ALLOWABLE SIGN AREA

STREET FRONTAGE:
110.00 + 82.76 + 36.39 + 240.20 + 111.43
= 580.76 LF

BUILDING FRONTAGE:
271.1 LF
10% of 271 = 27.1
27.1 x 12 STORES = 325.2

STREET FRONTAGE (580.76 x 2) + 27.1 + 325.2 = 1,757.72 SQFT TOTAL ALLOWABLE SIGN AREA

OWNER:
MORNING VIEW HOTELS - IDH LLC
2365 BANANA WAY, STE 100
WEST HOLLYWOOD, CA 90069

DESIGNER:
JHH DESIGNS
15553 PANAY WAY #112
MARTHA OR CV, CA 90022
PHONE: 310.754.9168
FAX: 424.895.4342

SCOPE OF WORK:
NEW CNSITE WALL SIGNS

LEGAL DESCRIPTION:

ZONING
CA L.V.D.

ADDRESS PARCEL NO:
4330024.00A
TRACT:
1S.3353
LOT:
54.1

EXISTING SIGNS:
0 SQFT

NEW CNSITE WALL SIGNS:
1,757.72 SQFT

NEW TOTAL SIGN AREA:
1,757.72 SQFT

ALLOWSABLE SIGN AREA:
1,757.72 SQFT

THE CONSTRUCTION SHALL NOT RESTRICT A 5' CLEAR AND UNOBSTRUCTED ACCESS TO ANY WATER OR POWER DISTRIBUTION FACILITIES, OR TO THE LOCATION OF THE HOOK-UP. THE WORKER& THE CONSTRUCTION SHALL NOT BE WITHIN 10' OF POWER LINES - WEATHER OR NOT THE LINES ARE LOCATED ON THE PROPERTY, OTHERWISE A CLEARANCE FROM DWP IS REQUIRED. CALL (213) 347-0562
BACKGROUND and FINDINGS

The subject property is located on the northerly side of Pico Boulevard, which is designated as a major highway, which is fully improved with curb, gutter, and paved right of way and varies in width between 90’ and 100’, between Beverwil Drive on the west and Edris Drive on the east. That portion of the property fronting on Pico Boulevard is improved with a hotel. The two lots to the north of the hotel, fronting on Beverwil Drive, are used for hotel parking.

The Owner of the hotel (the Applicant) applied for a building permit to locate two wall signs on the westerly wall of the hotel. Plans were submitted to the Department of Building and Safety, checked, and a permit was issued. Wall signs were installed in accord with the submitted plans.

Subsequent to the installation of the wall signs, a representative from the Department of Building and Safety advised the Applicant’s representative that the permit had been issued in error and a discretionary action from the City Planning Department would be necessary in order to retain the signs.

Subsequent to conferring with representatives from the Department of Building and Safety, which issued a notice of revocation of the building permits, Applicant removed the two signs and is pursuing this variance request.

Section 14.4.10 Wall Signs provides as follows:

“A. Area

1. The total sign area of wall signs facing a street shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage for a single-story building.

2. For buildings more than one story in height, the combined wall sign area shall not exceed that permitted for a single story by more than ten percent for each additional story. In no event, shall the combined wall sign area exceed by 50 percent that area permitted for a single-story building.

3. For wall signs that are made up of individual letters that use the wall of the building as background, the allowable sign area sign area may be increased by 20 percent, provided there is no change in color between the background and the surrounding wall area.

4. The combined sign area of illuminated architectural canopy signs, roof signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.”
The sign area for the proposed signs is calculated as follows:

Street frontage: 110.00 + 82.78 + 36.35 + 240.20 + 111.43 = 580.76 linear feet.

Building frontage:

271 linear feet
10% of 271 = 27.1
27.1 x 12 Stories = 325.2

Street frontage (580.76 x 2) + 271 + 325.2 = 1,757.72 sq. ft. total allowable sign area.

The Applicant has used that portion of the property and building which has frontage on Edris Drive, Pico Boulevard and Beverwil Drive to calculate street and building frontage in order to determine the allowable and requested sign area. The Applicant is requesting to locate wall signs on the westerly side of the hotel only, as shown in the submitted plans, elevations and photographs.

**VARIANCE FINDINGS**

1. Strict application of the zone code would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the zoning regulations.

   The intent of the Zoning Code is to regulate and limit the size of wall signs on the building. By requiring the Applicant to calculate the size of the sign and limit the location of that sign to the side of the building on which it faces, in this case will deprive the owner of the ability to locate signs on one side of the building due to the placement of balconies on the southerly side of the building, which creates an unnecessary hardship on the Applicant which is inconsistent with the intent of the zoning regulations. The this case, the area of the signs on the building would be limited to that permitted by code. But the signs would be located on one side of the building only, rather than having smaller signs located on the southerly and westerly side of the building.

2. There are special circumstances applicable to the subject property such as size, shape, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity.

   The orientation of the building on the site makes it impossible to place wall signs on that portion of the building fronting Pico Blvd., designated as a Major Highway in the West Los Angeles Community Plan. Balconies from the rooms on the southerly side of the hotel prevent the placement of wall signs of the otherwise permitted size to be placed on that side of the building.
3. The variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships is denied to the subject property.

Many other properties in the same zone and vicinity have the ability to put wall signs on both sides of the building which front on two streets. However, because of the location of balconies on the southerly side of the subject building, an important amenity for the guests of the hotel, the Applicant is limited to placing wall signs only on the westerly side of the building.

4. Granting of the variance would not be materially detrimental to the public welfare, or injurious to the property or improvements in the same zone or vicinity in which the subject property is located.

The area of wall signs requested by the Applicant is no greater than the area of wall signs permitted by right on the site. But because it is impossible to locate signs on the southerly side of the building, the entire sign area will be located on the westerly side of the building. The area of the wall signs is the same as would be permitted by right. The impact of the wall signs is no greater than if the signs were located on both sides of the building.

5. The granting of the variance would not adversely affect any element of the General Plan.

The site and the use on the site are unique. The use of the site as a hotel is in compliance with the uses allowed by the General Plan. The wall signs are permitted by the General Plan and the total area of the requested wall signs on the building equals that which would be permitted by the Zoning Code. Granting the variance to locate the otherwise permitted signs on one side of the building would have no adverse affect on any element of the General Plan.
# MASTER LAND USE PERMIT APPLICATION

Los Angeles City Planning Department

<table>
<thead>
<tr>
<th>ENV No.</th>
<th>Existing Zone</th>
<th>District Map</th>
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<tbody>
<tr>
<td>APC</td>
<td>Community Plan</td>
<td>Council District</td>
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</table>

Census Tract | APN | Case Filed With [DSC Staff] | Date |
|-------------|-----|-----------------------------|------|

**CASE NO.**

**APPLICATION TYPE: VARIANCE**

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

## 1. PROJECT LOCATION AND SIZE

- **Street Address of Project:** 1224 South Beverwil Drive, Los Angeles, CA
- **Zip Code:** 90035
- **Legal Description:** Lot ___________ Block ___________ Tract ___________ TR 3535
- **Lot Dimensions:** ___________ **Lot Area (sq. ft.):** ___________ **Total Project Size (sq. ft.):** ___________

## 2. PROJECT DESCRIPTION

Describe what is to be done: Locate two wall signs on the westerly side of an existing hotel. One sign is approximately 22' x 50'. The other sign is approximately 13' x 50'.

<table>
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<tr>
<th>Present Use:</th>
<th>Proposed Use:</th>
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Plan Check No. (if available) [ ] Date Filed:

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 [ ] To be demolished [ ] Adding [ ] Total [ ]

## 3. ACTION(S) REQUESTED

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

- **Code Section from which relief is requested:** 14.4.10
- **Code Section which authorizes relief:** 12.27

A variance to utilize the total building wall sign area of 1,757.72 sq. ft., permitted by code to be located within two wall signs on the westerly side of an existing 12-story building in lieu of allowing signs of 532.96 sq. ft. (west side); 854.5 sq. ft. (south side); and 370.26 sq. ft. (east side).

Code Section from which relief is requested: ____________________________ Code Section which authorizes relief: ____________________________

Code Section from which relief is requested: ____________________________ Code Section which authorizes relief: ____________________________

Code Section from which relief is requested: ____________________________ Code Section which authorizes relief: ____________________________

List related or pending case numbers relating to this site: ____________________________
4. OWNER/APPLICANT INFORMATION

Applicant's name Morning View Hotels - BH1, LLC

Address: 9255 Sunset Blvd., Upper Penthouse

West Hollywood, CA

Company C/o Jerod Helt

Telephone: (310) 754-9168

Fax: ( )

Zip: 90069

E-mail: jerodhelt@gmail.com

Property owner's name (if different from applicant)

Address: ____________________________

Telephone: ( ) ____________________

Fax: ( ) ____________________________

Zip: ________________ E-mail: ________________

Contact person for project information Michael Tharp

Company Michael Tharp & Associates

Address: 5012 Onteora Way

Los Angeles, CA

Telephone: (323) 257-0058

Fax: ( )

Zip: 90041 E-mail: mbtharp@prodigy.net

5. APPLICANT’S AFFIDAVIT

Under penalty of perjury the following declarations are made:

a. The undersigned is the owner or lessee if entire site is leased, or authorized agent of the owner with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes lessee may not sign).

b. The information presented is true and correct to the best of my knowledge.

c. In exchange for the City's processing of this Application, the undersigned Applicant agrees to defend, indemnify and hold harmless the City, its agents, officers or employees, against any legal claim, action, or proceeding against the City or its agents, officers, or employees, to attack, set aside, void or annul any approval given as a result of this Application.

Signature: __________________________

Print: __________________________

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

On March 13, 2015 before me, Olga Salinas

(Invert Name of Notary Public and Title)

personally appeared Bob Grasswich, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(s), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.

Signature: __________________________

(Seal)

6. ADDITIONAL INFORMATION/FINDINGS

In order for the City to render a determination on your application, additional information may be required. Consult the appropriate Special Instructions handout. Provide on attached sheet(s) this additional information using the handout as a guide.

NOTE: All applicants are eligible to request a one time, one-year only freeze on fees charged by various City departments in connection with your project. It is advisable only when this application is deemed complete or upon payment of Building and Safety plan check fees. Please ask staff for details or an application.

Planning Staff Use Only

<table>
<thead>
<tr>
<th>Base Fee</th>
<th>Reviewed and Accepted by</th>
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<td>[Project Planner]</td>
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<td>CP-7771 (09/09/2011)</td>
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SIGNATURES of adjoining or neighboring property owners in support of the request; not required but helpful, especially for projects in single-family residential areas. (Attach additional sheet, if necessary)

<table>
<thead>
<tr>
<th>NAME (PRINT)</th>
<th>SIGNATURE</th>
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CP-7771 (09/9/2011)
ALLOWABLE SIGN AREA

STREET FRONTAGE:

\[110.00' + 82.78' + 36.35' + 240.20' + 111.43' = 580.76' U/F\]

BUILDING FRONTAGE:

271 U/F

10% OF 271 = 27.1

27.1 \times 12 \text{STORIES} = 325.2

STREET FRONTAGE (580.76 \times 2) + 271 + 325.2 = \text{1,757.72 SQFT TOTAL ALLOWABLE SIGN AREA}