



**MICHAEL N. FEUER**  
CITY ATTORNEY

REPORT NO. R 19-0160  
MAY 29 2019

**REPORT RE:**

**ORDINANCE AMENDING THE NOHO WEST 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. 18-0634-S1

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 amend the NoHo West Sign District.

The existing NoHo West Sign District is a signage supplemental use district (Sign District) for the NoHo West Project, which involves an integrated commercial, retail and residential development consisting of a mix of uses totaling approximately 1.3 million square feet, including the rehabilitation and expansion of a former Macy's building for approximately 256,000 square feet of office and retail uses; approximately 316,000 square feet of new commercial development; 642 rental housing units; and public and private recreational amenities. The Sign District authorizes new static and digital signage for the project.

This amendment to the NoHo West Sign District makes the following changes: (1) makes all outward facing signs for on-site advertisement only; (2) reduces the total number of outward facing Supergraphic Signs; (3) reduces the maximum individual sign area square footage for the outward facing Supergraphic Signs and Digital Displays; (4)

changes the sign reduction provisions for Advertising Kiosks, Supergraphic Signs, and Digital Displays; and (5) other minor clarifications and corrections.

A more detailed discussion of the draft ordinance is provided in the January 25, 2019, staff report and technical modification report prepared by the Department of City Planning and the March 5, 2019, letter from Councilmember Krekorian.

#### 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

In connection with a prior discretionary approval, the project was assessed in Environmental Impact Report No. ENV-2015-888-EIR (EIR) certified September 9, 2016, and in an Addendum dated December 8, 2016. 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

A copy of the draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Fire Department, the Department of Transportation, and the Bureau of Engineering 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:KTF:sm  
Transmittal