



# DEPARTMENT OF CITY PLANNING

## RECOMMENDATION REPORT

### City Planning Commission

**Date:** August 9, 2018  
**Time:** After 8:30 A.M.\*  
**Place:** Los Angeles City Hall  
200 N. Spring Street, Room 340  
Los Angeles, CA 90012

**Public Hearing:** Required  
**Appeal Status:** Not Appealable  
**Expiration Date:** N/A

**Case No.:** CPC-2014-3119-ZC-SN-CDO-MCUP-ZV-ZAI-SPR  
**CEQA No.:** ENV-2013-1531-EIR (SCH No. 2013051086)  
**Incidental Cases:** None  
**Related Cases:** Ordinance No. 183,742; Ordinance No. 168,993  
**Council No.:** 4 - Ryu  
**Plan Area:** Wilshire  
**Specific Plan:** None  
**Certified NC:** Mid City West  
**GPLU:** Regional Center Commercial  
**Zone:** [Q]C2-2-CDO  
**Applicant:** Homewood Foundation  
**Representative:** William Delvac; Armbruster, Goldsmith, & Delvac, LLP

**PROJECT LOCATION:** 6001-6067 West Wilshire Boulevard; 6000 West 6<sup>th</sup> Street

**PROPOSED PROJECT:** Amendment to the Academy Museum Sign District Ordinance (Ordinance No. 183,742) to: 1) remove a Banner Sign from the west façade of the New Wing in the New Wing Zone of the Sign District; 2) ensure that the Banner Sign on the east façade of the New Wing in the New Wing Zone of the Sign District shall not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic; and 3) ensure that the Digital Display on the south façade in the New Wing Zone shall not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic.

### REQUESTED ACTION:

1. Pursuant to CEQA Guidelines Sections 15162 and 15164, in consideration of the whole of the administrative record, that the project was assessed in the Academy of Motion Pictures EIR No. ENV-2013-1531-EIR and Errata, SCH No. 2013051086, certified on June 23, 2015; and no subsequent EIR or addendum is required for approval of the project.
2. Pursuant to Los Angeles Municipal Code Section 12.32-S, an Amendment to the Academy Museum Sign District (Ordinance No. 183,742)

### RECOMMENDED ACTIONS:

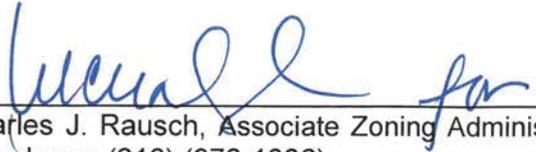
1. **Recommend** that the City Planning Commission **Find**, based on the independent judgment of the decision-maker, and after consideration of the whole of the administrative record, that the project was assessed in the Academy of Motion Pictures EIR No. ENV-2013-1531-EIR and Errata, SCH No. 2013051086, certified on June 23, 2015; and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR or addendum is required for approval of the project.
2. **Recommend** that the City Council **approve** an Amendment to the Academy Museum Sign District (Ordinance No. 183,742)

VINCENT P. BERTONI, AICP  
Director of Planning



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Luciralia Ibarra, Senior City Planner



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## PROJECT ANALYSIS

### Project Summary

On May 14, 2015, the City Planning Commission considered the Academy Museum of Motion Pictures, which proposed rehabilitation of the May Company Building (originally constructed in 1939), including the demolition of the 1946 addition to the historic structure, and the construction of the New Wing (Sphere), with a 1,000-seat theater and 10,300 square-foot view deck. The total floor area for the Museum upon completion will be approximately 208,000 square feet. Part of the City Planning Commission's consideration was the consideration of a Sign District intended to support the Museum's operations.

In its May 22, 2015 determination, the City Planning Commission approved the project and recommended approval of the Academy Museum Sign District, which included various provisions related to the allowable sign types, total sign area, hours of operation, illumination, and location requirements, to name a few.

In summary, the City Planning Commission's recommendation permitted the following:

<b>Total Sign Area:</b>	13,449 sf
<b>Permitted Signs:</b>	Information Sign, Large-Scale Architectural Lighting, Temporary Sign, Digital Display, Non-Digital Display, Digital Box Sign, Flag Poles, Identification Sign, Monument Sign, Special Event Sign, Projected Image Sign
<b>Prohibited Signs:</b>	Roof Signs, Pole Signs, and Wall Signs
<b>Illumination:</b>	3 footcandles/500 candelas p/square meter
<b>Hours of Operation:</b>	Non Digital Displays have no restriction Digital Displays shall operate from 9:00 A.M to 10:00 P.M. During Special Events: Projected Image Signs and Large Scale Architectural Lighting shall operate from 9:00 A.M. to 12:00 A.M.

At its meeting of June 24, 2015, the City Council voted to approve the Ordinance establishing the Academy Museum of Motion Pictures Sign District (Ordinance No. 183,742). The Ordinance became effective on August 5, 2015.

The applicant entered into a settlement agreement wherein the applicant, the Homewood Foundation agreed to make certain modifications to the Sign District, including:

- 1) Removal of a Banner Sign from the west façade of the New Wing in the New Wing Zone of the Sign District;
- 2) That the Banner Sign on the east façade of the New Wing in the New Wing Zone of the Sign District shall not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic; and,
- 3) That the Digital Display on the south façade in the New Wing Zone shall not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic

## FINDINGS

### General Plan/Charter Findings

1. **General Plan Land Use Designation.** The subject property is located within the Wilshire Community Plan, which was adopted by City Council on September 19, 2001. The Community Plan designates the subject property as being located on a Mixed Use Boulevard (Wilshire Boulevard) with a Regional Center Commercial land use designation with corresponding zones of CR, C1.5, C2, C4, P, PB, RAS3, RAS4, R3, R4, and R5. The property is currently zoned [Q]C2-2-CDO, with a recommended zone of [Q]C2-2-CDO-SN consistent with the proposed project and associated Sign District.

The General Plan Framework identifies Regional Centers as containing a diversity of high-density uses, including “corporate and professional offices, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supportive services” having an FAR of 1.5:1 to 6:1, and which allows for “a significant number of jobs and many non-work destinations that generate and attract a high number of vehicular trips” that also “function as a hub of regional bus or rail transit.”

The Wilshire Community Plan sets forth specific land use requirements and objectives for projects in the Miracle Mile Regional Commercial Center area which is “characterized primarily by numerous high rise office buildings, mid to low rise apartments, single-family areas south of 8<sup>th</sup> Street, entertainment centers, museums, and regional shopping complexes.” The Plan also calls for commercial development that promotes economic vitality, serves the needs of the community, promotes distinctive commercial and pedestrian-oriented areas, and locates new commercial uses in established commercial areas or shopping centers. The property contains a lease area of approximately 2.2 acres and is presently zoned [Q]C2-2-CDO.

2. **General Plan Text.** The Wilshire Community Plan text includes the following relevant land use goals, objectives, and policies:

Goal 2: Encourage strong and competitive commercial sectors which promote economic vitality and serve the needs of the Wilshire community through well-designed, safe and accessible areas, while reserving historic and cultural character.

Objective 2-1: Preserve and strengthen viable commercial development and provide additional opportunities for new commercial development and services within existing commercial areas.

Policy 2-1.1: New commercial uses should be located in existing established commercial areas or shopping centers.

Policy 2-1.2: Promote existing and planned commercially zoned areas, especially in Regional Commercial Centers, from encroachment by stand along residential development by adhering to the community plan land use designations.

Policy 2-1.3: Enhance the viability of existing neighborhood stores and businesses which support the needs of local residents and are compatible with the neighborhood.

With the proposed amendment to the Academy Museum of Motion Pictures Sign District, the project would continue to complement the existing character of the Regional Center Commercial designation of Wilshire Boulevard and the Miracle Mile by enhancing Museum Row's identity as a cultural center of Citywide significance. The museum project will replace a gravel and service area with the New Wing, which will complement

the Original Building's operation as the Academy Museum of Motion Pictures. The rehabilitation of the Original Building and the construction of the New Wing will not only strengthen the commercial viability of the Miracle Mile, but locates new uses of regional significance near established commercial areas and cultural uses that further promote the viability of the community.

Objective 2-2: Promote distinctive commercial districts and pedestrian-oriented areas.

Policy 2-2.1: Encourage pedestrian-oriented design in designated areas in new development.

Policy 2-2.3: Encourage the incorporation of retail, restaurant, and other neighborhood serving uses in the first floor street frontage of structure, including mixed use project located in Neighborhood Districts.

Objective 2-3: Enhance the visual appearance and appeal of commercial districts.

The museum project would maintain and adaptively reuse the Original Building, preserving and reactivating the Art Deco character of the Wilshire Boulevard and Fairfax Avenue facades. The Wilshire Boulevard entrance of the former May Company store will serve as the primary pedestrian entrance for the Museum, with an additional pedestrian entrance along Fairfax Avenue accessible from the Piazza near the New Wing. The ground floor of the Museum will include the main lobby, museum café, museum store, piazza, and theater entrance for the New Wing will be easily accessible for pedestrians traveling along Fairfax Avenue and Wilshire Boulevard. The activation of the storefronts along the Original Building as well as the introduction of a Piazza to the Fairfax Avenue frontage will not only enhance the appearance of the project, but will promote pedestrian and commercial activity in the vicinity.

Framework Element. The Framework Element for the General Plan (Framework Element) was adopted by the City of Los Angeles in December 1996 and re-adopted in August 2001. The Framework Element provides guidance regarding policy issues for the entire City of Los Angeles, including the Project site. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services.

At the time of the original approvals, the museum project site was improved with the May Company Building (Original Building) with 165,700 square feet of floor area, and the 1946 Addition which added approximately 82,400 square feet of floor area, and is currently used for museum related administrative and storage use. The project, currently under construction, will renovate and adaptively reuse the Original Building and develop the New Wing as an infill development. Surrounding uses include the 160-acre Park La Brea residential neighborhood in the RD1.5-1-O Zone to the north across Sixth Street, museums, galleries, office and commercial uses along Wilshire Boulevard to the east and south in the PF-1D and [Q]C4-2-CDO Zones, and multi-family dwellings, commercial uses, and the proposed station serving Westside Subway Extension at Wilshire and Orange to the west across Fairfax Avenue in the [Q]R3-1-O,[Q]C4-2D-O, C2-1VL-O, and [Q]C4-2D-O Zones.

The Land Use chapter of the Framework Element identifies objectives and supporting policies relevant to the Project site. Those objectives and policies seek, in part, to provide for the economic viability and the provision of a diversity of uses the complement and support other uses in the regional center.

Land Use Element. With the introduction of a new museum to the Miracle Mile Regional Center area, the Project would meet many Regional Center goals, objectives, and policies contained in the Land Use Element of the Los Angeles General Plan as follows:

GOAL 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Policies:

3.10.1: Accommodate land uses that serve a regional market in areas designated as “Regional Center”.

3.10.2: Accommodate and encourage the development of multi-modal transportation centers, where appropriate.

3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented District Policies, and provide adequate transitions with adjacent residential uses at the edges of the centers.

3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use.

The project is located in an area of Miracle Mile designated as a Regional Center, defined as being a focal point of regional commerce, identity, and activity, expected to contain a diversity of uses, including major cultural facilities. The proposed project would enliven the western edge of the LACMA campus and Museum Row by contributing to the Regional Center’s identity and by enhancing the existing concentration of museum uses which serve nearby residents and the region, as well as tourists. The project is located in a high-activity area and well served by public infrastructure, including existing transit, as well as the future Metro Westside Purple Line Extension.

Health and Wellness Element. The recently adopted Health and Wellness Element of the General Plan Framework calls for the promotion of a healthy built environment in a manner that encourages the “design and rehabilitation of buildings and sites for healthy living and working conditions, including promoting enhanced pedestrian-oriented circulation, lighting, attractive and open stairs, healthy building materials and universal accessibility using existing tools, practices and programs” (Policy 2.2). To that end, the project will renovate the Original Building, reactivating the storefront windows, main pedestrian entrances, and introduce a pedestrian-oriented courtyard (Piazza) which enhances accessibility to the site from Fairfax Avenue. The project would be constructed to meet LEED Silver certification, incorporating sustainable elements of design, construction, and operation. Moreover, the Health and Wellness Element calls for the promotion of land use policies that reduce GHGs, through the location of jobs, shopping and open spaces in areas that make walking, cycling, and taking transit viable modes of travel. The project is located within the immediate vicinity of the Metro Westside Purple Line Extension, is providing an excess number of short-term bicycle parking spaces and is located within walking distance to several local and regional bus lines.

Transportation Element. The Transportation Element of the General Plan will be affected by the recommended action herein. The project includes project design features and mitigation measures, including a Transportation Demand Management Plan, aimed at addressing transportation-related impacts associated with the proposed project.

Moreover, the Bureau of Engineering has required sidewalk easements and improvements along Wilshire Boulevard and Fairfax Avenue to address deficiencies in the existing right-of-way conditions. The project site is well-served by public transit, including regional and local bus lines, as well as the future Wilshire Bus Rapid Transit Project and future Metro Westside Purple Line Extension. The project would also provide bicycle parking spaces in compliance with the Bicycle Parking Ordinance, together with additional bicycle parking and bicycle-friendly amenities that meet the requirements of the Bicycle Ordinance.

Sewerage Facilities Element. Improvements may be required for the construction or improvement of sewer facilities to serve the subject project in order to complete the City sewer system for the health and safety of City inhabitants and will assure compliance with the goals of this General Plan Element.

Street Lights. Any City required installation or upgrading of street lights is necessary to complete the City street improvement system so as to increase night safety along the streets which adjoin the subject property.

### **3. Entitlement Findings - Sign District Findings**

#### **a. The proposed Sign District is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.**

The project proposes to preserve the Original Building, together with the existing signage that was used when it operated as the historic May Company Building. By maintaining and enhancing the Art Deco architectural character of the structure and its historic signage, the proposed Sign District would further enhance the Miracle Mile area as a distinctive commercial district. The amended signage program has been greatly reduced from its original proposal, and represents an additional reduction than that which was approved by the City Council. The changes to the sign district include the removal of a Banner Sign from the west façade of the New Wing in the New Wing Zone, and that the Banner Sign on the east façade of the New Wing and the Digital Display on the south façade in the New Wing Zone not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic. All other signs approved under Ordinance No. 183,742 shall remain unchanged. With these modifications, the Sign District remains compatible with the surrounding adjacent commercial and museum uses. All signage would be utilized to promote museum activities related to exhibits, exhibitions, sponsorship related to exhibitions and, on a limited basis, special events.

The project is located in the Wilshire Community Plan, in the Miracle Mile Regional Center Commercial area, intended to accommodate high pedestrian activity supporting regionally-significant commercial and cultural district. The project is also located along Wilshire Boulevard, designated as a Major Scenic Highway in the General Plan. The Transportation Element of the General Plan provides interim guidelines in cases where a Corridor Plan has not been adopted. In the case of Wilshire Boulevard, a Corridor Plan has not been adopted and, as such, the Transportation Element's interim guidelines apply. With respect to signage, the guidelines provide that a "standard condition for discretionary land use approvals involving parcels zoned for non-residential use located within 500 feet of the centerline of a Scenic Highway shall be in compliance with the sign requirements of the CR zone." However, these guidelines are inapplicable as the establishment of the Sign District provides for a more specific set of rules unique to the project site, which considers both the historic preservation of the Original Building and its relationship with the historic significance of Wilshire Boulevard as a scenic highway. Moreover, the signage proposed by the Sign District, particularly that of the Original Building, will enhance frontages and distinguish major entries which remain oriented to Wilshire Boulevard. The Sign District would continue to enliven the western end of the LACMA Campus and Museum Row, contributing to the Regional Center identity, adding diversity to the existing

concentration of museum uses along Museum Row that serve nearby residents and tourists. The adoption of the Sign District is in keeping with the Transportation Element's intent to provide guidelines intended to address the scenic character of designated Scenic Highway corridors. Furthermore, the Sign District includes regulations that allow signage that provides identification that not only attracts patrons, but which also acknowledges and preserves the historic integrity of the Art Deco structure.

The proposed museum, ancillary uses, and Sign District are consistent with the project site's designation as Regional Center Commercial. The project is located in a highly urbanized area of the City, and the Sign District would further promote and enhance the identity of the Miracle Mile area, visually connect the museum with the surrounding Regional Center uses and similar cultural institutions. Because museum uses are unique, sign district regulations would assure appropriate intensity and design of signage, while recognizing the regional significance of cultural institutions to the character and economic vitality of the City.

**b. The proposed Sign District would conform to public necessity, convenience, general welfare and good zoning practice.**

The Sign District is designed to revitalize the historic Original Building, while attracting patrons and supporting adjacent institutions, businesses, and restaurants in the surrounding area. The Sign District would build on the project vicinity's current identity as a destination along Museum Row, reinforcing the pedestrian-oriented character of the streets surrounding the project site. The Sign District will enhance the environment by complementing the existing uses in the area while respecting the historic character of the Original Building through the reactivation of two of the storefront windows, the existing flagpoles, and the placement of the Oscar Statuette at the Corner Tower.

The Sign District would reflect good zoning practice in that it would be consistent with the character of Museum Row with sign regulations that would be consistent with the character of the area, while maintaining compatibility with similar signage on adjacent comparable museum uses. Additionally, by orienting the majority of the signage toward Fairfax Avenue and Wilshire Boulevard, the Sign District remains compatible with the surrounding adjacent commercial uses.

The Sign District would regulate signage through the creation of sign zones (Original Building and the New Wing) throughout the project site, with standards included to regulate signs allowed by the Sign District: (1) maximum sign area within each zone; (2) maximum individual sign area; (3) illumination level limitations; (4) animation and refresh rate guidelines; and (4) operating hour restrictions.

Under Section 13.11.C, a Sign District may be adopted within a supplemental use district, provided it does not supersede its regulations. The Sign District would not supersede any regulations of the Miracle Mile CDO. When the City approved the Miracle Mile CDO, permanent [Q] conditions were imposed and Design Guidelines and Standards were applied, however, the [Q] conditions applied to most, but not all, of the properties within the boundaries of the Miracle Mile CDO; the project site is one of the properties not subject to the [Q] conditions. Nevertheless, while the project site is not subject to the [Q] conditions, it is subject to the Design Guidelines and Standards.

The Miracle Mile CDO Design Guidelines and Standards were adopted by the City Planning Commission, but not adopted by the City Council. As such, they are not part of the Miracle Mile CDO's regulations and may be superseded by the proposed Sign District. The Design Guidelines and Standards do not contain prescriptive requirements, but rather provide "guidance and direction in the design of new and rehabilitation of existing buildings." This allows for a case-by-case review of projects with the Miracle Mile CDO area to determine conformance, recognizing that not every guideline or standard will apply uniformly to all projects.

The Design Guidelines and Standards addresses signage as it relates to buildings with multiple tenancies and storefronts. Many of the provisions don't directly address the integration of signage for a single larger use, such as the museum, which must also address the transition between the Original Building and the New Wing. Nevertheless, the signage program would be consistent with various guidelines and standards related to signage being proportionate in scale to the building and integrated into the architecture of the buildings, thereby ensuring consistency across the project site.

The enabling language for the establishment of sign districts, pursuant to Section 13.11-B of the LAMC requires that the following findings be made:

- (A) Each "SN" Sign 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" Sign District shall contain less than one block or three acres in area, whichever is 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 or Planning.
- (D) Precise boundaries are required at the time of application for or initiation of an individual district.

The current Sign District is governed under Ordinance No. 183,742, which was approved by council to regulate sign types, location, illumination, and hours of operation.

**c. The Proposed Sign District Would Directly Advance the Purposes of Aesthetics and Traffic Safety.**

The proposed amendment to the Sign District provides an exception to the Citywide sign regulations as is typical for other sign districts within the City in cases where there are aesthetic and other benefits that would result from a sign district. The existing Sign District and the proposed amendments will continue to directly advance the purposes of aesthetics and traffic safety, with the goal of the preserving the City's historic buildings including those designated by the City as Historic-Cultural Monuments, and the features that characterize their historic use and identity within the City as a whole. The Original Building was designated as City Historic-Cultural Monument No. 566 in 1992, where the City Council required that the three primary facades be rehabilitated in accordance with the Secretary of Interior's Standards for Rehabilitation. Since its designation, the Original Building has not been rehabilitated, has remained under-utilized, and the limestone cladding has experienced significant damage due to age, with substantial portions of the three primary facades deteriorated and in disrepair. The Original Building is currently undergoing rehabilitation.

The renovation and adaptive reuse of the Original Building ensures an appropriate reuse of the historic structure, and will repair and rehabilitate the three primary facades. Among the characteristic features of the Original Building are the historic flag poles and storefront display boxes that served to advertise and highlight the operation of the May Company Wilshire department store. The Sign District is a key component of the reuse and operation of the Original Building as a Museum, which will enable the preservation work that would be facilitated by the Project. The language of the approved Sign District provides that the Sign District would not be effective until the three primary facades have been rehabilitated as part of

the Project. The Sign District is appropriate for the proposed adaptive reuse of a City Monument and reuse of the City Monument as a museum on Museum Row.

The Sign District also would be supportive of the ongoing cultural programming of the museum for events and exhibitions at the museum. Given the regional significance of Museum Row as a cultural center for the City, and the global recognition of the film industry and its connection to Los Angeles, the museum will attract visitors both locally and from around the world to see the collection and special events and exhibitions. The cultural use and purpose of the museum provides a substantial benefit to the people of Los Angeles.

The Sign District does not provide for any general offsite signs. Rather, it only allows for messages related to the events, exhibitions and attractions onsite. Identification of sponsors is only allowed if the name of the sponsor is integral to, and part of the name of, an event, exhibition or attraction. Identification of sponsors must be less than 20% of the total sign area. Sponsorship of events and exhibitions is a vital source of funding for such activities and is quite common to museums and other cultural institutions. The Sign District's regulations regarding sponsors will enable the museum to fund and operate the museum in general together with its events, exhibitions and attractions.

There will be no aesthetic impacts or traffic safety harm resulting from allowing signs permitted under the Sign District, even as proposed to be amended. Signs will be arranged and regulated in a manner that would not pose hazards to traffic or pedestrian safety, as confirmed by the Los Angeles Department of Transportation. Further, the proposed Sign District will reinforce the pedestrian-oriented character of Fairfax Avenue to the west of the project and Wilshire Boulevard to the south. Through the project's Piazza, various streetscape and sidewalk improvements and reactivation of the pedestrian-scaled elements on the Original Building and its former signage, the museum will significantly improve the urban environment at the site by facilitating activity on the adjacent streets, encouraging pedestrian travel and promoting the walkability of and around this museum and Museum Row. Project elements, including pedestrian-oriented signage, will create strong connections to the surrounding Museum Row area, particularly nearby transit stops and stations that will support the project site as a significant addition to Museum Row, a tourist destination for Los Angeles, as well as adaptive reuse of a City Cultural Monument. Accordingly, although no aesthetic or traffic safety harm is anticipated from the proposed Sign District, any such harm will be outweighed by the public benefits associated with adaptive reuse a City Cultural Monument and the project-generated streetscape and pedestrian enhancements within Museum Row.

### **CEQA Findings**

On June 24, 2015, the City of Los Angeles City Council certified the EIR for the Academy Museum of Motion Pictures EIR, ENV-2013-1531-EIR (SCH No. 2013051086), adopted the accompanying Mitigation Monitoring Program, related Environmental Findings, and Statement of Overriding Considerations.

Pursuant to Section 15162 of the CEQA Guidelines, the proposed amendments to the Sign District, including the removal of one banner sign and the added language ensuring that one banner sign and one digital display in the New Wing Zone not be visible from a public street, highway, or other public thoroughfare used for vehicular traffic does not represent new information or represent substantial changes in the project warranting major revisions to the EIR. The proposed amendment to the sign district is a further reduction of signage than what was originally analyzed in the EIR, and does not meet any of the characteristics of Section 15162 of the CEQA Guidelines triggering the preparation of a subsequent or supplemental EIR. The amendments to the Sign District are within the scope of the original CEQA analysis undertaken for the project, and: (1) will not require major revisions of the previous EIR due to the involvement of new significant environmental effects or substantial increase not previously

identified; (2) will not require major revisions due to the involvement of new significant environmental effects or substantial increase in the severity of previously identified significant effects; and, (3) does not include new information of substantial importance that could have been known at the time the original EIR was certified.



**ACADEMY MUSEUM  
SIGN DISTRICT  
ORDINANCE NO. \_\_\_\_\_**

CITY OF LOS ANGELES

[DATE]

**EXHIBIT A**

**ORDINANCE NO. \_\_\_\_\_**

**ACADEMY MUSEUM  
SIGN DISTRICT**

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**ORDINANCE NO. \_\_\_\_\_**

**ACADEMY MUSEUM SIGN DISTRICT**

An Ordinance establishing the Academy Museum Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (“LAMC”).

**WHEREAS**, the Academy Museum Project (“Academy Museum Project”) will be located in the Miracle Mile Regional Center Commercial Area, where the General Plan Framework calls for Regional Centers that provide jobs, entertainment, culture, and serve the region with a diversity of uses, including major entertainment and cultural facilities and supporting services;

**WHEREAS**, the Academy Museum project will enhance the regional significance of the Miracle Mile District and Museum Row through the activation of the historic May Company Wilshire department store at its western gateway, increasing Museum Row patronage and enhancing local tourism;

**WHEREAS**, the placement of signs that comply with the requirements of this Sign District will prevent blight and will regulate signage to protect the eligibility of the May Company Wilshire department store as a City-Historic Cultural Monument and as a California Register and National Register resource;

**WHEREAS**, the Academy Museum Project will create a world-class, iconic museum to showcase the past present, and future of the motion picture industry, central to the identity of the City of Los Angeles, and provide a venue unique to Los Angeles, which dynamically conveys how movies are made and highlights the role of movies in popular culture;

**WHEREAS**, the Academy Museum Project will develop a new wing with a design that is compatible with, but architecturally distinct in terms of shape, size, height, and massing from the May Company Wilshire department store;

**WHEREAS**, development of the Academy Museum Project will support the General Plan and Miracle Mile Community Design Overlay District goals, objectives, and policies related to the ongoing revitalization of the Miracle Mile District and preservation of historic structures;

**WHEREAS**, unique and vibrant signage that informs and attracts visitors regarding the Museum’s content, offerings, events, and activities, are a necessary component for the success of the Museum, would be comparable in scale and practice of other cultural institutions in the City, and would meet the aforementioned goals and objectives;

**NOW, THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

**SECTION 1. ESTABLISHMENT OF ACADEMY MUSEUM SIGN DISTRICT.**

- A. Authority and Scope.** The City Council hereby establishes the Academy Museum Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Map 1, comprising the approximately three-acre site at the northeast corner of the intersection of Fairfax Avenue and Wilshire Boulevard. This area is referred to as the “Sign District.” The Academy Museum Sign District shall also be known as the “AM-SN.”
- B. Applicability.** All signs with sign faces visible from any public right-of-way shall conform to the requirements of this Sign District. A sign that is enclosed by permanent, opaque architectural features within the Sign District, including building walls, freestanding walls, roofs, or overhangs, which may have necessary openings for ingress and egress, or are not otherwise visible from the public right-of-way, shall not be subject to the requirements of this Sign District except for the general brightness limitation set forth in Section 6.F.2 of this Sign District.
- C. Sign Zones.** This Sign District is divided into six Sign Zones as shown in Map 2, which include: Original Building Storefront Zone, Original Building Canopy Zone, Original Building Upper Wall Zone, Wilshire/Fairfax Corner Zone, New Wing Zone, and Resnik North Lawn Zone. The purposes of the Sign Zones are both to address the relationship between sign intensity and the uses surrounding each Sign Zone and to ensure that district signage is compatible with and promotes the Academy Museum Project and the character defining features of the historically significant May Company Wilshire department store.

**SECTION 2. DEFINITIONS.**

Whenever the following terms are used in this Sign District, they shall be construed as defined in this Section. Notwithstanding LAMC Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the LAMC. The definitions set forth in this Section are intended to encompass future technologies and materials, which may be utilized in the construction or implementation of the signs permitted.

**Administrative Clearance.** An Administrative Clearance is defined as a ministerial approval for Signs that comply with all applicable Sign District regulations.

**Architectural Ledge Sign.** A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection. The Architectural Ledge Sign in this Sign District are limited to those existing signs located on the canopy of the Original Building.

**Banner Sign.** A sign that is attached to a building and fixed in place and generally

constructed of vinyl or plastic materials approved by LADBS.

**Canopy Zone.** That portion of the Original Building occupied by the canopy on the first floor, as shown on Map 2.

**Conceptual Sign Plans.** The site plan and sign elevations depicting the approved locations and types of permanent signs within the Sign District, dated ~~May 14, 2015~~ \_\_\_\_\_, which is on file with the Department of City Planning, as the same may be modified from time to time in accordance with Section 5.D of this Sign District.

**Controlled Refresh Rate.** The refresh rate of a sign or Large-Scale Architectural Lighting, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every ten minutes, with an instant transition between images. The sign image must remain static between refreshes.

**Digital Display.** A sign face, building face, or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of, attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

**Display Box Sign.** A sign within a storefront window that encloses a display box, where the back and sides of the display box are opaque and do not permit visibility into the building. For the purposes of this Sign District, a Display Box Sign shall be limited to those located along the Wilshire Boulevard and Fairfax Avenue facades of the Original Building.

**Exhibit.** A temporary or permanent event, exhibition, or attraction that is upcoming or occurring on the premises of the Academy Museum, which is incorporated or otherwise organized as a non-profit organization under the laws of the State of California and where the proceeds, if any, will directly benefit the non-profit museum organization.

**Flag Poles.** The historic flag poles attached to, and projecting from, the Original Building along the Wilshire Boulevard and Fairfax Avenue facades.

**Identification Sign.** A sign that is limited to a company logo, generic type of business, or the name of a business or building.

**LADBS.** The City of Los Angeles Department of Building and Safety.

**LAFD.** The City of Los Angeles Fire Department.

**LAMC.** The City of Los Angeles Municipal Code.

**Large-Scale Architectural Lighting.** Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal, or other elements of the structure's architecture.

**Logo.** A graphic mark, emblem, representation, or symbol of a name, trademark, or abbreviation used by a commercial enterprise, organization, and/or individual to aid and promote instant public recognition.

**Monument Sign.** A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than twelve (12) inches from the existing or artificially created grade to the bottom of the sign, and that has a horizon dimension equal to or greater than its vertical dimension.

**New Wing.** The approximately 50,500-square-foot new wing at the north side of the Original Building, as further described and depicted in CPC-2014-3119-ZC-SN-CDO-MCUP-ZV-ZAI-SPR and as shown on Map 2.

**Non-Controlled Refresh Rate.** The refresh rate of all Digital Displays, Projected Image, and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Sign District and which shall permit images, parts, and/or illumination that flash, change, move, stream, scroll, blink, or otherwise incorporate motion at an unrestricted rate.

**Non-Digital Display.** Any sign that is not a Digital Display.

**Office of Historic Resources.** The Office of Historic Resources of the Department of City Planning.

**Original Building.** The five-level, approximately 144,000-square-foot historic 1939 May Company Wilshire department store building, located at 6067 Wilshire Boulevard at the intersection of Wilshire Boulevard and Fairfax Avenue, excluding the 1946 addition.

**Original Building Upper Wall.** That portion of the Original Building located between the top of the building and the canopy, except for the Wilshire/Fairfax Corner, as shown on Map 2.

**Original Building Storefront.** That portion of the Original Building located between the canopy and the base of the building, as shown on Map 2.

**Projecting Sign.** A sign, other than a wall sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building. The projecting signs in this Sign District are limited to those existing historic flag poles projecting from the Original Building.

**Projected Image Sign.** A sign that projects an image on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

**Resnik North Lawn or North Lawn.** The lawn area to the north of the New Wing as shown on Map 2.

**Sign Support Structure.** A structure of any kind or character, erected, used or maintained

for a sign, upon which any sign, including, without limitation, any poster, bill, printing, painting, projected image or other message may be placed.

**Sign Zones.** The locations established by this Sign District to regulate signs as shown on Map 2.

**Special Event.** An event or exhibition occurring within the Sign District lasting up to three (3) days.

**Special Event Sign.** A sign advertising a Special Event.

**Wilshire/Fairfax Corner.** That portion of the Original Building facing the intersection of Wilshire Boulevard and Fairfax Avenue, including a distinctive cylindrical gold tower, located between the top of the building and the Canopy, as shown on Map 2.

### **SECTION 3. SIGN DISTRICT PURPOSES AND OBJECTIVES.**

The purposes and objectives of this Sign District are as follows:

- A.** Support and enhance the land uses and urban design objectives in the Wilshire Community Plan and the Miracle Mile Community Design Overlay District;
- B.** Provide unique and vibrant signage that will inform and attract visitors regarding the Academy Museum's content and offerings, as well as provide appropriate recognition of the Museum and Museum exhibition and event sponsors;
- C.** Establish Sign Zones and provide further regulation of Signs to:
  - 1. Ensure the quality of the Academy Museum Project's appearance;
  - 2. Ensure that Signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;
  - 3. Encourage creative, well-designed Signs that contribute in a positive way to the visual environment of Museum Row, the Miracle Mile District, and the Wilshire Community Plan area in a manner that accentuates the architectural characteristics of the Academy Museum Project;
  - 4. Ensure that Signs are consistent with the identity established by the Original Building, the New Wing, Museum Row, and the Miracle Mile District, integrated and compatible in scale with the aesthetic character of the structures on which they are located, while maintaining compatibility and sensitivity to surrounding uses; and
  - 5. Coordinate the location and display of Signs so as to enhance the pedestrian realm, minimize potential traffic hazards, and protect public safety.

#### **SECTION 4. RELATIONSHIP TO CITY LAND USE AND PLANNING REGULATIONS.**

The regulations of this Sign District are in addition to those set forth in the planning and zoning provisions of the LAMC and the Miracle Mile CDO. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC or CDO or other relevant ordinances, except as specifically provided for in this Sign District. Wherever this Sign District contains provisions that are different from, more restrictive than, or more permissive than permitted by the LAMC or the CDO Design Guidelines or Standards, this Sign District shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 14.4 of the LAMC and Standard 1e and Standard 1h of Section 10.A, Standard 6.B of Section 10.F and Standard 9a of Section 7.I of the Design Guidelines and Standards of the Miracle Mile Community Design Overlay District. Unless otherwise specified in this Sign District to the contrary, all Signs shall comply with the following provisions of the LAMC: Section 14.4.4; Chapter II, Article 8, Section 28.00 et seq. (Advertising); Chapter VI, Article 7, Section 67.00, et seq. (Outdoor Advertising Structures, Accessory Signs, Post Signs and Advertising Statuary); and Chapter IX, Article 1, Division 62 (Signs). Unless otherwise specified in this Sign District to the contrary, this Sign District shall not supersede LAMC Article 4.4 only with respect to the Resnik North Lawn Zone.

#### **SECTION 5. PROCEDURAL REQUIREMENTS.**

- A. Requirements.** LADBS shall not issue a permit for a Sign within the Sign District, unless the Sign complies with the requirements of this Sign District and applicable requirements of the LAMC, as determined by the Director through the issuance of an Administrative Clearance, or approval of an exception from these requirements, except where paragraph C below provides that no administrative clearance is necessary. Upon review and concurrence by the Director that the Sign is in substantial conformance with the requirements of Section 6 and, if applicable, Section 7 of this Sign District, and/or any previously approved exception, amendment, or interpretation applicable thereto, the Director shall stamp, sign, and date the permit application plans.
- B. Application.** An applicant requesting review of an Administrative Clearance for one or more signs for conformity with this Sign District, shall submit the following to the Director in accordance with LAMC Section 12.32-S(4)(c):
1. Three copies of the sign plan drawn to scale, indicating the type, height, placement, lettering styles, materials, colors, and lighting methods and indicating conformity with the requirements specified for that sign and location as set forth in Section 6 and, if applicable, Section 7 of this Sign District;
  2. A graphic depiction of the location of the sign(s) on the Conceptual Sign Plans and the proposed location of the sign(s);
  3. Architectural renderings of the proposed sign(s);
  4. A scaled plot plan showing the location and size of all existing and proposed signs; and

5. An inventory of the square feet of existing permitted signage within the Sign Zone proposed for the sign(s).

**C. Planning Department Review.** No Administrative Clearance or modification thereto or any exception, amendment or interpretation of this Sign District shall be required for: (a) a change in sign advertising or sign text, images or copy to any sign previously issued an Administrative Clearance, (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair, replace or reconstruct an unsafe or substandard condition, or (c) a modification to any sign, any Sign Support Structure or to the Conceptual Sign Plans that results in a change of a sign from a Digital Display to a Non-Digital Display.

**D. Request for Exceptions from Regulations.** The City Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Sign District. An applicant requesting an exception from the provisions of this Sign District shall utilize the procedures for a Specific Plan Exception set forth in LAMC Section 11.5.7 F. In granting an exception, the City Planning Commission shall make all of the following findings, in lieu of the findings set forth in LAMC Section 11.5.7. F.2:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
3. An exception would not constitute a grant of special privilege.

The City Planning Commission may consult with the Office of Historic Resources in connection with review of requests under this Section 5.D. Adjustments pursuant to Section 11.5.7 of the Code are not permitted.

**E. Signs on Historic-Cultural Monuments and Historic Buildings.** Repairs or alterations to the historic flag poles and storefront window signs shall comply with the Secretary of Interior Standards and shall be approved by the Director of Planning in consultation with the Office of Historic Resources.

**F. Conceptual Sign Plans.** The Director shall refer to the Conceptual Sign Plans and the regulations set forth in Sections 6 and 7 of this Sign District to provide guidance in approving Administrative Clearances and otherwise approving Signs and/or Sign Support Structures within the Sign District.

## **SECTION 6. GENERAL REQUIREMENTS.**

**A. General Requirements of LAMC.** Except as otherwise provided, and without limiting the generality of Section 4 of this Sign District, LAMC Sections 14.4.5, 14.4.7 through 14.4.15 shall be superseded by this Sign District. Further, with regard to Architectural Ledge Signs and Projecting Signs located on the Original Building along the Wilshire

Boulevard and Fairfax Avenue facades, LAMC Section 67.02(a) shall also be superseded by this Sign District.

**B. Prohibited Signs.** Roof Signs, Pole Signs, Banner Signs, and Wall Signs are prohibited on the Original Building, except as specifically authorized herein and as depicted on the Conceptual Sign Plans. Notwithstanding the foregoing, temporary signs may be wall signs as otherwise allowed under LAMC Section 14.4.16.

**C. Permitted Signs.** All Signs for which regulations are provided in Section 7 of this Sign District, and Signs otherwise permitted by the LAMC shall be permitted within the Sign District.

**D. General Sign Location Requirements.** Except as set forth in Section 6 and Section 7 of this Sign District, and in LAMC Section 14.4.4.C, signs may be located on any portion of the New Wing and the Original Building within each Sign Zone, subject to the review and approval of the Director through the Administrative Clearance process.

1. A sign, other than a Digital Display Sign, shall be deemed to be in compliance with the requirements of this Sign District with respect to location provided that such sign is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.

2. No Sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the LAFD determines that the Sign would not create a hazardous condition.

3. Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows using materials approved by the LAFD. A sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the LAFD or by mechanical means approved by LADBS.

**E. Sign Area.**

**1. Total Sign Area.**

a. The Total Sign Area available for signs shall be 13,449 square feet, provided, however, that the area of the following types of signs shall be excluded in the calculation of Total Sign Area and in the calculation of Maximum Sign Zone Area in Section 6.E.2:

1. Information Signs;

2. Large-Scale Architectural Lighting, unless such lighting acts to extend a Sign image background over a larger architectural area, in which event the portions of such lighting extending a sign image shall be included in the calculation of Total Sign Area;

- 3. Temporary Signs; and
  - 4. Signs within the Resnik North Lawn Zone, which shall be permitted in accordance with LAMC Article 4.4.
- b. For the purposes of calculating permitted Sign Area and Temporary Sign Area within the Resnik North Lawn Zone, the area of signs within all other sign zones in this Sign District shall not be included in any individual or combined sign area calculation made pursuant to LAMC Article 4.4 for the Resnik North Lawn Zone.
  - c. For the purposes of calculating permitted Sign Area and Temporary Sign Area outside the boundaries of this Sign District the area of signs within this Sign District shall not be included in any individual or combined sign area calculation made pursuant to LAMC Article 4.4 for signs on the Parcel as the Sign District.

**2. Maximum Sign Zone and Individual Sign Area.**

- a. The Maximum Sign Zone Area and Individual Sign Area shall be as set forth in Table 6-1 below.

**TABLE 6-1 MAXIMUM SIGN ZONE AND INDIVIDUAL SIGN AREA**

	Maximum Individual Sign Area		Maximum Sign Zone Area
	Non-Digital Display Signs	Digital Display Signs	
Original Building Storefront	53 square feet	53 square feet	106 square feet
Architectural Ledge	274 square feet	Not Permitted	496 square feet
Original Building Upper Wall	64 square feet	Not Permitted	449 square feet
Wilshire/Fairfax Corner	2,898 square feet	Not Permitted	2,898 square feet
New Wing	1,840 square feet	5,820 square feet	9,500 square feet
Resnik North Lawn	Subject to LAMC Article 4.4	Subject to LAMC Article 4.4	Subject to LAMC Article 4.4

*Note: See Section 7.H below for regulations regarding amount of temporary Projected Image Signs permitted.*

## **F. Illumination.**

- 1. Generally.** Signs within the Sign District may be illuminated by either internal or external means. Methods of Sign illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights; and wall wash fixtures.
- 2. Regulations.** Signs shall meet the following criteria with respect to Illumination:
  - a. The intensity of each Sign display shall be controlled with a photocell with an adjustable set-point that measures available daylight. This set-point shall be used to control the intensity of the Sign output to either the daytime or nighttime brightness standards set forth below.
  - b. The following additional illumination standards shall apply to all illuminated Signs:
    - (i) Illuminance from Signs shall not exceed 32.3 lux (3 footcandles) at the property line of the nearest residential property.
    - (ii) All illuminated Signs shall have a brightness after sunset and before sunrise of no greater than 500 candelas per square meter.
    - (iii) Illuminated Signs and/or luminaires intended to illuminate Signs shall be shielded, reduced in intensity, or otherwise protected from view such that the brightness of a light source within 10 degrees from a driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except when minimum values are less than 10 footlamberts (fL). If minimum values are below 10 fL, the source brightness shall not exceed 500 fL plus 100 times the angle, in degrees, between the driver's line of sight and the light source.
- 3. Illumination Testing Protocol.** Testing to indicate compliance with the regulations of this Sign District and LAMC Section 93.0117 shall be carried out with respect to illuminated Signs in accordance with the illumination testing protocol set forth in the Mitigation Monitoring and Reporting Plan attached to the CEC Specific Plan as the same may be modified in accordance with the CEC Specific Plan. If at any time LADBS has good cause to believe that Sign lighting within the District is not in compliance with the LAMC or this Sign District, LADBS may request, at the expense of the Applicant, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the Signs are not in compliance with the LAMC, this Sign District, or mitigation

measures set forth in the Mitigation Monitoring and Reporting Plan, the Applicant shall promptly adjust the Signs and/or lighting to bring them into compliance.

4. **Refresh Rate.** The minimum required refresh rates for Signs shall be as follows:
  - a. The Non-Controlled Refresh Rate shall apply to (i) the two Digital Displays in the Original Building Storefront Zone; (ii) the Digital Display in the New Wing; and (iii) Projected Image Signs and Large-Scale Architectural Lighting permitted during Special Events.
  - b. Except as described in Subsection 4.a, Large-Scale Architectural Lighting shall be subject to the Controlled Refresh Rate.
  - c. Other than Digital Displays, Projected Image Signs, Large-Scale Architectural Lighting, all Signs and exterior lighting shall remain static.
5. **Sign Hours of Operation.** The hours of operation for signs within the Sign District shall be as follows:
  - a. Non-Digital Displays shall not be subject to restriction on hours of operation.
  - b. The hours of operation for Digital Displays shall be from 9:00 a.m. to 10:00 p.m.
  - c. Except during Special Events, the hours of operation for Large-Scale Architectural Lighting shall be limited from 9:00 a.m. to 10:00 p.m.
  - d. During Special Events, the hours of Projected Image Signs and Large-Scale Architectural Lighting shall be from 9:00 a.m. to 12:00 a.m.

**G. Hazard Review.** Signs that adhere to the regulations outlined in this Sign District have been determined by the Los Angeles Department of Transportation not to constitute a hazard to traffic and therefore shall be exempted from further Hazard Determination review procedures in LAMC Section 14.4.5.

**H. New Technologies.** The Director may permit the use of any technology or material which did not exist as of the effective date of this Sign District, if the Director, in consultation with the Office of Historic Resources, if necessary, finds that such technology or material does not conflict with the analysis, project design features, or mitigation measures described in ENV-2013-1531-EIR, or the regulations set forth herein, and provided that the material is authorized by the Building Code.

**I. Temporary Signs.** Unless otherwise specified in this Sign District, a temporary sign shall comply with LAMC Section 14.4.16.

## **SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

### **A. Banner Signs.**

1. **General.** A Banner Signs shall only be Identification Signs.
2. **Location.** Banner Signs shall be located only on the east façade of the New Wing (B-N-2) and shall not be attached to walls or windows with adhesive and shall not be viewable from a public street, highway, or other public thoroughfare used for vehicular traffic.
3. **Number Permitted.** A maximum of ~~two~~ one Banner Signs shall be installed on the New Wing at one time. A single Banner Sign may be comprised of multiple separate and disconnected, but proximate, pieces and be considered one Sign, provided the pieces collectively depict one image or message.

#### **B. Digital Displays.**

1. **General.** Digital Displays shall be subject to the refresh rate and Illumination regulations set forth in Section 6.F of this Sign District.
2. **Location.** Digital Displays shall only be permitted within the two display boxes located on either side of the Wilshire Boulevard entrance in the Original Building Storefront Zone and in the New Wing Zone. The Digital Display on the New Wing south façade (G-N-1) shall not be viewable from a public street, highway, or other public thoroughfare used for vehicular traffic.

#### **C. Display Box Signs.**

1. **General.** Display Box Signs may be Identification Signs, Digital Displays, Window Signs, or Wall Signs.
2. **Location.** Display Box Signs may be located only in two display boxes located on either side of the Wilshire Boulevard entrance in the Original Building Storefront Zone existing as of the date of this Sign District.
3. **Dimensions.** Notwithstanding LAMC Section 14.4.14.A, Display Box Signs may occupy or be projected onto the entire area of the display box.
4. **Frequency.** Subject to the Total Sign Area and Maximum Sign Zone Area for the Original Building Zone, Display Box Signs are permitted at all times.

#### **D. Identification Signs.**

1. **General.** Any type of Sign permitted by this Sign District may be used for Identification Sign purposes, or to display or otherwise inform the public about Exhibitions as defined herein; provided, however that the Identification Signs on the Original Building indicated on the Conceptual Sign Plans may not be Digital Displays.

Signs displaying information on Exhibits may contain recognition of sponsors of exhibitions, events or attractions occurring on the premises within the Sign District, provided that: (i) the recognition of sponsorship shall be limited to the name or Logo

of the sponsoring entity or entities, which shall be integral to and part of the name of the exhibition, event, or attraction; (ii) the sponsor's name is integral to and a part of the name of the exhibition, event, or attraction; and, (iii) the size of the sponsor's name or Logo shall be collectively limited to less than 20% of the total area of the Sign.

**2. Location.** Identification Signs may be located in all Sign Zones.

#### **E. Large-Scale Architectural Lighting.**

**1. General.** Large-Scale Architectural Lighting shall contain no text, logos or messages and may serve to highlight or accentuate vertical, horizontal, or other elements of the structure and may be multi-hued and may mark special seasons, weather, or events with unique color arrangements.

**2. Location.** Large-Scale Architectural Lighting shall be permitted in all Sign Zones.

**3. Frequency.** Large-Scale Architectural Lighting shall be subject to the operating hours in Section 6.F.5(c), and up to six (6) Special Events per year subject to the operating hours of Section 6.F.5(d).

#### **F. Projected Image Signs.**

**1. Purpose.** Projected Image Signs may be used as occasional whole building projections for the Original Building, coloring the building in a single or multiple colors as an art or cinematic installation, creating the impression of motion or texture, or animating the building regarding events, exhibitions or attractions occurring on the premises.

**2. General.** Projected Image Signs shall not be subject to the regulations set forth in LAMC Section 14.4.4.B.8 and shall not be treated as Digital Displays for purposes of this Sign District.

**3. Location.** Projected Image Signs may cover only the Wilshire Boulevard and Fairfax Avenue facades of the Original Building only as set forth in Section 7.F.4 below. Project Image Signs shall not be permitted on the eastern façade of the Original Building, the southeastern corner of the Original Building or on the New Wing.

**4. Frequency.** Projected Image Signs shall be permitted only during Special Events and during no more than six (6) Special Events each calendar year. Projected Images Signs covering both the Wilshire Boulevard and Fairfax Avenue facades of the Original Building shall be permitted during no more than three (3) of the six (6) Special Events. Projected Images Signs covering only the Wilshire Boulevard or Fairfax Avenue facades of the Original Building shall be permitted during each of the six (6) Special Events.

#### **G. Projecting Signs.**

1. **General.** Projecting Signs shall be limited to the existing flag poles of the Original Building and shall be no larger in size than 16' x 4'. Sign area of Projecting Signs visible to the same direction of traffic shall not individually exceed 64 square feet.
2. **Location.** Projecting Signs shall be permitted only on each of the six (6) flag poles on the Original Building existing as of the effective date of this Sign District. No new Projecting Signs shall be permitted. Repair and replacement of the existing flag poles shall be permitted in accordance with Section 5.E of this Sign District.

#### **H. Monument Signs.**

1. **General.** Monument Signs shall be limited to a maximum overall length of twenty (20) feet and maximum overall height of ten (10) feet above the natural or finished grade as measured vertically.
2. **Location.** Monument Signs shall be located only in the New Wing Zone.
3. **Number Permitted.** A maximum of two Monument Signs shall be permitted in the New Wing Zone.

#### **SECTION 8. EFFECTIVE DATE**

The effective date of these sign rights, as described herein, shall commence when the rehabilitation of the exterior cladding of the Original Building has been completed, and a temporary or permanent certificate of occupancy has been issued; provided that any permit for rehabilitation of the exterior cladding of the Original Building has been approved by the Office of Historic Resources. Until such time, signage shall be limited to that allowed under the LAMC.

#### **SECTION 9. INTERPRETATION.**

Whenever any ambiguity or uncertainty exists related to this Sign District or the application of this Sign District so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an owner, operator, or lessee, issue written interpretations on the requirements of this Sign District consistent with the purpose and intent of this Sign District. A request for an interpretation shall be filed pursuant to LAMC Section 11.5.7.H.

#### **SECTION 10. SEVERABILITY.**

If any provision of this Sign District or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Sign District are declared to be severable.

**SECTION 11.** The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles at its meeting of \_\_\_\_\_.

HOLLY L. WOLCOTT, City Clerk

By \_\_\_\_\_  
Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

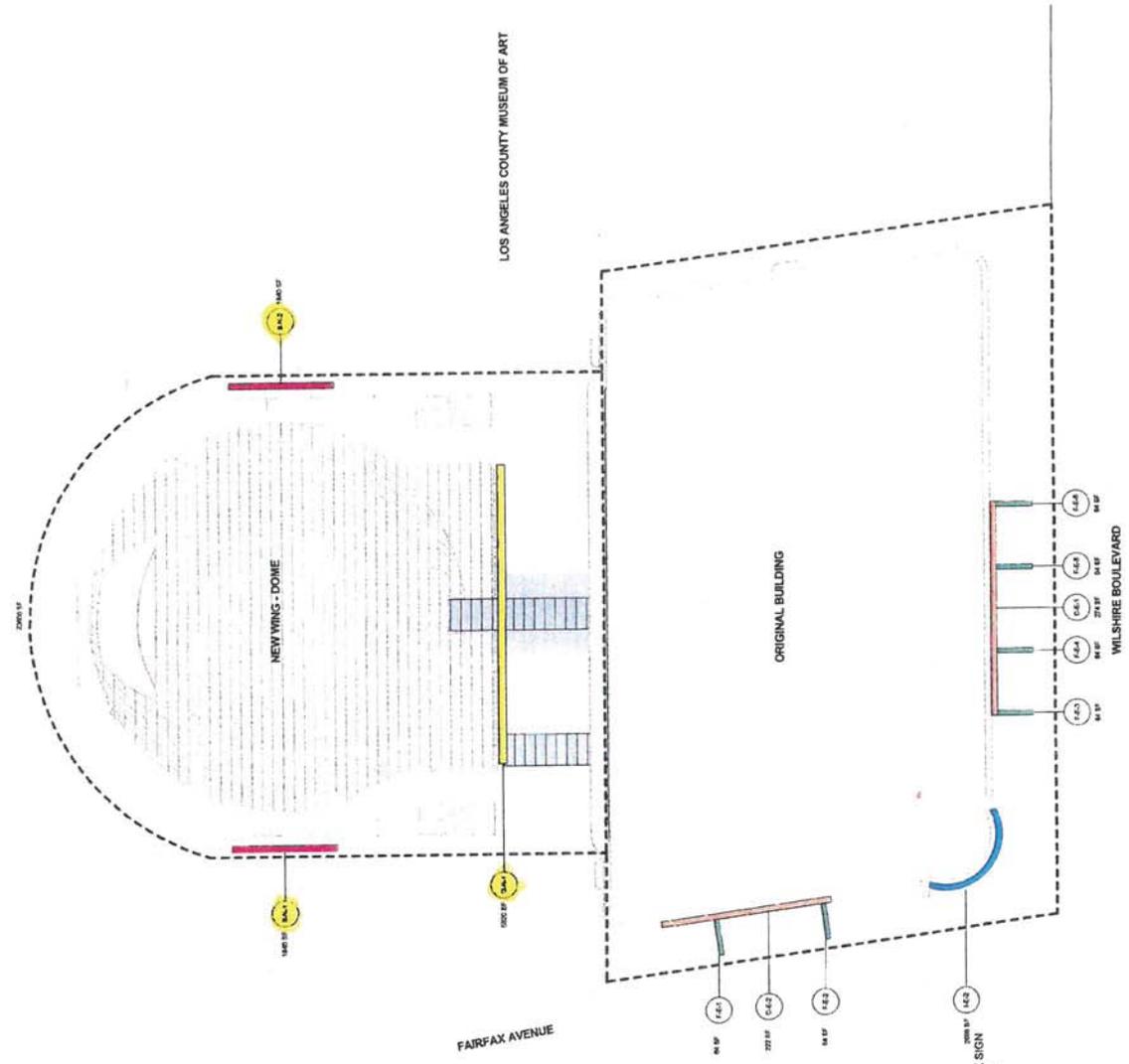
Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By \_\_\_\_\_  
KENNETH FONG  
Deputy City Attorney

Date \_\_\_\_\_

File No. \_\_\_\_\_



LOS ANGELES COUNTY MUSEUM OF ART

FAIRFAX AVENUE

WILSHIRE BOULEVARD

- ORIGINAL BUILDING
- ORIGINAL BUILDING STOREFRONT
- CANOPY
- ORIGINAL BUILDING UPPER WALL
- ORIGINAL BUILDING FAIRFAX CORNER
- NEW WING - DOME
- NORTH LAWN

- ORIGINAL BUILDING
- NEW WING
- B-A-series
- D-E-series
- I-N-series
- C-E-series
- F-E-series



- SWINGER SIGN
- FLYER SIGN
- DIGITAL DISPLAY
- DIGITAL DISPLAY BOX SIGN
- IDENTIFICATION SIGN
- CANOPY SIGN
- FLAGPOLE SIGN

CONCEPTUAL SIGNAGE PLANS (MAY BE MODIFIED IN ACCORDANCE WITH THE REQUIREMENTS OF THIS SIGN DISTRICT)

15-03-11

SIGNAGE UPPER LEVEL PLAN

001

Renzo Piano Building Workshop

# EXHIBIT B

1.5. Amended Sign District.

1.5.1. The Parties shall work cooperatively to have the Academy Museum Sign District (Ordinance 183742, approved June 24, 2015 (“Museum Sign District”)), amended only as follows (all terms in Section 1.5 are defined in the Museum Sign District):

1.5.1.1. The New Wing west façade Banner Sign shall be removed from the New Wing Zone of the Sign District.

1.5.1.2. The New Wing east façade Banner Sign in the New Wing Zone shall not be viewable from a public street, highway, or other public thoroughfare used for vehicular traffic.

1.5.1.3. The Digital Display in the New Wing Zone (south façade) shall not be viewable from a public street, highway, or other public thoroughfare used for vehicular traffic.

1.5.1.4. FTC may oppose any amendments to the Sign District other than those set forth in this Section 1.5, notwithstanding Section 4.1 below which expand signage rights and shall oppose any amendments to the Sign District other than those set forth in this Section 1.5, notwithstanding Section 4.1 below which reduces signage rights.

1.5.2. Foundation and its successors agree to maintain the Museum Sign District as amended above for the term of this Agreement (see Section 7 below).

1.5.3. If the Parties are unable to obtain an amendment of the Museum Sign District consistent with this Agreement, Foundation shall nonetheless adhere to the obligations set forth in Sections 1.5.1.1 through 1.5.1.3, above, for the term of this Agreement.

**EXHIBIT C**