



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT

Central Los Angeles Area Planning Commission

Date: February 27, 2024
Time: 10:00 AM
Place: Los Angeles City Hall
200 North Spring Street, Room 1070
Los Angeles, CA 90012.

And via Teleconference. Information will be provided no later than 72 hours before the meeting on the meeting agenda published at <https://planning.lacity.org/about/commissions-boards-hearings> and/or by contacting claapc@lacity.org.

Public Hearing: Required
Appeal Status: Appealable to City Council
Expiration Date: February 28, 2024
Multiple approval: N/A

Case No.: APCC-2023-3070-SPE
CEQA No.: ENV-2023-3071-CE
Incidental Cases: None
Related Cases: CPC-2014-2711-CDO-SN
Council No.: 14 – de León
Plan Area: Central City
Specific Plan: Historic Broadway Sign Supplemental Use District

Certified NC: Downtown Los Angeles
GPLU: Regional Center
Commercial
Zone: C2-4D-O-SN

Applicant: Michael Fisher, The Georgetown Company/Broadway Eleventh Owners, LLC
Representative: Hans Krake, Gensler

PROJECT LOCATION: 1111 South Broadway (1101, 1133, and 1139 South Broadway; 146 West 11th Street)

PROPOSED PROJECT: The proposed project involves the construction of three (3) new illuminated neon Wall Signs measuring 4 feet tall by 9 feet 5 inches wide, with an area of 37.67 square feet each. The signs will contain on-site advertising reading "ASU" and will be located on the existing historic Herald Examiner building. Two signs will have a maximum height of 71 feet from Grade, while the third sign will have a maximum height of 68 feet from Grade. The respective wall signs will face Broadway, 11th Street, and an alley.

REQUESTED ACTION:

1. Pursuant to CEQA Guidelines, Section 15301, Class 1, and Section 15311, Class 11, an Exemption from CEQA, and that there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies.
2. Pursuant to Los Angeles Municipal Code Section 11.5.7 F, a Specific Plan Exception (SPE) from the Historic Broadway Sign Supplemental Use District (Sign District) to allow two (2) illuminated Wall Signs with a maximum height of 71 feet from grade and one (1) illuminated Wall Sign with a maximum height of 68 feet from grade, in lieu of the maximum height from grade of 20 feet as otherwise allowed by Section 9.17 of the Sign District.

RECOMMENDED ACTIONS:

1. **Determine** that based on the whole of the administrative record, the Project is exempt from CEQA pursuant to CEQA Guidelines, Section 15301, Class 1, and Section 15311, Class 11, and that there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies;

2. **Approve a Specific Plan Exception** from the Historic Broadway Sign Supplemental Use District (Sign District) to allow two (2) illuminated Wall Signs with a maximum height of 71 feet from grade and one (1) illuminated Wall Sign with a maximum height of 68 feet from grade, in lieu of the maximum height from grade of 20 feet as otherwise allowed by Section 9.17 of the Sign District;
3. **Adopt** the attached Conditions of Approval; and
4. **Adopt** the attached Findings.

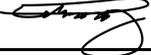
VINCENT P. BERTONI, AICP
Director of Planning



Jane J. Choi, AICP, Principal City Planner



Vanessa Soto, AICP, Senior City Planner



Chi Dang, City Planner



Kyle Hickey, Planning Assistant
(818) 374-5038

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, Room 272, City Hall, 200 North Spring Street, Los Angeles, CA 90012 (Phone No. 213-978-1300)*. While all written communications are given to the Commission for consideration, the initial packets are sent to the Commission's Office a week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to the agency at or prior to the public hearing. As a covered entity under Title II of the American Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request no later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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PROJECT ANALYSIS

Project Summary

The Project involves the installation of three (3) illuminated Wall Signs, displaying building identification, on the Herald Examiner Building, which is a LA Historic-Cultural Monument (No. 178) and is on the National Register of Historic Places. The building is an existing 5-story, 119-foot-high building housing classrooms, offices, and retail uses.

The proposed Wall Signs are 4 feet tall and 9 feet and 5 inches wide. Two of the signs have a maximum height of 71 feet from grade and are mounted on the Broadway and 11th Street facades, respectively. The third Wall Sign, facing an alley, has a maximum height of 68 feet from grade. All the proposed Wall Signs will read “ASU.”

The Applicant is seeking a Specific Plan Exception to allow the three Wall Signs to exceed the maximum height from grade allowed by the Historic Broadway Sign Supplemental Use District (Sign District). Whereas the Sign District allows for a maximum height of 20 feet from grade, two of the proposed Wall Signs have a maximum height of 71 feet from grade, while the third has a maximum height of 68 feet from grade.

Background

Project Site, Location, and Zoning

The Project Site (Site) is located in Downtown Los Angeles within the Central City Community Plan Area. The Site is comprised of one rectangular-shaped lot totaling 41,860 square feet in area, bounded by West 11th Street to the north, Broadway to the east, the Public Works Building to the south, and a seven-story mixed-use building to the west.

The Site has a General Plan Land Use Designation of Regional Center Commercial and is zoned C2-4D-O-SN. The C2 Zone allows for commercial and residential uses, while the “4D” suffix denotes Height District No. 4 and a “D” Development Limitation, which limits Floor Area Ratio (FAR) to 6:1, or up to 13:1 with a transfer of floor area request. The Site is subject to the Historic Broadway Sign Supplemental Use District (Sign District), which establishes sign regulations for the historic Broadway corridor (Ordinance No. 184,056).



Figure 1: Zoning Map

Surrounding properties are zoned C2-4D-O-SN, and C2-4D-O and are developed with commercial, office, and residential buildings, including the following as seen in *Figure 1*:

- To the north: a one-story commercial building with occupied and vacant tenant spaces; a one-story commercial building attached to The Belasco (an event venue and Los Angeles Historic-Cultural Monument);
- To the northeast: a 10 to 11 story restaurant and hotel housed in the Los Angeles Railway Building (a designated Historic Resource in HistoricPlacesLA);
- To the south: a 10-story government office building (Public Works Building);
- To the east: a 7-story mixed-use building;
- To the west: a 13-story hotel housed in the Commercial Club Building (a Los Angeles Historic-Cultural Monument), parking lots, and 1 to 2 story commercial building.

Historic Broadway Sign District

On January 20, 2016, the Los Angeles City Council adopted Ordinance No. 184,056 to establish the Historic Broadway Sign Supplemental Use District (Sign District) for an 11-block segment of Broadway in Downtown Los Angeles.

As stated in the Department of City Planning's Staff Report for the Sign District, the primary objective of the Ordinance is to establish sign regulations that are compatible with and enhance the unique historic fabric of the Broadway corridor. To that end, the Sign District allows several sign types that were historically found in the area but are not permitted by today's citywide sign regulations, such as Blade Signs, Open Panel Roof Signs, and painted secondary façade signs.

The Sign District includes regulations for permitted and prohibited sign types, as well as the design, placement, materials, operation, illumination, and dimensions of signs. As explained in the Staff Report for the Sign District, 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 Sign District also encourages new infill investment on Broadway through new construction on vacant and underutilized locations.

The Sign District also allows potential revenue-generating off-site advertising on certain sign types, which as the Staff Report explains, is intended to help property owners offset the cost of rehabilitating their historic buildings. Off-site signage rights are accompanied by requirements that property owners keep their buildings 75 percent occupied and in good repair—requirements that are intended to ensure the activation of historic buildings and the ongoing revitalization of the Broadway corridor.

Wall Signs

Wall Signs are also a permitted sign type within the Broadway Sign District, subject to Project Permit Compliance review and approval. The Sign District defines Wall Signs as the following:

Any sign attached to, projected upon, painted on or suspended/erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

The proposed Wall Signs each measure 4 feet tall by 9 feet and 5 inches wide, with an area of 37.67 square feet each. The proposed Wall Signs are comprised of aluminum channel letter

cabinets painted to match oil rubbed bronze, which house white neon letters that provide building identification (“ASU”) and illumination.

Two of the signs have a maximum height of 71 feet from grade and are mounted on the Broadway and 11th Street facades, respectively. The third Wall Sign, facing the alley, has a maximum height of 68 feet from grade. The applicant is requesting a Specific Plan Exception for these signs to exceed the permitted height from grade of 20 feet as defined in Section 9.17 of the Sign District.

Considerations

Sign Location – Height from Grade

The Applicant is seeking an Exception to allow the three illuminated Wall Signs to exceed the maximum height allowed by the Sign District. Specifically, Section 9.17 C of the Sign District (Location Standards) limits Wall Signs to a height of 20 feet from grade. Two of the proposed Wall Signs would have a maximum height from grade of 71 feet, while the third Wall Sign would have a maximum height from grade of 68 feet.

The Herald Examiner Building, a Los Angeles Historic Cultural Monument and a site in the National Register of Historic Places, utilizes the Mission Revival style and has distinct architectural elements that set it apart from other buildings in the area. The presence of arches and windows along the facades with proposed signage makes it difficult to find a suitable location for a Wall Sign that falls within the 20 feet height from grade limit, while being visually appropriate and fitting with the historic context of the building. The Applicant seeks to install the proposed Wall Signs to the tower of the building. The tower has a maximum height of 118 feet and 7 inches and is where the historic “Examiner” signage was located, creating a precedent for Wall Signs in this location.

The Wall Signs’ proposed locations are those previously occupied by the historic “Examiner” signage. The Department of City Planning’s Office of Historic Resources has determined that this location is appropriate for the proposed signage and fitting with the historic context of the building.

Relevant Cases

CPC-2014-2711-CDO-SN – On August 13, 2015, the City Planning Commission approved the Ordinance establishing the Historic Broadway Sign District, adopted the Resolution to amend the Broadway Theater and Entertainment Design Guide (Broadway CDO), approved the Ordinance amending the existing [Q] “Qualified” Conditions, and adopted the Resolution to expand the Broadway Streetscape Master Plan. The Ordinance was adopted by the City Council on January 29, 2016 (Ordinance No. 184,056).

Conclusion

Based on the information submitted and the facts that support the mandatory findings for the requested entitlements, the Department of City Planning recommends that the Central Area Planning Commission **approve** the requested Specific Plan Exception for three Wall Signs.

CONDITIONS OF APPROVAL

Entitlement Conditions

1. **Site Development.** Except as modified herein, the project shall be in substantial conformance with the plans and materials submitted by the Applicant, stamped "Exhibit A," and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, Central Project Planning 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 the provision of the Municipal Code, the project conditions, or the project permit authorization.
2. **Wall Signs.** There shall be a maximum of three (3) Wall Signs in substantial conformance "Exhibit A".
 - a. **Location, Size, and Height.** All signs shall be 4 feet tall and 9 feet and 5 inches wide. The Wall Signs facing Broadway (East Elevation) and 11th Street (North Elevation) shall not exceed a maximum height of 71 feet from grade. The Wall Sign facing the alley (West Elevation) shall not exceed a maximum height of 68 feet from grade. All signs shall be located on the tower of the building.
 - b. **Character Defining Historic Features.** None of the signs shall cover any character defining features of the historic building.
 - c. **Windows.** None of the signs shall cover any portion of any window.
 - d. **Materials.** The Wall Signs' Open Pan Channel Letters shall be fabricated from aluminum, with all faces painted to match Oil Rubbed Bronze. The "ASU" letterforms shall be White Neon.
3. **Illumination Standards.** The Wall Signs shall comply with the following illumination standards:
 - a. All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.
 - b. The brightness of any sign that includes neon elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order. Light emitting diodes shall not be used in lieu of neon elements.
 - c. No sign shall use highly reflective materials such as mirrored glass.
 - d. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.
4. **Additional Signage.** The approval of this application does not constitute approval of any additional signage. The applicant shall submit a detailed signage plan to the Department of City Planning, Central Project Planning Division, for approval pursuant to Section 7 of the Historic Broadway Sign Supplemental Use District prior to the issuance of permits for any

additional signs for the project. No additional signs including, but not limited to, temporary banners or exterior merchandise displays shall be permitted on the street facing facades of the subject property without subsequent approval. Pursuant to this action, final plans shall not show signage, other than the three (3) proposed Wall Signs, and the building shall have no outstanding code violations related to signage.

Administrative Conditions of Approval

5. **Final Plans.** Prior to the issuance of any building permits for the Project by the Department of Building and Safety, the Applicant shall submit all final construction plans that are awaiting issuance of a building permit by the Department of Building and Safety for final review and approval by the Department of City Planning, Central Project Planning Division. All plans that are awaiting issuance of a building permit by the Department of Building and Safety shall be stamped by Department of City Planning staff "Plans Approved". A copy of the Plans Approved, supplied by the Applicant, shall be retained in the subject case file.
6. **Notations on Plans.** Plans submitted to the Department of Building and Safety, for the purpose of processing a building permit application shall include all of the Conditions of Approval herein attached as a cover sheet, and shall include any modifications or notations required herein.
7. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review of approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning prior to clearance of any building permits, for placement in the subject file.
8. **Code Compliance.** Use, area, height, and yard regulations of the zone classification of the subject property shall be complied with, except where granted conditions differ herein.
9. **Department of Building and Safety.** The granting of this determination by the Director of Planning does not in any way indicate full compliance with applicable provisions of the Los Angeles Municipal Code Chapter IX (Building Code). Any corrections and/or modifications to plans made subsequent to this determination by a Department of Building and Safety Plan Check Engineer that affect any part of the exterior design or appearance of the Project as approved by the Director, and which are deemed necessary by the Department of Building and Safety for Building Code compliance, shall require a referral of the revised plans back to the Department of City Planning for additional review and sign-off prior to the issuance of any permit in connection with those plans.
10. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning.
11. **Covenant.** Prior to the issuance of any permits relative to this matter, a covenant acknowledging and agreeing to comply with all the terms and conditions established herein shall be recorded in the County Recorder's Office. The agreement (standard covenant and agreement for CP-6770) shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement with the conditions attached must be submitted to the Development Services Center for approval before being recorded. After recordation, a certified copy bearing the Recorder's number and date shall be provided to the Department of City Planning for attachment to the subject case file.

12. **Expiration.** In the event that this grant is not utilized within three years of its effective date (the day following the last day that an appeal may be filed), the grant shall be considered null and void. Issuance of a building permit, and the initiation of, and diligent continuation of, construction activity shall constitute utilization for the purposes of this grant.
13. **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

Exception Findings

1. **Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical circumstances or conditions of design.**

The Project involves the installation of three illuminated Wall Signs, displaying building identification on the existing historic Herald Examiner Building. As proposed, the Wall Signs would each measure 4 feet tall by 9 feet and 5 inches wide. Two of the signs will have a maximum height from grade of 71 feet, while the third will have a maximum height from grade of 68 feet. The respective signs will face Broadway, 11th Street, and an alley, as seen in *Figure 2* below.

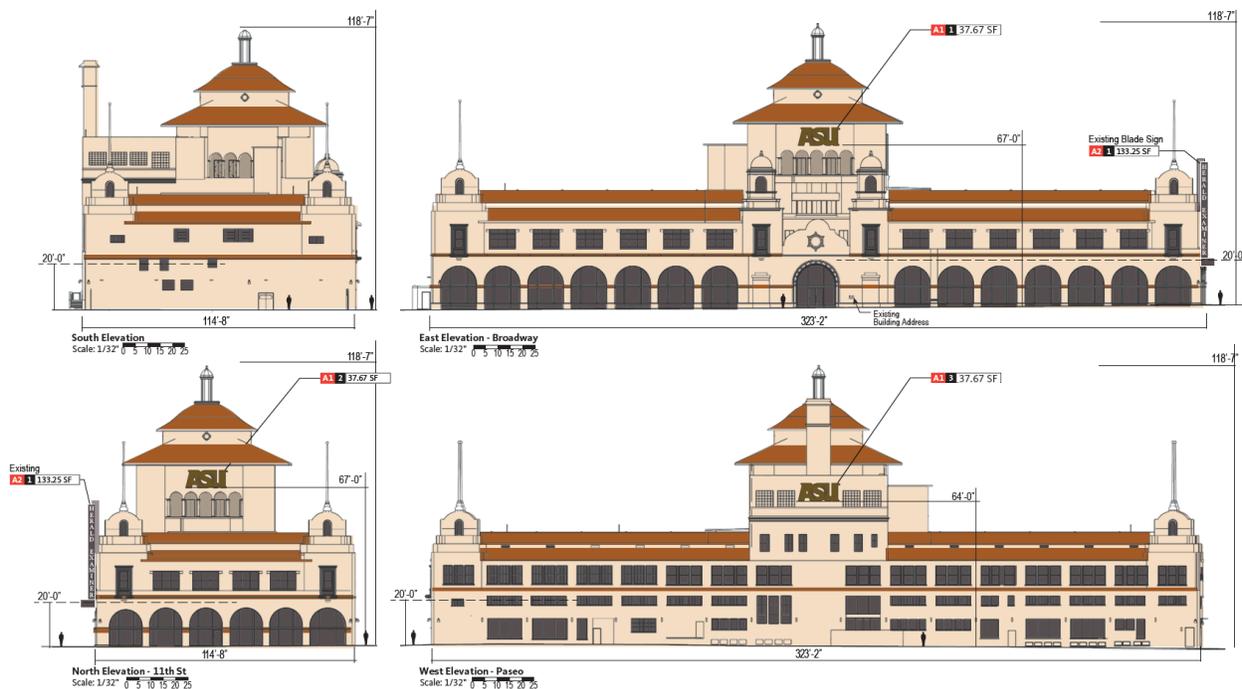


Figure 2: Proposed Signage Placement

The Applicant is seeking a Specific Plan Exception to allow the three Wall Signs to exceed the maximum height from grade of 20 feet as defined in Section 9.17 C of the Sign District. The Herald Examiner Building’s unique Mission Revival style architectural features and design elements create a practical difficulty in finding a suitable location for Wall Signs that does not interfere with key architectural elements of the historic resource. Specifically, the presence of arches and windows along the façades precludes signage in most areas less than 20 feet above grade. The Herald Examiner Building is a designated historic resource that is over a century old, and the current occupants must work within the constraints of the existing building and historic preservation guidelines. In the correspondence dated June 9, 2023 (Exhibit D), the Office of Historic Resources stated that the project’s design is in conformance with the Secretary of the Interior’s Standards per the Cultural Heritage Ordinance.

The Wall Signs are all proposed for the “tower” portion of the building. The proposed locations are those that previously hosted the historic “Examiner” signs that existed on the building. Although the proposed locations of these signs exceed the height limits set forth by the Sign District, they are the most appropriate location given the historic placement of signage on the

building, as seen in *Figure 3* below. The Department of City Planning's Office of Historic Resources has determined the proposed Project to be appropriate with the historic character of the building.



Figure 3: Historic Signage Placement

Section 2.B of the Sign District states the purposes of the Sign District include allowing signage that will “contribute to the historic nature of the Broadway district” through signage that “complements and protects the character-defining features of the historic buildings,” “reflects the historic character of the District’s signage,” and “coordinates with the architectural elements of the buildings on which signage is located and enhances the overall characteristics of the District.” The location of new signage at the historic location of the “Examiner” signage, while not allowed under the provisions of the Sign District, is appropriate to meet these goals and bolster the historic character of Broadway. The use of neon lighting elements further contributes to the historic character of the district.

As such, the unique design of the Herald Examiner Building makes it so that strict compliance would result in a practical difficulty inconsistent with the purposes of the zoning regulations to preserve and bolster the historic character of the district.

2. **Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and an exception would not constitute a grant of special privilege.**

Wall Signs are a common type of signage employed by commercial, restaurant, and retail spaces throughout the Sign District. Most of the facades with wall signs are on buildings that contain a ground floor retail or restaurant space with commercial or residential uses occupying higher floors. The form of these buildings typically incorporates a space directly above the ground floor space

for signage. These conditions allow for the owners of these buildings to adequately incorporate on-site advertising and building identification.

The Herald Examiner building is a unique standalone building whose design sets it apart from other sites in the Sign District. This historic building was designed with arches on the Broadway and 11th Street facades, which preclude the addition of Wall Signs beneath the 20 feet threshold. The arches are distinct architectural elements not common in buildings seen in the Sign District. In addition, the placement of the signage in the proposed locations mimics the historic location of building identification signs for this building.

Granting of the Specific Plan Exception is necessary to allow the owners of the Herald Examiner building to enjoy the same privileges as other building owners to account for the unique architectural conditions of the Site. Denial of this Exception would deprive the applicant of the ability to utilize on-site advertising and building identification as enjoyed by a multitude of other properties throughout the Sign District.

As such, approval of this Specific Plan Exception would not constitute a grant of special privilege and would allow the owners of the Site to enjoy the same privileges enjoyed by owners of similarly zoned property.

CEQA Findings

The City of Los Angeles has determined that based on the whole of the administrative record, substantial evidence supports that the Project is exempt from CEQA pursuant to CEQA Guidelines Section 15301, Class 1, and Section 15311, Class 11, and none of the exceptions to a categorical exemption pursuant to CEQA Guidelines Section 15300.2 applies. The project proposes no expansion to the building or tenant space and only includes the addition of signage. The proposed project will not result in significant cumulative impacts from successive projects of the same type in the same place. The project does not involve unusual circumstances that could result in a significant effect on the environment. The proposed project will not damage scenic resources in a state scenic highway. The project site is not compiled on a list pursuant to Government Code Section 65962.5 related to hazardous waste sites. The project will not cause a substantial adverse change in the significance of a historical resource. The project was found to be exempt based on the following:

Class 1 consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of existing or former use; and Class 11 consists of construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to: on-premise signs.

No substantial adverse change in the significance of the historic resource will be caused by this project, as determined by the Department of City Planning's Office of Historic Resources in their correspondence dated June 9, 2023 (Exhibit D).

PUBLIC HEARING AND COMMUNICATIONS

The public hearing was held virtually on January 9, 2024, via Zoom. In attendance were the Project Representative team and other attendees. No Council Office representatives were in attendance.

Summary:

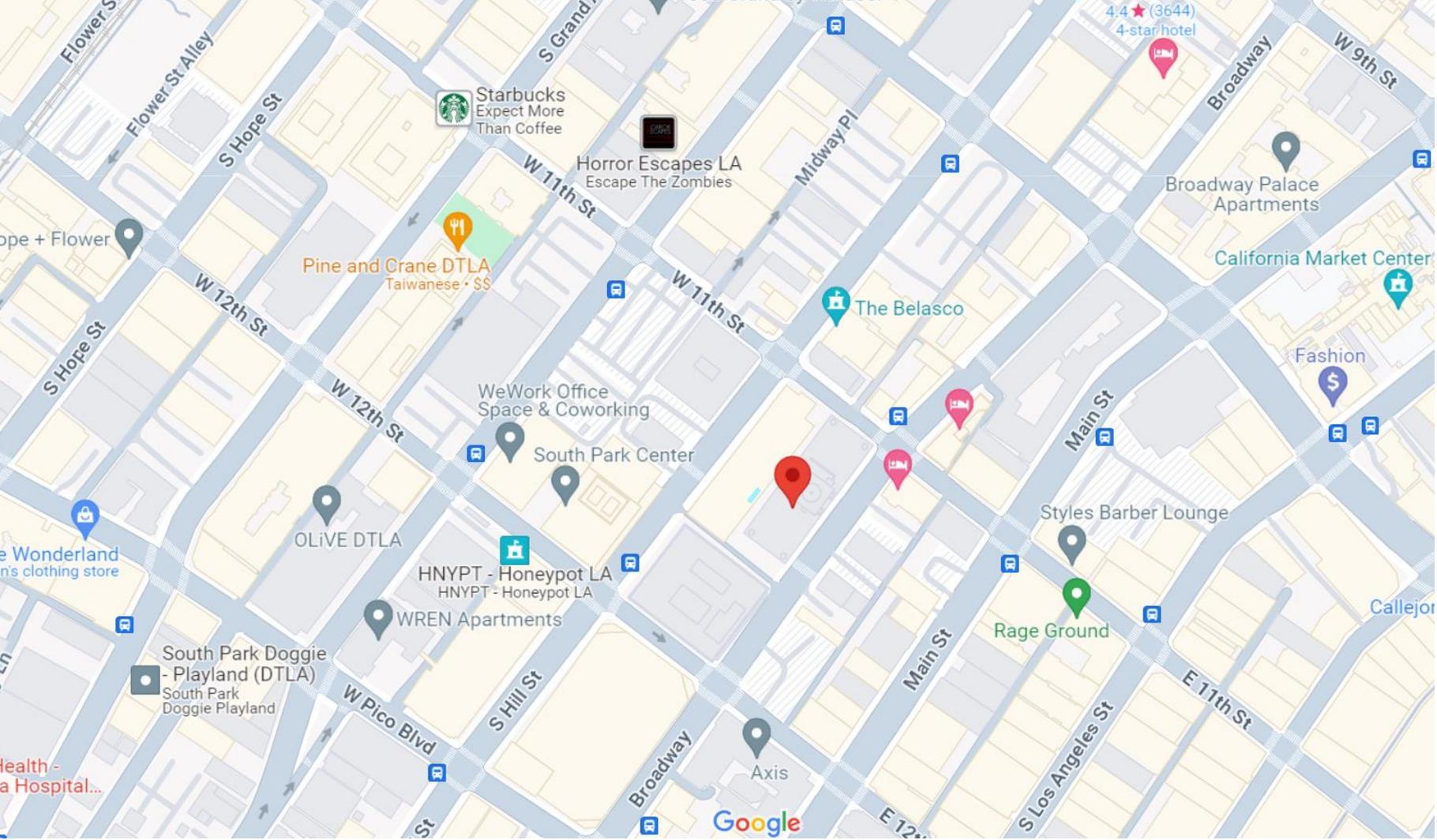
1. Present: Five (5) members of the Project Representative team: Hans Krake (Representative), Olivier Sommerhalder (Gensler Project Architect), Dulce Vasquez (ASU), Peyton Hall (Historic Consultant), and Rick Naimark (ASU). Four (4) additional attendees whose association is unknown.
2. The Project Representative team, including Hans Krake and Dulce Vasquez, spoke about the details of the project, historical compatibility, the current use of the building, and rehabilitation measures that have been implemented for the building by the current tenant, ASU.
3. Public Testimony: No public comments were received.

At the time of publishing this report, the Department of City Planning has not received letters from the public either in support of or opposition to the Project.

Exhibit A – Maps

Vicinity Map

Radius Map



Starbucks
Expect More
Than Coffee



Horror Escapes LA
Escape The Zombies



Pine and Crane DTLA
Taiwanese · SS

WeWork Office
Space & Coworking

South Park Center

OLIVE DTLA

HNYPT - Honeypot LA
HNYPT - Honeypot LA

WREN Apartments

South Park Doggie
- Playland (DTLA)
South Park
Doggie Playland



The Belasco

Styles Barber Lounge

Rage Ground

Axis

4.4 ★ (3644)
4-star hotel

Google



OWNER/OCCUPANT MAP
1111 S. BROADWAY
LOS ANGELES, CA 90015
CASE NUMBER: APCC-2023-3070-SPE
ENV-2023-3071-CE
DATE: 11/21/2023
APPLICANT/OWNER: THE GEORGETOWN COMPANY
PREPARED BY: HANS C. KRAKE

CADASTRAL MAPS:
126A207, 126A209

PARCEL: 5139019035
LOT: 1
BLOCK: NONE
TRACT: TR 16198
ZONE: C2-4D-O-SN ZONE
LAND USE: 120G - COMMERCIAL/RETAIL/OFFICE
MILLS ACT PROPERTY
THOMAS BROS. GUIDE:PAGE 634/E5-E6

COUNCIL DISTRICT: CD 14 - DE LEON
COMMUNITY PLAN AREA: CENTRAL CITY
CENSUS TRACT: 2079.02
NET PROPERTY AREA: 41,859.7 SQ. FT.

CASE NUMBERS (RECENT): APCC-2023-3070-SPE,
ZA-2006-6513-CUB-CUX-CU-

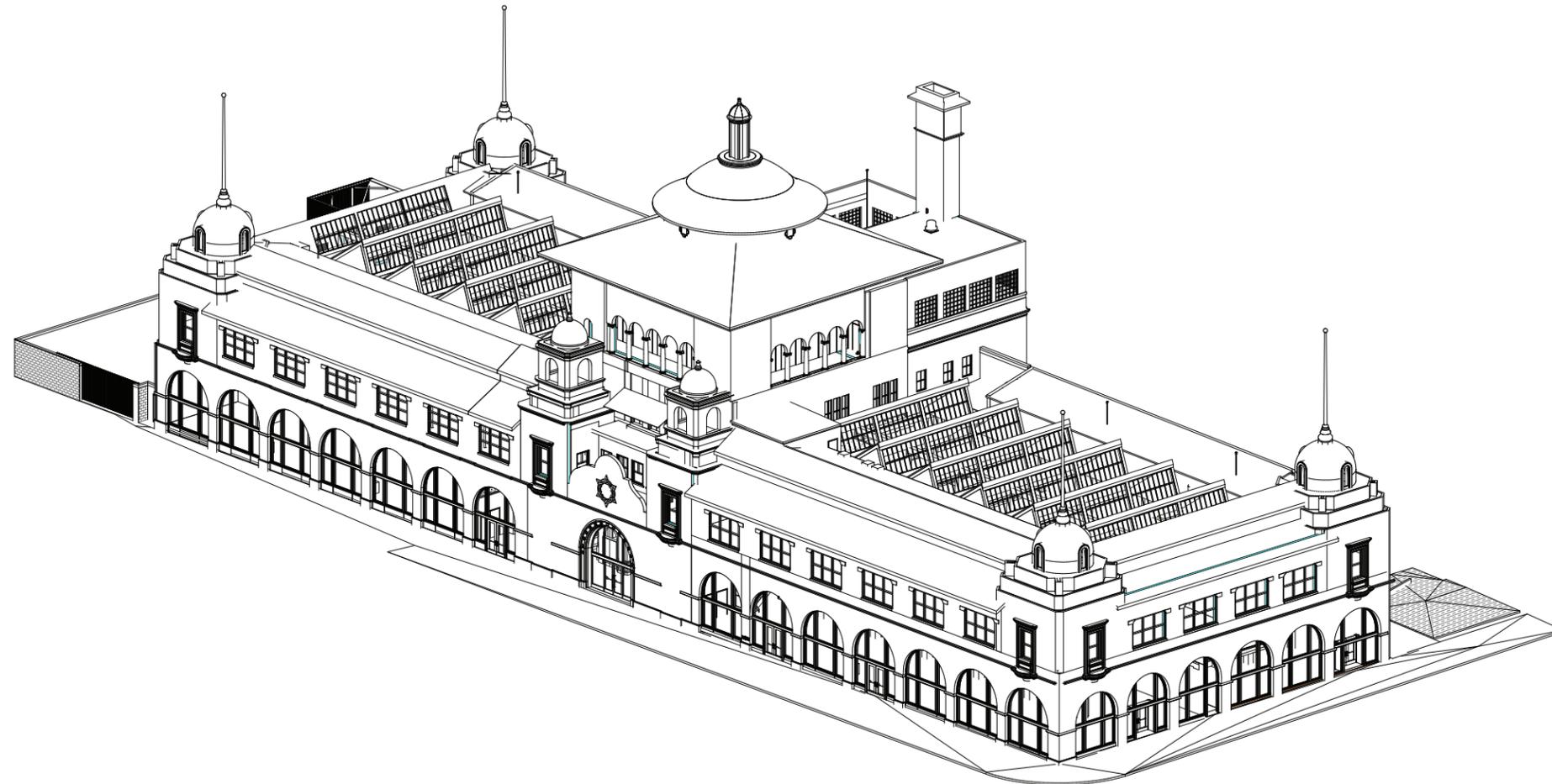
ZV-ZAA-SPR-ZA,
ZA-2006-6513-CUB-CUX-CU-ZV-SPR-1A-EXT,



Exhibit B – Plans

Herald Examiner

Herald Examiner



ARIZONA STATE UNIVERSITY

SCOPE OF WORK:
3 NEW WALL SIGNS

10.12.2023 - Specific Plan Exception Submittal

1111 S Broadway
Los Angeles, CA 90015

SHEET INDEX

- A1.201 - ZIMAS REFERENCES
- A1.202 - VICINITY MAPS/BROADWAY SUD
- A1.203 - SITE PLAN
- A1.204 - HISTORIC REFERENCE IMAGES
- A1.205 - EXISTING SITE IMAGES
- A1.206 - SIGN LOCATION/ILLUMINATION PLAN
- A1.207 - BUILDING ELEVATION OVERVIEW
- A1.208-A1.210 - BUILDING ELEVATIONS
- A1.211 - NEON SIGN DETAILS
- A1/212-A1.215 - REFERENCE MATERIALS/PLANNING COMMUNICATIONS

Arizona State University

1111 S. Broadway
Los Angeles, CA 90015
APCC-2023-3070-SPE

Gensler

500 South Figueroa Street
Los Angeles, California 90071
United States

Tel 213.327.3600
Fax 213.327.3601

Date	Description
1 09/17/2021	City Planning Submittal
2 02/21/2022	City Planning Submittal
3 05/11/2022	City Planning Submittal

Seal / Signature

**NOT FOR
CONSTRUCTION**

Project Name
ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal

Scale

Arizona State University

1111 S. Broadway
Los Angeles, CA 90015

Gensler

500 South Figueroa Street
Los Angeles, California 90071
United States

Tel 213.327.3600
Fax 213.327.3601

Date Description

- 1 09/17/2021 City Planning Submittal
- 2 02/21/2022 City Planning Submittal
- 3 05/11/2022 City Planning Submittal

SITE PLAN/SIGN LOCATIONS

Seal / Signature

NOT FOR CONSTRUCTION

Project Name

ASU Building Wall Sign

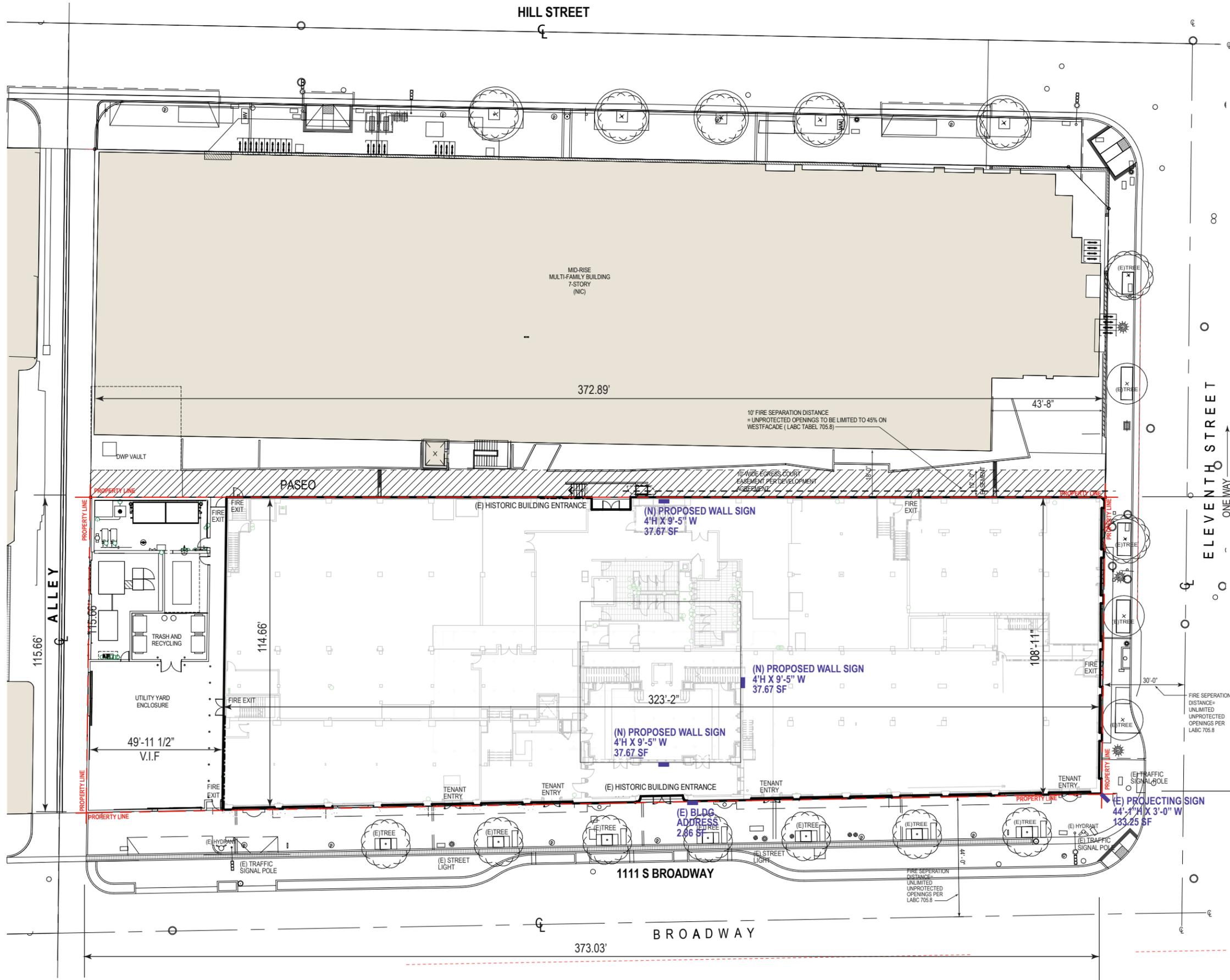
Project Number

05.9520.700

Description

Wall Sign - Planning Submittal

Scale



PLOT PLAN - 1111 S. BROADWAY

(E) HISTORIC HERALD EXAMINER BUILDING CULTURAL MONUMENT #178

**PROJECT SCOPE:
3 NEW WALL SIGNS**

5 STORY TYPE II-B
FULLY SPRINKLERED
BUILDING
USE: CLASSROOMS, OFFICE
RETAIL

ADDRESS:
1111 BROADWAY STREET

PARCEL NUMBER:
5139019035

LEGAL DESCRIPTION:
LOT 1 OF TRACT NO. 16198

ZONE:
C2-4D-0

PARCEL AREA:
41,859.7 SF

SITE SIZE:
373.03' X 115.66'

BUILDING AREA:
119,510 GSF

FLOOR AREA:
95,030SF

BUILDING HEIGHT:
118'-7"

FAR:
LESS THAN SIX TO ONE

HOUSING UNITS:
N/A

BUILDING PARKING:
879 OFF-STREET SPACES

SITE LANDSCAPE/TREES
82,850 SF OF OPEN SPACE
TREES AND LANDSCAPE
ARE EXISTING.
STREETSCAPE/SIDEWALKS
ARE EXISTING

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Seal / Signature

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ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal

Scale



SCALE: 1/16" = 1'-0"

A1.203

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SIGN LOCATION PLAN

Seal / Signature

NOT FOR CONSTRUCTION

Project Name
ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal

Scale

Sign Location Plan | Illumination Plan

All illumination operations to be during the hours of 12:01 PM and 1:00 AM.

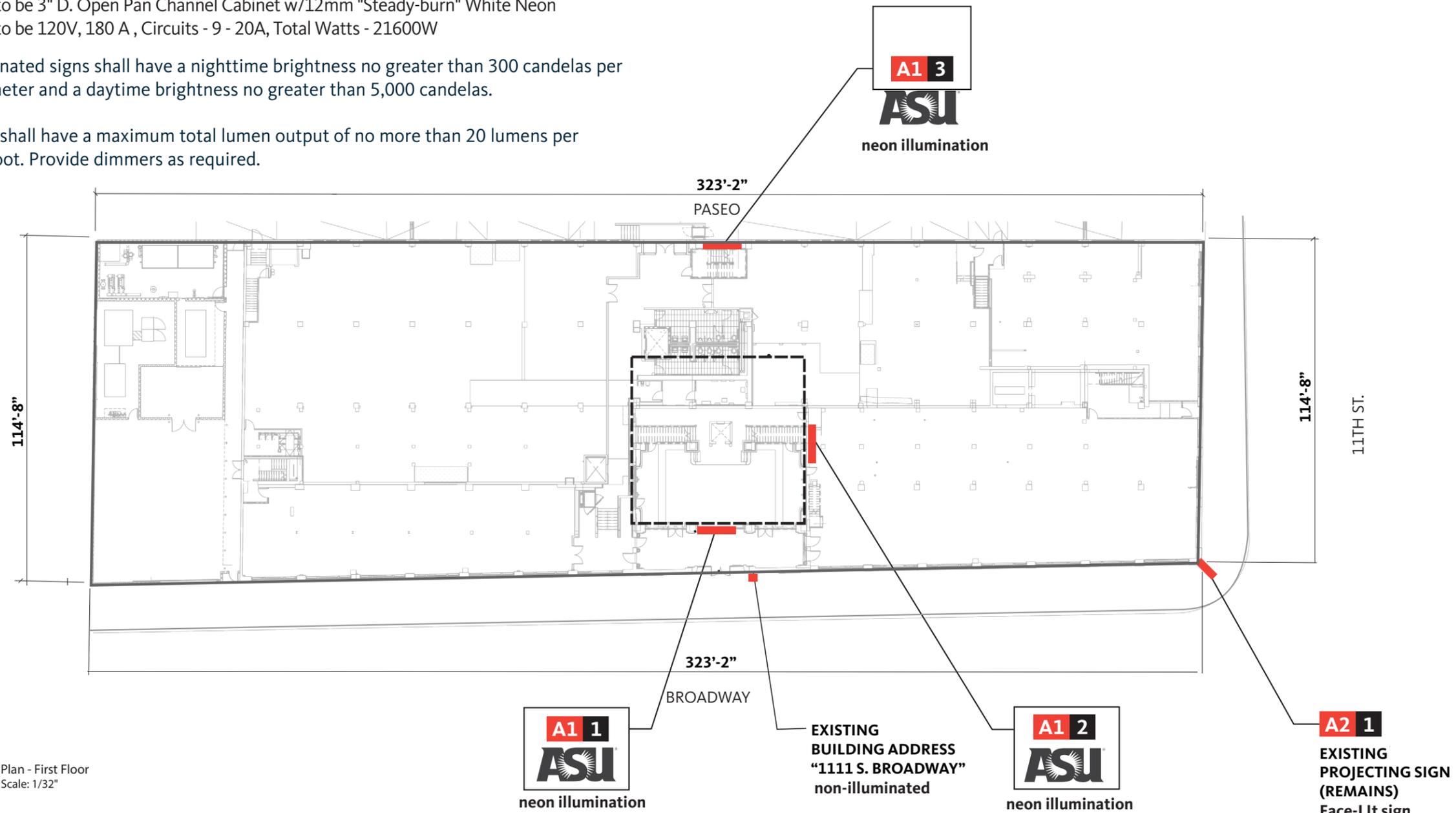
Signs are steady illumination - no refresh during operation.

All signs to be 3" D. Open Pan Channel Cabinet w/12mm "Steady-burn" White Neon

All neon to be 120V, 180 A, Circuits - 9 - 20A, Total Watts - 21600W

All illuminated signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas.

All signs shall have a maximum total lumen output of no more than 20 lumens per square foot. Provide dimmers as required.



Plan - First Floor
Scale: 1/32"

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Seal / Signature

NOT FOR CONSTRUCTION

Project Name
ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal

Scale

A1.206

Arizona State University

1111 S. Broadway
Los Angeles, CA 90015

Gensler

500 South Figueroa Street
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Fax: 213.327.3601

Date	Description
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BUILDING ELEVATIONS

Seal / Signature

NOT FOR CONSTRUCTION

Project Name

ASU Building Wall Sign

Project Number

05.9520.700

Description

Wall Sign - Planning Submittal

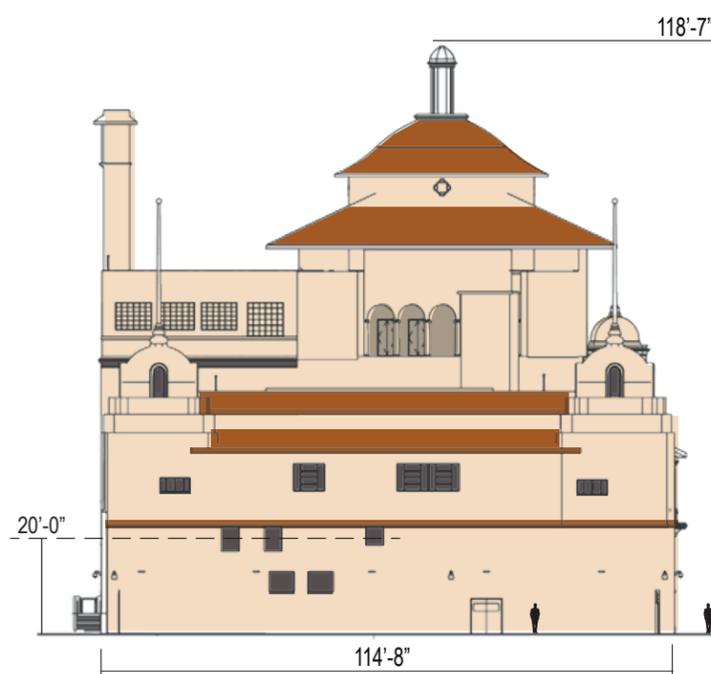
Scale

ASU Signage Location Elevations - Overview

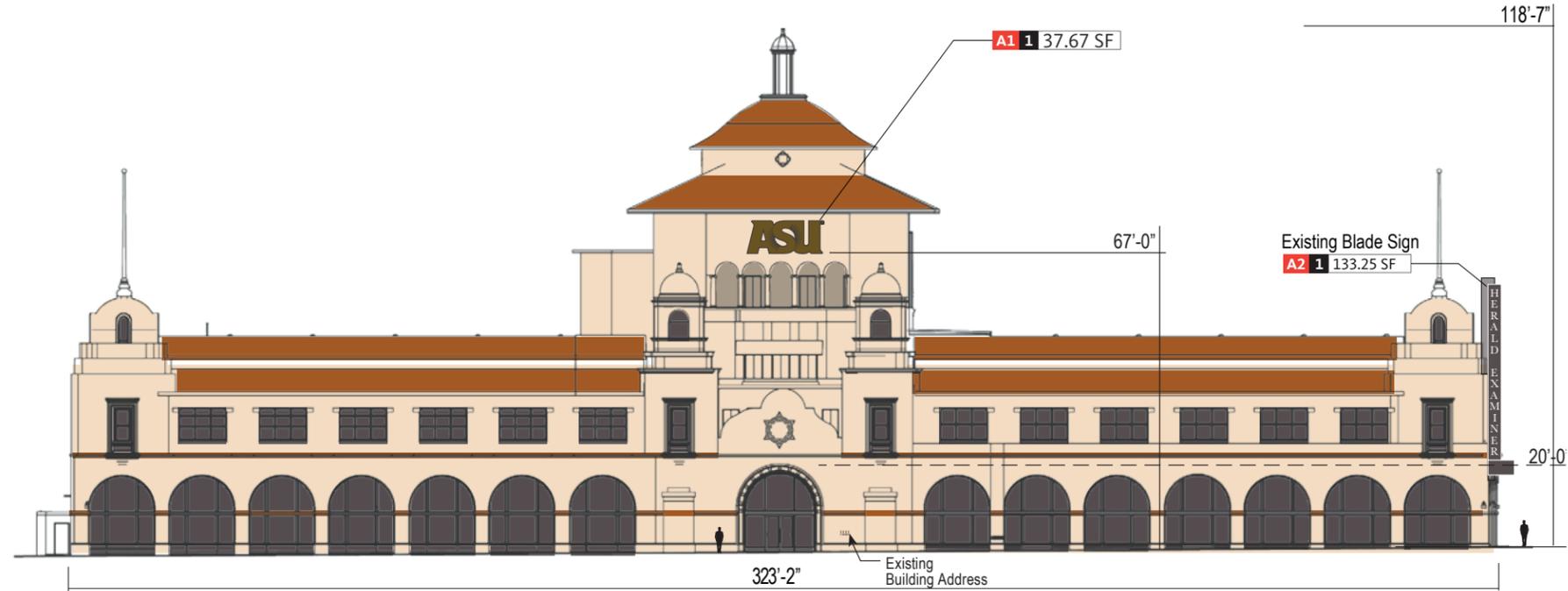
Arizona State University
 1111 S. Broadway
 Los Angeles, CA 90015

Gensler

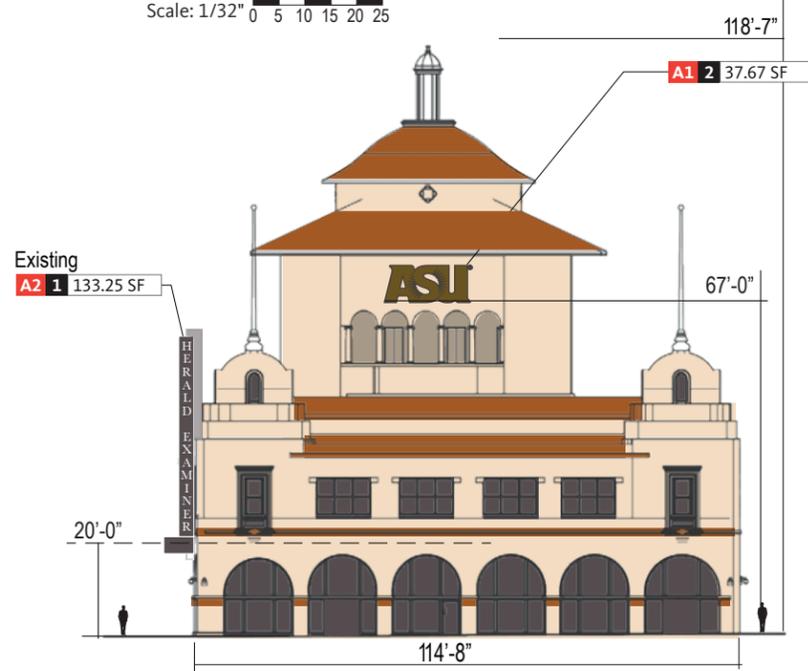
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 Los Angeles, California 90071
 United States
 Tel: 213.327.3600
 Fax: 213.327.3601



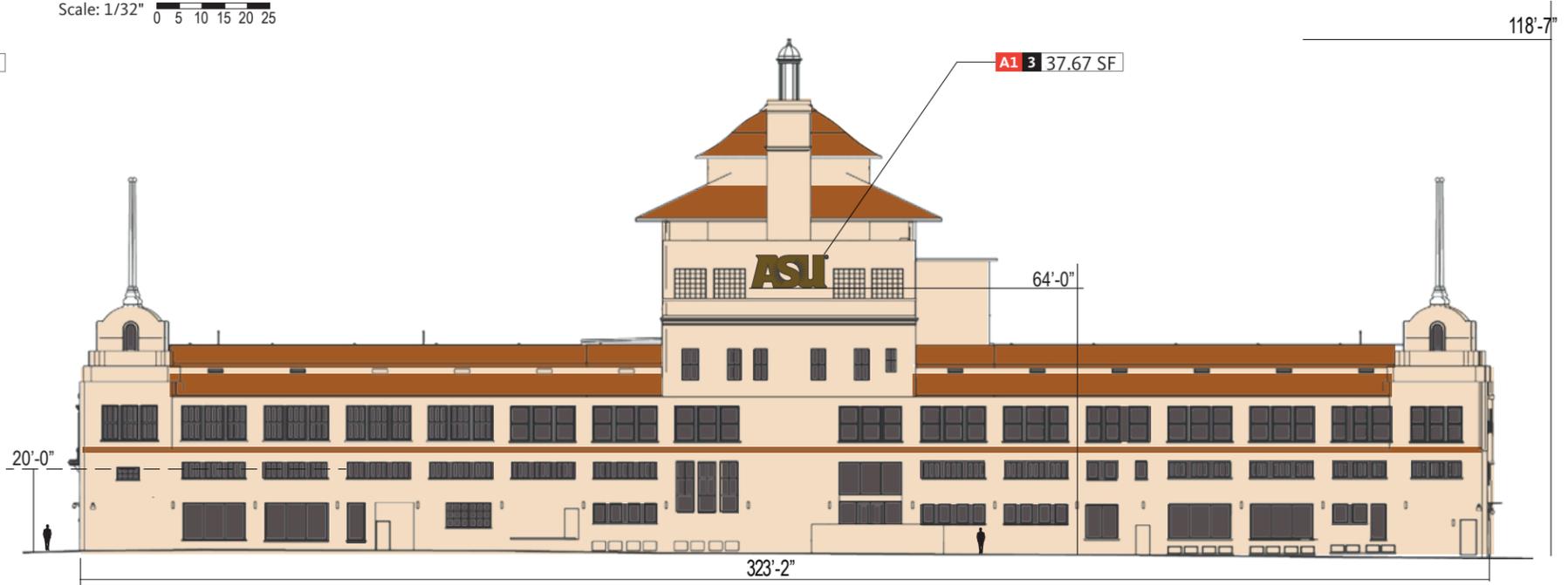
South Elevation
 Scale: 1/32" 0 5 10 15 20 25



East Elevation - Broadway
 Scale: 1/32" 0 5 10 15 20 25



North Elevation - 11th St
 Scale: 1/32" 0 5 10 15 20 25



West Elevation - Paseo
 Scale: 1/32" 0 5 10 15 20 25

Date	Description
09/17/2021	City Planning Submittal
02/21/2022	City Planning Submittal
05/11/2022	City Planning Submittal

Seal / Signature

NOT FOR CONSTRUCTION

Project Name
 ASU Building Wall Sign

Project Number
 05.9520.700

Description
 Wall Sign - Planning Submittal

Scale

A1.207

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Seal / Signature

**NOT FOR
CONSTRUCTION**

Project Name

ASU Building Wall Sign

Project Number

05.9520.700

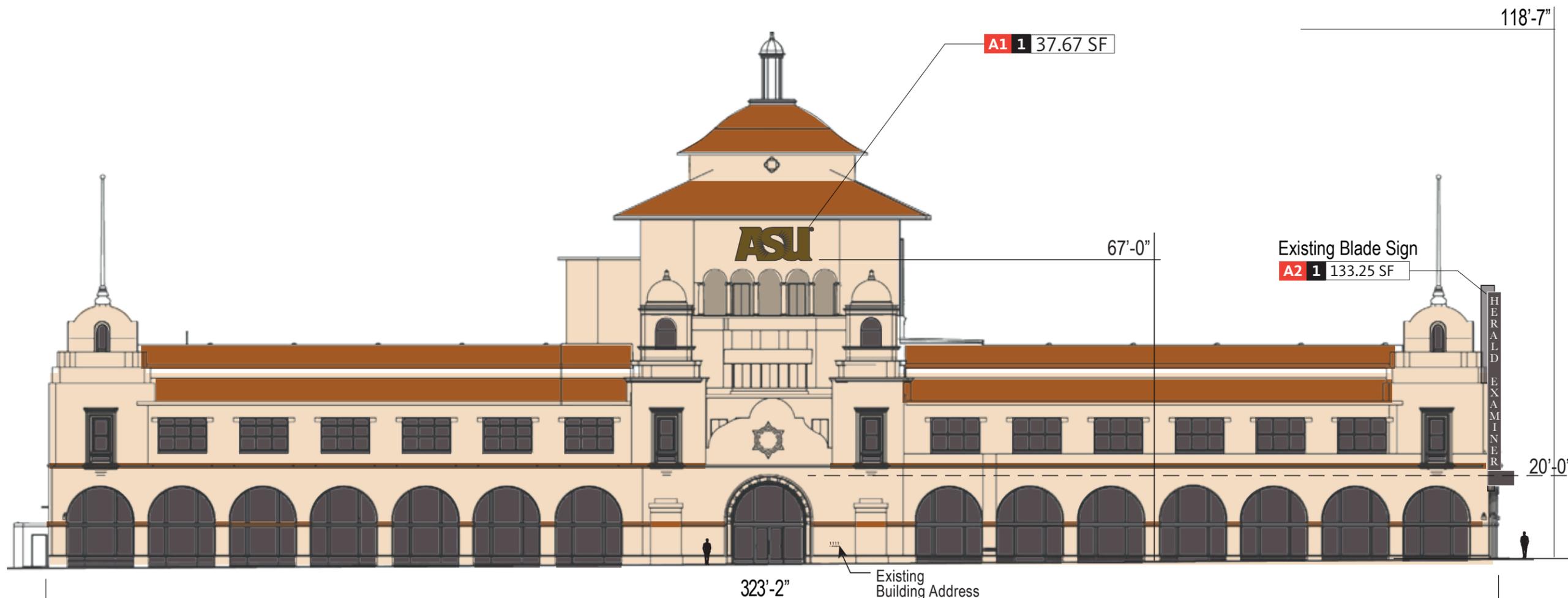
Description

Wall Sign - Planning Submittal

Scale

A1.208

© 2021 Gensler



East Elevation - Broadway

Scale: 1/32" 0 5 10 15 20 25

Arizona State University

1111 S. Broadway
Los Angeles, CA 90015

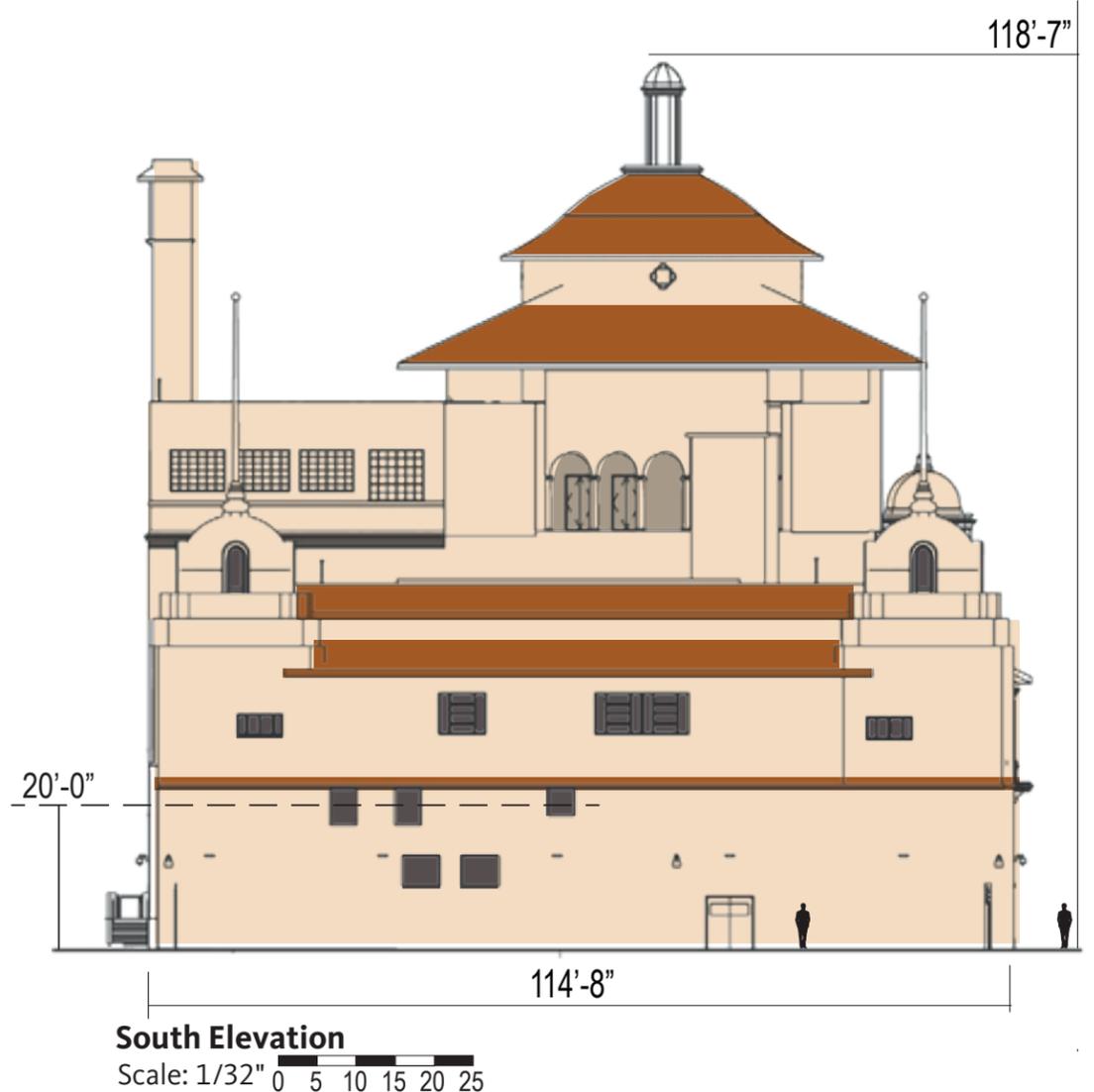
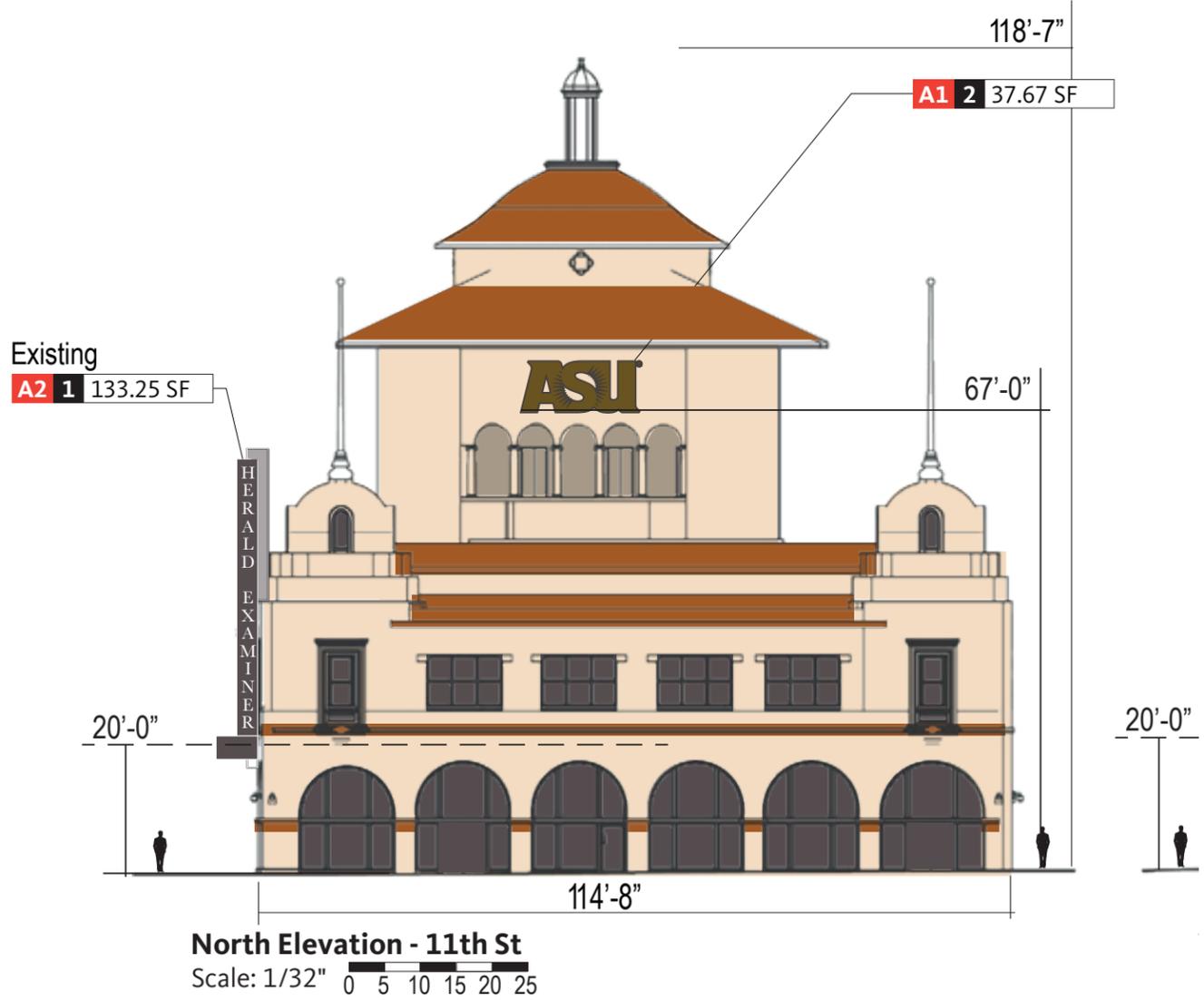
Gensler

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05/11/2022	City Planning Submittal



Seal / Signature

NOT FOR CONSTRUCTION

Project Name
ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal

Scale

A1.209

Arizona State University

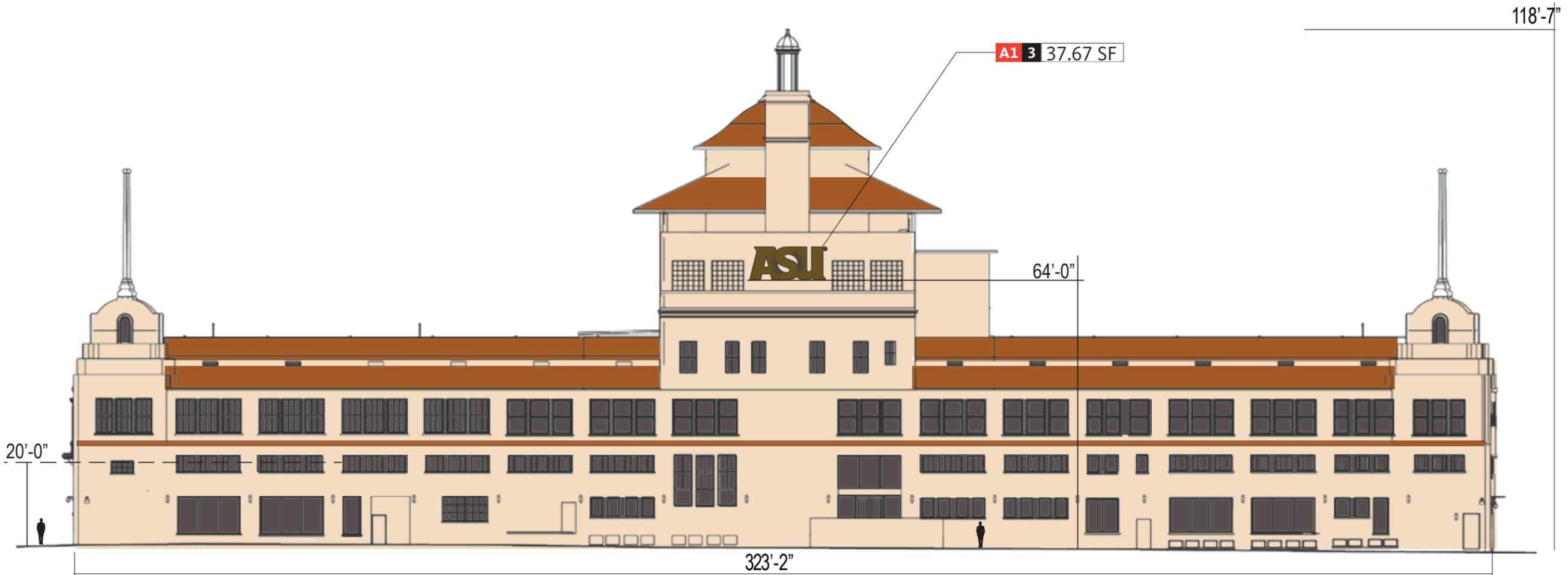
1111 S. Broadway
Los Angeles, CA 90015

Gensler

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Los Angeles, California 90071
United States

Tel 213.327.3600

Fax 213.327.3601



20'-0"

A1 3 37.67 SF

64'-0"

118'-7"

323'-2"

West Elevation - Paseo

Scale: 1/32" 0 5 10 15 20 25

Date Description

- 1 09/17/2021 City Planning Submittal
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- 3 05/11/2022 City Planning Submittal

Seal / Signature

NOT FOR CONSTRUCTION

Project Name

ASU Building Wall Sign

Project Number

05.9520.700

Description

Wall Sign - Planning Submittal

Scale

A1.210

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SIGN DETAILS

Seal / Signature

NOT FOR CONSTRUCTION

Project Name

ASU Building Wall Sign

Project Number

05.9520.700

Description

Wall Sign - Planning Submittal

Scale

A1 Building Top ID

General Notes
 • Placed at location of historic building top signage
 • Neon illuminated through face of letter
 • Mounted directly to wall face
 • No plastic or vinyl
 Complies with the Historic Broadway Sign District Guidelines

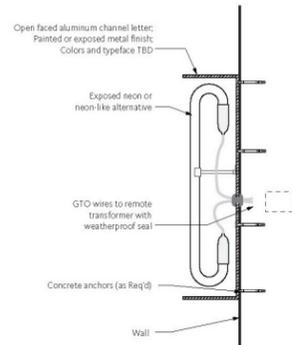


1 Historic Precedent
NTS



2 Fabrication Reference Image
NTS

Size
4'-0" H. x 9'-5" W.



3 Typical Side Section - Building Top ID
Scale: 3" = 1'-0"



ORIGINAL ENTRANCE STOREFRONT CONFIGURATION, 1917

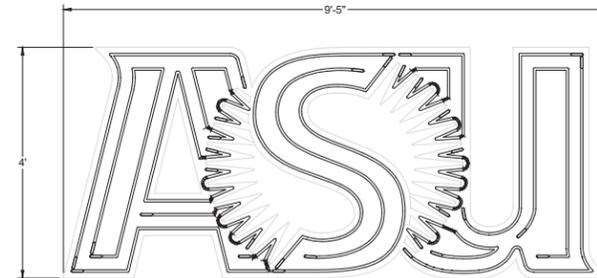


STOREFRONT CONFIGURATION, 2017



NORTH ELEVATION, 2017

Building Top Tenant ID - wall sign location - Centered top and bottom / left and right of architectural detail

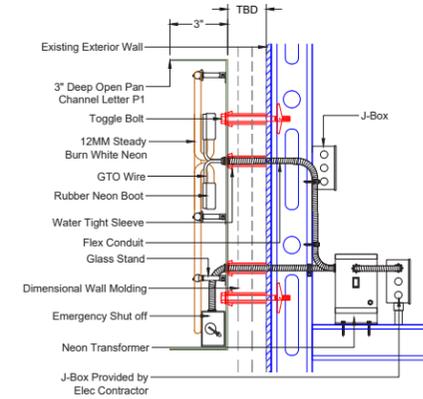


1 Elevation View
SCALE: 3/4" = 1'-0"

Weldments			
Mark	Description	Qty	Finish
A	3" Deep Aluminum Open Pan Channel Cabinet w/ 12mm Steady Burn White Neon Illumination	3	P1

ELECTRICAL INFORMATION			
Volts Required:	120 v		
Total Amp Load:	180A		
Circuits Required:	(9) 20 AMP		
Total Watts:	21600W		
Approx. Sign Weight:	120 Lbs.		
UL Lic. #	E213532		

This sign is intended to be installed in accordance with the requirements of Article 610 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



2 Typical Section
SCALE: 3" = 1'-0"

Finish Key	
P1	Paint to Match Matthews Oil Rubbed Bronze

Sign Type A1 / Loc: 1, 2 & 3

Arizona State University

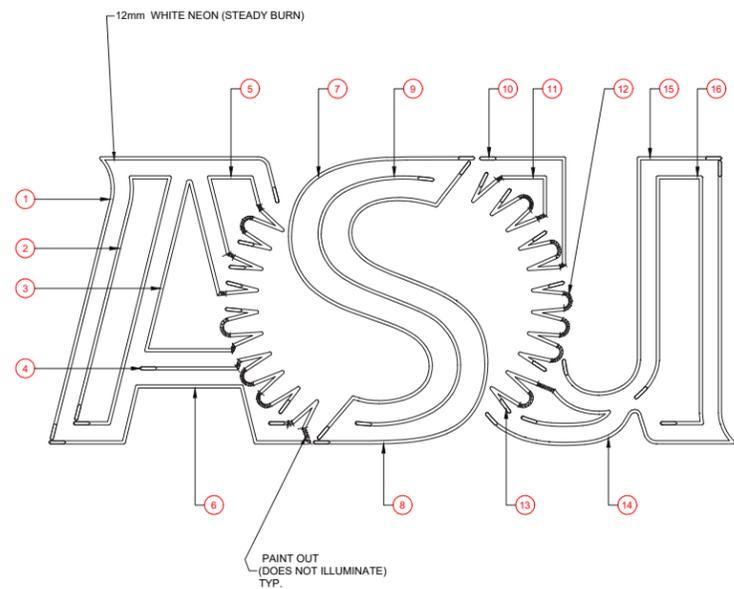
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Unit Length with Electrodes			
Mark	Description	Qty	Finish
1	7'-6"	1	-
2	8'-6"	1	-
3	9'-0"	1	-
4	5'-6"	1	-
5	6'-0"	1	-
6	7'-0"	1	-
7	8'-6"	1	-
8	8'-6"	1	-
9	7'-6"	1	-
10	5'-6"	1	-
11	5'-0"	1	-
12	5'-0"	1	-
13	5'-0"	1	-
14	8'-6"	1	-
15	6'-0"	1	-
16	8'-6"	1	-



Day View



Night View

Paint Sign Pan Matthews Acrylic Polyurethane to match Oil Rubbed Bronze.

ASU to Review Color Samples for Approval

Size to Dimensions provided by Gensler and Approved by SHPO

- A1 1**
- A1 2**
- A1 3**

White Neon Tube - Neon Layout Pattern by Sign Contractor
ASU to Review Pattern for Approval

Seal / Signature

NOT FOR CONSTRUCTION

Project Name
ASU Building Wall Sign

Project Number
05.9520.700

Description
Wall Sign - Planning Submittal
NEON SIGN DETAIL
REVERSE CHANNEL LETTERS

Scale

A1.211

**Exhibit C -
ENV-2023-3071-CE Class 1 & 11
Exception**

COUNTY CLERK'S USE

CITY OF LOS ANGELES
OFFICE OF THE CITY CLERK
200 NORTH SPRING STREET, ROOM 395
LOS ANGELES, CALIFORNIA 90012

CALIFORNIA ENVIRONMENTAL QUALITY ACT
NOTICE OF EXEMPTION
(PRC Section 21152; CEQA Guidelines Section 15062)

Pursuant to Public Resources Code § 21152(b) and CEQA Guidelines § 15062, the notice should be posted with the County Clerk by mailing the form and posting fee payment to the following address: Los Angeles County Clerk/Recorder, Environmental Notices, P.O. Box 1208, Norwalk, CA 90650. Pursuant to Public Resources Code § 21167 (d), the posting of this notice starts a 35-day statute of limitations on court challenges to reliance on an exemption for the project. Failure to file this notice as provided above, results in the statute of limitations being extended to 180 days.

PARENT CASE NUMBER(S) / REQUESTED ENTITLEMENTS

CASE NO. APCC-2023-3070-SPE (Specific Plan Exception)

LEAD CITY AGENCY

City of Los Angeles (Department of City Planning)

CASE NUMBER

ENV-2023-3071-CE

PROJECT TITLE

1111 S Broadway - ASU Herald Examiner Signage

COUNCIL DISTRICT

14 - de León

PROJECT LOCATION (Street Address and Cross Streets and/or Attached Map)

1101, 1111, 1133, 1139 South Broadway and 146 West 11th Street. Cross Streets: Broadway and 11th Street

Map attached.

PROJECT DESCRIPTION:

The proposed project involves the construction of three (3) new illuminated neon Wall Signs measuring 4 feet tall by 9 feet 5 inches wide, with an area of 37.67 square feet each. The signs will contain on-site advertising reading "ASU" and will be located on the existing historic Herald Examiner building. Two signs will have a maximum height of 71 feet from Grade, while the third sign will have a maximum height of 68 feet from Grade. The respective wall signs will face Broadway, 11th Street, and an alley.

Additional page(s) attached.

NAME OF APPLICANT / OWNER:

Michael Fisher - The Georgetown Company/Broadway Eleventh Owners, LLC

CONTACT PERSON (If different from Applicant/Owner above)

Hans C. Krake (Representative)

(AREA CODE) TELEPHONE NUMBER

626) 862-6202

EXT.

EXEMPT STATUS: (Check all boxes, and include all exemptions, that apply and provide relevant citations.)

STATE CEQA STATUTE & GUIDELINES

STATUTORY EXEMPTION(S)

Public Resources Code Section(s) _____

CATEGORICAL EXEMPTION(S) (State CEQA Guidelines Sec. 15301-15333 / Class 1-Class 33)

CEQA Guideline Section(s) / Class(es) Class 1 and Class 11

OTHER BASIS FOR EXEMPTION (E.g., CEQA Guidelines Section 15061(b)(3) or (b)(4) or Section 15378(b))

JUSTIFICATION FOR PROJECT EXEMPTION:

Additional page(s) attached

The City of Los Angeles has determined based on the whole of the administrative record, that substantial evidence supports that the Project is exempt from CEQA pursuant to CEQA Guidelines Section 15301, Class 1, and Section 15311, Class 11, and none of the exceptions to a categorical exemption pursuant to CEQA Guidelines Section 15300.2 applies. The project proposes no expansion to the building or tenant space and only the addition of three wall signs. The proposed project will not result in significant cumulative impacts from successive projects of the same type in the same place. The project does not involve unusual circumstance that could result in a significant effect on the environment. The proposed project will not damage scenic resource in a state scenic highway. The project site is not compiled on a list pursuant to Government Code Section 65962.5 related to hazardous waste sites. City Planning's Office of Historic Resources has determined that the project will not cause a substantial adverse change in the significance of a historical resource. The project was found to be exempt based on the following:

Class 1 consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of existing or former use. Class 11 consists of construction of, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities.

None of the exceptions in CEQA Guidelines Section 15300.2 to the categorical exemption(s) apply to the Project.

The project is identified in one or more of the list of activities in the City of Los Angeles CEQA Guidelines as cited in the justification.

IF FILED BY APPLICANT, ATTACH CERTIFIED DOCUMENT ISSUED BY THE CITY PLANNING DEPARTMENT STATING THAT THE DEPARTMENT HAS FOUND THE PROJECT TO BE EXEMPT.

If different from the applicant, the identity of the person undertaking the project.

CITY STAFF USE ONLY:

CITY STAFF NAME AND SIGNATURE

Kyle Hickey *Kyle Hickey 2/27/2024*

STAFF TITLE

Planning Assistant

ENTITLEMENTS APPROVED

Specific Plan Exception

DISTRIBUTION: County Clerk, Agency Record

Rev. 6-22-2021

**Exhibit D –
Office of Historic Resources
Correspondence Dated June 9, 2023**



Kyle Hickey <kyle.hickey@lacity.org>

Herald Examiner Building Sign Project

Kyle Hickey <kyle.hickey@lacity.org>
To: Lambert Giessinger <lambert.giessinger@lacity.org>

Mon, Jun 12, 2023 at 9:01 AM

Perfect, thank you for the confirmation!



LOS ANGELES
CITY PLANNING

Kyle Hickey

Pronouns: He, His, Him

Planning Assistant

Los Angeles City Planning

200 N. Spring St., Room 620

Los Angeles, CA 90012

T: (818) 374-5038 | Planning4LA.org

On Fri, Jun 9, 2023 at 4:51 PM Lambert Giessinger <lambert.giessinger@lacity.org> wrote:

No problem. We reviewed and approved these plans previously, prior to the application for the sign exception. The design is in conformance with the Secretary of the Interior's Standards per the Cultural Heritage Ordinance. You may proceed with your approval.



LOS ANGELES
CITY PLANNING

Lambert Giessinger

Senior Architect

Los Angeles City Planning

Office of Historic Resources

221 N. Figueroa Street, Suite 1350

Los Angeles, CA 90012

T: (213) 847-3648 | Planning4LA.org



On Fri, Jun 9, 2023 at 4:46 PM Kyle Hickey <kyle.hickey@lacity.org> wrote:

Apologies, here are the plans.



LOS ANGELES
CITY PLANNING

Kyle Hickey

Pronouns: He, His, Him

Planning Assistant

Los Angeles City Planning

200 N. Spring St., Room 620

Los Angeles, CA 90012

T: (818) 374-5038 | Planning4LA.org

On Fri, Jun 9, 2023 at 4:39 PM Lambert Giessinger <lambert.giessinger@lacity.org> wrote:

Hi Kyle. The attachment did not go through. Please resend. Thanks.

Lambert

On Fri, Jun 9, 2023 at 4:37 PM Kyle Hickey <kyle.hickey@lacity.org> wrote:

Hi Lambert,

I'm reaching out regarding an application for three wall signs at [1111 S Broadway](#) (Herald Examiner Building) - case no. APCC-2023-3070-SPE. Would you be able to take a look at the attached plans and advise on the following questions?

- Will these signs have an impact on the designated resources for the purpose of CEQA clearance?
- Would installing/removing the signage permanently alter the character-defining features of the building?
- The Broadway SN (Section 7.4) states that: "Prior to the approval of the Project Permit Compliance Review for signs on Historic Buildings, the Director shall make the following findings: A. The signage was approved by the Cultural Heritage Commission pursuant to Article 22.171 of the LAMC, if required." Although this is a Specific Plan Exception and not a Project Permit Compliance, do you think that we would need to gain approval from the CHC?

Thank you in advance for your help, hope you enjoy(ed) your weekend!

Best,



LOS ANGELES
CITY PLANNING

Kyle Hickey

Pronouns: He, His, Him

Planning Assistant

Los Angeles City Planning

200 N. Spring St., Room 620

Los Angeles, CA 90012

T: (818) 374-5038 | [Planning4LA.org](#)

--



LOS ANGELES
CITY PLANNING

Lambert Giessinger

Senior Architect

Los Angeles City Planning

Office of Historic Resources

221 N. Figueroa Street, Suite 1350

Los Angeles, CA 90012

T: (213) 847-3648 | [Planning4LA.org](#)

