

**CENTRAL LOS ANGELES AREA PLANNING COMMISSION
REGULAR MEETING AGENDA
TUESDAY, SEPTEMBER 10, 2024 AFTER 4:30 P.M.
LOS ANGELES CITY HALL
200 NORTH SPRING STREET, 10TH FLOOR, ROOM 1010
LOS ANGELES, CA 90012**

**Meeting presentations will be made available here (<https://tinyurl.com/CentralAPC9-10-24>) by Friday, September 6, 2024.
Compliant Day of Submissions will be added to this drive.**

Maleena Lawrence, President
Steve Kang, Vice President
Julie Stromberg, Commissioner
Vacant, Commissioner
Vacant, Commissioner

Vincent P. Bertoni, AICP, Director
Shana M. M. Bonstin, Deputy Director
Haydee Urita-Lopez, Deputy Director
Arthi L. Varma, AICP, Deputy Director
Lisa M. Webber, AICP, Deputy Director

Cecilia Lamas, Commission Executive Assistant II
apccentral@lacity.org
(213) 978-1299

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. Every person wishing to address the commission in person must complete a speaker's request form and submit it to the Commission staff.

CENTRAL LOS ANGELES AREA PLANNING COMMISSION MEETINGS CAN BE LISTENED TO BY DIALING (213) 621-2489 OR (818) 904-9450.

YOU CAN ALSO VIEW THE MEETING ONLINE VIA ZOOM AT: <https://planning-lacity-org.zoom.us/j/84690620024> AND USE MEETING ID: 846 9062 0024 AND PASSCODE 686062. Members of the public who wish to participate in the meeting and offer verbal public comment remotely to the Central Los Angeles Area Planning Commission can either access the link located above or call (213) 338-8477 or (669) 900-9128 and use **Meeting ID No. 846 9062 0024** and then press #. Press # again when prompted for participant ID. Please use **Meeting Passcode 686062**. For hybrid meeting participation information, please click [here](#). The ability to provide public comment remotely, an optional participation feature, may be subject to technical issues. Should technical difficulties occur or persist, the in-person meeting shall continue to be conducted. **Remote participation is available only for those wishing to provide public comment; Applicants, Appellants, and/or Representatives are required to attend the meeting in person.**

Written submissions, which are optional, may be submitted prior to, or at, the meeting. These submissions are governed by the Central Los Angeles Area Planning Commission Rules and Operating Procedures posted online at <https://planning.lacity.org>. However, please see submission guidelines below which have been modified to accommodate the hybrid meeting format.

Initial Submissions, not limited as to volume, must be received by the Commission Executive Assistant no later than by 4:00 p.m. on the Monday prior to the week of the Commission meeting. Materials are to be emailed to apccentral@lacity.org. **Secondary Submissions** in response to a Staff Recommendation Report or additional comments must be received electronically no later than 3:00 p.m., Thursday of the week prior to the Commission meeting. Submissions, including exhibits, shall not exceed ten (10) pages and must be submitted electronically to apccentral@lacity.org. Photographs do not count toward the page limitation. **Day of Hearing Submissions** after 3:00 p.m. on Thursday before the commission meeting up to and including the day of the meeting are limited to 2 pages plus accompanying photographs. Day of Hearing Submissions are to be submitted electronically to apccentral@lacity.org and 12 hard copies must be submitted at the in-person meeting. 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 Rules and Operating Procedures and provided that the Commission retains jurisdiction over the case. If a Commission meeting is canceled or adjourned due to lack of quorum, all remaining agenda items shall be continued to the next regular meeting or beyond as long as the continuance is within the legal time limits of the case or cases.

Requests for reasonable modification or accommodation from individuals with disabilities, consistent with the Americans with Disabilities Act can be made by contacting the Commission Executive Assistant at (213) 978-1299 or by email at

apccentral@lacity.org no later than three working days (72 hours) prior to the meeting. For Telecommunication Relay Services for the hearing impaired, please see the information located on the last page of this agenda.

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 described in this notice, 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 and Adopted Minutes are available online at <http://planning.lacity.org>, by selecting "About," "Commissions, Boards & Hearings," filter by "Central Los Angeles Area Planning Commission." For additional information regarding the format of this telephonic public meeting, please visit our website at <http://planning.lacity.org>.

If you would like to receive a determination letter for any item on today's agenda, please email your request to apccentral@lacity.org. Please include your contact information (email or mailing address) and the case number associated with the item.

Información en español acerca de esta junta puede ser obtenida llamando al (213) 978-1300. Servicios de traducción al español están disponibles, de ser solicitados con un mínimo de 72 horas de anticipación, en todas las juntas de la comisión.

1. DIRECTOR'S REPORT AND COMMISSION BUSINESS

- Legal actions and issues update
- Items of Interest
- Advance Calendar
- Commission Requests
- Meeting Minutes – March 12, 2024; April 9, 2024; June 11, 2024

2. NEIGHBORHOOD COUNCIL POSITION STATEMENTS ON AGENDA ITEMS

Presentations 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. The Neighborhood Council representative shall provide the Board or Commission with a copy of the Neighborhood Council's resolution or community impact statement by email to apccentral@lacity.org. At the Chair's discretion, presentations of Neighborhood Councils on any matter listed on the agenda for this Commission meeting may be taken at the time the agenda item is taken for consideration.

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.

Members of the public who wish to participate in the meeting and offer public comment to the Central Los Angeles Area Planning Commission, can either access the link located at the top of this agenda or call **(213) 338-8477** or **(669) 900-9128** and use **Meeting ID No. 846 9062 0024** and then press #. Press # again when prompted for participant ID. Please use **Meeting Passcode 686062**.

4. **RECONSIDERATIONS**

- a. 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 9.3, provided the Commission retains jurisdiction over the matter.
- b. 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. **DIR-2024-2175-MSC-1A** **LADBS Permit No. 24048-10000-00158**

Council District: 13 – Soto-Martinez
Last Day to Act: 09-10-24

CEQA: N/A
Plan Area: Hollywood
Related Case: CPC-2002-1221-DA

PUBLIC HEARING REQUIRED

PROJECT SITE: 1555 North Vine Street
(1501 – 1559 North Vine Street; 6333 West Sunset Boulevard;
6334 West Selma Avenue)

PROPOSED PROJECT:

Removal of an existing static sign, located at the northwest corner of Sunset Boulevard and Vine Street, and the installation of a new digital sign. The existing sign is 54 feet in height and 18 feet in width, resulting in a total area of 972 square-feet, and it is installed along a curved architectural feature of the building which is called the 'Icon Tower'. The Applicant proposes the removal of the existing sign and installation of a larger digital sign in the same location, which would have a height of 50 feet and width of 22 feet, resulting in a total sign area of approximately 1,105 square-feet.

APPEAL:

On March 26, 2024, the Department of City Planning issued a written determination that the installation of an approximately 1,105 sf digital sign is not permitted by Ordinance 174,546. The Applicant is appealing this determination utilizing the appeal procedures of LAMC Section 11.5.14.D.5.(g) with the Central Los Angeles Area Planning Commission as the appellate body.

The Central Area Planning Commission shall consider:

1. Based on the whole of the administrative record, the Project is exempt from the California Environmental Quality Act (CEQA), pursuant to Public Resources Code 21080(b)(5) and pursuant to CEQA Guidelines, Section 15061(b)(4) and 15270, as CEQA does not apply to a project that is rejected or disapproved; and
2. Pursuant to Los Angeles Municipal Code Section 11.5.14. D.5.(g), an Appeal of the denial of a building permit clearance for the Hollywood Sign Supplemental Use District under Building Permit Application No. 24048-10000-00158, dated March 26, 2024, for the removal of an existing 972 square-foot static sign and the installation of a new, approximately 1,105 square-foot digital sign.

*Note: Pursuant to Development Agreement Ordinance No. 175,805 (Contract Number C-106523) and Section 2. of Ordinance 174,546, the Administrator of the Community Redevelopment Agency "CRA" (or their designee) shall have the authority to approve signs which are in conformance with the Hollywood Redevelopment Plan, the "Sunset and Vine Signage Program" designated Attachment L of Council File No. 02-0401, and the the "Sunset and Vine Sign Standards" designated Attachment B of transmittal letter from CRA, dated April 9, 2002, contained in Council File No. 02-0401. Per Section 4 of Ordinance 174,546, whenever any ambiguity exists related to the signs permitted by the Ordinance, the Administrator of the CRA shall issue written determinations on the requirements of the Ordinance

consistent with the purpose and intent of the Ordinance. The applicant may appeal the determination of the Administrator to the Board of Commissioners of the CRA. The Land Use provisions of the Redevelopment Plans, and guidelines adopted pursuant to such Redevelopment Plans that govern land use or development, were transferred to the City pursuant to California Health and Safety Code Section 34173(i). As such, the responsibilities pertaining to land use regulations have transferred from the CRA Administrator to the City.

**Applicant/
Appellant:**

WM Sunset & Vine LP
Representative: Kyndra Casper, Esq., DLA Piper LLP

Staff:

Valentina Knox-Jones, City Planner
valentina.knox.jones@lacity.org
(213) 978-1741

The next regular meeting of the Central Los Angeles Area Planning Commission will be held on **Tuesday, September 24, 2024 after 4:30 p.m.**

Los Angeles City Hall
200 North Spring Street, Room 1010
Los Angeles, CA 90012

Notice to Paid Representatives:

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

Reasonable Accommodations Consistent with Federal and State Law

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services must be requested **72 hours prior to the meeting** by calling the Commission Executive Assistant at (213) 978-1299 or by email at apccentral@lacity.org.

Telecommunication Relay Services

Telephone communication is one of the most important forms of communication in society today. Due to advancements in technology, telephone devices have evolved with new services and capabilities. Individuals who are deaf and hard of hearing, and individuals with a speech disability are following these trends and are rapidly migrating to more advanced telecommunications methods, both for peer-to-peer and third-party telecommunications relay service (TRS) communications.

Telecommunications Relay Service is a telephone service that allows persons with hearing or speech disabilities to place and receive telephone calls. TRS is available in all 50 states, the District of Columbia, Puerto Rico and the U.S. territories for local and/or long distance calls. TRS providers - generally telephone companies - are compensated for the costs of providing TRS from either a state or a federal fund. There is no cost to the TRS user.

What forms of TRS are available? There are several forms of TRS, depending on the particular needs of the user and the equipment available: TRS includes: Text to Voice TTY-Based TRS; Speech-to-Speech Relay Service; Shared Non-English Language Relay Service; Captioned Telephone Relay Service; Internet Protocol Relay Service; and Video Relay Service. Please visit this site for detailed descriptions, <https://www.fcc.gov/consumers/guides/telecommunications-relay-service-trs>.

Don't hang up! Some people hang up on TRS calls because they think the Communications Assistant (CA) is a telemarketer. If you hear, "Hello. This is the relay service ..." when you pick up the phone, please don't hang up! You are about to talk, through a TRS provider, to a person who is deaf, hard-of-hearing, or has a speech disability.

For more information about FCC programs to promote access to telecommunications services for people with disabilities, visit the FCC's Disability Rights Office website.