

MEMORANDUM

6

DATE: NOVEMBER 3, 2011

TO: CRA/LA BOARD OF COMMISSIONERS

FROM: CHRISTINE ESSEL, CHIEF EXECUTIVE OFFICER

STAFF: BARRON MCCOY, REGIONAL ADMINISTRATOR
MICHELLE BANKS-ORDONE, PROJECT MANAGER
STEVEN JONES, SENIOR PLANNER

SUBJECT: **Midtown Crossing Project Signage Variation.** Minor Variations for signage from Mid-City Recovery Redevelopment Plan's signage standards to allow five (5) signs in excess of 100 square feet each, in lieu of 100 square foot maximum, on Midtown Crossing retail development at 4550 West Pico Boulevard in the Mid-City Recovery Redevelopment Project Area HOLLYWOOD & CENTRAL REGION (CD 10)

MD2020
100152

RECOMMENDATION(S)

That the CRA/LA Board of Commissioners take the following actions:

1. Approve five (5) Minor Variations from the requirements of Resolution 6032 adopted under Sections 507 and 520 of the Redevelopment Plan for the Mid-City Recovery Redevelopment Project Area to individually allow five (5) signs in excess of the maximum individual size (100 sf) permitted; and
2. Authorize the Chief Executive Officer or designee to sign off on the sign permit application(s) for the above-referenced five (5) signs, subject to confirmation from the City of Los Angeles that all of the said five (5) signs, as they are currently-proposed, have been approved by all applicable City departments.

SUMMARY

CIM Group, the developer of the three level, 383,000 square foot retail development at its 11.3 acre 4550 West Pico Boulevard site (Attachment A) is proposing five (5) individual on-site signs in excess of the 100 square foot individual maximum size allowed by the Mid-City Recovery Redevelopment Plan ("Plan"). The five proposed signs range in size from 264 square feet to 900 square feet. (See Attachment B.)

A "Resolution Adopting a Design for Development Prohibiting the Construction of Pole Sign and Billboard Structures and Providing Standards for other Sign Structures in the Mid-City Recovery Redevelopment Project Area ("Resolution")" (Attachment C) was adopted on February 21, 2002 by the CRA/LA Board of Commissioners under provisions of the Plan. These signage standards provide size regulations for signage and allow for minor variations to the signage guidelines after review by the Project Area Committee (PAC) and approval by the CRA/LA Board of Commissioners.

The requested actions relate to the size limitation of the signage. The five (5) signs that exceed 100 square feet are being proposed by the developer as on-site signs. These signs range in size from 264 square feet to 900 square feet. It should be noted that the developer has filed an

application with the City Planning Department for a Sign Supplemental Use District to allow for ten off-site advertising signs. Those off-site signs are not part of this minor variation request. Should the off-site advertising request move forward with the City, the applicant would be required to seek CRA/LA approval because of their proposed sizes being in excess of 100 square feet.

The retail development is currently under construction, and is scheduled to open in November 2011 to meet the lease agreement terms of its anchor tenant, Lowe's Home Improvement Center.

PREVIOUS ACTIONS

May 15, 2008-CRA/LA approval of a First Amendment to OPA with CIM/Pico, LP

March 4, 2004-CRA/LA approval of an OPA with CIM/Pico, LP

February 21, 2002-CRA/LA adopted Resolution No. 6032 Providing Standards for Sign Structures in the Mid-City Recovery Redevelopment Project Area

DISCUSSION & BACKGROUND

The subject property is located at 4550 West Pico Boulevard on the southeast corner of Pico and San Vicente Boulevards. The southern boundary of the development is Venice Boulevard. The property is commercially zoned and designated in the Plan. The development is located on 11.3 acres and at 383,000 square feet and three levels will be the largest and tallest retail structure in the Mid-City Recovery Redevelopment Project Area ("Project Area"). Adjacent commercial structures on Pico Boulevard to the north and San Vicente Boulevard to the west are commercial and one and two stories in height. The residential structures to the south across Venice Boulevard on a bluff are one and two stories in height. Immediately adjacent to the east are two story multi-family residential and commercial buildings. None of the five proposed signs are digital or electronic. The proposed five signs are to be attached to metal frames designed within the building. Illumination for the signage meets the City standard requiring non-interference with adjacent properties.

The signage Resolution allows for a maximum of 100 square feet per sign. However, paragraph 19, page 6, states that, "The Agency may permit, after review and recommendation of the Project Area Committee of the Project Area, if any, minor variations to these design standards... Section 518, "Minor Variation", of the Mid-City Recovery Redevelopment Plan states, "The Agency is authorized to permit a variation from the limits, restrictions and controls established by this Plan. In order to permit such variation, the Agency must determine that:

1. The application of certain provisions of this Plan would result in practical difficulties or unnecessary hardships which would make development inconsistent with the general purpose and intent of this Plan; **or**
2. There are exceptional circumstances or conditions applicable to the property or to the intended development of the property which do not apply generally to other properties having the same standards, restrictions and controls; and
3. Permitting a variation will not be materially detrimental to the public welfare or injurious to property or improvements in the area or contrary to the objectives of this Plan or the applicable Community Plan."

Based on the findings below, staff recommends that the CRA/LA Board of Commissioners approve a Minor Variation, to allow five (5) signs ranging in size from 264 square feet to 900 square feet, in lieu of the normally required 100 square foot maximum:

Exceptional Circumstances: The subject property will be the largest and tallest retail building in the Project Area. It is being developed under an OPA with the CRA/LA that imposes numerous conditions intended to result in an integrated project that by both design and use substantially improves the redevelopment project area. The building's height and size are exceptional for the Mid-City Recovery Redevelopment Project Area. While the 100 square foot maximum size for individual signs may be appropriate for the typical one- and two-story commercial building in the Project Area, it would result in signs inappropriately scaled for the size of this particular structure. For reasons of appropriate scale and context, larger-than-typical on-site signage on a larger-than-typical retail building is justifiable.

1. Sign A1 is a 264 square foot "Lowe's" identification sign. It is the sole Pico Boulevard store location signage for the anchor tenant. The exceptional conditions of this property are its size (11.3 acre site and 383,000 square foot building size). These exceptional size conditions do not generally apply to the typical Project Area one and two story, twenty-five and fifty foot wide storefront commercial development. For reasons of appropriate scale and context, the exception for this proposed sign's size is justified.
2. Signs A10, A11, A13 and A15 are 560 square feet, 840 square feet, 240 square feet and 900 square feet respectively. These four signs are all attached to the three level parking structure. The exceptional size and height conditions do not generally apply to the typical Project Area one and two story, twenty-five and fifty foot wide storefront commercial development[. For reasons of appropriate scale and context, these sign sizes are justifiable.

Not be Materially Detrimental to the Public Welfare: [In accordance with the court's opinion in *Desert Outdoor Advertising, Inc., v. City of Oakland*, 506 F.3d 798 (2007), this finding no longer applies to sign entitlements].

The Mid-City Recovery Redevelopment Area PAC recommended approval of this Minor Variation request at their August 23, 2011 meeting.

ECONOMIC IMPACT

There is negligible economic impact from this action.

SOURCE OF FUNDS

No CRA/LA funds are required for this action.

PROGRAM AND BUDGET IMPACT

There is no impact on the City's General Fund as a result of this action. The development is included in the FY12 budget and work program under Objective MD2020.

ENVIRONMENTAL REVIEW

The recommended action is categorically exempt from provisions of the California Environmental Quality Act (CEQA), pursuant to Section 15311 (a) (Accessory Structures/On-premise signs).

Christine Essel
Chief Executive Officer

By:

Dalila Sotelo
Deputy Chief Executive Officer

There is no conflict of interest known to me which exists with regard to any CRA/LA officer or employee concerning this action.

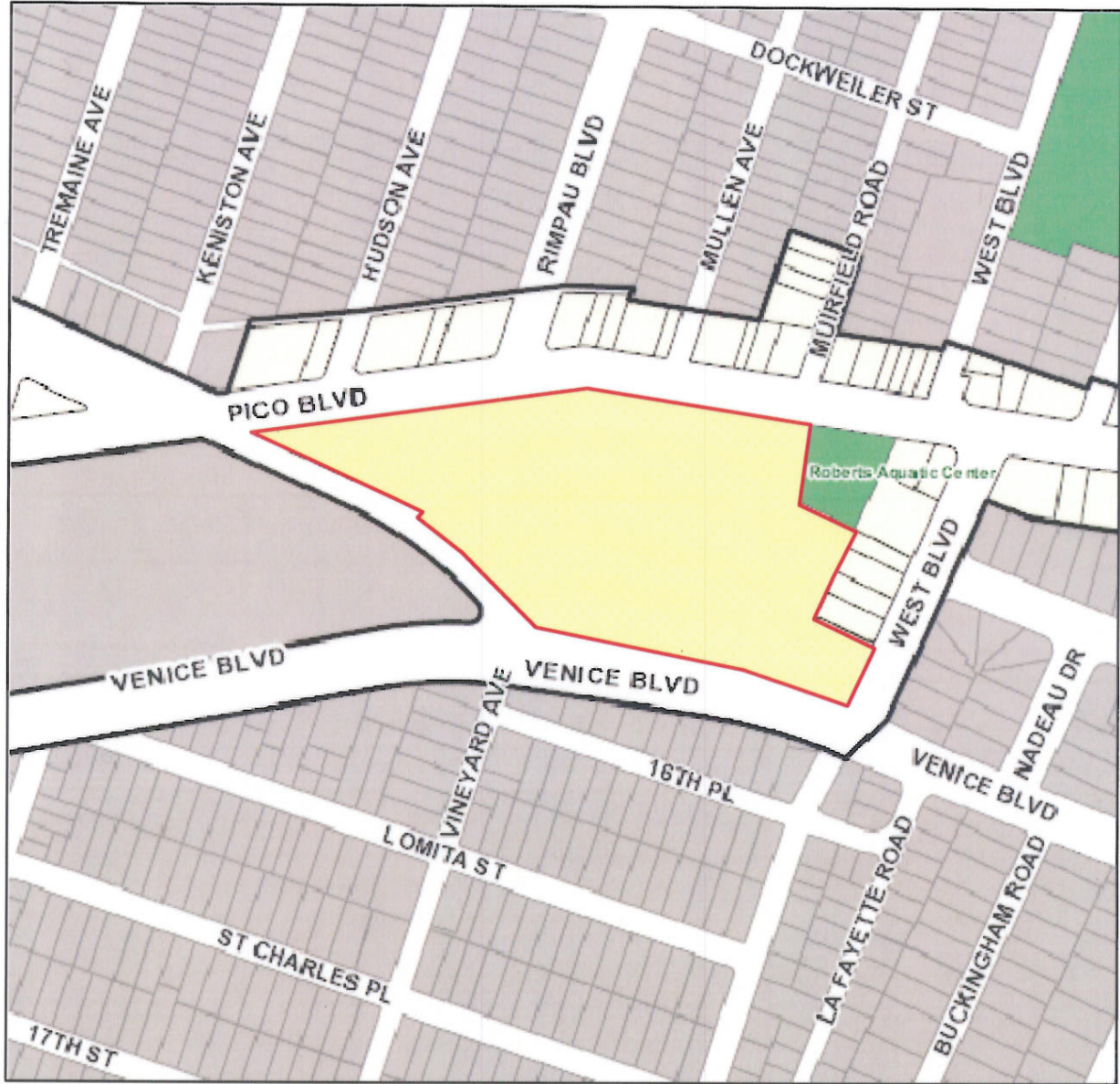
:

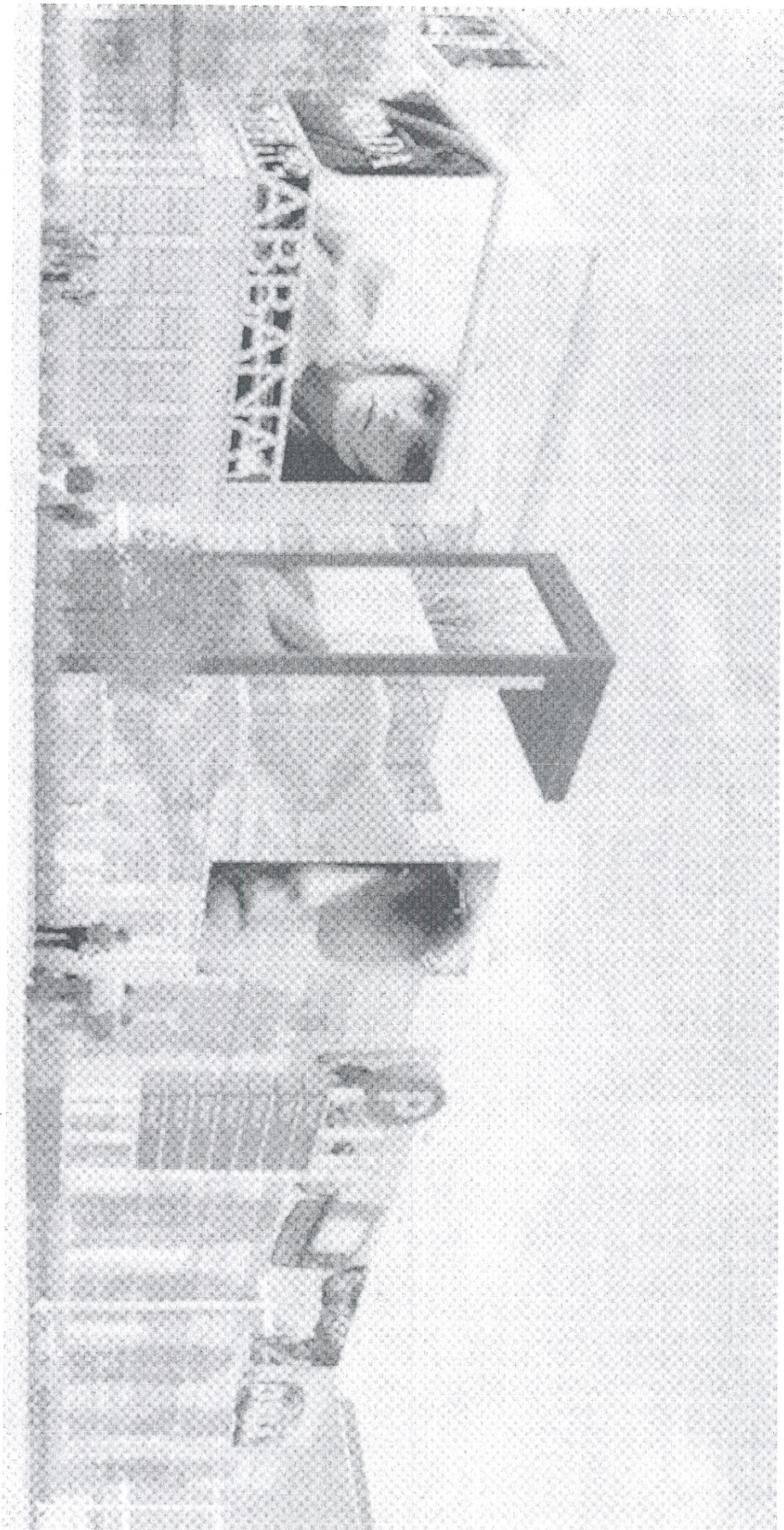
ATTACHMENTS

Attachment A: Location/Site Map
Attachment B: Signage Plans
Attachment C: Resolution
Attachment D: Project Summary

Attachment A

Location: 4550-4650 West Pico Boulevard, Los Angeles, CA 90019





MIDTOWN CROSSING
ONSITE EXTERIOR SIGNAGE PROGRAM - WORKING DOCUMENT

CJM PICO, L.P.

studio **ONE**leven

ai Perkowski+Ruth Architects

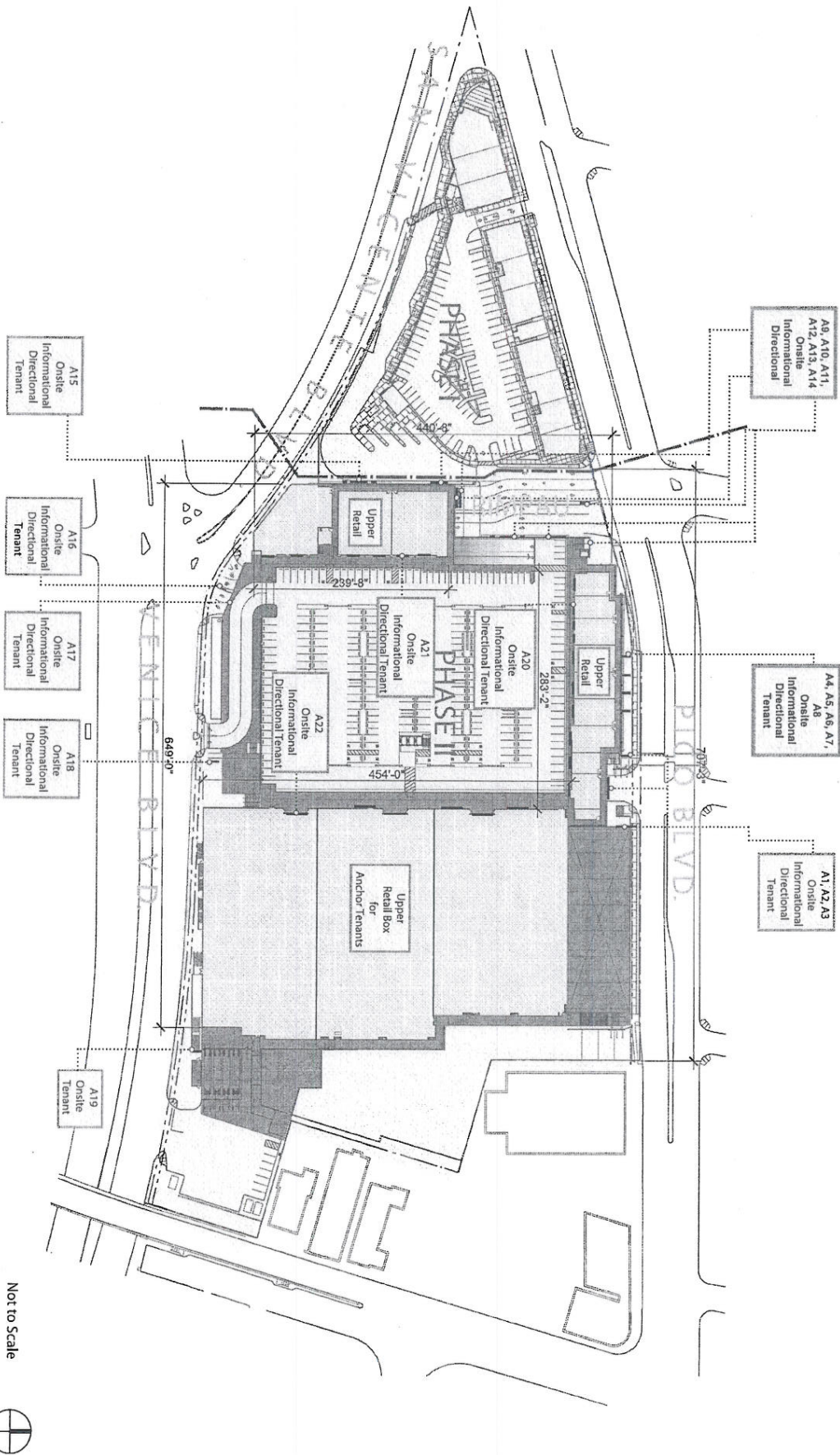
03-350

August 22, 2011

CONTENTS	PAGE
Cover	1
Table of Contents	2
Signage Location Map	3
Site Plan	4
North Aerial View	5
South Aerial View	6
Entrance along Pico Blvd.	7
View along Pico Blvd.	8
Entry View	9
Project Entry/Exit	10
View along San Vicente Blvd.	11
Entrance along Venice Blvd.	12
Venice Blvd. Parking Entry/Exit	13
View along Venice Blvd.	14
North and West Elevations	15
South and East Elevations	16

MIDTOWN CROSSING CIM PICO, L.P.

Onsite Signage Location Map

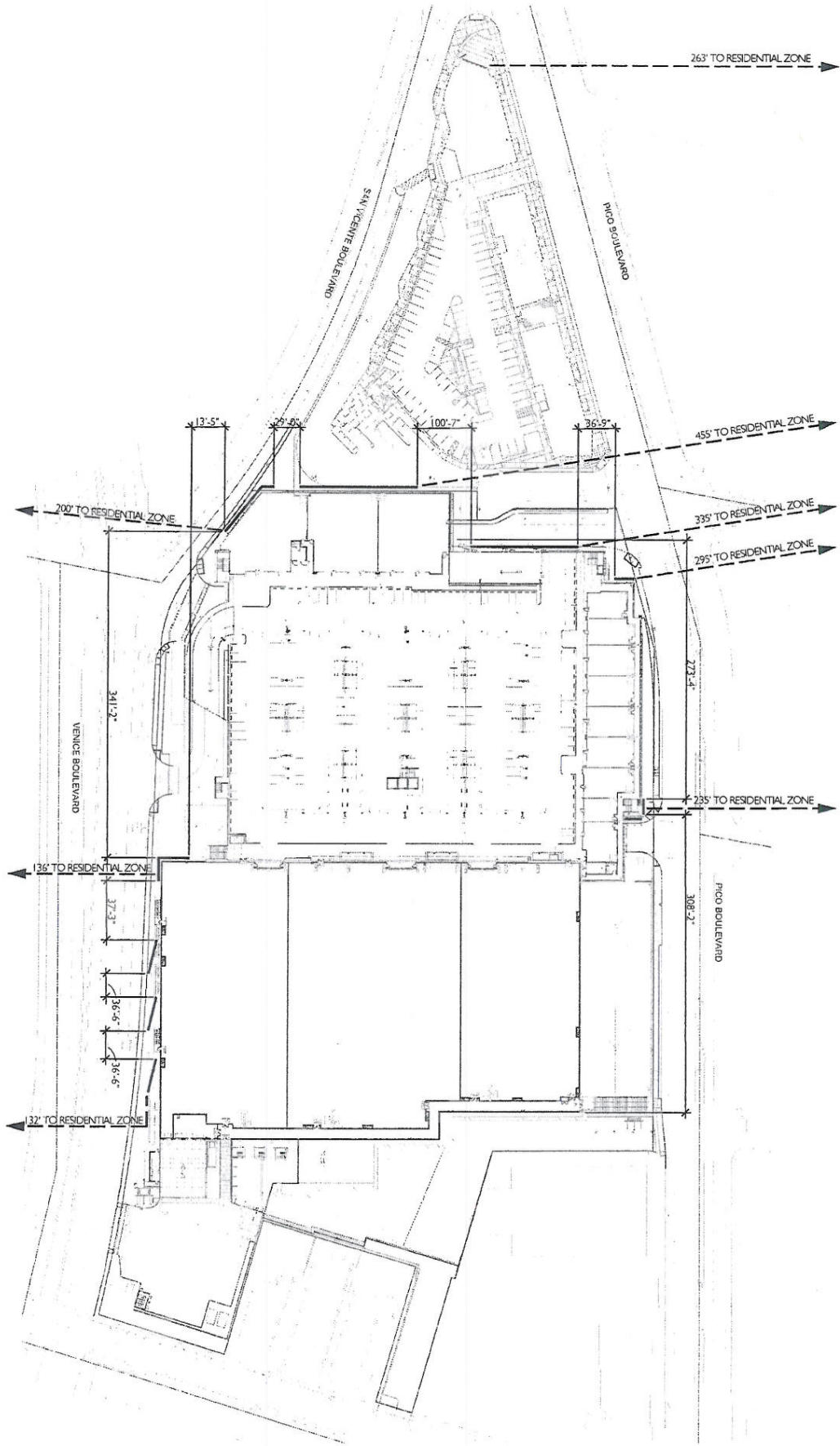


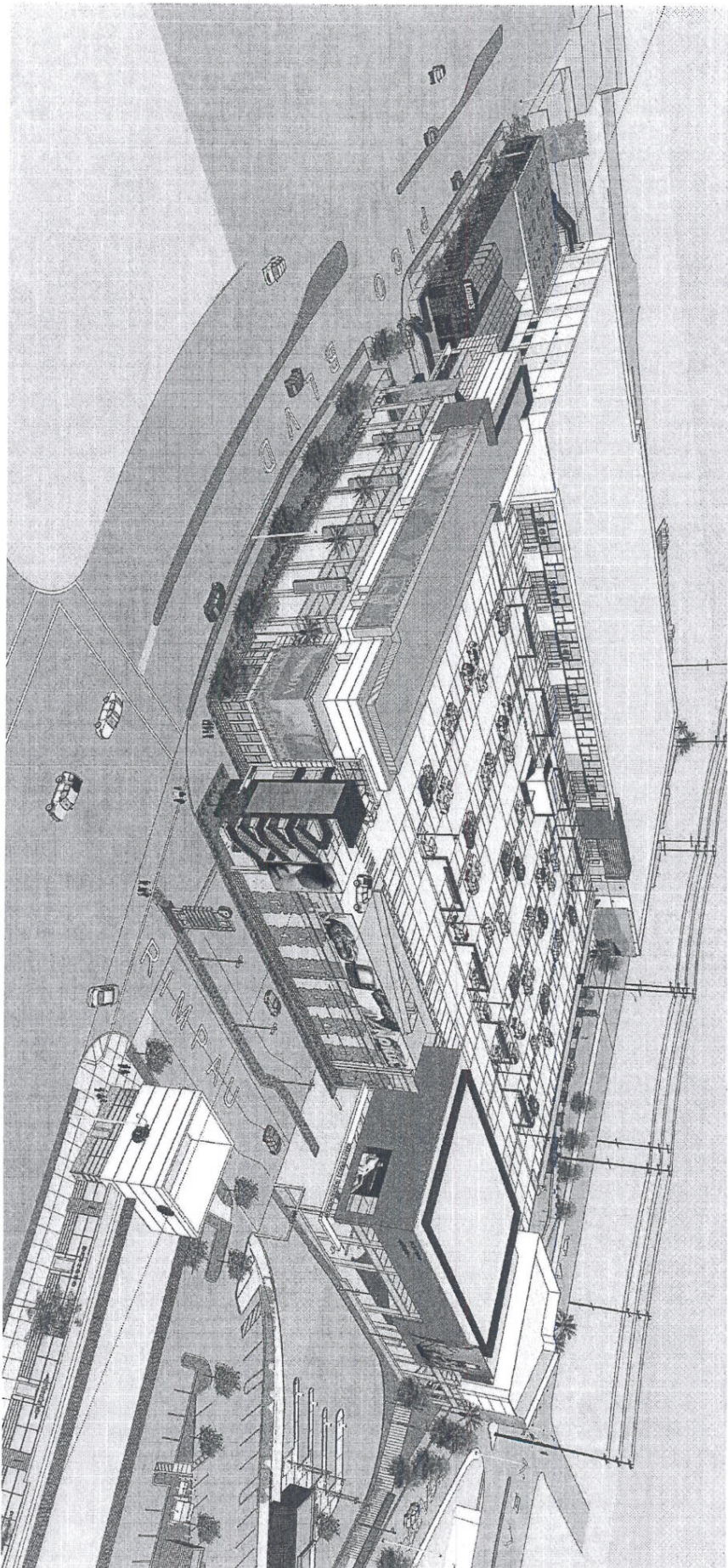
Not to Scale

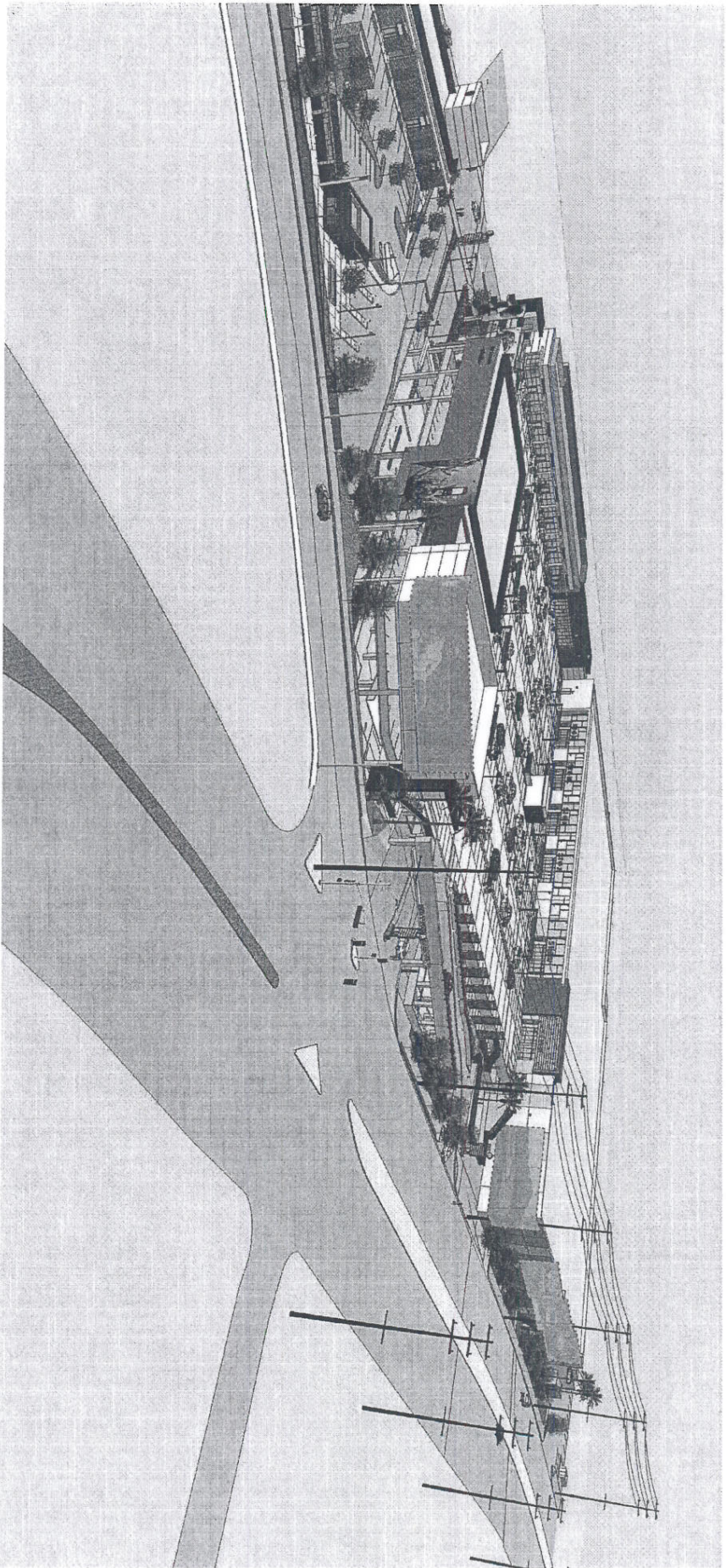


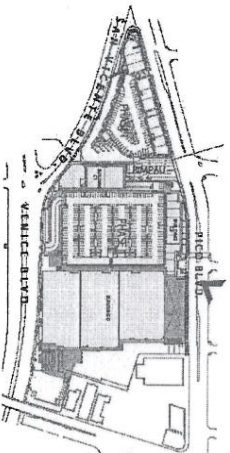
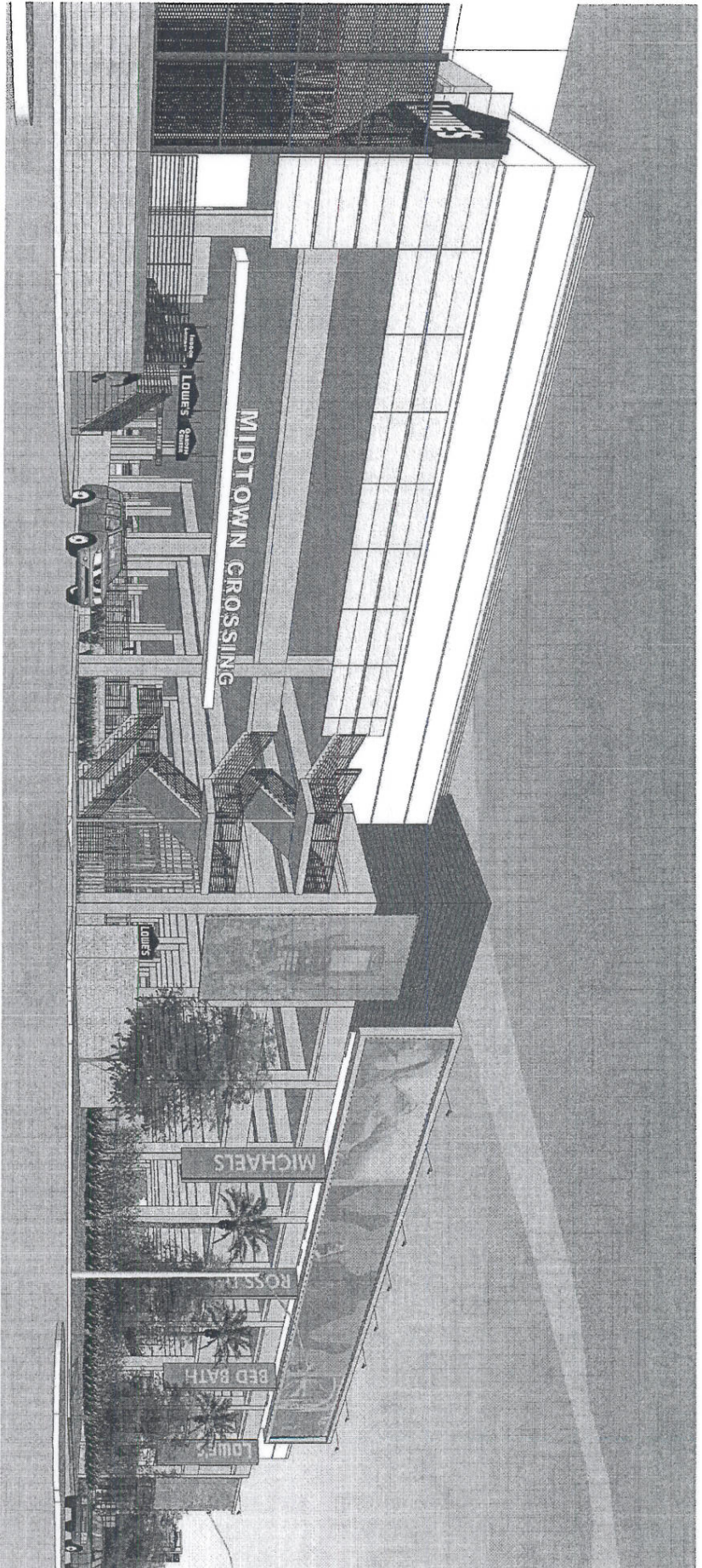
MIDTOWN CROSSING C/M GROUP

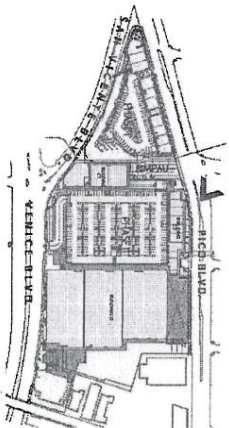
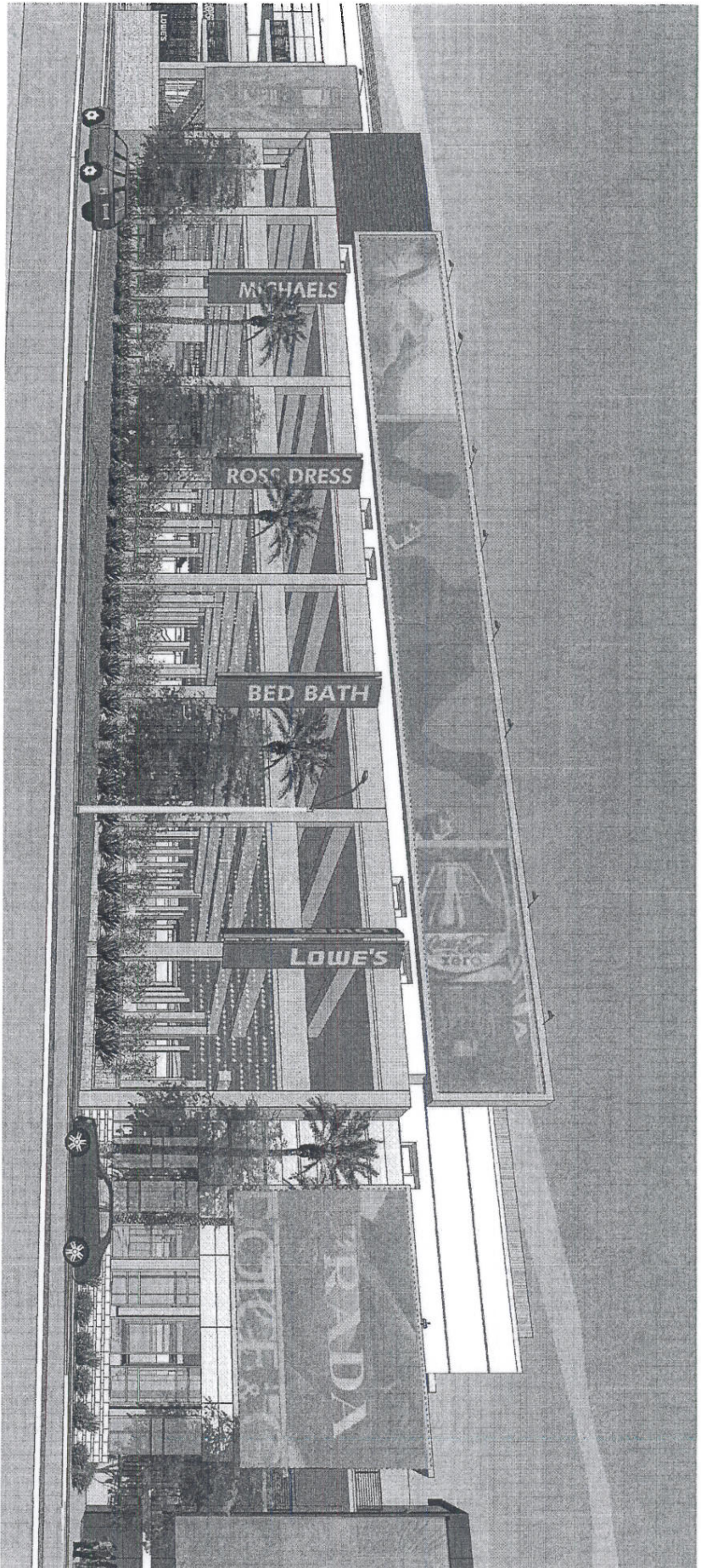
Signage Plan



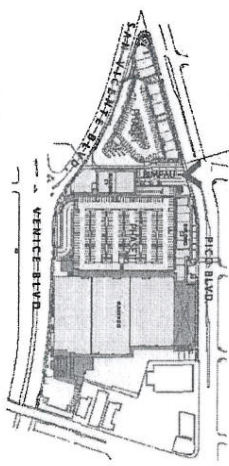
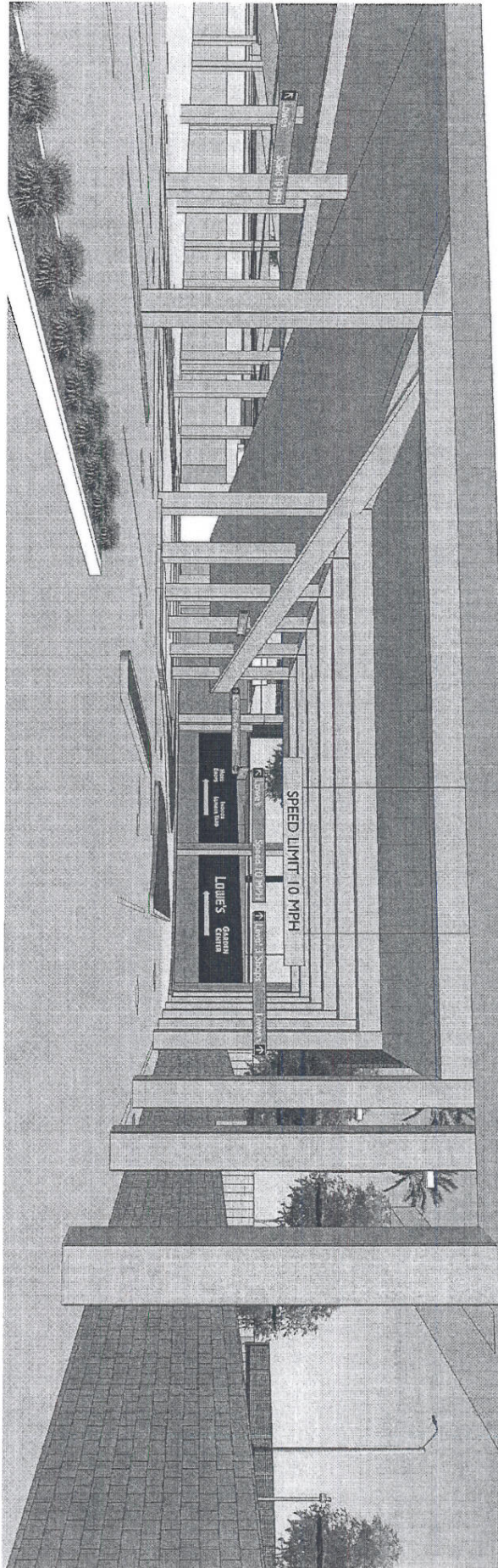


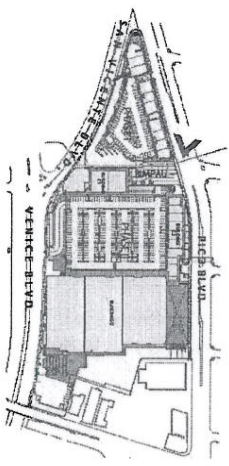
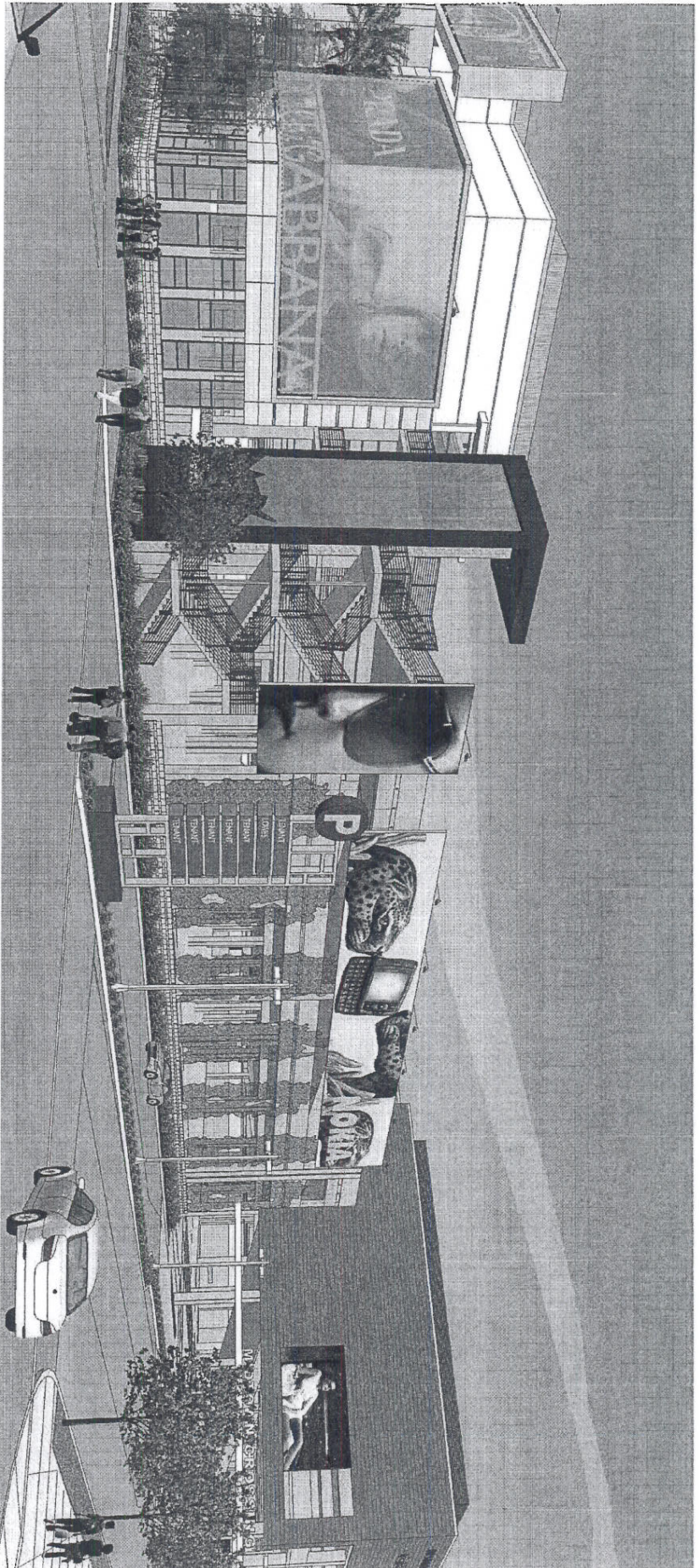






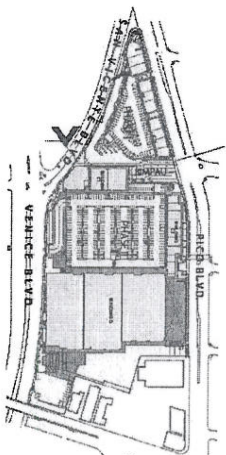
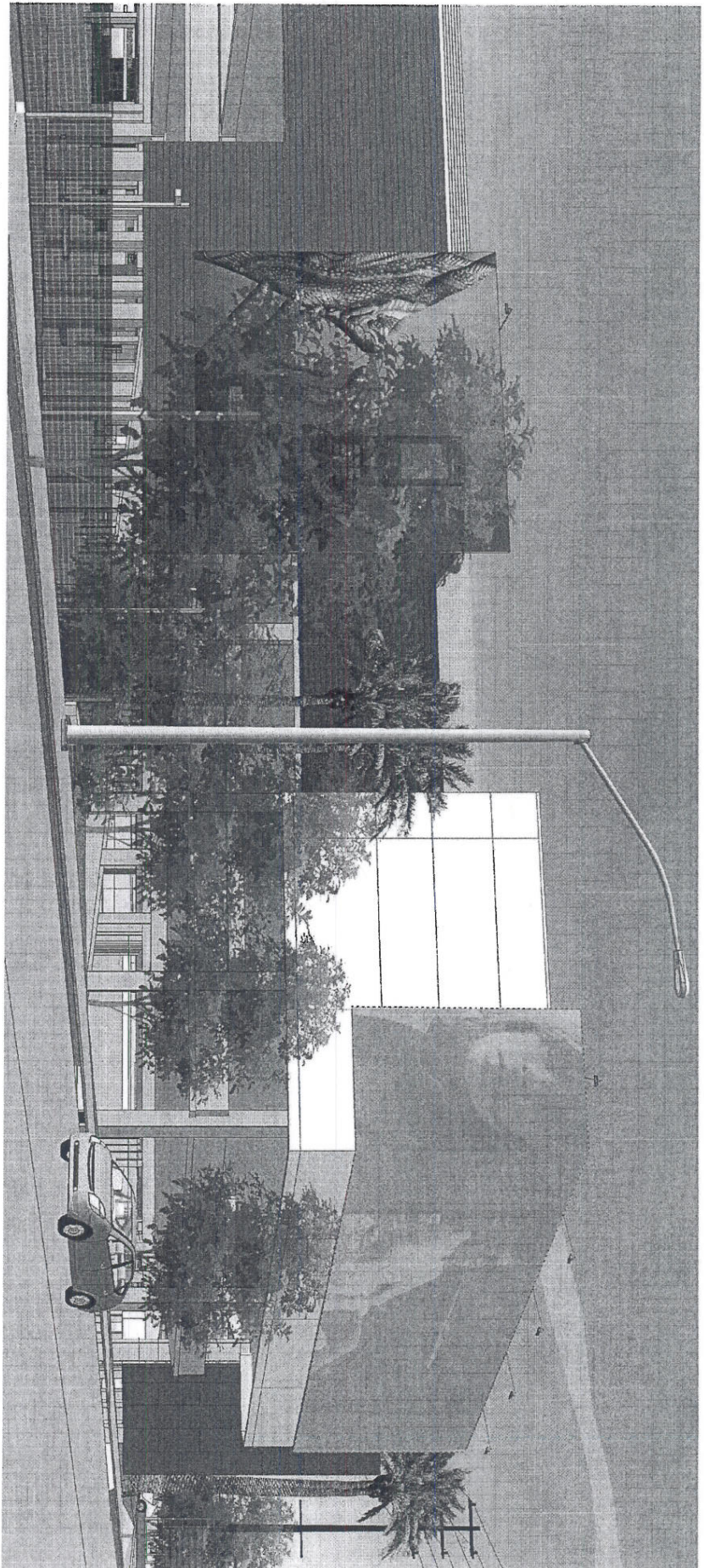
MIDTOWN CROSSING





MIDTOWN CROSSING CIM PICO, L.P.

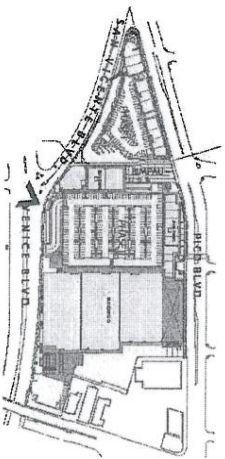
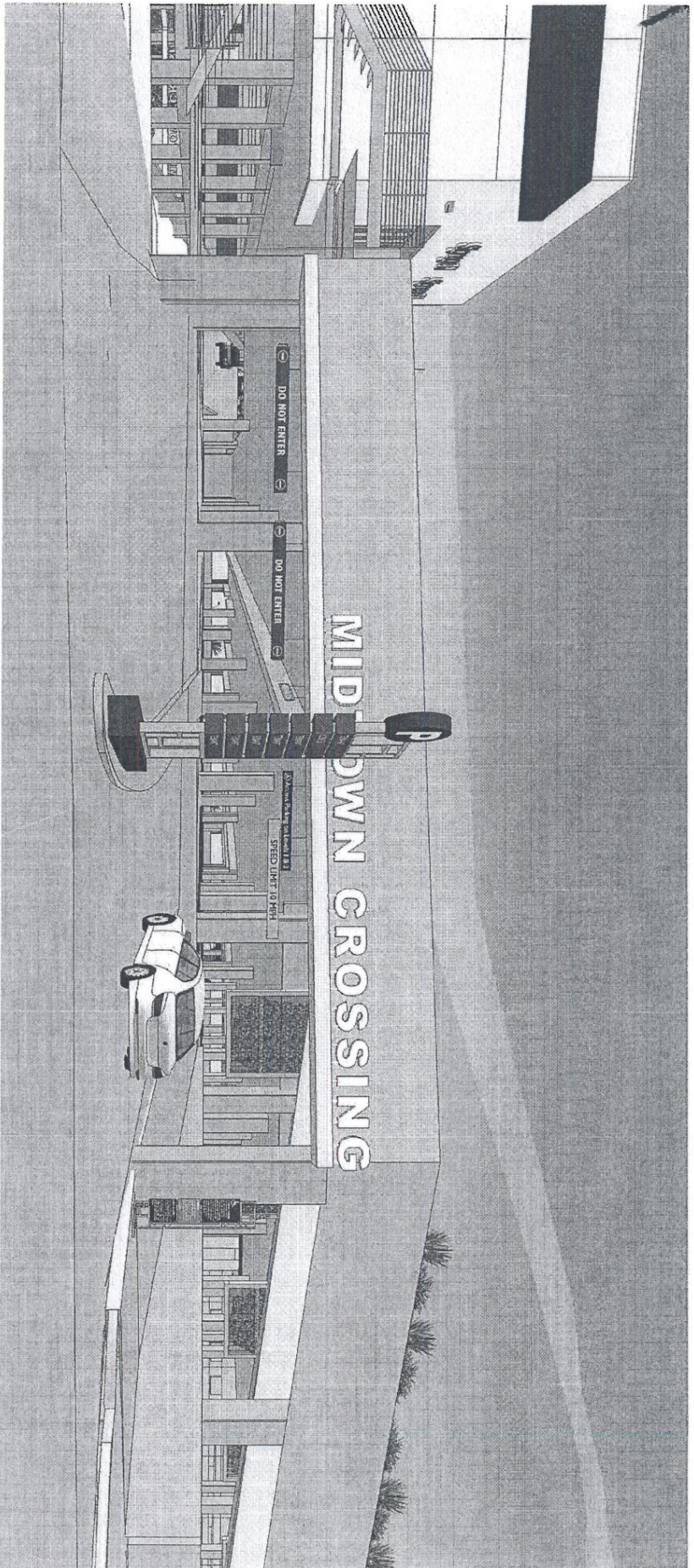
Project Entry/Exit

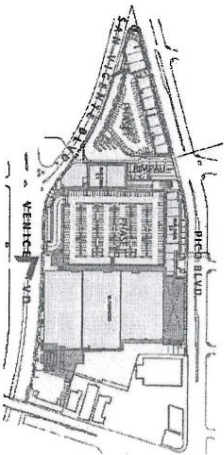
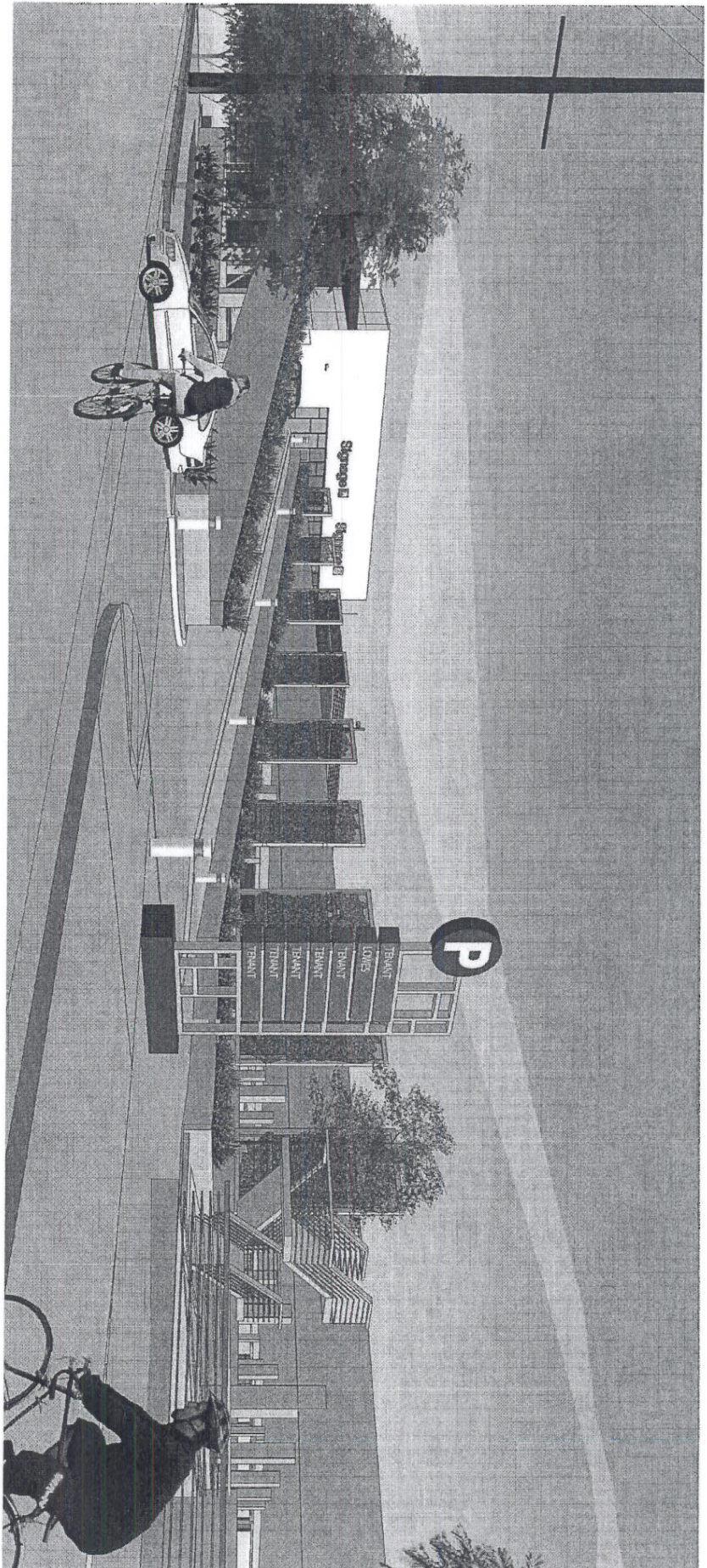


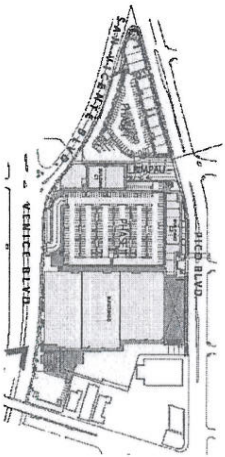
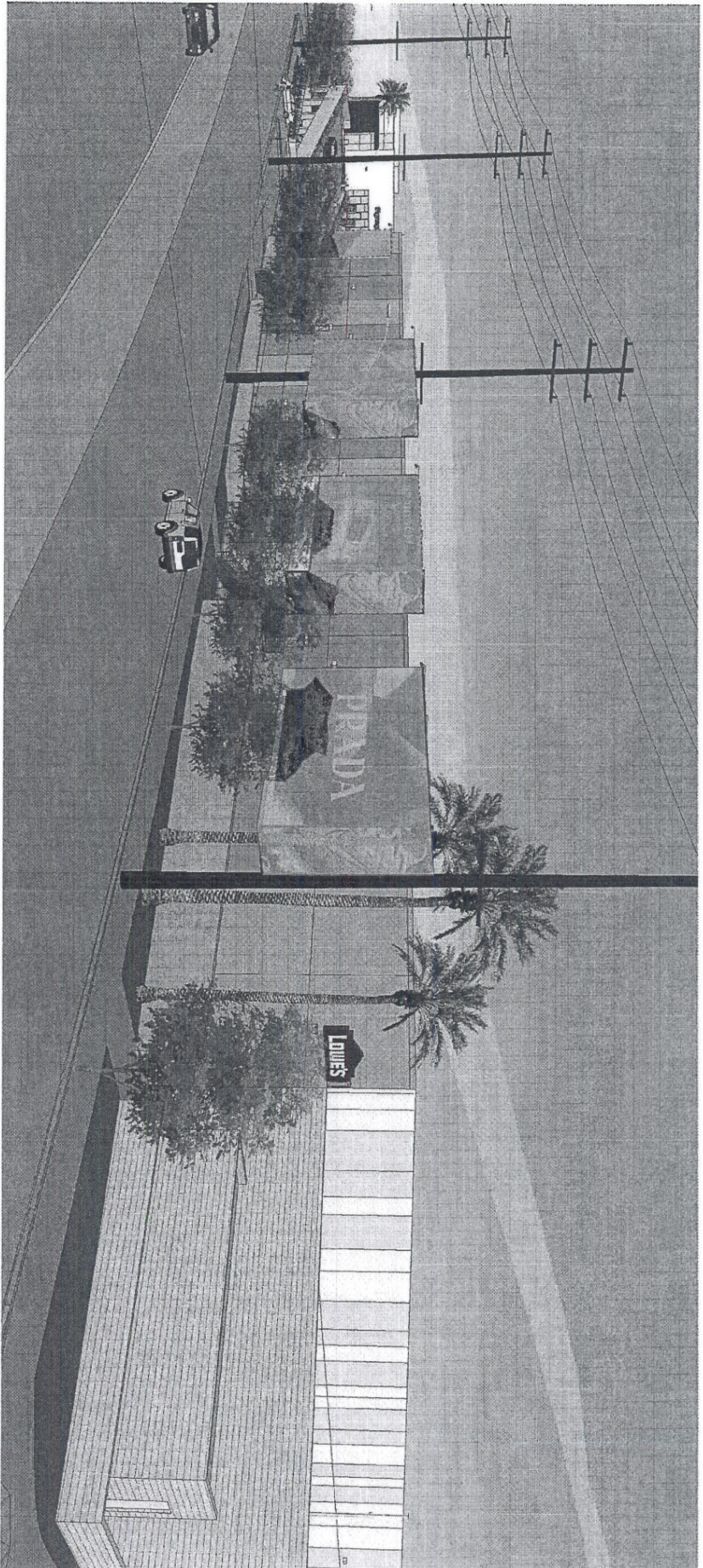
Studi   Leven
at Parkside Plaza, Austin

MIDTOWN CROSSING CIM PICO, L.P.

View along San Vicente Blvd.

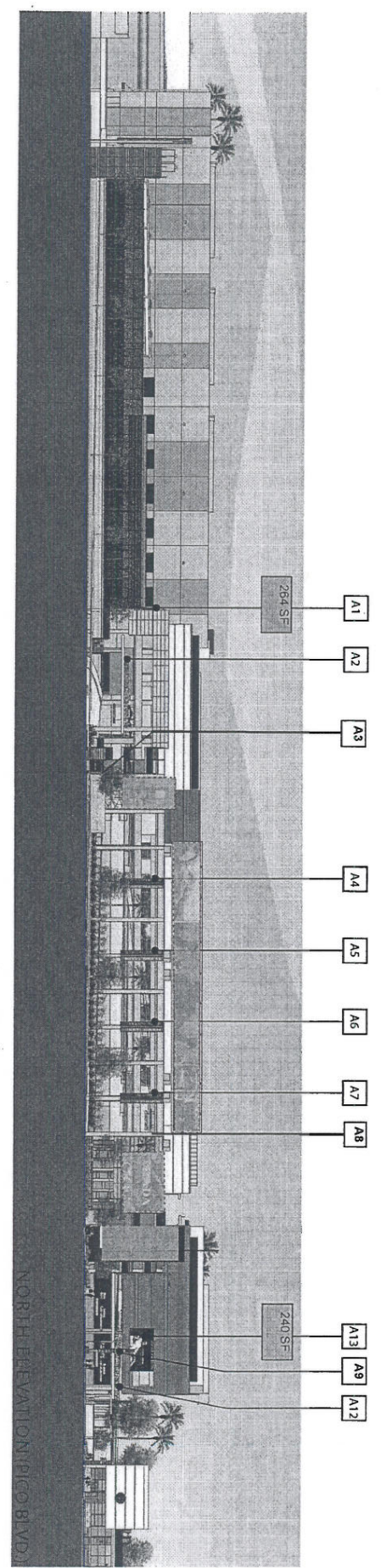
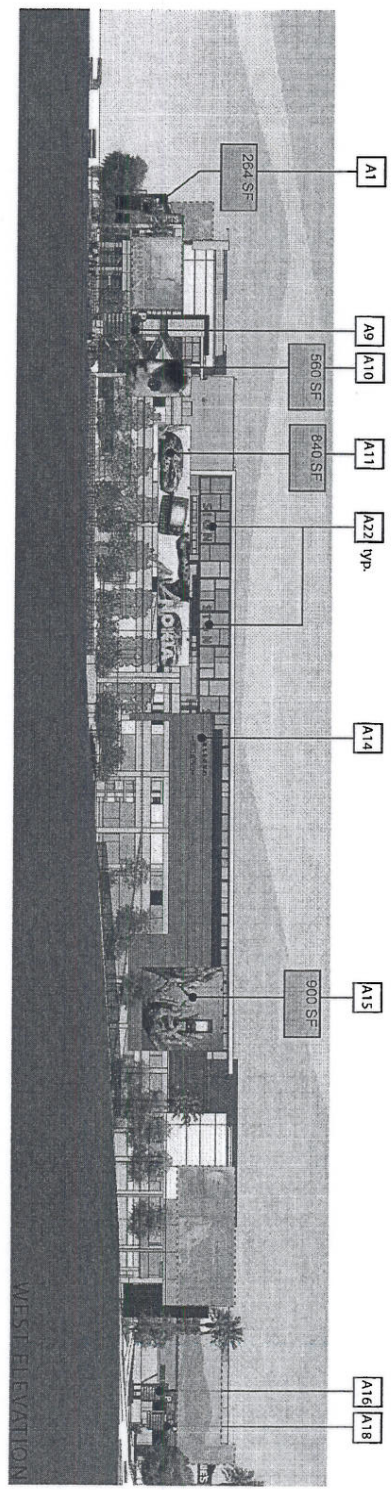
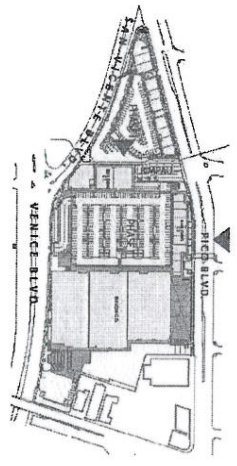


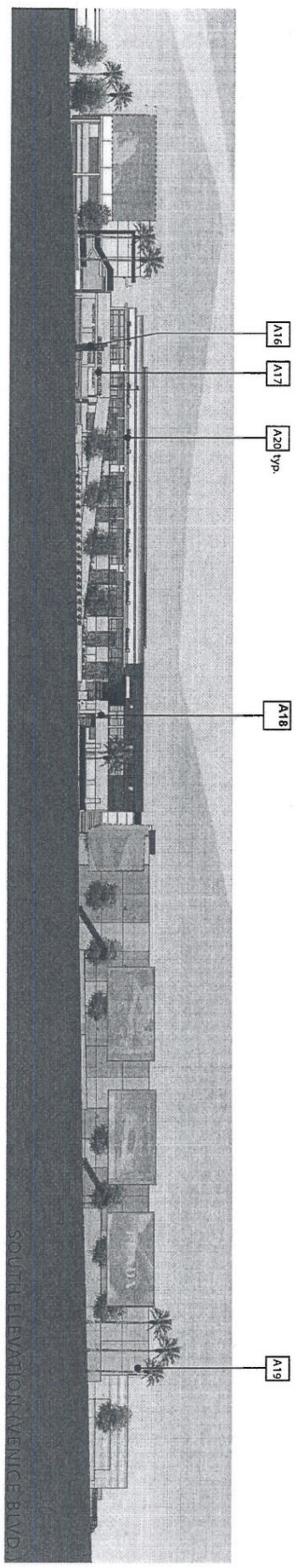
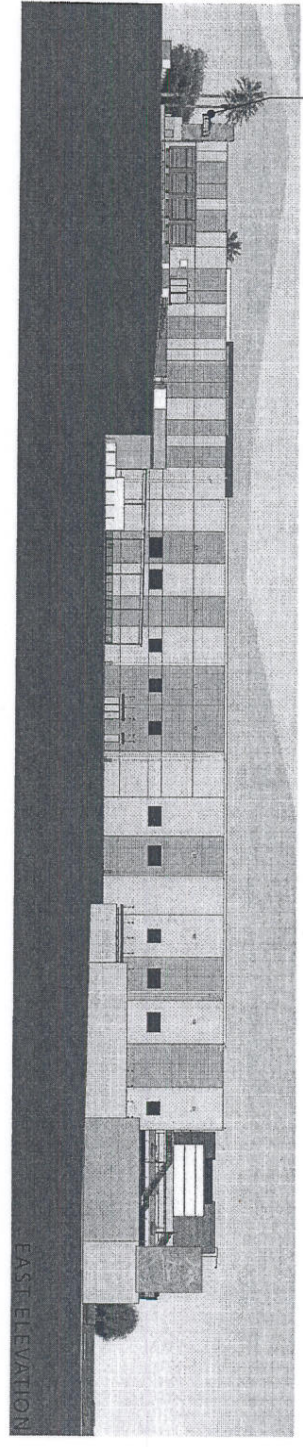
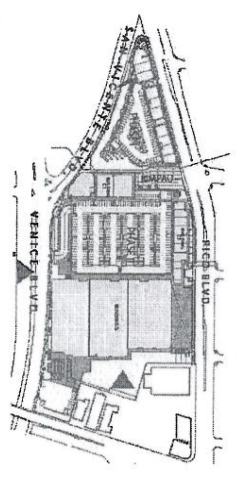




MIDTOWN CROSSING CIM PICO, L.P.

North and West Elevations





ATTACHMENT C

THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA

RESOLUTION NO. 6032

RESOLUTION ADOPTING A DESIGN FOR DEVELOPMENT
PROHIBITING THE CONSTRUCTION OF
POLE SIGN AND BILLBOARD STRUCTURES AND
PROVIDING STANDARDS FOR OTHER SIGN STRUCTURES IN THE
MID-CITY RECOVERY REDEVELOPMENT PROJECT AREA

WHEREAS, the primary purpose of redevelopment is to eliminate and prevent the spread of blight and deterioration; and

WHEREAS, to accomplish this purpose the Mid-City Recovery Redevelopment Plan ("Redevelopment Plan") includes objectives to enhance the environment by creating a community image that expresses an aesthetically pleasing and clean community through planning and implementation programs, including development and enforcement of urban design guidelines; and to conserve, rehabilitate and redevelop the affected Mid-City Recovery Redevelopment Project Area ("Project Area") in accordance with the Redevelopment Plan, as demonstrated by Section 105 of the Redevelopment Plan; and

WHEREAS, Sections 507 and 520 of the Redevelopment Plan authorize the Agency to prepare and adopt designs for development that establish design criteria and other development and design controls necessary for proper development of both private and public areas within the Project Area; and

WHEREAS, Billboard and Pole Sign structures, as defined herein, are of particular concern to the Project Area as indicated by Section 512 of the Redevelopment Plan; and

WHEREAS, Section 521 of the Redevelopment Plan prohibits the issuance of building permits or other land use entitlements without the prior review and determination by the Agency that the proposed structure conforms to the Redevelopment Plan, including any adopted design for development; and

WHEREAS, a preliminary survey of the Project Area indicates that there are already at least 87 Billboard and Pole Sign structures located in the Project Area.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA AS FOLLOWS:

The Agency adopts the following Design for Development affecting the location of any new Billboard, Pole Sign, or other sign structure, as well as the modification, alteration, redesign, reconstruction or renovation of any Billboard, Pole Sign, or other sign structure within the Project Area that requires a permit or other land use entitlement from the City of Los Angeles:

1. Except as stated herein, all applicable State, County and City of Los Angeles regulations and code requirements shall apply.

2. No provision of this Design for Development shall operate to restrict or prohibit any ideological, political or other non-commercial message on any Billboard, Pole Sign, or other sign structure otherwise permitted by the standards set forth herein.
3. As used in this Design for Development, the following definitions apply:
 - a. "Billboard" means any sign structure that accommodates a sign larger than 50 square feet that is placed on or affixed to one or more poles, columns or posts and is structurally independent from a building or structure.
 - b. "Building Face" means the area of a building façade as determined by multiplying the height of a building or structure by the length of the building or structure fronting on a public street or sidewalk.
 - c. "Pole Sign" means any sign structure that is placed on or affixed to one or more poles or posts and the pole or post of which exceed(s) a height of 8 feet as measured from the existing or artificially created grade to the bottom of the sign.
4. No Billboard shall be permitted in the Project Area.
5. No Pole Sign shall be permitted in the Project Area, whether or not attached to buildings.

6. No sign structure shall be located or mounted on a rooftop or on poles or other structures that pass through a rooftop.
7. No sign structure shall be cantilevered over rooftops or otherwise encroach into the airspace above any building or structure.
8. The building and ground area around a sign structure shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed, and building surfaces shall be restored to their original condition.
9. The area available for signage copy for any single sign shall not exceed 100 square feet.
10. The total amount of sign area located on any Building Face shall not exceed 10% of the Building Face.
11. All sign structures shall be designed as an integral part of the building on which they are located, and shall reflect a high level of architectural and construction quality.
12. All signage copy shall be properly maintained and free from damaged sign material and other unsightly conditions (including graffiti).

13. All sign structures shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
14. Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to any sign shall be hidden from public view.
15. No sign structure may contain flashing, rotating or hazardous lights. The direction and intensity of all lighting shall not be such as to cause nuisance or traffic hazard. Night lighting shall be directed onto the sign face with no glare onto adjacent properties.
16. No sign structure may contain rotating, revolving, or other moving parts.
17. No sign structure shall encroach over or upon a public right-of-way.
18. All existing signs not in conformance with these design standards shall be deemed non-conforming uses pursuant to Section 506 "Nonconforming Uses" of the Redevelopment Plan. Accordingly, any modification, alteration, redesign, reconstruction or renovation of an existing non-conforming sign structure shall conform to the design standards contained herein if the cost of the work exceeds 30% of the replacement value of the sign structure. Notwithstanding the foregoing, there shall be no increase in the overall

size or dimensions of any existing sign or increase in sign area.

19. The Agency may permit, after review and recommendation of the Project Area Committee of the Project Area, if any, minor variations to these design standards, and/or adopt other design standards for sign structures for development projects that are subject to a Disposition and Development Agreement or an Owner Participation Agreement with the Agency.
20. Sign proposals and applications for permits or other land use entitlements for Billboard, Pole Sign, and all other sign structures requiring a permit or other land use entitlement from the City of Los Angeles shall be reviewed for compliance with this Design for Development, the Redevelopment Plan, and requirements of the California Environmental Quality Act [CEQA] and the Agency's Guidelines for the Implementation of CEQA, and be approved or disapproved in the first instance by designated Agency staff. Any proposal or application disapproved or denied by Agency staff may be appealed by the proponent or applicant, or any other party, to the Agency Board of Commissioners.
21. Should any portion of this Design for Development be challenged and determined to be improper for any reason,

such provision or application may be severed and the rest of the Design for Development remain in effect.

ADOPTED: FEBRUARY 21, 2002

HOLLYWOOD & CENTRAL REGION



Maps created by CRA/LA GIS Team

STATISTICS AT A GLANCE

Total Project Size (sq ft):	383,667
Commercial - Retail (sq ft):	383,667
Estimated Jobs Created:	
Construction Jobs (est.):	795
Permanent Jobs (est.):	800
Total Development Costs (TDC):	\$170 million
CRA/LA Investment:	\$16 million
CRA/LA Investment % of TDC:	9.62%

MID-CITY

MIDTOWN CROSSING

Board Item Number:
Board Date: 10/20/2011

Project Location

Primary Address:
4550-4650 W. Pico Blvd., Los Angeles, CA 90019

Location Description:

Intersection of Pico and San Vicente Blvds. APN 5083-033-015 of approximately 2 acres (includes transit station) and 5083-033-016 of approximately 9.7 acres.

Proposed CRA/LA Action

Midtown Crossing Project Signage Variation. Minor Variations for signage from the Mid-City Recovery Redevelopment Plan's signage standards to allow six (6) signs in excess of 100 square feet each, in lieu of the 100 square foot maximum, on the Midtown Crossing retail development located at 4550 West Pico Boulevard in the Mid-City Recovery Redevelopment Project Area

Additional Information

N/A

Elected Officials

- Council District 10, Herb J. Wesson Jr.
- County Supervisor District 2, Mark Ridley-Thomas
- State Senate District 26, Curren D. Price Jr.
- Congress District 33, Karen Bass
- Assembly District 47, Holly J. Mitchell

Project Description

Midtown Crossing, a 383,667 sq. ft. retail development, includes a 163,500 sq. ft. Lowe's home improvement and garden center and 220,167 sq. ft. of other retail space. To date, on the westerly portion of the site, CIM has completed construction of three, one-story retail buildings containing 18,228 sq. ft. of total floor area, 81 surface parking spaces, and the Pico/Rimpau Transit Center. Tenants include Wells Fargo, Starbucks, Panda Express, and Foot Locker. Phase Two is under construction.

Project Type

Commercial

Construction Category: New Construction

Project Features:

- Bank
- Bus Transit Shelter
- Fast Food
- National Chain
- Retail
- Shopping Center
- Transit Stop

Developer / Participant(s)

Developer: CIM Group, LP

Legal Owner / Borrower: CIM/Pico, LP

Public Agency Partners: City of Los Angeles Community Development Department (CDD)

CRA/LA Project Staff

- Leslie Lambert, Regional Administrator
- Steve Jones, Sr Planner
- Michelle Banks-Ordone, Project Manager
- Dan Kahn, Sr Real Estate Develop Agent

Project Activities

Completed Activities:

- Board Authorization to Execute Agreement, 01/19/07
- Board Authorization to Execute Agreement, 05/15/08
- City Council Approval to Execute Agreement, 07/16/08
- Execute Agreement, 11/06/08

Sustainable Elements

- Bicycle Storage/Changing Rooms
- Energy Reductions beyond Title 24
- Materials Conservation and Reuse
- Transit Oriented Development

Community Benefits

- Catalytic project
- Community Benefits Agreement
- Development of underused lot
- Economic Revitalization
- Elimination of Blight
- Enhance Livability
- Environmental remediation of a contaminated site
- Improve Image of Area
- Improved Infrastructure
- Increase Commercial / Retail Shopping Opportunities
- Living Wage Jobs
- Neighborhood serving retail
- New Pico/Rimpau Transit Center
- Permanent Local Hiring
- Prevailing Wage Jobs
- Provides retail in under-served area
- Revitalize key commercial corridor

Strategic Plan Goals Met

- 1.1.1 - Create 40,000 construction career-path jobs.

CRA/LA Policies Applied

- Construction Careers & Project Stabilization
- Construction Jobs Local Hiring Program
- Contractor / Service Worker Retention
- Contractor Responsibility
- Equal Benefits
- Living Wage
- Prevailing Wage
- Public Art Policy
- Sustainability Consultation Program (Part of CRA/LA Healthy Neighborhoods Policy)

CRA/LA Policies Not Applied

Not Applicable to the Project

- Housing Policy, Affordable housing projects only.
- Labor Peace Agreement, Hotel projects only.
- Child Care, Not a residential project.