

## **ATTACHMENT 1**

Sign Dictionary

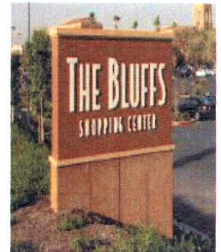
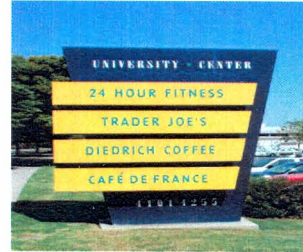
# Sign Dictionary: City of Los Angeles

## Citywide Sign Types

### Permitted Signage

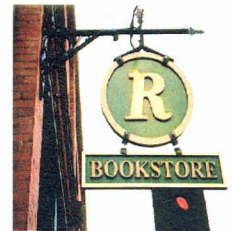
#### Monument Sign

A freestanding sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing or artificially created grade to the bottom of the sign, and that has a horizontal dimension equal to or greater than its vertical dimension.



#### Projecting Sign

A sign, other than a wall sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.



#### Wall Sign

A sign on the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall; applied to and made integral with the wall; projected onto the wall; or printed on vinyl, mesh or other material, and supported and attached to the wall by an adhesive or by using stranded cable and eye-bolts or other materials or methods.



#### Illuminated Architectural Canopy Sign

A listed enclosed illuminated canopy that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.



## Pole Sign

A freestanding sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a monument sign.



## Window Sign

A sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building.



## Marquee Sign

A sign displayed on a rooflike structure that projects over the entrance to a building or structure.



## **ATTACHMENT 2**

Sign Regulations in Other Cities

**ATTACHMENT 2**

**Sign Regulations in Other Cities**

The following cities' sign ordinances were evaluated for specific standards.

California: Beverly Hills, Culver City, San Jose, Santa Monica, Santa Clarita and West Hollywood

Out of state: Boston, MA; New York City, NY; Portland, OR; and San Antonio, TX

Each ordinance has unique aspects that represent the recent trends in sign code regulation. It is important to note that the proposed regulations for Los Angeles are relatively consistent with the other cities in this study.

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*Disclaimer: The following findings are primarily focused on regulations for commercial and industrial zones.*

## On and Off-site Sign Regulations

Summary:	Of the 10 surveyed cities, only Portland does not make a distinction between on-site and off-site signage. The Oregon Constitution prohibits this distinction. The other nine cities have separate regulations for on-site and off-site signage.
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<b>Beverly Hills, CA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited
<b>Boston, MA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited * On-site signs must be related to the use of the building * Off-site signage requires a zoning approval (aesthetics argument due to historic districts)
<b>Culver City, CA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited * Attention must not be directed to an off-site use
<b>New York City, NY</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited within 200' or within view of an arterial or park 1/2 acre or more
<b>Portland, OR</b>	No differentiation is made between on and off-site signs * The State of Oregon's Constitution does not allow content to be regulated * Portland, Eugene and larger Oregon cities comply with this constitutional requirement
<b>San Antonio, TX</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited
<b>San Jose, CA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited
<b>Santa Clarita, CA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited * Code regulates signs in a "constitutional" and in a "content-neutral" manner
<b>Santa Monica, CA</b>	Yes a differentiation is made between on and off-site signs * A recent update continues to prohibit off-site signs * Code states that the "City Council does not intend to suppress or infringe upon any expressive activities protected by the First Amendment" and "neutral with respect to noncommercial messages" * The update also adds definitions for commercial sign, commercial speech, noncommercial sign, and noncommercial speech
<b>West Hollywood, CA</b>	Yes a differentiation is made between on and off-site signs * Off-site signs are prohibited * All other signage must be on-premises
<b>Los Angeles, CA (proposed)</b>	No differentiation is made between on and off-site signs * Sign Code revision will remove all regulations relating to sign content

## Method for Calculating Overall Sign Area\*

Summary:	All of the surveyed cities regulate total signage on a lot.
<b>Beverly Hills, CA</b>	2:1 of lot frontage or 100 sq ft per sign and for side streets sign area may not exceed 30 sq ft. For every 50 ft of ground lot frontage business may have 1 additional sign that is 5 sq ft
<b>Boston, MA</b>	2:1, 4:1 and 5:1 of building frontage. Area ranges depending on distance of sign from center line of abutting street. Any use less than 25 feet will have a maximum of 50 sq ft of sign area. Buildings fronting two or more streets will have sign area of each lot frontage computed separately
<b>Culver City, CA</b>	1:1 (Freestanding signs), 1.5:1 (wall signs). 100 ft of lot frontage is required for a freestanding sign. Wall signs use building frontage
<b>New York City, NY</b>	3:1 of Lot frontage
<b>Portland, OR</b>	1:1 (freestanding signs) of arterial street (lot) frontage. 1:1 (attached signs) of primary bldg wall if freestanding sign is on the same frontage or 1.5:1 of linear building frontage if there is no freestanding signs along the same lot frontage
<b>San Antonio, TX</b>	This city uses maximum sign area allotments instead of ratios. Height and area of signs are determined by type of street (local, arterial, expressway) the lot faces and if the lot is located in a particular district (historic, neighborhood conservation etc)
<b>San Jose, CA</b>	1:5 of lot frontage for Pole signs and monuments signs with 1 sign permitted with sites having 100 or more feet of lot frontage; 1:1 of building frontage for wall signs
<b>Santa Clarita, CA</b>	3 acres and 500 feet of lot frontage to be permitted 1 pole sign; 1 monument sign if 100 feet of lot frontage exists; 1.5:1 for wall signs based upon building frontage with a maximum coverage to 25% of a wall. An "enhanced" sign review may increase signage with certain site characteristics and uses
<b>Santa Monica, CA</b>	1:1 of address frontage or 100 sq ft. 1.5:1 (corner lots) or 150 sq ft. Each tenant is guaranteed 25 sq ft of sign area
<b>West Hollywood, CA</b>	1:1 of business frontage with 3 signs per businesses allowed. Additional sq ft for sign area is allowed for side lot frontages. Multi-tenant ID signs have 25 sq ft by-right maximum
<b>Los Angeles, CA (proposed)</b>	1:1 of lot frontage. Each premise shall be allowed 25 sq ft of sign area
* Sign area is determined by the ratio "x" sq ft of sign area to "x" linear feet of frontage (lot, building, and premises). For example, 1:1 is 1 square feet of sign area to 1 linear foot of frontage	

## Pole Sign Regulations

Summary:	Nine of the surveyed cities have a maximum pole sign height of 25 feet. San Antonio allow pole signs up to 50 feet.
<b>Beverly Hills, CA</b>	Height: 20-feet; Area: 55 square-feet maximum based upon this sign type
<b>Boston, MA</b>	Height: 25-feet; Area: 65 square-feet (sites with 1 use); Height: 30-feet; Area 125 square-feet (sites 2 or more uses). No more than two sign faces permitted. A single sign may have twice the permitted sign area. A site must have a street frontage of 200 feet or more and 2 signs are permitted
<b>Culver City, CA</b>	Height: 20 feet; Area: 50 square-feet per face. All additional permitted freestanding signs not higher than 6 feet. Site must have a minimum 100 linear feet of frontage. A maximum of 100 sq ft of sign area is permitted for all freestanding sign faces. 1 additional sign permitted for each 200 feet of frontage up to a maximum of 5 freestanding signs
<b>New York City, NY</b>	Height: 25-feet; Area: 50-200 square-feet maximum per sign based upon Zoning Lot frontage. Sign height and area increase as commercial and industrial zones intensify. Illuminated signs (where permitted) reduce the height and area allowance
<b>Portland, OR</b>	Height: 15 - 25 feet; Area: 1:1 with a max. 50 - 200 square-feet per sign and based upon arterial street frontage. No freestanding signs permitted when a projecting sign already along the same frontage or if the existing signage exceed 1:1 of the primary building wall
<b>San Antonio, TX</b>	Height: 16 – 50 feet; Area: 75 to 375 sq ft of sign area depending upon street classification (local, arterial, expressway). 1 freestanding sign per established lot. 1 additional sign permitted for each street with lot frontage, and 150 on-site spacing required between the main id sign and all other freestanding signs. Each additional sign not > 75 percent of the allowable height and size of the max permitted for the 1st sign
<b>San Jose, CA</b>	Height: Square-footage of sign area divided by 4 not exceeding 20 ft high; 25 feet in height if sign is < 6 feet wide; Area: 1:1 based upon parcel frontage. No freestanding sign shall exceed 120 sf of sign area. 100 + feet of linear street frontage required to be permitted the one freestanding sign
<b>Santa Clarita, CA</b>	Height: 15 feet; Area: 40 square-feet per sign face. An increase to 20 feet in height and 160 of sign area can be permitted through an enhanced review within certain districts and 1,000 square feet of frontage. 1 pylon sign per parcel or shopping center containing a minimum of 3 acres and 500 feet of street frontage. 1 additional pylon sign may permitted for larger centers having > 1,000 feet of street frontage
<b>Santa Monica, CA</b>	Height: 16 feet and not > 30 inches in width; Area: 40 square-feet
<b>West Hollywood, CA</b>	Height: 6-feet; Area: 1:1 of primary business frontage with a max. of 25 square-feet of sign area. Up to 3 freestanding signs allowed with a maximum height of 6 ft and 1 sq ft of sign area for each 1 linear foot of primary business frontage
<b>Los Angeles, CA (proposed)</b>	Height: Area of the sign divided by 4 or 20 feet, whichever is less; Area: 80 square-feet



## Monument Sign Regulations

Summary:	Many cities use pole or freestanding sign definitions to include monument signs.
<b>Beverly Hills, CA</b>	Height: 20-feet; Area: 55 square-feet maximum based upon this sign type. Monument signs are defined as pole signs
<b>Boston, MA</b>	Height: 25-feet; Area: 65 square-feet (sites with 1 use); Height: 30-feet; Area 125 square-feet (sites 2 or more uses). No more than two sign faces permitted, a single sign may have twice the permitted sign area, and a site with a street frontage is 200 feet or more, 2 free standing signs are permitted. Monument signs appear to be defined as freestanding signs
<b>Culver City, CA</b>	Height: 20 feet; Area: 50 square-feet per face. All additional permitted freestanding signs not higher than 6 feet. Site must have a minimum 100 linear feet of frontage to qualify for a freestanding sign and a maximum of 100 sq ft of sign area is permitted for all freestanding sign faces. 1 additional sign permitted each 200 feet of frontage up to a maximum of 5 freestanding signs
<b>New York City, NY</b>	Height and area are regulated upon Zoning Lot frontage. Monument signs are not commonly used and no standards have been set
<b>Portland, OR</b>	Height: 15 - 25 feet; Area: 1:1 with a max. 50 - 200 square-feet per sign and based upon arterial street frontage. Monument signs are defined as freestanding signs. No freestanding signs permitted when a projecting sign already along the same frontage or if the existing signage exceed 1:1 of the primary building wall
<b>San Antonio, TX</b>	Height: 16 – 50 feet; Area: 75 to 375 sq ft of sign area depending upon street classification (local, arterial, expressway). 1 freestanding sign per established lot, 1 additional sign permitted for each street with lot frontage, and 150 on-site spacing between the main id sign and all other freestanding signs. Each additional sign not > 75 percent of the allowable height and size of the max permitted for the 1st sign. Monument signs are defined as freestanding signs
<b>San Jose, CA</b>	Height: Square-footage of sign area divided by 4 not exceeding 20 ft high; 25 feet in height if sign is < 6 feet wide; Area: 1:1 based upon parcel frontage. No freestanding sign shall exceed 120 sq ft of sign area. 100 + feet of linear street frontage required to be permitted the one freestanding sign
<b>Santa Clarita, CA</b>	Height: 6 feet; Area: 54 square-feet. An increase to 8 feet in height and greater may be permitted through an enhanced review. 100 linear feet of frontage required to be permitted 1 sign
<b>Santa Monica, CA</b>	Height: 6 feet; Area: 40 square-feet
<b>West Hollywood, CA</b>	Height: 6-feet; Area: 1:1 of primary business frontage with a max. of 25 square-feet of sign area. Up to 3 freestanding signs are allowed with a maximum height of 6 ft and area of 1 sq ft of sign area for each 1 linear foot of primary business frontage. Monument signs are considered freestanding signs
<b>Los Angeles, CA (proposed)</b>	Height: 8 feet; Area: 60 square-feet

## Wall Sign Regulations

Summary:	All of the surveyed cities regulate the height of wall signs. The heights range from 25 feet to above the roof usually based upon zone. Eight of the surveyed cities regulate the area of wall signs.
<b>Beverly Hills, CA</b>	Height: not above the roof structure; Area: 100 sq ft, 2:1 of street frontage
<b>Boston, MA</b>	Height: whichever is lowest- 25 ft above grade or the lowest point of the roof surface or the top of the sills of the first level of windows above the first story. Area: 2:1, 4:1, 5:1 depending on distance between sign and center line of abutting street
<b>Culver City, CA</b>	Height: 6 inches to 1 ft below edge of roof. Area: 1.5 sq ft of sign area: 1 linear foot of street frontage or 25 sq ft, shall not exceed 200 sq ft or 40% of background wall, whichever is greater. Signs must be separated from each other by a minimum of 4 ft horizontal and 2 ft vertical
<b>New York City, NY</b>	Height: 25-40 ft; Area: 50-200 sq ft depending on zone, sign type and illumination
<b>Portland, OR</b>	Height: 6 inches above the roof line. Area: 50-200 sq ft depending on zone. Sign elements will be measured as one unit when the distance between the elements is less than two times the dimension of each element
<b>San Antonio, TX</b>	Height: not higher than 1/3 of the sign over the building. Area: 50-100 sq ft depending on street and not to exceed 25% of building façade
<b>San Jose, CA</b>	Height: the 4th floor of the building or if it is less than 85 feet the 3rd floor. Area: 300 sq ft or 1:1 of occupancy frontage for ground floor business. The 2nd floor business or higher gets 1/2 of area that 1st floor is allowed
<b>Santa Clarita, CA</b>	Height: not above the roof line or parapet on lowest point of sloping roof. Area: 1.5:1 of building or tenant frontage
<b>Santa Monica, CA</b>	Height: not above the wall or parapet or more than 30 inches above the 2nd floor of a multi-story building. Area: 100 sq ft or 1:1 of address frontage
<b>West Hollywood, CA</b>	Height: the edge of the roof; Area: depends on the maximum sign area allotment
<b>Los Angeles, CA (proposed)</b>	Height: not above the top of the wall on the building or 35 feet. Area: 100 sq ft. Signs must be 2 ft from any other sign

## Projecting Sign Area Regulations

<b>Beverly Hills, CA</b>	Area: 100 sq ft or 2:1 of lot frontage
<b>Boston, MA</b>	Area: 24 sq ft per side plus 10 ft if it includes a public service message device
<b>Culver City, CA</b>	Area: 25 sq ft or 1.5:1 of business frontage and shall not exceed 200 sq ft or 40% of background wall, whichever is greater
<b>New York City, NY</b>	Area: 50-200 sq ft depending on zone, sign type and illumination
<b>Portland, OR</b>	Area: 30 sq ft when in the public right of way
<b>San Antonio, TX</b>	Area: 150 sq ft
<b>San Jose, CA</b>	Area: 10 sq ft per side
<b>Santa Clarita, CA</b>	Projecting signs are prohibited
<b>Santa Monica, CA</b>	Area: 4.5 sq ft and the signs are restricted to downtown areas
<b>West Hollywood, CA</b>	Area: 1:1 of business frontage (primary building). The secondary sign is allowed 4 sq ft
<b>Los Angeles, CA (proposed)</b>	Area: 50 sq ft for all sign faces

## Roof Sign Regulations

Summary:	All the surveyed cities prohibit roof signs as a matter of right.
<b>Beverly Hills, CA</b>	Prohibited - No sign shall extend above the roof of the building to which it is attached
<b>Boston, MA</b>	Restricted - Roof signs may possibly be permitted with public review
<b>Culver City, CA</b>	Restricted - Except for certain theater signs and historical signs
<b>New York City, NY</b>	Prohibited - In most commercial districts
<b>Portland, OR</b>	Prohibited - Pitched roofs may extend 6 inches above roof line but never above the ridge line
<b>San Antonio, TX</b>	Prohibited- Unless expressly authorized by the city council
<b>San Jose, CA</b>	Restricted - Except in downtown areas and on buildings of a certain size
<b>Santa Clarita, CA</b>	Prohibited - Except for historic signs
<b>Santa Monica, CA</b>	Prohibited
<b>West Hollywood, CA</b>	Prohibited - Unless approved as a creative sign (discretionary process)
<b>Los Angeles, CA (proposed)</b>	Prohibited

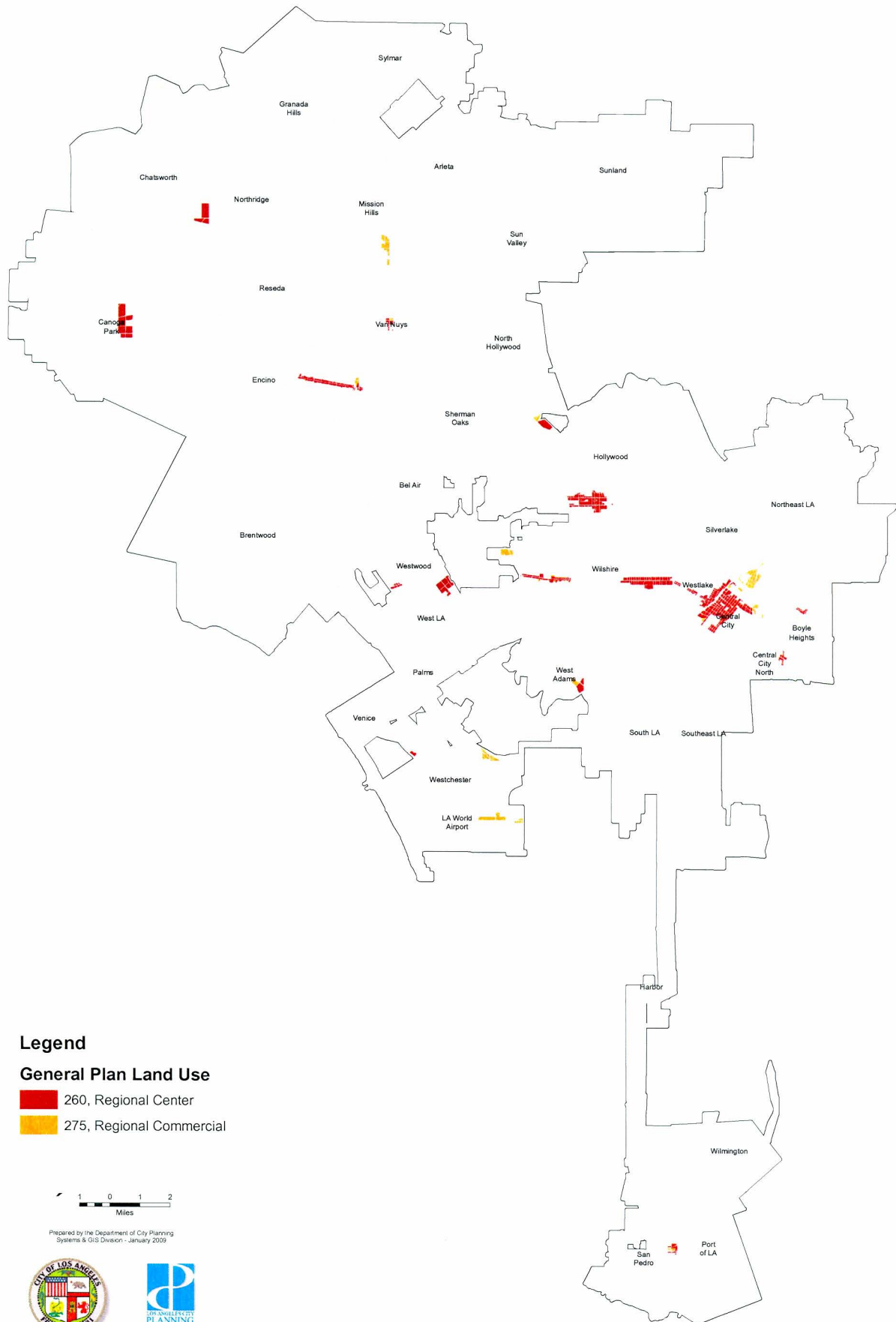
## Digital Displays Regulations

Summary:	Six of the surveyed cities prohibit digital displays and four allow them only in special districts.
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<b>Beverly Hills, CA</b>	Prohibited
<b>Boston, MA</b>	Restricted to special districts
<b>Culver City, CA</b>	Prohibited
<b>New York City, NY</b>	Restricted to special districts
<b>Portland, OR</b>	Restricted to sports districts and major event entertainment
<b>San Antonio, TX</b>	Restricted to special districts
<b>San Jose, CA</b>	Prohibited, except as specifically allowed
<b>Santa Clarita, CA</b>	Prohibited
<b>Santa Monica, CA</b>	Prohibited
<b>West Hollywood, CA</b>	Prohibited unless a "creative sign"
<b>Los Angeles, CA (proposed)</b>	Restricted to special districts

## **ATTACHMENT 3**

Map of Regional Centers




## **ATTACHMENT 4**

Environmental Clearance



CITY OF LOS ANGELES  
OFFICE OF THE CITY CLERK  
ROOM 395, CITY HALL  
LOS ANGELES, CALIFORNIA 90012  
CALIFORNIA ENVIRONMENTAL QUALITY ACT  
**NEGATIVE DECLARATION**

<b>LEAD CITY AGENCY</b> City of Los Angeles	<b>COUNCIL DISTRICT</b> CITYW	
<b>PROJECT TITLE</b> ENV-2009-0009-ND	<b>CASE NO.</b> CPC-2009-0008-CA	
<b>PROJECT LOCATION</b> Citywide		
<b>PROJECT DESCRIPTION</b> A proposed ordinance amending Sections 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of the Los Angeles Municipal Code to remove the distinction between on-site and off-site signs; replace content-based sign regulations with time, place, and manner regulations; establish height, area, and spacing requirements for signs; allow minimum signage for individual premises; establish combined sign area limits; create a minimum distance requirement between residentially zoned properties and illuminated signs; create a new relief mechanism from the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment.		
<b>NAME AND ADDRESS OF APPLICANT IF OTHER THAN CITY AGENCY</b> Department of City Planning 200 North Main Street Room 763 Los Angeles, CA 90012		
<b>FINDING:</b> The City Planning Department of the City of Los Angeles has Proposed that a negative declaration be adopted for this project. The Initial Study indicates that no significant impacts are apparent which might result from this project's implementation. This action is based on the project description above.		
Any written comments received during the public review period are attached together with the response of the Lead City Agency. The project decision-maker may adopt this negative declaration, amend it, or require preparation of an EIR. Any changes made should be supported by substantial evidence in the record and appropriate findings made.		
THE INITIAL STUDY PREPARED FOR THIS PROJECT IS ATTACHED.		
<b>NAME OF PERSON PREPARING THIS FORM</b>  THOMAS ROTHMANN	<b>TITLE</b>  City Planner	<b>TELEPHONE NUMBER</b>  (213) 978-1370
<b>ADDRESS</b>  200 N. SPRING STREET, 7th FLOOR LOS ANGELES, CA. 90012	<b>SIGNATURE (Official)</b>  	<b>DATE</b>  1/10/09

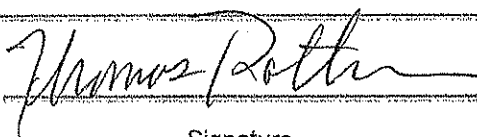
**CITY OF LOS ANGELES**  
OFFICE OF THE CITY CLERK  
ROOM 395, CITY HALL  
LOS ANGELES, CALIFORNIA 90012  
**CALIFORNIA ENVIRONMENTAL QUALITY ACT**  
**INITIAL STUDY**  
**and CHECKLIST**  
(CEQA Guidelines Section 15063)

<b>LEAD CITY AGENCY:</b> City of Los Angeles	<b>COUNCIL DISTRICT:</b> CITYW	<b>DATE:</b> 01/08/2009
<b>RESPONSIBLE AGENCIES:</b> Department of City Planning		
<b>ENVIRONMENTAL CASE:</b> ENV-2009-0009-ND	<b>RELATED CASES:</b> CPC-2009-0008-CA	
<b>PREVIOUS ACTIONS CASE NO.:</b>	<input type="checkbox"/> Does have significant changes from previous actions. <input checked="" type="checkbox"/> Does NOT have significant changes from previous actions.	
<b>PROJECT DESCRIPTION:</b> AMENDING SIGN CODE		
<b>ENV PROJECT DESCRIPTION:</b> A proposed ordinance amending Sections 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of the Los Angeles Municipal Code to remove the distinction between on-site and off-site signs; replace content-based sign regulations with time, place, and manner regulations; establish height, area, and spacing requirements for signs; allow minimum signage for individual premises; establish combined sign area limits; create a minimum distance requirement between residentially zoned properties and illuminated signs; create a new relief mechanism from the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment.		
<b>ENVIRONMENTAL SETTINGS:</b> The City of Los Angeles is the second largest city in the United States by population with an estimated 3.9 million residents. The city's boundaries cover a total area of 498.3 square miles (1,291 km <sup>2</sup> ), comprising 469.1 square miles (1,214.9 km <sup>2</sup> ) of land and 29.2 square miles (75.7 km <sup>2</sup> ) of water, reflecting a diverse terrain of urbanized areas, beaches, mountains, and valleys. The city of Los Angeles is divided into 15 City Council districts and 35 Community Plan Areas.		
<b>PROJECT LOCATION:</b> Citywide		
<b>COMMUNITY PLAN AREA:</b> CITYWIDE  <b>STATUS:</b>  <input checked="" type="checkbox"/> Does Conform to Plan  <input type="checkbox"/> Does NOT Conform to Plan	<b>AREA PLANNING COMMISSION:</b> CITYWIDE	<b>CERTIFIED NEIGHBORHOOD COUNCIL:</b> NONE
<b>EXISTING ZONING:</b> NA	<b>MAX. DENSITY/INTENSITY ALLOWED BY ZONING:</b> NA	<b>LA River Adjacent:</b> NO
<b>GENERAL PLAN LAND USE:</b> NA	<b>MAX. DENSITY/INTENSITY ALLOWED BY PLAN DESIGNATION:</b> NA	
<b>PROPOSED PROJECT DENSITY:</b> NA		

## Determination (To Be Completed By Lead Agency)

On the basis of this initial evaluation:

- ☒ I find that the proposed project COULD NOT have a significant effect on the environment, and a **NEGATIVE DECLARATION** will be prepared.
- ☐ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions on the project have been made by or agreed to by the project proponent. A **MITIGATED NEGATIVE DECLARATION** will be prepared.
- ☐ I find the proposed project MAY have a significant effect on the environment, and an **ENVIRONMENTAL IMPACT REPORT** is required.
- ☐ I find the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on earlier analysis as described on attached sheets. An **ENVIRONMENTAL IMPACT REPORT** is required, but it must analyze only the effects that remain to be addressed.
- ☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or **NEGATIVE DECLARATION** pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or **NEGATIVE DECLARATION**, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.



City Planner

(213) 978-1370

Signature

Title

Phone

## Evaluation Of Environmental Impacts:

1. A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants based on a project-specific screening analysis).
2. All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3. Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an EIR is required.
4. "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of a mitigation measure has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from Section XVII, "Earlier Analysis," cross referenced).
5. Earlier analysis must be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR, or negative declaration. Section 15063 (c)(3)(D). In this case, a brief discussion should identify the following:
  - a. Earlier Analysis Used. Identify and state where they are available for review.
  - b. Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
  - c. Mitigation Measures. For effects that are "Less Than Significant With Mitigation Measures Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.

6. Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated
7. Supporting Information Sources: A sources list should be attached, and other sources used or individuals contacted should be cited in the discussion.
8. This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whichever format is selected.
9. The explanation of each issue should identify:
  - a. The significance criteria or threshold, if any, used to evaluate each question; and
  - b. The mitigation measure identified, if any, to reduce the impact to less than significance.

## Environmental Factors Potentially Affected:

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

<input type="checkbox"/> AESTHETICS	<input type="checkbox"/> HAZARDS AND HAZARDOUS MATERIALS	<input type="checkbox"/> PUBLIC SERVICES
<input type="checkbox"/> AGRICULTURAL RESOURCES	<input type="checkbox"/> HYDROLOGY AND WATER QUALITY	<input type="checkbox"/> RECREATION
<input type="checkbox"/> AIR QUALITY	<input type="checkbox"/> LAND USE AND PLANNING	<input type="checkbox"/> TRANSPORTATION/CIRCULATION
<input type="checkbox"/> BIOLOGICAL RESOURCES	<input type="checkbox"/> MINERAL RESOURCES	<input type="checkbox"/> UTILITIES
<input type="checkbox"/> CULTURAL RESOURCES	<input type="checkbox"/> NOISE	<input type="checkbox"/> MANDATORY FINDINGS OF SIGNIFICANCE
<input type="checkbox"/> GEOLOGY AND SOILS	<input type="checkbox"/> POPULATION AND HOUSING	

## INITIAL STUDY CHECKLIST (To be completed by the Lead City Agency)

### Background

#### PROPONENT NAME:

Department of City Planning

#### PHONE NUMBER:

(213) 978-1370

#### APPLICANT ADDRESS:

200 North Main Street

Room 763

Los Angeles, CA 90012

#### AGENCY REQUIRING CHECKLIST:

Department of City Planning

#### DATE SUBMITTED:

12/18/2008

#### PROPOSAL NAME (if Applicable):

sign ordinance revisions

Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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**I. AESTHETICS**

a.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON A SCENIC VISTA?				✓
b.	SUBSTANTIALLY DAMAGE SCENIC RESOURCES, INCLUDING, BUT NOT LIMITED TO, TREES, ROCK OUTCROPPINGS, AND HISTORIC BUILDINGS, OR OTHER LOCALLY RECOGNIZED DESIRABLE AESTHETIC NATURAL FEATURE WITHIN A CITY-DESIGNATED SCENIC HIGHWAY?				✓
c.	SUBSTANTIALLY DEGRADE THE EXISTING VISUAL CHARACTER OR QUALITY OF THE SITE AND ITS SURROUNDINGS?			✓	
d.	CREATE A NEW SOURCE OF SUBSTANTIAL LIGHT OR GLARE WHICH WOULD ADVERSELY AFFECT DAY OR NIGHTTIME VIEWS IN THE AREA?			✓	

**II. AGRICULTURAL RESOURCES**

a.	CONVERT PRIME FARMLAND, UNIQUE FARMLAND, OR FARMLAND OF STATEWIDE IMPORTANCE, AS SHOWN ON THE MAPS PREPARED PURSUANT TO THE FARMLAND MAPPING AND MONITORING PROGRAM OF THE CALIFORNIA RESOURCES AGENCY, TO NON-AGRICULTURAL USE?				✓
b.	CONFLICT THE EXISTING ZONING FOR AGRICULTURAL USE, OR A WILLIAMSON ACT CONTRACT?				✓
c.	INVOLVE OTHER CHANGES IN THE EXISTING ENVIRONMENT WHICH, DUE TO THEIR LOCATION OR NATURE, COULD RESULT IN CONVERSION OF FARMLAND, TO NON-AGRICULTURAL USE?				✓

**III. AIR QUALITY**

a.	CONFLICT WITH OR OBSTRUCT IMPLEMENTATION OF THE SCAQMD OR CONGESTION MANAGEMENT PLAN?				✓
b.	VIOLATE ANY AIR QUALITY STANDARD OR CONTRIBUTE SUBSTANTIALLY TO AN EXISTING OR PROJECTED AIR QUALITY VIOLATION?				✓
c.	RESULT IN A CUMULATIVELY CONSIDERABLE NET INCREASE OF ANY CRITERIA POLLUTANT FOR WHICH THE AIR BASIN IS NON-ATTAINMENT (OZONE, CARBON MONOXIDE, & PM 10) UNDER AN APPLICABLE FEDERAL OR STATE AMBIENT AIR QUALITY STANDARD?				✓
d.	EXPOSE SENSITIVE RECEPTORS TO SUBSTANTIAL POLLUTANT CONCENTRATIONS?				✓
e.	CREATE OBJECTIONABLE ODORS AFFECTING A SUBSTANTIAL NUMBER OF PEOPLE?				✓

**IV. BIOLOGICAL RESOURCES**

a.	HAVE A SUBSTANTIAL ADVERSE EFFECT, EITHER DIRECTLY OR THROUGH HABITAT MODIFICATION, ON ANY SPECIES IDENTIFIED AS A CANDIDATE, SENSITIVE, OR SPECIAL STATUS SPECIES IN LOCAL OR REGIONAL PLANS, POLICIES, OR REGULATIONS BY THE CALIFORNIA DEPARTMENT OF FISH AND GAME OR U.S. FISH AND WILDLIFE SERVICE ?			✓	
b.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON ANY RIPARIAN HABITAT OR OTHER SENSITIVE NATURAL COMMUNITY IDENTIFIED IN THE CITY OR REGIONAL PLANS, POLICIES, REGULATIONS BY THE CALIFORNIA DEPARTMENT OF FISH AND GAME OR U.S. FISH AND WILDLIFE SERVICE ?				✓
c.	HAVE A SUBSTANTIAL ADVERSE EFFECT ON FEDERALLY PROTECTED WETLANDS AS DEFINED BY SECTION 404 OF THE CLEAN WATER ACT (INCLUDING, BUT NOT LIMITED TO, MARSH VERNAL POOL, COASTAL, ETC.) THROUGH DIRECT REMOVAL, FILLING, HYDROLOGICAL INTERRUPTION, OR OTHER MEANS?				✓
d.	INTERFERE SUBSTANTIALLY WITH THE MOVEMENT OF ANY NATIVE RESIDENT OR MIGRATORY FISH OR WILDLIFE SPECIES OR WITH ESTABLISHED NATIVE RESIDENT OR MIGRATORY WILDLIFE CORRIDORS, OR IMPEDE THE USE OF NATIVE WILDLIFE NURSERY SITES?			✓	

Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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e.	CONFLICT WITH ANY LOCAL POLICIES OR ORDINANCES PROTECTING BIOLOGICAL RESOURCES, SUCH AS TREE PRESERVATION POLICY OR ORDINANCE (E.G., OAK TREES OR CALIFORNIA WALNUT WOODLANDS)?				✓
f.	CONFLICT WITH THE PROVISIONS OF AN ADOPTED HABITAT CONSERVATION PLAN, NATURAL COMMUNITY CONSERVATION PLAN, OR OTHER APPROVED LOCAL, REGIONAL, OR STATE HABITAT CONSERVATION PLAN?				✓

**V. CULTURAL RESOURCES**

a.	CAUSE A SUBSTANTIAL ADVERSE CHANGE IN SIGNIFICANCE OF A HISTORICAL RESOURCE AS DEFINED IN STATE CEQA 15064.5?			✓	
b.	CAUSE A SUBSTANTIAL ADVERSE CHANGE IN SIGNIFICANCE OF AN ARCHAEOLOGICAL RESOURCE PURSUANT TO STATE CEQA 15064.5?				✓
c.	DIRECTLY OR INDIRECTLY DESTROY A UNIQUE PALEONTOLOGICAL RESOURCE OR SITE OR UNIQUE GEOLOGIC FEATURE?				✓
d.	DISTURB ANY HUMAN REMAINS, INCLUDING THOSE INTERRED OUTSIDE OF FORMAL CEMETERIES?				✓

**VI. GEOLOGY AND SOILS**

a.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : RUPTURE OF A KNOWN EARTHQUAKE FAULT, AS DELINEATED ON THE MOST RECENT ALQUIST-PRIOLO EARTHQUAKE FAULT ZONING MAP ISSUED BY THE STATE GEOLOGIST FOR THE AREA OR BASED ON OTHER SUBSTANTIAL EVIDENCE OF A KNOWN FAULT? REFER TO DIVISION OF MINES AND GEOLOGY SPECIAL PUBLICATION 42.				✓
b.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : STRONG SEISMIC GROUND SHAKING?				✓
c.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : SEISMIC-RELATED GROUND FAILURE, INCLUDING LIQUEFACTION?				✓
d.	EXPOSURE OF PEOPLE OR STRUCTURES TO POTENTIAL SUBSTANTIAL ADVERSE EFFECTS, INCLUDING THE RISK OF LOSS, INJURY OR DEATH INVOLVING : LANDSLIDES?				✓
e.	RESULT IN SUBSTANTIAL SOIL EROSION OR THE LOSS OF TOPSOIL?				✓
f.	BE LOCATED ON A GEOLOGIC UNIT OR SOIL THAT IS UNSTABLE, OR THAT WOULD BECOME UNSTABLE AS A RESULT OF THE PROJECT, AND POTENTIAL RESULT IN ON- OR OFF-SITE LANDSLIDE, LATERAL SPREADING, SUBSIDENCE, LIQUEFACTION, OR COLLAPSE?				✓
g.	BE LOCATED ON EXPANSIVE SOIL, AS DEFINED IN TABLE 18-1-B OF THE UNIFORM BUILDING CODE (1994), CREATING SUBSTANTIAL RISKS TO LIFE OR PROPERTY?				✓
h.	HAVE SOILS INCAPABLE OF ADEQUATELY SUPPORTING THE USE OF SEPTIC TANKS OR ALTERNATIVE WASTE WATER DISPOSAL SYSTEMS WHERE SEWERS ARE NOT AVAILABLE FOR THE DISPOSAL OF WASTE WATER?				✓

**VII. HAZARDS AND HAZARDOUS MATERIALS**

a.	CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT THROUGH THE ROUTINE TRANSPORT, USE, OR DISPOSAL OF HAZARDOUS MATERIALS?				✓
b.	CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT THROUGH REASONABLY FORESEEABLE UPSET AND ACCIDENT CONDITIONS INVOLVING THE RELEASE OF HAZARDOUS MATERIALS INTO THE ENVIRONMENT?				✓

	Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
c. EMIT HAZARDOUS EMISSIONS OR HANDLE HAZARDOUS OR ACUTELY HAZARDOUS MATERIALS, SUBSTANCES, OR WASTE WITHIN ONE-QUARTER MILE OF AN EXISTING OR PROPOSED SCHOOL?				✓
d. BE LOCATED ON A SITE WHICH IS INCLUDED ON A LIST OF HAZARDOUS MATERIALS SITES COMPILED PURSUANT TO GOVERNMENT CODE SECTION 65962.5 AND, AS A RESULT, WOULD IT CREATE A SIGNIFICANT HAZARD TO THE PUBLIC OR THE ENVIRONMENT?				✓
e. FOR A PROJECT LOCATED WITHIN AN AIRPORT LAND USE PLAN OR, WHERE SUCH A PLAN HAS NOT BEEN ADOPTED, WITHIN TWO MILES OF A PUBLIC AIRPORT OR PUBLIC USE AIRPORT, WOULD THE PROJECT RESULT IN A SAFETY HAZARD FOR PEOPLE RESIDING OR WORKING IN THE PROJECT AREA?				✓
f. FOR A PROJECT WITHIN THE VICINITY OF A PRIVATE AIRSTRIP, WOULD THE PROJECT RESULT IN A SAFETY HAZARD FOR THE PEOPLE RESIDING OR WORKING IN THE AREA?				✓
g. IMPAIR IMPLEMENTATION OF OR PHYSICALLY INTERFERE WITH AN ADOPTED EMERGENCY RESPONSE PLAN OR EMERGENCY EVACUATION PLAN?				✓
h. EXPOSE PEOPLE OR STRUCTURES TO A SIGNIFICANT RISK OF LOSS, INJURY OR DEATH INVOLVING WILDLAND FIRES, INCLUDING WHERE WILDLANDS ARE ADJACENT TO URBANIZED AREAS OR WHERE RESIDENCES ARE INTERMIXED WITH WILDLANDS?				✓
<b>VIII. HYDROLOGY AND WATER QUALITY</b>				
a. VIOLATE ANY WATER QUALITY STANDARDS OR WASTE DISCHARGE REQUIREMENTS?				✓
b. SUBSTANTIALLY DEplete GROUNDWATER SUPPLIES OR INTERFERE WITH GROUNDWATER RECHARGE SUCH THAT THERE WOULD BE A NET DEFICIT IN AQUIFER VOLUME OR A LOWERING OF THE LOCAL GROUNDWATER TABLE LEVEL (E.G., THE PRODUCTION RATE OF PRE-EXISTING NEARBY WELLS WOULD DROP TO A LEVEL WHICH WOULD NOT SUPPORT EXISTING LAND USES OR PLANNED LAND USES FOR WHICH PERMITS HAVE BEEN GRANTED)?				✓
c. SUBSTANTIALLY ALTER THE EXISTING DRAINAGE PATTERN OF THE SITE OR AREA, INCLUDING THROUGH THE ALTERATION OF THE COURSE OF A STREAM OR RIVER, IN A MANNER WHICH WOULD RESULT IN SUBSTANTIAL EROSION OR SILTATION ON- OR OFF-SITE?				✓
d. SUBSTANTIALLY ALTER THE EXISTING DRAINAGE PATTERN OF THE SITE OR AREA, INCLUDING THROUGH THE ALTERATION OF THE COURSE OF A STREAM OR RIVER, OR SUBSTANTIALLY INCREASE THE RATE OR AMOUNT OF SURFACE RUNOFF IN A MANNER WHICH WOULD RESULT IN FLOODING ON- OR OFF SITE?				✓
e. CREATE OR CONTRIBUTE RUNOFF WATER WHICH WOULD EXCEED THE CAPACITY OF EXISTING OR PLANNED STORMWATER DRAINAGE SYSTEMS OR PROVIDE SUBSTANTIAL ADDITIONAL SOURCES OF POLLUTED RUNOFF?				✓
f. OTHERWISE SUBSTANTIALLY DEGRADE WATER QUALITY?				✓
g. PLACE HOUSING WITHIN A 100-YEAR FLOOD PLAIN AS MAPPED ON FEDERAL FLOOD HAZARD BOUNDARY OR FLOOD INSURANCE RATE MAP OR OTHER FLOOD HAZARD DELINEATION MAP?				✓
h. PLACE WITHIN A 100-YEAR FLOOD PLAIN STRUCTURES WHICH WOULD IMPEDE OR REDIRECT FLOOD FLOWS?				✓
i. EXPOSE PEOPLE OR STRUCTURES TO A SIGNIFICANT RISK OF LOSS, INJURY OR DEATH INVOLVING FLOODING, INCLUDING FLOODING AS A RESULT OF THE FAILURE OF A LEVEE OR DAM?				✓
j. INUNDATION BY SEICHE, TSUNAMI, OR MUDFLOW?				✓
<b>IX. LAND USE AND PLANNING</b>				
a. PHYSICALLY DIVIDE AN ESTABLISHED COMMUNITY?				✓



Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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b.	CONFLICT WITH APPLICABLE LAND USE PLAN, POLICY OR REGULATION OF AN AGENCY WITH JURISDICTION OVER THE PROJECT (INCLUDING BUT NOT LIMITED TO THE GENERAL PLAN, SPECIFIC PLAN, COASTAL PROGRAM, OR ZONING ORDINANCE) ADOPTED FOR THE PURPOSE OF AVOIDING OR MITIGATING AN ENVIRONMENTAL EFFECT?				✓
c.	CONFLICT WITH ANY APPLICABLE HABITAT CONSERVATION PLAN OR NATURAL COMMUNITY CONSERVATION PLAN?				✓
<b>X. MINERAL RESOURCES</b>					
a.	RESULT IN THE LOSS OF AVAILABILITY OF A KNOWN MINERAL RESOURCE THAT WOULD BE OF VALUE TO THE REGION AND THE RESIDENTS OF THE STATE?				✓
b.	RESULT IN THE LOSS OF AVAILABILITY OF A LOCALLY-IMPORTANT MINERAL RESOURCE RECOVERY SITE DELINEATED ON A LOCAL GENERAL PLAN, SPECIFIC PLAN, OR OTHER LAND USE PLAN?				✓
<b>XI. NOISE</b>					
a.	EXPOSURE OF PERSONS TO OR GENERATION OF NOISE IN LEVEL IN EXCESS OF STANDARDS ESTABLISHED IN THE LOCAL GENERAL PLAN OR NOISE ORDINANCE, OR APPLICABLE STANDARDS OF OTHER AGENCIES?				✓
b.	EXPOSURE OF PEOPLE TO OR GENERATION OF EXCESSIVE GROUND-BORNE VIBRATION OR GROUND-BORNE NOISE LEVELS?				✓
c.	A SUBSTANTIAL PERMANENT INCREASE IN AMBIENT NOISE LEVELS IN THE PROJECT VICINITY ABOVE LEVELS EXISTING WITHOUT THE PROJECT?				✓
d.	A SUBSTANTIAL TEMPORARY OR PERIODIC INCREASE IN AMBIENT NOISE LEVELS IN THE PROJECT VICINITY ABOVE LEVELS EXISTING WITHOUT THE PROJECT?				✓
e.	FOR A PROJECT LOCATED WITHIN AN AIRPORT LAND USE PLAN OR, WHERE SUCH A PLAN HAS NOT BEEN ADOPTED, WITHIN TWO MILES OF A PUBLIC AIRPORT OR PUBLIC USE AIRPORT, WOULD THE PROJECT EXPOSE PEOPLE RESIDING OR WORKING IN THE PROJECT AREA TO EXCESSIVE NOISE LEVELS?				✓
f.	FOR A PROJECT WITHIN THE VICINITY OF A PRIVATE AIRSTRIP, WOULD THE PROJECT EXPOSE PEOPLE RESIDING OR WORKING IN THE PROJECT AREA TO EXCESSIVE NOISE LEVELS?				✓
<b>XII. POPULATION AND HOUSING</b>					
a.	INDUCE SUBSTANTIAL POPULATION GROWTH IN AN AREA EITHER DIRECTLY (FOR EXAMPLE, BY PROPOSING NEW HOMES AND BUSINESSES) OR INDIRECTLY (FOR EXAMPLE, THROUGH EXTENSION OF ROADS OR OTHER INFRASTRUCTURE)?				✓
b.	DISPLACE SUBSTANTIAL NUMBERS OF EXISTING HOUSING NECESSITATING THE CONSTRUCTION OF REPLACEMENT HOUSING ELSEWHERE?				✓
c.	DISPLACE SUBSTANTIAL NUMBERS OF PEOPLE NECESSITATING THE CONSTRUCTION OF REPLACEMENT HOUSING ELSEWHERE?				✓
<b>XIII. PUBLIC SERVICES</b>					
a.	FIRE PROTECTION?				✓
b.	POLICE PROTECTION?				✓
c.	SCHOOLS?				✓
d.	PARKS?				✓
e.	OTHER GOVERNMENTAL SERVICES (INCLUDING ROADS)?			✓	
<b>XIV. RECREATION</b>					

Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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a.	WOULD THE PROJECT INCREASE THE USE OF EXISTING NEIGHBORHOOD AND REGIONAL PARKS OR OTHER RECREATIONAL FACILITIES SUCH THAT SUBSTANTIAL PHYSICAL DETERIORATION OF THE FACILITY WOULD OCCUR OR BE ACCELERATED?				✓
b.	DOES THE PROJECT INCLUDE RECREATIONAL FACILITIES OR REQUIRE THE CONSTRUCTION OR EXPANSION OF RECREATIONAL FACILITIES WHICH MIGHT HAVE AN ADVERSE PHYSICAL EFFECT ON THE ENVIRONMENT?				✓

**XV. TRANSPORTATION/CIRCULATION**

a.	CAUSE AN INCREASE IN TRAFFIC WHICH IS SUBSTANTIAL IN RELATION TO THE EXISTING TRAFFIC LOAD AND CAPACITY OF THE STREET SYSTEM (I.E., RESULT IN A SUBSTANTIAL INCREASE IN EITHER THE NUMBER OF VEHICLE TRIPS, THE VOLUME TO RATIO CAPACITY ON ROADS, OR CONGESTION AT INTERSECTIONS)?				✓
b.	EXCEED, EITHER INDIVIDUALLY OR CUMULATIVELY, A LEVEL OF SERVICE STANDARD ESTABLISHED BY THE COUNTY CONGESTION MANAGEMENT AGENCY FOR DESIGNATED ROADS OR HIGHWAYS?				✓
c.	RESULT IN A CHANGE IN AIR TRAFFIC PATTERNS, INCLUDING EITHER AN INCREASE IN TRAFFIC LEVELS OR A CHANGE IN LOCATION THAT RESULTS IN SUBSTANTIAL SAFETY RISKS?				✓
d.	SUBSTANTIALLY INCREASE HAZARDS TO A DESIGN FEATURE (E.G., SHARP CURVES OR DANGEROUS INTERSECTIONS) OR INCOMPATIBLE USES (E.G., FARM EQUIPMENT)?			✓	
e.	RESULT IN INADEQUATE EMERGENCY ACCESS?				✓
f.	RESULT IN INADEQUATE PARKING CAPACITY?				✓
g.	CONFLICT WITH ADOPTED POLICIES, PLANS, OR PROGRAMS SUPPORTING ALTERNATIVE TRANSPORTATION (E.G., BUS TURNOUTS, BICYCLE RACKS)?				✓

**XVI. UTILITIES**

a.	EXCEED WASTEWATER TREATMENT REQUIREMENTS OF THE APPLICABLE REGIONAL WATER QUALITY CONTROL BOARD?				✓
b.	REQUIRE OR RESULT IN THE CONSTRUCTION OF NEW WATER OR WASTEWATER TREATMENT FACILITIES OR EXPANSION OF EXISTING FACILITIES, THE CONSTRUCTION OF WHICH COULD CAUSE SIGNIFICANT ENVIRONMENTAL EFFECTS?				✓
c.	REQUIRE OR RESULT IN THE CONSTRUCTION OF NEW STORMWATER DRAINAGE FACILITIES OR EXPANSION OF EXISTING FACILITIES, THE CONSTRUCTION OF WHICH COULD CAUSE SIGNIFICANT ENVIRONMENTAL EFFECTS?				✓
d.	HAVE SUFFICIENT WATER SUPPLIES AVAILABLE TO SERVE THE PROJECT FROM EXISTING ENTITLEMENTS AND RESOURCE, OR ARE NEW OR EXPANDED ENTITLEMENTS NEEDED?				✓
e.	RESULT IN A DETERMINATION BY THE WASTEWATER TREATMENT PROVIDER WHICH SERVES OR MAY SERVE THE PROJECT THAT IT HAS ADEQUATE CAPACITY TO SERVE THE PROJECTS PROJECTED DEMAND IN ADDITION TO THE PROVIDERS				✓
f.	BE SERVED BY A LANDFILL WITH SUFFICIENT PERMITTED CAPACITY TO ACCOMMODATE THE PROJECTS SOLID WASTE DISPOSAL NEEDS?				✓
g.	COMPLY WITH FEDERAL, STATE, AND LOCAL STATUTES AND REGULATIONS RELATED TO SOLID WASTE?				✓

**XVII. MANDATORY FINDINGS OF SIGNIFICANCE**

a.	DOES THE PROJECT HAVE THE POTENTIAL TO DEGRADE THE QUALITY OF THE ENVIRONMENT, SUBSTANTIALLY REDUCE THE HABITAT OF FISH OR WILDLIFE SPECIES, CAUSE A FISH OR WILDLIFE POPULATION TO DROP BELOW SELF-SUSTAINING LEVELS, THREATEN TO ELIMINATE A PLANT OR ANIMAL COMMUNITY, REDUCE THE NUMBER OR RESTRICT THE RANGE OF A RARE OR ENDANGERED PLANT OR ANIMAL OR ELIMINATE IMPORTANT EXAMPLES OF THE				✓
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Potentially significant impact	Potentially significant unless mitigation incorporated	Less than significant impact	No impact
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	MAJOR PERIODS OF CALIFORNIA HISTORY OR PREHISTORY?				
b.	DOES THE PROJECT HAVE IMPACTS WHICH ARE INDIVIDUALLY LIMITED, BUT CUMULATIVELY CONSIDERABLE? (CUMULATIVELY CONSIDERABLE MEANS THAT THE INCREMENTAL EFFECTS OF AN INDIVIDUAL PROJECT ARE CONSIDERABLE WHEN VIEWED IN CONNECTION WITH THE EFFECTS OF PAST PROJECTS, THE EFFECTS OF OTHER CURRENT PROJECTS, AND THE EFFECTS OF PROBABLE FUTURE PROJECTS).				✓
c.	DOES THE PROJECT HAVE ENVIRONMENTAL EFFECTS WHICH CAUSE SUBSTANTIAL ADVERSE EFFECTS ON HUMAN BEINGS, EITHER DIRECTLY OR INDIRECTLY?			✓	

## DISCUSSION OF THE ENVIRONMENTAL EVALUATION (Attach additional sheets if necessary)

The Environmental Impact Assessment includes the use of official City of Los Angeles and other government source reference materials

□

pot

information provided in the Master Land Use Application and Environmental Assessment Form, impact evaluations were based on stated fact

and any other reliable reference materials known at the time.

□

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conjunction with the City of Los Angeles's Adopted Thresholds Guide and CEQA Guidelines, were used to reach reasonable conclusions on environmental impacts as mandated under the California Environmental Quality Act (CEQA).

The pro

environmental analysis concludes that a Negative Declaration shall be issued for the environmental case file known as **ENV-2009-0009-N** and the associated case(s), **CPC-2009-0008-CA**.

ADDITIONAL INFORMATION:

All supporting documents and references are contained in the Environmental Case File referenced above and may be viewed in the EIR Unit, Room 763, City Hall.

For City information, addresses and phone numbers: visit the City's website at <http://www.lacity.org> ; City Planning - and Zoning Information Mapping Automated System (ZIMAS) [cityplanning.lacity.org/](http://cityplanning.lacity.org/) or EIR Unit, City Hall, 200 N Spring Street, Room 763. Seismic Hazard Maps - <http://gmw.consrv.ca.gov/shmp/> Engineering/Infrastructure/Topographic Maps/Parcel Information - <http://boemaps.eng.ci.la.ca.us/index01.htm> or City's main website under the heading "Navigate LA".

PREPARED BY:	TITLE:	TELEPHONE NO.:	DATE:
THOMAS ROTHMANN	City Planner	(213) 978-1370	01/07/2009

Impact?	Explanation	Mitigation Measures
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## APPENDIX A: ENVIRONMENTAL IMPACTS EXPLANATION TABLE

**I. AESTHETICS**

a.	NO IMPACT	Modifications to the city's sign regulations will have no impact on any scenic vista.	
b.	NO IMPACT	The proposed ordinance to modify the city's sign regulations will not have an impact on any scenic or natural resources.	
c.	LESS THAN SIGNIFICANT IMPACT	Amendments to the city's sign regulations to limit the type and size of signs and to enact more restrictive standards for digital displays will minimize their detracting from the city's overall aesthetic.	
d.	LESS THAN SIGNIFICANT IMPACT	Amendments to the sign ordinance will enact restrictive standards for digital displays to decrease sources of light and glare in the city.	

**II. AGRICULTURAL RESOURCES**

a.	NO IMPACT	The proposed ordinance to modify the city's sign regulations will not have an impact on agricultural resources.	
b.	NO IMPACT	The proposed ordinance to modify the city's sign regulations will not have an impact on agricultural resources.	
c.	NO IMPACT	The proposed ordinance to modify the city's sign regulations will not have an impact on agricultural resources.	

**III. AIR QUALITY**

a.	NO IMPACT	The proposed sign modification ordinance will not conflict with or obstruct implementation of the SCAQMD or congestion management plan.	
b.	NO IMPACT	The proposed ordinance to modify sign regulation will not violate any air quality standard or contribute to an existing or projected air quality violation.	
c.	NO IMPACT	This code amendment will not result in an increase of any criteria pollutant.	
d.	NO IMPACT	This code amendment will not expose sensitive receptors to pollutants.	
e.	NO IMPACT	This code amendment will not create any objectionable odors.	

**IV. BIOLOGICAL RESOURCES**

a.	LESS THAN SIGNIFICANT IMPACT	Limiting new pole signs in the city may reduce the locations where certain birds can perch. However, no impacts to applicable species are anticipated.	
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Impact?	Explanation	Mitigation Measures
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b.	NO IMPACT	Amendments to the city's sign regulations will have no impact on any riparian habitat.	
c.	NO IMPACT	Amendments to the city's sign regulations will have no impact on any wetland.	
d.	LESS THAN SIGNIFICANT IMPACT	Limiting new pole signs in the city may reduce the locations where certain birds can perch while they are migrating.	
e.	NO IMPACT	Modifications to the city's sign regulations will not conflict with the provisions of any local policies or ordinances protecting biological resources.	
f.	NO IMPACT	Modifications to the city's sign regulations will not conflict with the provisions of an adopted habitat conservation plan, natural community conservation plan, or other approved local, regional, or state habitat conservation plan.	

#### V. CULTURAL RESOURCES

a.	LESS THAN SIGNIFICANT IMPACT	Amending the city's sign regulations will not lessen protections for historic signs or historic buildings.	
b.	NO IMPACT	Amending the city's sign regulations will not impact any archaeological resource.	
c.	NO IMPACT	Amending the city's sign regulations will not impact any paleontological resource.	
d.	NO IMPACT	Amending the city's sign regulations will not impact any human remains or cemeteries.	

#### VI. GEOLOGY AND SOILS

a.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	
b.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	
c.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	
d.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	
e.	NO IMPACT	Amending the city's sign regulations will not increase the loss of topsoil.	
f.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	
g.	NO IMPACT	Amending the city's sign regulations will not expose persons to increased geological hazards.	

Impact?	Explanation	Mitigation Measures
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h.	NO IMPACT	Amending the city's sign regulations will not modify any water disposal system. No septic tanks are proposed; therefore no impacts.	
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#### VII. HAZARDS AND HAZARDOUS MATERIALS

a.	NO IMPACT	Changes to the city's sign regulations will not require the transport of hazardous materials.	
b.	NO IMPACT	Changes to the city's sign regulations will not cause the release of hazardous materials into the environment.	
c.	NO IMPACT	Changes to the city's sign regulations will not cause the release of hazardous materials near schools.	
d.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located on a site containing hazardous waste.	
e.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located near an airport.	
f.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located near an airport.	
g.	NO IMPACT	Changes to the city's sign regulations will not interfere with an emergency plan.	
h.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located near wildlands areas.	

#### VIII. HYDROLOGY AND WATER QUALITY

a.	NO IMPACT	Changes to the city's sign regulations will not modify any water quality standards or requirements.	
b.	NO IMPACT	Changes to the city's sign regulations will not deplete any groundwater supplies or create an increased need for water use.	
c.	NO IMPACT	Amending the city's sign regulations will not alter any water drainage pattern.	
d.	NO IMPACT	Amending the city's sign regulations will not alter any water drainage pattern.	
e.	NO IMPACT	Amending the city's sign regulations will not alter any water drainage pattern.	
f.	NO IMPACT	Amending the city's sign regulations will not degrade water quality.	
g.	NO IMPACT	Amending the city's sign regulations will not create any projects located within a flood plain.	
h.	NO IMPACT	Amending the city's sign regulations will not create any projects located within a flood plain.	

Impact?	Explanation	Mitigation Measures
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i.	NO IMPACT	Amending the city's sign regulations will not create any projects located within a flood plain.	
j.	NO IMPACT	Amending the city's sign regulations will not create any projects at risk of flooding or tsunami.	

#### IX. LAND USE AND PLANNING

a.	NO IMPACT	Changes to the city's sign regulations will not divide any existing community.	
b.	NO IMPACT	The amendments to the citywide sign regulations will not conflict with any supplemental use district or specific plan, which can regulate signage separately from the zoning code. Supplemental Sign Districts may regulate signage separately from the citywide regulations.	
c.	NO IMPACT	Changes to the city's sign regulations will not conflict with any habitat conservation plan.	

#### X. MINERAL RESOURCES

a.	NO IMPACT	Amending the city's sign regulations will not result in the loss of any mineral resource.	
b.	NO IMPACT	Amending the city's sign regulations will not result in the loss of any mineral resource.	

#### XI. NOISE

a.	NO IMPACT	Amending the city's sign regulations will not result in increased noise.	
b.	NO IMPACT	Amending the city's sign regulations will not result in increased noise.	
c.	NO IMPACT	Amending the city's sign regulations will not result in increased noise.	
d.	NO IMPACT	Amending the city's sign regulations will not result in increased noise.	
e.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located near an airport.	
f.	NO IMPACT	Changes to the city's sign regulations will not require a project to be located near an airport.	

#### XII. POPULATION AND HOUSING

a.	NO IMPACT	Changes to the city's sign regulations will not result in an increase in population.	
b.	NO IMPACT	Changes to the city's sign regulations will not displace any population.	
c.	NO IMPACT	Changes to the city's sign regulations will not displace any population.	

#### XIII. PUBLIC SERVICES



Impact?	Explanation	Mitigation Measures
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Page 4-17

a.	NO IMPACT	Changes to the city's sign regulations will not impact the city's fire protection services.	
b.	NO IMPACT	Changes to the city's sign regulations will not impact the city's police protection services.	
c.	NO IMPACT	Changes to the city's sign regulations will not impact the city's school system.	
d.	NO IMPACT	Changes to the city's sign regulations will not impact the city's parks system.	
e.	LESS THAN SIGNIFICANT IMPACT	By reducing driver distractions along the city's commercial corridors, amendments to the city's sign regulations will improve driving hazard conditions.	

#### XIV. RECREATION

a.	NO IMPACT	Changes to the city's sign regulations will not increase the demand for parks.	
b.	NO IMPACT	Changes to the city's sign regulations will not increase the demand for parks.	

#### XV. TRANSPORTATION/CIRCULATION

a.	NO IMPACT	Changes to the city's sign regulations will not increase traffic congestion.	
b.	NO IMPACT	Changes to the city's sign regulations will not increase traffic congestion.	
c.	NO IMPACT	Changes to the city's sign regulations will not create a project located near an airport.	
d.	LESS THAN SIGNIFICANT IMPACT	Amendments to citywide sign regulations may reduce the adverse effects of traffic hazards posed by changeable message signs and the proliferation of pole signs.	
e.	NO IMPACT	Changes to the city's sign regulations will not impede emergency access.	
f.	NO IMPACT	Changes to the city's sign regulations will not have an impact on parking capacity.	
g.	NO IMPACT	Changes to the city's sign regulations will not conflict with any alternative transportation plan.	

#### XVI. UTILITIES

a.	NO IMPACT	Changes to the city's sign regulations will not create a project that exceeds wastewater treatment requirements.	
b.	NO IMPACT	Changes to the city's sign regulations will not create a project that requires the creation or expansion of a wastewater treatment facility.	
c.	NO IMPACT	Changes to the city's sign regulations will not create a project that requires the creation or expansion of stormwater drainage facilities.	

Impact?	Explanation	Mitigation Measures
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d.	NO IMPACT	Changes to the city's sign regulations will not create a project that requires the use of water.	
e.	NO IMPACT	Changes to the city's sign regulations will not create a project that exceeds wastewater treatment requirements.	
f.	NO IMPACT	Changes to the city's sign regulations will not create a project that requires the use of a landfill.	
g.	NO IMPACT	Changes to the city's sign regulations will not create a project that generates solid waste.	

#### XVII. MANDATORY FINDINGS OF SIGNIFICANCE

a.	NO IMPACT	This project does not have the potential to degrade the quality of the environment, substantially reduce the habitat of fish or wildlife species, or threaten to eliminate a plant or animal community - no impact will result.	
b.	NO IMPACT	This project will not result in any cumulative impacts, as it proposes no demolition, alteration, or new construction.	
c.	LESS THAN SIGNIFICANT IMPACT	Amendments to citywide sign regulations will reduce the adverse effects of traffic hazards posed by changeable message signs and the proliferation of pole signs.	

## **ATTACHMENT 5**

### Findings

**ATTACHMENT 5****LAND USE FINDINGS**

1. In accordance with Charter Section 556, that the proposed ordinance (Appendix A) is in substantial conformance with the purposes, intent and provisions of the General Plan in that it will support Goal 5A of the Citywide General Plan Framework by helping to further shape “a livable city for existing and future residents and one that is attractive to future investment,” by supporting Objective 5.5, to “enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm”; Objective 5.5.3, to “formulate and adopt building and site design standards and guidelines to raise the quality of design Citywide” by protecting and enhancing neighborhood character and livability through appropriately strict time, place and manner regulations on signage; and Policy 5.8.4 to “encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character” by curbing the proliferation of intensive sign types and reducing visual clutter; and
2. in accordance with Charter Section 558 (b) (2), that the proposed ordinance (Appendix A) is directly related to the General Plan, specific plans or other plans being prepared by the Department of City Planning, in that it supports Goal 3C of the Citywide General Plan Framework by helping to protect and promote “multi-family neighborhoods that enhance the quality of life for the City’s existing and future residents” by restricting intensive sign types that can disrupt the visual environment and detract from quality of life within and near residences; and also supports General Plan Framework Policy 3.7.4, to “improve the quality of new multi-family dwelling units based on the standards in Chapter 5 (Urban Form and Neighborhood Design Chapter) of this Element” by limiting the height, area and spacing of signage citywide, including in the city’s many mixed-use areas where commercial signage can visually impact residential environments; and
3. in accordance with Charter Section 558 (b) (2), that the proposed ordinance (Appendix A) is in substantial conformance with the public necessity, convenience, general welfare and good zoning practice in that it supports Goal 9P of the Citywide General Plan Framework by helping to “protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare” and Policy 9.40.3, to “develop regulations to ensure quality lighting to minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare for façade lighting, security lighting, and advertising lighting, including billboards” by establishing a baseline citywide prohibition on digital displays, which have been shown to dangerously distract drivers and have such land use impacts as light pollution, light trespass, and excessive glare; and

4. in accordance with Charter Section 558 (b) (2), that the proposed ordinance (Appendix A) is directly related to the General Plan, specific plans or other plans being prepared by the Department of City Planning, in that the proposed ordinance supports the Citywide General Plan Framework's Liveable Neighborhoods Subsection (under the Land Use Section), which provides that "all neighborhoods in the City deserve to have well designed buildings and a safe, secure, and attractive public realm" by establishing restrictive standards for signage citywide that will provide both short and long-term improvements in the quality of the public realm.

## **ENVIRONMENTAL FINDING**

A Negative Declaration, ENV-2008-0009-ND, was published on this matter on January 15, 2008, and it was determined that this project will not have a significant effect on the environment (see Attachment 4).

## **ATTACHMENT 6**

Interim Control Ordinance

ORDINANCE NO. 180445

An ordinance imposing interim regulations on the issuance of building permits for Off-Site Signs, including Digital Displays, and new Supergraphic Signs.

**WHEREAS**, on April 17, 2002, the City Council adopted Ordinance No. 174517 to ban the erection of new Supergraphic Signs; and

**WHEREAS**, on April 30, 2002, the City Council adopted Ordinance No. 174547 to ban the alteration of existing Off-Site Signs; and

**WHEREAS**, in 2006 and 2007 the City entered into settlement agreements with off-site advertising companies Regency, Clear Channel and CBS who challenged the City's sign ordinance and inspection program. A term of the settlement agreements allowed these companies to modernize a certain number of existing conventional signs to digital signs.

**WHEREAS**, other lawsuits challenging the City's ban on Off-Site Signs and Supergraphic Signs continue to be litigated in both federal and state court; and

**WHEREAS**, on August 26, 2008, in one of the cases, *World Wide Rush v. City of Los Angeles*, the Court granted a permanent injunction against the City's enforcement of the ban as to World Wide Rush's signs on the basis that the exceptions to the City's ban on Supergraphic Signs and Off-Site Signs granted the City too much discretion to approve or deny signs based on the content of the sign, or the identity of the speaker; and

**WHEREAS**, on September 9, 2008, PLUM held a hearing on a motion to "revise the sign ordinance to toughen and create easily enforceable time/place/manner restrictions citywide to protect neighborhoods." At that time members of the public testified about the negative effects of Off-Site Sign Digital Displays and Supergraphic Signs. In response, PLUM referred the motion to appropriate city staff to revise the citywide sign regulations; and

**WHEREAS**, on December 2, 2008, the Planning Department reported to PLUM that it would have a draft of the new permanent time, place and manner regulations to the City Planning Commission for their review and recommendation on January 22, 2009; and

**WHEREAS**, the court's ruling in *World Wide Rush* has triggered a proliferation of new Supergraphic Signs and there is a probability that the ruling will also result in new Off-Site Signs, including Digital Displays, while the City undertakes a comprehensive review of the existing sign ordinance and formulates recommendations for updating the ordinance; and

**WHEREAS**, the companies that settled with the City are in the process of converting existing conventional Off-Site Signs to Digital Displays and because no existing City regulations address where and how these conversions can take place, some of the signs being converted to Digital Displays are causing unanticipated negative impacts including negative impacts on residential neighborhoods; and

**WHEREAS**, in addition to the conversion of existing Off-Site Signs to Digital Displays, new Off-Site Signs, some with Digital Displays, might be erected; and

**WHEREAS**, it is necessary to halt the proliferation of new Off-Site Signs, including Digital Displays, and Supergraphic Signs, until permanent regulations can be enacted and put into place so the adverse effects of these new or modified signs can be minimized or eliminated; and

**WHEREAS**, the City Council has determined that in order to address these concerns, it is necessary and appropriate that an interim control ordinance be enacted prohibiting the issuance of permits for new Off-Site Signs, including Digital Displays, and Supergraphic Signs.

**NOW THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

**Section 1. DEFINITIONS.** The following words or phrases, whenever used in this ordinance, shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and 14.4.2 of the Los Angeles Municipal Code (LAMC).

**DIGITAL DISPLAY.** A sign face that displays still images, scrolling images or moving images, including video and animation, that may be changed remotely through electronic means and utilizes a series of grid lights, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology.

**SUPERGRAPHIC SIGN.** A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye bolts and/or other materials or methods, and which does not comply with the following provisions of the LAMC: Sections 14.4.10, 14.4.16, 14.4.17, 14.4.18, and/or 14.4.20.

**Sec. 2. PROHIBITION.** Notwithstanding any provision of the LAMC to the contrary, including Section 12.26 A 3, or any other ordinances adopted by the City Council containing regulations regarding signs, for a period of 90 days from the effective date of this ordinance, or until a permanent ordinance which amends the citywide



provisions governing Off-Site Signs, including Digital Displays and Supergraphic Signs becomes effective, whichever occurs first:

A. No building permit for an Off-Site Sign, including any Off-Site Digital Display or new Supergraphic Sign shall be issued.

B. No person shall erect, place, alter or construct any Off-Site Sign, including any Off-Site Digital Display or Supergraphic Sign pursuant to a building permit issued prior to the effective date of this ordinance.

### **Sec. 3. EXCEPTIONS.**

A. The prohibitions specified in Section 2 of this ordinance shall not apply to any construction for which a building permit is required as follows:

1. In order to comply with an order issued by the Department of Building and Safety to repair, remove, or demolish an unsafe or a substandard condition with respect to any existing Off-Site Sign, including a Digital Display.
2. In order to replace an Off-Site Sign, including a Digital Display damaged as a result of fire, earthquake, or other natural disaster, provided that the replacement is not prohibited by any provision of the LAMC.

B. The prohibitions specified in Section 2 of this ordinance shall not apply to any building permit issued prior to the effective date of this ordinance:

1. If the building permit holder has performed substantial work on or before the date of adoption of this ordinance by City Council and has incurred substantial liabilities in good faith reliance upon the building permit.
2. The work performed shall be considered substantial if construction pursuant to a valid building permit has progressed to the point that one of the inspections required by LAMC Section 91.108.5 has been made and the work for which the inspection was called has been approved by the Department of Building and Safety prior to the effective date of this ordinance.

**Sec. 4. EXTENSION OF REGULATIONS.** The City Council may by resolution, extend the provisions of this ordinance for two additional 45-day periods, so long as the Council makes the following findings: That appropriate City agencies and officials are exercising due diligence to assure that the permanent regulations are being expeditiously processed.

**Sec. 5. SEVERABILITY.** If any provision of this ordinance is found to be unconstitutional or otherwise invalid by any court of competent jurisdiction, that invalidity shall not affect the remaining provisions of this ordinance which can be implemented

without the invalid provision, and, to this end, the provisions of this ordinance are declared to be severable.

**Sec. 6. APPLICABILITY OF THE ZONING CODE.** The regulations of this ordinance are in addition to those set forth in the planning and zoning provisions of Chapter 1 of the LAMC and any other ordinances adopted by the City Council, and do not contain any rights not otherwise granted under the provisions and procedures contained in that Chapter or any other ordinances.

**Sec. 7. URGENCY CLAUSE.** The City Council finds and declares that this ordinance is required for the immediate preservation of the public peace, health and safety for the following reasons. This ordinance is necessary to prevent irreversible development from occurring pending adoption of a permanent ordinance by preventing the construction and placement of signage that would add to visual blight in the City and possibly undermine the recommendations for updating the sign ordinance. Therefore, this ordinance shall become effective upon publication pursuant to Los Angeles City Charter Section 253.

Sec. 8. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, by a vote of not less than three-fourths of all of its members, at its meeting of DEC 17 2008.

KAREN E. KALFAYAN, City Clerk

By [Signature] Deputy

Approved DEC 23 2008

[Signature] Mayor

Approved as to Form and Legality

ROCKARD J. DELGADILLO, City Attorney

By [Signature]  
SHARON SIEDORF CARDENAS  
Assistant City Attorney

Date DEC 17 2008

File No(s). CF No. 08-3422, CPC No. 2008-4482-ICO

Pursuant to Charter Section 559, I disapprove this ordinance on behalf of the City Planning Commission and recommend that it not be adopted .....

December 17, 2008

See attached report.

[Signature]  
S. Gail Goldberg  
Director of Planning

## **ATTACHMENT 7**

Motion 08-2020

## MOTION

JUL 29 2008


The City of Los Angeles has adopted multiple ordinances to regulate freestanding billboards and other advertising signage in the City. In addition to a moratorium on billboards, the City of Los Angeles prohibits, with few exceptions, "supergraphic signs" made of paint or film applied directly to buildings and small signs that may be freestanding.

Enforcement against unlawful signs has been delayed due to pending and anticipated litigation against the City of Los Angeles. Recent legal rulings may undermine the long-term viability of the moratorium.

To address issues raised in recent legal rulings, the City of Los Angeles should amend its sign ordinances to ensure consistency with constitutional law and other applicable laws.


I THEREFORE MOVE that the Planning Department, in consultation with the Department of Building and Safety and the City Attorney, revise the sign ordinance to toughen and create easily enforceable time / place / manner restrictions citywide to protect neighborhoods. The revised ordinances also must provide clear criteria related to land use designations for sign districts.

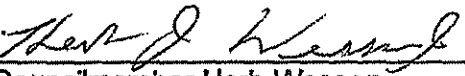
## CO-PRESENTED BY:

  
Councilmember Jack Weiss  
5th District

  
Councilmember Eric Garcetti  
13th District

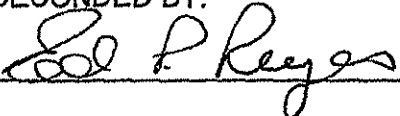
  
Councilmember Wendy Greuel  
2nd District

  
Councilmember Bill Rosendahl  
11th District


  
Councilmember Herb Wesson  
10th District

08-2020

## SECONDED BY:

  
Ed Reyes

July 29, 2008

  
OLD CF 97-130

## **ATTACHMENT 8**

Report on Mural Art

MICHAEL LOGRANDE  
CHIEF ZONING ADMINISTRATOR

ASSOCIATE ZONING ADMINISTRATORS

PATRICIA BROWN  
R. NICOLAS BROWN  
SUE CHANG  
ANIK CHARRON  
LARRY FRIEDMAN  
LOURDES GREEN  
ERIC RITTER  
MICHAEL S.Y. YOUNG

CITY OF LOS ANGELES  
CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

DEPARTMENT OF  
CITY PLANNING

S. GAIL GOLDBERG, AICP  
DIRECTOR

OFFICE OF  
ZONING ADMINISTRATION

200 N. SPRING STREET, 7<sup>TH</sup> FLOOR  
LOS ANGELES, CA 90012

(213) 978-1318  
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[www.lacity.org/PLN](http://www.lacity.org/PLN)

November 7, 2008

Council of the City of Los Angeles  
Planning and Land Use Management Committee  
200 North Spring Street  
Los Angeles, CA 90012

Council of the City of Los Angeles  
Arts, Parks, Health and Aging Committee  
200 North Spring Street  
Los Angeles, CA 90012

Re: Report on Fine Art Murals  
Council Files 08-0515 (LaBonge, Huizar), 08-0530 (Huizar, LaBonge), 08-0530-S1 (Huizar, LaBonge), and 08-1233 (LaBonge, Huizar)

Honorable Members of the Planning and Land Use Management Committee  
Honorable Members of the Arts, Parks, Health and Aging Committee

**Introduction**

On April 17, 2002, the City Council adopted Ordinance No. 174,517, amending the City's Sign Code to prohibit the erection of supergraphic and mural signs, except when they are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement. The definition of mural sign also includes Fine Art Murals. On March 5, 2008, Council requested a report with recommendations relative to the feasibility of establishing a process which would permit the installation of Fine Arts Murals on private property.

In response to these requests, the Department of City Planning has undertaken extensive research on the practices of other jurisdictions, and on First Amendment considerations. The Department recommends that the City consider the model of Portland, Oregon, which allows Fine Art Murals on easements on private property which are donated to the City. The City, in its role as owner or patron of art, has greater leeway to distinguish based on content than when the City is acting in a regulatory capacity.

## Background

On March 5, 2008, Councilman LaBonge introduced a motion (CF 08-0515), seconded by Councilman Huizar, requesting a report with recommendations relative to the feasibility of establishing a process which would permit the installation of Fine Art Murals on private property. On March 5, 2008, Councilman Huizar introduced a motion, (CF 08-0530) seconded by Councilman LaBonge, requesting the Department of Building and Safety and the Planning Department to notify the Department of Cultural Affairs and the appropriate Council Office when a property owner has been cited for a violation and is being requested to remove a mural from private property. On March 25, 2008, Councilman Huizar introduced a motion (CF 08-0530-S1), seconded by Councilman LaBonge, requesting that the Department of Building and Safety and the Planning Department cease from issuing citations or notices to comply for murals signs until the City has established a permitting process for fine art murals on private property. On May 14, 2008, Councilman LaBonge introduced a motion (CF 08-1233), seconded by Councilman Huizar, requesting that that the Planning Department, with the assistance of the Department of Cultural Affairs, the Department of Building and Safety, the City Attorney, and the Chief Legislative Analyst, first define what a fine art mural is and to draft an ordinance that addresses the City's need to facilitate new murals and preserve existing murals.

Murals are an integral part of cultural expression in the City. Throughout the City, murals have been created by artists from diverse artistic backgrounds and traditions. Often, murals illustrate important social and cultural issues in the community in which they are created. Indeed, Los Angeles has been called "the mural capital of the world."

The creation and maintenance of murals on private property is governed by the City's sign regulations, which are a part of the City's Zoning Code. These regulations prohibit new murals, except when permitted by a specific plan, an overlay zone, or as part of a development agreement. In most cases, new murals cannot be created, and the validity of existing murals is called into question. As a result, emerging artists are denied the opportunity to create important new works of art, and the City's treasure of existing murals is slowly being lost.

Currently, the City is working to restore its murals and protect them from destruction and vandalism. The City has recently undertaken efforts to ensure that processes are in place to protect and preserve murals. While the City is addressing protection of murals on public property, it is equally as important to extend efforts to address issues facing murals on private property, especially considering that the majority of murals in the City are painted on private property.

There has been a significant increase in the issuance of citations relative to murals that are painted on private property. The citations ultimately result in the murals being removed from private property in order to comply with the Sign Code for mural signs or advertisements. Since many of the murals are painted in response to the occurrence of graffiti on walls, their removal ultimately encourages further graffiti vandalism. It is



important that these murals be protected until the City formally adopts procedures, as recommended in this report, for permitting murals on private property.

The bottom line is that the City's current sign regulations are not up to the challenge of facilitating the creation of new murals or the preservation of existing ones. Instead, a new law is needed.

## **Discussion**

The City cannot regulate signage on the basis of content, due to First Amendment to the Constitution considerations. Thus, the concept of regulation of time, place and manner was explored as a basis of regulation of Fine Art Murals. It quickly became apparent, however, that such a regulation would have the effect of limiting the artistic product, and would not be acceptable to the stakeholders in the Fine Art Murals community. Further, a time, place and manner regulation, being content-neutral, would also allow such signs as supergraphics, and murals containing commercial messages, and lead to the proliferation of further advertising blight.

Staff investigated approaches taken by other jurisdictions in regulating Fine Art Murals. The most promising was that taken by the City of Portland, Oregon, which faced the same challenges as Los Angeles in the regulation of Fine Art Murals. In 1998, the largest owner of billboards in Portland, AK Media, filed a lawsuit against the city claiming that by exempting murals from its sign regulations, the city was discriminating against advertising in favor of murals. This was alleged to violate the free speech provisions of both the Oregon and United States Constitutions. The Multnomah County Circuit Court ruled in AK Media's favor, finding that the city had made an unconstitutional distinction between two types of speech, and was therefore regulating speech based on content.

Upon appeal, the Court of Appeals of Oregon held that it was without jurisdiction, and remanded the case to the Multnomah County Circuit Court. In *Clear Channel Outdoor v. City of Portland*, the court held that "there are many ways in which the City promotes art and other activities which could presumably include mural art. And, at least for purposes of the federal Constitution, the law of 'limited public forum' permits a governmental entity to discriminate reasonably in the purposes for which a forum of the entity's creation can be used—including prohibiting altogether whole categories of 'speech'—as long as the process retains viewpoint neutrality and does not run afoul of some other forbidden basis of discrimination such as religion."

Thus, there is authority under the First Amendment suggesting that when the government is acting as a patron of art, or is displaying art in publicly owned places, there is greater (but not unfettered) leeway to distinguish based on content than when the government is acting in a regulatory capacity. Following this reasoning, the City of Portland exempted all public art, including public art murals, from its Sign Code, and in its proprietary capacity, displays art in spaces it either already owns or which are donated to it for that purpose. With regard to its public art collection, including public art

murals, Portland acts as a patron of arts, not as a regulator. It's Sign Code remain unchanged, and all expression previously available under the Sign Code remains available. The Sign Code exempts only public art (that is, art funded by the City/Public Art Trust Fund and owned by the City) in public locations (in/on publicly owned buildings or spaces or in/on easements donated to the City). This distinguishes this exemption from the blanket exemption for murals previously held to be unconstitutional since it was based upon content.

The Regional Arts and Culture Council (RACC) already administered an existing public art program that was expanded to include public art murals. New murals are reviewed by the Public Art Advisory Committee (PAAC), a standing RACC committee that is responsible for overseeing the City's Public Art Program. Committee members include artists, arts advocates and professionals as well as a representative from the City's Design Commission. The program provides funding for murals that reflect a diversity in style and media and encourages artists from diverse backgrounds and range of experience to apply.

Building owners who wish to donate wall space to the public for a RACC-approved public art mural may do so by granting an Art Easement for placement of a public art mural on their building to the City of Portland. Easements are for five or more years. The City can accept or decline any easements for public art murals which are offered to it. Public Art Easements are managed by the City's property manager, as with other publicly owned property. Real estate attorneys, lenders and real estate developers in Portland have provided assurances that the public Art Easement, which allows for termination in select circumstances, should not pose a barrier to securing loans or to sale or transfer of affected properties.

The RACC public art approval criteria to be used in evaluating public art murals include artistic quality, originality, context, permanence, diversity, feasibility, scale and community support. The public art selection process evaluates the artistic quality and originality of proposed murals. It also promotes murals that are aesthetically pleasing, creative and unique additions to Portland's neighborhoods. Like other works of public art administered by the RACC, public art murals are owned by the public. Public art murals are placed on wall space that is either already owned by the public (such as on the walls of publicly owned buildings) or on wall space that is dedicated to the public through a public Art Easement.

The RACC reviews proposals for public art murals pursuant to the criteria mentioned above. Such reviews are conducted by the PAAC, which includes representatives from the Design Commission, as well as artists and arts patrons. Public notice of proposed public art murals is given to representatives of the community who are interested in or may be affected by the public art. These representatives can include neighborhood and business associations, adjoining neighbors, as well as the Landmarks Commission if the public art is proposed in areas of historical significance. Members of the public have an opportunity to review and comment on proposed murals.

Murals approved through this program become part of the City's public art collection for as long as the Art Easement remains in effect. The number of Public Art Murals awarded funding is dependent on the funds available and the number of applicants submitting each year. If a mural project does not request public funding, the applicant must still go through the Mural Approval Process. Thus, in addition to the process of publicly funding murals, Portland can accept "donated" murals through an Art Easement into its public art collection.

### **Existing Murals**

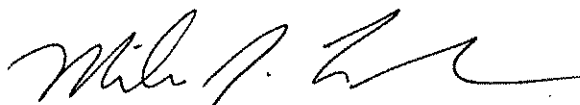
Murals created prior to the City's ban on billboards are, presumably, legal, although now non-conforming, provided that they complied with all relevant portions of the Sign Code in effect at the time that they were created. They therefore will be unaffected by any changes in the City's regulations. Murals created while the billboard ban was in effect are, presumably, not legal. They can become part of an easement in favor of the City on the building on which they are painted, and go through the existing process of approval by the Cultural Affairs Commission.

### **Recommendation**

Staff recommends that the Planning Department, in conjunction with the City Attorney and the Department of Cultural Affairs, be instructed to prepare a citywide ordinance that amends, where necessary, the Zoning Code and the Administrative Code to adapt the Portland model for regulating Fine Art Murals to the City of Los Angeles. The advantage of the "Portland process" is that it avoids regulating Fine Art Murals based upon content, or upon time, place and manner. The City becomes an owner or patron of murals, and so has greater latitude in dealing with them than if the City were regulating them as if they were signs.

For further information, please contact Alan Bell at (213) 978-1322 or Michael O'Brien at (213) 978-1346.

Sincerely,



MICHAEL J. LOGRANDE  
Chief Zoning Administrator

ML:AB:MOB

cc: Olga Garay, Department of Cultural Affairs  
Hector Buitrago, Department of Building and Safety

Attachment: Portland Public Art Mural Program Guidelines and Application