



DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT



City Planning Commission

Date: June 11, 2015
Time: After 8:30 A.M.
Place: Los Angeles City Hall
200 North Spring Street, Room 350
Los Angeles, CA 90012

Public Hearing: April 23, 2015; Required
Appeal Status: N/A

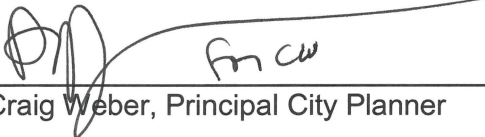
Case No.: CPC-2014-2711-CDO-SN-ZC
CEQA No.: ENV-2014-2712-MND,
Broadway Streetscape Master
Plan Mitigated Negative
Declaration/ Environmental
Assessment
Related Cases: CPC-2012-1737-MSD,
CPC-2009-879-CDO-ZC
Council No.: 14 - Huizar
Plan Area: Central City
Certified NC: Downtown Los Angeles
GPLU: Regional Commercial
Zone: C2-4D, [Q]C2-4D-CDO, [Q]C4-
4D-CDO, [Q]C5-4D-CDO, C2-
4D-O
Applicant: City of Los Angeles

- PROJECT LOCATION:** Commercially zoned parcels generally fronting South Broadway in Downtown Los Angeles from 1st Street to 12th Street, encompassing the National Register Historic Broadway Theater and Entertainment District and adjacent blocks. (Exhibit A)
- PROPOSED PROJECT:** The Historic Broadway Sign Supplemental Use District and related amendments to the Broadway Theater and Entertainment District Design Guide ("Broadway CDO"), associated [Q] "Qualified" Conditions, and the Broadway Streetscape Master Plan;
- REQUESTED ACTION:**
1. Pursuant to Section 13.11 of the Municipal Code, the creation of a **Sign Supplemental Use District**;
 2. Pursuant to Section 13.08 of the Municipal Code, an amendment to the design guidelines and development standards of the Broadway Theater and Entertainment District Design Guide ("**Broadway CDO**");
 3. Pursuant to the Section 12.32 of the Municipal Code, a **Zone Change** to modify existing [Q] "Qualified" Conditions to remove those related to signage;
 4. Approval of an expansion of the Broadway Streetscape Master Plan area to include the blocks between 1st Street and 2nd Street on the north and from Olympic Boulevard to 12th Street on the south;
 5. Amendment to the Los Angeles Administrative Code to establish a special fund to be known as the Broadway Streetscape Fund; and
 6. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, the adoption of the Mitigated Negative Declaration No. ENV-2014-2712-MND for the proposed project.


RECOMMENDED ACTIONS:

1. **Approve** and **Recommend** that the City Council **Adopt** the ordinance establishing the Historic Broadway Sign District, subject to the review of the City Attorney as to form and legality, attached as Exhibit A;
2. **Adopt** the attached **Resolution** to amend the Broadway Theater and Entertainment Design Guide (Broadway CDO).
3. **Approve** and **Recommend** that the City Council **Adopt** the ordinance amending the existing [Q] "Qualified" Conditions, attached as Exhibit E;
4. **Adopt** the attached **Resolution** to expand the Broadway Streetscape Master Plan.
5. **Approve** and **Recommend** that the City Council **Adopt** the ordinance amending the Los Angeles Administrative Code to establish the Broadway Streetscape Fund.
6. **Adopt** the **Mitigated Negative Declaration** (ENV-2014-2712-MND).
7. **Find** that the previously adopted Mitigated Negative Declaration for the Broadway Streetscape Master Plan and the supplemental Department of Transportation Analysis dated December 18, 2014 are adequate environmental clearance for the expansion of the boundaries of the Broadway Streetscape Master Plan.
8. **Adopt** the attached **Findings**, including the Environmental Findings.


MICHAEL J. LOGRANDE
Director of Planning

 *fm cw*

Craig Weber, Principal City Planner



Bryan D. Eck, City Planning Associate
(213) 978-1304
bryan.eck@lacity.org



Patricia A. Diefenderfer, Senior City Planner



Nicholas P. Maricich, City Planner

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Historic Broadway Sign District

- A. Draft Historic Broadway Sign District Ordinance
- B. Sign District Map

Broadway Theater and Entertainment District Design Guide (Broadway CDO)

- C. Broadway CDO Amendment Resolution
- D. Amended Broadway CDO

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- E. Amended [Q] "Qualified" Condition Ordinance
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- M. Broadway Streetscape Master Plan Expansion DOT Analysis
- N. Mitigation Monitoring Plan

PROJECT ANALYSIS

Project Summary

The proposed project includes several actions to establish a proposed Sign Supplemental Use District for Broadway. These include:

- Adoption of the Historic Broadway Sign Supplemental Use District
- Amendment to the Broadway Theater and Entertainment District Design Guide (Community Design Overlay or CDO) and related zoning [Q] “Qualified” Conditions
- Expansion of the boundaries of the Broadway Streetscape Master Plan.
- Establishment of the Broadway Streetscape Fund to implement streetscape improvements.

These actions will help ensure design continuity along Broadway and create a cohesive aesthetic for the public realm. Further, the proposed project would meet a number of stated objectives in the Central City Community Plan, including reactivating the Historic Broadway Theater and Entertainment District and encouraging the preservation and rehabilitation of its historic buildings.

The main objective of the Proposed Sign District is to establish sign regulations that are compatible with and enhance the unique historic fabric of the corridor. To that end, the sign district generally allows sign types that were historically found in the area but are not permitted by today’s citywide sign regulations. Those sign types include blade, open panel roof and painted secondary façade signs. Unlike typical sign districts, the Broadway Sign District permits only limited opportunity for off-site signage (limited to a few historic sign types) and only allows digital signs through the conversion of the plastic message panels of existing theater marquee signs. Limited off-site signage is intended to help offset the cost of rehabilitating historic buildings and funding streetscape improvements, consistent with an adopted streetscape plan for Broadway. Additionally, off-site signage rights would be accompanied by conditions that applicants keep their buildings 75% occupied and in good repair—requirements that are intended to ensure the activation of buildings and the ongoing revitalization of the corridor.

Historic Broadway Sign District

The Historic Broadway Sign Supplemental Use District (Sign District) is a proposed ordinance that would establish new regulations for properties along an 11-block segment of Broadway in Downtown Los Angeles. A Sign Supplemental Use District is intended to create unique standards for signage which differ from citywide regulations. The intent of this zoning tool is to enhance the setting of a unique place by permitting signs appropriately suited for the context. To meet this objective, Sign Districts utilize tailored regulations which are more restrictive or more permissive than would otherwise be allowed - the Historic Broadway Sign District uses a combination of both.

The ordinance includes controls for permitted and prohibited sign types, signage design, placement, materials, operation, illumination, and dimensions. These tailored regulations are intended to facilitate future signage that reinforces the authenticity of Broadway as one of California’s oldest and most unique historic districts; supports the unique setting of theater, entertainment, and retail uses; reduces visual blight and clutter; protects historic resources; creates aesthetic continuity between buildings, signs, and streets; supports a vibrant public realm; and encourages further investment in the rehabilitation of Broadway’s historic buildings.

The proposed Sign District will also create opportunities for potential revenue-generating off-site messaging on certain sign types in exchange for economic development investments in the rehabilitation and reactivation of historic buildings to stimulate revitalization and historic preservation.

Related actions are proposed to maintain consistency among the existing regulatory documents that guide the development of Broadway.

Broadway CDO Amendments

The project includes slight modifications to the Broadway Theater and Entertainment District Design Guide (“Broadway CDO”) and related [Q] “Qualified” Conditions. The guidelines that pertain to signage are proposed to be removed from the Broadway CDO and related sign regulations found in the “Q” Condition ordinance would be replaced with those in the proposed Sign District.

Broadway Streetscape Master Plan Amendment

The Streetscape Master Plan would be expanded to include the block between 1st Street and 2nd Street and the two blocks between Olympic Boulevard and 12th Street to be coterminous with the boundaries of the proposed Sign District.

Broadway Streetscape Fund Creation

The project also includes the creation of a new fund to collect and distribute funds contributed for revenue-generating signs. The fund will be used for the construction of improvements identified in the Broadway Streetscape Master Plan.

Background and Context

The project area is comprised of an 11 block area of Broadway between 1st Street to the north to 12th Street to the south within the Downtown Los Angeles Historic Core. The area is planned with a Regional Center Commercial General Plan Land Use Designation and zoned for commercial use. The District is entirely within the Central City Community Plan Area. The project area is a fully urbanized area within the City’s Downtown Center. Broadway is developed with a mix of land uses, including multi-family dwellings; a hotel; a variety of commercial uses housed in low-, mid-, and high-rise commercial structures with ground floor retail; and parking. This portion of Broadway is also characterized by its concentration of historic movie palace theaters.

History of the Subject Area

From the turn of the century through the 1930s, this stretch of Broadway comprised the lively theater and shopping district of Downtown Los Angeles, attracting crowds of Angelenos and tourists with prominent retail and entertainment. Broadway was a bustling street of constant activity with street cars, major department stores, film and vaudeville theaters, and professional office space. Vaudeville first arrived in the early 1900s. Two leading vaudeville circuits located their theaters on Broadway – the Orpheum and the Pantages – securing Broadway as Downtown’s entertainment center. Beginning in the 1910s, a number of grand movie palaces also made their home on Broadway. Architecturally, Broadway contains some of the best examples of historic commercial and theater architecture in Southern California and represents some of the most progressive architecture for buildings of this era.

The street remained a center for shopping and entertainment until the World War II era, when a majority of its patrons and the City's urban dwellers moved to the suburbs. Suburban movie theaters, department stores, and shopping centers developed to serve their needs, which resulted in a change in patronage along Broadway. As the market changed, the theaters and department stores converted to other uses or closed and the historic storefronts were removed or altered.

Planning Initiatives on Broadway

The proposed Sign District is the latest in a series of planning initiatives that have taken place over recent years to foster the revitalization of the corridor as a vibrant theater and entertainment district. Over the years Broadway has remained active during daytime hours through the patronage at many of the small, active retail establishments along the corridor; however, the district lacks a critical mass of the kind of night-time uses necessary to support the sustained reuse of the corridor's historic theaters. Some of the theaters are in use, as entertainment venues for movies, music, and other live performances, including the Orpheum Theater, the Million Dollar Theater, the Los Angeles Theater, and the United Artists Theater. Other theaters hold performances and events on occasion, while a few have been converted to other uses such as a church and a retail establishment.

Broadway Community Design Overlay

The historic integrity of Broadway remains largely intact and the area between 3rd Street and 9th Street is designated as a National Register Historic District. In 2009, the City Council adopted a Community Design Overlay (CDO) to ensure that rehabilitation and new development is consistent with and sensitive to the historic district and the historic structures that are a hallmark of the street. The CDO emphasizes preservation of the area's rich historic resources, provides design guidance and direction for new development to enhance the district's visual identity, and seeks improvements for the walkability and physical appearance of the Broadway corridor. The CDO also includes provisions related to signage, including allowable and prohibited sign types, sign size and placement standards, and signage design guidance. The Broadway CDO anticipated a more comprehensive approach to signage regulation in the form of a Sign Supplemental Use District as a future program for Broadway. The proposed Sign District would expand, modify, and subsume the signage provisions of the Broadway CDO. The proposed Sign District objectives align with and expand upon those of the CDO.

Broadway Streetscape Master Plan

A revitalization strategy identified by the City of Los Angeles for Broadway is to improve the pedestrian environment through improvements to the public realm. In 2013, the Broadway Streetscape Master Plan was adopted, providing a design plan for improvements to the corridor's public realm and serving as one of Los Angeles' first large-scale examples of a "Complete Street." The objective of the Streetscape Master Plan is to make Broadway a vibrant multi-modal thoroughfare with quality urban design and pedestrian amenities. Similar to the proposed Sign District objectives, the Streetscape Plan emphasizes preservation and enhancement of elements that contribute to the corridor's rich identity as the Broadway Historic Theater District. The Streetscape Master Plan project area is currently 8 blocks on Broadway from 2nd to Olympic, and the proposed project recommends an expansion of these boundaries to become coterminous with the Sign District. The block between 1st Street and 2nd Street and block between Olympic Boulevard and 11th Street were previously analyzed for inclusion in the Streetscape Master Plan project area as referenced in the traffic study found in Exhibit L. Additionally, the Los Angeles Department of Transportation conducted an internal traffic study (Exhibit M) to evaluate the inclusion of additional blocks between 11th Street and Pico

Boulevard. This study concluded that the expansion of the Streetscape Plan would not result in any significant traffic impacts.

Early implementation of the Broadway Streetscape Master Plan through temporary measures has recently expanded the public realm on Broadway and has generated increased street activity. Additional activity on Broadway has been generated in recent years through prominent anchors on each end of the district – Grand Central Market on the north and the Ace Hotel/United Artists Theater on the south. Despite new investment along Broadway in recent years, much of the space in upper stories along the street remain vacant or significantly underutilized, nighttime entertainment uses still struggle, and many historic building facades are in need of repair and require additional investment.

Historic Broadway Sign District

The Historic Broadway Sign District strives to address these issues and attempts to better connect the various regulatory documents that guide the look, feel, and function of the street. The proposed Sign District would create the potential for revenue-generating signage, the proceeds of which could be used to recover the costs associated with required building rehabilitation and façade improvements. The Sign District would also allow for sign types, such as blade signs and open panel roof signs that reinforce the historic character of the area. It also includes signs such as marquee digital signs that can help support the theater, entertainment, and retail uses which could extend the active hours of the street, help enliven the public realm, and create a critical mass of pedestrians to support a lively Broadway.

Together, the Broadway Community Design Overlay, which guides rehabilitation of existing buildings and development of new construction; the Broadway Streetscape Master Plan, which sets standards for look, feel, design, and operation of Broadway's roadway and sidewalks; and the proposed Historic Broadway Sign District will create visual and aesthetic continuity along Broadway to support its ongoing revitalization.

Project Goals

This Sign District has been developed to implement goals of the Central City Community Plan to preserve and enhance the Broadway Theater and Entertainment District, support economic development, contribute to the reactivation of buildings, and foster pedestrian activity.

The stated purposes of the Broadway Sign District are to:

- Allow a variety of appropriate and economically viable signage that will contribute to the historic nature of the Broadway district.
- Limit visual clutter and blight by regulating the type, size, location, design, and operation of signs.
- Minimize potential traffic hazards and protect public safety.
- Create revenue-generating signage rights in to help spur investment in the corridor and rehabilitation of its unique historic buildings;
- Encourage new infill development on Broadway through new construction on vacant and underutilized locations;
- Reinforce the authenticity of Broadway as one of California's oldest and most unique historic districts.

Stakeholder Working Group

The proposed Sign District has been developed as part of a collaborative public-private partnership between the City of Los Angeles, Broadway property owners and stakeholders, and the Downtown community. Over the course of several years, a working group of Broadway stakeholders helped develop these regulations to create sign standards that will support the Broadway revitalization goals. Subsequent workshops, small group meetings, and open houses have involved a broader segment of the Downtown community to further develop and refine the sign regulations. The Sign District reflects the community goals for a lively, attractive, pedestrian-oriented Broadway that encourages entertainment, theater, and retail uses; preserves and rehabilitates the historic architecture of the corridor; and activates the upper floors of existing buildings. These regulations also support community aspirations for a true entertainment hub, with theaters, dining, shopping, and an inviting public realm.

Key Issues

Sign Types and Standards

The proposed Historic Broadway Sign District would permit a variety of sign types that will reinforce the historic character of the Broadway Theater and Entertainment District, and which are also common to commercial corridors, in a way that complements the district and protects the character-defining features of historic buildings. The Sign District would allow for signage types and designs that are associated with the entertainment uses that have traditionally been found on Broadway. A number of these are not currently allowed by the Los Angeles Municipal Code, such as blade signs, open panel roof signs, theater marquee signs, painted secondary façade wall signs, and pedestrian signs. The proposed ordinance includes detailed standards for each that will yield outcomes that are sensitive to the historic fabric of the street.

Certain signs types, which are generally not compatible with the unique historic and urban setting of Broadway, would be prohibited under the proposed Sign District. Prohibited sign types would include billboards, canister signs, captive balloon signs, electronic digital displays (except

for the conversion of existing theater marquee signs to marquee digital signs), illuminated canopy signs, inflatable devices, monument signs, pillar signs, pole signs, sail signs/wind banners, solid panel roof signs, and supergraphic signs. A majority of these sign types are prohibited today on Broadway by the zoning through the [Q] "Qualified" Condition that was established as part of the Broadway Community Design Overlay project.

Compatibility of Historic Context

Because Broadway is designated as a National Register Historic District, special care is given to the compatibility of signage design with the existing historic buildings and features along the street. Signage compatibility with its surrounding environment is a significant and delicate issue. Ultimately, compatibility will be determined by the relationship between the existing building environment and the sign's form, proportion, scale, materials, surface treatment, overall size and size of lettering. Standards for each sign type require all new signs to complement and protect character-defining features of historic buildings. Existing historic signs and photographs of Broadway during its historic period of significance were used extensively to guide the development of the standards within the Sign District to ensure sensitive integration of new signs. The larger and more prominent sign types will be subject to a Project Permit Compliance Review, which will require written findings that any approved sign is compatible with the existing context. Finally, there are additional findings required for signs on historic buildings, including approval by the Cultural Heritage Commission or its delegated staff.

Illumination Controls

The Sign District would allow for and encourage contextually-appropriate illuminated signs. Neon and neon-like signs would be allowed as part of Architectural Canopy, Architectural Ledge Open Panel, and High Rise signs. To further encourage signage that reflects the historic character of Broadway, additional signage area would be granted for Blade, Pedestrian, and Wall Signs that include neon or neon-like elements. To address potential negative impacts of such sign types, the ordinance includes illumination controls to ensure that sign illumination complements the local historic character and supports economic development, while minimizing any effects on traffic safety, residential units, and commercial activities. Illumination of all signs would be limited to 300 candelas per square meter at nighttime and 5,000 candelas per square meter in the daytime, and all displays will have a maximum total output of 20 lumens per square foot. The brightness of neon, neon-like or LED elements will have full dimming capability, outfitted with timers that facilitate a smooth transition between daytime and nighttime illumination. Finally, signs that utilize LED technology would be limited to a beam spread of 165 degrees wide and 65 degrees vertically and would be required to orient downwards towards the street and away from the sky to limit potential light pollution.

Limits on Digital Signs

Limited introduction of digital signs would be allowed by the proposed Sign District only through a conversion of existing historic marquee signs. There are 12 existing marquee signs on Broadway which would be eligible for conversion. Only the existing plastic message panel of each marquee sign would be eligible for conversion and through an approval process which includes the Cultural Heritage Commission or its designee. Marquee digital signs would be subject to the standards for illuminated signs outlined above. Additionally, these signs would be limited to a controlled refresh rate of a new image no more than once every eight seconds and would not be allowed full motion animation.

Broadway Off-Site Advertising Incentive Program

A significant objective of the proposed Sign District is to incentivize the rehabilitation and reactivation of historic buildings in order to enhance the Broadway Theater and Entertainment District's historic integrity. To achieve this, the Sign District proposes a system which allows sign types and designs beyond what is currently permitted by the LAMC. Off-site messaging on certain sign types, through the proposed "Broadway Off-Site Advertising Incentive Program", could potentially be used by property owners to generate revenue, in exchange for investment in Broadway's buildings and streetscape. Marquee digital, open panel roof, and painted secondary façade signs would be permitted sign types with off-site messaging which would be allowed under certain conditions and as an incentive for investment on Broadway. Broadway "incentive" signs would require a Project Permit with a three year term grant to ensure compliance with the compliance standards listed below. Such sign types would be allowed for buildings which:

- Are a minimum of 50' feet in height, or area a qualified Historic Building;
- Have no outstanding code violations related to signage;
- Have façade lighting that is compliant with the adopted Broadway CDO;
- Are rehabilitated such that all floors can be occupied;
- Have a 75% vacancy rate; and
- Have made a contribution to the "Historic Broadway Streetscape Fund" or be along a block along which such improvements have been made.

The revenue generated from these off-site messaging signs may be used to recoup investments made in the completed rehabilitation, repair and/or maintenance of a property. In order to display off-site advertising signs on that building the property owner must construct the improvements individually or with other property owners for the entirety of a block or contribute a one-time payment to the Broadway Streetscape Fund (if the city has not already completed the improvements for the block in question). The funds would be used for the improvements identified in the Broadway Streetscape Plan, which include sidewalk building, streetscape, and landscape enhancements.

Off-site messaging would also be allowed on Illuminated Projected Signs, however these signs would not be considered part of the Incentive Program since they are a temporary sign type and is only permitted in association with special events (a "public event" as defined by the Municipal Code) taking place on the corridor. Off-site messaging on this sign type is limited to a fraction of the overall sign would only be displayed for one minute per each hour of operation. In general, the sign district regulates the messaging area for all off-site signs by individual sign type to ensure compatibility with the historic context. The remaining sign types in the proposed district are limited to on-site messaging, including those for tenant and identification purposes.

Conclusion

The proposed Historic Broadway Signage Supplemental Use District includes carefully tailored regulations for permitted sign types, signage design, placement, materials, operation, illumination, and dimensions. The ordinance specifies regulations to guide future signage that reinforces the authenticity of Broadway as one of California's oldest and most unique historic districts. Planning staff recommends adoption of the proposed Sign District, as well as the related modifications to the Broadway CDO, zoning [Q] "Qualified" Conditions, and the Broadway Streetscape Master Plan. These changes will ensure implementation consistency that yields better design continuity along the corridor and creates a cohesive aesthetic for the public realm.

FINDINGS

1. General Plan/Charter Findings

In accordance with Los Angeles **City Charter Section 556**, the proposed Historic Broadway Signage Supplemental Use District Ordinance (Exhibit B) and accompanying zone changes are in substantial conformance with the purposes, intent, and provisions of the General Plan. In addition, the proposed Sign District is consistent with and implements policies in the Central City Community Plan, a component of the Land Use Element of the General Plan.

General Plan Framework

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| Objective 3.11 | <i>Provide for the continuation and expansion of government, business, cultural entertainment, visitor-serving, housing, industries, transportation, supporting uses, and similar functions at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.</i> |
| Objective 5.8.e | <i>Well-lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, when appropriate.</i> |
| Objective 5.8.4 | <i>Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.</i> |

The proposed Broadway Sign District is consistent with the policies of the General Plan Framework, which provides guidance on land use issues for the entire City. The proposed Sign District project is located within an area designated as “Downtown Center” on the General Plan Framework, which is defined as “the principal government and business center of the region, with a worldwide market.” In order to meet a Downtown Center goal of being the primary economic, governmental, social and cultural focal point of the region, the Downtown Center development should reflect a high design standard. Permitting and regulating signage which contributes to the district’s cultural significance will further the economic development goals of the General Plan Framework by allowing for greater marketing opportunities for potential tenants in the underutilized buildings along Broadway, and encouraging visitor-serving uses and tourism. The tailored regulations proposed in the Sign District will preserve and maintain the signage character and scale to ensure that it is compatible with the architectural context and that it conveys a visually attractive character.

Central City Community Plan

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|--------------------------------|--|
| Objective 2-1 | <i>To improve Central City’s competitiveness as a location for offices, business, retail, and industry. Increased flexibility for vibrant and contextual signage creates an opportunity to draw stable retail, restaurant, and entertainment tenants to locate on Broadway.</i> |
| Objective 2-2
Policy 2-2.2. | <i>To retain the existing retail base in Central City.
Develop a plan and otherwise facilitate the development of nighttime entertainment uses, such as night clubs, bars, comedy clubs, dance clubs, restaurants and theaters in the vacant portions of the historic buildings on Broadway in the Broadway National Register Historic District which will rehabilitate the structures, revitalize the district and foster a 24-hour downtown.</i> |
| Objective 2-3 | <i>To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.</i> |

Objective 2-4	<i>To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.</i>
Objective 10-2	<i>To maintain and reuse one of the largest and most distinguished sets of underused historic buildings in the United States.</i>
Policy 10-2.5	<i>Encourage the transformation of Broadway Downtown to include the adaptive reuse of historic buildings for arts, cultural, entertainment, restaurant and retail uses as well as infrastructure improvements such as sidewalk rebuilding and streetscape and landscape improvements in conjunction with major public transit expenditures.</i>

As noted above, the proposed Sign District implements many of the objectives and policies of the Central City Community Plan. The signs types and designs allowed in the proposed district will contribute to the unique character of Broadway which draws visitors into the project area. The introduction of the Broadway Off-Site Advertising Incentive Program creates new enticement for investment in Broadway's historic, but often under-utilized, stock of buildings. Broadway Incentive Signage will allow limited off-site signage in exchange for economic investment in the rehabilitation and reactivation of buildings. These foundational features of the proposed Sign District will foster the revitalization of vibrant day and night-time pedestrian uses along the Broadway corridor and throughout Downtown. Another provision of the Incentive Program is contribution to the improvements outlined in the Broadway Streetscape Master Plan. By requiring these improvements or a one-time payment contribution to the streetscape fund for off-site advertising signs, the sign district will facilitate the transformation of Broadway through enhancements including pedestrian safety improvements, landscaping, and sidewalk and curb repairs, among other streetscape improvements.

Central City Community Plan, Chapter V. Urban Design

Historic Core	<i>Support and implement the Bringing Back Broadway Initiative to revitalize</i>
Center City	<i>Broadway as a vibrant entertainment and cultural destination for businesses, pedestrians, transit users, shoppers, visitors, residents.</i>

The proposed Broadway Sign District implements the objectives stated in the design chapter of the Central City Plan. The signage regulations related to the design, type, placement, and operation of signs have been designed to enhance Broadway's entertainment and cultural amenities, support ground level businesses, activate vacant upper floors and foster a pedestrian-friendly environment.

2. Zone Change Findings

Public Space Necessity, Convenience, General Welfare, & Good Zoning Practice

Los Angeles **City Charter Section 558** and **LAMC Section 12.32(C)(7)** require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare, and good zoning practice. The Historic Broadway Sign District ordinance (Exhibit B) proposes specially tailored dynamic signage regulations that will advance the goals for revitalization of the area by creating an engaging visual environment for visitors and reducing visual blight along the corridor. The Project would enhance the means of promoting the businesses, entertainment venues, and visitor-serving activities and events in the City of Los Angeles. Recommended modifications to the Broadway CDO and Streetscape Master Plan will also help to create a cohesive aesthetic along the corridor and contribute to Downtown's image as a world-class entertainment and tourist

destination. As such, the Historic Broadway Sign District conforms to the public necessity, convenience, and general welfare of the city.

The signage regulations reflect good zoning practice in that they include controls on the type, size, height, hours of operation, illumination level, and other physical characteristics of new signs with the Broadway district. Appropriate and balanced sign regulations are necessary to maintain compatibility with surrounding development while fostering a vibrant urban environment. The Sign District would establish regulations that allows signs which are appropriate for the historic context. Illumination standards of the Sign District would minimize potential traffic hazards through regulation of refresh rates on digital display signs and other illumination standards that minimize light pollution.

The proposed Sign District also conforms to good zoning practice in that it establishes signage design criteria, standards, location, and types of permitted and prohibited signs. The Historic Broadway Sign District would minimize visual impacts on the surrounding communities, and no signs would be placed in a manner which would destroy or alter the important historic resources along Broadway.

3. Signage Supplemental Use District Findings

The enabling language for the establishment of Sign Districts contained in **LAMC Section 13.11(B)** requires that the following findings be made:

- a. *Each "SN" District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a "SN" Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area.*
- b. *No "SN" District shall contain less than one block or three acres in area, whichever is the smaller.*
- c. *The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning.*

The proposed Historic Broadway Sign District meets all of the above requirements. The proposed district contains only parcels with C2 and C5 Zoning and with a Regional Center Commercial General Plan Land Use Designation. The proposed Sign District contains an area of approximately 58 acres, which includes those parcels that front along Broadway between 1st Street to the north to 12th Street to the south, as depicted on the attached map (Exhibit H). Finally, the Sign District includes contiguous property which is separated only by public streets, as required by Section 13.11 B.

4. Community Design Overlay Findings

The **Section 13.08(D)(5) of the LAMC** requires that findings be made that the Guidelines and Standards of the Community Design Overlay are consistent with the policies of the adopted Community Plan and the purposes of a Community Design Overlay. The City Planning Commission had adopted such Findings with the initial approval of the Broadway Community Design Overlay (CPC-2009-879-CDO-ZA). The Guidelines and Standards document will be modified only to remove the sections related to signage, which will be now incorporated into the

Historic Broadway Sign District. The Broadway Community Design Overlay, as previously adopted, anticipated the creation of future Sign District. The proposed Sign District is consistent with the adopted CDO, the Community Plan, and the requirements of LAMC Section 13.08.

5. California Environmental Quality Act (CEQA) Findings

A Mitigated Negative Declaration (ENV-2014-2712-MND) (Exhibit K) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received the lead agency find that, with imposition of the mitigation measures described in the Mitigated Negative Declaration, there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Mitigated Negative Declaration (Exhibit K) reflects the lead agency's independent judgment and analysis. The records upon which this decision is based are with the Community Planning Section of the Planning Department in Room 667, 200 North Spring Street. Staff hereby recommends adoption of the Mitigated Negative Declaration (MND), the mitigation measures of which are implemented within the Ordinance Text, attached as Exhibit B.

The proposed project also recommends an expansion of the boundaries of the Broadway Streetscape Master Plan to become coterminous with the Sign District. A Mitigated Negative Declaration/Environmental Assessment (Exhibit L) was previously prepared for the Broadway Streetscape Master Plan. The blocks between 1st Street and 11th Street were previously analyzed for inclusion in the Streetscape Master Plan project area as referenced in the traffic study found in Exhibit L. Additionally, the Los Angeles Department of Transportation (LADOT) conducted an internal traffic study (Exhibit M) to evaluate the inclusion of additional blocks between 11th Street and Pico Boulevard. This study concluded that the expansion of the Streetscape Plan would not result in any significant traffic impacts. On the basis of this analysis, there is no substantial evidence that the proposed project will have a significant effect on the environment. Staff recommends that the City Planning Commission find that the previously adopted Mitigated Negative Declaration/Environmental Assessment along with the subsequent traffic analysis prepared by LADOT are adequate environmental clearance for the expansion of the boundaries of the Broadway Streetscape Master Plan.

PUBLIC HEARING AND COMMUNICATIONS

The Historic Broadway Sign District was developed as a collaboration between the City of Los Angeles, Broadway property owners and stakeholders, and the wider Downtown community. The Department of City Planning has conducted a thorough outreach effort with the community. Below is a summary of the Department's communication and efforts.

Working Group Meetings

The concepts of the Historic Broadway Sign District were developed by a working group of Broadway Stakeholders over a period of several years. Participants included members from the Office of Councilmember José Huizar, the Department of City Planning Policy Division and the Office of Historic Resources, the Los Angeles Conservancy, the Historic Core Business Improvement District, and other Broadway stakeholders. The proposed Sign District regulations are informed by the input of the working group.

Public Workshop

A large public workshop was held on the evening of Wednesday, May 7, 2014 at the Figaro Bistro mezzanine event space at 618 South Broadway. The intent of the workshop was to introduce the community to the concepts developed by the working group and to record feedback from the meeting's participants. Notification of the meeting was circulated widely to Broadway and Downtown residents and stakeholders. Around 100 participants attended the workshop and many provided feedback on the proposals. A summary of key comments includes:

- General support for the concepts developed for the future Sign District
- Concern about the use of LED technologies in lieu of traditional neon
- Light spillover from illuminated signs into residential buildings

Open House/Public Hearing

A combined Open House/Public Hearing on the proposed Historic Broadway Sign District was held on Thursday, April 23, 2015 at the historic Globe Theater at 744 South Broadway. The meeting was preceded by an Open House where participants could engage with Planning staff on the proposal, evaluate the concepts, and become familiar with the draft ordinance. Notice of the meeting was mailed as an official hearing notice to all households in the proposed area. The invitation was also sent to interested parties, workshop attendees, focus group members, and the Neighborhood Council via email. The Office of Councilmember José Huizar advertised the hearing on several occasions in its weekly email newsletter. Around 15 participants attended the meeting. One community member provided public testimony. All of the comments, communication, and testimony were in support of the proposed project. A summary of comments includes:

- The proposed Sign District will create much needed incentives for reinvestment along Broadway
- The provision of the Sign District will contribute to the historic context of Broadway
- The Sign District will create a better understanding of the allowed signage type which should make code enforcement an easier process.