



Central Area Planning Commission

200 North Spring Street, Room 532, Los Angeles, CA 90012-4801 (213) 978-1300

APPEAL TRANSMITTAL

Date: **June 12, 2007**

Honorable City Council
City of Los Angeles
Room 395, City Hall

APPEAL REQUEST: An appeal of the entire decision of the Central Area Planning Commission

CASE NO.: ZA 2006-9722-SPE-SPP-1A

LOCATION: 6904 Hollywood Boulevard

COUNCIL DISTRICT: 13

APPELLANT: Robert W. Nudelman

APPLICANT: CIM/6904 Hollywood/LLC
Representative: Mark Brown, Brown/Meshul Inc.

Final date to Appeal: June 11, 2007

COMMISSION DETERMINATION:

At its meeting on April 10, 2007, the Central Area Planning Commission:

Approved an Exception to Section 7.H.2.c of the Hollywood Signage Supplemental Use District to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.

Approved an Exception to Section 7.H.3 of the Hollywood Signage Supplemental Use District to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.

Approved an Exception to Section 7.H.4 of the Hollywood Signage Supplemental Use District to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.

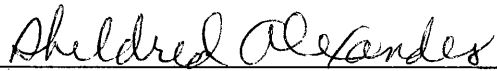
Approved an Exception to Section 7.H.5 of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.

Approved an Exception to Section 9. D of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).

Approved a **Project Permit Compliance** within the Hollywood Signage Supplemental Use District.

The Director **Finds** that the previously certified MND is adequate for its determination in the case.

Advised the Applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) filing.



Sheldred Alexander, Commission Executive Assistant
Central Area Planning Commission

Attachments: Appeal, Determination Letter, Case File

CITY OF LOS ANGELES
PLANNING DEPARTMENT

ORIGINAL

MASTER APPEAL FORM

APPEAL TO THE: LA City Council
REGARDING CASE NO: APR 2006-9722-SPE-SPP

This application is to be used for any authorized appeals of discretionary actions administered by the Planning Department. Appeals must be delivered in person with the following information filled out and be in accordance with the Municipal Code. **A copy of the action being appealed must be included. If the appellant is the original applicant, a copy of the receipt must also be included.**

APPELLANT INFORMATION: PLEASE PRINT CLEARLY

Name: Robert W. Nudelman
Mailing Address: 1737 N. Whittier Ave. #300
Hollywood CA Zip: 90028
Work Phone: (323) 493-1968 Home Phone: (323) 463-6418

- a) Are you or do you represent the original applicant?
(Circle One) YES NO
- b) Are you filing to support the original applicant's position?
(Circle One) YES NO
- c) Are you filing for yourself or on behalf of other parties, an organization or company?
(Circle One) SELF OTHER
- d) If "other" please state the name of the person(s), organization or company (print clearly or type)
Hollywood Heritage

REPRESENTATIVE

Name _____
Mailing Address Same as above

Zip _____
Work Phone: () _____ Home Phone: () _____

APPEAL INFORMATION

A complete copy of the decision letter is necessary to determine the final date to appeal, under what authorizing legislation, and what, if any, additional materials are needed to file the appeal.

Appeals to the City Council from a determination on a Tentative Tract (TT or VTT) by the City (Area) Planning Commission must be filed within 10 days of the written determination of the Commission.

Final Date to Appeal: June 7, 2007 DATA ENTERED IN PCTS ON 6/8/07



Burbank Marriott Hotel & Convention Center

2500 Hollywood Way

Burbank, CA 91505

1-818-843-6000

Fax: 1-818-842-9720

Reservations: 1-800-736-9712

Group Code HCCHCA

www.marriott.com/burap

FRIDAY April 27, 2007 11AM - 6PM

SATURDAY April 28, 2007 10AM - 5PM

ADMISSION IS \$15 DAILY

A 2 DAY ADMISSION IS \$25 FOR

FRIDAY AND SATURDAY

However, admission is free to collectors who stay at the Burbank Airport Marriott Hotel & Convention Center under our HCS room rate of \$106 per night. MINIMUM 2 NIGHT STAY. Limit 2 adults per room and children are admitted free. Reservations must be made no later than April 05, 2007 to get our special rate. The Burbank Airport Marriott Hotel & Convention Center is 1000' from the Burbank Airport.

Special Parking Rate For Our Show Is \$7.00 Daily.

VISIT THE SHOW VOTED #1

IN THE NATION.

Just some of the over 100 celebrity guests who attended our February 16th & 17th, 2007 Show:

- Edie Adams
- Steve Akahoshi
- David Barclay
- Adrian Booth
- Dean Butler
- Joanna Cassidy
- Jude Ciccoliccia
- Michael Dante
- Spencer Davis
- Robert Easton
- David Faustino
- Jordan Garrett
- Gogi Grant
- Joan Howard
- Jesse Jensen
- John Kerr
- Nastassja Kinski
- Danny Laine
- Linda Lawson
- Sylvia Lewis
- Kristi McIntosh
- Erin Moran
- Corn Nemeo
- Johnnie Nicolaj
- Robert Picardo
- Carel Richmond
- Katey Sagal
- William Schaller
- Cornie Stevens
- Neil Summers
- Sullivan Sweeten
- Burt Ward
- Adam West
- Patricia Wright
- Julie Adams
- Bill Allen
- Rene Beard
- Reb Brown
- Edd 'Kookie' Byrnes
- Pat Carroll
- Hugh Chapman
- Bill Jose Jimenez' Dana
- Roger Davis
- Ted Donaldson
- Ed Furler
- Janet Gallow
- Susan Gordon
- Marlette Harley
- Herb Jefferson Jr.
- Laura June Kenny
- Cammie King
- Diane Ladd
- Joy Lane
- Tanya Lermani
- Louis Lombardi
- Nelle McQueen Toffel
- Ben Murphy
- Julie Newmar
- John Newton
- Cynthia Myers
- Lawrence Montagne
- Joshua Maurer
- Paul Reubens
- Jane Russell
- Nancy Saunders
- Ricky Segal
- Sally Struthers
- Sayer Sweeten
- Joe Turkel
- William Wellman, Jr.
- George Winslow
- Tanya Wright
- Francine York

Dealer & Show Information:

Ray & Sharon Courts
Hollywood Collectors Show, Inc.

Post Office Box 5040

Spring Hill, Florida 34611-5040

Phone: (352) 683-5110

Fax: (352) 688-8114

E-Mail: hcs@athantic.net

HOLLYWOOD COLLECTORS SHOW, INC. 2007
www.hollywoodcollectorsshow.com

Upcoming Show Schedule:

Future Dates are Friday & Saturday

July 20th & 21st, 2007

October 5th & 6th, 2007

February 15th & 16th, 2008

April 25th & 26th, 2008

July 11th & 12th, 2008

October 3rd & 4th, 2008

Burbank

Burbank

Burbank

Burbank

Stay on our e-mail list
and you'll be informed
of all future shows



HOLLYWOOD GOLDEN BRIMMES & CELEBRITIES SHOW

Burbank

California

REASONS FOR APPEALING

Are you appealing the entire decision or parts of it?

Entire Part

Indicate: 1) How you are aggrieved by the decision; and 2) Why do you believe the decision-maker erred or abused their discretion? If you are not appealing the whole determination, please explain and specifically identify which part of the determination you are appealing.

Attach additional sheets if necessary.

Attached is the Dept. of City Planning Recommendation Report dated April 10, 2007. The Report clearly and emphatically denied the billboards as beyond the legal authority of the Planning Commission to approve as this was an "amendment" not an "exception". Also, CSM, the proponent, provided no evidence of financial hardship, which staff said was an invalid argument anyway.

ADDITIONAL INFORMATION

- Original receipt required to calculate 85% filing fee from original applicants.
- Original applicants must pay mailing fees to BIC and submit copy of receipt.
- Any additional information or materials required for filing an appeal must be provided in accordance with the LAMC regulations as specified in the original determination letter. **A copy of the determination/decision letter is required.**
- Acceptance of a complete and timely appeal is based upon successful completion and examination of all the required information.
- **Seven copies and the original appeal are required.**

I certify that the statements contained in this application are complete and true:

Appellant [Signature] Robert W. Nudelman

OFFICIAL USE ONLY

Receipt No. 266634 Amount \$73- Date 6/7/07

Application Received Daisy Mo

Application Deemed Complete [Signature] 6/8/07

Copies provided: 7 Determination Receipt (original applicant only) N/A

Determination Authority Notified (if necessary)



CENTRAL AREA PLANNING COMMISSION

200 N. Spring Street, Room 532, Los Angeles, California, 90012-4801, (213) 978-1300
www.lacity.org/PLN/index.htm

Determination Mailing Date: MAY 23 2007

Department of Building and Safety
201 N. Figueroa Street
Counter B, Fourth Floor

Applicant: CIM/6904 Hollywood/LLC

CASE NO. APCC -2006-9722-SPE-SPP

Location: 6904 Hollywood Boulevard

Council District: 13

Plan Area: Hollywood/Hollywood Signage
Supplemental Use District

Request(s): *Specific Plan Exception,
Project Permit Compliance*

At its meeting on April 10, 2007, the following action was taken by the Central Area Planning Commission:

1. **Approved an Exception** to Section 7.H.2.c of the Hollywood Signage Supplemental Use District to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
2. **Approved an Exception** to Section 7.H.3 of the Hollywood Signage Supplemental Use District to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
3. **Approved an Exception** to Section 7.H.4 of the Hollywood Signage Supplemental Use District to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
4. **Approved an Exception** to Section 7.H.5 of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
5. **Approved an Exception** to Section 9. D of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
6. **Approved a Project Permit Compliance** within the Hollywood Signage Supplemental Use District.
7. **The Director Finds** that the previously certified MND is adequate for its determination in the case.
8. **Advised** the Applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) filing.

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.

Moved: Acevedo
Second: White
Ayes: Kim, Martorell
Absent: Whang

Vote: 4-0


Sheldred Alexander, Commission Executive Assistant
Central Area Planning Commission

Effective Date / Appeals: The Commission's determination on the *Specific Plan Exception and Project Permit Compliance*, will be final 15 days from the mailing date of this determination unless an appeal is filed to the City Council within that time. All appeals shall be filed on forms provided at the Planning Department's Public Counters at 201 N. Figueroa Street, Fourth Floor, Los Angeles, or at 6262 Van Nuys Boulevard, Suite 251, Van Nuys.

FINAL DATE TO APPEAL JUN 07 2007

A. SPECIFIC PLAN EXCEPTION CONDITIONS.

1. **Open Panel Roof Sign.** One Open Panel Roof Sign, having a maximum dimension of 4,958 square feet with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area shall be permitted on the subject site. Said sign shall be in substantial conformance with the plot plan and elevations, stamped and dated April 10, 2007, attached to the subject case file.
2. **Location.** The proposed V-shaped Open Panel Roof Sign shall be permitted to be located within 10 feet of the edge of the roof.
3. **Spacing.** The subject Open Panel Roof Sign shall be permitted to be spaced a minimum of 71 feet from a Solid Panel Roof Sign located on an adjoining lot.
4. **Maximum Combined Sign Area.** A maximum of 2,724 square feet of the solid panel of the Open Panel Roof Sign (which exceeds 300 square feet), shall not be included as part of the maximum permitted combined sign area.
5. **Sign Reduction Program.** 1.86 square feet for every square foot of a legally permitted Billboard sign removed from the subject site shall be permitted, not to exceed a maximum of 3,024 square feet.

B. PROJECT PERMIT COMPLIANCE CONDITIONS.

6. **Sign Illumination.** Any flood lighting of the proposed Open Panel Roof Sign shall be designed and installed with shielding, so that the light source cannot be seen from adjacent residential properties.
7. **Removal of Billboards and Wall Signs.** Prior to issuance of any permits for the installation of the Open Panel Roof Sign, the existing Billboard Sign(s), shall be removed from the site, as evidenced by final inspection and approval of the removal, to the satisfaction of the Department of Building and Safety and the Planning Department.
8. **Dedication(s) and Improvements.** Prior to the issuance of any building permits, public improvements and dedications for streets and other rights-of-way adjoining the subject property shall be guaranteed to the satisfaction of the Bureau of Engineering, Department of Transportation, Fire Department (and other responsible City, regional, and Federal government agencies, as may be necessary).
 - a. **Responsibilities/Guarantees.**
 1. As part of early consultation, plan review, and/or project permit review, the applicant/developer shall contact the responsible agencies to ensure that any necessary dedications and improvements are specifically acknowledged by the applicant/developer.

2. Prior to issuance of sign-offs for final site plan approval and/or project permits by the Department of City Planning, the applicant/developer shall provide written verification to the Department of City Planning from the responsible agency acknowledging the agency's consultation with the applicant/developer. The required dedications and improvements may necessitate redesign of the project. Any changes to the project design required by a public agency shall be documented in writing and submitted for review by the Department of City Planning.

b. Street Dedication and Improvements:

Dedication Required: Hollywood Boulevard (Major Highway – Class II) – None at this time.

Improvements Required: Hollywood Boulevard - Repair any broken, off-grade or bad order concrete curb, gutter and sidewalk to the satisfaction of the City Engineer; Install tree wells with root barriers and plant street trees satisfactory to the City Engineer and the Urban Forestry Division of the Bureau of Street Services (213) 485-5675; No major drainage problems are involved. Roof drainage and surface run-off from the property shall be collected and treated at the site and directed to the street via drain systems constructed under the sidewalk and through the curb drains; Sewer lines exist in Hollywood Boulevard. all Sewerage Facilities Charges and Bonded Sewer Fees are to be paid prior to obtaining a building permit.

Notes: Street lighting may be required satisfactory to the Bureau of Street Lighting (213) 847-6379; Department of Transportation may have additional requirements for dedication and improvements.

9. **General Requirements.** Unless otherwise specified under this approval or Ordinance 176,172 to the contrary, the general sign requirements set forth in the Code shall apply to this property for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

10. **Redevelopment Agency Review Required.** Prior to issuance of any permits for the subject signs, plans shall be reviewed by the Los Angeles Community Redevelopment Agency pursuant to any regulations or design guidelines adopted by the CRA/LA.

11. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or approved plastics. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to the Fire Department for approval.

C. ENVIRONMENTAL CONDITIONS.

12. **Archaeology.** If any archaeological materials are encountered during the course of grading and/or excavation, the development shall temporarily cease in these areas until the Community Redevelopment Agency of the City of Los Angeles is contacted and agrees upon a qualified archaeologist to be brought onto the project site to properly assess the resources and make recommendations for their disposition. In the event that human remains are discovered, there shall be no disposition of such human remains, other than in accordance with the procedures and requirements set forth in California Health and Safety Code Section 7050.5 and Public Resources Code Section 5097.98. These code provisions require notification of the County Coroner and the Native American Heritage Commission, who in turn must notify those persons believed to be most likely descended from the deceased Native American for appropriate disposition of the remains. Excavation or disturbance

many continue in other areas of the project site that are not reasonably suspected to overlie adjacent remains or archaeological resources.

13. Paleontology. If any paleontological materials are encountered during the course of grading and/or excavation, all development shall temporarily cease in these areas until the Community Redevelopment Agency of the City of Los Angeles is contacted and agrees upon a qualified paleontologist to be brought onto the project site to properly assess the resources and make recommendations for their disposition.

14. Seismic. The design and construction of the project shall conform to the Uniform Building Code seismic standards as approved by the Department of Building and Safety.

15. Construction (Grading).

a. Excavation and grading activities shall be scheduled during dry weather periods if feasible. If grading occurs during the rainy season (October 15 through April 1), construct diversion dikes to channel runoff around the site. Line channels with grass or roughened pavement to reduce runoff velocity.

b. Appropriate erosion control and drainage devices shall be incorporated to the satisfaction of the Building and Safety Department, such as sand bags and inlet and outlet structures, as specified by Section 91.7013 of the Building Code, and planting fast-growing annual and perennial grasses in areas where construction is not immediately planned. These plantings would help shield and bind the soil.

c. Stockpiles and excavated soil shall be covered with secured tarps or plastic sheeting.

16. Geology and Soils.

a. All vegetation, existing fill, and soft or disturbed earth materials shall be removed from the area to receive controlled fill.

b. Any existing or abandoned utilities shall be removed or relocated as appropriate.

c. Conventional spread footings shall be utilized for foundation support.

d. Foundation excavations shall be cleaned of all loose soils prior to placing steel and concrete.

e. The geotechnical analysis shall be approved by the City of Los Angeles Department of Building and Safety prior to the issuance of building permits for the project.

17. Hazards and Hazardous Materials.

a. Asbestos and lead-based paint surveys shall be conducted on the building to be demolished and on the proposed building that will be renovated. When asbestos and lead-based paint are detected, they shall be abated in accordance with all applicable rules and regulations. Abatement activities shall be completed to the satisfaction of the appropriate regulatory agency(ies) prior to issuance of demolition permits for the project. Abatement of asbestos shall be conducted in accordance with SCAQMD Rule 1403, Asbestos Emissions from Demolition/Renovation Activities.

b. The contractor shall be notified of the possible presence of lead-containing paint in the existing building prior to any planned renovation or demolition activities. Debris from the renovation shall be tested to determine its lead concentration prior to disposal.

c. Any asbestos containing materials shall be removed by a licensed abatement contractor in accordance with all Federal, State and local regulations prior to renovation or demolition.

d. Any asbestos containing materials discovered during future activities shall be sampled and analyzed for asbestos content prior to any disturbance.

18. Hydrology and Water Quality.

a. During construction, the project applicant shall implement all applicable and mandatory BMP's in accordance with the SUSMP and City of Los Angeles Stormwater Management Program. These BMP's should include, but not be limited, to the following;

b. Erosion control procedures shall be implemented for exposed areas. Erosion control procedures include:

1. Temporary seeding of fast growing grasses to hold down the soils in disturbed areas so that they are less apt to be carried offsite by stormwater runoff or wind.
2. Placement of mulching on the soil surface to cover and hold in place the disturbed soils.
3. Placement of silt fences to intercept sediment from flowing into stormdrains.

c. Appropriate dust suppression techniques, such as watering or tarping, shall be used.

d. Construction entrances shall be designed to facilitate the movement of trucks on site that are hauling debris from the site.

e. Truck loads shall be tarped.

f. All construction equipment and vehicles shall be inspected for leaks repaired according to a regular schedule, specified in the Grading Plan approved by the Department of building and Safety.

19. Construction (Noise). The project shall comply with the City of Los Angeles Noise Ordinance Nos. 144,331 and 161,574, and any subsequent ordinances, which prohibit the emission or creation of noise beyond certain levels at adjacent uses unless technically infeasible.

a. Construction and demolition shall be restricted to the hours of 7:00 AM to 6:00 PM Monday through Friday, and 8:00 AM to 6:00 PM on Saturday.

b. Construction and demolition activities shall be scheduled so as to avoid operating several pieces of equipment simultaneously that causes high noise levels. The use of those pieces of construction equipment construction methods with the greatest peak noise generation potential shall be minimized. Examples include the use of drills, jackhammers, and pile drivers.

c. The project contractor shall use power construction equipment with state-of-the-art noise shielding and muffling devices.

d. The project sponsor shall comply with the Noise Insulation Standards of Title 24 of the California Code Regulations, to insure an acceptable interior noise environment.

e. All construction truck traffic shall be restricted to truck routes approved by the City of Los Angeles Department of Building and Safety, which shall avoid residential areas and other sensitive receptors to the extent feasible.

f. An information sign shall be posted at the entrance to the construction site that identifies the permitted construction hours and provides a telephone number to call and receive information about the construction project or to report complaints regarding excessive noise levels.

20. Public Services. The project developer shall pay school fees as a result of the proposed construction of new commercial uses pursuant to the provisions of Section 17620 of the Education Code, as well as Sections 65995 and 66001 of the Government Code as required by the Leroy F. Green School Facilities Act.

D. OTHER CONDITION(S).

21. Historical Resources. City designated Historic-Cultural Monument No. 2242/ State Historic Property Nos. 021559 and 074407, shall be protected by adhering to the Secretary of the Interior's standards for Historical Resources and the following guidelines to the satisfaction of the Department of Cultural Affairs

a. The property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

b. The historic character of a property shall be retained and preserved. The removal of historic material or alteration of features and spaces shall be avoided.

c. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other buildings, shall not be undertaken.

d. Changes that have acquired significance in their own right shall be retained and preserved.

e. Distinctive features, finishes and construction techniques or examples of skilled craftsmanship which characterize an historic property shall be preserved.

f. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive historic feature, the new feature shall match the old in design, color, texture, and other visual qualities, and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

g. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

h. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

i. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

j. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

E. ADMINISTRATIVE CONDITIONS.

22. Indemnification. The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim, action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.

23. Approval, Verification and Submittals. Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning for placement in the subject file.

24. Code Compliance. Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.

25. Covenant. Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Records Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The agreement shall be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Records number and date shall be provided to the Department of City Planning for attachment to the file.

26. Definition. Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public offices, legislation or their successors, designees or amendment to any legislation.

27. Enforcement. Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agencies successor and in accordance with any stated laws or regulations, or any amendments thereto.

28. Building Plans. Page 1 of the grant and all the conditions of approval shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety.

29. Utilization of Entitlement. The applicant/owner shall have a period of two years from the effective date of the subject grant to effectuate the terms of this entitlement by either securing a building permit or a certificate of occupancy for the authorized use, or unless prior to the expiration of the time period to utilize the privileges, the applicant files a written request and is granted an extension to the termination period for up to one additional year pursuant to Section 11.5.7.C 4 (e) of the Municipal

Code. Thereafter, the entitlement shall be deemed terminated and the property owner shall be required to secure a new authorization for the use.

FINDINGS

A. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan Area, which was adopted by the City Council on Dec. 13, 1988 (Case No. CPC 18473). The Plan map designates the subject property as Regional Center Commercial with corresponding zones of C4, C2 P and PB. The subject site is also located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District and the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment area.

B. **Hollywood Signage Supplemental Use District (SUD).** The subject property is located within the Hollywood Signage Supplemental Use District. The Plan was adopted by the City Council on August 18, 2004 (Ordinance No. 176,172 Effective date 10/04/04). The Ordinance indicates that signage is an important part of the Hollywood community's architectural history, where marquees on movie palaces, gracefully lettered rooftop signs, projecting signs and the Hollywood sign, are the insignias of Hollywood's famous entertainment district. The ordinance was enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as to control the blight created by poorly placed, badly designed signs throughout the district.

The purpose of the Supplement Use District is to provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan. Additionally, its purpose is to promote appropriate and economically viable signage that: Uses clear, attractive graphics; Coordinates with the architectural elements of the building on which signage is located; Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and Compliments and protects the character-defining features of historic buildings. The Supplemental Use District purposes to limit visual clutter by: Regulating the number, size and location of signs; Minimizing potential traffic hazards and protecting public safety; Protecting street views and scenic vistas of the Hollywood Sign and the Hollywood Hills, and; protecting and enhancing major commercial corridors and properties.

Specifically, the Hollywood Signage SUD expressly prohibits the development of Solid Panel Roof Signs, which are further defined as 'A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.' The SUD further requires that: All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot; All existing and proposed signs result in a complementary enhancement to the architecture on the lot; All existing and proposed signs result in a visually uncluttered appearance; All existing and proposed signs do not obscure street views of Character- Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign; and All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to the Ordinance.

C. **Specific Plan Exception Findings.**

1. **That the strict application of the regulations of the specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.**

As part of the building renovation and expansion, the Applicant is proposing to remove an existing approximate 1,625 square foot billboard sign and metal super structure located above the top of the roof and construct a new, approximate 4,958 square foot, 50-foot in height (60-foot for decorative tower element) V-shaped, Open Panel Roof Sign with two, approximate 1,512 square foot solid panels. The proposed signage requires approval of the following exceptions from Hollywood Signage Supplemental Use District Ordinance No. 176,172 ("Hollywood SUD"):

- a. Section 7.H.2.c [LOCATION] – to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof.
- b. Section 7.H.3 [MAXIMUM PERMITTED COMBINED SIGN AREA] – to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area.
- c. Section 7.H.4.a & b (i)(ii)(iii) [AREA] – to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one-third of the total area.
- d. Section 7.H.5 [SPACING] – to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet from a Solid Panel Roof Sign on an adjoining lot.
- e. Section 9.D [TERMS OF SIGN REDUCTION FOR APPROVAL OF SOLID PANELS ON AN OPEN PANEL ROOF SIGN] – to approve an approximate 3,024 square foot in lieu of the 1,625 square foot solid panel portion of an Open Panel Roof Sign otherwise permitted (1.86 in lieu of 1.0 square foot for every square foot of a legally permitted Billboard which is removed from the Supplemental Use District).

LOCATION

The Hollywood SUD contains three standards regarding the permitted location of an Open Panel Roof Sign to limit visual clutter and protect and enhance major commercial corridors and properties. In this regard, the proposed sign will strictly comply with two location regulations (Sections 7.H.2.a&b), as it will be located on the flat roof of a building which is greater than 40 feet in height.

An exception is required, however, from Section 7.H.2.c of the Hollywood SUD:

No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.

The proposed sign location will not loom over the sidewalk or interfere with street views and scenic vistas since the sign is V-shaped and angled back from the building face. The apex of the "V" is setback approximately 3 feet, 10 inches from the edge of the building and contains an open frame decorative tower element that may have flashing neon lighting from bottom to top, that emulates the sequenced flashing of lights of the "El Capitan" projecting blade sign, located easterly. Two small, approximate 3-foot in width open tubular steel wings extend to within 1.5 feet of the roof edge. The tips of the wide end of the "V" are setback approximately 33 feet from the face of the building orienting one solid panel in an easterly direction and one solid panel in a westerly direction along Hollywood Boulevard.

Since the subject building is located between a 12-story office building westerly and a 6-story building easterly, with only a small portion of the proposed sign within 10 feet of the roof edge, the location of the Open Panel Roof sign will be consistent with the existing built form along Hollywood Boulevard. In addition, the location of the decorative tower element near the forward edge of the roof is consistent with similarly shaped and lighted blade signs in the area that project over the sidewalk, such as the "Graumans" sign on the north side of Hollywood Boulevard and the "El Capitan" sign easterly. Therefore, the strict application of the regulations of the specific plan to the location of the proposed Open Panel Roof Sign on the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

MAXIMUM PERMITTED COMBINED SIGN AREA

Pursuant to Section 5.F of the Hollywood SUD, the maximum permitted combined sign area allowed on a lot includes all signs except for the following signs:

1. Any Historic Signs
2. Inflatable devices
3. Open Panel Roof Signs
4. Projecting Signs
5. Skyline Logo/Icons
6. Supergraphic Signs
7. Temporary signs
8. Temporary Special Displays

Section 7.H.3 of the Hollywood SUD, however, requires that the area of the solid panel of an Open Panel Roof Sign that exceeds 300 square feet be included in the maximum permitted combined sign area. In the instant situation, the proposed sign is a unique, creative design that has characteristics of a Supergraphic Sign, including two solid panels, each of which is greater than 1200 square feet in size and comprised of flexible materials with digitally printed graphics. Just as the exclusion of Supergraphic Signs from the maximum combined sign area is desirable to permit the distinctive size, design and construction of this type of sign, it is also desirable to encourage a creative modification to the standard Open Panel Roof Sign that is similarly distinctive and contributes to the vibrancy of Hollywood Boulevard.

Approval of the subject request will permit the approximate 2,724 square foot portion of solid panel area that exceeds 300 square feet, to not be included in the maximum permitted combined sign area. Granting the subject request is reasonable since it will implement purposes of the Hollywood SUD, including promoting appropriate and economically viable signage that reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry.

AREA

Requested is an approximate 4,958 square foot Open Panel Roof Sign containing two solid panels, with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one-third of the total area. While the overall size of the Open Panel Roof Sign is permitted by the Hollywood SUD, relief from standards for components of the sign is required to allow a creative sign design.

The proposed sign resembles early Hollywood signage in size, configuration and location such as the historic "Coca Cola" sign located on a low-rise building, with a solid panel consisting of more than one-third of the total sign area. This signage will contribute to and enliven the Historic Hollywood Boulevard District.

The Hollywood SUD regulations regarding Open Panel Roof Signs were written to implement the purposes of the Hollywood SUD and do not adequately consider a unique sign design that resembles historic Hollywood signage, complements existing signage along Hollywood Boulevard and also provides the revenue required to successfully rehabilitate and renovate a building that contributes to the Hollywood Boulevard Historic District.

Therefore, strict application of the regulations of the specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

SPACING

Approval is requested to permit an Open Panel Roof Sign that is located less than 100 feet from a Solid Panel Roof Sign on an adjoining lot. The proposed sign will be located approximately 71 feet from a Solid Panel Roof Sign on the 12-story office building adjacent westerly of the subject property, as measured, along the center line of the street, from a line perpendicular to the building, closest to the nearest sign face edge.

One of the purposes of the Hollywood SUD is to limit visual clutter by maintaining adequate separation between roof top signs. In the instant situation, there are mitigating circumstances that assure compatibility with roof signage on property adjacent westerly: the top of the proposed sign will be approximately 70 feet below the roof height of the 12-story building adjacent easterly; and, the type and location of each sign is significantly different. The roof top signage on the adjacent building is centered on the roof and consists of building tenant identification with channel letters and business logo ("TV Guide"). The size, construction and lighting of the proposed sign is unique along this portion of Hollywood Boulevard and will complement existing signage in this area. Therefore, approval of the proposed spacing between signs will address the purposes of the Hollywood SUD to create a vibrant visual image of Hollywood.

TERMS OF SIGN REDUCTION FOR APPROVAL OF SOLID PANELS ON AN OPEN PANEL ROOF SIGN

The Hollywood SUD requires a reduction in billboards or solid panel roof signs in the Supplemental Use District or the Hollywood Community Plan area to permit a new Open Panel Roof Sign or Supergraphic Sign to be constructed. One square foot of solid panel area of an Open Panel Roof Sign is permitted for every square foot of a legally permitted billboard which is removed from the Supplemental Use District.

The removal of the existing billboard also involves the removal of a large, unsightly metal super structure cantilevered horizontally over the building and two approximate 65-foot in height pillars anchored to the ground behind the building. Removing both the sign and supporting structure will significantly improve the visual environment of both the northerly and southerly facades of the building.

Large architectural signs have played an important role in shaping the image of Hollywood Boulevard. The proposed sign will not cover any character-defining features, alter or destroy

historic signage, or significantly alter street views, or interfere with any street views of character-defining features of the building. The renovation, rehabilitation and expansion of the existing building that is proposed in conjunction with the new signage will implement the goals of the Community Plan and the Redevelopment Plan since a dilapidated building will be repaired and the original façade and parapet will be re-constructed, to reduce blight and bring quality retail and office tenants to this portion of Hollywood Boulevard.

Approval is therefore requested to allow two, approximate 1,512 square foot solid panels, for a total of 3,024 square feet of solid panel area, in lieu of the 1,625 solid panel portion of an Open Panel Roof Sign square foot otherwise permitted by the Hollywood SUD (approximately 1.86, in lieu of 1.0 square foot for every square foot of a legally permitted billboard which is removed from the Supplemental Use District).

The proposed Open Panel Roof Sign is emblematic of the creative sign program envisioned for Hollywood Boulevard and will implement the purposes of the Hollywood Sign Ordinance, including generating revenue to support the renovation of the building, contributing to a lively, visually exciting urban environment and reducing unwanted billboard signage. Therefore, the strict application of the regulations of the specific plan to the subject property would limit funding of the project and result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

2. There are exceptional circumstances or conditions applicable to the subject property involved or to the intended use or development of the subject property that do not apply generally to other property in the specific plan area.

The property is unique in that it is improved with a building that is an example of the early low-rise commercial structures with simplified Beaux Arts and Classical details that were first constructed along Hollywood Boulevard. As noted in the Historic Resource Report, dated September 26, 2006, a component of the proposed Mitigated Negative Declaration, the building was designed by Walker and Eisen, a distinguished local architect firm, and constructed in 1921. The most distinguished feature of the design is a series of segmental arched openings for the storefronts and main entrance. They were divided by pilasters surrounded by a plaster surface scored to resemble stone. The proposed rehabilitation of the building and restoration of the façade and parapet will contribute to the Hollywood Boulevard Historic District. Revenue generated by the proposed Open Panel Roof Sign will allow the property owner to undertake and complete the project without financial assistance from the City.

Currently, the building is in disrepair and the second and third floors have been vacant for over 10 years. The ground level contains a number of small, low-budget souvenir shops and a horizontal Supergraphic Sign that obscures the upper stories of the building façade. There is an approximate 1,625 square foot billboard above the top of the roof supported by a metal super structure cantilevered horizontally over the building and anchored by a set of pillars to the ground behind the building. All of these signs will be removed.

Therefore, there are special circumstances applicable to the subject property such as size, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity.

3. Such exception from the specific plan is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the specific plan area in the same zone and vicinity, but which

because of such special circumstances and practical difficulties or unnecessary hardships is denied to the property in question.

In developing the Hollywood SUD, it was determined that increased cash flow achieved through off-site advertising could contribute to the continued revival of entertainment, commerce and residential uses in the Hollywood area and also reflect a modern, vibrant image of Hollywood Boulevard. Unique sign programs have been permitted on other property in the area similarly designated for Regional Center land uses, including the Sunset+Vine and Hollywood and Highland Center developments.

The subject property is situated along a very special City block, across the street from the Kodak Theatre and Graumans Theatre Complex and westerly of the El Capitan and Jimmy Kimmel Theatre buildings. Approval of the subject requests will allow the property to be on par with other property that obtains revenue from off-site signage. In the Hollywood community it is permitted for creative signage to be approved by the City and the CRA when revenue generation is necessary for the success of the development. Therefore, granting the proposed exception is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity, but which because of special circumstances and unnecessary hardships as described in Nos. 1 and 2 above, is denied to the property in question.

4. The granting of such exception will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property.

The proposed signage will contribute to the Hollywood Sign Ordinance's unique program to create a visually exciting environment which, similar to Times Square in New York City, distinguishes this area from other commercial areas. This super block of Hollywood Boulevard anchored by the Hollywood & Highland Center development and including the El Capitan, Grauman's Chinese and Kodak Theatre venues, evokes the old glamour and grandeur that Hollywood is known for around the world. The historic and new signage along this super block westerly of Highland Avenue enlivens both daytime and nighttime uses and adds to the ambiance and energy that is symbolic of the Hollywood entertainment industry.

The proposed signage would not block views or vistas of such scenic resources as the Hollywood Sign and Hollywood Hills, or detract from the scenic quality of Hollywood Boulevard. The Open Panel Roof Sign will be lighted from below to limit spillover with the light source not visible from Hollywood Boulevard. The building is three-stories in height and the proposed roof top sign will be at a lower elevation in relation to most other buildings and signage in the area (top of proposed sign- EL 483 feet; Kodak Theatre-EL 511 feet; Hollywood & Highland Center vertical sign-EL 586 feet; 6922 Hollywood Boulevard sign-EL 584 feet; and Renaissance Hotel-EL 601 feet). From the Hollywood Hills, the proposed signage will simply blend with existing lighted signage along Hollywood Boulevard, and will not be noticed from many locations. For instance, from the legendary Yamashiro, a Hollywood Hills restaurant with a spectacular view of the city below, the 50-foot portion of the proposed sign, excluding the open vertical tower element, is barely visible as it is almost completely obscured by existing buildings. Therefore, granting the subject requests will not increase visual clutter in the area.

All material and attachment techniques to be utilized for the signage will be in conformance with Departments of Building and Safety and Fire standards. If there is a period of no advertising or graphic images, or periods between advertising companies, the solid panel will be covered by decorative or seasonal images or a CRA changeable mural project. Approval of the proposed signage will increase the economic viability of the development including the successful

rehabilitation of an existing building and parapet. The renovated building will include two national retail tenants in two-story lease areas that will contribute to a pedestrian oriented ambiance, provide an upgrade of the merchandise available along this portion of Hollywood Boulevard and help with the resurging image of Hollywood Boulevard. The third floor will be renovated for much needed office uses and contribute to the recent emergence of mixed use development in the Hollywood community.

Therefore, granting of such exceptions will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property.

5. That the granting of such exception will be consistent with the principles, intent and goals of the geographically specific plan and any applicable element of the General Plan.

The proposed project is consistent with the following purposes of the Hollywood Sign Ordinance:

- Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
- Promote appropriate and economically viable signage that:
 1. Uses clear, attractive graphics;
 2. Coordinates with the architectural elements of the building on which signage is located;
 3. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
- Limit visual clutter by regulating the number, size and location of signs.
- Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
- Protect and enhance major commercial corridors and properties.

The proposed Open Panel Roof Sign has been designed to contribute to the iconic image of Hollywood. Visual clutter will be limited by the removal of an existing billboard sign and massive metal super structure. The Open Panel Roof Sign will not block views to the Hollywood Sign and the Hollywood Hills. The overall development implements goals of both the Hollywood Community Plan and CRA Plan by renovating and rehabilitating a vacant, blighted building and bringing a mix of high quality retail and office uses to this portion of Hollywood Boulevard. The project is also consistent with the goals and objectives of the CRA Amended Design for Development for Signs in Hollywood adopted on January 20, 2005.

The subject property is designated for Commercial-Regional Center land uses corresponding to the C4, C2, P and PB Zones and the project addresses the first Objective of the adopted Hollywood Community Plan:

To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.

To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry;

The Hollywood Community Plan identifies the subject property in the Hollywood Center, the focal point of the Community as identified in the Commerce Sub-section under Land Use, which states, in part:

The focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevard between La Brea (sic) and Gower Street. The Hollywood Center is included in the Hollywood Redevelopment Project area as adopted in May 1986. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The proposed building rehabilitation will contribute to the Hollywood Boulevard Historic District. Therefore, granting the subject request would be in conformance with goals and objectives of the Community Plan.

The proposed renovation will dramatically upgrade the ground floor and restore to use the second and third floors of the building. The project will reduce blight, strengthen the historic district and provide additional office space and in so doing will further the goals and objectives of the adopted Hollywood Redevelopment Plan.

The proposed sign program will dramatically contribute to the special and distinctive signage in Hollywood and will assist in funding the type of renovation and rehabilitation development that is encouraged in this area. Therefore, the granting of the proposed project will be consistent with the principles, intent and goals of the supplemental use district and any applicable element of the General Plan.

D. Project Permit Compliance Findings.

- 1. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.**

The proposed signage includes a "V"-shaped Open Panel Roof Sign with two solid panels for off-site advertising and on-site signage for retail tenants. One existing billboard sign and metal super structure cantilevered above the roof will be removed.

As more specifically described in Attachment "D", Specific Plan Exception findings, the proposed Open Panel Roof Sign has a unique size and placement on the building and is consistent with existing signage along Hollywood Boulevard.

On-site signage will be located above the classic and distinctive segmented arched openings at the first level that will be rehabilitated as part of the renovation and restoration of the building façade.

Therefore, the proposed signage is appropriately scaled to the architectural character of all buildings and structures on the lot and one existing billboard and metal super structure will be removed.

- 2. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.**

The building was first constructed in 1921 with a façade designed with simplified classical elements in a symmetrical arrangement. The proposed Open Panel Roof Sign will be centered over the primary elevation and have a metal frame structure and tower element with night

lighting. This type of signage is reminiscent of the "Seven Seas" neon signage that identified a restaurant and nightclub that opened in the building in 1937.

As conveyed in the Historic Resources Report, dated September 26, 2006, prepared for this development, the proposed rooftop signage will not affect the historic significance or physical integrity of the Hollywood Boulevard Historic District because large architectural signs have played an important role in shaping the image of Hollywood Boulevard and the sign would not obscure any character-defining features on any of the historic buildings in the immediate vicinity.

The proposed on-site tenant identification signage is permitted by the Hollywood Signage Supplemental Use District. Therefore, all proposed signs will result in a complementary enhancement to the architecture on the lot.

3. All existing and proposed signs result in a visually uncluttered appearance.

Proposed signage will replace the existing cluttered appearance of the building. Currently there are multiple identification signs for each tenant, a large, non-permitted Supergraphic Sign that obscures the entire upper floors of the building along Hollywood Boulevard and an existing, legal non-conforming billboard and large free standing metal super structure.

The existing billboard and its metal super structure will be removed. The proposed renovation of the building will result in two, two-level tenant spaces with the third floor renovated for office uses. Only one primary sign is proposed for each of the retail tenants. The new Open Panel Roof Sign with two solid panels will be centered and balanced with two solid panel areas, each framed by open tubular structure and canted easterly and westerly, respectively. This sign will be visually anchored by a vertical tower feature. Therefore, the proposed Open Panel Roof Sign and tenant signage will result in a visually uncluttered appearance.

4. All existing and proposed signs do not obscure street views of Character Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign.

The street views along Hollywood Boulevard will be enhanced by the removal of one existing, approximate 1,625 square foot billboard and metal super structure. The proposed Open Panel Roof Sign will not obscure any street views of character defining features of any historic buildings, historic signage, or the Hollywood Sign. While the subject building is not a designated historic structure, the renovation and rehabilitation of the building façade will contribute to the Hollywood Historic District.

The impact of proposed signage on the Hollywood Hills will be minimal since views of the signage from hillside homes are already obstructed by the Hollywood and Highland Center development, the Renaissance Hotel and the Madison Apartments all northerly of the subject property. Graphic simulation exhibits submitted with this application demonstrate this condition.

5. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5 F of this Ordinance.

Pursuant to Section 5.F of the Hollywood Sign Ordinance, the maximum permitted combined sign area on a lot is four square feet for each foot of street frontage. In the instant situation, there is approximately 100 feet of lineal street frontage along Hollywood Boulevard and approximately 400 square feet of combined signage would be permitted, except that a 300 square foot portion of the solid panel of an Open Panel Roof Signs and Supergraphic Signs are two of eight types of signs specifically excluded from this calculation.

Pursuant to Section 7.H of the Hollywood Sign Ordinance, Open Panel Roof Signs may not exceed 25 percent of the average of the wall area of all sides of the building. In the instant situation, 25 percent of all sides of the building is approximately 6,975 square feet. The proposed Open Panel Roof Sign is approximately 4,958 square feet in area and therefore does not exceed the total square footage allowed.

Any tenant identification wall signage along Hollywood Boulevard will not exceed the maximum 400 square feet permitted by Section 7.P.2 of the Hollywood Sign Ordinance.

Therefore, subject to approval of the requested Specific Plan Exceptions, all existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5.F of the Hollywood SUD.

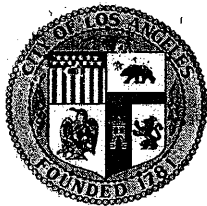
D. CEQA Findings.

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared by the City of Los Angeles Community Redevelopment Agency in accordance with the California Environmental Quality Act. The scope of the MND covered both the rehabilitation of the existing structure on the site and the development of the proposed roof-top sign. The Central Area Planning Commission finds that the use of the MND, which was previously adopted by the Los Angeles Community Redevelopment Agency Board in approving the rehabilitation of the building and the approval of a variation from the CRA signage design for development guidelines for the construction of the roof sign, in denying the proposed Specific Plan Exception will result in no environmental effects being changed from what was previously analyzed in the adoption of the MND as follows:

The MND found that there be no impact in the areas of Agricultural Resources, Biological Resources and Mineral Resources.

The MND found that there would be less than significant impacts in the areas of Aesthetics, Air Quality, Land Use and Planning, Population and Housing, Recreation, Transportation and Traffic and Utilities and Service Systems.

The MND found that there would be potentially significant impacts unless mitigated in the areas of cultural Resources (possible grading impacts on Archaeological and Paleontological Resources), Geology and Soils (possible impacts caused by grading of the site and exposing graded soils to possible erosion effects by wind or rain and construction on what may be expansive soils), Hazardous Substances (rehabilitation of the building may uncover asbestos or lead based paints), Hydrology and Water Quality (construction on the site could lead to additional storm water runoff from the site), Noise (short term construction noise), and Public Services (rehabilitation of the structure would provide for additional jobs in the area which could lead to additional student enrollment in local schools). Mitigation measures were proposed which would reduce all impacts to less than significance. The Central Area planning Commission in denying the proposed Specific Plan Exception finds that the denial would not change any of the analyzed impacts to a level of significance.



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT



CENTRAL AREA PLANNING COMMISSION

Date: April 10, 2007
Time: 4:30 P.M.
Place: Los Angeles City Hall
200 North Spring Street, 10th Floor
Los Angeles, California 90012

Public Hearing: February 9, 2007
Appeal Status: Appealable to City Council

Case No.: APCC-2006-9722-SPE-SPP
CEQA No.: LACRA 6904 Hollywood Boulevard
Retail/Office Project Mitigated
Negative Declaration
Incidental Cases: CPC-2003-2115-CRA; CPC-2004-
4173-SUD
Related Cases: NONE
Council No.: 13
Plan Area: HOLLYWOOD
Specific Plan: Hollywood Signage Supplemental
Use District
Certified NC: Central Hollywood
GPLU: Regional Center Commercial
Zone: C4-2D-SN

Applicant: CIM/6904 Hollywood/LLC
Representative: Mark Brown, Brown/Meshul, Inc.

PROJECT LOCATION: 6904 Hollywood Boulevard

PROPOSED PROJECT: The removal of an existing 1,625 square foot billboard sign located above the top of the roof of a commercial building and the installation of a new approximately 4,958 square foot, V-shaped, Open Panel Roof sign containing two solid panels, approximately 50-feet in height (60-foot height for decorative tower element), in conjunction with the expansion of the existing building, located on a 13,425 square foot lot classified in the C4-2D-SN zone.

- REQUESTED ACTION:**
1. Pursuant to Section 11.5.7.F of the Municipal Code, an **Exception** from the following sections of the Hollywood Signage Supplemental Use District (Ordinance No. 176,172):
 - a. Section 7.H.2.c to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
 - b. Section 7.H.3 to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
 - c. Section 7.H.4 to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
 - d. Section 7.H.5 to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
 - e. Section 9. D to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
 2. Pursuant to Section Pursuant to Section 11.5.7 of the Municipal Code, a **Project Permit Compliance** with the Hollywood Signage Supplemental Use District.

Attachment to Appeal

FILE COPY

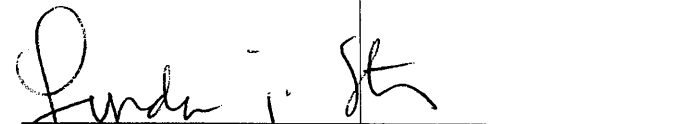
RECOMMENDED ACTIONS:

1. **Deny** the Request as Filed.
2. **Disapprove an Exception** to Section 7.H.2.c of the Hollywood Signage Supplemental Use District to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
3. **Disapprove an Exception** to Section 7.H.3 of the Hollywood Signage Supplemental Use District to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
4. **Disapprove an Exception** to Section 7.H.4 of the Hollywood Signage Supplemental Use District to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
5. **Disapprove an Exception** to Section 7.H.5 of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
6. **Disapprove an Exception** to Section 9. D of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
7. **Disapprove a Project Permit Compliance** with the Hollywood Signage Supplemental Use District.
8. The Director **Finds** that the previously certified MND is adequate for its determination in the case.
9. **Advise** the applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) filing.

S. GAIL GOLDBERG, AICP
Director of Planning



Charles Rausch, Senior City Planner



Lynda J. Smith, Hearing Officer
Telephone: (213) 978-1170

PROJECT ANALYSIS

Project Summary

The removal of an existing 1,625 square foot billboard sign located above the top of the roof of a commercial building (approximately 48 feet in height) and the installation of a new approximately 4,958 square foot, V-shaped, Open Panel Roof sign containing two solid panels, approximately 1500 square feet each and 50-feet in height (60-foot height for decorative tower element), in conjunction with the expansion of the existing building, located on a 13,425 square foot lot classified in the C4-2D-SN zone.

Background

The subject property is located within the Hollywood Community Plan area; the Hollywood Signage Supplemental Use District (SUD); the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment Area and the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District. The proposed project as approved by the LACRA includes the rehabilitation of the historic commercial structure, removal of existing signs and proposed development of new signage on the site.

The proposed project will rehabilitate a primary historic structure within the Hollywood corridor, bringing the structure back from a blighted state and introducing national retailers and office development at the site, which will promote the primary goal of the redevelopment of the Hollywood area. The project is located within the immediate proximity of the Hollywood & Highland Center, the El Capitan Theatre and the Kodak and Mann's Chinese Theatres. Redevelopment of the subject site is dependent upon acquisition of the national retailers and development of roof-top signage. The removal of the existing signage will directly support the development of the aesthetics within the Plan area.

While the proposed project is supported by the LACRA, the Council Office and local organizations and property owners for its' positive economic and aesthetic potential, it was discovered during the review process that the proposed open panel roof top sign(s) are not consistent with the specific technical provisions of the Specific Plan and as proposed, would constitute signage that is prohibited by the SUD. While the proposed solid panel design is positive in its' approach, the size of the closed panel portion of the sign, coupled with the lack of

channel letters or graphic segments, is not consistent with the definitions and design requirements of the SUD. The intent of the Hollywood Signage Supplemental Use District is to promote signage that is both appropriate to the SUD and economically viable. While the proposed signage maybe more appropriate than the existing roof-top and wall signage and would substantially support the economic viability and rehabilitation of the proposed use, the proposed design is in violation of the SUD.

FINDINGS

1. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan Area, which was adopted by the City Council on Dec. 13, 1988 (Case No. CPC 18473). The Plan map designates the subject property as Regional Center Commercial with corresponding zones of C4, C2 P and PB. The subject site is also located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District and the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment area.

2. **Hollywood Signage Supplemental Use District (SUD).** The subject property is located within the Hollywood Signage Supplemental Use District. The Plan was adopted by the City Council on August 18, 2004 (Ordinance No. 176,172 Effective date 10/04/04). The Ordinance indicates that signage is an important part of the Hollywood community's architectural history, where marquees on movie palaces, gracefully lettered rooftop signs, projecting signs and the Hollywood sign, are the insignias of Hollywood's famous entertainment district. The ordinance was enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as to control the blight created by poorly placed, badly designed signs throughout the district.

The purpose of the Supplement Use District is to provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan. Additionally, it's purpose is to promote appropriate and economically viable signage that: Uses clear, attractive graphics; Coordinates with the architectural elements of the building on which signage is located; Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and Compliments and protects the character-defining features of historic buildings. The Supplemental Use District purposes to limit visual clutter by: Regulating the number, size and location of signs; Minimizing potential traffic hazards and protecting public safety; Protecting street views and scenic vistas of the Hollywood Sign and the Hollywood Hills, and; protecting and enhancing major commercial corridors and properties.

Specifically, the Hollywood Signage SUD expressly prohibits the development of Solid Panel Roof Signs, which are further defined as 'A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.' The SUD further requires that: All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot; All existing and proposed

signs result in a complementary enhancement to the architecture on the lot; All existing and proposed signs result in a visually uncluttered appearance; All existing and proposed signs do not obscure street views of Character- Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign; and All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to the Ordinance.

3. Specific Plan Exception Findings.

a. *The strict application of the regulations of the specific plan to the subject property would not result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the specific plan.*

As proposed, the solid, opaque portion of the proposed roof top sign would equal 3,024 square feet, resulting in a sign that would thereby equate to over 60 percent of the sign being comprised of solid, opaque material. An Open Panel roof sign shall not have solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.” Section 5.B.9 of the SUD expressly prohibits the development of Solid Panel Roof Signs.

Section 7.H.4 of the Plan permits a maximum total area of all Open Panel Roof Signs not in excess of 25 percent of the average of the wall area of all sides of the building. The requested total maximum area of 4,958 square feet for development of an Open Panel Roof sign, constitutes an increase of approximately 285 percent. In this case, the roof sign with its central tower element would be 58 feet high while the building itself is only 49 feet high when viewed from Hollywood Boulevard, its primary frontage.

While a positive Finding can be made for locating the sign closer than 10 feet from the edge of the building and locating it closer than 100 feet from an adjacent roof sign, the fact that the proposed sign is a prohibited solid panel roof sign by definition obviates the need to make further Findings on these requests.

Compliance with these regulations would not constitute a practical difficulty or unnecessary hardship inconsistent with the intent of the Specific Plan which is to regulate size, placement and design of signs.

b. There are not exceptional circumstances or conditions that are applicable to the subject property or to the intended use or development of the subject property that do not generally apply to other properties within the specific plan area.

There are no exceptional circumstances or conditions applicable to the subject property, use or development that do not apply to other properties located within the Supplement Use District. Development of the roof-top sign's solid panels can be accomplished on a smaller scale, thus meeting the SUD's definition of an open panel roof sign, and thereby effecting only potential generation of economic resources.

The proposed signs are not in keeping with the architectural scale of the subject building. The proposed sign and associated structure is approximately 60 feet in height. The existing building is approximately 54 feet in height at the highest point. The proposed V-shaped roof sign would cover over half of the width of the subject building along the Hollywood Boulevard frontage, effectively making signage the primary feature of the site.

The fact that the subject structure is only three stories high is not an exceptional circumstance as there are many other buildings of this height within the SUD. The proposed sign is taller than the building to which it is attached and is more than 60 percent of the buildings width. Thus the sign dominates the site and instead of being a proportional accessory to the building, it makes the building a pedestal on which to mount the sign.

Though positive Findings can be made for locating the sign closer than 10 feet from the edge of the building and locating it closer than 100 feet from an adjacent roof sign, the fact that the proposed sign is a prohibited solid panel roof sign by definition obviates the need to make further Findings on these requests.

c. The requested exception is not necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the geographically specific plan in the same zone and vicinity but which, because of such special circumstances and practical difficulties or unnecessary hardships is denied to the property in question.

The subject request would grant the applicant the ability to develop an open panel roof sign which would not be in compliance with the established regulations of the SUD and would effectively allow for development of an over-sized, solid panel roof sign, as defined by the SUD,

which is expressly prohibited within the SUD. There are no special circumstances, practical difficulties or unnecessary hardships associated with the subject site that would substantiate the granting of the requested exceptions. The size of the proposed signs is necessary only to support additional revenues for the site and the design of the proposed solid panel is such that they would also support additional revenue generation and are only critical to the economic development of the project.

d. The granting of the exception will be detrimental to the public welfare and injurious to property or improvements adjacent to or in the vicinity of the subject property.

Granting the requested Exceptions would be detrimental to the public welfare and injurious to property and improvements adjacent to and within the vicinity of the subject property in that it would set a precedent allowing for the development of over size signage that is expressly prohibited by the SUD. The requested Exceptions are not appropriate pursuant to Section 11.5.7.G.3 of the LAMC, which indicates that an Amendment to a specific plan shall be required to permit a sign which the specific plan specifically identifies as prohibited. Additionally, an Amendment to a Specific Plan or Supplemental Use District requires that an initial decision be made by the City Planning Commission (not the Area Planning Commission), that notification be given to the public and requires that additional Findings be made to support the adoption of the Amendment, as it ultimately will affect the entire Plan area.

e. The granting of the exception is not consistent with the principles, intent and goals of the specific plan.

As previously stated the SUD expressly prohibits the development of solid panel roof top signs. Granting of the requested Exceptions are not appropriate pursuant to Section 11.5.7.G.3 of the LAMC, which indicates that an Amendment to a specific plan shall be required to permit a sign which the specific plan specifically identifies as prohibited. Additionally, an Amendment to a Specific Plan or Supplemental Use District requires that an initial decision be made by the City Planning Commission (not the Area Planning Commission).

4. **Specific Plan Project Permit Compliance Findings.**

a. *That except as permitted by the approved exceptions, the project does not substantially comply with the applicable regulations, standards and provisions of the specific plan.*

The proposed project does not comply with the applicable regulations, standards and provisions of the specific plan in that the requested exceptions would allow for development of a sign in excess of the established maximum square feet allowed for open panel roof signs and would result in the development of a solid panel roof sign as defined by the Plan and is expressly prohibited by the Plan.

b. *That the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.*

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency has found that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis.

c. *All existing and proposed signs are not appropriately scaled to the architectural character of all buildings and structures on the lot.*

The proposed signs are not appropriately scaled to the architectural character of the subject building. The subject building is slated for rehabilitation of the façade and expansion, as part of an overall project and is approximately 54 feet in height at the highest point and approximately 99 feet in width along the Hollywood Boulevard street frontage. The proposed V-shaped roof sign and associated structure would be located along this primary street frontage and is proposed to be approximately 60 feet in height from the building roof line. The proposed sign is a v-shaped structure with two equally sized panels. The closed portion of the v structure would face the Hollywood Boulevard frontage and is approximately 61 feet in overall width. The Hollywood Boulevard building façade is approximately 90 feet in width. The proposed sign and

structure would span over 60 percent of the primary building facade roof frontage, effectively making it the primary feature of the site.

d. All existing and proposed signs do not result in a complementary enhancement to the architecture on the lot.

The subject building is located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District, and is identified as the Seven Seas (State Historic Property No. 074704). The building facade is slated for rehabilitation as part an overall project that would include new tenants and expansion. The existing building is of an architectural style commonly found in commercial areas throughout the Hollywood area, developed during the early 1900's. The rehabilitation of the building would restore the façade of the structure and maintain it's pedestrian orientation at the street level. The proposed sign is not a complementary enhancement to the architecture of the building. While the proposed sign will not impede or cover any historic features of the building, the size, (predominately solid panel with minimal or no open space, no channel lettering or other features consistent with historic signs in the area), will result in a roof sign that predominates the site.

e. All existing and proposed signs do not result in a visually uncluttered appearance.

The proposed V-shaped roof sign and supporting structure is proposed to be over 60 feet in height and width and would result in two solid panels intended to be viewed by vehicular traffic traveling east and west along Hollywood Boulevard. The SUD allows for the placement of more than one Open Panel Roof Sign on a lot that has a street frontage greater than 50 feet. However, the proposed size and placement of the subject signs would result in the development of two signs which would read as solid panel roof signs with minimal reference to the historic sign design promoted by the Plan, thereby resulting in a visually cluttered appearance. In addition, the applicant has proposed additional signage on the façade of the structure which would exceed the maximum allowed square footage for signs on the building.

f. All existing and proposed signs obscure street views of Character defining features of historic buildings, historic signage, the Hollywood hills and the Hollywood Sign.

While the proposed signs do not physically obscure street views of character defining features of the building, the size and placement of the proposed signs would dominate the subject site and effectively over shadow views of the structure.

g. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5F of this Ordinance.

Pursuant to Section 5.F of the SUD, Open Panel Roof Signs are exempt from inclusion in the calculation of the maximum permitted combined sign area, except that Section H.3 of the SUD requires that, that portion of an Open Panel Roof Sign that contains a solid panel which exceeds 300 square feet in area, shall count as part of the maximum permitted combined sign area. Granting of the exception would result in an additional 2,724 square feet of solid panel area that would **not** count as part of the maximum permitted combined sign area. Additionally, the proposed sign, with a total sign area of 4,958 square feet, would exceed the permitted total area allowed for Open Panel Roof Signs, at 1750 square feet (25 percent of the average of the wall area of all sides of the building), by 3,208 square feet.

5. CEQA Findings.

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared by the City of Los Angeles Community Redevelopment Agency in accordance with the California Environmental Quality Act. The scope of the MND covered both the rehabilitation of the existing structure on the site and the development of the proposed roof-top sign. The Central Area Planning Commission finds that the use of the MND, which was previously adopted by the Los Angeles Community Redevelopment Agency Board in approving the rehabilitation of the building and the approval of a variation from the CRA signage design for development guidelines for the construction of the roof sign, in denying the proposed Specific Plan Exception will result in no environmental effects being changed from what was previously analyzed in the adoption of the MND as follows:

The MND found that there be no impact in the areas of Agricultural Resources, Biological Resources and Mineral Resources.

The MND found that there would be less than significant impacts in the areas of Aesthetics, Air Quality, Land Use and Planning, Population and Housing, Recreation, Transportation and Traffic and Utilities and Service Systems.

The MND found that there would be potentially significant impacts unless mitigated in the areas of cultural Resources (possible grading impacts on Archaeological and Paleontological Resources), Geology and Soils (possible impacts caused by grading of the site and exposing graded soils to possible erosion effects by wind or rain and construction on what may be expansive soils), Hazardous Substances (rehabilitation of the building may uncover asbestos or lead based paints), Hydrology and Water Quality (construction on the site could lead to additional storm water runoff from the site), Noise (short term construction noise), and Public Services (rehabilitation of the structure would provide for additional jobs in the area which could lead to additional student enrollment in local schools). Mitigation measures were proposed which would reduce all impacts to less than significance. The Central Area planning Commission in denying the proposed Specific Plan Exception finds that the denial would not change any of the analyzed impacts to a level of significance.

PUBLIC HEARING AND COMMUNICATIONS

Public Hearing

A Public hearing was held on this matter 9:00 a.m., Friday, February 9, 2007 at the Los Angeles City Hall, 200 North Spring Street, 10th Floor. Approximately 15 people were present.

Summary of Public Hearing Testimony

Nine speakers gave testimony including a representative from the affected Council Office. Eight speakers including the applicant and the representative spoke in favor of the project. One speaker spoke in support of the restoration, but not in support of the proposed sign project. Speakers from the representing the Hollywood Chamber of Commerce, the Central Hollywood Neighborhood Council and Hollywood Heritage spoke. General comments were as indicated:

Comments in Support:

Building located across from Hollywood & Highland project;

Building currently contains large billboard;

Building to be restored;

New development will include retail and office uses;

Off site ads will aid in renovation of project;

Placement of sign is reflective of existing conditions along Hollywood Boulevard (in-fill development, auto orientation);

Adjacent sign is located many stories above proposed sign;

General support for project;

Supports major retailers coming to building/area;

Concerns related to possible loss of view shed from hills were eased;

Project cleans up one of the last buildings in need of rehab in area;

Speaker happy that façade is being upgraded

Support for project that helps to bring Hollywood back;

Support for work of CIM group;

Applicants have done many excellent projects in area;

Applicants response to community is excellent;

Exception requests are part of due-process;

LACRA has reviewed environmental and made recommendation;

Building location and view corridor limits placement of sign on the lot;

Signs will not place project over profit margin.

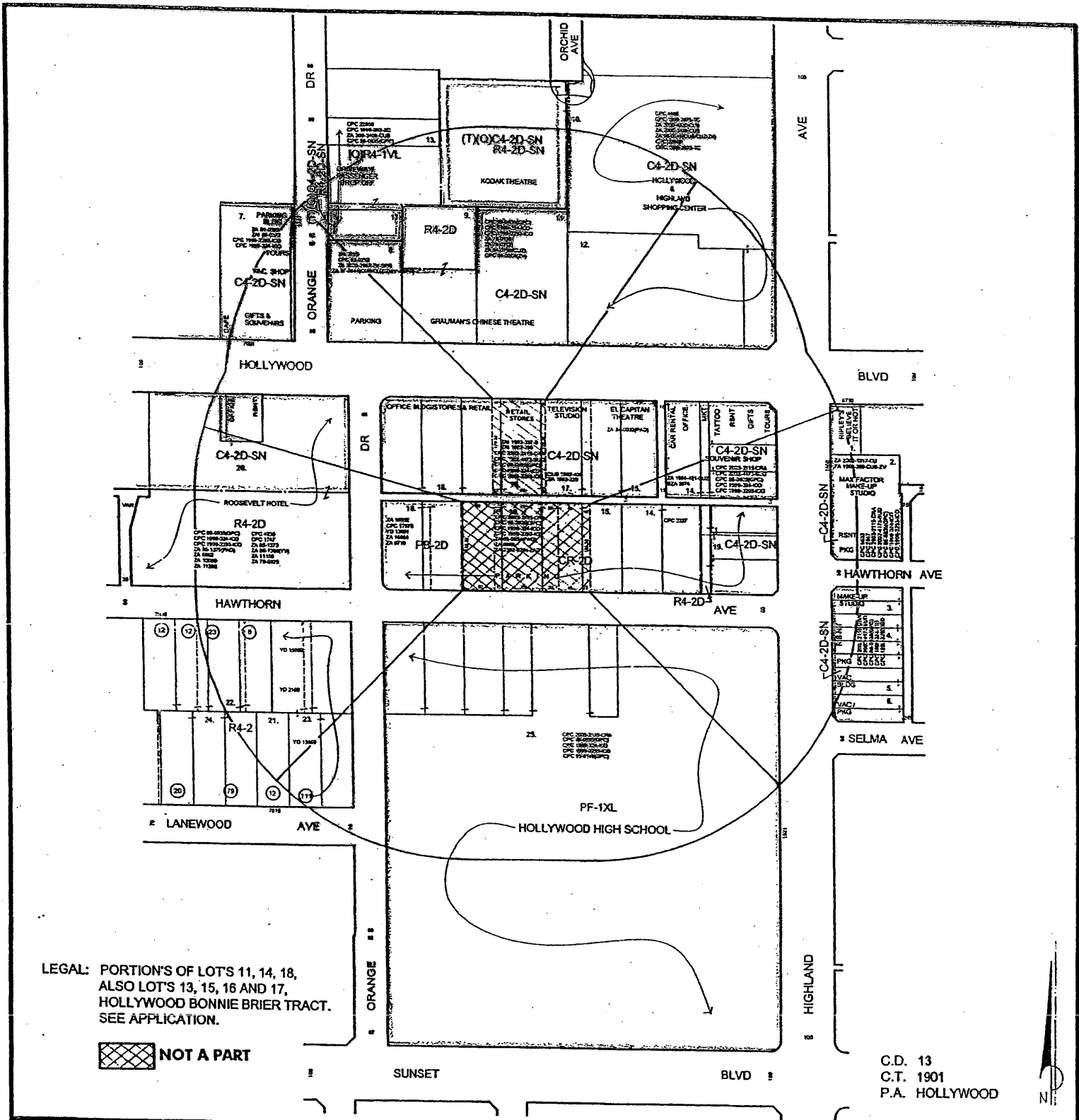
Comments Against.

The amount of signs on building and in area is too great;
Variances should not be granted;
The SUD has added to sign blight;
Billboards should not be allowed in any form;
The proposed sign overpowers the building (too large);
Exceptions set back precedent;
Proposed sign should be smaller;
Sign should not be needed for revenue generation;
Request is too great;
Signs dominate the view westerly along Hollywood Boulevard.

The Council District representative indicated that the building cannot be restored to The Secretary of the Interior Standards and the SUD allows for better use of public funds (other needs), It was also indicated that project is consistent with the intent of the SUD and long term review may indicate a different view of signs in the area. The speaker recommended support for the project.

Communications Received

12 letters of support are contained in the administrative file. Letters were submitted by the Central Hollywood Neighborhood Council, the Hollywood Chamber of Commerce and local businesses and effected neighbors. A letter was also submitted from the LAUSD supporting the project, but requesting that potential effects to Hollywood High School be mitigated by scheduling construction work during off school hours and on the weekends.



LEGAL: PORTION'S OF LOT'S 11, 14, 18,
ALSO LOT'S 13, 15, 16 AND 17,
HOLLYWOOD BONNIE BRIER TRACT.
SEE APPLICATION.

 NOT A PART

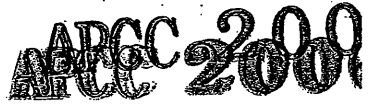
C.D. 13
C.T. 1901
P.A. HOLLYWOOD



BROWN / MESHUL INC.
(310) 473-7424
PREPARED BY
GC MAPPING SERVICE
711 MISSION STREET, SUITE D, SOUTH PASADENA, CA 91030
(820) 441-1000, FAX (820) 441-8250

**HOLLYWOOD SIGNAGE SUD EXCEPTIONS /
PROJECT PERMIT COMPLIANCE**

CASE NO.
DATE: 10-16-2006
SCALE: 1" = 100'
USES FIELD
GRID: D-4



**EXHIBIT A-2
RADIUS MAP
APCC-2006-9722-SPE-SPP**

**McKently
Malak
ARCHITECTS**
224 East Colorado Blvd., Suite 228
Hollywood, CA 90028
Tel: (310) 310-1234 Fax: (310) 310-1235

A PROJECT FOR:

CIM
REG. FLOOR
4722 HOLLYWOOD BLVD., 7TH FL.
HOLLYWOOD, CA 90028
Tel: (310) 310-1234 Fax: (310) 310-1235

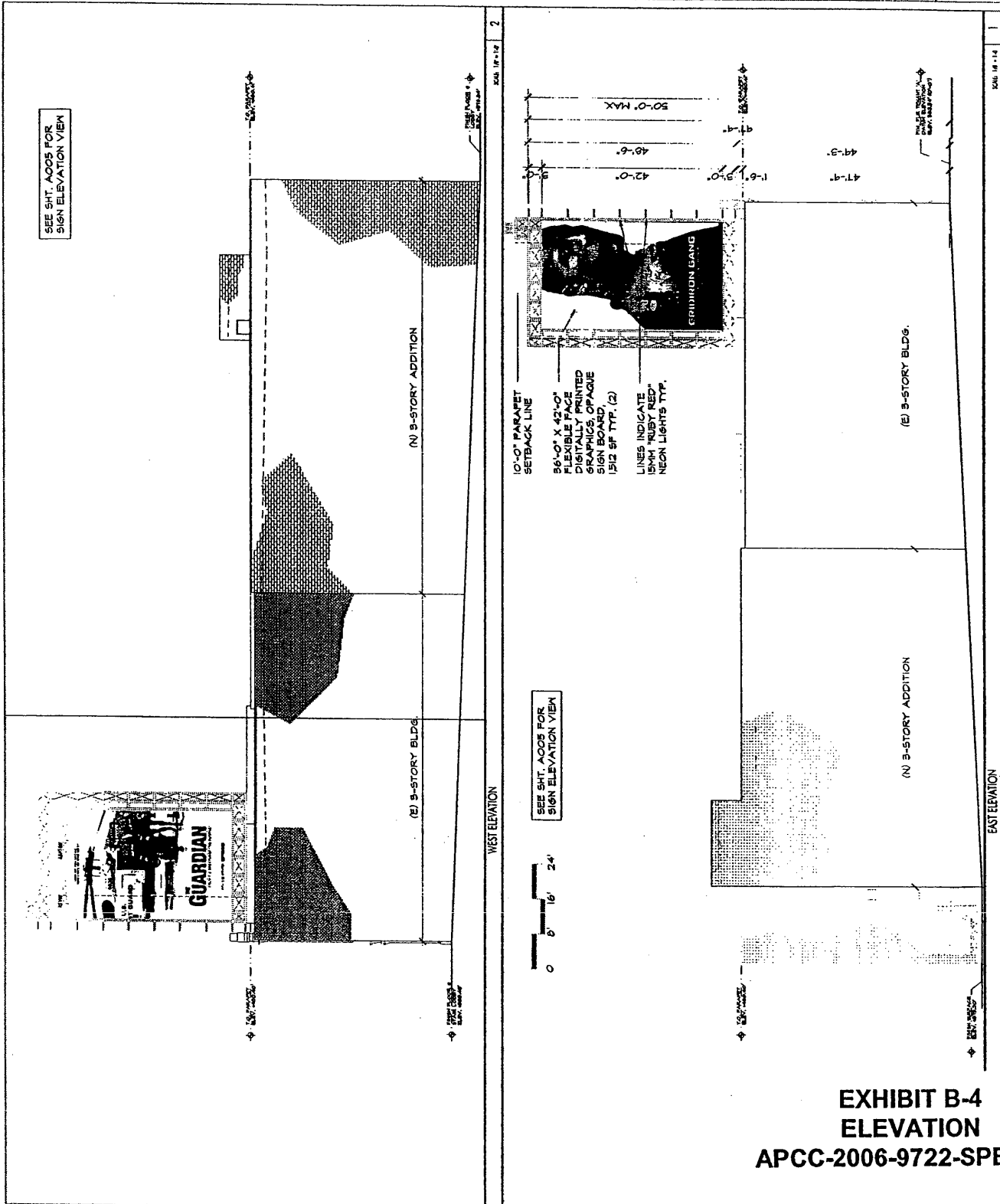
6904 HOLLYWOOD BLVD
6904 Hollywood Boulevard
Hollywood, California 90028

ISSUES / REVISIONS
No. DATE DESCRIPTION
1-00-00 PLANNING IS SUBMITTAL

JOB NUMBER: 051023.FIA
DRAWN BY: STAFF CHECKED BY: S.S.
DATE: 06/06/00
SHEET DESCRIPTION:

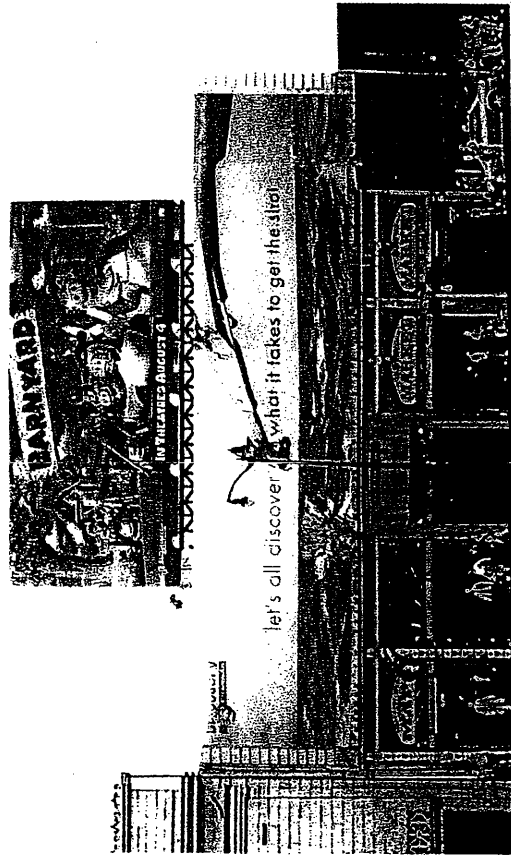
ELEVATIONS

SHEET NUMBER:
A004

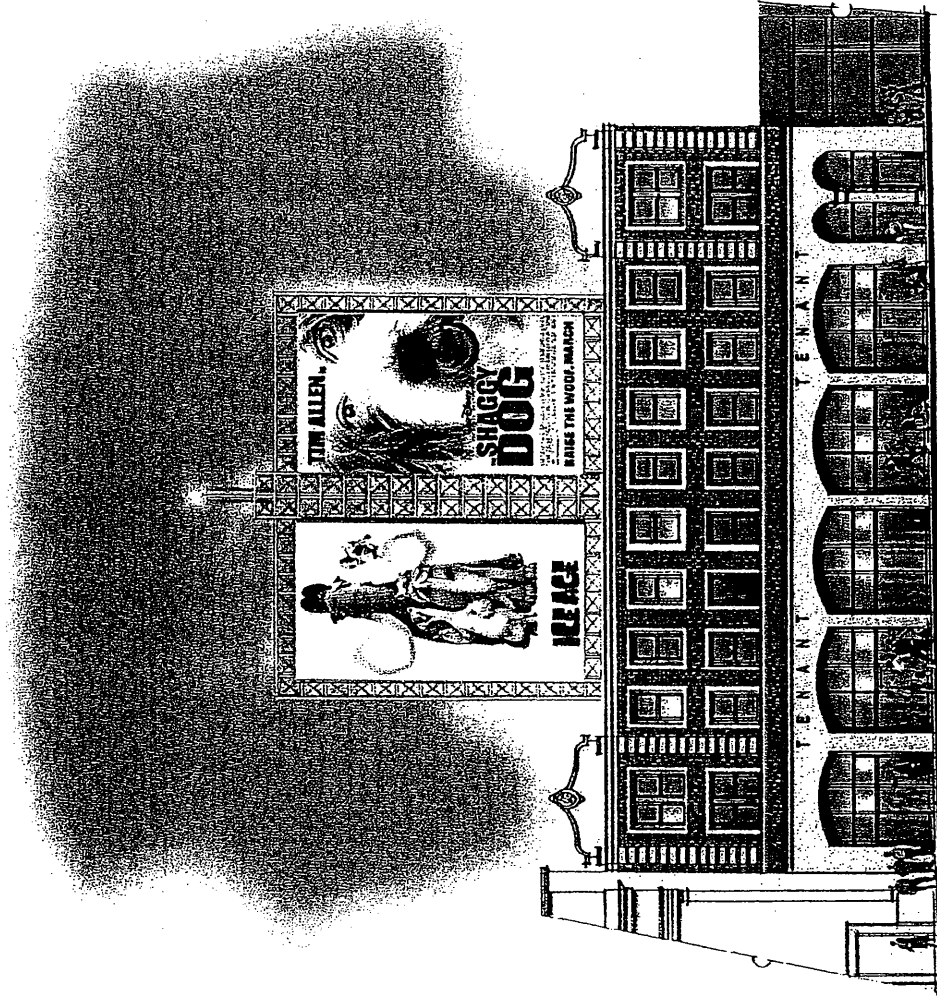


**EXHIBIT B-4
ELEVATION
APCC-2006-9722-SPE-SPP**

**EXHIBIT B-5
ELEVATION
APCC-2006-9722-SPE-SPP**



EXISTING BUILDING ELEVATION



PROPOSED BUILDING ELEVATION (42'H. X 36'W. 1,512 Sqft)

Source: McKently Malak Architects, September 21, 2006.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure 8
Existing and Proposed
Building Elevations



Community Redevelopment Agency
of the CITY OF LOS ANGELES

RECEIVED

DATE / September 28, 2006

FILE CODE /

354 South Spring Street / Suite 800
Los Angeles / California 90013-1258

SEP 28 2006

T 213 977 1600 / F 213 977 1665
www.crala.org

APCC 2006 9/22 BROWN/MESHUL

TO: ALL INTERESTED AGENCIES, ORGANIZATIONS AND PERSONS
SUBJECT: NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION FOR THE 6904 HOLLYWOOD BOULEVARD RETAIL/OFFICE PROJECT

A Mitigated Negative Declaration has been prepared for the proposed project described below. Public notice is hereby given that the Community Redevelopment Agency of the City of Los Angeles (Agency) will consider adoption of the Mitigated Negative Declaration and approval of the proposed project.

Project Location

The project site is located at 6904 Hollywood Boulevard, Los Angeles, CA 90028. The site is within the block bounded by Hollywood Boulevard to the north, North Orange Drive to the west, North Highland Avenue to the east, and West Hawthorn Avenue to the south.

Project Description

Development of the proposed 6904 Hollywood Boulevard Retail/Office project would include rehabilitation and restoration of 24,000 square feet of an existing 26,250 square foot building, along with construction of new floor area space behind the existing building. Rehabilitation and restoration activities would include the rehabilitation and restoration of the front façade of the three-story building and the re-creation of the original building parapet. An exterior one-story 2,250-square-foot addition to the building would be demolished and the existing surface parking area would be removed and replaced with both new floor area and a new loading dock. Once the one-story addition is demolished, the existing south wall would be removed and a new 22,600 square foot, three-story addition would be constructed behind the existing building. Approximately 93 parking spaces will be available to the proposed project on a lot immediately adjacent to the project site.

Public Review

The review period begins on October 2, 2006 and will end on October 23, 2006. The Mitigated Negative Declaration and Initial Study are available for review at the following locations:

- The Records Department of the Community Redevelopment Agency, Suite 500, 354 S. Spring Street, Los Angeles, CA 90071;
- Los Angeles Central Library, 630 W. 5th St., Los Angeles, CA 90071
- CRA/LA's Hollywood Site Office at 6255 Sunset Blvd. Suite 2206 Hollywood CA 90028

Interested parties may also obtain copies of the document at the Agency's Records Department at the cost of 20 cents per page, or visit www.crala.org.

Comments must be submitted in writing by 5:00 pm, October 23, 2006 to Robert Manford, City Planner, Community Redevelopment Agency, 354 Spring Street, Suite 700, Los Angeles, California 90013; or fax to: 213

EXHIBIT C
LACRA 6904 HOLLYWOOD BLVD
RETAIL/OFF. PROJECT
MND
APCC 2006 0722 SDF SDD

Office:

Downtown

Van Nuys

Date 6/7/07



Department of City Planning
Los Angeles

266634

City Planning Request

NOTICE: The staff of the Planning Department will analyze your request and accord the same full and impartial consideration to your application, regardless of whether or not you obtain the services of anyone to represent you.

This filing fee is required by Chapter 1, Article 9, L.A.M.C.

Applicant <u>Robert W. Nudelman - Hollywood Heritage</u>			
Representative <u>same</u>			
Project Address <u>6904 W. Hollywood Blvd. 90028</u>			
Telephone Number <u>323-493-1968</u>			
Case Number and Description	Task	SubTask	Ordinance Fee
<u>APCC-2006-9722-SPE-SPP-1A(A1)</u>			\$ <u>64</u> —
			\$
			\$
			\$
			\$
		Sub Total Fees Paid	\$ <u>64</u> —
OSS Surcharge - 2%			\$ <u>1</u> —
Development Surcharge - 6%			\$ <u>4</u> —
Operating Surcharge - 7%			\$ <u>4</u> —
Expediting Fee			\$
Bad Check Fee			\$
Miscellaneous/Photocopy			\$
			\$
			\$
		TOTAL FEES PAID	\$ <u>73</u> <u>00</u>

() Cash
() Check # 1645
() Money Order # _____

Council District 13
Plan Area Hollywood

Processed by Daisy Mo D Che
Print & sign

LA Department of Buildings and Safety
LA 05 10 201281 06/07/07 03:59PM

PLAN & LAND USE	\$64.00
ONE STOP CITY PL	\$1.00
DEVELOPMT SURCHG	\$4.00
OPERATING SURCHG	\$4.00

Total Due: \$73.00
Check #: \$73.00





CENTRAL AREA PLANNING COMMISSION

200 N. Spring Street, Room 532, Los Angeles, California, 90012-4801, (213) 978-1300
www.lacity.org/PLN/index.htm

Determination Mailing Date: MAY 23 2007

Department of Building and Safety
201 N. Figueroa Street
Counter B, Fourth Floor

Applicant: CIM/6904 Hollywood/LLC

CASE NO. APCC -2006-9722-SPE-SPP
Location: 6904 Hollywood Boulevard
Council District: 13
Plan Area: Hollywood/HollywoodSignage
Supplemental Use District
Request(s): *Specific Plan Exception,*
Project Permit Compliance

At its meeting on April 10, 2007, the following action was taken by the Central Area Planning Commission:

1. **Approved an Exception** to Section 7.H.2.c of the Hollywood Signage Supplemental Use District to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
2. **Approved an Exception** to Section 7.H.3 of the Hollywood Signage Supplemental Use District to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
3. **Approved an Exception** to Section 7.H.4 of the Hollywood Signage Supplemental Use District to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
4. **Approved an Exception** to Section 7.H.5 of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
5. **Approved an Exception** to Section 9. D of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
6. **Approved a Project Permit Compliance** within the Hollywood Signage Supplemental Use District.
7. **The Director Finds** that the previously certified MND is adequate for its determination in the case.
8. **Advised** the Applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) filing.

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.

Moved: Acevedo
Second: White
Ayes: Kim, Martorell
Absent: Whang

Vote: 4-0


Sheldred Alexander, Commission Executive Assistant
Central Area Planning Commission

Effective Date / Appeals: The Commission's determination on the *Specific Plan Exception and Project Permit Compliance*, will be final 15 days from the mailing date of this determination unless an appeal is filed to the City Council within that time. All appeals shall be filed on forms provided at the Planning Department's Public Counters at 201 N. Figueroa Street, Fourth Floor, Los Angeles, or at 6262 Van Nuys Boulevard, Suite 251, Van Nuys.

FINAL DATE TO APPEAL JUN 07 2007

A. SPECIFIC PLAN EXCEPTION CONDITIONS.

1. **Open Panel Roof Sign.** One Open Panel Roof Sign, having a maximum dimension of 4,958 square feet with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area shall be permitted on the subject site. Said sign shall be in substantial conformance with the plot plan and elevations, stamped and dated April 10, 2007, attached to the subject case file.
2. **Location.** The proposed V-shaped Open Panel Roof Sign shall be permitted to be located within 10 feet of the edge of the roof.
3. **Spacing.** The subject Open Panel Roof Sign shall be permitted to be spaced a minimum of 71 feet from a Solid Panel Roof Sign located on an adjoining lot.
4. **Maximum Combined Sign Area.** A maximum of 2,724 square feet of the solid panel of the Open Panel Roof Sign (which exceeds 300 square feet), shall not be included as part of the maximum permitted combined sign area.
5. **Sign Reduction Program.** 1.86 square feet for every square foot of a legally permitted Billboard sign removed from the subject site shall be permitted, not to exceed a maximum of 3,024 square Feet.

B. PROJECT PERMIT COMPLIANCE CONDITIONS.

6. **Sign Illumination.** Any flood lighting of the proposed Open Panel Roof Sign shall be designed and installed with shielding, so that the light source cannot be seen from adjacent residential properties.
7. **Removal of Billboards and Wall Signs.** Prior to issuance of any permits for the installation of the Open Panel Roof Sign, the existing Billboard Sign(s), shall be removed from the site, as evidenced by final inspection and approval of the removal, to the satisfaction of the Department of Building and Safety and the Planning Department.
8. **Dedication(s) and Improvements.** Prior to the issuance of any building permits, public improvements and dedications for streets and other rights-of-way adjoining the subject property shall be guaranteed to the satisfaction of the Bureau of Engineering, Department of Transportation, Fire Department (and other responsible City, regional, and Federal government agencies, as may be necessary).
 - a. **Responsibilities/Guarantees.**
 1. As part of early consultation, plan review, and/or project permit review, the applicant/developer shall contact the responsible agencies to ensure that any necessary dedications and improvements are specifically acknowledged by the applicant/developer.

2. Prior to issuance of sign-offs for final site plan approval and/or project permits by the Department of City Planning, the applicant/developer shall provide written verification to the Department of City Planning from the responsible agency acknowledging the agency's consultation with the applicant/developer. The required dedications and improvements may necessitate redesign of the project. Any changes to the project design required by a public agency shall be documented in writing and submitted for review by the Department of City Planning.

b. Street Dedication and Improvements:

Dedication Required: Hollywood Boulevard (Major Highway – Class II) – None at this time.

Improvements Required: Hollywood Boulevard - Repair any broken, off-grade or bad order concrete curb, gutter and sidewalk to the satisfaction of the City Engineer; Install tree wells with root barriers and plant street trees satisfactory to the City Engineer and the Urban Forestry Division of the Bureau of Street Services (213) 485-5675; No major drainage problems are involved. Roof drainage and surface run-off from the property shall be collected and treated at the site and directed to the street via drain systems constructed under the sidewalk and through the curb drains; Sewer lines exist in Hollywood Boulevard. all Sewerage Facilities Charges and Bonded Sewer Fees are to be paid prior to obtaining a building permit.

Notes: Street lighting may be required satisfactory to the Bureau of Street Lighting (213) 847-6379; Department of Transportation may have additional requirements for dedication and improvements.

9. **General Requirements.** Unless otherwise specified under this approval or Ordinance 176,172 to the contrary, the general sign requirements set forth in the Code shall apply to this property for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

10. **Redevelopment Agency Review Required.** Prior to issuance of any permits for the subject signs, plans shall be reviewed by the Los Angeles Community Redevelopment Agency pursuant to any regulations or design guidelines adopted by the CRA/LA.

11. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or approved plastics. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to the Fire Department for approval.

c. ENVIRONMENTAL CONDITIONS.

12. **Archaeology.** If any archaeological materials are encountered during the course of grading and/or excavation, the development shall temporarily cease in these areas until the Community Redevelopment Agency of the City of Los Angeles is contacted and agrees upon a qualified archaeologist to be brought onto the project site to properly assess the resources and make recommendations for their disposition. In the event that human remains are discovered, there shall be no disposition of such human remains, other than in accordance with the procedures and requirements set forth in California Health and Safety Code Section 7050.5 and Public Resources Code Section 5097.98. These code provisions require notification of the County Coroner and the Native American Heritage Commission, who in turn must notify those persons believed to be most likely descended from the deceased Native American for appropriate disposition of the remains. Excavation or disturbance

many continue in other areas of the project site that are not reasonably suspected to overlie adjacent remains or archaeological resources.

13. Paleontology. If any paleontological materials are encountered during the course of grading and/or excavation, all development shall temporarily cease in these areas until the Community Redevelopment Agency of the City of Los Angeles is contacted and agrees upon a qualified paleontologist to be brought onto the project site to properly assess the resources and make recommendations for their disposition.

14. Seismic. The design and construction of the project shall conform to the Uniform Building Code seismic standards as approved by the Department of Building and Safety.

15. Construction (Grading).

a. Excavation and grading activities shall be scheduled during dry weather periods if feasible. If grading occurs during the rainy season (October 15 through April 1), construct diversion dikes to channel runoff around the site. Line channels with grass or roughened pavement to reduce runoff velocity.

b. Appropriate erosion control and drainage devices shall be incorporated to the satisfaction of the Building and Safety Department, such as sand bags and inlet and outlet structures, as specified by Section 91.7013 of the Building Code, and planting fast-growing annual and perennial grasses in areas where construction is not immediately planned. These plantings would help shield and bind the soil.

c. Stockpiles and excavated soil shall be covered with secured tarps or plastic sheeting.

16. Geology and Soils.

a. All vegetation, existing fill, and soft or disturbed earth materials shall be removed from the area to receive controlled fill.

b. Any existing or abandoned utilities shall be removed or relocated as appropriate.

c. Conventional spread footings shall be utilized for foundation support.

d. Foundation excavations shall be cleaned of all loose soils prior to placing steel and concrete.

e. The geotechnical analysis shall be approved by the City of Los Angeles Department of Building and Safety prior to the issuance of building permits for the project.

17. Hazards and Hazardous Materials.

a. Asbestos and lead-based paint surveys shall be conducted on the building to be demolished and on the proposed building that will be renovated. When asbestos and lead-based paint are detected, they shall be abated in accordance with all applicable rules and regulations. Abatement activities shall be completed to the satisfaction of the appropriate regulatory agency(ies) prior to issuance of demolition permits for the project. Abatement of asbestos shall be conducted in accordance with SCAQMD Rule 1403, Asbestos Emissions from Demolition/Renovation Activities.

b. The contractor shall be notified of the possible presence of lead-containing paint in the existing building prior to any planned renovation or demolition activities. Debris from the renovation shall be tested to determine its lead concentration prior to disposal.

c. Any asbestos containing materials shall be removed by a licensed abatement contractor in accordance with all Federal, State and local regulations prior to renovation or demolition.

d. Any asbestos containing materials discovered during future activities shall be sampled and analyzed for asbestos content prior to any disturbance.

18. Hydrology and Water Quality.

a. During construction, the project applicant shall implement all applicable and mandatory BMP's in accordance with the SUSMP and City of Los Angeles Stormwater Management Program. These BMP's should include, but not be limited, to the following;

b. Erosion control procedures shall be implemented for exposed areas. Erosion control procedures include:

1. Temporary seeding of fast growing grasses to hold down the soils in disturbed areas so that they are less apt to be carried offsite by stormwater runoff or wind.
2. Placement of mulching on the soil surface to cover and hold in place the disturbed soils.
3. Placement of silt fences to intercept sediment from flowing into stormdrains.

c. Appropriate dust suppression techniques, such as watering or tarping, shall be used.

d. Construction entrances shall be designed to facilitate the movement of trucks on site that are hauling debris from the site.

e. Truck loads shall be tarped.

f. All construction equipment and vehicles shall be inspected for leaks repaired according to a regular schedule, specified in the Grading Plan approved by the Department of building and Safety.

19. Construction (Noise). The project shall comply with the City of Los Angeles Noise Ordinance Nos. 144,331 and 161,574, and any subsequent ordinances, which prohibit the emission or creation of noise beyond certain levels at adjacent uses unless technically infeasible.

a. Construction and demolition shall be restricted to the hours of 7:00 AM to 6:00 PM Monday through Friday, and 8:00 AM to 6:00 PM on Saturday.

b. Construction and demolition activities shall be scheduled so as to avoid operating several pieces of equipment simultaneously that causes high noise levels. The use of those pieces of construction equipment construction methods with the greatest peak noise generation potential shall be minimized. Examples include the use of drills, jackhammers, and pile drivers.

c. The project contractor shall use power construction equipment with state-of-the-art noise shielding and muffling devices.

d. The project sponsor shall comply with the Noise Insulation Standards of Title 24 of the California Code Regulations, to insure an acceptable interior noise environment.

e. All construction truck traffic shall be restricted to truck routes approved by the City of Los Angeles Department of Building and Safety, which shall avoid residential areas and other sensitive receptors to the extent feasible.

f. An information sign shall be posted at the entrance to the construction site that identifies the permitted construction hours and provides a telephone number to call and receive information about the construction project or to report complaints regarding excessive noise levels.

20. Public Services. The project developer shall pay school fees as a result of the proposed construction of new commercial uses pursuant to the provisions of Section 17620 of the Education Code, as well as Sections 65995 and 66001 of the Government Code as required by the Leroy F. Green School Facilities Act.

D. OTHER CONDITION(S).

21. Historical Resources. City designated Historic-Cultural Monument No. 2242/ State Historic Property Nos. 021559 and 074407, shall be protected by adhering to the Secretary of the Interior's standards for Historical Resources and the following guidelines to the satisfaction of the Department of Cultural Affairs

a. The property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

b. The historic character of a property shall be retained and preserved. The removal of historic material or alteration of features and spaces shall be avoided.

c. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other buildings, shall not be undertaken.

d. Changes that have acquired significance in their own right shall be retained and preserved.

e. Distinctive features, finishes and construction techniques or examples of skilled craftsmanship which characterize an historic property shall be preserved.

f. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive historic feature, the new feature shall match the old in design, color, texture, and other visual qualities, and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

g. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

h. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

i. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

j. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

E. ADMINISTRATIVE CONDITIONS.

22. **Indemnification.** The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim, action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.

23. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, review or approval, plans, etc., as may be required by the subject conditions, shall be provided to the Department of City Planning for placement in the subject file.

24. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except where herein conditions are more restrictive.

25. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Records Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assigns. The agreement shall be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Records number and date shall be provided to the Department of City Planning for attachment to the file.

26. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public offices, legislation or their successors, designees or amendment to any legislation.

27. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Department of City Planning and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.

28. **Building Plans.** Page 1 of the grant and all the conditions of approval shall be printed on the building plans submitted to the Department of City Planning and the Department of Building and Safety.

29. **Utilization of Entitlement.** The applicant/owner shall have a period of two years from the effective date of the subject grant to effectuate the terms of this entitlement by either securing a building permit or a certificate of occupancy for the authorized use, or unless prior to the expiration of the time period to utilize the privileges, the applicant files a written request and is granted an extension to the termination period for up to one additional year pursuant to Section 11.5.7.C 4 (e) of the Municipal

Code. Hereafter, the entitlement shall be deemed terminated and the property owner shall be required to secure a new authorization for the use.

FINDINGS

A. General Plan Land Use Designation. The subject property is located within the Hollywood Community Plan Area, which was adopted by the City Council on Dec. 13, 1988 (Case No. CPC 18473). The Plan map designates the subject property as Regional Center Commercial with corresponding zones of C4, C2 P and PB. The subject site is also located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District and the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment area.

B. Hollywood Signage Supplemental Use District (SUD). The subject property is located within the Hollywood Signage Supplemental Use District. The Plan was adopted by the City Council on August 18, 2004 (Ordinance No. 176,172 Effective date 10/04/04). The Ordinance indicates that signage is an important part of the Hollywood community's architectural history, where marquees on movie palaces, gracefully lettered rooftop signs, projecting signs and the Hollywood sign, are the insignias of Hollywood's famous entertainment district. The ordinance was enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as to control the blight created by poorly placed, badly designed signs throughout the district.

The purpose of the Supplement Use District is to provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan. Additionally, it's purpose is to promote appropriate and economically viable signage that: Uses clear, attractive graphics; Coordinates with the architectural elements of the building on which signage is located; Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and Compliments and protects the character-defining features of historic buildings. The Supplemental Use District purposes to limit visual clutter by: Regulating the number, size and location of signs; Minimizing potential traffic hazards and protecting public safety; Protecting street views and scenic vistas of the Hollywood Sign and the Hollywood Hills, and; protecting and enhancing major commercial corridors and properties.

Specifically, the Hollywood Signage SUD expressly prohibits the development of Solid Panel Roof Signs, which are further defined as 'A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.' The SUD further requires that: All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot; All existing and proposed signs result in a complementary enhancement to the architecture on the lot; All existing and proposed signs result in a visually uncluttered appearance; All existing and proposed signs do not obscure street views of Character- Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign; and All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to the Ordinance.

C. Specific Plan Exception Findings.

1. That the strict application of the regulations of the specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

As part of the building renovation and expansion, the Applicant is proposing to remove an existing approximate 1,625 square foot billboard sign and metal super structure located above the top of the roof and construct a new, approximate 4,958 square foot, 50-foot in height (60-foot for decorative tower element) V-shaped, Open Panel Roof Sign with two, approximate 1,512 square foot solid panels. The proposed signage requires approval of the following exceptions from Hollywood Signage Supplemental Use District Ordinance No. 176,172 ("Hollywood SUD"):

- a. Section 7.H.2.c [LOCATION] – to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof.
- b. Section 7.H.3 [MAXIMUM PERMITTED COMBINED SIGN AREA] – to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area.
- c. Section 7.H.4.a & b (i)(ii)(iii) [AREA] – to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one-third of the total area.
- d. Section 7.H.5 [SPACING] – to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet from a Solid Panel Roof Sign on an adjoining lot.
- e. Section 9.D [TERMS OF SIGN REDUCTION FOR APPROVAL OF SOLID PANELS ON AN OPEN PANEL ROOF SIGN] – to approve an approximate 3,024 square foot in lieu of the 1,625 square foot solid panel portion of an Open Panel Roof Sign otherwise permitted (1.86 in lieu of 1.0 square foot for every square foot of a legally permitted Billboard which is removed from the Supplemental Use District).

LOCATION

The Hollywood SUD contains three standards regarding the permitted location of an Open Panel Roof Sign to limit visual clutter and protect and enhance major commercial corridors and properties. In this regard, the proposed sign will strictly comply with two location regulations (Sections 7.H.2.a&b), as it will be located on the flat roof of a building which is greater than 40 feet in height.

An exception is required, however, from Section 7.H.2.c of the Hollywood SUD:

No portion of an Open Panel Roof Sign and/or sign support structure shall be located within 10 feet of the edge of the roof, parapet, appendage or appurtenance.

The proposed sign location will not loom over the sidewalk or interfere with street views and scenic vistas since the sign is V-shaped and angled back from the building face. The apex of the "V" is setback approximately 3 feet, 10 inches from the edge of the building and contains an open frame decorative tower element that may have flashing neon lighting from bottom to top, that emulates the sequenced flashing of lights of the "El Capitan" projecting blade sign, located easterly. Two small, approximate 3-foot in width open tubular steel wings extend to within 1.5 feet of the roof edge. The tips of the wide end of the "V" are setback approximately 33 feet from the face of the building orienting one solid panel in an easterly direction and one solid panel in a westerly direction along Hollywood Boulevard.

Since the subject building is located between a 12-story office building westerly and a 6-story building easterly, with only a small portion of the proposed sign within 10 feet of the roof edge, the location of the Open Panel Roof sign will be consistent with the existing built form along Hollywood Boulevard. In addition, the location of the decorative tower element near the forward edge of the roof is consistent with similarly shaped and lighted blade signs in the area that project over the sidewalk, such as the "Graumans" sign on the north side of Hollywood Boulevard and the "El Capitan" sign easterly. Therefore, the strict application of the regulations of the specific plan to the location of the proposed Open Panel Roof Sign on the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

MAXIMUM PERMITTED COMBINED SIGN AREA

Pursuant to Section 5.F of the Hollywood SUD, the maximum permitted combined sign area allowed on a lot includes all signs except for the following signs:

1. Any Historic Signs
2. Inflatable devices
3. Open Panel Roof Signs
4. Projecting Signs
5. Skyline Logo/Icons
6. Supergraphic Signs
7. Temporary signs
8. Temporary Special Displays

Section 7.H.3 of the Hollywood SUD, however, requires that the area of the solid panel of an Open Panel Roof Sign that exceeds 300 square feet be included in the maximum permitted combined sign area. In the instant situation, the proposed sign is a unique, creative design that has characteristics of a Supergraphic Sign, including two solid panels, each of which is greater than 1200 square feet in size and comprised of flexible materials with digitally printed graphics. Just as the exclusion of Supergraphic Signs from the maximum combined sign area is desirable to permit the distinctive size, design and construction of this type of sign, it is also desirable to encourage a creative modification to the standard Open Panel Roof Sign that is similarly distinctive and contributes to the vibrancy of Hollywood Boulevard.

Approval of the subject request will permit the approximate 2,724 square foot portion of solid panel area that exceeds 300 square feet, to not be included in the maximum permitted combined sign area. Granting the subject request is reasonable since it will implement purposes of the Hollywood SUD, including promoting appropriate and economically viable signage that reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry.

ARFA

Requested is an approximate 4,958 square foot Open Panel Roof Sign containing two solid panels, with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one-third of the total area. While the overall size of the Open Panel Roof Sign is permitted by the Hollywood SUD, relief from standards for components of the sign is required to allow a creative sign design.

The proposed sign resembles early Hollywood signage in size, configuration and location such as the historic "Coca Cola" sign located on a low-rise building, with a solid panel consisting of more than one-third of the total sign area. This signage will contribute to and enliven the Historic Hollywood Boulevard District.

The Hollywood SUD regulations regarding Open Panel Roof Signs were written to implement the purposes of the Hollywood SUD and do not adequately consider a unique sign design that resembles historic Hollywood signage, complements existing signage along Hollywood Boulevard and also provides the revenue required to successfully rehabilitate and renovate a building that contributes to the Hollywood Boulevard Historic District.

Therefore, strict application of the regulations of the specific plan to the subject property would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

SPACING

Approval is requested to permit an Open Panel Roof Sign that is located less than 100 feet from a Solid Panel Roof Sign on an adjoining lot. The proposed sign will be located approximately 71 feet from a Solid Panel Roof Sign on the 12-story office building adjacent westerly of the subject property, as measured, along the center line of the street, from a line perpendicular to the building, closest to the nearest sign face edge.

One of the purposes of the Hollywood SUD is to limit visual clutter by maintaining adequate separation between roof top signs. In the instant situation, there are mitigating circumstances that assure compatibility with roof signage on property adjacent westerly: the top of the proposed sign will be approximately 70 feet below the roof height of the 12-story building adjacent easterly; and, the type and location of each sign is significantly different. The roof top signage on the adjacent building is centered on the roof and consists of building tenant identification with channel letters and business logo ("TV Guide"). The size, construction and lighting of the proposed sign is unique along this portion of Hollywood Boulevard and will complement existing signage in this area. Therefore, approval of the proposed spacing between signs will address the purposes of the Hollywood SUD to create a vibrant visual image of Hollywood.

TERMS OF SIGN REDUCTION FOR APPROVAL OF SOLID PANELS ON AN OPEN PANEL ROOF SIGN

The Hollywood SUD requires a reduction in billboards or solid panel roof signs in the Supplemental Use District or the Hollywood Community Plan area to permit a new Open Panel Roof Sign or Supergraphic Sign to be constructed. One square foot of solid panel area of an Open Panel Roof Sign is permitted for every square foot of a legally permitted billboard which is removed from the Supplemental Use District.

The removal of the existing billboard also involves the removal of a large, unsightly metal super structure cantilevered horizontally over the building and two approximate 65-foot in height pillars anchored to the ground behind the building. Removing both the sign and supporting structure will significantly improve the visual environment of both the northerly and southerly facades of the building.

Large architectural signs have played an important role in shaping the image of Hollywood Boulevard. The proposed sign will not cover any character-defining features, alter or destroy

historic signage, or significantly alter street views, or interfere with any street views of character-defining features of the building. The renovation, rehabilitation and expansion of the existing building that is proposed in conjunction with the new signage will implement the goals of the Community Plan and the Redevelopment Plan since a dilapidated building will be repaired and the original façade and parapet will be re-constructed, to reduce blight and bring quality retail and office tenants to this portion of Hollywood Boulevard.

Approval is therefore requested to allow two, approximate 1,512 square foot solid panels, for a total of 3,024 square feet of solid panel area, in lieu of the 1,625 solid panel portion of an Open Panel Roof Sign square foot otherwise permitted by the Hollywood SUD (approximately 1.86, in lieu of 1.0 square foot for every square foot of a legally permitted billboard which is removed from the Supplemental Use District).

The proposed Open Panel Roof Sign is emblematic of the creative sign program envisioned for Hollywood Boulevard and will implement the purposes of the Hollywood Sign Ordinance, including generating revenue to support the renovation of the building, contributing to a lively, visually exciting urban environment and reducing unwanted billboard signage. Therefore, the strict application of the regulations of the specific plan to the subject property would limit funding of the project and result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of such specific plan.

- 2. There are exceptional circumstances or conditions applicable to the subject property involved or to the intended use or development of the subject property that do not apply generally to other property in the specific plan area.**

The property is unique in that it is improved with a building that is an example of the early low-rise commercial structures with simplified Beaux Arts and Classical details that were first constructed along Hollywood Boulevard. As noted in the Historic Resource Report, dated September 26, 2006, a component of the proposed Mitigated Negative Declaration, the building was designed by Walker and Eisen, a distinguished local architect firm, and constructed in 1921. The most distinguished feature of the design is a series of segmental arched openings for the storefronts and main entrance. They were divided by pilasters surrounded by a plaster surface scored to resemble stone. The proposed rehabilitation of the building and restoration of the façade and parapet will contribute to the Hollywood Boulevard Historic District. Revenue generated by the proposed Open Panel Roof Sign will allow the property owner to undertake and complete the project without financial assistance from the City.

Currently, the building is in disrepair and the second and third floors have been vacant for over 10 years. The ground level contains a number of small, low-budget souvenir shops and a horizontal Supergraphic Sign that obscures the upper stories of the building façade. There is an approximate 1,625 square foot billboard above the top of the roof supported by a metal super structure cantilevered horizontally over the building and anchored by a set of pillars to the ground behind the building. All of these signs will be removed.

Therefore, there are special circumstances applicable to the subject property such as size, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity.

- 3. Such exception from the specific plan is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the specific plan area in the same zone and vicinity, but which**

because of such special circumstances and practical difficulties or unnecessary hardships is denied to the property in question.

In developing the Hollywood SUD, it was determined that increased cash flow achieved through off-site advertising could contribute to the continued revival of entertainment, commerce and residential uses in the Hollywood area and also reflect a modern, vibrant image of Hollywood Boulevard. Unique sign programs have been permitted on other property in the area similarly designated for Regional Center land uses, including the Sunset+Vine and Hollywood and Highland Center developments.

The subject property is situated along a very special City block, across the street from the Kodak Theatre and Graumans Theatre Complex and westerly of the El Capitan and Jimmy Kimmel Theatre buildings. Approval of the subject requests will allow the property to be on par with other property that obtains revenue from off-site signage. In the Hollywood community it is permitted for creative signage to be approved by the City and the CRA when revenue generation is necessary for the success of the development. Therefore, granting the proposed exception is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity, but which because of special circumstances and unnecessary hardships as described in Nos. 1 and 2 above, is denied to the property in question.

4. The granting of such exception will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property.

The proposed signage will contribute to the Hollywood Sign Ordinance's unique program to create a visually exciting environment which, similar to Times Square in New York City, distinguishes this area from other commercial areas. This super block of Hollywood Boulevard anchored by the Hollywood & Highland Center development and including the El Capitan, Grauman's Chinese and Kodak Theatre venues, evokes the old glamour and grandeur that Hollywood is known for around the world. The historic and new signage along this super block westerly of Highland Avenue enlivens both daytime and nighttime uses and adds to the ambiance and energy that is symbolic of the Hollywood entertainment industry.

The proposed signage would not block views or vistas of such scenic resources as the Hollywood Sign and Hollywood Hills, or detract from the scenic quality of Hollywood Boulevard. The Open Panel Roof Sign will be lighted from below to limit spillover with the light source not visible from Hollywood Boulevard. The building is three-stories in height and the proposed roof top sign will be at a lower elevation in relation to most other buildings and signage in the area (top of proposed sign- EL 483 feet; Kodak Theatre-EL 511 feet; Hollywood & Highland Center vertical sign-EL 586 feet; 6922 Hollywood Boulevard sign-EL 584 feet; and Renaissance Hotel-EL 601 feet). From the Hollywood Hills, the proposed signage will simply blend with existing lighted signage along Hollywood Boulevard, and will not be noticed from many locations. For instance, from the legendary Yamashiro, a Hollywood Hills restaurant with a spectacular view of the city below, the 50-foot portion of the proposed sign, excluding the open vertical tower element, is barely visible as it is almost completely obscured by existing buildings. Therefore, granting the subject requests will not increase visual clutter in the area.

All material and attachment techniques to be utilized for the signage will be in conformance with Departments of Building and Safety and Fire standards. If there is a period of no advertising or graphic images, or periods between advertising companies, the solid panel will be covered by decorative or seasonal images or a CRA changeable mural project. Approval of the proposed signage will increase the economic viability of the development including the successful

rehabilitation of an existing building and parapet. The renovated building will include two national retail tenants in two-story lease areas that will contribute to a pedestrian oriented ambiance, provide an upgrade of the merchandise available along this portion of Hollywood Boulevard and help with the resurging image of Hollywood Boulevard. The third floor will be renovated for much needed office uses and contribute to the recent emergence of mixed use development in the Hollywood community.

Therefore, granting of such exceptions will not be detrimental to the public welfare or injurious to the property or improvements adjacent to or in the same vicinity of the subject property.

5. That the granting of such exception will be consistent with the principles, intent and goals of the geographically specific plan and any applicable element of the General Plan.

The proposed project is consistent with the following purposes of the Hollywood Sign Ordinance:

- Provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan.
- Promote appropriate and economically viable signage that:
 1. Uses clear, attractive graphics;
 2. Coordinates with the architectural elements of the building on which signage is located;
 3. Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and
- Limit visual clutter by regulating the number, size and location of signs.
- Protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills.
- Protect and enhance major commercial corridors and properties.

The proposed Open Panel Roof Sign has been designed to contribute to the iconic image of Hollywood. Visual clutter will be limited by the removal of an existing billboard sign and massive metal super structure. The Open Panel Roof Sign will not block views to the Hollywood Sign and the Hollywood Hills. The overall development implements goals of both the Hollywood Community Plan and CRA Plan by renovating and rehabilitating a vacant, blighted building and bringing a mix of high quality retail and office uses to this portion of Hollywood Boulevard. The project is also consistent with the goals and objectives of the CRA Amended Design for Development for Signs in Hollywood adopted on January 20, 2005.

The subject property is designated for Commercial-Regional Center land uses corresponding to the C4, C2, P and PB Zones and the project addresses the first Objective of the adopted Hollywood Community Plan:

To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.

To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry;

The Hollywood Community Plan identifies the subject property in the Hollywood Center, the focal point of the Community as identified in the Commerce Sub-section under Land Use, which states, in part:

The focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevard between La Brea (sic) and Gower Street. The Hollywood Center is included in the Hollywood Redevelopment Project area as adopted in May 1986. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region.

The proposed building rehabilitation will contribute to the Hollywood Boulevard Historic District. Therefore, granting the subject request would be in conformance with goals and objectives of the Community Plan.

The proposed renovation will dramatically upgrade the ground floor and restore to use the second and third floors of the building. The project will reduce blight, strengthen the historic district and provide additional office space and in so doing will further the goals and objectives of the adopted Hollywood Redevelopment Plan.

The proposed sign program will dramatically contribute to the special and distinctive signage in Hollywood and will assist in funding the type of renovation and rehabilitation development that is encouraged in this area. Therefore, the granting of the proposed project will be consistent with the principles, intent and goals of the supplemental use district and any applicable element of the General Plan.

D. Project Permit Compliance Findings.

- 1. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.**

The proposed signage includes a "V"-shaped Open Panel Roof Sign with two solid panels for off-site advertising and on-site signage for retail tenants. One existing billboard sign and metal super structure cantilevered above the roof will be removed.

As more specifically described in Attachment "D", Specific Plan Exception findings, the proposed Open Panel Roof Sign has a unique size and placement on the building and is consistent with existing signage along Hollywood Boulevard.

On-site signage will be located above the classic and distinctive segmented arched openings at the first level that will be rehabilitated as part of the renovation and restoration of the building façade.

Therefore, the proposed signage is appropriately scaled to the architectural character of all buildings and structures on the lot and one existing billboard and metal super structure will be removed.

- 2. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.**

The building was first constructed in 1921 with a façade designed with simplified classical elements in a symmetrical arrangement. The proposed Open Panel Roof Sign will be centered over the primary elevation and have a metal frame structure and tower element with night

lighting. This type of signage is reminiscent of the "Seven Seas" neon signage that identified a restaurant and nightclub that opened in the building in 1937.

As conveyed in the Historic Resources Report, dated September 26, 2006, prepared for this development, the proposed rooftop signage will not affect the historic significance or physical integrity of the Hollywood Boulevard Historic District because large architectural signs have played an important role in shaping the image of Hollywood Boulevard and the sign would not obscure any character-defining features on any of the historic buildings in the immediate vicinity.

The proposed on-site tenant identification signage is permitted by the Hollywood Signage Supplemental Use District. Therefore, all proposed signs will result in a complementary enhancement to the architecture on the lot.

3. All existing and proposed signs result in a visually uncluttered appearance.

Proposed signage will replace the existing cluttered appearance of the building. Currently there are multiple identification signs for each tenant, a large, non-permitted Supergraphic Sign that obscures the entire upper floors of the building along Hollywood Boulevard and an existing, legal non-conforming billboard and large free standing metal super structure.

The existing billboard and its metal super structure will be removed. The proposed renovation of the building will result in two, two-level tenant spaces with the third floor renovated for office uses. Only one primary sign is proposed for each of the retail tenants. The new Open Panel Roof Sign with two solid panels will be centered and balanced with two solid panel areas, each framed by open tubular structure and canted easterly and westerly, respectively. This sign will be visually anchored by a vertical tower feature. Therefore, the proposed Open Panel Roof Sign and tenant signage will result in a visually uncluttered appearance.

4. All existing and proposed signs do not obscure street views of Character Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign.

The street views along Hollywood Boulevard will be enhanced by the removal of one existing, approximate 1,625 square foot billboard and metal super structure. The proposed Open Panel Roof Sign will not obscure any street views of character defining features of any historic buildings, historic signage, or the Hollywood Sign. While the subject building is not a designated historic structure, the renovation and rehabilitation of the building façade will contribute to the Hollywood Historic District.

The impact of proposed signage on the Hollywood Hills will be minimal since views of the signage from hillside homes are already obstructed by the Hollywood and Highland Center development, the Renaissance Hotel and the Madison Apartments all northerly of the subject property. Graphic simulation exhibits submitted with this application demonstrate this condition.

5. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5 F of this Ordinance.

Pursuant to Section 5.F of the Hollywood Sign Ordinance, the maximum permitted combined sign area on a lot is four square feet for each foot of street frontage. In the instant situation, there is approximately 100 feet of lineal street frontage along Hollywood Boulevard and approximately 400 square feet of combined signage would be permitted, except that a 300 square foot portion of the solid panel of an Open Panel Roof Signs and Supergraphic Signs are two of eight types of signs specifically excluded from this calculation.

Pursuant to Section 7.H of the Hollywood Sign Ordinance, Open Panel Roof Signs may not exceed 25 percent of the average of the wall area of all sides of the building. In the instant situation, 25 percent of all sides of the building is approximately 6,975 square feet. The proposed Open Panel Roof Sign is approximately 4,958 square feet in area and therefore does not exceed the total square footage allowed.

Any tenant identification wall signage along Hollywood Boulevard will not exceed the maximum 400 square feet permitted by Section 7.P.2 of the Hollywood Sign Ordinance.

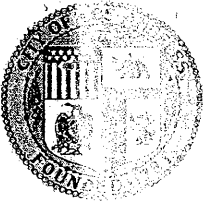
Therefore, subject to approval of the requested Specific Plan Exceptions, all existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5.F of the Hollywood SUD.

D. CEQA Findings.

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared by the City of Los Angeles Community Redevelopment Agency in accordance with the California Environmental Quality Act. The scope of the MND covered both the rehabilitation of the existing structure on the site and the development of the proposed roof-top sign. The Central Area Planning Commission finds that the use of the MND, which was previously adopted by the Los Angeles Community Redevelopment Agency Board in approving the rehabilitation of the building and the approval of a variation from the CRA signage design for development guidelines for the construction of the roof sign, in denying the proposed Specific Plan Exception will result in no environmental effects being changed from what was previously analyzed in the adoption of the MND as follows: The MND found that there be no impact in the areas of Agricultural Resources, Biological Resources and Mineral Resources.

The MND found that there would be less than significant impacts in the areas of Aesthetics, Air Quality, Land Use and Planning, Population and Housing, Recreation, Transportation and Traffic and Utilities and Service Systems.

The MND found that there would be potentially significant impacts unless mitigated in the areas of cultural Resources (possible grading impacts on Archaeological and Paleontological Resources), Geology and Soils (possible impacts caused by grading of the site and exposing graded soils to possible erosion effects by wind or rain and construction on what may be expansive soils), Hazardous Substances (rehabilitation of the building may uncover asbestos or lead based paints), Hydrology and Water Quality (construction on the site could lead to additional storm water runoff from the site), Noise (short term construction noise), and Public Services (rehabilitation of the structure would provide for additional jobs in the area which could lead to additional student enrollment in local schools). Mitigation measures were proposed which would reduce all impacts to less than significance. The Central Area planning Commission in denying the proposed Specific Plan Exception finds that the denial would not change any of the analyzed impacts to a level of significance.



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT



CENTRAL AREA PLANNING COMMISSION

Date: April 10, 2007
Time: 4:30 P.M.
Place: Los Angeles City Hall
 200 North Spring Street, 10th Floor
 Los Angeles, California 90012

Public Hearing: February 9, 2007
Appeal Status: Appealable to City Council

Case No.: APCC-2006-9722-SPE-SPP
CEQA No.: LACRA 6904 Hollywood Boulevard
 Retail/Office Project Mitigated
 Negative Declaration
Incidental Cases: CPC-2003-2115-CRA; CPC-2004-
 4173-SUD
Related Cases: NONE
Council No.: 13
Plan Area: HOLLYWOOD
Specific Plan: Hollywood Signage Supplemental
 Use District
Certified NC: Central Hollywood
GPLU: Regional Center Commercial
Zone: C4-2D-SN

Applicant: CIM/6904 Hollywood/LLC
Representative: Mark Brown, Brown/Meshul, Inc.

PROJECT LOCATION: 6904 Hollywood Boulevard

PROPOSED PROJECT: The removal of an existing 1,625 square foot billboard sign located above the top of the roof of a commercial building and the installation of a new approximately 4,958 square foot, V-shaped, Open Panel Roof sign containing two solid panels, approximately 50-feet in height (60-foot height for decorative tower element), in conjunction with the expansion of the existing building, located on a 13,425 square foot lot classified in the C4-2D-SN zone.

- REQUESTED ACTION:**
1. Pursuant to Section 11.5.7.F of the Municipal Code, an **Exception** from the following sections of the Hollywood Signage Supplemental Use District (Ordinance No. 176,172):
 - a. Section 7.H.2.c to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
 - b. Section 7.H.3 to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
 - c. Section 7.H.4 to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
 - d. Section 7.H.5 to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
 - e. Section 9. D to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
 2. Pursuant to Section Pursuant to Section 11.5.7 of the Municipal Code, a **Project Permit Compliance** with the Hollywood Signage Supplemental Use District.

Attachment to Appeal

FILE COPY

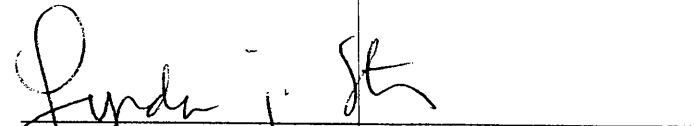
RECOMMENDED ACTIONS:

1. **Deny** the Request as Filed.
2. **Disapprove an Exception** to Section 7.H.2.c of the Hollywood Signage Supplemental Use District to permit a portion of a V-shaped Open Panel Roof Sign to be located within 10 feet of the edge of the roof which is otherwise not permitted.
3. **Disapprove an Exception** to Section 7.H.3 of the Hollywood Signage Supplemental Use District to permit an approximate 2,724 square foot portion of the solid panel of an Open Panel Roof Sign which exceeds 300 square feet to not be included as part of the maximum permitted combined sign area as otherwise required.
4. **Disapprove an Exception** to Section 7.H.4 of the Hollywood Signage Supplemental Use District to permit an approximate 4,958 square foot Open Panel Roof Sign with less than one-third of the sign consisting of open space; less than one-third of the sign consisting of Channel Letters, channel graphic segments or open lighting elements; and a solid panel consisting of more than one third of the total sign area.
5. **Disapprove an Exception** to Section 7.H.5 of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign that is located approximately 71 feet, in lieu of at least 100 feet, from a Solid Panel Roof Sign on an adjoining lot.
6. **Disapprove an Exception** to Section 9. D of the Hollywood Signage Supplemental Use District to permit an Open Panel Roof Sign of 1.86 square feet for every square foot of a legally permitted Billboard sign which is removed from the Supplemental Use District in lieu of the 1.0 square feet otherwise permitted for every square foot removed (approximately 3,024 square feet in lieu of 1,625 square feet of sign area).
7. **Disapprove a Project Permit Compliance** with the Hollywood Signage Supplemental Use District.
8. The Director **Finds** that the previously certified MND is adequate for its determination in the case.
9. **Advise** the applicant that pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and / or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination (NOD) filing.

S. GAIL GOLDBERG, AICP
Director of Planning



Charles Rausch, Senior City Planner



Lynda J. Smith, Hearing Officer
Telephone: (213) 978-1170

PROJECT ANALYSIS

Project Summary

The removal of an existing 1,625 square foot billboard sign located above the top of the roof of a commercial building (approximately 48 feet in height) and the installation of a new approximately 4,958 square foot, V-shaped, Open Panel Roof sign containing two solid panels, approximately 1500 square feet each and 50-feet in height (60-foot height for decorative tower element), in conjunction with the expansion of the existing building, located on a 13,425 square foot lot classified in the C4-2D-SN zone.

Background

The subject property is located within the Hollywood Community Plan area; the Hollywood Signage Supplemental Use District (SUD); the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment Area and the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District. The proposed project as approved by the LACRA includes the rehabilitation of the historic commercial structure, removal of existing signs and proposed development of new signage on the site.

The proposed project will rehabilitate a primary historic structure within the Hollywood corridor, bringing the structure back from a blighted state and introducing national retailers and office development at the site, which will promote the primary goal of the redevelopment of the Hollywood area. The project is located within the immediate proximity of the Hollywood & Highland Center, the El Capitan Theatre and the Kodak and Mann's Chinese Theatres. Redevelopment of the subject site is dependent upon acquisition of the national retailers and development of roof-top signage. The removal of the existing signage will directly support the development of the aesthetics within the Plan area.

While the proposed project is supported by the LACRA, the Council Office and local organizations and property owners for its' positive economic and aesthetic potential, it was discovered during the review process that the proposed open panel roof top sign(s) are not consistent with the specific technical provisions of the Specific Plan and as proposed, would constitute signage that is prohibited by the SUD. While the proposed solid panel design is positive in its' approach, the size of the closed panel portion of the sign, coupled with the lack of

channel letters or graphic segments, is not consistent with the definitions and design requirements of the SUD. The intent of the Hollywood Signage Supplemental Use District is to promote signage that is both appropriate to the SUD and economically viable. While the proposed signage maybe more appropriate than the existing roof-top and wall signage and would substantially support the economic viability and rehabilitation of the proposed use, the proposed design is in violation of the SUD.

FINDINGS

1. **General Plan Land Use Designation.** The subject property is located within the Hollywood Community Plan Area, which was adopted by the City Council on Dec. 13, 1988 (Case No. CPC 18473). The Plan map designates the subject property as Regional Center Commercial with corresponding zones of C4, C2 P and PB. The subject site is also located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District and the Los Angeles Community Redevelopment Agency's (LACRA) Hollywood Redevelopment area.

2. **Hollywood Signage Supplemental Use District (SUD).** The subject property is located within the Hollywood Signage Supplemental Use District. The Plan was adopted by the City Council on August 18, 2004 (Ordinance No. 176,172 Effective date 10/04/04). The Ordinance indicates that signage is an important part of the Hollywood community's architectural history, where marquees on movie palaces, gracefully lettered rooftop signs, projecting signs and the Hollywood sign, are the insignias of Hollywood's famous entertainment district. The ordinance was enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as to control the blight created by poorly placed, badly designed signs throughout the district.

The purpose of the Supplement Use District is to provide for the systematic execution of the Hollywood Community Plan and Redevelopment Plan. Additionally, it's purpose is to promote appropriate and economically viable signage that: Uses clear, attractive graphics; Coordinates with the architectural elements of the building on which signage is located; Reflects a modern, vibrant image of Hollywood as the global center of the entertainment industry; and Compliments and protects the character-defining features of historic buildings. The Supplemental Use District purposes to limit visual clutter by: Regulating the number, size and location of signs; Minimizing potential traffic hazards and protecting public safety; Protecting street views and scenic vistas of the Hollywood Sign and the Hollywood Hills, and; protecting and enhancing major commercial corridors and properties.

Specifically, the Hollywood Signage SUD expressly prohibits the development of Solid Panel Roof Signs, which are further defined as 'A type of roof sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.' The SUD further requires that: All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot. All existing and proposed

signs result in a complementary enhancement to the architecture on the lot; All existing and proposed signs result in a visually uncluttered appearance; All existing and proposed signs do not obscure street views of Character- Defining Features of Historic Buildings, Historic Signage, the Hollywood Hills and the Hollywood Sign; and All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to the Ordinance.

3. Specific Plan Exception Findings.

a. *The strict application of the regulations of the specific plan to the subject property would not result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the specific plan.*

As proposed, the solid, opaque portion of the proposed roof top sign would equal 3,024 square feet, resulting in a sign that would thereby equate to over 60 percent of the sign being comprised of solid, opaque material. An Open Panel roof sign shall not have solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face." Section 5.B.9 of the SUD expressly prohibits the development of Solid Panel Roof Signs.

Section 7.H.4 of the Plan permits a maximum total area of all Open Panel Roof Signs not in excess of 25 percent of the average of the wall area of all sides of the building. The requested total maximum area of 4,958 square feet for development of an Open Panel Roof sign, constitutes an increase of approximately 285 percent. In this case, the roof sign with its central tower element would be 58 feet high while the building itself is only 49 feet high when viewed from Hollywood Boulevard, its primary frontage.

While a positive Finding can be made for locating the sign closer than 10 feet from the edge of the building and locating it closer than 100 feet from an adjacent roof sign, the fact that the proposed sign is a prohibited solid panel roof sign by definition obviates the need to make further Findings on these requests.

Compliance with these regulations would not constitute a practical difficulty or unnecessary hardship inconsistent with the intent of the Specific Plan which is to regulate size, placement and design of signs.

b. There are not exceptional circumstances or conditions that are applicable to the subject property or to the intended use or development of the subject property that do not generally apply to other properties within the specific plan area.

There are no exceptional circumstances or conditions applicable to the subject property, use or development that do not apply to other properties located within the Supplement Use District. Development of the roof-top sign's solid panels can be accomplished on a smaller scale, thus meeting the SUD's definition of an open panel roof sign, and thereby effecting only potential generation of economic resources.

The proposed signs are not in keeping with the architectural scale of the subject building. The proposed sign and associated structure is approximately 60 feet in height. The existing building is approximately 54 feet in height at the highest point. The proposed V-shaped roof sign would cover over half of the width of the subject building along the Hollywood Boulevard frontage, effectively making signage the primary feature of the site.

The fact that the subject structure is only three stories high is not an exceptional circumstance as there are many other buildings of this height within the SUD. The proposed sign is taller than the building to which it is attached and is more than 60 percent of the buildings width. Thus the sign dominates the site and instead of being a proportional accessory to the building, it makes the building a pedestal on which to mount the sign.

Though positive Findings can be made for locating the sign closer than 10 feet from the edge of the building and locating it closer than 100 feet from an adjacent roof sign, the fact that the proposed sign is a prohibited solid panel roof sign by definition obviates the need to make further Findings on these requests.

c. The requested exception is not necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property within the geographically specific plan in the same zone and vicinity but which, because of such special circumstances and practical difficulties or unnecessary hardships is denied to the property in question.

The subject request would grant the applicant the ability to develop an open panel roof sign which would not be in compliance with the established regulations of the SUD and would effectively allow for development of an over-sized, solid panel roof sign, as defined by the SUD,

which is expressly prohibited within the SUD. There are no special circumstances, practical difficulties or unnecessary hardships associated with the subject site that would substantiate the granting of the requested exceptions. The size of the proposed signs is necessary only to support additional revenues for the site and the design of the proposed solid panel is such that they would also support additional revenue generation and are only critical to the economic development of the project.

d. The granting of the exception will be detrimental to the public welfare and injurious to property or improvements adjacent to or in the vicinity of the subject property.

Granting the requested Exceptions would be detrimental to the public welfare and injurious to property and improvements adjacent to and within the vicinity of the subject property in that it would set a precedent allowing for the development of over size signage that is expressly prohibited by the SUD. The requested Exceptions are not appropriate pursuant to Section 11.5.7.G.3 of the LAMC, which indicates that an Amendment to a specific plan shall be required to permit a sign which the specific plan specifically identifies as prohibited. Additionally, an Amendment to a Specific Plan or Supplemental Use District requires that an initial decision be made by the City Planning Commission (not the Area Planning Commission), that notification be given to the public and requires that additional Findings be made to support the adoption of the Amendment, as it ultimately will affect the entire Plan area.

e. The granting of the exception is not consistent with the principles, intent and goals of the specific plan.

As previously stated the SUD expressly prohibits the development of solid panel roof top signs. Granting of the requested Exceptions are not appropriate pursuant to Section 11.5.7.G.3 of the LAMC, which indicates that an Amendment to a specific plan shall be required to permit a sign which the specific plan specifically identifies as prohibited. Additionally, an Amendment to a Specific Plan or Supplemental Use District requires that an initial decision be made by the City Planning Commission (not the Area Planning Commission).

4. **Specific Plan Project Permit Compliance Findings.**

a. *That except as permitted by the approved exceptions, the project does not substantially comply with the applicable regulations, standards and provisions of the specific plan.*

The proposed project does not comply with the applicable regulations, standards and provisions of the specific plan in that the requested exceptions would allow for development of a sign in excess of the established maximum square feet allowed for open panel roof signs and would result in the development of a solid panel roof sign as defined by the Plan and is expressly prohibited by the Plan.

b. *That the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.*

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared for the proposed project. On the basis of the whole of the record before the lead agency including any comments received, the lead agency has found that, with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis.

c. *All existing and proposed signs are not appropriately scaled to the architectural character of all buildings and structures on the lot.*

The proposed signs are not appropriately scaled to the architectural character of the subject building. The subject building is slated for rehabilitation of the façade and expansion, as part of an overall project and is approximately 54 feet in height at the highest point and approximately 99 feet in width along the Hollywood Boulevard street frontage. The proposed V-shaped roof sign and associated structure would be located along this primary street frontage and is proposed to be approximately 60 feet in height from the building roof line. The proposed sign is a v-shaped structure with two equally sized panels. The closed portion of the v structure would face the Hollywood Boulevard frontage and is approximately 61 feet in overall width. The Hollywood Boulevard building façade is approximately 90 feet in width. The proposed sign and

structure would span over 60 percent of the primary building facade roof frontage, effectively making it the primary feature of the site.

d. All existing and proposed signs do not result in a complementary enhancement to the architecture on the lot.

The subject building is located within the National Register of Historic Places' Hollywood Boulevard Commercial and Entertainment District, and is identified as the Seven Seas (State Historic Property No. 074704). The building facade is slated for rehabilitation as part an overall project that would include new tenants and expansion. The existing building is of an architectural style commonly found in commercial areas throughout the Hollywood area, developed during the early 1900's. The rehabilitation of the building would restore the façade of the structure and maintain it's pedestrian orientation at the street level. The proposed sign is not a complementary enhancement to the architecture of the building. While the proposed sign will not impede or cover any historic features of the building, the size, (predominately solid panel with minimal or no open space, no channel lettering or other features consistent with historic signs in the area), will result in a roof sign that predominates the site.

e. All existing and proposed signs do not result in a visually uncluttered appearance.

The proposed V-shaped roof sign and supporting structure is proposed to be over 60 feet in height and width and would result in two solid panels intended to be viewed by vehicular traffic traveling east and west along Hollywood Boulevard. The SUD allows for the placement of more than one Open Panel Roof Sign on a lot that has a street frontage greater than 50 feet. However, the proposed size and placement of the subject signs would result in the development of two signs which would read as solid panel roof signs with minimal reference to the historic sign design promoted by the Plan, thereby resulting in a visually cluttered appearance. In addition, the applicant has proposed additional signage on the façade of the structure which would exceed the maximum allowed square footage for signs on the building.

f. All existing and proposed signs obscure street views of Character defining features of historic buildings, historic signage, the Hollywood hills and the Hollywood Sign.

While the proposed signs do not physically obscure street views of character defining features of the building, the size and placement of the proposed signs would dominate the subject site and effectively over shadow views of the structure.

g. All existing and proposed signs do not exceed the maximum permitted combined sign area allowed pursuant to Section 5F of this Ordinance.

Pursuant to Section 5.F of the SUD, Open Panel Roof Signs are exempt from inclusion in the calculation of the maximum permitted combined sign area, except that Section H.3 of the SUD requires that, that portion of an Open Panel Roof Sign that contains a solid panel which exceeds 300 square feet in area, shall count as part of the maximum permitted combined sign area. Granting of the exception would result in an additional 2,724 square feet of solid panel area that would not count as part of the maximum permitted combined sign area. Additionally, the proposed sign, with a total sign area of 4,958 square feet, would exceed the permitted total area allowed for Open Panel Roof Signs, at 1750 square feet (25 percent of the average of the wall area of all sides of the building), by 3,208 square feet.

5. CEQA Findings.

A Mitigated Negative Declaration (LACRA 6904 Hollywood Boulevard Retail/Office Project Mitigated Negative Declaration) was prepared by the City of Los Angeles Community Redevelopment Agency in accordance with the California Environmental Quality Act. The scope of the MND covered both the rehabilitation of the existing structure on the site and the development of the proposed roof-top sign. The Central Area Planning Commission finds that the use of the MND, which was previously adopted by the Los Angeles Community Redevelopment Agency Board in approving the rehabilitation of the building and the approval of a variation from the CRA signage design for development guidelines for the construction of the roof sign, in denying the proposed Specific Plan Exception will result in no environmental effects being changed from what was previously analyzed in the adoption of the MND as follows:

The MND found that there be no impact in the areas of Agricultural Resources, Biological Resources and Mineral Resources.

The MND found that there would be less than significant impacts in the areas of Aesthetics, Air Quality, Land Use and Planning, Population and Housing, Recreation, Transportation and Traffic and Utilities and Service Systems.

The MND found that there would be potentially significant impacts unless mitigated in the areas of cultural Resources (possible grading impacts on Archaeological and Paleontological Resources), Geology and Soils (possible impacts caused by grading of the site and exposing graded soils to possible erosion effects by wind or rain and construction on what may be expansive soils), Hazardous Substances (rehabilitation of the building may uncover asbestos or lead based paints), Hydrology and Water Quality (construction on the site could lead to additional storm water runoff from the site), Noise (short term construction noise), and Public Services (rehabilitation of the structure would provide for additional jobs in the area which could lead to additional student enrollment in local schools). Mitigation measures were proposed which would reduce all impacts to less than significance. The Central Area planning Commission in denying the proposed Specific Plan Exception finds that the denial would not change any of the analyzed impacts to a level of significance.

PUBLIC HEARING AND COMMUNICATIONS

Public Hearing

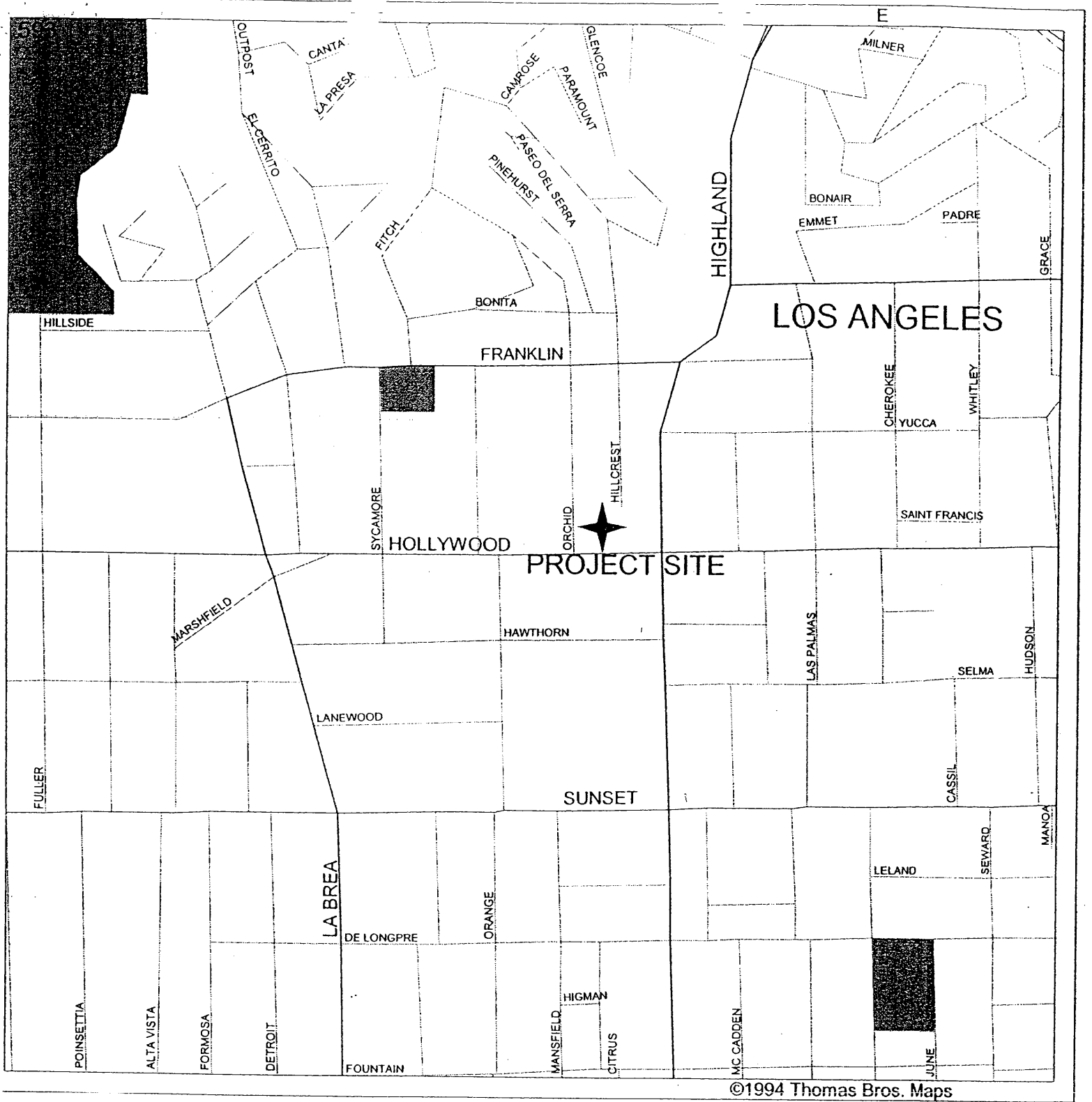
A Public hearing was held on this matter 9:00 a.m., Friday, February 9, 2007 at the Los Angeles City Hall, 200 North Spring Street, 10th Floor. Approximately 15 people were present.

Summary of Public Hearing Testimony

Nine speakers gave testimony including a representative from the affected Council Office. Eight speakers including the applicant and the representative spoke in favor of the project. One speaker spoke in support of the restoration, but not in support of the proposed sign project. Speakers from the representing the Hollywood Chamber of Commerce, the Central Hollywood Neighborhood Council and Hollywood Heritage spoke. General comments were as indicated:

Comments in Support:

Building located across from Hollywood & Highland project;
Building currently contains large billboard;
Building to be restored;
New development will include retail and office uses;
Off site ads will aid in renovation of project;
Placement of sign is reflective of existing conditions along Hollywood Boulevard (in-fill development, auto orientation);
Adjacent sign is located many stories above proposed sign;
General support for project;
Supports major retailers coming to building/area;
Concerns related to possible loss of view shed from hills were eased;
Project cleans up one of the last buildings in need of rehab in area;
Speaker happy that façade is being upgraded
Support for project that helps to bring Hollywood back;
Support for work of CIM group;
Applicants have done many excellent projects in area;
Applicants response to community is excellent;
Exception requests are part of due-process;
LACRA has reviewed environmental and made recommendation;
Building location and view corridor limits placement of sign on the lot;



VICINITY MAP

SITE : 6904 HOLLYWOOD BLVD.

APCC 2006 9722

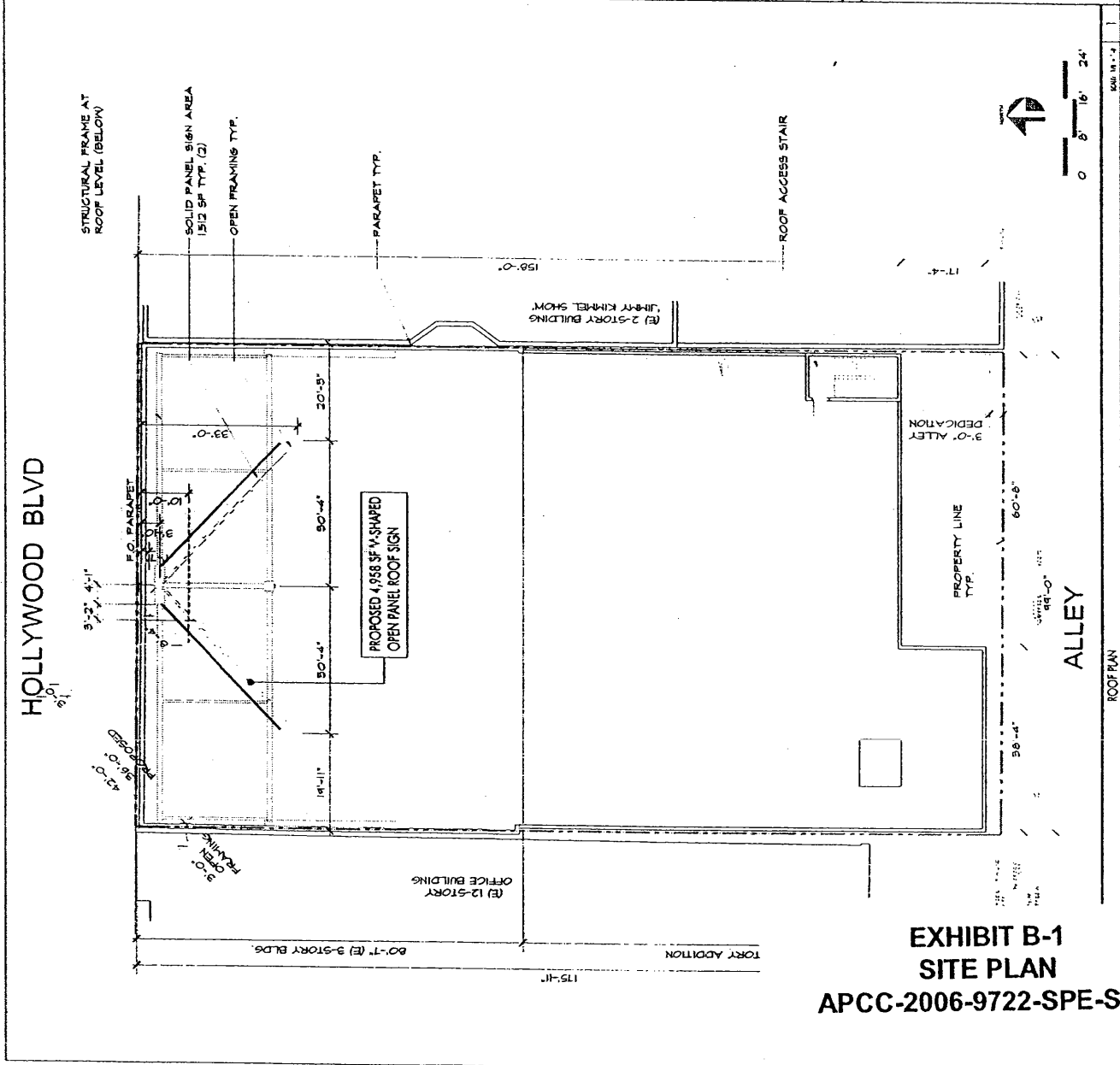
GC MAPPING SERVICE

711 MISSION STREET, SUITE
 SOUTH PASADENA CA 910
 (626) 441-1080, FAX (626) 441-
 GCMAPPING@RADIUSMAPS.C

EXHIBIT A-1
 VICINITY MAP
 APCC-2006-9722-SPE-SPP

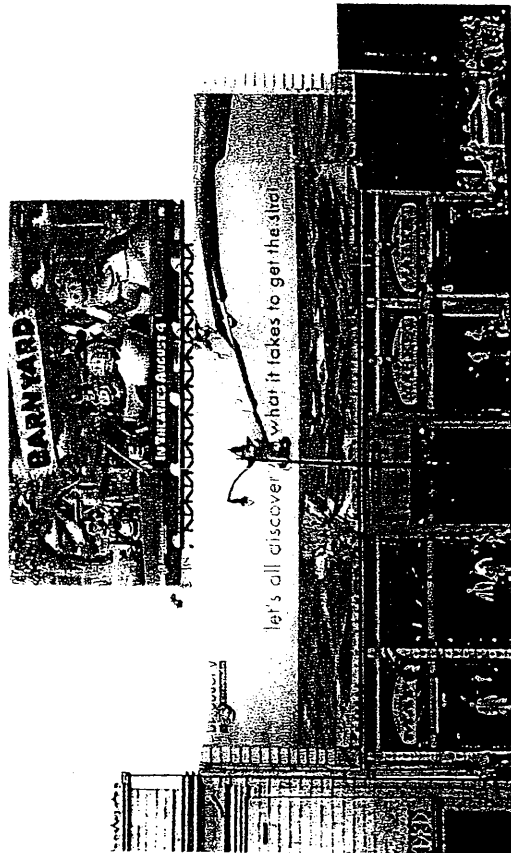
<p>McKenty Malak ARCHITECTS 221 East Colton Ave, Suite 210 Pasadena, California 91101-2200 PH: 626-791-1111 FAX: 626-791-1117</p>	<p>CIM CIVIL ENGINEERING 1000 HOLLYWOOD BLVD, SUITE 200 HOLLYWOOD, CA 90028 PH: 323-762-2400</p>	<p>PROJECT NO.:</p>	<p>6904 HOLLYWOOD BLVD 6904 Hollywood Boulevard Hollywood, California 90028</p>	<p>ISSUES / REVISIONS</p> <table border="1"> <thead> <tr> <th>No.</th> <th>DATE</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>11/11/06</td> <td>ISSUE FOR PERMITS</td> </tr> </tbody> </table>	No.	DATE	DESCRIPTION	1	11/11/06	ISSUE FOR PERMITS	<p>JOB NUMBER: 05102.PMA DRAWN BY: STAFF DATE: 06/06/06 SHEET DESCRIPTION:</p>	<p>SITE PLAN SHEET NUMBER: A002</p>
No.	DATE	DESCRIPTION										
1	11/11/06	ISSUE FOR PERMITS										

<p>SIGN AREA</p> <p>PROPOSED V-SHAPED OPEN PANEL ROOF SIGN AREA, TOTAL: 4,156 SF</p> <p>PROPOSED SOLID PANEL SIGN AREA, (15/2 SF X 2): 3,024 SF</p> <p>PROPOSED TENANT MALL SIGNAGE 100 LIN FT. X 2 X 2 (SEE SHEET A003 FOR LOCATION): 400 SF</p>	<p>LEGAL DESCRIPTION</p> <p>LEGAL DESCRIPTION: (PER DEED RECORDED AS INST. NO. 16-208804S)</p> <p>THAT CERTAIN REAL PROPERTY, COMMONLY KNOWN AS 6902-6912 HOLLYWOOD BOULEVARD, LOS ANGELES, CALIFORNIA 90028, AND DESCRIBED AS FOLLOWS:</p> <p>THE WEST 8 FEET OF LOT 14, ALL OF LOT 16, AND THE EAST 14 FEET OF LOT 16 OF HOLLYWOOD BONNIE BREWER TRACT, IN THE CITY OF HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 5, PAGE 30 OF MAPS IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.</p>
--	--

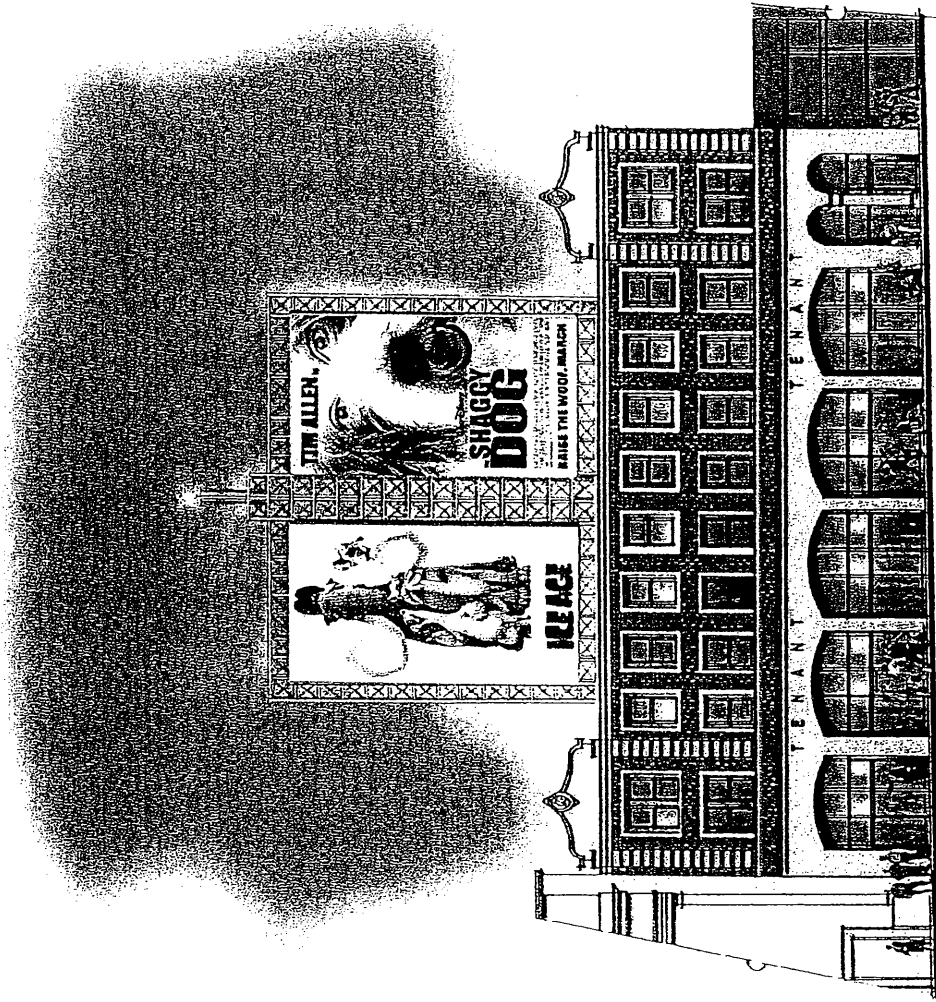


APCC: 2006 9722

**EXHIBIT B-5
ELEVATION
APCC-2006-9722-SPE-SPP**



EXISTING BUILDING ELEVATION



PROPOSED BUILDING ELEVATION (42'H. X 36'W. 1,512 Sqft)

Source: McKently Malak Architects, September 21, 2006.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure 8
Existing and Proposed
Building Elevations



Community Redevelopment Agency
of the CITY OF LOS ANGELES

RECEIVED

DATE / September 28, 2006

FILE CODE /

354 South Spring Street / Suite 800
Los Angeles / California 90013-1258

SEP 28 2006

T 213 977 1600 / F 213 977 1665
www.crala.org

APCC 2006 9722 BROWN/MESHUL

TO: ALL INTERESTED AGENCIES, ORGANIZATIONS AND PERSONS

SUBJECT: NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION
FOR THE 6904 HOLLYWOOD BOULEVARD RETAIL/OFFICE PROJECT

A Mitigated Negative Declaration has been prepared for the proposed project described below. Public notice is hereby given that the Community Redevelopment Agency of the City of Los Angeles (Agency) will consider adoption of the Mitigated Negative Declaration and approval of the proposed project.

Project Location

The project site is located at 6904 Hollywood Boulevard, Los Angeles, CA 90028. The site is within the block bounded by Hollywood Boulevard to the north, North Orange Drive to the west, North Highland Avenue to the east, and West Hawthorn Avenue to the south.

Project Description

Development of the proposed 6904 Hollywood Boulevard Retail/Office project would include rehabilitation and restoration of 24,000 square feet of an existing 26,250 square foot building, along with construction of new floor area space behind the existing building. Rehabilitation and restoration activities would include the rehabilitation and restoration of the front façade of the three-story building and the re-creation of the original building parapet. An exterior one-story 2,250-square-foot addition to the building would be demolished and the existing surface parking area would be removed and replaced with both new floor area and a new loading dock. Once the one-story addition is demolished, the existing south wall would be removed and a new 22,600 square foot, three-story addition would be constructed behind the existing building. Approximately 93 parking spaces will be available to the proposed project on a lot immediately adjacent to the project site.

Public Review

The review period begins on October 2, 2006 and will end on October 23, 2006. The Mitigated Negative Declaration and Initial Study are available for review at the following locations:

- The Records Department of the Community Redevelopment Agency, Suite 500, 354 S. Spring Street, Los Angeles, CA 90071;
- Los Angeles Central Library, 630 W. 5th St., Los Angeles, CA 90071
- CRA/LA's Hollywood Site Office at 6255 Sunset Blvd. Suite 2206 Hollywood CA 90028

Interested parties may also obtain copies of the document at the Agency's Records Department at the cost of 20 cents per page, or visit www.crala.org.

Comments must be submitted in writing by 5:00 pm, October 23, 2006 to Robert Manford, City Planner, Community Redevelopment Agency, 354 Spring Street, Suite 700, Los Angeles, California 90013; or fax to: 213

EXHIBIT C
LACRA 6904 HOLLYWOOD BLVD
RETAIL/OFF. PROJECT
MND
APCC 2006 0722 BRF 000



OFFICE:

Downtown

Van Nuys

Department of City Planning
Los Angeles

266634

Date 6/7/07

City Planning Request

NOTICE: The staff of the Planning Department will analyze your request and accord the same full and impartial consideration to your application, regardless of whether or not you obtain the services of anyone to represent you.

This filing fee is required by Chapter 1, Article 9, L.A.M.C.

Applicant <u>Robert W. Nudelman - Hollywood Heritage</u>			
Representative <u>same</u>			
Project Address <u>6904 W. Hollywood Blvd. 90028</u>			
Telephone Number <u>323-493-1968</u>			
Case Number and Description	Task	SubTask	Ordinance Fee
<u>APCC-2006-9722-SPE-SPP-1A(A1)</u>			\$ <u>64</u> —
			\$
			\$
			\$
			\$
		Sub Total Fees Paid	\$ <u>64</u> —
OSS Surcharge - 2%			\$ <u>1</u> —
Development Surcharge - 6%			\$ <u>4</u> —
Operating Surcharge - 7%			\$ <u>4</u> —
Expediting Fee			\$
Bad Check Fee			\$
Miscellaneous/Photocopy			\$
			\$
		TOTAL FEES PAID	\$ <u>73</u> <u>00</u>

() Cash
 Check # 1645
() Money Order # _____

Council District 13
Plan Area Hollywood

LA Department of Buildings and Safety
LA 05 10 201281 06/07/07 03:59PM

Processed by Daisy Mo [Signature]
Print & sign

PLAN & LAND USE	\$64.0
ONE STOP CITY PL	\$1.0
DEVELOPMT SURCHG	\$4.0
OPERATING SURCHG	\$4.0

Total Due: \$73.0
Check: \$73.0





DETERMINATION MAILING
APCC 2006-9722-SPE
MAILING DATE: 05/23/07 DJ

Anthony Kassas, MMI Titan, Inc.
12900 Park Plaza Drive 6th floor
Cerritos, CA 90703

Douglas Emmett 1998, LLC
808 Wilshire Blvd. 200
Santa Monica, CA 90401

John Ryan
PO Box 18823
New Port Beach, CA 92660

✓
Joe Wong
CIM/6904 Hollywood, LLC
Los Angeles, CA 90028

Dennis Richardson
537 Ocampo Drive
Pacific Palisades, CA 90272

✓
Ed Nash
JED Properties, LLC
5727 Etiwanda Ave. 3
Tarzana, CA 91356

Charles Ziarko
1850 Whitley Ave. 914
Los Angeles, CA 90028

Ernesto Perez
1850 Whitley Ave.
Los Angeles, CA 90028

✓
Robert Nudelman
1737 N. Whitley Ave. 300
Hollywood, CA 90028

Andy Goodman
2509 Huntington Lane
Redondo, CA 90278

Todd Lindgren
Hollywood Chamber
7018 Chamber
Hollywood, CA 90028

Alison Becker CD 13
City Hall Room 470
MS 222

CRLA/LA
354 S. Spring Street 800
Los Angeles, CA 90013
MS 182

Central Hollywood NC
Scott Campbell
1306 N. McCadden Pl.
Hollywood, CA 90028

Greig Asher CD 11
City Hall Room 415
MS 218

GIS Section – Fae Tsukamoto
200 N. Spring St. 8th Floor
MS 395

Jim Tokunaga
City Hall Room 601
MS 395

✓
Mark Brown
Brown/Meshul, Inc.
11835 W. Olympic Bl., Ste. 285
Los Angeles, CA 90064

