

MOTION

The Orthopaedic Institute for Children’s mission is to provide outstanding care for children with musculoskeletal disorders regardless of ability to pay, together with advance care worldwide through medical education and scientific research. To support this mission, OIC works hard to raise funds so all children’s needs can be met without delay, including at its long-time DTLA facility located on Adams Boulevard, adjacent to the east of the 110 Freeway. Over 90% of patient visits at the DTLA facility require subsidies from OIC, since patient resources cannot cover the cost of the health care services they need. Given inflationary pressures and the impact of the COVID-19 pandemic, OIC’s resources are challenged in its efforts to provide this critical medical care and fulfill its important mission.

The long-time location of the OIC Downtown LA medical facilities adjacent to the 110 Freeway is also immediately north of the Adams Boulevard termination of the 110 Freeway’s carpool lanes, an important location for Caltrans to provide information to motorists exiting the 110 Freeway. In addition, OIC’s visibility from the 110 Freeway provides a unique opportunity to generate revenue to support care for children. Together with this public benefit, through the creation of a sign district (the “Orthopaedic Institute for Children Sign District”), the City could also obtain reductions in existing off-site signage in nearby areas of South Los Angeles where sign reduction could benefit local communities, and, with approval from Caltrans, could also achieve the relocation of freeway-facing digital signage to the OIC location. In addition to increasing public awareness of OIC and its community services, and generating revenue to support its charitable mission, this signage could be used to enhance public safety through providing service alerts and emergency and community messaging, and to help manage traffic and provide real-time traffic and transit information.

The Orthopaedic Institute for Children Sign District would include the OIC property at 403 West Adams Boulevard, which is immediately adjacent to the 110 Freeway and bounded by Flower Street to the west, West Adams Boulevard to the south, South Grand Avenue to the east, and West 23rd Street to the north.

The Orthopaedic Institute for Children Sign District would offer extensive public benefits. The associated revenue will help the Orthopaedic Institute for Children to fulfill this mission. Revenue from new signage on the Orthopaedic Institute for Children’s campus is estimated to offset costs of about 9,000 patient visits including pediatric surgeries and clinic visit per year provided to children with no ability to pay. In addition, the DTLA campus is now being opened for surgeries for adults, to further expand support for local community needs. The Orthopaedic Institute for Children Sign District will also allow for the reduction of existing off-site signage and the addition of a new community and emergency messaging resource adjacent to the 110 Freeway.

I THEREFORE MOVE that the City Council instruct and request the following to facilitate a signage program for the site of the Orthopaedic Institute for Children Sign District:

1. Instruct the Department of City Planning, and request the City Attorney, to initiate the Zone Change process to establish a Supplemental Use Sign District (including assigning a City Planning Commission case number) to consider a takedown program

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of existing off-site signage and a new digital freeway sign that is appropriate for the location;

2. Instruct the Department of City Planning, and request the City Attorney, to initiate the process to begin and coordinate review of a Sign District upon submittal of a Department of City Planning Master Land Use Permit Application submitted directly to the Department of City Planning's Major Projects Unit;
3. Instruct the Department of City Planning, and request the City Attorney, upon submittal to the Department of City Planning of necessary application and other fees for processing the Sign District applications, to work with the applicant to prepare the necessary documents for a Sign District, and assign staffing as needed to process the land use documents in a timely manner and obtain public review prior to the Council's future consideration; and
4. Instruct the Department of City Planning, and request the City Attorney, to coordinate review and process the project application and all necessary land use and environmental documents in an expedited manner.

PRESENTED BY: _____



CURREN D. PRICE, JR.

Councilmember, 9th District

SECONDED BY: _____



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