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**LATHAM & WATKINS** LLP

June 17, 2014

Councilmember Jose Huizar, Chair  
Councilmember Gilbert Cedillo  
Councilmember Mitchell Englander  
Planning and Land Use Management Committee  
City of Los Angeles  
200 N. Spring Street  
Los Angeles, CA 90012

Re: Warner Center Specific Plan – Signage Ordinance; PLUM Agenda 6/17/14, Item 1 (CF 13-0197)

Dear Chair Huizar and Honorable Councilmembers:

Westfield is thrilled to come before you today to express our strong support for the Warner Center Specific Plan’s Signage Ordinance. We are extremely appreciative of the Council Office and Planning Department’s tireless efforts to work with Westfield and Warner Center stakeholders throughout the approval process for the Signage Ordinance, and we are proud to have been active participants in this process. Westfield has deep roots in Warner Center, with two existing and thriving properties at Topanga and the Promenade and a new \$350 million project now under development in the Village at Westfield Topanga. We are extremely excited that the City is updating its plans to meet the modern needs of Warner Center.

Based on a recent meeting with City Planning staff, regarding the interpretation and practical application of the Pedestrian Sign regulations, we very respectfully propose a few minor tweaks to this language. Pedestrian Signs are small-scale in nature (no greater than 6 square feet in area) and are located perpendicular from a tenant façade. They serve to alert pedestrians walking parallel to a building façade of the shops ahead. Our suggestions for these signs are submitted in the spirit of ensuring that Warner Center has the best possible Pedestrian Signs, which are as attractive, unobtrusive, and pedestrian-friendly as possible.

As currently written, Pedestrian Signs are required to be located very close (within three feet) of the façade wall, and within five feet of either side of the store entrance. This can generate a visually cluttered look directly in front of a store entrance that is aesthetically unappealing.

Attached to this letter are photos of what we view as exemplary Pedestrian Signage. These Pedestrian Signs have greater breathing space between the sign and store front (of five

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feet), which allow the signs to be more helpful and attractive to pedestrians. For instance, Photo 4 shows vegetation between the sign and the store front which adds to the visual appeal of the entire façade. These signs are also permitted to be on either end of the tenant store, and not centered directly in front of the entrance, which can cause a cluttered look. The signs in these photos are low-key, tasteful, and pedestrian scaled, but would not be permitted under the current Ordinance's language due to the proposed restrictions on location. We respectfully ask for your consideration of the attached minor modifications that would permit these signs within Warner Center.

We propose only one other change, which responds to current market demand for tenant space. The signage ordinance currently proposes that Vertical Sign Zone 1 extend from ground level to 35 feet in height. We propose changing this from ground level to 40 feet in height to match current retail spaces. Tenants are currently demanding higher-ceiling, more loft-like spaces for their stores, which are 40 feet in height. Restricting signage to a 35 foot height would create an awkward visual appearance that does not correspond to current tenant spaces.

We very much appreciate your consideration of these changes, and would like to thank the Council Office and Planning staff again on their remarkable efforts and achievement on this Signage Ordinance.

Very truly yours,



Heather A. Crossner  
of LATHAM & WATKINS LLP

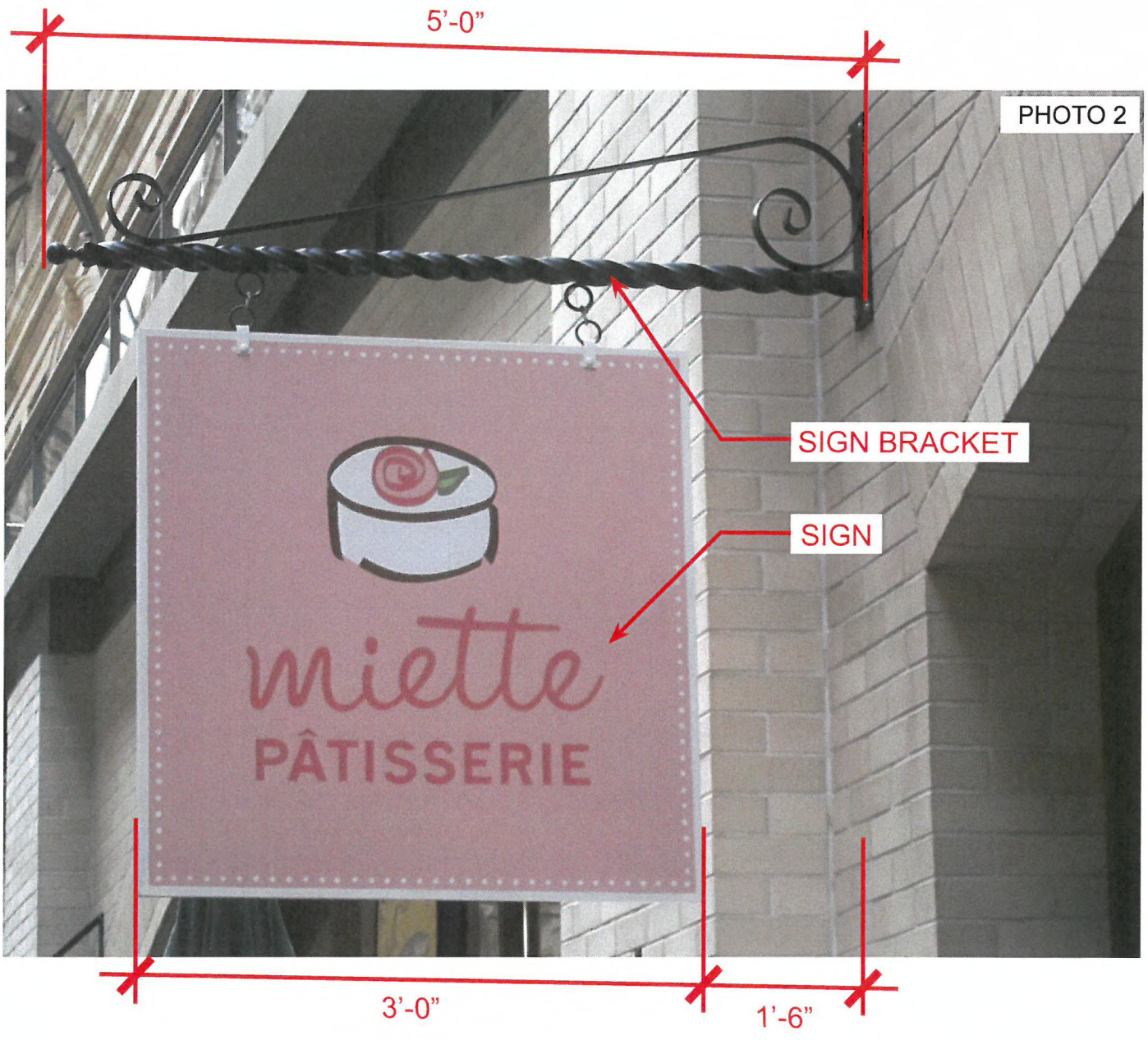
Attachments

cc: Cesar Diaz, Council Office, Third District  
Tom Glick, Department of City Planning  
Kevin Keller, Office of the Mayor  
Larry Green, Westfield  
Cindy Starrett, Latham & Watkins

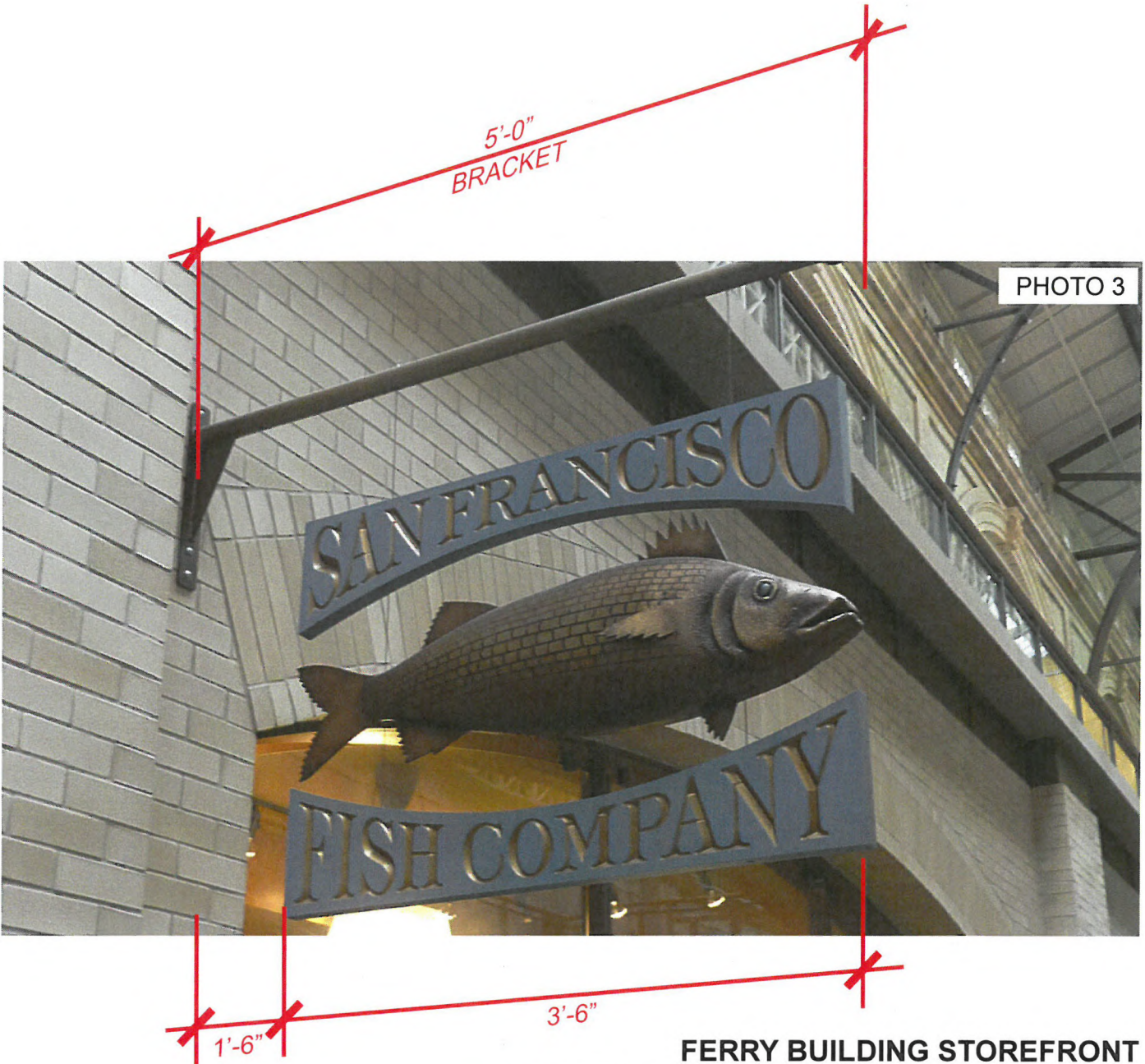


**FERRY BUILDING STOREFRONT & WALL MOUNT PEDESTRIAN SIGN**

- BLADE SIGNS FLANK GLASS STOREFRONT - KEEPS SIGN AT PEDESTRIAN HEIGHT.
- LOCATED TO SIDE OF GLASS STOREFRONT. LESS VISUAL CLUTTER AND SIGN STAYS AT PEDESTRIAN HEIGHT.

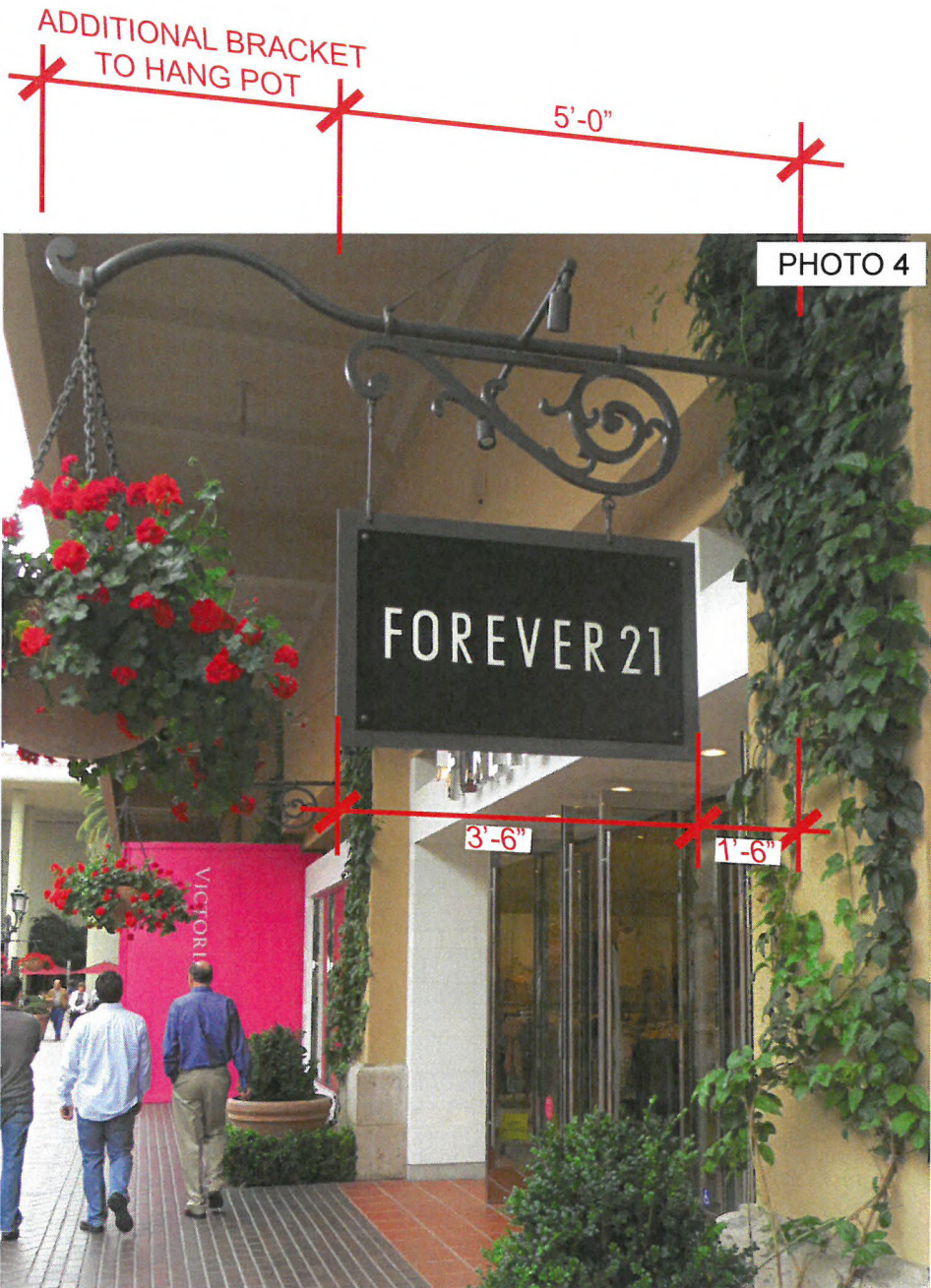


**FERRY BUILDING  
WALL MOUNT PEDESTRIAN SIGN**



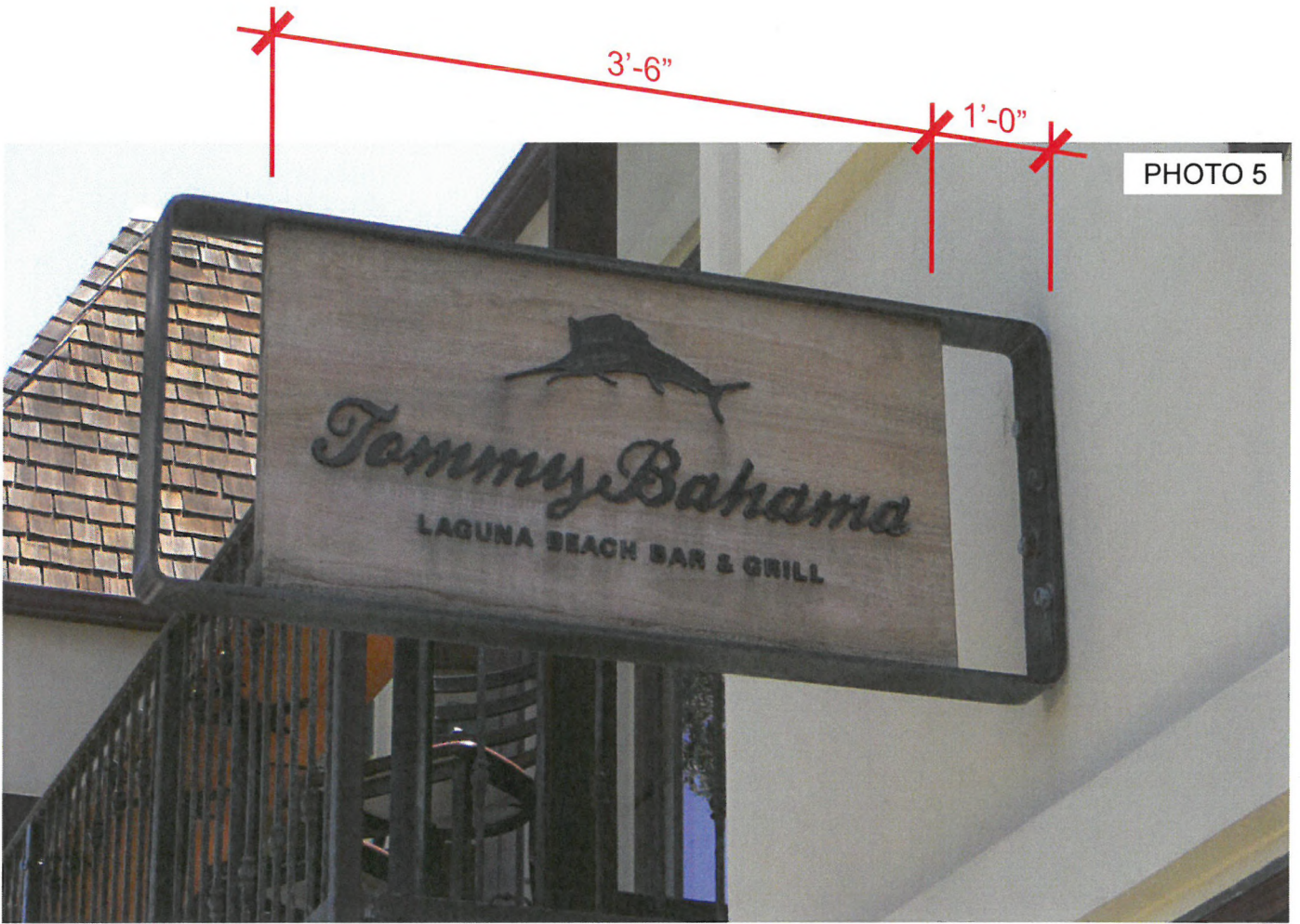
**FERRY BUILDING STOREFRONT  
CREATIVE WALL MOUNT PEDESTRIAN SIGN**

- SIGN IS PLACED AWAY FROM BUILDING TO AVOID CLUTTER AND BE VISIBLE.
- LOCATED AWAY FROM GLASS STOREFRONT.



**FASHION ISLAND  
WALL MOUNT PEDESTRIAN SIGN**

- BRACKET IS EXTENDED TO HANG PLANT.
- SIGN SUSPENDED FROM BRACKET.
- SIGN IS AWAY FROM WALL TO ALLOW PLANTS TO GROW.
- LOCATED AWAY FROM GLASS STOREFRONT.



**LAGUNA BEACH, CA  
WALL MOUNT PEDESTRIAN SIGN**



**KIERLAND COMMONS (SCOTTSDALE, AZ)  
CANOPY MOUNT PEDESTRIAN SIGN**

- PEDESTRIAN SIGN SUSPENDED FROM CANOPY.
- SIGN IS LOCATED AWAY FROM STOREFRONT TO BE MORE VISIBLE AND REDUCE VISUAL CLUTTER.





**DOMAIN (AUSTIN, TX)  
CANOPY MOUNT PEDESTRIAN SIGN**

- SIGN IS LOCATED IN CENTER OF CANOPY - LESS VISUAL CLUTTER AT STOREFRONT.
- SIGN IS OFFSET FROM STORE ENTRY TO REDUCE SIGN CLUTTER.

PHOTO 8



**DOMAIN (AUSTIN, TX)  
CANOPY MOUNT PEDESTRIAN SIGN**

- SIGN IS LOCATED IN CENTER OF CANOPY - LESS VISUAL CLUTTER AT STOREFRONT.
- SIGN IS OFFSET FROM STORE ENTRY TO REDUCE SIGN CLUTTER.



**KIERLAND COMMONS (SCOTTSDALE, AZ)  
POOR INSTALLATION OF CANOPY MOUNT PEDESTRIAN SIGN**

- SIGN HANGING FROM CANOPY - BLOCKS VIEW OF WALL SIGN - VISUAL CLUTTER.
- PEDESTRIAN SUSPENDED SIGN SHOULD BE MOVED FURTHER FROM FACE OF STOREFRONT AND/OR MOVED TO SIDE OF STOREFRONT.

4. **Number.** A total of six Integral Digital Displays are permitted in this Sign District, with no more than three each in the Downtown and Uptown signage Sub-districts. Permits for Integral Digital Displays shall be awarded on a first-come, first-served basis.

**I. Large-Scale Architectural Lighting.**

1. **General.** Large-Scale Architectural Lighting shall contain no text, logos or messages, and shall serve only to highlight or accentuate vertical, horizontal or other elements of the structure. All Large-Scale Architectural Lighting shall be considered only at the time of building design development and approved pursuant to the procedures set forth in Section 5.C. above.

2. **Location.**

(a) Large-Scale Architectural Lighting shall not cover the exterior of windows, doors, vents or other openings that serve occupants of a building.

(b) Large-Scale Architectural Lighting shall be permitted in Vertical Sign Zones 2, 3 and 4.

3. **Area.** Large-Scale Architectural Lighting that conforms to this ordinance shall not count as Sign Area and shall not be included in the Maximum Permitted Combined Sign Area calculation. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area.

**J. Marquee Signs.** There is no size restriction for Marquee signs in this Sign District.

**K. Monument Signs.** Unless otherwise specified in this ordinance, a Monument Sign shall comply with the Code.

**L. Pedestrian Signs.**

1. **General.**

(a) No text, message or logo shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

(b) The text, message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface: **or be a free floating, double sided element.**

(c) A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

(a) Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within ~~5 linear feet of the main entrance of that tenant space.~~ **the area in front of the tenant space.**

(b) Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space floor space on the ground level.

(c) **Spacing between pedestrian signs shall be no less than 10 feet.**

3. **Dimensions.**

(a) **Width.**

1) No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 2 feet in width.

2) **Sign width perpendicular to face of building shall not exceed 3 feet 6 inches for each**

(b) **Height.** No portion of a Pedestrian Sign shall be located **less than 8 feet above the sidewalk grade to the bottom of the sign.** **sign face.**

**7 feet 6 inches**

4. ~~Individual~~ **Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.

5. **Projection-Building Facade.** ~~A Pedestrian Sign~~ **Bracket** may project up to **5 3 feet** from the face of the building. **A wall mounted pedestrian sign may not exceed 5 feet from face of building.**

**M. Pillar Signs.** Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign. A Pillar Sign shall not be a Digital Display.

2. **Location.**

(a) A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or Pole Sign.

(b) Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage.

(c) A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right-of-way, and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

**Canopy mounted pedestrian sign may be suspended from overhead canopy up to 8 feet from face of building or centered on canopy, whichever is less.**

14. Any sign not specifically authorized by this ordinance or the Code.

**C. Sign Sub-Districts.** This Sign District is comprised of the following eight Sub-districts, which are located in the areas set forth in the map attached as Figure 1 to this ordinance: River, Uptown, North Village, Topanga, Downtown, College, Park, and Commerce.

**D. Vertical Sign Zones (VSZ).** This Sign District is also divided into three Vertical Sign Zones, as delineated in Figure 2 of this ordinance. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance and views from vehicles. The Vertical Sign Zones are as follows:

1. **Vertical Sign Zone 1.** This zone is located at the ground floor level, from ~~0 to 35~~ feet above grade.

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2. **Vertical Sign Zone 2.** This zone is located at the podium or mid-level of multi-story buildings, from over ~~35~~ feet up to 100 feet above grade.

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3. **Vertical Sign Zone 3.** This zone is located at the upper levels of mid-to high-rise buildings, from over 100 feet above grade to within 26 feet of the top of the building.

4. **Vertical Sign Zone 4.** This zone is located from 26 feet below the top of mid- to high-rise buildings up to the top of the building.

**E. Signs In More Than One Sub-District or Vertical Sign Zone.** Signs may be located in more than one Sub-district and more than one Vertical Sign Zone, provided that the requirements contained in this ordinance are met for each portion of the sign contained in each of the Sub-districts or Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Sub-district or Vertical Sign Zone in which the sign is located.

**F. Permitted Number of Signs, Sign Area, Sign Type and Sign Height.** Signs may only be placed in the Sub-districts and Vertical Sign Zones set forth below, and as further limited by the requirements for specific sign types as set forth in Section 7 of this ordinance.

1. **Maximum Permitted Combined Sign Area.**

(a) The Combined Sign Area of signs in the Sign District shall be as follows:

(1) Uptown and Downtown Signage Sub-districts – not to exceed 3.0 square feet for each linear foot of street frontage.