

CallisonRTKL Inc.
1420 Fifth Avenue
Suite 2400
Seattle, WA 98101

☎ +1 206 623 4646
☎ +1 206 623 4625

CallisonRTKL.com

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Westwood Design Review Board

Subject: AT&T Los Angeles, CA – Westwood Blvd Store Exterior Branding
Project Narrative

To Whom It May Concern:

The following is a project narrative for the proposed Commercial Alteration at 1100 Westwood Blvd, Los Angeles, California, 90024. The building houses an existing leased AT&T retail space. The project described here is limited to exterior improvements:

- Removal of existing wood composite 'Trex' planking.
- Addition of wall, canopy, and pedestrian signage.
- New aluminum canopy w/ blue reveals.
- New charcoal and blue architectural 'portal' element composed of corrugated and non-corrugated Aluminum Composite Metal.
- Painting of existing cement plaster.

The proposed alterations conform to applicable section of the Westwood Specific Plan provisions and Design Review guidelines as follows:

Westwood Specific Plan

Section 8. Height and Setback

- A. Permitted Height – Addition of architectural feature at entry will increase the height of the existing parapet bringing the height to 26'-10", below the height limit of 40'-0".

Section 10. Development Standards

- A. Avoidance of large uninterrupted wall planes – All elevations will be divided by large ground level windows, changes in plane, and/or changes in finish. There are a total of seven large storefront windows on the existing building that will remain.
- B. Primary Entrance – The primary entrance is located at a prominent corner of the building frontage at ground level and accented with an aluminum canopy and architectural 'portal' element.

Section 11. Signs

- A. Approval – A proposed signage package has been included with this submittal for review by the Design Review Board.
- B. Prohibited Signs – Proposed signage does not fall under any category of prohibited sign.
- D. Sign Area
 - 1a. & 1f. Combined area of wall signage and max area of single sign – The northwest wall totals 15'-5" of street frontage allowing a max signage area of 46.5 sf. Total area of signage proposed equals 27 sf. The north wall totals 85'-3" of street frontage allowing for a max area of signage of 75 sf. Total area of signage proposed equals 20 sf.
- G. Projection of Signs
 - 1. Wall signs project no more than 6" from the face of the building.
 - 2. Pedestrian blade signs project no more than 26" from the face of the building.

Section 13. Design Review Procedures

B. Design Review Criteria

6. In the proposed design the massing of the building will not be significantly altered. The existing building is a one story conservatively sized structure and does not impose on the neighboring buildings. The façade is scaled appropriately and includes pedestrian amenities such as a canopy, light sconces, and pedestrian signage.

9. The proposed design utilizes a unified palette of materials, colors, and textures to provide a carefully balanced storefront presence.

In addition to conforming to the Westwood Specific Plan, the proposed work strives to comply with the Citywide Design Guidelines. Thank you for your review of this project. We hope that you will recognize our earnest effort to improve upon the existing building's contribution to the Westwood neighborhood and the surrounding urban fabric and we look forward to working with you during the Design Review process.

Kind regards,

CallisonRTKL

Chris Duchaine
Senior Designer