



## DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT

### City Planning Commission

<b>Date:</b>	October 28, 2021	<b>Case No.:</b>	CPC-2021-5832-SN
<b>Time:</b>	After 8:30 a.m.*	<b>CEQA No.:</b>	ENV-2016-4889-EIR (State Clearinghouse No. 2017101008)
<b>Place:</b>	In conformity with the Governor's Executive Order N-29-20 (March 17, 2020) and due to concerns over COVID-19, the CPC meeting will be conducted entirely telephonically by Zoom [ <a href="https://zoom.us/">https://zoom.us/</a> ]. The meeting's telephone number and access code access number will be provided no later than 72 hours before the meeting on the meeting agenda published at <a href="https://planning.lacity.org/about/commission/sboards-hearings">https://planning.lacity.org/about/commission/sboards-hearings</a> and/or by contacting <a href="mailto:cpc@lacity.org">cpc@lacity.org</a>	<b>Related Cases:</b>	CPC-2016-4888-TDR-SN-MCUP-SPR
		<b>Council No.:</b>	14 – de León
		<b>Plan Area:</b>	Central City
		<b>Plan Overlay:</b>	Olympia Sign District
		<b>Certified NC:</b>	Downtown Los Angeles
		<b>Land Use:</b>	Regional Center
		<b>Zone:</b>	C2-4D-SN, R4-1-SN
		<b>Proposed Zone:</b>	C2-4D-SN, R4-1
<b>Public Hearing:</b>	October 28, 2021	<b>Applicant:</b>	City-initiated Amendment
<b>Appeal Status:</b>	Supplemental Use District appealable to City Council by applicant if disapproved in whole or in part.		
<b>Expiration Date:</b>	January 3, 2022		
<b>PROJECT LOCATION:</b>	911-955 South Georgia Street; 1000-1016 West James M. Wood Boulevard; 936-950 South Bixel Street; 1013-1025 West Olympic Boulevard, Los Angeles, CA 90015		
<b>PROPOSED PROJECT:</b>	The Olympia Sign District (Ordinance 186,466) became effective on January 21, 2020. An amendment to the Olympia Sign District is proposed to correct a technical error in the Ordinance Map boundaries to exclude an approximately 80 square foot R4-zoned portion of the parcel located at 936 Bixel Street.		

### REQUESTED ACTIONS:

#### ENV-2016-4889-EIR

1. Pursuant to CEQA Guidelines, Sections 15162 and 15164, in consideration of the whole of the administrative record, that the project was assessed in the **previously certified Olympia Project Environmental Impact Report** ENV-2016-4889-EIR (State Clearinghouse House No. 2017101008); certified on December 19, 2018 and no subsequent EIR, negative declaration or addendum is required for approval of the project;

CPC-2016-4888-TDR-SN-MCUP-SPR

1. Pursuant to LAMC Sections 13.11 and 12.32 S, an **Amendment** to the **Olympia Sign District** to correct the Ordinance Map boundaries.

**RECOMMENDED ACTIONS:**ENV-2016-4889-EIR

1. **Find**, 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 Olympia Project Environmental Impact Report No. Report ENV-2016-4889-EIR (State Clearinghouse House No. 2017101008), certified on December 19, 2018; and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR, negative declaration or addendum is required for approval of the project.
2. **Advise** the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring; and

CPC-2016-4888-TDR-SN-MCUP-SPR

3. **Recommend** that the City Council **Adopt** the **Amendment** to the **Olympia Sign District** to correct the Ordinance Map boundaries;
4. **Adopt** the attached Findings;

VINCENT P. BERTONI, AICP  
Director of Planning



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Milena Zasadzien, Senior City Planner



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William Lamborn, City Planner



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Jason McCrea, Planning Assistant  
Phone: (213) 847-3672

**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 these 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) 978-1295.

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### **Exhibits:**

- A – Amended Sign District Map – Map 1 of the Olympia Sign District Ordinance
- B – Amended Zone Change Map
- C – Amended Sign District Ordinance

Environmental Impact Report link:

[https://planning.lacity.org/eir/1001\\_Olympic/Cover.html](https://planning.lacity.org/eir/1001_Olympic/Cover.html)

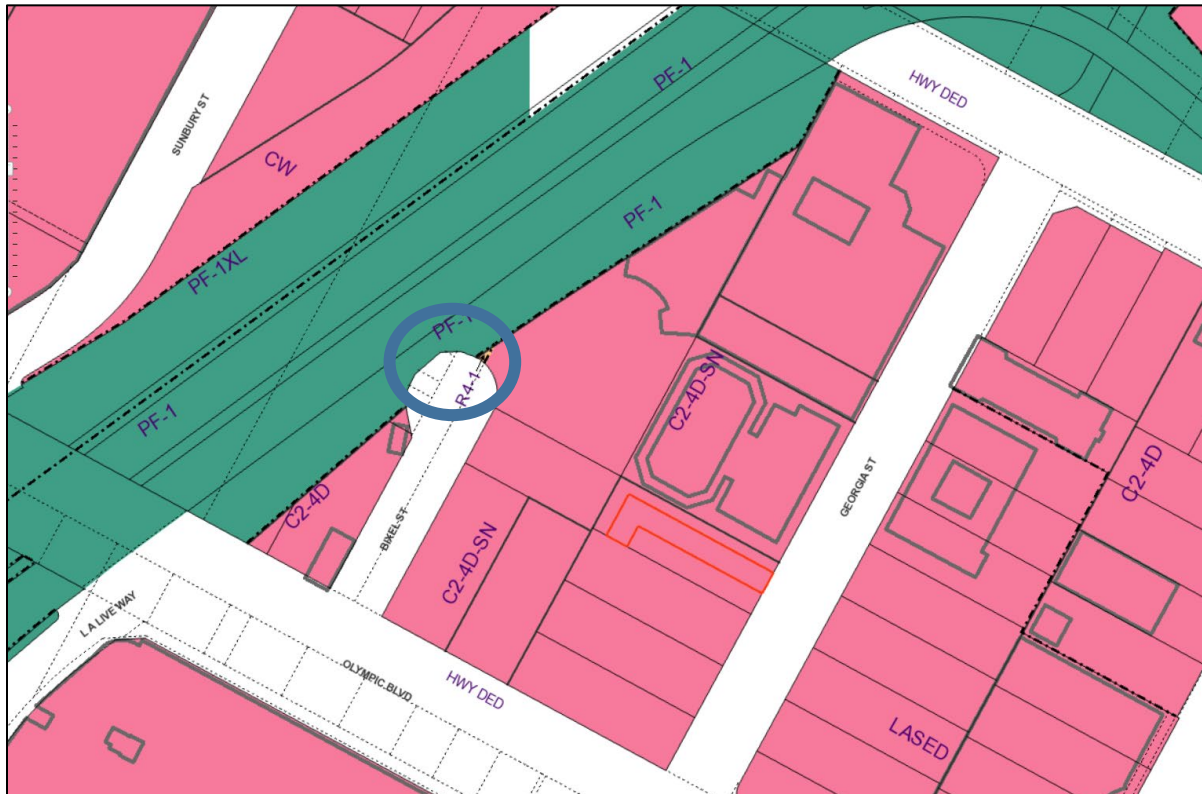
## PROJECT ANALYSIS

### Project Description

On December 11, 2019, Ordinance 184,466 was adopted, establishing the Olympia Sign District, amending the zoning classification for the area bounded generally by James M. Wood Boulevard to the north, Georgia Street to the east, Olympic Boulevard to the south, and Bixel Street and the Harbor Freeway to the west. The Supplemental Use District Ordinance established the Olympia Sign District, as described in Section 1.A. of the Ordinance and depicted in Map 1 of the Ordinance.

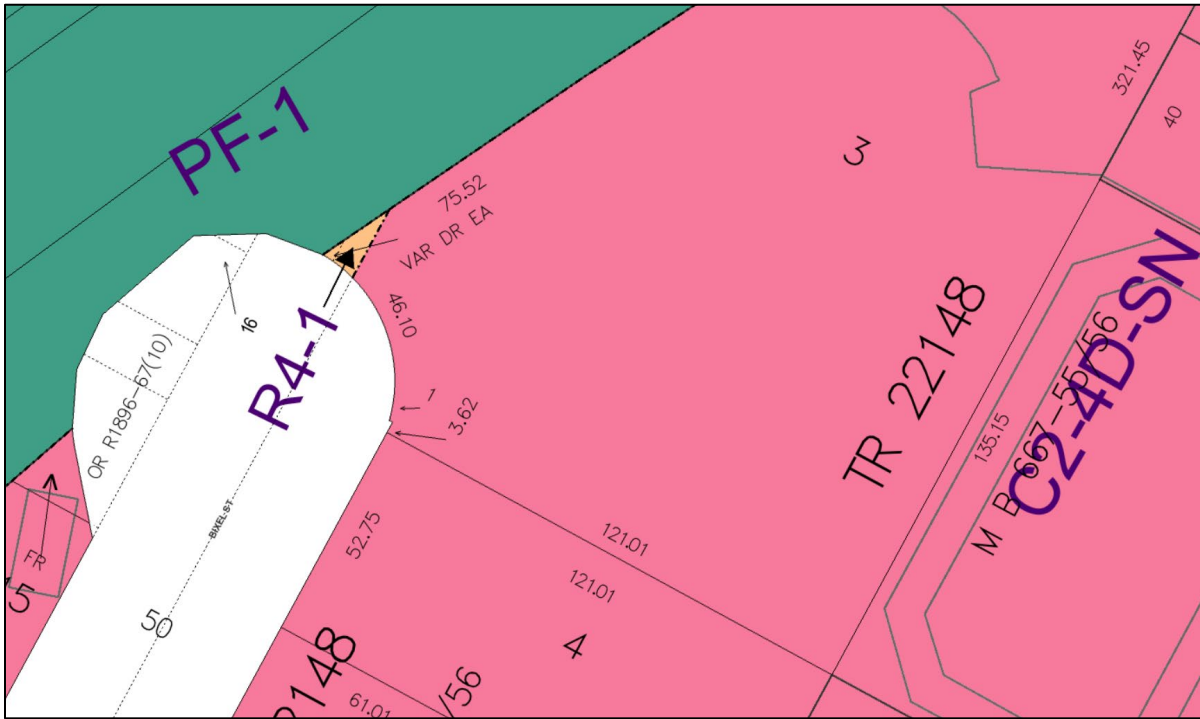
On July 13, 2021, the Director of City Planning initiated an amendment to correct Ordinance No. 184,466, which was inadvertently adopted with an unclear boundary map and uploaded inadvertently without the corresponding Zone Change map. The exact boundaries of the Ordinance should be corrected as depicted in the attached amended Zone Change map and amended Ordinance. The amended Zone Change map and amended Ordinance provide parcel-level detail of the Sign District boundary at a higher resolution. No other changes to the Sign District ordinance, Zone Change Map or Project entitlements are proposed as part of this correction.

The updated map clarifies the boundary of the Ordinance, excluding an approximately 80 square foot R4 Zoned portion of the lot which is not eligible for a Sign District. The portion of the site is currently used as a driveway apron for the existing surface parking lot and would continue to be used as a driveway apron with the development of the previously approved Olympia Project (CPC-2016-4888-TDR-SN-MCUP-SPR).



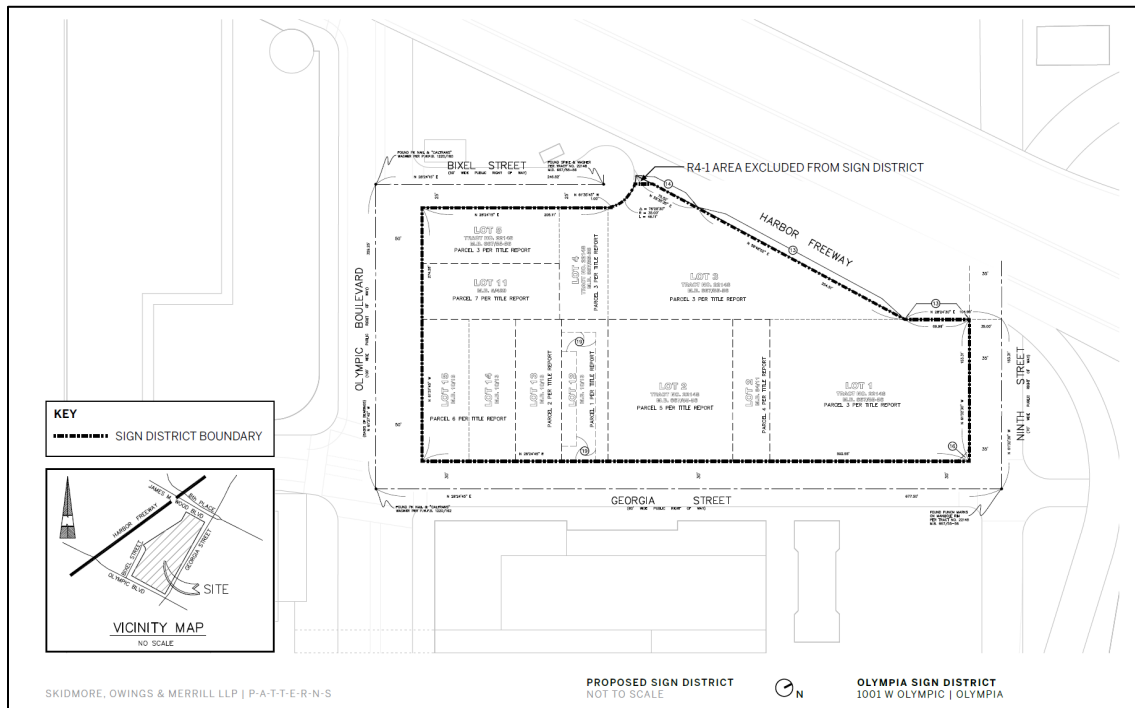


### Existing Zoning

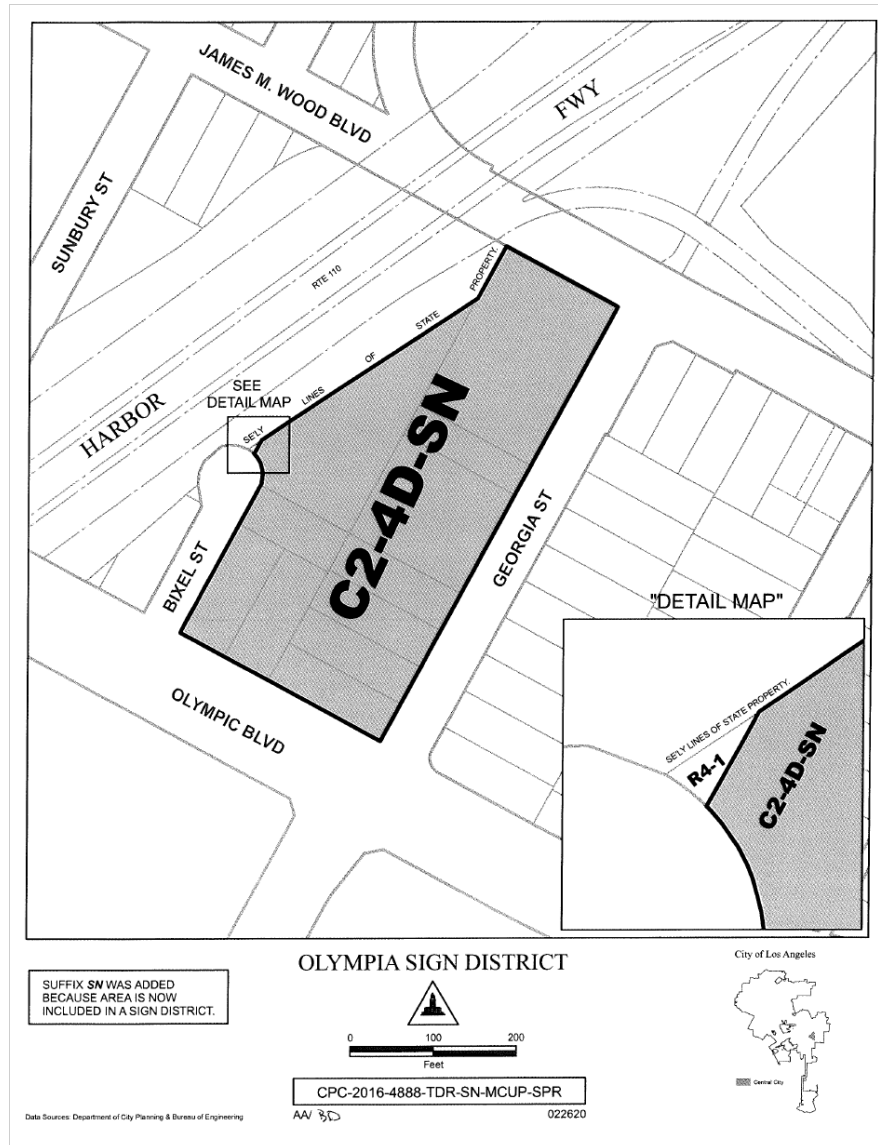


### Existing Split Zone Detail

The proposed amended ordinance map and Zone Change Map clearly show this portion of the Project Site is not included in the Ordinance.

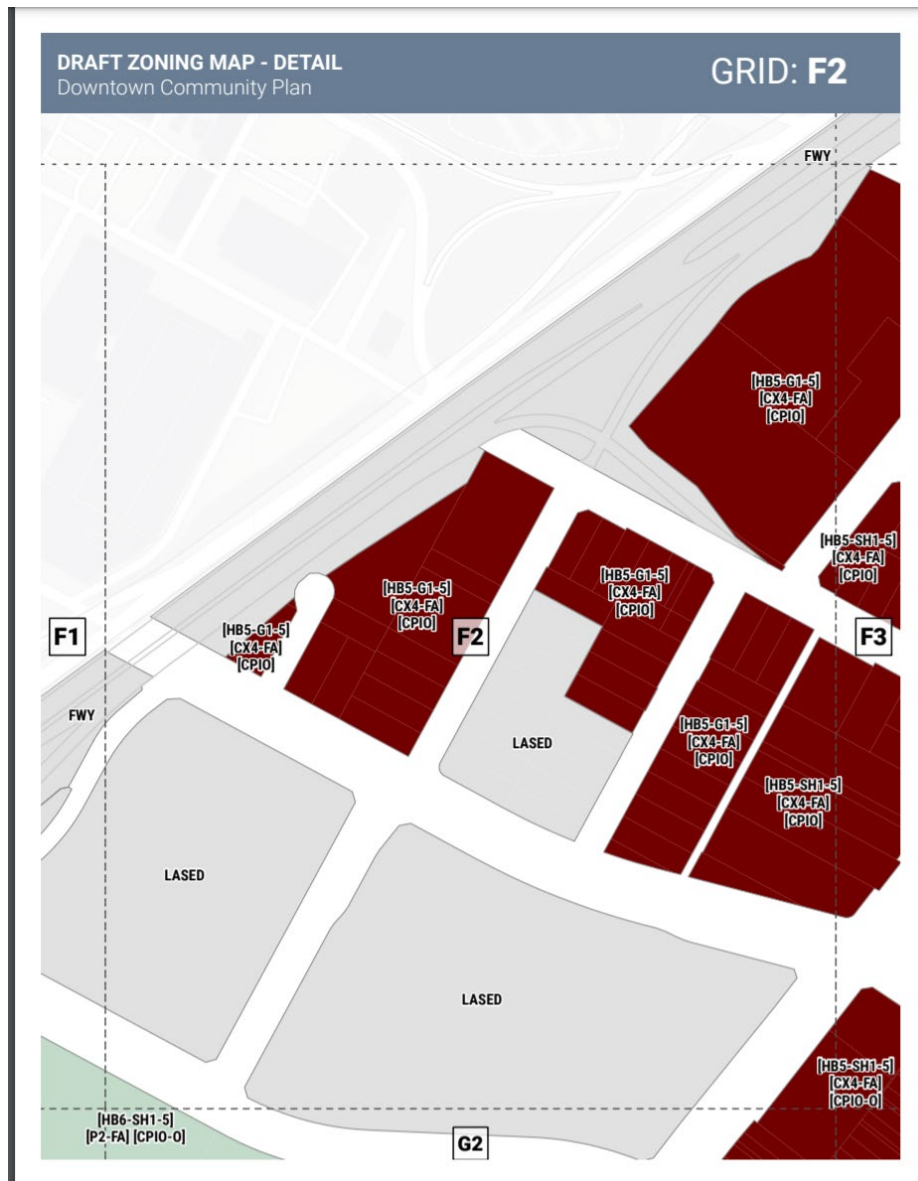


### Proposed Amended Ordinance Map

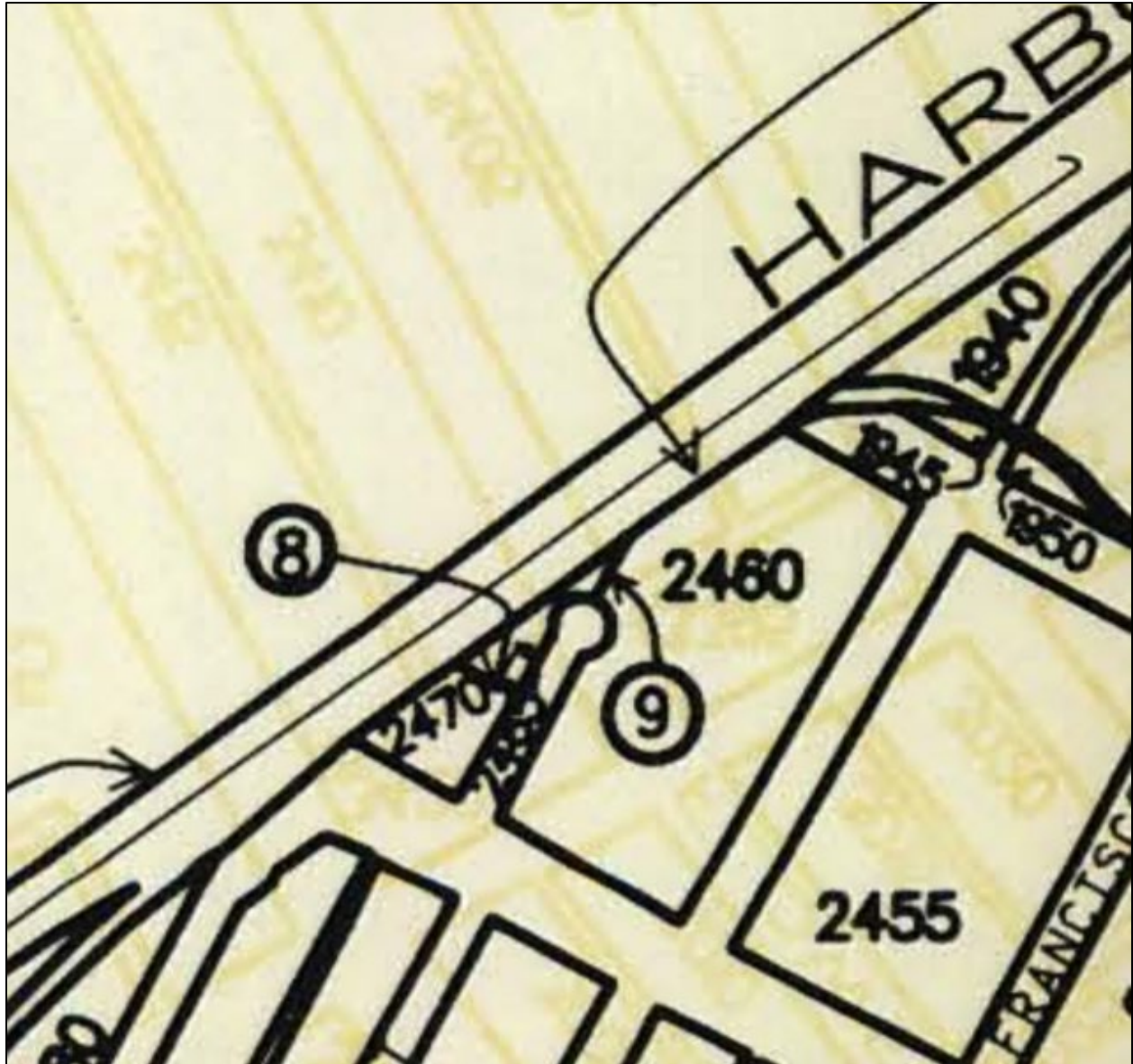


### Proposed Amended Zone Change Map

Previous community plan updates have retained the small split zone on the property, but the draft DTLA 2040 plan proposes to zone the property uniformly to a commercial zone, as shown below.



**DTLA 2040 Proposed Zoning**



**Previous Update (1988)**

**Conclusion**

The proposed amendment to the Olympia Sign District Ordinance would clarify the boundaries of the Sign District and remove a portion inadvertently included which is not eligible for the Sign District. The Ordinance would therefore be corrected to reflect a clear boundary map and exclude the non-eligible portion of the site. No other changes to the Sign District Ordinance, Zone Change Map or Project entitlements would occur as a result of this action.

## ENTITLEMENT FINDINGS

A. **The requested Sign District Amendment is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.**

The amendment to the Sign District is in substantial conformance with the purposes, intent, and provisions of the General Plan. In addition, the requested modifications to the Olympia Sign District Ordinance are consistent with and implement policies in the 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 plan denotes the project area as the “Downtown Center”, which is identified as an international center for finance and trade that serves the population of the five county metropolitan region. Downtown 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, regional transportation facilities and the Convention Center. The Downtown Center is generally characterized by a floor area ratio up to 13:1 and high rise buildings.

The amendment involves minor revisions to the boundaries of the previously adopted Sign District to exclude residentially zoned areas of the Project Site which do not qualify for inclusion in the Sign District. The amendment would not change any other elements of the Ordinance, which allows for signage which creates a sense of place by concentrating signage along Olympic Boulevard adjacent to the Los Angeles Sports and Entertainment District (LASED) Sign District Area and LA Live, building upon the unique character of one of the City’s prominent entertainment and tourist destinations. As such, the amendment would support the economic goals of the Downtown Center, support the area around the Convention Center, and the objectives of the Framework Element.

**General Plan Land Use Designation.** The Project Site is located within the planning boundary of the Central City Community Plan, which was last updated in January 2003, as well as located within the City Center Redevelopment Area. The existing Community Plan designates the site as Regional Center Commercial, with CR, CR1.5, C2, C4, C5, R3, R4, R5, RAS3, and RAS4 corresponding zones. The site is also subject to Footnote No.3 of the Plan, which states that the Regional Center Commercial designation corresponds to Height District No. 4. Height District 4 allows for a 6:1 by-right floor area, with up to 13:1 FAR with a Transfer of Development Rights and compliance with the Redevelopment Plan. On December 11, 2019, the City Council approved a Transfer of Development Rights and the establishment of the Olympia Sign District, which became effective January 21, 2021. In the course of both actions, the City Council found that the Transfer of Floor Area and Sign District establishment were consistent with the land use designation and footnotes and were in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan. The proposed Amendment involves minor revisions to the boundaries of the previously adopted Sign District to remove areas which do not qualify for inclusion. As such, the amendment would similarly be in keeping with the General Plan.

**General Plan Text.** The General Plan, Central City Community Plan, and City Center Redevelopment Plan all contain goals policies and objectives which seek to further Downtown Los Angeles, and specifically the area around LASED and generally the South Park Neighborhood as the focal point of the City. The area around the LASED is further identified as an area that should become a destination for tourists, residents, and visitors alike, with 24

hour uses, vibrant commercial areas, and sports and entertainment uses. The amendment to the Olympia Sign District would correct an error in the boundary map and would not change any elements of the approved Ordinance which would allow for signage that furthers these goals, in support of a project which also meets the city's goals for housing, hotel, and commercial uses in downtown adjacent to transit.

Therefore, the proposed amendment is consistent with the General Plan and the land use designation and will serve to implement the goals and objectives of the adopted Community Plan. As such, the proposed amendment is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan

**B. The Sign District Amendment would conform to public necessity, convenience, general welfare and good zoning practice.**

The Sign District amendment will correct the boundary map to exclude a small residentially zoned portion of the property. The portion of the site that is currently split zoned is approximately 80 square feet, is currently a driveway apron, and will remain a driveway apron after construction of the associated mixed-use development. Pursuant to LAMC Section 13.11 B, Sign Districts shall include property only in the C or M Zones. The amendment removes this split zoned area of R4 zoned property. The Sign District would not be altered otherwise and continues to provide a comprehensive sign program for the Project Site, similar to regulations of the LASED Sign District surrounding the site. The amendment is substantially consistent with the approved Project with a minor change to the boundary only.

In originally approving the Olympia Sign District, the City Council found that the provisions of the ordinance would conform to public necessity, convenience, general welfare, and good zoning practice. The Sign District includes specially tailored signage regulations that will further advance the goals of redeveloping the area by creating an engaging visual environment for visitors and residents of the site. The Sign District amendment will only correct the boundary map to remove a small residentially zoned portion of the site. The amendment does not change any other provisions of the adopted Ordinance, including specific development standards for the district, inclusive of regulations on signage type, refresh rates, animation, operating hours, and a "takedown" program requiring removal of blight signage in the area as a condition of new off-site signage as part of the Ordinance. The Olympia Sign District builds on the distinctive character of the LASED area and LA Live as a tourist and entertainment destination, as envisioned by the General Plan, Community Plan, and Redevelopment Plan.

The amendment corrects the Sign District boundary map and continues to provide for regulations that allow signs which are appropriate for the commercial and residential context of the regional center, as well as illumination standards of the Sign District further restrict light pollution. In addition, the amendment meets the technical requirements for sign districts, as defined in LAMC Section 13.11. Therefore, the amendment correcting the adopted boundary map by removing a small residentially zoned area from the Sign District conforms to the public necessity, convenience, general welfare of the City and good zoning practice.



**CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS**

The City of Los Angeles, as lead agency, acting through the Department of City Planning, prepared an environmental impact report (EIR), consisting of a Draft EIR and Final EIR, under case number ENV-2016-4889-EIR (State Clearinghouse House No. 2017101008). Pursuant to the California Environmental Quality Act (California Public Resources Code Sections 21,000-21189.57)(CEQA), the EIR is intended to serve as an informational document for public agency decision-makers and the general public regarding the objectives and components of the project. The Olympia Project consists of a mixed-use building containing one of two options: Option A - up to 1,367 residential condominiums and 40,000 square feet of commercial use; or Option B - up to 879 residential condominiums, a 1,000 room hotel, and up to 40,000 square feet of commercial space. The Project proposes three high-rise towers (65-story ‘Tower A’; 43-story ‘Tower B’; and 53-story ‘Tower C’), with a four-story podium connecting all three towers, containing a total of up to 1,845,831 square feet of floor area. The project’s tallest tower would have a maximum height of 853 feet. The Project Site is a 3.15-acre site located at 1001 Olympic Boulevard, 911-955 South Georgia Street; 1000-1016 West James M. Wood Boulevard; 936-950 South Bixel Street; 1013-1025 West Olympic Boulevard in the Central City area of Los Angeles (Site or Project Site). The environmental analysis also included the Sign District as approved by City Council.

In a determination letter dated January 2, 2019, the City’s Deputy Advisory Agency (DAA) certified the EIR, adopted the environmental findings prepared for the Project as well as a statement of overriding considerations and a mitigation monitoring program (MMP), and approved the Project’s vesting tentative tract map (VTTM). An appeal was filed on January 14, 2019, with respect to the DAA’s approval of the VTTM. The appeal was subsequently withdrawn on January 15, 2019. A Notice of Determination was filed on January 30, 2019 with the Los Angeles County Clerk.

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:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
  - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

- b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
- c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
- d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, Public Resources Code Section 21166 states that unless one or more of the following events occur, no Subsequent or Supplemental EIR shall be required by the lead agency or by any responsible agency:

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

None of the above changes or factors has arisen since the Project approval in 2019 and the Sign District approval in 2020. There are no substantial changes to the Project, and the amendment is substantially the same as the approved Project and Sign District. No substantial changes have been identified to the surrounding circumstances, and no new information of substantial importance has been identified since the Project approvals. 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 Project's 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.

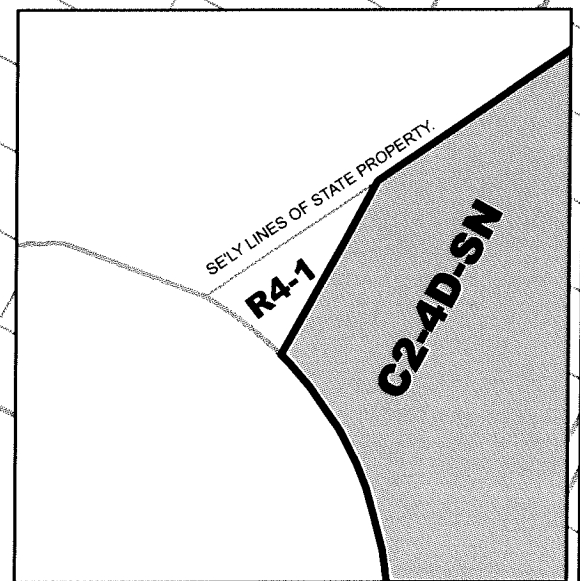
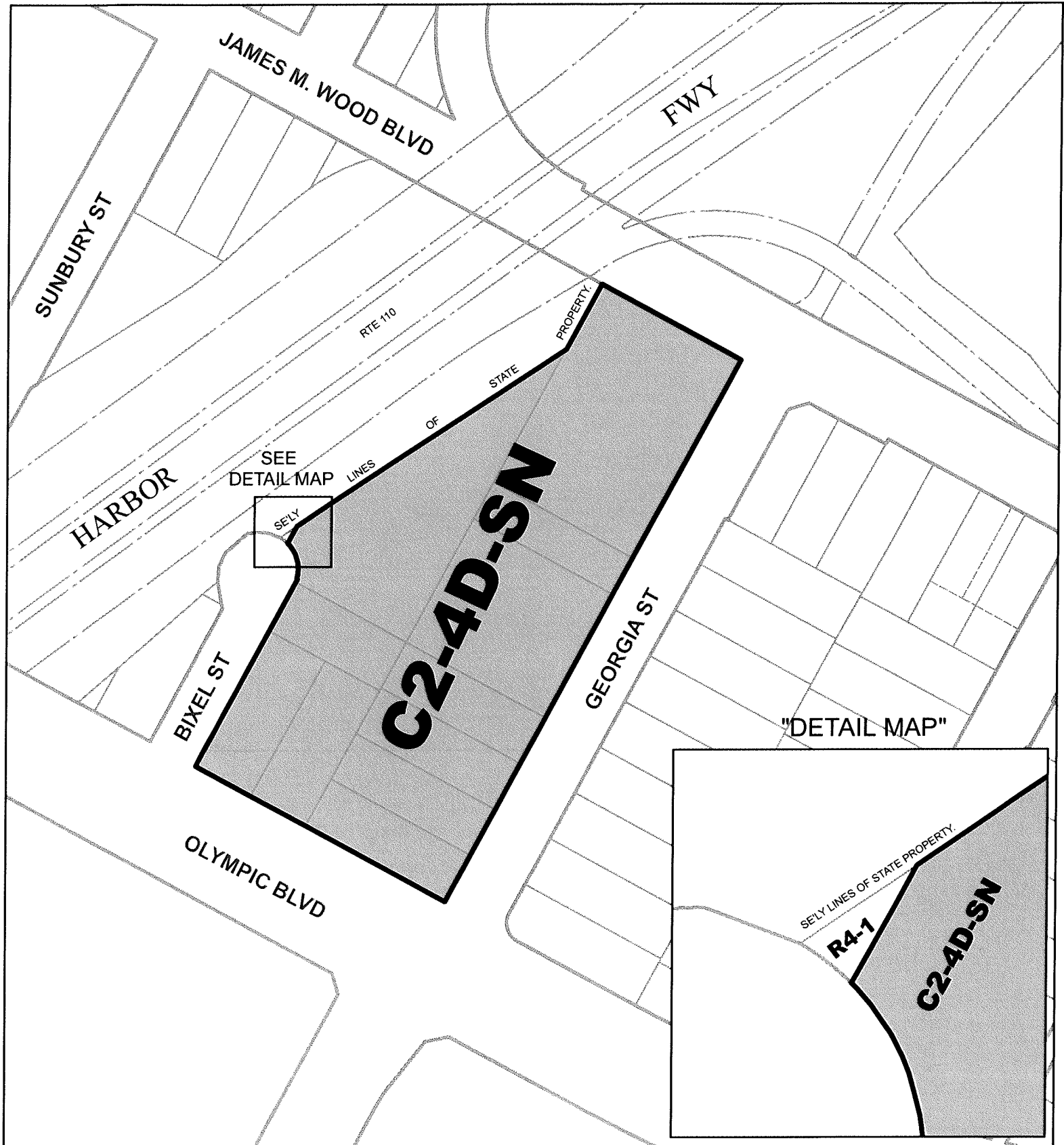
Therefore, as the Project was assessed in the previously certified EIR, and pursuant to CEQA Guidelines Section 15162, no supplement or subsequent EIR or subsequent mitigated negative declaration is required for the Sign District amendment, as the whole of the administrative record demonstrates that 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 amendment file, as well as all written and oral

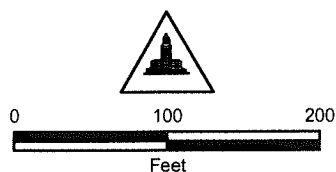
information submitted at the hearing on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021. This information is provided in compliance with CEQA Section 21081.6(a)(2).





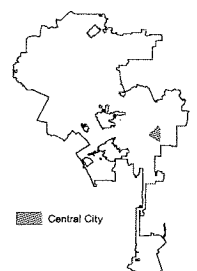
# OLYMPIA SIGN DISTRICT

SUFFIX **SN** WAS ADDED  
BECAUSE AREA IS NOW  
INCLUDED IN A SIGN DISTRICT.



CPC-2016-4888-TDR-SN-MCUP-SPR

City of Los Angeles



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

**THE OLYMPIA SIGN DISTRICT**



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## MAPS

Map 1	Sign District Map
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## APPENDICES

Appendix A	Approved Signs
Appendix B	Conceptual Sign Locations
Appendix C	Conceptual Sign Drawings

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

**WHEREAS**, the District will be located in the Downtown Center, where the General Plan Framework calls for the continuation and expansion of commercial, residential, transportation, entertainment, and visitor-serving functions that distinguish and uniquely identify the Downtown Center;

**WHEREAS**, the District is located directly across Olympic Boulevard from LA Live and the Staples Center, near the Los Angeles Convention Center (LACC) and rail transit, and in proximity to several hotels and entertainment venues where unique sign regulations are required to accommodate the convention, entertainment, community, and business character of the properties in and around the Sign District;

**WHEREAS**, the District is adjacent to the area subject to the existing Los Angeles Sports and Entertainment District (LASED) Specific Plan, which includes creative, animated, and other extensive signage rights for properties within the LASED, and development within the LASED has served as a catalyst for investment in the Central City as a key destination for business, entertainment, and cultural activities;

**WHEREAS**, additional urban infill and redevelopment, including hotels, convention center, multi-family residential, commercial and retail uses, and infrastructure projects on and around LASED continues to transform the South Park neighborhood into a vibrant area comprised of world-class entertainment venues, creative signage, expanded convention facilities, regional attractions, and residential uses with a distinct demographic and aesthetic identity;

**WHEREAS**, the District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement of signage with consideration for surrounding uses, while also providing functional way-finding and building identification along streets, thereby connecting regional transit, entertainment, and LACC areas;

**WHEREAS**, the District includes the Olympia mixed-use project, which is designed to serve the housing and the hotel needs of the City, and require unique digital displays to be consistent with the adjacent LASED and further evolve the physical and aesthetic identity of the area for residents, visitors, and businesses in the Central City area and further promote the entertainment character of the Sign District and surrounding areas; and

**WHEREAS**, the permitting of off-site signs and digital displays at the site will directly advance the purposes of improving the aesthetics of the area by carefully regulating the placement and design of such signs.

**NOW, THEREFORE,**

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

**Section 1. ESTABLISHMENT OF THE OLYMPIA SIGN DISTRICT.**

**A. Authority and Scope.** As of the Effective Date of this Ordinance, the City Council hereby establishes The Olympia Sign District (District), which shall be applicable to that area of the City shown on Map 1 for the area bounded by James M. Wood Boulevard to the north, Olympic Boulevard to the south, the 110 Freeway and Bixel Street to the west, and Georgia Street to the east. Pursuant to LAMC Section 13.11 B, the District is hereby established in the C2 zone encompassing the project area.

**Map 1**

**Sign District Map**

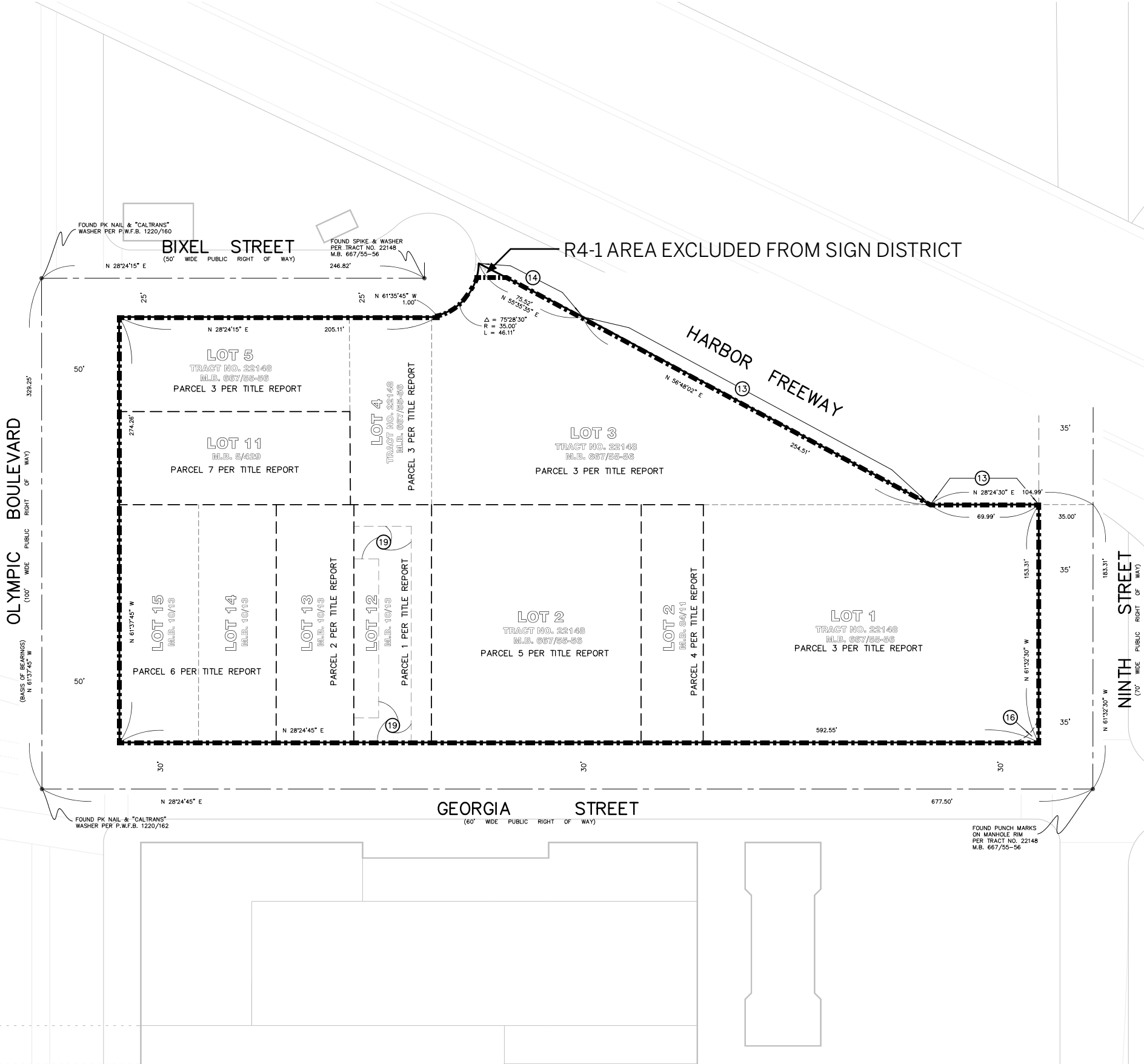
*Map 1 follows this page.*

KEY

SIGN DISTRICT BOUNDARY

VICINITY MAP

NO SCALE





## **Section 2. PURPOSES AND OBJECTIVES.**

### **A. Purposes and Objectives.** The Ordinance is intended to:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan;
2. Encourage vibrant, clear, attractive, well-designed signage that enhances the District while complementing and protecting the character of the surrounding areas by limiting visual clutter;
3. Ensure that the new off-site signs and digital display signs are responsive to and integrated with the aesthetic character of the structures on which they are located; and
4. Coordinate the location, size, illumination, and sign motion, sign animation and display so as to minimize potential traffic hazards and protect public safety.

## **Section 3. APPLICATION OF SIGN DISTRICT REGULATIONS.**

**A. Relationship to the Los Angeles Municipal Code.** This Ordinance regulates Off-Site Digital Display Signs within the District. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the LAMC. Wherever this Ordinance contains provisions that are different from, more restrictive than or more permissive than permitted by the LAMC, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to the requirements of Sections 12.32, 13.11, et seq., and Section 14.4.1, et seq.

**B. On-Site and Off-Site Signs.** The three Digital Display Signs hereby approved in this Ordinance, and all Signs listed in Section 14.4.2 of the LAMC, which are not otherwise prohibited by this Ordinance, shall be allowed. Notwithstanding any other provision of the LAMC or this Ordinance, the three Digital Display Signs approved in this Ordinance may be either an On-Site Sign or Off-Site Sign as such terms are defined in this Ordinance. This Ordinance governs all aspects of Signs that are Off-Site Signs within the District. On-Site Signs located within this Sign District shall be permitted subject to compliance with Article 4.4 of Chapter 1 of the LAMC.

## **Section 4. DEFINITIONS.**

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Section 13.11 of the LAMC, words and phrases not defined herein shall be construed as defined in Section 12.03 and Article 4.4 of the LAMC.

**Administrative Clearance.** A determination by the Director pursuant to Section 5.C of this Ordinance of a Sign's compliance with this Ordinance either as submitted or with conditions imposed to achieve compliance.

**Conceptual Sign Drawings.** The conceptual Sign locations, plans, elevations, and renderings depicting the approved locations and types of permanent primary Digital Display Signs within the District attached to this Ordinance as Appendices B and C, as the same may be modified or amended from time to time in accordance with Section 5.D of this Ordinance.

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

**Sign Support Structure.** A structure of any kind or character, erected, used or maintained for a Sign upon which any poster, bill, printing, painting, projected image or other message may be placed.

## **Section 5. PROCEDURAL REQUIREMENTS.**

**A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a Sign within the District unless it is authorized by Section 5 of this Ordinance when the Sign complies with:

1. The requirements of this Ordinance as determined by the Director of the Department of City Planning (Director); and
2. Applicable requirements of the LAMC that are not otherwise superseded by this Ordinance.

Sign types other than Digital Displays and Off-Site Signage are exempt from the provisions of this ordinance.

### **B. Administrative Clearance.**

1. **Required.** LADBS shall not issue a permit for any Digital Display or Off-Site Signs, unless the Director has issued an Administrative Clearance pursuant to the procedures set forth in Section 12.32 S.4 of the LAMC.

2. **No Further Approvals Needed.** No further Administrative Clearance or modification thereto, or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for:

a. The construction, operation, maintenance, repair, replacement or structural alteration of a Sign that was previously approved pursuant to this Ordinance;

b. A change in Sign advertising or Sign text, images or copy;

c. Any construction required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition;

d. A modification to any Sign, Approved Sign, any Sign Support Structure or to the Conceptual Sign Drawings that results in:

i. A change of a Sign from a Digital Display to a Non-Digital Display, or

ii. Relocation of any such Sign if it complies with the location requirements in Section 6.D.1 of this Ordinance and the Total Off-Site Sign Area limitations in Section 6.C of this Ordinance.

3. Definitions. For purposes of any review required by this Ordinance pursuant to Section 11.5.7 of the LAMC, the term "specific plan," wherever used in Section 11.5.7 of the LAMC, shall be deemed to refer to this Ordinance and the term "Project" shall be deemed to refer, as the case may be, to a "Sign" or to the "Conceptual Sign Plan."

4. Process; Decision-Making Authority. Requests for Project Permit Adjustment, Exception, Amendment or Interpretation from or of this Ordinance, or an Administrative Clearance, shall be made in accordance with the procedures set forth in Section 11.5.7 and 12.32 S.4 of the LAMC, respectively.

### **C. Visual Environment Improvement Program.**

Sign reduction is required for all Off-Site Signs in compliance with the regulations of this Section. An applicant shall seek sign reduction approval by filing an application with the Director pursuant to Section 12.32 S.4(a) of the LAMC:

1. Removal of Off-Site Signage. A maximum of three Digital Display Signs may be permitted to be Off-Site Signs, subject to the following sign reduction requirements, which shall be satisfied prior to the activation of any Off-Site Digital Display Sign.

a. Sign Credit. A minimum of one square foot of existing, legally permitted Off-Site Sign shall be removed for one square foot of sign area credit for an Off-Site Digital Display Sign within the Sign District.

b. Location. Each Off-Site Sign that is removed shall be located within the sign impact area (the Central City, Westlake, Southeast Los Angeles, South Los Angeles Community Plan areas, or within the boundary of Council District 14).

c. In Lieu Fee. This ordinance does not contain an in lieu fee that can be paid to the City in lieu of removing existing signage to qualify for sign credit to install a new Digital Display Sign. However, the City may in the future, through the Citywide Sign Ordinance or some other legislation, adopt an in lieu signage fee that expressly applies to signs within the boundaries of this Olympia Sign District.

**2. Proof of Legal Status, Removal Rights and Indemnification.**  
Sign reduction shall not be approved unless the applicant submits the following with the application form:

a. Valid Building Permit. A valid building permit demonstrating that the sign to be removed constitutes a legal use.

b. Property Owner's Statement. A written statement from the owner of the property from which the sign(s) will be removed attesting that the owner has the legal right to remove the sign at issue and agrees that once removed the sign(s) at issue may not be reinstalled. This written statement must be signed under penalty of perjury and notarized.

c. 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).

**3. Proof of Sign Removal.** With respect to each removed Off-Site Sign, the applicant shall submit a final demolition permit (if such permit is required for the sign removal) and photographic evidence that such sign has been removed prior to the issuance of any building permit for an Off-Site Sign.

**4. Transfer of Rights.** Signage rights awarded pursuant to this section shall not be used to install signs on any property outside of this District, or in violation of the requirements of this Ordinance. Nor shall the removal of a sign under this Section 5 to obtain sign rights in this sign district be used to also gain sign rights in any other Sign District.

## **Section 6. GENERAL REQUIREMENTS.**

**A. General Requirements of the LAMC.** A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of sign face copy.

### **B. Permitted and Prohibited Signs.**

**1. Permitted Signs.** Unless specifically prohibited by this Ordinance, all signs permitted by the LAMC shall be permitted within the District.

2. **Prohibited Signs.** Supergraphic signs pursuant to LAMC Section 14.4.4.

**C. Sign Location Requirements.** The following provisions shall be in addition to the provisions set forth in Section 6 of this Ordinance.

1. **Location.** A Sign affixed to a structure shall be deemed to be in compliance with the requirements of this Ordinance with respect to location if the Sign's location is as depicted on the Conceptual Sign Drawings in Appendices B and C, or within 10 percent of the height or width of the façade (in feet) of that location.

**D. Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempt from the Hazard Determination review procedures in the LAMC.

**E. Freeway Exposure.** Signs that adhere to the regulations outlined in this Ordinance shall be exempt from the Freeway Exposure regulations in the LAMC.

**F. Illumination.**

1. **General.** Signs within the District may be illuminated by either internal or external means. Methods of Sign 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 spot lights; and wall wash fixtures.

2. **Regulations.** Signs shall meet the following criteria with respect to illumination:

- a. The intensity of each digital display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below.

- b. The brightness of any digital display that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer, which shall be maintained in good working order.

- c. All illuminated Signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and the public right-of-way.

- d. All light emitting diodes used within any illuminated Sign shall have a maximum horizontal beam spread of 165 degrees with a maximum vertical beam spread of 65 degrees. The maximum or peak light output of any Sign shall be at or below horizontal.

e. Light emitting diodes on Signs shall be oriented down towards the street, rather than up towards the sky, or Signs should be provided with a method of shielding diodes so that lighting is not wasted shining into the night sky.

f. Illumination Testing Protocol for Digital Displays. Prior to the operation of the Digital Display, the applicant shall conduct testing to indicate 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:

i. Testing. In order to determine whether the illumination complies with the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least 4 feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign blocked from view of the light meter. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

ii. Metering. The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

iii. Re-testing. In addition, if, as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with this Ordinance, 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 the Code, this Ordinance, or Mitigation Measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall



adjust the signage illumination to bring it into compliance immediately.

iv. **Reporting Program.** The applicant shall, at their own expense, submit a report to LADBS and the Department of City Planning documenting compliance with the provisions of this section six months after obtaining a Certificate of Occupancy, and every 12 months after.

3. **Illuminance.** Illuminance from Signs A, B, and C shall not exceed 0.3 foot candles above ambient illuminance.

4. **Nighttime Brightness.** Signs at Location A, B, and C shall have a brightness after sunset and before sunrise of no greater than 300 candelas per square meter.

5. **Daytime Brightness.** All Signs shall transition smoothly at a consistent rate from the daytime illuminance to the permitted nighttime illuminance levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

6. **Refresh Rate.**

a. Digital Display A, B, and C is subject to the Controlled Refresh Rate.

7. **Sign Hours of Operation.** Permitted hours of operation for Digital Displays shall be from 5 a.m. to midnight.

**G. Visual Maintenance.** All Signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around all Signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned Sign shall be removed and building surfaces shall be restored to their original condition.

2. All Sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All Sign Support Structures shall be kept in good repair and maintained in a safe and sound condition and in conformity 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 Sign 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 Support Structure.

7. Signs that are no longer serving the current tenants, including Sign Support 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.

8. Any Sign that includes individual or corporate names as part of the building identification shall be designed so as to present internally consistent and internally proportionate Sign copy.

9. Signs that include individual or corporate names shall utilize lettering size and styles which are generally uniform, in order that all words or names within the Sign are not of a significantly different scale than the rest of the Sign copy.

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

### **A. Digital Displays.**

1. General. Digital Displays shall be subject to the refresh rate and illumination regulations set forth in Section 6 of this Ordinance.

2. Total Off-Site Digital Displays. A total of three (3) Off-Site Digital Displays shall be permitted within this Sign District.

3. Total Area. A single Off-Site Digital Display shall not exceed 1,200 square feet of area.

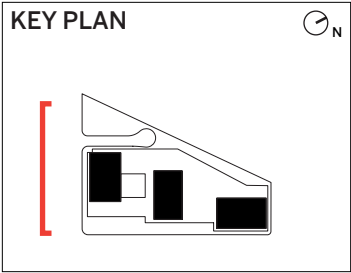
a. Signs Spanning Two Elevations. Signs which span two elevations, or wrap a corner, shall count as one total sign with each face shall contribute to the total area for that sign.

4. Illumination. Digital Displays shall comply with the illumination requirements in Section 6 of this Ordinance.

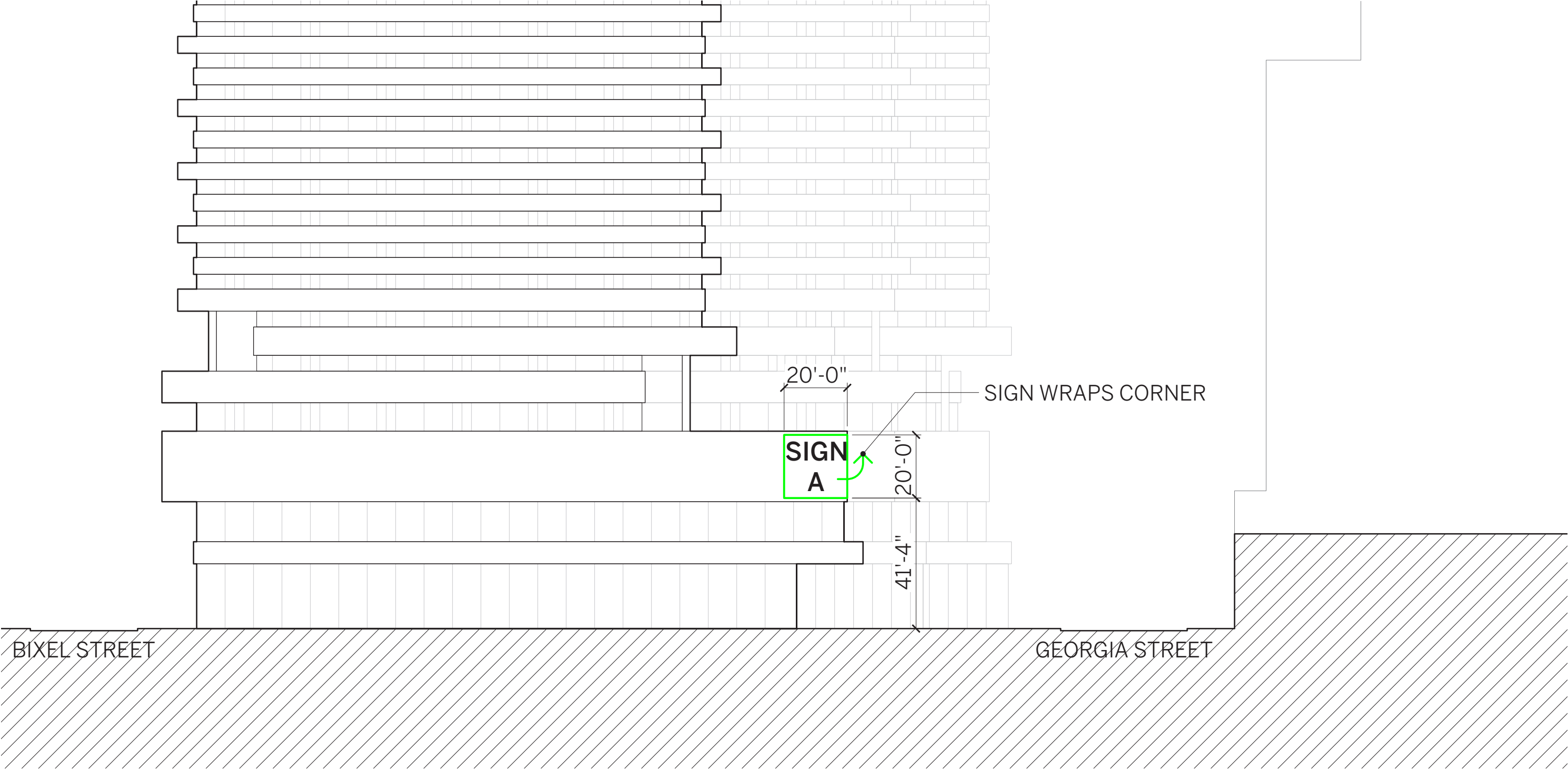
## **Section 8. SEVERABILITY.**

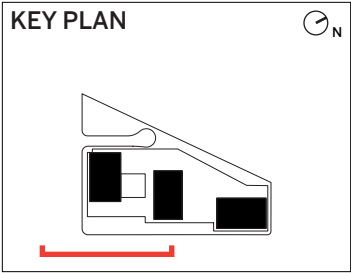
If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said Ordinance, which can be implemented without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

**Appendix A**  
**Approved Signs**

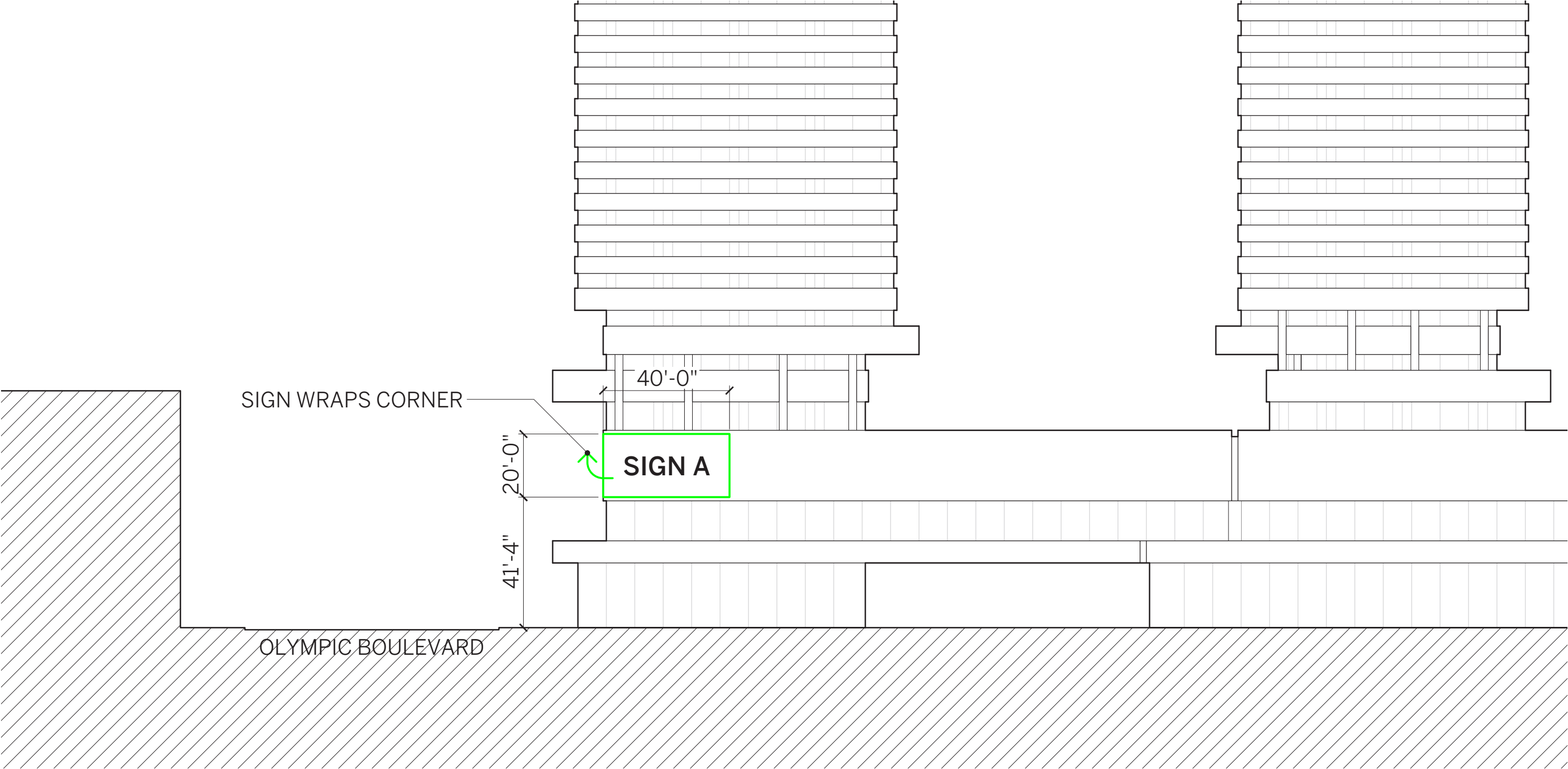


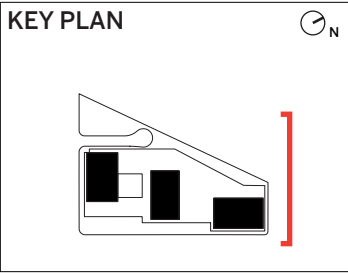
**SIGN A**  
DIGITAL OFF-SITE SIGN, WRAPS CORNER  
20' H x 60' L = 1,200SF



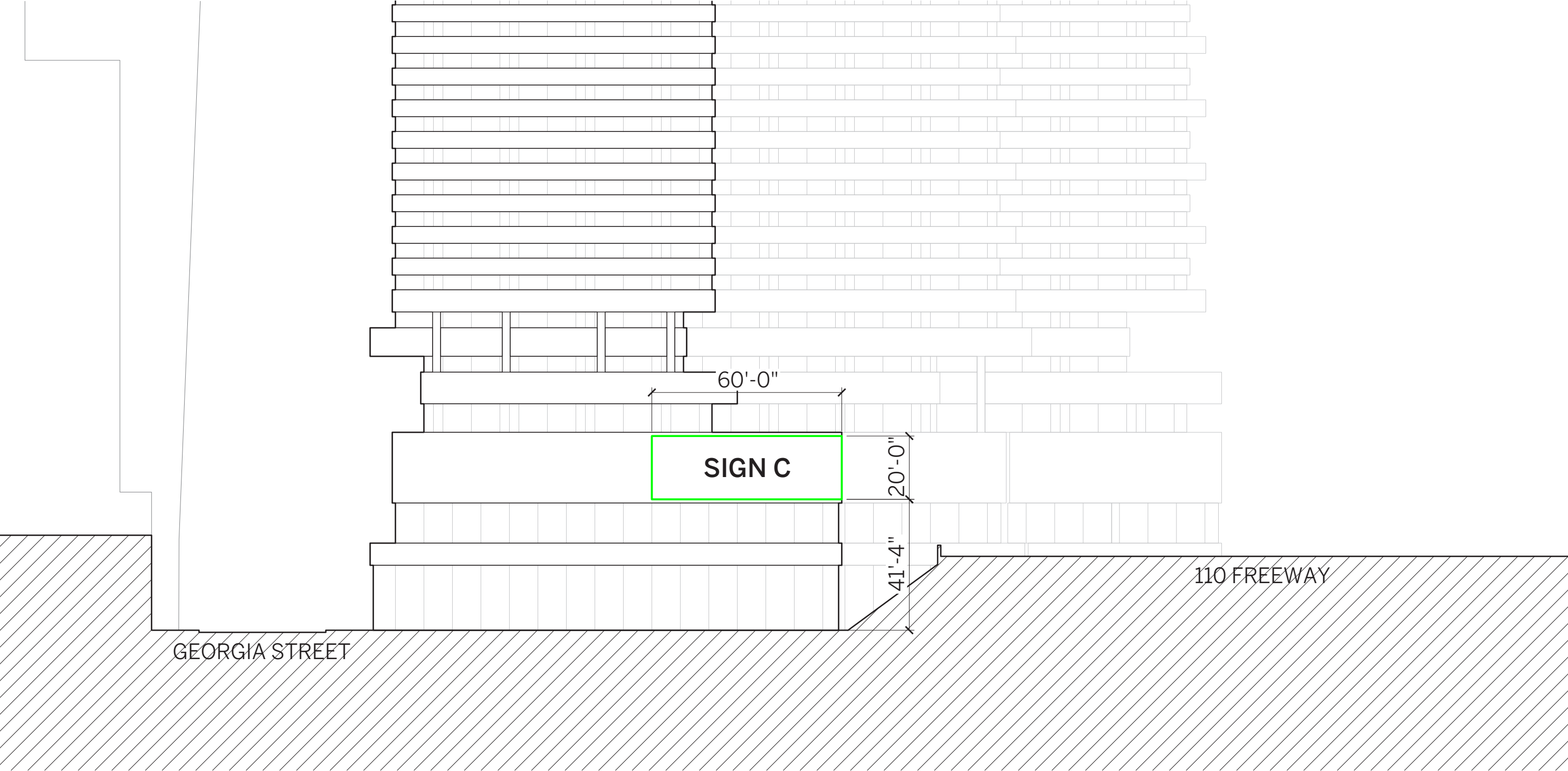


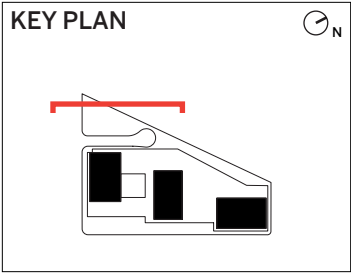
**SIGN A**  
DIGITAL OFF-SITE SIGN, WRAPS CORNER  
20' H x 60' L = 1,200SF



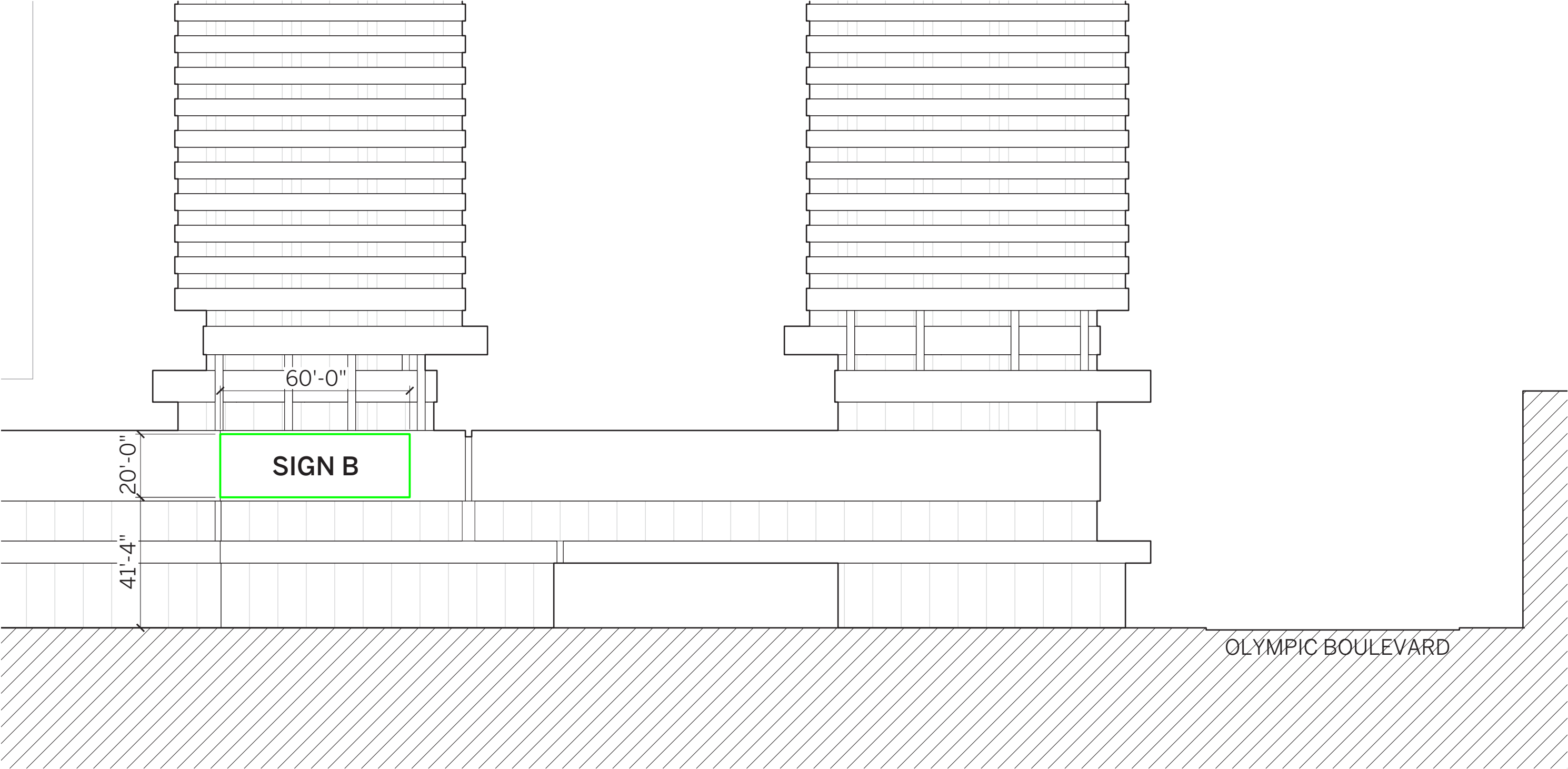


**SIGN C**  
DIGITAL OFF-SITE SIGN  
20' H x 60' L = 1,200SF



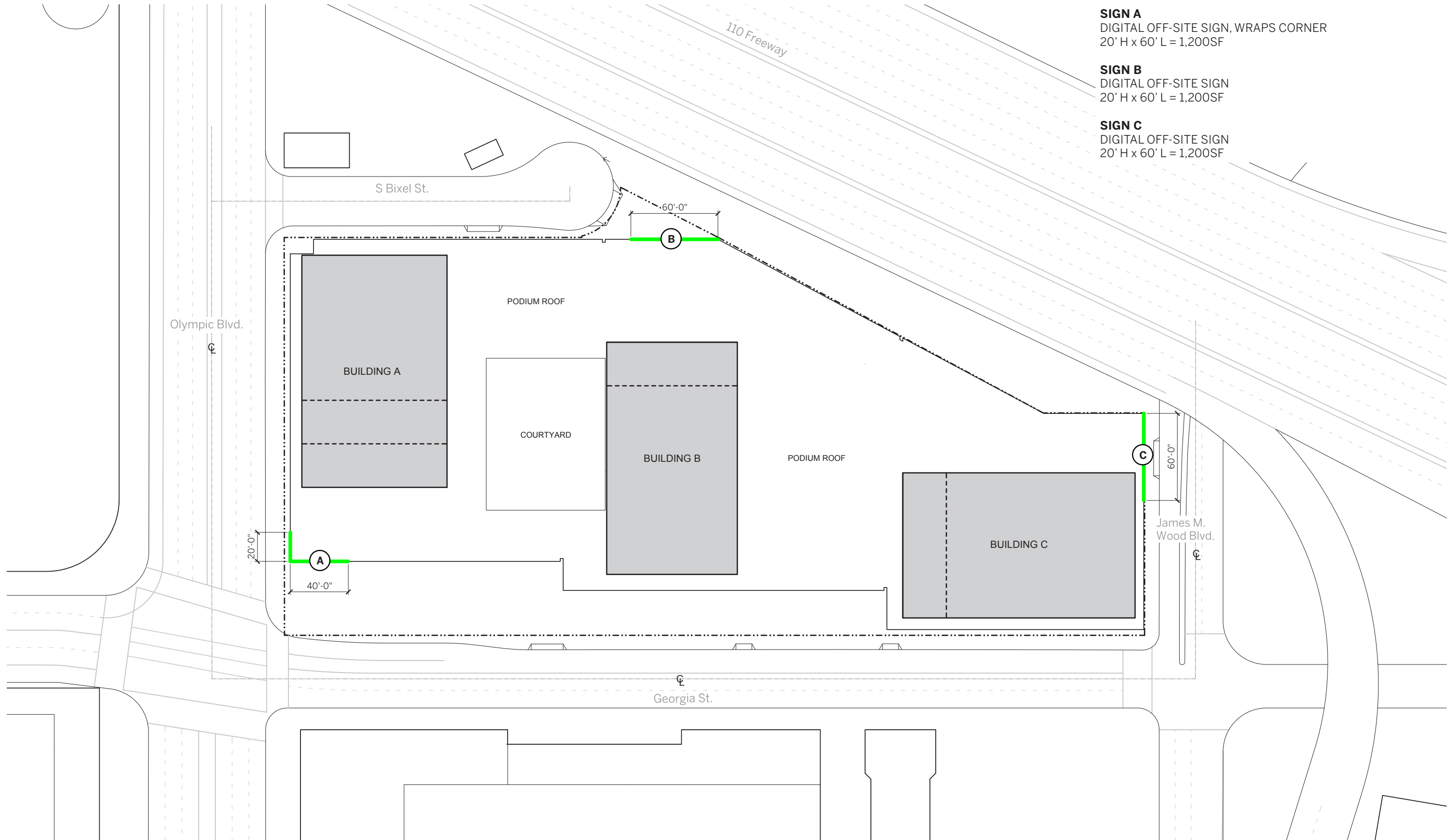


**SIGN B**  
DIGITAL OFF-SITE SIGN  
20' H x 60' L = 1,200SF





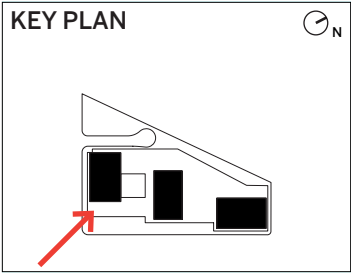
**Appendix B**  
**Conceptual Sign Locations**



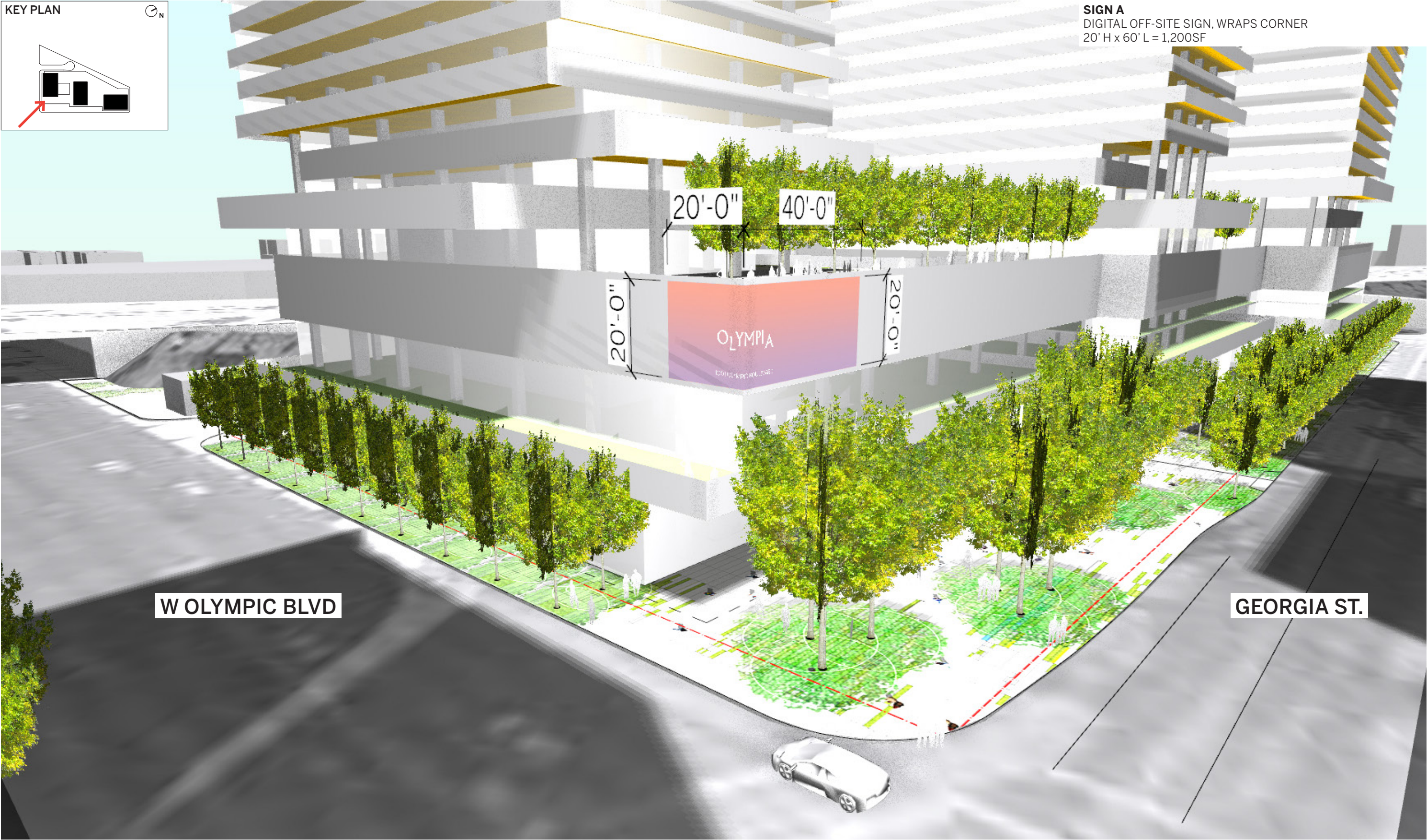
## **Appendix C**

### **Conceptual Sign Drawings**

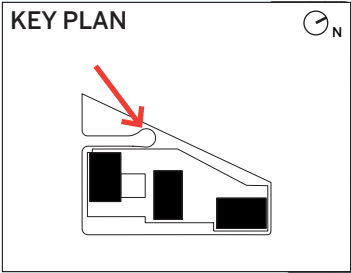




**SIGN A**  
DIGITAL OFF-SITE SIGN, WRAPS CORNER  
20' H x 60' L = 1,200SF



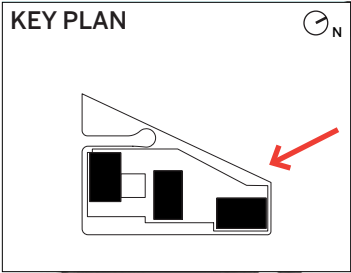




**SIGN B**  
DIGITAL OFF-SITE SIGN  
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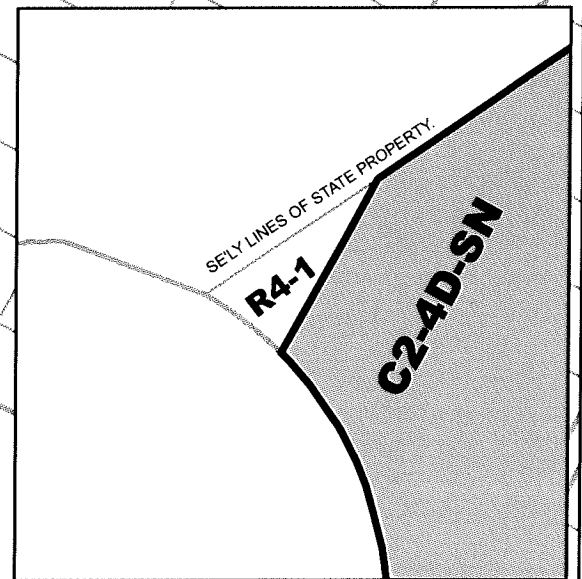
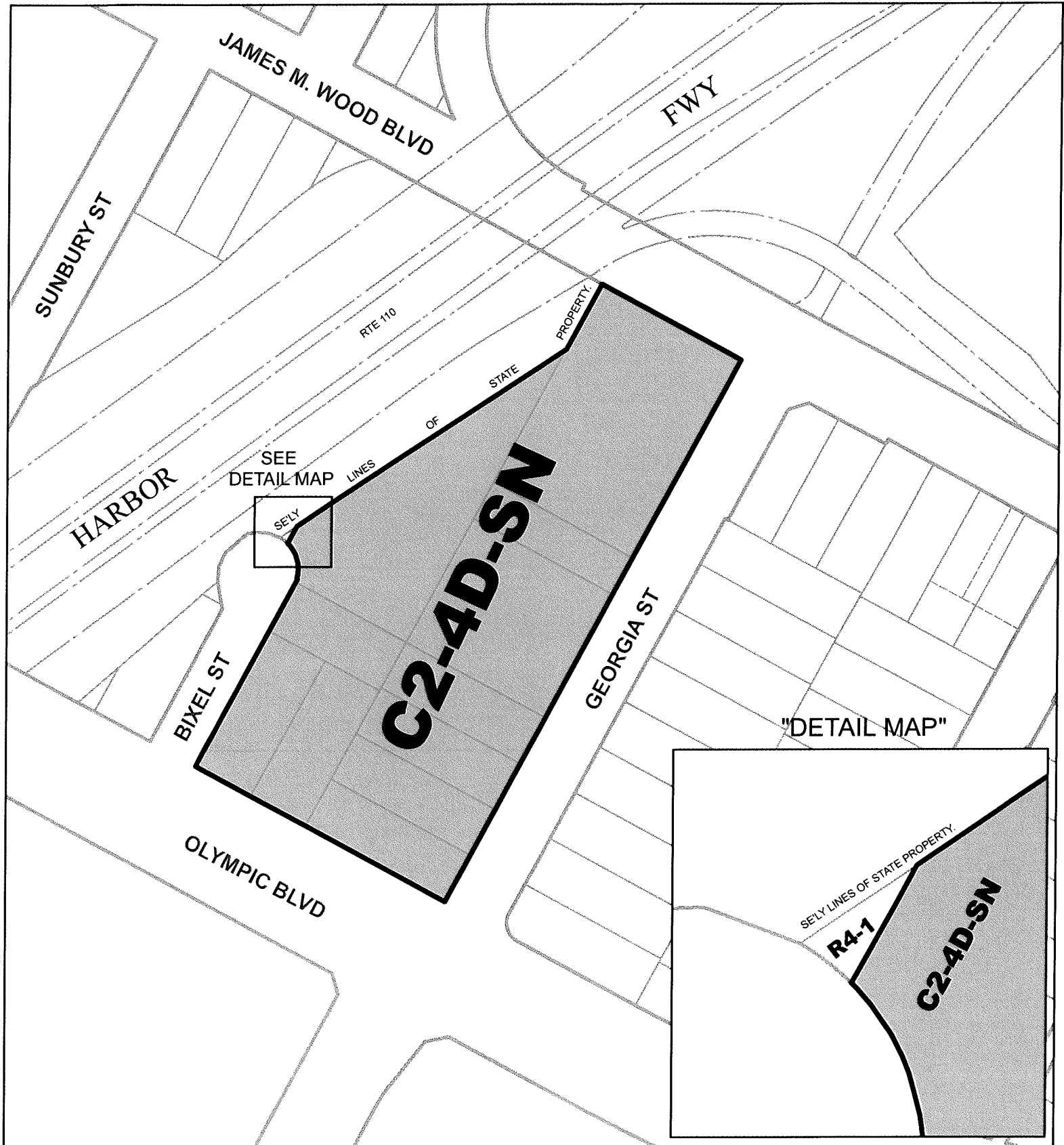






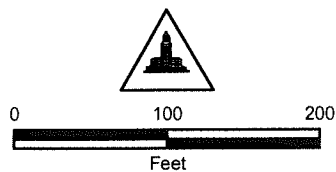
**SIGN C**  
DIGITAL OFF-SITE SIGN  
20' H x 60' L = 1,200SF





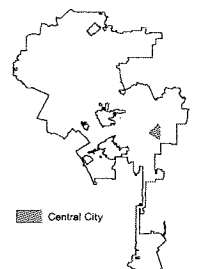
## OLYMPIA SIGN DISTRICT

SUFFIX **SN** WAS ADDED  
BECAUSE AREA IS NOW  
INCLUDED IN A SIGN DISTRICT.



CPC-2016-4888-TDR-SN-MCUP-SPR

City of Los Angeles





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 \_\_\_\_\_.

HOLLY L. WOLCOTT, City Clerk

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

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

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

\_\_\_\_\_, 2019

See attached report.

By \_\_\_\_\_  
KENNETH T. FONG  
Deputy City Attorney

\_\_\_\_\_  
Vincent P. Bertoni  
Director of Planning

Date \_\_\_\_\_

File No(s). CF19-0825