

ADDITIONAL INFORMATION

**PLAYA VISTA AREA D SPECIFIC PLAN
PLOT PLAN DESIGN REVIEW AND STANDARDS**

**12746 W. Jefferson Boulevard/12751 and 12775 W. Millennium
Signage Program - Runway at Playa Vista**

BUILDING STANDARDS

- 1. Does the proposed building or structure conform to all applicable provisions contained in this Specific Plan?**

Not applicable.

- 2. Do any of the proposed buildings cast shadows on any residential development adjacent to this Specific Plan Area between the hours of 9:00 a.m. and 3:00 p.m. at the spring equinox?**

Not applicable.

- 3. Does the design of all proposed buildings or structures have equal consideration to all elevations visible from adjacent major public streets, plazas or pedestrian walkways?**

Not applicable.

- 4. Will the colors and types of exterior building materials and the façade of any parking structure complement the exterior of adjoining structures?**

Not applicable.

- 5. Does the proposed building or structure minimize adverse effects of reflective glare?**

Not applicable.

- 6. Are the balconies of a usable dimension?**

Not applicable.

- 7. Will the façade or landscaping of any parking structure substantially screen automobiles contained therein when viewed from adjacent major public streets, plazas, or pedestrian walkways?**

Not applicable.

DIR-2014-2272-SPP-M2

- 8. Does the proposed building or structure screen all ventilation, heating or air conditioning ducts, tubes, equipment, or other related appurtenances when viewed from adjacent major public streets, plazas, or pedestrian walkways, unless such appurtenances have been employed as an integral and harmonious component in the design?**

Not applicable.

LANDSCAPE, SIGN, AND BUFFERING STANDARDS

- 1. Will all open areas (including any roof of any subterranean parking building or structure) not utilized for buildings, driveways, parking areas, recreational facilities or walks be landscaped?**

Not applicable.

- 2. Will there be any signs? Indicate the location, size, and purpose of all proposed signs. Submit an elevation of the sign.**

The Applicant is proposing a modification to the existing sign program, specifically related to vehicular and pedestrian directional signs, for the mixed-use development known as Runway at Playa Vista. The façade treatments, landscape, and hardscape of Runway were approved for renovation in 2018 and the proposed modifications to the sign program are intended to support the changes to vehicular circulation within the site as well as ensure improved wayfinding by visitors on foot. The proposed signs are also harmonious with the new, simplified color palette of the project. One sign previously approved as a blade/projecting type is now proposed as a pole type, and ten new signs are proposed.

The sign to be modified from a blade/projecting sign to a pole sign is a parking identity sign at the entrance to the parking structure along Village Drive, which states "Park Here." As part of the recent project improvements, this entrance driveway was modified from a two-way driveway to two entry lanes and the subject sign will help denote this as a primary vehicular entrance point. The size, general location, materials, and content of this sign will remain consistent with what was previously approved as part of the sign program; however, the sign will be freestanding on a tube support just north of the entrance driveway, rather than mounted on the side of the building above the entrance driveway. Installation issues encountered by the Applicant as a result of the existing exterior building materials and wall construction of the theater, which is located behind the subject sign, necessitate this change in sign type.

The new signs are all internal to the project site and include two vehicular directional monument signs within the roundabouts of the private driveways to point cars to rideshare drop-off, valet, and parking; five freestanding pedestrian directory pole signs with site maps and tenant listings/locations at various points along the private driveways; one pedestrian directory wall sign mounted adjacent to the parking structure elevators; and two freestanding pedestrian directional signs also along the private driveways to help

guide visitors to specific tenants, project restrooms, and parking. The pedestrian directories and directional signs are internally illuminated.

All other signage will remain as approved under the existing sign program.

All proposed signs continue to meet the sign regulations of the Los Angeles Municipal Code. Consistent with the standards contained in VTTM 60110_REC and the mitigation measures of the Village at Playa Vista Final RS-EIR, no animated building identification signs or illuminated residential building signs above the first level are proposed. Pursuant to the sign provisions in The Village at Playa Vista Development Criteria and Guidelines, backlit signs boxes are not permitted and none are proposed.

- 3. Will the residential area be buffered from commercial or industrial uses where such uses contain sources of noise, odor, or other nuisance or hazard not compatible with such residential development?**

Not applicable.

- 4. Are there any proposed yards which are less than would otherwise be required under this Specific Plan?**

Not applicable.

- 5. Does the proposed development conform to the Landscape Standards set forth in Section 8 of the Playa Vista Area D Specific Plan?**

Not applicable.

TRANSPORTATION AND TRAFFIC STANDARDS

- 1. Is vehicular access to the proposed buildings or structures from divided major or major arterials from intersecting public roadways or private roadways approved by the Department of Transportation and the City Engineer?**

Not applicable.

- 2. Is vehicular access from divided major or major arterials to driveways approved by the Department of Transportation and the City Engineer?**

Not applicable.

- 3. Do collector streets serving the proposed development intersect the arterial system within the Specific Plan Area in a manner to facilitate the safe and efficient flow of traffic, as approved by the Department of Transportation and the City Engineer?**

Not applicable.

- 4. Does the proposed development comply with the provisions of the Coastal Transportation Corridor Specific Plan in effect as of the date of approval of the Plot Plan by the Director of Planning?**

Not applicable.

PARKING STANDARDS

- 1. Does the proposed development conform to the parking standards of Section 9 of the Playa Vista Area D Specific Plan?**

Not applicable.