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CITY ATTORNEY

REPORT NO. R 1 4 - 0 2 2 8

MAY 0 7 2014

REPORT RE:

**REVISED DRAFT ORDINANCE ESTABLISHING THE WARNER CENTER 2035
PLAN SIGN DISTRICT PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF
THE LOS ANGELES MUNICIPAL CODE; AND DRAFT ORDINANCE AMENDING
ZONING MAP DESCRIBED IN SECTION 12.04 OF THE LOS ANGELES MUNICIPAL
CODE TO ADD A DESIGNATION FOR PROPERTY LOCATED WITHIN
THE WARNER CENTER 2035 PLAN SIGN DISTRICT**

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

Council File No. 13-0197
CPC No. 2008-3470-SP-ZC-GPA-SUD

Honorable Members:

This Office has prepared and now transmits for your consideration, approved as to form and legality, a revised draft ordinance establishing the Warner Center 2035 Plan Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code. Also transmitted is an ordinance amending the Zoning Map referenced in Section 12.04 of the Los Angeles Municipal Code in order to add a "SN" suffix to the zoning for all parcels located within the Sign District's boundaries.

Summary of Revised Ordinance Provisions

The draft ordinance would create a sign district covering the Warner Center 2035 Plan, as depicted in the map attached as Figure 1 of the proposed sign district.

If adopted, the ordinance would create unique sign regulations for the area based upon the policy goals underlying the recently adopted Warner Center 2035 Plan. Notably, the sign district will not allow off-site signs or supergraphic signs, which are generally banned throughout the City.

The revised draft incorporates changes the Planning and Land Use Management (PLUM) Committee requested at its April 8, 2014, meeting. Specifically, Council District 3 requested that PLUM, in consultation with the City Attorney's Office, revise the ordinance to incorporate a number of community comments. These comments ranged from technical changes, to clarifying signage rights on new streets that are planned for the specific plan area, to further restricting the number of digital signs allowed in the Sign District.

The City Attorney's Office worked with Council District 3 and the Department of City Planning to incorporate as many of these comments as possible. Both Council District 3 and the Department of City Planning have reviewed the revised draft and have indicated their approval.

Charter Findings

Pursuant to Charter Section 559, the Director of Planning has disapproved this revised draft ordinance on behalf of the City Planning Commission. Should you adopt this ordinance, you may comply with the provisions of Charter Section 558 by either adopting the findings of the Director of Planning as set forth in his transmittal to the City Council dated May 5, 2014, or by making your own findings.

CEQA Determination

If the City Council wishes to adopt the ordinance, it must first comply with the California Environmental Quality Act (CEQA). The Environmental Impact Report (EIR) for the sign district was previously certified by the City Council on October 23, 2013. Therefore, the City Council may comply with CEQA by taking the following action prior to, or concurrent with, any action to adopt the ordinance:

FIND under the California Public Resources Code Section 21166 and the State's Environmental Quality Act (CEQA) Guidelines Section 15162, on the basis of substantial evidence contained in the whole record, that since certification of EIR No. ENV-2008-3471-EIR (SCH No. 1990011055) on October 23, 2013, there have been no changes to the Project, changes with respect to the circumstances under which the Project is being undertaken, or new information of substantial importance concerning the Project, which cause new significant environmental effects or a substantial increase in the severity of previously identified

significant effects, and therefore no additional environmental review is required for the Project.

Council Rule 38 Referral

The revised draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Department of Transportation, and the Fire Department. To date, the Department of Building and Safety has responded, and the enclosed draft incorporates that Department's comments.

If you have any questions regarding this matter, please contact Deputy City Attorney Michael Bostrom at (213) 978-8068. He or another member of this Office will be present when you consider this matter to answer any questions you may have.

Very truly yours,

Michael N. Feuer, City Attorney

By 
DAVID MICHAELSON
Chief Assistant City Attorney

DM/MJB:zra
Transmittal