



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT

Central Los Angeles Area Planning Commission

Date: September 10, 2019
Time: 4:30 p.m.*
Place: Los Angeles City Hall
200 North Spring Street, Room 1070
Los Angeles, CA 90012

Public Hearing: Required
Appeal Status: Appealable to City Council
Expiration Date: September 28, 2019
Multiple Approval: N/A

Case No.: APCC-2019-1381-SPE-SPP
CEQA No.: ENV-2019-1382-CE
Related Case: CPC-2014-326-ZC-TDR-ZV-
MSC-CDO-SPR
Council No.: 14 – Huizar
Plan Area: Central City
Plan Overlays: Broadway Community Design
Overlay, Historic Broadway
Sign Supplemental Use
District

Certified NC: Downtown Los Angeles
GPLU: Regional Center Commercial
Zone: [Q]C4-4D-CDO-SN

Applicant: Charles (Qi) Wang,
Broadway Elite, LLC
Representative: Hamid Behdad, Central City
Development Group

PROJECT LOCATION: **400 South Broadway** (400-422 South Broadway, 218 and 230 West 4th Street)

PROPOSED PROJECT: The proposed Project involves the installation of two (2) illuminated Open Panel Roof Signs, displaying off-site advertising content, and one (1) Blade Sign, displaying building identification, on a new 35-story, 388-foot high mixed-use condominium building under construction (Perla).

The proposed Open Panel Roof Signs each measure 75 feet wide by 35 feet tall. The signs, as proposed by the Applicant, are to be mounted atop the mechanical penthouse of the building and would have a maximum height of 446 feet 2 inches above grade and 58 feet 2 inches above the roof parapet. One Open Panel Roof Sign faces Broadway to the west, while the other sign faces Frank Court (alley) to the east.

The proposed Blade Sign is 24 feet tall, with a maximum height of 43 feet 9 inches above grade, and is mounted on the Broadway façade of the building. The Blade Sign is proposed to project a maximum of 4 feet 2 inches from the building façade.

REQUESTED ACTION:

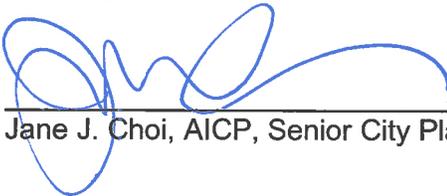
1. Pursuant to CEQA Guidelines, Article 19, Section 15311, Class 11, an Exemption from CEQA, and that there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies.
2. Pursuant to Los Angeles Municipal Code Section 11.5.7 F, a Specific Plan Exception from the Historic Broadway Sign Supplemental Use District (Sign District) to allow two illuminated Open Panel Roof Signs with a maximum height above roof parapet of 58 feet 2 inches, in lieu of the maximum height above roofline or parapet of 35 feet as otherwise allowed by Section 9.12 C of the Sign District.

3. Pursuant to Los Angeles Municipal Code Section 11.5.7 C, a Project Permit Compliance for the installation of two illuminated Open Panel Rooftop Signs and one Blade Sign within the Historic Broadway Sign Supplemental Use District.

RECOMMENDED ACTIONS:

1. **Determine** that based on the whole of the administrative record, the Project is exempt from CEQA pursuant to CEQA Guidelines, Article 19, Section 15311, Class 11, and there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies;
2. **Deny a Specific Plan Exception** from the Historic Broadway Sign Supplemental Use District (Sign District) to allow two illuminated Open Panel Roof Signs, displaying off-site advertising content, to have a maximum height above roof parapet of 58 feet 2 inches, in lieu of the maximum height above roofline or parapet of 35 feet as otherwise allowed by Section 9.12 C of the Sign District;
3. **Approve with Conditions a Project Permit Compliance** for the installation of two illuminated Open Panel Rooftop Signs, displaying off-site advertising content, and one Blade Sign, displaying building identification, within the Historic Broadway Sign Supplemental Use District;
4. **Adopt** the attached Conditions of Approval; and
5. **Adopt** the attached Findings.

VINCENT P. BERTONI, AICP
Director of Planning


Jane J. Choi, AICP, Senior City Planner


May Sirinopwongsagon, City Planner


Michael Sin, City Planning Associate
(213) 978-1345

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 two illuminated Open Panel Roof Signs, displaying off-site advertising content, and one Blade Sign, displaying building identification, on a new 35-story, 388-foot high mixed-use condominium building under construction (Perla).

The two proposed Open Panel Roof Signs each measure 75 feet wide by 35 feet tall. The signs are proposed to be mounted atop the mechanical penthouse of the building and will have a maximum height of 446 feet 2 inches above grade and 58 feet 2 inches above the roof parapet. One Open Panel Roof Sign faces Broadway to the west, while the other sign faces Frank Court (alley) to the east.

Notwithstanding the specifications above, the design of the proposed Open Panel Roof Signs has not been finalized. The actual design will be submitted and reviewed at a later date when an advertiser is identified. The illustrations in Exhibit "A" serve as placeholders and depict generic representations of the proposed Open Panel Roof Signs.

The proposed Blade Sign is 24 feet tall, with a maximum height of 43 feet 9 inches above grade, and is mounted on the Broadway facing façade of the building. The proposed Blade Sign projects a maximum of 4 feet 2 inches from the building façade and includes "PERLA ON BROADWAY" lettering on both sides. Unlike the Open Panel Roof Signs, no off-site messaging is proposed for the Blade Sign, and the design is considered final.

The Applicant is seeking a Specific Plan Exception to allow the two Open Panel Roof Signs to exceed the maximum height above roofline or parapet allowed by the Historic Broadway Sign Supplemental Use District (Sign District). Whereas the Sign District allows for a maximum height of 35 feet above the roofline or parapet, the two proposed Open Panel Roof Signs have a height of 58 feet 2 inches above the roof parapet of the building. The Applicant is also requesting a Project Permit Compliance determination for the proposed Open Panel Rooftop Signs and Blade Sign, as required by the Sign District.

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 37,462 square feet in area, bounded by West 4th Street to the north, Broadway to the west, and Frank Court (public alley) to the east.

The Site has a General Plan Land Use Designation of Regional Center Commercial and is zoned [Q]C4-4D-CDO-SN. The C4 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 Broadway Theater and Entertainment District Community Design Overlay (CDO) and the associated [Q] Conditions in Ordinance No. 180,871, which contain requirements pertaining to building use and design. The Site is also subject to the Historic Broadway Sign Supplemental Use District (Sign District), which establishes sign regulations for the historic Broadway corridor (Ordinance No. 184,056).

The Site is located within the Historic Core of Downtown Los Angeles, which contains a concentration of architecturally significant buildings including a number of nationally recognized historic theater buildings. The Historic Core contains two National Register Historic Districts: the Spring Street Financial District between 4th and 7th Streets, and the Broadway Theater District between 3rd and 9th Streets. The Project is located within the Broadway Theater District and is adjacent to the Spring Street Financial District, which is located one block to the east.

The Site is currently undergoing construction of a 35-story, 388-foot tall, 426,053 square-foot, mixed-use condominium building known as Perla. The City Planning Commission approved the development under Case No. CPC-2014-326-ZC-TDR-ZV-MS-CDO-SPR on March 12, 2015. No specific signage was proposed, requested, or approved at the time. The property was approved a transfer of floor area rights to allow a FAR of 12.65:1 to permit the development of 450 residential condominium units, 6,904 square feet of commercial/retail use on the ground floor, and 450 automobile parking spaces.

Surrounding properties are zoned [Q]C4-4D-CDO, PF-4D-CDO, [Q]C2-4D-CDO, and [Q]C4-4D and are developed with commercial, office, and residential buildings, including the following:

- To the north: one- and two-story vacant commercial buildings
- To the south: a 10-story residential apartment building (Judson Rives Building, a Historic Cultural Monument)
- To the east: a 13-story creative office building (Title Insurance Building, a Historic Cultural Monument) and a 13-story vacant building being converted into a hotel
- To the west: a 10-story office building (Broadway Department Store, a contributor listed in the National Register)

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 a number of 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.

Open Panel Roof Signs

The Sign District permits Open Panel Roof Signs along the Broadway corridor, subject to Project Permit Compliance review and approval. The Sign District defines Open Panel Roof Signs as the following:

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

The Sign District establishes size, location, and design standards for Open Panel Roof Signs, including a maximum width of 75 feet and a maximum height of 35 feet. The Project's two proposed Open Panel Roof Signs comply with these size standards, measuring 75 feet wide by 35 feet tall. However, instead of being mounted on the rooftop of the building, the proposed signs are located on the mechanical penthouse of the building, resulting in a height of 58 feet 2 inches above the roof parapet. The Sign District's location standards limit the signs to no more than 35 feet above the roof or parapet, hence the Applicant's request for an Exception.

Open Panel Roof Signs are also required to have a minimum of 60 percent of the sign area to be open and are prohibited from having closed or internally illuminated lettering. While the design of the proposed Open Panel Roof Signs has not been finalized and the illustrations in Exhibit "A" serve only as placeholders, compliance with these design standards can be ensured through subsequent review by the Department of City Planning through the Project Permit Compliance Modification process, pursuant to Section 11.5.7 D of the Municipal Code.

The Sign District encourages neon or neon-like illumination, along with individual light bulbs, for Open Panel Roof Signs. Sequential lighting elements, kinetic elements, and three-dimensional elements are allowed. All illuminated signs are limited to having a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas. Signs are prohibited from having a maximum total lumen output of more than 20 lumens per square foot. Furthermore, the Sign District allows the decision-maker to impose additional limitations on illumination, in the form of conditions of approval, to ensure the historic compatibility of new signs.

Off-site advertising is allowed for Open Panel Roof Signs, subject to more stringent requirements, and as proposed for the Project (see "Off-Site Advertising" under Issues section).

Blade Signs

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

A sign that is attached to a building starting above the ground level and projects outwards with one or more sign faces approximately perpendicular to the face of the building which provides on-site business or building identification. These signs are encouraged to provide building or tenant identification through a highly-visible, vertical design element that reflects creativity and proportionally scaled signage.

The proposed Blade Sign measures 24 feet tall, with a maximum height of 43 feet 9 inches above grade, and is proposed to be mounted on the Broadway façade of the building. The proposed

Blade Sign projects a maximum of 4 feet 2 inches from the building façade. The dimensions of the proposed Blade Sign are in compliance with the Sign District, and no deviations are requested.

The proposed Blade Sign is comprised of a metal cabinet painted gloss black with fabricated open face channel letters that provide building identification (“PERLA ON BROADWAY”). The interior letter faces are painted white, while the letter returns are painted in gold metallic. Double-lined faux-neon tubes within the letter face provide illumination. No off-site messaging is proposed for the Blade Sign.

Issues

Sign Location - Height from Roofline or Parapet

The Applicant is seeking an Exception to allow the two Open Panel Roof Signs to exceed the maximum height allowed by the Sign District. Specifically, Section 9.12 C of the Sign District (Location Standards) limits Open Panel Roof Signs to a height of 35 feet above the roofline or parapet. The proposed Open Panel Roof Signs would have a maximum height of 58 feet 2 inches above the roofline or parapet. As shown in the figure under Section 9.12 D, this height measurement is taken from the established roofline or parapet of the building, and not from any ancillary structure or mechanical equipment enclosure.

The Applicant seeks to install the proposed Open Panel Roof Signs atop the mechanical penthouse structure of the building, rather than on the roof of the building itself. The mechanical penthouse structure has a maximum height of 417 feet 4 inches, whereas the roofline of the building has a height of 388 feet.¹ The building was conditioned to a maximum height of 388 feet pursuant to Condition No. 24 of Case No. CPC-2014-326-ZC-TDR-ZV-MS-CDO, and the approved elevation plans for the building confirm a roof height, as measured to the top of the tower roof parapet, of 388 feet. The Applicant had previously argued that the 35-foot height limitation should be measured from the top of the mechanical penthouse structure (417 feet 4 inches), rather than from the established roofline of the building (388 feet), which would have been inconsistent with the prior approvals of the building as well as with the Sign District. The matter was clarified, and the Applicant elected to apply for an Exception instead of lowering the signs to fully comply. The proposed Open Panel Roof Signs have a maximum height of 446 feet 2 inches above grade, in lieu of the maximum height of 423 feet above grade as allowed by the Sign District.

Concerns were also raised regarding the issue of sign visibility. The Applicant had stated that limiting the sign height to 35 feet above roofline or parapet would require the Open Panel Roof Signs to be mounted lower and/or to be smaller in size. Either option could potentially reduce the visibility of the signs from afar, including from the freeways and other vantage points that were identified by the Applicant. However, the degree to which private signs may be visible from afar is not a consideration in the review of such signs; the Sign District states that “[the Sign District] Ordinance grants no rights of visibility to any sign operator” (Section 4.E). Nonetheless, as the only high-rise in the Historic Core, the subject building is considerably taller than all surrounding buildings, and its rooftop signs are unlikely to be blocked by nearby structures, even at the lower height allowed by the Sign District.

The Applicant has also cited the presence of required open space on the rooftop of the building as the reason for placing the Open Panel Roof Signs on the mechanical penthouse structure instead of the roof. However, it should be noted that, as a new construction project, other locations are available to provide the required open space, particularly for a building designed from a clean

¹ Certain rooftop structures, such as mechanical penthouse structures, are permitted to exceed the maximum roof height of a building, as they are considered exceptions pursuant to Section 12.21.1 B of the Municipal Code.

slate and which received prior discretionary entitlements. The Applicant has stated that the building was originally not intended to have Open Panel Roof Signs and that the rooftop amenity areas were not designed in consideration of such signs.

As noted, the Sign District was developed in concert with stakeholders and experts, including property owners, architects, historians, and the greater Downtown community, who took part in shaping the regulations to ensure the compatibility of future signage along the historic Broadway corridor. The height of signs was a key consideration in developing the Sign District, and the resulting regulations reflect a balance of the relationships of form, proportion, scale, materials, context, and size. The Sign District allows for Open Panel Roof Signs on the subject building, provided all of its regulations are met.

Off-Site Advertising

As explained in the Staff Report for the Sign District, a key objective of the Sign District is to incentivize the rehabilitation and reactivation of historic buildings along Broadway. To achieve this, the Sign District allows sign types beyond those permitted by the Municipal Code. Furthermore, the Sign District allows off-site messaging on certain sign types, which could be used by property owners to generate revenue, in exchange for the investment of Broadway's historic buildings.

Marquee, Open Panel Roof, and Painted Secondary Façade Signs are the permitted sign types that allow for off-site messaging under certain conditions and as an incentive for investment on Broadway. These Broadway "incentive" signs require a Project Permit Compliance along with a three year term grant to ensure continued compliance with the following requirements:

- Each floor of the building can be legally occupied, and the LAMC does not prohibit occupancy on any floor of the building due to deferred maintenance, LAMC violations, or other regulatory requirements;
- The building's occupancy rate is at least 75%;
- The building has no outstanding code violations related to signage;
- The building's facades are free of graffiti; and
- The building owner has installed facade lighting that complies with the Broadway Community Design Overlay District.

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

The Project proposes off-site messaging for the two Open Panel Roof Signs. While Exhibit "A" shows on-site signage with placeholder "Perla on Broadway" lettering, the actual Open Panel Roof Signs have not been designed and will be submitted for review at a later date when an advertiser is identified. Planning Staff has recommended a condition that requires the Applicant to submit plans to the Department of City Planning for Project Permit Compliance Modification review, pursuant to Municipal Code Section 11.5.7 D, prior to the issuance of permits for the off-site messaging. The off-site messaging will not be allowed until the Applicant demonstrates that the requirements of Section 7.2 of the Sign District (Off-Site Advertising Incentive Program) have been satisfied.

Relevant Cases

CPC-2014-326-ZC-TDR-ZV-MS-CDO-SPR – On March 12, 2015, the City Planning Commission approved a Transfer of Floor Area Rights, Zone Change, Director's Decision, Broadway CDO Plan Approval, and Site Plan Review for a project that creates a maximum 433,260 square feet of development including 450 residential units and 6,904 square feet of retail/commercial uses on the subject property located at 400 South Broadway. The Ordinance was adopted by the City Council on April 29, 2015 (Ordinance No. 183,536).

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).

Communication

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.

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 City Planning Commission **deny** the requested Specific Plan Exception and **approve with conditions** the Project Permit Compliance for two Open Panel Roof Signs and one Blade Sign.

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. **Open Panel Roof Signs.** Prior to the issuance of any permits by the Department of Building and Safety for the Open Panel Roof Sign, the Applicant shall submit detailed signage plans for Project Permit Compliance Modification review, pursuant to Section 11.5.7 D of the Municipal Code. Plans shall demonstrate compliance with the following:
 - a. **Location.** There may be a maximum of two (2) Open Panel Roof Signs. One sign shall be parallel to and face Broadway to the west. The second sign, if included, shall be parallel to and face Frank Court (public alley) to the east. The two sign structures/panels shall be independent of each other and shall not be combined into one structure.
 - b. **Size and Height.** Each Open Panel Roof Sign shall not exceed a width of 75 feet and a height of 35 feet, inclusive of any lettering that extends beyond the sign structure. The signs shall have a maximum height of 423 feet above grade and 35 feet above the 388-foot high roof parapet.
 - c. **Text and Logo Area.** The Open Panel Roof Signs shall not contain closed panels on the face of the sign structure. The sign shall have a minimum of 60% of the sign area open, through which the structural framework may be seen. Closed and/or internally illuminated lettering/symbols are prohibited. If two signs are proposed, the lettering/symbols shall be identical on both sides.
 - d. **Illumination.** Illumination for the Open Panel Roof Signs shall be limited to neon lighting and/or individual bulbs. Lighting that uses flashing, strobe, or motion elements shall not be used. Further, the Open Panel Roof Signs shall comply with the illumination standards of Condition No. 6 of this grant.
 - e. **Sign Equipment.** All associated sign equipment shall be screened from view.
 - f. **Off-Site Advertising.** Off-site advertising may be permitted provided that the Applicant submits proof of compliance with Condition Nos. 3 and 4 of this grant to the administrative record. Furthermore, prior to the issuance of any Project Permit Compliance Modification approval that allows for off-site advertising, the following conditions shall be met:
 - i. Each floor of the building can be legally occupied, and the LAMC does not prohibit occupancy on any floor of the building due to deferred maintenance, LAMC violations, or other regulatory requirements.
 - ii. The building's occupancy rate is at least 75%.
 - iii. The building has no outstanding code violations related to signage.
 - iv. The building's facades are free of graffiti.

- v. The building owner has installed facade lighting that complies with the Broadway Community Design Overlay District.

3. **Off-Site Advertising on Open Panel Roof Signs, Term Grant & Expiration.** The Term Grant approval for the Open Panel Roof Sign for the purposes of Off-Site Advertising shall be limited to three years from when this grant for Off-Site Advertising is utilized. The three year period commences upon the date of sign permit sign off by the Department of City Planning for the Off-Site Advertising sign(s) and shall be noted on the sign permit. At the expiration of the three-year period, the Applicant may file a new Project Permit Compliance application to renew the approval for Off-Site Advertising. If the owner of the building elects to apply for a renewal of the Term Grant, the building shall be re-inspected twelve months prior to the expiration of the Term Grant. The Term Grant renewal shall be in accordance with Sections 7.1 and 7.2 of the Historic Broadway Sign Supplemental Use District.

Any change in the sign(s), after the initial permit to install the sign has been issued by the Department of Building and Safety has been finalized, shall require Project Permit Compliance Modification review pursuant to Section 11.5.7 D of the Municipal Code, and shall not be deemed as the beginning of the Term Grant. All Open Panel Roof Signs with Off-Site Advertising, including both the structures and lettering/symbols, shall be removed from the subject building if the Term Grant is not renewed.

4. **Off-Site Advertising on Open Panel Roof Signs, Street Improvements.** Prior to the issuance of a permit for the Open Panel Roof Signs for the purposes of Off-Site Advertising, the applicant shall submit proof from the Department of Public Works of compliance with one of the following:
- a. that street improvements as set forth in the Historic Broadway Streetscape Master Plan have been completed for the block on which the site is located on;
 - b. that permits from the Department of Public Works have been secured by the applicant, as an individual or collectively with other property owners of the block, to complete the street improvements as set forth in the Historic Broadway Streetscape Master Plan for the block on which the site is located on; or
 - c. that the Applicant has paid a one-time in lieu fee of \$2,755.89 per linear foot of street frontage on Broadway and any perpendicular street within the boundaries of the Sign District for the construction of improvements identified in the adopted Broadway Streetscape Master Plan, and pursuant to Section 7.1 E of the Historic Broadway Sign Supplemental Use District.

Beginning in 2017, the in lieu fee shall be escalated at the Construction Cost Index Rate as determined by the Department of Public Works and use of the funds shall be limited to the construction of improvements identified in the adopted Broadway Streetscape Master Plan within the same block as the contributing property.

5. **Blade Sign.** There shall be a maximum of one (1) Blade Sign in substantial conformance "Exhibit A".
- a. **Size and Height.** The Blade Sign shall not exceed a height of 24 feet tall, with a maximum height of 43 feet 9 inches above grade. The Blade Sign shall not project further than 4 feet 2 inches from the building façade. The Blade Sign shall have a maximum depth of 1 foot, excluding lettering.

- b. **Building Separation.** The Blade Sign shall have a minimum building separation of 1 foot.
 - c. **Materials.** The Blade Sign cabinet shall be fabricated from steel, with all faces painted gloss black. The “PERLA” letterforms shall be fabricated channel letters with neon-like tubing within the letter face. The “ON BROADWAY” letterforms shall be cut aluminum, painted gold metallic, with neon-like tubing.
6. **Illumination Standards.** The Open Panel Roof Signs and Blade Sign 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. Open Panel Roof Signs: 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. Blade Sign: The brightness of any sign that includes neon, neon-like, or light emitting diodes (LED) elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order. All LEDs used within the sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All LEDs shall be oriented downwards towards the street, rather than towards the sky.
 - d. No sign shall use highly reflective materials such as mirrored glass.
 - e. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.
7. **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 proposed Open Panel Roof Signs and Blade Sign, and the building shall have no outstanding code violations related to signage.

Administrative Conditions of Approval

8. **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.
9. **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.

10. **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.
11. **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.
12. **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.
13. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning.
14. **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 master 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.
15. **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.
16. **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 *not* 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 two illuminated Open Panel Roof Signs, displaying off-site advertising content, and one Blade Sign, displaying building identification, on a new 35-story, 388-foot high mixed-use condominium building under construction known as Perla. As proposed, the two Open Panel Roof Signs each measure 75 feet wide by 35 feet tall, with a maximum height of 446 feet 2 inches above grade and 58 feet 2 inches above the roof parapet. One Open Panel Roof Sign faces Broadway to the west, while the other sign faces Frank Court (alley) to the east. Notwithstanding the specifications above, the design of the proposed Open Panel Roof Signs has not been finalized. The actual design will be submitted and reviewed at a later date when an advertiser is identified. The illustrations in Exhibit "A" serve as placeholders and depict generic representations of the proposed Open Panel Roof Signs.

The Applicant is seeking a Specific Plan Exception to allow the two Open Panel Roof Signs to exceed the maximum height allowed by the Historic Broadway Sign Supplemental Use District (Sign District). Specifically, Section 9.12 C of the Sign District (Location Standards) limits Open Panel Roof Signs to a height of 35 feet above the roofline or parapet. The proposed Open Panel Roof Signs would have a maximum height of 58 feet 2 inches above the roofline or parapet. As shown in the figure under Section 9.12 D, this height measurement is taken from the established roofline or parapet of the building, and not from any ancillary structure or mechanical equipment enclosure.

The Applicant seeks to install the proposed Open Panel Roof Signs atop the mechanical penthouse structure of the building, rather than on the roof of the building itself. The mechanical penthouse structure has a maximum height of 417 feet 4 inches, whereas the roofline of the building has a height of 388 feet.² The building was conditioned to a maximum height of 388 feet pursuant to Condition No. 24 of Case No. CPC-2014-326-ZC-TDR-ZV-MS-CDO, and the approved elevation plans for the building confirm a roof height, as measured to the top of the tower roof parapet, of 388 feet. The Applicant had previously argued that the 35-foot height limitation should be measured from the top of the mechanical penthouse structure (417 feet 4 inches), rather than from the established roofline of the building (388 feet), which would have been inconsistent with the prior approvals of the building as well as with the Sign District. The proposed Open Panel Roof Signs have a maximum height of 446 feet 2 inches above grade, in lieu of the maximum height of 423 feet above grade as allowed by the Sign District.

The primary objective of the Sign District is to establish sign regulations that are compatible with and enhance the unique historic fabric of the Broadway corridor. The Sign District includes regulations for permitted and prohibited sign types, as well as the height, design, placement, materials, operation, illumination, and dimensions of signs. As explained in the Department of City Planning's 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

² Certain rooftop structures, such as mechanical penthouse structures, are permitted to exceed the maximum roof height of a building, as they are considered exceptions pursuant to Section 12.21.1 B of the Municipal Code.

vibrant public realm; and encourages further investment in the rehabilitation of Broadway's historic buildings.

As noted in the Staff Report for the Sign District, the Sign District was developed in concert with stakeholders and experts, including property owners, architects, historians, and the greater Downtown community, who took part in shaping the regulations to ensure the compatibility of future signage along the historic Broadway corridor. The height of signs was a key consideration in developing the Sign District, and the resulting height and locational standards serve to balance the relationships of form, proportion, scale, materials, context, and size. Oversized or over-in-height signage is inconsistent with the intent of these regulations, which is to evoke the classic design and form of historic signs previously found along Broadway.

Strict compliance with the height regulations of the Sign District would require the proposed Open Panel Roof Signs to be mounted lower and/or to be shorter in size. Either option could potentially reduce the visibility of the signs from afar, including from the freeways and other vantage points that have been identified by the Applicant. However, the degree to which a sign may be visible does not constitute a hardship inconsistent with the purpose of the zoning regulations. On the contrary, the Sign District states that “[the Sign District] Ordinance grants no right of visibility to any sign operator” (Section 4.E). The purpose of the zoning regulations, as noted above, is to facilitate future signage that reinforces the authenticity of Broadway as one of California's oldest and most unique historic districts. The design, placement, and dimensional standards for Open Panel Roof Signs serve to ensure that new signs respect and reflect the historic attributes of such signs. Having a lower and/or smaller sign than desired by the Applicant does not constitute a practical difficulty or unnecessary hardship.

Furthermore, as a new construction project, the subject building inherently does not face physical circumstances in which existing site-specific encumbrances make strict adherence to the sign regulations difficult. In their request for an exception, the Applicant states that the Open Panel Roof Signs cannot be mounted on the roof because the signs would interfere with the building's rooftop amenity areas, thus requiring the signs to be mounted on the higher mechanical penthouse structure instead. However, such a hardship is self-imposed in that there are other locations to provide the required open space for a building, particularly for a new building designed from a clean slate and which received prior discretionary entitlements. Indeed, the Applicant has stated that the building was originally not intended to have Open Panel Roof Signs and that the rooftop amenity areas were not designed in consideration of such signs. The Open Panel Roof Signs are not a requirement for the subject building, either under Case No. CPC-2014-326-ZC-TDR-ZV-MS-CDO or the Building Code, and as such, the hardships identified by the Applicant are self-imposed and arise from a separate desire to have additional signage that was not previously planned for.

As such, strict compliance would not result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical circumstances or conditions of design.

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

The Applicant is seeking a Specific Plan Exception to allow two Open Panel Roof Signs to exceed the maximum height allowed by the Sign District. Whereas the Sign District allows for a maximum height of 35 feet above the roofline or parapet, the two proposed Open Panel

Roof Signs have a height of 58 feet 2 inches above the roof parapet. The excess height can be attributed to where the Applicant has chosen to mount the signage; rather than being mounted on the roof of the building, the proposed Open Panel Roof Signs are attached to the mechanical penthouse structure, which itself rises 29 feet 2 inches above the maximum 388-foot high roof allowed by the approvals for the Perla building.

Strict compliance with the height regulations would not deprive the Applicant of the ability to have Open Panel Roof Signs, which is a privilege enjoyed by owners of other properties in the Broadway Sign District, subject to Project Permit Compliance approval. Rather, strict compliance would require the proposed Open Panel Roof Signs to be mounted lower and closer to the rooftop of the building, consistent with the standards that apply to all other properties in the Sign District, such as the two Open Panel Roof Signs approved for a development at 928 South Broadway (Case No. DIR-2016-4330-SPP), which like the subject property, is also a new construction project. In that instance, the rooftop of the building was designed to take into consideration of signage. An exception for the subject property would constitute a grant of a special privilege by allowing signs that are higher, as measured from roofline or parapet, compared to elsewhere in the Sign District.

Project Permit Compliance Findings

3. All proposed signage complies with the applicable regulations of this Ordinance.

As conditioned, the Project complies with the applicable regulations of the Sign District:

Open Panel Roof Signs shall:

1. *Be limited to one sign on a building with 115 feet or less of Broadway street frontage, two signs on a building with more than 115 feet of Broadway street frontage;*
2. *On buildings with frontage on Broadway and another parallel street, only one Open Panel Roof Sign shall be allowed to be oriented towards the non-Broadway frontage.*
3. *Not contain closed panels on the face of the sign structure;*
4. *Have all associated sign equipment screened from view;*
5. *Have a minimum of 60% of the sign area open, through which the structural framework may be seen;*
6. *Not be allowed on a building or lot that contains a roof sign or billboard;*
7. *Not contain closed and/or internally illuminated lettering/symbols;*
8. *Comply with the element standards of Table 9.12.1 and the locational and dimensional standards of Table 9.12.2 and Table 9.11.3 below:*

Table 9.12.1

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

Table 9.12.2

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

Table 9.12.3

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

²Including 3D Sculptural Elements

³Except for such signs that are not parallel to Broadway

The Perla building has 238 feet 3 inches of frontage along Broadway, which allows for a total of two Open Panel Roof Signs. As proposed, only one Open Panel Roof Sign is oriented towards the non-Broadway frontage. As required by Condition No. 2, the sign shall not contain closed panels on the face of the sign structure, all associated sign equipment shall be screened from view, a minimum of 60% of the sign area shall be open, and the signs shall not contain closed and/or internally illuminated lettering/symbols, all of which serve to ensure that the sign will evoke the historic character of the Broadway district. The Project Site does not contain any existing roof signs or billboards.

The Open Panel Roof Signs have a height of 35 feet and a width of 75 feet, which is approximately 31 percent of the Broadway façade. The proposed signs are setback greater than 2 feet from Broadway and exceed 65 feet in height from grade. As conditioned, the height from roofline or parapet will be 35 feet. The Open Panel Roof Signs as conditioned would comply with the regulations of the Sign District.

To further ensure the Project’s compliance with the Sign District, subsequent review by the Department of City Planning through the Project Permit Compliance Modification process (Section 11.5.7 D of the Municipal Code) will be required prior to the issuance of any permits for the final Open Panel Roof Sign, as required by Condition No. 2.

Blade Signs shall:

1. *Be limited to one sign per building, except for those buildings with more than 100 feet of street frontage which are limited to one sign for each full 75 feet of linear street frontage;*
2. *Be limited to building or tenant identification only;*
3. *Have two sign faces, both perpendicular to the associated street frontage;*
4. *Use individual, illuminated letters or graphic elements that are permanently integrated into the architecture of the sign;*
5. *Have identical sign faces on both sides;*
6. *Be primarily constructed of metal, and not constructed of fabric, paper, vinyl, cloth, plastic, wood, composite, and/or other such non-structural materials;*
7. *Comply with the element standards of Table 9.4.1 and the locational and dimensional standards of Table 9.4.2 and Table 9.4.3 below:*

Table 9.4.1

Neon, neon-like, individual bulbs	Required
Sequential Lighting Elements	Allowed
Kinetic Elements	Allowed
Three-Dimension Elements	Allowed
Off-Site Messaging	Not Allowed

Table 9.4.2

Blade Sign Standards	MIN	MAX
Clear Height A (not shown)	15'	-
Building Separation B	1'	-
Separation from other Blade Sign	25'	-
Separation from other Blade Sign on same building	75'	-
Extension above roofline C	-	10' ²

Table 9.4.3

Blade Sign Standards	MIN	MAX
Height D	20'	50'
Height (with use of neon) D	20'	-
Projection E	-	7'
Projection of 3D Elements		8'
Depth F	-	18"
Depth of 3D Sculptural Element	-	4'
Lettering Area G		85% of sign area

The proposed Blade Sign displays tenant identification (“PERLA ON BROADWAY”) with two identical sign faces perpendicular to Broadway and feature individual, illuminated letters. The Blade Sign is constructed of metal, not fabric, paper, vinyl, cloth, or plastic. The Blade Sign has a clear height of 19 feet 9 inches, which exceeds the 15 foot clear height minimum. As required by Condition No. 5, the Blade Sign has a minimum building separation of one foot. No other Blade Signs are proposed on the building or are located in the immediate vicinity, and the Blade Sign does not extend above the roofline. The proposed Blade Sign is 24 feet in height and projects a maximum of 4 feet 2 inches. The depth of the sign does not exceed 18 inches, while lettering area does not exceed 85 percent of sign area. The proposed Blade Sign complies with the regulations of the Sign District.

Section 5 ILLUMINATION STANDARDS

Standard 5.A: All illuminated signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign.

Standard 5.B: 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.

Standard 5.C: The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.

Standard 5.D: No sign shall use highly reflective materials such as mirrored glass.

Standard 5.E: All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

As conditioned, the signs will have a maximum total lumen output of no more than 20 lumens per square foot. The signs will not use highly reflective materials such as mirrored glass. The brightness of the neon and LED elements on the blade sign will be fully dimmable and controlled by a timer which will be maintained in good working order. The signs will have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas. Per Condition of Approval Number 7, the proposed signs comply with Section 5 of the Historic Broadway Sign Supplemental Use District Plan.

4. **All existing and proposed signs are compatible with the surrounding environment.**

As conditioned by this approval, the project has been reviewed by staff and has been found to be compatible with the surrounding environment and in conformance with the design standards in the Historic Broadway Sign Supplemental Use District requirements for the proposed Open Panel Roof Signs and Blade Sign. The proposed sign mimics the form, proportion, and scale of historic signs in the area, while the color, materials, surface treatments, overall sign size and the size and style of the lettering reflect the historic character of the District's signage.

The proposed feature of a new Blade Sign is designed to provide visual interest, enhance the pedestrian experience and provide identification to the building and tenants in the ground floor commercial space. The proposed Blade Sign will coordinate with the architectural elements of the building on which the sign will be located and enhance the overall characteristics of the District. The proposed Open Panel Roof Signs, as conditioned, evoke the historic character of the district through the integration of neon-illuminated channel lettering within large, primarily-transparent rooftop structures. To ensure the historic compatibility with the Broadway district, only genuine neon lettering is permitted for the Open Panel Roof Signs. To further ensure the Project's compliance with the Sign District, subsequent review by the Department of City Planning through the Project Permit Compliance Modification process (Section 11.5.7 D of the Municipal Code) will be required prior to the issuance of any permits for the final Open Panel Roof Sign.

5. **The project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review that would mitigate the negative environmental effects of the project, to the extent physically possible, pursuant to the California Environmental Quality Act, or the project is found to be Categorically Exempt.**

The Central Los Angeles Area Planning Commission has determined that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines, Article 19, Section 15311, Class 11, and there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies.

Environmental Finding

Based on the whole of the administrative record, the Project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines, Article 19, Section 15311, Class 11, and there is no substantial evidence demonstrating that any exceptions contained in Section 15300.2 of the State CEQA Guidelines regarding location, cumulative impacts, significant effects or unusual circumstances, scenic highways, or hazardous waste sites, or historical resources applies.

Exhibit A – Sign Plans

Open Panel Roof Signs ¹

Blade Sign

¹ Open Panel Roof Signs shown are placeholders and do not reflect final signage.

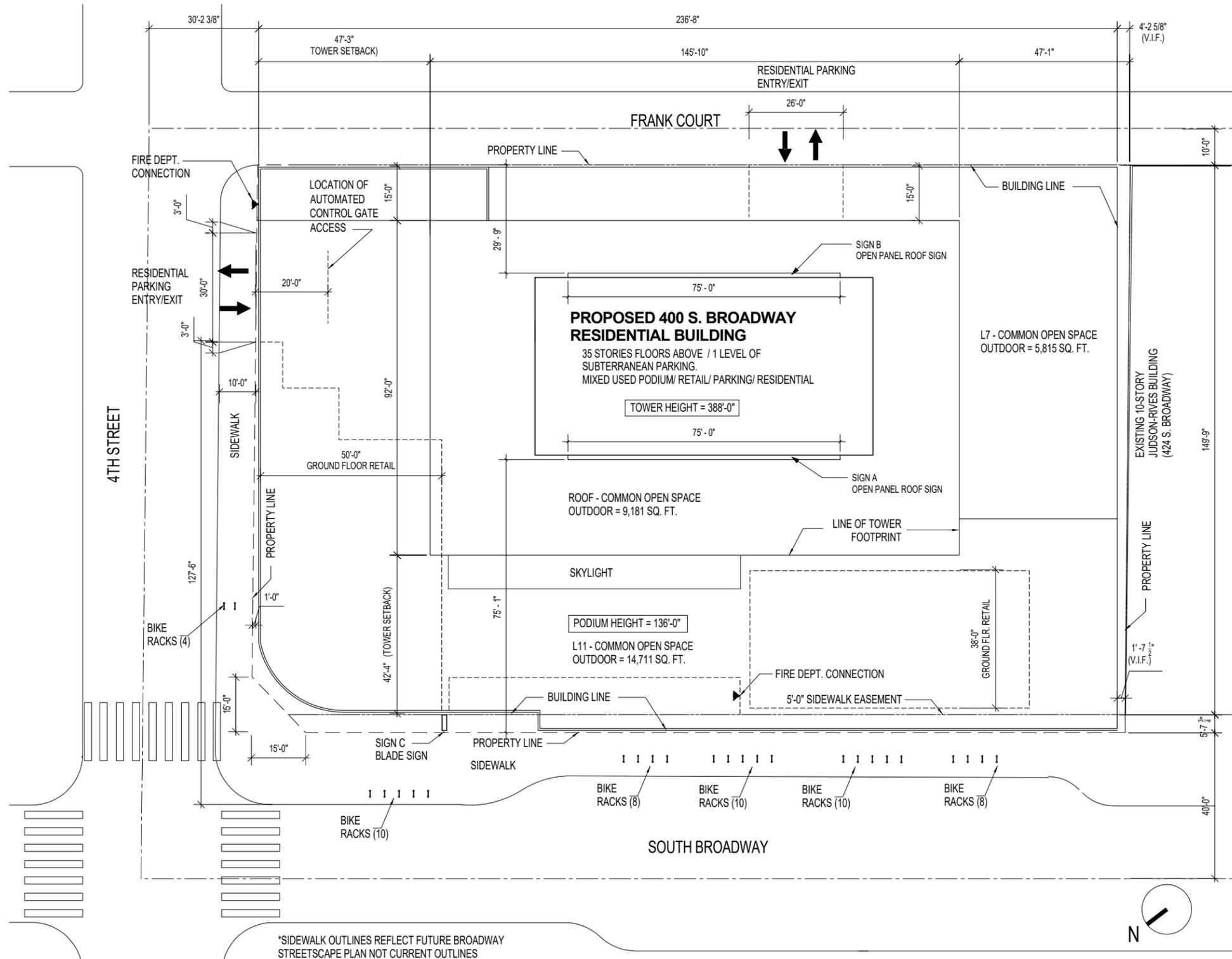


Perla on Broadway

Signage Planning Submittal

July 1, 2019

PLOT PLAN



*SIDEWALK OUTLINES REFLECT FUTURE BROADWAY STREETSCAPE PLAN NOT CURRENT OUTLINES

N.T.S.

BROADWAY SIGN SUPPLEMENTAL USE DISTRICT

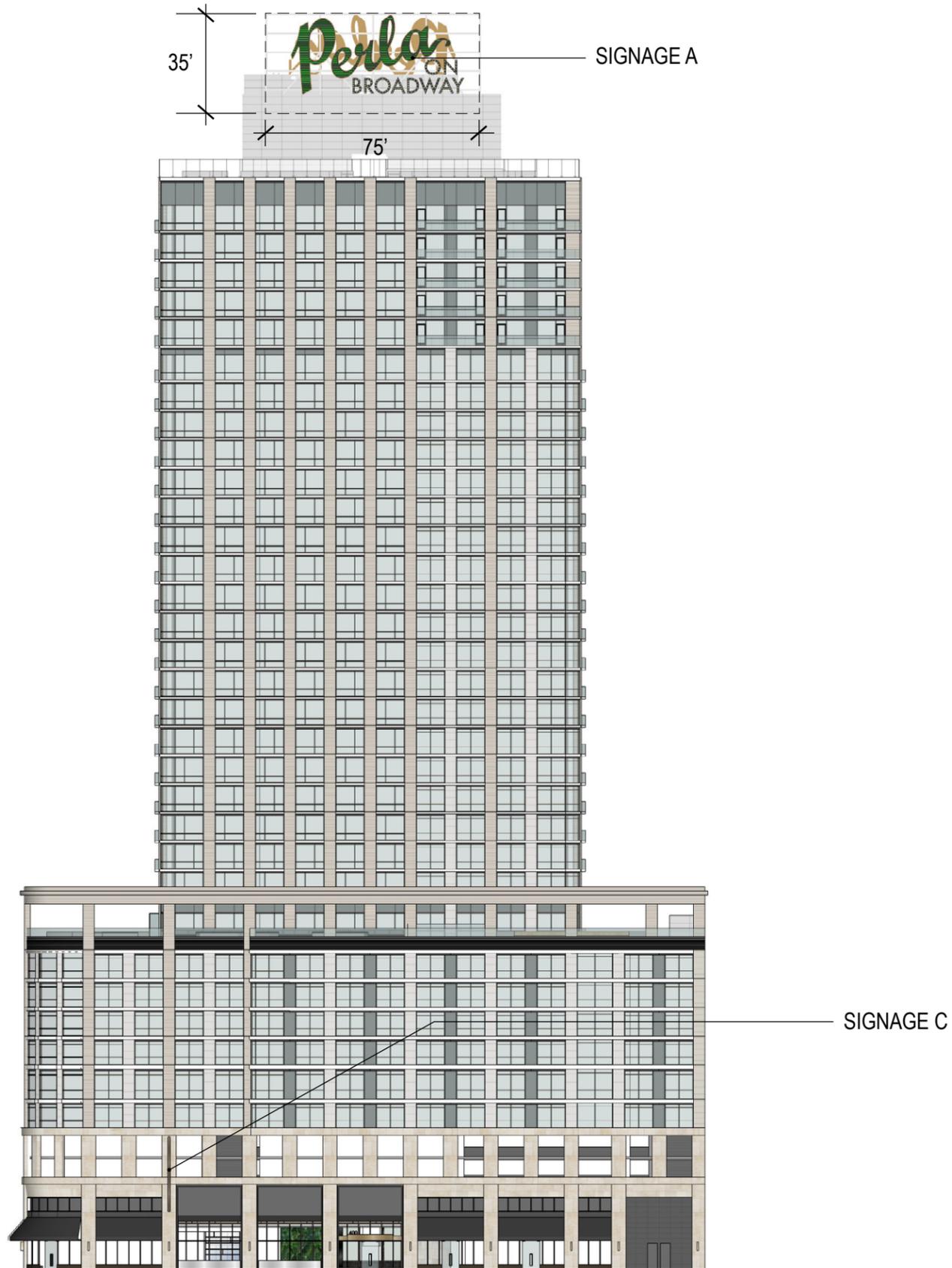
BLADE SIGNS

ALLOWED: 3 AT BROADWAY, 2 AT 4TH ST.
 PROPOSED: 1 AT BROADWAY
 MIN/MAX HEIGHT: 20'/50' WITHOUT NEON
 PROPOSED: 24' TALL
 WIDTH: MAX = 7', PROPOSED = 4'-0"
 DEPTH/THICKNESS: MAX = 18", PROPOSED = 18"
 3D SCULPTURAL ELEMENTS - MAX DEPTH ALLOWED = 4", PROPOSED 4" BOTH SIDES.
 CONTENT: PERLA = THE PROJECT NAME
 ILLUMINATION = NEON-LIKE

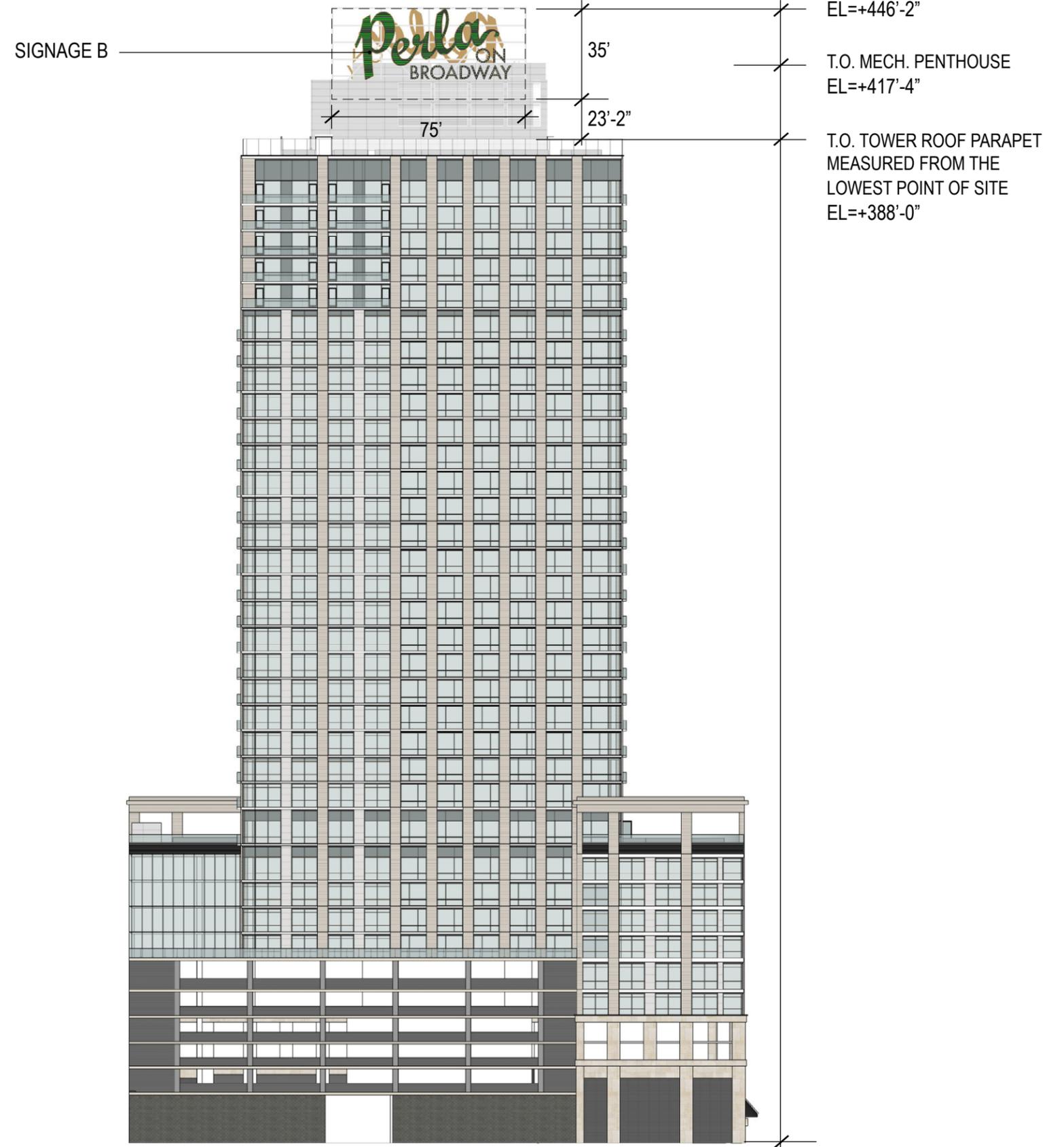
OPEN PANEL ROOF SIGNS

BROADWAY FRONTAGE: 238'-3"
 ALLOWED: 2 SIGNS. EITHER 2 FACING BROADWAY OR 1 FACING BROADWAY AND 1 FACING PARALLEL NON-BROADWAY FRONTAGE, FRANK CT.
 PROPOSED: 2 SIGNS. 1 FACING BROADWAY AND ONE FACING FRANK CT.
 MAX HEIGHT = 35' HEIGHT PROPOSED = 35'
 MAX WIDTH = 75'. WIDTH PROPOSED = 75'
 MAX WIDTH AS A PERCENT OF FAÇADE = 70%. PROPOSED = 75'/238.25' = 31.5%
 MIN. HEIGHT FROM GRADE = 65'. PROPOSED = 40'-6"
 MAX. HEIGHT FROM ROOFLINE/PARAPET = 35'. PROPOSED = 35'
 SETBACK FROM PROPERTY LINE: MIN = 2'. PROPOSED = 29'-9" AT FRANK COURT, 75'-1" AT BROADWAY
 MIN OPEN AREA OF SIGN = 60%. PROPOSED = 60%

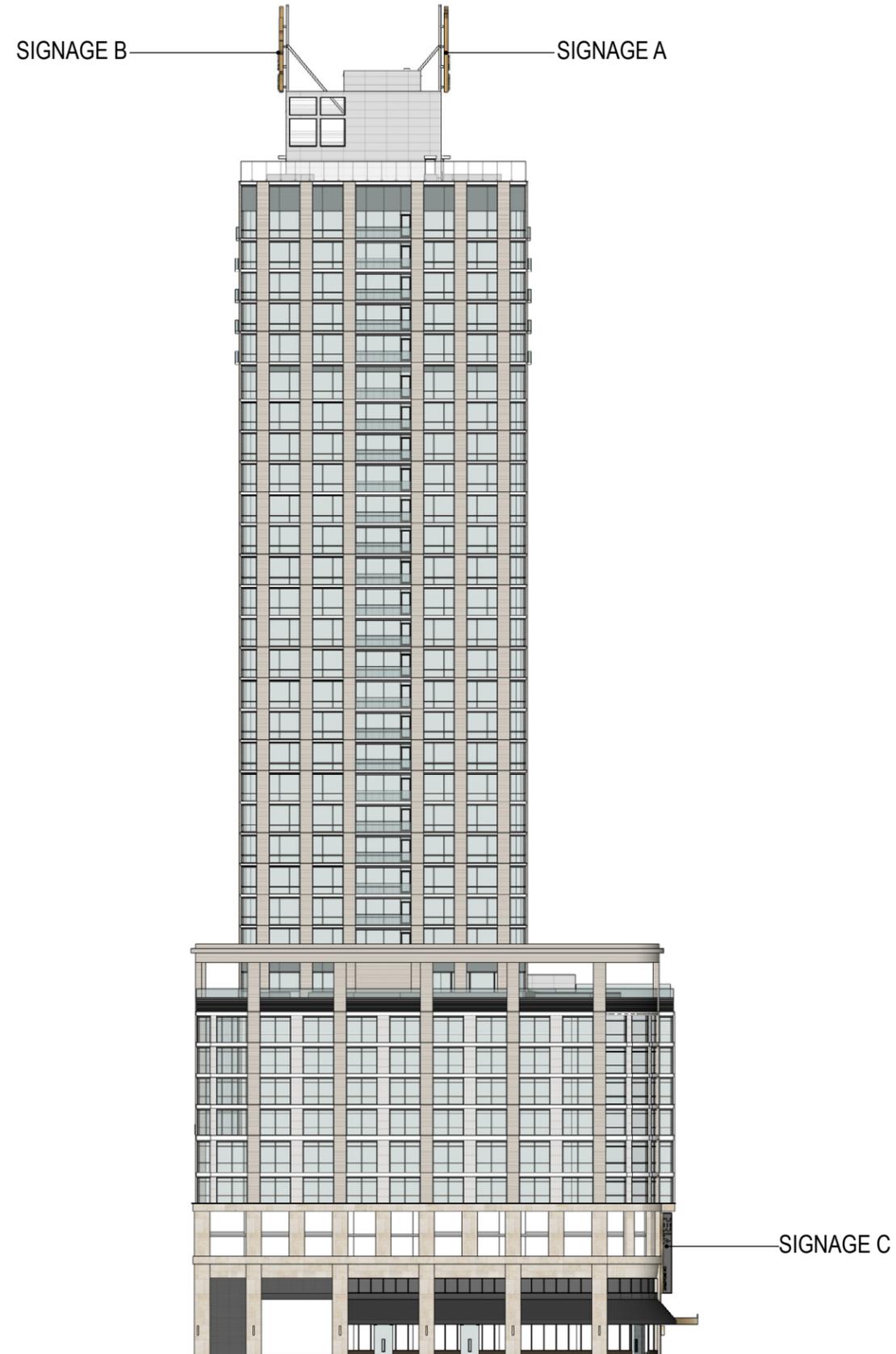
WEST ELEVATION - SIGNAGE



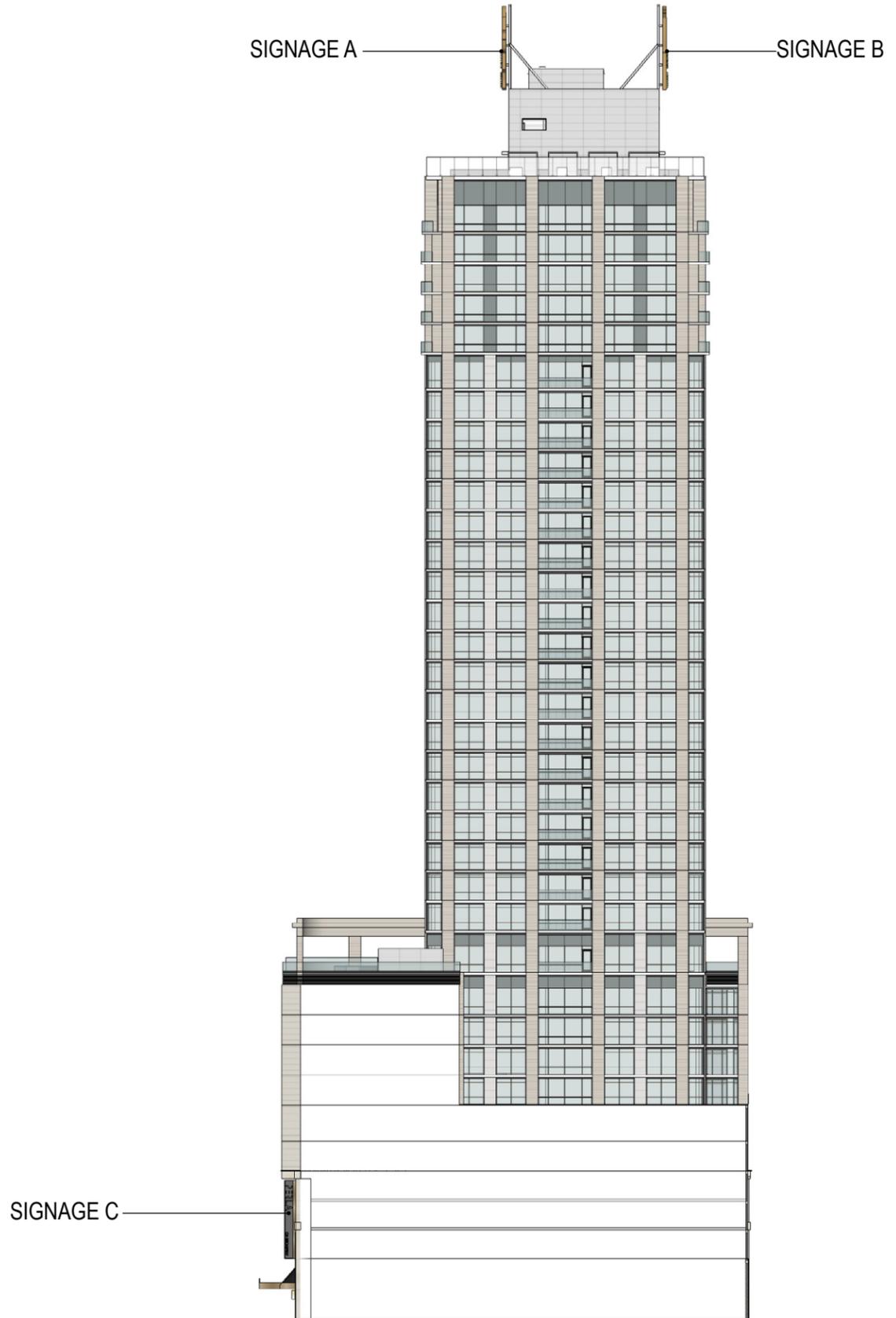
EAST ELEVATION - SIGNAGE



NORTH ELEVATION - SIGNAGE



SOUTH ELEVATION - SIGNAGE

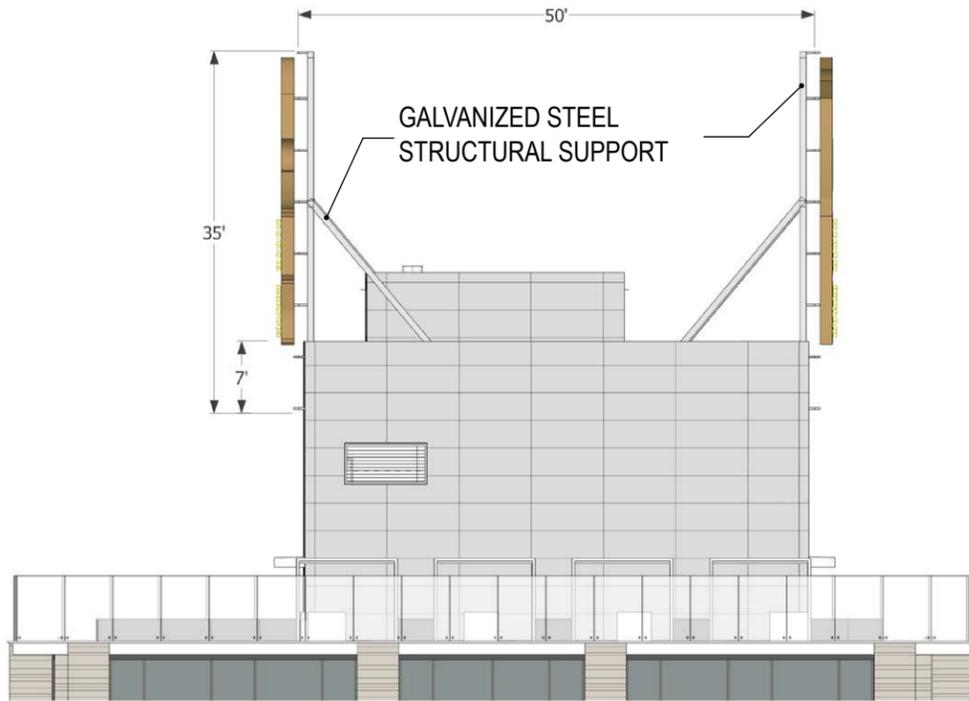


Roof Signage - A & B

ROOF SIGNAGE AXON



ROOF SIGNAGE ENLARGED ELEVATION



ENLARGED SOUTH ELEVATION (NORTH SIMILAR)



ENLARGED EAST ELEVATION

- Fabricated metal channel letters with painted surfaces (outside returns – brass, inside returns – black)
- Inset metal face, painted black, with push-through acrylic stripes, second surface applied translucent green vinyl and internal LED illumination
- Paint colors to match exterior sign system

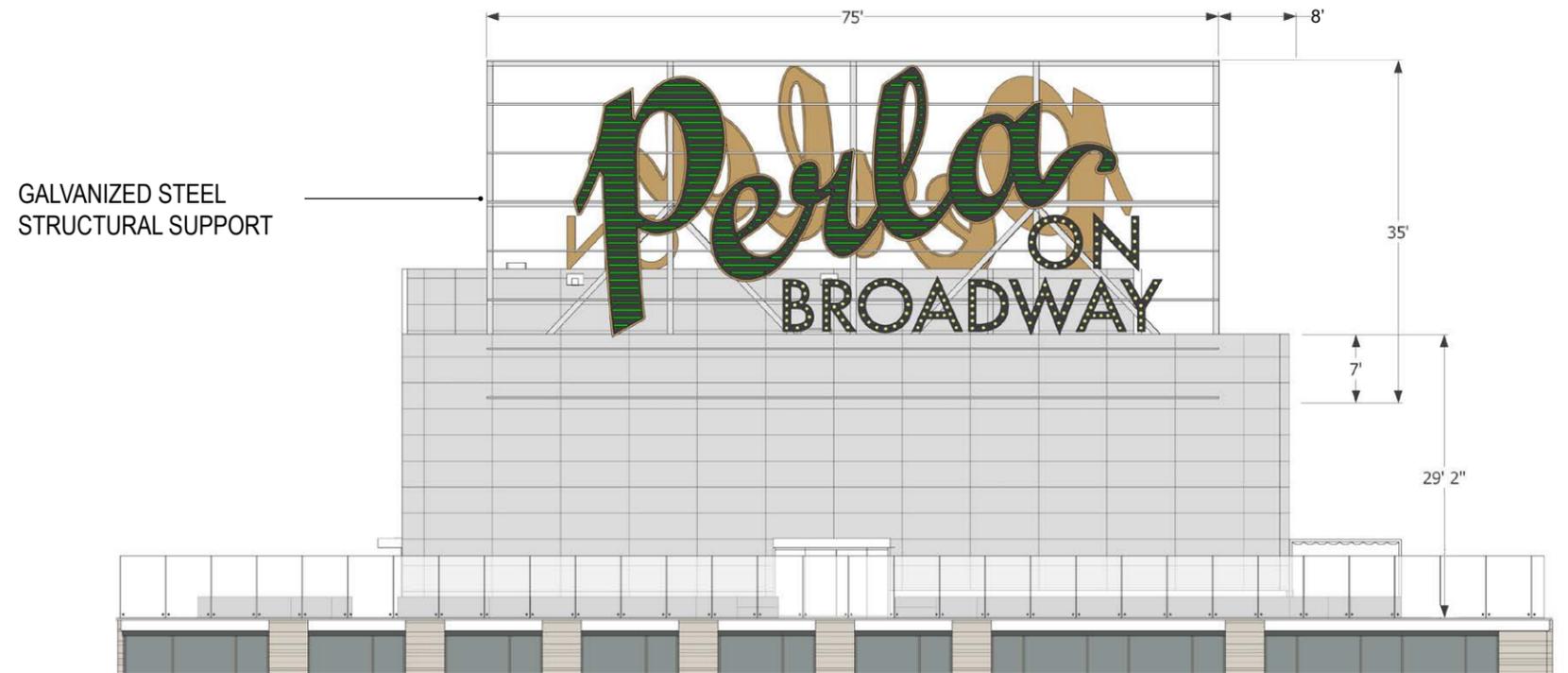
- Fabricated metal reverse channel letters with painted surfaces (returns – brass, face – black)
- Painted metal face with push-through white acrylic hemisphere domes and internal LED illumination
- Paint colors to match exterior sign system

TEXT 'PERLA' = 373 SF
 plus TEXT 'ON' = 24 SF
 plus TEXT 'BROADWAY' = 84 SF

 PROPOSED SIGN AREA = 481 SF

TOTAL AREA (MAX 35'x MAX 75') = 2,625 SF
 less 60% OPEN AREA = 1,575 SF

 ALLOWABLE SIGN AREA (SOLID) = 1,050 SF



ENLARGED WEST ELEVATION

SIGN SPECIFICATION

SIGNS SPECIFICATIONS

Where signs are required to be painted, a professional sign painter shall be used.

All signs shall use typography and images that are uniform in point size, kerning and overall appearance.

All signs shall be produced using an identifiable font.

Spray-on paint and airbrushes shall not be used for lettering or iconography.

The exposed backs and sides of all signs visible from a public right-of-way shall be finished.

All signs shall be maintained in good repair.

All new signs and sign support structures shall be made of noncombustible materials or approved plastics.

The Department of Building and Safety and the Fire Department shall approve any new or untested materials pursuant to LADBS's standards and procedures.

Notwithstanding any contrary regulation or statement of intent set forth in Broadway Sign Ordinance (184,056) and Design Guidelines, to the extent any onsite commercial message is permitted on a sign, all onsite commercial messages are permitted on that sign.

Furthermore, no provision of this ordinance shall prohibit an ideological, political or other noncommercial message on a sign otherwise permitted by this ordinance.

ILLUMINATION STANDARDS

A. All illuminated signs shall be designed, located, and/or screened so as to minimize light travel onto the exterior walls of residential units and windows of commercial buildings, including those on the same site as the sign

B. 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.

C. The brightness of any sign that includes neon, neon-like, or LED elements shall be fully dimmable and controlled by a timer which shall be maintained in good working order.

D. No sign shall use highly reflective materials such as mirrored glass.

E. All signs shall have a maximum total lumen output of no more than 20 lumens per square foot.

F. All light emitting diodes used within any sign shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. All light emitting diodes shall be oriented downwards towards the street, rather than towards the sky.

G. Any Marquee Digital Sign shall make a smooth transition at a consistent rate between the permitted daytime to nighttime brightness levels beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

H. Illumination Testing Protocol. Prior to the operation of any Marquee Digital Sign requiring Project Permit Compliance, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the

requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

1. In order to determine whether the illumination complies with Article 4.4 of the Zoning Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

2. The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

3. In addition, if, as a result of a complaint or otherwise, LADBS has cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage to bring it into compliance immediately or pay penalties per LAMC Section 11.2.04(a)3.

SPECIFIC DESIGN STANDARDS FOR ROOF SIGNS

Roof Signs shall:

1. Not contain closed panels on the face of the sign structure;
2. Have all associated sign equipment screened from view;
3. Have a minimum of 60% of the sign area open, through which the structural framework may be seen;
4. Not contain closed and/or internally illuminated lettering/symbols;
5. Comply with the element standards of Table 9.12.1 and the locational and dimensional standards of Table 9.12.2 and Table 9.11.3 in Historic Broadway Sign Ordinance and Design Guidelines.
6. Be neon, neon-like, individual bulbs, sequential lighting elements, kinetic elements, or three-dimension elements.

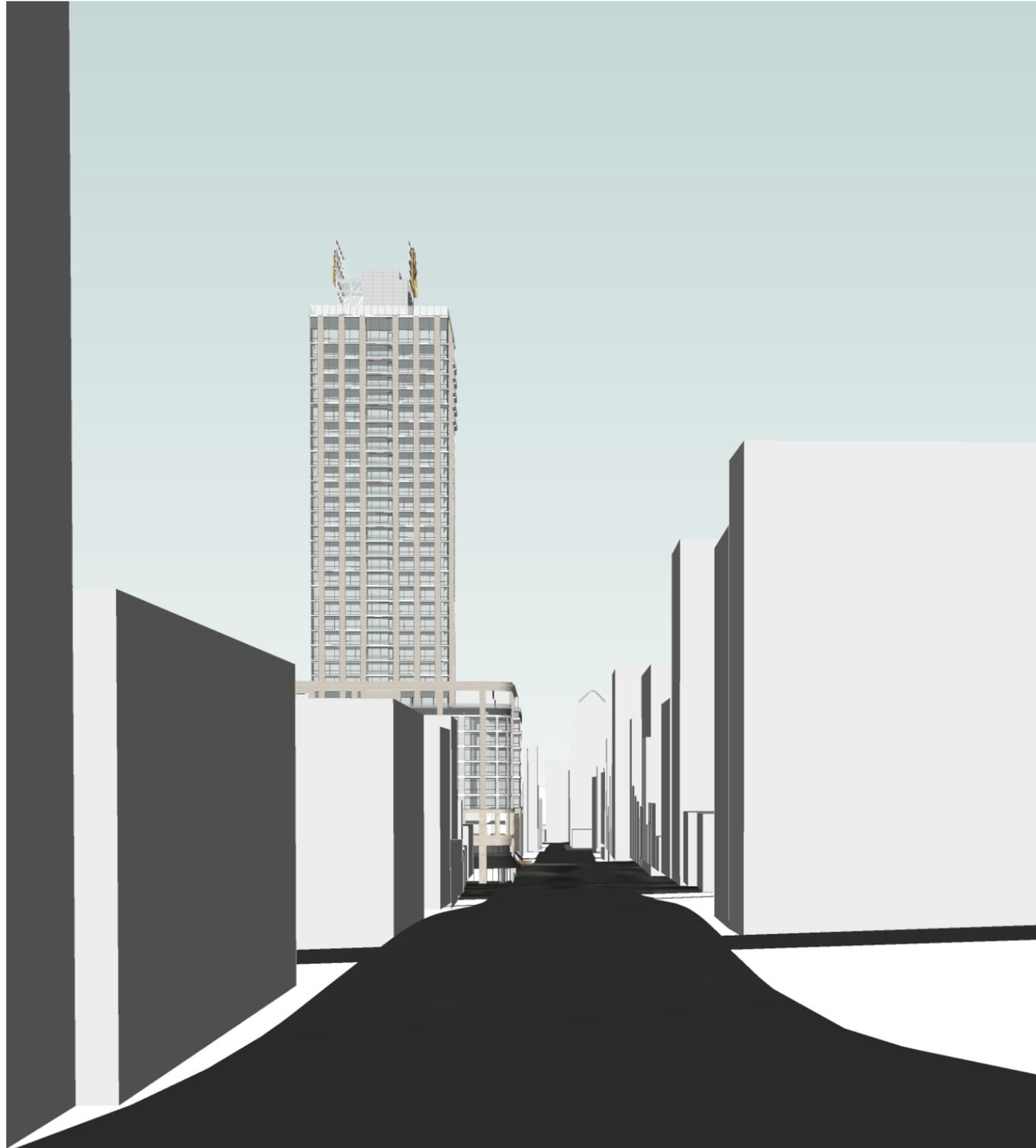
VIEW A: 4TH AND GRAND



VIEW B: 4TH AND LOS ANGELES



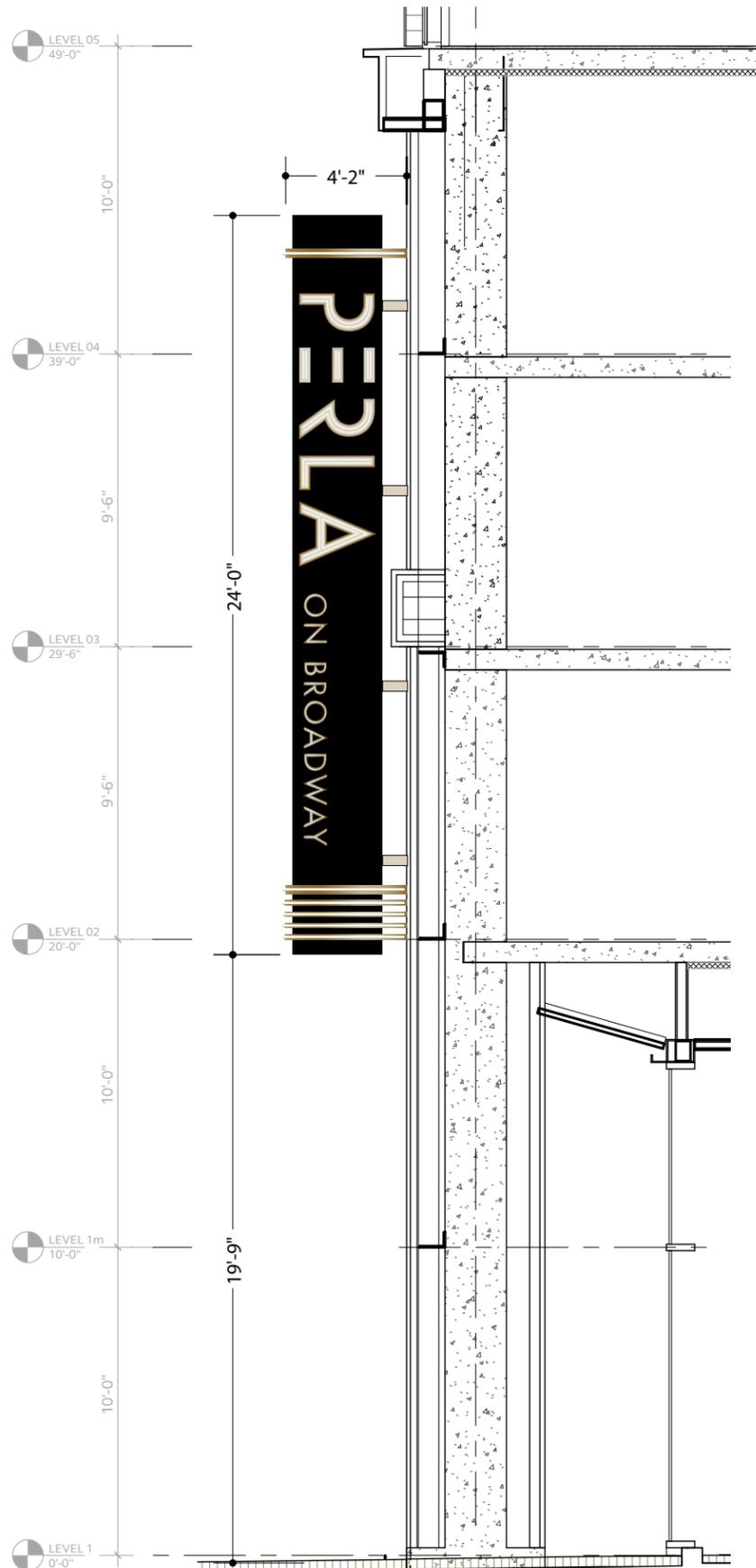
VIEW C: 1ST AND BROADWAY



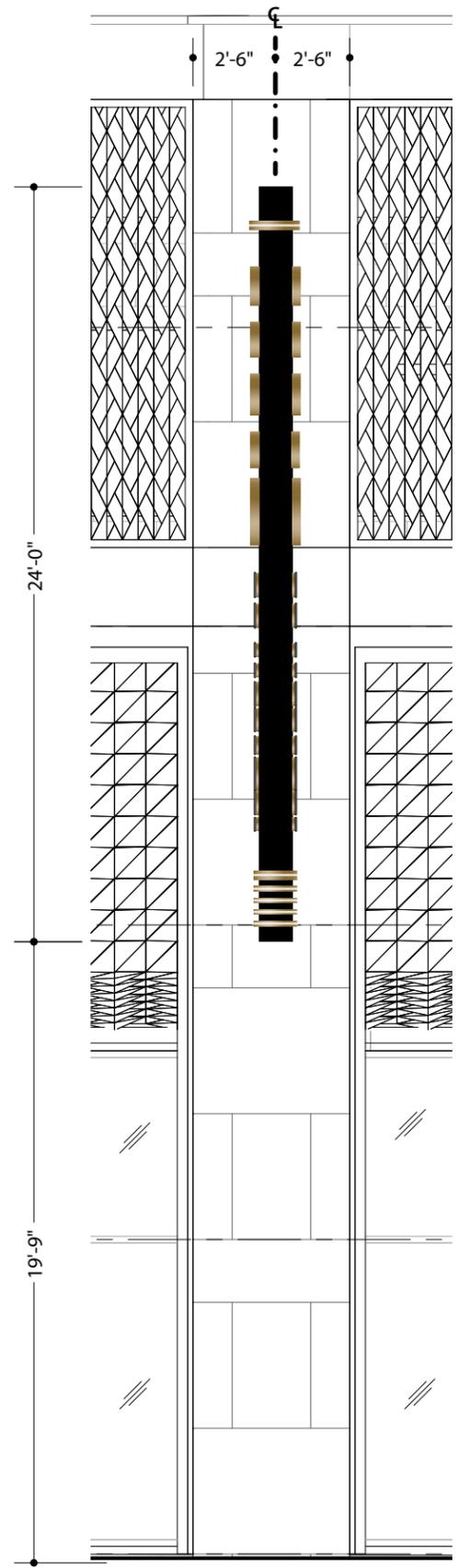
VIEW D: 7TH AND BROADWAY



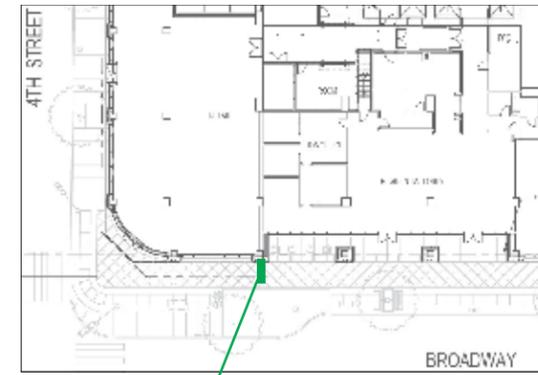
Blade Signage - C



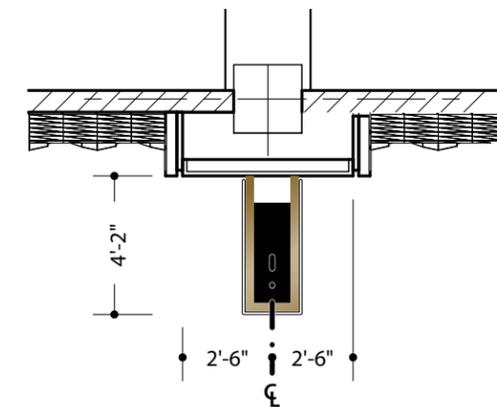
e01 **1** South Elevation: Building Identity Blade
Scale: 3/16" = 1' - 0"



2 West Elevation: Building Identity Blade
Scale: 3/16" = 1' - 0"



4 Key plan
Scale: NTS



3 Top View: Building Identity Blade
Scale: 3/16" = 1' - 0"

GENERAL NOTES:

e01 Building Identity Blade, exterior double-sided blade sign mounted to structure via building column, with LED neon illumination.

1. Fabricated metal cabinet with side access panels, all faces painted black (glossy).
2. Material intended to be seamless without any oil canning or waviness of material. Any necessary joints to be visibly minimal, butt joint.
3. Cabinet to have internal structure support for cabinet faces, mounting of letters and decorative bars, as well as for mounting to building support.
4. All necessary support arms to have cover sleeves, painted to match column stone (Architecture's ST-01, current paint code matches P04)
5. PERLA letterforms are fabricated channel letters with open faces.
6. Interior letter faces are painted white.
7. Letter returns are painted gold metallic.
8. Double line faux-neon tubes within letter face for face illumination. Lighting to be 3500K color temperature.
9. ON BROADWAY letterforms are cut aluminum, painted gold metallic.
10. Single line faux-neon tubes push-through ON BROADWAY cut letterforms and illuminate to match the 3500K of PERLA lighting.
11. Decorative bars wrap 3 sides of blade cabinet. Decorative bars are either channel or fabricated construction, painted gold metallic.
12. Decorative bars to have single line of faux-neon tubes push-through center aligned within each bar, LED tube wrap all 3 sides. Lighting to be 3500K color temperature.
13. Sign Fabricator is responsible for engineering appropriate internal structure and attachment methods to withstand local windloading, weather conditions and safe overhead mounting.
14. Sign Fabricator is responsible for coordinating with the General Contractor to coordinate electrical connection and structural requirements (ie sign weight, etc).

PERLA

Wayfinding, EGD and Signage

50% Design Development Signage Package

Project Number

040-150031.00

Issue Dates

Date	Item
04.20.2018	50% DD
10.5.2018	100% DD

Issue Date

October 5, 2018

Sheet Title

e01 Building Identity Blade

Sheet No.

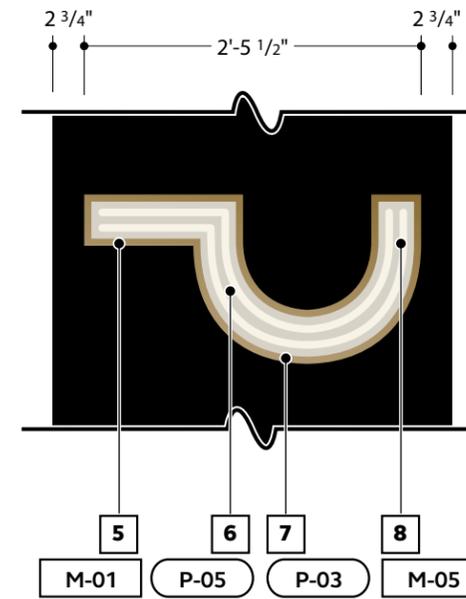
SG-09

Date	Item
04.20.2018	50% DD
10.5.2018	100% DD

GENERAL NOTES:

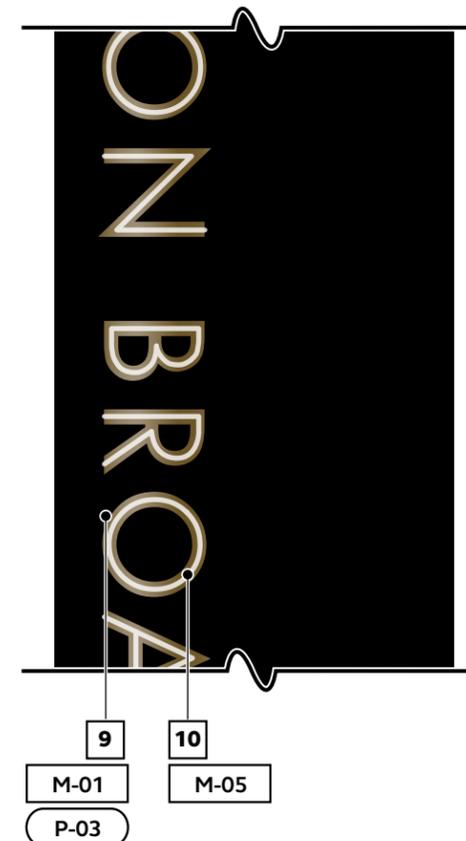
e01 Building Identity Blade, exterior double-sided blade sign mounted to structure via building column, with LED neon illumination.

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9. ON BROADWAY letterforms are cut aluminum, painted gold metallic.
10. Single line faux-neon tubes push-through ON BROADWAY cut letterforms and illuminate to match the 3500K of PERLA lighting.
11. Decorative bars wrap 3 sides of blade cabinet. Decorative bars are either channel or fabricated construction, painted gold metallic.
12. Decorative bars to have single line of faux-neon tubes push-through center aligned within each bar, LED tube wrap all 3 sides. Lighting to be 3500K color temperature.
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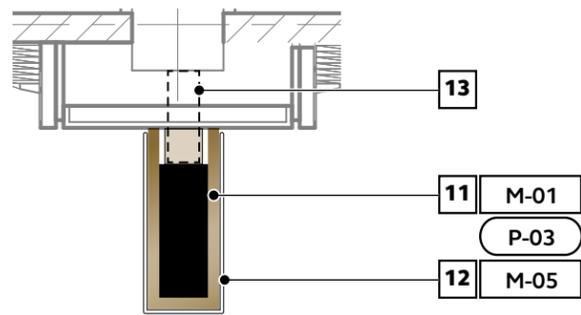
5 Enlarged View

Scale: 3/4" = 1' - 0"



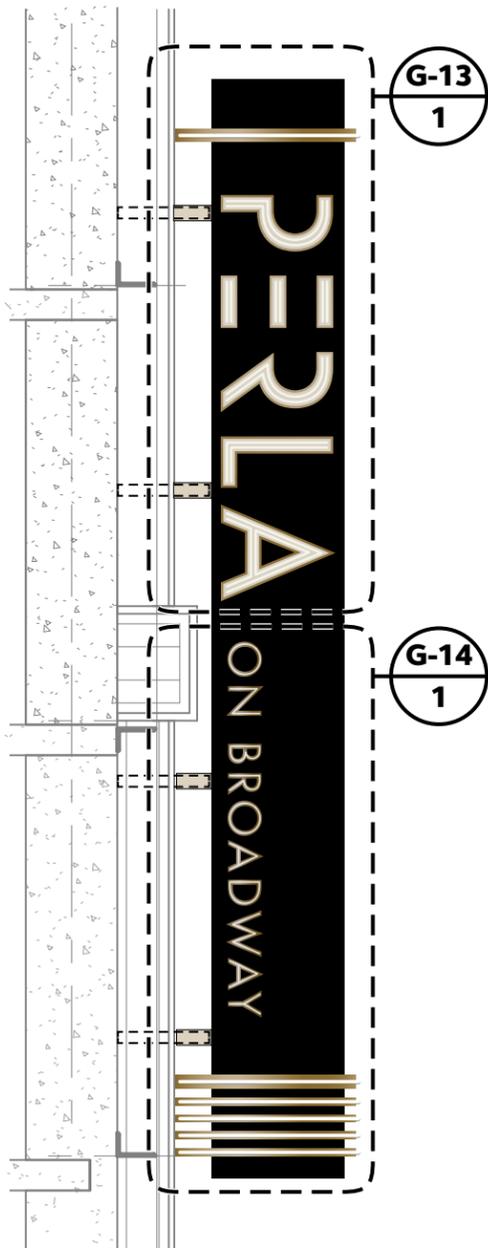
4 Enlarged View

Scale: 3/4" = 1' - 0"



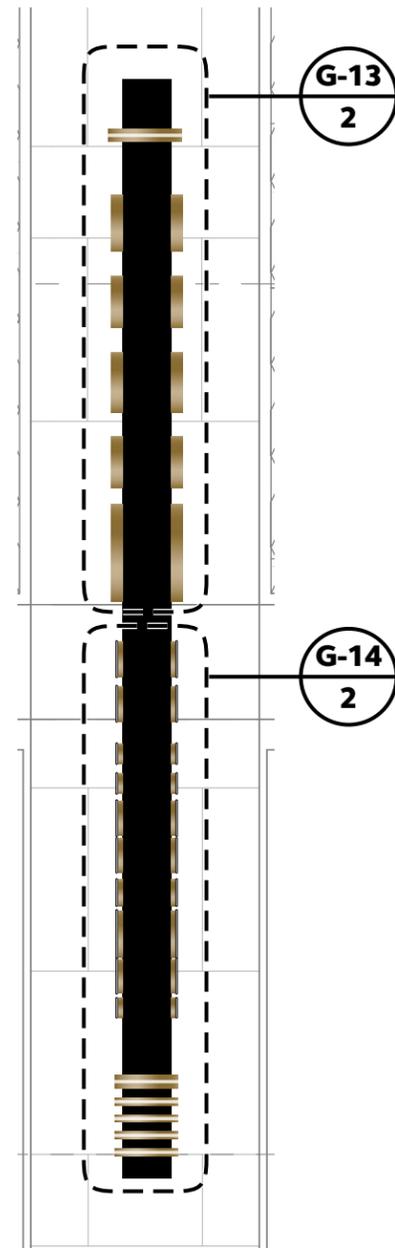
6 Top View

Scale: 1/4" = 1' - 0"



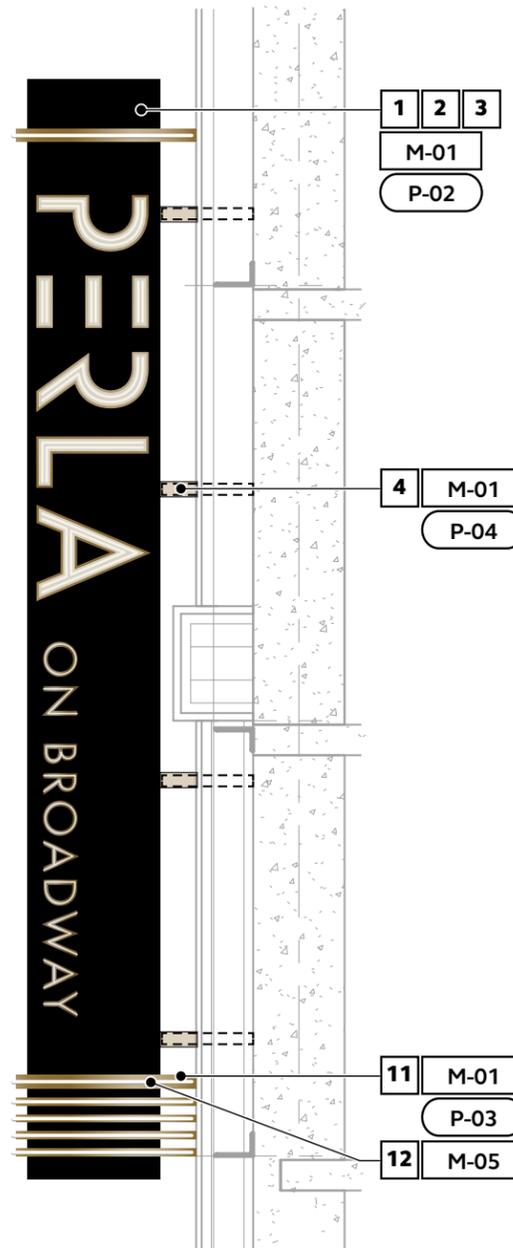
1 North Elevation Building Identity Blade

Scale: 1/4" = 1' - 0"



2 West Elevation Building Identity Blade

Scale: 1/4" = 1' - 0"



3 South Elevation Building Identity Blade

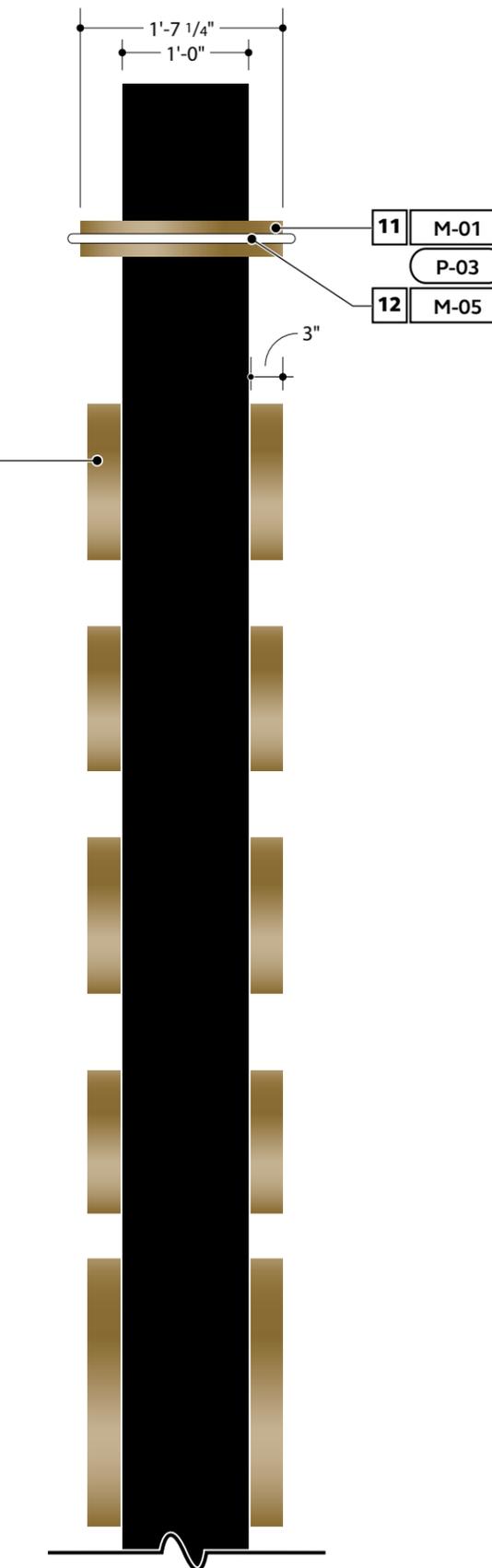
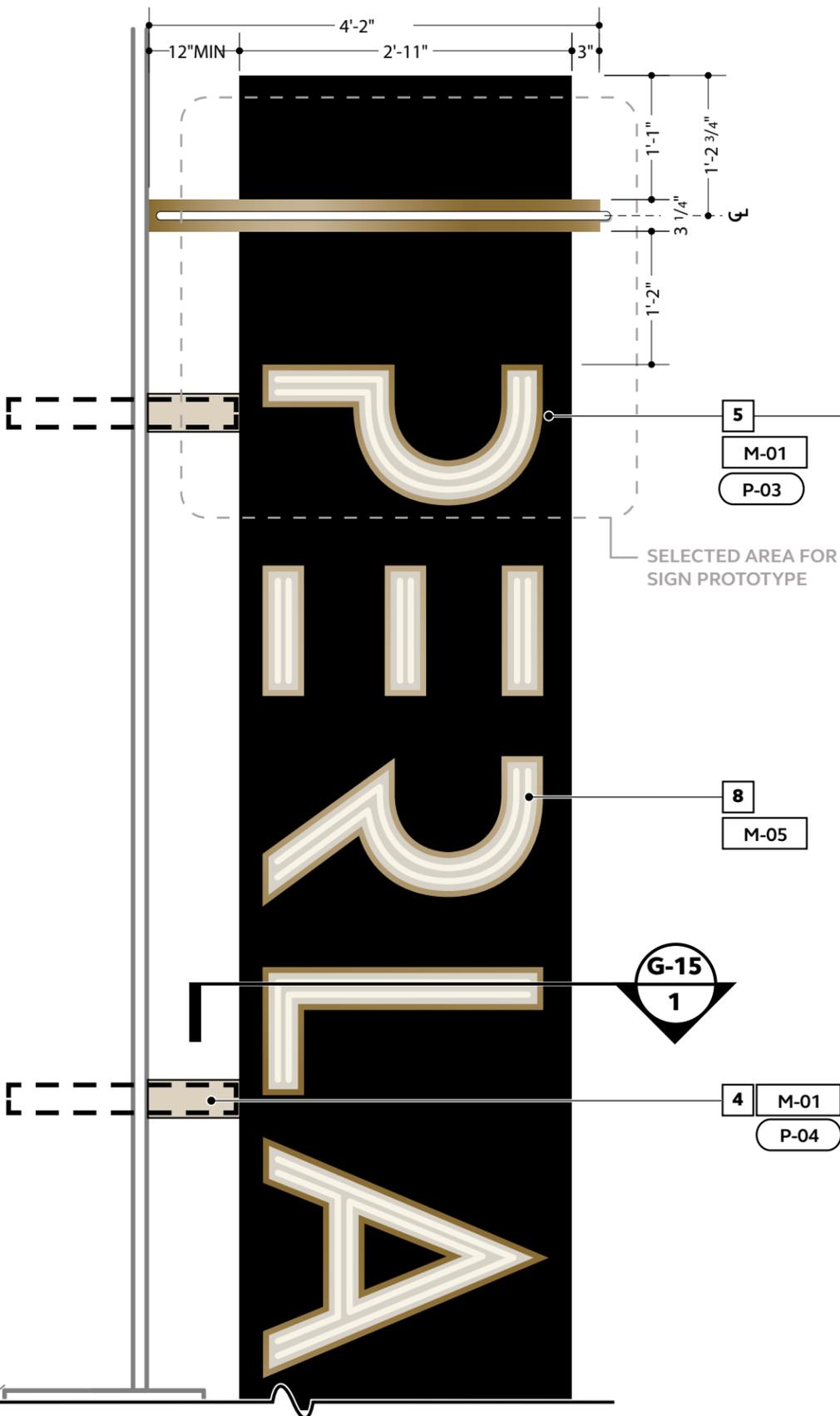
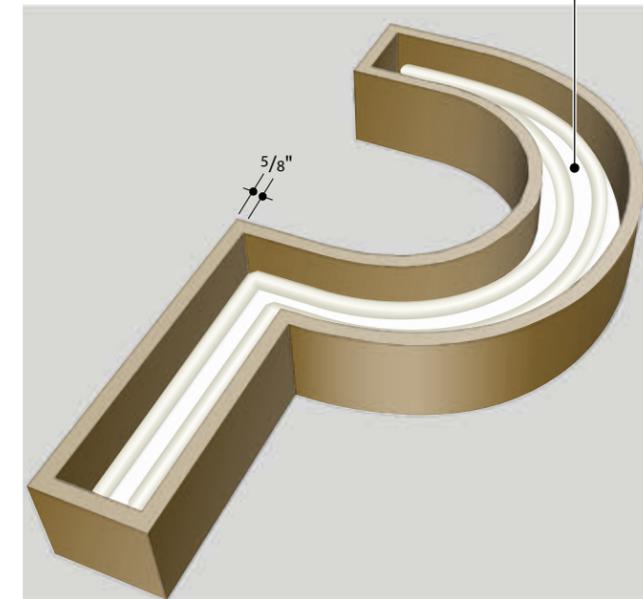
Scale: 1/4" = 1' - 0"

Date	Item
04.20.2018	50% DD
10.5.2018	100% DD

GENERAL NOTES:

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Date	Item
04.20.2018	50% DD
10.5.2018	100% DD

GENERAL NOTES:

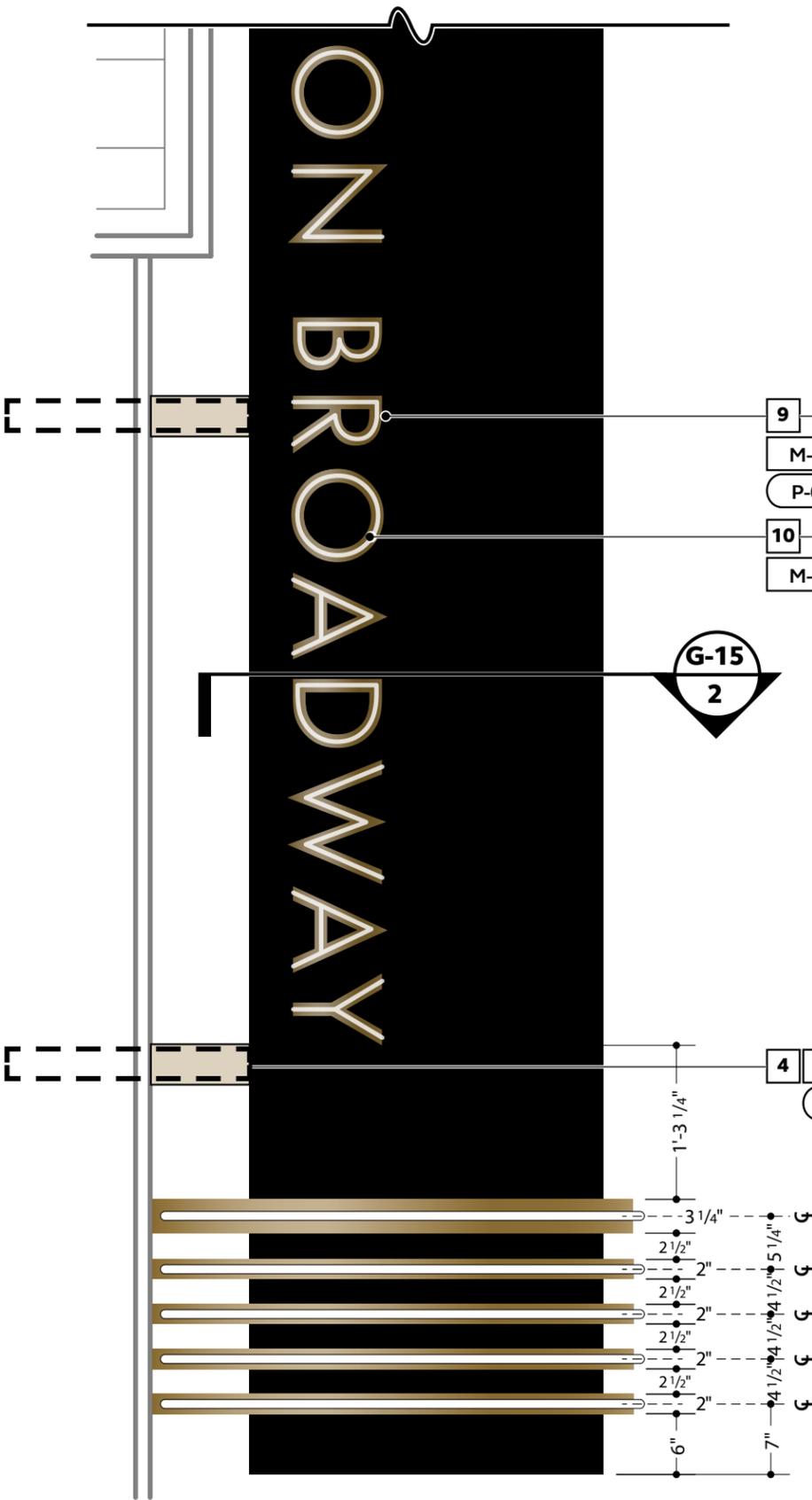
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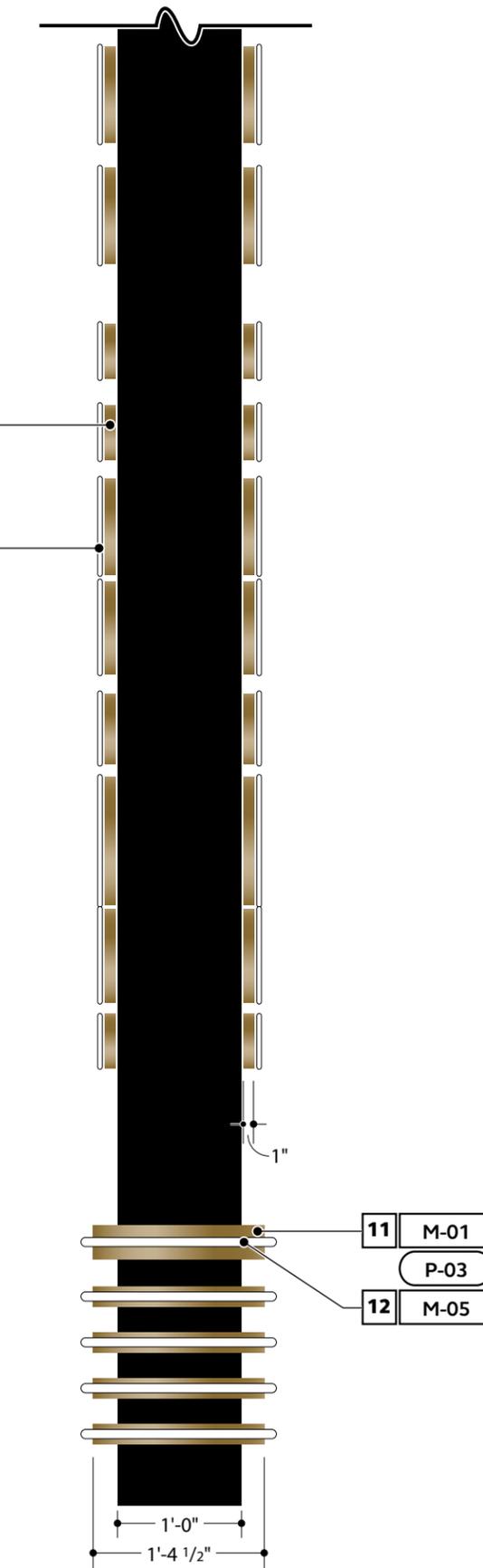
3 Isometric ON BROADWAY letter style

Scale: NTS



1 Enlarged Elevation (Bottom)

Scale: 3/4" = 1' - 0"



2 Enlarged Side View (Bottom)

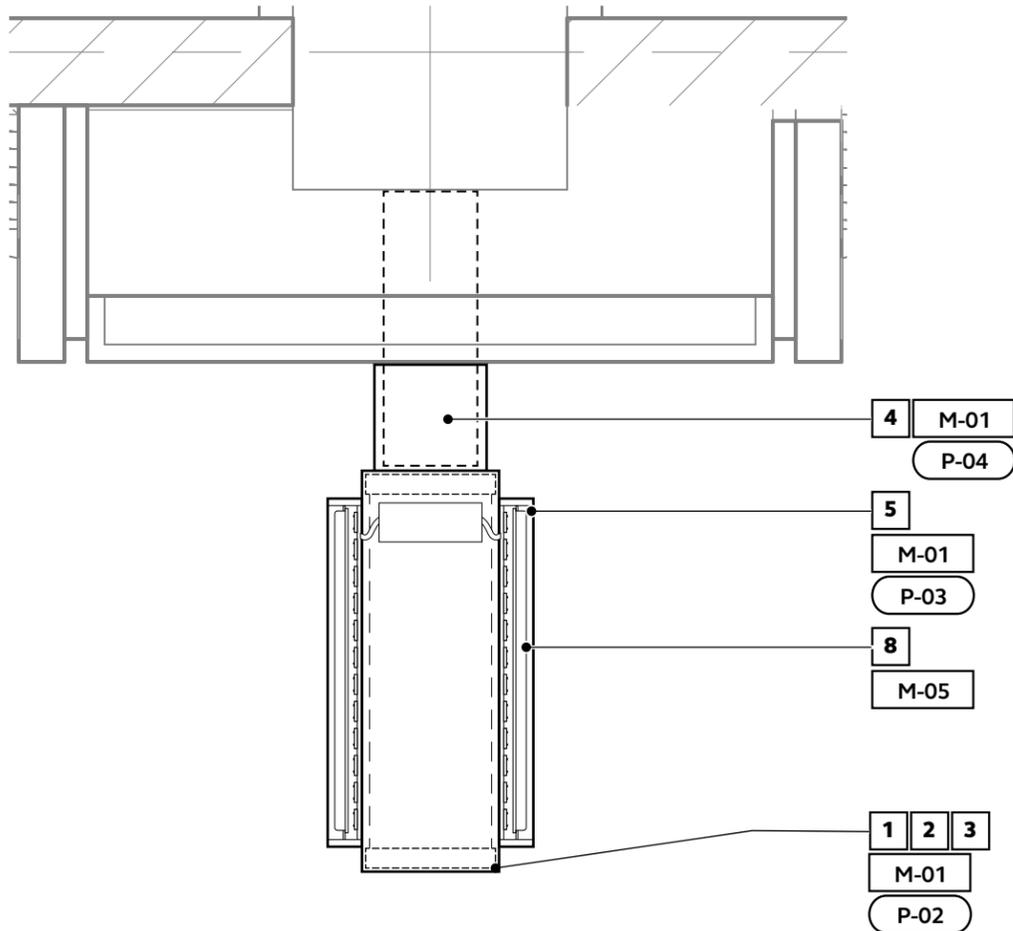
Scale: 3/4" = 1' - 0"

Date	Item
04.20.2018	50% DD
10.5.2018	100% DD

GENERAL NOTES:

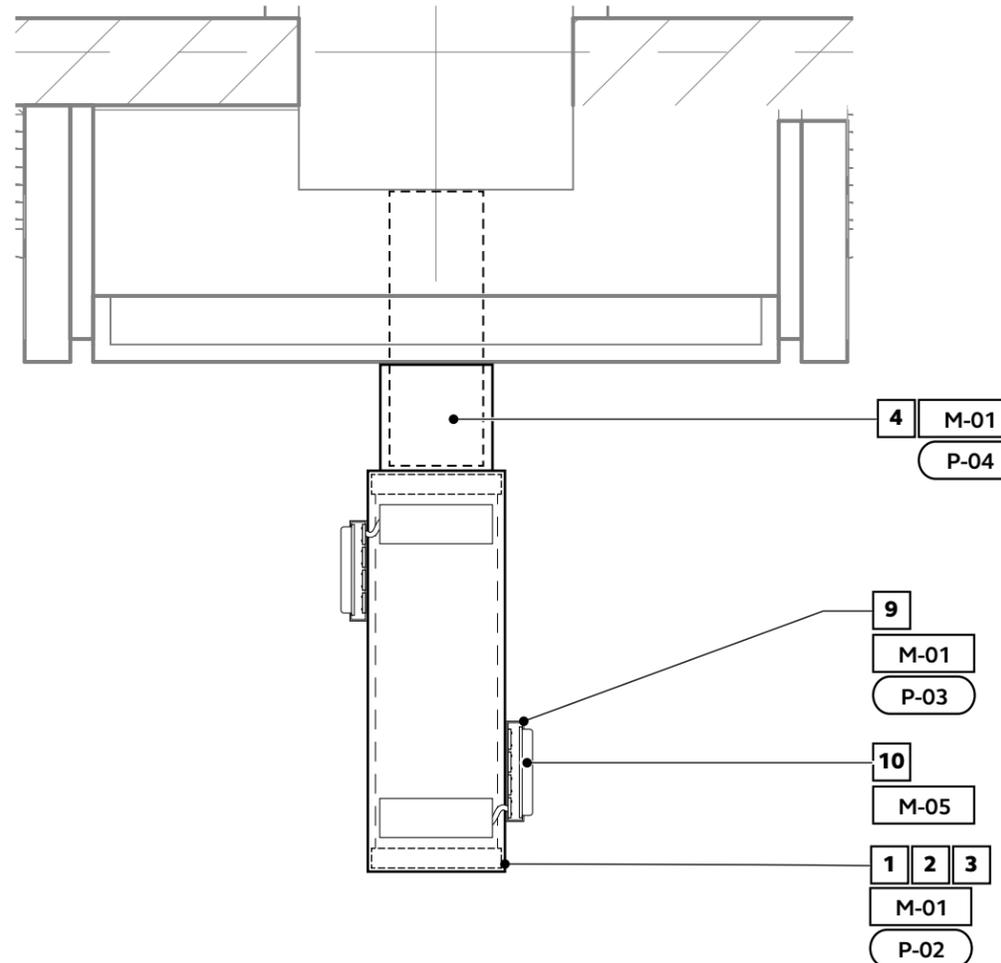
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5. PERLA letterforms are fabricated channel letters with open faces.
6. Interior letter faces are painted white.
7. Letter returns are painted gold metallic.
8. Double line LED neon tubes within letter face for face illumination. Lighting to be 3500K color temperature.
9. ON BROADWAY letterforms are cut aluminum, painted gold metallic.
10. Single line LED neon tubes mount on top of ON BROADWAY cut letterforms and illuminate to match the 3500K of PERLA lighting.
11. Decorative bars wrap 3 sides of blade cabinet. Decorative bars are either channel or fabricated construction, painted gold metallic.
12. Decorative bars to have single line LED neon tubes mounted center aligned within each bar, LED tube wrap all 3 sides. Lighting to be 3500K color temperature.
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1 Enlarged Section (PERLA Letters)

Scale: 3/4" = 1' - 0"



2 Enlarged Section (ON BROADWAY Letters)

Scale: 3/4" = 1' - 0"

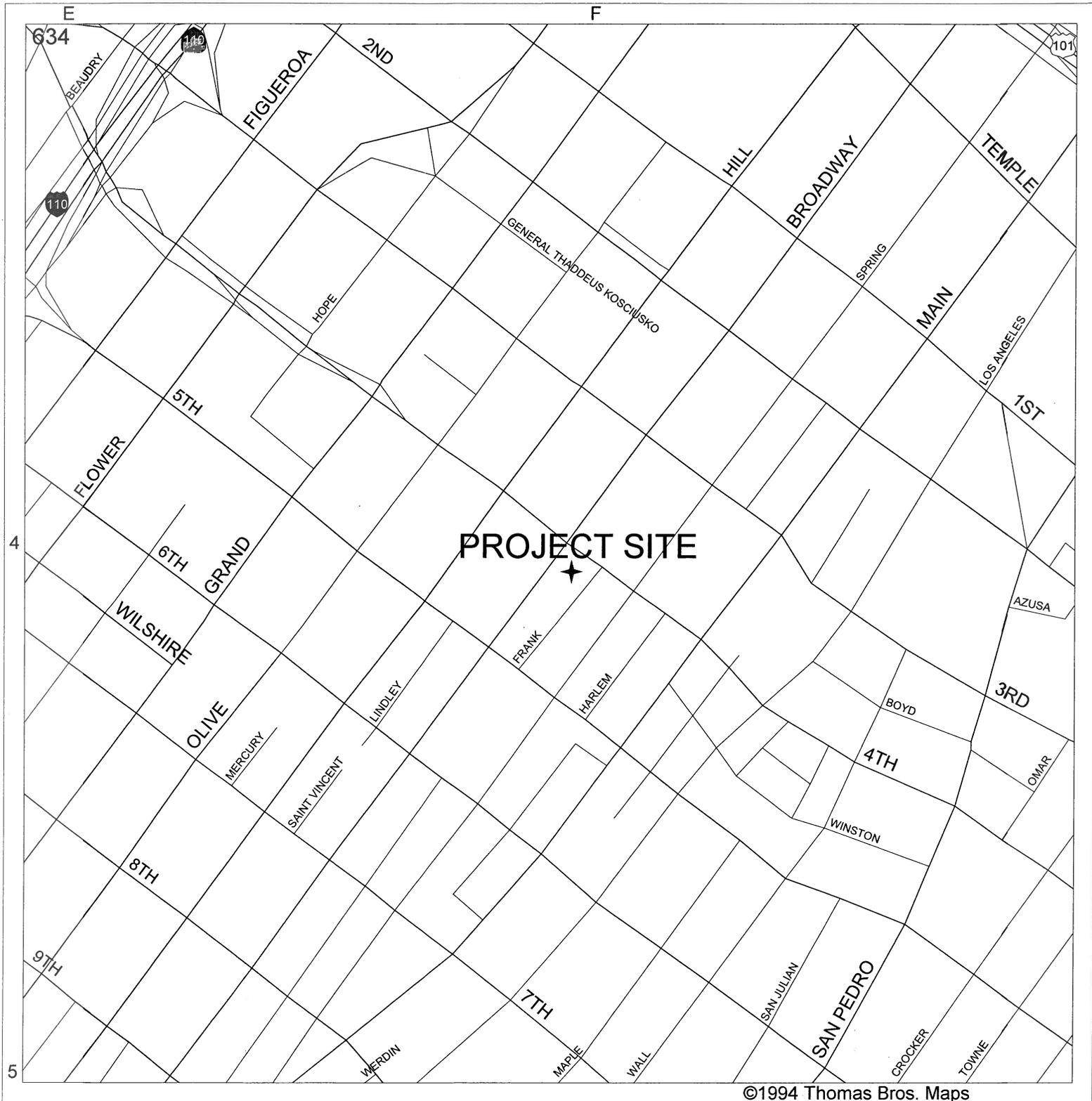
Exhibit B – Maps

Vicinity Map

Radius Map

General Plan Map

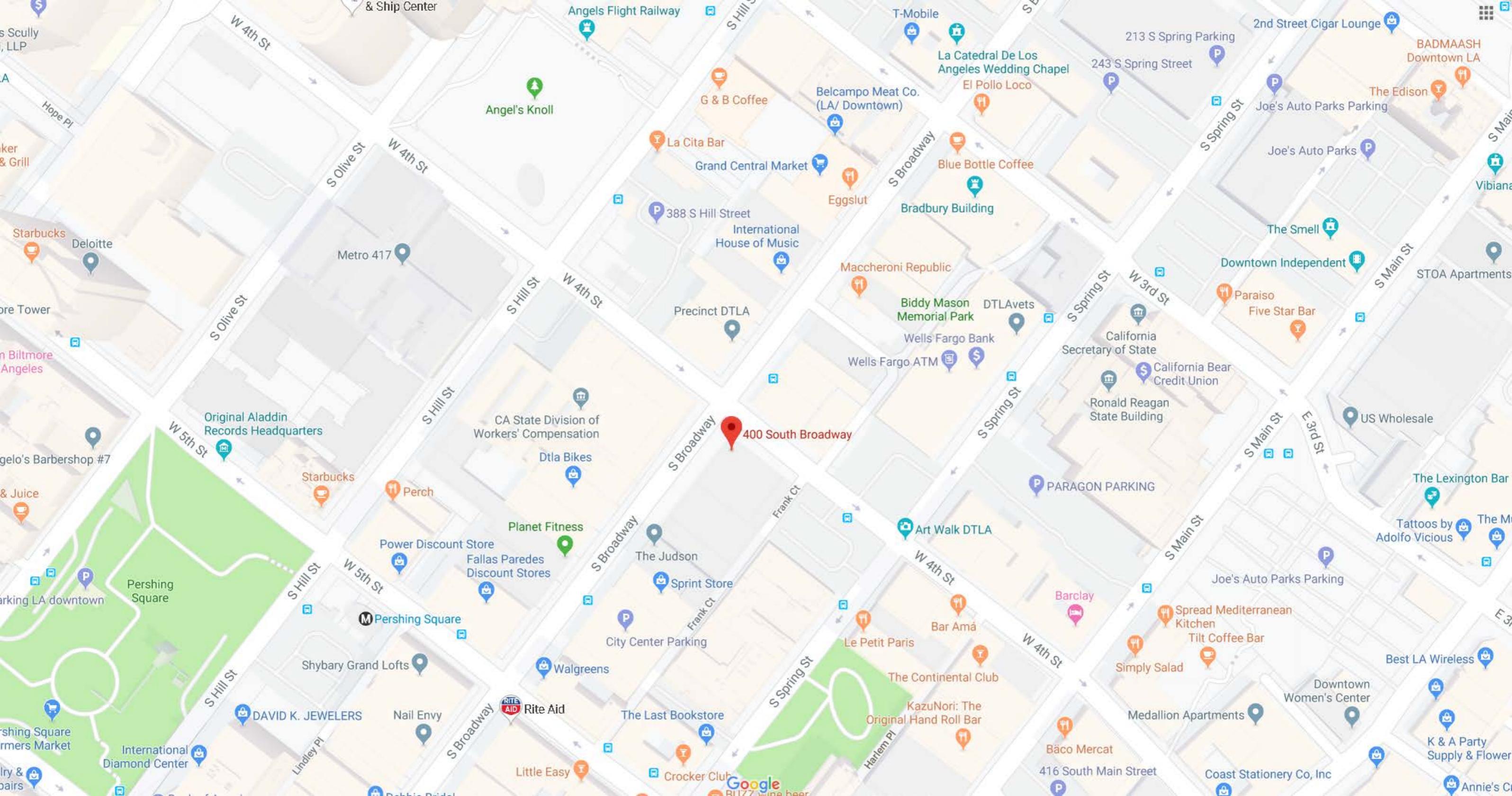
Zoning Map



VICINITY MAP

SITE : 400 S. BROADWAY

GC MAPPING SERVICE, INC.
 3055 WEST VALLEY BOULEVARD
 ALHAMBRA CA 91803
 (626) 441-1080, FAX (626) 441-8850
GCMAPPING@RADIUSMAPS.COM



400 South Broadway



S Broadway

W 4th St

W 5th St

S Hill St

S Spring St

S Main St

Frank Ct

Harlem Pl

W 3rd St

E 3rd St

W 4th St

W 5th St

W 6th St

W 7th St

W 8th St

W 9th St

W 10th St

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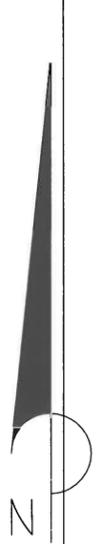
W 290th St

W 291st St

W 292nd St

W 293rd St

CITY OF LOS ANGELES



ADJACENT OWNERS MAP

GC MAPPING SERVICE, INC.
 3055 WEST VALLET BOULEVARD
 ALHAMBRA CA 91803
 (626) 441-1080, FAX (626) 441-8850
 gcmapping@radiusmaps.com

LEGEND

- 9.** OWNERSHIP NO.
-  OWNERSHIP HOOK

CASE NO.
 DATE: 12 - 20 - 2018
 SCALE: 1" = 100'
 D.M. 129 A 211

OWNERSHIP MAP



HILL ST

5TH ST

BROADWAY

FRANK CT

4TH ST

SPRING ST

HARLEM PL

MAIN ST



