

# PLANNING DEPARTMENT TRANSMITTAL TO THE CITY CLERK'S OFFICE

CITY PLANNING CASE:	ENVIRONMENTAL DOCUMENT:	COUNCIL DISTRICT:
CPC-2017-4523-SN-CU	ENV-2010-1768-EIR-ADD-1; EIR SCH NO. 2011091029	13 – O'FARRELL
PROJECT ADDRESS:		
5800 West Sunset Boulevard (5808, 5842 West Sunset Boulevard; 1424, 1452, 1456 North Bronson Avenue; and 1351, 1455, 1457 North Van Ness Avenue)		
APPLICANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
Sunset Bronson Entertainment Properties, LLC 11601 Wilshire Blvd., Suite 1600 Los Angeles, CA 90025 <input type="checkbox"/> New/Changed	(310) 445-5700	N/A
APPLICANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
James Pugh, Sheppard Mullin Richter & Hampton, LLP 333 South Hope Street 43 <sup>rd</sup> Floor Los Angeles, CA 90071	(213) 617-4284	<a href="mailto:jpugh@sheppardmullin.com">jpugh@sheppardmullin.com</a>
APPELLANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
N/A		
APPELLANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
N/A		
PLANNER CONTACT INFORMATION:	TELEPHONE NUMBER:	EMAIL ADDRESS:
MINDY NGUYEN	(213) 847-3674	<a href="mailto:mindy.nguyen@lacity.org">mindy.nguyen@lacity.org</a>
ENTITLEMENTS FOR CITY COUNCIL CONSIDERATION		
SIGN DISTRICT		

**FINAL ENTITLEMENTS NOT ADVANCING:**

CONDITIONAL USE

**ITEMS APPEALED:**

N/A

**ATTACHMENTS:****REVISED:****ENVIRONMENTAL CLEARANCE:****REVISED:**

- ☒ Letter of Determination
- ☒ Findings of Fact
- ☒ Staff Recommendation Report
- ☒ Conditions of Approval
- ☒ Ordinance
- ☐ Zone Change Map
- ☐ GPA Resolution
- ☒ Land Use Map
- ☐ Exhibit A - Site Plan
- ☒ Mailing List
- ☐ Land Use
- ☐ Other

- ☐
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- ☐ Categorical Exemption
- ☐ Negative Declaration
- ☐ Mitigated Negative Declaration
- ☒ Environmental Impact Report
- ☐ Mitigation Monitoring Program
- ☐ Other

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**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



<b>PLANNING COMMISSION HEARING DATE:</b>	<b>COMMISSION VOTE:</b>
December 20, 2018	5 – 2
<b>LAST DAY TO APPEAL:</b>	<b>APPEALED:</b>
March 20, 2019	No
<b>TRANSMITTED BY:</b>	<b>TRANSMITTAL DATE:</b>
James K. Williams Commission Executive Assistant II	March 27, 2019



# LOS ANGELES CITY PLANNING COMMISSION

200 North Spring Street, Room 272, Los Angeles, California, 90012-4801, (213) 978-1300  
[www.planning.lacity.org](http://www.planning.lacity.org)

## LETTER OF DETERMINATION

MAILING DATE: FEB 28 2019

**Case No. CPC-2017-4523-SN-CU**

Council District: 13 – O'Farrell

CEQA: ENV-20101768-EIR-ADDI; SCH No. 2011091029

Plan Area: Hollywood

Related Case: AA-2018-1633-PMLA

**Project Site:** 5800 West Sunset Boulevard  
5808, 5842 West Sunset Boulevard  
1424, 1452 1456 North Bronson Avenue  
1351, 1455, 1457 North Van Ness Avenue

**Applicant:** Sunset Bronson Entertainment Properties  
Representative: James Pugh, Sheppard Mullin Richter & Hampton, LLP

At its meeting of **December 20, 2018**, the Los Angeles City Planning Commission took the actions below in conjunction with the approval of the following project:

Establishment of a Sign District for the Sunset Bronson Studios campus, an existing multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities.

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-2010-1768-EIR, SCH No. 2011091029, certified on August 26, 2013 and as supported by the Addendum dated July 13, 2018, considered on August 28, 2018; and pursuant to CEQA Guidelines 15162 and 15164, no subsequent EIR Negative Declaration or addendum is required for approval of the Project;
2. **Approved and recommended** that the City Council **adopt**, pursuant to Section 12.32 S of the Los Angeles Municipal Code (LAMC), the attached Ordinance, as amended by the Commission, for the establishment of a Supplemental Use District to permit for the Project Site and provided that the City Attorney review as to form and legality; and
3. **Approve**, pursuant to LAMC Section 12.24 W.19, a Conditional Use to permit Floor Area Ratio Averaging in a Unified Development;
4. **Adopted** the attached Conditions of Approval as modified by the Commission; and
5. **Adopted** the attached Findings.

The vote proceeded as follows:

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

**Vote:** 5 - 2



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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/Appeals Date:**

The decision of the City Planning Commission, as it pertains to the Sign District, is appealable by the applicant only. The remaining action is appealable by any party to the City Council within 20 days of the mailing date of this letter. The filing of an appeal stays proceedings in the matter until the appellate body makes a decision. An appeal not filed within the 20-day period shall not be considered by the City Council and the decision of the Planning Commission will become final and effective upon the close of the 20-day appeal period. Appeals shall be filed on forms provided at the Planning Department's Development Service Center 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:** MAR 20 2019

Notice: An appeal of the CEQA clearance for the Project pursuant to Public Resources Code Section 21151(c) is only available if the Determination of the non-elected decision-making body (e.g., ZA, AA, APC, CPC) **is not further appealable and the decision is final.**

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: Proposed Sign District Ordinance, Modified Conditions of Approval, Findings

c: Heather Bleemers, Senior City Planner  
Mindy Nguyen, City Planner

**ORDINANCE NO. \_\_\_\_\_**

An ordinance establishing the Sunset Bronson Studios Signage Supplemental Use District (District) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

**WHEREAS**, Sunset Bronson Studios (SBS) is a multi-tenant, mixed-use, creative office campus with onsite motion picture, media, radio, and television production facilities. The SBS campus encompasses approximately 10.5 acres in the Hollywood community of the City of Los Angeles (City). The unique entertainment related characteristics of the SBS campus warrant special sign regulations that enhance the unique entertainment and media qualities of Hollywood and the District;

**WHEREAS**, entertainment branding and signage is an important part of Hollywood's identity and history, and the District establishes comprehensive regulations for signage on the SBS campus that will enhance its visual character consistent with the Hollywood legacy of entertainment by displaying creative content that is produced on-site and contributes to Hollywood's history and future as a world-famous entertainment center;

**WHEREAS**, the SBS campus is located adjacent to the Hollywood Signage Supplemental Use District (the "Hollywood Signage SUD"), which encompasses the Hollywood Media District, home to numerous studios serving the film and television industries and one of the largest concentrations of live theaters in the City. The District regulations will complement and advance the goals and purposes of the Hollywood Signage SUD; and

**WHEREAS**, the District regulations acknowledge and promote the evolving nature of entertainment and studio uses that contribute to the distinctive aesthetic and entertainment character of Sunset Boulevard and Hollywood.

**NOW, THEREFORE,**

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

**SECTION 1. ESTABLISHMENT OF SUNSET BRONSON STUDIOS SIGN DISTRICT.** The City Council hereby establishes the Sunset Bronson Studios Sign District ("Ordinance"), applicable to that area bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Bronson Avenue to the west and Fernwood Avenue (vacated) to the south, as shown within the heavy lines on the attached map. This area is referred to herein as the "District". This Ordinance applies to all existing and proposed signs within the District.

**SECTION 2. PURPOSES.** The Sunset Bronson Studios Sign District is intended to:

- A. Support and enhance the unique entertainment character of Hollywood and complement the land uses and urban design objectives in the Hollywood Community Plan;
- B. Create special sign regulations that enhance the theme and unique entertainment qualities of the SBS campus and promote creative media that is produced, curated or edited on-site;

- C. Promote appropriate signage that enhances the architectural elements of SBS campus and reflects a modern, vibrant image of Hollywood as the historic and future global center of the entertainment industry;
- D. Limit visual clutter by regulating the number, type, size and location of signs;
- E. Protect and enhance the aesthetic and character of Sunset Boulevard as a major commercial corridor that contains numerous entertainment studios and related properties.

### **SECTION 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 LAMC. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC 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 would be allowed pursuant to the provisions contained in the LAMC, this Ordinance shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances including, but not limited to, the requirements of Article 4.4 of the LAMC (*Sign Regulations*).

**SECTION 4. DEFINITIONS.** Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Words and phrases not defined herein shall be construed as defined in Sections 12.03 (*Definitions*) and Article 4.4 (*Sign Regulations*) of the LAMC.

**Billboard.** Any sign on one or more poles or columns which is:

- 1. Four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and
- 2. Structurally separate from an existing building or other improvement on a lot; and/or
- 3. Supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure, and/or
- 4. Supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

**Conceptual Sign Plans.** The site plan and sign plans attached as **Exhibit 1**, depicting the approved locations and types of signs within the District, which is attached hereto and on file with the Department of City Planning, and may be modified or amended from time to time in accordance with Section 6.G of this Ordinance.

**Controlled Refresh Rate.** The refresh rate of a Digital Display Sign, inclusive of any change in whole or in part of the sign image, which is 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.

**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.

**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.

**Sign Support Structure.** A structure of any kind or character, erected, used or maintained for a sign, upon which any sign, including, without limitation, any poster, bill, printing, painting, projected image or other message may be placed.

**Studio Banner Sign.** A sign that is attached to a building and fixed in place and generally constructed of vinyl or plastic materials approved by LADBS, and which contain images and text relating only to content that is created, curated, edited, designed or distributed within the District. Studio Banner Signs are not Supergraphic Signs, as defined in the LAMC, and may be changed periodically without the need for prior approval.

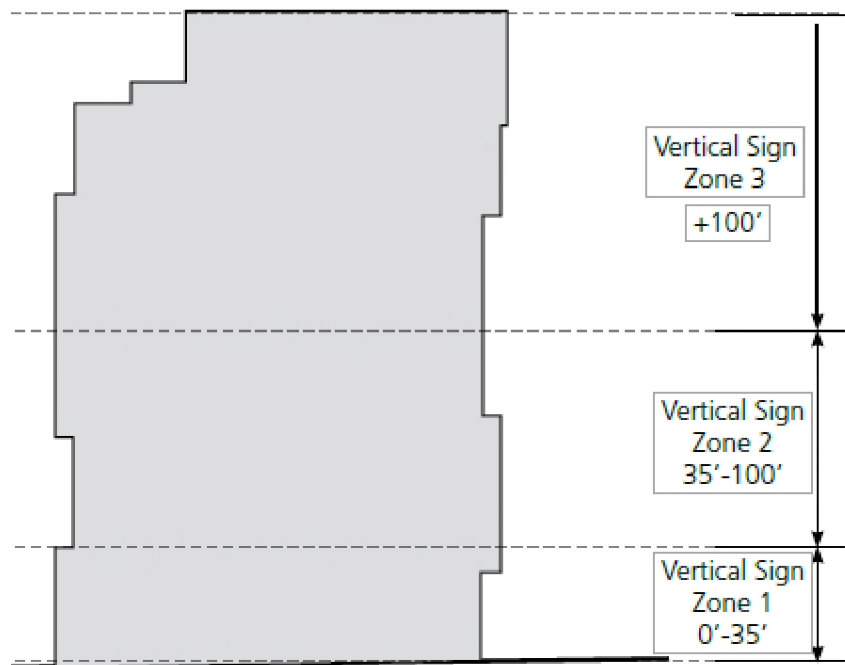
## **SECTION 5. GENERAL REQUIREMENTS.**

- A. Relationship to Other Regulations.** Except as otherwise provided herein, and without limiting the generality of Section 3 of this Ordinance, conflicting provisions of the LAMC are superseded by this Ordinance.
- B. Permitted Signs.** Except as otherwise prohibited in Subsection 5.C (*Prohibited Signs*) of this Ordinance, all signs identified on the Conceptual Sign Plans and for which regulations are provided in Section 7 (*Standards for Specific Types of Signs*) of this Ordinance, and signs otherwise permitted by the LAMC, shall be permitted within the District.
- C. Prohibited Signs.** The following signs shall be prohibited within the District:
  - 1. Billboards
  - 2. Can Signs
  - 3. Captive Balloon Signs
  - 4. Illuminated Architectural Canopy Signs
  - 5. Inflatable Devices
  - 6. Off-Site Signs
  - 7. Pole Signs, except the Existing Pole Sign
  - 8. Roof Signs
  - 9. Sandwich Board Signs
  - 10. Solid Panel Roof Signs
  - 11. Supergraphic Signs
  - 12. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area
  - 13. Any sign not specifically authorized by this Ordinance or the LAMC



D. **General Sign Location, Height Requirements and Vertical Sign Zones.** Except as set forth in this Section 5 (*General Requirements*) and Section 7 (*Standards for Specific Types of Signs*) of this Ordinance, and in LAMC Section 14.4.4 C (*Prohibited Locations*), Signs shall be located as generally depicted in the Conceptual Sign Plans, subject to the review and approval of the Director, as applicable pursuant to Section 6.B (*Director Sign-Off Required*) hereof.

1. **Vertical Sign Zones.** The Sign District is divided into three Vertical Sign Zones, each as defined below. The purpose of the Vertical Sign Zones is to address different Sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles.



- a. Zone 1: This Zone is applicable to all Signs located at street level, defined as 0 feet – 35 feet above grade.
- b. Zone 2: This Zone is applicable to all Signs located above 35 feet and less than 100 feet above grade.
- c. Zone 3: This Zone is applicable to all Signs located at the upper levels of mid- to high-rise buildings, defined as 100 feet or more above grade. Signage within this Zone shall be limited to the area within 20 feet below the top of the roof parapet. For buildings with stepped, non-flat, or otherwise articulated tops, the 20 feet shall be measured from top of the roof parapet of the main portion of the building below the stepped or articulated top.

**E. Sign Area.**

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'w x 5.5'h; Static Sign: 7.5'w x 5.5' h (per side (2x))	353*
<b>Total Permitted Sign Area</b>		1,028.5
Street Frontage		600.83 ft.

*\*(incl. 82.5 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:

<b>Maximum Sign Area for Van Ness Avenue Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Studio Banner	32'w x 40'h	1,280
Studio Banner	32'w x 40'h	1,280
Studio Banner	32'w x 40'h	1,280
Studio Banner	16'w x 56'h	896
Monument Sign	4.5'w x 4'h (two-sided)	36
Wall Sign (existing)	71'w x 4'h	284
Wall Sign (existing)	2.75'w x 50'h	137.5
Wall Sign (existing)	20.35'w x 3.75'h	76.3
Pole Sign (existing)	10.5'w x 17'h (two-sided)	357
<b>Total Permitted Sign Area</b>		5,626.8
Street Frontage		735.5 ft.

- c. Bronson Avenue facing signs shall not exceed a total sign area of 2,005.75 square feet, comprised of the following signs and as shown on Sheet 5 of the Conceptual Sign Plans:

<b>Maximum Sign Area for Bronson Avenue Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	18'w x 8'h	144
Studio Banner	16'w x 21'h	336
Studio Banner	16'w x 21'h	336
Wall Sign	26'w x 7'h	182
Wall Sign	32'w x 13'h	416
Studio Banner	3.5'w x 5'h (6x)	105
Wall Sign	1.5'w x 2.5'h (5x)	18.75
Monument Sign	4.5'w x 4'h (two-sided)	36
<b>Total Permitted Sign Area</b>		2,005.75
Street Frontage		735.5 ft.

- 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:

<b>Maximum Sign Area for Fernwood Avenue (vacated) Facing Signs</b>		
Sign Type	Dimensions	Sign Area (SF)
Wall Sign	32'w x 13'h	416
<b>Total Permitted Sign Area</b>		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).
- I. Refresh Rate.** This Ordinance restricts the refresh rates for the Digital Display Signs. No sign or lighting is granted an unrestricted refresh rate. The Digital Display Sign shall observe the 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.
- J. Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from Hazard Determination review procedures in LAMC Section 14.4.5 (*Hazard to Traffic*).
- K. Freeway Exposure.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from LAMC Section 14.4.6 A (*Freeway Exposure*). The refresh rates for the Digital Display Sign along the Sunset Boulevard building frontage shall be limited to the Controlled Refresh Rate.
- L. 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.
  4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
  5. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.
  6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
  7. Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building façades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the façades.
- M. Existing Signs.** Every existing sign and/or Sign Support Structure constructed under a valid permit and used in conformance with the LAMC regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist even though subsequent adopted regulations and approvals have changed the requirements for such signs or sign structures. All existing non-conforming signs shall be included in computing total sign area allowed under this Ordinance. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign.
- N. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the LAMC and the Los Angeles Building Code.
- O. 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.
- P. 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 LAMC Section 11.5.7 H (*Interpretation of Specific Plans*), if the Director finds that such technology or material is consistent with the regulations described herein.

## SECTION 6. 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 District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director; and (2) relevant requirements of the LAMC.
- B. **Director Sign-Off Required.** A permit may be issued by LADBS for the following signs with only a Director sign-off:

1. Wall Signs and Studio Banner Signs up to 300 square feet
2. Monument Signs

The Director shall sign off on the permit application if the sign: (a) substantially complies with all of the applicable requirements of this Ordinance and the LAMC and (b) is in substantial conformance with Exhibit 1 (*Conceptual Sign Plans*).

C. **Project Permit Compliance.**

1. **Required.** No permit shall be issued by LADBS for the following types of signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 (*Specific Plan Procedures*) of the LAMC:
  - a. Digital Display Signs
  - b. Wall Sign, and Studio Banner Signs exceeding 300 square feet
2. **Exception.** Only a Director sign-off pursuant to Section 6.B (and not Project Permit Compliance pursuant to Section 6.C) is required for any signs identified on the Conceptual Sign Plans, provided that a building permit for such signs is issued within 24 months of the effective date of this Ordinance. In addition, prior to the issuance of any permits relative to this matter, an Master Covenant and Agreement concerning all applicable operational standards for each respective sign type contained in this Ordinance shall be recorded with the County Recorder's Office. The Agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The Agreement shall be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.

- D. **Exempt Signs.** The following sign types shall be subject to LADBS review, based on applicable requirements of this Ordinance and the LAMC, but are exempt from Director's review and do not require a Director's permit sign-off as set forth in Section 6.B, above:

1. Information Signs

2. Temporary Signs

3. Interior Signs

E. **Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 (*Specific Plan Procedures*) of the LAMC. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as scaled plot and elevation plans showing the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests.

1. **Conceptual Sign Plan.** The application shall include a copy of the approved stamp dated conceptual sign plan. The sign applicant shall identify all of the corresponding sign locations and identification numbers for all of the signs proposed as part of the application.

2. In addition to the requirements above, all sign permits shall be reviewed and approved by the Los Angeles Fire Department (LAFD), as part of the LADBS building permit review process.

F. **Requests for Deviations from or Interpretations of Regulations.** The procedures for other adjustments, exceptions, amendments and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7 E-H of the LAMC. The Director shall have the authority to grant adjustments or modifications to the standards for specific types of signs related to the individual sign area or the individual sign dimensions as required by this Ordinance and as shown on the Conceptual Sign Plans. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the LAMC. In granting an exception, the Area Planning Commission shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7 F.2 of the LAMC:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;

2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

3. An exception would not constitute a grant of special privilege.

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.** Digital Display Signs shall be subject to the 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.

### C. Studio Banner Signs.

1. **General.** Studio Banner Signs are intended to display and promote content that is produced, created, edited or distributed from the SBS campus and/or

by the tenants of the SBS campus. Studio Banner Signs are not Supergraphic Signs.

2. **Number Permitted.** A maximum of thirty-one (31) Studio Banner Signs shall be permitted within the District, excluding any Interior Signs which are also Studio Banner Signs.
3. **Location.** Studio Banner Signs may be located anywhere within the District and in Vertical Sign Zones 1 and 2 in the approximate locations shown on the Conceptual Sign Plans.
4. **Replacement.** Once initially permitted, Studio Banner Signs may be periodically changed and replaced in the same size and location without requiring subsequent approval.

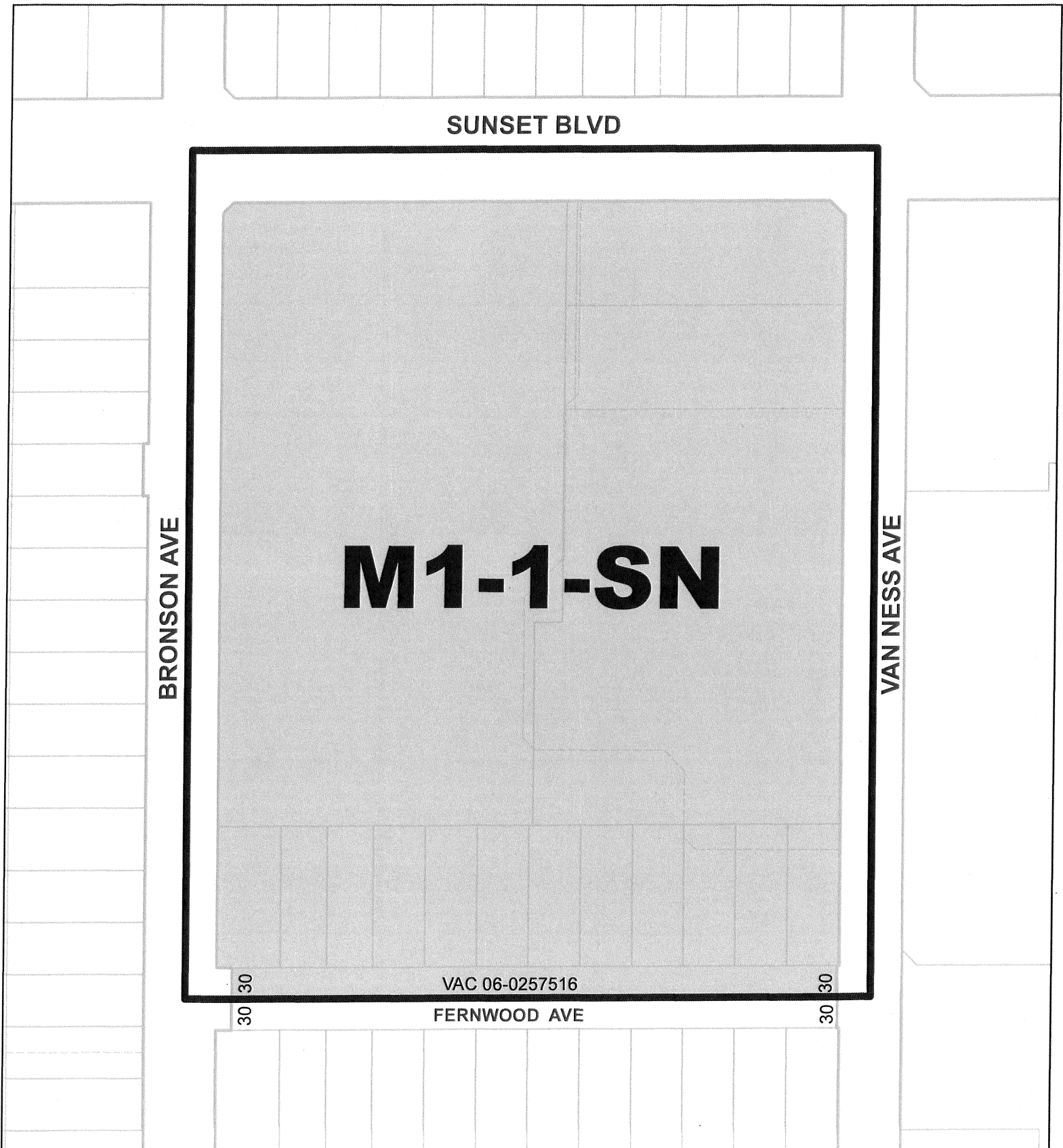
**D. Monument Signs.**

1. **General.** Unless otherwise specified in this Ordinance, Monuments Signs shall be in conformance with Section 14.4.8 of the LAMC.
2. **Number Permitted.** A maximum of two (2) Monument Signs shall be permitted in the District.
3. **Dimensions.** Monument signs shall have a horizontal dimension equal to or great than their vertical dimension.
4. **Location.** Monument Signs shall only be located in Vertical Sign Zone 1 and on the street facing Bronson Avenue and Van Ness Avenue as shown on the Conceptual Sign Plans. A Monument Sign cannot be located within fifteen (15) feet of any other Monument or Pole Sign.

**E. Wall Signs.**

1. **General.** Wall Signs are intended to identify a specific tenant, use, building, studio or stage on the SBS campus. Wall Signs may contain tenant and/or user names, logos, images and stage numbers or any other content necessary to identify a particular use or tenant.
2. **Location.** Wall Signs shall be permitted to identify every use, studio and stage on the SBS campus. Wall Signs may be located on the wall of the building, the KTLA tower along Sunset Boulevard, any studio or stage wall, as applicable, and in the general location shown on the Conceptual Sign Plans. Wall Signs shall be permitted in all Vertical Sign Zones.
3. **Number Permitted.** A maximum of twenty-four (24) Wall Signs shall be permitted within the District, excluding any Interior Signs which are also Wall Signs.
4. **Replacement.** Once initially permitted, Wall Signs may be periodically changed and replaced without requiring subsequent approval.

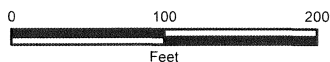
**SECTION 8. SEVERABILITY.** If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Supplemental Use District Ordinance are declared to be severable.



## SUNSET BRONSON STUDIOS SIGN DISTRICT



Sunset Bronson Studios  
Sign District Boundary



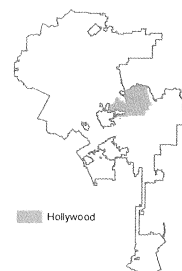
CPC-2017-4523-SN-CU

CFK

120318

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

City of Los Angeles





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

11 February 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' w x 5' 6"h (2 sided)	308	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:				12,182.75 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:				13,482.05 sq ft		

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

11 February 2019

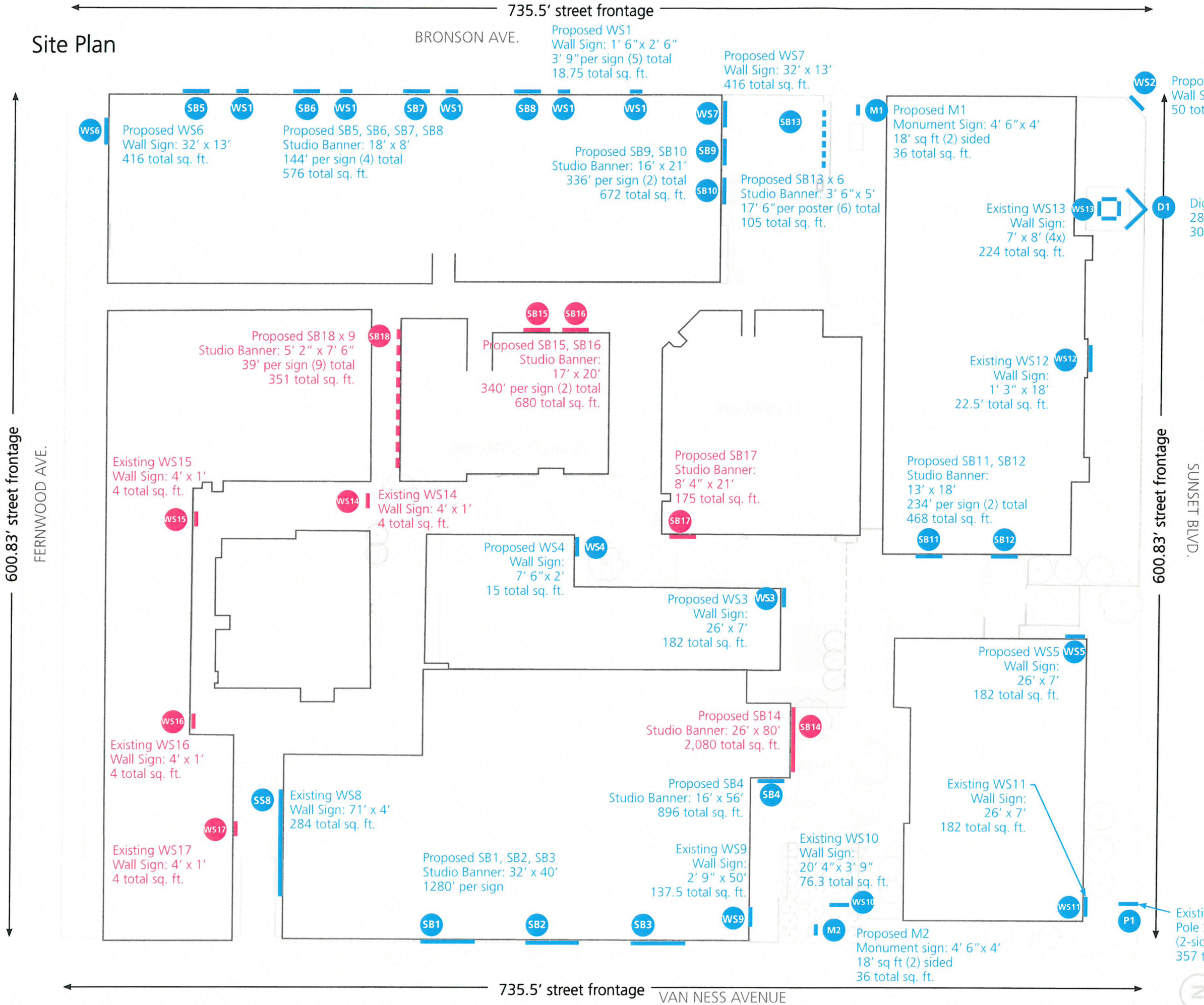
PROJECT SUMMARY

Site Area: 441,910 sq ft  
Zoning: M2  
Linear street frontage: 2,673 ft.  
Proposed Signage Area: 12,182.75 sq ft  
Existing Signage Area: 1,299.3 sq ft  
Total Signage Area: 13,482.05 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

11 February 2019

Scale: 1/64" = 1'

PROJECT SUMMARY

Site Area: 441,910 sq ft  
Zoning: M2  
Linear street frontage: 2,673 ft.  
Proposed Signage Area: 12,182.75 sq ft  
Existing Signage Area: 1,299.3 sq ft  
Total Signage Area: 13,482.05 sq ft

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



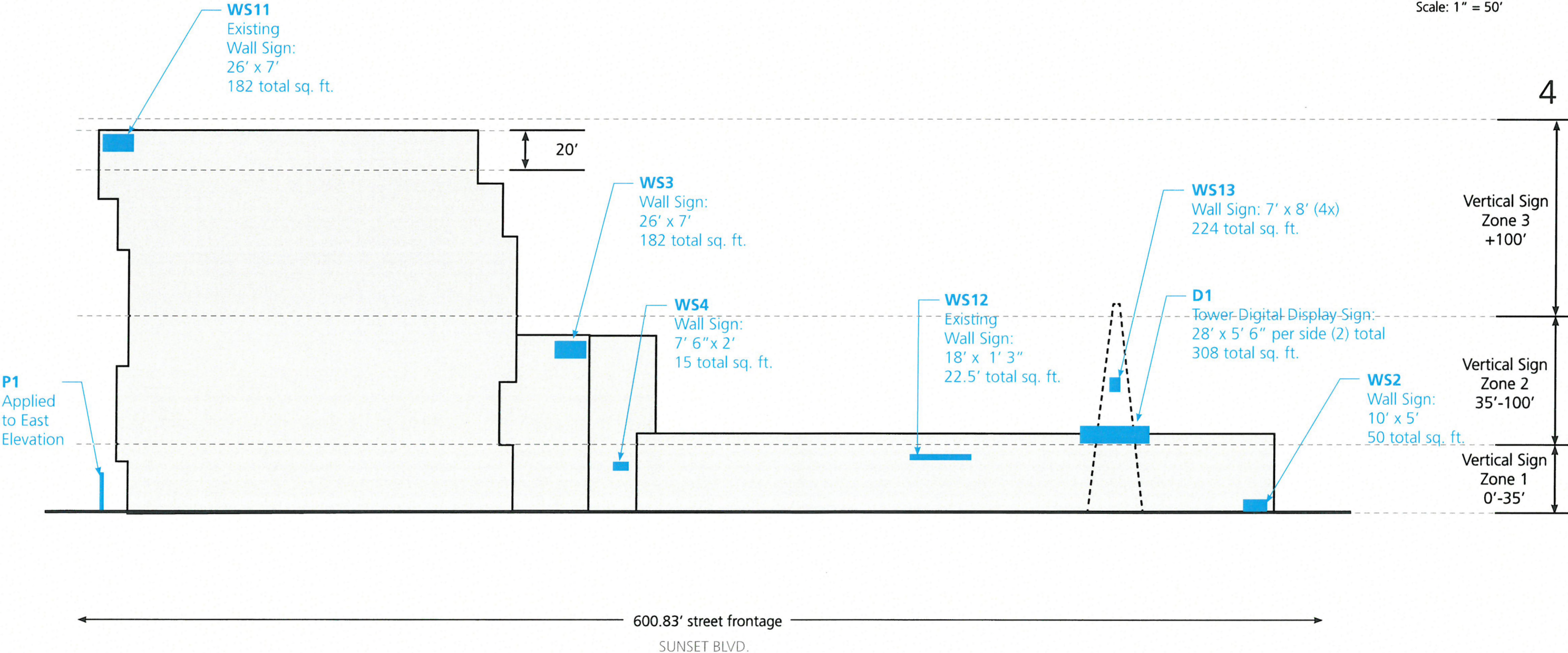
North Elevation  
Sunset Blvd.

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' w x 5' 6" h (2x)	308	proposed
WS2	Wall Sign	10' w x 5' h	50	proposed
total proposed:			600	
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:			1,028.5	

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

11 February 2019

Scale: 1" = 50'





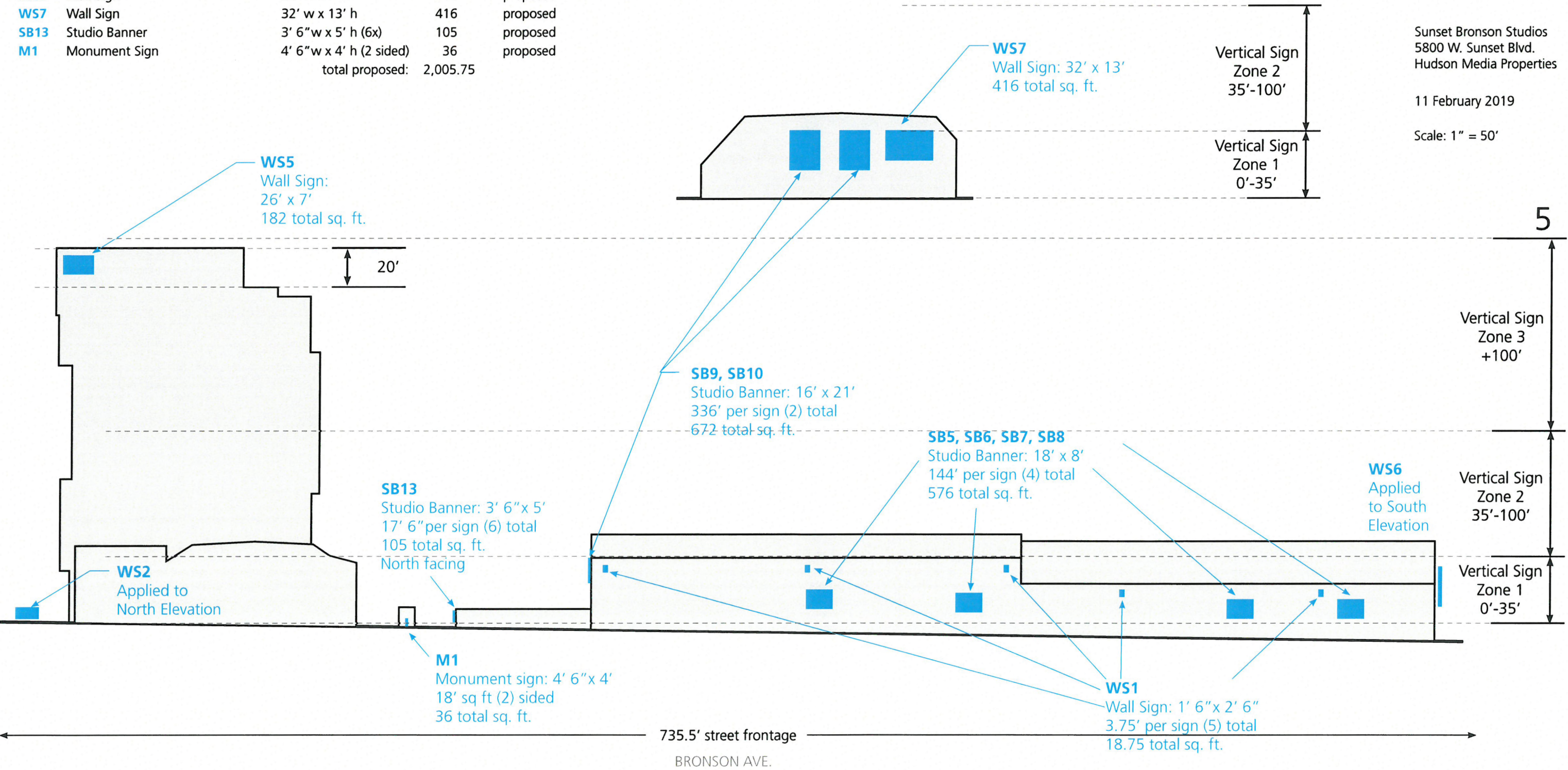
West Elevation  
Bronson Ave.

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

11 February 2019

Scale: 1" = 50'





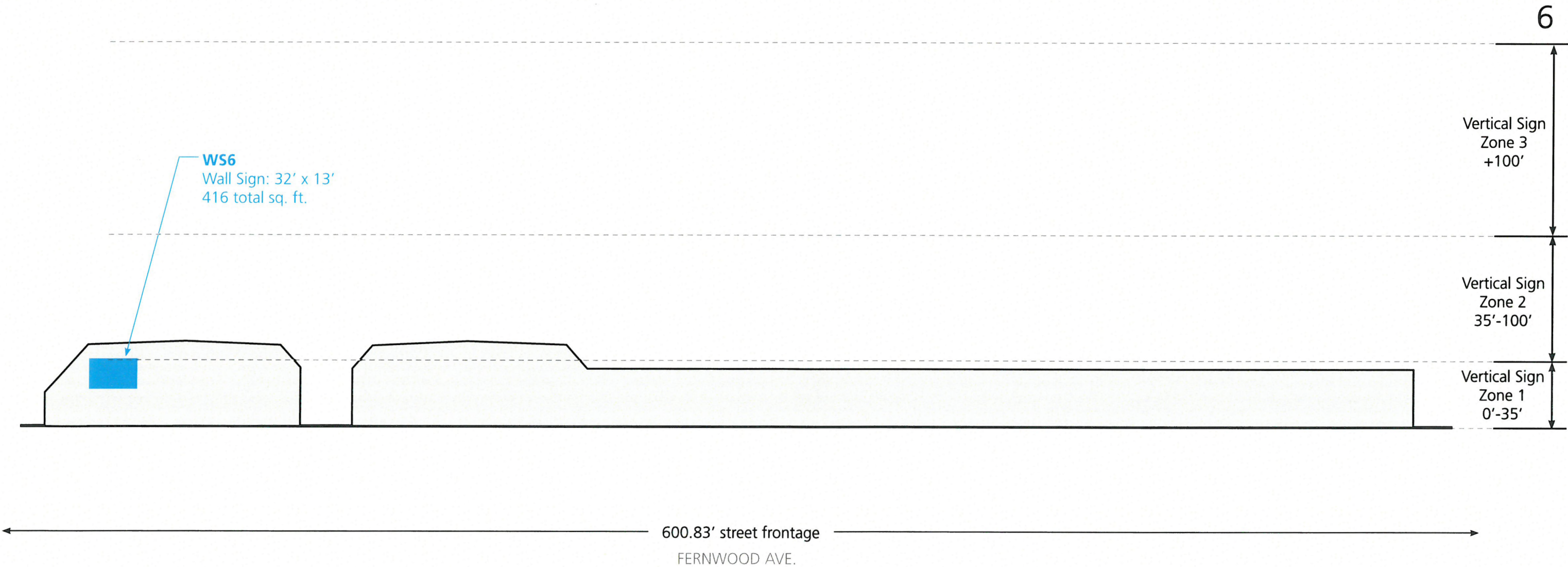
South Elevation  
Fernwood Ave.

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

11 February 2019

Scale: 1" = 50'





East Elevation  
Van Ness Ave.

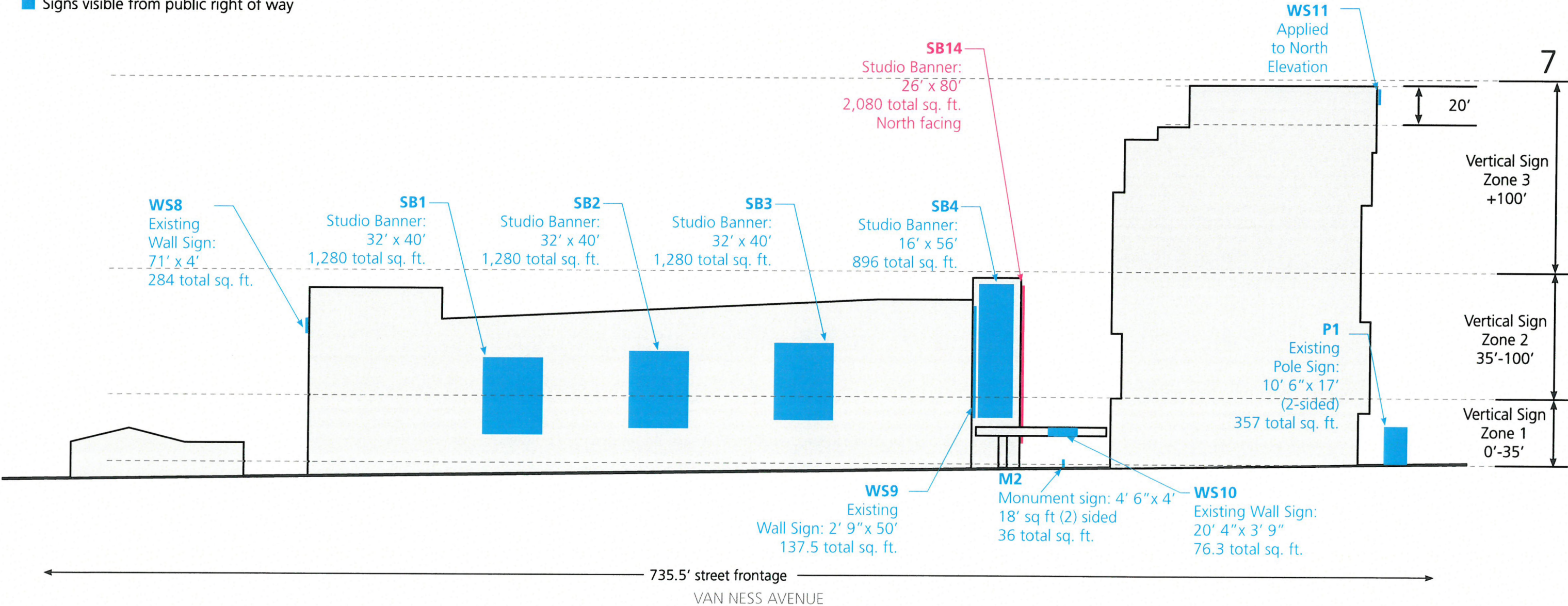
Sign #	Type	Size	Sq. ft.	Status
SB1	Studio Banner	32' w x 40' h	1,280	proposed
SB2	Studio Banner	32' w x 40' h	1,280	proposed
SB3	Studio Banner	32' w x 40' h	1,280	proposed
SB4	Studio Banner	16' w x 56' h	896	proposed
SB14	Studio Banner	26' w x 80' h	2,080	proposed
M2	Monument Sign	4' 6" w x 4' h (2 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

11 February 2019

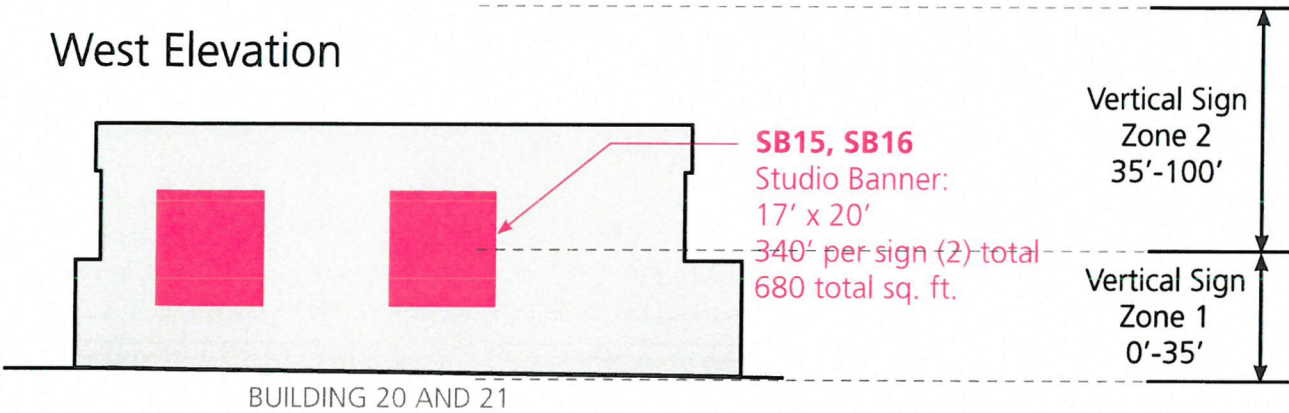
Scale: 1" = 50'

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





West Elevation



BUILDING 11 East facing

Sign #	Type
SB17	Studio Banner

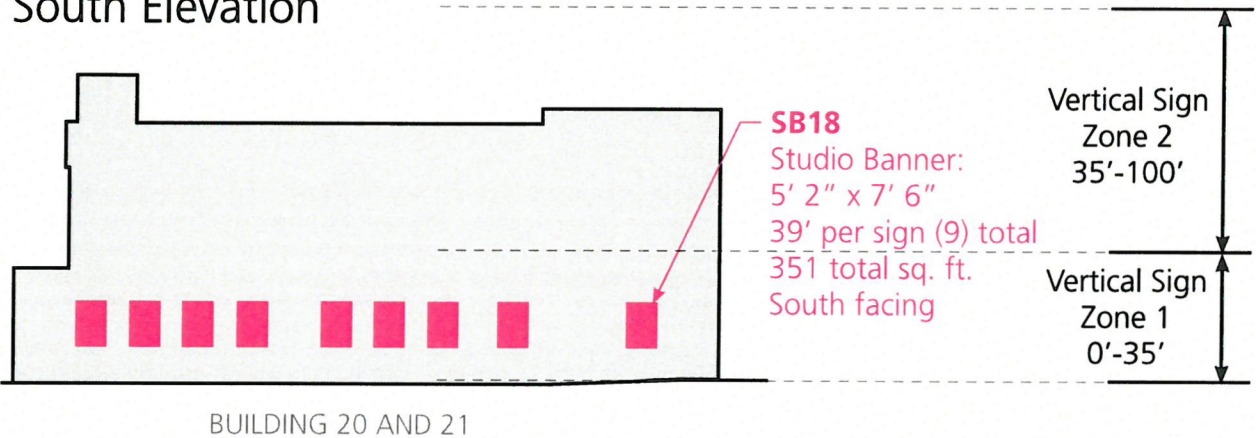
Size	Sq ft	Status
8' 4" w x 21' h	175	proposed
total proposed: 175		

BUILDING 20-21

Sign #	Type
SB18	Studio Banner
SB15	Studio Banner
SB16	Studio Banner

Size	Sq ft	Status
5' 2" w x 7' 6" h (9x)	351	proposed
17' w x 20' h	340	proposed
17' w x 20' h	340	proposed
total proposed: 1,031		

South Elevation



STAGE 9 East facing

Sign #	Type
SB11	Studio Banner
SB12	Studio Banner

Size	Sq ft	Status
13' w x 18' h	234	proposed
13' w x 18' h	234	proposed

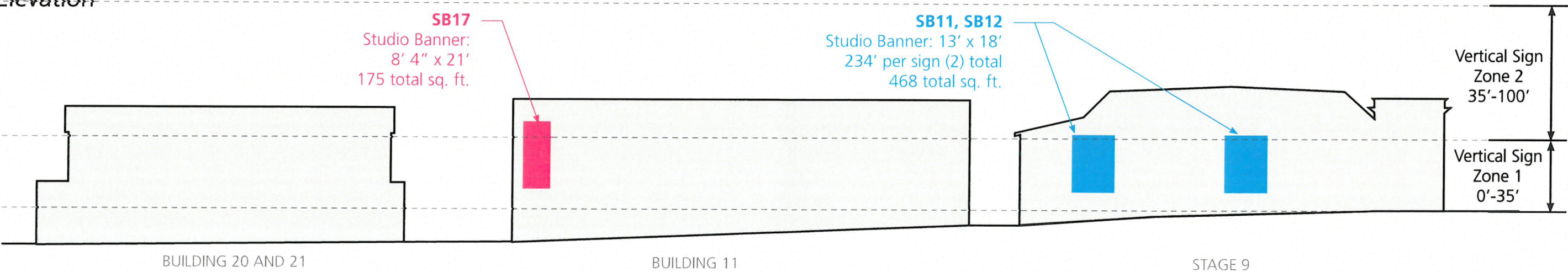
- Signs not facing public right of way
  - Signs visible from public right of way
- total proposed: 468

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

11 February 2019

Scale: 1" = 50'

East Elevation





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

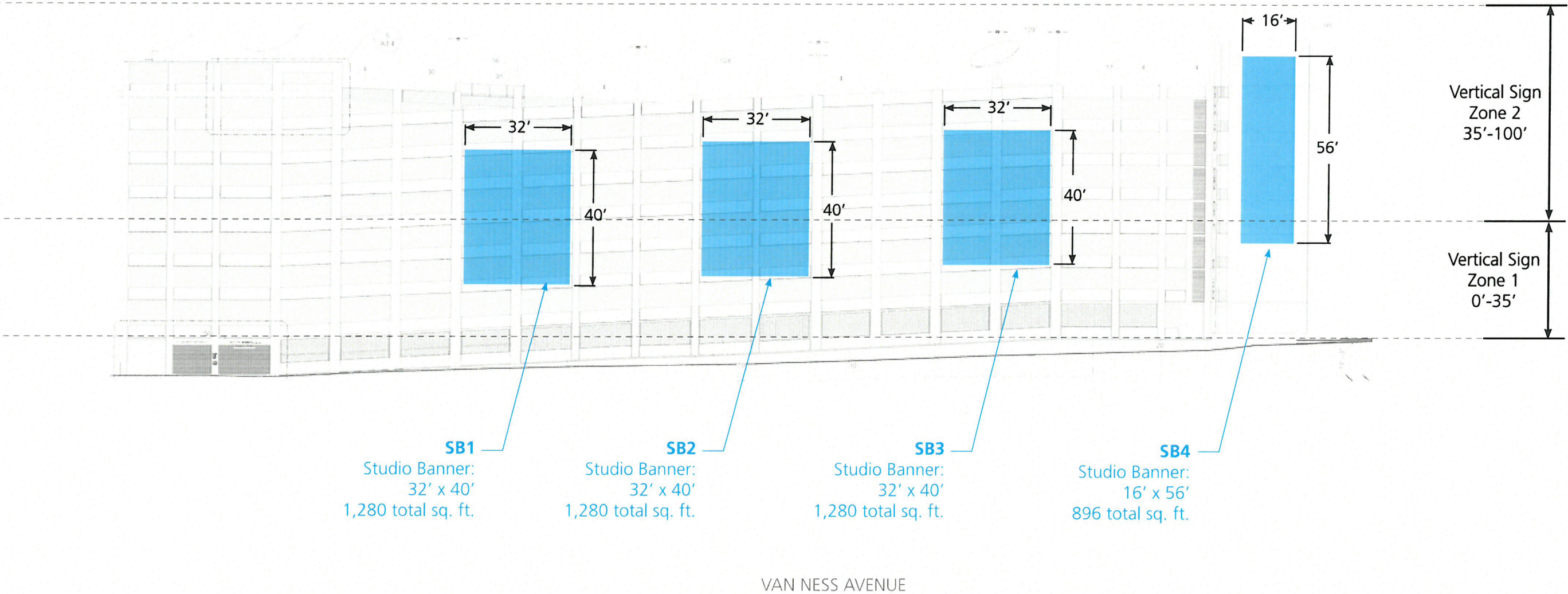
SB1, SB2, SB3 Studio Banner:  
Size: 32' w x 40' h = 1,280 sq. ft. per sign  
Quantity: 3  
Total sq ft: 3,840'

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

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

11 February 2019

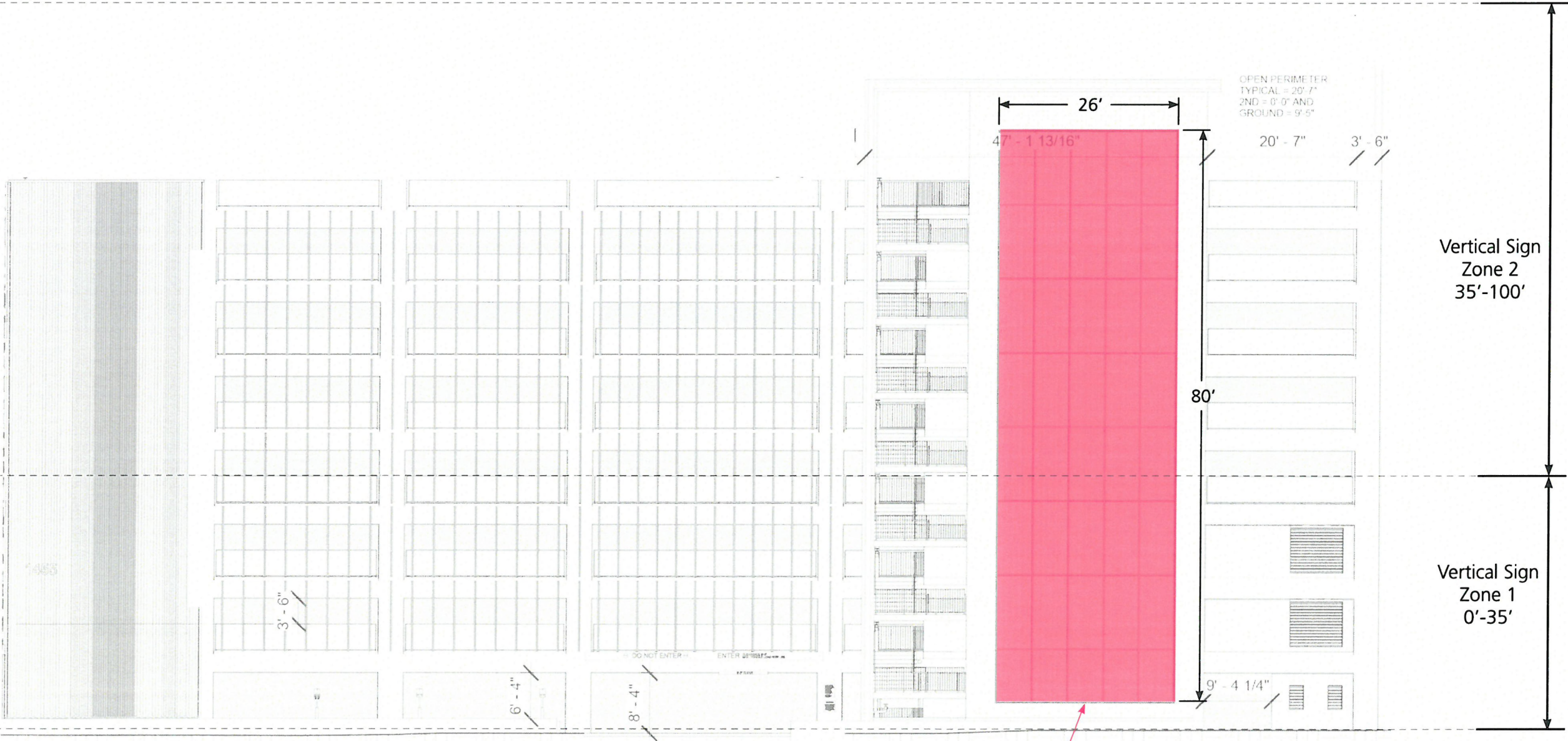
Scale: 1/32" = 1'





Sign SB14  
Parking Garage  
North Elevation

Studio Banner:  
Size: 26' w x 80' h  
Total sq ft: 2,080'



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

11 February 2019

Scale: 1/16" = 1'

**SB14**  
Studio Banner:  
26' x 80'  
2,080 total sq. ft.  
(Sign not facing public right of way)



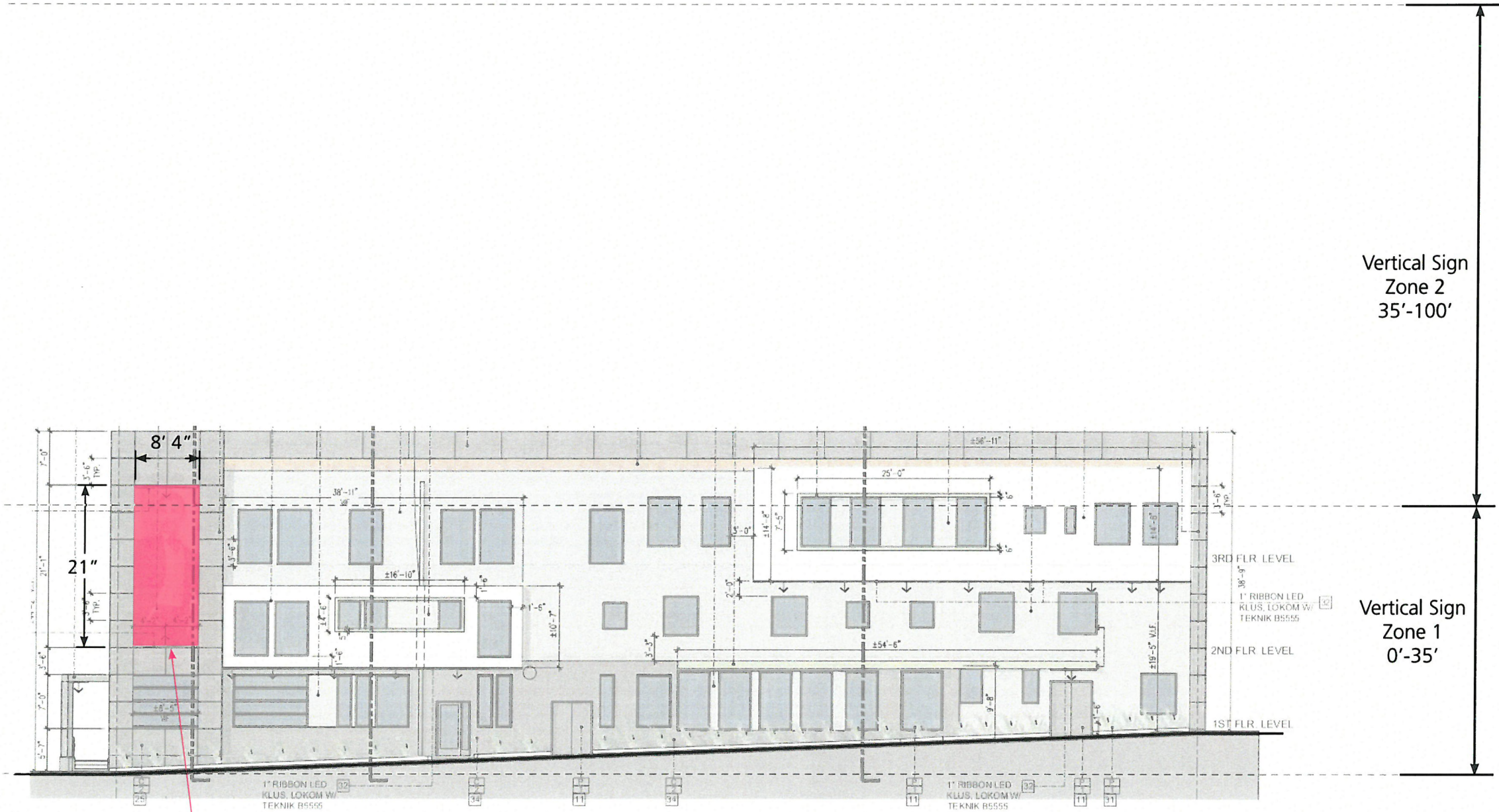
Sign SB17  
Building 11  
East Elevation

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

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

11 February 2019

Scale: 1/16" = 1'



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



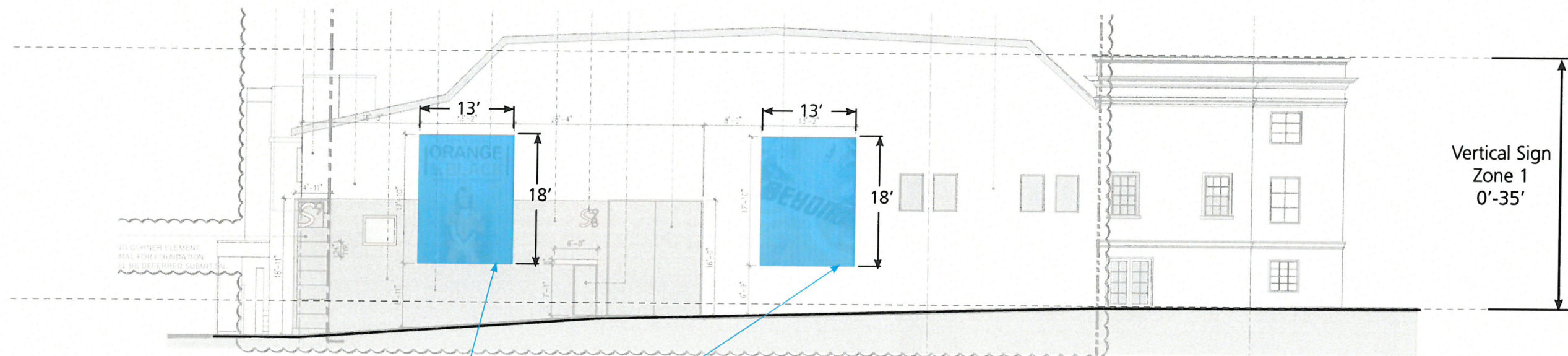
Sign SB11, SB12  
Stage 9  
East Elevation

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

11 February 2019

Scale: 1/16" = 1'



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



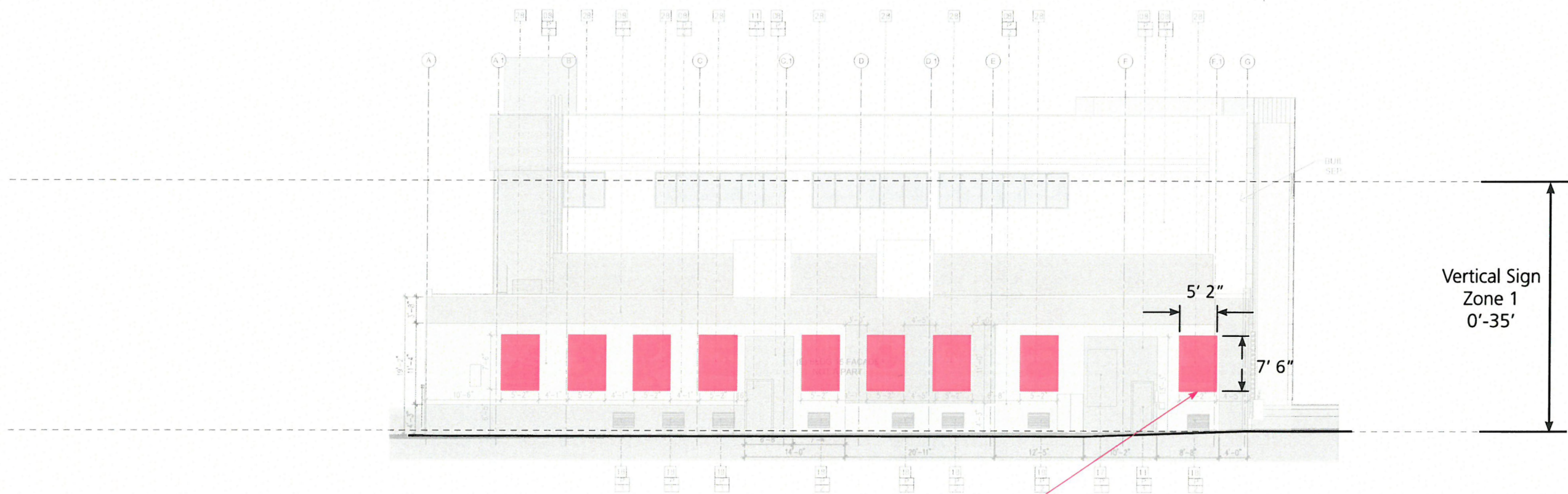
Sign SB18  
Building 20 and 21  
South Elevation

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

11 February 2019

Scale: 1/16" = 1'



**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)



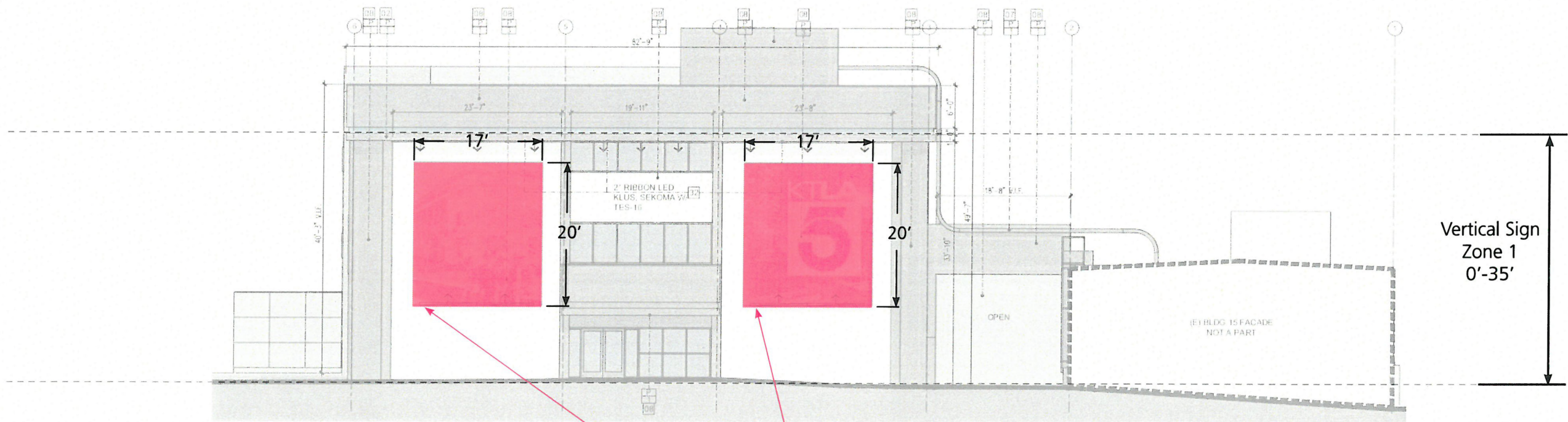
Sign SB15, SB16  
Building 20 and 21  
West Elevation

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

11 February 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

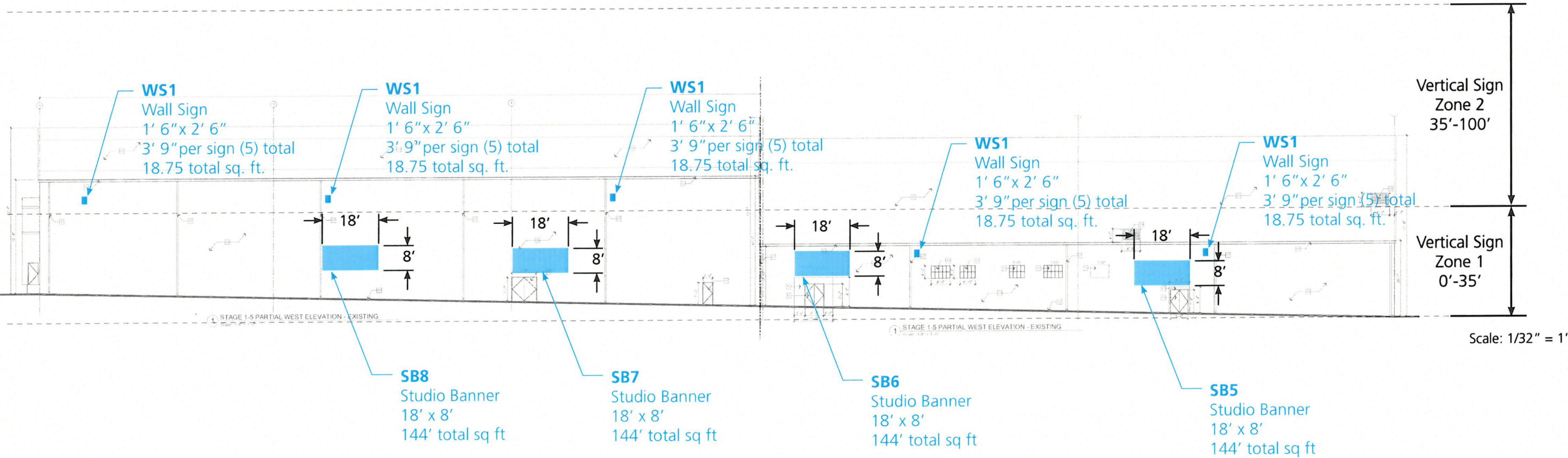
Studio Banner:  
Size: 18' w x 8' h = 144 sq ft per sign  
Quantity: 4  
Total sq ft: 576'

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

11 February 2019



15

BRONSON AVE.

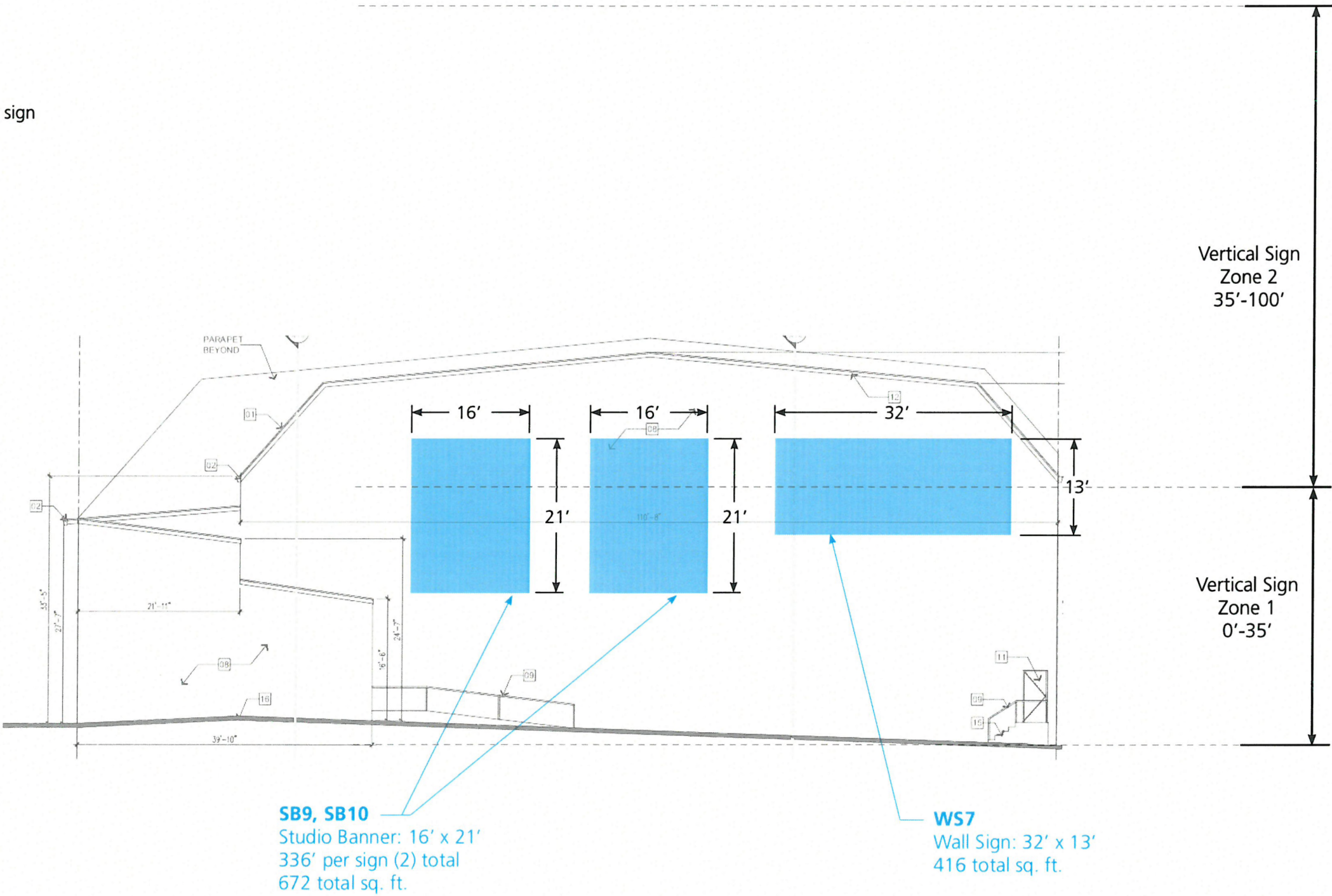


Sign SB9, SB10  
Stage 1-5  
North Elevation

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

Sign WS7

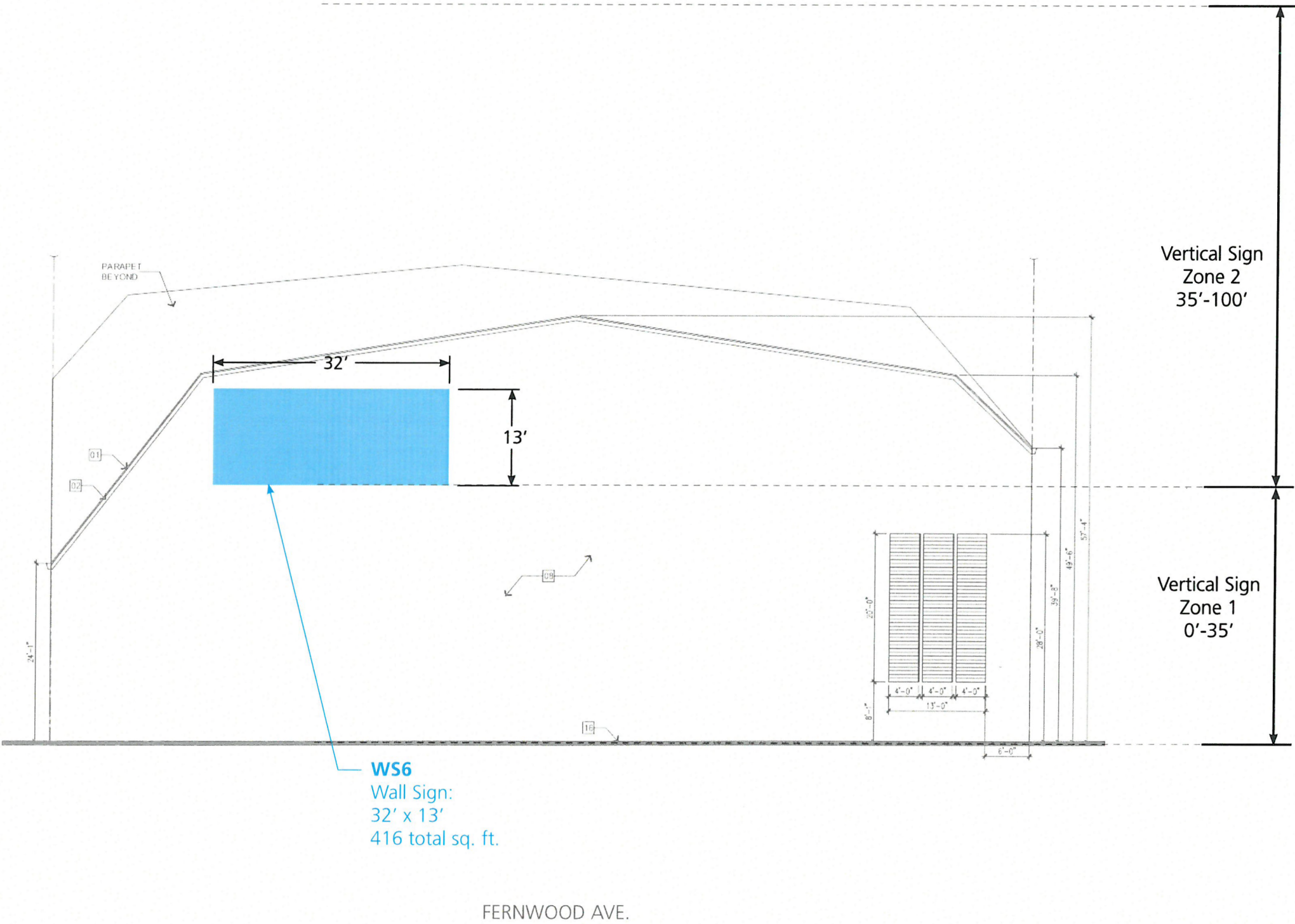
Wall Sign:  
Size: 32' w x 13' h  
Total sq ft: 416'





Sign WS6  
Stage 1-5  
South Elevation

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



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

11 February 2019

Scale: 1/16" = 1'

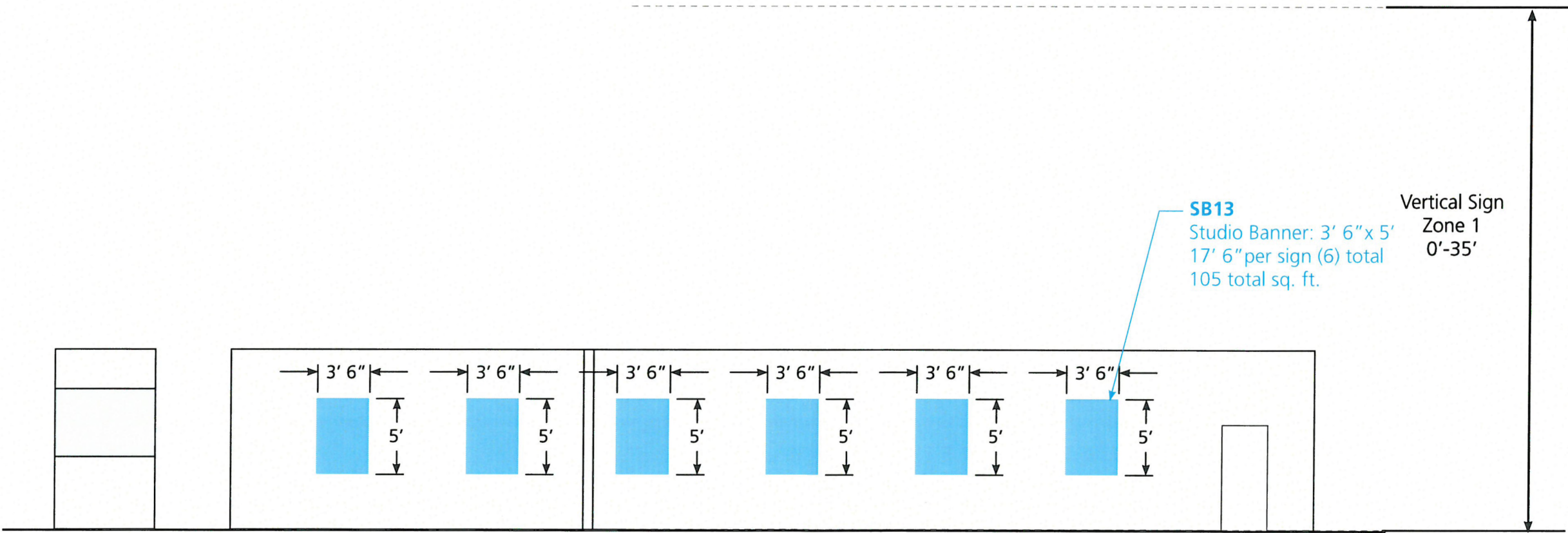
Sign SB13  
Bronson West Entry  
North Elevation

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

11 February 2019

Scale: 1/8" = 1'



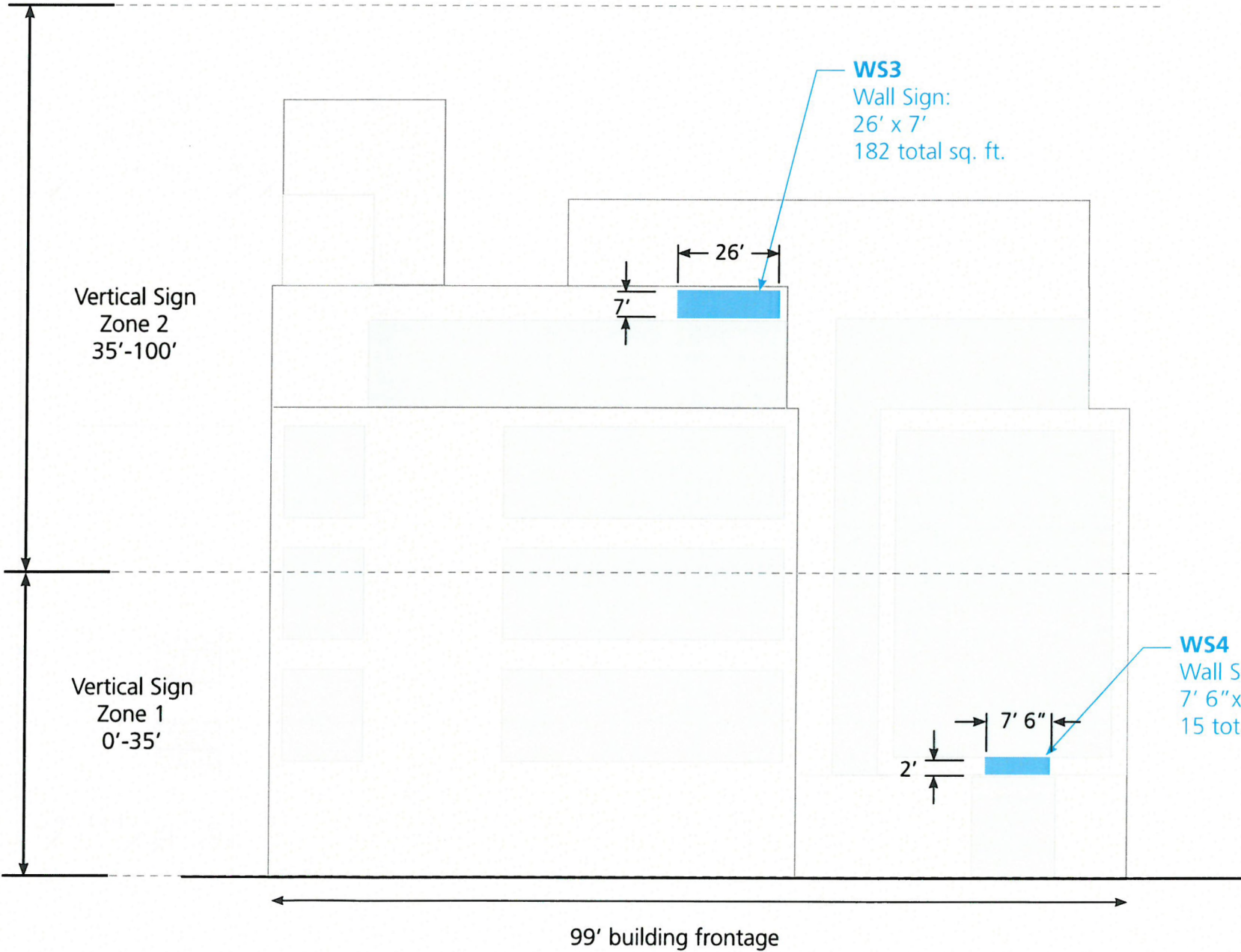


Sign WS3  
CUE Building  
North Elevation

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'



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

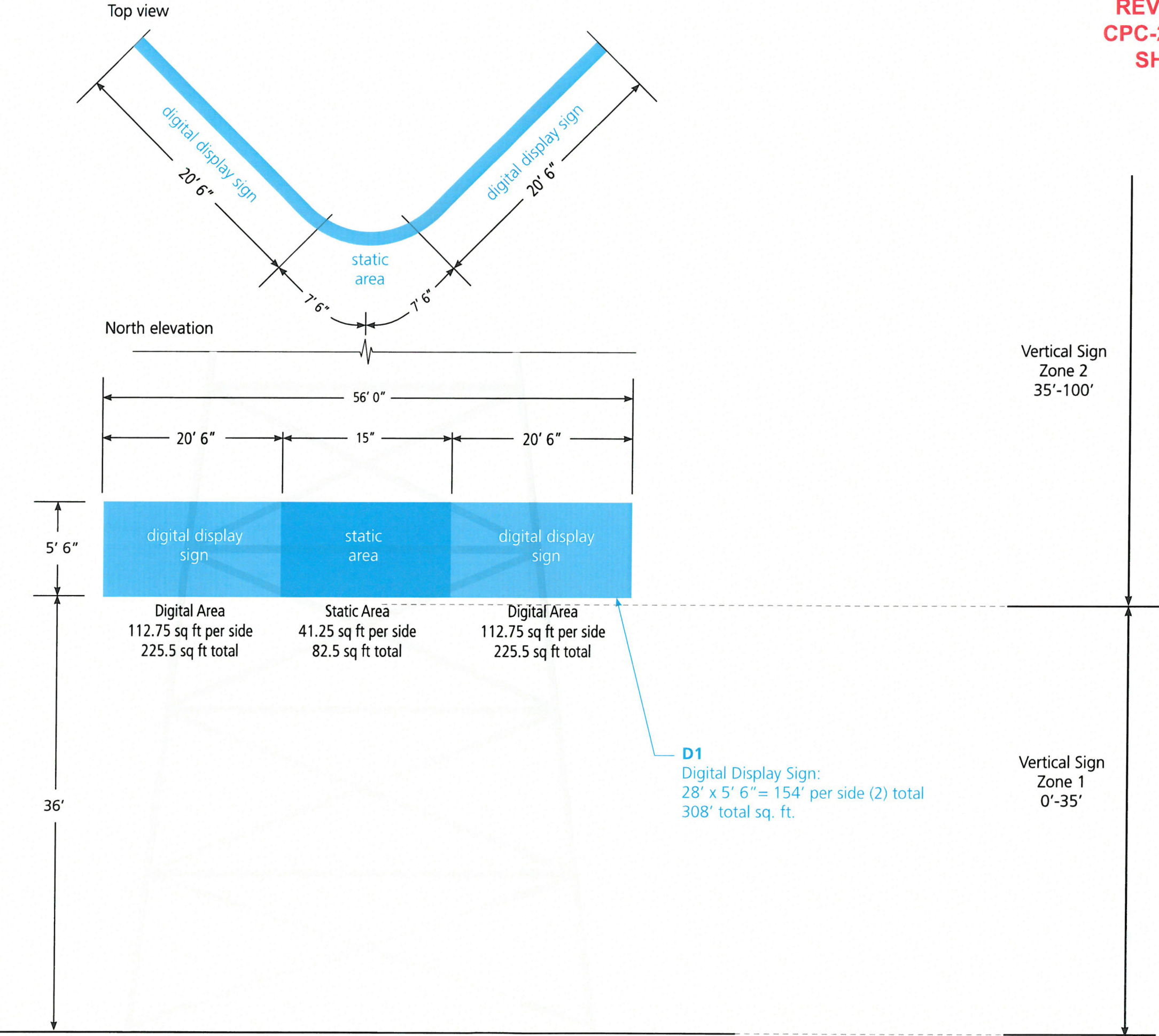
11 February 2019

Scale: 1/16" = 1'



Sign D1  
Radio Tower  
North Elevation

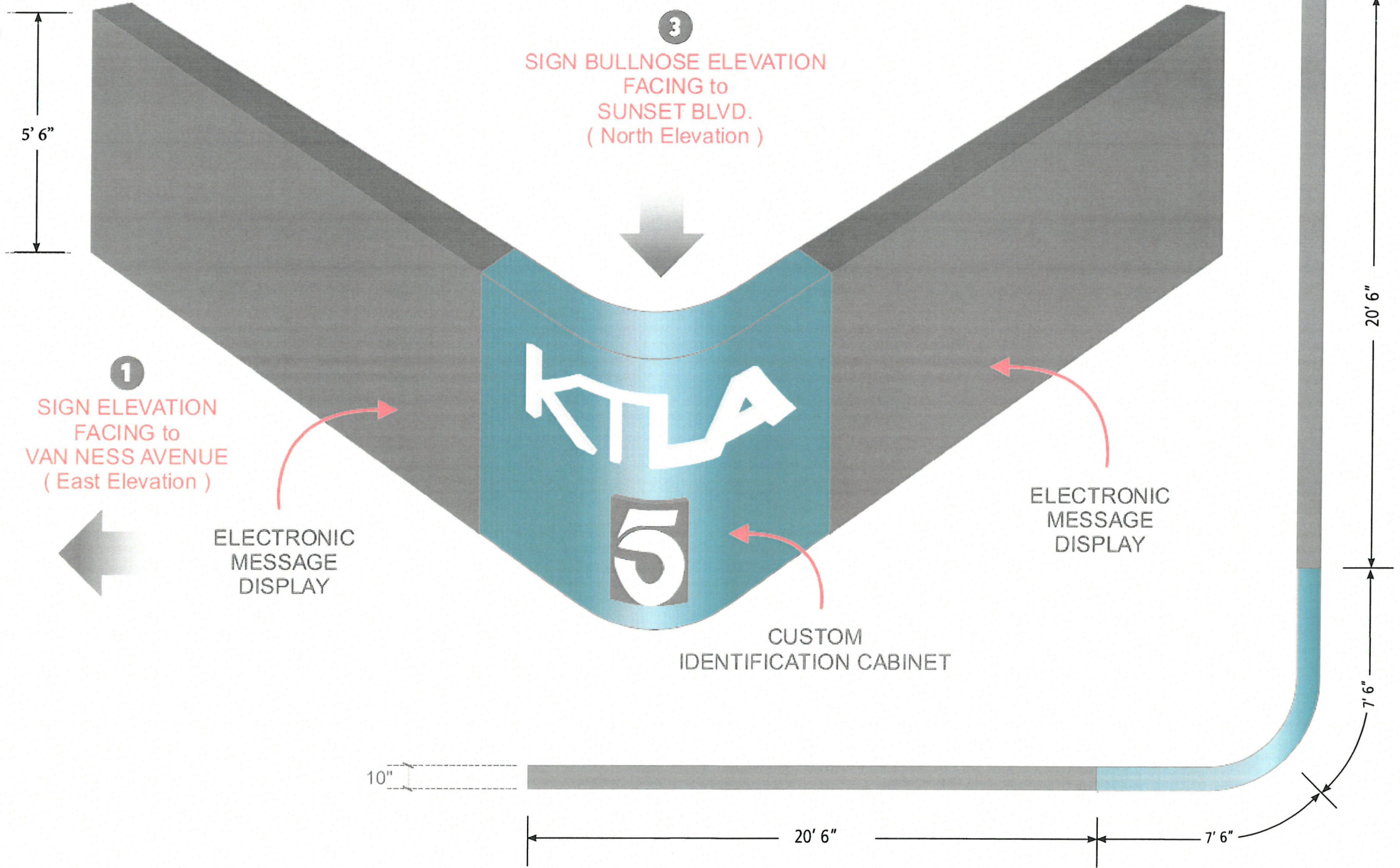
Digital Display Sign:  
Size: 28' 0" w x 5' 6" h  
2 sided  
Total sq ft: 308'





Sign D1  
Radio Tower  
North Elevation

Digital Display Sign:  
Size: 28' 0" w x 5' 6" h  
2 sided  
Total sq ft: 308'



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

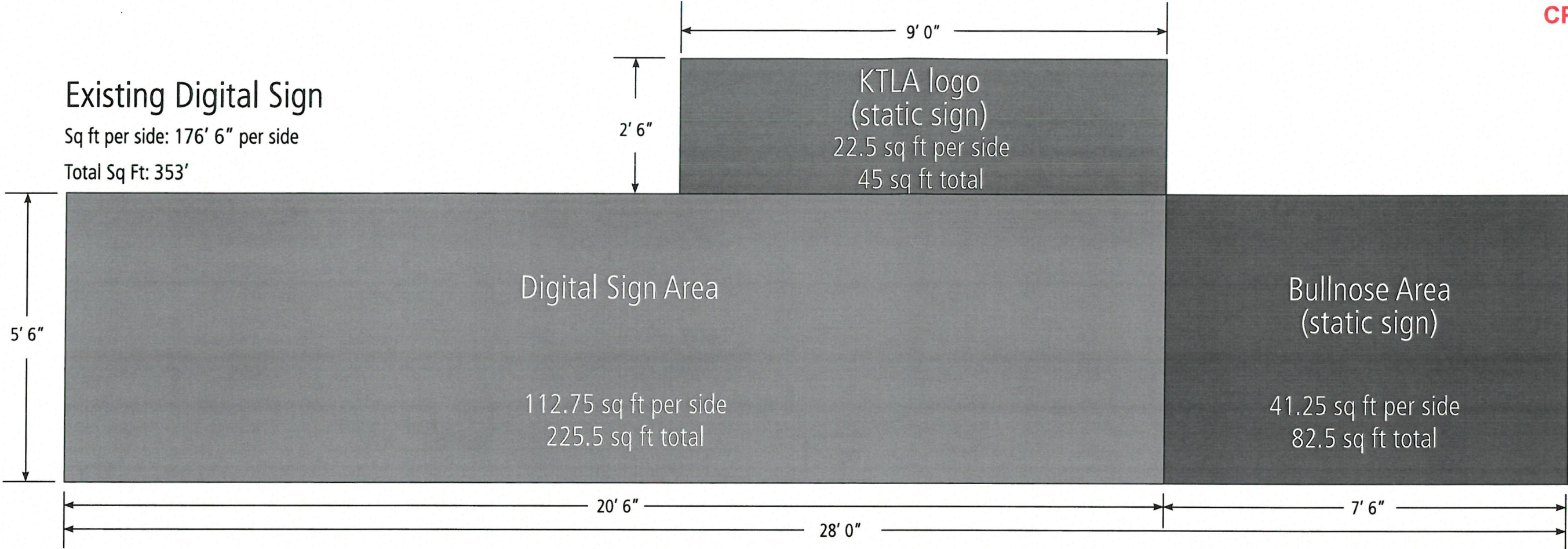
11 February 2019

Scale: 14" = 1'

Digital Area  
112.75 sq ft per side  
225.5 sq ft total

Static Area  
41.25 sq ft per side  
82.5 sq ft total

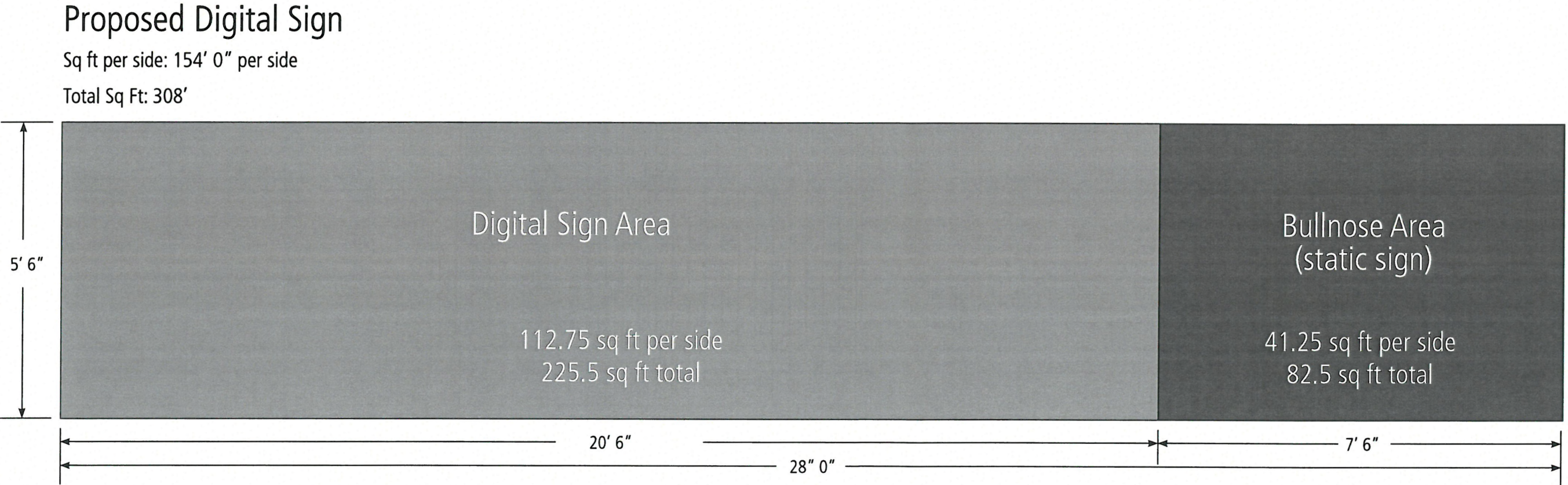




Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

11 February 2019

Scale: 1/2" = 1'

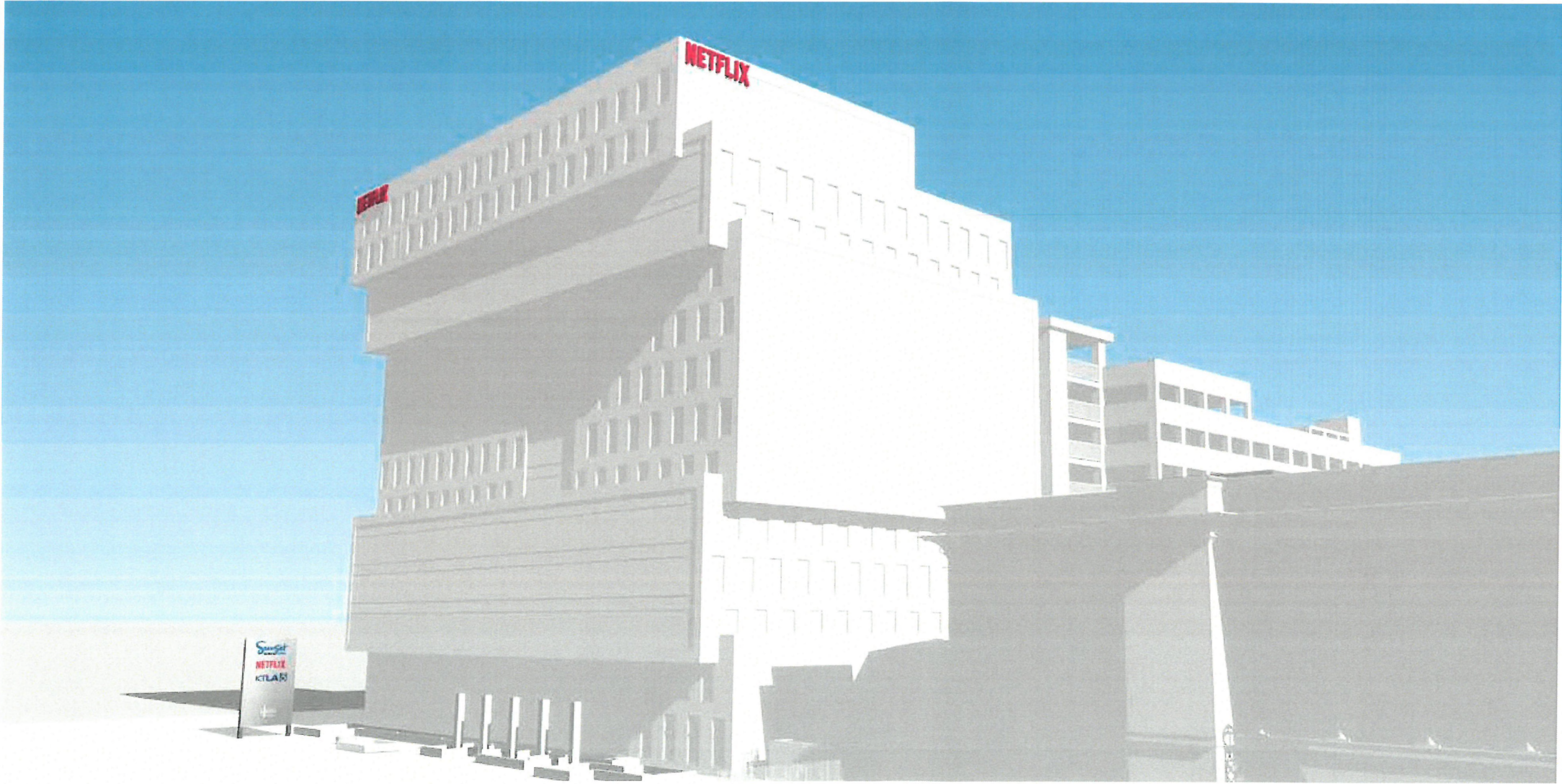




Sign WS11  
ICON Building  
North West Rendering

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

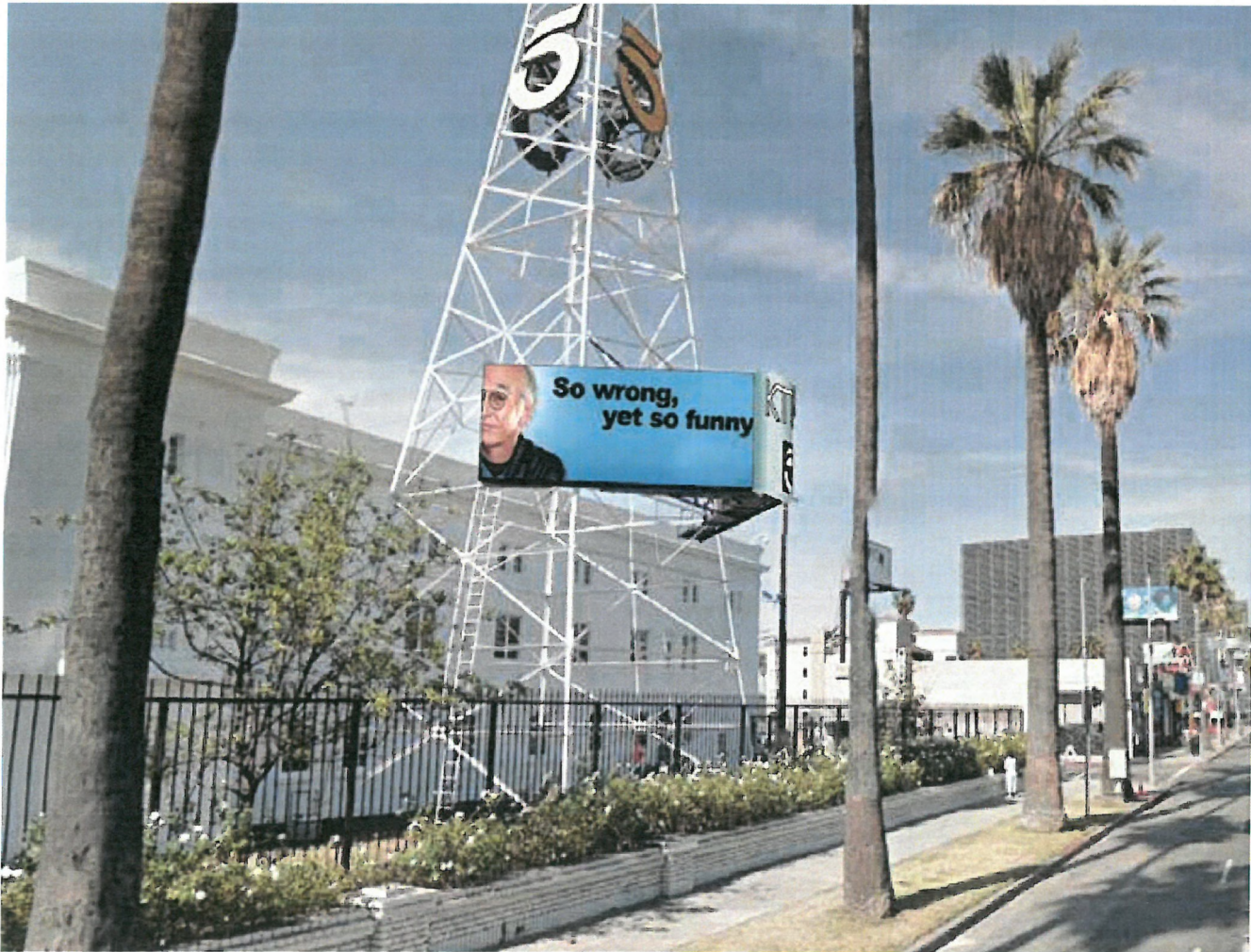
11 February 2019





Sign D1  
Radio Tower  
NE and NW Renderings

East facing



West facing



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

11 February 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

11 February 2019



Sign SB17  
Building 11  
East Facing Rendering

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

11 February 2019





Sign SB18  
Building 20 and 21  
South Facing Rendering

REVISED EXHIBIT A  
CPC-2017-4523-SN-CU  
SHEET 29 OF 33

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

11 February 2019

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Sign SB15, SB16  
Building 20 and 21  
West Facing Rendering

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

11 February 2019





Sign SB11, SB12  
Stage 9  
East Facing Rendering

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

11 February 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

11 February 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

11 February 2019

Scale: NTS



## CONDITIONS OF APPROVAL

As modified by the City Planning Commission on December 20, 2018

### Conditional Use Conditions

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the plans and materials submitted by the applicant, stamped Revised Exhibit A, dated February 11, 2019, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, and written approval by the Director of Planning. Each change shall be identified and justified in writing. Minor deviations may be allowed in order to comply with the provisions of the Municipal Code or the project conditions.
2. A copy of the first page of this grant and all Conditions and/or any subsequent appeal of this grant and its resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Development Services Center and the Department of Building and Safety for purposes of having a building permit issued.
3. **Floor Area Ratio Averaging.** The project is permitted to average floor area across the Unified Development Site. The total floor area for the Unified Development shall not exceed 688,031 square feet.
4. The Applicant shall file a covenant running with the land with the Department of Building and Safety prior to the recordation of Parcel Map Case No. AA-2018-1633-PMLA:
  - a. Guaranteeing to continue the operation and maintenance of the development as a unified development;
  - b. Indicating the floor area and, if applicable, density used on each parcel and the floor area and, if applicable, density potential, if any, that would remain;
  - c. Guaranteeing the continued maintenance of the unifying design elements; and
  - d. Specifying an individual or entity to be responsible and accountable for this maintenance and the fee for the annual inspection of compliance by the Department of Building and Safety, required pursuant to Section 19.11.

### Environmental Conditions

5. **Mitigation Monitoring and Reporting Program.** The project shall be in substantial conformance with the project design features and mitigation measures in the attached Mitigation Monitoring and Reporting Program (MMRP), dated June 2013 (Exhibit E). The enforcing departments or agencies may determine substantial conformance with project design features and mitigation measures in the MMP in their reasonable discretion. If the department or agency cannot find substantial conformance, a project design feature or mitigation measure may be modified or deleted as follows: the enforcing department or agency, or the decision maker for a subsequent discretionary project related approval, complies with CEQA Guidelines, Sections 15162 and 15164, including by preparing an addendum or subsequent environmental clearance to analyze the impacts from the modifications to or deletion of the project design features or mitigation measures. Any addendum or subsequent CEQA clearance shall explain why the project design feature or mitigation measure is no longer needed, not feasible, or the other basis for modifying or deleting the project design feature or mitigation measure. Under this process, the

modification or deletion of a project design feature or mitigation measure shall not require a modification to any project discretionary approval unless the Director of Planning also finds that the change to the project design features or mitigation measures results in a substantial change to the project or the non-environmental conditions of approval.

### **Administrative Conditions**

6. Approval, Verification and Submittals. Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning for placement in the subject file.
7. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions may vary.
8. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The agreement shall be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the file.
9. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public offices, legislation or their successors, designees or amendment to any legislation.
10. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
11. **Building Plans.** Page 1 of the grant and all the conditions of approval shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety.
12. **Corrective Conditions.** The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the City Planning Commission, or the Director of Planning, pursuant to Section 12.27.1 of the Municipal Code, to impose additional corrective conditions, if in the decision makers opinion, such actions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
13. **Indemnification and Reimbursement of Litigation Costs.**

Applicant shall do all of the following:

- (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of



subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.

- (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of, in whole or in part, the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
- (iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$50,000. The City's failure to notice or collect the deposit does not relieve the applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
- (iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
- (v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City.

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commissions, committees, employees, and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims, or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.



Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the applicant otherwise created by this condition.



# FINDINGS

## General Plan/Charter Findings

1. **General Plan Land Use Designation.** The Project Site, located generally at 5800 West Sunset Boulevard, is located within the Hollywood Community Plan, adopted by City Council on December 13, 1988. The Site is comprised of two legal parcels (that were recently merged and subdivided into four (4) parcels under Case No. AA-2018-1633-PMLA) which total approximately 10.55 acres in size. The Community Plan designates the site with a land use designation of Limited Manufacturing, which lists the MR1, M1, P and PB Zones as corresponding zones. The Project Site is zoned M1-1, which is consistent with the land use designation.
2. **Framework Element.** The Framework Element for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the project site. The Framework Element also 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 Proposed Project will be in conformance with several goals of the Framework as described below.

### Land Use

**Objective 3.2:** *Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.*

**Policy 3.2.4:** *Provide for the siting and design of new development that maintains the prevailing scale and character of the City's stable residential neighborhoods and enhance the character of commercial and industrial districts.*

**Objective 3.4:** *Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.*

The Proposed Project includes establishing a Sign District for an existing office development along Sunset Boulevard, a major transit corridor. The site is not included in an area identified as a District or Center in the Framework Long-Range Land Use Diagram; however, it is adjacent to a Regional Center, located to the west and directly across the street on the north side of Sunset Boulevard.

The height and massing of the existing building on-site is consistent with the height and massing of other existing buildings along Sunset Boulevard, including the 12-story Metropolitan Residential Tower across the street, the 22-story Sunset and Gordon Mixed-Use Project and the 10-story Emerson College, both one block west of the Project Site along Sunset Boulevard. In addition, the project, with its landscaped open space areas, including landscaped and setback areas along Sunset Boulevard and Van Ness Avenue would improve the visual character of the project site from area roadways and would represent a positive contribution to the urban elements of the surrounding area. Further, the existing development and signage program would occur away from residential land



uses. Additionally, the site is located within 0.5 mile southeast of an existing rail transit station, the Hollywood/Vine Street Metro Red Line rail transit station and is served by Metropolitan Transit Authority (Metro) and the City of Los Angeles Department of Transportation Dash service (DASH), subway Metro Rail, and Metro Express.

*Economic Development Chapter*

***Objective 7.2:*** Establish a balance of land uses that provides for commercial and industrial development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.

***Policy 7.2.6:*** Concentrate office development in regional mixed-use centers, around transit stations, and within community centers.

***Objective 7.3:*** Maintain and enhance the existing businesses in the city.

The above objectives seek to concentrate commercial development in existing commercial corridors and in areas that are able to support such development which are in proximity to public transit, including the LA Metro Hollywood/Vine Red Line Station. It also encourages the development of general commercial uses, which support community needs. The Project Site is currently developed as a multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities, known as the Sunset Bronson Studios, completed in 2017. The type of uses on the site are pertinent to the area as the entertainment industry, and the continued operation of studio, media and entertainment-related uses would continue to provide an opportunity for continued investment in the surrounding local Hollywood vicinity.

The Project Site fronts on Sunset Boulevard and is located one block south of Hollywood Boulevard, and both streets serve as main thoroughfares through the Hollywood Media District. Both Sunset and Hollywood Boulevards are developed with a mixture of low- to medium-density residential, commercial, TV/film production studios and office uses. The Sunset Boulevard corridor is characterized by a variety of residential developments, restaurants, and mid- to high-rise office, commercial and retail buildings. Additionally, the site is located within 0.5 mile southeast of an existing rail transit station, the Hollywood/Vine Street Metro Red Line rail transit station and is served by Metropolitan Transit Authority (Metro) and the City of Los Angeles Department of Transportation Dash service (DASH), subway Metro Rail, and Metro Express.

The Sign District would establish sign regulations that would create a unified signage theme to further enhance the Sunset Bronson Studios campus by promoting creative media that is produced, curated or edited onsite; promote appropriate and economically viable signage that uses clear, attractive graphics, coordinates with the architectural elements of the building on which signage is located, reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and compliments and protects the character-defining features of historic buildings. No off-site signage is proposed or permitted as part of the Sign District. In addition, the Sign District would allow for entertainment branding and signage that will enhance the Sunset Bronson Studio campus' visual character by displaying creative content that is produced on-site and contributes to Hollywood's history and future as a world-famous entertainment center; and acknowledge the unique entertainment related characteristics of the Sunset Bronson Studios campus which warrant special sign regulations that enhance the unique entertainment and media qualities of Hollywood and the District.

The recommended standards would regulate the general size, location and operational conditions of typical sign types such as Wall Signs, Monument Signs and Digital Display Signs. The Sign District also proposes a new sign type, the Studio Banner, which is specific to the entertainment and studio uses on-site. Methods for calculating allowable sign areas, locations and illumination would be consistent with the LAMC and other Sign Districts throughout the City. As recommended, the Sign District would be consistent with and support the objectives of the Framework Element.

### 3. General Plan Text.

#### **Land Use Element – Hollywood Community Plan**

The Hollywood Community Plan was adopted by the City Council on December 13, 1988. The Community Plan's purpose is to "promote an arrangement of land use, circulation, and services which all encourage and contribute to the economic, social and physical health, safety, welfare, and convenience of the Community." The proposed project would be in conformance with following goals of the Land Use Element as described below.

***Objective 1:*** *To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry*

***Objective 4:*** *To promote economic well-being and public convenience through encouraging the revitalization of the motion picture industry.*

As discussed in Finding No. 2, the Project Site fronts on Sunset Boulevard and is located one block south of Hollywood Boulevards, both street which serve as main thoroughfares through the Hollywood Media District. Both Sunset and Hollywood Boulevards are developed with a mixture of low- to medium-density residential, commercial, TV/film production studios and office uses.

The Project Site is currently developed with nine (9) structures containing office and production buildings, studio stages, and a parking structure. The buildings range in height from approximately three-story to five-story stages to the seven-story parking garage to the 14-story office tower. The Site has been a studio facility serving the City's entertainment industry for several decades and has helped shape the identity of Hollywood as a global entertainment destination. The Site has been home to Warner Brothers Studios, KTLA Studios and Tribune Studios, and, due to its contributions to the motion picture business, the site was designated as a Historic Cultural Landmark. Today, the Sunset Bronson Studios serves as Netflix's Los Angeles headquarters and KTLA continues to produce content from the Site. In addition, the Project Site is located in an urbanized area of Hollywood that is developed with a diverse mix of land uses, including several other studio and entertainment uses along Sunset Boulevard in close proximity to the Site. The recommended Sign District would establish signage regulations that would take into the account the unique location of the site, and the uses within the campus, as they relate to movie and entertainment uses. The proposed Sign District would also complement the adjacent Hollywood Supplement Signage Use District (SUD) and will permit the Sunset Bronson Studios campus to implement a comprehensive sign program similar to other studios within the Hollywood Signage SUD.

Due to the Site's location on Sunset Boulevard at the entrance to Hollywood's entertainment district, the SBS Sign District will enhance the aesthetic of the surrounding



community by reinforcing Hollywood's commitment to the entertainment industry to further meet the objectives and policies of the Hollywood Community Plan.

### **Entitlement Findings**

#### **4. Supplemental Use District Findings – Sign District.**

- a. Pursuant to Section 12.32 C of the Municipal Code, and based on these findings, the recommended action is deemed consistent with public necessity, convenience, general welfare and good zoning practice.**

The Project Site is located within a unique location that provides a number of media and studio uses within the Hollywood Community Plan area. The Sunset Bronson Sign District would encompass an a 10.55-acre Site comprised of an entire city block bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Bronson Avenue to the west, and Fernwood Avenue (vacated) to the south.

Public Necessity, Convenience, and General Welfare. The Proposed Sign District includes up to 13,469 square feet of signage. As recommended, the Sign District would establish signage regulations that take into consideration the location and configuration of the site as it relates to the surrounding infrastructure and development. The Project Site is located just across Sunset Boulevard from the southerly boundary, and approximately 0.25 miles from the easterly boundary of the Amended Hollywood Signage Supplement Use District (SUD), established by Ordinance No. 181,340, for commercial and industrial properties in the boundaries of the Hollywood Redevelopment Plan and the Media District Business Improvement District bounded by La Brea Avenue, Franklin Avenue, the Hollywood 101 Freeway and Melrose Avenue. The adjacent Hollywood Sign District was created to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as control the blight created by poorly placed, badly designed signs throughout Hollywood; and encompasses the Hollywood Media District, home to numerous studios serving the film and television industries and home to one of the largest concentrations of live theaters in Los Angeles. Given its proximity to the Hollywood Signage SUD, the Sunset Bronson Sign District would be consistent with the intent to promote the growth of the Hollywood Media District.

The proposed Sunset Bronson Studios Sign District would permit a comprehensive sign program for the Sunset Bronson Studios campus and enable the Applicant to continue to attract entertainment companies to the Sunset Bronson Studios campus and further establish Hollywood as the entertainment capital of the world. The Sunset Bronson Studios Sign District would permit a wide range of signage that would promote creative content being produced and/or edited on the Sunset Bronson Studios campus. In particular, the proposed signage would feature motion pictures and television series owned or being produced by the tenants of the Sunset Bronson Studios campus.

The establishment of the Sign District would permit signage that would adequately establish the visibility of individual multimedia studio spaces or studio stages within the campus, as well as promotional content that is created, curated, edited designed or distributed within the District, from various vantage points and would create a unified signage theme that is consistent and compatible with the Sunset Bronson Studios Development. The signage would further encourage the growth of the Hollywood Media District, home to numerous studios serving film and television industries and one of the largest concentrations of live theatres in the City. By providing and enhancing visibility for tenants located within and outside of the Sign District, the proposed Sign District be consistent with the public necessity, convenience and general welfare.

Good Zoning Practice. The surrounding area is generally developed with commercial, industrial, and residential uses. Specifically, properties to the north, across Sunset Boulevard, are developed with commercial uses and residential apartments; properties to the south, across Fernwood Avenue, are developed with the Los Angeles Unified School District (LAUSD) Joseph Le Conte Middle School campus and the Citizens of The World Charter School; properties to the east, across Van Ness Avenue, are developed with the LAUSD Bernstein High School campus, with the US 101 Freeway located further to the east; and properties to the west, across Bronson Avenue, are developed with single- and multi-family residential developments, and commercial uses at the southwestern corner of Sunset Boulevard and Bronson Avenue, respectively. The Sunset Gower Studios is located approximately 0.4 miles to the west.

Establishment of the Sign District would contain regulations permitting signage which is compatible with the Sunset Bronson Studios campus, as well as with the surrounding neighborhoods; and would not adversely impact other industrial, commercial, entertainment and educational uses immediately surrounding the Site. Due to the Site's location on Sunset Boulevard at the entrance to Hollywood's entertainment district, the Sign District will enhance the aesthetic of the surrounding community by reinforcing Hollywood's commitment to the entertainment industry.

The regulations take into consideration the street frontages and the vertical height in which the signs would be placed when determining the permitted sign types, sign area, and location; and remains sensitive to neighboring uses with regards to thoughtful placement of signage, specifically on the facades which face the adjoining school uses. The Sign District incorporates regulations that are consistent with the adjacent Hollywood Signage SUD, further ensuring that the signs within the Sign District are compatible with the larger neighborhood context. Additionally, the Sign District contains provisions to address visual clutter and blight within the neighborhood by limiting the number, size, type and location of signs within the District. As such, the Sunset Bronson Sign District would be consistent with the public necessity, convenience, general welfare, and good zoning practice.

## **5. Conditional Use Findings – Floor Area Ratio Averaging in Unified Developments.**

- a. The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city or region.**

The Project Site is currently developed with the Sunset Bronson Studios campus, a multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities, comprised of nine (9) structures containing office and production buildings, studio stages, and a parking structure. The buildings range in height from approximately three-story to five-story stages to the seven-story parking garage to the 14-story office tower. This Conditional Use is required in conjunction with a Parcel Map (Case No. AA-2018-1633-PMLA) approved by the Deputy Advisory Agency on August 28, 2018, for the merger of two (2) lots and re-subdivision into four (4) parcels to separate various components of the Project Site, including: (1) Parcel A, which covers an existing staging area comprised of Building 10 and Stages 9A and 9B; (2) Parcel B, which covers the 14-story office building; (3) Parcel C, which covers the five-story production building and seven-story parking structure; and (4) Parcel D, which covers the remaining staging and production buildings on-site. The purpose of the Parcel Map is to allow for more flexible financing options, management options and operational efficiencies of the Sunset Bronson Studios campus and would not result in foreseeable



future development, and instead is requested to provide legal parcels that are consistent with the financing and managing needs of the existing improvements on the Sunset Bronson Studios campus. However, by subdividing properties on which buildings are already developed, the existing buildings on each individual lot would exceed the FAR that would otherwise be individually permitted. As such, the Applicant has request that the Project Site be approved as a Unified Development in order to average the allowable floor area over the four (4) lots. No new development is proposed; other than the establishment of a Sign District, which would involve future installation of signage throughout the Project Site.

The Project Site is located in the heart of the Hollywood Media District in Los Angeles, and within 0.5 miles of the Hollywood/Vine Street Metro Red Line rail transit station, with the surrounding area served by Metropolitan Transit Authority (Metro) and the City of Los Angeles Department of Transportation Dash service (DASH), subway Metro Rail, and Metro Express.

As currently designed, the Proposed Project will provide a necessary service that is beneficial to the region by maintaining a vital entertainment industry use located within close proximity to the transit. In addition, the Site has been developed with studio-related uses since approximately 1920, when Warner Brothers Studios established their executive office building and several soundstages on what has become the current Sunset Bronson Studios campus. The welfare of the Hollywood community is based largely on the long-standing economic contribution and development of entertainment industry uses, especially along Sunset Boulevard, where the Project is located. The Project will continue to contribute to the welfare of the community by creating jobs, beautifying the existing studio lot, maintaining studio facilities and related office space, and solidifying the image of Hollywood as the international center of the entertainment industry. Allowing the existing campus to remain as currently developed would allow the Sunset Bronson Studio facilities to continue operation so that Hollywood can remain an attractive and competitive market for existing and emerging entertainment industry needs and uses. As a result, the Project will enhance the surrounding neighborhood by providing a beneficial function to the community.

- b. The project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.**

The subject property is zoned M1-1 and designated for Light Industrial uses by the Community Plan. Surrounding properties are generally developed with commercial, industrial, and residential uses. Specifically, properties to the north, across Sunset Boulevard, are zoned C2-2D-SN and C2-1-SN and developed with commercial uses and residential apartments; properties to the south, across Fernwood Avenue, are zoned PF-1 and developed with the Los Angeles Unified School District (LAUSD) Joseph Le Conte Middle School campus and the Citizens of The World Charter School; properties to the east, across Van Ness Avenue, are also zoned PF-1 and developed with the LAUSD Bernstein High School campus, with the US 101 Freeway located further to the east; and properties to the west, across Bronson Avenue, are zoned R4-2 and C4-1, and developed with single- and multi-family residential developments, and commercial uses at the southwestern corner of Sunset Boulevard and Bronson Avenue, respectively. The portion of the LAUSD campus located closest to the Site is used for outdoor athletics. The Project will not interfere with, or encroach upon, those facilities or hinder the existing uses. The LAUSD campus is located in a highly-urbanized environment surrounded by existing commercial and industrial uses.

Furthermore, the Sunset Boulevard corridor is characterized by a variety of residential developments, restaurants, and mid- to high-rise office, commercial and retail buildings, which include the 12-story Metropolitan Residential Tower across on Sunset Boulevard, the 22-story Sunset and Gordon Mixed-Use Project and the 10-story Emerson College, both one block west of the Project Site along Sunset Boulevard.

The Project Site is well served by public transit and an optimal location for the development of studio and entertainment industry office and production uses. The Project Site is currently developed with multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities, comprised of nine (9) structures containing office and production buildings, studio stages, and a parking structure. The Project is compatible and in proper relation to these adjacent uses because it proposes similar types of uses and structures. No new development is proposed as part of the Proposed Project, other than the establishment of a Sign District that would result in signage to be installed at a future date.

The land uses to the north, across Sunset Boulevard, include commercial uses, surface parking lots, and the Metropolitan Hotel tower. The Project would not have material adverse impacts on these properties because the Project is a similar type of use and will develop structures similar to the existing conditions in that direction. To the east, across Van Ness Avenue, uses consist of the LAUSD Bernstein High School campus, and the US 101 Freeway beyond that. The portion of the LAUSD campus located closest to the Site is used for outdoor athletics. The Project will not interfere with, or encroach upon, those facilities or hinder the existing uses. The LAUSD campus is located in a highly-urbanized environment surrounded by existing commercial and industrial uses. Likewise, the land uses to the south, across Fernwood Avenue, consist of the LAUSD Joseph Le Conte Middle School campus, followed by residential development. The land uses to the west, across Bronson Avenue, include single-family and multi-family residential uses, along with commercial land uses located adjacent to the south side of Sunset Boulevard. As existing, the Project consists of a modern design that is in harmony respectful of the character of the existing neighborhood, which includes office, retail and medium density residential uses. In addition, the Project Site has been operated as studios since the 1920s, and by Sunset Bronson Studios since 2017; thus, continued operation of the development as is alongside these uses would not be materially detrimental to the character of development in the immediate neighborhood.

Furthermore, these types of entertainment industry facilities provide the essence of Hollywood and are therefore proper in relation to development in the community. The character of development in Hollywood, and along this area of Sunset Boulevard, is highly urbanized and largely based on entertainment industry uses. There are several other studio and entertainment uses in the immediate vicinity. As a result, the Project would not have a material adverse impact on the other industrial, commercial, and entertainment industry improvements or uses immediately surrounding the Site.

As such, given the existing land use pattern surrounding the site, the Proposed Project will be compatible with surrounding properties and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare and safety.

- c. The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any specific plan.**



The Hollywood Community Plan designates the property for Light Manufacturing land uses, which lists the MR1, M1, P and PB Zones as corresponding zones. The Project Site is zoned M1-1 and is therefore consistent with the underlying land use designation. The property is not located within a Specific Plan and is not subject to an interim control ordinance. The site is located within the Hollywood Media District of Los Angeles, which is characterized by major cultural and entertainment facilities. As described in Finding No. 3, the project supports the following goals and objectives of the General Plan and applicable Community Plan.

- d. The development is a unified development as defined by LAMC Section 12.24.W.19, which is a development that is (a) a combination of functional linkages; such as pedestrian or vehicular connections; (b) in conjunction with common architectural and landscape features, which constitute distinctive design elements of the development; (c) composed of two or more contiguous parcels, or lots of record separated only by a street or alley; and (d) when the development is viewed from adjoining streets appears to be a consolidated whole.**

LAMC Section 12.24 W.19 authorizes the Zoning Administrator to permit Floor Area Ratio (FAR) averaging across a unified commercial, industrial, or mixed-use development in the C or M zones, even if buildings on each individual parcel or lot would exceed the permitted FAR, so long as the FAR for the Unified Development, when calculated as a whole, does not exceed the maximum permitted FAR for the height district(s) in which the Unified Development is located. Pursuant to LAMC 12.36 (Projects Requiring Multiple Approvals), the City Planning Commission shall have initial decision-making authority for all the approvals and/or recommendations.

Section 12.24 W.19(c) defines a Unified Development as a follows:

- A development which is a combination of functional linkages, such as pedestrian or vehicular connections;
- In conjunction with common architectural and landscape features, which constitute distinctive design elements of the development;
- Is composed of two or more contiguous parcels, or lots of record separated only by a street or alley; and
- When the development is viewed from adjoining streets appears to be a consolidated whole.

The Subject Site is designated for Limited Industrial land uses by the Hollywood City Community Plan and zoned M1-1. The site is within Height District 1 which permits a Floor Area Ratio (FAR) of up to 1.5:1. The Unified Development is comprised of the four (4) parcels, approved as part of a Parcel Map (Case No. AA-2018-1633-PMLA) for the merger of two (2) lots and re-subdivision into four (4) parcels to separate various components of the Project Site, including: (1) Parcel A, which covers an existing staging area comprised of Building 10 and Stages 9A and 9B; (2) Parcel B, which covers the 14-story office building; (3) Parcel C, which covers the five-story production building and seven-story parking structure; and (4) Parcel D, which covers the remaining staging and production buildings on-site. The Project Site totals approximately 688,031 square feet in size, on a lot with a net lot area of 459,825 square feet, resulting in an overall FAR of 1.49, and is therefore consistent with the underlying FAR limitations of the M1-1 Zone.

The purpose of the Parcel Map is to allow for more flexible financing options, management options and operational efficiencies of the Sunset Bronson Studios campus and would not result in foreseeable future development, and instead is requested to provide legal parcels that are consistent with the financing and managing

needs of the existing improvements on the Sunset Bronson Studios campus. However, by subdividing properties on which buildings are also developed, each individual lot's FAR exceeds what would otherwise be individually permitted. As such, the Applicant has request that the Project Site be approved as a Unified Development in order to average the FAR over the four (4) lots.

PARCEL	LOT AREA	EXISTING FLOOR AREA	FAR
Parcel A	60,010 SF	56,852 SF	0.9:1
Parcel B	38,469 SF	314,495 SF	8.1:1
Parcel C	92,779 SF	90,304 SF	0.9:1
Parcel D	268,567	226,380 SF	0.8:1
TOTAL	459,825 SF	688,031 SF	1.49:1

The Project Site is bound by Sunset Boulevard to the north, Van Ness Avenue to the east, Bronson Avenue to the west, and Fernwood Avenue (vacated) to the south. As the Project Site encompasses an entire city block, the Sunset Bronson Studios campus presents a consolidated appearance when viewed from adjoining streets.

The Project Site is currently developed with the Sunset Bronson Studios campus, a multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities, comprised of nine (9) structures containing office and production buildings, studio stages, and a parking structure; and includes functional linkages throughout the Site to create an integrated campus environment via pedestrian connections, which are landscaped with trees and shrubs between the studio facilities. As currently designed, the Proposed Project provides two primary entrances to the Project Site, from Bronson and Van Ness Avenues. While both entrances are contained on Parcel D, these entrances are utilized by occupants of buildings located on Parcels A, B and C. In addition, the Project Site provides an shared outdoor plaza with access points that improve pedestrian circulation throughout the Project Site, also located on Parcel D.

The Project currently provides approximately 21,500 square feet of landscaping and open space throughout the Site, featuring species native to California, which include, but are not limited to, a landscaped area at the Van Ness Gate (Parcel D), a small landscaped strip adjacent to the proposed parking structure along Van Ness Avenue (Parcel C) that would include shrubs and several mature trees and another 60-foot-long landscaped setback area along Sunset Boulevard in front of the office building (Parcel B). The project's consistent design elements, connectivity, and landscaping allows for the development to be viewed as a consolidated whole from adjoining streets.

The provision of the required trees and common space within the larger Unified Development Site creates shared public spaces and amenities that functionally integrate the subject site with the larger Unified Development Site and provides a connection between the development on the subject site and the surrounding neighborhood, streetscape and the existing public spaces. Street frontages along the Project Site also include wide sidewalks with street trees, special paving, rows of trees and landscaped areas with ground cover, shrubs, vines and large planters.

As described, these elements provide functional linkages, common architectural and landscape features, including shared common areas that integrate the Project Site as a consolidated whole. Therefore, the Proposed Project meets the standards to be considered a Unified Development Site.



### CEQA Finding

Pursuant to the California Environmental Quality Act, Public Resources Code Sections 21000 et seq. ("CEQA") and the State CEQA Guidelines, Title 14, California Code of Regulations, Sections 15000 et seq. ("CEQA Guidelines"), in August 2013, the Environmental Impact Report (EIR) for the Sunset Bronson Studios Entertainment Center Project (State Clearinghouse No. 2011091029), which was certified by the City of Los Angeles, to allow for the construction, use, and development of the Sunset Bronson Studios Entertainment Center Project including a 14-story office building and five-story production office building on the Sunset Bronson Studio campus, supported by a proposed primarily seven-story parking structure that would include two levels of subterranean parking. One level of subterranean parking also would be provided below the proposed office building. In addition, a replacement guard station along Van Ness Avenue, an outdoor seating area and café adjacent to the proposed production office building, and landscaping were also proposed. The Sunset Bronson Studios Entertainment Center Project was completed in 2017. The City found that the Certified EIR was completed in compliance with CEQA and State and City CEQA Guidelines, and adopted findings and a Mitigation Monitoring and Reporting Program.

### CEQA Authority for an Addendum

CEQA establishes the type of environmental documentation required when changes to a project occur after an EIR is certified. Specifically, Section 15164(a) of the CEQA Guidelines states that: *"The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred."*

Section 15162 of the CEQA Guidelines requires a subsequent EIR to a certified EIR or subsequent Negative Declaration to an adopted MND when one or more of the following circumstances exist:

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

- d. 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.

Likewise, California Public Resources Code Section 21166 states that no subsequent or supplemental environmental impact report shall be required by the lead agency or by any responsible agency, unless one or more of the following events occur:

- a. Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- b. Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
- c. New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

#### CEQA Addendum Findings

The City of Los Angeles Planning Department, acting on behalf of the City as lead agency, prepared an Addendum to the Certified EIR, pursuant to Section 15164 of the State CEQA Guidelines, for the Sunset Bronson Studios Entertainment Center Project. The Addendum analyzes the proposed modifications to the Sunset Bronson Studios Entertainment Center Project approved in 2009, updated in 2014 through a Project Permit Modification, and updated subsequently in 2016 through a Plan Approval, and demonstrates that all of the potential environmental impacts associated with the proposed modifications would be within the envelope of impacts as already evaluated in the Certified EIR.

This Addendum specifically addressed the proposed modifications to the approved Sunset Bronson Studios Entertainment Center Project (Approved Project) to create a Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus; approve a Parcel Map subdividing the property into four (4) parcels; and approve a Conditional Use Permit (CUP) for floor area ratio (FAR) averaging (Modified Project). In accordance with the California Environmental Quality Act (CEQA), this Addendum analyzed the proposed modifications to the Approved Project to determine whether such modifications would result in any new significant environmental impacts that were not identified in the Certified EIR or a substantial increase in the severity of impacts set forth in the Certified EIR or otherwise require preparation of a supplemental or subsequent EIR; and concluded that the anticipated environmental impacts of the Modified Project are consistent with the analysis contained in the Certified EIR, and the Modified Project would not generate significant impacts not previously analyzed or require additional mitigation measures.

Additionally, the Addendum supplements the information necessary for evaluation of the Modified Project and does not present new information of substantial importance which would create one or more significant effects not previously disclosed or increase the severity of the significant events already evaluated in the previously Certified EIR. Lastly, all of the mitigation measures included as part of the Certified EIR, and as subsequently modified, would continue to be implemented under the Sunset Bronson Studios Entertainment Center



Project, as outlined in the Mitigation Monitoring and Reporting Program, dated June 2013 (Exhibit E). As such, this Addendum is the appropriate CEQA document for the proposed modification to the sale of alcohol on the site, pursuant to Section 15162 of the CEQA Guidelines.