

Office of the Los Angeles City Attorney
Hydee Feldstein Soto

REPORT NO. R 24-0119
MAR 15 2024

REPORT RE:

DRAFT ORDINANCE TO ESTABLISH THE DISTRICT NOHO SIGN DISTRICT

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

Honorable Members:

Pursuant to your request, this Office has prepared and now transmits for your consideration a draft ordinance, approved as to form and legality, to establish the District NoHo Sign District for a portion of the North Hollywood – Valley Village Community Plan area located in the vicinity of the North Hollywood Los Angeles County Metropolitan Transportation Authority (Metro) Station, at the terminus of Metro's G (Orange) and B (Red) Lines, in the greater NoHo Arts District Area.

Background

On December 8, 2023, the City Council approved a General Plan Amendment, Ordinances relative to a Vesting Zone Change and Height District Change to the District NoHo Specific Plan (DNSP) Zone, and to repeal Ordinance No. 86,752 for a Building Line Removal along Tujunga Avenue; proposed ordinances relative to a corresponding Code Amendment, and establishment of the DNSP and District NoHo Sign District Plan; and a Development Agreement for the District NoHo Project; a project which would develop affordable and market-rate housing, construct a public transit plaza and commercial uses, and allow for digital signage. A motion (Krekorian-Lee) was introduced instructing the City Attorney to prepare and present a sign district ordinance for the District NoHo Project.

Summary of Ordinances

The CPC's transmittal report to the City Council, dated November 7, 2023 (CPC Transmittal Report), includes the Planning Department's staff report, which provides a detailed description of the ordinance's provisions. The ordinance enacts the District NoHo Sign District, which will allow digital signs, supergraphics, and other signage on the site of the District NoHo Project. On December 8, 2023, a motion was introduced (Krekorian-Lee) to add an in lieu fee as an alternative to the ordinance's requirement that existing signage be taken down as a condition of erecting new signage.

The District NoHo Project proposes a multi-phased, mixed-use development, to include up to: (1) 1,527 residential units (including 1,161 market-rate units and 366 affordable units); (2) 105,125 square feet (sq. ft.) of retail/restaurant uses; and (3) 580,374 sq. ft. of office space, on a 16-acre site.

Charter Findings

Charter Section 558(b)(3) requires the City Council to make the findings required in Subsection (b)(2) of the same section, namely adoption of the draft ordinance will be in conformity with public necessity, convenience, general welfare, and good zoning practice. Charter Section 558(b)(3)(A) allows the City Council to adopt an ordinance conforming to the CPC's recommendation of approval of the ordinance, if the CPC recommends such approval. Similarly, Charter Section 556 requires the City Council to make findings showing that the action is in substantial conformance with the purposes, intent, and provisions of the General Plan. The City Council can either adopt the CPC's findings and recommendations as set forth in the CPC Transmittal Report to the City Council or make its own.

CEQA Findings

The City's Deputy Advisory Agency certified EIR No. ENV-2019-7241-EIR, SCH No. 2020060573, for various discretionary actions relating to the project on August 22, 2023. On September 28, 2023, the City Planning Commission determined that no additional environmental clearances were required. The City Council may find, pursuant to California Environmental Quality Act (CEQA) Guidelines Section 15162, that no subsequent EIR or subsequent mitigated negative declaration is required for the current discretionary approval where 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. The City Council may find that no additional addendum is required if no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.


Council Rule 38 Referral

Copies of the draft ordinance were sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Fire Department, the Department of Transportation, and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at kenneth.fong@lacity.org. A member of this Office will be present when you consider this matter to answer any questions you may have.

Sincerely,

HYDEE FELDSTEIN SOTO, City Attorney

By 
JOHN W. HEATH
Chief Assistant City Attorney

JWH:KF:pb
Transmittal