



# Los Angeles CITY PLANNING COMMISSION

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

Determination Mailing Date: SEP 16 2010

CASE NO. CPC-2007-5866-SN  
CEQA: ENV-2003-1377-MND-REC1

Applicant: City of Los Angeles

**Location:** Designated commercial and industrially zoned properties roughly bounded by the Hollywood Freeway (101 Freeway) on the north and east, Melrose Avenue on the South, and La Brea Boulevard on the west.

**Council District:** 4 - LaBonge, 5 - Koretz, 13 - Garcetti

**Request(s):** Approve the Final Draft Ordinance as transmitted by the City Attorney and recommend that the City Council adopt the requested Amendments to the Hollywood Signage Supplemental Use District, pursuant to City Charter Section 558 B.3; Adoption of Mitigated Negative Declaration.

At its meeting on August 26, 2010, the following actions were taken by the City Planning Commission:

1. **Approved** the Amended Hollywood Signage Supplemental Use District (SUD) Ordinance, as approved by the City Planning Commission at its meeting on January 9, 2009, subject to the following modifications:
  - a. Limit the location of Supergraphics to two (2) geographic areas within the SUD boundaries: (1) Hollywood/Highland, roughly bounded by Franklin Avenue to the north, Selma Avenue to the south, Las Palmas Avenue to the east, and Orange Drive to the west; and (2) Sunset/Vine Corridor, roughly bounded by Yucca Street to the north, De Longpre Avenue the south, Ivar Avenue to the west, and El Centro Avenue to the east.
  - b. Support the establishment of a cap on the total number of supergraphics in the SUD.
  - c. Re-establish solid panel portions of open panel roof signs as a permitted sign type, provided they are approved in conjunction with a Sign Reduction Program.
  - d. Restore the Sign Reduction Program ratio to: 2 square feet of Supergraphic Signage within the SUD shall be approved for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is at least 672 square feet in size which is removed.
  - e. Include language to except projects from the provisions of the SUD Ordinance for which applications for a Vesting Tentative Tract Map and related entitlements were filed with the City Planning Department and deemed to be complete on or before November 12, 2008, or to any related application for a Specific Plan Project Permit and/or Specific Plan Exception for that project.
  - f. Modify other portions of the Ordinance with respect to minor technical corrections.
  - g. Request that Planning Staff return to the City Planning Commission in five (5) years with a report on the effectiveness of the Sign Reduction Program.
  - h. Direct Planning Staff to prepare additional research regarding Wall Signs and the utilization of the Sign Reduction Program for the establishment of Walls Signs that are larger than currently allowed by the Ordinance.
  - i. Direct Planning Staff to investigate policies regarding the use of Supergraphic Signage for the benefit of cultural and other public uses.
  - j. Direct Planning Staff to explore opportunities to improve the architectural design review process as a component of the entitlement process for all new Supergraphic Signage.
  - k. Direct Planning Staff to return to the City Planning Commission with a report examining the current signage entitlement process and providing recommendations to improve the process to allow for the consideration of all signage at the time primary entitlements are considered.
2. **Adopted** Mitigated Negative Declaration No. ENV-2003-1377-MND (REC1).
- I. **Recommend** that the City Council adopt the Amended Hollywood Signage Supplemental Use District (SUD) Ordinance, as approved by the City Planning Commission at its meeting on January 9, 2009, subject to the above modifications.
- II. **Recommend** that the City Council Adopt Mitigated Negative Declaration No. ENV-2003-1377-MND (REC1).

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

**This action was taken by the following vote:**

Moved: Roschen  
Seconded: Epstein  
Ayes: Burton, Cardoso, Orozco, Romero, Woo  
Absent: Freer, Kezios

**Vote: 7-0**

3. **Approved** the Amended Hollywood Signage Supplemental Use District Ordinance, as approved by the City Planning Commission at its meeting on January 9, 2009, and as recommended by Motion #1, with the following additional recommendation:

- a. Set the maximum number of Supergraphic Signs permitted within the boundaries of the Hollywood Signage Supplemental Use District at a total of 60.

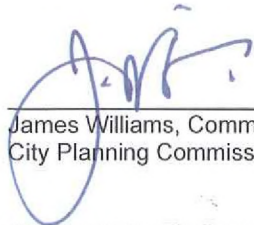
III. **Recommend** that the City Council adopt the Amended Hollywood Signage Supplemental Use District (SUD) Ordinance, as approved by the City Planning Commission at its meeting on January 9, 2009, subject to the above modifications with the following additional recommendation:

- a. Set the maximum number of Supergraphic Signs permitted within the boundaries of the Hollywood Signage Supplemental Use District at a total of 60.

**This action was taken by the following vote:**

Moved: Roschen  
Seconded: Epstein  
Ayes: Burton, Cardoso, Orozco, Romero  
Noes: Woo  
Absent: Freer, Kezios

**Vote: 6-1**



James Williams, Commission Executive Assistant I  
City Planning Commission

Attachments: Findings  
City Planner: Blake Lamb



## FINDINGS

### ENVIRONMENTAL IMPACT/CEQA FINDINGS

A Mitigated Negative Declaration [ENV-2003-1377-MND (REC1)] was prepared for the original Hollywood Signage Supplemental Use District amendments and was adopted by the City Planning Commission on January 8, 2009. On the basis of the whole of the record before the lead agency, no known additional environmental impacts will be caused by the revised ordinance. With the imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment.

California Environmental Quality Act Guidelines Section 15073.5 requires the recirculation of a Mitigated Negative Declaration when a draft document is substantially revised after public notice of its availability has previously been given. Recirculation is not required when measures or conditions are added after the circulation of the Mitigated Negative Declaration which do not create new significant environmental effects and are not necessary to mitigate an avoidable significant effect.

The environmental impacts of supergraphics and the accompanying sign reduction program were considered in Mitigated Negative Declaration ENV-2003-1377-MND (REC1). The proposed changes to the supergraphic program will reduce the scope and breadth of signage analyzed as part of the original proposal, and will consequently result in no new significant environmental effects. Mitigation Measure MM1C-1 established the signage reduction program as a mitigation for supergraphics and the resulting potentially significant environmental impacts in the subject area.

Therefore, Mitigated Negative Declaration ENV-2003-1377-MND (REC1) is adequate environmental clearance for this action, and recirculation is not required per Section 15073.5.

### GENERAL PLAN/CHARTER FINDINGS

The following findings are provided regarding the attached, amended ordinance:

#### **City Charter Section 556**

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The attached amended ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan in the following respects:

The Hollywood Community Plan was adopted by the City Council on December 13, 1988. The amendment to the Hollywood SUD is in conformance with the following goals and objectives of the Community Plan:

1. **To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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.**



The attached ordinance proposes changes to regulations in order to encourage the construction, maintenance and retention of contemporary and historic forms of signage which will promote the advancement of a unique sign program for an area which is undergoing a resurgence in commercial development. The amended ordinance proposes changes that would regulate the use of contemporary types of signage such as Supergraphics and Electronic Message Displays (Digital Displays) for both on and off-site advertising. It provides regulations for supergraphic signage that will further the development of Hollywood as a major center of population, employment, retail services and entertainment. On and off-site advertising continues to be important to the economics of developing major commercial and entertainment facilities in Hollywood. In addition, the amended regulations will encourage iconic signs held to high architectural design standards to ensure that Hollywood perpetuates its image as an international center of the motion picture industry.

- 2. Land Use Commerce Standards and Criteria: The focal point of the Community is the Hollywood Center. This center area shall function as the commercial center for Hollywood and surrounding communities as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods and the transportation and circulation system.**

This amendment proposes changes that would enhance the Hollywood Signage Supplemental Use District's unique sign program to help create a visually exciting pedestrian environment which maximizes the visibility of Hollywood's historic architecture and distinguishes this area from that of nearby commercial areas. The amended Hollywood SUD regulations are designed to protect views of character-defining features of historic structures, views of the nearby Hollywood Hills, and Hollywood's scenic highways, including Sunset Boulevard. Amended regulations to protect these views include: 1) providing two geographic areas within the SUD boundaries to accommodate supergraphic signage, 2) incorporating lighting and design standards for all signs, and (3) reducing maximum permitted combined sign area by half. The amended ordinance also includes incentives for restoring historic signage on historic structures as a means of deriving additional revenue which may be used for the rehabilitation and maintenance of these structures. Amended regulations to minimize distractions to motorists caused by full motion electronic message displays (digital displays) include: allowing electronic message displays (digital displays) to only be permitted as Marquee Signs and requiring electronic message displays (digital displays) to have both a daytime and nighttime illumination.

### **Charter Section 558**

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The Hollywood Signage Supplemental Use District amended ordinance conforms to public necessity, convenience, general welfare and good zoning practice in the following respects:

The amendments to the Hollywood Signage SUD will enhance the unique characteristics of signage in Hollywood; promote historic signage in Hollywood; encourage enhanced aesthetics and quality lighting design of new signage; continue to encourage the development of new sign



technologies while preserving historic architecture; and continue to eliminate blight by strengthening the effectiveness of the billboard reduction program.

The amended ordinance contributes to the general welfare and good zoning practice by regulating signage in a manner that promotes a distinctive Hollywood design aesthetic, permitting signage which:

- Highlights the entertainment industry and other local businesses;
- Creates a lively, visually exciting atmosphere in Hollywood, while maintaining historic signage and structures;
- Allows newer building-mounted sign technologies which coordinate with and minimally obscure a building's architectural elements;
- Minimizes the obstruction of architectural elements, views of historic architecture, the Hollywood Hills, the Hollywood Sign, and scenic corridors;
- Protects residents from glare and protects pedestrians and motorists from traffic safety hazards;
- Reduces visual clutter and blight by encouraging the removal of billboards and pole signs through the enhanced sign reduction program.

#### **HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT FINDINGS**

The amended ordinance furthers the following Hollywood Signage SUD purposes:

1. Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
2. Promote appropriate and economically viable signage that:
  - 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.
3. Limit visual clutter by regulating the number, size, and location of signs.
4. Minimize potential traffic hazards and protect public safety.
5. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
6. Protect and enhance major commercial corridors and properties.
7. Provide a public benefit and enhancement to the community environment.



## DEPARTMENT OF CITY PLANNING SUPPLEMENTAL RECOMMENDATION REPORT



### CITY PLANNING COMMISSION

**Date:** August 26, 2010 (*continued from July 22, 2010*)  
**Time:** After 8:30 a.m.  
**Place:** Los Angeles City Hall  
Room 1010  
200 North Spring Street  
Los Angeles, CA 90012

**Public Hearing:** Required  
**Appeal Status:** None  
**Expiration Date:** Sept. 27, 2010

**Case No.:** CPC-2007-5866-SN  
**CEQA No.:** ENV-2003-1377-MND (REC1)  
**Related Cases:** CPC-2002-4173-SUD  
ENV-2003-1377-MND  
**Council No.:** 4, 5, 13  
**Plan Area:** Hollywood  
**Certified NC:** Hollywood United, Central  
Hollywood, Hollywood  
Studio District  
**GPLU:** Various  
**Zone:** Various

**PROJECT LOCATION:** Designated commercial and industrially zoned properties roughly bounded by the Hollywood Freeway (101 Freeway) on the north and east, Melrose Avenue on the South, and La Brea Boulevard on the west.

**PROPOSED PROJECT:** An amendment of the Hollywood Signage Supplemental-Use District proposing changes to regulations to prohibit certain signage and proposing changes to regulations governing the size, location, and density of certain signage within the District boundaries.

**APPLICANT:** City of Los Angeles

**REQUESTED ACTIONS:**

1. **Approve** the Final Draft Ordinance as transmitted by the City Attorney and **recommend** that the City Council adopt the requested Amendments to the Hollywood Signage Supplemental Use District, pursuant to City Charter Section 558 B.3
2. **Find** that Mitigated Negative Declaration ENV-2003-1377-MND (REC1) is adequate environmental clearance for this action.

### RECOMMENDED ACTIONS:


1. **Approve** the Final Draft Ordinance as transmitted by the City Attorney and **recommend** that the City Council adopt the requested Amendments to the Hollywood Signage Supplemental Use District, pursuant to City Charter Section 558 B.3
2. **Find** that Mitigated Negative Declaration ENV-2003-1377-MND (REC1) is adequate environmental clearance for this action.
3. **Adopt** the attached Findings.



VINCENT P. BERTONI, AICP  
Director of Planning



Kevin Keller, AICP, Senior City Planner



Blake E. Lamb, AICP, City Planner  
Telephone: 213-978-1178



Jordann Turner, City Planning Associate  
213-978-1379

ADVICE TO PUBLIC: \*The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, Room 272, City Hall, 200 North Spring Street, Los Angeles, CA 90012* (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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Hollywood Signage Supplemental Use District Amendment Findings

**Exhibits:**

A. City Attorney Transmittal, Final Draft Ordinance

B. City Council Motion (CF 07-2858-S1)

C. Environmental Clearance (ENV-2003-177-MND(REC1))

D. Original City Planning Commission Determination (CPC-20007-5866-SN) dated January 8, 2009

E. Sign Dictionary

F. November 12, 2008 Public Hearing Testimony and Communications for CPC-20007-5866-SN

G. Map of Hollywood Signage Supplemental Use District Boundaries



## PROJECT ANALYSIS

### PROJECT SUMMARY

On July 13, 2010, the City Council adopted a motion (CF 07-2858-S1)(Exhibit B) amending the City Council's March 3, 2009 action by directing the City Attorney to amend the City Planning Commission (CPC) approved revised Hollywood Signage Supplemental Use District (Exhibit D) to include the elimination of supergraphics and related programs. The initial revisions to the Hollywood Signage Supplemental Use District were adopted by the City Planning Commission on January 8, 2009. On February 24, 2009, the Planning and Land Use Management Committee considered the City Planning Commission report and draft Ordinance (substantially as approved by the CPC) and recommended approval to the full City Council. On March 3, 2009, the City Council requested the City Attorney to prepare and present the final draft Ordinance based upon the City Planning Commission's action for final Council consideration.

Pursuant to the adopted July 13, 2010 motion, the City Attorney has drafted and transmitted an ordinance (Exhibit A) further amending the Hollywood Signage Supplemental Use District (SUD). In summary, the ordinance proposes to prohibit supergraphics, eliminate the Sign Reduction Program associated with the construction of supergraphics, and prohibit Electronic Message Displays (Digital Displays) as Wall Signs. Also included are additional technical and procedural corrections.

Pursuant to Charter Section 558, staff recommends approval of this final draft ordinance as modified.

The City Planning Commission considered this case on July 22, 2010. At that meeting, the Commission requested Planning Staff provide additional information and continued the item to August 26, 2010.

### PRIOR/CURRENT RELEVANT CASES

**CPC-2002-4173-SUD:** Established the Hollywood Signage Supplemental Use District, effective October 21, 2003.

**CPC-2007-5866-SN:** Original amendments to the Hollywood Signage Supplemental Use District approved by the City Planning Commission on January 8, 2009 (Exhibit D).

### HOLLYWOOD SUD BACKGROUND

The Hollywood Signage Supplemental Use District (SUD) was adopted in October 2003 (Ordinance 176172). The Hollywood SUD contains regulations for sign development for commercial and industrial properties within the boundaries of the district. The current ordinance includes regulations regarding the size and density of permitted signage; and includes regulations permitting supergraphics and solid panel rooftop signs in return for the reduction of existing off-site advertising signs (billboards and pole signs) in other locations within the Hollywood Community Plan Area.

On and off-site signage has become an important factor in the economics of developing major commercial and entertainment facilities in the Hollywood community. Unique sign programs were developed by the project developers and Community Redevelopment Agency (CRA) to permit off-site advertising on various sign structures through the use of special legislation exempting these projects from Municipal Code sign regulations and the CRA's Design for Development. The purpose of the Hollywood Signage SUD was to help make it possible for



developers to utilize advertising revenue for future projects without having to enter into special agreements for each individual project. The goal of the Ordinance was to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood while managing and controlling blight created by poorly placed, badly designed signs.

In November 2007 the City Council adopted a motion instructing the Department of City Planning (DCP), along with the Community Redevelopment Agency (CRA), to amend the Hollywood Signage Supplemental Use District (SUD) to address the issue of supergraphic signage, including temporary special displays, and to further address issues and ensure consistency between the Hollywood Signage SUD and the CRA Design for Development for Signs in Hollywood.

Department of City Planning Staff began the process of amending the Hollywood SUD in order to review standards for the location, amount, orientation, lighting, design, quality of construction, and other physical characteristics of signage to ensure that signage continued to enhance development and make a positive contribution in Hollywood.

Between November 2007 and November 2008, DCP and CRA staffs held number meetings with City Departments, sign industry representatives, neighborhood councils, homeowners' associations, business owners, and other Hollywood stakeholders. On November 12, 2008 a public hearing was conducted for the amended ordinance (see Exhibit F for public hearing testimony and written communications). The result of this effort was the approval of the original revisions to the Hollywood SUD by the City Planning Commission on January 9, 2009 (Exhibit D).

#### **CITY ATTORNEY TRANSMITTAL**

The initial revisions to the Hollywood SUD were adopted by the City Planning Commission on January 8, 2009. On February 24, 2009, the Planning and Land Use Management Committee considered the City Planning Commission report and draft Ordinance (substantially as approved by the CPC) and recommended approval to the full City Council. On March 3, 2009, the City Council requested the City Attorney to prepare and present the final draft Ordinance for Council consideration. The proposed ordinance, as originally drafted, would continue to permit supergraphic signs within the sign district boundaries.

On July 13, 2010, the City Council adopted a motion (CF 07-2858-S1)(Exhibit B) amending the City Council's March 3, 2009 action by directing the City Attorney's Office to amend the revised Hollywood SUD ordinance to include the elimination of supergraphics and other related programs.

As stated in the motion, many new developments related to supergraphic signs have arisen within the Hollywood Community and have caused considerable community concern, and have raised ongoing legal questions about the appropriateness of such signs.

#### **CHARTER SECTIONS 558 AND 559**

Charter Section 558 requires that the City Planning Commission approve or disapprove a final draft ordinance, unless such review is delegated to the Director of Planning. As provided under the authority of Charter Section 559, City Plan Case No. 13505-A, and the City Planning Commission Resolution of August 11, 2000, the Director of Planning may approve or disapprove proposed ordinances on behalf of the City Planning Commission based upon the Commissions' latest action on the matter.



For this action, the Director of Planning has agendized the current revisions to the Hollywood Signage SUD as initiated by the July 13, 2010 motion and prepared and transmitted by the City Attorney for the City Planning Commission's approval or disapproval on the matter.

### **DISCUSSION/ISSUES**

The transmitted draft ordinance from the City Attorney per City Council direction makes the following changes to the original amendments to the Hollywood Signage Supplemental Use District which were approved by the City Planning Commission on January 8, 2009:

- 1.) Prohibit Supergraphics as an allowed sign type within the Hollywood SUD
- 2.) Eliminate the Sign Reduction Program
- 3.) Prohibit Electronic Message Displays (Digital Displays) as wall signs.

### **Supergraphic Signs / Sign Reduction Program**

Citywide, signage has become an increasingly central and at times contentious issue for business owners and residents of Hollywood and greater Los Angeles. Since the adoption of the Hollywood SUD in 2003, the supergraphic program has been utilized by numerous projects in Hollywood, including the W Hotel, the Sunset and Vine Tower, and the Madam Tussauds building. Under the current Ordinance and the previous City Planning Commission approved changes in 2009, a building may be permitted a total of two (2) supergraphic signs with a minimum size of 1,200 square feet. Under the amendments approved by the CPC in January 2009, supergraphics were continued as a permitted sign type.

Associated with the approval of supergraphic signs is the sign reduction program. In summary, the sign reduction program requires an applicant to utilize "credits" obtained from the removal of a pole sign and/or billboard (either on or off-site) within the Hollywood Community Plan Area in order to construct a supergraphic sign on their property (within the SUD).

During the public process for the initial revisions, there was much dialogue regarding the merits, appropriateness, size, and location of supergraphic signs. If supergraphics are prohibited as an allowed sign type and the associated program is deleted from the Hollywood SUD, an incentive to takedown billboard/pole signs will be removed. However, since the adoption of the Hollywood SUD in 2003, the sign reduction program has had limited success in incentivizing the removal of billboards and pole signs in the Hollywood community.

A grandfather clause has been added to the proposed amendments which will allow developments that have previously obtained entitlements for supergraphics before November 2008 to retain the rights for the life of the entitlement.

### **Electronic Message Displays (Digital Displays)**

Electronic Message Displays or Digital Displays, are defined as displays that use still images, scrolling images, or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology. The current ordinance and the initial revisions permit electronic message display signage as wall signs or theater marquees signs and limit their location to certain signalized blocks within the SUD.

During the public outreach and public adoption process, the Department of City Planning heard that it is important for any ordinance amendments to take into account changing technology. Many representatives of the sign industry felt that electronic signage should be permitted throughout the district, not just on certain buildings or in certain locations. However, there was also a high level of concern among residents regarding light and traffic impacts.



The proposed changes will limit Electronic Message Display signs to theater marquee signs only. Additionally, the term "Electronic Message Display" will be replaced with "Digital Display". The term "Digital Display" is found in the L.A.M.C. and is a universal term that is very similar to Electronic Message Display. Also, in order to address community concerns regarding lighting, additional regulations governing lighting of these signs has been retained.

#### **CONCLUSION/RECOMMENDATION**

The final draft ordinance transmitted by the City Attorney continues the vast majority of the initial changes approved by the City Planning Commission, including reducing the overall permitted combined sign area from four square feet to two square feet of sign area per linear frontage, prohibiting Temporary Special Displays (TSDs), Inflatable Devices, High Rise Signs, Skyline/Logo signs, and making modifications to the Open Panel Roof Sign regulations.

The proposed amendments as modified by the City Council action further prohibits Supergraphics signs, eliminates the sign reduction program and prohibits Electronic Message Display (Digital Display) signs as wall signs. Such actions are consistent with the goals of the Hollywood Signage Supplemental Use District and Hollywood Community Plan. The actions acknowledge and promote the continuing contribution of signage that is distinctive to the aesthetic of Hollywood while managing and controlling blight created by poorly placed, badly designed signs.

Citywide, signage has become an increasingly central and at times contentious issue for business owners and residents of Hollywood and greater Los Angeles. In this difficult context, the Department has been especially rigorous in the work undertaken on this amendment. The Department of City Planning has reviewed the proposed changes and recommends approval of the draft Hollywood Signage Supplemental Use District amendments as transmitted by the City Attorney and initiated by the City Council motion.



## FINDINGS

### ENVIRONMENTAL IMPACT/CEQA FINDINGS

A Mitigated Negative Declaration [ENV-2003-1377-MND (REC1)] (Exhibit C) was prepared for the original Hollywood Signage Supplemental Use District amendments and was adopted by the City Planning Commission on January 8, 2009. The proposed ordinance prepared by the City Attorney, per City Council direction, will prohibit Supergraphics as an allowed sign type within the Hollywood Signage SUD, eliminate the sign reduction program and limit Electronic Message Displays (Digital Displays) to Marquee Signs. On the basis of the whole of the record before the lead agency, no known additional environmental impacts will be caused by the revised ordinance. With the imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment.

California Environmental Quality Act Guidelines Section 15073.5 requires the recirculation of a Mitigated Negative Declaration when a draft document is substantially revised after public notice of its availability has previously been given. Recirculation is not required when measures or conditions are added after the circulation of the Mitigated Negative Declaration which do not create new significant environmental effects and are not necessary to mitigate an avoidable significant effect.

The environmental impacts of supergraphics and the accompanying sign reduction program were considered in Mitigated Negative Declaration ENV-2003-1377-MND (REC1). The proposed elimination of the supergraphic program will reduce the scope and breadth of signage analyzed as part of the original proposal, and will consequently result in no new significant environmental effects. Mitigation Measure MM1C-1 established the signage reduction program as a mitigation for supergraphics and the resulting potentially significant environmental impacts in the subject area. If supergraphics are universally prohibited in the Hollywood Sign District, Mitigation Measure MM1C-1 and the signage reduction program is no longer required.

Therefore, Mitigated Negative Declaration ENV-2003-1377-MND (REC1) is adequate environmental clearance for this action, and recirculation is not required per Section 15073.5.

### GENERAL PLAN/CHARTER FINDINGS

The following findings are provided regarding the attached, draft ordinance:

#### **City Charter Section 556**

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The attached draft ordinance prepared and transmitted by the City Attorney is in substantial conformance with the purposes, intent and provisions of the General Plan in the following respects:

The Hollywood Community Plan was adopted by the City Council on December 13, 1988. The draft amendment to the Hollywood SUD is in conformance with the following goals and objectives of the Community Plan:

1. **To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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.**

The attached draft ordinance proposes changes to regulations in order to encourage the construction, maintenance and retention of contemporary and historic forms of signage which will promote the advancement of a unique sign program for an area which is undergoing resurgence in commercial development. The draft ordinance proposes changes that would regulate the use of contemporary types of signage such as Electronic Message Displays (Digital Displays) for both on and off-site advertising. On and off-site advertising continues to be important to the economics of developing major commercial and entertainment facilities in Hollywood. In addition, the amended regulations will encourage iconic signs held to high architectural design standards to ensure that Hollywood perpetuates its image as an international center of the motion picture industry.

- 2. Land Use Commerce Standards and Criteria: The focal point of the Community is the Hollywood Center. This center area shall function as the commercial center for Hollywood and surrounding communities as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods and the transportation and circulation system.**

This draft ordinance proposes changes that would enhance the Hollywood Signage Supplemental Use District's unique sign program to help create a visually exciting pedestrian environment which maximizes the visibility of Hollywood's historic architecture and distinguishes this area from that of nearby commercial areas. The draft Hollywood SUD amended regulations are designed to protect views of character-defining features of historic structures, views of the nearby Hollywood Hills, and Hollywood's scenic highways, including Sunset Boulevard. Amended regulations to protect these views include: 1) eliminating supergraphics as an allowed sign type, 2) incorporating lighting and design standards for all signs, and (3) reducing maximum permitted combined sign area by half. The draft ordinance also includes incentives for restoring historic signage on historic structures as a means of deriving additional revenue which may be used for the rehabilitation and maintenance of these structures. Amended regulations to minimize distractions to motorists caused by full motion electronic message displays (digital displays) include: allowing electronic message displays (digital displays) to only be permitted as Marquee Signs and requiring electronic message displays (digital displays) to have both a daytime and nighttime illumination.

### **Charter Section 558**

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The Hollywood Signage Supplemental Use District draft ordinance conforms to public necessity, convenience, general welfare and good zoning practice in the following respects:

The amendments to the Hollywood Signage SUD will enhance the unique characteristics of signage in Hollywood; promote historic signage in Hollywood; encourage enhanced aesthetics



and quality lighting design of new signage; continue to encourage the development of new sign technologies while preserving historic architecture.

The draft ordinance contributes to the general welfare and good zoning practice by regulating signage in a manner that promotes a distinctive Hollywood design aesthetic, permitting signage which:

- Highlights the entertainment industry and other local businesses;
- Creates a lively, visually exciting atmosphere in Hollywood, while maintaining historic signage and structures;
- Allows newer building-mounted sign technologies which coordinate with and minimally obscure a building's architectural elements;
- Minimizes the obstruction of architectural elements, views of historic architecture, the Hollywood Hills, the Hollywood Sign, and scenic corridors;
- Protects residents from glare and protects pedestrians and motorists from traffic safety hazards.

#### **HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT FINDINGS**

The draft ordinance furthers the following Hollywood Signage SUD purposes:

1. Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
2. Promote appropriate and economically viable signage that:
  - 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.
3. Limit visual clutter by regulating the number, size, and location of signs.
4. Minimize potential traffic hazards and protect public safety.
5. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
6. Protect and enhance major commercial corridors and properties.
7. Provide a public benefit and enhancement to the community environment.



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**CARMEN A. TRUTANICH**  
City Attorney

CPC-2007-5866-SN

July 13, 2010

## EXHIBIT A

Supplemental Staff Report

The Honorable City Planning Commission  
Of the City of Los Angeles  
City Hall, Room 532  
200 North Spring Street  
Los Angeles, California 90012

**Attention: Kevin Keller, City Planner**

Re: Draft of Ordinance Amending Hollywood Signage Supplemental Use  
District, Ordinance No. 176172

(Council File No. 07-2858-S1)  
(CPC File No. 2007-5866-SN)

Honorable Members:

Pursuant to the July 13, 2010, request of the City Council, this office has prepared and transmits for your action a draft ordinance pertaining to the above-described subject matter.

Charter Section 559 provides that "the City Planning Commission may authorize the Director of Planning to approve or disapprove for the Commission any ordinance, order or resolution or modification thereto which is subject to the provisions of Sections 555 or 558." In exercising that authority, "the Director must make the same findings as would have been required for the City Planning Commission to act on the same matter." Such findings are located in Charter Sections 556 and 558(b)(2).

To ensure timely consideration by the City Council, we request that you take action on the attached draft ordinance at your upcoming July 22, 2010 meeting, or authorize the Director to take action at that time on your behalf.

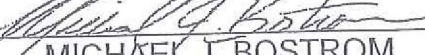


The Honorable City Planning Commission  
of the City of Los Angeles  
July 13, 2010  
Page 2

Once you have acted on this matter, please transmit your action and the ordinance to this office at your earliest convenience in order that we may transmit it to the City Council for its consideration.

Sincerely,

CARMEN A. TRUTANICH, City Attorney

By:   
MICHAEL J. BOSTROM  
Deputy City Attorney

MJB:zra

M:\Real Prop\_Env\_Land Use\Land Use\Michael Bostrom\Ordinances\  
Hollywood SUD Amendment\CPC Transmittal Letter.doc

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

An ordinance amending Ordinance No. 176172, known as the Hollywood Signage Supplemental Use District, for a portion of the Hollywood Community Plan area.

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

Section 1. The first unnumbered paragraph of Section 1 of Ordinance No. 176172, is amended to read:

**Section 1. AMENDMENT OF THE HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT.** The City Council hereby amends the Hollywood Signage Supplemental Use District, Ordinance No. 176172 applicable to that area of the City of Los Angeles shown within heavy lines on the attached map.

Sec. 2. The map attached to Section 1 of Ordinance No. 176172 is amended to read: (insert map)

Sec. 3. Subsection B of Section 2 of Ordinance No. 176172, is amended to read:

B. Promote appropriate and economically viable signage which:

1. Coordinates with the architectural elements of the building on which signage is located;
2. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
3. Compliments and protects the character-defining features of historic buildings.

Sec. 4. Section 2 of Ordinance No. 176172, is amended by adding a new Subsection G to read:

G. Provide a public benefit and enhancement to the community environment.

Sec. 5. Subsection B of Section 3 of Ordinance No. 176172 is amended to read:

B. Wherever this Ordinance contains provisions which establish regulations that are different from, more restrictive than or more permissive than would be allowed pursuant



to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances.

Sec. 6. The first unnumbered paragraph of Section 4 of Ordinance No. 176172 is amended to read:

**Sec. 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 here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

Sec. 7. Section 4 of Ordinance No. 176172 is amended by deleting the definitions for the terms "Channel Letters", "Electronic Message Display", "Entertainment Related Business", "Performing Arts Center", "Qualified Architectural Historian", "Skyline Logo/Icon", "Temporary Special Display" and "Window Sign".

Sec. 8. Section 4 of Ordinance No. 176172 is amended by adding a new definition for the terms "Historic-Cultural Monument" and "Marquee Sign" in proper alphabetical order to read:

**HISTORIC-CULTURAL MONUMENT:** A site designated by the City of Los Angeles as having a particular historic or cultural significance, as defined by Section 22.171.7 of the Los Angeles Administrative Code (LAAC)

**MARQUEE SIGN:** A sign that is located on a marquee, or a permanent roof structure attached to and supported by the building projecting over public property.

Sec. 9. The definitions for the terms "Architectural Ledge Sign", "Awning Sign", "Billboard", "Can Sign", "Character-Defining Feature", "Historic Building", "Open Panel Roof Sign", "Pedestrian Sign", "Principal Building Façade" and "Restored Historic Sign" of Section 4 of Ordinance No. 176172 are amended to read:

**ARCHITECTURAL LEDGE SIGN:** A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

**AWNING SIGN:** Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or a landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

**BILLBOARD:** Any sign on one or more poles or columns which:

1. is 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. is structurally separate from an existing building or other improvement on a lot; and/or



3. is 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. is 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.

**CAN SIGN:** A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet:

**CHARACTER-DEFINING FEATURE:** Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic significance and is identified as character-defining in a survey report prepared for the Director or the CRA.

**HISTORIC BUILDING:** A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. is listed 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. is listed as a historically significant building in a historic resources survey conducted by the CRA or the Director; or
4. is listed as a contributing structure to a National Register Historic District.

**OPEN PANEL ROOF SIGN:** A type of Roof Sign consisting of channel letters, graphic segments, open lighting elements or another open form which combines solid segments and transparent spaces

**PEDESTRIAN SIGN:** A type of Projecting Sign which is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the face of the building.

**PRINCIPAL BUILDING FACADE:** Any facade of a building located along a public street.

Sec. 10. Section 5 of Ordinance No. 176172 is amended to read:

#### **Sec. 5. GENERAL REQUIREMENTS.**

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

**B. Prohibited Signs.** The following signs shall be prohibited:



1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. Digital Displays, except as Marquee Signs as regulated by this Ordinance
5. High Rise Sign
6. Illuminated Architectural Canopy Signs
7. Pole Signs
8. Sandwich Board Signs
9. Signs for which a permit is required on Vacant Property
10. Signs covering window exteriors, except as Window Signs pursuant to Section 7 of this Ordinance.
11. Solid Panel Roof Signs
12. Supergraphic Signs
13. Any sign not specifically authorized by this Ordinance or the L.A.M.C.

**C. Freestanding Signs.** There shall be no more than one of the following per lot: Billboard, Pillar Sign or Pole Sign.

**D. Permitted Off-Site Signage.** Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on any type of permitted sign except that no off-site advertising is permitted on Architectural Ledge Signs, Awning Signs, Monument Signs, Pedestrian Signs, and Wall Signs.

**E. Maximum Permitted Combined Sign Area.** This Section supersedes any applicable subsections of Article 4.4 of the Code, as they pertain to maximum permitted sign area. The maximum permitted combined sign area for all Architectural Ledge Signs, Awning Signs, Electronic Message Displays, Illuminated Architectural Canopy Signs, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Pole Signs, legally permitted Projecting Signs which do not comply with this Ordinance, Wall Signs, and Window Signs, on a lot is allowed two square feet of signage for each foot of linear street frontage. The amount of square footage of signage permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area was calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted.

Applicants may apply for a modification of maximum permitted combined sign area up to a maximum of 20 percent of the total wall area of the Principal Building Facade by following the procedures established in Section 8 of this Ordinance to obtain a sign area bonus. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

1. Any Historic Signs
2. Open Panel Roof Signs



3. Projecting Signs
4. Signs in interior courtyards or plazas which are not visible from any public right-of-way
5. Supergraphic Signs
6. Temporary Signs

**F. Interior Courtyards or Plazas.** Any sign in an interior courtyard or plaza of a non-historic building which is not visible from the street is only required to comply with Article 4.4. of the Code.

**G. Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and the Department of Building and Safety. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to both the Fire Department and the Department of Building and Safety for approval.

**H. Illumination.** In addition to the provisions of Article 4.4 of the Code, all illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.

Sec. 11. Section 6 of Ordinance No. 176172 is amended to read:

**Sec 6. SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS.**

**A. Prohibition.** 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 unless the sign complies with the requirements of this Ordinance, as determined by the Director, and relevant requirements of the Code and Article 22.171 of the LAAC as it pertains to review of projects affecting Historic-Cultural Monuments. Unless otherwise specified in this Ordinance to the contrary, all signs shall comply with the provisions of Article 4.4 of Chapter 1 and Article 7 of Chapter 5 of the Code.

**B. Planning Department Sign Off Required.** A permit may be issued by LADBS for the following signs with only a Planning Department sign off on the permit application:

1. Architectural Ledge Sign
2. Awning Sign
3. Information Sign
4. Monument Sign
5. Pedestrian Sign
6. Temporary Sign
7. Wall Sign which measures 75 feet in area or less
8. Window Sign



**C. Project Permit Compliance 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 of the Code.

1. Digital Display
2. Marquee Sign
3. Open Panel Roof Sign
4. Pillar Sign
5. Projecting sign
6. A sign which utilizes a sign area bonus, a transfer of a sign area bonus or a transfer of unused sign rights.
7. Wall Signs larger than 75 square feet in area

**D. Redevelopment Agency Review Required.** All applications for signs within a redevelopment project area shall be approved both by the Director pursuant to the regulations set forth in this ordinance, and by the CRA staff for that area pursuant to any regulations or design guidelines adopted by the CRA.

**E. Signs on Historic-Cultural Monuments and Historic Buildings.** Signs proposed to be located on Historic-Cultural Monuments, Historic Buildings, or buildings identified in a historic survey established by the Director or the CRA must also be approved by the Cultural Heritage Commission pursuant to Article 22.171 of the LAAC.

**F. Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photos of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the locations of all existing and proposed signage.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage which is located on the same property as a proposed sign. All existing signs that have not been issued a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance prior to approval of another sign on the same lot as the noncompliant existing sign.
2. In addition to the requirements above, all signs permits shall be reviewed and approved by the Los Angeles Fire Department (LAFD), as part of the LADBS building permit review process.

**G. Findings Required for Project Permit Compliance Review.** Prior to approval of the Project Permit Compliance review, the Director shall also make the following findings:

1. For signage proposed on Historic-Cultural Monuments, Historic Buildings or



buildings identified in a historic survey established by the Director or the CRA, the Cultural Heritage Commission has found the project to be in conformance with Article 22.171 of the LAAC.

2. All existing and proposed signs do not obscure street views of Character Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills or the Hollywood Sign; and

3. All proposed signage complies with the applicable regulations found in Sections 5 and 7 of this Ordinance.

4. That the project incorporates mitigations measures, monitoring measures when necessary or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.

**The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project:**

5. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot;

6. All existing and proposed signs result in a complementary enhancement to the architecture on the lot;

7. All existing and proposed signs result in a visually uncluttered appearance;

**H. Request for Exceptions from Regulations.** The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant who is 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 Code. In granting an exception, the Area Planning Commission shall make all of the following findings:

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.

**I. Existing Signs.** Every existing sign and/or sign support structure constructed under a



valid permit and used in conformance with the code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, all existing unpermitted signage on that lot shall be removed or demolished.

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

**K. Exception.** The provisions of this Ordinance shall not apply to any development where one or more of the following discretionary approvals initiated by application of the property owners or their representatives, was granted on or before November 12, 2008 and is still valid at the time an application for a building permit is filed: Specific Plan Project Permit and/or Specific Plan Exception. In addition, the provisions of this Ordinance shall not apply to any development for which a Sign Covenant Agreement has been approved by the Community Redevelopment Agency Board on or before November 12, 2008. The provisions of this Ordinance shall also not apply to an approved Specific Plan Project Permit for any Sign Bank Reduction Program credits which was granted on or before July 13, 2010 and is still valid at the time an application for a building permit is filed; however, such credits may not be used to install a sign prohibited by this Ordinance.

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

Sec. 12. Section 7 of Ordinance No. 176172 is amended to read:

**Sec. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

**A. Architectural Ledge Sign.**

**1. General.**

- a. Individual letters or numbers no taller than 24" or an icon no taller than 24" may stand atop or be suspended from a ledge. No solid panels or Can Signs shall be allowed.
- b. Solid panels and Can Signs are not permitted as Architectural Ledge Signs.
- c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which



the sign is affixed.

**2. Location.** An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.

**3. Dimensions.**

a. **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically. The bottommost portion of a sign suspended from an architectural ledge shall be at least eight feet above the natural or finished grade as measured vertically.

b. **Length.** A ledge which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

c. **Suspension.** Supports which are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

**4. Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

**B. Awning Signs.** Unless otherwise specified in this Ordinance, an Awning Sign shall comply with Section 14.4.19 of the Code.

**C. Digital Displays.** A Digital Display shall only be permitted as a Marquee Sign, and only if the Marquee Sign proposed for conversion to a Digital Display was legally constructed prior to November 12, 2008. A Digital Display may replace the entire existing plastic message panel, but shall be no larger than the sign panel which it replaces. Digital Displays shall have both a daytime and night time illumination.

**D. Information Signs.** Unless otherwise specified in this Ordinance, an information sign shall comply with Section 14.4.7 of the Code.

**E. Marquee Signs.** Unless otherwise specified in this Ordinance, a sign on a marquee shall comply with Section 14.4.15 of the Code.

**F. Monument Signs.** Unless otherwise specified in this Ordinance, a Monument Sign



shall comply with Section 14.4.8 of the Code.

**G. Open Panel Roof Signs.** Notwithstanding the provisions of Sections 14.4.13 of the Code to the contrary, Open Panel Roof Signs shall be permitted if they comply with the following regulations:

**1. General.**

- a. Only one Open Panel Roof Sign shall be permitted on a building on a lot that has a street frontage of 50 feet or less. A maximum of two Open Panel Roof Signs shall be permitted on a lot that has a street frontage of more than 50 feet.
- b. The back side and structural framework of an Open Panel Roof Sign shall remain exposed to view.
- c. A new Open Panel Roof Sign shall not be permitted on a lot which has an existing Billboard, or a Solid Panel Roof Sign on top of the roof.
- d. No portion of the sign shall contain a solid panel.

**2. Location.**

- a. An Open Panel Roof Sign shall only be permitted on a building which is at least 40 feet in height.
- b. No Open Panel Roof Sign shall be permitted on a sloped roof.
- c. No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.
- d. An Open Panel Roof sign shall not be permitted on a building which is greater than 150 feet in height.

**3. Maximum Permitted Combined Sign Area.** The sign area of an Open Panel Roof Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage that an Open Panel Roof Sign faces.

**4. Area.**

- a. The total area of all Open Panel Roof Signs on a building shall not exceed 25 percent of the average of the wall area of all sides of the building.
- b. For each Open Panel Roof Sign:



At least one-third of the sign area shall consist of open space through which the structural framework may be viewed, and the remaining portion of the sign area may consist of Channel Letters, channel graphic segments or open lighting elements.

**5. Spacing.** An Open Panel Roof Sign shall be at least 100 feet from a Solid Panel Roof Sign, a Billboard, or an Open Panel Roof Sign on an adjoining lot.

a. Spacing shall be measured between signs that are located on the same side of the same street.

b. Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge.

c. Spacing shall be measured along the center line of the street.

**6. Illumination.** Open Panel Roof signs shall only be illuminated between the hours of 7 A.M. and 2 A.M.

#### **H. Pedestrian Signs.**

##### **1. General.**

a. No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

b. The text message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

c. A Pedestrian Sign shall not be a Can Sign.

##### **2. Location.**

a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that tenant space.

b. Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space floor space.

##### **3. Dimensions.**

a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the



building shall exceed 2 feet in width.

- b. **Height.** No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.
4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.
5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building. All portions of the sign must be at least 8 feet above the sidewalk grade, as measured vertically.

**I. Pillar Signs.** Notwithstanding the provisions of Section 14.4.8 and Section 14.4.12 of the Code to the contrary, Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign.
2. **Location.**
  - a. A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or pole sign.
  - b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have one Pillar Sign.
  - c. A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.
  - d. A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, monument sign, projecting sign, Billboard or pole sign.

## 2. Dimensions.

- a. **Height.**
  - I. A Pillar Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.
  - II. The top of a Pillar Sign shall be at least 3 feet below the height of the shortest Principal Building Facade on the lot where the Pillar Sign is located.

- b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 3 feet.

- 3. **Landscaping Requirements.** Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

**J. Projecting Signs.** Notwithstanding the provisions of Sections 14.4.9 of the Code to the contrary, projecting signs shall comply with the following regulations:

**1. General.**

- a. The text message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- b. No text message or logos shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

**2. Location.**

- a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.
- b. There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type sign, except for a Pedestrian Sign, Wall Sign or Window Sign.
- c. A new Projecting Sign shall be located at least 1 foot from an interior lot line, as defined by the Department of Building and Safety.

**3. Dimensions.**

- a. A Projecting Sign shall not exceed 50 feet in height as measured vertically from the bottom of the sign to the top of the sign.
- b. The width of the sign face of a projecting sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 4 feet. This measurement does not include the dimensions of the sign's supporting structure.
- c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed 2 feet in width.

- 4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign.



5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.

6. **Maximum Permitted Combined Sign Area.** The sign area of a Projecting Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage where a Projecting Sign is located.

**K. Temporary Signs.** Unless otherwise specified in this Ordinance, a temporary sign shall comply with Section 14.4.16 of the Code.

**L. Wall Signs.**

1. **Location.**

- a. Notwithstanding the provisions of Section 14.4.10 of the Code to the contrary, no portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower.
- b. A Wall Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.

2. **Area.** A single Wall Sign shall not exceed 300 square feet in area.

**M. Window Sign.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14. of the Code and the following regulations:

1. **Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.

2. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. The number of such signs is not limited by this regulation, but the aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

Sec. 13. The first unnumbered paragraph of Section 8 of Ordinance No.176172 is amended to read:

**Sec 8. MAXIMUM PERMITTED COMBINED SIGN AREA BONUS.**

An applicant may obtain a modification to the maximum permitted combined sign area for Architectural Ledge Signs, Awning Signs, Electronic Message Displays, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar



Signs, Wall Signs, and Window Signs by submitting a Project Permit Compliance application to the Director for approval pursuant to Section 11.5.7 of the Code. Maximum permitted combined sign area may be modified by removing specified types of legally permitted nonconforming signage, restoring historic signage, or transferring unused sign rights from a historic building or Historic-Cultural Monument to a non-historic building. The sign area of a legally permitted nonconforming sign which may be applied towards a sign area bonus does not include the support structure of the sign. An applicant whose modification to maximum permitted combined sign area involves a transfer of sign rights shall also comply with Subsection D of this section. The following types of modifications of maximum permitted combined sign area are available:

Sec 14 Subsection C of Section 8 of Ordinance No. 176172 is amended to read:

**C. Transfer of Unused Sign Rights from a historic building or Historic Cultural Monument within the Hollywood Signage Supplemental Use Area to a non-historic building within the Hollywood Signage Supplemental Use Area.** One hundred percent of the unused maximum permitted combined sign area on a historic building or Historic Cultural Monument can be transferred from the street frontage(s) of the historic building to a non-historic building or buildings within the Supplemental Use District. Maximum permitted combined sign area on a historic building or Historic Cultural Monument shall be defined as two times the street frontage of the lot on which the historic building or Historic Cultural Monument is located. If the historic building or Historic Cultural Monument is located on a corner and has more than one street frontage, the sign rights from all street frontages may be transferred. Transferred unused sign rights may be used on a single site or multiple sites. The Director shall approve the transfer of unused sign rights to a non-historic building within the Supplemental Use District according to the procedures set forth in Subsection D of this section.

Sec 15. Section 9 of Ordinance No. 176172 is repealed.

Sec. 16. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of \_\_\_\_\_.

JUNE LAGMAY, City Clerk



By \_\_\_\_\_ Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

CARMEN TRUTANICH, City Attorney

By \_\_\_\_\_  
MICHAEL BOSTROM  
Assistant City Attorney

Date \_\_\_\_\_

File No(s). C.F. No. 07-2858 - CPC No. 2007-5866-SN

Pursuant to Charter Section 559, I approve  
this ordinance on behalf of the City Planning  
Commission and recommend that it be  
adopted .....

July , 2009

.See attached report.

\_\_\_\_\_  
S. Gail Goldberg  
Director of Planning

**EXHIBIT B**

07-2858-S1

Supplemental Staff Report

JUL 06 2010

**PLANNING & LAND USE MANAGEMENT****MOTION**

At its meeting held February 24, 2009, the Planning and Land Use Management Committee considered a Planning Commission report and draft Ordinance amending Ordinance No. 176172 pertaining to changes and corrections in the Hollywood Signage Supplemental Use District (SUD).

The Hollywood Signage SUD is generally geographically bounded by the Hollywood Freeway (101) on the north and east, Melrose Avenue on the south, and La Brea Avenue on the west.

On March 3, 2009, the Council adopted the Planning and Land Use Management Committee report and requested the City Attorney to prepare and present a final draft Ordinance for Council consideration (Council File No. 07-2858).

The proposed draft ordinance prepared by the Planning Department would continue to permit supergraphic signs within the boundaries of the Hollywood SUD. However, since the draft proposal was considered, many new issues related to supergraphic signs have occurred within the Hollywood Community.

Inasmuch as there are numerous land use policy issues that have caused considerable community concern, and also raised ongoing legal questions about the appropriateness of supergraphic signs, it is necessary that the prior Council action be amended.

**I THEREFORE MOVE** that the Council action of March 3, 2009 relative to amendments to Ordinance No. 176172 pertaining to changes and corrections in the Hollywood Signage Supplemental Use District (Council File No. 07-2858), **BE AMENDED** to request the City Attorney, in consultation with the Planning Department, to prepare and present an Ordinance to prohibit supergraphic signs within the geographical boundaries of the Hollywood Signage Supplemental Use District.

PRESENTED BY

Eric Garcetti  
**ERIC GARCETTI**  
 Councilmember, 13<sup>th</sup> District

SECONDED BY


Ed B. Lee

**ORIGINAL**





**EXHIBIT C****Supplemental Staff Report**

<p align="center">CITY OF LOS ANGELES OFFICE OF THE CITY CLERK ROOM 395, CITY HALL LOS ANGELES, CALIFORNIA 90012 CALIFORNIA ENVIRONMENTAL QUALITY ACT <b>PROPOSED MITIGATED NEGATIVE DECLARATION</b></p>		
LEAD CITY AGENCY City of Los Angeles		COUNCIL DISTRICT MULTI
PROJECT TITLE ENV-2003-1377-MND		CASE NO. CPC-2007-5866-SN
PROJECT LOCATION N/A		
<b>PROJECT DESCRIPTION</b> Reconsideration of previously adopted Mitigated Negative Declaration regarding the approval of the amended Hollywood Signage Supplemental Use District pursuant to Section 13.11 of the Los Angeles Municipal Code that contains: regulations that permit such signage as blade signs, skyline logos, open panel roof signs, electronic signs and other types of signage; regulations that prohibit such signage as billboards, can signs, pole signs, and other types of signage; additional regulations for signage on recognized historic structures; regulations regarding the size, density, location, and illumination of permitted signage; and regulations permitting supergraphic signs at specified locations in return for the reduction of existing billboard and pole signs in other locations within the Hollywood Community Plan area. The regulations contained within the Hollywood Signage Supplemental Use District may either be more or less restrictive than and will supersede the current regulations set forth in the Los Angeles Municipal Code.		
<b>NAME AND ADDRESS OF APPLICANT IF OTHER THAN CITY AGENCY</b> City of Los Angeles Department of City Planning 200 N. Spring St., RM. 667 Los Angeles, CA 90017		
<b>FINDING:</b> The City Planning Department of the City of Los Angeles has Proposed that a mitigated negative declaration be adopted for this project because the mitigation measure(s) outlined on the attached page(s) will reduce any potential significant adverse effects to a level of insignificance <p align="center">(CONTINUED ON PAGE 2)</p>		
SEE ATTACHED SHEET(S) FOR ANY MITIGATION MEASURES IMPOSED.		
Any written comments received during the public review period are attached together with the response of the Lead City Agency. The project decision-maker may adopt the mitigated negative declaration, amend it, or require preparation of an EIR. Any changes made should be supported by substantial evidence in the record and appropriate findings made.		
THE INITIAL STUDY PREPARED FOR THIS PROJECT IS ATTACHED.		
NAME OF PERSON PREPARING THIS FORM	TITLE	TELEPHONE NUMBER
BLAKE KENDRICK	City Planning Associate	(213) 978-1178
ADDRESS	SIGNATURE (Official)	DATE
200 N. SPRING STREET, 7th FLOOR LOS ANGELES, CA. 90012		12/9/08



## MITIGATION MEASURES

- MM 1A-1** No new rooftop signage shall be permitted on structures lower than four (4) stories in height. Where permitted there shall be at least a 50-foot separation between new and existing rooftop signs.
- MM 1A-2** No new rooftop signage shall be permitted which would obstruct an existing view of the Hollywood Sign or the Hollywood Hills except when placed on a new structure more than four stories in height.
- MM 1A-3** No sign structure may be permitted which obscures historic resources as defined by the Ordinance or character-defining features of a historic resource from public view.
- MM 1C-1** For every off-site supergraphic erected in the District, the applicant shall remove the mandated number of billboards and/or pole signs, as set forth by the Amended Hollywood Signage Supplemental Use District.
- MM 1C-2** All signs in the Signage SUD shall meet the following criteria:
- a) The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.
  - b) All signage copy shall be properly maintained and kept free from damaged sign material and other unsightly conditions, including graffiti.
  - c) Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
  - d) Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
  - e) The signage copy shall be repaired or replaced immediately upon tearing, ripping, or peeling or when marred or damaged by graffiti.
  - f) 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.
  - g) Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building facades originally

covered by the signs shall be repaired/ resurfaced with materials and colors that are compatible with the facades.

**MM 1D-1** Sign surfaces and supporting structures shall be constructed of non-reflective materials, and sign surfaces may not be covered by reflective glass or other reflective materials.

**MM 1D-2** Electronic Message Displays shall be illuminated such that the nighttime brightness and lighting intensity shall be significantly less than the daytime brightness and lighting intensity. The candelas emitting from the sign shall be significantly less after sunset than those emitted at sunrise.

**MM 5-A1** Sign structures and their structural supports shall not be permitted if they propose to:

A. Permanently remove, destroy, alter or obscure from view and character-defining feature of a Historic Structure, including existing historic Sign Structures; or

B. Detract from the architectural character, massing and scale of the Historic Structure on which it is to be located including all Sign Structures locate within courtyards, forecourts, arcades or other building or structure spaces that are not visible from the public right-of-way but-which are Character-Defining Features of the building, structure or parcel; or

C. Obscure from public view any Character-Defining Feature of a Historic Structure located on an abutting property, including existing historic Sign Structures.

**MM 5-A2** The Secretary of the Interior's Standards shall be followed in the implementation of design for signage located on any parcel within the Project Area containing, or adjacent to a parcel containing, a Historic Structure or Building.

**MM 13A-1** The material, construction, mounting and adhesive methods of all proposed signage shall be subject to the approval of the Fire Department and the Department of Building and Safety.

**MM 15D-1** Any sign that includes an Electronic Message Display shall be reviewed and approved pursuant to the direction of the Director of Planning in consultation with LADOT to ensure that the location of the sign will not present a hazard to traffic.



**CITY OF LOS ANGELES**  
OFFICE OF THE CITY CLERK  
ROOM 395, CITY HALL  
LOS ANGELES, CALIFORNIA 90012  
**CALIFORNIA ENVIRONMENTAL QUALITY ACT**  
**INITIAL STUDY**  
**and CHECKLIST**  
(CEQA Guidelines Section 15063)

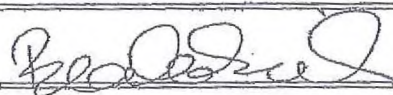
LEAD CITY AGENCY: City of Los Angeles		COUNCIL DISTRICT: MULTI	DATE: 12/05/2008
RESPONSIBLE AGENCIES: Department of City Planning			
ENVIRONMENTAL CASE: ENV-2003-1377-MND		RELATED CASES: CPC-2007-5866-SN	
PREVIOUS ACTIONS CASE NO.: CPC-2002-4173		<input type="checkbox"/> Does have significant changes from previous actions. <input checked="" type="checkbox"/> Does NOT have significant changes from previous actions.	
PROJECT DESCRIPTION:			
ENV PROJECT DESCRIPTION: Reconsideration of previously adopted Mitigated Negative Declaration regarding the approval of the amended Hollywood Signage Supplemental Use District pursuant to Section 13.11 of the Los Angeles Municipal Code that contains: regulations that permit such signage as blade signs, skyline logos, open panel roof signs, electronic signs and other types of signage; regulations that prohibit such signage as billboards, can signs, pole signs, and other types of signage; additional regulations for signage on recognized historic structures; regulations regarding the size, density, location, and illumination of permitted signage; and regulations permitting supergraphic signs at specified locations in return for the reduction of existing billboard and pole signs in other locations within the Hollywood Community Plan area. The regulations contained within the Hollywood Signage Supplemental Use District may either be more or less restrictive than and will supersede the current regulations set forth in the Los Angeles Municipal Code.			
ENVIRONMENTAL SETTINGS: Designated commercial and industrially zoned properties within the Hollywood Community Plan Area including the Hollywood Redevelopment Project Area and the boundaries of the Media District Business Improvement District roughly bounded by the Hollywood Freeway on the north and east, Melrose Avenue on the south, and La Brea avenue on the west.			
PROJECT LOCATION: N/A			
COMMUNITY PLAN AREA: HOLLYWOOD STATUS:  <input checked="" type="checkbox"/> Does Conform to Plan <input type="checkbox"/> Does NOT Conform to Plan		AREA PLANNING COMMISSION: CENTRAL	CERTIFIED NEIGHBORHOOD COUNCIL: NONE
EXISTING ZONING: Various		MAX. DENSITY/INTENSITY ALLOWED BY ZONING: Various	LA River Adjacent: NO
GENERAL PLAN LAND USE: Various		MAX. DENSITY/INTENSITY ALLOWED BY PLAN DESIGNATION: Various	
		PROPOSED PROJECT DENSITY:	



### Determination (To Be Completed By Lead Agency)

On the basis of this initial evaluation:

- ☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
- ☒ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions on the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.
- ☐ I find the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- ☐ I find the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- ☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.



City Planning Associate

(213) 978-1178

Signature

Title

Phone

### Evaluation Of Environmental Impacts:

1. A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants based on a project-specific screening analysis).
2. All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3. Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an EIR is required.
4. "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of a mitigation measure has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from Section XVII, "Earlier Analysis," cross referenced).
5. Earlier analysis must be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR, or negative declaration. Section 15063 (c)(3)(D). In this case, a brief discussion should identify the following:
  - a. Earlier Analysis Used. Identify and state where they are available for review.
  - b. Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
  - c. Mitigation Measures. For effects that are "Less Than Significant With Mitigation Measures Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.



6. Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated
7. Supporting Information Sources: A sources list should be attached, and other sources used or individuals contacted should be cited in the discussion.
8. This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whichever format is selected.
9. The explanation of each issue should identify:
  - a. The significance criteria or threshold, if any, used to evaluate each question; and
  - b. The mitigation measure identified, if any, to reduce the impact to less than significance.

### Environmental Factors Potentially Affected:

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

<input checked="" type="checkbox"/> AESTHETICS	<input type="checkbox"/> HAZARDS AND HAZARDOUS MATERIALS	<input type="checkbox"/> PUBLIC SERVICES
<input type="checkbox"/> AGRICULTURAL RESOURCES	<input type="checkbox"/> HYDROLOGY AND WATER QUALITY	<input type="checkbox"/> RECREATION
<input type="checkbox"/> AIR QUALITY	<input type="checkbox"/> LAND USE AND PLANNING	<input checked="" type="checkbox"/> TRANSPORTATION/CIRCULATION
<input type="checkbox"/> BIOLOGICAL RESOURCES	<input type="checkbox"/> MINERAL RESOURCES	<input type="checkbox"/> UTILITIES
<input checked="" type="checkbox"/> CULTURAL RESOURCES	<input type="checkbox"/> NOISE	<input type="checkbox"/> MANDATORY FINDINGS OF SIGNIFICANCE
<input type="checkbox"/> GEOLOGY AND SOILS	<input type="checkbox"/> POPULATION AND HOUSING	

### INITIAL STUDY CHECKLIST (To be completed by the Lead City Agency)

#### Background

#### PROPONENT NAME:

City of Los Angeles  
Department of City Planning

#### PHONE NUMBER:

(213) 978-1178

#### APPLICANT ADDRESS:

200 N. Spring St., RM. 667  
Los Angeles, CA 90017

#### AGENCY REQUIRING CHECKLIST:

Department of City Planning

#### DATE SUBMITTED:

12/09/2008

#### PROPOSAL NAME (if Applicable):



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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<b>I. AESTHETICS</b>				
a.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON A SCENIC VISTA?		✓	
b.	SUBSTANTIALLY DAMAGE SCENIC RESOURCES, INCLUDING, BUT NOT LIMITED TO, TREES, ROCK OUTCROPPINGS, AND HISTORIC BUILDINGS, OR OTHER LOCALLY RECOGNIZED DESIRABLE AESTHETIC NATURAL FEATURE WITHIN A CITY-DESIGNATED SCENIC HIGHWAY?			✓
c.	SUBSTANTIALLY DEGRADE THE EXISTING VISUAL CHARACTER OR QUALITY OF THE SITE AND ITS SURROUNDINGS?		✓	
d.	CREATE A NEW SOURCE OF SUBSTANTIAL LIGHT OR GLARE WHICH WOULD ADVERSELY AFFECT DAY OR NIGHTTIME VIEWS IN THE AREA?		✓	
<b>II. AGRICULTURAL RESOURCES</b>				
a.	CONVERT PRIME FARMLAND, UNIQUE FARMLAND, OR FARMLAND OF STATEWIDE IMPORTANCE, AS SHOWN ON THE MAPS PREPARED PURSUANT TO THE FARMLAND MAPPING AND MONITORING PROGRAM OF THE CALIFORNIA RESOURCES AGENCY, TO NON-AGRICULTURAL USE?			✓
b.	CONFLICT THE EXISTING ZONING FOR AGRICULTURAL USE, OR A WILLIAMSON ACT CONTRACT?			✓
c.	INVOLVE OTHER CHANGES IN THE EXISTING ENVIRONMENT WHICH, DUE TO THEIR LOCATION OR NATURE, COULD RESULT IN CONVERSION OF FARMLAND, TO NON-AGRICULTURAL USE?			✓
<b>III. AIR QUALITY</b>				
a.	CONFLICT WITH OR OBSTRUCT IMPLEMENTATION OF THE SCAQMD OR CONGESTION MANAGEMENT PLAN?			✓
b.	VIOLATE ANY AIR QUALITY STANDARD OR CONTRIBUTE SUBSTANTIALLY TO AN EXISTING OR PROJECTED AIR QUALITY VIOLATION?			✓
c.	RESULT IN A CUMULATIVELY CONSIDERABLE NET INCREASE OF ANY CRITERIA POLLUTANT FOR WHICH THE AIR BASIN IS NON-ATTAINMENT (OZONE, CARBON MONOXIDE, & PM 10) UNDER AN APPLICABLE FEDERAL OR STATE AMBIENT AIR QUALITY STANDARD?			✓
d.	EXPOSE SENSITIVE RECEPTORS TO SUBSTANTIAL POLLUTANT CONCENTRATIONS?			✓
e.	CREATE OBJECTIONABLE ODORS AFFECTING A SUBSTANTIAL NUMBER OF PEOPLE?			✓
<b>IV. BIOLOGICAL RESOURCES</b>				
a.	HAVE A SUBSTANTIAL ADVERSE EFFECT, EITHER DIRECTLY OR THROUGH HABITAT MODIFICATION, ON ANY SPECIES IDENTIFIED AS A CANDIDATE, SENSITIVE, OR SPECIAL STATUS SPECIES IN LOCAL OR REGIONAL PLANS, POLICIES, OR REGULATIONS BY THE CALIFORNIA DEPARTMENT OF FISH AND GAME OR U.S. FISH AND WILDLIFE SERVICE ?			✓
b.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON ANY RIPARIAN HABITAT OR OTHER SENSITIVE NATURAL COMMUNITY IDENTIFIED IN THE CITY OR REGIONAL PLANS, POLICIES, REGULATIONS BY THE CALIFORNIA DEPARTMENT OF FISH AND GAME OR U.S. FISH AND WILDLIFE SERVICE ?			✓
c.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON FEDERALLY PROTECTED WETLANDS AS DEFINED BY SECTION 404 OF THE CLEAN WATER ACT (INCLUDING, BUT NOT LIMITED TO, MARSH VERNAL POOL, COASTAL, ETC.) THROUGH DIRECT REMOVAL, FILLING, HYDROLOGICAL INTERRUPTION, OR OTHER MEANS?			✓
d.	INTERFERE SUBSTANTIALLY WITH THE MOVEMENT OF ANY NATIVE RESIDENT OR MIGRATORY FISH OR WILDLIFE SPECIES OR WITH ESTABLISHED NATIVE RESIDENT OR MIGRATORY WILDLIFE CORRIDORS, OR IMPEDE THE USE OF NATIVE WILDLIFE NURSERY SITES?			✓



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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e.	CONFLICT WITH ANY LOCAL POLICIES OR ORDINANCES PROTECTING BIOLOGICAL RESOURCES, SUCH AS TREE PRESERVATION POLICY OR ORDINANCE (E.G., OAK TREES OR CALIFORNIA WALNUT WOODLANDS)?				✓
f.	CONFLICT WITH THE PROVISIONS OF AN ADOPTED HABITAT CONSERVATION PLAN, NATURAL COMMUNITY CONSERVATION PLAN, OR OTHER APPROVED LOCAL, REGIONAL, OR STATE HABITAT CONSERVATION PLAN?				✓
<b>V. CULTURAL RESOURCES</b>					
a.	CAUSE A SUBSTANTIAL ADVERSE CHANGE IN SIGNIFICANCE OF A HISTORICAL RESOURCE AS DEFINED IN STATE CEQA 15064.5?		✓		
b.	CAUSE A SUBSTANTIAL ADVERSE CHANGE IN SIGNIFICANCE OF AN ARCHAEOLOGICAL RESOURCE PURSUANT TO STATE CEQA 15064.5?				✓
c.	DIRECTLY OR INDIRECTLY DESTROY A UNIQUE PALEONTOLOGICAL RESOURCE OR SITE OR UNIQUE GEOLOGIC FEATURE?				✓
d.	DISTURB ANY HUMAN REMAINS, INCLUDING THOSE INTERRED OUTSIDE OF FORMAL CEMETERIES?				✓
<b>VI. GEOLOGY AND SOILS</b>					
a.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : RUPTURE OF A KNOWN EARTHQUAKE FAULT, AS DELINEATED ON THE MOST RECENT ALQUIST-PRIOLO EARTHQUAKE FAULT ZONING MAP ISSUED BY THE STATE GEOLOGIST FOR THE AREA OR BASED ON OTHER SUBSTANTIAL EVIDENCE OF A KNOWN FAULT? REFER TO DIVISION OF MINES AND GEOLOGY SPECIAL PUBLICATION 42.			✓	
b.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : STRONG SEISMIC GROUND SHAKING?			✓	
c.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : SEISMIC-RELATED GROUND FAILURE, INCLUDING LIQUEFACTION?				✓
d.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : LANDSLIDES?				✓
e.	RESULT IN SUBSTANTIAL SOIL EROSION OR THE LOSS OF TOPSOIL?				✓
f.	BE LOCATED ON A GEOLOGIC UNIT OR SOIL THAT IS UNSTABLE, OR THAT WOULD BECOME UNSTABLE AS A RESULT OF THE PROJECT, AND POTENTIAL RESULT IN ON- OR OFF-SITE LANDSLIDE, LATERAL SPREADING, SUBSIDENCE, LIQUEFACTION, OR COLLAPSE?				✓
g.	BE LOCATED ON EXPANSIVE SOIL, AS DEFINED IN TABLE 18-1-B OF THE UNIFORM BUILDING CODE (1994), CREATING SUBSTANTIAL RISKS TO LIFE OR PROPERTY?				✓
h.	HAVE SOILS INCAPABLE OF ADEQUATELY SUPPORTING THE USE OF SEPTIC TANKS OR ALTERNATIVE WASTE WATER DISPOSAL SYSTEMS WHERE SEWERS ARE NOT AVAILABLE FOR THE DISPOSAL OF WASTE WATER?				✓
<b>VII. HAZARDS AND HAZARDOUS MATERIALS</b>					
a.	CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT THROUGH THE ROUTINE TRANSPORT, USE, OR DISPOSAL OF HAZARDOUS MATERIALS?				✓
b.	CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT THROUGH REASONABLY FORESEEABLE UPSET AND ACCIDENT CONDITIONS INVOLVING THE RELEASE OF HAZARDOUS MATERIALS INTO THE ENVIRONMENT?				✓



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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c.	EMIT HAZARDOUS EMISSIONS OR HANDLE HAZARDOUS OR ACUTELY HAZARDOUS MATERIALS, SUBSTANCES, OR WASTE WITHIN ONE-QUARTER MILE OF AN EXISTING OR PROPOSED SCHOOL?				✓
d.	BE LOCATED ON A SITE WHICH IS INCLUDED ON A LIST OF HAZARDOUS MATERIALS SITES COMPILED PURSUANT TO GOVERNMENT CODE SECTION 65962.5 AND, AS A RESULT, WOULD IT CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT?				✓
e.	FOR A PROJECT LOCATED WITHIN AN AIRPORT LAND USE PLAN OR, WHERE SUCH A PLAN HAS NOT BEEN ADOPTED, WITHIN TWO MILES OF A PUBLIC AIRPORT OR PUBLIC USE AIRPORT, WOULD THE PROJECT RESULT IN A SAFETY HAZARD FOR PEOPLE RESIDING OR WORKING IN THE PROJECT AREA?				✓
f.	FOR A PROJECT WITHIN THE VICINITY OF A PRIVATE AIRSTRIP, WOULD THE PROJECT RESULT IN A SAFETY HAZARD FOR THE PEOPLE RESIDING OR WORKING IN THE AREA?				✓
g.	IMPAIR IMPLEMENTATION OF OR PHYSICALLY INTERFERE WITH AN ADOPTED EMERGENCY RESPONSE PLAN OR EMERGENCY EVACUATION PLAN?				✓
h.	EXPOSE PEOPLE OR STRUCTURES TO A SIGNIFICANT RISK OF LOSS, INJURY OR DEATH INVOLVING WILDLAND FIRES, INCLUDING WHERE WILDLANDS ARE ADJACENT TO URBANIZED AREAS OR WHERE RESIDENCES ARE INTERMIXED WITH WILDLANDS?				✓
<b>VIII. HYDROLOGY AND WATER QUALITY</b>					
a.	VIOLATE ANY WATER QUALITY STANDARDS OR WASTE DISCHARGE REQUIREMENTS?				✓
b.	SUBSTANTIALLY DEplete GROUNDWATER SUPPLIES OR INTERFERE WITH GROUNDWATER RECHARGE SUCH THAT THERE WOULD BE A NET DEFICIT IN AQUIFER VOLUME OR A LOWERING OF THE LOCAL GROUNDWATER TABLE LEVEL (E.G., THE PRODUCTION RATE OF PRE-EXISTING-NEARBY WELLS WOULD DROP TO A LEVEL WHICH WOULD NOT SUPPORT EXISTING LAND USES OR PLANNED LAND USES FOR WHICH PERMITS HAVE BEEN GRANTED)?				✓
c.	SUBSTANTIALLY ALTER THE EXISTING DRAINAGE PATTERN OF THE SITE OR AREA, INCLUDING THROUGH THE ALTERATION OF THE COURSE OF A STREAM OR RIVER, IN A MANNER WHICH WOULD RESULT IN SUBSTANTIAL EROSION OR SILTATION ON- OR OFF-SITE?				✓
d.	SUBSTANTIALLY ALTER THE EXISTING DRAINAGE PATTERN OF THE SITE OR AREA, INCLUDING THROUGH THE ALTERATION OF THE COURSE OF A STREAM OR RIVER, OR SUBSTANTIALLY INCREASE THE RATE OR AMOUNT OF SURFACE RUNOFF IN A MANNER WHICH WOULD RESULT IN FLOODING ON- OR OFF SITE?				✓
e.	CREATE OR CONTRIBUTE RUNOFF WATER WHICH WOULD EXCEED THE CAPACITY OF EXISTING OR PLANNED STORMWATER DRAINAGE SYSTEMS OR PROVIDE SUBSTANTIAL ADDITIONAL SOURCES OF POLLUTED RUNOFF?				✓
f.	OTHERWISE SUBSTANTIALLY DEGRADE WATER QUALITY?				✓
g.	PLACE HOUSING WITHIN A 100-YEAR FLOOD PLAIN AS MAPPED ON FEDERAL FLOOD HAZARD BOUNDARY OR FLOOD INSURANCE RATE MAP OR OTHER FLOOD HAZARD DELINEATION MAP?				✓
h.	PLACE WITHIN A 100-YEAR FLOOD PLAIN STRUCTURES WHICH WOULD IMPEDE OR REDIRECT FLOOD FLOWS?				✓
i.	EXPOSE PEOPLE OR STRUCTURES TO A SIGNIFICANT RISK OF LOSS, INJURY OR DEATH INVOLVING FLOODING, INCLUDING FLOODING AS A RESULT OF THE FAILURE OF A LEVEE OR DAM?				✓
j.	INUNDATION BY SEICHE, TSUNAMI, OR MUDFLOW?				✓
<b>IX. LAND USE AND PLANNING</b>					
a.	PHYSICALLY DIVIDE AN ESTABLISHED COMMUNITY?				✓



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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b.	CONFLICT WITH APPLICABLE LAND USE PLAN, POLICY OR REGULATION OF AN AGENCY WITH JURISDICTION OVER THE PROJECT (INCLUDING BUT NOT LIMITED TO THE GENERAL PLAN, SPECIFIC PLAN, COASTAL PROGRAM, OR ZONING ORDINANCE) ADOPTED FOR THE PURPOSE OF AVOIDING OR MITIGATING AN ENVIRONMENTAL EFFECT?			✓	
c.	CONFLICT WITH ANY APPLICABLE HABITAT CONSERVATION PLAN OR NATURAL COMMUNITY CONSERVATION PLAN?				✓
<b>X. MINERAL RESOURCES</b>					
a.	RESULT IN THE LOSS OF AVAILABILITY OF A KNOWN MINERAL RESOURCE THAT WOULD BE OF VALUE TO THE REGION AND THE RESIDENTS OF THE STATE?				✓
b.	RESULT IN THE LOSS OF AVAILABILITY OF A LOCALLY-IMPORTANT MINERAL RESOURCE RECOVERY SITE DELINEATED ON A LOCAL GENERAL PLAN, SPECIFIC PLAN, OR OTHER LAND USE PLAN?				✓
<b>XI. NOISE</b>					
a.	EXPOSURE OF PERSONS TO OR GENERATION OF NOISE IN LEVEL IN EXCESS OF STANDARDS ESTABLISHED IN THE LOCAL GENERAL PLAN OR NOISE ORDINANCE, OR APPLICABLE STANDARDS OF OTHER AGENCIES?				✓
b.	EXPOSURE OF PEOPLE TO OR GENERATION OF EXCESSIVE GROUND-BORNE VIBRATION OR GROUND-BORNE NOISE LEVELS?				✓
c.	A SUBSTANTIAL PERMANENT INCREASE IN AMBIENT NOISE LEVELS IN THE PROJECT VICINITY ABOVE LEVELS EXISTING WITHOUT THE PROJECT?				✓
d.	A SUBSTANTIAL TEMPORARY OR PERIODIC INCREASE IN AMBIENT NOISE LEVELS IN THE PROJECT VICINITY ABOVE LEVELS EXISTING WITHOUT THE PROJECT?				✓
e.	FOR A PROJECT LOCATED WITHIN AN AIRPORT LAND USE PLAN OR, WHERE SUCH A PLAN HAS NOT BEEN ADOPTED, WITHIN TWO MILES OF A PUBLIC AIRPORT OR PUBLIC USE AIRPORT, WOULD THE PROJECT EXPOSE PEOPLE RESIDING OR WORKING IN THE PROJECT AREA TO EXCESSIVE NOISE LEVELS?				✓
f.	FOR A PROJECT WITHIN THE VICINITY OF A PRIVATE AIRSTRIP, WOULD THE PROJECT EXPOSE PEOPLE RESIDING OR WORKING IN THE PROJECT AREA TO EXCESSIVE NOISE LEVELS?				✓
<b>XII. POPULATION AND HOUSING</b>					
a.	INDUCE SUBSTANTIAL POPULATION GROWTH IN AN AREA EITHER DIRECTLY (FOR EXAMPLE, BY PROPOSING NEW HOMES AND BUSINESSES) OR INDIRECTLY (FOR EXAMPLE, THROUGH EXTENSION OF ROADS OR OTHER INFRASTRUCTURE)?				✓
b.	DISPLACE SUBSTANTIAL NUMBERS OF EXISTING HOUSING NECESSITATING THE CONSTRUCTION OF REPLACEMENT HOUSING ELSEWHERE?				✓
c.	DISPLACE SUBSTANTIAL NUMBERS OF PEOPLE NECESSITATING THE CONSTRUCTION OF REPLACEMENT HOUSING ELSEWHERE?				✓
<b>XIII. PUBLIC SERVICES</b>					
a.	FIRE PROTECTION?			✓	
b.	POLICE PROTECTION?				✓
c.	SCHOOLS?				✓
d.	PARKS?				✓
e.	OTHER GOVERNMENTAL SERVICES (INCLUDING ROADS)?				✓
<b>XIV. RECREATION</b>					



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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a.	WOULD THE PROJECT INCREASE THE USE OF EXISTING NEIGHBORHOOD AND REGIONAL PARKS OR OTHER RECREATIONAL FACILITIES SUCH THAT SUBSTANTIAL PHYSICAL DETERIORATION OF THE FACILITY WOULD OCCUR OR BE ACCELERATED?				✓
b.	DOES THE PROJECT INCLUDE RECREATIONAL FACILITIES OR REQUIRE THE CONSTRUCTION OR EXPANSION OF RECREATIONAL FACILITIES WHICH MIGHT HAVE AN ADVERSE PHYSICAL EFFECT ON THE ENVIRONMENT?				✓

#### XV. TRANSPORTATION/CIRCULATION

a.	CAUSE AN INCREASE IN TRAFFIC WHICH IS SUBSTANTIAL IN RELATION TO THE EXISTING TRAFFIC LOAD AND CAPACITY OF THE STREET SYSTEM (I.E., RESULT IN A SUBSTANTIAL INCREASE IN EITHER THE NUMBER OF VEHICLE TRIPS, THE VOLUME TO RATIO CAPACITY ON ROADS, OR CONGESTION AT INTERSECTIONS)?				✓
b.	EXCEED, EITHER INDIVIDUALLY OR CUMULATIVELY, A LEVEL OF SERVICE STANDARD ESTABLISHED BY THE COUNTY CONGESTION MANAGEMENT AGENCY FOR DESIGNATED ROADS OR HIGHWAYS?				✓
c.	RESULT IN A CHANGE IN AIR TRAFFIC PATTERNS, INCLUDING EITHER AN INCREASE IN TRAFFIC LEVELS OR A CHANGE IN LOCATION THAT RESULTS IN SUBSTANTIAL SAFETY RISKS?				✓
d.	SUBSTANTIALLY INCREASE HAZARDS TO A DESIGN FEATURE (E.G., SHARP CURVES OR DANGEROUS INTERSECTIONS) OR INCOMPATIBLE USES (E.G., FARM EQUIPMENT)?	✓			
e.	RESULT IN INADEQUATE EMERGENCY ACCESS?				✓
f.	RESULT IN INADEQUATE PARKING CAPACITY?				✓
g.	CONFLICT WITH ADOPTED POLICIES, PLANS, OR PROGRAMS SUPPORTING ALTERNATIVE TRANSPORTATION (E.G., BUS TURNOUTS, BICYCLE RACKS)?				✓

#### XVI. UTILITIES

a.	EXCEED WASTEWATER TREATMENT REQUIREMENTS OF THE APPLICABLE REGIONAL WATER QUALITY CONTROL BOARD?				✓
b.	REQUIRE OR RESULT IN THE CONSTRUCTION OF NEW WATER OR WASTEWATER TREATMENT FACILITIES OR EXPANSION OF EXISTING FACILITIES, THE CONSTRUCTION OF WHICH COULD CAUSE SIGNIFICANT ENVIRONMENTAL EFFECTS?				✓
c.	REQUIRE OR RESULT IN THE CONSTRUCTION OF NEW STORMWATER DRAINAGE FACILITIES OR EXPANSION OF EXISTING FACILITIES, THE CONSTRUCTION OF WHICH COULD CAUSE SIGNIFICANT ENVIRONMENTAL EFFECTS?				✓
d.	HAVE SUFFICIENT WATER SUPPLIES AVAILABLE TO SERVE THE PROJECT FROM EXISTING ENTITLEMENTS AND RESOURCE, OR ARE NEW OR EXPANDED ENTITLEMENTS NEEDED?				✓
e.	RESULT IN A DETERMINATION BY THE WASTEWATER TREATMENT PROVIDER WHICH SERVES OR MAY SERVE THE PROJECT THAT IT HAS ADEQUATE CAPACITY TO SERVE THE PROJECTS PROJECTED DEMAND IN ADDITION TO THE PROVIDERS				✓
f.	BE SERVED BY A LANDFILL WITH SUFFICIENT PERMITTED CAPACITY TO ACCOMMODATE THE PROJECTS SOLID WASTE DISPOSAL NEEDS?				✓
g.	COMPLY WITH FEDERAL, STATE, AND LOCAL STATUTES AND REGULATIONS RELATED TO SOLID WASTE?				✓

#### XVII. MANDATORY FINDINGS OF SIGNIFICANCE

a.	DOES THE PROJECT HAVE THE POTENTIAL TO DEGRADE THE QUALITY OF THE ENVIRONMENT, SUBSTANTIALLY REDUCE THE HABITAT OF FISH OR WILDLIFE SPECIES, CAUSE A FISH OR WILDLIFE POPULATION TO DROP BELOW SELF-SUSTAINING LEVELS, THREATEN TO ELIMINATE A PLANT OR ANIMAL COMMUNITY, REDUCE THE NUMBER OR RESTRICT THE RANGE OF A RARE OR ENDANGERED PLANT OR ANIMAL OR ELIMINATE IMPORTANT EXAMPLES OF THE				✓
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Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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MAJOR PERIODS OF CALIFORNIA HISTORY OR PREHISTORY?				
b.	DOES THE PROJECT HAVE IMPACTS WHICH ARE INDIVIDUALLY LIMITED, BUT CUMULATIVELY CONSIDERABLE? (CUMULATIVELY CONSIDERABLE MEANS THAT THE INCREMENTAL EFFECTS OF AN INDIVIDUAL PROJECT ARE CONSIDERABLE WHEN VIEWED IN CONNECTION WITH THE EFFECTS OF PAST PROJECTS, THE EFFECTS OF OTHER CURRENT PROJECTS, AND THE EFFECTS OF PROBABLE FUTURE PROJECTS).			✓
c.	DOES THE PROJECT HAVE ENVIRONMENTAL EFFECTS WHICH CAUSE SUBSTANTIAL ADVERSE EFFECTS ON HUMAN BEINGS, EITHER DIRECTLY OR INDIRECTLY?			✓



## DISCUSSION OF THE ENVIRONMENTAL EVALUATION (Attach additional sheets if necessary)

The Environmental Impact Assessment includes the use of official City of Los Angeles and other government source reference materials related to various environmental impact categories (e.g., Hydrology, Air Quality, Biology, Cultural Resources, etc.). The State of California, Department of Conservation, Division of Mines and Geology - Seismic Hazard Maps and reports, are used to identify potential future significant seismic events; including probable magnitudes, liquefaction, and landslide hazards. Based on applicant information provided in the Master Land Use Application and Environmental Assessment Form, impact evaluations were based on stated facts contained therein, including but not limited to, reference materials indicated above, field investigation of the project site, and any other reliable reference materials known at the time.

Project specific impacts were evaluated based on all relevant facts indicated in the Environmental Assessment Form and expressed through the applicant's project description and supportive materials. Both the Initial Study Checklist and Checklist Explanations, in conjunction with the City of Los Angeles's Adopted Thresholds Guide and CEQA Guidelines, were used to reach reasonable conclusions on environmental impacts as mandated under the California Environmental Quality Act (CEQA).

The project as identified in the project description may cause potentially significant impacts on the environment without mitigation. Therefore, this environmental analysis concludes that a Mitigated Negative Declaration shall be issued to avoid and mitigate all potential adverse impacts on the environment by the imposition of mitigation measures and/or conditions contained and expressed in this document; the environmental case file known as ENV-2003-1377-MND and the associated case(s), CPC-2007-5866-SN. Finally, based on the fact that these impacts can be feasibly mitigated to less than significant, and based on the findings and thresholds for Mandatory Findings of Significance as described in the California Environmental Quality Act, section 15065, the overall project impact(s) on the environment (after mitigation) will not:

- Substantially degrade environmental quality.
- Substantially reduce fish or wildlife habitat.
- Cause a fish or wildlife habitat to drop below self sustaining levels.
- Threaten to eliminate a plant or animal community.
- Reduce number, or restrict range of a rare, threatened, or endangered species.
- Eliminate important examples of major periods of California history or prehistory.
- Achieve short-term goals to the disadvantage of long-term goals.
- Result in environmental effects that are individually limited but cumulatively considerable.
- Result in environmental effects that will cause substantial adverse effects on human beings.

### ADDITIONAL INFORMATION:

All supporting documents and references are contained in the Environmental Case File referenced above and may be viewed in the EIR Unit, Room 763, City Hall.

For City information, addresses and phone numbers: visit the City's website at <http://www.lacity.org> ; City Planning - and Zoning Information Mapping Automated System (ZIMAS) [cityplanning.lacity.org/](http://cityplanning.lacity.org/) or EIR Unit, City Hall, 200 N Spring Street, Room 763. Seismic Hazard Maps - <http://gmw.consrv.ca.gov/shmp/> Engineering/Infrastructure/Topographic Maps/Parcel Information - <http://boemaps.eng.ci.la.ca.us/index01.htm> or City's main website under the heading "Navigate LA".

PREPARED BY:	TITLE:	TELEPHONE NO.:	DATE:
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**APPENDIX A: ENVIRONMENTAL IMPACT ANALYSIS****1. AESTHETICS****a) Would the project have a substantial adverse effect on a scenic vista?**

**Potentially Significant Unless Mitigated.** The Project Area provides scenic views of an urban streetscape of varying density and historic interest, and panoramic vistas of the Hollywood Sign and Hollywood Hills located north of the Sign District's area. Residents living in the Hollywood Hills north of the Sign District's area have panoramic vistas of the Los Angeles Basin extending from Downtown Los Angeles to the Pacific Ocean.

The two most scenic views in the Sign District's area are the streetscapes along Hollywood Boulevard and along Sunset Boulevard. The City of Los Angeles has designated both streets as scenic major highways in the Hollywood Community Plan. The view along much of Hollywood Boulevard is of historic structures that form a cohesive National Register Historic District between Sycamore Avenue and Argyle Avenue as well as individual historic structures scattered along the remaining portions of the Boulevard. The views along Sunset Boulevard includes a streetscape of mature street trees providing a quintessential southern California view of palms trees silhouetted against the blue sky; the most important concentration of Spanish-style commercial architecture in Hollywood which is located between McCadden Place and Hudson Avenue; and other individual historic buildings eligible for listing on the National Register of Historic Places, including Hollywood High School, the Cinerama Dome Theater, and the Hollywood Palladium.

The major vista from the Sign District's area is of the "HOLLYWOOD" sign and Hollywood Hills. The sign and its setting in the hills provide a significant visual landmark in the area. Many views of the sign from the Sign District's area are unique in their proximity. The vista of the sign and hills are more prevalent while traveling northbound on north/south-oriented streets such as Cahuenga Boulevard, Vine Street and Gower Street. Views from east / west-oriented streets are determined largely by the character of adjacent development. In many cases, existing buildings and sign structures block views of the sign from streets and properties located within the Sign District area.

The major vista from residential neighborhoods located in the Hollywood Hills north of the Sign District area is of urban development, including high rise structures, lower commercial and residential structures, extending from downtown Los Angeles to the Pacific Ocean.

**b) Would the project substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?**

**No Impact.** Scenic resources include scenic roadways and significant physical features or land forms that contribute to the quality of the aesthetic conditions of the community.



The Sign District area does not contain any highway or parkway that has been designated as "scenic" by the State of California. However, the City of Los Angeles has designated Hollywood and Sunset Boulevards as major scenic highways in the Hollywood Community Plan due to the large number of historic structures, the public streetscapes and views of the nearby Hollywood Hills.

The topography of the Sign District area is generally characterized by a gently southerly slope in the northern portion of the Project Area to generally flat conditions at the southern edge of the District. The Sign District does not contain distinct physical landforms or unique natural landscape features.

**c) Would the project substantially degrade the existing visual character or quality of the site and its surroundings?**

**Potentially Significant Unless Mitigated.** Visual character includes the pattern and intensity of land uses, the size and scale of buildings and development, and the amount and placement of open space. A significant impact may occur if the Sign District introduces visual elements that would be incompatible with the character of the Project Area or its surroundings.

The area of the Sign District consists of urban development at a variety of densities and intensities. Most of the existing development is low to mid-rise and generally does not exceed 3 to 4 stories in height. There are a number of locations at key intersections that have concentrations of mid- to high-rise buildings that exceed four stories, including Sunset Boulevard at Cahuenga Boulevard and at Vine Street and Hollywood Boulevard at La Brea Avenue, Highland Avenue, Cahuenga Boulevard, and Vine Street.

Most buildings along Hollywood Boulevard are built to the property line along the sidewalk creating an urban "street wall" that is penetrated by building entrances and storefront window displays. Many buildings along other streets in the Project Area are also built to the front property line, but the street wall is interrupted along portions of the streets by surface parking lots, building setbacks or plazas, and vacant lots.

There are no substantial natural open space areas within the Sign District. There are some developed park areas scattered widely in the Project Area. They do not constitute a substantial visual resource within the Sign District.

**d) Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?**

**Potentially Significant Unless Mitigated.** Artificial light affecting the nighttime environment is generated from point sources, focused points of origin representing unshielded light sources, or from indirectly illuminated sources of reflected light. The level of nighttime lighting within the Sign District is generally determined by the amount and intensity of architectural and security lighting, signage lighting, street and parking lot lighting, and to some extent, vehicle headlights. Ambient lighting levels tend to be highest along the major commercial streets and lowest within



the existing residential neighborhoods. Nighttime illumination of sensitive uses that are occupied during evening hours such as residences, hospitals, libraries, on adjacent or nearby properties may adversely affect their inhabitants or function.

Glare is primarily a daytime phenomenon caused by the reflection of sunlight or other light source by highly polished surfaces such as window glass or reflective materials. Glare also can result from sunlight reflecting from large expanses of light colored material. Glare impacts are transitory but repeating. The presence or degree of glare varies with the season and the time of day, but would repeat each day or each season. During evening or nighttime hours, glare effects may result from vehicle headlights reflecting off polished or mirrored surfaces.

### **ENVIRONMENTAL IMPACT**

The Sign District does not approve any specific sign program. Individual sign structures and sign programs will require review by both the Los Angeles Department of City Planning and the Community Redevelopment Agency, for signs located within the boundaries of the Hollywood Redevelopment Plan area, to determine if they conform to the provisions of the Sign District.

### **Thresholds of Significance**

A significant impact would result if the sign structures implemented pursuant to the provisions of the Sign District would:

- Substantially alter the views of the urban streetscape along designated scenic highways;
- Substantially block or eliminate significant vistas from the Sign District's area;
- Substantially block panoramic vistas from areas outside the Sign District's area;
- Adversely change the visual character of the area;
- Remove natural open space areas;
- Result in excessive shadows on residential or other sensitive properties;
- Result in high intensity light sources spilling over onto and illuminating adjacent sensitive land uses during evening and nighttime hours;
- Provide a glare condition that represents a substantial hazard or visual nuisance by distracting or interfering with vision or concentration of drivers or pedestrians.

### **Analysis**

#### **a) Scenic Views and Panoramic Vistas.**

Scenic views and panoramic vistas could be affected if sign structures permitted by the Sign District substantially alter public views of historic structures along Hollywood Boulevard and the



mature street tree landscape and historic structures located along Sunset Boulevard; if they substantially block or eliminate vistas of the Hollywood Sign or Hollywood Hills; or if they substantially block panoramic vistas of the Los Angeles basin by residents living in neighborhoods located in the Hollywood Hills or other areas outside the Project Area. The Sign District allows for roof sign structures that could impact views and vistas. However, the Sign District limits roof sign structures to buildings that are four stories or taller and requires a minimum of 50' separation between roof sign structures. These provisions are intended to minimize the potential to block views by pedestrians of scenic and panoramic resources and to prevent a "wall" of roof signs that could block views. The Sign District does not allow roof sign structures if the Department of City Planning or the Community Redevelopment Agency staff find that they significantly obscured or interrupted views of the Hollywood Sign or vistas of the Hollywood Hills from a public right-of-way. In addition, no sign structure is permitted if it significantly affected historic resources, including obscuring historic resources or their character defining features from public view. Impacts would be less than significant with mitigation.

**b) Scenic Resources**

There are no state designated scenic highways in the Project Area and no special scenic resources such as trees or rock outcroppings. There will be no impacts resulting from the Sign District.

**c) Visual Character**

The Sign District requires that sign structures to be included in new development be integrated into a building's architecture through the use of a regular repeating pattern or consistent location, such as a sign band; or configured to appear as a transparent layer through which the underlying architecture is visible; or a combination of the two. The Sign District requires that the size, scale, dimension, and number of sign structures relate to the rhythm and modulation of a building's architectural elements and details and its major facade elements. For existing buildings or development, the Sign District requires that sign structures be compatible with the scale, style, detailing, organization of building elements, or unique features. Sign structures are to appear as permanent design elements of the building or site on which they are located. The intent of the Sign District is to have sign structures and building architecture to complement and be compatible with one another thus enhancing the aesthetic qualities of the urban street wall.

**d) Light and Glare.**

The Sign District allows electronic panels that display full motion animation only upon completion of an analysis that the operation of the sign plan would not create a hazard resulting from motorist or pedestrian distractions. The illumination of signs implemented pursuant to the provisions of the Sign District will increase the number of light sources in the area. The Sign District prohibits the illumination of signs that face or are angled away from traffic flows on Hollywood Boulevard and Vine Street to the hours of 4:30 p.m. to 2:00 a.m. The rear of any sign in the district is not permitted to be illuminated so as to lower impacts on nearby residential



uses. In addition, any sign which can be viewed from a nearby residential use shall have a light intensity of no more than 10 foot candles as measured one foot away from the sign. Direct and reflected light and glare impacts are minimized.

Sign structures could be constructed of materials which could create glare impacts to passing motorists at certain times of the day. As such, mitigation measures are included in the ordinance which would not permit light reflective surfaces on signs or sign structures.

Thus, the Sign District results in less than significant impacts to Light and Glare due to the mitigation measures.

#### **MITIGATION MEASURES**

- MM 1A-1** No new rooftop signage shall be permitted on structures lower than four (4) stories in height. Where permitted there shall be at least a 50-foot separation between new and existing rooftop signs.
- MM 1A-2** No new rooftop signage shall be permitted which would obstruct an existing view of the Hollywood Sign or the Hollywood Hills except when placed on a new structure more than four stories in height.
- MM 1A-3** No sign structure may be permitted which obscures historic resources as defined by the Ordinance or character-defining features of a historic resource from public view.
- MM 1C-1** For every off-site supergraphic erected in the District, the applicant shall remove the mandated number of billboards and/or pole signs, as set forth by the Amended Hollywood Signage Supplemental Use District.
- MM 1C-2** All signs in the Signage SUD shall meet the following criteria:
- a) The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.
  - b) All signage copy shall be properly maintained and kept free from damaged sign material and other unsightly conditions, including graffiti.
  - c) Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
  - d) Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.



e) The signage copy shall be repaired or replaced immediately upon tearing, ripping, or peeling or when marred or damaged by graffiti.

f) 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.

g) Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building facades originally covered by the signs shall be repaired/ resurfaced with materials and colors that are compatible with the facades.

**MM 1D-1** Sign surfaces and supporting structures shall be constructed of non-reflective materials, and sign surfaces may not be covered by reflective glass or other reflective materials.

**MM 1D-2** Electronic Message Displays shall be illuminated such that the nighttime brightness and lighting intensity shall be significantly less than the daytime brightness and lighting intensity. The candelas emitting from the sign shall be significantly less after sunset than those emitted at sunrise.

## **2. AGRICULTURE**

**No Impact.** The area in which the Sign District is located is a fully urbanized area and is designated in the Hollywood Community Plan for commercial and industrial uses. It no longer contains farmland, agricultural uses or agricultural zones. There are no known Williamson Act contracts in the area. Thus there will be no impact to Agricultural Resources.

## **3. AIR QUALITY**

**No Impact.** Sign structures constructed pursuant to the provisions of the Sign District generally would not require extensive construction activity, would require no grading or soil movement, would not be serviced by heating or air conditioning systems, would not be occupied by any person, and would not be permitted to emit odors. As a result, there are no impacts on air quality by way of: (1) construction emissions; (2) regional stationary source (gas and electricity consumption) emissions; (3) regional mobile source emissions; and (4) local mobile source (microscale CO) emissions do not occur. Thus, the Sign District has no impact on Air Quality.



#### 4. BIOLOGICAL RESOURCES

**No Impact.** The area of the Sign District is a highly urbanized environment and property located in it is void of vegetation and wildlife in a natural environment. Vegetation in the area of the Sign District consists of non-native ornamental species. Animal species in the Sign District are generally common birds and small terrestrial species (mice and reptiles) that are habitat generalists and readily adapt to an urban setting, moving easily from habitat to habitat, and do not require highly specialized niches. The Project Area does not contain specialized habitats or species of flora or fauna that are identified as a candidate, sensitive, or special status species. The Sign District's area does not contain riparian habitats or wetlands and does not serve as a migratory corridor for fish or wildlife species.

Construction of sign structures pursuant to the provisions of the Sign District do not produce any impact to any natural habitat or result in significant changes in the diversity of species and does not interfere with the movement or migration of any fish or wildlife. There is no local, regional, or state habitat conservation plan or ordinance protecting biological resources in the Project Area so sign structures implemented pursuant to the provisions of the Sign District would not conflict with biological conservation or protection plans. Thus, the Sign District does not have any impact on Biological Resources.

#### 5. CULTURAL RESOURCES

a) **Would the project cause a substantial adverse change in the significance of a historical resource as defined in §15064.5?**

**Potentially Significant Unless Mitigated.** Cultural resources, in the context of this MND, refers to the buildings and sites in the Project Area that the Community Redevelopment Agency and the City have identified as an architectural or historic resource. It also pertains to archeological or paleontological sites that have been identified and registered by others that are located in or proximate to the Sign District's area. This section evaluates the potential impacts that implementation of new sign structures pursuant to the provisions of the Sign District might have on cultural resources located in the area.

#### ENVIRONMENTAL SETTING

Entertainment as an industry began in Hollywood. Many of the early studio complexes that manufactured entertainment to the masses were built in Hollywood. Although most large studio operations have relocated to other communities, the Hollywood area remains home to a number of production facilities [Tribune, CBS, Gower, Paramount and other studios] and a large concentration of other entertainment industry activity, including recording studios, post-production and production support businesses, live theaters and historic movie houses. Because of these past and present associations, Hollywood is home to a concentration of historic structures related to the development of the entertainment industry in Southern



California, anchored by the Hollywood Boulevard Commercial and Entertainment District, which is listed in the National Register of Historic Places. In addition to the numerous historic buildings located on Hollywood Boulevard, other historic commercial and residential buildings are located throughout the Project Area, including a number of concentrations that form potentially significant neighborhoods.

The Hollywood Redevelopment Plan identifies approximately 1,078 parcels in the Project Area that contain architectural or historic resources including 448 which are listed or eligible for listing on the California Register. This is based on a survey conducted in the early 1980s and updated in 2002. There are also 28 structures that are designated as Historic-Cultural Monuments by the City of Los Angeles and the Hollywood Boulevard Commercial and Entertainment District is on the National Register of Historic Places. This National Historic District contains 57 structures that contribute to the significance of the historic district, extends from 6200 to 7000 Hollywood Boulevard and includes parcels on Vine Street, Highland Avenue, and Ivar Street. Additional structures located in the area of the Media District Business Improvement District, while not listed as historic resources may be eligible to be listed on Federal and State registers.

**b) Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to 15064.5?**

**No Impact.** The South Central Coastal Information Center, California State University, Fullerton, conducted an archaeological records search of the area on March 4, 2002. The search included a review of all recorded historic and prehistoric archaeological sites within the area. In addition, a review of all known cultural resource survey and excavation reports was conducted utilizing maps and data bases for the National Register of Historic Places, California State Historic Resources Inventory, the California Points of Historical Interest, and the listing of California Historical Landmarks. None are listed on the National Register Archaeological Determination of Eligibility list.

No prehistoric archaeological sites and no prehistoric isolates sites have been identified within the Project Area. One historic archaeological site (19-002393) has been identified within Hollywood Redevelopment Project Area's boundaries but it is not listed on the National Register Archaeological Determination of Eligibility list. No Historic isolates have been identified within a 1/2-mile of the Redevelopment Area boundaries which would include the area encompassed by the Media District Business Improvement District.

**c) Would the project directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?**

**No Impact.** The South Central Coastal Information Center, California State University, Fullerton, conducted an archaeological records search of the area on March 4, 2002. The search included a review of all recorded historic and prehistoric archaeological sites within the area. In addition, a review of all known cultural resource survey and excavation reports was conducted utilizing maps and data bases for the National Register of Historic Places, California



State Historic Resources Inventory, the California Points of Historical Interest, and the listing of California Historical Landmarks. None are listed on the National Register Archaeological Determination of Eligibility list.

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**d) Would the project disturb any human remains, including those interred outside of formal cemeteries?**

**No Impact.** The South Central Coastal Information Center, California State University, Fullerton, conducted an archaeological records search of the area on March 4, 2002. The search included a review of all recorded historic and prehistoric archaeological sites within the area. In addition, a review of all known cultural resource survey and excavation reports was conducted utilizing maps and data bases for the National Register of Historic Places, California State Historic Resources Inventory, the California Points of Historical Interest, and the listing of California Historical Landmarks. None are listed on the National Register Archaeological Determination of Eligibility list.

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## **ENVIRONMENTAL IMPACT**

### **Thresholds of Significance**

A significant impact would result if the sign structures implemented pursuant to the provisions of the Sign District would:

- Substantially change the significance of an historical resource through physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired;
- Demolish or materially alter in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in the California Register of Historical Resource;



- Disturb any human remains, including those interred outside a formal cemetery; or impact any Native American resources with a potential for affecting sites considered important for their position in the Native American physical universe or belief system, and/or the possibility of reduced access to traditional areas or sacred sites.

## Analysis

The Sign District does not approve any specific sign program but contains standards for the design, construction, and operation of sign structures on Historic Structures within the boundaries of the plan area. These standards are intended to allow new sign structures to be constructed on or adjacent to historic resources if it is done in a manner that does not significantly affect the character defining features of these resources. Specifically, sign structures and their structural supports will not be approved if they propose to:

- Remove, destroy, damage, alter, or obscure from view any character-defining feature of an Historic Structure, including existing historic Sign Structures;
- Detract from the architectural character, massing, and scale of the Historic Structure on which it is to be located including all Sign Structures located within courtyards, forecourts, arcades, or other building or structure spaces that are not visible from the public right-of-way but which are Character Defining Features of the building, structure, or parcel;
- Obscure from public view any Character-Defining Feature of an Historic Structure located on an abutting property, including existing historic Sign Structures;

The Sign District encourages the retention and restoration of historic sign structures by exempting their area from the calculation of maximum sign area for the property.

Finally, the Sign District permits the transfer of "unused" sign area from Historic Structures to other sites in the Project Area. This is to encourage a number of property owners to remove signage from the facade or roof of historic structures which obscures character defining features of the structure.

Any specific sign program to be installed on an historic structure will require review and approval by either Community Redevelopment Agency or Department of City Planning staff upon the completion of an historic assessment that determines that the sign program does not significantly impact or affect the historic structure.

## MITIGATIONS

- MM 5-A1** Sign structures and their structural supports shall not be permitted if they propose to:



- A. Permanently remove, destroy, alter or obscure from view and character-defining feature of a Historic Structure, including existing historic Sign Structures; or
- B. Detract from the architectural character, massing and scale of the Historic Structure on which it is to be located including all Sign Structures located within courtyards, forecourts, arcades or other building or structure spaces that are not visible from the public right-of-way but which are Character-Defining Features of the building, structure or parcel; or
- C. Obscure from public view any Character-Defining Feature of a Historic Structure located on an abutting property, including existing historic Sign Structures.

**MM 5-A2** The Secretary of the Interior's Standards shall be followed in the implementation of design for signage located on any parcel within the Project Area containing, or adjacent to a parcel containing, a Historic Structure or Building.

## **6. GEOLOGY AND SOILS**

**a) Would the project expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:**

**(i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42?**

**Less than Significant Impact.** The area of the Sign District is located within a seismically active region, similar to all of southern California. Seismic activity would potentially affect sign structures along with all other physical improvements in the area. However, all attachments, foundations, or other supports for sign structures constructed pursuant to the provisions of the Sign District are required to comply with all applicable City of Los Angeles building codes and other requirements designed to ensure their structural stability and to minimize potential impacts during seismic events. Finally, no person will occupy any sign structure. Consequently, no person would be subjected to significant impacts related to seismic ground shaking and landslide.

**(ii) Strong seismic ground shaking?**

**Less Than Significant Impact.** The topography of the area is level to gently sloping, and there are no significant hills or slopes located within its boundaries. The Sign District is not included within an area designated by the City of Los Angeles as potentially susceptible to landslide



hazards.<sup>1</sup> In addition, no person will occupy any sign structure. Consequently, no person would be subjected to significant impacts related to seismic ground shaking and landslide.

**(iii) Seismic-related ground failure, including liquefaction?**

**No Impact.** The topography of the area is level to gently sloping, and there are no significant hills or slopes located within its boundaries. The Sign District is not included within an area designated by the City of Los Angeles as potentially susceptible to landslide hazards.<sup>1</sup> In addition, no person will occupy any sign structure. Consequently, no person would be subjected to significant impacts related to seismic ground shaking and landslide.

**(iv) Landslides?**

**No Impact.** The topography of the area is level to gently sloping, and there are no significant hills or slopes located within its boundaries. The Sign District is not included within an area designated by the City of Los Angeles as potentially susceptible to landslide hazards.<sup>1</sup> In addition, no person will occupy any sign structure. Consequently, no person would be subjected to significant impacts related to seismic ground shaking and landslide.

**b) Would the project result in substantial soil erosion or the loss of topsoil?**

**No Impact.** The Sign District prohibits the construction of pole sign structures but allows for the construction of sign structures on existing buildings or new development. While there could be some excavation, fill, or grading associated with the development of new commercial or mixed use buildings that would accommodate signs permitted by the Sign District, there would be little, if any, excavation, fill, or grading of soils directly resulting from the construction of sign structures that were a part of that building. Each development project that includes signage erected pursuant to the Sign District would have its own environmental review which would analyze the project's impacts to Geology and Soils.

**c) Would the project be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?**

**No Impact.** The term liquefaction is defined above. Structures constructed on or above potentially liquefiable soils may experience bearing capacity failures due to the temporary loss of foundation support or vertical settlements (both total and differential), and may undergo lateral spreading. As discussed in Section 6 (a)(iii), the Sign District is not included within an area designated by the City of Los Angeles as potentially susceptible to landslide hazards. The Sign District is not included within an area designated by the City of Los Angeles as potentially susceptible to landslide hazards.

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<sup>1</sup> City of Los Angeles Planning Department, Los Angeles Citywide General Plan Framework, GIS Maps, June 1994.



d) **Would the project be located on expansive soil, as identified in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?**

**No Impact.** The Sign District prohibits the construction of pole sign structures but allows for the construction of sign structures on existing buildings or new development. While there could be some excavation, fill, or grading associated with the development of new commercial or mixed use buildings that would accommodate signs permitted by the Sign District, there would be little, if any, excavation, fill, or grading of soils directly resulting from the construction of sign structures that were a part of that building. Each development project that includes signage erected pursuant to the Sign District would have its own environmental clearance which would analyze the project's impacts to Geology and Soils.

e) **Would the project have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?**

**No Impact.** No waste water system would be required for any sign structure so there would be no need for septic tanks or alternative water disposal systems affected by soil conditions. Soils would not be significantly affected.

#### **Cumulative Impacts**

**No Impact.** As the District does not require any new ground-breaking or soil excavating activities or introduce any additional buildings, other structures, or persons at the Project Site, the project would not have the potential to combine with any other related projects to create a cumulative impact with respect to geology and soils and no impact would occur.

## **7. HAZARDS AND HAZARDOUS MATERIALS**

a) **Would the project create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not use or store any oil, pesticides, chemicals, or other hazardous material. The District permits sign structures on any property occupied by a commercial or industrial use. Some of these locations could contain hazardous materials sites. The design standards contained in the District encourage sign structures to be attached to existing buildings or as a design element on new buildings which would minimize the disturbance of soils containing hazardous materials for foundation or excavation work related to constructing sign structures. Any new building, which would include sign age permitted by the Sign District, will have its own environmental clearance to analyze impacts on hazardous materials. Therefore, the District does not create a significant hazard to the public or the environment as a result of being listed on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.



**b) Would the project create significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not use or store any oil, pesticides, chemicals, or other hazardous material. The District permits sign structures on any property occupied by a commercial or industrial use. Some of these locations could contain hazardous materials sites. The design standards contained in the District encourage sign structures to be attached to existing buildings or as a design element on new buildings which would minimize the disturbance of soils containing hazardous materials for foundation or excavation work related to constructing sign structures. Any new building, which would include signage permitted by the Sign District, would have its own environmental clearance to analyze impacts on hazardous materials. Therefore, the District does not create a significant hazard to the public or the environment as a result of being listed on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.

**c) Would the project emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or school?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not use or store any oil, pesticides, chemicals, or other hazardous material. The District permits sign structures on any property occupied by a commercial or industrial use. Some of these locations could contain hazardous materials sites. The design standards contained in the District encourage sign structures to be attached to existing buildings or as a design element on new buildings which would minimize the disturbance of soils containing hazardous materials for foundation or excavation work related to constructing sign structures. Any new building, which would include sign age permitted by the Sign District, would have its own environmental clearance to analyze impacts on hazardous materials. Therefore, the District would not create a significant hazard to the public or the environment as a result of being listed on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.

**d) Would the project be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not use or store any oil, pesticides, chemicals, or other hazardous material. The District permits sign structures on any property occupied by a commercial or industrial use. Some of these locations could contain hazardous materials sites. The design standards contained in the District encourage sign structures to be attached to existing buildings or as a design element on new buildings which would minimize the disturbance of soils containing hazardous materials for foundation or excavation work related to constructing sign structures. Any new building, which would include sign age permitted by the Sign District, would have its own environmental



clearance to analyze impacts on hazardous materials. Therefore, the District does not create a significant hazard to the public or the environment as a result of being listed on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.

**e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?**

**No Impact.** No portion of the Sign District is located within an airport land use plan area or within two miles of a private airstrip or public airport. Therefore, the Sign District does not result in a safety hazard associated with an airport for people residing or working in the Project area.

**f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?**

**No Impact.** No portion of the Sign District is located within an airport land use plan area or within two miles of a private airstrip. Therefore, the Sign District does not result in a safety hazard associated with an airport for people residing or working in the Project area.

**g) Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?**

**No Impact.** The construction and operation of sign structures constructed pursuant to the provisions of the Sign District do not require the closure of any street including those designated as an evacuation route in any adopted emergency response plan. Therefore, the District does not impair implementation of or physically interfere with an adopted emergency response plan or an emergency evacuation plan.

**h) Would the project expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?**

**No Impact.** The area of the Sign District is fully urbanized and no portion is located in or proximate to an area containing flammable vegetation and no person would occupy any sign structure. People will not be exposed to potential fires. Therefore, the District does not expose people or structures to a significant risk of loss, injury, or death involving wild fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands.



## 8. HYDROLOGY AND WATER QUALITY

**a) Would the project violate any water quality standards or waste discharge requirements?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District do not use water or discharge waste. Therefore, they do not affect water quality standards or waste discharge requirements, and they will not deplete groundwater supplies.

**b) Would the project substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District will not use water or discharge waste. Therefore, they will not affect water quality standards or waste discharge requirements, and they will not deplete groundwater supplies.

**c) Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner, which would result in substantial erosion or siltation on- or off-site?**

**No Impact.** The topography of the Sign District area is generally level to gently sloping and is largely developed with existing buildings as well as roads and surface parking lots covered by impervious asphalt surface material. The majority of surface flow is conveyed by paved surfaces, streets, and gutters to the public storm drain system. The Sign District encourages the construction of sign structures on existing buildings or as a design feature on new buildings. Therefore, sign structures are not anticipated to increase the amount of impervious surface cover in the area and so will not increase the amount of water flow to the storm drain system.

**d) Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?**

**No Impact.** The topography of the Sign District area is generally level to gently sloping and is largely developed with existing buildings as well as roads and surface parking lots covered by impervious asphalt surface material. The majority of surface flow is conveyed by paved surfaces, streets, and gutters to the public storm drain system. The Sign District encourages the construction of sign structures on existing buildings or as a design feature on new buildings. Therefore, sign structures are not anticipated to increase the amount of impervious surface cover in the area and so will not increase the amount of water flow to the storm drain system or amount of surface runoff in a manner which would result in flooding on- or off-site.



- e) **Would the project create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?**

**No Impact.** The topography of the Sign District area is generally level to gently sloping and is largely developed with existing buildings as well as roads and surface parking lots covered by impervious asphalt surface material. The majority of surface flow is conveyed by paved surfaces, streets, and gutters to the public storm drain system. The Sign District encourages the construction of sign structures on existing buildings or as a design feature on new buildings. Therefore, sign structures are not anticipated to increase the amount of impervious surface cover in the area and so will not increase the amount of water flow to the storm drain system or provide substantial additional sources of polluted runoff.

- f) **Would the project otherwise substantially degrade water quality?**

**Less Than Significant Impact with Mitigation Incorporated.** The topography of the Sign District area is generally level to gently sloping and is largely developed with existing buildings as well as roads and surface parking lots covered by impervious asphalt surface material. The majority of surface flow is conveyed by paved surfaces, streets, and gutters to the public storm drain system. The Sign District encourages the construction of sign structures on existing buildings or as a design feature on new buildings. Therefore, sign structures are not anticipated to increase the amount of impervious surface cover in the area and so will not increase the amount of water flow to the storm drain system or otherwise substantially degrade water quality.

- g) **Would the project place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?**

**No Impact.** The Sign District does not include the development of housing. No person will occupy any sign structure so no person would be subjected to significant impacts related to flooding. Therefore, the District does not place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map.

- h) **Would the project place within a 100-year flood hazard area structures which would impede or redirect flood flows?**

**No Impact.** The Project Area is not located in a 100-year floodplain. Therefore, the Sign District would not place within a 100-year flood hazard area structures that would impede or redirect flood flows.



i) **Would the project expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?**

**No Impact.** The project site is not located in any area susceptible to floods, including floods associated with a levee or dam. Therefore, the Sign District does not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam.

j) **Would the project expose people or structures to a significant risk of loss, injury or death involving inundation by seiche, tsunami, or mudflow?**

**No Impact.** The area of the Sign District is located approximately 13 miles from the Pacific Ocean and is over 300 feet above sea level. Impacts due to seismic-related tidal phenomena are not of concern at such a distance from the coastline and at such an elevation above sea level. Consequently, no portion of the Project Area is subject to seiche, tsunami or mudflow.

## 9. LAND USE AND PLANNING

a) **Would the project physically divide an established community?**

**No Impact.** Existing land uses within the area of the Sign District consist of generally moderate to high-density urban uses, including residential, commercial and industrial uses. Commercial uses are generally concentrated along the major streets located within the area, which include Hollywood Boulevard, Sunset Boulevard and Santa Monica Boulevard in the east-west direction, and La Brea Avenue, Highland Avenue, Cahuenga Boulevard and Vine Street in the north-south direction. Limited industrial and commercial/manufacturing uses consist of production studio complexes and independent support facilities generally located on Sunset Boulevard between Gower Street and the Hollywood Freeway (US 101) and throughout the area of the Media District Business Improvement District north and south of Santa Monica Boulevard. Residential neighborhoods are located throughout the remainder of the area, set back from the major commercial streets.

While the District is located primarily upon major and secondary highways within the Hollywood Community, these highways and commercial and industrial areas are an integral part of the community and any new signage which would be developed pursuant to the Sign District would not divide or separate one part of Hollywood from another. Thus, there would be no environmental impact.



b) Would the project conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

**Less than Significant Impact.** Sign structures constructed pursuant to the provisions of the Sign District would be in scale with the development on the property and thus complement the land uses intensity of each property on which sign structures would be built. No new sign would be permitted which would exceed any height or floor area limitations of a property's zoning or be non-compliant with either the Hollywood Community Plan or the Hollywood Redevelopment Plan. Though some of the signage permitted by the plan may not be currently permitted by the City's Municipal Code, one of the purposes of a Sign district is to be more permissive or more restrictive than the City's Zoning Ordinances. Thus, there would be no significant environmental impacts.

c) Would the project conflict with any applicable habitat conservation plan or natural community conservation plan?

**No Impact.** There are no conservation plans or natural community conservation plans which are located in the Hollywood Community Plan area. Therefore, the Sign District would not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan.

## 10. MINERAL RESOURCES

a) Would the project result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?

**No Impact.** The area of the Sign District is not located within an area of the region that is known to contain mineral resources. Sign structures constructed pursuant to the provisions of the District would not result in the loss of available mineral resources. Therefore, the Project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state.

b) Would the project result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?

**No Impact.** The area of the Sign District is not located within an area of the region that is known to contain mineral resources. Sign structures constructed pursuant to the provisions of the District would not result in the loss of available mineral resources. Therefore, the project does not result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan.



## 11. NOISE

- a) **Would the project result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?**

**No Impact.** Construction of sign structures permitted by the Sign District will comply with the Los Angeles Municipal Code with respect to noise, but could temporarily increase ambient noise levels in the vicinity of the location of construction. However, there would be no construction noise not ordinarily experienced in an urban environment. Sign structures are not permitted to emit any audible sound and would not be occupied by any person. No person would be exposed to increased ambient noise levels as a result of the operation of sign structures.

- b) **Would the project result in exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?**

**No Impact.** Construction of sign structures permitted by the Sign District will comply with the Los Angeles Municipal Code with respect to noise, but could temporarily increase ambient noise levels in the vicinity of the location of construction. However, there would be no construction noise not ordinarily experienced in an urban environment. Sign structures are not permitted to emit any audible sound and would not be occupied by any person. No person would be exposed to increased ambient noise levels as a result of the operation of sign structures.

- c) **Would the project result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?**

**No Impact.** Construction of sign structures permitted by the Sign District will comply with the Los Angeles Municipal Code with respect to noise, but could temporarily increase ambient noise levels in the vicinity of the location of construction. However, there would be no construction noise not ordinarily experienced in an urban environment. Sign structures are not permitted to emit any audible sound and would not be occupied by any person. No person would be exposed to increased ambient noise levels as a result of the operation of sign structures. Based on this information, the district would not result in a substantial permanent increase in ambient noise levels above existing ambient noise levels without the Sign District, and a less-than-significant impact would occur.

- d) **Would the project result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?**

**No Impact.** Construction of sign structures permitted by the Sign District will comply with the Los Angeles Municipal Code with respect to noise, but could temporarily increase ambient noise levels in the vicinity of the location of construction. However, there would be no construction noise not ordinarily experienced in an urban environment. Sign structures are not permitted to



emit any audible sound and would not be occupied by any person. No person would be exposed to increased ambient noise levels as a result of the operation of sign structures. Based on this information, the district would not result in a substantial permanent increase in ambient noise levels above existing ambient noise levels without the Sign District.

**e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?**

**No Impact.** No portion of the Sign District area is located within two miles of an airport property or a private airstrip. As such, no impact would occur.

**f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?**

**No Impact.** No portion of the Sign District area is located within two miles of an airport property or a private airstrip. As such, no impact would occur.

## **12. POPULATION AND HOUSING**

**a) Would the project induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?**

**No Impact.** Sign structures constructed pursuant to the provisions of the Sign District do not involve residential development so no permanent population increase would result from its implementation. No housing units would be displaced as a result of constructing sign structures.

**b) Would the project displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?**

**No Impact.** Sign structures constructed pursuant to the provisions of the Sign District do not involve residential development so no permanent population increase would result from its implementation. No housing units would be displaced as a result of constructing sign structures. Therefore, the Sign District would not displace any existing housing, necessitating the construction of replacement housing elsewhere.

**c) Would the project displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?**

**No Impact.** Sign structures constructed pursuant to the provisions of the Sign District do not involve residential development so no permanent population increase would result from its implementation. No housing units would be displaced as a result of constructing sign



structures. Therefore, the Sign District would not displace any residents, necessitating the construction of replacement housing elsewhere.

### 13. PUBLIC SERVICES

a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered government facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objective for any of the following public services:

(i) Fire protection?

**Less than Significant Impact.** The Sign District does not result in a need for new or altered fire services or facilities because sign structures implemented pursuant to the provisions of the District would be located in a highly urbanized area served by the City of Los Angeles Fire Department. Sign structures would be constructed of fireproof or fire resistant material approved by the Los Angeles Fire Department. There would be no residents, patrons or employees occupying signs, and no hazardous materials would be stored on sign structures.

(ii) Police protection?

**No Impact.** The City of Los Angeles Police Department provides police service to the area of the Sign District. No residents, patrons, or employees would occupy any sign structure, so there would be no need for new or altered police protection services.

(iii) Schools?

**No Impact.** The sign structures implemented pursuant to the provisions of the Sign District would not contain residential units. Therefore, the construction and operation of signs structures would not create a need for additional classroom space at any of the Los Angeles Unified School District schools.

(iv) Parks?

**No Impact.** The sign structures implemented pursuant to the provisions of the Sign District would not contain residential units. Therefore, the construction and operation of signs structures would create no additional demand for recreational facilities

(v) Other public facilities?

**No Impact.** The sign structures implemented pursuant to the provisions of the Sign District would not contain residential units. Therefore, the construction and operation of signs structures would create no additional demand for any other public facilities.



## MITIGATIONS

- MM 13A-1** The material, construction, mounting and adhesive methods of all proposed signage shall be subject to the approval of the Fire Department and the Department of Building and Safety.

## 14. RECREATION

- a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?

**No Impact.** As discussed previously in Section 13(iv), no residents, employees, or patrons would live or work on the signs structures constructed pursuant to the provisions of the Sign District. Therefore, there will be no increase in the use of existing or increased demand for new neighborhood or regional parks or other recreational facilities.

- b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?

**No Impact.** As discussed previously in Section 13(iv), no residents, employees, or patrons would live or work on the signs structures constructed pursuant to the provisions of the Sign District. Therefore, the project likely will not result in any measurable demand for parks and recreational services, and therefore, will not require the construction or expansion of recreational facilities, which might have an adverse physical effect on the environment.

## 15. TRANSPORTATION AND TRAFFIC

- a) Would the project cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number or vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)?

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District do not have any occupied space so would not generate vehicular trips. There would be no increase in vehicular trips or increase traffic congestion, and would not affect emergency access. Sign structures implemented pursuant to the provisions of the District would not involve changes to roadways or incompatible uses on existing roadways. Consequently, there would be no



resulting hazards to safety from design features or incompatible uses as a result of its development.

**b) Would the project exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District do not have any occupied space so would not generate vehicular trips. There would be no increase in vehicular trips or increase traffic congestion, and would not affect emergency access. Sign structures implemented pursuant to the provisions of the District would not involve changes to roadways or incompatible uses on existing roadways. Consequently, there would be no resulting hazards to safety from design features or incompatible uses as a result of its development.

**c) Would the project result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?**

**No Impact.** The Sign District does not involve airport location or projects that would increase air travel. No portion of the District's area is located on airport property or is proximate to a private airstrip. Therefore, no impact would occur.

**d) Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?**

**Less Than Significant Impact with Mitigation Incorporated.** A significant impact may occur if a project includes a new roadway design or introduces a new land use or project features into an area with specific transportation requirements, characteristics, project access or other features designed in such a way as to create hazardous conditions. The Sign District would not require any new driveways or other circulation improvements at the project site. However, the Sign District would introduce significant changes into the building's design features, including signs and electronic displays, which could result in potentially hazardous conditions due to their inherent distraction to motorists passing nearby. The Sign District permits full motion electronic video signs. All Electronic Message Displays introduced as part of the Sign District would be subject to determination by the Director of the City Planning Department that the location of the sign will not present a hazard to traffic. As part of this process, the Director of Planning shall consult with the General Manager of the Department of Transportation on the design and operational elements of any Electronic Message Display. Generally, except for theater marquees, full motion video signs would be limited to an area of a building above 35 feet in order not to obscure traffic signals and other safety signage.

**e) Would the project result in inadequate emergency access?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not be located either on new or existing structures or as monument signs on private property.



No sign or sign structure would be permitted in a public right of way so there would be no impact on emergency street access to any building.

**f) Result in inadequate parking capacity?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not have any occupiable space and would not occupy required parking spaces. Consequently, there would be no increase in parking demand or decrease in required parking supply.

**g) Would the project conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?**

**No Impact.** Sign structures implemented pursuant to the provisions of the Sign District would not have any occupiable space so they would not generate any traffic, demand for, or impact on alternative transportation systems and facilities.

**MITIGATION MEASURES**

**MM 15D-1** Any sign that includes an Electronic Message Display shall be reviewed and approved pursuant to the direction of the Director of Planning in consultation with LADOT to ensure that the location of the sign will not present a hazard to traffic.

**16. UTILITIES AND SERVICE SYSTEMS**

**a) Would the project exceed wastewater treatment requirements of the applicable regional water quality control board?**

**No Impact.** Sign structures constructed pursuant to the Sign District would not be occupied by any person and would not require water for their operation. Therefore, there would be no increased demand for water and no increase in wastewater flows.

**b) Would the project require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?**

**No Impact.** Sign structures constructed pursuant to the Sign District would not be occupied by any person and would not require water for their operation. Therefore, there would be no increased demand for water and no increase in wastewater flows.



c) Would the project require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

**No Impact.** Sign structures constructed pursuant to the Sign District would not be occupied by any person and would not require water for their operation. Therefore, there would be no increased demand for water and no increase in wastewater flows.

d) Would the project have significant water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?

**No Impact.** Sign structures constructed pursuant to the Sign District would not be occupied by any person and would not require water for their operation. Therefore, there would be no increased demand for water and no increase in wastewater flows.

e) Would the project result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

**No Impact.** Sign structures constructed pursuant to the Sign District would not be occupied by any person and would not require water for their operation. Therefore, there would be no increased demand for water and no increase in wastewater flows.

f) Would the project be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?

**No Impact.** There would be no solid waste generated by the sign structures.

g) Would the project comply with federal, state, and local statutes and regulations related to solid waste?

**No Impact.** There would be no solid waste generated by the sign structures.

## 17. MANDATORY FINDINGS OF SIGNIFICANCE

a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?

**No Impact.** For the reasons stated in this MND, the Sign District does not have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife



species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory.

**b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?**

**No Impact.** For the reasons stated in this MND, the Sign District does not contribute to any significant, cumulative impacts related to aesthetics, agricultural resources, air quality, biological resources, cultural resources, geology/seismic hazards, hazards/hazardous materials, hydrology/water quality, land use, mineral resources, noise, population/housing, public services, recreation, transportation, and utilities.

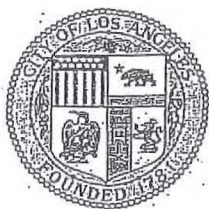
**c) Does the project have environmental effects, which will cause substantial adverse effects on human beings, either directly or indirectly?**

**No Impact.** Based on the preceding environmental impact analysis, the Sign District does not have significant environmental effects on human beings, directly or indirectly.









## CITY PLANNING COMMISSION

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

[www.lacity.org/PLN/index.htm](http://www.lacity.org/PLN/index.htm)

CPC-2007-5866-SN

JAN 26 2009

Determination Mailing Date: \_\_\_\_\_

### EXHIBIT D

#### Supplemental Staff Report

CASE NO. CPC-2007-5866-SN  
ENV-2003-1377-MND (REC1)

Location: Hollywood Signage Supplemental Use District

Council Districts: 4, 5, 13

Plan Area: Hollywood

Request: The approval of an Amendment to the Hollywood Signage Supplemental Use District; Adoption of a Mitigated Negative Declaration

Applicant: City of Los Angeles

At its meeting of January 8, 2009, following a public hearing, the following action was taken by the City Planning Commission:

1. **Approved** the Amendment to the Hollywood Signage Supplemental Use District and **recommended** that the City Council approve and adopt the Amended Hollywood Supplemental Use District Ordinance (Exhibit E-1).
2. **Adopted** the attached Findings.
3. **Adopted** the attached revised Ordinance, incorporating the Commission's recommendations: (1) exempt projects from the Ordinance amendments that have signed an agreement with the Community Redevelopment Agency on or before November 12, 2008; (2) modify the Sign Reduction Program by reducing the amount of supergraphic signage granted for each square foot of billboard or pole sign removed; (3) include in the "purposes" section of the Amended Ordinance language that indicates the main purpose of this ordinance is for public benefit and enhancement of the Hollywood Community.
4. **Adopted** the attached revised Mitigated Negative Declaration No. ENV-2003-1377-MND (REC1) (Exhibit E-2).

Fiscal Impact Statement: There is a General Fund impact as administrative costs resulting from implementation are not recovered through fees.

This action was taken by the following vote:

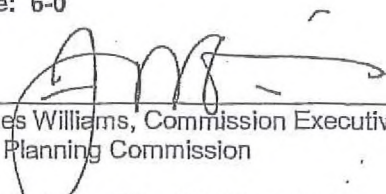
Moved: Hughes

Seconded: Woo

Ayes: Kezios, Lara, Montanez, Freer

Absent: Cardoso, Roschen

Vote: 6-0

  
James Williams, Commission Executive Assistant I  
City Planning Commission

The decision of the City Planning Commission is final on the mailing date of this determination.

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.

Attachment: Findings

Assistant City Attorney: Jeri Burge  
City Planner: Blake Kendrick



## Findings

### A. General Plan/Charter Findings

#### City Charter Section 556

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The Amendments to the Hollywood Signage SUD are in substantial conformance with the purposes, intent and provisions of the General Plan in the following respects:

The Hollywood Community Plan was adopted by the City Council on December 13, 1988. The proposed Amendment to the Hollywood SUD is in conformance with the following goals and objectives of the Community Plan:

1. To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area. 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.

This amendment proposes changes to regulations in order to encourage the construction, maintenance and retention of contemporary and historic forms of signage which will promote the advancement of a unique sign program for an area which is undergoing resurgence in commercial development. This amendment proposes changes that would enhance the use of contemporary types of signage such as supergraphics and electronic message displays for both on and off-site advertising. On and off-site advertising continues to be important to the economics of developing major commercial and entertainment facilities in Hollywood. In addition, the amended regulations will encourage iconic signs held to high design and illumination standards to ensure that Hollywood perpetuates its image as an international center of the motion picture industry.

2. Land Use Commerce Standards and Criteria: The focal point of the Community is the Hollywood Center. This center area shall function as the commercial center for Hollywood and surrounding communities as an entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods and the transportation and circulation system.

This amendment proposes changes that would enhance the Hollywood SUD's unique sign program to help create a visually exciting pedestrian environment which maximizes the visibility of Hollywood's historic architecture and distinguishes this area from that of nearby commercial areas. The Amended Hollywood SUD's regulations are designed to protect views of character-defining features of historic structures, views of the nearby Hollywood Hills, and Hollywood's scenic highways, including Sunset Boulevard. Amended regulations to protect these views include: 1) limiting the height of supergraphic signs to 150 feet above grade, 2) incorporating lighting and design standards for all signs, (3) reducing maximum permitted combined sign area by half, and (4) reducing the amount of supergraphic signage that is granted for each square foot of billboard, open panel roof sign, or pole sign removed. The amended ordinance also includes incentives for restoring historic signage on historic structures as a means of deriving additional revenue which may be used for the rehabilitation and maintenance of these structures. Amended regulations to minimize distractions to motorists caused by full motion electronic message displays include: 1) requiring electronic message displays to be built at a height where they do not interfere with views of traffic signals and other street directional signage – between 35 and 75 feet above grade, (2) requiring electronic message displays comply with illumination standards and minimize viewsheds to the greatest extent possible in order to not interfere with traffic signage and other directional signage, (3) an electronic message display will only be permitted if it is determined by the Director of Planning, in consultation with the General Manager of the Department of Transportation, that the sign will not present a safety hazard to traffic.

#### Charter Section 558

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience,



general welfare and good zoning practice. The SUD Amendments conform to public necessity, convenience, general welfare and good zoning practice in the following respects:

The amendments to the Hollywood SUD will enhance the unique characteristics of signage in Hollywood; promote historic signage in Hollywood; encourage enhanced aesthetics and quality lighting design of new signage; continue to encourage the development of new sign technologies while preserving historic architecture; and continue to eliminate blight by strengthening the effectiveness of the billboard reduction program.

The Amended Hollywood SUD contributes to the general welfare and good zoning practice by regulating signage in a manner that promotes a distinctive Hollywood design aesthetic, permitting signage which:

- Highlights the entertainment industry and other local businesses;
- Creates a lively, visually exciting atmosphere in Hollywood, while maintaining historic signage and structures;
- Allows newer building-mounted sign technologies which coordinate with and minimally obscure a building's architectural elements;
- Minimizes the obstruction of architectural elements, views of historic architecture, the Hollywood Hills, the Hollywood Sign, and scenic corridors;
- Reduces visual clutter and blight by encouraging the removal of billboards and pole signs through the enhanced sign reduction program;
- Protects residents from glare and protects pedestrians and motorists from traffic safety hazards.

#### **B. Hollywood Signage Supplemental Use District Findings**

The proposed Amendment furthers the following Hollywood SUD Purposes:

A. Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.

B. Provide a public benefit and enhancement to the community environment.

C. Promote appropriate and economically viable signage which:

1. Uses clear, attractive graphics;
2. Coordinates with the architectural elements of the building on which the signage is located;
3. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
4. Compliments and protects the character-defining features of historic buildings.

D. Limit visual clutter by regulating the number, size and location of signs.

E. Minimize potential traffic hazards and protect public safety.

F. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.

G. Protect and enhance major commercial corridors and properties.

#### **C. Environmental**

A Mitigated Negative Declaration [ENV-2003-1377-MND (REC1)] was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency finds that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment.



However, the following mitigation measures shall not be imposed as they were included in error in the Mitigated Negative Declaration. The Hollywood Sign District permits rooftop signs, so long as they comply with the Ordinance. As amended, this Ordinance would not permit rooftop signs to have a solid panel; however, open panel roof signs would still be permitted. Therefore, these mitigation measures shall not be imposed:

-MM 1C-2 a) No sign shall be located or mounted on a rooftop or on poles or other structures that pass through a rooftop.

-MM1C-2 b) No sign shall encroach into the airspace above any building or structure.

The following mitigation measures shall not be imposed as they do not represent a tailored, district specific approach to the lighting of Electronic Message Displays in Hollywood. These lighting mitigation measures may be too restrictive for the types, locations, and heights of Electronic Message Displays that are recommended to be permitted in the Hollywood SUD. Instead, the SUD provides general guidelines for lighting that are more appropriate. Currently, the citywide sign code is undergoing revision that may include more specific guidelines for lighting. Therefore, the following mitigation measures shall not be imposed:

- MM1D-2 When measured at ground level from any location other than the property on which an Electronic Message Display sign is located, an Electronic Message Display sign shall not, under any circumstances, increase the total amount of measurable light by more than 2 LUX above the ambient light level that exists when such Electronic Message Display sign is extinguished.

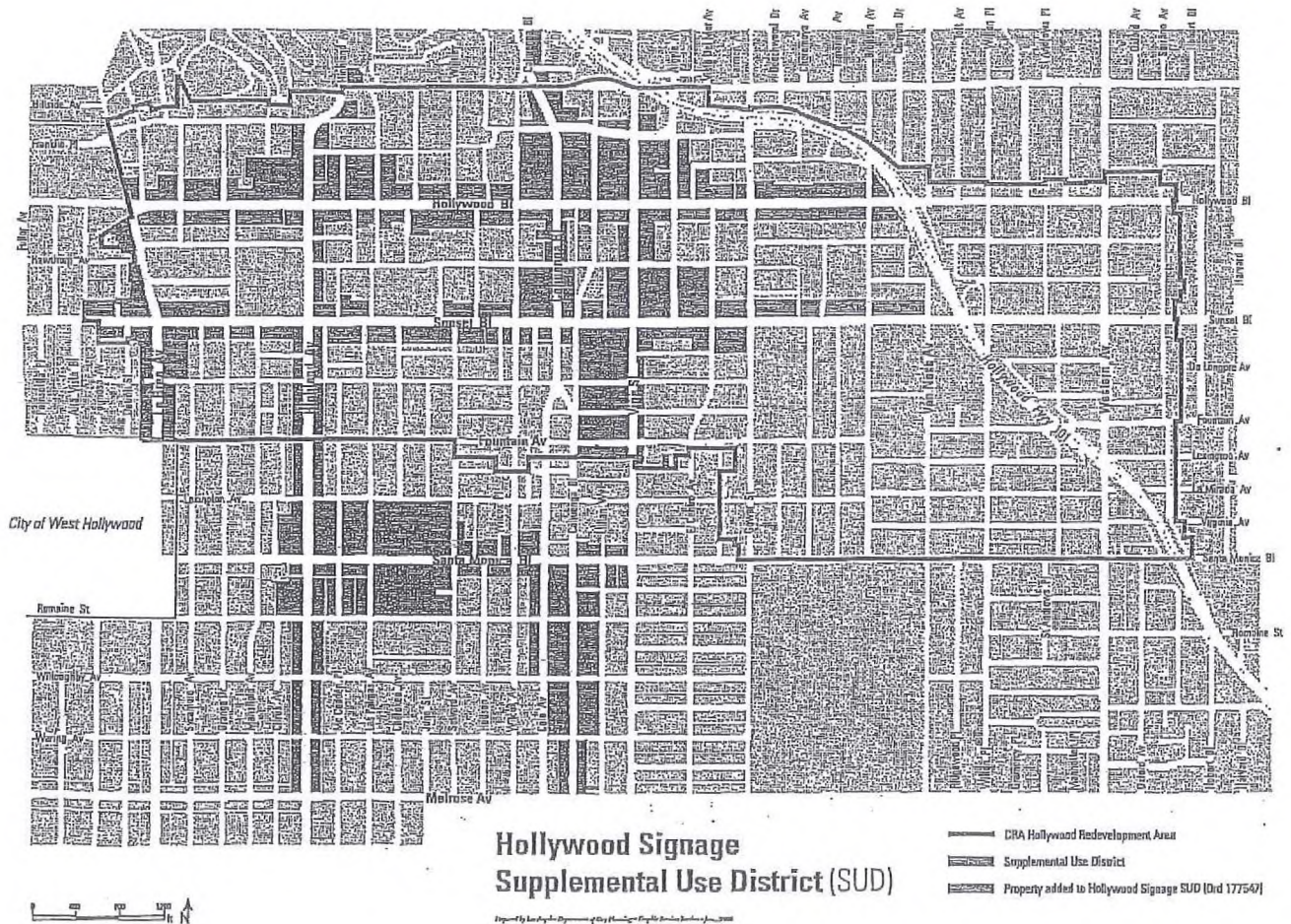
- MM1D-3 When measured from any location within a building on which an Electronic Message Display sign is located, such Electronic Message Display sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when such Electronic Message Display sign is extinguished, unless such light increase is the result of exterior atmospheric conditions.

The attached Mitigated Negative Declaration (Exhibit E-2) reflects the lead agency's independent judgment and analysis. The records upon which this decision is based are with the Environmental Review Section of the Planning Department in Room 750, 200 North Spring Street. Staff hereby recommends adoption of the Mitigated Negative Declaration (MND), with the revisions as stated above, the mitigation measures of which are implemented within the Ordinance Text.



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

**Section 1. AMENDMENT OF THE HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT.** The City Council hereby amends the Hollywood Signage Supplemental Use District, Ordinance No. 176172 applicable to that area of the City of Los Angeles shown within heavy lines on the attached map.





**Section 2. PURPOSES.** The Amended Hollywood Signage Supplemental Use District is intended to:

- A. Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
- B. Provide a public benefit and enhancement to the community environment.
- C. Promote appropriate and economically viable signage which:
  - 1. Uses clear, attractive graphics;
  - 2. Coordinates with the architectural elements of the building on which the signage is located;
  - 3. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
  - 4. Compliments and protects the character-defining features of historic buildings.
- D. Limit visual clutter by regulating the number, size and location of signs.
- E. Minimize potential traffic hazards and protect public safety.
- F. Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
- G. Protect and enhance major commercial corridors and 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 Los Angeles Municipal Code ("Code"). These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions which establish regulations that are different from, more restrictive than or more permissive than would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances.

**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 here shall be construed as defined in Sections 12.03 and 14.4 of the Code.

**ARCHITECTURAL LEDGE SIGN:** A sign with individual channel letters and/or a pre-fabricated image, which stands atop a horizontal projection forming a narrow shelf on a wall or architectural projection.



**AWNING SIGN:** Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

**BILLBOARD:** Any sign on one or more poles or columns which:

1. is 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. is 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; and
3. is structurally separate from an existing building or other improvement on a lot; and/or
4. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure.

**CAN SIGN:** A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet attached to the facade of a building. The face may be translucent or opaque and may be illuminated or non-illuminated.

**CAPTIVE BALLOON SIGN:** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

**CHANNEL LETTERS:** Three-dimensional, individually cut letters, numbers or symbols, which can be illuminated or non-illuminated.

**CHARACTER-DEFINING FEATURE:** Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic significance and is identified as character-defining in a survey report prepared by a Qualified Architectural Historian.

**CRA:** The Community Redevelopment Agency of the City of Los Angeles ("CRA").

**DIRECTOR:** The Director of Planning, or his or her designee.

**ELECTRONIC MESSAGE DISPLAY:** A Wall sign or Theater Marquee Sign, which displays still, scrolling or moving images, including video and animation. These displays utilize a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic or other electronic media.

**HANGING SIGN:** A type of sign with individual channel letters and/or a pre-fabricated image, which is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

**HISTORIC SIGN/SIGNAGE:** Any sign which is determined to be historically significant by a Qualified Architectural Historian.

**HISTORIC BUILDING:** A building or structure that is:



1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. is listed 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 or by a Qualified Architectural Historian 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. is listed as a historically significant building in a historic resources survey conducted by the CRA or the Director; or
4. is listed as a contributing structure to a National Register Historic District.

**ILLUMINATED ARCHITECTURAL CANOPY SIGN:** An enclosed illuminated structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

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

**OPEN PANEL ROOF SIGN:** A type of Roof Sign consisting of channel letters, graphic segments, open lighting elements or another open form which combines solid segments and transparent spaces.

**PEDESTRIAN SIGN:** A type of Projecting Sign which is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the face of the building.

**PILLAR SIGN:** A Freestanding Sign which is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

**PRINCIPAL BUILDING FACADE:** Any facade of a building located along a public street.

**QUALIFIED ARCHITECTURAL HISTORIAN:** A recognized expert in the field of architectural history whose qualifications are accepted by both the Director and the CRA.

**RESTORED HISTORIC SIGN:** A Historic Sign which has been restored and maintained in a manner which preserves the sign's historic significance as determined by a Qualified Architectural Historian.

**SANDWICH BOARD SIGN:** A portable sign consisting of two sign faces which



connect at the top and extend outward at the bottom of the sign.

**SOLID PANEL ROOF SIGN:** A type of Roof Sign consisting of one or more solid opaque panels, which in the aggregate equal more than one-third of the overall area of the sign face.

**SUPERGRAPHIC SIGN:** A sign, consisting of an image that is applied to and made integral with a wall, projected onto a wall, or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 14.4 et seq. of the Code, relating to Wall Signs, Mural Signs, Off-site Signs and/or Temporary Signs.

**THEATER MARQUEE SIGN:** A Marquee Sign, as defined by Sec. 14.4 of the Code, which is attached to a structure containing an area used for performances or for showing motion pictures.

**VACANT PROPERTY:** Any lot that does not contain an occupied building, structure or economic use.

**WINDOW SIGN:** A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against or otherwise placed within six feet of any window or door in such a manner that it is visible from outside the building.

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

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

**B. Prohibited Signs.** The following signs shall be prohibited:

1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. High-Rise Sign
5. Illuminated Architectural Canopy Signs
6. Pole Signs
7. Sandwich Board Signs
8. Signs for which a permit is required on Vacant Property
9. Signs covering window exteriors, except as Window Signs pursuant to Section 7 of this Ordinance.
10. Solid Panel Roof Signs
11. Skyline / Logo Sign
12. Temporary Special Displays
13. Inflatable Devices
14. Electronic Message Displays, except as Wall Signs or Theater Marquee Signs.

**C. Freestanding Signs.** There shall be no more than one Billboard, Pillar Sign or Pole Sign per



lot.

**D. Permitted Off-Site Signage.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on all types of permitted signs.

**E. Sign Area Calculation.** Sign area shall be calculated in accordance with the provisions of the Code.

**F. Maximum Permitted Combined Sign Area.** This Section supersedes any applicable subsections of Section 14.4 of the Code, as they pertain to maximum permitted sign area. The maximum permitted combined sign area for all Architectural Ledge Signs, Awning Signs, Electronic Message Displays, Illuminated Architectural Canopy Signs, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Pole Signs, legally permitted Projecting Signs which do not comply with this Ordinance, Wall Signs, and Window Signs a lot is two square feet of signage for each foot of linear street frontage. The amount of square footage of signage permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area was calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted.

Applicants may apply for a modification of maximum permitted combined sign area up to a maximum of 20 percent of the total wall area of the Principal Building Facade by following the procedures established in Section 8 of this Ordinance to obtain a sign area bonus. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

1. Any Historic Signs
2. Open Panel Roof Signs
3. Projecting Signs
4. Signs in Interior Courtyards or Plazas which are not visible from any public right-of-way.
5. Supergraphic Signs
6. Temporary Signs

**G. Interior Courtyards or Plazas.** Any sign in an interior courtyard or plaza of a non-historic building which is not visible from the street is only required to comply with Section 14.4 of the Code.

**H. Historic Buildings or Structures.** Signage on Historic Buildings or on lots on which Historic Buildings are located is allowed if:

1. The signage does not cover the Character-Defining Features or Historic Signage of the building, except for a limited period during restoration or rehabilitation of the Historic Building or Historic Signage, upon agreement with the Director through the Project Permit Compliance procedures of Section 11.5.7 of the Code; and
2. The signage does not alter or destroy Historic Signage or does not alter the street views of the Historic Signage on the building or adjacent Historic Buildings, including Historic Signage on which the message has been replaced due to deterioration; and
3. The signage does not interfere with street views of Character-Defining Features of the Historic Building on which the signage is located or any adjacent Historic Building; and



4. Affixing and removing the signage does not permanently alter the Character-Defining Features of the building upon which the sign is affixed; and
5. The signage blends with the architecture of the historic building and conforms with other provisions of this Ordinance.

**I. Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or approved plastics. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to both the Fire Department and the Department of Building and Safety for approval.

**J. Illumination.** All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. Electronic Message Displays shall be constructed, to the greatest extent possible, to have a limited pedestrian viewshed. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.

**K. Other Regulations.** All signs in District shall meet all of the following criteria:

1. The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.
2. All signage copy shall be properly maintained and free from damaged sign material and other unsightly conditions, including graffiti.
3. Any sign structure shall be at all times 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 facades originally covered by the signs shall be repaired / resurfaced with materials and colors that are compatible with the facades.



## **Section 6. SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS.**

**A. Prohibition.** 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 unless the sign complies with the requirements of this Ordinance, as determined by the Director, and relevant requirements of the Code.

**B. Planning Department Sign Off Required.** A permit may be issued by LADBS for the following signs with only a Planning Department sign off on the permit application:

1. Awning Sign
2. Information Sign
3. Monument Sign
4. Temporary Sign
5. Wall Sign which does not have an Electronic Message Display and measures 75 square feet in area or less.
6. Window Sign
7. Pedestrian Sign
8. Architectural Ledge Sign
9. Hanging Sign

**C. Project Permit Compliance 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 of the Code.

1. Electronic Message Display Sign
2. Marquee Sign
3. Open Panel Roof Sign
4. Pillar Sign
5. Projecting Sign
6. Supergraphic Sign
7. A sign which utilizes a sign area bonus, a transfer of a sign area bonus, a transfer of unused sign rights, or a sign reduction program
8. Wall Sign which measures greater than 75 square feet in area

**D. Redevelopment Agency Review Required.** All applications for signs within a redevelopment project area shall be approved by the CRA staff for that area, pursuant to any regulations or design guidelines adopted by the CRA, as well as the Director.

**E. Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photos of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the locations of all existing and proposed signage.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage which is located on the same property as a proposed sign. All existing signs that have not been issued a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance prior to approval of another sign on



the same lot as the noncompliant existing sign.

2. **Sign Application for a Historic Building.** If the proposed location for a sign is a Historic Building, or a building which is adjacent to a Historic Building, the applicant shall submit documentation prepared by a Qualified Architectural Historian, which verifies that the proposed sign will not obscure or alter Character-Defining Features, views of Character-Defining Features, Historic Signs, or views of Historic Signs on the building where the sign is located or any adjacent Historic Buildings, and that the sign blends with the architecture of the existing historic building.

**F. Findings Required for Project Permit Compliance Review.** In addition to the findings otherwise required by Section 11.5.7 C 2 of the Code, prior to approval of the Project Permit Compliance review, the Director shall also make the following findings:

1. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot;
2. All existing and proposed signs result in a complementary enhancement to the architecture on the lot;
3. All existing and proposed signs result in a visually uncluttered appearance;
4. All existing and proposed signs do not obscure street views of Character-Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills or the Hollywood Sign; and
5. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5 F of this Ordinance.
6. All proposed signage complies with the applicable guidelines found in Section 7 of this Ordinance.

**G. Request for Exceptions from Regulations.** The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant who is 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 Code. In granting an exception, the Area Planning Commission shall make all of the enumerated findings set forth in Section 11.5.7 F 2 of the Code.

**H. Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, all existing unpermitted signage on that lot shall be removed or demolished.

**I. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by Section 14.4 of the Code.

**J. Exception.** The provisions of this Ordinance shall not apply to any development where one or more of the following discretionary approvals initiated by application of the property owners or their representatives, was granted on or before November 12, 2008, and is still valid at the time an application for a permit is filed: Specific Plan Project Permit, Specific Plan Exception. In addition,



the provisions of this Ordinance shall not apply to any development for which a Sign Covenant Agreement has been approved by the Community Redevelopment Agency Board on or before November 12, 2008.

## **Section 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

### **A. Architectural Ledge Sign.**

1. **General.** Individual letters or numbers no taller than 24" or an icon no taller than 24" may stand atop a ledge. No solid panels or Can Signs shall be allowed.
2. **Location.** An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.
3. **Dimensions.**
  - a. **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically.
  - b. **Length.** A ledge which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.
4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

**B. Awning Signs.** Unless otherwise specified in this Ordinance, an Awning Sign shall comply with Section 14.4 of the Code

**C. Electronic Message Display.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, an Electronic Message Display shall only be permitted as a Wall Sign or a Marquee Sign if it complies with the following regulations:

#### **1. Location.**

- a. The bottom of a sign consisting of an Electronic Message Display as measured vertically shall be either:
  - I. Located between 35 and 75 feet above grade, as measured vertically; or
  - II. Located on a theater marquee.
- b. The top of a sign consisting of an Electronic Message Display, as measured vertically, shall not be greater than 75 feet above grade.
- c. An Electronic Message Display shall be permitted on the face of a building if:
  - I. It is determined by the Director, in consultation with the General Manager of



the Department of Transportation, that the location of the sign will not present a hazard to traffic; and

- II. If the building is a Historic Building, it is determined by the Director, with advice from a Qualified Architectural Historian, which attaching the Electronic Message Display will not damage the building or diminish the building's historical significance.

d. A Wall Sign consisting of an Electronic Message Display shall:

- I. Be located along a block frontage that is controlled by a traffic signal in the following locations:
  - Hollywood Boulevard between La Brea Boulevard and Argyle Avenue; or
  - Cahuenga Boulevard between Hollywood Boulevard and Sunset Boulevard; or
  - Sunset Boulevard between Cahuenga Boulevard and Gower Street; or
  - Vine Street between Yucca Street and Sunset Boulevard.
- II. Be limited to a maximum of one Electronic Message Display for each side of the block.

e. An Electronic Message Display shall be permitted on any Theater Marquee Sign, if:

- I. It is determined by the Director, in consultation with the General Manager of the Department of Transportation, that the location of the sign will not present a hazard to traffic, and
- II. The building is a Historic Building, it is determined by the Director, with advice from a Qualified Architectural Historian, that attaching the Electronic Message Display to a historic theater marquee will not damage the marquee or diminish the theater's historical significance.

2. **Area.** An Electronic Message Display which is located on a Wall Sign shall not exceed 300 square feet in area. An Electronic Message Display which is located on a theater marquee may replace the entire plastic message panel and shall be no larger than the sign panel which it replaces.

3. **Illumination.** Electronic Message Displays shall be illuminated such that the nighttime brightness and lighting intensity shall be significantly less than the daytime brightness and lighting intensity. The candelas emitting from the sign shall be significantly less after sunset than those emitted at sunrise.

#### **D. Hanging Sign.**

##### **1. General.**

- a. A Hanging Sign shall consist of individual letters or numbers no taller than 24" or an icon no taller than 24" which are suspended from a ledge.
- b. Solid panels and Can Signs are not permitted as Hanging Signs.
- c. The sign shall be oriented so that the message, graphic, or symbol on the sign is



- approximately parallel with the façade of the structure to which the sign is affixed.
- d. No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the façade of the structure to which the sign is affixed.

2. **Location.** A Hanging Sign shall only be located over an entranceway or window on the first floor of a building.

3. **Dimensions.**

- a. **Height.** The lowest portion of a suspended Hanging Sign shall be at least eight feet above the natural or finished grade as measured vertically.
- b. **Suspension supports** which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

4. **Projection.** A ledge designed to support a Hanging Sign may project a maximum of 3 feet from the building face where the sign is located.

**E. Information Signs.** Unless otherwise specified in this Ordinance, an information sign shall comply with Section 14.4 of the Code.

**F. Marquee Signs.** Unless otherwise specified in this Ordinance, a sign on a marquee shall comply with Section 14.4 of the Code.

**G. Monument Signs.** Unless otherwise specified in this Ordinance, a Monument Sign shall comply with Section 14.4 of the Code.

**I. Open Panel Roof Signs.** Notwithstanding the provisions of Sections 14.4 of the Code to the contrary, Open Panel Roof Signs shall be permitted if they comply with the following regulations:

1. **General.**

- a. Only one Open Panel Roof Sign shall be permitted on a building on a lot that has a street frontage of 50 feet or less. A maximum of two Open Panel Roof Signs shall be permitted on a lot that has a street frontage of more than 50 feet.
- b. The back side and structural framework of an Open Panel Roof Sign shall remain exposed to view.
- c. A new Open Panel Roof Sign shall not be permitted on a lot which has an existing Billboard, or a Solid Panel Roof Sign on top of the roof.
- d. No portion of the sign shall contain a solid panel.
- e. No roof signage shall be permitted which would obstruct an existing view of the Hollywood Sign or the Hollywood Hills, except when placed on a new structure more



than four stories in height.

**2. Location.**

- a. An Open Panel Roof Sign shall only be permitted on a building which is at least 40 feet in height.
- b. No Open Panel Roof Sign shall be permitted on a sloped roof.
- c. No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.
- d. An Open Panel Roof sign shall not be permitted on a building which is greater than 150 feet in height.

**3. Maximum Permitted Combined Sign Area.** The sign area of an Open Panel Roof Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage that an Open Panel Roof Sign faces.

**4. Area.**

- a. The total area of all Open Panel Roof Signs on a building shall not exceed 25 percent of the average of the wall area of all sides of the building.
- b. For each Open Panel Roof Sign:
  - i. At least one-third of the sign area shall consist of open space through which the structural framework may be viewed, and the remaining portion of the sign area shall consist of Channel Letters, channel graphic segments or open lighting elements; and

**5. Spacing.** An Open Panel Roof Sign shall be at least 100 feet from a Solid Panel Roof Sign, a Billboard, or an Open Panel Roof Sign on an adjoining lot.

- a. Spacing shall be measured between signs that are located on the same side of the same street.
- b. Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge.
- c. Spacing shall be measured along the center line of the street.

**6. Illumination.** Open Panel Roof signs shall only be illuminated between the hours of 7 A.M. and 2 A.M.



## **J. Pedestrian Signs.**

### **1. General.**

- a. No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.
- b. The text message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- c. A Pedestrian Sign shall not be a Can Sign.

### **2. Location.**

- a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that tenant space.
- b. Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant space floor space.

### **3. Dimensions.**

- a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 2 feet in width.
- b. **Height.** No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.

### **4. Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.

### **5. Projection From The Building Face.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building. All portions of the sign must be at least 8 feet above the sidewalk grade, as measured vertically.

**K. Pillar Signs.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, Pillar Signs shall comply with the following regulations:

### **1. General.** A Pillar Sign shall not be a Can Sign.

### **2. Location.**



- a. A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or pole sign.
- b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have one Pillar Sign.
- c. A Pillar Sign shall be set back at least 10 feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.
- d. A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, monument sign, projecting sign, Billboard or pole sign.

### **3. Dimensions.**

#### **a. Height.**

- I. A Pillar Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign
- II. The top of a Pillar Sign shall be at least 3 feet below the height of the shortest Principal Building Facade on the lot where the Pillar Sign is located.

- b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed 3 feet.

- 4. **Landscaping Requirements.** Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

**L. Projecting Signs.** Notwithstanding the provisions of Sections 14.4 of the Code to the contrary, projecting signs shall comply with the following regulations:

#### **1. General.**

- a. The text message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.
- b. No text message or logos shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

#### **2. Location.**

- a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.
- b. There shall be a minimum distance of 20 feet, measured horizontally, between a



Projecting Sign and any other type sign, except for a Pedestrian Sign, Wall Sign or Window Sign.

- c. A new Projecting Sign shall be located at least 1 foot from an interior lot line, as defined by the Building and Safety Department.

### **3. Dimensions.**

- a. A Projecting Sign shall not exceed 50 feet in height as measured vertically from the bottom of the sign to the top of the sign, unless approved as a design element in a Project Permit Compliance review.
  - b. The width of the sign face of a projecting sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 4 feet. This measurement does not include the dimensions of the sign's supporting structure.
  - c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed 2 feet in width.
4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign, unless a greater height above the wall or parapet is approved as a design element of a Project Permit Compliance review.
5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.
6. **Maximum Permitted Combined Sign Area.** The sign area of a Projecting Sign shall not be included in calculating the maximum permitted combined sign area allowed on the street frontage where a Projecting Sign is located.

## **N. Supergraphic Signs.**

### **1. General.**

- a. A Supergraphic Sign shall not be allowed on any lot where a Billboard or Solid Panel Roof Sign is located.
- b. To qualify for a Supergraphic Sign an applicant shall participate in the sign reduction program, pursuant to Section 9 of this Ordinance.

### **2. Location.**

- a. A Supergraphic Sign shall not cover architectural features or Character-Defining Features of a façade on a historic building.
- b. A maximum of two Supergraphic Signs may be located on a building provided that the images cannot be viewed at the same time from any one location. No two



Supergraphic Signs shall be permitted on a single building frontage.

- c. The topmost portion of a Supergraphic Sign shall not be located greater than 150 feet above grade, as measured vertically.
- 3. **Maximum Permitted Combined Sign Area.** The sign area of a Supergraphic Sign shall not be included in calculating the maximum permitted combined sign area allowed on the building frontage where a Supergraphic Sign is located.
- 4. **Area.**
  - a. A Supergraphic Sign shall be at least 1200 square feet in size.
  - b. The written message, including logos, shall not exceed 15 percent of the total area of the sign. Depiction of any logo or text shall be counted as text.
- 5. **Construction.**
  - a. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.
  - b. The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.
  - c. A Supergraphic Sign shall not cover doors, vents, rescue windows or other openings that serve occupants of the building.

**O. Temporary Signs.** Unless otherwise specified in this Ordinance, a temporary sign shall comply with Section 14.4 of the Code.

**P. Wall Signs.**

- 1. **Location.**
  - a. Notwithstanding the provisions of Section 14.4 of the Code to the contrary, no portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except as an Electronic Message Display.
  - b. A Wall Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.
- 2. **Area.** A single Wall Sign shall not exceed 300 square feet in area.

**Q. Window Sign.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4 of the Code and the following regulations:

- 1. **Location.** No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.



2. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. Number of such signs is not limited by this regulation, but aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

**Section 8. MAXIMUM PERMITTED COMBINED SIGN AREA BONUS.** An applicant may obtain a modification to the maximum permitted combined sign area for Architectural Ledge Signs, Awning Signs, Electronic Message Displays, Hanging Signs, Information Signs, Marquee Signs, Monument Signs, Pedestrian Signs, Pillar Signs, Wall Signs, and Window Signs by submitting a Project Permit Compliance application to the Director for approval pursuant to Section 11.5.7 of the Code. Maximum permitted combined sign area may be modified by removing specified types of legally permitted nonconforming signage, restoring historic signage, or transferring unused sign rights from a historic building to a non-historic building. The sign area of a legally permitted nonconforming sign which may be applied towards a sign area bonus does not include the support structure of the sign. An applicant whose modification to maximum permitted combined sign area involves a transfer of sign rights shall also comply with Subsection D of this section. The following types of modifications of maximum permitted combined sign area are available:

**A. Removal of legally permitted signage which is prohibited by this Ordinance.**

One hundred percent of the sign area of any legally permitted sign which is prohibited by Section 5 B of this Ordinance may be applied as a bonus to the maximum permitted combined sign area upon removal and final inspection and approval of the removal of the prohibited sign. Rights to the sign area bonus may be used on the property where the sign was removed, traded or sold for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for a sign area bonus and the transfer of a sign area bonus expires three years after the removal of the signs. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

**B. Restoration of historic signage.** One hundred percent of the sign area of a restored historic sign may be applied as a bonus to the maximum permitted combined sign area. Rights to this sign area bonus may be used on the property where the sign was restored, traded for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for this sign area bonus and the transfer of a sign area bonus expires one year after completion of restoring a historic sign. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

**C. Transfer of Unused Sign Rights from a historic building within the Hollywood Signage Supplemental Use Area to a non-historic building within the Hollywood Signage Supplemental Use Area.** One hundred percent of the unused maximum permitted combined sign area on a historic building can be transferred from the street frontage(s) of the historic building to a non-historic building or buildings within the Supplemental Use District. Maximum permitted combined sign area on a historic building shall be defined as two times the street frontage of the lot on which the historic building is located. If the historic building is located on a corner and has more than one street frontage, the sign rights from all street frontages may be transferred. Transferred



unused sign rights may be used on a single site or multiple sites. The Director shall approve the transfer of unused sign rights to a non-historic building within the Supplemental Use District according to the procedures set forth in Subsection D of this section. If sign rights are being transferred from a historic building within a redevelopment area, the CRA may establish a fee as a condition for the transfer. The fee shall be used for the restoration of historic buildings within the redevelopment area.

**D. Procedures for the Transfer of A Sign Area Bonus and Transfer of Unused Sign Rights.**

The owner of a lot seeking a transfer of a sign area bonus or a transfer of unused sign rights shall follow these procedures:

1. Prior to the issuance of a building permit, the owner of a lot seeking a transfer shall file an application for the approval of a transfer plan with the Planning Department on a form prescribed by the Planning Department at the time of application for Project Permit Compliance review. The application shall be accompanied by photos of the building or lot from where the sign rights are being transferred and photos of the recipient building or lot where the transferred sign rights will be used. The application shall be accompanied by a fee equal to the application fee charged for a "Conditional Use by the City Planning Commission or Area Planning Commissions" pursuant to Section 12.24 U, as set forth in Section 19.01 C of the Code, to cover the cost of processing the application.
2. Prior to the issuance of a LADBS permit to the recipient of the transferred sign rights, the transfer shall be evidenced by a covenant, executed and recorded by the transferor and transferee. The covenant shall specify the total square footage of sign rights being transferred.
3. The Planning Department shall establish and maintain a record of transfers pursuant to this section.
4. The maximum permitted combined sign area on any facade which utilizes transferred sign rights pursuant to this section shall be limited to 20 percent of the total wall area of the Principle Building Frontage.

**Section 9. SIGN REDUCTION PROGRAM FOR SUPERGRAPHIC SIGNS.** No building permit shall be issued for a new Supergraphic sign within the Supplemental Use District prior to the removal, as evidenced by final inspection and approval of the removal of legally permitted billboards, solid panel roof signs or pole signs within the Supplemental Use District or the Hollywood Community Plan area, pursuant to the terms of the sign reduction program.

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

**A. Terms of Sign Reduction for Approval of A Supergraphic Sign.**

1. Within the Supplemental Use District.



- a. 1.75 square feet of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard, Solid Panel Roof Sign, and/or Pole Sign, which is at least 672 square feet in size which is removed from the Supplemental Use District; or
- b. 0.75 square foot of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard, Solid Panel Roof Sign and/or Pole Sign, which is less than 672 square feet in size that is removed from the Supplemental Use District.
- c. Applicants utilizing the bonus permitted by Subsection B below would be allowed three square feet of Supergraphic Sign for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is at least 672 square feet in size, and 1.5 square feet of Supergraphic Sign for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is less than 672 square feet in size.

**2. Within the Hollywood Community Plan Area, but outside the boundaries of the Supplemental Use District.**

- a. 1.75 square feet of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is at least 672 square feet in size which is removed within the Hollywood Community Plan Area; or
- b. 0.75 square foot of a Supergraphic Sign within the Supplemental Use District shall be approved for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is less than 672 square feet in size that is removed from the Hollywood Community Plan Area.
- c. Applicants utilizing the bonus permitted by Subsection B below would be allowed three square feet of Supergraphic Sign for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is at least 672 square feet in size, and 1.5 square feet of Supergraphic Sign for every square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign removed which is less than 672 square feet in size.

**B. Bonus for Increasing the Size of a Supergraphic Sign Pursuant to Removal of a Grouping of Billboards and Solid Panel Roof Signs from a Designated Area.** An applicant for a Supergraphic Sign may receive the bonus set forth in Subdivisions 1c and 2c of Subsection A above, by removing all of the Billboards and/or Solid Panel Roof Signs located within a minimum three block area of the Hollywood Community Plan Area. In order to qualify for this bonus a minimum of four Billboards and/or Solid Panel Roof Signs must be removed from the area. Where there are multiple ownerships of Billboards and/or Solid Panel Roof Signs, the bonus shall be apportioned among the owners according to the square footage of sign faces owned and removed. The Supergraphic Sign rights established under this subsection may be used on multiple sites provided that each Supergraphic Sign is at least 1,200 square feet in size pursuant to Section 7N3 of this Ordinance.



**C. Procedures for the Supergraphic Sign Bonus for the Removal of a Grouping of Billboards or Solid Panel Roof Signs.** The owner(s) seeking a Supergraphic Sign Bonus for the removal of a grouping of Billboards and/or Solid Panel Roof Signs shall follow these procedures.

1. Prior to the issuance of an approval for a Supergraphic Sign Bonus, the applicant(s) shall file an application for approval of the Supergraphic Sign Bonus with the Planning Department on a form prescribed by the Planning Department.

The application shall be accompanied by photos and a radius map showing the location of the Billboards and/or Solid Panel Roof signs to be removed. The application shall also show the ownership of the signs to be removed, the square footage of the sign faces to be removed and a scaled diagram of each sign to be removed. The application shall be accompanied by a fee equal to the application fee charged for a "Conditional Use by the City Planning Commission or Area Planning Commissions" pursuant to Section 12.24U, as set forth in Section 19.01 of the Code, to cover the cost of processing the application.

2. Prior to the issuance of a LADBS permit for a Supergraphic Sign utilizing this bonus, the applicants(s) shall file a covenant, executed and recorded by the applicant(s) and the Department of City Planning. The covenant shall specify the total square footage of Billboards and/or Solid Panel Roof Signs being removed from an individual site and prohibit any future Billboards and/or Solid Panel Roof Signs being located on the site.
3. The Department of City Planning shall establish and maintain a record of the Supergraphic Sign rights obtained and their use for each applicant pursuant to this subsection.

**Section 10. 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 Hollywood Signage Supplemental Use Ordinance are declared to be severable.



Sec. \_\_\_\_ The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of \_\_\_\_\_.

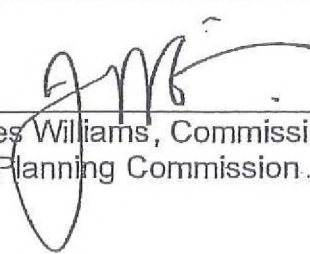
KAREN E. KALFAYAN, Interim City Clerk

By \_\_\_\_\_ Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Pursuant to Section 558 of the City Charter,  
the City Planning Commission on January 8, 2009,  
recommended this ordinance be adopted by the City Council.

  
\_\_\_\_\_  
James Williams, Commission Executive Assistant I  
City Planning Commission.

File No. \_\_\_\_\_



# SignDictionary: Hollywood

## Hollywood Signage Supplemental Use District

As a reference guide for the **permitted** and **prohibited** sign types in Hollywood, this document acknowledges and promotes the continuing contribution of signage to the distinctive aesthetic of Hollywood as well as the importance of controlling the blight created by poorly placed, badly designed signs throughout the area.

### Permitted Signs:

- are visually appropriate and economically viable
- use clear and attractive graphics
- coordinate with the architectural elements of the building on which it is located
- reflect a modern, vibrant image of Hollywood as the global center of the entertainment industry
- compliments and protects the character-defining features of historic buildings
- do not contribute to visual clutter
- minimize potential traffic hazards and protect public safety
- protect street views and scenic vistas
- enhance major commercial corridors and properties

CPC-2007-5866-SN

## Permitted Signage

### EXHIBIT E

#### Supplemental Staff Report

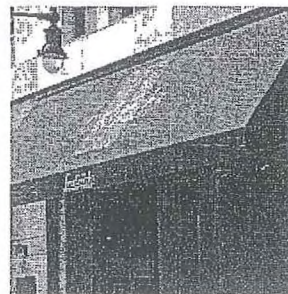
#### Architectural Ledge Sign

A type of roof sign with individual Channel Letters or an image identifying a business in the same building, or the individual numbers of an address, which stand atop a horizontal projection forming a narrow shelf on a wall or architectural projection.



#### Awning Sign

Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature such as a door or window or a landscape/site feature such as a patio, deck, or courtyard and which is constructed of fabric.



#### Channel Letter Wall Sign

Three-dimensional, individually cut letters, numbers or symbols, which can be illuminated or non-illuminated and affixed to the building facade.





## Digital Display

A theater marquee sign that displays still images, scrolling images, or moving images, including video animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, LED, plasma screen, LCD, fiber optic, or other electronic media or technology.



## Hanging Sign

A type of sign with individual channel letters and/or a prefabricated image, which is suspended from a horizontal architectural ledge or from the ceiling of an architectural recess.



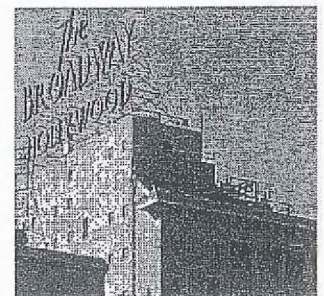
## Marquee Theater Sign

A sign that is located on a marquee, or a permanent roofed structure attached to and supported by the building projecting over public property.



## Open Panel Roof Sign

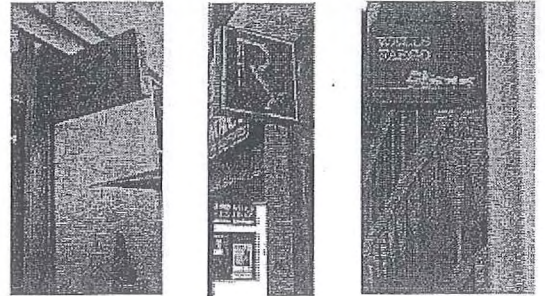
A type of roof sign consisting of Channel Letters, graphic segments, open lighting elements, or other open forms.





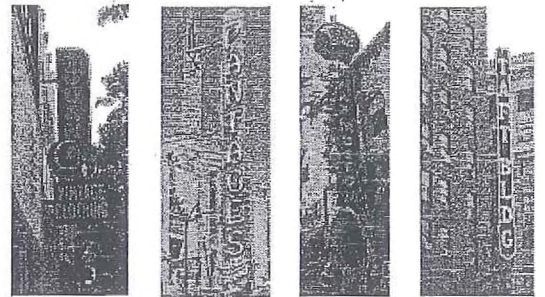
## **Pedestrian Sign**

A type of projecting sign that is attached to a wall or to the underside of an awning, architectural canopy, or marquee with one or two sign faces perpendicular to the building facade and that identifies a use or service exclusively or primarily by symbol.



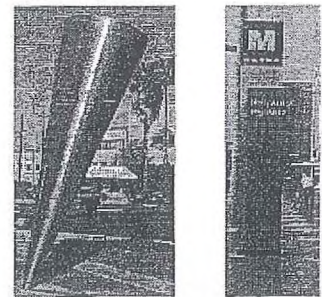
## **Projecting Sign**

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



## **Pillar Sign**

A freestanding sign which is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.



## **Window Sign**

A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within 6 feet of any window or door in such a manner that it is visible from outside the building.





# Prohibited Signage

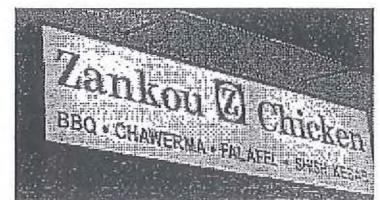
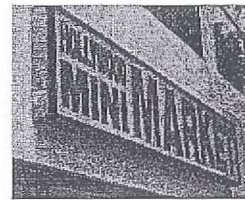
## Billboard

Any sign on one or more poles that is: 1) 4 feet or greater in height; 2) is structurally separate from an existing building, and/or; 3) is supported by independent footing inside an existing building or other improvement; 4) is supporting a sign panel that is attached to pole(s), post(s), or column(s) that may be cantilevered over a building.



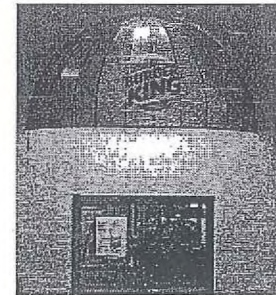
## Can Sign

A sign whose text, logos, or symbols are placed on the plastic face of an enclosed cabinet attached to the face of a building. The face may be translucent or opaque and may be illuminated or unilluminated.



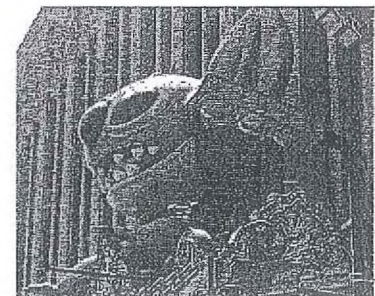
## Illuminated Architectural Canopy Sign

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



## Inflatable Device

Any cold air inflated object made of flexible fabric, resting on the ground or a structure, and inflated and sealed or equipped with a portable blower motor that provides a constant flow of air into the device. They are restrained, attached, or held in place by cord, rope, cable, or similar device and are used to attract the attention of the public.



## Pole Sign

A freestanding sign that is erected or affixed to one or more poles or posts and which exceeds a height of 12 inches from grade to the bottom of the sign, and does not comply with the definition of a billboard or pillar sign.





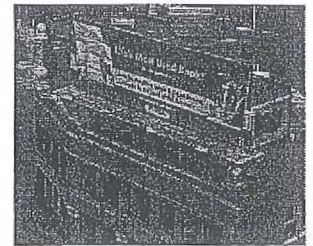
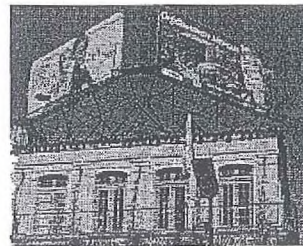
## Sandwich Board Sign

A portable sign consisting of two sign faces which connect at the top and extend outward at the bottom.



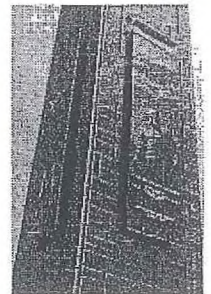
## Solid Panel Roof Sign

A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than 1/3 of the overall area of the sign face.



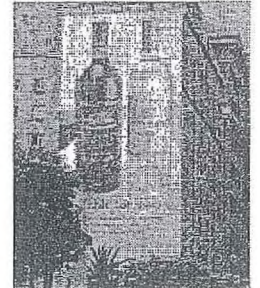
## Supergraphic Sign

A sign consisting of an image projected onto a wall or printed on vinyl, mesh, or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.



## Temporary Special Display

Signage that is used for special events, such as, but not limited to, a film or play premiere, or community events, such as, but not limited to, parades, festivals, and fairs.









**EXHIBIT F**

## Supplemental Staff Report

**PUBLIC HEARING AND COMMUNICATIONS****Summary of Public Hearing Testimony**

A public hearing on this matter was held at Selma Elementary School in Hollywood on Wednesday, November 12, 2008.

**Public Hearing**

- 60 people signed in at the public hearing
- 17 people filled out speaker cards and spoke at the public hearing
  - o 2 speaker cards were in Favor of Proposal
  - o 5 speaker cards were Against Proposal
  - o 10 speaker cards were General Comments

In general, comments regarding the proposed Sign District amendments fell into one of two groups – (1) those community members who wanted to see less signage regulations, and therefore were displeased with the more strict proposed amendments, and (2) those who wanted to see more restrictive signage regulations, and therefore wanted to see even more strict amendments proposed. Therefore, the comments from the public hearing have been divided into **Points in Opposition of More Restrictive Sign Regulations, Points in Favor of More Restrictive Sign Regulations, and General Comments.**

**Points in Opposition of More Restrictive Sign Regulations**

- Currently the CRA has prohibited Temporary Special Displays (TSDs) in their redevelopment area, but TSDs are still permitted under the Sign District, which means that the only place they are allowed are the industrial and commercial areas south of the Hollywood's historic core. This is a logical place for TSDs. In addition, Building and Safety has added an affidavit process to their application which means that people who legally get permits for TSDs must follow the rules. The problem is that many people aren't following the rules, and are putting up illegal signs. Legally permitted TSDs aren't the problem.
- The purpose of allowing TSDs was to reinforce Hollywood's role in the entertainment industry – and today a majority of the TSDs are entertainment related.
- Against the reduction in the amount of total signage a business can have, because businesses need all they can get. Signage is a good way to offset the cost of doing business in Hollywood.
- The City has made bad decisions about signage – especially with the digital billboard settlement – and now other sign companies are being punished with these reduced regulations.

**Points in Favor of More Restrictive Sign Regulations**

- The addition of illumination guidelines are good but want more concrete illumination regulations.
- Proposal is ok.
- Businesses may want more signage, but nearby residents are negatively impacted. At night, the signs are so bright that residents must keep blinds closed.



- Keep signage lighting low when approximate to residential uses.
- Do not want to permit supergraphics or electronic message displays because of blight and the damage to historic architecture. All supergraphics should be banned, the billboard reduction program/ supergraphic exchange program should be eliminated, and billboards should be reduced.
- The entire Sign District has been a mistake. Because of the signs residents are denied views of the hills and historic buildings. The whole ordinance should be repealed.
- Want a Design Review Board for all signage in the District.
- Concerned about rooftop signs especially at the new W Hotel.
- Electronic signage causes traffic problems.
- Signage doesn't coordinate with architecture, but distracts from it.

### **General Comments**

- Concerned about enforcement of illegal signs. Changing the regulations won't help improve enforcement.
- Enforcement could be improved if the signs were taxed.
- All of the illegal signage is a disgrace. We need to do a survey of all billboards to find out what is illegal, and then remove those illegal signs. Volunteers could be utilized for this work, and the violations can be published on a website.

### **Summary of Written Communications**

Written correspondence and emails from the public were accepted by the Hearing Officer for this case.<sup>2</sup>

- 31 written correspondences or emails were received at or after the public hearing.
  - o 9 were in Favor of More Restrictive Regulations
  - o 18 were in Opposition of More Restrictive Regulations
  - o 4 were General Comments

### **Points in Opposition of More Restrictive Sign Regulations**

- Removing the ability for businesses to install TSDs unfairly excludes small signage companies.
- Requiring all applicants of supergraphic signage to participate in a sign reduction program (removing billboards in exchange for new supergraphics) unfairly excludes small sign companies. Most existing billboards are owned by a few large sign companies or developers and small sign companies don't have access to the sign credits to trade for supergraphic signage. The combination of the removal of TSDs and the requirement of sign reduction credits from billboard removal to allow for new supergraphic signs prohibits small sign companies from posting supergraphics in the District. However, the provisions do not eliminate or reduce supergraphic signs, but just transfers ownership to large sign companies.

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<sup>2</sup> The written correspondences included in this section were received at or after the public hearing. It should be noted that the process of amending the Hollywood Signage SUD has been on-going for approximately one year, and many additional emails, phone calls, and letters were received by Planning Staff throughout this year. Summaries of these issues and communications are provided in the Project Analysis section of this Recommendation Report.



- Requiring all applicants of supergraphic signage to participate in a sign reduction program unnecessarily burdens the CRA/LA with regulations that interfere with its ability to implement state redevelopment law. Applicants of supergraphic signage should be able to enter into development agreements with CRA/LA in-lieu of providing full billboard take-down.
- The SUD should remain in effect and enforceable despite the adoption of an Interim Control Ordinance instituting a moratorium on supergraphic signage. Otherwise, a citywide ICO could prevent any supergraphic from temporarily being permitted in the Hollywood SUD.
- The guidelines for locating supergraphic signage on historic buildings is vague, and allow unfettered discretion to deny supergraphic signage on historic buildings, where the signs do not alter or destroy an historic building or historic signage. The amended SUD should permit supergraphic signage on historic buildings, except where the signage covers character defining features or alters or destroys the historic character of the building.
- Supergraphics are an important way to increase city revenue and provide needed services for all residents.
- Supergraphics create excitement in Hollywood. They are bright and energetic. Would rather look at a supergraphic sign than a building.
- Los Angeles is an Advertising City, and these supergraphics make Los Angeles a special place. The signs give character to this city.
- The proposed changes are a violation of constitutional rights.
- Revenue generated from supergraphics will allow property owners to put money back into their property.
- Murals do have a place in Hollywood, and should be permitted.
- All buildings should be given an incentive to improve; certain sign regulations could be used to encourage this.
- The maximum permitted combined sign area should not be reduced. Site-specific signage and graphics should not be punished for the abuse of public space by the billboard companies.
- Instead of just making the sign regulations more restrictive, what about utilizing a creative signage application, similar to what is being done in West Hollywood. This application encourages good sign design and could help with creativity in Hollywood.

#### **Points in Favor of More Restrictive Sign Regulations**

- Supergraphic signs should not be permitted. Want a total ban.
- Electronic signage should not be permitted.
- Hollywood today looks as if there are no sign regulations at all. Most signage is ugly, and makes our streets unpleasant places in which to be.
- The Sign Industry controls this city, and determines our urban environment.
- No tourists will come to Los Angeles eventually, because this entire city is just one big billboard. Tourists won't be able to see all that Hollywood has to offer since it will be covered in signs.
- Some people say that Hollywood should be like Times Square. But Times Square is just a few square blocks, much smaller than Hollywood.
- Pasadena is a model we should try to emulate – it is nice to walk around there since there isn't out of control signage.
- Concerned about the signage at the W Hotel – there is too much signage proposed there, including the roof signs.
- Signs are dangerously distracting to drivers and cause accidents.
- The supergraphic signs and "building wraps" are visual pollution and destroy the beautiful architecture in Hollywood.



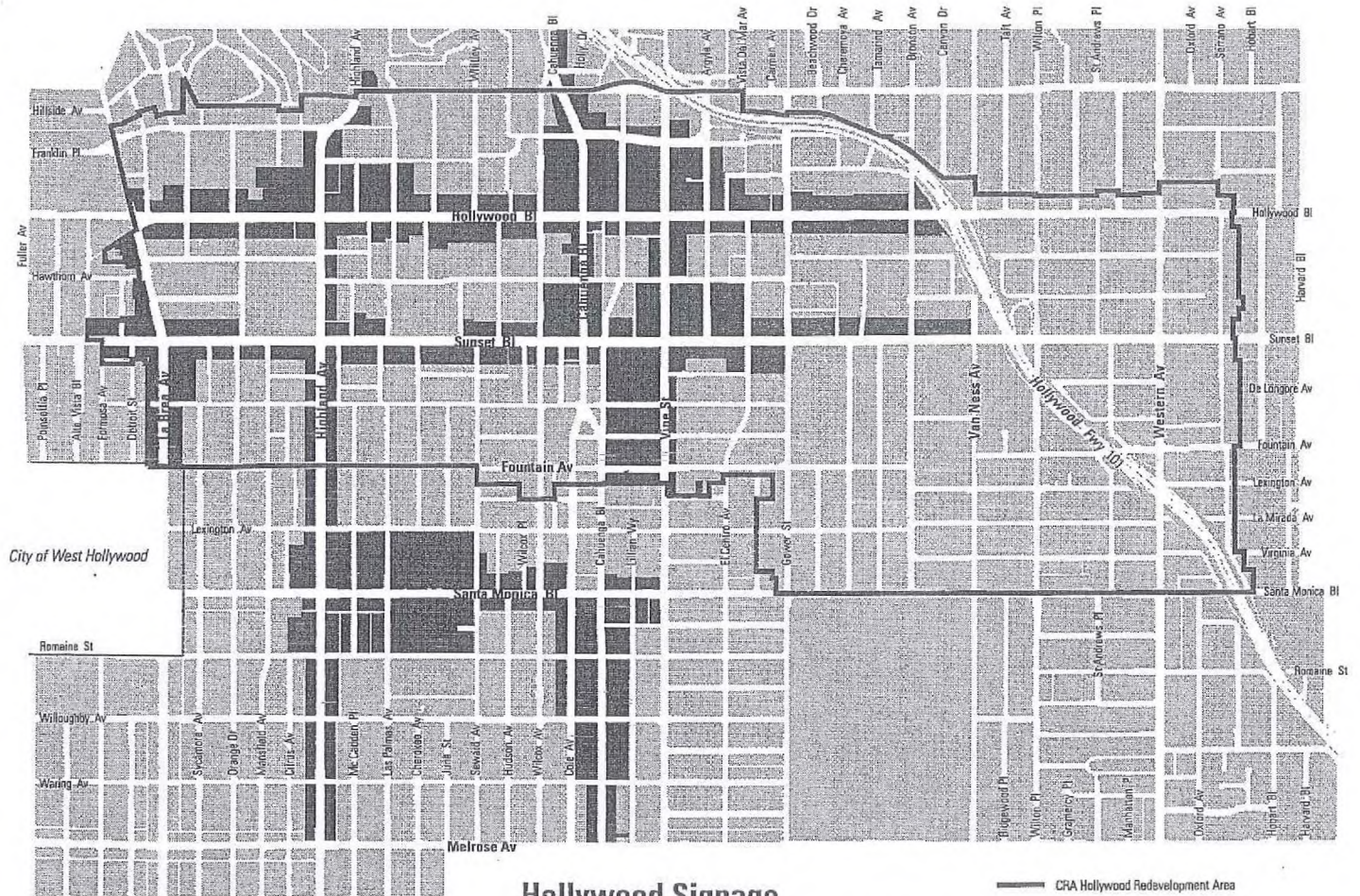
- If signage is within 500 feet of a residential area, then there need to be additional light restrictions in place to protect residents.
- The signs in Hollywood should be appropriate for children – signs for horror movies and liquor are inappropriate in certain locations. In addition, liquor advertisements do not promote the entertainment concept of Hollywood.
- The signs invade our public space without giving any benefit to the public.
- Historic buildings should not be defaced with signs. Attaching the signs destroys their beauty and also the actual building materials.

### **General Comments**

- Concerned about the use of city property to construct kiosk-type 3-panel signs (such as the bus shelter signs).
- Fines and penalties are insufficient to deter illegal signs and there is no enforcement of existing regulations.
- Concerned that our elected officials and other city leaders have neglected this issue and aren't addressing community concerns regarding billboards, illegal signs, and other visual blight.
- There is a lack of clarity and consistency with the interpretation of the SUD regulations. Some issues that need to be addressed include: opening the process, fairness, and transparency for the sign permitting process. There is too much room for cherry picking applications.
- Need more oversight to ensure consistency of enforcement and fair treatment of all permit applications whether they are large or small.
- Dislike digital billboards. Want to get rid of the billboards we have today.
- Want to see a one year moratorium on the conversion of traditional billboards into electronic billboards. Billboard conversion should take into account light and noise pollution.
- Signage should bring a stream of revenue to the City.



# EXHIBIT G



## Hollywood Signage Supplemental Use District (SUD)

- CRA Hollywood Redevelopment Area
- Supplemental Use District
- Property added to Hollywood Signage SUD (Ord 177547)

Prepared by Los Angeles Department of City Planning - Citywide Services Section - June, 2008







Determination Letter  
CP-2007-5866-SN  
Mailing Date: 9/16/2010

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Bill Delvac  
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The Hanover Company  
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LA Sign Association  
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