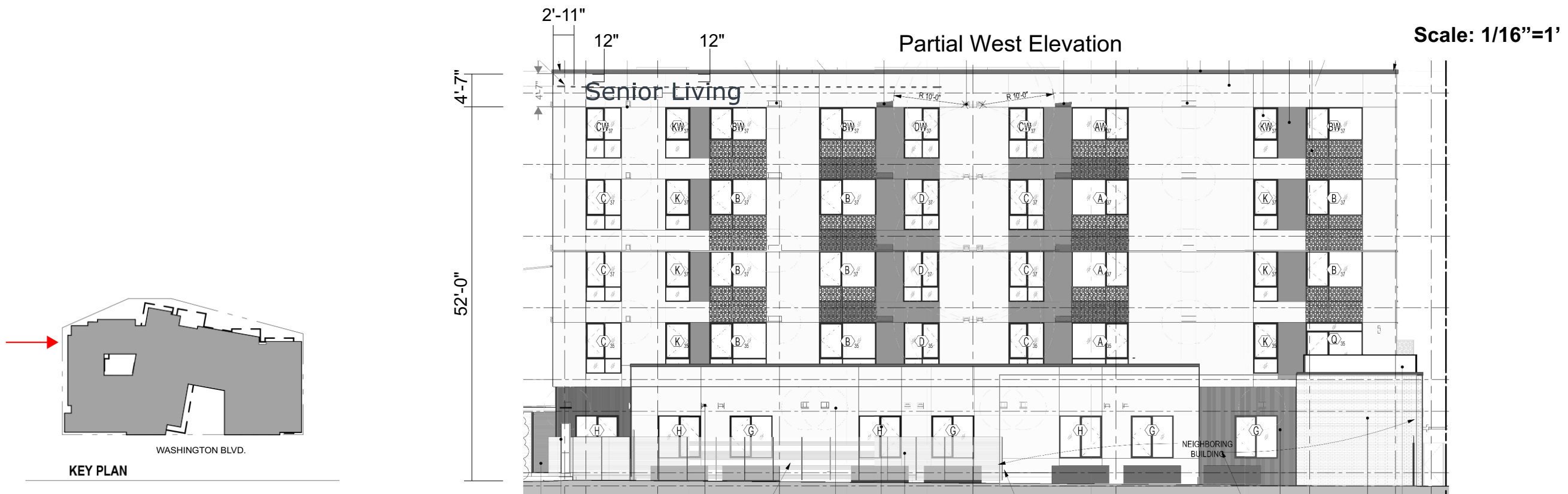
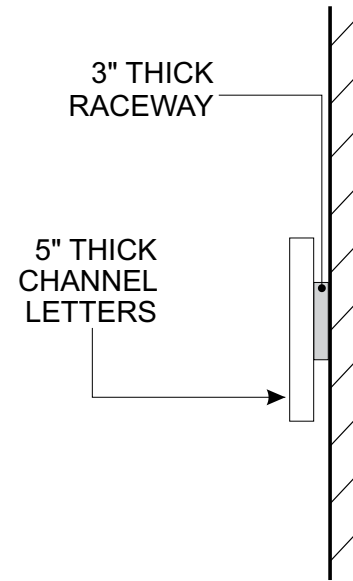
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PRIMARY TENANT WALL SIGN: ILLUMINATED CHANNEL LETTERS WITH RACEWAY

- **SUBSTRATE** - FABRICATED ALUMINUM CHANNEL LETTERS W/5" DEEP RETURNS, INTERNALLY ILLUMINATED (PER CHANNEL LETTERS LIGHT DETAILS) W/LED LIGHTING & DIFFUSER ACRYLIC FACES, MOUNTED TO RACEWAY
- **FACES** - GREY/WHITE DAY/NIGHT FILM APPLIED TO DIFFUSER ACRYLIC
- **RETURNS** - PAINTED PANTONE 432 C
- **RACEWAY** - PAINTED TO MATCH BUILDING FASCIA
- **FONT** - VERDANA REGULAR NORMAL

PANTONE 432 C

S1A

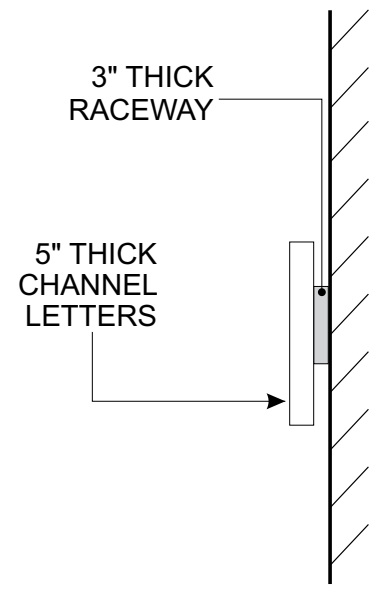
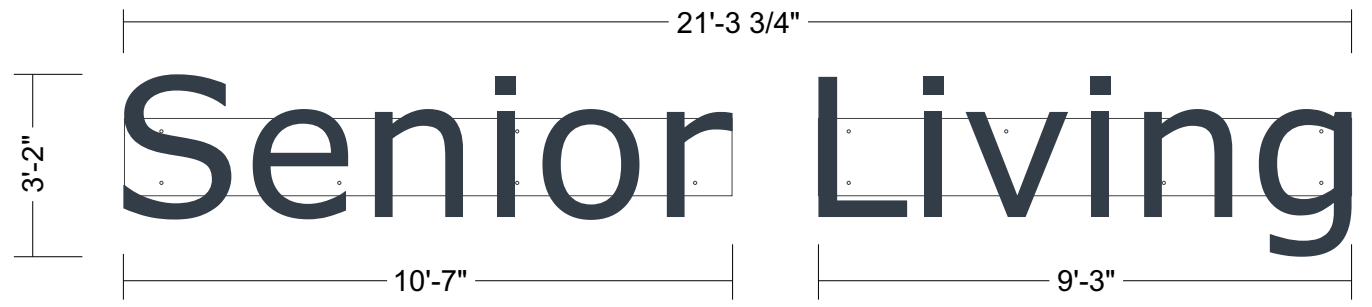


(67.49 SQ FT)

PRIMARY TENANT WALL SIGN: ILLUMINATED CHANNEL LETTERS WITH RACEWAY

- **SUBSTRATE** - FABRICATED ALUMINUM CHANNEL LETTERS W/5" DEEP RETURNS, INTERNALLY ILLUMINATED (PER CHANNEL LETTERS LIGHT DETAILS) W/LED LIGHTING & DIFFUSER ACRYLIC FACES, MOUNTED TO RACEWAY
- **FACES** - GREY/WHITE DAY/NIGHT FILM APPLIED TO DIFFUSER ACRYLIC
- **RETURNS** - PAINTED PANTONE 432 C
- **RACEWAY** - PAINTED TO MATCH BUILDING FASCIA
- **FONT** - VERDANA REGULAR NORMAL

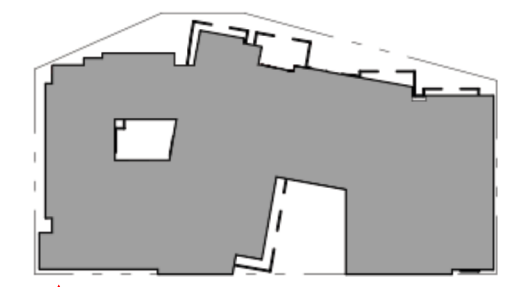
PANTONE 432 C **S1B**



(67.49 SQ FT)

PRIMARY TENANT WALL SIGN: ILLUMINATED CHANNEL LETTERS WITH RACEWAY

- **SUBSTRATE** - FABRICATED ALUMINUM CHANNEL LETTERS W/5" DEEP RETURNS, INTERNALLY ILLUMINATED (PER CHANNEL LETTERS LIGHT DETAILS) W/LED LIGHTING & DIFFUSER ACRYLIC FACES, MOUNTED TO RACEWAY
- **FACES** - GREY/WHITE DAY/NIGHT FILM APPLIED TO DIFFUSER ACRYLIC
- **RETURNS** - PAINTED PANTONE 432 C
- **RACEWAY** - PAINTED TO MATCH BUILDING FASCIA
- **FONT** - VERDANA REGULAR NORMAL



WASHINGTON BLVD.

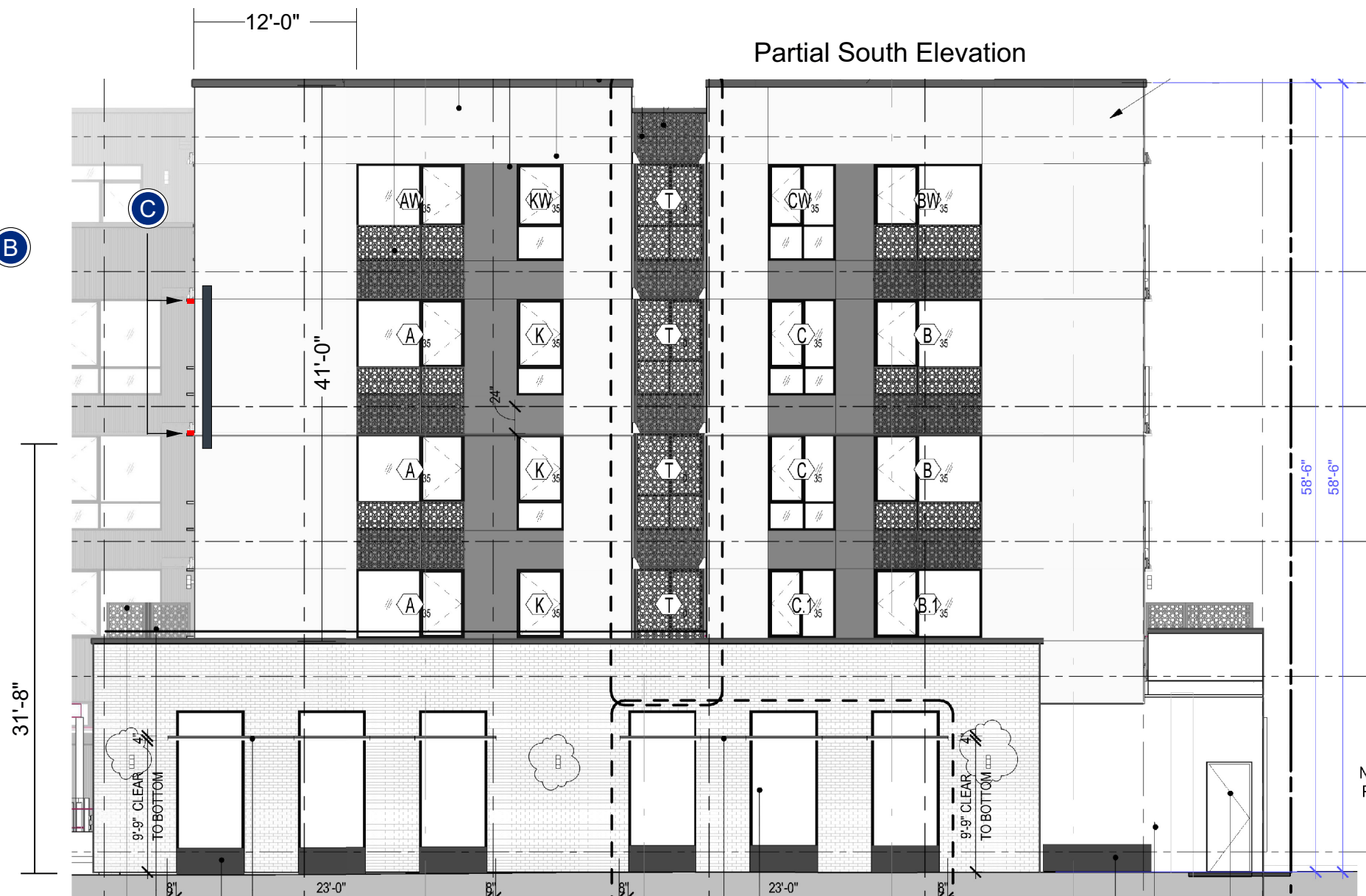
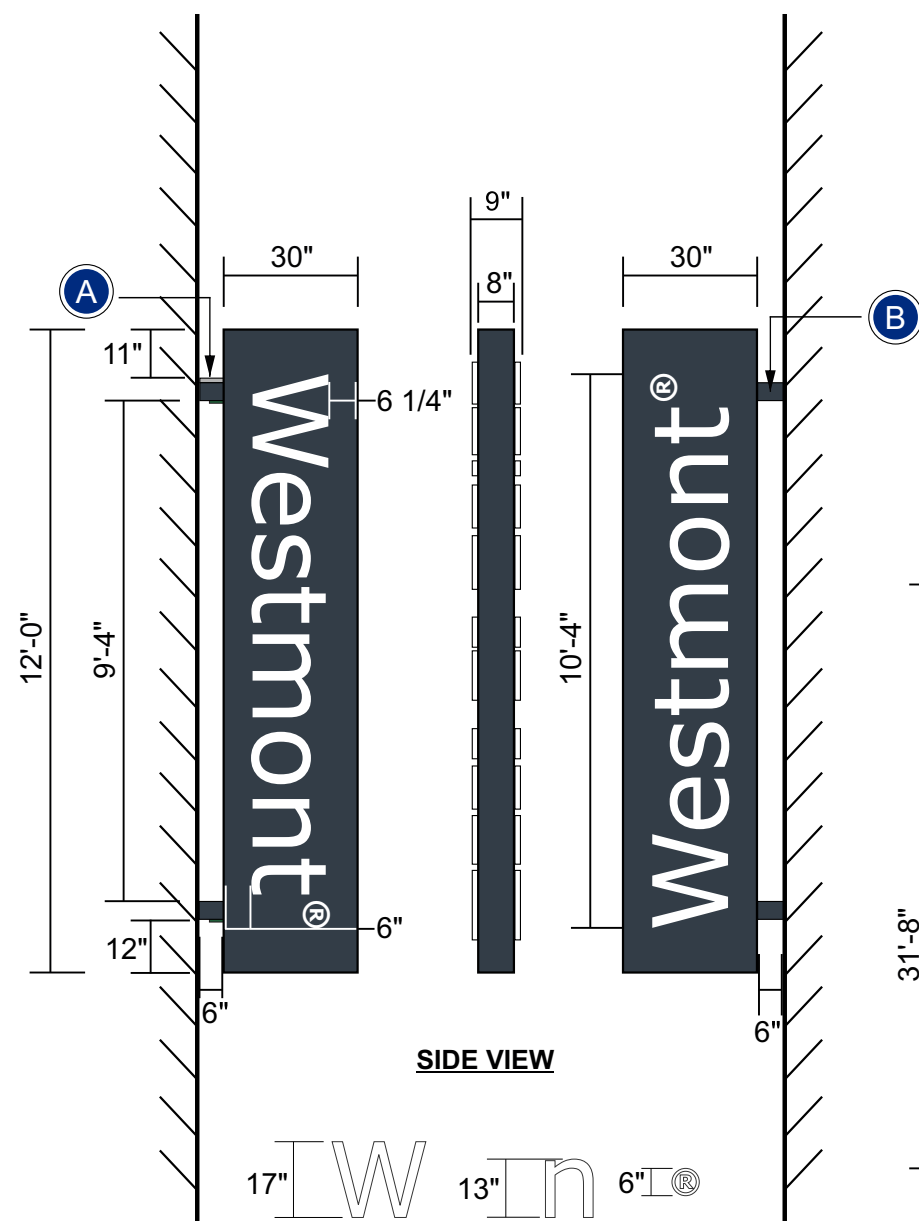
KEY PLAN

PANTONE 432 C

S1C

Scale: 1:43

Scale: 1:125



(30 SQ FT. PER FACE)

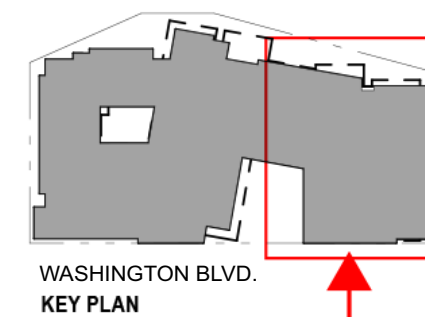
PRIMARY TENANT PROJECTING WALL SIGN: D/F ILLUMINATED PROJECTING SIGN

- **SUBSTRATE** - FABRICATED ALLUMINUM CAN SIGN W/WHITE 1/2" PUSH-THRU ACRYLIC COPY, INTERNALLY ILLUMINATED W/LED LIGHTING & MOUNTED TO BUILDING W/ENGINEERED BRACKETS (PER BLADE SIGN LIGHTING DETAILS)
- **SIGN COLOR** - PANTONE 432 C

A J-BOX 1" CONDUIT ABOVE 4"x4" TO RUN LEADS TO LOCATION OF POWER SUPPLY

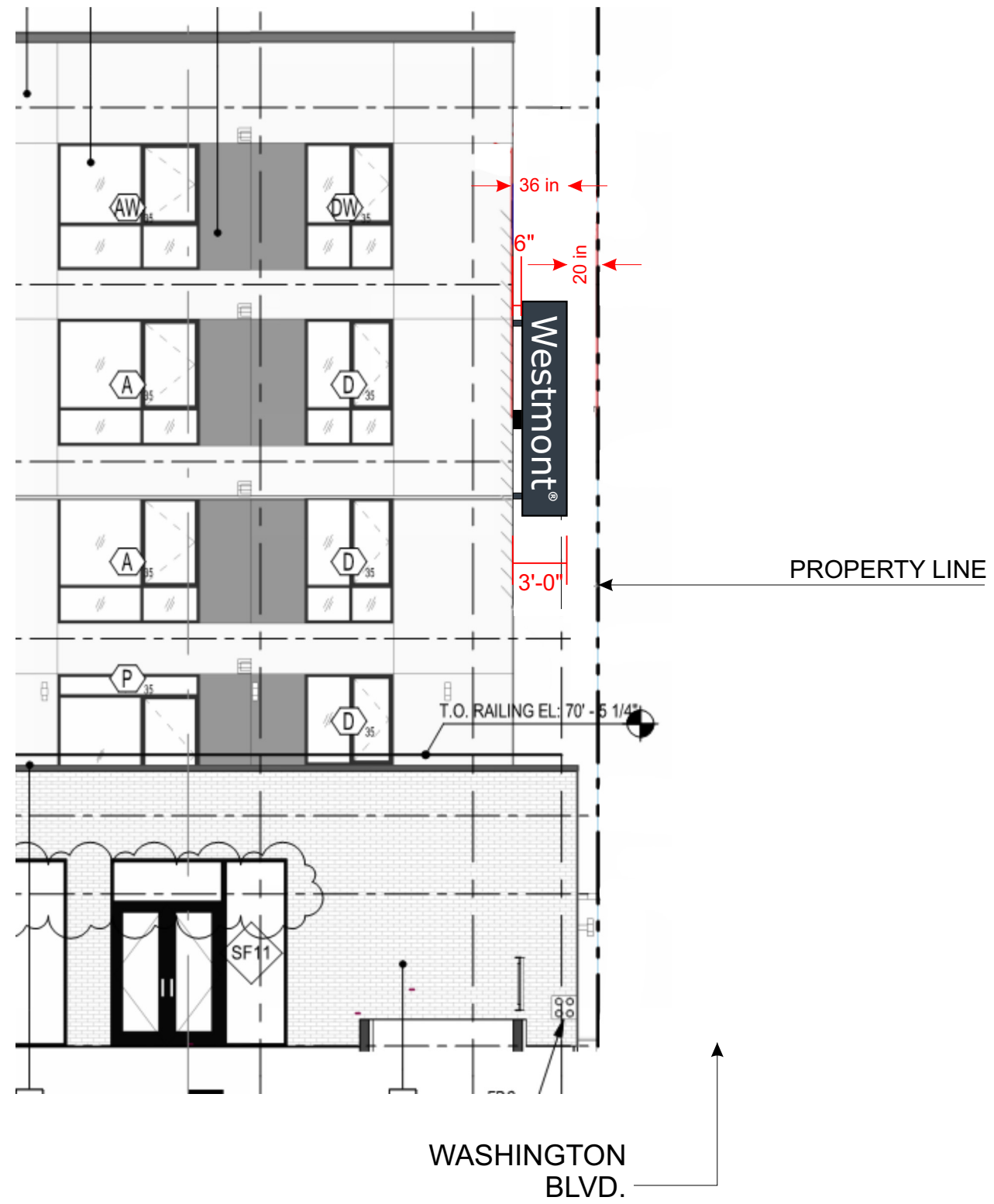
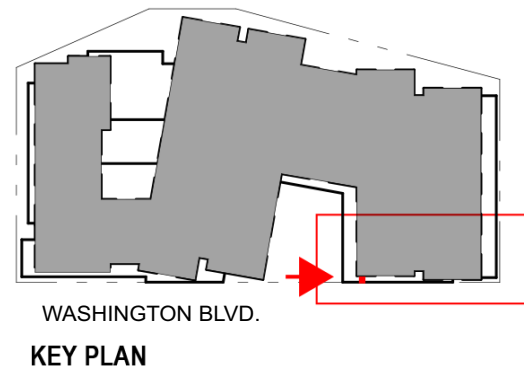
C SIGN MOUNTS POSITIONS

B 4"x4" TO 3"x3" SLIP FIT SQUARE TUBE 1000LBS WEIGHT OF SIGN



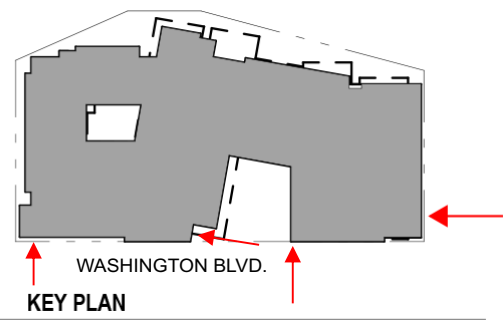
PANTONE 432 C **S2**

West View - Courtyard Section



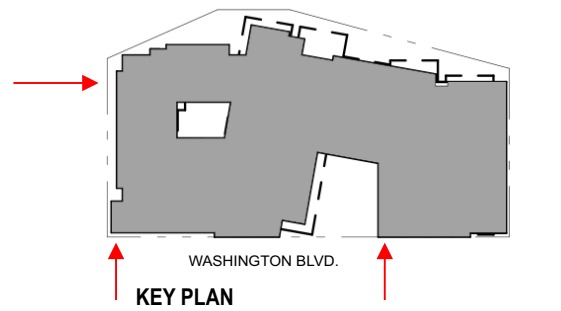
S2

South East Elevation Rendering



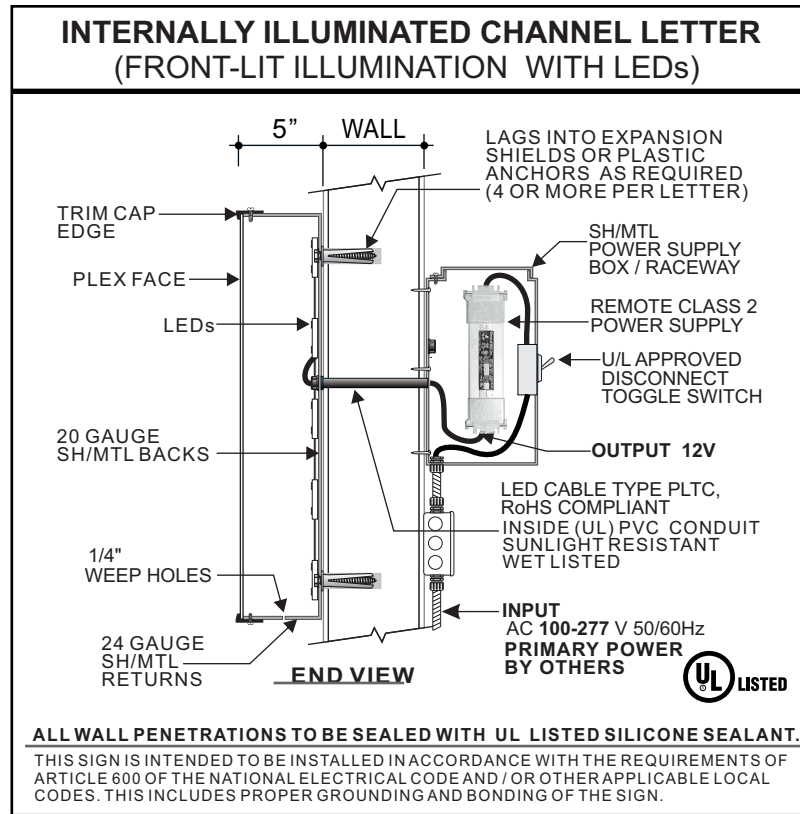
S3

South West Elevation Rendering



Channel Letters Lighting Details for S1A, S1B & S1C

Lighting Details for S3, S5A & S5B



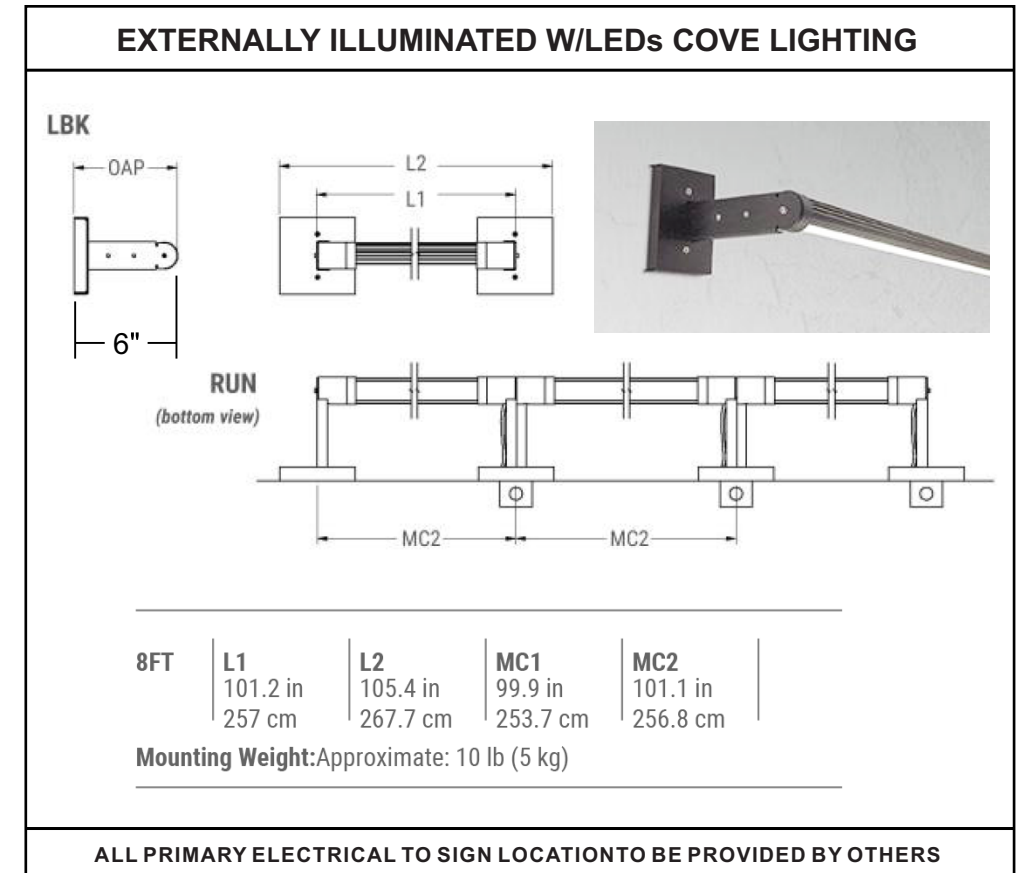
**TYP. LED POWER SUPPLY CLASS 2 OUTPUT
LNZ-12V60W-100-277V**

INPUT VOLTAGE	AC 100-277 VAC 50/60 Hz	OUTPUT VOLTAGE	12 VDC
INPUT CURRENT	0.7 A @ 100 VAC	OUTPUT CURRENT	0-5 ADC

**POWER SUPPLIES ARE REQUIRED
DRAW 0.8 AMPS EA. @ 100 VAC**

THE WALL PENETRATIONS ARE THROUGH 1/2" PVC CONDUIT WITH 18 GA WIRE JUMPS. ALL WIRING AND PENETRATIONS DONE BY SIGN CONTRACTOR (1) HOLE PER LTR. A TOGGLE SWITCH IS PROVIDED FOR EACH CIRCUIT CONTAINING POWER SUPPLIES

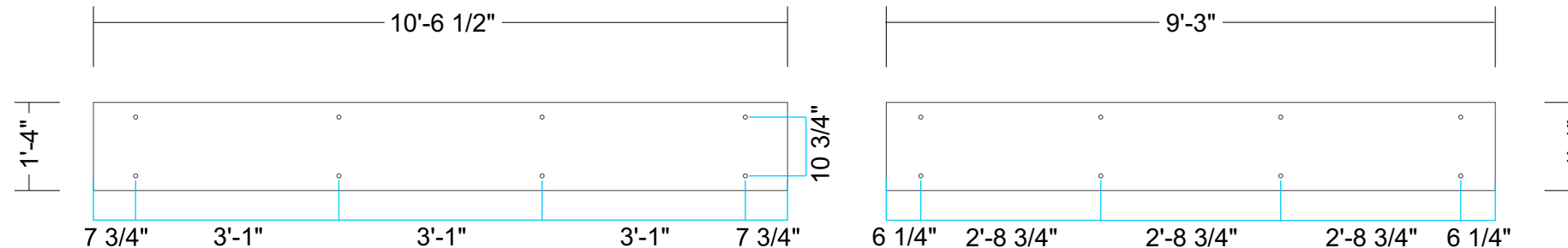
ALL PRIMARY ELECTRICAL TO SIGN LOCATION TO BE PROVIDED BY OTHERS



Channel Letters Raceway for S1A, S1B & S1C

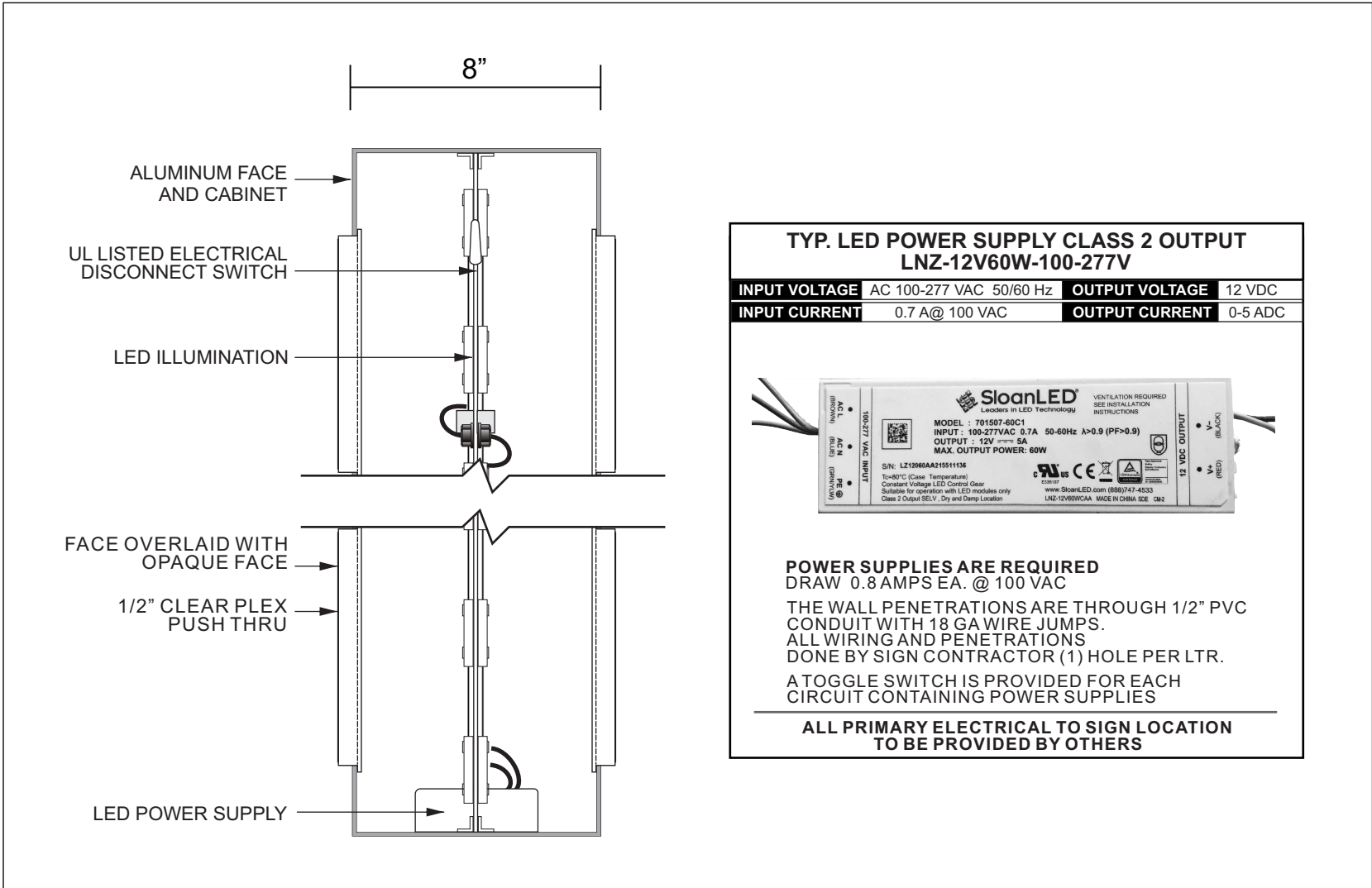
Scale: 1:30

PATTERN FOR INSTALL POINT WITH ALL THREAD POINTS OF ATTACHMENT TO RACEWAY



* RACEWAY PAINTED TO MATCH BUILDING FASCIA

Projecting Sign Lighting Details for S2



**PROJECTING SIGN
SECTION (S2)**

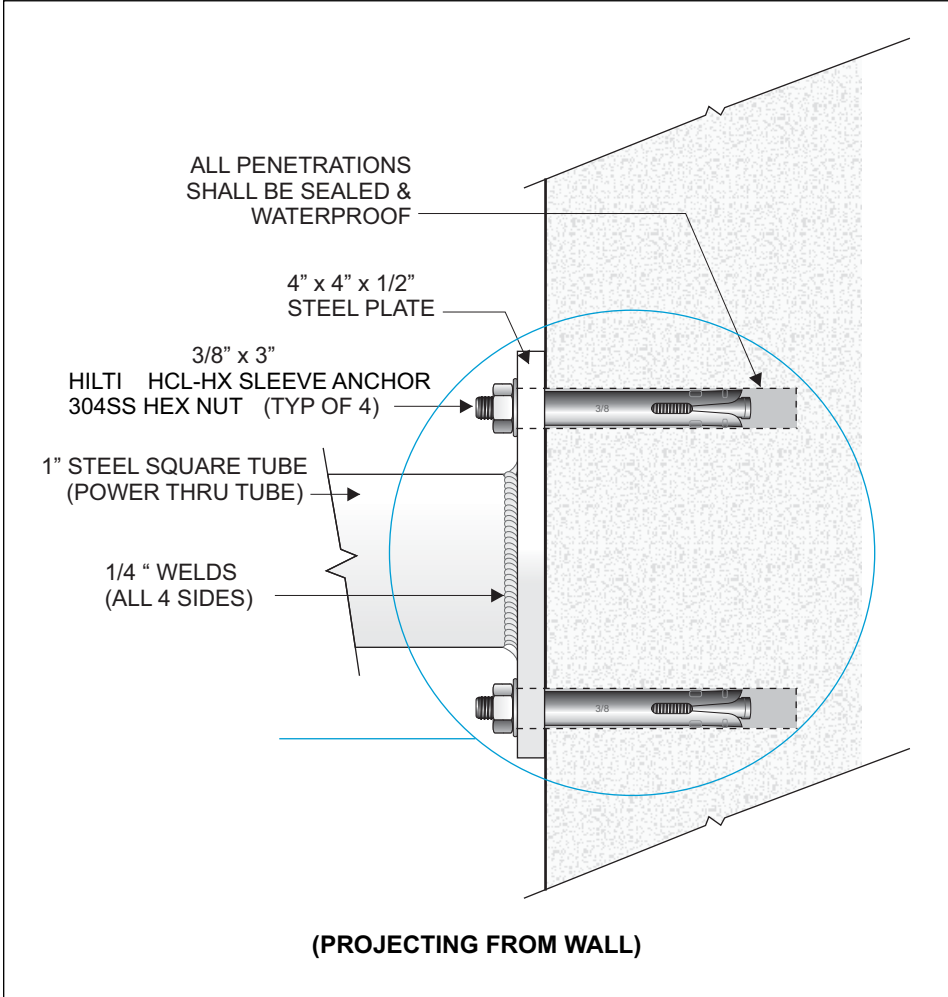
TYP. LED POWER SUPPLY CLASS 2 OUTPUT LNZ-12V60W-100-277V			
INPUT VOLTAGE	AC 100-277 VAC 50/60 Hz	OUTPUT VOLTAGE	12 VDC
INPUT CURRENT	0.7 A@ 100 VAC	OUTPUT CURRENT	0-5 ADC

**POWER SUPPLIES ARE REQUIRED
DRAW 0.8 AMPS EA. @ 100 VAC**

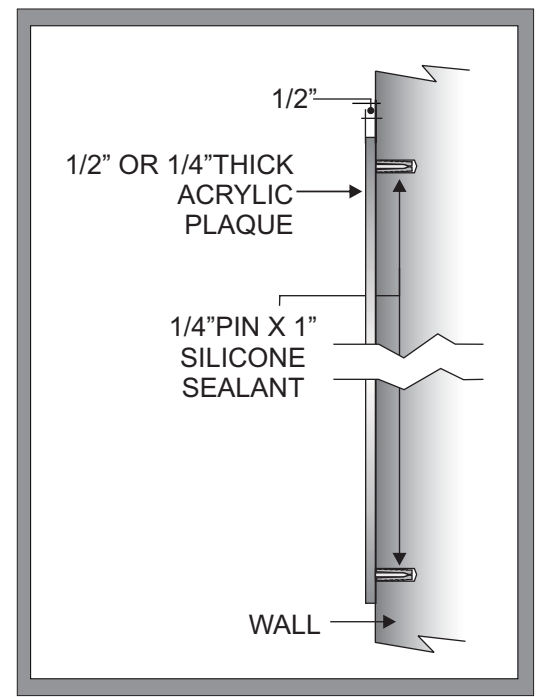
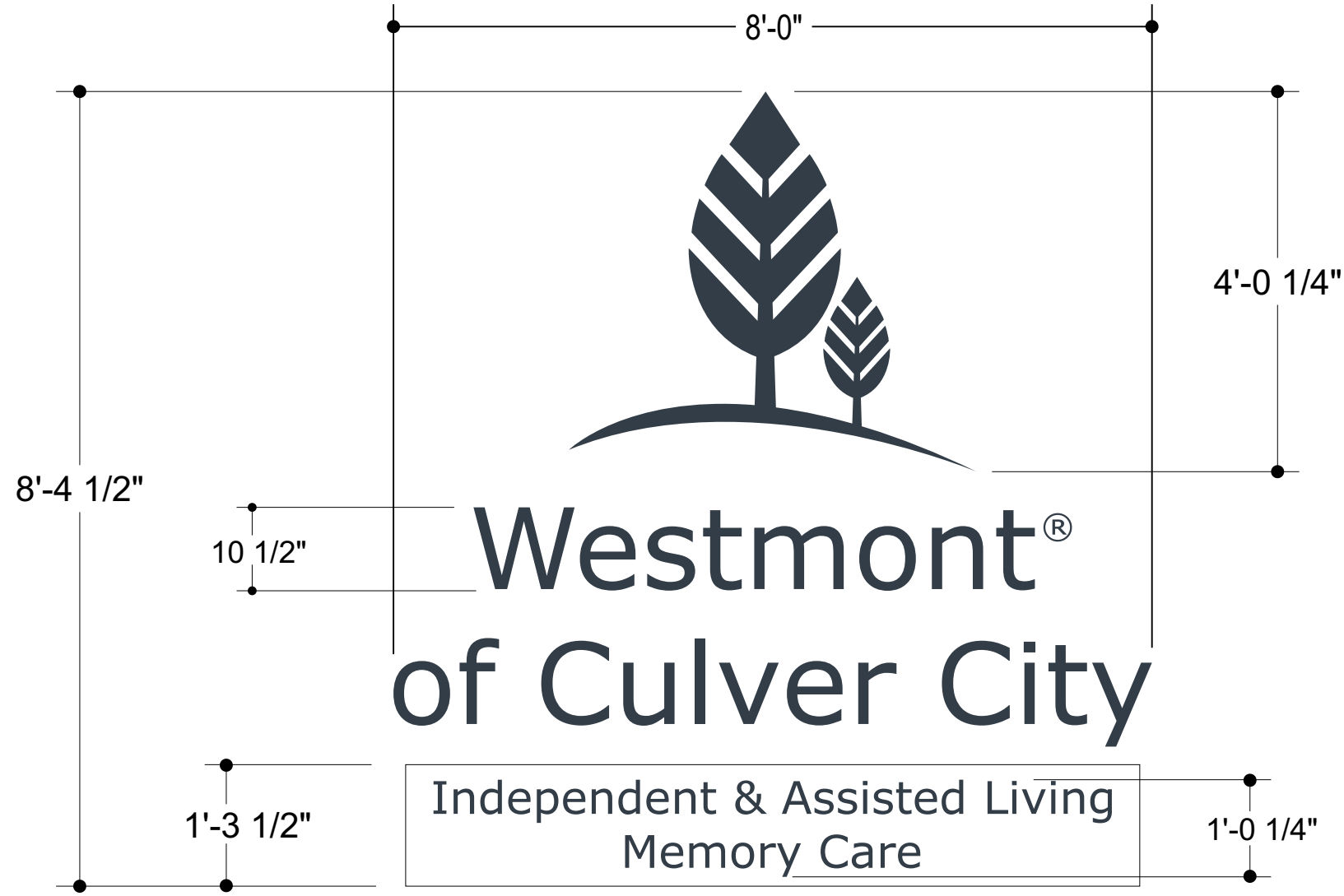
THE WALL PENETRATIONS ARE THROUGH 1/2" PVC CONDUIT WITH 18 GA WIRE JUMPS.
ALL WIRING AND PENETRATIONS
DONE BY SIGN CONTRACTOR (1) HOLE PER LTR.

A TOGGLE SWITCH IS PROVIDED FOR EACH
CIRCUIT CONTAINING POWER SUPPLIES

**ALL PRIMARY ELECTRICAL TO SIGN LOCATION
TO BE PROVIDED BY OTHERS**



**PROJECTING SIGN
END VIEW
SECTION DETAIL (S4)**



ATTACHMENT DETAIL

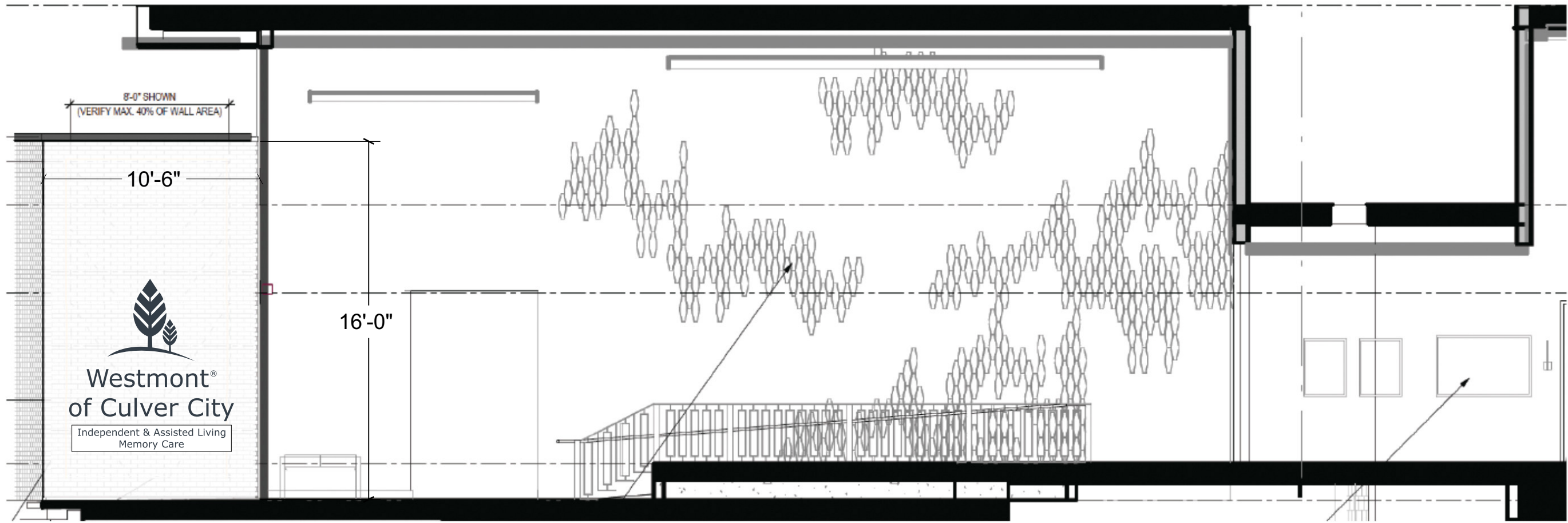
(67 SQ FT.)

SECONDARY TENANT WALL SIGN, EXTERNALLY DOWNLIT

- SUBSTRATE - 1/2" & 1/4" THICK PAINTED ACRYLIC CUTOUTS
- LOGOMARK (LARGE TREE & HILL) - 1/2" THICK PAINTED PANTONE 7483/DRK. GREEN
- LOGOMARK (SMALL TREE) - 1/2" THICK PAINTED PANTONE 4205/LT. GREEN
- "WESTMONT OF CULVER CITY" - 1/2" THICK PAINTED PANTONE 7483/DRK. GREEN
- "INDEPENDENT..." & ® - 1/4" THICK ACRYLIC BACKER PAINTED TO MATCH WALL; W/1/4" THICK ACRYLIC CUT OUTS PAINTED PANTONE 7483/DRK. GREEN

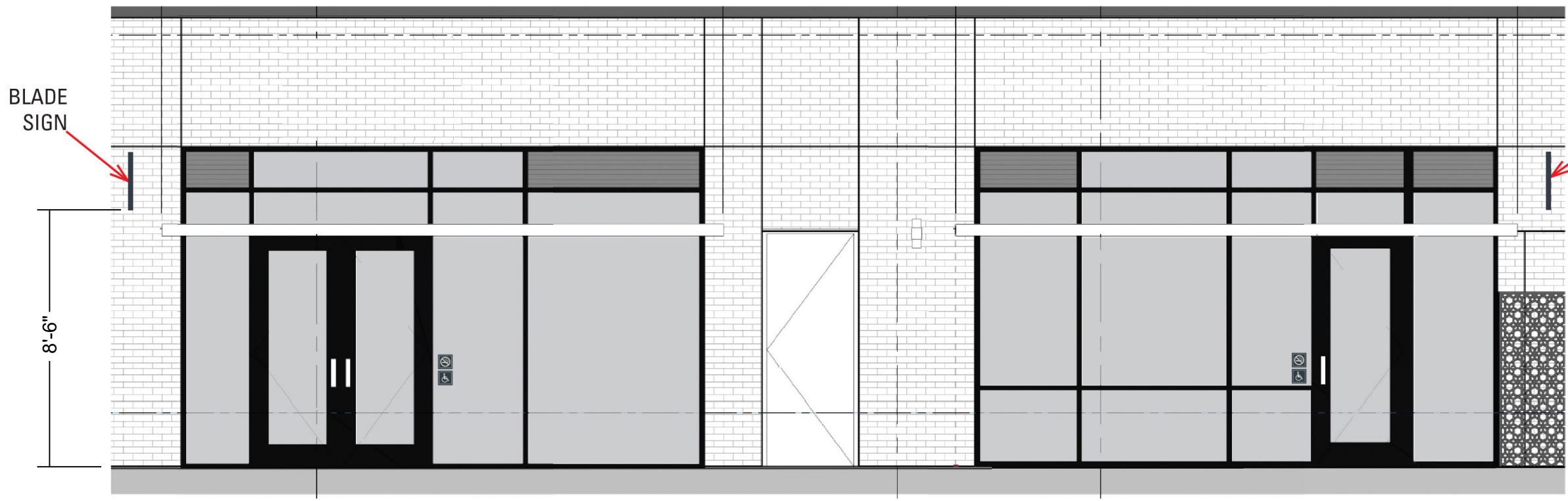
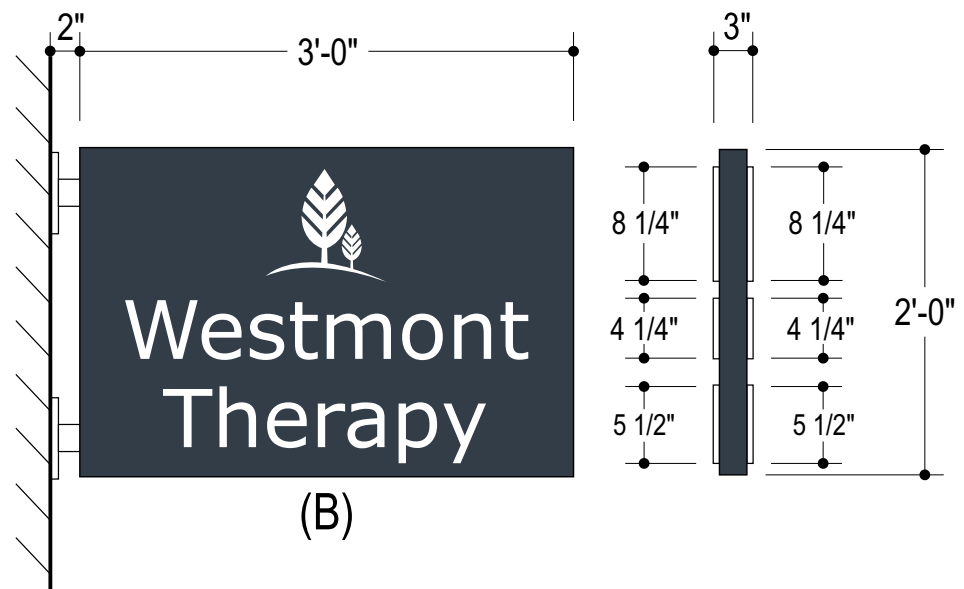
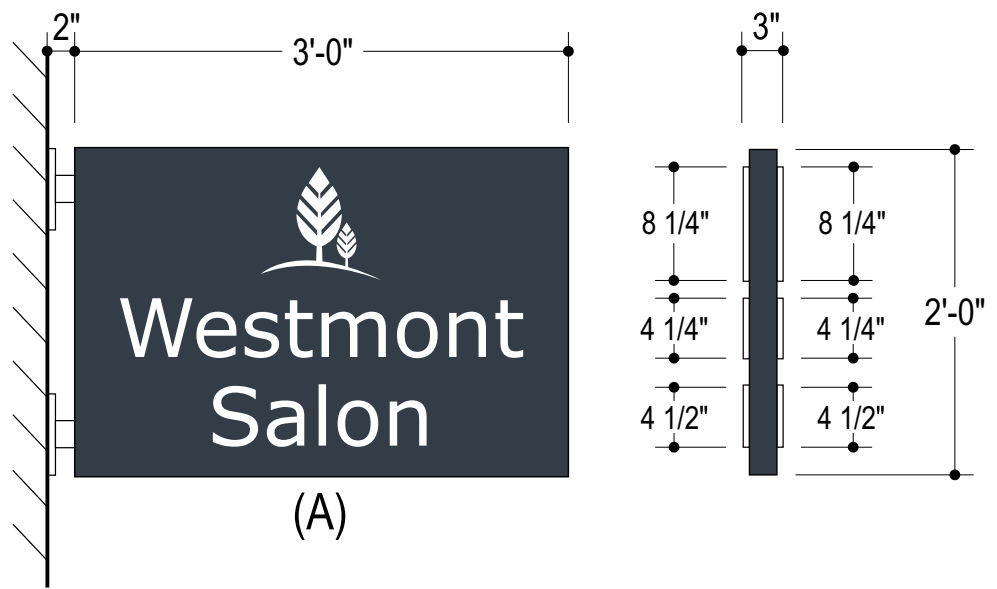
PANTONE 432 C

S3



***INSTALLED 60" OFF GRADE TO
THE CENTER OF THE GRAPHIC**

S3



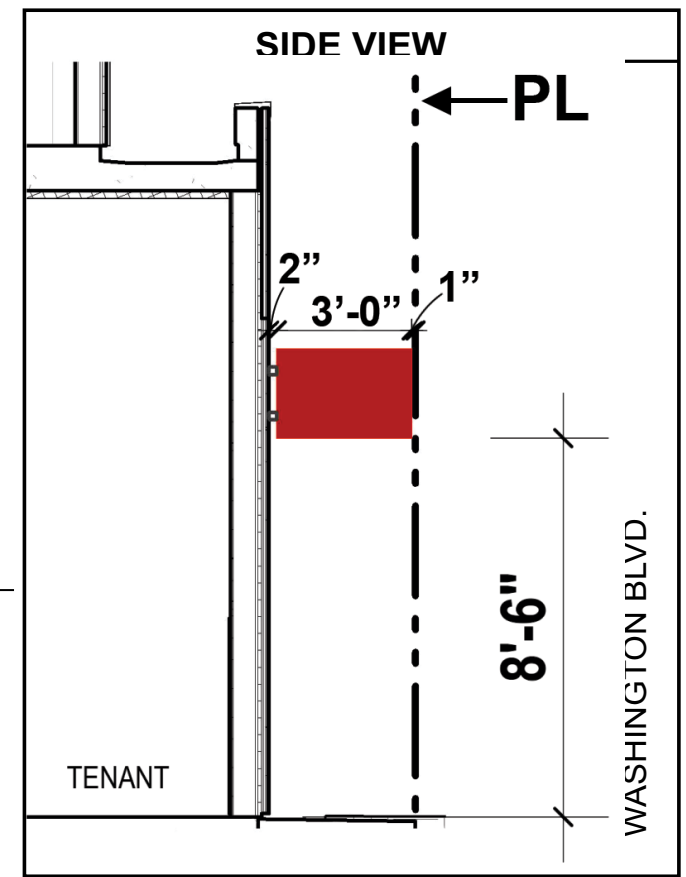
(S4A) (6 SQ FT. PER FACE)

Scale: 1/4" = 1'

(S4B) (6 SQ FT. PER FACE)

Salon Frontage

Therapy Frontage

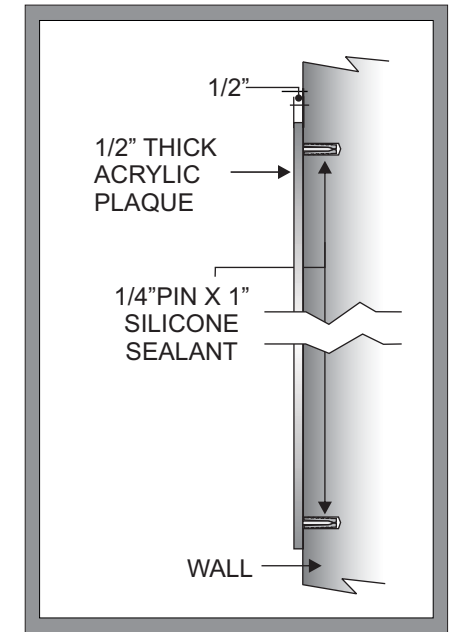
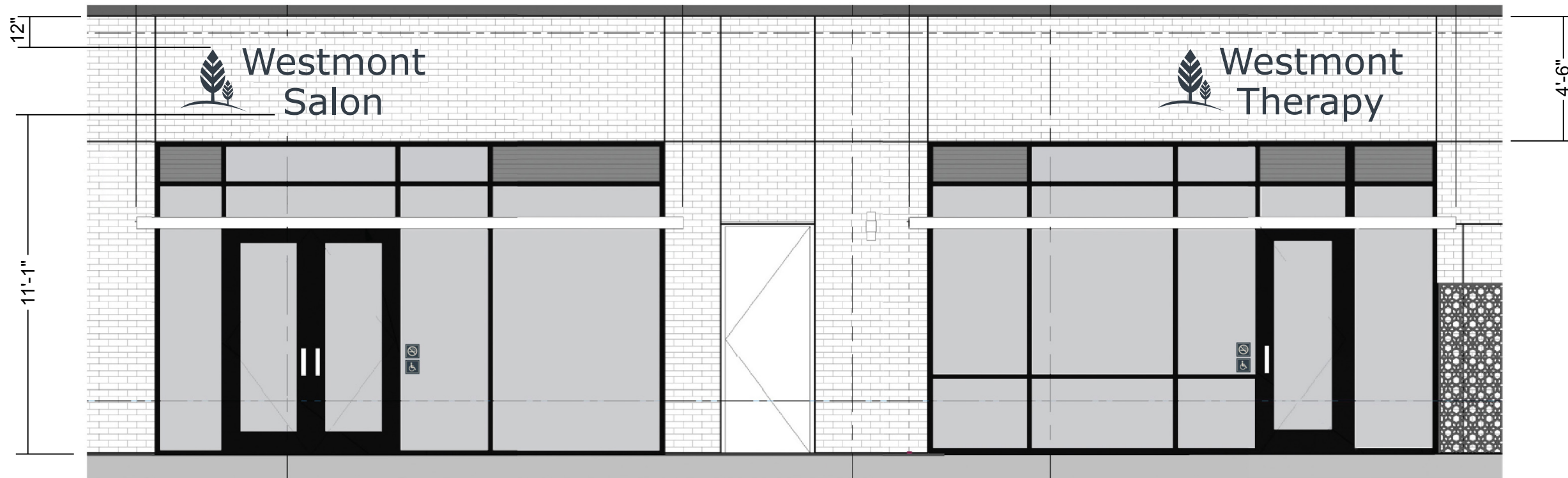
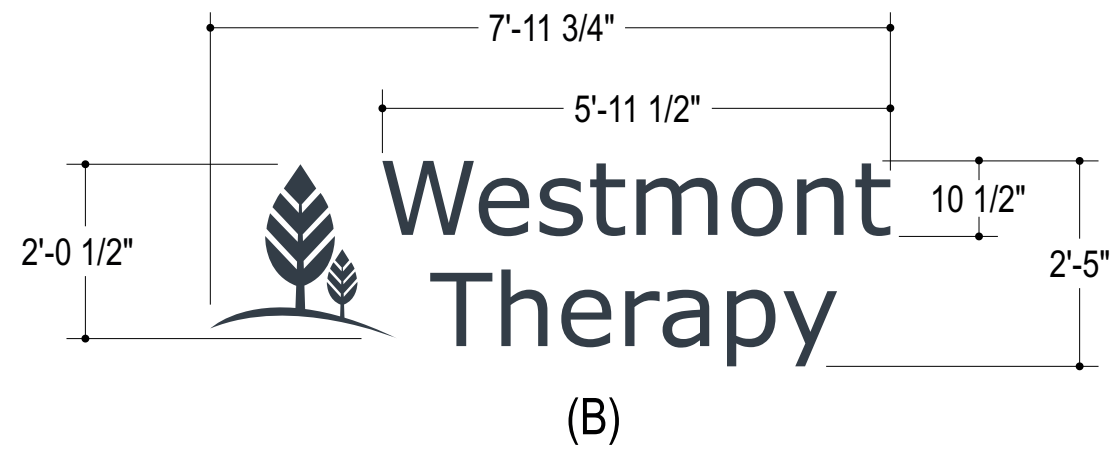
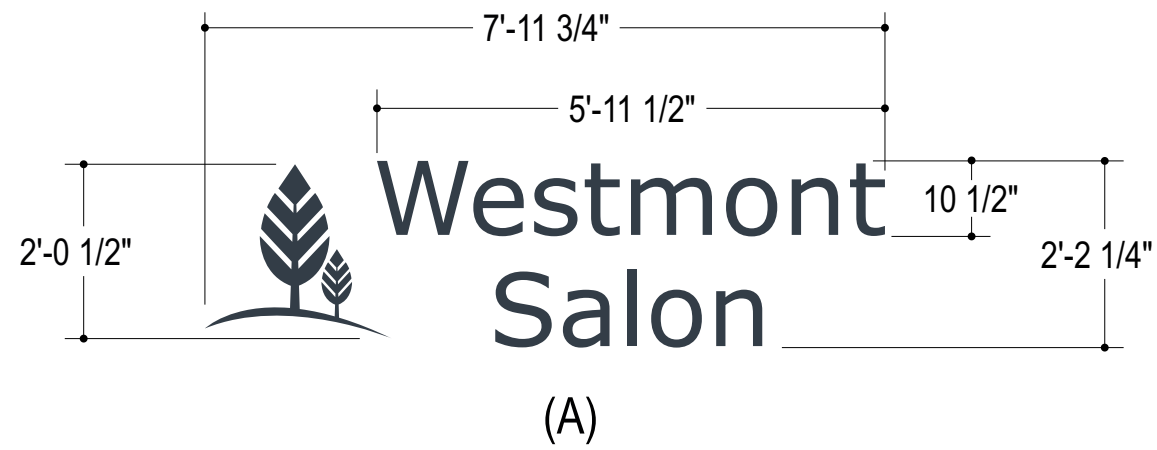


SECONDARY TENANT PROJECTING SIGNS: D/F NON-ILLUMINATED PROJECTING SIGNS

- **SUBSTRATE** - FABRICATED ALUMINUM CAN SIGN W/1/8" THICK PLANT-ON PLEX COPY APPLIED FRONT & BACK; MOUNTED TO BUILDING W/ENGINEERED BRACKETS PAINTED WHITE
- **SIGN COLOR** - PANTONE 7483/GREEN
- **COPY** - WHITE PLEX
- **FONT** - VERDANA REGULAR NORMAL

PANTONE 432 C

S4A & S4B



ATTACHMENT DETAIL

(S5A) (17.49 SQ FT.)

Scale: 1/4" = 1'

(S5B) (19.28 SQ FT.)

27'-0"

Salon Frontage

28'-0"

Therapy Frontage

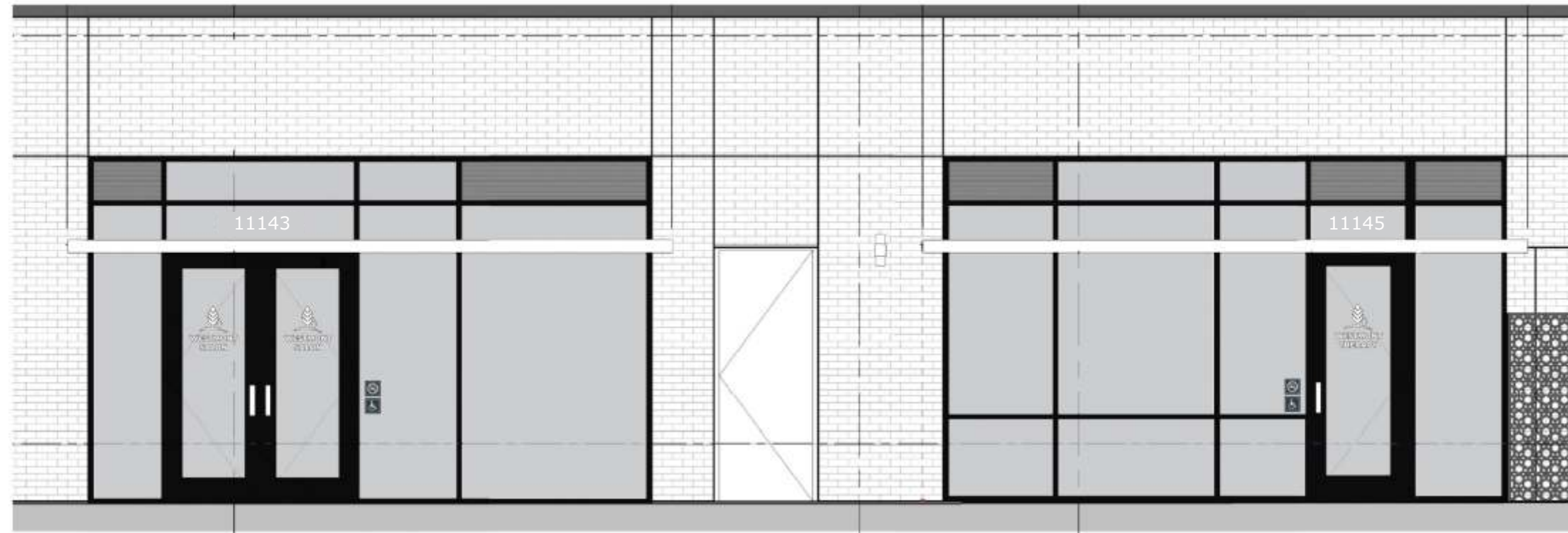
SECONDARY TENANT WALL SIGNS, NON-ILLUMINATED

- SUBSTRATE - 1/2" THICK PAINTED ACRYLIC CUTOUTS; STUD MOUNTED FLUSH TO BUILDING
- COLOR - PANTONE 7483/GREEN
- FONT - VERDANA REGULAR NORMAL

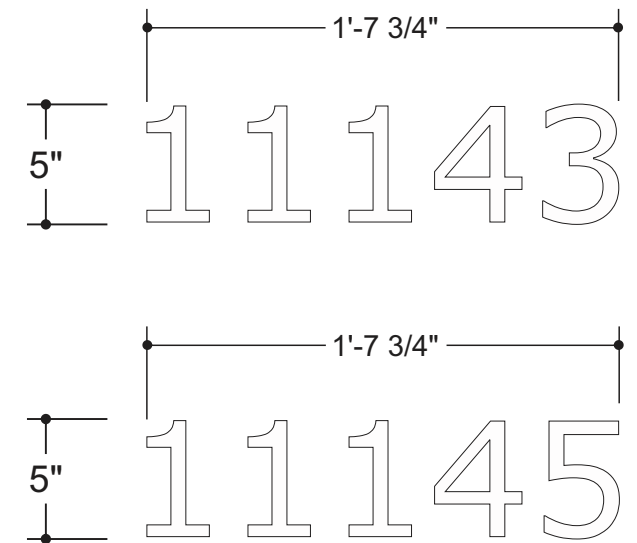
PANTONE 432 C

S5A & S5B

Scale: 1:6



Scale: 1:8



(S6A) (3.31 SQ FT.)

(S6B) (2.64 SQ FT.)

27'-0"

Salon Frontage

28'-0"

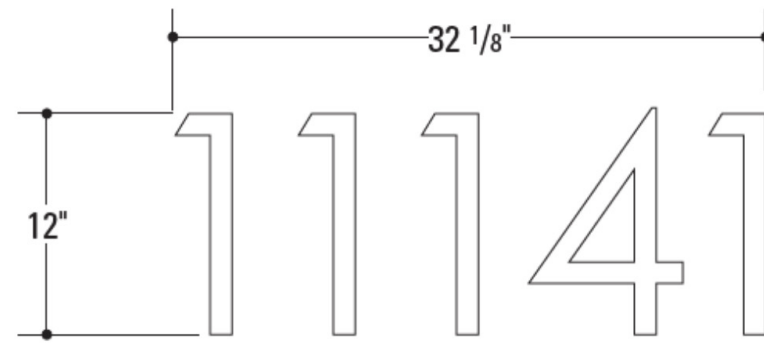
Therapy Frontage

INFORMATIONAL TENANT VINYL GRAPHICS: LOGOS & SUITE LETTE

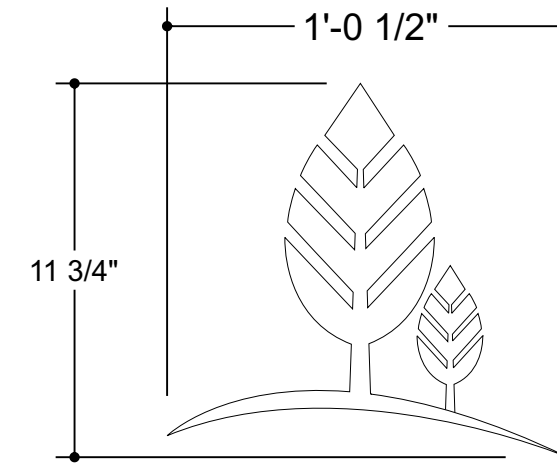
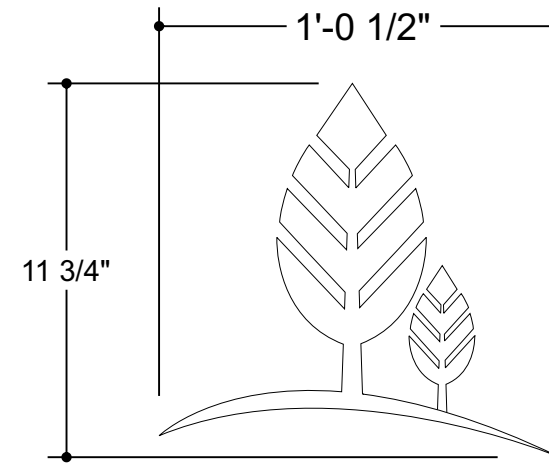
- **SUBSTRATE** - WHITE VCO APPLIED TO GLASS AS SHOWN
- **INSTALLATION** - MOUNT FLUSH TO GLASS
- **FONT** - VERDANA REGULAR NORMAL

S6A & S6B

Scale: 1:10



Scale: 1:6



Scale: 3/8" = 1'

(4.72 SQ FT.)

INFORMATIONAL TENANT VINYL GRAPHICS: ADDRESS & LOGOS

- **SUBSTRATE** - WHITE VCO APPLIED TO GLASS AS SHOWN
- **INSTALLATION** - MOUNT FLUSH TO GLASS
- **FONT** - CENTURY GOTHIC

S6C