

Transportation Communication Network **Non-Freeway Facing Sign No. 4**

Project Description

The City of Los Angeles (the "City") approved the Transportation Communication Network District ("TCN District") in December 2023, which created a digital sign program on contiguous and noncontiguous Los Angeles County Metropolitan Transportation Authority ("Metro") parcels in the City. The four implementing ordinances (Ordinance Nos. 188082, 188081, 188080, and 188096) (collectively, the "TCN Ordinance") approved specific locations, approval processes, and design standards for Freeway Facing Signs ("FF Signs") and Non-Freeway Facing Signs ("NFF Signs") throughout the City. The TCN Ordinance approved a maximum of 29 FF Signs and 12 NFF Signs in specific, already-vetted locations in the City.

The NFF Signs require Project Compliance review by the Department of City Planning ("Planning") Director under TCN Ordinance Section 5B.2. This project involves Non-Freeway Facing Sign 4 ("NFF-4" or the "Project"). The Project involves the construction of a new 12 foot by 25 foot (300 square feet) light-emitting diode ("LED") single-faced digital display sign (pole sign) with non-illuminated public art on the reverse side and an overall structure height of 33 feet located on Metro-owned property at the north entrance to the Universal City/Studio City Metro station at Lankershim Boulevard and Campo De Cahuenga in the Sherman Oaks - Studio City - Toluca Lake - Cahuenga Pass Community Plan Area. The sign plan is provided on pages S1 and S2 of the plan set.

NFF-4 is located at Assessor Parcel Numbers 2423-037-902 and 2423-037-908 ("Project Site") at 3901 N Lankershim Boulevard. The Project Site is owned by Metro. All Vision LLC ("All Vision" or the "Applicant"), which is a consultant hired by Metro to implement the TCN Ordinance, is the applicant for the Project.

Project Compliance Findings – LAMC Section 13B.4.2.E

Per Los Angeles Municipal Code ("LAMC") Chapter 1A, Section 13B.4.2.E, in reviewing and approving a Project Compliance, the Director shall find that a project:

- 1. Substantially complies with the applicable regulations, findings, standards, and provisions of the Specific Plan; and**

NFF-4 is located within the TCN District and substantially complies with the applicable regulations, findings, standards, and provisions of the TCN Ordinance. The TCN Ordinance allows construction of digital display signs on Metro-owned properties, located adjacent to certain freeways or major streets, that allow for real-time traffic and transit information, display Metro service alerts and public emergency messaging, and permit off-site advertising. The revenue generated from off-site advertising will also

support local transportation projects in the City through a memorandum of agreement where Metro would share 50 percent of the net revenue generated with the City, from off-site advertising on these signs, for a period of 20 years.

The Project proposes the construction of a new, 12 foot by 25 foot (300 square feet) LED single-faced digital display sign (pole sign) with non-illuminated public art on the reverse side and an overall structure height of 33 feet located on Metro-owned property at the north entrance to the Universal City/Studio City Metro station at Lankershim Boulevard and Campo De Cahuenga in the Sherman Oaks - Studio City - Toluca Lake - Cahuenga Pass Community Plan Area.

The Project would comply with all applicable requirements in the TCN Ordinance, including the "General Requirements" in Section 6, the "Standards for Specific Types of Signs" in Section 7, and "Sign Reduction" in Section 8, which are provided in more detail below.

SECTION 6 – GENERAL REQUIREMENTS

A. General Requirements of the Code (TCN Ordinance, § 6A)

In addition to this application, the Applicant submitted to the Department of Building and Safety ("LADBS") the requisite application materials, including the information identified in Section 6A of the TCN Ordinance, such as permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

B. Permitted Signs (TCN Ordinance, § 6B)

NFF-4 was reviewed, considered, and approved by the City as part of the TCN District. See Section 6F of the TCN Ordinance. The Project Site is currently owned by Metro. As the property owner, Metro has signed and notarized the Property Owner Affidavit which is included as part of this application.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

C. Prohibited Signs (TCN Ordinance, § 6C)

NFF-4 does not include any of the prohibited signs listed in Section 6C of the TCN Ordinance. Specifically, NFF-4 does not include unrestricted animation and it is not placed over the exterior surface of any opening of a building, door, vent, or any operable or inoperable window, fixed glass panel or other openings that serve occupants of buildings.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

D. Zoning and Ownership Limitations (TCN Ordinance, § 6D)

The Project Site is zoned [Q]C2-1-CDO-RIO-TCN. Metro owned the Project Site at the time the TCN Ordinance was adopted.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

E. Total Sign Area (TCN Ordinance, § 6E)

The TCN Ordinance requires that the total sign area for all TCN support structures with digital displays, such as the Project, not exceed 44,000 square feet of total sign area, exclusive of public art. The addition of NFF-4 would not exceed the maximum 44,000 square feet of total sign area.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

F. Permitted Signs by Community Area (TCN Ordinance, § 6F)

NFF-4 is identified as a sign permitted within the Sherman Oaks - Studio City - Toluca Lake - Cahuenga Pass Community Plan Area in Section 6F.10 of the TCN Ordinance.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

G. General Sign Location Requirements (TCN Ordinance, § 6G)

NFF-4, the support structure, and associated digital display would be located on a parcel zoned [Q]C2-1-CDO-RIO-TCN, which complies with Section 6G of the TCN Ordinance (General Sign Location Requirements) and is in conformance with the locations identified by the APNs listed in Section 6F and Tables 7-1 and 7-2 of the TCN Ordinance.

NFF-4 is not within 200 feet of an ecological preserve as defined by California Fish and Wildlife Code Section 1584¹ or a state or national park (Section 6G.2.a of the TCN Ordinance). NFF-4 is not within a residential zone pursuant to LAMC Chapter 1, and NFF-4's face is oriented away from any residential zones or Residential Use Districts (Section 6G.2.b of the TCN Ordinance). Rather, NFF-4 is within a Commercial Zone pursuant to LAMC Chapter 1, Section 12.14.

¹ California Department of Fish and Wildlife, *South Coast Region: Wildlife Areas & Ecological Reserves* (May 2016), <https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=123972&inline>.

NFF-4 is not located within 200 feet of a scenic highway, scenic parkway, scenic corridor or scenic route as designated by the State of California Department of Transportation ("Caltrans")² and identified in California Streets & Highways Code Section 263 or within 500 feet of a scenic highway as designated in Appendix B of the City's Mobility Plan 2035³ (Section 6G.2.c of the TCN Ordinance). In addition, NFF-4 is located at least 1,000 feet away from other digital Off-Site Signs with a digital display on the same side of any portion of a roadway other than a Freeway⁴ as required for NFF Signs (Section 6G.2.d of the TCN Ordinance). Section 6G.2.e of the TCN Ordinance does not apply as NFF-4 is not a FF sign.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

H. Further Applicable Regulations (TCN Ordinance, § 6H)

NFF-4 would comply with all requirements in Sections 6H.1 through 6H.6 of the TCN Ordinance:

- The materials used for NFF-4 would comply with the Los Angeles Building Code and Los Angeles Fire Code, as determined by LADBS as part of their review.
- The Applicant would comply with the Hazard Determination review procedures in LAMC Chapter 1, Section 14.4.5, as required.
- The Applicant would obtain Caltrans approval for NFF-4 per Section 6H.3, if required.
- The Applicant would comply with the Outdoor Advertising Act in Cal. Business & Professions Code Section 5200, et seq, where applicable.
- NFF-4 would be placed at 3901 N Lankershim Boulevard.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

² Caltrans, *California State Scenic Highway System Map*, <https://caltrans.maps.arcgis.com/apps/webappviewer/index.html?id=465dfd3d807c46cc8e8057116f1aaca>.

³ City Planning, *Mobility Plan 2035*, Appendix B (Amended September 7, 2016), https://planning.lacity.gov/odocument/523f2a95-9d72-41d7-aba5-1972f84c1d36/Mobility_Plan_2035.pdf.

⁴ City Planning, *TCN Citywide Map*, https://planning.lacity.gov/odocument/03dc50e4-bd41-44ce-a3fb-5b1c7090359d/TCN_Citywide.pdf.

I. Illumination (TCN Ordinance, § 6I)

The Project complies with illumination regulations outlined in Section 6I.2 of the TCN Ordinance. Specifically, NFF-4 would meet the following illumination standards:

- The digital display will have a brightness or light intensity limitations of 0.3 foot candle above ambient lighting measured from the property line of the nearest residentially zoned parcel.
- The digital display will be designed, located and screened so as to minimize light travel onto the exterior walls and windows of residential and commercial buildings, including those on the same site as the digital display.
- The source of the digital display's external illumination will be shielded from public view at nearby residential uses.
- The digital display's nighttime luminance will be no greater than 300 candelas per square meter and the daytime luminance no greater than 6000 candelas per square meter.
- The digital display's brightness will be fully dimmable and controlled by an automatic light meter and timer which will be maintained in good working order.
- The digital display will not use highly reflective materials such as mirrored glass.
- The digital display will make a smooth transition at a consistent rate between the permitted daytime to nighttime brightness levels beginning no earlier than 45 minutes prior to sunset and concluding no later than 45 minutes after sunset.
- All LEDs used within the digital display will have a maximum horizontal beam spread of 165 degrees. The maximum or peak light output of the digital display will be at or below horizontal.
- Light reducing technology will be incorporated into the digital display in the form of state-of-the-art louvers with horizontal and vertical shading LED louvers that keep light trespass illuminance from the digital display at the property line of any adjacent residential or other sensitive use from exceeding 0.02 foot-candle.

In addition, prior to operation, the Applicant would conduct testing to ensure compliance with the illumination regulations in the TCN Ordinance and provide a copy of the results, along with a certification from the testing agency, to the Director and LADBS.

The Illumination Plan is included on page GN1 of the plan set.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

J. Refresh Rate (TCN Ordinance, § 6J)

The Project will comply with the minimum required controlled refresh rate for digital displays, as follows:

- The Controlled Refresh Rate will be no more frequent than one refresh every eight (8) seconds with an instant transition between the images. The Sign image will remain static between refreshes.
- A minimum of an eight (8) second message within a sixty-four (64) second refresh cycle will be utilized solely for non-commercial messages by Metro.

The Refresh Rate is discussed on page 3 of the Illumination Plan, which is included on page GN1 of the plan set.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

K. Maintenance and Monitoring (TCN Ordinance, § 6K)

The Project will comply with the maintenance and monitoring standards outlined in Section 6K of the TCN Ordinance, including keeping the digital displays in good repair and free from graffiti, concealing any barriers meant to prevent unauthorized access to the digital display sign, and agreeing to conduct testing to indicate compliance with the illumination regulations and provide a copy of the results to LADBS.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

L. Public Art (TCN Ordinance, § 6L)

NFF-4 is listed in Section 6L of the TCN Ordinance as a single-faced digital display sign that shall incorporate public art on the reverse side. The Project will include non-illuminated public art administered by Metro on the reverse side. NFF-4 will not include any off-site advertising. Photographs of the public art installation on NFF-4 will be submitted to Planning for proof of compliance within 12 months from the permit issuance date for NFF-4's support structure.

Project compliance with Section 6L.1 is included on page A01 of the plan set.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

SECTION 7B – STANDARDS FOR SPECIFIC TYPES OF SIGNS (NFF SIGNS)

Sign Area and Height (TCN Ordinance, §§ 7B.1 and 2) – Per the TCN Ordinance and the final environmental impact report ("Final EIR") for the TCN District, NFF-4 is permitted 300 square feet of digital display area with a maximum display height of 10 feet, display width of 30 feet, and sign height (from grade) at 30 feet, with an additional 5 feet in height permitted for permanent architectural design features. NFF-4 proposes a maximum of 300 square feet of sign area with a maximum height of 33 feet, compliant with the standards permitted and analyzed in the TCN Ordinance and Final EIR. (Section 7B & Table 7-2 of the TCN Ordinance.)

Sign area and height are included on page A2 of the plan set.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

Hours of Operation (TCN Ordinance, § 7B.3) – The hours of operation for NFF-4 would be between 5:00 a.m. and 12 midnight daily, which comply with the hours of operation for all NFF Signs identified in Section 7B.3 of the TCN Ordinance.

Hours of operation are included on page GN1 of the plan set.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

Maximum Number of Signs (TCN Ordinance, § 7B.4) – NFF-4 is one of the 12 NFF Signs approved by the City in the TCN Ordinance. Approval of NFF-4 would not exceed the maximum number of signs allowed under the TCN Ordinance.

As such, the Project is consistent with the requirements in this section of the TCN Ordinance.

SECTION 8 – SIGN REDUCTION

Sign Reduction – The TCN Ordinance requires each square foot of sign area of the Project be offset by a reduction of three square feet of static off-site sign area within 2,640 feet of NFF-4, which may be expanded to a 5,280-foot radius if Metro determines that the inventory of off-site signs within the 2,640 square foot radius is insufficient and/or Metro cannot secure agreements with the owners of off-site signs within the 2,640-foot radius for the removal of a sufficient amount of sign area. The Project will comply with this sign reduction standard as part of a condition that the Applicant must comply with prior to construction of NFF-4. The Project would provide proof of sign removal in the form of a demolition permit and photographic evidence to LADBS as part of the permit clearance process prior to approval of NFF-4.

As such, the Project will be consistent with the requirements in this section of the TCN Ordinance.

2. Complies with CEQA

In accordance with the California Environmental Quality Act ("CEQA") Guidelines Section 15089, Metro, as the lead agency, and the City prepared and certified a Final EIR to assess the environmental impacts of the TCN Ordinance (Case No. ENV-2022-5286-EIR). The Final EIR found that the TCN District would promote roadway efficiency, improve public safety, augment existing transportation communication capacity, and provide for outdoor advertising to generate revenue to fund new and expand transportation programs within the City, which would result in an overall reduction in static signs throughout the City.

NFF-4, as currently proposed, was included as part of the Final EIR and previously considered by Metro and the City. The Project does not alter the scope of the project contemplated in the Final EIR and is consistent with the 22 Non-Freeway Facing TCN structures with digital displays studied in the Final EIR. The Final EIR found that the Project would not have a significant effect on the environment and certain mitigation measures were made a condition of project approval. The Project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible. The Applicant would implement any applicable mitigation measures as part of the Project.

The Project complies with CEQA as the locations, types, and size of signs analyzed in the EIR and certified by Metro with review by Planning has not changed.