



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: **APR 05 2022**

Case No. DIR-2008-2279-SPP-M3

Council District: 9 – Price, Jr.

CEQA: ENV-2000-3577-EIR-ADD8; SCH No. 2000091046

Plan Area: Central City

Related Cases: CPC-2018-6693-GPA-SP-SPP; ZA-2009-3289-PAB-PA1;
ZA-2016-1381-PAB-PA1; VTT-82421

Project Site: 1011 South Figueroa Street

Applicant: Ted Fikre, L.A. Arena Land Company, LLC
Representative: David Goldberg, Armbruster, Goldsmith & Delvac LLP

At its meeting of **February 24, 2022**, the Los Angeles City Planning Commission took the actions below in conjunction with the approval of the following project:

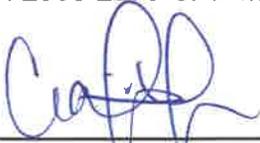
A Modification of a Specific Plan Sign Application Compliance for the conversion of a wall sign (Sign A9/A10) to an Electronic Message Display on the northeast corner of Building A (1011 S. Figueroa Street).

1. **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 No. ENV-2000-3577-EIR (SCH No. 200091046), certified in September 2001; and pursuant to CEQA Guidelines, Sections 15162 and 15164 and the Addendum and Joint Analysis, dated December 2021, that no major revisions to the EIR are required and no subsequent EIR, or negative declaration is required for approval of the Project;
2. **Approved**, pursuant to Section 11.5.7 D of the Los Angeles Municipal Code and Section 16 of the LASED Specific Plan, a Modification of a Specific Plan Sign Application Compliance for the conversion of a wall sign (Sign A9/A10) to an Electronic Message Display on the northeast corner of Building A (1011 South Figueroa Street);
3. **Adopted** the attached Modified Conditions of Approval; and
4. **Adopted** the attached Amended Findings.

The vote proceeded as follows:

Moved: Millman
Second: Hornstock
Ayes: Campbell, Choe, Leung, Mack
Nays: Lopez-Ledesma, Perlman, Dake Wilson

Vote: 6 – 3



Cecilia Lamas, Commission Executive Assistant
Los Angeles City Planning Commission

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 is appealable to the Los Angeles City Council 20 days after the mailing date of this determination letter. Any appeal not filed within the 20-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; 6262 Van Nuys Boulevard, Suite 251, Van Nuys; or 1828 Sawtelle Boulevard, West Los Angeles.

FINAL APPEAL DATE: APR 25 2022

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: Modified Conditions of Approval, Amended Findings, Interim Appeal Procedures

c: Milena Zasadzien, Senior City Planner
William Lamborn, City Planner

CONDITIONS OF APPROVAL

(As modified by the City Planning Commission at its meeting of February 24, 2022)

1. **Site Development.** Except as modified herein, the proposed Sign shall be in substantial conformance with the plans and materials submitted by the Applicant, stamped "Exhibit A", dated February 14, 2022, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, Major Projects Division, and written approval by the Director of Planning. Each change shall be identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the project conditions, or the project permit authorization.
2. For the purposes of these Modification for Sign Approval conditions and findings, the "Sign" or the "proposed Sign" shall be in reference to the combined Signs A9 and A10, as depicted on Exhibit A.
3. **Concurrent Specific Plan Amendment.** Signage permitted pursuant to this grant shall comply with the provisions of the LASED Specific Plan, inclusive of requirements set forth in Section 16, Signage, as may be amended pursuant to Case No. CPC-2018-6693-GPA-SP-SPP. If the concurrent Specific Plan Amendment requested pursuant to Case No. 2018-6693-GPA-SP-SPP is not approved, this may necessitate a further Project Permit Modification, Adjustment, Exception, or other discretionary action under the Specific Plan.
4. **Sign Type.** The Sign shall be an internally illuminated, 4,205 square foot, Electronic Message Display Sign with a high-resolution LED changeable message unit. The sign shall be as shown on Exhibit A.
5. **Illumination & Sign Hours of Operation.** The Sign shall be illuminated internally utilizing high-resolution LED technology. The Sign shall be designed and screened so as to limit direct light sources onto any residential units that are located outside of the LASED Specific Plan area. Pursuant to Section 16, Table 5 of the LASED Specific Plan, the proposed Sign shall be limited to the operating hours of dawn to 2:00 a.m.
6. **Sign Area & Size.** The Sign shall be a maximum total of 4,205 square feet (2,574 square feet on the Sign A10 portion and 1,631 square feet on the Sign A9 portion). The area of the sign encompassing the Sign A10 portion shall be limited to a maximum length of 88 feet and a maximum height of 29 feet and three inches. The area of the Sign encompassing the Sign A9 portion shall be limited to a maximum length of 55 feet and 9 inches and a maximum height of 29 feet and three inches.
7. **Sign Height & Placement.** The Sign height and placement shall be consistent with Exhibit A. The Sign shall be located 21 feet and 9 inches from the existing sidewalk grade to the bottom of the sign. The top of the Sign shall not exceed a height of 51 feet from the existing sidewalk grade. The Sign shall be located on the northeast corner of Building A at the intersection of Figueroa Street and Olympic Boulevard within the Los Angeles Sports and Entertainment District (LASED) Specific Plan.
8. **Sign District & Vertical Sign Zone.** The Sign shall be located in Sign District B, Level 1, a Vertical Sign Zone defined as 0 foot to 35 feet above grade, and Level 2, a Vertical Sign Zone defined as 35 feet to 100 feet above grade.

9. **Animation.** The sign shall be an animated Sign and shall be limited to a refresh rate of no more than once every eight seconds.
10. **Prohibited Lighting Devices.** No spotlights, searchlights, sky-tracker lights or other similar lighting devices are approved or authorized by this determination.
11. **Additional Signage.** There shall be no additional signs installed on the subject structures except as approved in previous and subsequent City Planning approvals or sign-offs.
12. **Electronic Message Display.** The electronic message display shall have a nighttime brightness of no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. At sunrise the display may be illuminated at a brightness no greater than 2,900 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes up to the maximum permitted daytime brightness.
13. **Mountings.** All mounting procedures shall be to the satisfaction of the Department of Building and Safety.

A. Administrative Conditions

1. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Planning Department for placement in the subject file.
2. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.
3. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assign. The agreement must be submitted to the Planning Department for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Planning Department for attachment to the file.
4. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public officials, legislation or their successors, designees or amendment to any legislation.
5. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Planning Department and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.

6. **Building Plans.** Page 1 of the grants and all the conditions of approval shall be printed on the building plans submitted to the City Planning Department and the Department of Building and Safety.
7. **Project Plan Modifications.** Any corrections and/or modifications to the Project plans made subsequent to this grant that are deemed necessary by the Department of Building and Safety, Housing Department, or other Agency for Code compliance, and which involve a change in site plan, floor area, parking, building height, yards or setbacks, building separations, or lot coverage, shall require a referral of the revised plans back to the Department of City Planning for additional review and final sign-off prior to the issuance of any building permit in connection with said plans. This process may require additional review and/or action by the appropriate decision-making authority including the Director of Planning, City Planning Commission, Area Planning Commission, or Board.
8. **Indemnification and Reimbursement of Litigation Costs.** The Applicant shall do all of the following:
 - (i) Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
 - (ii) Reimburse the City for any and all costs incurred in defense of an action related to or arising out of, in whole or in part, the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
 - (iii) Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$50,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
 - (iv) Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
 - (v) If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City.

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commissions, committees, employees, and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims, or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.

Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the Applicant otherwise created by this condition.

FINDINGS

(As amended by the City Planning Commission at its meeting of February 24, 2022)

The applicant has requested a Modification to a Specific Plan Sign Application Compliance that previously approved a vinyl Wall Sign (Signs A9 and A10) on the northeast corner of Building A at the intersection of Figueroa Street and Olympic Boulevard within the Los Angeles Sports and Entertainment District (LASED) Specific Plan. The Sign Application Compliance review was initially approved on August 15, 2008 (Case No. DIR-2008-2279-SPP). The applicant is requesting a Modification to the initial grant to allow the conversion of the existing vinyl Wall Sign to an Electronic Message Display Sign (LED display) in the same location and the size as the existing vinyl Wall Sign. The LED display will maintain the same existing 4,205 square feet of area, comprised of 1,631 square feet for Sign A9 and 2,574 square feet for sign A10 located in LASED Sign District B, in Vertical Sign Zones 1 and 2.

The modified sign would be an Electronic Message Display high-resolution LED screen that would allow for changing graphics, and text, subject to a refresh rate of no more than once every eight seconds. Since the LED display will be the same size as the existing vinyl Wall Sign that it's replacing, it will maintain its appropriate scale with other signage on Building A, Building B, and other buildings within the LASED Specific Plan fronting Figueroa Street.

Since the LED display would replace the existing vinyl Wall Sign of similar size, the sign would continue to be within the maximum signage allowance for Sign District B. However, approval of the requested modification would require certain amendments to Tables 4 through 6 of the LASED Specific Plan to allow for the portion of the LED display within Vertical Sign Zone 1 to be a digital display. With approval of the Specific Plan amendments requested in connection with the JW Marriott Hotel and Conference Center Expansion, which approval is concurrently under consideration, the LED display would be fully consistent with the LASED Specific Plan.

As conditioned by this approval, the sign modification would comply with the applicable regulations, standards, and provisions of the Los Angeles Sports and Entertainment District Specific Plan and Section 16 of that Plan, as well as the related Conceptual Signage Plan dated October 16, 2006.

1. Section 16.A.2(f): Findings required for sign application compliance.

Subsection (1). All proposed signs are appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot.

The applicant submitted a request for a sign modification for the conversion of a wall sign (Sign A9/A10) to an Electronic Message Display on the northeast corner of Building A (1011 S. Figueroa Street) within Sign District B in Vertical Sign Zones 1 and 2 of the LASED Specific Plan area. Since the LED display will be the same size as the existing vinyl Wall Sign that it's replacing, it will continue to maintain its appropriate scale with other signage on Building A, Building B, and other buildings within the LASED Specific Plan fronting Figueroa Street. The proposed 4,205 square foot Electronic Message Display Sign (LED display) would be consistent with the sign area previously assigned to Sign A9 and Sign A10, which are 1,631 square feet and 2,574 square feet, respectively. As such, the proposed sign would be appropriately scaled to the architectural charter of all buildings, existing signs, and structures on the lot, as it would be in the same size and location as the existing vinyl Wall Sign it is replacing.

Subsection (2). All existing and proposed signs result in a complementary enhancement to the architecture and open spaces on the lot, and result in a visually uncluttered appearance.

The area of the LASED where Signs A9 and A10 are located was originally designed with the placement of signage in mind as part of the design concept. Consequently, all existing signage is consistent with the architectural style of the building and is appropriate with respect to the massing of the structures, fenestration patterns, and overall urban form. The modified sign would include a high-resolution LED screen that would allow for changing graphics and text, and would be subject to a refresh rate of no more than once every eight seconds. Since the LED display will be of similar size and scope to the existing vinyl Wall Sign that it's replacing, it will continue to be a complementary enhancement to the architecture and open spaces on the lot, and continue to result in a visually uncluttered appearance.

Subsection (3). The proposed signs comply with all of the applicable sign regulations of this section, including sign area, total signage façade coverage, sign type, sign height, and operating hours.

Section 16.A.2 of the LASED Specific Plan allows the Director of Planning to review and approve proposed sign plans for individual sign plans, and/or signs on individual building within the District. With approval of the requested amendments to the Specific Plan, to allow for the portion of the LED display within Vertical Sign Zone 1 to be animated, the proposed sign would comply with the following regulations set forth in the Specific Plan: Specific Plan Section 16.C: General Requirements and Section 16.D: Vertical Sign Zones.

Subsection (4). The proposed signs comply with all applicable sign guidelines found in Appendix A of the Specific Plan.

As described below under "Appendix A Design Guidelines", the proposed Modification to Signs A9/A10 complies with all applicable sign guidelines found in Appendix A of the Specific Plan.

Section 16 C.2 Permitted Signs

The proposed Electronic Message Display Sign is permitted under the Specific Plan and is therefore consistent with this section.

Section 16.C.3 Prohibited Signs

Electronic Message Display Signs are not prohibited in Sign District B.

Section 16.C.4 Hazard Review

This Section stipulates that signs that adhere to the regulations outlined in Tables 3, 4, 5, 6, and 7 of this Specific Plan shall be exempted from the Hazard Determination Review Procedures in LAMC Section 14.4.5. With approval of the amendments to the Specific Plan to permit the portion of the LED display within the Vertical Sign Level 1, the LED display would comply with Tables 3, 4, 5, 6, and 7 of the Specific Plan. The Specific Plan further states that Electronic Message Display Signs shall be subject to review under the process established by Subsection A of this Section (Specific Plan Compliance Requirements). No freeway abutting signs are proposed by this project and therefore no signs are subject to Caltrans approval.

Section 16.C.5 Sign Area Calculation

The LED display will maintain 4,205 square feet of area, comprised of 1,631 square feet for Sign A9 and 2,574 square feet for sign A10 located in LASED Sign District B, in Vertical Sign Zones 1 and 2 initially approved in the Sign Application Compliance on August 15, 2008 (Case No. DIR-2008-2279-SPP). As the LED display comprises the signage area already permitted for Sign A9 and Sign A10, the proposed signage would remain consistent with Section 16.C.5 of the LASED Specific Plan.

Section 16.C.6 Freeway Exposure

The proposed modification would not result in any freeway edge signs or freeway adjacent signs. The sign is not within the Olympic West Subarea of the Specific Plan, and as such, this section does not apply.

Section 16.C.7 Sign Height for Ground Mounted Signs

The proposed sign is not a Ground Mounted Sign. As such, this section does not apply.

Section 16.C.8 Sign Height for Freeway Edge Signs

The proposed sign is not a freeway edge sign. As such, this section does not apply.

Section 16.C.9 Sign Height for Plaza Tower Signs

The proposed sign is not a plaza tower sign. As such, this section does not apply.

Section 16.C.10 Existing Signs

The proposed sign is the modification of an existing sign and all existing signs on-site have been previously approved.

Section 16.C.11 Illumination

This project complies with all the illumination guidelines set forth in Section 16.C.11 of the LASED Specific Plan. The Specific Plan allows signs to be illuminated via internal illumination or LED lighting, as proposed by this modification. As conditioned, the LED display would be designed, located, and use only illumination methods permitted under the Specific Plan to limit direct light sources onto any residential units located outside the Specific Plan area.

Section 16.C.12 Building ID Signs

The proposed sign is not a building ID sign. As such, this section does not apply.

Section 16.C.13 Inflatable Signs

The proposed sign is not an inflatable sign. As such, this section does not apply.

Section 16.C.14 Supergraphics

The proposed sign is not a supergraphic sign. As such, this section does not apply.

Section 16.C.15 Freeway Edge Signs

No freeway edge signs are proposed as part of this project.

Section 16.C.16 Sign Types and Heights

The Specific Plan indicates that only supergraphics, building identification and tenant identification signs may exceed a height of 150 feet. The proposed sign is an Electronic Message Display Sign. The proposed sign is located within Sign District B in Vertical Sign Zones 1 and 2 of the LASED Specific Plan area and the top of the sign measures well below the maximum of 100 feet allowed in Vertical Sign Zone 2. Therefore, the proposed sign is also well below the maximum 150 feet in height set forth in this section.

Section 16.C.17 Sign Districts

For sign regulation purposes, the Specific Plan is divided into four Sign Districts. The proposed sign is within Sign District B which permits Electronic Message Display Signs.

Section 16.C.18 Sign Districts A-1 and B Limitations

The Specific Plan states that in no event shall the combined total amount of square footage of signage in Sign Districts A-1 and B exceed 136,000 square feet, exclusive of up to 10,000 square feet of temporary signage. The proposed sign would maintain the same overall square footage of the existing vinyl wall sign (Sign A9 and Sign A10) that it will replace. Therefore, the square footage of the proposed sign would not new any new signage area nor exceed the limitations on signage as provided in the Specific Plan.

Section 16.C.19 Vertical Sign Zones

The Specific Plan sets forth Vertical Sign Zones which regulate the type and intensity of signs based upon their vertical location on a wall or plane. The Vertical Sign Zones vary based upon Sign Districts. The proposed Electronic Message Display Sign is under 100 feet tall measured from the grade level and is within Sign District B. The corresponding Vertical Sign Zone stipulates the following:

Sign District B:

- Level 1: This zone is applicable to all signs located at street level, defined as 0 foot – 35 feet above grade.
- Level 2: This zone is applicable to all signs located at the mid-level of multi-story buildings, defined as 35 feet – 100 feet above grade.
- Level 3: This zone is applicable to all signs located at the upper levels of mid- to high-rise buildings, defined as 100 feet or more above grade

The proposed sign is located with Level 1 and Level 2 of Sign District B.

Section 16.C.20 Signs within More than One Sign District or Vertical Sign Zone

The proposed sign is entirely within Sign District B and within two Vertical Sign Zones (Levels 1 and 2). Approval of the requested sign modification would also require certain amendments to

Tables 4 through 5 of the LASED Specific Plan to allow for the portion of the LED display within Vertical Sign Zone 1 to be animated. With approval of the requested Specific Plan Amendments (CPC-2018-6693-GPA-SP-SPP), the proposed sign modification complies with the regulations of each Vertical Sign Zone.

Section 16.C.21 Conceptual Signage Map for Olympic East, West, and North Subareas

Signs A9 and A10 were previously found to be consistent with the Conceptual Signage Map for the Olympic subareas through case number DIR-2008-2279-SPP. The proposed sign would repurpose the area of Signs A9 and A10 and would be located in the same location of the existing Wall Sign. As such, the proposed sign modification continues to be consistent with this section.

Section 16.C.22 Large-Scale Architectural Lighting

The proposed sign does not include any large-scale architectural lighting.

Section 16.D.1 Sign Classification

The proposed sign would replace a vinyl Wall Sign (Signs A9 and A10) with a new Electronic Message Display Sign (LED sign) which would be considered an animated sign. The sign would be limited in operation to the hours of dawn to 2:00 a.m. under the provisions of Table 5 of the LASED Specific Plan.

Section 16.D.2 Permitted Sign Area

The project proposes 4,205 square feet of signage area, which is the same size of the vinyl Wall Sign it proposes to replace. As such, the sign's square footage would not exceed the limitations of sign area as a percentage of façade area pursuant to Specific Plan Section 16.D.2.

Section 16.D.3 Sign Hours of Operation

As conditioned, the proposed sign will be limited in operation to the hours of dawn to 2:00 a.m., consistent with Table 5 of the LASED Specific Plan. As such, the proposed sign is consistent with Section 16.D.3 of the Specific Plan.

Subsection (4). The proposed sign is in substantial compliance with all applicable sign guidelines found in Appendix A of the Specific Plan.

Appendix A Design Guidelines

2. Signage and Lighting

A. District Sign Character

Design Guidelines 1-19: Design guidelines 1 through 19 do not relate to signage and therefore are inapplicable to this request.

Design Guideline 20: Establish separate Sign Districts that support the overall design and land use concept for the LASED. Contribute to a lively, colorful, and exciting pedestrian atmosphere with animated and illuminated signage and graphics that are compatible with sports, retail, and entertainment uses. Sign districts are identified as follows:

Sign District B: Sign District B generally encompasses buildings and uses located along Olympic and Figueroa north of 11th Street. These streets will be active and engaging places, and signs will support the vitality and action along these streets. Signage that enhances the presence of the various uses along these streets will be encouraged, and tenants will incorporate innovative and dynamic signage. In addition, District B will include a limited amount of Freeway Edge Signs. The amount of signage will be somewhat less than Sign District A, in recognition of Olympic and Figueroa's function as primary traffic movers; animated signage will be restricted up to 35 feet to minimize distractions to motorists.

The sign proposed for Sign District B is dynamic and includes a high-resolution LED electronic display component that will contribute to the vibrancy and vitality of the District, consistent with Design Guideline 20 of the Specific Plan. This Sign District is intended to include the prominent but less dynamic sign types than Sign District A. However, LED Electronic Message Display signs are permitted, and with approval of the requested Specific Plan Amendments (CPC-2018-6693-GPA-SP-SPP) to permit animated displays in Vertical Sign Zone 1 (i.e. beneath 35 feet), the proposed sign modification would comply with the regulations of each Vertical Sign Zone, and the proposed sign would be consistent with this Sign District and the Design Guidelines.

B. Individual Sign Character

Advisory Criteria: Signs that accentuate the architecture of the District and contribute to a lively and visually stimulating experience are encouraged. Signs should be conceived as an integral part of the design so as not to appear as an afterthought application.

Advisory Criteria: The location, size, and appearance of building identification signs should complement the building and overall character of the district.

Advisory Criteria: Tenant identification signs should fit comfortably into the storefront architecture; at the same time, they should be bold and dynamic in image, color, materials, and design.

Advisory Criteria: The location, size, and appearance of tenant identification signs should contribute to a high level of street activity, and enhance the shopping and entertainment experience that is desired for the District.

The location and size of Signs A9 and A10 were previously approved and found to be consistent with these criteria under case number DIR-2008-2279-SPP. The Electronic Message Display Sign will include the addition of a high-definition LED panel which will further contribute to a lively and visually stimulating experience. Furthermore, since the proposed sign will be the same size and in the same location as the previously approved sign, it will continue to complement the building and overall character of the district.

The proposed sign is not a tenant identification sign or building identification sign, and as such, those Advisory Criteria or not applicable.

C. Sign Visibility & Legibility

Design Guideline 22: Locate and design signs for maximum visibility and legibility.

Design Guideline 22A: Signs shall generally face the centerline of the street, except tenant blade signs, entertainment marquee signs, freeway edge signs, and temporary displays. In addition, this standard shall not apply to A-1 District signs or district identification signs.

Design Guideline 22B: Tenant identification wall signs shall be located directly behind or above clear, untinted storefront glazing.

Advisory Criteria: A building or tenant identification wall sign should be legible to the pedestrian from the opposite sidewalk.

The proposed sign will be located on the northeast corner of Building A at the intersection of Figueroa Street and Olympic Boulevard within the Los Angeles Sports and Entertainment District (LASED) Specific Plan, a highly visible and heavily-traveled intersection. The proposed sign generally faces the centerlines of both Figueroa Street and Olympic Boulevard. As such, the proposed sign complies with Design Guidelines 22 and 22A. Design Guideline 22B does not apply to this project as the sign is not a tenant or building identification sign.

D. Sign Illumination & Animation

Design Guideline 23: Incorporate animated and illuminated signs that are in keeping with the active character of the District.

Design Guideline 23A: Signs shall use appropriate means of illumination. These include: neon tubes; fiber optics; incandescent lamps, LEDs, cathode ray tubes, shielded spotlights and wall wash fixtures.

Design Guideline 23B: Illuminated signs may incorporate animation, such as flashing elements (i.e. borders, writing, pictorial representations, emblems or other figure of similar character) or a flashing sign surface that serves as a field backdrop during operation, except along Flower Street.

Design Standard 23C: Animated Signs and Electronic Message Display Signs which directly front a freeway shall be discouraged. Total Animated Sign and Electronic Message Display Sign square footage within the Olympic West Subarea shall be limited to 1500 square feet. Those approved animated signs fronting a freeway shall be limited to a refresh rate of no more than once every four seconds, with an interval between messages of not less than one second, and the intensity of illumination will not change.

Advisory Criteria: Innovative sign technologies are encouraged.

The proposed sign is an illuminated and animated sign which incorporates high-definition LED technology. The sign is subject to a refresh rate of no more than once every eight seconds, does not contain any flashing elements and does not front Flower Street as prohibited by Design Guideline 23B. The proposed sign does not front a freeway nor is it located in the Olympic West Subarea. As such, the proposed sign complies with Design Guidelines 23, 23A, 23B, and 23C.

E. Prohibited Signs

Design Guideline 24: Require signs that exhibit quality and contribute to the civic character of the District.

Design Guideline 24A: Except as otherwise provided in the Specific Plan, the following signs are prohibited:

- a) Internally illuminated awnings
- b) Conventional plastic faced box or cabinet signs
- c) Formed plastic faced box or injection molded plastic signs

- d) Luminous vacuum formed letters
- e) Odor-producing signs
- f) Any sign covering windows, with the exception of Supergraphic Signs, which shall maintain outward views from windows
- g) Pole signs
- h) Sandwich board signs
- i) Off-site signs

The proposed sign will use innovative, high-definition LED technology that will contribute to the civic character of the district. Additionally, the modified sign is not among the prohibited sign types listed in Design Guideline 24A. As such, the proposed sign is consistent with Design Guidelines 24 and 24A.

F. General Lighting Character

Design Guideline 25: Minimize glare upon adjacent properties, sensitive uses, and roadways.

Design Guideline 25A: A parking structure's internal light fixture luminaries shall be shielded from adjacent uses and properties.

Design Guideline 25B: Lighting shall be directed away from adjacent properties and roadways, and shielded as necessary.

Advisory Design Criteria: Lighting that promotes District identity is encouraged; lighting should offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.

Advisory Design Criteria: Innovative lighting technologies are encouraged.

The proposed sign will minimize glare and the lighting will be shielded and directed away from roadways and adjacent properties. As conditioned, no spotlights, searchlights, sky-tracker lights or other similar lighting devices are approved or authorized by this determination. Additionally, the proposed sign is conditioned to limit the hours of operation to the hours between dawn and 2:00 a.m consistent with the timing requirements of the Specific Plan. The proposed sign does not involve a parking structure, therefore Design Guideline 25A does not apply. The project includes a high-resolution LED sign to provide a visually stimulating experience for visitors. The proposed sign will face both Figueroa Street and Olympic Boulevard and will enhance the dynamic lighting and experience of the façade of the building and surrounding signs facing Figueroa Street and Olympic Boulevard at night. As such, the proposed sign complies with Design Guidelines 25, 25A, and 25B.

G. Architectural Lighting

Advisory Design Criteria: Architectural lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.

Advisory Design Criteria: Architectural lighting should complement and accentuate the building architecture.

The project does not include architectural lighting.

H. Landscape Lighting

Advisory Design Criteria: Landscape lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.

Advisory Design Criteria: Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.

The project does not include landscape lighting.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

FINDINGS OF FACT (CEQA)

Background

Pursuant to the California Environmental Quality Act, Public Resources Code Sections 21000 et seq. (CEQA) and the State CEQA Guidelines, Title 14, California Code of Regulations, Sections 15000 et seq. (CEQA Guidelines), in September 2001, the City of Los Angeles (City), acting as lead agency, certified an Environmental Impact Report (EIR) for the Los Angeles Sports and Entertainment District (LASED) (ENV-2000-3577-EIR, State Clearinghouse No. 2000091046) (Certified EIR). The Certified EIR analyzed the development of approximately four million square feet of hotel, retail/entertainment/restaurant, office/commercial, and residential uses within the six development areas that comprise the LASED. The City found that the Certified EIR was completed in compliance with CEQA and State and City CEQA Guidelines, and adopted findings and a Mitigation Monitoring and Reporting Program.

Since certification of the EIR, the City has adopted seven addenda to the Certified EIR (Subsequent Addenda", which evaluated modifications to the original LASED development program and amendments to the LASED Specific Plan (Specific Plan) and previously approved entitlements (as modified to date, the Approved Project).

Subsequently, the City prepared an Eighth Addendum to the Certified EIR, dated December 2021 (the Eighth Addendum to analyze the potential impacts of proposed modifications to the Approved Project (Modified Project). The Modified Project would allow for an amendment to the Specific Plan and previously approved entitlements for the development of an 861 guest-room hotel tower and a 228,200- square-foot conference center on Development Sites 1a and 1b (Hotel and Conference Center Expansion). Specifically, the proposed Specific Plan amendments and related entitlements would allow for the following:

1. Permitting hotel uses on the Development Site 1a and 1b;
2. Converting 231,564 square feet of office floor area permitted within Development Site 12 to 851 hotel guest rooms in accordance with the Specific Plan;
3. Removing 10 hotel guest rooms in the existing JW Marriott Hotel on Development Site 2 and transferring those rooms to the Hotel and Conference Center Expansion;
4. Reallocating an additional 332,136 square feet of office floor area from Development Site 12 to hotel floor area in accordance with the Specific Plan and allocating 14,700 square feet of Convention Center Expansion Use floor area to the Hotel Expansion;
5. Increasing the maximum allowable tower height in the Olympic West Subarea (Development Sites 1a and 1b) from 150 feet to 420 feet above existing grade;
6. Reducing parking requirements for the Olympic West and Olympic East Subareas, as well as Crypto.com Arena (previously known as STAPLES Center);
7. Modifying certain signage provisions;

8. Modifying a limited number of LASED Specific Plan development standards and procedures;
9. Modifying Alcohol Use Approvals for the cinemas and existing JW Marriott Hotel; and
10. Modifying standards for a street vacation for the Eleventh Street Pedestrian Area (Chick Hearn Court).

In addition to the City's analysis of whether the Modified Project triggered any of the circumstances set forth in Public Resources Code, Section 21166 or CEQA Guidelines, Section 15162 requiring a subsequent or supplemental EIR, the City also prepared a joint analysis (the Joint Analysis) to analyze the combined impacts that could result from development of the Modified Project and a separate yet related project, the expansion and modernization of the Los Angeles Convention Center (Convention Center Expansion and Modernization Project), which is across the street from the Modified Project. The Joint Analysis demonstrates that the environmental impacts of concurrent development of the Modified Project and the Convention Center Expansion and Modernization Project (as analyzed in the First Addendum to ENV-2011-585-EIR, State Clearinghouse No. 2011031049) have already been accounted for in the EIRs certified for the Approved Project and the Convention Center project.

CEQA Authority for an Addendum

CEQA establishes the type of environmental documentation required when changes to a project occur after an EIR is certified. Specifically, Section 15164(a) of the CEQA Guidelines states that: *"The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred."*

Sections 15162 and 15163 of the CEQA Guidelines respectively require preparation of a Subsequent or Supplemental EIR when an EIR has been certified 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, California Public Resources Code Section 21166 states that no subsequent or supplemental environmental impact report shall be required by the lead agency or by any responsible agency, unless one or more of the following events occur:

- 1) Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- 2) 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
- 3) 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.

As demonstrated in the Eighth Addendum and Joint Analysis, the Modified Project's impacts would be within the envelope of impacts as already evaluated in the Certified EIR and Subsequent Addenda. All the Modified Project's environmental impacts would be the same or less than those identified for the Approved Project in the Certified EIR and Subsequent Addenda. The Modified Project would not result in any new significant impacts, nor would it substantially increase the severity of any previously anticipated significant impacts set forth in the Certified EIR and Subsequent Addenda. No substantial changes would occur with respect to the circumstances under which the Modified Project is undertaken that will require major revisions of the Certified EIR due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects.

Additionally, the Eighth Addendum and Joint Analysis supplement the information necessary for evaluation of the Modified Project and do not present new information of substantial importance which would create one or more significant effects not previously disclosed or increase the severity of the significant events already evaluated in the Certified EIR and Subsequent Addenda. In addition, all the applicable mitigation measures included as part of the Certified EIR and Subsequent Addenda would continue to be implemented under the Modified Project, with minor modifications to the mitigation measures to reflect the Modified Project as set forth in the Addendum. Additionally, there are no known mitigation measures or Project alternatives that were previously considered infeasible but are now considered feasible that would substantially reduce one or more significant effects on the environment identified in the Certified EIR.

Based on this determination, the changes proposed under the Modified Project do not meet the criteria for preparation of a Supplemental or Subsequent EIR pursuant to Sections 15162 and 15163 of the CEQA Guidelines.

CEQA Findings

Pursuant to CEQA, the City serves as the lead agency with respect to the Modified Project in connection with the subject City actions. Accordingly, the City (a) has considered the Certified EIR, Subsequent Addenda, Eighth Addendum, Joint Analysis, and other pertinent evidence in the record, including studies, reports, and other information from qualified experts (collectively the Environmental Documents) and the environmental effects of the Modified Project as set forth in the Environmental Documents, and (b) makes the following findings:

Based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the L.A. Sports and Entertainment Center EIR, EIR No. ENV-2000-3577-EIR, SCH No. 2000091046, certified on September 4 2001; and

pursuant to CEQA Guidelines 15162 and 15164, and the Addendum and Joint Analysis dated December 2021, no major revisions are required to the EIR and no subsequent EIR or negative declaration is required for approval of the project

Record of Proceedings

The record of proceedings for the decision includes the Record of Proceedings for the CEQA Findings for the Certified EIR, Subsequent Addenda, all items in the Eighth Addendum file, and 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.

COVID-19 UPDATE

Interim Appeal Filing Procedures

Fall 2020



Consistent with Mayor Eric Garcetti's "Safer At Home" directives to help slow the spread of COVID-19, City Planning has implemented new procedures for the filing of appeals for non-applicants that eliminate or minimize in-person interaction.

OPTION 1: Online Appeal Portal

(planning.lacity.org/development-services/appeal-application-online)

Entitlement and CEQA appeals can be submitted online and payment can be made by credit card or e-check. The online appeal portal allows appellants to fill out and submit the appeal application directly to the Development Services Center (DSC). Once the appeal is accepted, the portal allows for appellants to submit a credit card payment, enabling the appeal and payment to be submitted entirely electronically. A 2.7% credit card processing service fee will be charged - there is no charge for paying online by e-check.

Appeals should be filed early to ensure DSC staff has adequate time to review and accept the documents, and to allow Appellants time to submit payment. On the final day to file an appeal, the application must be submitted and paid for by 4:30PM (PT). Should the final day fall on a weekend or legal holiday, the time for filing an appeal shall be extended to 4:30PM (PT) on the next succeeding working day. Building and Safety appeals (LAMC Section 12.26K) can only be filed using Option 2 below.

OPTION 2: Drop off at DSC

An appellant may continue to submit an appeal application and payment at any of the three Development Services Center (DSC) locations. City Planning established drop off areas at the DSCs with physical boxes where appellants can drop.

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

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

City Planning staff will follow up with the Appellant via email and/or phone to:

- Confirm that the appeal package is complete and meets the applicable LAMC provisions
- Provide a receipt for payment