



MICHAEL N. FEUER
CITY ATTORNEY

REPORT NO. **18-0226**

JUN 28 2018

REPORT RE:

DRAFT ORDINANCE ENACTING THE FIGUEROA AND PICO SIGN DISTRICT

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File No. 18-0269

Honorable Members:

As requested by the City Council, this Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality, which would create the Figueroa and Pico Sign District.

This draft ordinance would create a new signage supplemental use district (Sign District) for a mixed-used development with up to 1,153 guest rooms and 13,145 square feet of ground-floor retail/restaurant uses within two hotel towers, totaling up to 505,335 square feet of floor area on a 1.22-acre site. The Sign District would authorize new static and digital signage for the project.

Your Planning and Land Use Committee considered this ordinance on May 15, 2018. As requested by the committee, the City Attorney has prepared the final draft ordinance to include the following changes:

1. Digital and supergraphic signs shall be subject to Project Permit Compliance approval;
2. With regard to animation and illumination standards, the standards applicable to the proposed off-site signs located along Figueroa Street shall be made consistent with standards applicable to off-site signs located along Figueroa Street pursuant to the Los Angeles Sports and Entertainment District (LASED) Specific Plan;
3. Animation shall not be permitted for digital signs on Flower Street;
4. Hours of operation restrictions for off-site signs located along Flower Street shall be consistent with standards for such signs found under the LASED Specific Plan; and
5. An amendment regarding the use and operational parameters for any proposed sign, which is consistent with the project's environmental impact report, shall be incorporated into the ordinance.

Additional background information on the draft ordinance is provided in the staff report prepared by the Department of City Planning.

Charter Findings

Pursuant to Charter Section 559, the Planning Commission approved the draft ordinance and recommended that the City Council adopt it. If the City Council chooses to adopt this ordinance, it may comply with the provisions of Charter Section 558 by either adopting the findings prepared by the Director of Planning attached to the file or by making its own findings.

CEQA Findings

The Council certified EIR No. ENV-2016-2594-EIR, Sch. No. 2016121063, for a prior discretionary approval for the project on February 9, 2018. The Council may find, pursuant to CEQA Guidelines Section 15162, that no subsequent EIR or subsequent mitigated negative declaration is required for the current discretionary approval where the whole of the administrative record demonstrates that no major revisions to the EIR are necessary due to the involvement of new significant environmental effects or a substantial increase in the severity of a previously identified significant effect resulting from changes to the project, changes to circumstances, or the existence of new information. The Council may find that no addendum is required if no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.

Council Rule 38 Referral

Copies of the draft ordinance were sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Fire Department, the Department of Transportation and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at (213) 978-8202. He or another member of this Office will be present when you consider this matter to answer questions you may have.

Sincerely,

MICHAEL N. FEUER, City Attorney

By 
DAVID MICHAELSON
Chief Assistant City Attorney

DM:TKM:KTF:gl
Transmittal