

GENERAL INFORMATION ABOUT THE CONTENTS OF THIS FILE

Submissions by the public in compliance with the Commission Rules and Operating Procedures (ROPs), Rule 4.3, are distributed to the Commission and uploaded online. Please note that “compliance” means that the submission complies with deadline, delivery method (hard copy and/or electronic) AND the number of copies. Please review the Commission ROPs to ensure that you meet the submission requirements. The ROPs can be accessed at <http://planning.lacity.org>, by selecting “Commissions & Hearings” and selecting the specific Commission.

All compliant submissions may be accessed as follows:

- **“Initial Submissions”**: Compliant submissions received no later than by end of day Monday of the week prior to the meeting, which are not integrated by reference or exhibit in the Staff Report, will be appended at the end of the Staff Report. The Staff Report is linked to the case number on the specific meeting agenda.
- **“Secondary Submissions”**: Compliant submissions received after the Initial Submission deadline up to 3:00 p.m. Thursday of the week prior to the Commission meeting are contained in this file and bookmarked by the case number.
- **“Day of Hearing Submissions”**: Compliant submissions after the Secondary Submission deadline up to and including the day of the Commission meeting will be uploaded to this file within two business days after the Commission meeting.

Material which does not comply with the submission rules is not distributed to the Commission.

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If you have any questions, please contact the Commission Office at (213) 978-1300.

DAY OF HEARING SUBMISSIONS

The following submissions by the public are in compliance with the Commission Rules and Operating Procedures (ROPs), Rule 4.3c. Please note that “compliance” means that the submission complies with deadline, delivery method (hard copy and/or electronic) AND the number of copies. The Commission’s ROPs can be accessed at <http://planning.lacity.org>, by selecting “Commissions & Hearings” and selecting the specific Commission.

All submissions distributed to the Commission during the Commission Meeting are included in this file.

Material which does not comply with the submission rules is not distributed to the Commission.

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CITY OF LOS ANGELES

SEP 10 2019

CITY PLANNING DEPT.
AREA PLANNING COMMISSION

COUNCILMEMBER JOSE HUIZAR'S
BRINGING BACK
BROADWAY



The Broadway District

The Los Angeles Broadway Theatre District holds a very special place in the hearts of generations of Angelenos and evokes the time at and before the Golden Age of Hollywood better than any area of the city.

Entertainment Overlay Zone & Design Guide

The Broadway Theater and Entertainment District Design Guide (CDO) provides guidelines and standards for development projects along Broadway between 2nd Street and Olympic Boulevard in Downtown Los Angeles. The intent of the Broadway Design Guide is to provide guidance and direction in the rehabilitation of existing structures and the design of new buildings to improve the appearance, enhance the identity, and promote the pedestrian environment of the Broadway corridor and to encourage the development of a regional entertainment district centered around its twelve historic theaters.

Streetscape Master Plan

The Broadway Streetscape Master Plan is one of L.A.'s first large-scale examples of a "Complete Streets" project. The plan will implement numerous pedestrian-oriented, traffic-calming tools for the historic Broadway corridor to provide greater pedestrian comfort and security along one of the city's busiest pedestrian streets, and make Broadway a more enjoyable place to walk, shop, and spend time.

Historic Commercial Reuse Space

More than one million sq. feet of upper floor commercial space is vacant along Broadway and not all buildings are suitable for adaptive reuse to housing. Current ground floor retail vacancy is at 15-20%. Mom & Pop shops

are sometimes discouraged from opening businesses on Broadway because of difficult a change of use process which is often faced in historic and older high-rises. It is unacceptable that, in the center of L.A.'s urban downtown, such beautiful buildings are so significantly underutilized, producing no jobs, no revenue and no support for revitalization in the area. With the Historic Commercial Reuse effort, that can change.

DTLA Streetcar

For the past 15 years, downtown LA has led the way in helping Angelenos to reimagine their built environment. Together, we're building a city that is more connected, active, fun, and sustainable than ever before, and the Los Angeles Streetcar is the next step along that path. Downtown LA is the cultural and economic hub of our region, and we think that once you get here it shouldn't be quite so tough to get from one place to the next.

Facade Lighting Grant Program

Bringing Back Broadway's \$750,000 architectural façade lighting grant will complete the façade lighting of a dozen historic buildings on Broadway buildings in 2017. Façade lighting will help create a safer, more attractive Broadway and will highlight the architectural features of some of the corridor's most beautiful historic building. It will also encourage a more active pedestrian environment and help drive new business to Broadway.

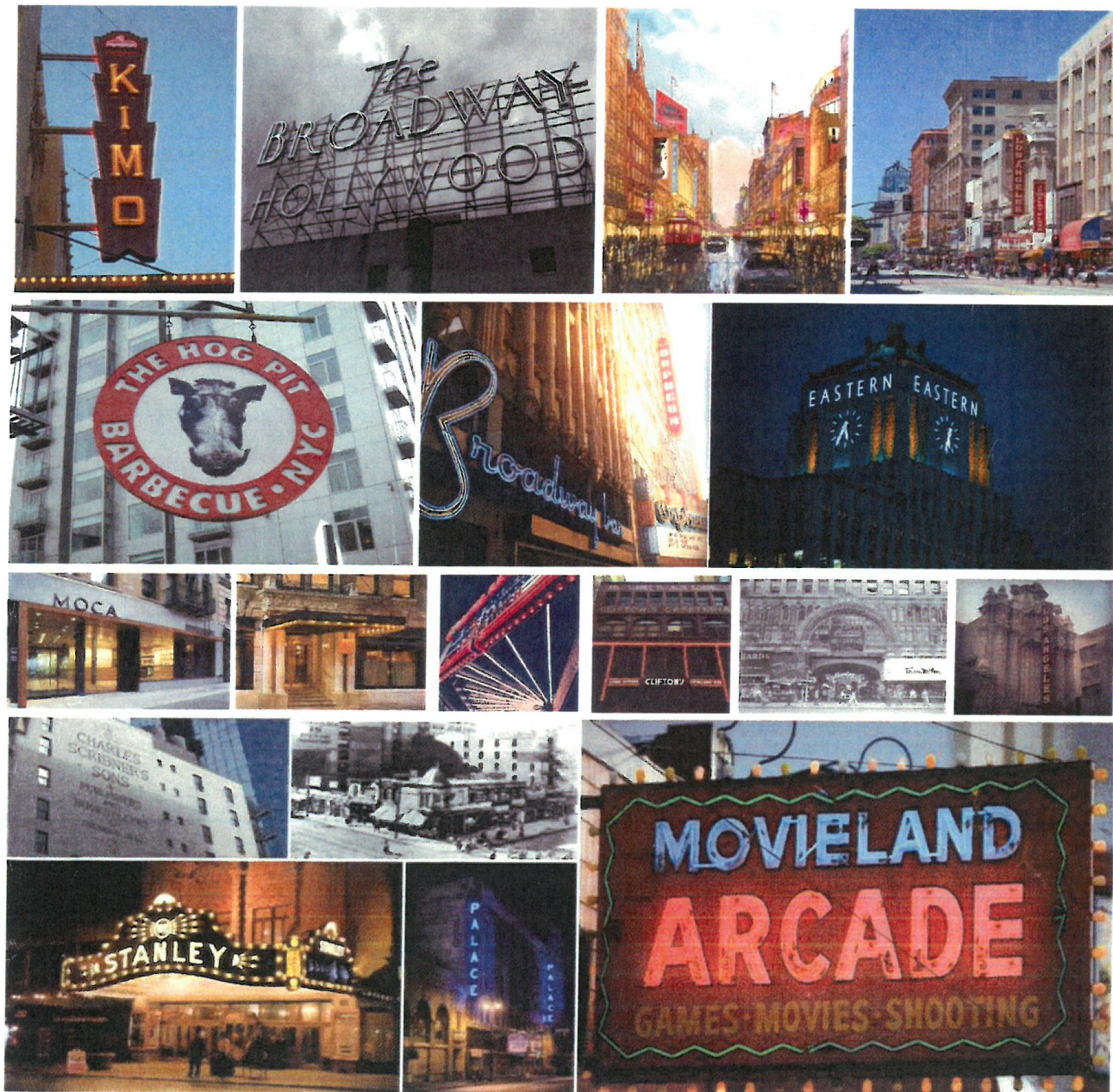
Historic Sign District

As the sun set on the 8th anniversary of Councilmember Huizar's Bringing Back Broadway initiative, an ambitious 10-year plan for the revitalization of the Historic Broadway corridor in Downtown LA, another major piece of Broadway-oriented public policy was adopted by L.A. City Council on Jan. 20. The Historic Broadway Sign District allows for a variety of sign types on Broadway between 1st and 12th Streets that will contribute to the historic nature of the Broadway district. Among other objectives, it encourages the recreation and restoration of historic signs, allows new large-scale painted signs on secondary facades, open panel roof signs, and vertical "blade signs" iconic to Broadway's hey-day.

Ordinance # 184,056 , Eff. : March 9, 2016

HISTORIC BROADWAY SIGN SUPPLEMENTAL USE DISTRICT

ADOPTED BY CITY COUNCIL JANUARY 20, 2016



SECTION 9.12. OPEN PANEL ROOF SIGNS

A. DEFINITION & INTENT

A type of roof sign consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure, including Radio Towers. These signs are encouraged to evoke the historic character of the district through the integration of graceful neon and/or illuminated channel lettering, graphic segments, or open lighting elements within large, primarily-transparent roof-top structures. These signs are intended to be viewed from afar.

B. DESIGN STANDARDS

Open Panel Roof Signs shall:

- 1. Be limited to one sign on a building with 115 feet or less of Broadway street frontage, two signs on a building with more than 115 feet of Broadway street frontage;
- 2. On buildings with frontage on Broadway and another parallel street, only one Open Panel Roof Sign shall be allowed to be oriented towards the non-Broadway frontage.
- 3. Not contain closed panels on the face of the sign structure;
- 4. Have all associated sign equipment screened from view;
- 5. Have a minimum of 60% of the sign area open, through which the structural framework may be seen;
- 6. Not be allowed on a building or lot that contains a roof sign or billboard;
- 7. Not contain closed and/or internally illuminated lettering/symbols;
- 8. Comply with the element standards of Table 9.12.1 and the locational and dimensional standards of Table 9.12.2 and Table 9.12.3 below:

Table 9.12.1

Neon, neon-like, individual bulbs	Encouraged
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Allowed

C. LOCATION STANDARDS

Table 9.12.2

Open Panel Roof Sign Standards	MIN	MAX
Height from grade ¹ A	65'	-
Height from roofline or parapet B	-	35'
Setback from property line	2'	-

Separation from same sign type (when parallel along the same frontage) 50'

¹Except for Historic Theaters, which are exempt from this requirement

D. SIZE STANDARDS

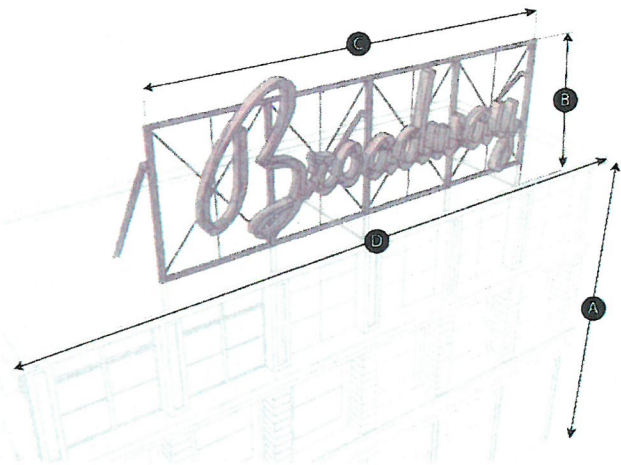


Table 9.12.3

Open Panel Roof Sign Standards	MAX
Height B	35' ²
Width C	75'
Width as % of façade C/D	70% ³

²Including 3D Sculptural Elements

³Except for such signs that are not parallel to Broadway

E. EXAMPLES OF INTENDED PHYSICAL CHARACTER



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PROJECT NUMBER : 04015031

400 S. BROADWAY

Client/Owner/Project Address

BROADWAY ELITE LLC

ONE CALIFORNIA PLAZA
300 S. GRAND AVENUE, SUITE 3950
LOS ANGELES, CA 90071

Issue Drawing Log

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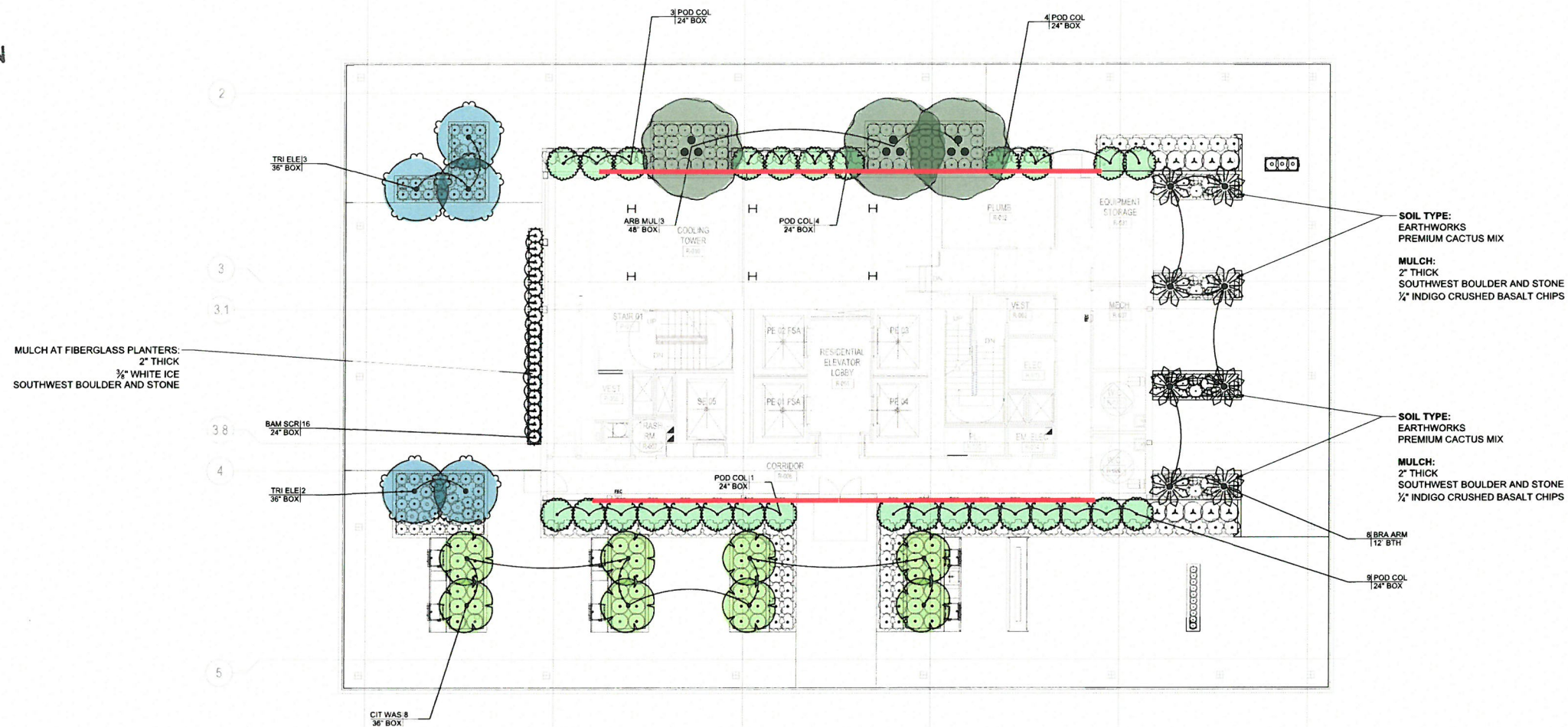
Seal



Sheet Identification

PLANTING PLAN - LEVEL 36

L-636



LEVEL 36 TREE HEIGHT CLARIFICATION

TREE LEGEND

TREES	CODE	BOTANICAL NAME / COMMON NAME	CONT	WATER USE	FORM	QTY	REMARKS
	ARB MUL	ARBUTUS X 'MARINA' / ARBUTUS MULTI-TRUNK	48" BOX	LOW	MULTI-TRUNK	3	ANTICIPATED HEIGHT ABOVE WALKING SURFACE: MAX HEIGHT TO BE 23' TALL. MIN. 6' CLEAR. PLANTER HEIGHT 3'-3" HIGH
	CIT WAS	CITRUS X SINENSIS 'WASHINGTON' / WASHINGTON ORANGE	36" BOX	MODERATE	STANDARD	14	ANTICIPATED HEIGHT ABOVE WALKING SURFACE: MAX HEIGHT TO BE 15' TALL. MIN. 6' CLEAR. PLANTER HEIGHT 3'-3" HIGH
	POD COL	PODOCARPUS GRACILIOR 'COLUMN' / FERN PINE	24" BOX	MODERATE	COLUMN	47	ANTICIPATED HEIGHT ABOVE WALKING SURFACE: MAX HEIGHT 17' TALL. PODOCARPUS IS INTENDED TO BE MAINTAINED INTO A HEDGE. PLANTER HEIGHT 2'-0" HIGH
	TRI ELE	TRISTANIA LAURINA 'ELEGANT' / ELEGANT WATER GUM	36" BOX	LOW	STANDARD	5	ANTICIPATED HEIGHT ABOVE WALKING SURFACE: MAX HEIGHT TO BE 23' TALL. MIN. 6' CLEAR. PLANTER HEIGHT 2'-0" HIGH

PLANTERS

NOTE:

1. REFER TO L-600 FOR PLANTING SCHEDULE
2. REFER TO TREE GUYING DETAIL 11/L-640 FOR ALL TREE STABILIZATIONS.

