

April 8, 2019

File Number: 34BS-151670

VIA ELECTRONIC MAIL

Los Angeles City Council
Planning and Land Use Management Committee
200 N. Spring Street
Los Angeles, California 90012
E-Mail: sharon.dickinson@lacity.org

Re: Sunset Bronson Studios (Council File No. 19-0297)

Dear Honorable City Councilmembers:

This firm represents Sunset Bronson Entertainment Properties, LLC ("Applicant") regarding Council File No. 19-0297 ("Project") for the property located at 5800 West Sunset Boulevard (5808, 5842 West Sunset Boulevard; 1424, 1452, 1456 North Bronson Avenue; 1351, 1455, 1457 North Van Ness Avenue) ("Property") in the City of Los Angeles ("City"). The Project does not include any physical development activities. Instead, the Project is a proposed Sign District Ordinance that provides signage for the Sunset Bronson Studios campus. The Project also included a Vesting Tentative Tract Map and Conditional Use Permit that allows floor area averaging across several parcels on the campus. The only item before the Planning and Land Use Management Committee ("PLUM") is the proposed Sign District Ordinance.

The City Planning Commission ("CPC") recommended approval of the Sign District Ordinance in its Letter of Determination ("LOD") mailed on February 28, 2019. The CPC also recommended that the Applicant reduce the size of the digital display and not allow it to have scrolling text or animation. We feel that both of these recommendations are not justified. Accordingly, as explained below, we ask that: (1) PLUM approve the size of the digital display analyzed in the environmental review documents; and (2) PLUM permit the digital display to contain animation. These requests are consistent with the types of signage permitted by the existing Hollywood Signage Supplemental Use District ("Hollywood SUD") located near the Property. In addition, the requested type and size of signage is consistent with the entertainment and media characteristics of the Sunset Bronson Studios campus.

Therefore, we respectfully request that PLUM modify the CPC's recommended language in the Sign District Ordinance to permit a 447 square foot Digital Display Sign without refresh rate restrictions. For the City's convenience, we have attached exhibits to this letter that implement these simple changes. Below, is further discussion of the sign size and animation issues for PLUM's consideration.

Sign Area

The Applicant is only requesting one Digital Display Sign. The new Digital Display Sign would replace an old digital display sign that was on the KTLA tower located along Sunset Boulevard. The Applicant originally proposed an approximately 446 square foot Digital Display Sign. The City analyzed this sized sign in the California Environmental Quality Act ("CEQA") Addendum for the Project. Hence, there is adequate CEQA coverage for the larger sign.

At the CPC hearing on December 20, 2018, the CPC recommended an amendment to the Sign District Ordinance that would limit the area of the proposed Digital Display Sign to the same dimensions as the existing digital sign on the KTLA tower. The existing sign is approximately 308 square feet (comprised of 225.5 square foot digital sign area and 82.5 square foot static bullnose area). We think this CPC recommendation is not justified. The Applicant has processed a Sign District Ordinance with the City to improve and enhance the signage on the Sunset Bronson Studios campus. Limiting the new sign to the characteristics and size of the old sign undermines the intent of the Sign District Ordinance to enhance and modernize the aesthetics of the campus.

In addition, the entire area (i.e., digital and static portions) of the proposed Digital Display Sign is 447 square feet. Yet, the digital portion of the sign is only 324.2 square feet. The existing digital sign on the KTLA tower is approximately 353 square feet (225.5 square foot digital, 82.5 square foot static bullnose, and 22.5 square foot static KTLA logo). In other words, the digital portion of the Applicant's proposed Digital Display Sign is only 98.7 square feet larger than the existing digital sign on the KTLA tower. This is not a material difference. Processing the Sign District Ordinance for the campus is intended to enhance and improve the onsite signage. Allowing the Applicant to moderately increase the size of the existing digital sign is more than justified and warranted as part of the approval process. We feel strongly that PLUM should approve the Applicant's requested 447 square foot Digital Display Sign as an important part of the Sign District Ordinance.

Furthermore, the original request for the approximately 447 square foot proposed Digital Display Sign was not arbitrarily selected by the Applicant. Rather, the request was driven by the business and media objectives of longtime tenant KTLA, who needs particular sign specifications to modernize the KTLA tower signage. The Applicant and KTLA have invested substantial resources designing that specific type and size of sign. In addition, the current Citywide Sign Ordinance allows a combined sign area of approximately 2,400 square feet based on the length of the Property frontage along Sunset Boulevard. (LAMC Sec. 14.4.10.A.5.) Even with the proposed 447 square foot Digital Display Sign, the total sign area facing Sunset Boulevard is only 1,122.5 square feet. That means that the Sign District Ordinance (even with the bigger digital sign) contains far less signage than is permitted by the LAMC. The request to increase the size of the Digital Display Sign is covered by CEQA, less than permitted by the LAMC, and aligned with KTLA's media needs. Thus, PLUM has ample grounds to approve the Applicant's request.

Therefore, we respectfully request that PLUM approve the Sign District Ordinance with a new Digital Display Sign that is 447 square feet, inclusive of a 324.2 square foot digital sign area and 122.71 square foot bullnose area, as depicted in the Sign Plans dated April 3, 2019 and attached hereto as Exhibit A.

Refresh Rate

Also at the December 20, 2018 hearing, the CPC recommended that the Sign District Ordinance imposes a Controlled Refresh Rate to eliminate scrolling and animation from the Digital Display Sign. City staff revised the Sign District Ordinance accordingly, so it now states: “[t]he Controlled Refresh Rate shall be no more frequent than one refresh event every eight (8) seconds, with an instant transition between images. The sign image must remain static between refreshes.” This restriction does not allow KTLA to have a modern sign; and it is inconsistent with the provisions of the adjacent Hollywood SUD.

We respectfully request that PLUM allow the Digital Display Sign to have full animation. Our request is consistent with the technology characteristics of numerous existing digital displays permitted in the Hollywood SUD. As shown by the aerial map in Exhibit B, the Hollywood SUD is located directly north of the Property. The Sign District Ordinance is designed to be consistent with the Hollywood SUD and create continuity along Sunset Boulevard. Furthermore, as shown in Exhibit C, there are many digital signs fronting boulevards near the Property that have animation. Simply put, animation is appropriate for Hollywood, especially on the media and entertainment campus where the Applicant has requested the Digital Display Sign.

For the City’s convenience, we have attached Exhibit D, which is a simple redline of the Sign District Ordinance, and a revised sign plan (“Sign Plan”) attached as Exhibit A, reflecting the Applicant’s requested changes. We respectfully request that PLUM recommend approval of the slightly revised Sign District Ordinance and related Sign Plan, and advance it to the City Council for final action.

Best regards,



James E. Pugh
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

SMRH:489990267.3
Attachments

cc: Mindy Nguyen, Department of City Planning
Chris Pearson, Hudson Pacific Properties



Sunset Bronson Studios
5800 W. Sunset Blvd.
PT Lot 2
Tract 1619

03 April 2019

Owner
Sunset Bronson Entertainment Properties, LLC
11601 Wilshire Blvd., Suite 1600
Los Angeles, CA 90025
310-445-5700

Applicant
Hudson Pacific Properties, Inc.
11601 Wilshire Blvd., Ninth Floor
Los Angeles, CA 90025
310-445-5700

Applicant's Representative
Sheppard Mullin Richter & Hampton LLP
333 S. Hope St., 43rd Floor
Los Angeles, CA 90071-1422
213-620-1780

Design
Kobayashi Design
5216 Silver Arrow Drive
Rancho Palos Verdes, CA 90275
310-849-6081

Engineering
KPFF
6080 Center Drive, Suite 300
Los Angeles, CA 90045
310-665-7634

Sign Plan Summary

Sign #	Type	Street Frontage	Size	Sign Area	Vertical Sign Zone	Status
SB1	Studio Banner	Van Ness Ave	32' w x 40' h	1,280	1, 2	proposed
SB2	Studio Banner	Van Ness Ave	32' w x 40' h	1,280	1, 2	proposed
SB3	Studio Banner	Van Ness Ave	32' w x 40' h	1,280	1, 2	proposed
SB4	Studio Banner	Van Ness Ave	16' w x 56' h	896	1, 2	proposed
SB5	Studio Banner	Bronson Ave	18' w x 8' h	144	1	proposed
SB6	Studio Banner	Bronson Ave	18' w x 8' h	144	1	proposed
SB7	Studio Banner	Bronson Ave	18' w x 8' h	144	1	proposed
SB8	Studio Banner	Bronson Ave	18' w x 8' h	144	1	proposed
SB9	Studio Banner	Bronson Ave	16' w x 21' h	336	1	proposed
SB10	Studio Banner	Bronson Ave	16' w x 21' h	336	1	proposed
SB11	Studio Banner	Sunset Blvd	13' w x 18' h	234	1	proposed
SB12	Studio Banner	Sunset Blvd	13' w x 18' h	234	1	proposed
SB13	Studio Banner	Bronson Ave	3' 6" w x 5' h (6 total)	105	1	proposed
SB14	Studio Banner	Interior sign	26' w x 80' h	2,080	1, 2	proposed
SB15	Studio Banner	Interior sign	17' w x 20' h (2 total)	680	1	proposed
SB16	Studio Banner	Interior sign	17' w x 20' h (2 total)	680	1	proposed
SB17	Studio Banner	Interior sign	8' 4" w x 21' h	175	1, 2	proposed
SB18	Studio Banner	Interior sign	5' 2" w x 7' 6" h (9 total)	351	1	proposed
WS1	Wall Sign	Bronson Ave	1' 6" w x 2' 6" h (5 total)	18.75	1	proposed
WS2	Wall Sign	Sunset Blvd	10' w x 5' h	50	1	proposed
WS3	Wall Sign	Sunset Blvd	26' w x 7' h	182	2	proposed
WS4	Wall Sign	Sunset Blvd	7' 6" w x 2' h	15	1	proposed
WS5	Wall Sign	Sunset Blvd	26' w x 7' h	182	3	proposed
WS6	Wall Sign	Fernwood Ave	32' w x 13' h	416	1	proposed
WS7	Wall Sign	Sunset Blvd	32' w x 13' h	416	1	proposed
D1	Digital Display Sign	Sunset Blvd	28' 10" w x 7' 9" h (2 sided)	447	2	proposed
M1	Monument Sign	Bronson Ave	4' 6" w x 4' h (2 sided)	36	1	proposed
M2	Monument Sign	Van Ness Ave	4' 6" w x 4' h (2 sided)	36	1	proposed
			proposed new sign total:	12,321.75 sq ft		
WS8	Wall Sign	Van Ness Ave	71' w x 4' h	284	2	existing
WS9	Wall Sign	Van Ness Ave	2' 9" w x 50' h	137.5	1, 2	existing
WS10	Wall Sign	Van Ness Ave	20' 4" w x 3' 9" h	76.3	1	existing
WS11	Wall Sign	Sunset Blvd	26' w x 7' h	182	3	existing
P1	Pole Sign	Sunset Blvd	10' 6" w x 17' h (2 sided)	357	1	existing
WS12	Wall Sign	Sunset Blvd	18' w x 1' 3" h	22.5	1	existing
WS13	Wall Sign	Sunset Blvd	7' w x 8' h (4 total)	224	2	existing
WS14	Wall Sign	Interior sign	4' w x 1' h	4	1	existing
WS15	Wall Sign	Interior sign	4' w x 1' h	4	1	existing
WS16	Wall Sign	Interior sign	4' w x 1' h	4	1	existing
WS17	Wall Sign	Interior sign	4' w x 1' h	4	1	existing
			existing total:	1,299.3 sq ft		
			combined total:	13,621.05 sq ft		

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

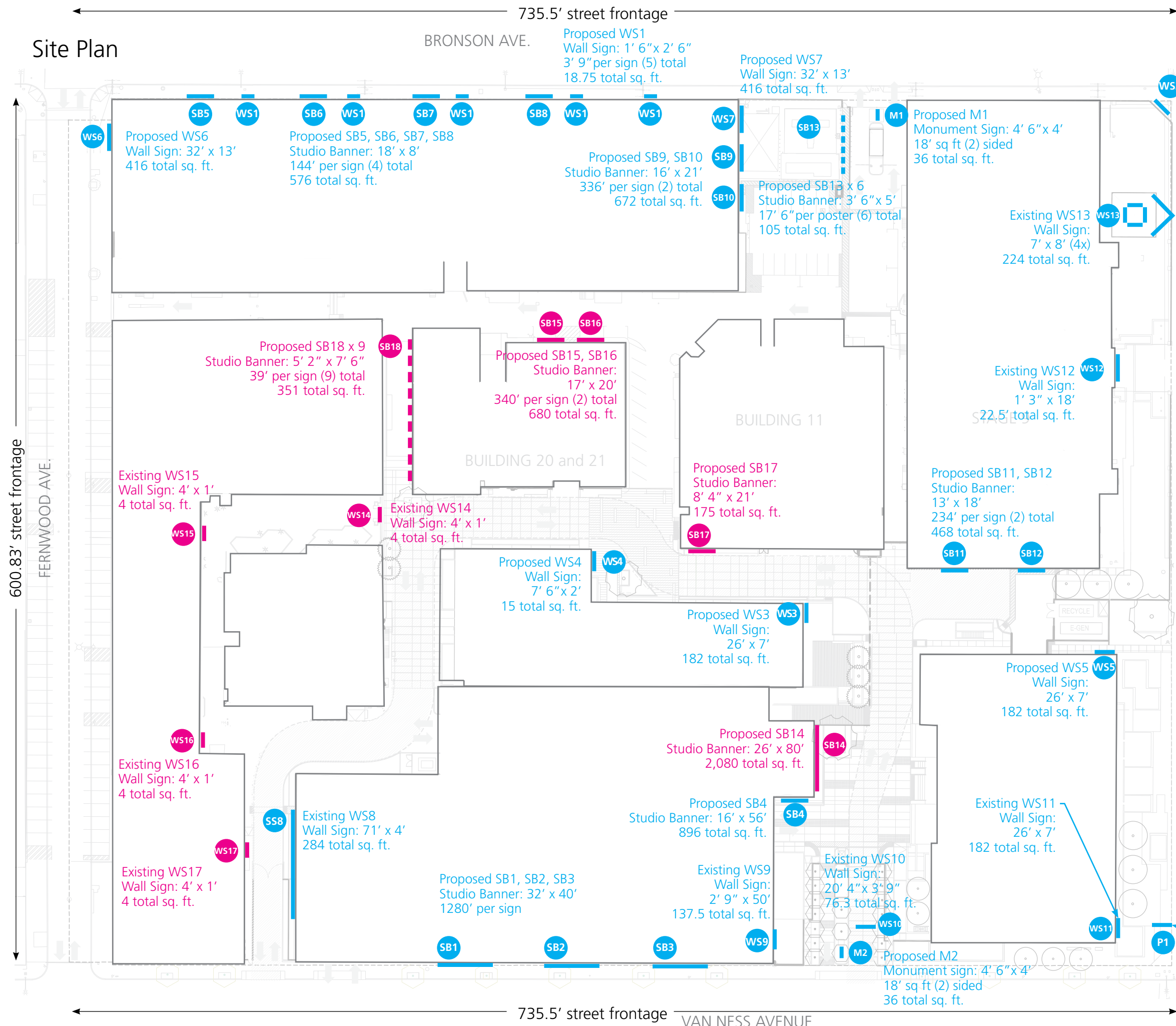
03 April 2019

PROJECT SUMMARY

Site Area: 441,910 sq ft
 Zoning: M2
 Linear street frontage: 2,673 ft.
 Proposed Signage Area: 12,321.75 sq ft
 Existing Signage Area: 1,299.3 sq ft
 Total Signage Area: 13,621.05 sq ft

■ Interior signs not facing public right of way
 ■ Signs visible from public right of way

Site Plan



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/64" = 1'

PROJECT SUMMARY

Site Area: 441,910 sq ft
Zoning: M2
Linear street frontage: 2,673 ft.
Proposed Signage Area: 12,321.75 sq ft
Existing Signage Area: 1,299.3 sq ft
Total Signage Area: 13,621.05 sq ft

- Interior signs not facing public right of way
- Signs visible from public right of way



North Elevation

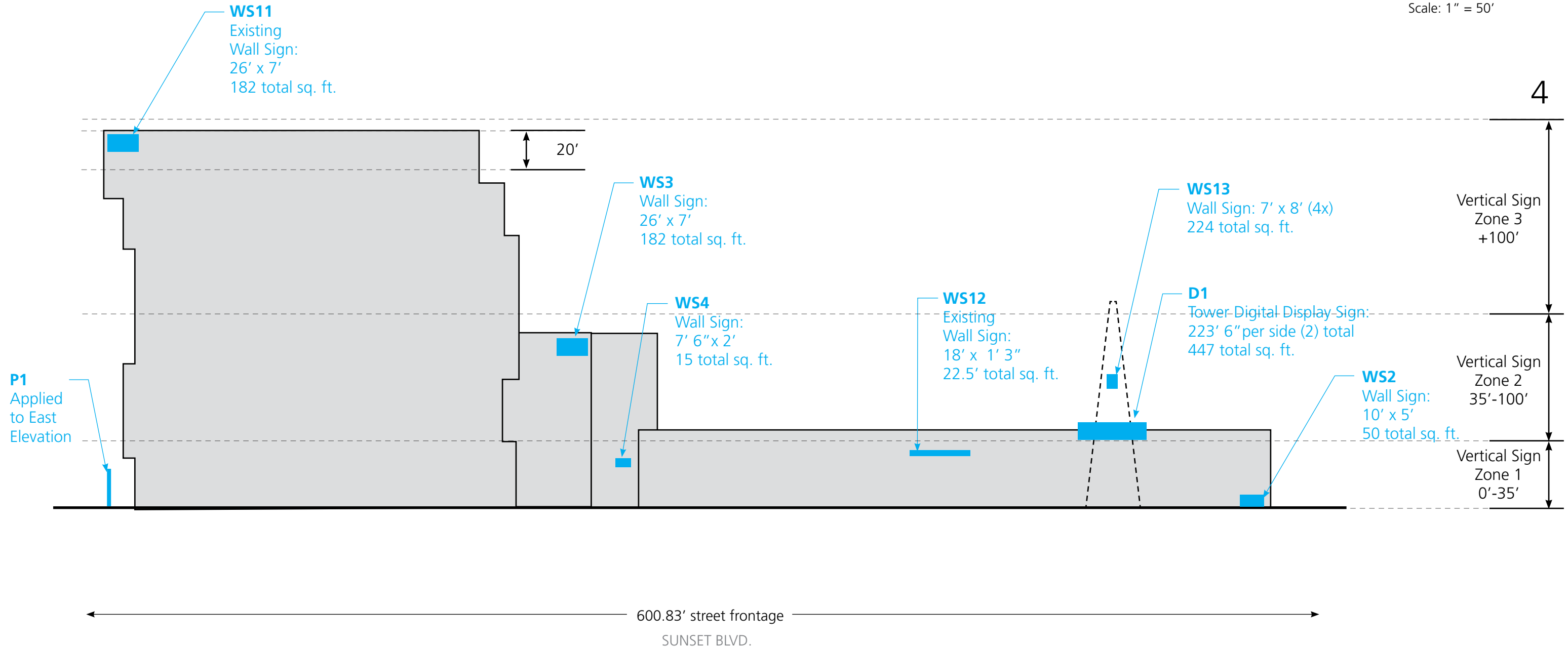
Sunset Blvd.

Sign #	Type	Size	Sq. ft	Status
WS3	Wall Sign	26' w x 7' h	182	proposed
WS4	Wall Sign	7' 6" w x 2' h	15	proposed
D1	Digital Display Sign	28' 10" w x 7' 9" h (2x)	447	proposed
WS2	Wall Sign	10' w x 5' h	50	proposed
total proposed: 694				
WS11	Wall Sign	26' w x 7' h	182	existing
WS12	Wall Sign	18' w x 1' 3" h	22.5	existing
WS13	Wall Sign	7' w x 8' h (4x)	224	existing
total existing: 428.5				
total combined: 1,122.5				

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1" = 50'



West Elevation

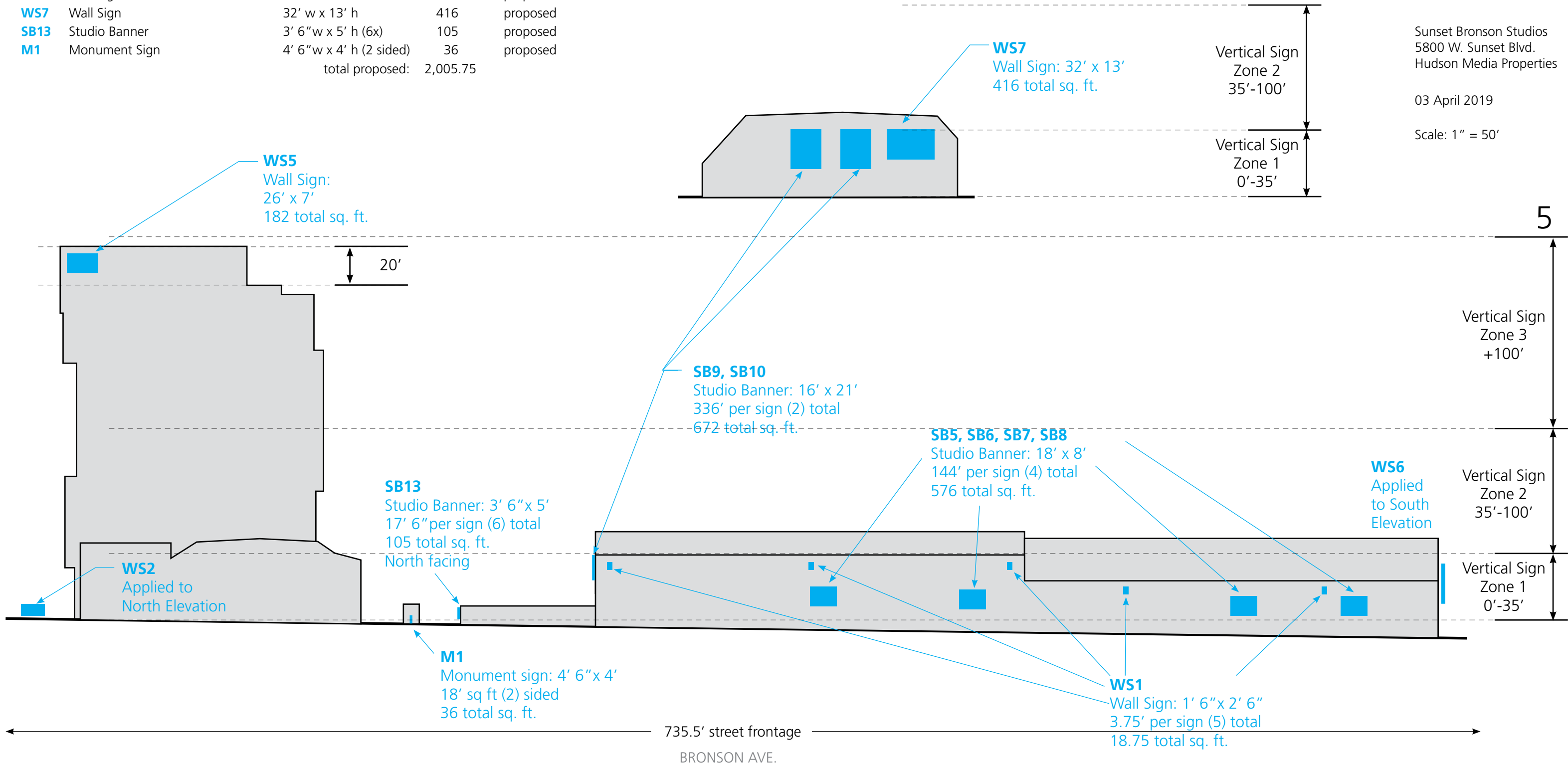
Bronson Ave.

Sign #	Type	Size	Sq. ft	Status
SB5	Studio Banner	18' w x 8' h	144	proposed
SB6	Studio Banner	18' w x 8' h	144	proposed
SB7	Studio Banner	18' w x 8' h	144	proposed
SB8	Studio Banner	18' w x 8' h	144	proposed
WS1	Wall Sign	1' 6" w x 2' 6" h	18.75	proposed
SB9	Studio Banner	16' w x 21' h	336	proposed
SB10	Studio Banner	16' w x 21' h	336	proposed
WS5	Wall Sign	26' w x 7' h	182	proposed
WS7	Wall Sign	32' w x 13' h	416	proposed
SB13	Studio Banner	3' 6" w x 5' h (6x)	105	proposed
M1	Monument Sign	4' 6" w x 4' h (2 sided)	36	proposed
total proposed:			2,005.75	

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

 03 April 2019

 Scale: 1" = 50'



South Elevation

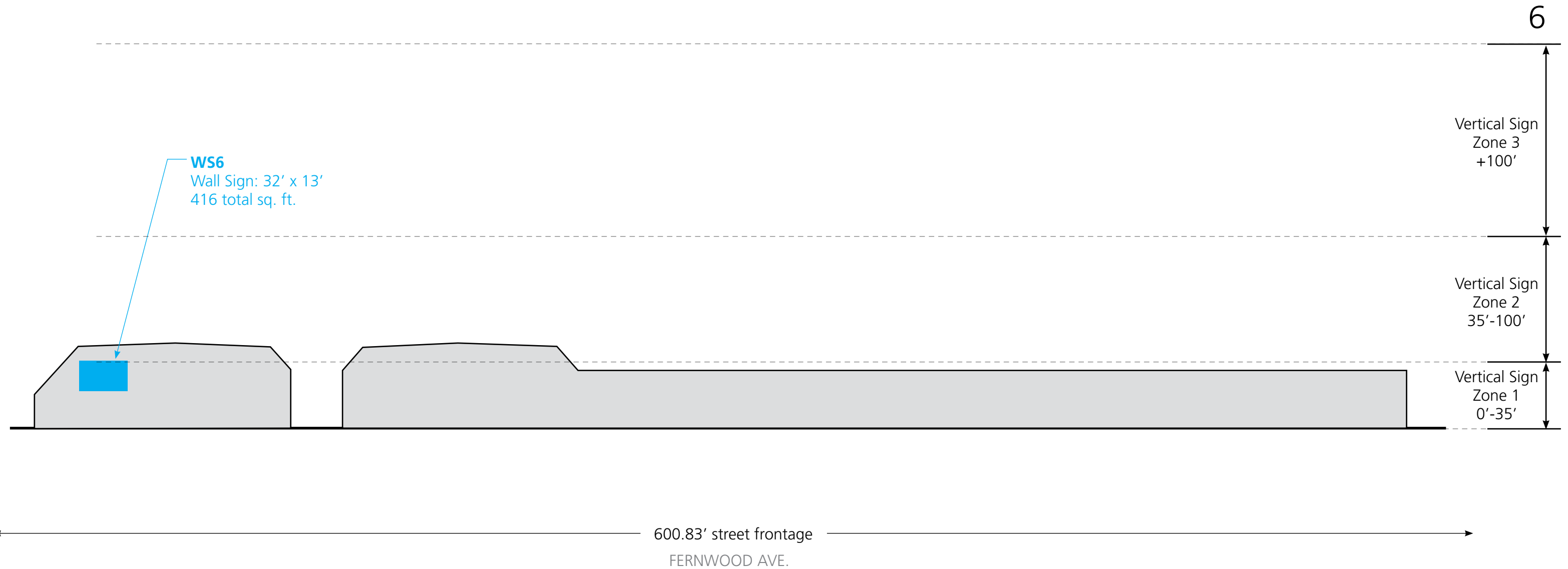
Fernwood Ave.

Sign #	Type	Size	Sq. ft	Status
WS6	Wall Sign	32' w x 13' h	416	proposed
		total proposed:	416	

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1" = 50'



East Elevation

Van Ness Ave.

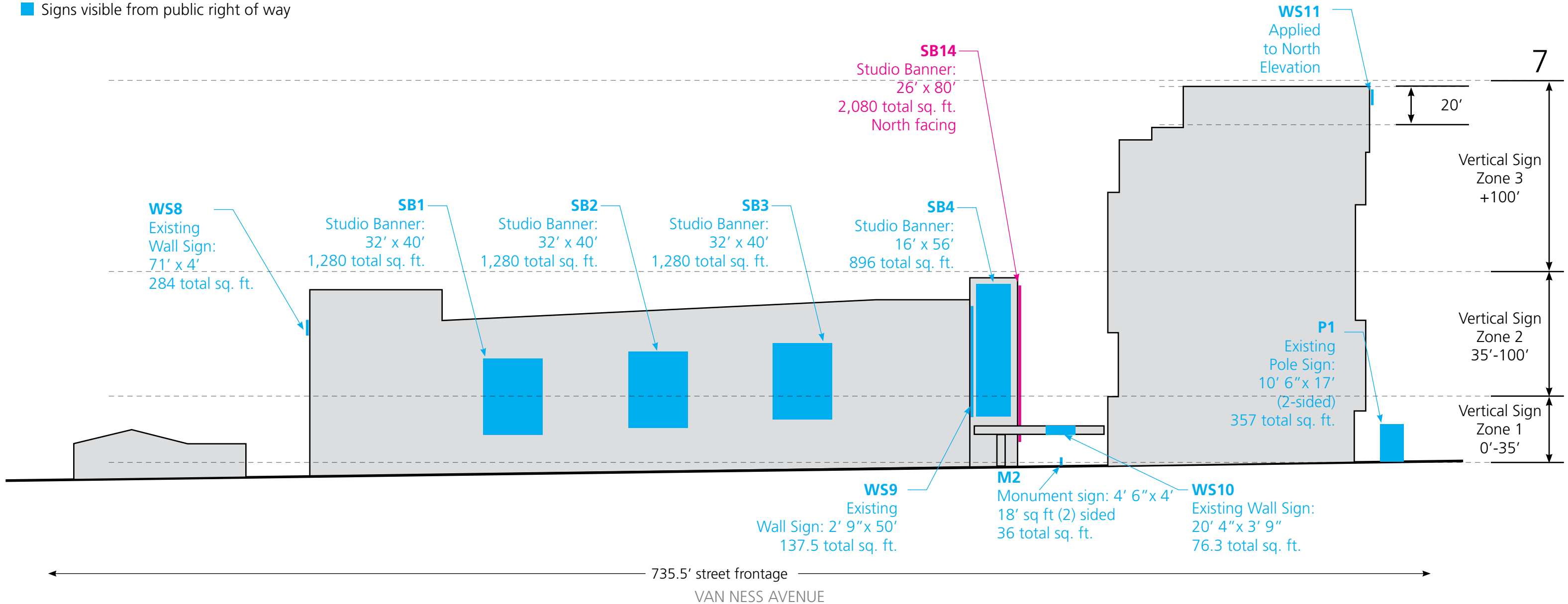
Sign #	Type	Size	Sq. ft	Status
SB1	Studio Banner	32' w x 40' h	1,280	proposed
SB2	Studio Banner	32' w x 40' h	1,280	proposed
SB3	Studio Banner	32' w x 40' h	1,280	proposed
SB4	Studio Banner	16' w x 56' h	896	proposed
SB14	Studio Banner	26' w x 80' h	2,080	proposed
M2	Monument Sign	4' 6" w x 4' h (2 sided)	36	proposed
			total proposed: 6,852	
WS8	Wall Sign	71' w x 4' h	284	existing
WS9	Wall Sign	2' 9" w x 50' h	137.5	existing
WS10	Wall Sign	20' 4" w x 3' 9" h	76.3	existing
P1	Pole Sign	10' 6" w x 17' h	357	existing
			total existing: 854.8	
			total combined: 7,706.8	

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

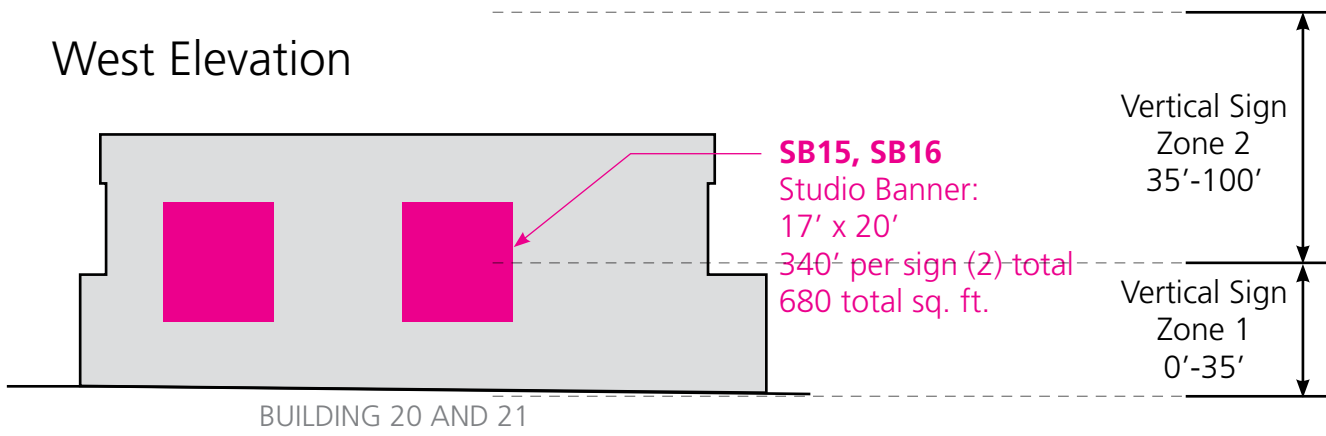
03 April 2019

Scale: 1" = 50'

- Signs not facing public right of way
- Signs visible from public right of way



West Elevation



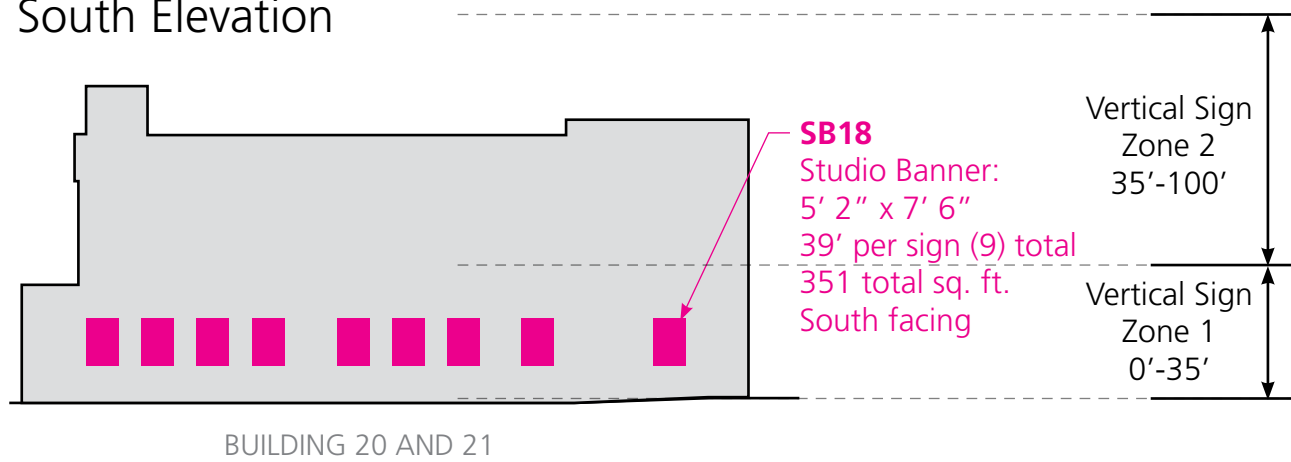
BUILDING 11 East facing

Sign #	Type	Size	Sq. ft.	Status
SB17	Studio Banner	8' 4" w x 21' h	175	proposed
		total proposed:	175	

BUILDING 20-21

Sign #	Type	Size	Sq. ft.	Status
SB18	Studio Banner	5' 2" w x 7' 6" h (9x)	351	proposed
SB15	Studio Banner	17' w x 20' h	340	proposed
SB16	Studio Banner	17' w x 20' h	340	proposed
		total proposed:	1,031	

South Elevation



STAGE 9 East facing

Sign #	Type	Size	Sq. ft.	Status
SB11	Studio Banner	13' w x 18' h	234	proposed
SB12	Studio Banner	13' w x 18' h	234	proposed

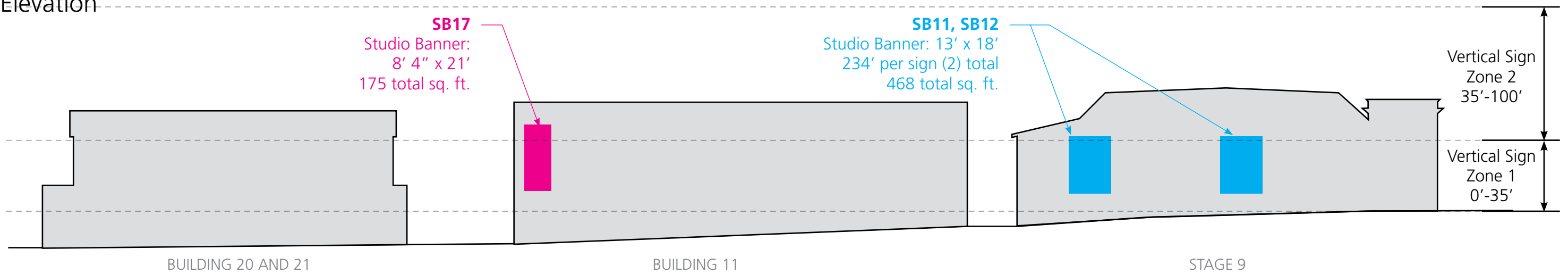
■ Signs not facing public right of way total proposed: 468
 ■ Signs visible from public right of way

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1" = 50'

East Elevation



Sign SB1, SB2, SB3, SB4
 Parking Garage
 East Elevation

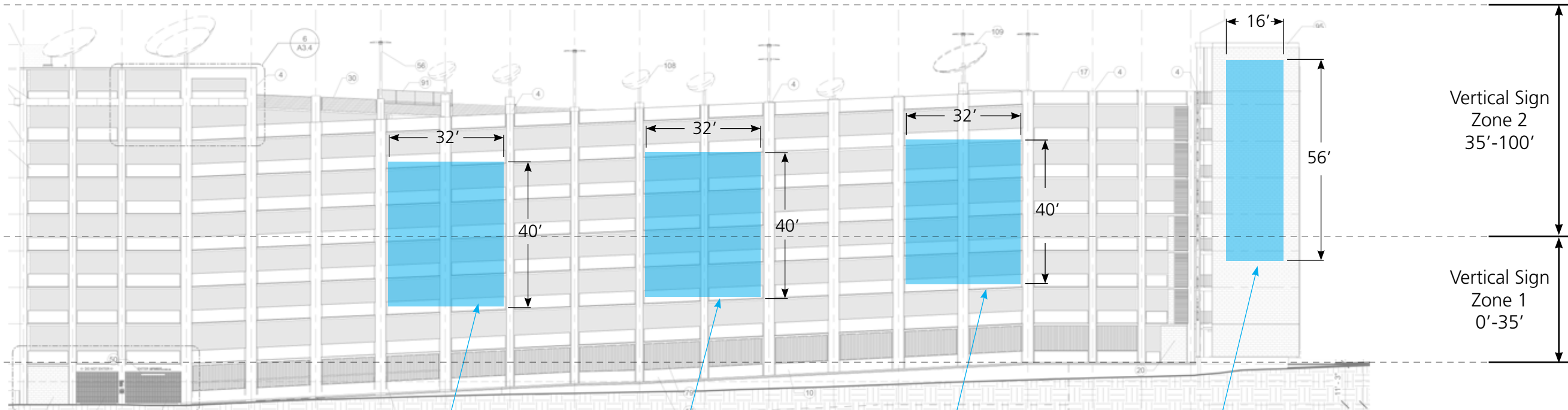
SB1, SB2, SB3 Studio Banner:
 Size: 32' w x 40' h = 1,280 sq. ft. per sign
 Quantity: 3
 Total sq ft: 3,840'

SB4 Studio Banner:
 Size: 16' w x 56' h
 Total sq ft: 896'

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

03 April 2019

Scale: 1/32" = 1'



SB1
 Studio Banner:
 32' x 40'
 1,280 total sq. ft.

SB2
 Studio Banner:
 32' x 40'
 1,280 total sq. ft.

SB3
 Studio Banner:
 32' x 40'
 1,280 total sq. ft.

SB4
 Studio Banner:
 16' x 56'
 896 total sq. ft.

VAN NESS AVENUE

Sign SB17
Building 11
East Elevation

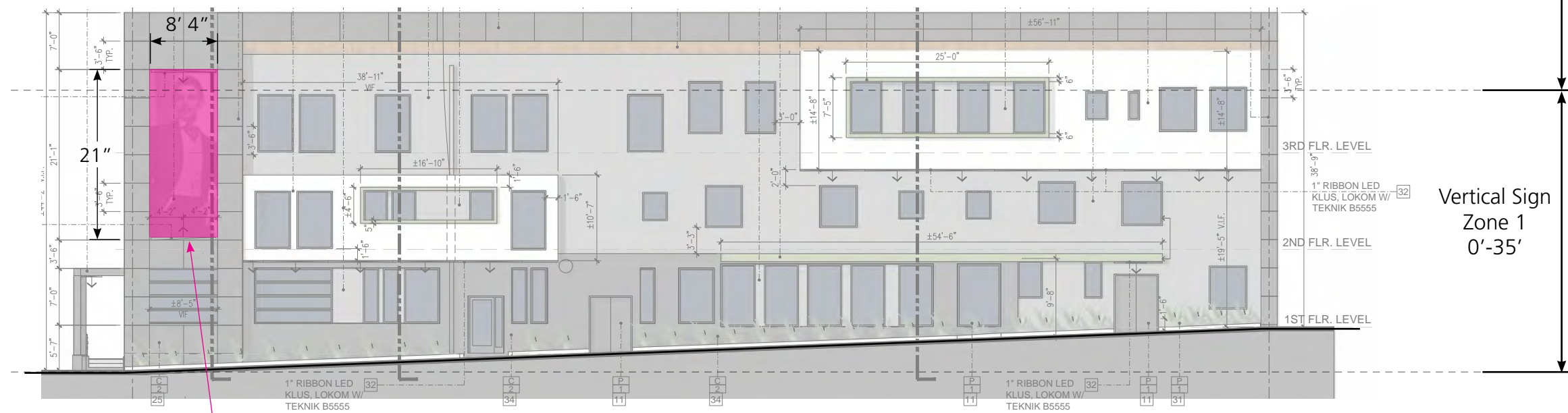
Studio Banner:
Size: 8' 4" w x 21' h
Total sq ft: 175'

Vertical Sign
Zone 2
35'-100'

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/16" = 1'



11

SB17
Studio Banner:
8' 4" x 21'
175 total sq. ft.
(Sign not facing public right of way)

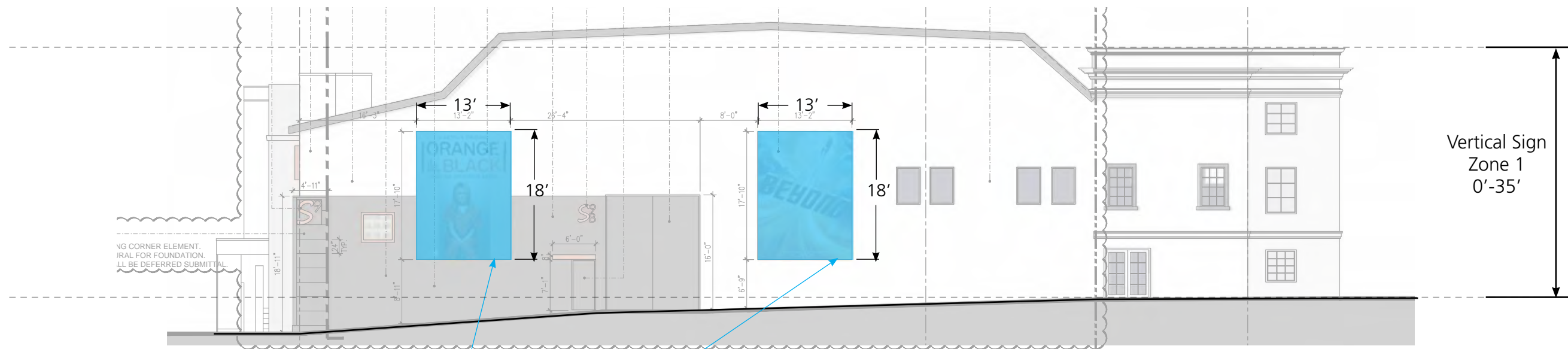
Sign SB11, SB12
Stage 9
East Elevation

Studio Banner:
Size: 13' w x 18' h = 234 sq. ft. per sign
Quantity: 2
Total sq ft: 468'

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/16" = 1'



SB11, SB12
Studio Banner: 13' x 18'
234' per poster (2) total
468 total sq. ft.

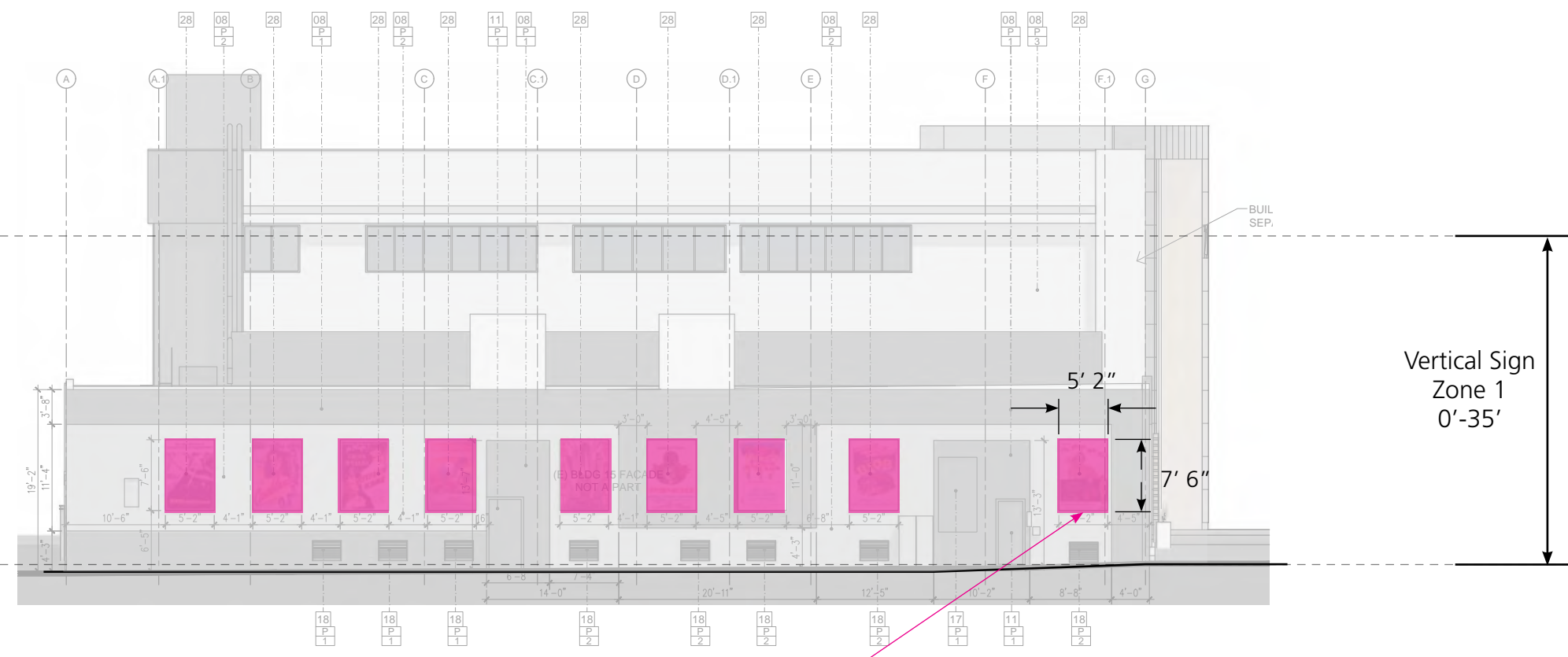
Sign SB18
 Building 20 and 21
 South Elevation

Studio Banner:
 Size: 5' 2" w x 7' 6" h = 39 sq ft per poster
 Quantity: 9
 Total sq ft: 351'

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

03 April 2019

Scale: 1/16" = 1'



13

SB18
 Studio Banner: 5' 2" x 7' 6"
 39' per poster (9) total
 351 total sq. ft.
 South facing
 (Signs not facing public right of way)

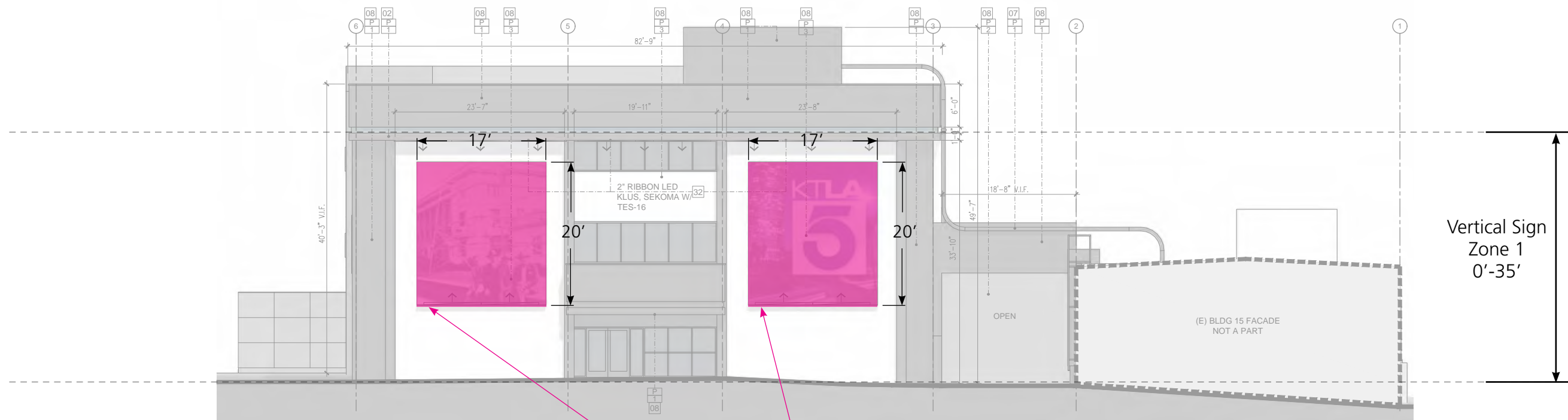
Sign SB15, SB16
Building 20 and 21
West Elevation

Studio Banner:
Size: 17' w x 20' h = 340 sq. ft. per sign
Quantity: 2
Total sq ft: 680'

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/16" = 1'



SB15, SB16
Studio Banner: 17' x 20'
340' per poster (2) total
680 total sq. ft.
(Sign not facing public right of way)

Sign SB5, SB6, SB7, SB8 East Elevation

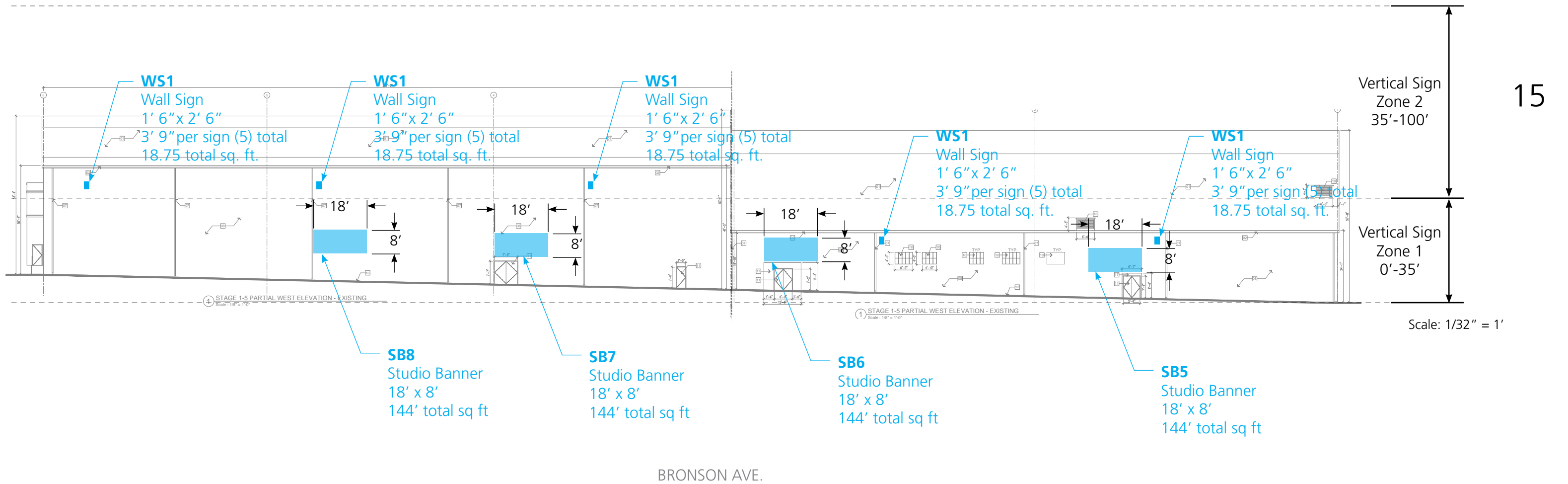
Studio Banner:
 Size: 18' w x 8' h = 144 sq ft per sign
 Quantity: 4
 Total sq ft: 576'

Sign WS1

Wall Sign:
 Size: 1' 6" w x 2' 6" h = 3.75 sq ft per sign
 Quantity: 5
 Total sq ft: 18.75'

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

03 April 2019

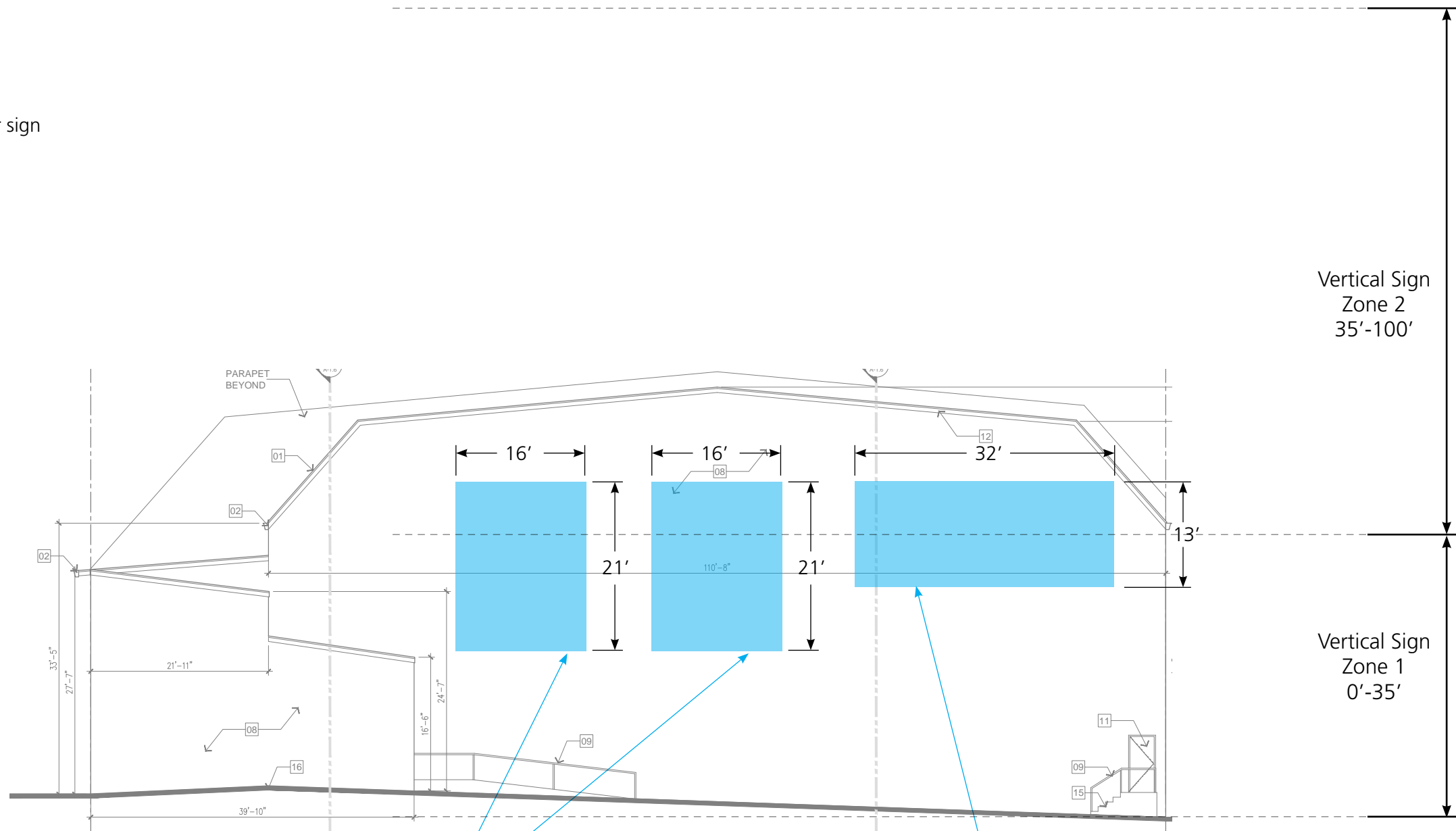


Sign SB9, SB10
 Stage 1-5
 North Elevation

Studio Banner:
 Size: 16' w x 21' h = 336 sq ft per sign
 Quantity: 2
 Total sq ft: 672'

Sign WS7

Wall Sign:
 Size: 32' w x 13' h
 Total sq ft: 416'



Vertical Sign
 Zone 2
 35'-100'

Vertical Sign
 Zone 1
 0'-35'

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

03 April 2019

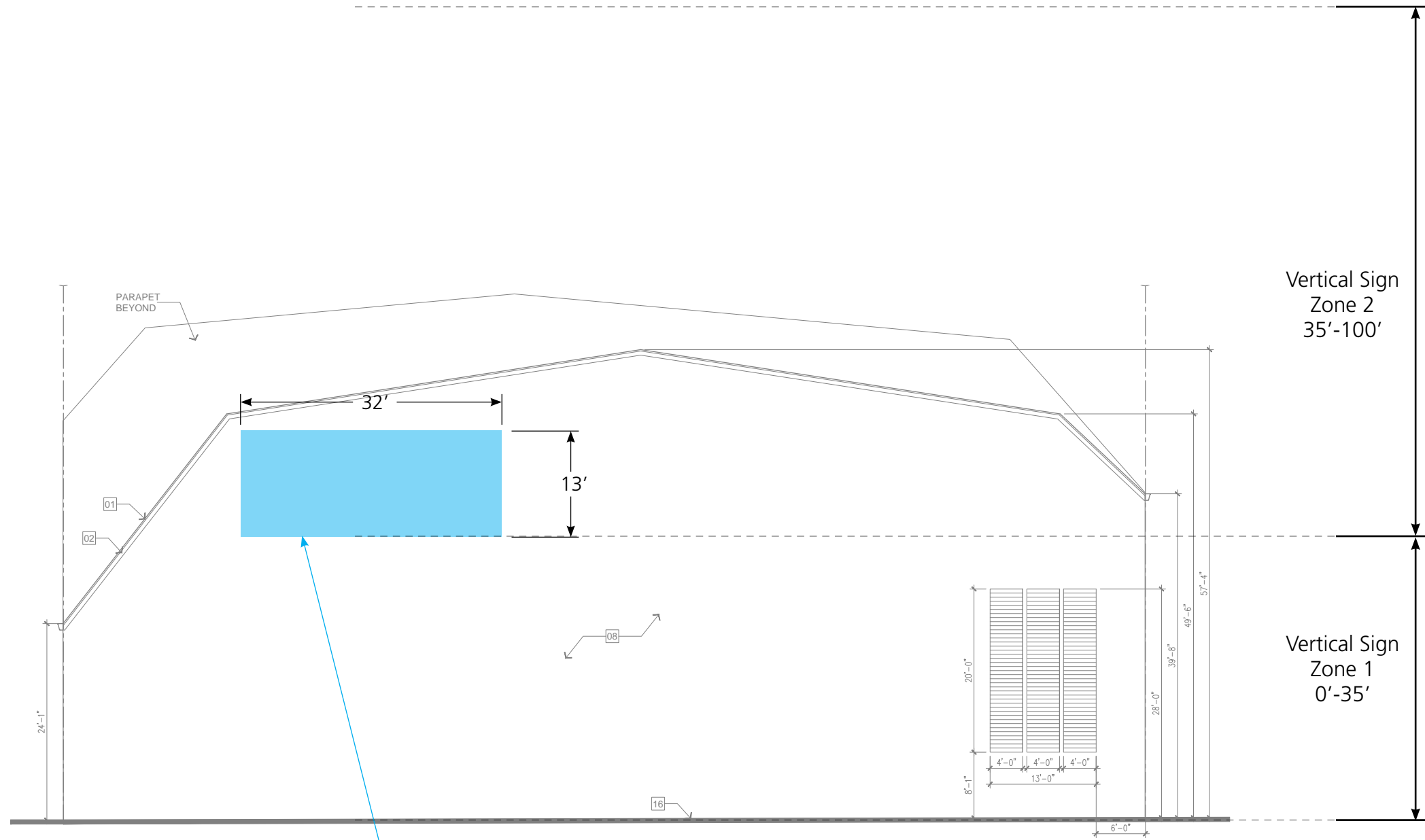
Scale: 1/16" = 1'

SB9, SB10
 Studio Banner: 16' x 21'
 336' per sign (2) total
 672 total sq. ft.

WS7
 Wall Sign: 32' x 13'
 416 total sq. ft.

Sign WS6
 Stage 1-5
 South Elevation

Wall Sign:
 Size: 32' w x 13' h
 Total sq ft: 416'



WS6
 Wall Sign:
 32' x 13'
 416 total sq. ft.

FERNWOOD AVE.

Vertical Sign
 Zone 2
 35'-100'

Vertical Sign
 Zone 1
 0'-35'

Sunset Bronson Studios
 5800 W. Sunset Blvd.
 Hudson Media Properties

 03 April 2019
 Scale: 1/16" = 1'

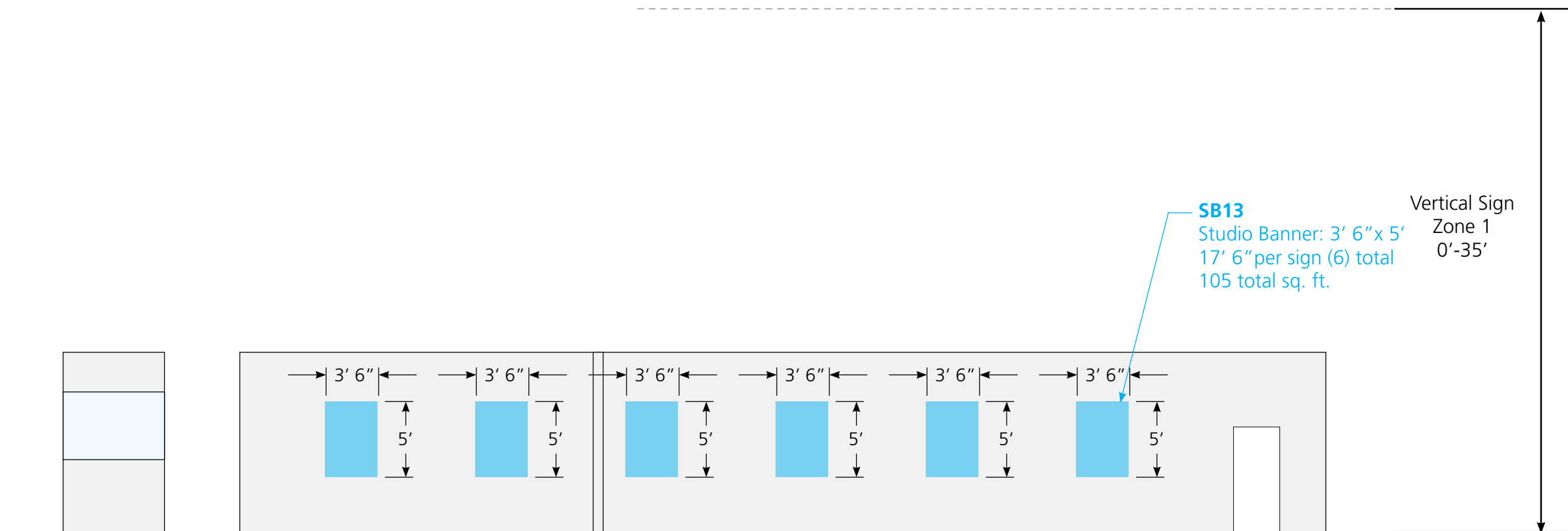
Sign SB13
Bronson West Entry
North Elevation

Studio Banner:
Size: 3' 6" w x 5' h = 17.5 sq ft per sign
Quantity: 6
Total sq ft: 105'

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/8" = 1'

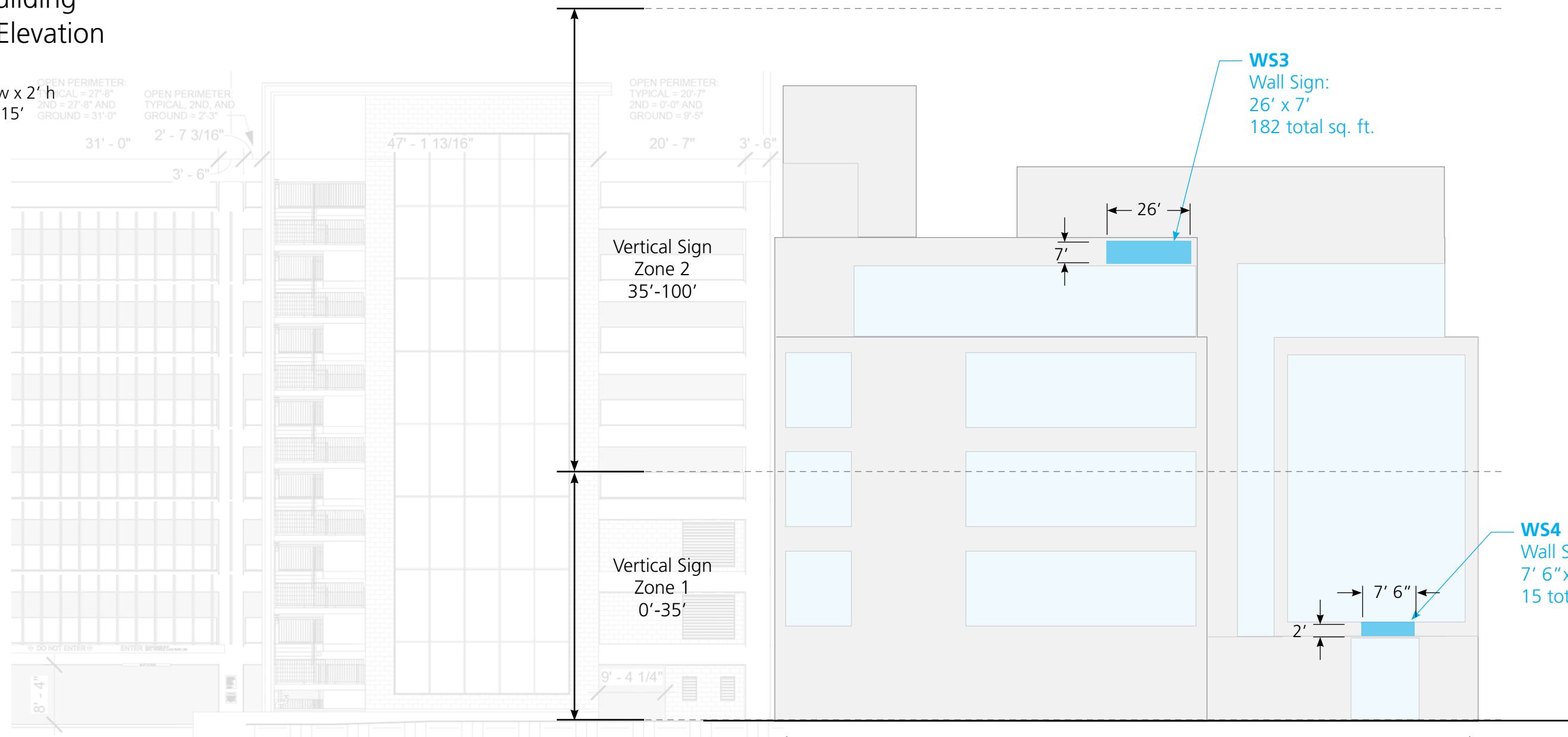


Sign WS3
CUE Building
North Elevation

Wall Sign:
Size: 26' w x 7' h
Total sq ft: 182'

Sign WS4
CUE Building
North Elevation

Wall Sign:
Size: 7' 6" w x 2' h
Total sq ft: 15'



WS3
Wall Sign:
26' x 7'
182 total sq. ft.

WS4
Wall Sign:
7' 6" x 2'
15 total sq. ft.

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

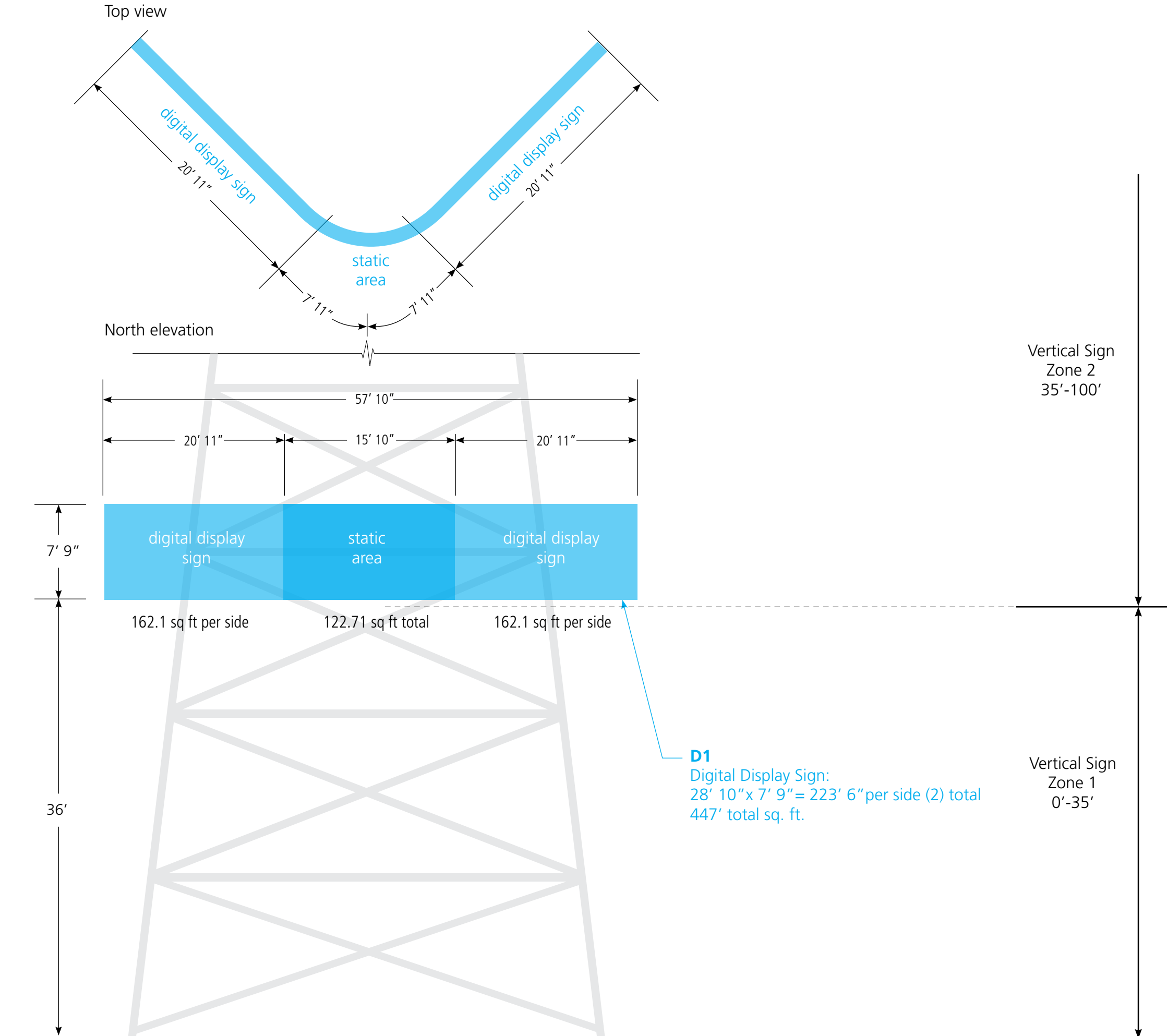
03 April 2019

Scale: 1/16" = 1'

99' building frontage

Sign D1
Radio Tower
North Elevation

Digital Display Sign:
Size: 28' 10" w x 7' 9" h = 223' 6"
2 sided
Total sq ft: 447'



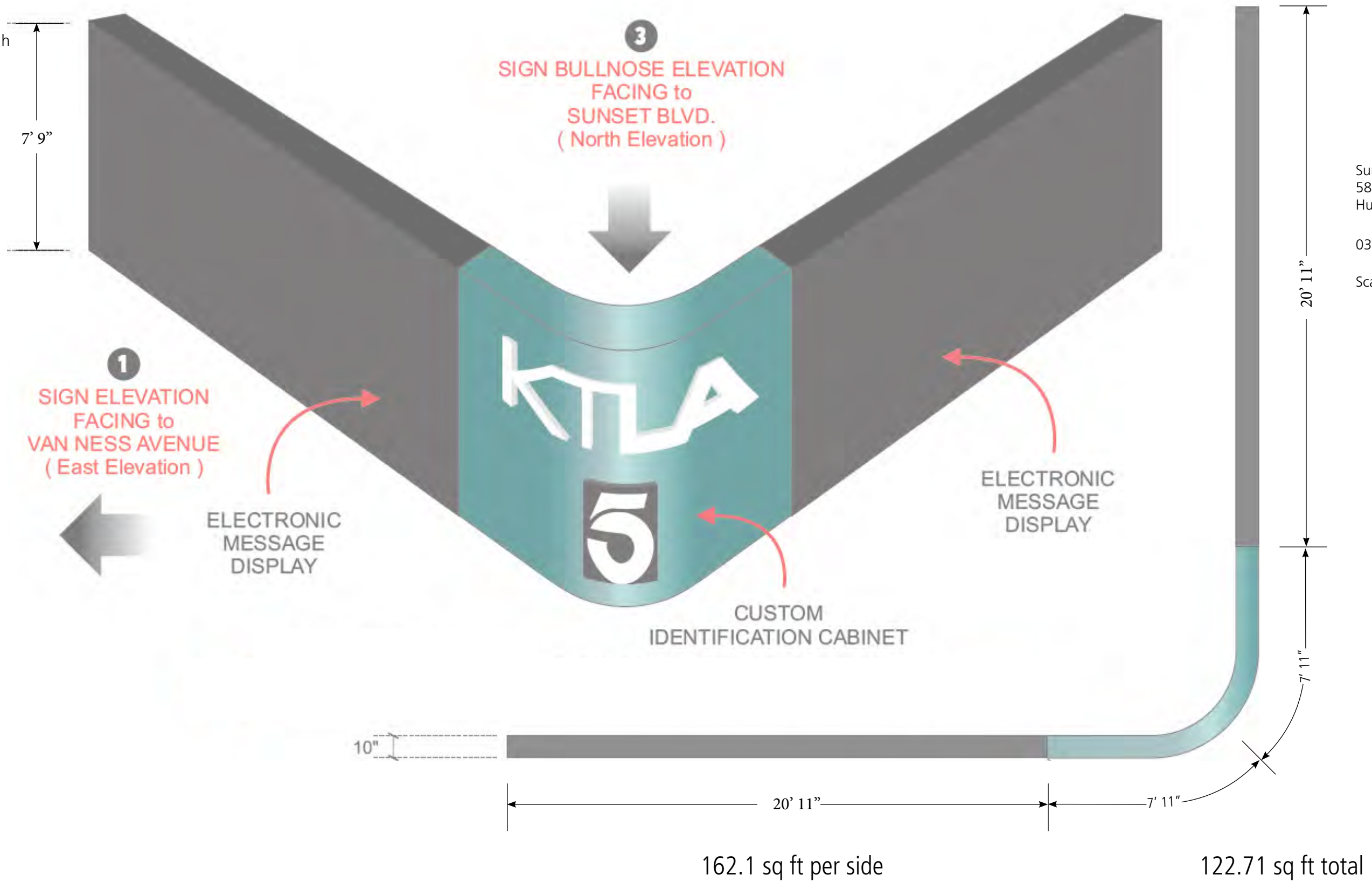
Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties
03 April 2019
Scale: 1/8" = 1'

20

D1
Digital Display Sign:
28' 10" x 7' 9" = 223' 6" per side (2) total
447' total sq. ft.

Sign D1
Radio Tower
North Elevation

Digital Display Sign:
Size: 28' 10" w x 7' 9" h
2 sided
Total sq ft: 447'



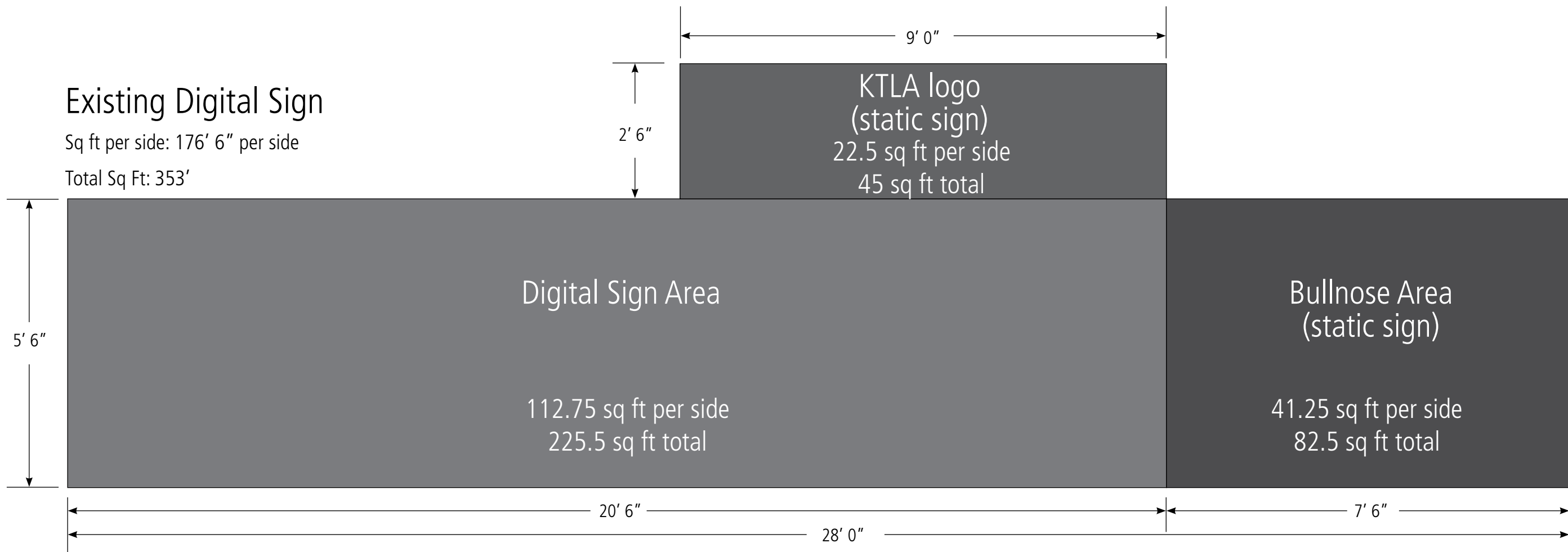
Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019
Scale: 14" = 1'

Existing Digital Sign

Sq ft per side: 176' 6" per side

Total Sq Ft: 353'



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

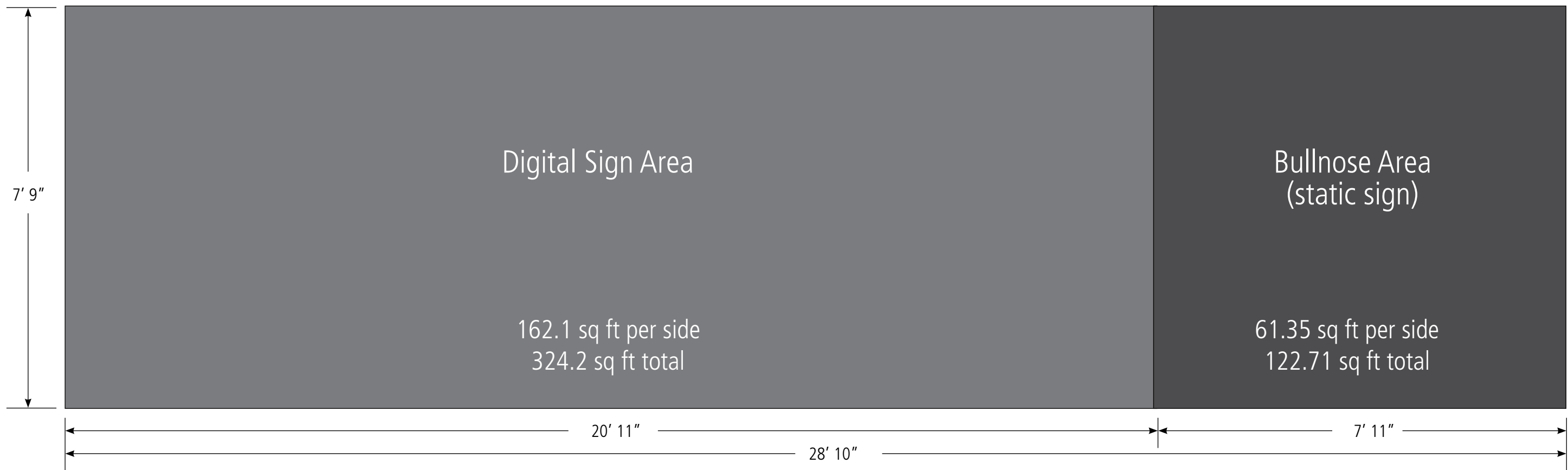
03 April 2019

Scale: 1/2" = 1'

Proposed Digital Sign

Sq ft per side: 223' 6" per side

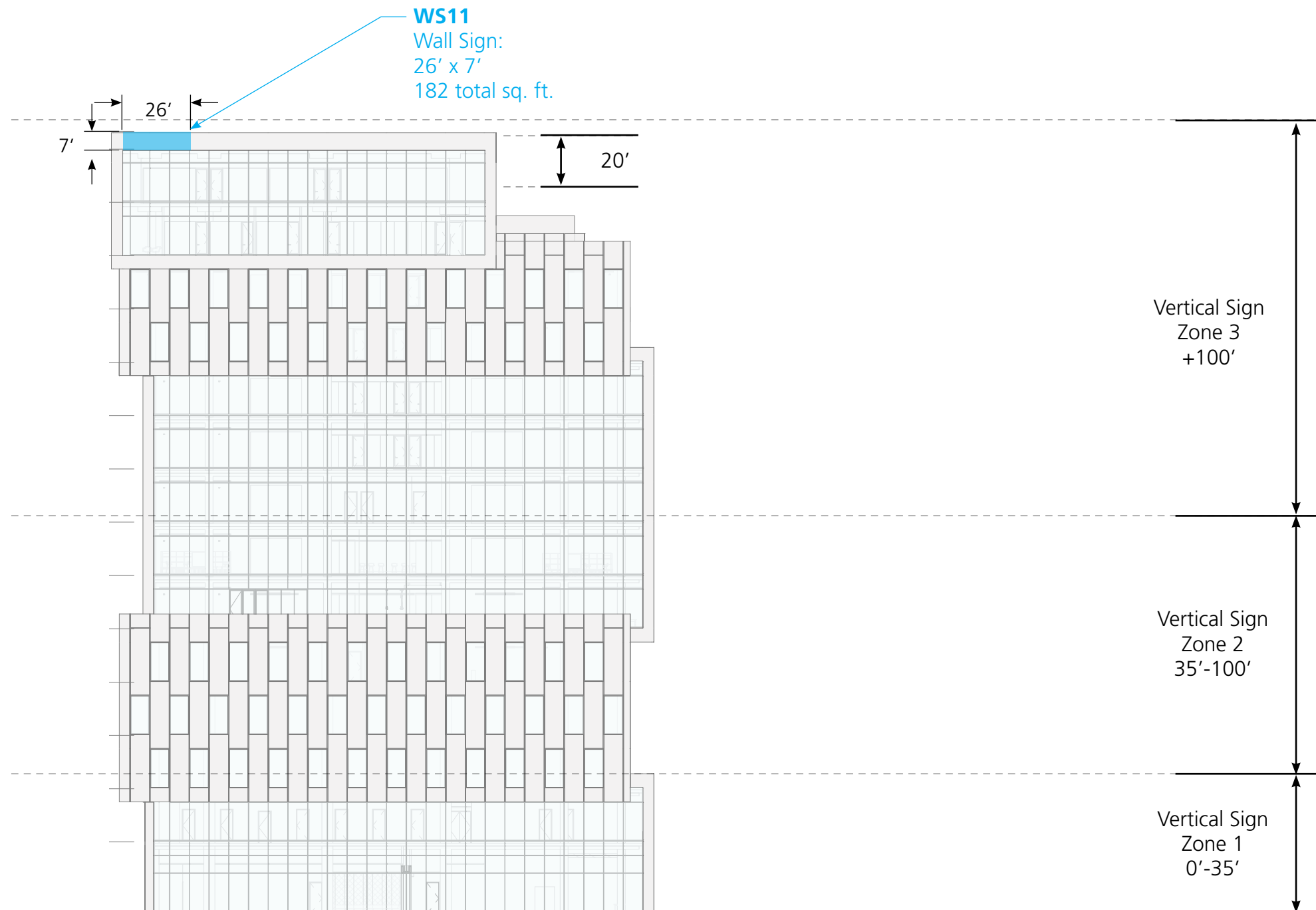
Total Sq Ft: 447'



61.35 sq ft per side
122.71 sq ft total

Sign WS11
ICON Building
West Elevation

Wall Sign:
Size: 26' w x 7' h
Total sq ft: 182'



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: 1/32" = 1'

Sign WS11
ICON Building
North West Rendering

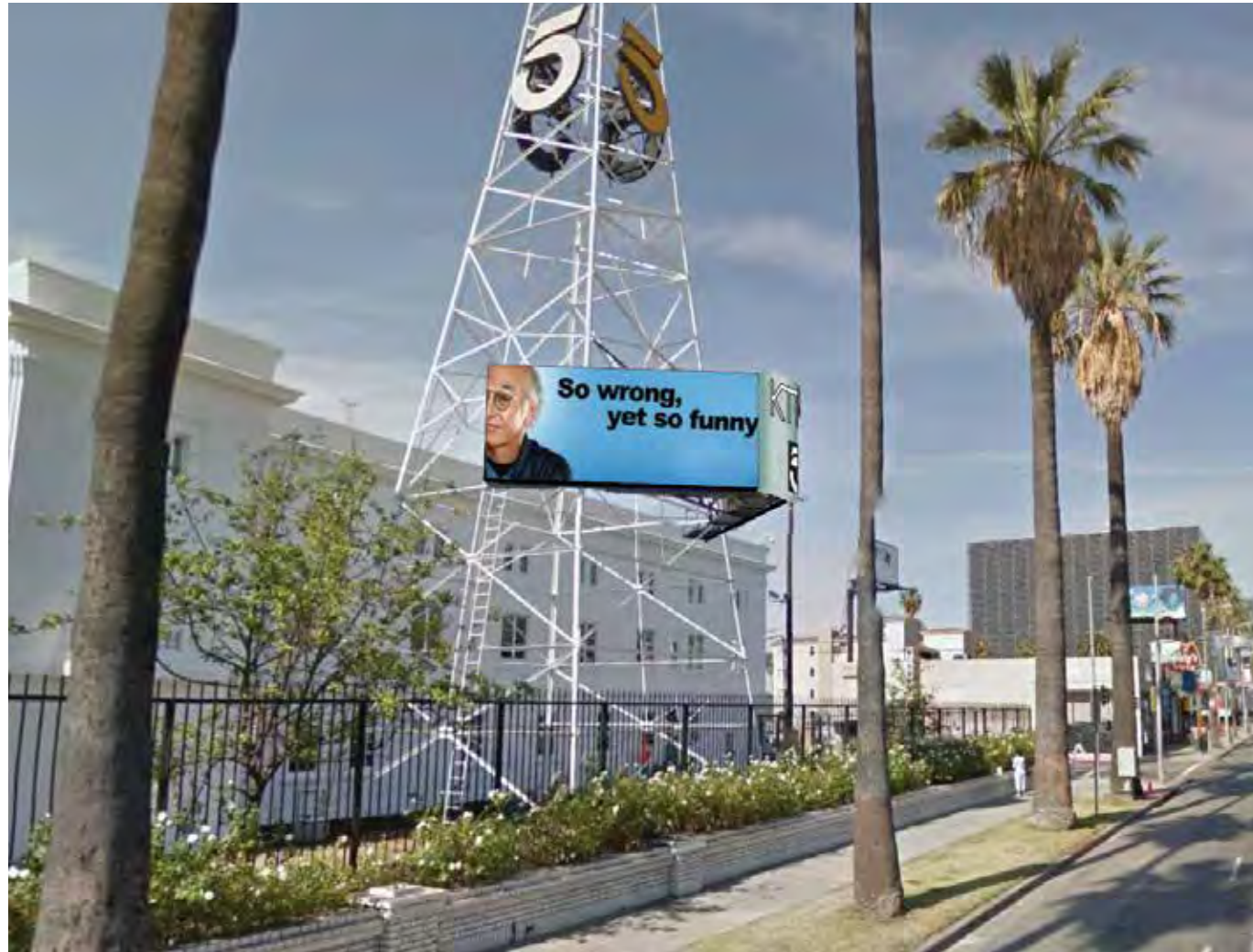
Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

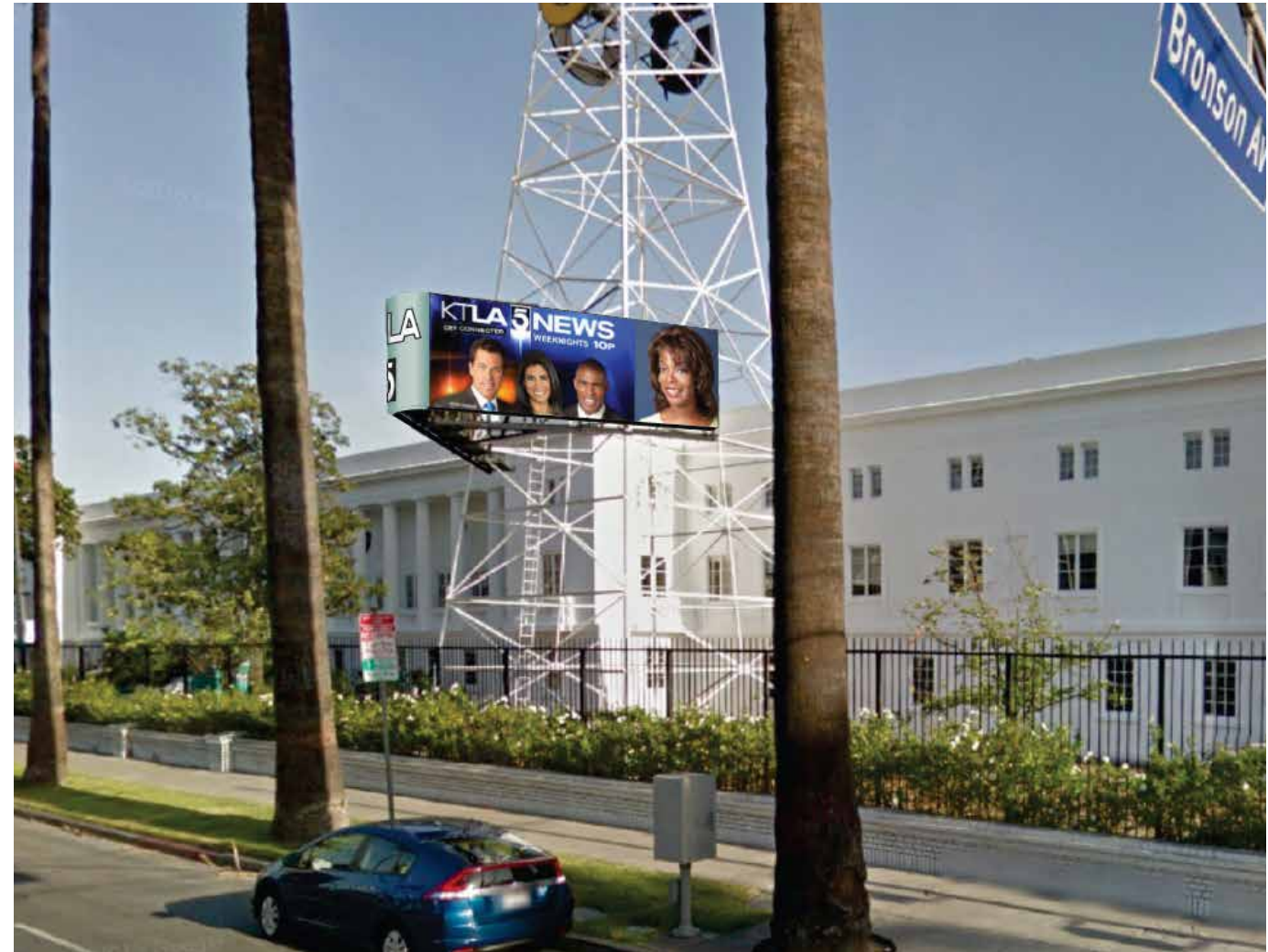


Sign D1
Radio Tower
NE and NW Renderings

East facing



West facing



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Sign WS3
CUE Building
North Facing Rendering



Sign WS4
CUE Building
North Facing Rendering



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

Proposed Rendering of
Sign SB4, SB14
Parking Garage
North West Rendering



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Sign SB17
Building 11
East Facing Rendering

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019



Sign SB18
Building 20 and 21
South Facing Rendering

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019



Sign SB15, SB16
Building 20 and 21
West Facing Rendering

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019



Sign SB11, SB12
Stage 9
East Facing Rendering

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019



Proposed Rendering of Sign WS1
SB5, SB6, SB7, SB8
Stage 1-5
East Facing Rendering

Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019



Proposed Rendering of Sign WS1
SB5, SB6, SB7, SB8
Stage 1-5
East Facing Rendering



Sunset Bronson Studios
5800 W. Sunset Blvd.
Hudson Media Properties

03 April 2019

Scale: NTS

Exhibit C
Examples of Large Digital Display Signs within 1.5 Miles of Project Site

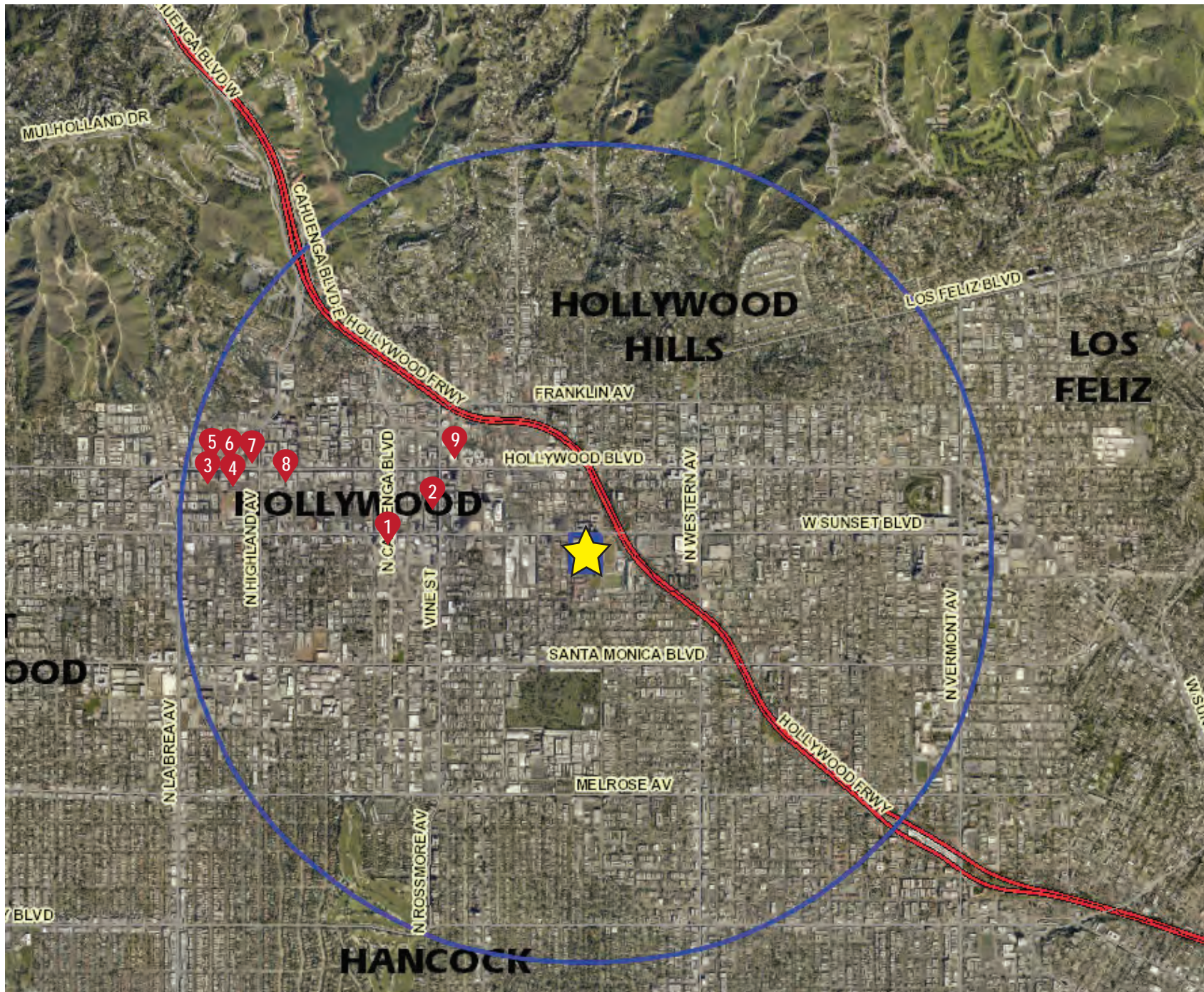


Image 1

CNN Building



Image 2
Sunset + Vine



Image 3
Madame Tussauds



Image 4
El Capitan Theatre



Image 5
Grauman's Chinese Theatre



Image 6
Hard Rock Cafe



Image 7
Hollywood & Highland Center



a_proble...

7 ft

© 2019 Google
© 2018 Google

Google Earth

Image 8
Guinness World Records Museum



Image 9
Pantages Theatre



every eight (8) seconds, with an instant transition between images. The sign image must remain static between refreshes.

Director. The Director of Planning, or his or her designee.

Existing Pole Sign. The existing Pole Sign located at the corner of Sunset Boulevard and Van Ness Avenue and constructed pursuant to Building Permit No. 17048-10000-01917 issued on July 28, 2017.

Historic Building. A building or structure that is listed:

1. as a Historic-Cultural Monument by the City of Los Angeles; or
2. in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. as a historically significant building in a historic resources survey conducted by the Director; or
4. as a contributing structure to a National Register Historic District.

Identification Sign. A wall sign that may display a company logo, generic type of business, or the name of a business or building, or any other noncommercial message.

Information Sign. A sign that may display a message giving directions, instructions, menus, selections, or address numerals, any other message allowed on an on-site, or any other noncommercial message.

Interior Sign. Any Sign that is: (a) within an interior courtyard, interior concourse or interior plaza of a building that is not visible from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way, except for incidental views of that sign from those locations, or (b) immediately adjacent to a building on the premises and viewed primarily from grade by pedestrians within the SBS campus.

[Non-Controlled Refresh Rate. The refresh rate for Digital Display Signs that are not made subject to the 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 and animation at an unrestricted rate.](#)

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 SBS campus and is wholly unrelated to the businesses conducted within the District. Signs containing graphics and text displaying media produced, curated, edited or owned by tenants at the SBS campus shall not be considered Off-site signs.

1. Maximum Permitted Combined Sign Area. The maximum permitted combined sign area for all signs within the District shall not exceed 13,469 square feet, as shown on the Conceptual Sign Plans. All signs within the District shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Information Signs
- b. Temporary Signs
- c. Interior Signs not identified in the Conceptual Sign Plans

2. Existing Sign Area. The signage of all existing signage constructed under a valid permit and in conformance with the regulations of the Sign District shall be calculated and included as part of the Maximum Permitted Combined Sign Area.

3. Sign Area Per Street Frontage. The maximum permitted sign area shall be distributed throughout the District based on the linear street frontage as described in this Section. Notwithstanding anything to the contrary set forth in this Section, the Director may approve a transfer of unused sign area from one street frontage to another provided that the total sign area of the District is not exceeded.

a. Sunset Boulevard facing signs shall not exceed a total sign area of 1,028.5 square feet, comprised of the following signs and as shown on Sheet 4 of the Conceptual Sign Plans:

Maximum Sign Area for Sunset Boulevard Facing Signs		
Sign type	Dimensions	Sign Area (SF)
Wall Sign (existing)	7'w x 8'h (4x)	224
Wall Sign	26'w x 7'h	182
Wall Sign (existing)	26'w x 7'h	182
Wall Sign	10'w x 5'h	50
Wall Sign (existing)	18'w x 1.25'h	22.5
Wall Sign	7.5'w x 2'h	15
Digital Display Sign	Electronic Message Display: 20.5 <u>20</u> ' 11 <u>11</u> "w x 5.57 <u>5</u> ' 9 <u>9</u> "h; Static Sign: 7.57 <u>7</u> ' 11 <u>11</u> "w x 5.57 <u>5</u> ' 9 <u>9</u> "h (per side (2x))	353 <u>447</u> *
Total Permitted Sign Area		1,028.5 <u>1,122.5</u>
Street Frontage		600.83 ft.

*(incl. ~~82.5~~122.71 sf static sign between digital sign faces)

b. Van Ness Avenue facing signs shall not exceed a total sign area of 5,626.8 square feet, comprised of the following signs and as shown on Sheet 7 of the Conceptual Sign Plans:

d. Fernwood Avenue (vacated) facing signs shall not exceed a total sign area of 416 square feet, comprised of the following sign and as shown on Sheet 6 of the Conceptual Sign Plans:

Maximum Sign Area for Fernwood Avenue (vacated) Facing Signs		
Sign Type	Dimensions	Sign Area (SF)
Wall Sign	32'w x 13'h	416
Total Permitted Sign Area		416
Street Frontage		600.83 ft.

F. Fire Safety. All new Signs and Sign Support Structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. In the case of new or untested materials, the applicant shall submit a sample of the sign's material to the LAFD for approval.

G. Illumination.

1. Except for Temporary Signs, which may not be illuminated, all signs within the District may be illuminated by either internal or external means. The illumination regulations set forth in the LAMC, including but not limited to Section 93.0117, shall apply. Methods of sign illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; Light Emitting Diode (LED); Liquid Crystal Display (LCD); cathode ray tubes exposed directly to view; shielded spot lights; and wall wash fixtures.

2. Externally illuminated Signs shall incorporate design elements to limit the direct view of the light source surface at all exterior light fixtures to ensure that the light source cannot be seen from adjacent residential properties or the public right-of-way. Such design elements could include one or more of the following: use of light fixtures that comply with the ratings specified in CALGreen Table 5.106.8; use of light fixtures with a focused output where the output angles greater than 20 degrees from beam centerline do not exceed 300 candelas; glare shields and louvers attached to the front face of the light fixture; and/or architectural screens to conceal the direct view of the light fixtures at the center of adjacent streets at the Project Plan boundary to the north, south, east, and west. All light sources, including illuminated Signs, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).

H. Refresh Rate. This Ordinance restricts the refresh rates for the Digital Display Signs. ~~No as set forth in Section 7 (Standards for Specific Types of Signs) of this Ordinance. Except as expressly permitted by this Ordinance, so~~ sign or lighting is granted ~~an unrestricted refresh rate. The Digital Display Sign shall observe the Controlled~~ a Non-Controlled Refresh Rate, ~~as set forth below.~~ Other than the Digital Display Sign, all signs and lighting shall remain static.

~~1. Controlled Refresh Rate. The Controlled Refresh Rate shall be no more frequent than one refresh event every eight (8) seconds, with an instant transition between images. The sign image must remain static between refreshes.~~

G. Signs on Historic-Cultural Monuments and Historic Buildings. Repairs or alterations to any signs located on Historic Buildings shall comply with the Secretary of Interior Standards and shall be approved by the Director in consultation with the Office of Historic Resources.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Digital Display Signs.

1. Refresh Rate. ~~The~~ Digital Display ~~Signs~~Sign identified on Exhibit 1 shall be subject to the ~~Controlled~~Non-Controlled Refresh Rate.

2. Number Permitted. A maximum of one (1) Digital Display Sign with two (2) sign faces shall be permitted within the District.

3. Size. The existing Digital Display Sign, as shown in Exhibit 1, consists of two electronic message display sign faces joined by a static sign bullnose. Any new Digital Display Sign shall not exceed the electronic message display sign area and dimensions of the existing Digital Display Sign.

4. Location. Digital Display Signs may be located only in the locations specified on the Conceptual Sign Plans. Digital Display Signs shall only be permitted in Vertical Sign Zone 2.

5. Illumination.

a. Digital Display Signs shall have a nighttime luminance of no greater than 300 candelas per square meter and daytime brightness of no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for 45 minutes, up to their daytime luminance.

b. Each Digital Display Sign shall be fully dimmable and shall be controlled by a programmable timer and photocell to adjust the sign luminance according to the time of day and applicable lighting standards.

c. All light emitting diodes used within a Digital Display Sign shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 65 degrees.

d. Hours of Operation. All Digital Displays shall be non-operational between the hours of 2:00 a.m. and 7:00 a.m.

B. Pole Signs. The Existing Pole Sign may be repaired and maintained pursuant to the applicable provisions of the LAMC and the Los Angeles Building Code. No additional Pole Signs shall be permitted within the District.