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

CITY PLANNING CASE:	ENVIRONMENTAL CASE:	COUNCIL DISTRICT:		
CPC-2018-6388-SN	ENV-2021-9959-EIR 14 – Jurado			
RELATED CASE NOS.:	COUNCIL FILE NO:	PROCEDURAL REGULATIONS:		
VTT-83482-CN-HCA CPC-2021-9958-TDR-SPR-HCA CPC-2024-8052-DA		□ Ch. 1A (Subject to Processes & Procedures Ord.)		
PROJECT ADDRESS / LOCATION:				
700 South Flower Street, 700 West 7th Street	et, and 711 South Hope Street			
APPLICANT:	TELEPHONE NUMBER:	EMAIL ADDRESS:		
NREA-TRC 700 LLC Dan Cote	(213) 454-4963	dcote@natrealestatedevelopment .com		
APPLICANT'S REPRESENTATIVE:	TELEPHONE NUMBER:	EMAIL ADDRESS:		
Craig Lawson & Co., LLC Andie Adame	(310) 838-2400	andie@craiglawson.com		
APPELLANT:	TELEPHONE NUMBER:	EMAIL ADDRESS:		
N/A				
APPELLANT'S REPRESENTATIVE:	TELEPHONE NUMBER:	EMAIL ADDRESS:		
N/A				
PLANNER CONTACT:	TELEPHONE NUMBER:	EMAIL ADDRESS:		
Kathleen King	(213) 847-3624	Kathleen.king@lacity.org		
ITEMS FOR CITY COUNCIL CONSIDERA	TION (IE. ENTITLEMENTS, LEGISLATIV	E ACTIONS):		
☑ The preparation of a draft ordinance	by the City Attorney will be required.			
Sign District				
FINAL ENTITLMENTS NOT ADVANCING FOR CITY COUNCIL CONSIDERATION: (UNAPPEALED OR NON-APPEALABLE ITEMS)				
N/A				
ITEMS APPEALED:				
N/A				

ATTACHMENTS:	REVISED:	ENVIRONMENTAL DOCU	MENT:	REVISED:		
□ Letter of Determination		☐ Categorical Exemption (Notice of Exemption)	n (CE)			
<ul><li>☑ Findings of Fact</li><li>☑ Staff Recommendation Report</li></ul>		☐ Statutory Exemption (	SE)			
☐ Conditions of Approval		□ Negative Declaration (ND)				
☐ T Conditions		☐ Mitigated Negative Declaration (MND)				
☑ Proposed Ordinances		☑ Environmental Impact Report (EIR)				
☐ Zone Change Map and Ordinance		☑ Mitigation Monitoring Program (MMP)				
☐ GPA Resolution		☐ Sustainable Communities				
☐ Land Use Map		Project Exemption (SC	•	_		
☐ Exhibit A – Plans		☐ Sustainable Communities Environmental Assessment (SCEA)				
☑ Mailing List (both Word and PDF)		☐ Sustainable Communities				
☑ Interested Parties List		Environmental Impact Report (SCEIR)				
☐ Appeal		☐ Appendices				
☐ Development Agreement		☐ Other:				
☐ Site Photographs						
☑ Other: Conceptual Plans						
NOTES / INSTRUCTIONS:						
Please create Council File.						
Copies of the Draft EIR and Final EIR are available on Planning's website: Draft EIR: <a href="https://planning.lacity.gov/development-services/eir/bloc">https://planning.lacity.gov/development-services/eir/bloc</a> Final EIR: <a href="https://planning.lacity.gov/development-services/eir/bloc-0">https://planning.lacity.gov/development-services/eir/bloc-0</a>						
CITY COUNCIL NOTICE TIMING:	NOTICE LIST (S	ELECT ALL):	NOTICE PUBLICATION	ON:		
☐ 10 days	□ Owner		☐ 10 days			
☐ 15 days	□ Applicant		□ 15 days			
☐ 24 days	☐ Adjacent/Abutting		☐ 24 days			
N/A / None     Other: Jenter here if applicable.	☐ 100' radius					
☐ Other: [enter here if applicable]	☐ 300' radius ☐ 500' radius		☐ Other: [enter here if applicable]			
	☐ Neighborhood Council					
	☐ Interested Parties					
	☐ Other: [enter here if applicable]					
FISCAL IMPACT STATEMENT:						
⊠ Yes □ No						
*If determination states administrative costs are recovered through fees, indicate "Yes."						

PLANNING COMMISSION:				
<ul> <li>☑ City Planning Commission (CPC)</li> <li>☐ Cultural Heritage Commission (CHC)</li> <li>☐ Central Area Planning Commission</li> <li>☐ East LA Area Planning Commission</li> <li>☐ Harbor Area Planning Commission</li> </ul>	<ul> <li>□ North Valley Area Planning Commission</li> <li>□ South LA Area Planning Commission</li> <li>□ South Valley Area Planning Commission</li> <li>□ West LA Area Planning Commission</li> </ul>			
PLANNING COMMISSION HEARING DATE:	COMMISSION VOTE:			
April 10, 2025	6 – 0			
LAST DAY TO APPEAL:	DATE APPEALED:			
May 30, 2025	N/A			
COUNCIL TIME TO ACT:	TIME TO ACT START:			
□ 30 days □ 45 days □ 60 days □ 75 days □ 90 days □ 120 days □ N/A / None □ Other: [enter here if applicable]  TRANSMITTED BY:	□ Appeal Filing Date  ⊠ Received by Clerk □ Last Day to Appeal □ N/A / None □ Other:  TRANSMITTAL DATE:			
Cecilia Lamas Commission Executive Assistant II	July 11, 2025			



#### LOS ANGELES CITY PLANNING COMMISSION

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

#### **LETTER OF DETERMINATION**

MAILING DATE: MAY 15, 2025

Case No.: CPC-2018-6388-SN Council District: 14 – Jurado

CEQA: ENV-2021-9959-EIR (SCH No. 2022120319)

Plan Area: Central City

Related Cases: VTT-83482-CN-HCA; CPC-2024-8052-DA;

CPC-2021-9958-TDR-SPR-HCA

Project Site: 700 South Flower Street; 700 West 7th Street; 711 South Hope Street

Applicant: NREA-TRC 700 LLC

Representative: Andie Adame, Craig Lawson & Co., LLC

At its meeting of **April 10, 2025,** the Los Angeles City Planning Commission took the actions below in conjunction with the approval of the following Project:

The establishment of a Sign District to regulate signage within the Project Site, including Digital Displays and Off-Site Signage.

- Found, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the Project was assessed in the previously certified Environmental Impact Report (EIR) No. ENV-2021-9959-EIR, certified on February 11, 2025, and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR, negative declaration, or addendum is required for approval of the Project;
- 2. **Approved** and **recommended** that the City Council **approve**, pursuant to Section 13.11 of the Los Angeles Municipal Code, the establishment of a Sign District ("-SN" Supplemental Use District) to regulate signage within the Project Site; and
- 3. Adopted the attached Findings.

The vote proceeded as follows:

Moved: Lawshe Second: Klein

Ayes: Choe, Mack, Newhouse, Zamora

Recuse: Cabildo

Absent: Diaz, Saitman

Vote: 6-0

Cecilia Lamas Commission Executive Assistant II

Los Angeles City Planning Commission

CPC-2018-6388-SN Page 2

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

Effective Date/Appeals: The decision of the Los Angeles City Planning Commission as it relates to the Sign District is appealable to City Council by any owner or lessee of property included in a proposed Sign District only, if disapproved in whole or in part, within 15 days after the mailing date of this determination letter. Any Appeal not filed within the 15-day period shall not be considered by the Council. All appeals shall be filed on forms provided at the Planning Department's Development Service Centers located at: 201 North Figueroa Street, Fourth Floor, Los Angeles, CA 90012; or 6262 Van Nuys Boulevard, Suite 251, Van Nuys, CA 91401.

#### FINAL APPEAL DATE: MAY 30, 2025

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

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

Attachments: Sign District Ordinance, Sign District Boundary Map, Sign Ordinance

Conceptual Sign Plans, Findings, Appeal Filing Procedures

cc: Milena Zasadzien, Principal City Planner

Mindy Nguyen, Senior City Planner

Kathleen King, City Planner

## DRAFT THE BLOC SIGN DISTRICT (APRIL 2025)

ORDIN	ANCE	NO.	
•			

An ordinance establishing The Bloc Sign District (Sign District) pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

**WHEREAS,** the General Plan Framework identifies The Bloc (Project) Site as within the Downtown Center, which is intended for the continuation and expansion of professional office, commercial, residential, transportation, cultural, entertainment, and visitor-serving functions that distinguish and uniquely identify the Downtown Center and that serve the greater Los Angeles region;

**WHEREAS**, the Project Site is located in the Downtown Community Plan area, and is designated for Transit Core land uses, which are dense centers of activity built around regional transit hubs and encourage a diverse mix of uses to create a vibrant around-the-clock environment, reinforcing Downtown as the primary center of urban activity with inviting and lively pedestrian environments and streetscapes;

**WHEREAS**, the Project Site consists of a full City block, bounded by 7<sup>th</sup> Street to the north, Hope Street to the east, 8<sup>th</sup> Street to the south, and Flower Street to the west; and is developed with existing office, commercial, retail, hotel and parking uses;

WHEREAS, the Project Site includes a pedestrian portal to the Metro 7th Street/Metro Center Station, an underground light rail and rapid transit station serving the A, B, D, and E lines of the Metro Rail system, and is in close proximity to multiple existing bus lines:

**WHEREAS**, the Project Site is currently improved with an integrated mix of visitor-serving, commercial, office uses proximate to the Metro 7<sup>th</sup> Street/Metro Center Station and the Project includes the addition of residential uses within a new residential tower;

**WHEREAS**, unique signage that informs and attracts visitors to the site will support the ongoing success of the existing diverse on-site uses, will maintain a flow of pedestrian traffic, and will navigate people to a major mixed-use development and public transit portal that serves as a gateway into Downtown Los Angeles;

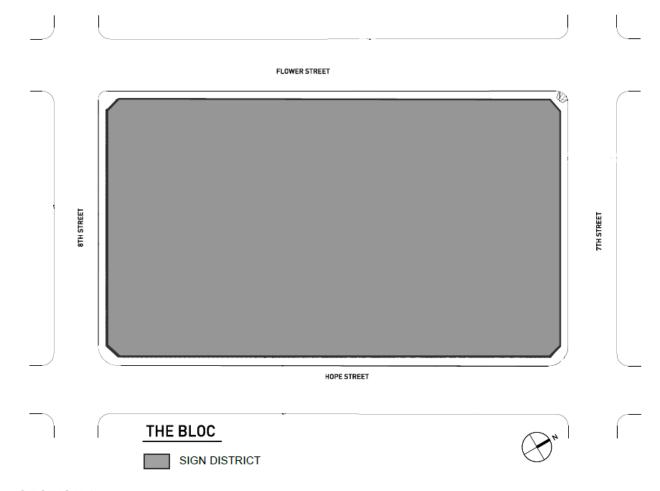
**WHEREAS**, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity and contribute to placemaking, by setting standards to provide for well-planned placement, design, and architectural integration of signage with consideration for surrounding uses and architectural design, and improving traffic safety including by directing functional wayfinding and building identification throughout the site.

## NOW, THEREFORE, THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

#### SECTION 1. ESTABLISHMENT OF THE BLOC SIGN DISTRICT.

The City Council hereby establishes The Bloc Sign District (Sign District), which shall be that area of the City shown within the heavy solid line as shown on **Map 1 - Sign District Boundary**, comprising the approximately 4.3-acre site encompassing the entire City block bounded by 7th Street to the north, 8th Street to the south, Hope Street to the east, and Flower Street to the west.

#### MAP 1 - SIGN DISTRICT BOUNDARY



#### **SECTION 2. PURPOSE.**

The Sign District is intended to:

- **A.** Support and enhance the land uses and urban design objectives of the Downtown Community Plan;
- **B.** Create a unique and recognizable identity through signage elements to enhance and contribute to the Financial Core neighborhood, draw visitors to the area, benefit the local economy, and improve aesthetics;
- **C.** Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- **D.** Ensure that new Off-Site Signs, Digital Displays, and other signage authorized by this Ordinance are responsive to and integrated with the aesthetic character of the structures on which they are located;
- **E.** Protect adjacent residential uses from potential adverse impacts by setting standards for signage amounts, size, illumination, and sign motion/animation; and

**F.** Coordinate the location, type and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

#### 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 Code. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- **B.** Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than those contained in the Code, this Ordinance shall prevail.

#### 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 Section 4C.11 (Signs) of the Code.

**Advertising Kiosk.** A wall sign or a freestanding, double-sided, ground-mounted sign, which is incorporated into a freestanding architectural structure; and which incorporates digital display elements and may include on-site or off-site signage.

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

**High-Rise Sign 2.** A sign located at least 100 feet above grade and attached to the wall of a building within close proximity to the top of the building.

**Off-Site Sign.** A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than within the boundaries of the Sign District.

On-Site Sign. A sign other than an Off-Site Sign.

**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 eyebolts and/or other materials or methods, and which does not comply with the following provisions of the Sections 4C.11.6.C.9 (Projecting Signs), 4C.11.6.C.5 (Marquee Signs), 4C.11.2 (Temporary Signs), and 4C.11.1.E.3 (Original Art Murals, Vintage Original Art Murals & Public Art Installations) of the Code.

#### SECTION 5. PROCEDURAL REQUIREMENTS.

- A. Building Permits. The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, or sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the applicable requirements of this Ordinance as determined by the Director of Planning (Director); and (2) applicable requirements of the Code.
- **B. Director Sign-Off Required.** With respect to the following signs, only a ministerial Director sign-off on the permit application shall be required prior to issuance by LADBS of a building permit:
  - 1. Supergraphics
  - 2. High-Rise Sign 2 Signs
  - 3. Advertising Kiosks

The Director shall approve the permit application if the sign complies with all the applicable requirements of this Ordinance and Conceptual Sign Plan (Appendix A), and applicable requirements of the Code. The Director's approval shall also be indicated by stamping and dating the permit plans.

- C. Exempt Signs, Murals, and Art Installations. LADBS permit applications for the following types of signs, Original Art Murals, and Public Art Installations shall be subject to the applicable LADBS review and approval, and/or Department of Cultural Affairs review and approval, and the applicable requirements of this Ordinance, and the Code, but are exempt from Director's review and do not require a Director's permit sign-off:
  - **1.** Awning Signs
  - 2. Illuminated Canopy Signs
  - 3. Marquee Signs
  - 4. Monument Signs
  - 5. Pedestrian Signs
  - 6. Projecting Signs
  - **7.** Wall Signs
  - 8. Window Signs
  - 9. Temporary Signs
  - 10. Original Art Murals
  - 11. Public Art Installations

- **12.** Signs or sign support structures installed by or on behalf of Metro which are exempt from local building codes and zoning ordinances pursuant to California Government Code Section 53090.
- D. Project Compliance. LADBS shall not issue a permit for the following signs unless the Director has issued a Project Compliance approval, pursuant to the procedures set forth in Section 13B.4.2 of the Code and the applicable standards set forth in Section 6 (General Requirements) and Section 7.A (Standards for Digital Displays) of this Ordinance:
  - **1.** Digital Displays
- **E.** Requests for Deviations, Modifications, and Interpretations of Regulations. The procedures for adjustments, exceptions, and interpretations to this Ordinance shall follow the procedures set forth in Section 13B.4 of the Code. The procedures for modifications of entitlement shall follow the procedures set forth in Section 13B.5.4 of the Code. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13B.1.2 of the Code.

#### SECTION 6. GENERAL REQUIREMENTS.

- A. General Requirements of the Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Sign District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations and sign illumination. However, Digital Displays, Supergraphic Signs, and Advertising Kiosks do not count towards the total sign area allocation of four square feet per foot of building frontage as identified in Section 4C.11.5.C.2 (Total Sign Area Allowed Sign Package 2) of the Code. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.
- **B.** Permitted Signs. Except as otherwise prohibited in Section 6.C (Prohibited Signs) of this Ordinance, below, and notwithstanding Section 4C.11.1.C.8 (Prohibited Signs) of the Code, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance, all signs otherwise permitted by the Code, and all previously legally permitted signs shall be permitted within the Sign District.
- **C. Prohibited Signs.** The following signs shall be prohibited:
  - 1. Inflatable Devices
  - 2. Pole Signs
  - 3. Roof Signs
  - **4.** Any sign not specifically authorized by this Ordinance or by the Code.
- D. General Sign Area and Location Requirements. The sign area and location of signage is subject to standards identified in Section 6 (General Requirements) and Section 7 (Standards for Specific Sign Types) of this Ordinance and Section 4C.11.1.C.9 (Prohibited Locations) of the Code. In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Los Angeles Fire

Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.

- **E. Illumination.** All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code shall apply. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:
  - Lighting onto Residential Units. All externally illuminated signs shall be designed, located, or screened so as to minimize to the extent reasonably possible, direct light sources onto any exterior wall of a residential unit. If signs are externally lit, the light source of the external illumination shall be shielded from public view at any residential unit.
  - 2. Sign Illumination Limitations. In accordance with Section 4C.11.1.C.3 (Sign Illumination Limitations) of the Code, no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three-foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. However, all illuminated signs shall be exempt from any applicable provisions from Section 4C.10.1 (Outdoor Lighting) of the Code.
  - **3. Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.
  - **4. Green Code.** All light sources, including illuminated signage, shall comply with the applicable provisions of CALGreen (Part 11 of Title 24, California Code of Regulations [CCR]), California Energy Code (Part 6 of Title 24, CCR) 130.3 and Section 140.8, and the Green Code of the City of Los Angeles.

#### 5. Illumination Standards.

- a. All Digital Displays visible from any property outside this Sign District shall have a maximum nighttime luminance, from sunset to sunrise, no greater than 200 candelas per square meter (cd/m2), and a daytime luminance, from sunrise to sunset, no greater than 6,000 cd/m². All Signs shall transition smoothly at a consistent rate from their daytime luminance to their nighttime luminance levels, beginning not less than 45 minutes prior to sunset, and concluding at sunset, and transition smoothly from the nighttime luminance from 45 minutes before sunrise until sunrise.
- b. Notwithstanding the maximum permitted nighttime luminance established by Section 5.a. of this Ordinance, above, Digital Displays operating between the hours of 10:00 pm and 2:00 am shall be further limited to a maximum luminance no greater than 150 cd/m².
- c. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 165 degrees and maximum vertical beam spread of 90 degrees and facing downward.

- F. Sign Illumination Plan. An initial signage illumination plan for the Digital Displays, Supergraphics, and High-Rise Sign 2 Signs proposed in the Conceptual Sign Plan (Appendix A), is provided in Appendix F of the Project's Draft Environmental Impact Report and case file: "The Bloc Sign Supplemental Use District Lighting Study" by Francis Krahe & Associates, Inc., dated February 23, 2024. No further signage illumination plan shall be required for signs that conform to the Conceptual Sign Plan. Signs that are not in conformance with Conceptual Sign Plan may be required to conform to a signage illumination plan imposed by the City or a court, in addition to all other enforcement mechanisms and liabilities under the Code. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of Project Compliance or other entitlement procedures for the signs set forth in Section 5 (Procedural Requirements) of this Ordinance. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The signage illumination plan shall also include specifications for all illumination, including maximum luminance levels, and provide for the review and monitoring of the displays by the City at the expense of the owner of the sign in order to ensure compliance with the regulations of this Section.
- **G. Illumination Testing Protocol for Digital Display.** Prior to the operation of any Digital Display, the applicant shall conduct testing as necessary to demonstrate compliance with the illumination regulations of this Ordinance, and provide a copy of the results, along with a certification from an LADBS approved testing agency, to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:
  - 1. Illuminance Testing. In order to determine whether the illumination complies with the requirements of this Ordinance, a representative testing site shall be established at or next to those residentially zoned properties adjacent to and outside of the Sign District area, which have the greatest exposure to signage lighting on each of the four facades of the Sign District area. An illuminance meter mounted to a tripod at eye level, facing the Sign District area illuminated signs, shall be calibrated and measurements taken to determine ambient light levels with the illuminated sign on and off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor.
  - 2. Luminance Testing. The luminance (cd/m²) of all Digital Displays shall also be measured from locations perpendicular to the Digital Display, at adjacent residentially zoned properties, and/or the public right-of-way to confirm conformance with the standards of this Ordinance.
  - 3. Re-testing. In addition, if as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code, or other applicable laws. LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this Section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with this Ordinance, the applicant or its successor shall immediately adjust the signage illumination to bring it into compliance and shall be subject to all of the enforcement provisions of the Code including administrative citations for continuing daily violations.

- **H. Refresh Rates.** The Refresh Rate is the rate at which a Digital Display, or Digital Display element on an Advertising Kiosk, may change content. The Refresh Rates are as follows and shall apply to Digital Displays and to Digital Display elements of Advertising Kiosks:
  - 1. Controlled Refresh Rate. The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds with an instant transition between images. The sign image must remain static between refreshes.
  - 2. Non-Controlled Refresh Rate. The Non-Controlled Refresh Rate shall permit images, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.
  - **3. Vehicular Safety Features.** Digital Displays which are visible from any public street shall incorporate the following measures:
    - a. Digital Displays shall not incorporate driver interaction features.
    - b. Digital Displays shall not use colors or images that replicate or could be confused with traffic safety signage.
    - c. Digital Displays shall not use stroboscopic or flashing images.
    - d. Digital Displays shall use dissolves for transitions between static and animated content.
- **I. Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:
  - 1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware and wall perforation from any abandoned / removed Sign shall be removed and building surfaces shall be restored to their original condition.
  - 2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
  - **3.** All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
  - **4.** Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign shall be hidden from public view.
  - **5.** 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.
  - 6. Signs that are no longer serving the current tenants, including sign structures, shall be removed and the building facades originally covered by the signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

#### J. Hazard Review.

1. In connection with the adoption of this Ordinance, the City has completed the initial review otherwise required under Section 4C.11.1.C.5 (Hazard to Traffic) of the Code

- for signs that adhere to the specifications set forth in this Ordinance and, therefore, shall require no further hazard or Code compliance review, except as set forth below.
- 2. In the event that: (i) any Digital Display is not in substantial conformance with the Conceptual Sign Plan (Appendix A); (ii) any sign does not adhere to the requirements of this Ordinance or requires an adjustment, exception or amendment to this Ordinance; or (iii) any sign is a New Technologies sign as set forth in Section 6.K of this Ordinance, below, the proposed sign will require a permit from LADBS and prior to submission to LADBS, must be submitted to the Los Angeles Department of Transportation (LADOT) for hazard evaluation and determination per Section 4C.11.1.C.5 of the Code. Until LADOT determines that any such sign, individually or in the aggregate with other signs authorized under this Ordinance, do not constitute a hazard, LADBS shall not issue a permit for the sign or sign structure.
- 3. In the event the City receives evidence or otherwise reasonably believes that any sign, including any sign that is in substantial conformance with the Conceptual Sign Plan (Appendix A) and adheres to the requirements of this Ordinance, is or is being operated in a manner that is, or otherwise constitutes, a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or which creates a condition that endangers the safety of persons or property, the City retains all rights to regulate such sign or to change the regulations applicable to the sign or to the sign district without compensation to the sign owner. LADBS may refer that matter to LADOT for hazard evaluation and determination per Section 4C.11.1.C.5 of the Code, and the City may order the sign owner to suspend or modify operations pending the LADOT'S hazard review and determination. If LADOT determines that the sign constitutes a hazard or creates a hazard or danger to traffic, pedestrians or other persons or property, the City may make the suspension or modification of the hazardous operation of the sign permanent.
- **I. Alterations, Repairs, or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.
- **J. 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.
- K. New Technologies. The Director may permit the use of any technology or material which did not exist as of the effective date of this Ordinance, provided that the material is approved by LADBS and that the technology or material is permitted under applicable state and federal laws, utilizing the Director's Interpretation procedure outlined in Section 13B.4.6 of the Code, if the Director finds that such technology or material is consistent with the regulations described herein.

#### SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

#### A. Digital Displays.

#### 1. Sign Area.

 The total combined sign area of Digital Displays shall not exceed 6,036 square feet.

- b. The sign area of an individual Digital Display shall not exceed 2,054 square feet.
- **2. Height.** Digital Displays shall not extend above the top of the building wall.
- **Number and Location.** Digital Displays shall be installed in substantial conformance with the number, size, and locations identified in the Conceptual Sign Plan (Appendix A).
- 4. Encroachment Over Property Line. Notwithstanding Section 4C.11.4.C.4 of the Code, Digital Displays shall be permitted to project over the public right-of-way, and the maximum allowed projection for any Digital Display is six feet, eight inches (and up to seven feet, seven inches at a corner radius), which applies to signs with a clear height of 18 feet or greater. Encroachment permits shall be obtained from the Bureau of Engineering (BOE), as applicable.

#### 5. Design.

- a. Digital Displays may use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology developed in the future but may not include strobe lights, flashing lights, revolving beacon, or any other technology that interferes with traffic safety or visibility.
- Digital Displays shall be integrated into the architectural design of the building and align with major building elements such as window banding or vertical or horizontal changes in material or texture. Signs which are in substantial conformance as to the design indicated on the Conceptual Sign Plan (Appendix A) are deemed to meet the requirement for architectural compatibility
- **6. Illumination.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
- 7. Refresh Rate. All Digital Displays shall be subject to the Controlled Refresh Rate.
- **8. Hours of Operation.** Digital Displays shall only be permitted to operate from 7:00 a.m. until 2:00 a.m.
- **9. On-Site and Off-Site Standards.** Digital Displays may be On-Site or Off-Site Signs. Section 4C.11.3.C (Off-Site Signs) of the Code shall not apply.
- 10. Public Art Requirement. The Developer shall make each Digital Display available for public art for a minimum of two minutes per hour. The Developer shall submit documentation in the form of agreements, or other documentation, satisfactory to the Department of City Planning, with said artists which detail the amount of time and selected images on each digital sign to demonstrate compliance. This obligation shall commence upon the operation for each digital display.
- 11. Sign Reduction Program. Except as otherwise set forth under Section 8 (Sign Reduction) of this Ordinance, no building permit shall be issued for any Digital Display prior to approval of a sign reduction plan and Project Compliance for that sign,

incorporating the terms and sign reduction ratios of Section 8. Digital Displays that are On-Site Signs are exempt from this requirement.

#### B. Supergraphic Signs.

#### 1. Sign Area.

- The total combined area of Supergraphic Signs shall not exceed 1,158 square feet.
- b. The sign area of an individual Supergraphic Sign shall not exceed 598 square feet.
- 2. Encroachment Over Property Line. Notwithstanding Section 4C.11.4.C.4 of the Code, the maximum allowed projection for any Supergraphic Sign is two feet, six inches (and up to five feet, four inches at a corner radius), which applies to signs with a clear height of 12 feet or greater. Encroachment permits shall be obtained from the BOE, as applicable.
- **3. Number and Location.** Supergraphic Signs shall be installed in substantial conformance with the number and locations identified in the Conceptual Sign Plan (Appendix A).
- **4. Illumination.** Supergraphic Signs may be non-illuminated or externally illuminated, subject to the applicable illumination standards of Section 6 of this Ordinance.
- **5. Hours of Operation.** Supergraphic Signs may be illuminated only from 7:00 am. to 2:00 am.
- **6. On-Site and Off-Site Standards**. Supergraphic Signs may be On-Site Signs and shall not be Off-Site Signs.
- 7. Digital Displays. Supergraphic Signs shall not include Digital Displays.

#### C. High-Rise Sign 2 Signs.

#### 1. Sign Area.

- a. The total combined area for High-Rise Sign 2 Signs shall not exceed 4,270 square feet.
- b. The sign area for an individual High-Rise Sign 2 Signs shall not exceed 900 square feet.
- 2. Number of Signs. Each building tower is permitted one High-Rise Sign 2 Sign per elevation, for a maximum of two High-Rise Sign 2 Signs per building tower, with the exception of the new residential tower which is permitted a maximum of three High-Rise Sign 2 Signs.
- **3. Height and Location.** High-Rise Sign 2 Signs shall be in substantial conformance with the height and location identified in Conceptual Sign Plan (Appendix A). For purpose of this Ordinance substantial conformance can also be achieved by complying

with the following regulations. On a flat-topped building, High-Rise Sign 2 Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 30 feet below the top of the roof parapet. On buildings with stepped, non-flat, or otherwise articulated tops, High-Rise Sign 2 Signs may be located within an area 30 feet below the top of the building or within an area 30 feet below the top of the parapet of the main portion of the building below the stepped or articulated top.

- **4. Design.** High-Rise Sign 2 Signs shall not be subject to Section 4C.11.6.C.3.B.vi or vii of the Code which limit signs to consist of open channel lettering or graphic segments, prohibit box and cabinet signs, and limit signs to one line of text.
- **5. Illumination.** High-Rise Sign 2 Signs may be non-illuminated, or internally or externally illuminated, subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
- **6. Hours of Operation.** High-Rise Sign 2 Signs shall be permitted to operate 24 hours a day.
- 7. On-Site and Off-Site Standards. High-Rise Sign 2 Signs shall be On-Site Signs.
- **8. Digital Displays.** High-Rise Sign 2 Signs may include Digital Display elements and are otherwise not subject to the standards of Section 7.A (Digital Displays) of this Ordinance.

#### D. Advertising Kiosks.

#### 1. Sign Area.

- a. The total combined sign area of Advertising Kiosks shall not exceed 312 square feet.
- b. The sign area of an individual Advertising Kiosk shall not exceed 64 square feet per side of the Advertising Kiosk.
- **2. Height.** Advertising Kiosks shall not exceed 10 feet in height to the top of the sign above grade or finished floor level.
- 3. Number and Location. A maximum of eight Advertising Kiosks shall be permitted and shall be in substantial conformance with the number and locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, substantial conformance for location can also be achieved if the Advertising Kiosk is located in the street and plaza levels and not primarily visible from the Public Right-of-Way.
- **4. Illumination.** Advertising Kiosks shall be internally illuminated; and Digital Display elements of Advertising Kiosks shall be subject to the applicable illumination standards of Section 6 (General Requirements) of this Ordinance.
- **5. Refresh Rate.** Any Digital Display elements or an Advertising Kiosk shall be subject to the Non-Controlled Refresh Rate.

- **6. Hours of Operation.** Advertising Kiosks shall be permitted to operate 24 hours a day.
- **7. On-Site and Off-Site Standards.** Advertising Kiosks may be On-Site or Off-Site Signs.
- **8. Digital Displays.** Advertising Kiosks may include Digital Display elements and are otherwise not subject to the standards of Section 7.A (Digital Displays) of the Code.

#### SECTION 8. SIGN REDUCTION.

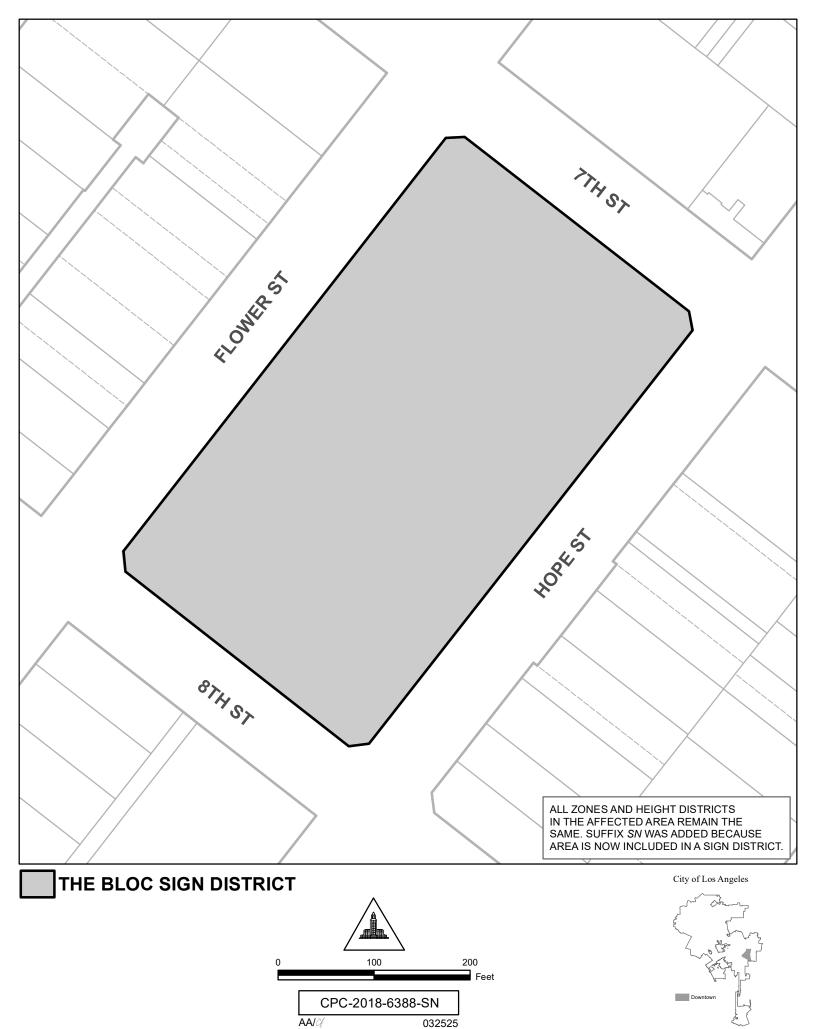
Sign reduction is required for all Digital Displays that are Off-Site Signs. An applicant shall seek approval of a sign reduction plan by filing a Project Compliance application with the Director pursuant to Section 13B.4.2 of the Code. The application shall demonstrate compliance with the following requirements:

- A. Removal of Off-Site Signage. A property owner or ground lessee within the Sign District area may be permitted to install Digital Displays that are Off-Site Signs only if the property owner or ground lessee demonstrates the removal of existing, legally permitted Off-Site Signs, including nonconforming Off-Site Signs, in existence as of the effective date of this Ordinance, that are removed from any other property located within the boundaries of Downtown Community Plan, based upon the following sign reduction ratios:
  - 1. **Digital Displays.** Each square foot of sign area of a new Digital Display shall be offset by a reduction of a minimum of two square feet of Off-Site Sign area.
- **B.** Proof of Legal Status, Removal Rights and Indemnification. Sign reduction credits shall not be awarded unless the applicant submits the following with the application form:
  - **1. Valid Building Permit.** A valid building permit demonstrating that the sign to be removed constitutes a legal use.
  - 2. Property Owner's Statement. Written statement(s) from the owner of the property from which the sign(s) will be removed and the owner of the sign(s) to be removed attesting that they have the legal right to remove the sign at issue and agree that if sign credits are issued, then once any sign is removed for the purpose of obtaining a sign credit, it may not be reinstalled. This written statement must be signed under penalty of perjury and notarized.
  - **3. Indemnification.** An executed agreement from the applicant promising to defend and indemnify the City against any and all legal challenges filed by a third party relating to the removal of the sign(s).
- **C. Proof of Sign Removal.** The applicant shall submit a final demolition permit and photographic evidence that the signs in question have been removed prior to the issuance of any new building permit for a Digital Display subject to this Section.
- **D. Transfer of Rights.** The removal of Off-Site signage pursuant to this Section shall not be used to install signs on any property outside of this Sign District, or in violation of the requirements of this Ordinance. Under no circumstances shall the removal of Off-Site signage be credited more than once for the approval of an Off-Site Digital Display within the Sign District.

#### SECTION 9. SEVERABILITY.

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

# The Bloc Sign District Map CPC-2018-6388-SN



# APPENDIX A CONCEPTUAL SIGNS PLANS CPC-2018-6388-SN

# The Bloc Sign District - Conceptual Sign Plan

March 26, 2025

Case No. CPC-2018-6388-SN

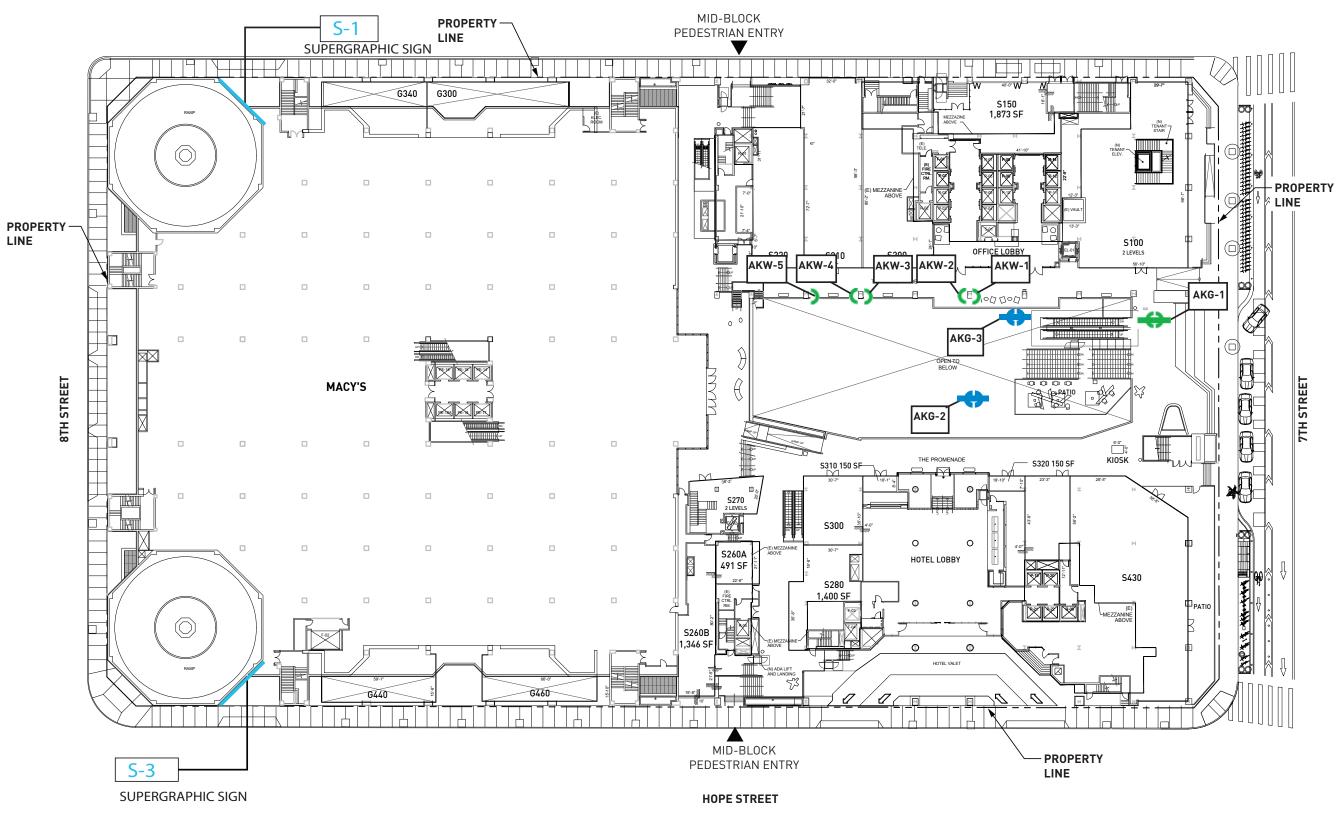
Site address: 700 S. Flower Street, 711 S. Hope Street, 700 W. 7th Street

Site Boundary: The block is bounded by 7th Street to the north, Flower Street to the west, 8th Street to the south and Hope Street to the east.

Legal Description: Lots 1 through 10 of Tract No. 53760

Lot Area: 186,674 SF

#### FLOWER STREET



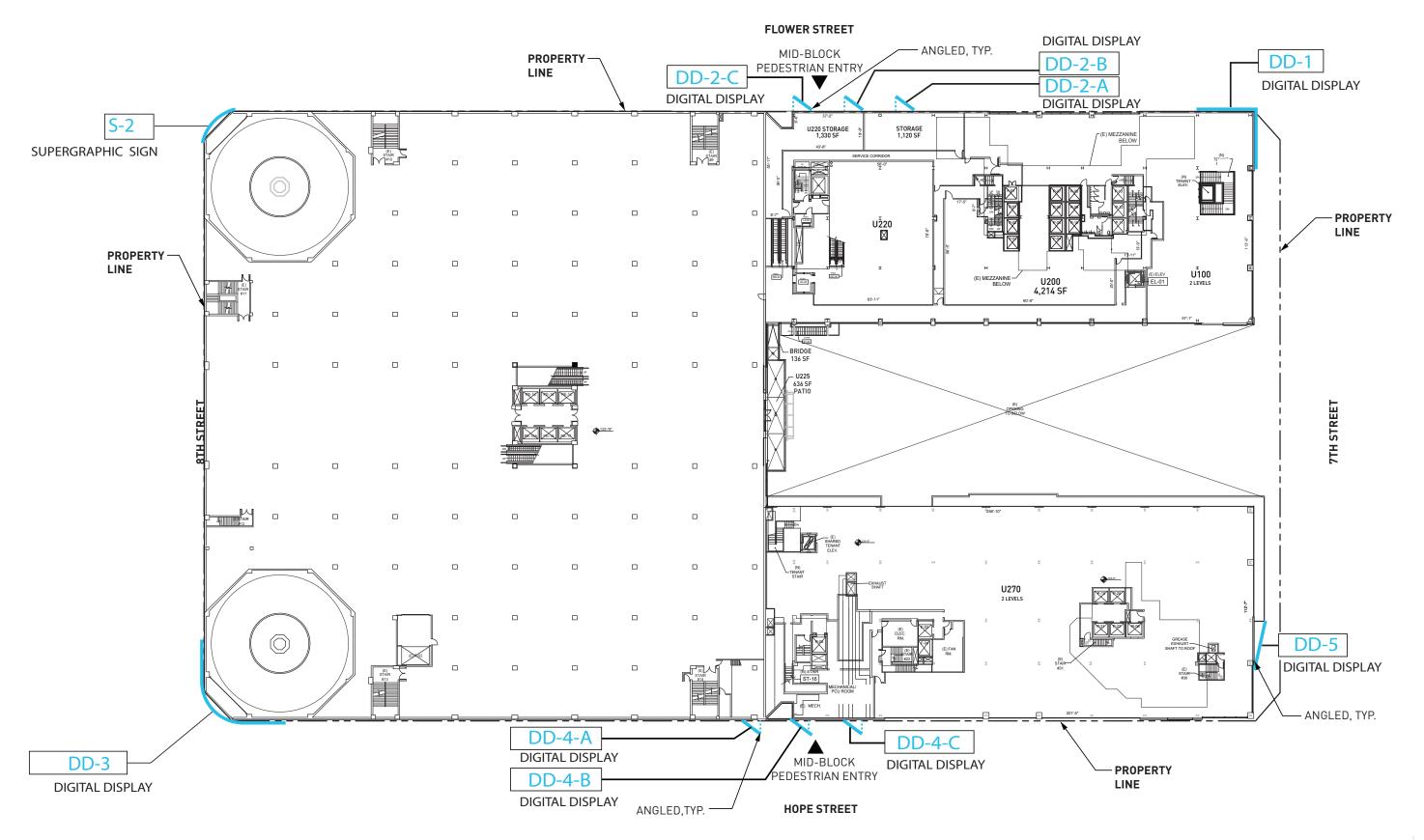
#### **PLAZA & STREET LEVELS**



WALL MOUNTED DIGITAL KIOSK - STREET LEVEL

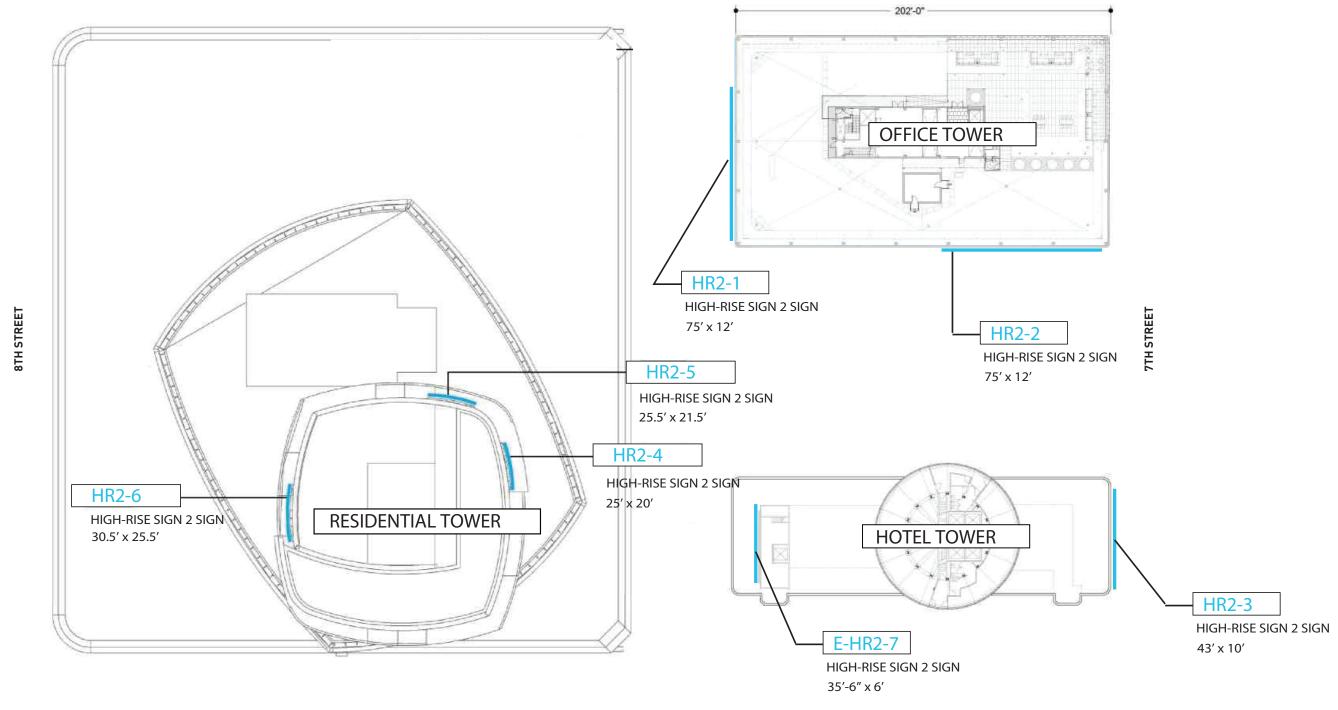






#### **SECOND LEVEL**



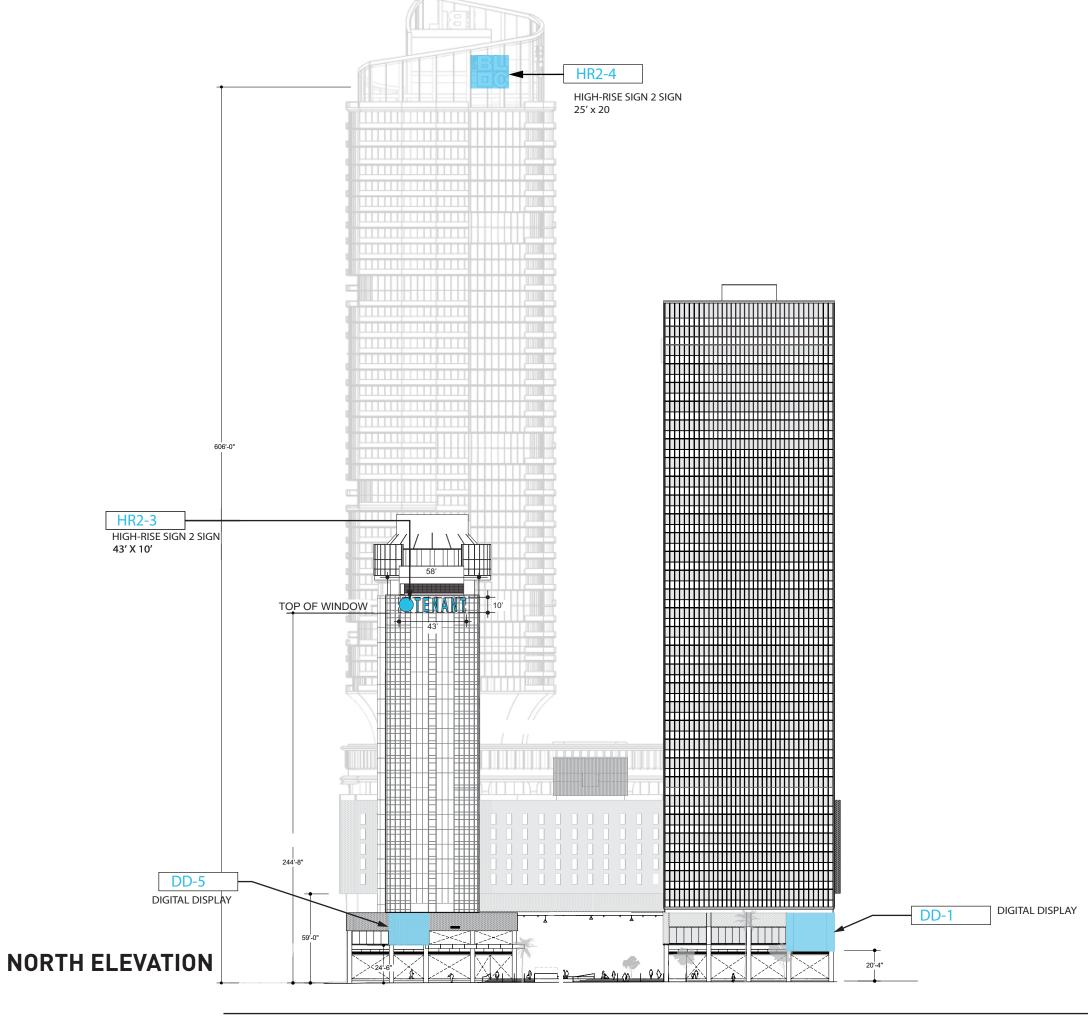


**HOPE STREET** 



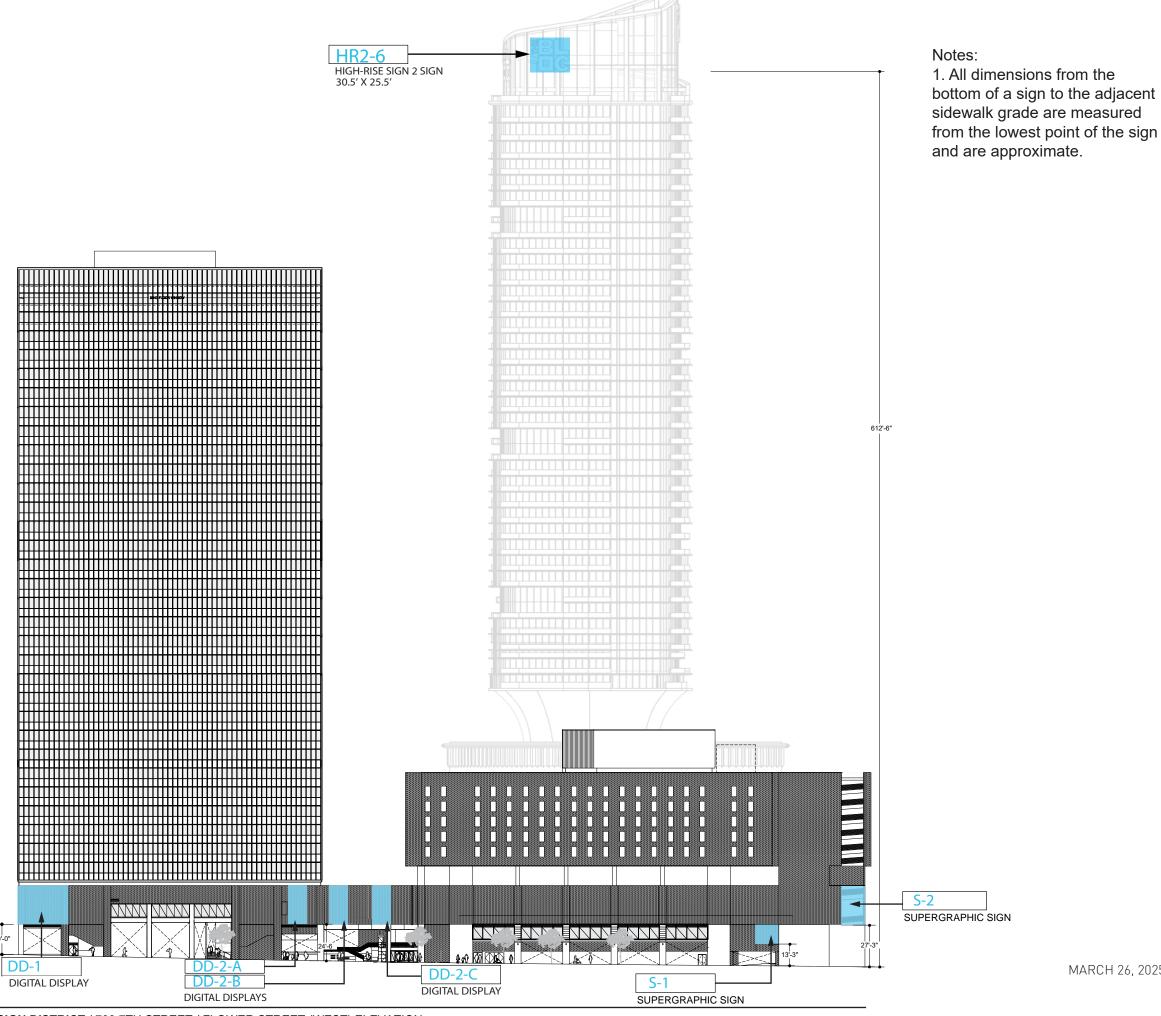


APRIL 4, 2025

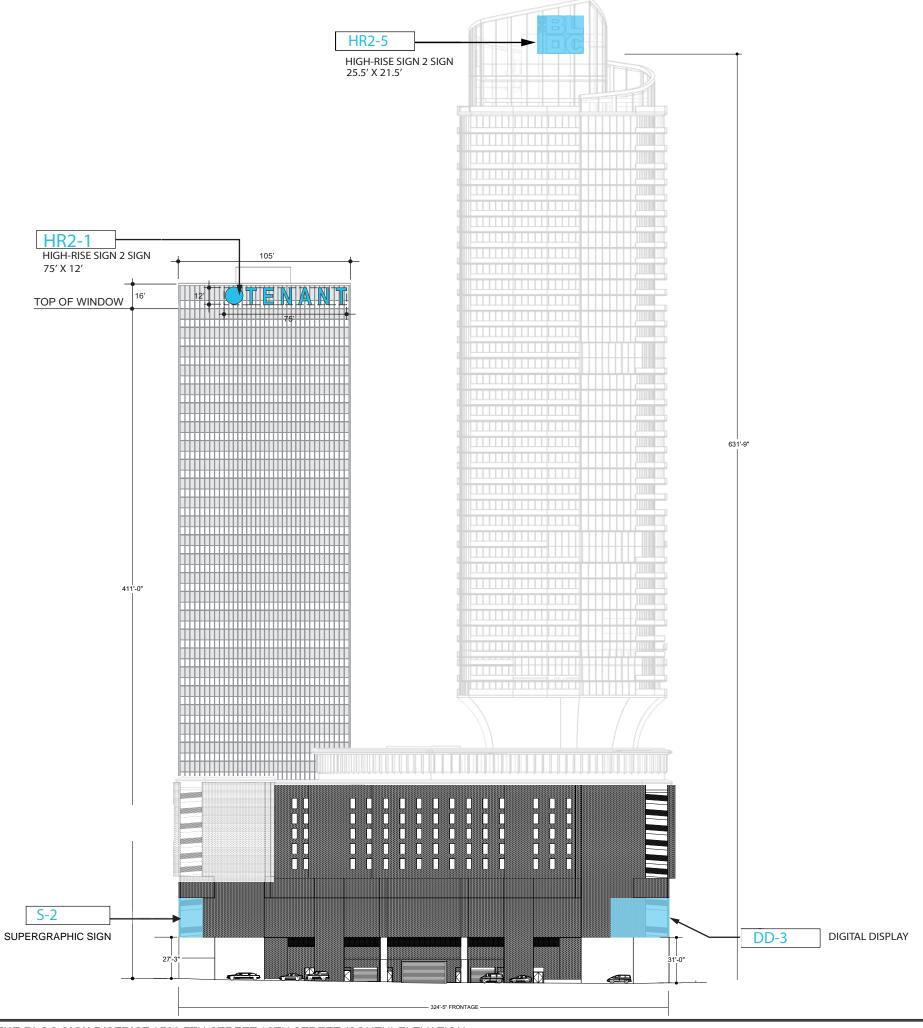


#### Notes:

1. All dimensions from the bottom of a sign to the adjacent sidewalk grade are measured from the lowest point of the sign and are approximate.



**WEST ELEVATION** 

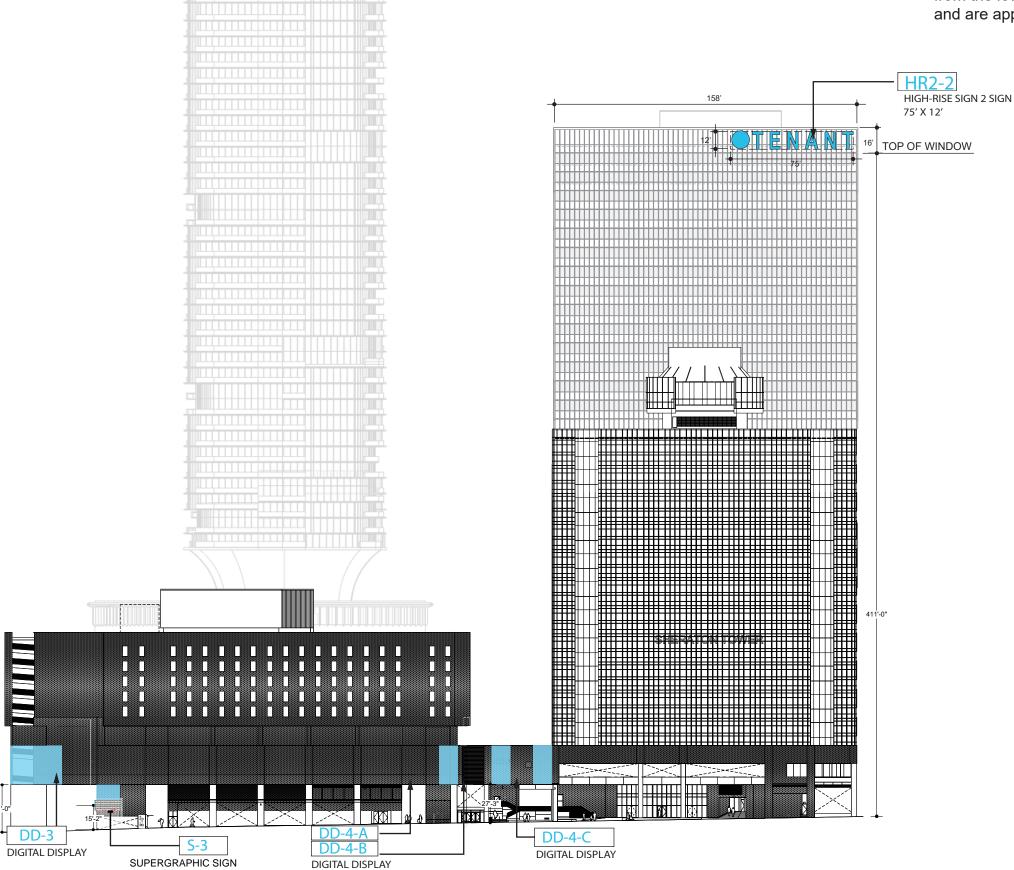


#### Notes:

1. All dimensions from the bottom of a sign to the adjacent sidewalk grade are measured from the lowest point of the sign and are approximate.

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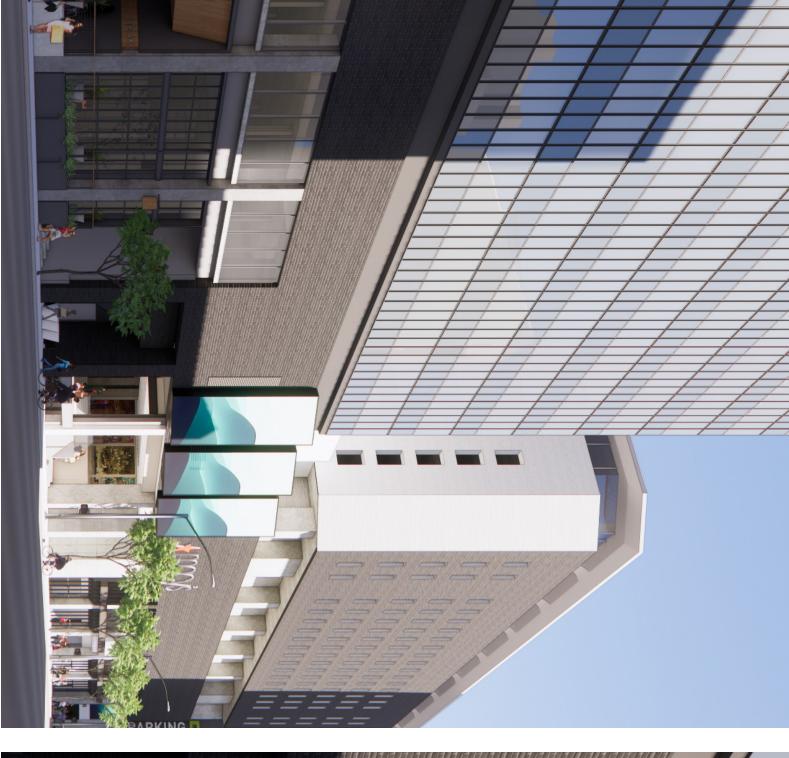
**EAST ELEVATION** 



Office Tower Corner - Facing 7th Street/ Northwest Corner

DD-1 60'w x 26'h

DD-2-A 12'w x 26'h





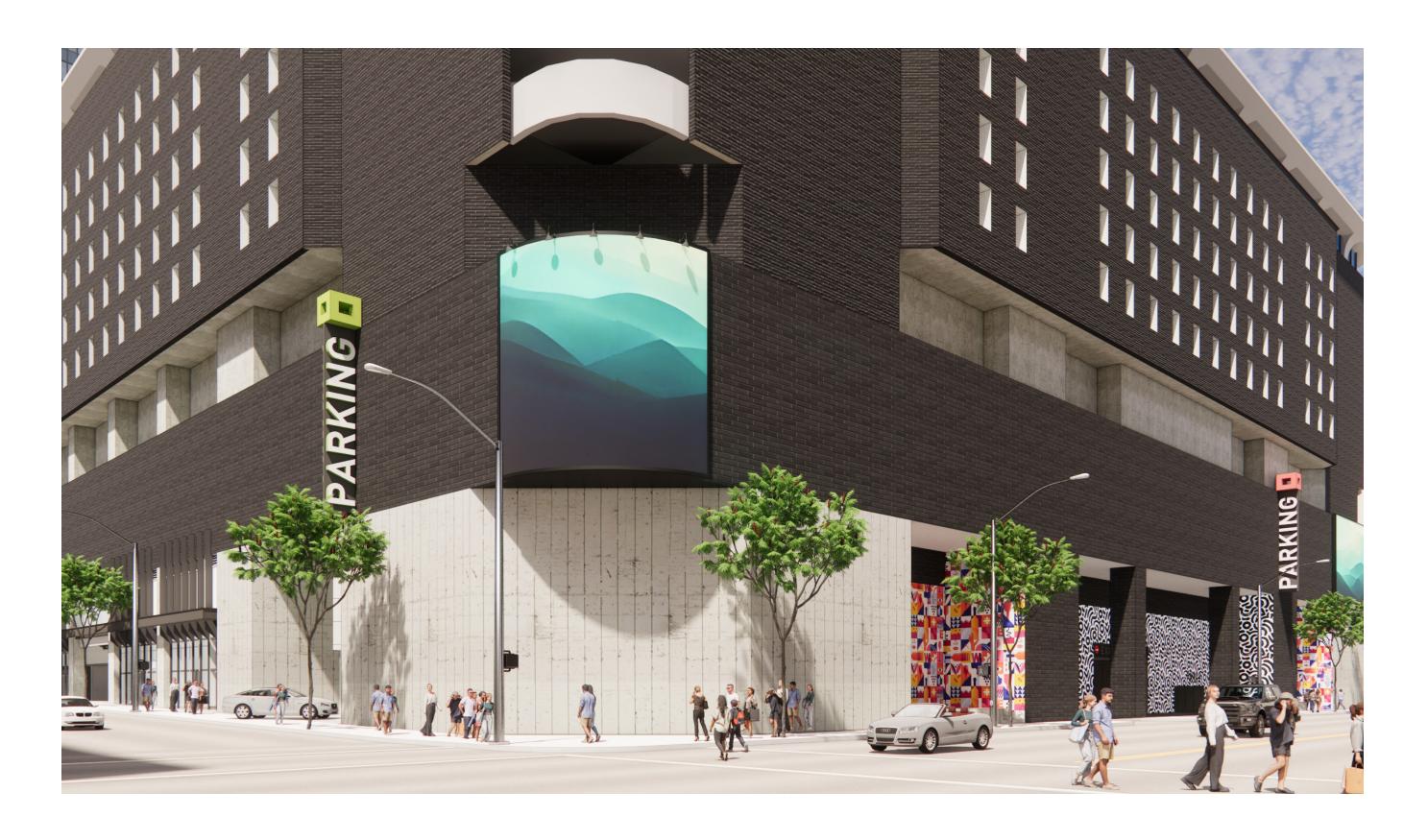
DD-2-B 12'w x 26'h

DD-2-C 12'w x26'h



Parking Garage Entry - Facing Flower Street/ West Facade

S-1 20'w x 14'h



Garage Corner - Facing 8th & Flower / Southwest Corner

S-2 23'w x 26'h







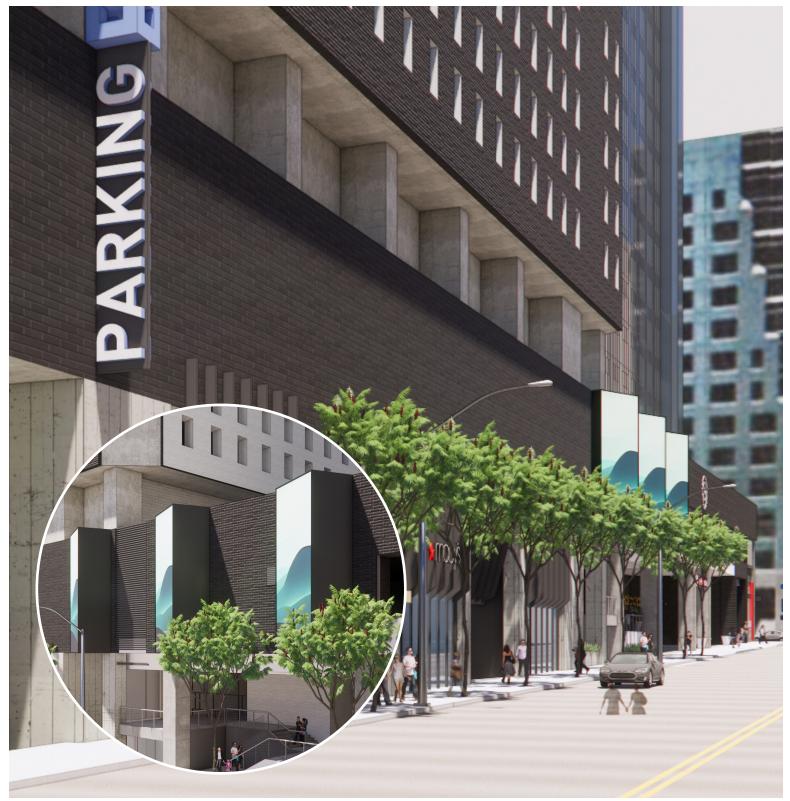
Garage Corner - Facing 8th & Hope / Southeast Corner

DD-3 79' w x 26'h



Parking Garage Entry - Facing Flower Street/ East Facade

S-3 20'w x 14'h





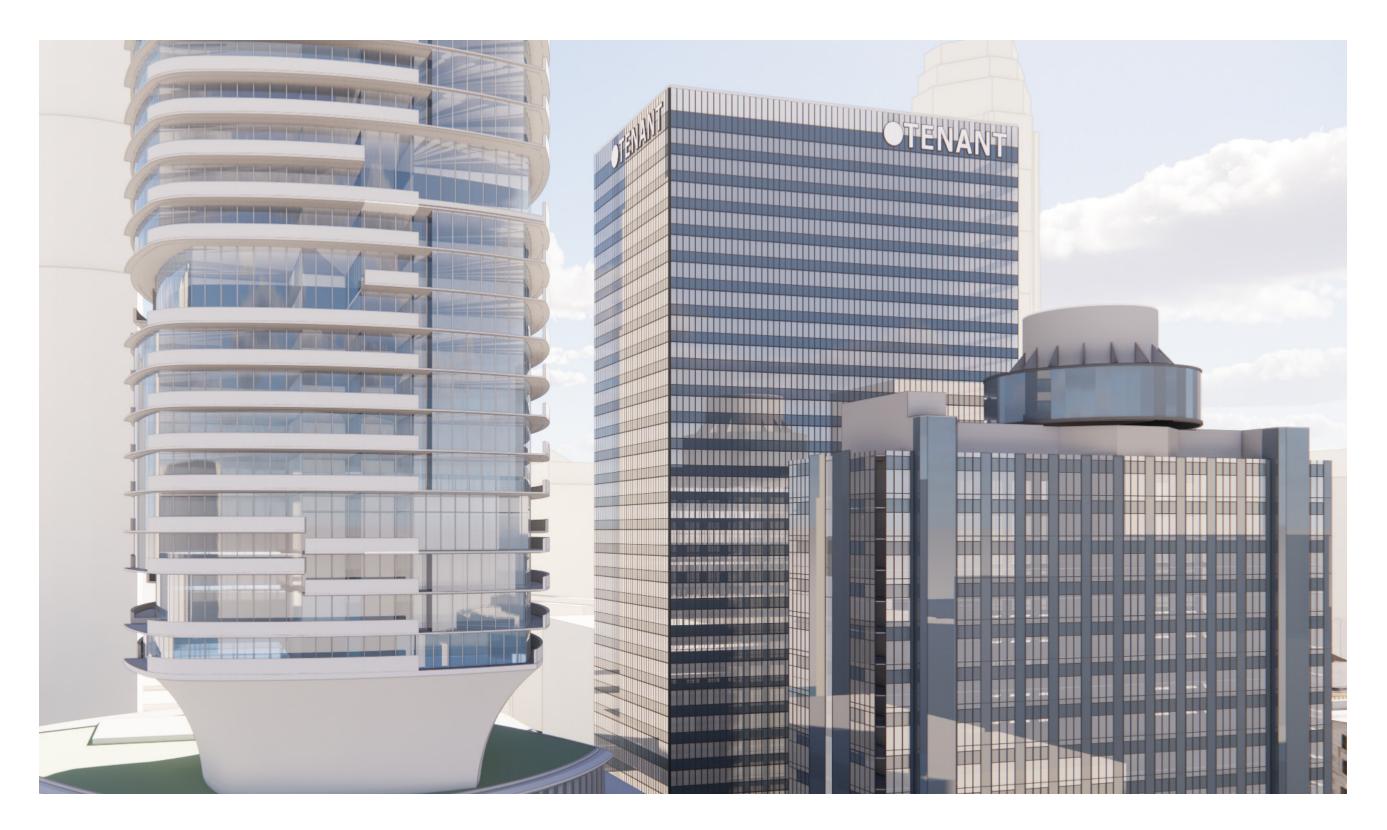
**Hope Street Triplets - Facing Hope Street/ East Facade** 

DD-4-A 12'w x 26'h DD-4-C 12'w x26'h MARCH 26, 2025



Hope and 7th Corner- Facing 7th Street/ North Facade

DD-5 25'w x 22'h



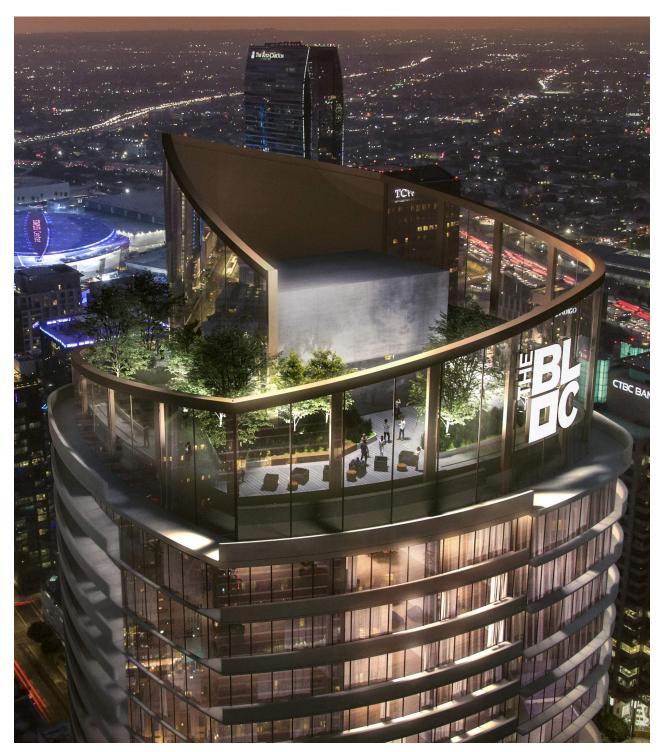
Office Tower Top - Facing 8th Street / South HR2-1 75'w x 12'h

Office Tower Top - Facing Hope Street / East HR2-2 75'w x 12'h



Hotel Tower Top - Facing 7th Street / North

HR2-3 43'w x 10'h



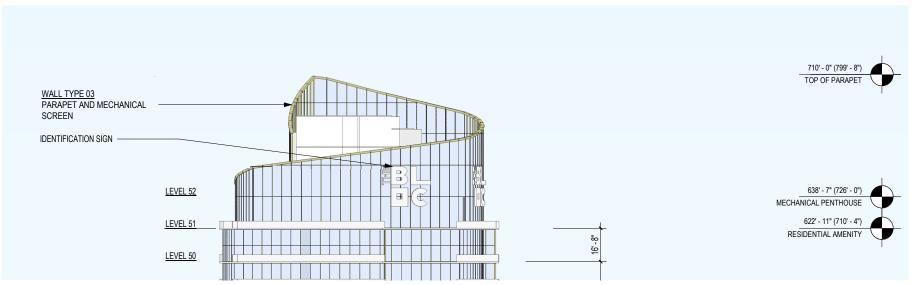


**New Tower Top Sign - Facing 7th Street / North Facade** 

HR2-4 25'w x 20'h

New Tower Top Sign - Facing 8th Street / South Facade HR2-6 30'-6"w x 25'-4"h New Tower Top Sign - Facing Flower St / West Facade

HR2-5 25'-8"w x 21'-3"h



HR2-4 - New Tower Top Sign - Facing 7th Street / North Facade

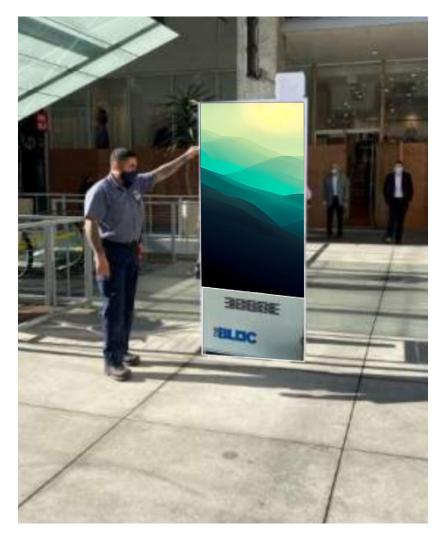


HR2-5 - New Tower Top Sign - Facing 8th Street / South Facade

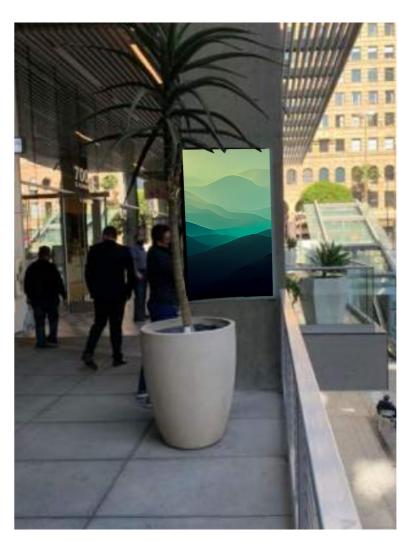


HR2-6 - New Tower Top Sign - Facing Flower St. / West Facade

MARCH 26, 2025



AKG-1: STREET LEVEL/7TH STREET PLAZA (AKG-2 & AKG-3 SIMILAR)



AKW-2: STREET LEVEL/OFFICE COLONNADE (AKW-4 SIMILAR)



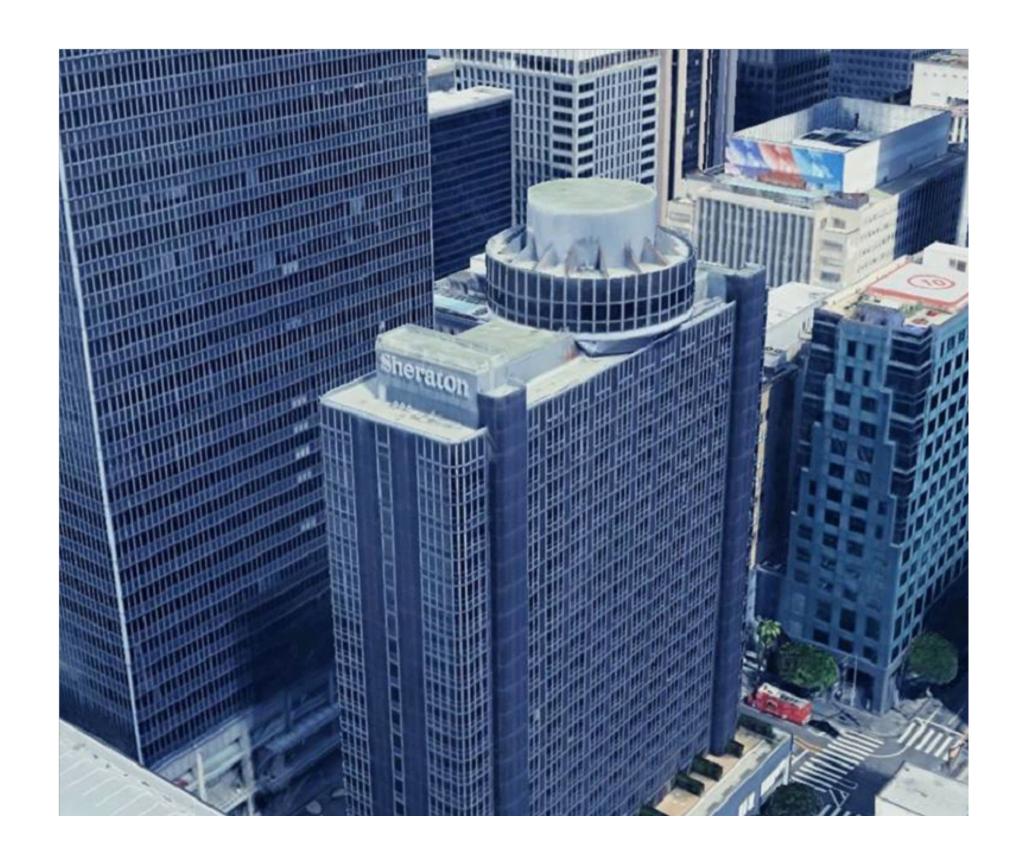
AKW-1: STREET LEVEL/OFFICE COLONNADE (AKW-3 & AKW-5 SIMILAR)

Sign No.	Sign Type	Digital / Non Digital	On-Site / Off-Site	Dimensions (w X h)	Sign Area (SF)	Location	Facing (Street / Direction)	Encroachment over Property Line
DD-1	Digital Display	Digital	Off-Site	60' X 26'	1,560	Horizontal Band	7th Street / N & W	2'-6"
DD-2 (A, B, C)	Digital Display	Digital	Off-Site	12' X 26', 12' X 26', 12' X 26'	936	Horizontal Band	Flower Street / W	6'-8"
S-1	Supergraphic Sign	Non-Digital	On-Site	20' X 14'	280	Parking/Retail Podium	Flower Street/ W	6"
S-2	Supergraphic Sign	Non-Digital	On-Site	23' X 26'	598	Horizontal Band	8th & Flower Street / SW	2'-6" (5'-4" at Corner Radius Portion)
DD-3	Digital Display	Digital	Off-Site	26' X 79'	2,054	Horizontal Band	8th & Hope / SE	2'-6" (7'-7" at Corner Radius Portion)
S-3	Supergraphic Sign	Non-Digital	On-Site	20' X 14'	280	Parking/Retail Podium	Hope Street/ E	6"
DD-4 (A, B, C)	Digital Display	Digital	Off-Site	12' X 26', 12' X 26', 12' X 26'	936	Horizontal Band	Hope Street / E	6'-8"
DD-5	Digital Display	Digital	Off-Site	25' X 22'	550	Horizontal Band	7th Street/ E	0"
HR2-1	High Rise Sign 2 Sign	Non-Digital	On-Site	75'x12'	900	Office Tower	8th Street / S	0"
HR2-2	High Rise Sign 2 Sign	Non-Digital	On-Site	75'x12'	900	Office Tower	Hope Street/ E	0"
HR2-3	High Rise Sign 2 Sign	Non-Digital	On-Site	43'x10'	430	Hotel Tower	7th Street / N	0"
HR2-4	High Rise Sign 2 Sign	Non-Digital	On-Site	25' X 20'	500	New Tower	7th Street / N	0"
HR2-5	High Rise Sign 2 Sign	Non-Digital	On-Site	25'-6" X 21'-6"	549	New Tower	Flower Street / W	0"
HR2-6	High Rise Sign 2 Sign	Non-Digital	On-Site	30'-6" X 25'-6"	778	New Tower	8th Street / S	0"
E-HR2-7	High Rise Sign 2 Sign	Non-Digital	On-Site	35'-6" x 6'	213	Hotel Tower	8th Street / S	0"
			Total Sign Area	11,464	SF			

<sup>\*</sup> Horizontal Band: The horizontal architectural element that resembles a band and extends around the entirety of the mixed-use complex NOTE: Signs S-1, S-2 and S-3 are not digital and will have externally mounted light fixtures that will extend beyond the property line.

Kiosk No.	Kiosk Type	Mounting	Sign Dimensions	Sign Area Per Side (SF)	Number of Sides	Total Sign Area per Kiosk (SF)	Location	
AKG-1	Advertising Kiosk	Floor	8'-0" x 4'-0"	32	2	64	Street Level / 7th Street Plaza	
AKG-2	Advertising Kiosk	Floor	8'-0" x 4'-0"	32	2	64	Street Level / 7th Street Plaza	
AKG-3	Advertising Kiosk	Floor	8'-0" x 4'-0"	32	2	64	Street Level / 7th Street Plaza	
AKW-1	Advertising Kiosk	Wall	6'-0" x 4'-0"	24	1	24	Street Level / Office Colonnade	
AKW-2	Advertising Kiosk	Wall	6'-0" x 4'-0"	24	1	24	Street Level / Office Colonnade	
AKW-3	Advertising Kiosk	Wall	6'-0" x 4'-0"	24	1	24	Street Level / Office Colonnade	
AKW-4	Advertising Kiosk	Wall	6'-0" x 4'-0"	24	1	24	Street Level / Office Colonnade	
AKW-5	Advertising Kiosk	Wall	6'-0" x 4'-0"	24	1	24	Street Level / Office Colonnade	
				Total Sign Area		312	SF	

Note: All Digital Kiosks will include off-site content.



**Hotel Tower - Facing 8th Street/ South Facade** 

Existing High-Rise Sign 2 Sign E-HR2-7 35'-6"w x 6'h

APRIL 4, 2025

## **FINDINGS**

## 1. Supplemental Use District - Sign District

a. The proposed Sign District is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.

The Bloc Sign District is in substantial conformance with the purposes, intent, and provisions of the General Plan. In addition, the Bloc Sign District is consistent with and implements policies in the General Plan, Framework Element, and Central City Community Plan, a component of the Land Use Element of the General Plan, as explained below:

Framework Element. The General Plan Framework sets forth a citywide comprehensive long-range growth strategy and defines citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services. The Framework Element denotes the Project area as a "Downtown Center", which is identified as an international center for finance and trade that serves the population of the five-county metropolitan region. Downtown Los Angeles is the largest government center in the region and the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, and regional transportation facilities. The Downtown Center is generally characterized by a floor area ratio up to 13:1 and high-rise buildings.

The Project is consistent with the objectives and policies of the Framework Element as described below:

**Goal 3A:** A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more livable city.

**Goal 3C:** A Downtown Center as the primary economic, governmental, and social focal point of the region with an enhanced residential community.

**Objective 3.11:** Provide for the continuation and expansion of government, business, cultural, entertainment, visitor-serving, housing, industries, transportation, supporting uses, and similar functions at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.

**Goal 5A:** A livable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.

**Objective 5.9:** Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.

**Central City Community Plan.** The Central City Community Plan (Plan) categorizes the Framework's Downtown Center into various uses and defines the Project Site as Regional Center Commercial. The Plan guides the development and improvement of the community to meet existing and anticipated needs and conditions, as well as balance growth and stability.

The Sign District is consistent with the General Plan Framework and Central City Community Plan. The Sign District would provide a comprehensive set of signage regulations for a 4.3-acre site, primarily focused on creating a unique and recognizable identity through signage elements to enhance and contribute to the Financial Core Neighborhood, draw visitors to the Downtown area, and benefit the local economy, while fostering a vibrant environment with a unified aesthetic. The boundaries of the Sign District would mirror the boundaries of The Bloc property line. Due to the unique nature of The Bloc development as a regional-scale commercial center and a residential development. the proposed signage would be generally appropriate for the use of the site and is in-line with the City's signage policies. The Sign District would enhance a sense of identity by concentrating project identification signage along visible corridors, providing functional wayfinding signage and directories, and activating the site and the central on-site plaza by incorporating a variety of sign typologies. Additionally, the Digital Displays hours of operation and refresh rates are comparable to nearby sign districts, creating level opportunities for commercial identification and advertising as with other sites located within the Downtown Center area. As such, the Sign District would support the mix of housing and employment to the Downtown Center area, and the objectives of the Framework Element.

The Sign District would ensure the signs are architecturally integrated onto the buildings. A majority of the Digital Displays would be located on an existing horizontal building element that extends around the entirety of the site. Articulated by an exterior brick finish, the horizontal band is the datum that visually ties the office tower, hotel tower, and parking/retail podium together into one cohesive development. The Digital Displays would be located within the horizontal band to organize the digital signs in one zone that avoids sign clutter and provides a consistent and coherent design.

The Sign District would create a sense of place and a lively pedestrian environment by calling attention to the existing retail and restaurant uses (many of which do not have street frontage), reinforcing The Bloc development as a Downtown destination, and contributing to Downtown as a thriving commercial, residential and visitor-serving area as well as the on-going revitalization of Downtown. Further, the Sign District would complement existing Sign Districts in the vicinity of the site including the Figueroa and 7<sup>th</sup> Street Sign District (located one block west of the site) which includes the 73-story Wilshire Grand Center by proposing similar signage types, including Off-Site Digital Displays.

The proposed signage would support the identity of The Bloc by providing advertising for both on-site and off-site businesses that serve the community and region, contributing to the economic well-being of Downtown. By contributing to an iconic activity center above

the on-site Metro 7<sup>th</sup> Street/Metro Center Station portal, the signage and Project would create a regional draw, bringing new people and businesses to a site that is well served by transit. All but three of the 18 proposed signs would be located on existing on-site buildings and would generally be located on the existing building's horizontal band that extends around the entirety of The Bloc to create one cohesive development and avoid sign clutter. Other signs would be located at the top of the hotel tower, office tower and new residential tower.

Furthermore, while controlled per the Sign District as to not be obtrusive, illumination from the proposed signage would provide additional ambient lighting along the Project Site frontages and promote safety. Under the Sign District regulations, signage would be integrated and complement the Project architecture, contributing to the placemaking and active pedestrian areas in public open space.

Any off-site advertising, as discussed above, would contribute to the economic vitality of the City as well as the community. Additionally, as discussed above, the signage would support the Project Site as a regional destination, spurring additional economic activity and supporting the existing Downtown community which continues to see investment and development. Therefore, the proposed Sign District is in conformance with the purposes, intent and provisions of the following General Plan Elements.

# b. The Sign District is in conformity with public necessity, convenience, general welfare, and good zoning practice.

The unique characteristics of the Bloc Sign District would include specific sign regulations designed to enhance the theme and unique qualities of the Sign District. The Sign District proposes a comprehensive sign program for the site, primarily focused on providing onsite Supergraphic Signs to highlight the commercial and retail uses within the center of the site, High-Rise 2 Signs to identify the building towers and development, interior Advertising Kiosks to aide in placemaking and wayfinding, and off-site Digital Display advertising to provide lighting and foster the Downtown area's lively environment along the Project's street frontages. The Sign District would permit a variety of signage types, including nine Digital Displays (two of which would be triplet signs), three Supergraphic signs, eight Advertising Kiosks, six new High-Rise Sign 2 Signs and one existing High-Rise Sign 2 Sign. All signs would be architecturally integrated into the building design, functioning as both advertising and placemaking for the Project Site. The signage would be subject to regulations such as area, height, and illumination standards, and subject to hours of operation, number and location, refresh rates for digital display elements, design regulations, and a sign reduction program for off-site signage. The regulations and provisions of the Sign District would allow for orderly signage that enhances the Project Site, and contributes to the vibrancy of The Bloc and Downtown by providing advertising for both on-site and off-site businesses that serve the community and region, contributing to the economic well-being of Downtown.

As discussed above in Finding a and Pursuant to LAMC Section 12.36 D, when acting on multiple applications for a project, when appropriate, findings may be made by reference to findings made for another application involving the same Project, the Sign District would

further a number of goals of the General Plan, support transit facilities on site, contribute to placemaking and public programming, and enhance the regional attraction of The Bloc and Downtown.

The Sign District would be in conformity with public necessity, convenience and general welfare by supporting a development with existing restaurant, retail, hotel and office uses, a publicly accessible plaza and a portal to the Metro 7th Street/Metro Center Station, and the proposed 41-story residential tower. The Sign District is in conformity with good zoning practice as the regulations would only permit orderly signage that is designed to enhance and integrate with the existing and proposed architecture and placemaking, includes standards limiting animation, regulating illumination, and requiring a reduction in overall signage for each new off-site Digital Display built. The Advertising Kiosks would be concentrated on the interior of the site and would not face any residential uses, and all Digital Displays facing residential uses have been conditioned to have illumination standards that are considerate of adjacent residential uses. The overall use of signage as a placemaking tool within a site that is an active pedestrian- and transit-oriented mixed-use development, within the heart of Downtown. The Sign District would therefore establish regulations that allow signs which are appropriate for the context of the area.

Accordingly, the Sign District is in conformity with public necessity, convenience, and general welfare, and good zoning practice.

In addition, the proposed Sign District meets the technical requirements for establishment of the district, as defined in LAMC Section 13.11. The Sign District includes one parcel in the commercial "C" zone, and the Site is comprised of one block. On October 31, 2018, the Applicant initiated the Sign District.

## CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

#### Introduction

The City of Los Angeles (the "City"), as Lead Agency, has evaluated the environmental impacts of The Bloc Project by preparing an environmental impact report (EIR) ENV-2021-9959-EIR (SCH No. 2022120319). The EIR was prepared in compliance with the California Environmental Quality Act of 1970, Public Resources Code Section 21000 et seq. (CEQA) and the California Code of Regulations Title 14, Division 6, Chapter 3 (the "CEQA Guidelines").

The Bloc Project EIR, consisting of the Draft EIR and the Final EIR, is intended to serve as an informational document for public agency decision-makers and the general public regarding the objectives and environmental impacts of The Bloc Project, located at 700 South Flower Street, 700 West 7<sup>th</sup> Street, and 711 South Hope Street, within the Central City Community Plan area of the City of Los Angeles. The Project Site is currently developed with The Bloc, a mixed-use development comprised of hotel, office, and commercial uses, an outdoor plaza, and an on-site portal to the Metro 7<sup>th</sup> Street/Metro Center Station. The Project proposes the development of a 41-story residential tower with up to 466 condominium units, the addition of two above-ground parking levels, and the enclosure of the existing nine-story podium building's rooftop parking level. All existing

uses would remain, excluding 24,342 square feet of theater and retail uses (located in the podium building) which would be demolished to accommodate the new residential tower. Once constructed, the Project and existing uses would total 1,894,988 square feet of floor area on a 4.3-acre site, and have a maximum height of 710 feet. In addition, a Sign District would be established that includes Digital Displays, Supergraphics, High-Rise Sign 2 Signs, Advertising Kiosks, and On- and Off-site signage.

The Draft EIR was circulated for a 46-day public comment period beginning on March 28, 2024 and ending on May 13, 2024. A Notice of Availability (NOA) was distributed on March 28, 2024 to all property owners within 500 feet of the Project Site and interested parties, which informed them of where they could view the document and how to comment. The NOA was also filed with the County Clerk on April 1, 2024. The Draft EIR was available to the public at the City of Los Angeles, Department of City Planning, and the following local libraries: Los Angeles Central Library, Chinatown Branch Library and Little Tokyo Branch Library. CODV of the document was also posted online https://planning.lacity.gov/project-review/environmental-review/published-documents and was available for purchase on a USB through the Department of City Planning.

The Final EIR was then distributed in January 2025. Notices regarding availability of the Final EIR were distributed to property owners and occupants within a 500-foot radius of the Project Site, as well as anyone who commented on the Draft EIR, and interested parties. Responses were sent to all public agencies that made comments on the Draft EIR at least 10 days prior to certification of the EIR pursuant to CEQA Guidelines Section 15088(b).

The Deputy Advisory Agency (DAA) certified the EIR on February 11, 2025 ("Certified EIR") in conjunction with the approval of the Project's Vesting Tentative Tract Map No. VTT-83482-CN-HCA. In connection with the certification of the EIR, the Deputy Advisory Agency adopted CEQA findings, as well as a statement of overriding considerations and a mitigation monitoring program (MMP). The DAA adopted the MMP in the EIR as a Condition of Approval. All mitigation measures in the MMP are also imposed on the Project through Condition of Approval of CPC-2021-9958-TDR-SPR-HCA, to mitigate or avoid significant effects of the Project on the environment and to ensure compliance during implementation of the Project.

#### NO SUPPLEMENTAL OR SUBSEQUENT REVIEW IS REQUIRED

CEQA and the State CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3, Sections 15000-15387) allow the City to rely on the previously certified EIR unless a Subsequent or Supplemental EIR is required. Specifically, CEQA Guidelines Sections 15162 and 15163 require preparation of a Subsequent or Supplemental EIR when an EIR has been previously certified or a negative declaration has previously been adopted and one or more of the following circumstances exist:

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

project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

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

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

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

Therefore, as the Project was assessed in the previously certified EIR, and pursuant to CEQA Guidelines Section 15162, no supplement or subsequent EIR or subsequent mitigated negative declaration is required, as the whole of the administrative record demonstrates that no major revisions to the EIR are necessary due to the involvement of new significant environmental effects or a substantial increase in the severity of a previously identified significant effect resulting from changes to the project, changes to circumstances, or the existence of new information. In addition, no addendum is required, as no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.

## **RECORD OF PROCEEDINGS**

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

In addition, copies of the Draft EIR and Final EIR are available on the Department of City Planning's website at <a href="https://planning.lacity.org/project-review/environmental-review/published-documents">https://planning.lacity.org/project-review/environmental-review/published-documents</a> (to locate the documents, select "Environmental Impact Reports (EIRs)" and search for the environmental case number) (ENV-2021-9959-EIR).



## LOS ANGELES CITY PLANNING APPEAL FILING PROCEDURES

Entitlement and CEQA appeals may be filed using either the Online Application System (OAS) or in person Drop Off at DSC (Development Services Center).

**Online Application System:** The OAS (<a href="https://planning.lacity.org/oas">https://planning.lacity.org/oas</a>) allows appeals to be submitted entirely electronically online; fee payment is by credit card or e-check.

**Drop off at DSC:** Appeals of this determination can be submitted in person at the Metro or Van Nuys DSC locations, and payment can be made by credit card or check. City Planning has established drop-off areas at the DSCs with physical boxes where appellants can drop off appeal applications; alternatively, appeal applications can be filed with staff at DSC public counters. Appeal applications must be on the prescribed forms, and accompanied by the required fee and a copy of the determination letter. Appeal applications shall be received by the DSC public counter and paid for on or before the above date or the appeal will not be accepted.

Forms are available online at <a href="http://planning.lacity.org/development-services/forms">http://planning.lacity.org/development-services/forms</a>. Public offices are located at:

**Metro DSC** 

(213) 482-7077 201 N. Figueroa Street Los Angeles, CA 90012 Van Nuys DSC

(818) 374-5050 6262 Van Nuys Boulevard Van Nuys, CA 91401 **West Los Angeles DSC** 

(CURRENTLY CLOSED) (310) 231-2901 1828 Sawtelle Boulevard West Los Angeles, CA 90025

City Planning staff may follow up with the appellant via email and/or phone if there are any questions or missing materials in the appeal submission, to ensure that the appeal package is complete and meets the applicable Los Angeles Municipal Code provisions.

An appeal application must be submitted and paid for before 4:30 PM (PST) on the final day to appeal the determination. Should the final day fall on a weekend or legal City holiday, the time for filing an appeal shall be extended to 4:30 PM (PST) on the next succeeding working day. Appeals should be filed <u>early</u> to ensure that DSC staff members have adequate time to review and accept the documents, and to allow appellants time to submit payment.



QR Code to Online Appeal Filing



QR Code to Forms for In-Person Filing