

**PLANNING DEPARTMENT TRANSMITTAL
TO THE CITY CLERK'S OFFICE**

CITY PLANNING CASE:	ENVIRONMENTAL DOCUMENT:	COUNCIL DISTRICT:
CPC-2018-3276-SN	ENV-2015-888-EIR; SCH. No. 2015041001	2 – Krekorian
PROJECT ADDRESS:		
6150 Laurel Canyon Boulevard; 12001 West Oxnard Street		
APPLICANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
MGP-XI-GPI, Laurel Plaza, LLC 4365 Executive Drive Suite 1400 San Diego, CA 92121 <input type="checkbox"/> New/Changed	858-350-1977	slogan@merlonegeier.com
APPLICANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
Clare Bronowski, Glaser Weil, LLP 10250 Constellation Blvd., 19th Floor, Los Angeles, CA 90067	310-282-6524	cbronowski@glaserweil.com
APPELLANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
Same as Applicant		
APPELLANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
Same		
PLANNER CONTACT INFORMATION:	TELEPHONE NUMBER:	EMAIL ADDRESS:
Mark Friedlander, Planning Assistant	213-847-3630	mark.friedlander@lacity.org
ENTITLEMENTS FOR CITY COUNCIL CONSIDERATION		
Sign District		

FINAL ENTITLEMENTS NOT ADVANCING:

N/A

ITEMS APPEALED:

Sign District

ATTACHMENTS:	REVISED:	ENVIRONMENTAL CLEARANCE:	REVISED:
<input checked="" type="checkbox"/> Letter of Determination	<input type="checkbox"/>	<input type="checkbox"/> Categorical Exemption	<input type="checkbox"/>
<input checked="" type="checkbox"/> Findings of Fact	<input type="checkbox"/>	<input type="checkbox"/> Negative Declaration	<input type="checkbox"/>
<input checked="" type="checkbox"/> Staff Recommendation Report	<input type="checkbox"/>	<input type="checkbox"/> Mitigated Negative Declaration	<input type="checkbox"/>
<input checked="" type="checkbox"/> Conditions of Approval	<input type="checkbox"/>	<input checked="" type="checkbox"/> Environmental Impact Report	<input type="checkbox"/>
<input checked="" type="checkbox"/> Ordinance	<input type="checkbox"/>	<input type="checkbox"/> Mitigation Monitoring Program	<input type="checkbox"/>
<input type="checkbox"/> Zone Change Map	<input type="checkbox"/>	<input type="checkbox"/> Other _____	<input type="checkbox"/>
<input type="checkbox"/> GPA Resolution	<input type="checkbox"/>		
<input checked="" type="checkbox"/> Land Use Map	<input type="checkbox"/>		
<input type="checkbox"/> Exhibit A - Site Plan	<input type="checkbox"/>		
<input checked="" type="checkbox"/> Mailing List	<input type="checkbox"/>		
<input type="checkbox"/> Land Use	<input type="checkbox"/>		
<input type="checkbox"/> Other _____	<input type="checkbox"/>		

NOTES / INSTRUCTION(S):

FISCAL IMPACT STATEMENT:

Yes

No

*If determination states administrative costs are recovered through fees, indicate "Yes".

PLANNING COMMISSION:

City Planning Commission (CPC)

Cultural Heritage Commission (CHC)

Central Area Planning Commission

East LA Area Planning Commission

Harbor Area Planning Commission

North Valley Area Planning Commission

South LA Area Planning Commission

South Valley Area Planning Commission

West LA Area Planning Commission

PLANNING COMMISSION HEARING DATE:

COMMISSION VOTE:

September 27, 2018	8 – 0
LAST DAY TO APPEAL:	APPEALED:
November 26, 2018	Yes
TRANSMITTED BY:	TRANSMITTAL DATE:
James K. Williams Commission Executive Assistant II	November 27, 2018



LOS ANGELES CITY PLANNING COMMISSION

200 North Spring Street, Room 272, Los Angeles, California, 90012-4801, (213) 978-1300

www.planning.lacity.org

LETTER OF DETERMINATION

MAILING DATE: NOV 06 2018

Case No. CPC-2018-3276-SN

Council District: 2 – Krekorian

CEQA: ENV-2015-888-EIR, SCH. No. 2015041001

Plan Area: North Hollywood-Valley Village

Related Case: CPC-2015-889-VZC-SN-VCU-MCUP-SPR-ZAD-ZAA

Project Site: 6150 Laurel Canyon Boulevard;
12001 West Oxnard Street

Applicant: MGP-XI-GPI, Laurel Plaza, LLC
Representative: Altoon Partners, LLP

At its meeting of **September 27, 2018**, the Los Angeles City Planning Commission took the actions below in conjunction with the approval of the following project:

The NoHo West Sign District Amendment includes new procedures regarding the Sign Reduction Program, the removal of two freeway-adjacent digital displays, and the relocation of several freeway-facing supergraphic signs towards the interior of the site.

1. **Found**, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the previously certified Environmental Impact Report No. ENV-2015-888-EIR, certified September 9, 2016, and Addendum dated December 8, 2016, and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR, or addendum is required for approval of the Project;
2. **Approved in part and denied in part**, an amendment to the NoHo West Sign District (Ordinance 184 950).
3. **Recommended** that City Council **approve**, pursuant to Section 11.5.7 G of the Los Angeles Municipal Code (LAMC), an amendment to the NoHo West Sign District (Ordinance 184 950), as amended by the Commission subject to City Attorney review as to form and legality; and
4. **Adopted** the attached Findings.

The vote proceeded as follows:

Moved: Ambroz
Second: Perlman
Ayes: Choe, Khorsand, Mack, Mitchell, Millman, Dake-Wilson
Absent: Padilla-Campos

Vote: 8 - 0


James K. Williams, Commission Executive Assistant II
Los Angeles City Planning Commission

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.

Effective Date/Appeals: The applicant may appeal the decision of the Los Angeles City Planning Commission to the Los Angeles City Council within 20 days after the mailing date of this determination letter. Any appeal not filed within the 20-day period shall not be considered by the Council. All appeals shall be filed on forms provided at the Planning Department's Development Service Centers located at: 201 North Figueroa Street, Fourth Floor, Los Angeles; 6262 Van Nuys Boulevard, Suite 251, Van Nuys; or 1828 Sawtelle Boulevard, West Los Angeles.

FINAL APPEAL DATE: NOV 26 2018

If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

Attachments: Amended Ordinance, Maps, Findings

c: Luciralia Ibarra, Principal City Planner
Heather Bleemers, Senior City Planner
Milena Zasadzien, City Planner

ORDINANCE NO. _____

NOHO WEST SIGN DISTRICT

As modified by City Planning Commission September 27, 2018

TABLE OF CONTENTS

	PAGE(S)
SECTION 1. ESTABLISHMENT OF THE NOHO WEST SIGN DISTRICT	2
SECTION 2. PURPOSES	2
SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS	2
SECTION 4. DEFINITIONS	3
SECTION 5. PROCEDURAL REQUIREMENTS	5
A. BUILDING PERMITS	5
B. DIRECTOR SIGN-OFF	5
C. EXEMPT SIGNS	5
D. PROJECT PERMIT COMPLIANCE	6
E. REQUESTS FOR DEVIATIONS FROM REGULATIONS	6
SECTION 6. GENERAL REQUIREMENTS	6
A. GENERAL REQUIREMENTS OF CODE	6
B. SIGN ZONES	6
C. PERMITTED SIGNS	6
D. PROHIBITED SIGNS	6
E. GENERAL SIGN LOCATION REQUIREMENTS	7
F. ILLUMINATION	7
G. REFRESH RATE	9
H. VISUAL MAINTENANCE	9
I. HAZARD REVIEW	9
J. FREEWAY EXPOSURE	9
K. NEW TECHNOLOGIES	9
L. ALTERATIONS, REPAIRS OR REHABILITATION	9
M. MATERIALS	10
SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS	10
A. MONUMENT SIGNS	10
B. PROJECTING SIGNS	11
C. WALL SIGNS	12
D. PEDESTRIAN PILLAR SIGNS	13
E. LARGE PILLAR SIGNS	14
F. ADVERTISING KIOSKS	14
G. ARCHITECTURAL CANOPY SIGNS	15
H. SUPERGRAPHIC SIGNS	17
I. DIGITAL DISPLAYS	18

TABLE OF CONTENTS, CONT'D.

	PAGE(S)
J. WINDOW SIGNS	19
K. TEMPORARY SIGNS	19-20
L. ORIGINAL ART MURALS / PUBLIC ART INSTALLATIONS	19-20
<u>SECTION 8. SIGN REDUCTION</u>	<u>19-20</u>
SECTION 8<u>9</u>. SEVERABILITY	<u>19-21</u>
EXHIBIT MAPS	
EXHIBIT A SIGN LOCATION PLANS	
EXHIBIT B SIGN ZONE MAP	

ORDINANCE NO. _____

An ordinance amending the NoHo West Sign District (Ordinance 184,950) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

WHEREAS, the NoHo West Project (Project) will be located in the North Hollywood – Valley Village Community Plan, where the General Plan Framework calls for preservation and enhancement of the positive characteristics of existing residential neighborhoods while improving the function, design and economic vitality of the commercial corridors;

WHEREAS, the Project is located on the site of the former Laurel Plaza Shopping Center, and on November 29, 2011, the Laurel Canyon Corridor Sign District was initiated by Motion of Councilmember Paul Krekorian;

WHEREAS, the Project will enhance the neighborhood through the activation of an underutilized shopping center and creation of a community hub with a well-balanced mix of office, retail and residential amenities;

WHEREAS, the Project will provide new commercial and office space, which will house a variety of businesses that will serve the neighborhood and surrounding area;

WHEREAS, the Project will preserve and repurpose the original Macy's building on the site for use as office space;

WHEREAS, unique and vibrant signage that informs and attracts visitors to the Project is a necessary component for the success of the Project;

WHEREAS, the permitting of off-site signs and commercial displays at the Project will directly advance the purposes of improving the aesthetics of the area by carefully regulating the placement and design of such signs; and

WHEREAS, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement of signage with consideration for surrounding uses, and directing functional way-finding and building identification throughout the site.

NOW, THEREFORE,

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

SECTION 1. ESTABLISHMENT OF THE NOHO WEST SIGN DISTRICT.

The City Council hereby establishes the NoHo West Sign District, which shall be that area of the City shown within the heavy dashed line on Exhibit B - Sign Zone Map, comprising the approximately 24.7 acre site located at the southeast corner of Laurel Canyon Boulevard and Erwin Street, and generally bound by Erwin Street to the north, Radford Avenue to the east, Laurel Canyon Boulevard and the State Route 170 (Hollywood) Freeway to the west and Oxnard Street to the south. This area is referred to as the "Sign District."

SEC. 2. PURPOSES.

The NoHo West Sign District is intended to:

- A.** Support and enhance the land uses and urban design objectives of the North Hollywood – Valley Village Community Plan;
- B.** Create a unique and recognizable identity through signage elements, to draw visitors to the North Hollywood area to benefit the local economy and reduce lingering blight;
- C.** Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D.** Ensure that new Off-Site signs, Digital Displays, and Supergraphic Signs are responsive to and integrated with the aesthetic character of the structures on which they are located;
- E.** Protect adjacent residential communities from potential adverse impacts by concentrating signage away from residential areas, and setting standards for signage amounts, size, illumination and sign motion/animation; and
- F.** Coordinate the location and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety and maintain compatibility with surrounding uses.

SEC. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A.** The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained

in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.

B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than or more permissive than those contained in the Code or other relevant ordinances, this Ordinance shall prevail.

SEC. 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Code Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

Advertising Kiosk. A freestanding, double-sided, ground-mounted sign which is incorporated into a freestanding architectural structure, and which may incorporate digital displays and off-site signage.

Architectural Canopy Sign. An enclosed structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

Banner Sign. A sign that is attached to a building and fixed in place and generally constructed of fabric, canvas, metal or similar material.

Billboard. Any sign on one or more poles that is structurally separate from an existing building; supported by independent footing inside an existing building or other improvements; and/or supports a solid sign panel that is attached to pole(s) or column(s) that may be cantilevered over a building.

Canister/Can/Cabinet Sign. An opaque or clear sign with illuminated or non-illuminated text, logos or symbols placed on, behind or extruded through the plastic face of an enclosed cabinet attached to the face of the building.

Captive Balloon Sign. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

Digital Display. A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images or flashing images, including video and animation through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

Feather Sign/Sail Sign/Wind Banner. A freestanding or mounted sign that is supported by a flexible or semi-flexible full or partial frame within which is a

material constructed of vinyl paper or other wind-resistant and moveable materials.

Inflatable Device. A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable Devices are restrained, attached or held in place by a cord, rope, cable or similar method. The term Inflatable Device shall not include any object that contains helium, hot air or a lighter-than-air substance.

Interior Sign. Any sign that is: (a) within an interior courtyard, interior concourse or interior plaza of a building that is not intended to be visible in any way from the street, public right-of-way, or publicly accessible plaza or driveway adjacent to a public right-of-way; or (b) immediately adjacent to a building on the premises and intended to be viewed primarily from grade by pedestrians within the Commercial Zone of the Sign District area.

Marquee Sign. A sign that projects from the face of a building, either in a horizontal or vertical orientation, indicating the name of the business, as well as events that occur on the same premises.

Monument Sign. A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing or artificially created grade to the bottom of the sign, and that has a horizontal dimension equal to or greater than its vertical dimension.

Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located. For purposes of the sign regulations in this Ordinance, the premises shall include all properties within the Commercial Zone of the Sign District.

On-Site Sign. A sign that is other than an off-site sign.

Pillar Sign. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a vertical dimension equal to or greater than its horizontal dimension.

Pole Sign. A freestanding sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a monument sign or pillar sign.

Projecting Sign. A sign, other than a Wall Sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.

Roof Sign. A sign erected upon a roof of a building.

Sign. Any whole or part of a display board, wall, screen or object used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Supergraphic Sign. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of the Code: 14.4.10 (Wall Signs), 14.4.16 (Temporary Signs), 14.4.17 (Temporary Signs on Temporary Construction Walls), 14.4.18 (Off-Site Signs) and/or 14.4.20 (Art Murals and Public Art Installations).

Tenant Frontage. The linear building frontage of a tenant space along a public street or right-of-way, driveway, or pedestrian walkway or plaza.

Wall Sign. Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

Window Sign. Any sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside of the building.

SEC. 5. PROCEDURAL REQUIREMENTS.

A. Building Permits. The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director of Planning (Director); and (2) relevant requirements of the Code.

B. Director Sign-Off. LADBS shall require a Director sign off on any sign permit application with the Sign District. The Director shall determine if the sign complies with all of the applicable requirements of this Ordinance and Exhibit Maps and the applicable requirements of the Code before signing off on a permit application. The Director's approval shall also be indicated by stamping the permit plans.

C. Exempt Signs. LADBS permit applications for the following sign types shall be subject to LADBS review and the relevant requirements of the Code, but are exempt from Director's review and do not require a Director's permit sign-off: window signs, temporary signs, art murals and public art installations.

D. Project Permit Compliance. LADBS shall not issue a permit for Supergraphic Signs or Digital Displays unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code and Section 7.H and Section 7.I of this Ordinance. The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in LAMC Section 11.5.7.

E. Request for Deviations from Regulations. The procedures for adjustments, exceptions, amendments and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7.E-H of the Los Angeles Municipal Code.

SEC. 6. GENERAL REQUIREMENTS.

A. General Requirements of Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination.

B. Sign Zones. This Sign District is divided into two (2) Sign Zones as shown in the Sign Zone Map (Exhibit B), which includes the Commercial Zone and Residential Zone.

C. Permitted Signs. All signs defined in Section 7 of this Ordinance and all signs otherwise permitted by the Code shall be permitted within the Sign District.

D. Prohibited Signs. The following signs shall be prohibited:

1. Banner Signs;
2. Billboards;
3. Can/Canister/Cabinet Wall Signs, except as provided in Section 7.C.5;
4. Captive Balloon Signs;
5. Inflatable Devices;
6. Pole Signs;
7. Roof Signs;
8. Sail Signs/Wind Banners/Feather Signs;

9. Advertising Kiosks, Architectural Canopy Signs, Digital Displays, Large Pillar Signs, Projecting Signs and Supergraphic Signs, in the Residential Zone; and

10. Any Sign not specifically authorized by this Ordinance or by the Code.

E. General Sign Location Requirements. The location of signage is subject to standards identified in Section 6 and Section 7 of this Ordinance and Code Section 14.4.4.C (Prohibited Locations). In addition:

1. Signage shall be installed in substantial conformance with the approximate locations identified for each sign type in the Sign Location Map (Exhibit A).

2. No sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the LAFD determines, in writing, that the sign would not create a hazardous condition.

F. Illumination.

1. All illuminated signs shall have a brightness limitation of 0.3 foot candles above ambient lighting.

2. All illuminated signs shall be designed, located and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign.

3. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.

4. The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.

5. No sign shall use highly reflective materials such as mirrored glass.

6. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

7. All light emitting diodes used within any sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All light emitting diodes shall be oriented towards the street, rather than towards the sky.

8. Any Digital Display shall make a smooth transition at a consistent rate between the permitted daytime to nighttime brightness levels beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

9. Illumination Testing Protocol for Digital Displays. Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance, and provide a copy of the results, along with a certification from an LADBS approved testing agency, to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

a. In order to determine whether the illumination complies with Article 4.4 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

b. The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

c. In addition, if as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with this Ordinance, the applicant or its successor shall adjust the signage illumination to bring it into compliance immediately.

G. Refresh Rate. The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates shall be as follows:

1. The Controlled Refresh Rate shall be no more frequent than one refresh event every one minute with an instant transition between images. The sign image must remain static between refreshes.
2. The Non-Controlled Refresh Rate is the Refresh Rate of all Digital Displays that are not made subject to a Controlled Refresh Rate pursuant to this Ordinance and which shall permit images, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.

H. Visual Maintenance. All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware and wall perforation from any abandoned sign shall be removed, and building surfaces shall be restored to their original condition.
2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

I. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from further Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

J. Freeway Exposure. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Freeway Exposure regulations in Code Section 14.4.6. All signs shall continue to be subject to Caltrans approval, where applicable.

K. New Technologies. The Director may permit the use of any technology or material which did not exist as of the effective date of this Ordinance, utilizing the Director's Interpretation procedure outlined in Code Section 11.5.7.H, if the Director finds that such technology or material is consistent with the regulations described herein.

L. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

M. Materials. The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

SEC. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Monument Signs.

1. Intent. Monument Signs identify the project site or buildings near the street or driveway entrances, and are intended to be viewed primarily from vehicles.

2. Sign Area. Monument Signs may be incorporated with landscape walls and other architectural elements. The individual sign area of a Monument Sign is measured based on the area containing signage, and does not include any adjacent or attached landscape or architectural elements.

Zone	Maximum Individual Sign Area for Monument Signs
Commercial Zone	1350 SF
Residential Zone	60 SF

3. Height.

a. Monument Signs in the Commercial Zone shall not exceed a maximum of 15 feet in height.

b. Monument Signs in the Residential Zone shall not exceed a maximum of 6 feet in height.

4. Location.

Zone	Maximum Number of Monument Signs
Commercial Zone	One on Oxnard Street and one at the corner of Laurel Canyon Boulevard and Erwin Street
Residential Zone	One per each residential building elevation

5. Design. Channel letters (internally illuminated letters, numbers or figures, individually formed in a three dimensional U-shaped channel) on three dimensional architectural letters are required for letters greater than 6 inches in height. Monument Signs may be double sided.

6. Illumination. Monument Signs may be non-illuminated or illuminated. If illuminated, the sign shall be internally illuminated or lighting shall be installed to face the monument sign and be hidden from view.

7. Off-Site Standards. Monument Signs shall not be Off-Site Signs.

8. Digital Standards. Monument Signs shall not include Digital Displays.

B. Projecting Signs.

1. Intent. Projecting Signs identify tenants or buildings in the Commercial Zone.

2. Sign Area.

Zone	Maximum Individual Sign Area for Projecting Signs
Commercial Zone: Buildings A through M	50 SF
Commercial Zone: One sign on the northwest corner of Building H	300 SF
Commercial Zone: West elevation of Parking Structure	350 SF

3. Height. Projecting Signs shall not be located lower than 8 feet above sidewalk grade or edge of roadway grade nearest the sign. Projecting signs, except for those located on the west elevation of the Parking Structure, shall not extend above the top of the building wall. In addition, the height of Projecting Signs must be equal to or greater than the width for any Projecting Sign larger than 10 square-feet in sign area.

4. Location. Projecting Signs are prohibited in the Residential Zone.

Zone	Maximum Number of Projecting Signs
Commercial Zone: Number permitted per individual tenant space on Buildings A through M, except one additional sign is allowed to accommodate a single Building H tenant	One per tenant
Commercial Zone: Number permitted along the western elevation of the Parking Structure	10

5. Design. Each Projecting Sign shall be located at a minimum distance of 15 feet away from any other Projecting Sign. The plane of the sign face of the projecting sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building. Projecting Signs may be double-sided. Channel letters, push-thru letters, cut-thru letters and other architecturally integrated methods for lettering are required for letters greater than 6 inches in height.

6. Illumination. Projecting Signs shall be non-illuminated or internally illuminated.

7. Off-Site Standards. Projecting Signs shall not be Off-Site Signs.

8. Digital Standard. Projecting Signs shall not include Digital Displays.

C. Wall Signs.

1. Intent. Wall Signs identify tenants or buildings and include tenant Wall Signs, multi-tenant Wall Signs and residential Wall Signs. Wall Signs do not include Supergraphic Signs or Digital Displays.

2. Sign Area.

Zone	Maximum Individual Sign Area for Wall Signs
Commercial Zone: tenant Wall Signs	1.5 SF per 1 linear foot of tenant frontage. The maximum width for each Wall Sign shall be 75% of the length of the tenant frontage
Commercial Zone: multi-tenant Wall Signs	1000 SF
Residential Zone: residential Wall Signs	100 SF

3. Height.

- a. Tenant Wall Signs and residential Wall Signs shall not extend above the top of the wall of the building.
- b. Multi-tenant Wall Signs are permitted to extend above the building roofline by a maximum of 20% of the Wall Sign height.

4. Location.

Zone	Maximum Number of Wall Signs
Commercial Zone: tenant Wall Signs	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation
Commercial Zone: multi-tenant Wall Signs	One on Commercial Building A; one on Commercial Building J; four on the Parking Structure
Residential Zone: residential Wall Signs	Four per building elevation

5. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6 inches in height in tenant, multi-tenant and residential Wall Signs.

- a. Wall signs may include one separate custom-shaped Canister/Can/Cabinet Sign component for tenant logos, which shall not exceed 30% of the allowable wall sign area per tenant. The component

shall not be separately counted against the total maximum number of wall signs for each tenant.

b. Each multi-tenant Wall Sign shall be comprised of a minimum of five individual tenant panels for on-site tenants located in the Commercial Zone of the Sign District.

6. Illumination.

a. Wall Signs in the Commercial Zone shall be non-illuminated or internally illuminated.

b. Wall Signs in the Residential Zone shall be non-illuminated.

7. Off-Site Standards. Wall Signs shall not be Off-Site Signs.

8. Digital Standards. Wall Signs shall not include Digital Displays.

D. Pedestrian Pillar Signs.

1. Intent. A “Pedestrian Pillar Sign” is a Pillar Sign that is intended to assist in vehicular or pedestrian way-finding.

2. Sign Area.

Zone	Maximum Individual Sign Area for Pedestrian Pillar Signs
Commercial Zone	25 SF
Residential Zone	25 SF

3. Height. The height for an individual Pedestrian Pillar Sign shall not exceed a maximum of 9 feet.

4. Location. There is no limit on the number of Pedestrian Pillar Signs allowed.

5. Design. Pedestrian Pillar Signs shall be ground-mounted and not attached to any building face. Pedestrian Pillar Signs within the Commercial Zone that are Interior Signs may incorporate a digital display screen with a maximum screen area of 6 square feet.

6. Illumination. Pedestrian Pillar Signs shall be non-illuminated or internally illuminated. Any digital display screen shall be subject to the Controlled Refresh Rate.

7. Off-Site Standards. Pedestrian Pillar Signs shall not be Off-Site Signs.

8. Digital Standards. Pedestrian Pillar Signs shall not be Digital Displays, except as provided in Sections 7.D.5 and 7.D.6 above.

E. Large Pillar Signs.

1. Intent. A “Large Pillar Sign” is a Pillar Sign that identifies tenants or buildings near street or driveway entrances and is intended to be viewed primarily from vehicles.

2. Sign Area.

Zone	Maximum Individual Sign Area for Large Pillar Signs
Commercial Zone	350 SF

3. Height. Large Pillar Signs in the Commercial Zone shall not exceed a maximum of 35 feet in height.

4. Location. Large Pillar Signs are prohibited in the Residential Zone.

Zone	Maximum Number of Large Pillar Signs
Commercial Zone: Number permitted per public street frontage of the Sign District in the Commercial Zone	2

5. Design. Channel letters, push-thru letters, cut-thru letters and other architecturally integrated methods for lettering are required for letters greater than 6 inches in height. Large Pillar Signs may be double sided.

6. Illumination. Large Pillar Signs shall be non-illuminated or internally illuminated.

7. Off-Site Sign Standards. Large Pillar Signs shall not be Off-Site Signs.

8. Digital Standards. Large Pillar Signs shall not include Digital Displays.

F. Advertising Kiosks.

1. Intent. Advertising Kiosks are pedestrian-oriented, double-sided signs which are incorporated into a freestanding architectural structure.

2. Sign Area.

Zone	Maximum Individual Sign Area for Advertising Kiosks
Commercial Zone	36 SF

~~a. No building permit shall be issued for a new Advertising Kiosk with a Digital Display component prior to the removal, of legally permitted~~

~~billboards within a three-mile radius of the Sign District, as evidenced by final inspection and approval of the removal, pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.~~

~~b. Terms of Sign Reduction Program. Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of 10 square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.~~

3. Height. Advertising Kiosks shall not exceed a maximum of 8 feet in height.

4. Location. Advertising Kiosks are prohibited in the Residential Zone.

Zone	Maximum Number of Advertising Kiosks
Commercial Zone	10

5. Design. Advertising Kiosks shall be Interior Signs and shall be designed with similar materials and construction methods as adjoining existing or simultaneously proposed building or signage elements to ensure that the Advertising Kiosks are compatible with the surrounding architecture.

6. Illumination. Advertising Kiosks shall be non-illuminated or internally illuminated. Any Digital Display element shall be subject to the Controlled Refresh Rate.

7. Off-Site Sign Standards. Advertising Kiosks may be Off-Site Signs.

8. Digital Standards. Advertising Kiosks may include Digital Display elements.

9. Sign Reduction Program. No building permit shall be issued for any Digital Display component of the Advertising Kiosk prior to approval of a sign reduction plan and Project Permit Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction.

G. Architectural Canopy Signs.

1. Intent. An Architectural Canopy Sign may be the primary tenant shopfront sign for each tenant space. An Architectural Canopy Sign can also be a Wall Sign or a Marquee Sign.

2. Sign Area.

Zone	Maximum Individual Sign Area for Architectural Canopy Signs
Commercial Zone	1.5 SF per 1 linear foot of tenant frontage. The maximum width for Architectural Canopy Signs shall be 75% of the length of the tenant frontage

3. Height.

- a. Architectural Canopy Signs shall not extend above the top of the wall of a building.
- b. Architectural Canopy Signs shall have a minimum clearance of 8 feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway.
- c. Architectural Canopy Signs shall not occupy a 4 foot distance along the exterior wall at one corner of the building's street frontage.
- d. Architectural Canopy Signs may project a maximum of 3 feet from the face of the building.

4. Location. Architectural Canopy Signs are prohibited in the Residential Zone.

Zone	Maximum Number of Architectural Canopy Signs
Commercial Zone	Each tenant is allowed either one Wall Sign or one Architectural Canopy Sign per building elevation

5. Design. Channel letters, push-thru letters, cut-thru letters, and other architecturally integrated methods for lettering are required for letters greater than 6 inches in height.

6. Illumination. Architectural Canopy Signs shall be non-illuminated or internally illuminated. Any Digital Display element shall be subject to the Controlled Refresh Rate.

7. Off-Site Standards. Architectural Canopy Signs shall not be Off-Site Signs.

8. Digital Standards. Architectural Canopy Signs shall not include Digital Displays, except that up to two Interior Signs functioning as Marquee Signs for a tenant providing performances or events that occur on the same premises may include a Digital Display element.

H. Supergraphic Signs.

1. Intent. Supergraphic Signs are larger signs applied directly to the wall or applied to a frame attached to the wall.

2. Sign Area.

Zone	Maximum Individual Sign Area for Supergraphic Signs
Commercial Zone: Supergraphic Signs on the west <u>or south</u> elevation of the Parking Structure and east elevation of Building H	800 SF
Commercial Zone: Supergraphic Signs on the west <u>or south</u> elevations of Building J <u>or the north elevation of Building H (interior to plaza)</u>	1000 SF

~~a.—No building permit shall be issued for a new Supergraphic Sign prior to the removal of legally permitted billboards within a three-mile radius of the Sign District, as evidenced by final inspection and approval of the removal, pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.~~

~~b.—Terms of Sign Reduction Program.—Each square foot of sign area of a new Supergraphic Sign shall be offset by a reduction of a minimum of 5 square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.~~

3. Height. Supergraphic Signs shall not extend above the top of the wall of a building.

4. Location. Supergraphic Signs are prohibited in the Residential Zone.

Zone	Maximum Number of Supergraphic Signs
------	--------------------------------------

Commercial Zone: Supergraphic Signs on the west elevation of the Parking Structure	8 <u>4</u>
<u>Commercial Zone: Supergraphic Signs on the south elevation of the Parking Structure</u>	<u>1</u>
Commercial Zone: Supergraphic Signs on the east elevation of Building H	3
Commercial Zone: Supergraphic Signs <u>facing the central commercial plaza</u> (on the west <u>and south</u> elevations of Building J <u>or the west elevation of Building H</u>)	4 <u>3</u>

5. Design. Supergraphic Signs may include a structural frame upon which the sign material is mounted or attached.

6. Illumination. Supergraphic Signs shall be non-illuminated or illuminated from above with the light source shielded from view.

7. Off-Site Standards. Supergraphic Signs may be Off-Site Signs. However, the three Supergraphic Signs on the east elevation of Building H cannot display any commercial advertising.

8. Digital Standard. Supergraphic Signs shall not include Digital Displays.

9. Sign Reduction Program. No building permit shall be issued for any Supergraphic Sign prior to approval of a sign reduction plan and Project Permit Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction.

I. Digital Displays.

1. Intent. A Digital Display is a sign that displays images through the use of electronic media or technology that may be changed remotely through electronic means.

2. Sign Area.

Zone	Maximum Individual Sign Area for Digital Displays
Commercial Zone	1200 SF

~~a. No building permit shall be issued for a new Digital Display prior to the removal of legally permitted billboards within a three-mile radius of the Sign District, as evidenced by final inspection and approval of the removal,~~

~~pursuant to the terms of the sign reduction program. To apply for the sign reduction program, the applicant shall submit a Project Permit Compliance application with a sign reduction plan to the Director for approval pursuant to Section 11.5.7 of the Code.~~

~~b. Terms of Sign Reduction Program. Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of 10 square feet of billboard sign area. The reduction of billboard sign area must occur within a three-mile radius of the Sign District.~~

3. Height. Digital Displays shall not extend above the top of the wall of a building.

4. Location. Digital Displays are prohibited in the Residential Zone.

Zone	Maximum Number of Digital Displays
Commercial Zone	Three total: o One each on the north, south, and east elevations of the Parking Structure

5. Design. Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed.

6. Illumination. Digital Displays shall be internally illuminated. The Digital Display on the east elevation of the Parking Structure shall be subject to the Non-Controlled Refresh Rate.

a. Digital Displays shall only operate between the hours of 7:00 a.m. and 12:00 a.m.

b. Digital Displays shall not be operational until such time as a Certificate of Occupancy has been issued for the Commercial Buildings within the Sign District.

7. Off-Site Standards. Digital Display may be Off-Site Signs.

8. Digital Standard. Digital Displays are digital.

9. Sign Reduction Program. No building permit shall be issued for any Digital Display prior to approval of a sign reduction plan and Project Permit Compliance Review for that sign, incorporating the terms and sign reduction ratios of Section 8, Sign Reduction.

J. Window Signs.

Window Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code.

K. Temporary Signs.

Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code.

L. Original Art Murals/Public Art Installation.

Original Art Murals and Public Art Installations are allowed within the Sign District and shall comply with the applicable provisions of the Code.

SEC. 8. SIGN REDUCTION.

Sign reduction is required for all Digital Display components of Advertising Kiosks, Supergraphics, and Digital Displays. An applicant shall seek approval of a sign reduction plan by filing an application with the Director pursuant to Section 11.5.7 of the Code. The application shall demonstrate compliance with the following requirements:

A. Removal of Off-Site Signage. A property owner in this district shall be permitted to install Digital Display components of Advertising Kiosks, Supergraphics, and Digital Displays only if the property owner demonstrates the removal of existing, legally permitted Off-Site Signs, including nonconforming Off-Site Signs, in existence as of the effective date of the ordinance establishing the Sign District, that are removed from any other property located within a three mile radius of the boundaries of the Sign District, based upon the following sign reduction ratios:

1. **Supergraphic Signs:** Each square foot of sign area of a new Supergraphic Sign shall be offset by a reduction of a minimum of five (5) square feet of Off-Site Sign area.
2. **Digital Displays:** Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of ten (10) square feet of Off-Site Sign area.

B. Proof of Legal Status, Removal Rights and Indemnification. Sign reduction credits shall not be awarded unless the applicant submits the following with the application form:

1. **Valid Building Permit.** A valid building permit demonstrating that the sign to be removed constitutes a legal use.
2. **Property Owner's Statement.** A written statement from the owner of the property from which the sign(s) will be removed attesting that the owner has the legal right to remove the sign at issue and agrees that if sign credits are issued, then once any sign is removed for the purpose of obtaining a sign credit, it may

not be reinstated. This written statement must be signed under penalty of perjury and notarized.

3. **Indemnification.** An executed agreement from the applicant promising to defend and indemnify the City against any and all legal challenges filed by a third party relating to the removal of the sign(s).

C. Proof of sign removal. The applicant shall submit a final demolition permit and photographic evidence that the signs in question have been removed prior to the issuance of any new building permit for an Off-Site Sign.

D. Transfer of rights. Sign credits awarded pursuant to this section shall not be used to install signs on any property outside of this District, or in violation of the requirements of this Ordinance. Under no circumstances shall the removal of one sign result in the issuance of more than one credit.

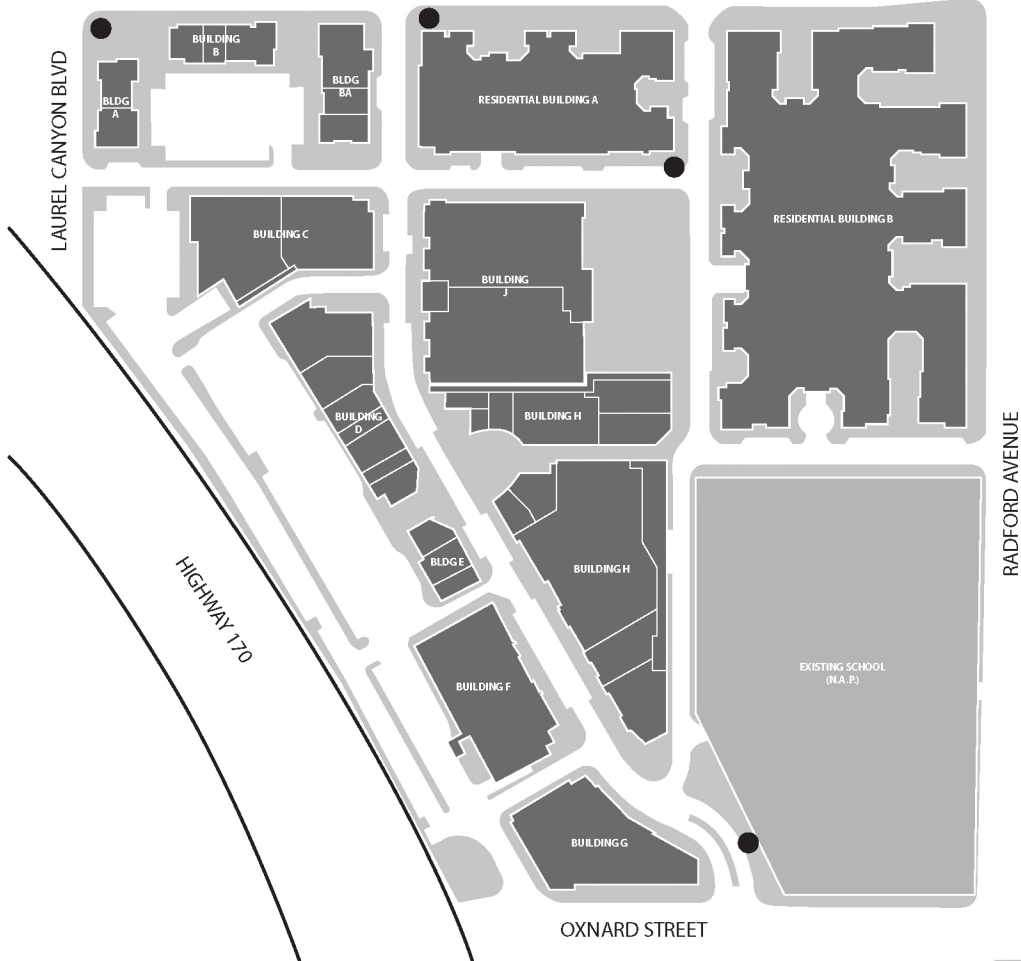
SEC. ~~8-9~~. SEVERABILITY.

If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said Ordinance, which can be implemented without the invalid provision, clause or application, and to this end, the provisions and clauses of this Ordinance are declared to be severable. The City Council hereby declares that it would have passed this Ordinance and each portion or subsection, sentence, clause and phrase herein, irrespective of the fact that any one or more portions, subsections, sentences, clauses or phrases be declared invalid.

Lower Level Site Plan

ERWIN STREET

Exhibit A



Upper Level Site Plan



● MONUMENT SIGNS

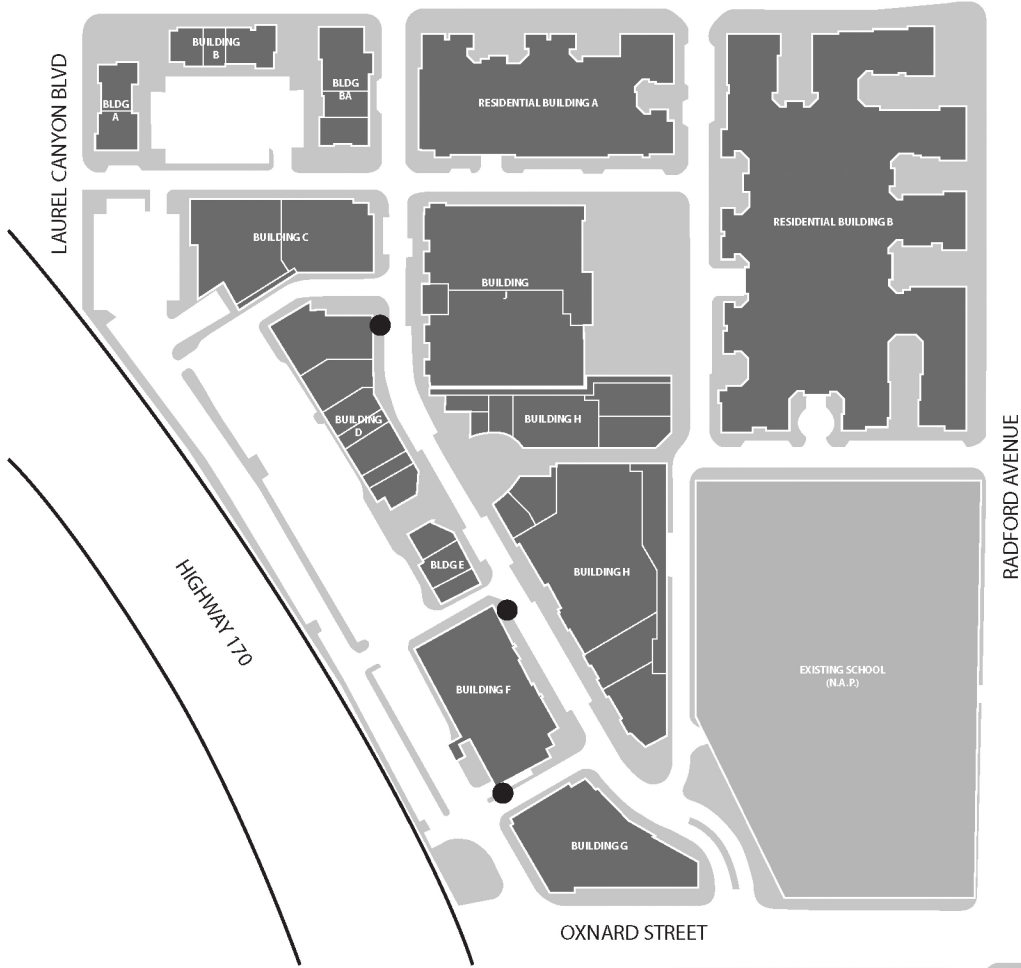
MSP INCLUDES THE FOLLOWING SIGNS:

- JL** JUMBO LETTERS
- RM2** RESIDENTIAL MONUMENT

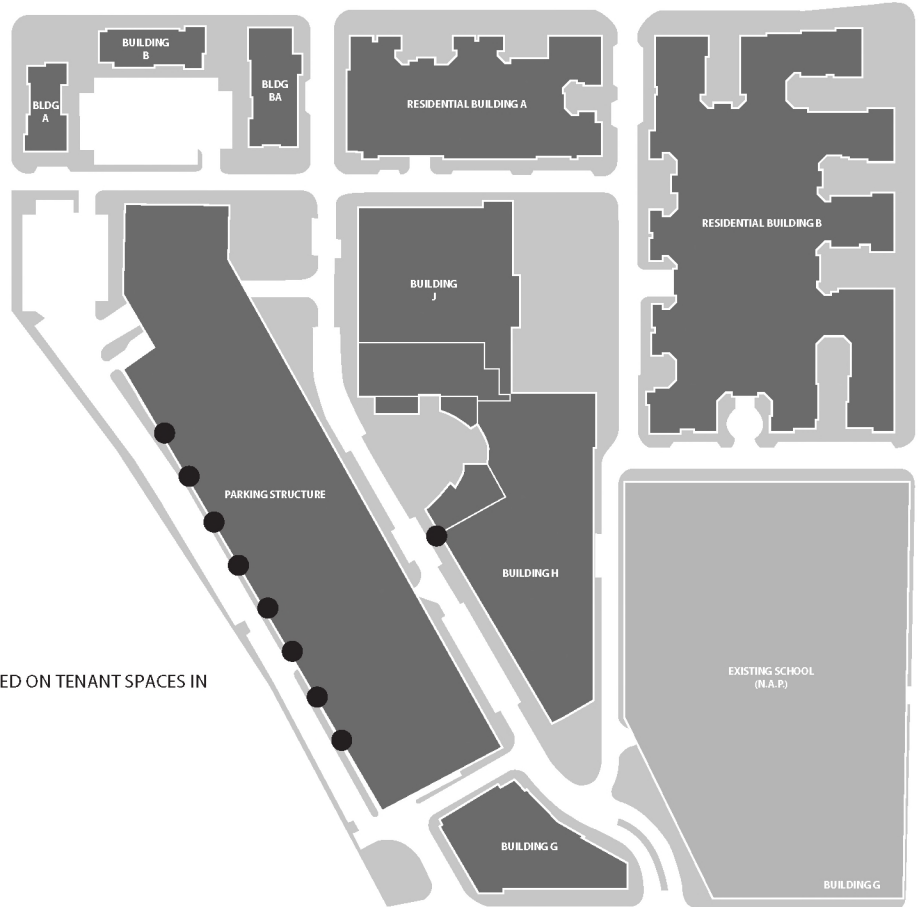
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



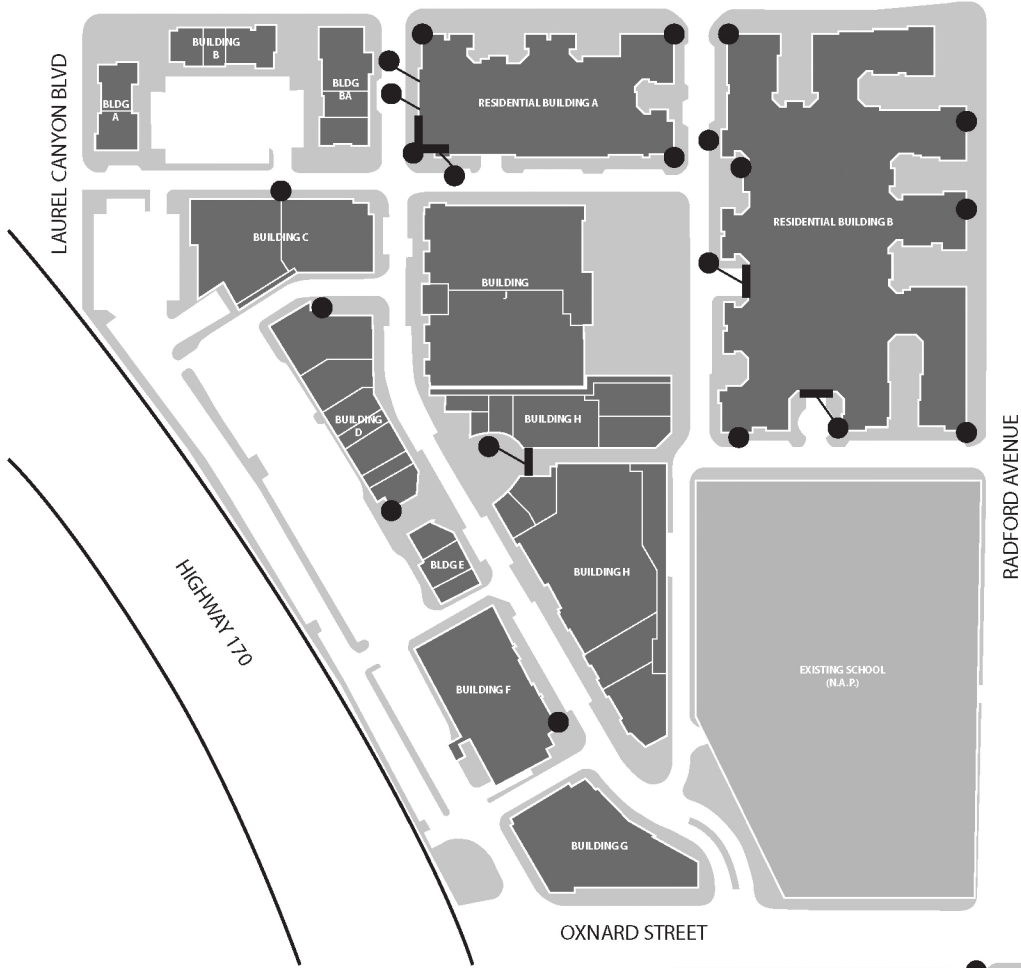
● PROJECTING SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

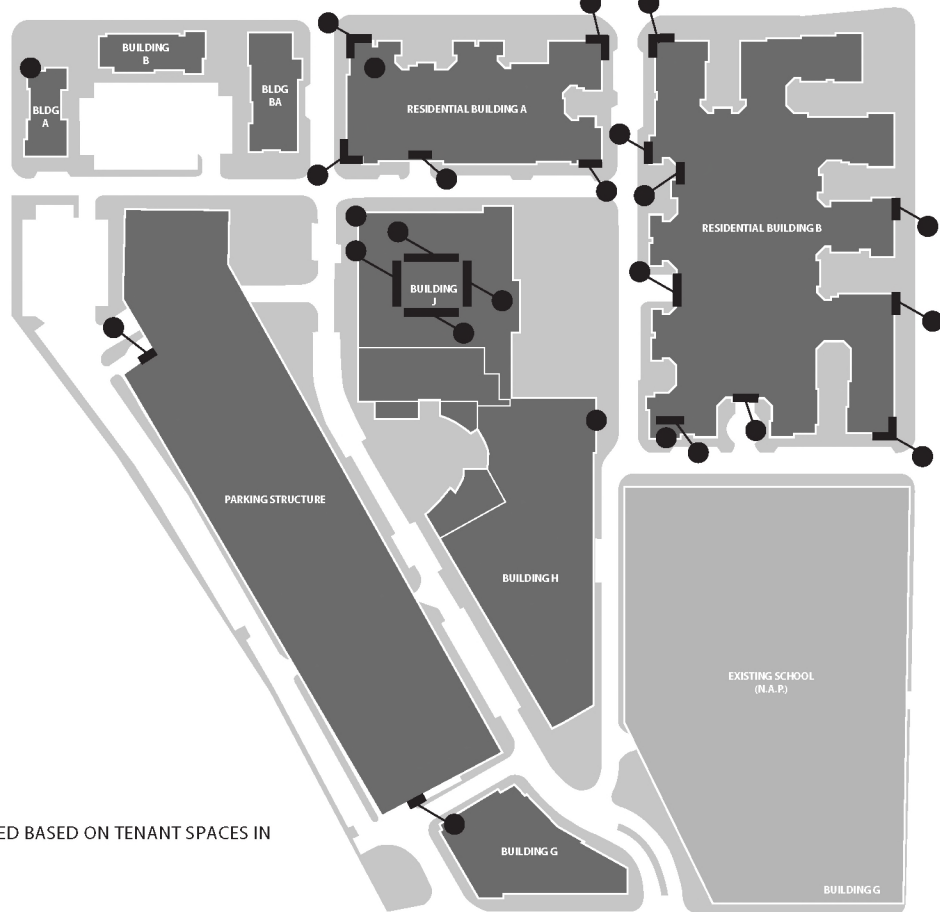
- F1** PROJECT ID BLADES
- P11** PARKING GARAGE ENTRY ID
- TT** THEATER IDENTIFICATION
- B1** TENANT BLADE - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



● WALL SIGNS

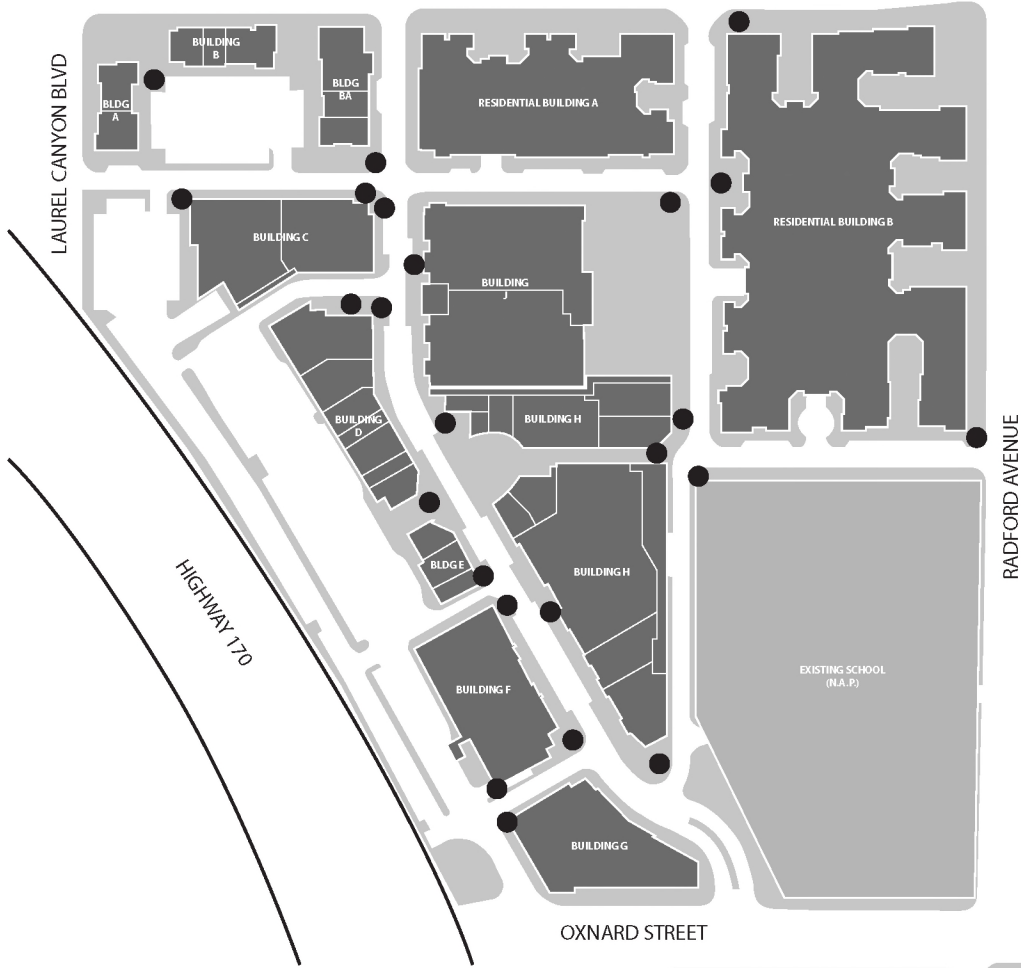
MSP INCLUDES THE FOLLOWING SIGNS:

- P2** PRIMARY PROJECT ID
- P3** PRIMARY PROJECT ID
- P4** PRIMARY PROJECT ID
- R1** **R2** RESIDENTIAL BUILDING ID
- O1** OFFICE BUILDING PARAPET IDENTIFICATION
- GT1** PARKING GARAGE TENANT ID
- OV** OVERHEAD WAYFINDING
- PP1** PEDESTRIAN PARKING ID
- RA** RESIDENTIAL ADDRESS
- RP** **RL** **RE** RESIDENTIAL PARKING ID, LEASING OFFICE ID, AMENITIES ID
- L1** TENANT LOGO/ICON - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



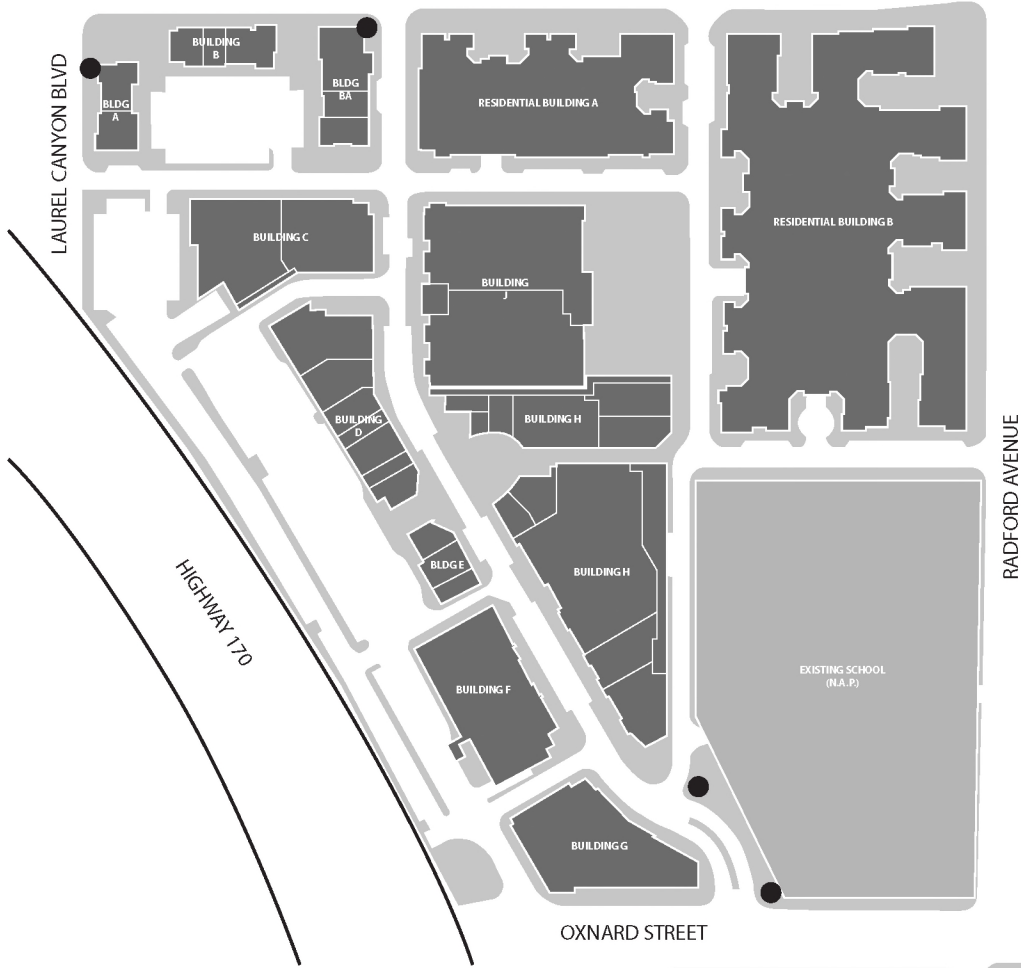
● PEDESTRIAN PILLAR SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

- RM1** RESIDENTIAL MONUMENT
- VW2** VEHICULAR WAYFINDING - SMALL
- PW** PEDESTRIAN WAYFINDING
- D** DIRECTORY

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



● LARGE PILLAR SIGNS

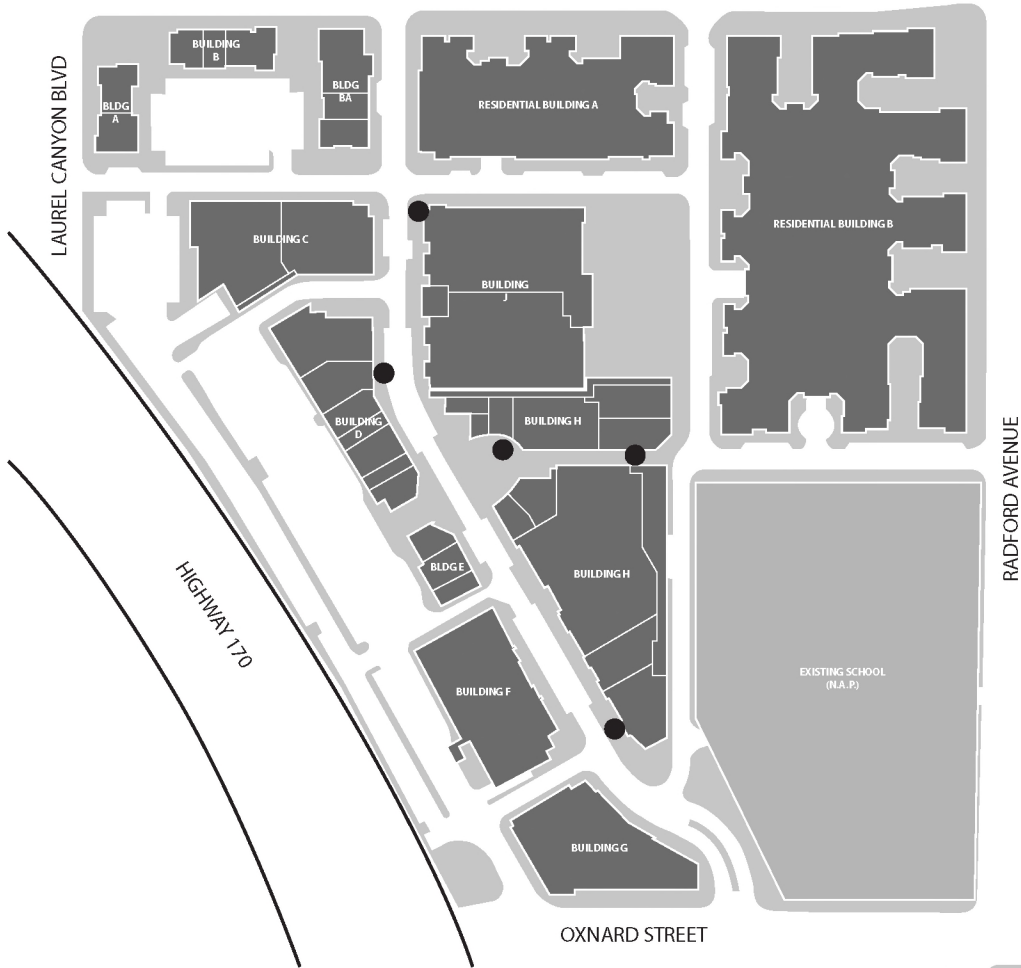
MSP INCLUDES THE FOLLOWING SIGNS:

- P1 PRIMARY PROJECT ID
- VV1 VEHICLE WAYFINDING - LARGE

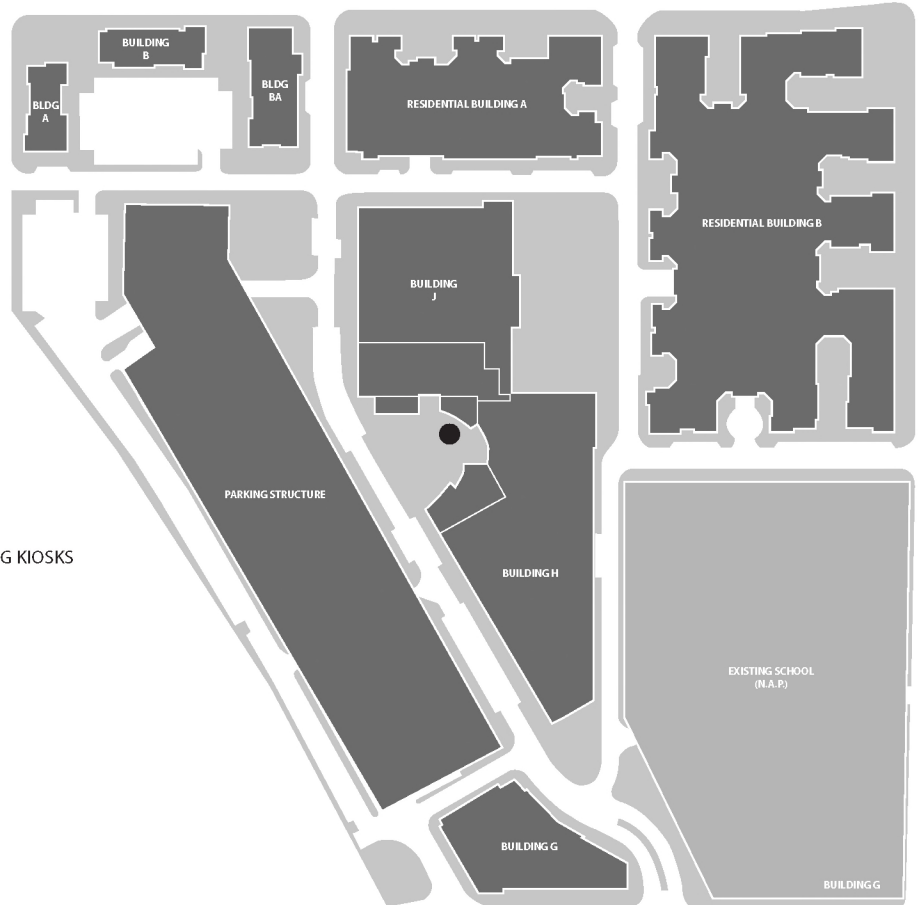
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ADVERTISING KIOSKS

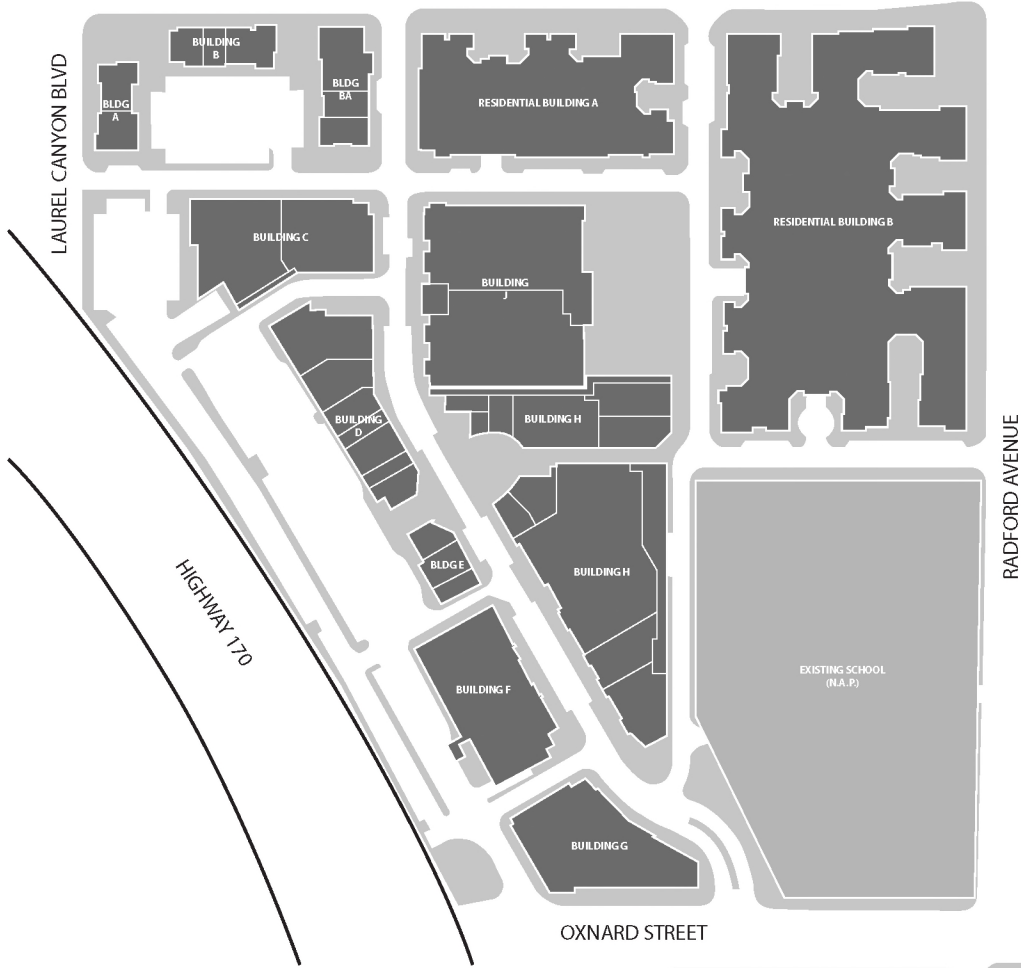
MSP INCLUDES THE FOLLOWING SIGNS:

- AK** AD KIOSK - LOCATIONS FOR ADDITIONAL ADVERTISING KIOSKS TO BE DETERMINED

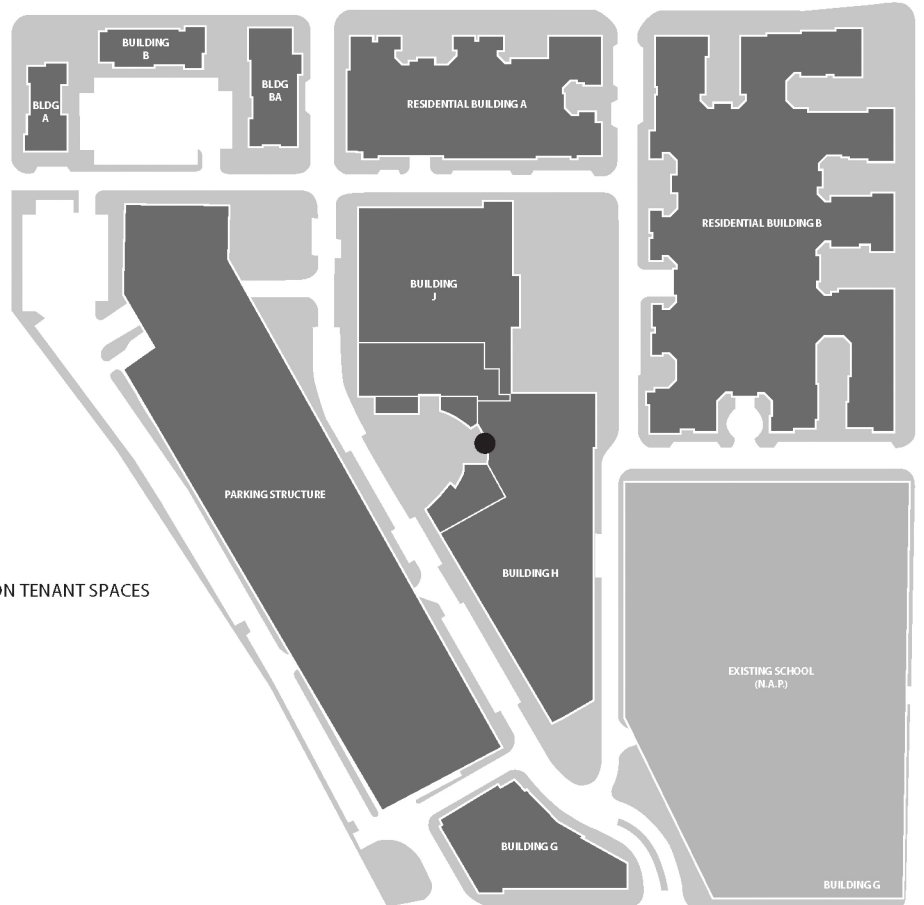
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ARCHITECTURAL CANOPY SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

- CC** CINEMA CANOPY LETTERS
- T1** TENANT ID - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

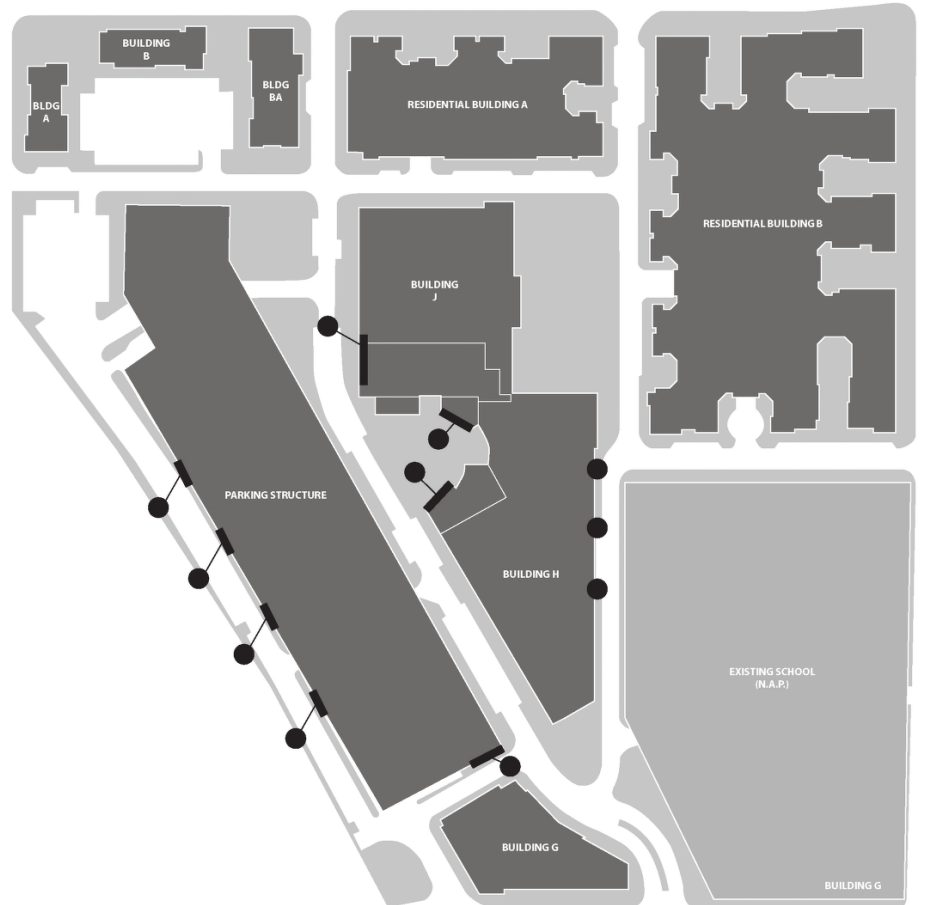
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● SUPERGRAPHIC SIGNS

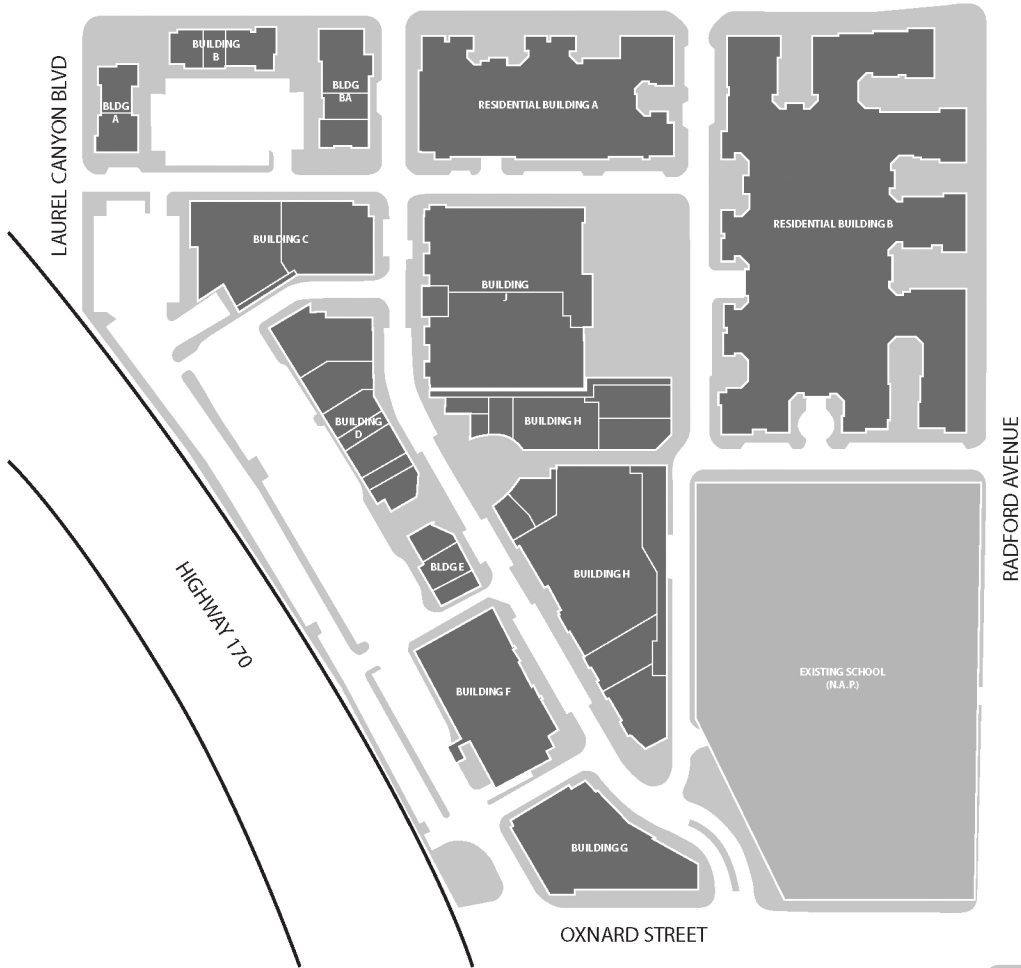
MSP INCLUDES THE FOLLOWING SIGNS:

- AP ON PREMISE PASSIVE ADVERTISING PANELS
- PM1 GARAGE ON PREMISE PASSIVE PANELS
- PM2 GARAGE ON/OFF PREMISE PASSIVE ADVERTISING
- PM3 GARAGE ON PREMISE PASSIVE ADVERTISING
- PM4 BLDG. H ON/OFF PREMISE PASSIVE ADVERTISING

* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



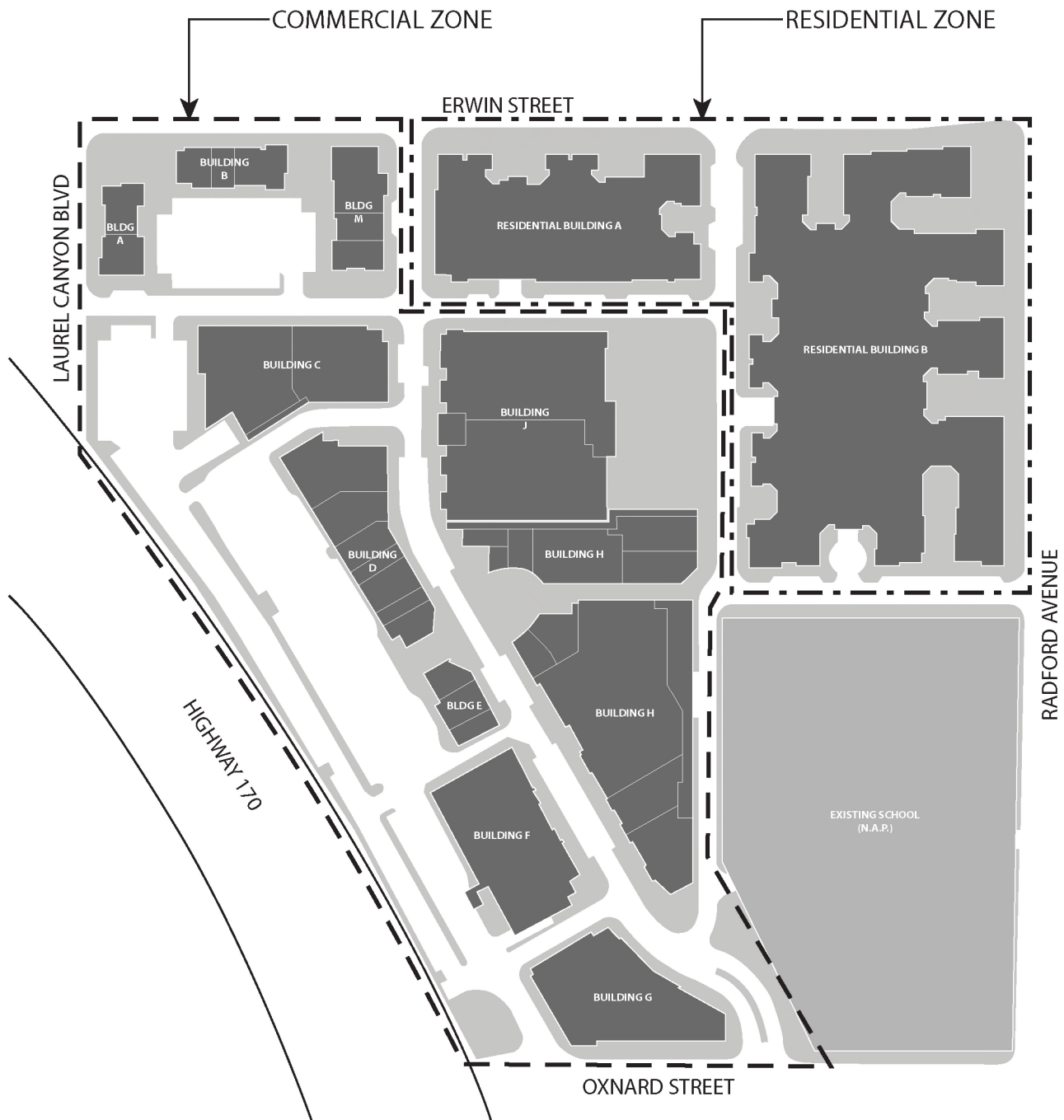
● DIGITAL DISPLAYS

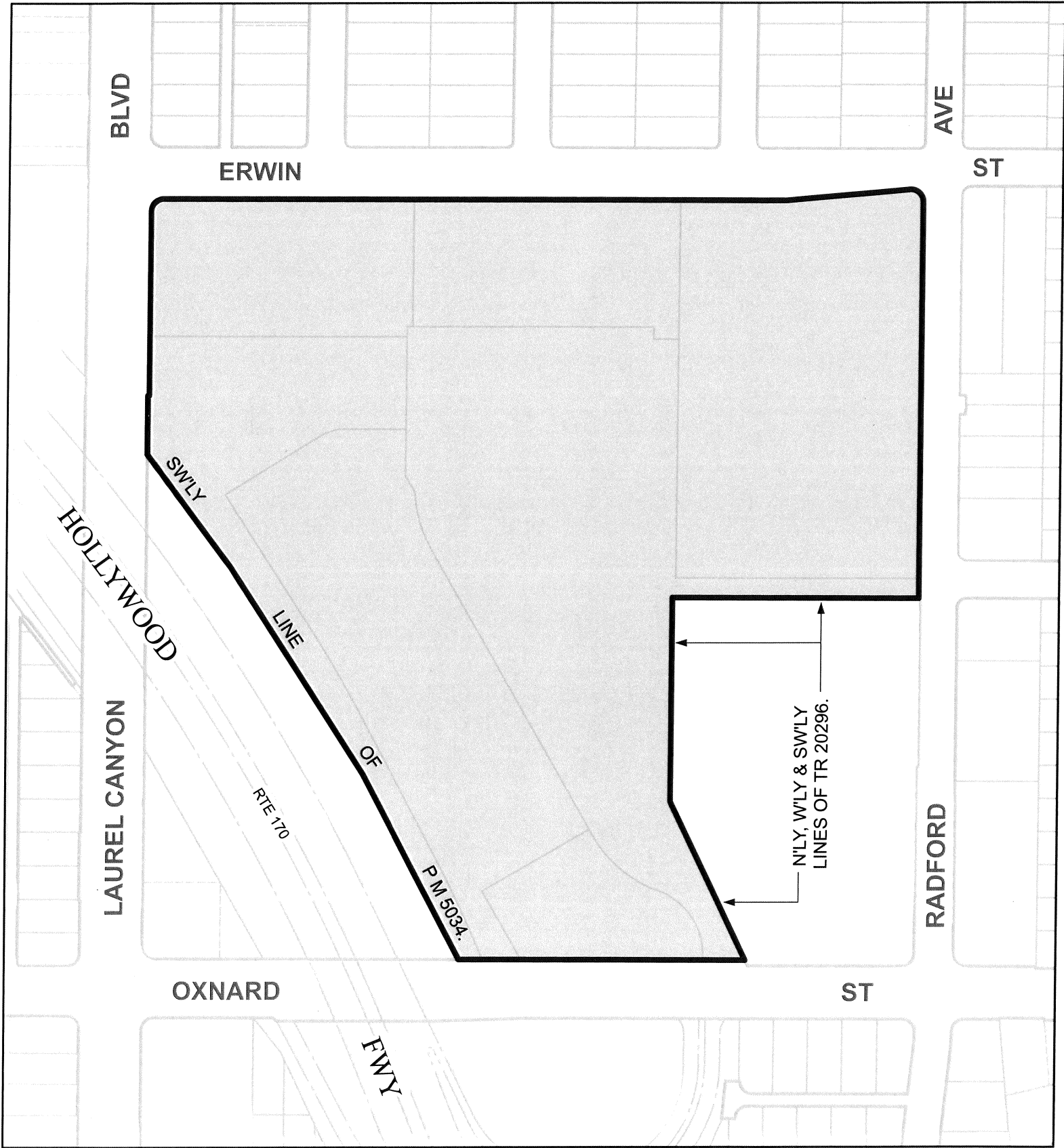
MSP INCLUDES THE FOLLOWING SIGNS:

AM2 INTERNAL LED SCREEN

* LOCATIONS APPROXIMATE

Exhibit B

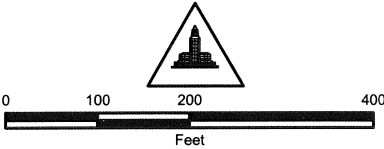




ALL ZONES IN THE AFFECTED AREA REMAIN THE SAME. SUFFIX **SN** WAS ADDED BECAUSE AREA IS NOW INCLUDED IN A SIGN DISTRICT.

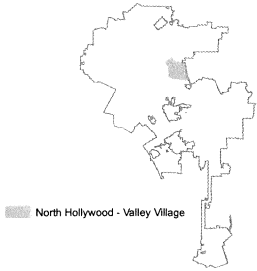
NoHo WEST SIGN DISTRICT

City of Los Angeles



CPC-2018-3276-SN

AA/cf 101118



FINDINGS

As modified by City Planning Commission September 27, 2018

A. **The requested Sign District Amendment is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.**

The amendment to the Sign District is in substantial conformance with the purposes, intent, and provisions of the General Plan. In addition, the requested modifications to the NoHo West Sign District Ordinance are consistent with and implement policies in the North Hollywood – Valley Village Community Plan, a component of the Land Use Element of the General Plan, as explained below:

Framework Element. The General Plan Framework sets forth a citywide comprehensive long-range growth strategy and defines citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The framework plan denotes the project area as a “Regional Center”, which is identified as a focal point for regional commerce, identity, and activity, and containing a diversity of uses such as corporate and professional offices, residential, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supporting services. Regional Centers are usually major transportation hubs and are typically developed with floor area ratios from 1.5:1 to 6.0:1 and building heights from six to twenty stories, but floor area and height standards may be further refined by local community plans.

The amendment involves revisions to the placement of certain signage and revisions to the procedural provisions of the previously adopted Sign District. The amendment would further enhance the Project’s ability to create a sense of identity by concentrating project identification signage along visible corridors, reducing freeway-facing signage, providing functional way-finding signage and directories, and emboldening the central plaza as a focal point of the site through the use of a variety of sign typologies and artistic installations. As such, the amendment would support the mix of housing and employment to the Regional Center area, and the objectives of the Framework Element.

General Plan Land Use Designation. The subject property is located within the North Hollywood – Valley Village Community Plan, updated and adopted by the City Council on May 14, 1996. The existing Plan designates the subject site for Community Commercial land uses with corresponding zones of CR, C1, C1.5, C2, C4, RAS3, RAS4, P, and PB. The site is also subject to Footnote No.3 of the Plan, which states that the Community Commercial designation corresponds to an average Height District No. 1 with a maximum of Height District No. 2. On December 14, 2016, the City Council approved a zone change for the site to the C2-1 Zone. On May 24, 2017, the City Council approved the establishment of the NoHo West Sign District (SN). In the course of both legislative actions, the City Council found that the zone change and zone establishment were consistent with the proposed land use designation and footnotes and were in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan. The proposed Amendment involves revisions to the placement of certain signage and revisions to the procedural provisions of the previously adopted Sign District. As such, the amendment would similarly be in keeping with the General Plan.

General Plan Text. The North Hollywood – Valley Village Community Plan further defines a subset of the Framework’s Regional Center area, which includes the project site and the adjacent Valley Plaza shopping center site, as the “Valley-Laurel Plaza Regional Shopping Area” (RSA), and states that the economic health of the community partially depends on the vitality of the Valley-Laurel Plaza RSA. The Plan also addresses commercial and residential issues broadly, and notes that there is “*potential for residential and mixed use development along commercial corridors*” and intends “*to promote economic wellbeing and public convenience through allocating and distributing commercial lands for retail, service and office facilities*”.

In addition, the site is within the Laurel Canyon Commercial Corridor Redevelopment Project Area for the Laurel Canyon commercial corridor. The Redevelopment Plan was prepared by the Community Redevelopment Agency (CRA) in response to the 1994 Northridge Earthquake to facilitate and provide for the repair and replacement of properties damaged or destroyed by the earthquake. The Plan does not further restrict land uses or add any signage limitations which would be applicable to the proposed development. The site is not otherwise located within any other specific plan or special land use district.

The Sign District amendment is consistent with the General Plan Framework, Community Plan, land use designations, and Redevelopment Plan. The amendment involves revisions to the placement of Supergraphic signage towards the interior of the site, elimination of freeway-facing Digital Displays, and revisions to the procedural provisions of the previously adopted Sign District. Due to the unique nature of the project as a regional-scale outdoor commercial center and a residential development, the proposed signage would be generally appropriate for the use of the site and is in-line with the City’s signage policies. The proposed sign program creates a unified aesthetic and sense of identify by concentrating project identification signage along visible corridors, reducing freeway-facing signage, ensuring the appropriate identification of individual tenant spaces, providing functional way-finding signage and directories, and emboldening the central plaza as a focal point of the site through the use of a variety of sign typologies and artistic installations. Specifically, the requested relocation of Supergraphic signs will create a more dynamic commercial corridor on the interior of the Project site and will improve the freeway-facing façade of the parking structure by reducing the number of freeway-facing signage. Additionally, the removal of two freeway-adjacent Digital Displays would reduce any potential distractions to motorists traveling along the adjacent freeway. . Therefore, the proposed amendment is consistent with the General Plan and the land use designation and will serve to implement the goals and objective of the adopted Community Plan.

B. The Sign District Amendment would conform to public necessity, convenience, general welfare and good zoning practice.

The Sign District amendment will modify special sign regulations designed to anchor the commercial uses of the shopping center. The Sign District provides a comprehensive sign program for the 25-acre site, comparable to other “large-scale” outdoor shopping developments within the City. The amendment involves revisions to placement of certain signage and revisions to the procedural provisions of the previously adopted Sign District. These revisions include: (1) removal of two freeway-adjacent Digital Displays; (2) revisions to the locations of four freeway-facing Supergraphic signs, by relocating three signs towards the interior of the site and removing one sign from the site; and (3) revisions to the sign reduction procedural requirements. The amendment is substantially consistent with the approved Project with minor changes to the sign program.

The Sign District includes specially tailored signage regulations that will further advance the goals of redeveloping the area by creating an engaging visual environment for visitors and residents of the site. The Sign District, and amendment, creates a unified aesthetic and sense of identify by concentrating project identification signage along visible corridors, reducing freeway-facing signage, ensuring the appropriate identification of individual tenant spaces, providing functional way-finding signage and directories, and emboldening the central plaza as a focal point of the site through the use of a variety of sign typologies and artistic installations. As such, the NoHo West Sign District conforms to the public necessity, convenience, general welfare of the City and good zoning practice.

The Sign District signage regulations reflect good zoning practice in that they establish signage design criteria, standards, locations, illumination levels, and types of permitted and prohibited signs within the Sign District. Appropriate and balanced sign regulations are necessary to maintain compatibility with surrounding development while fostering a vibrant urban environment, supporting public necessity, general welfare and good zoning practice. The Amendment would remove two Digital Displays on the north and south elevations of the parking structure, visible from the 170 freeway. The removal would reduce any potential distractions to motorists. The revised sign program would also eliminate four Supergraphics from the exterior of the parking structure and would relocate three of those Supergraphics to the interior of the commercial project area, for a net reduction of one Supergraphic. The concentration of Supergraphics on the interior of the commercial areas of the site would minimize signage and light spillover adjacent to the freeway and single-family residential areas. In addition, permitted digital displays and supergraphic signage will be installed on-site in tandem with a program for the removal of off-site signage, such as billboards, within the local vicinity, consistent with community policies and interests in improving the community aesthetic and reducing blight. The requested modifications to the sign reduction program procedural requirement will provide provisions for permitting and verification of the removal of signage consistent with City policy and standards.

The amendment maintains and enhances regulations that allow signs which are appropriate for the commercial and residential context of the regional center, and illumination standards of the Sign District further restrict light pollution. In addition, the amendment meets the technical requirements for sign districts, as defined in LAMC Section 13.11.

C. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

PROJECT BACKGROUND

Pursuant to the California Environmental Quality Act (CEQA), an Environmental Impact Report was prepared for the NoHo West Project (Case No. ENV-2015-888-EIR, State Clearinghouse No. 2015041001) by the City of Los Angeles. The Project analyzed in the EIR was a mixed-use development that included residential and commercial uses and associated signage. The EIR identified and disclosed the anticipated signage program for the Project, including tenant and Project identification, monument signs, wayfinding signage, on- and off-site supergraphic signs, digital displays, and advertising kiosks. The EIR concluded that the signage is typical of identification signage for a commercial development and would not adversely impact surrounding uses. In addition, the EIR disclosed that the Project includes illuminated signage to identify the Project and its tenants and to provide digital displays on the parking garage, as well as in kiosks. The intensity of the illuminated signage would be regulated by City code and designed to be shielded and directed away from residential areas and sensitive uses, and

instead would be directed toward the interior of the Project Site or the SR-170 Freeway and Laurel Canyon Boulevard. As such, impacts related to the Project's signage were determined to be less than significant.

The Draft EIR was distributed for public review on December 3, 2015 for a 76-day circulation period with the comment period expiring on February 12, 2016. The Final EIR was then distributed on June 28, 2016 and an Errata of minor corrections to the Final EIR was issued on August 23, 2016. An Addendum to the Final EIR was prepared December 8, 2016. The City Council certified the Final EIR and Addendum on December 14, 2016 ("Certified EIR") in conjunction with the approval of the Project (Council File No. 16-1280, CPC-2015-889-VZC-SN-VCU-MCUP-SPR-ZAD-ZAA). In connection with the certification of the EIR, the City Council adopted CEQA findings, including a statement of overriding considerations acknowledging that the Project will have significant effects on the environment (transportation/traffic), and a mitigation monitoring program (2017 CEQA Findings). The City Council adopted all mitigation measures in the EIR as conditions of approval.

The Sign District received final approval from the City Council on May 24, 2017 (Council File No. 16-1280) with Ordinance No. 184950 (effective July 16, 2017) for the Sign District. The City Council found that the Project was assessed in the previously certified EIR and no subsequent EIR or addendum was required for approval of the Sign District.

The amendment to the NoHo West Sign District involves revisions to the placement of certain signage and revisions to the procedural provisions of the previously adopted Sign District. The revisions include: (1) removal of two freeway-adjacent Digital Displays; (2) revisions to the locations of four freeway-facing Supergraphic signs, by relocating three towards the interior of the site and removing one sign from the site; and (3) revisions to the sign reduction procedural requirements. The only physical change associated with the revised sign program would be the elimination of two Digital Displays and four proposed Supergraphic Signs from the freeway-facing exterior of the parking structure and relocation of three of those Supergraphic Signs to the interior of the site within the central commercial area, with a net reduction of two Digital Displays and one Supergraphic Sign. The amendment is substantially consistent with the approved Project with minor changes to the sign program.

NO SUPPLEMENTAL OR SUBSEQUENT REVIEW IS REQUIRED

Pursuant to CEQA Guidelines Section 15162, no supplemental or subsequent EIR is required for the amendment, as there are no significant changes in the Project, surrounding circumstances, or information that would trigger a need for additional environmental review, and that there is no basis for changing the City's conclusions that identified that the Project's benefits override the significant unavoidable impacts of the Project.

In connection with the amendment, the record has been considered to determine whether any of the following exists pursuant to CEQA Guidelines Section 15162:

- 1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- 2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration

due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

- 3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - A. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - B. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - C. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

None of the above changes or factors has arisen since the Project approval in 2016 and the Sign District approval in 2017. There are no substantial changes to the Project, and the amendment is substantially the same as the approved Project and Sign District. No substantial changes have been identified to the surrounding circumstances, and no new information of substantial importance has been identified since the Project approval in 2016 and the Sign District approval in 2017. There is no evidence of new or more severe significant impacts, and no new mitigation measures are required for the project.

Accordingly, there is no basis for changing any of the impact conclusions referenced in the certified EIR's CEQA Findings. Similarly, there is no basis for changing any of the mitigation measures referenced in the certified EIR's CEQA Findings, all of which have been implemented as part of the Project's conditions of approval. There is no basis for finding that mitigation measures or alternatives previously rejected as infeasible are instead feasible. There is also no reason to change the determination that the overriding considerations referenced in the certified EIR's CEQA Findings, and each of them considered independently, continue to override the significant and unavoidable impacts of the Project.

Therefore, as the Project was assessed in the previously certified EIR, and pursuant to CEQA Guidelines Section 15162, no supplement or subsequent EIR or subsequent mitigated negative declaration is required for the Sign District amendment, as 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. In addition, no addendum is required, as no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.

RECORD OF PROCEEDINGS

The record of proceedings for the decision includes the Record of Proceedings for the original CEQA Findings, including all items included in the amendment file, as well as all written and oral information submitted at the hearing on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021. This information is provided in compliance with CEQA Section 21081.6(a)(2).