

**CENTRAL LOS ANGELES AREA PLANNING COMMISSION  
REGULAR MEETING AGENDA  
TUESDAY, JULY 9, 2019, AFTER 4:30 P.M.  
LOS ANGELES CITY HALL  
200 NORTH SPRING STREET, ROOM 1070  
LOS ANGELES, CA 90012**

Jennifer Chung-Kim, President  
Oliver DelGado, Vice President  
Jennifer Barraza Mendoza, Commissioner  
Ilissa Gold, Commissioner  
Nicholas Schultz, Commissioner

Vincent P. Bertoni, AICP, Director  
Kevin J. Keller, AICP, Executive Officer  
Shana M. M. Bonstin, Deputy Director  
Tricia Keane, Deputy Director  
Arthi L. Varma, AICP, Deputy Director  
Lisa M. Webber, AICP, Deputy Director

Etta Armstrong, Commission Executive Assistant I  
[apccentral@lacity.org](mailto:apccentral@lacity.org)  
(213) 978-1128

**POLICY FOR DESIGNATED PUBLIC HEARING ITEMS**

Pursuant to the Commission's general operating procedures, the Commission at times must necessarily limit the speaking times of those presenting testimony on either side of an issue that is designated as a public hearing item. In all instances, however, equal time is allowed for presentation of pros and cons of matters to be acted upon. All requests to address the Commission on public hearing items must be submitted prior to the Commission's consideration on the item. **EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT.**

Written submissions are governed by Rule 4.3 of the Central Los Angeles Area Planning Commission Rules and Operating Procedures. All submissions after 3:00 p.m. Thursday before the Commission meeting, up to and including the day of the meeting, are limited to two (2) pages plus accompanying photographs, and must include the case number and agenda item number on the first page. 12 hard copies must be submitted to the Commission Executive Assistant the day of the meeting. Electronic submissions will not be accepted within this time period. Submissions that do not comply with these rules will be stamped "**File Copy. Non-complying Submission.**" Non-complying submissions will be placed into the official case file, but they will not be delivered to or considered by the Commission, and will not be included in the official administrative record for the item at issue.

The Commission may RECONSIDER and alter its action taken on items listed herein at any time during this meeting or during the next regular meeting, in accordance with the Commission Policies and Procedures and provided that the Commission retains jurisdiction over the case. **In the case of a Commission meeting cancellation, all items shall be continued to the next regular meeting date or beyond, as long as the continuance is within the legal time limits of the case or cases.**

Sign language, interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request no later than **seven (7) days** prior to the meeting by calling the Commission Executive Assistant at (213) 978-1128 or by email at [apcccentral@lacity.org](mailto:apcccentral@lacity.org).

If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

AGENDAS are posted for public review in the Main Street lobby of City Hall East, 200 N. Main Street, Los Angeles, California, and are online at <http://planning.lacity.org>. Agendas, Draft and Adopted Minutes are available online at <http://planning.lacity.org>, by selecting "Commissions & Hearings", "Central Los Angeles", "Agendas", under the specific meeting date. The Draft Minutes under Item 1 will also be available on the day of the meeting. Meeting Minutes are also available to the public at the Commission Office, 200 North Spring Street, Room 272, Los Angeles, from 8:00 a.m. to 4:00 p.m. Monday through Friday.

***Información en español acerca de esta junta puede ser obtenida llamando al (213) 978-1300***

1. **DEPARTMENTAL REPORT AND COMMISSION BUSINESS**

- Items of Interest
- Advanced Calendar
- Commission Requests
- Approval of Minutes – June 25, 2019

2. **NEIGHBORHOOD COUNCIL**

Presentation by Neighborhood Council representatives on any neighborhood council resolution, or community impact statement filed with the City Clerk, which relates to any agenda item listed or being considered on this agenda.

3. **GENERAL PUBLIC COMMENT**

The Commission shall provide an opportunity in open meetings for the public to address it **on non-agenda items**, for a cumulative total of up to thirty (30) minutes, on items of interest to the public that are within the subject matter jurisdiction of the Commission.

PERSONS WISHING TO SPEAK MUST SUBMIT A SPEAKER'S REQUEST FORM. ALL REQUESTS TO ADDRESS THE COMMISSION ON **NON-AGENDA ITEMS** AND ITEMS OF INTEREST TO THE PUBLIC THAT ARE WITHIN THE JURISDICTION OF THE COMMISSION MUST BE SUBMITTED PRIOR TO THE COMMENCEMENT OF THE PUBLIC COMMENT PERIOD.

4. **RECONSIDERATIONS**

- MOTIONS TO RECONSIDER** - The Commission may make a motion to reconsider a Commission Action on any agenda items from its previous meeting, consistently with the Commission Rule 8.3, provided the Commission retains jurisdiction over the matter.
- MERITS OF ANY ITEM THE COMMISSION HAS VOTED TO RECONSIDER** - If a majority of the Commission has approved a motion to reconsider a Commission Action, the Commission may address the merits of the original Commission Action.

5. **APCC-2018-6929-SPE-SPP**

CEQA: ENV-2013-2813-EIR  
Plan Area: Hollywood

Council District: 13 – O'Farrell  
Last Day to Act: 07-10-19

**PUBLIC HEARING REQUIRED**

**PROJECT SITE:** 5901-5925 West Sunset Boulevard; 1515-1525 North Bronson Avenue

**PROPOSED PROJECT:**

Master Sign Program to permit one wall sign on the north and one wall sign on either the south or east elevation flush-mounted on the mechanical penthouse walls located on the building's roof and ten wall signs and four projecting signs to be located at or near the ground floor.

**REQUESTED ACTIONS:**

1. Pursuant to CEQA Guidelines Section 15162 and 15164, in consideration of the whole of the administrative record, that the Project was assessed in the previously certified Environmental Impact Report (ENV-2013-2813-EIR) and certified on August 2016, and no subsequent EIR or Negative Declaration is required for the approval of the Project;
2. Pursuant to Los Angeles Municipal Code (LAMC) Section 11.5.7 F.2, a Specific Exception from Section 5.E of the Hollywood Signage Supplemental Use District to allow more than two square-feet of maximum combined sign area for each linear foot of street frontage. At no time shall the total sign area exceed 3,964 square-feet;
3. Pursuant to LAMC Section 11.5.7 F.2, a Specific Plan Exception from Section 7.L.1(a) of the Hollywood Signage Supplemental Use District to allow two wall signs to be located approximately 184 to 202 feet in height above grade in lieu of the maximum 35-feet in height above grade requirement of the Hollywood Signage Supplemental Use District;
4. Pursuant to LAMC Section 11.5.7.F.2, a Specific Plan Exception from Section 7.L.2 of the Hollywood Signage Supplemental Use District to allow two wall signs (one sign at a maximum 2,250 square-feet and one sign at a maximum 1,404 square-feet) to exceed the maximum 300 square-feet allowed for each sign per the Hollywood Signage Supplemental Use District;
5. Pursuant to LAMC Section 11.5.7 C, a Project Permit Compliance to allow for a Master Sign Program to permit one wall sign on the north and one wall sign on either the south or east elevation flush-mounted on the mechanical penthouse walls located on the building's roof and ten wall signs and four projecting signs to be located at or near the ground floor.

**Applicant:** Chris Pearson  
Representative: Peter Gutierrez

**Staff:** Tina Vacharkulksemsuk  
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The next regular meeting of the Central Los Angeles Area Planning Commission  
will be held at **4:30 p.m.** on **Tuesday, July 23, 2019** at

**Los Angeles City Hall  
200 North Spring Street, Room 1070  
Los Angeles, California 90012**

An Equal Employment Opportunity/Affirmative Action Employer as a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate. The meeting facility and its parking are wheelchair accessible. Language interpreters, sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request no later than (7) seven working days prior to the meeting by calling the Commission Executive Assistant at (213) 978-1128 or by e-mail at [apccentral@lacity.org](mailto:apccentral@lacity.org).