



DEPARTMENT OF CITY PLANNING RECOMMENDATION REPORT



CITY PLANNING COMMISSION

Date: March 18, 2009
Time: After 8:30 a.m.*
Place: Room 350, City Hall
200 N. Spring St.
Los Angeles, CA 90012

Case No.: CPC-2009-0008-CA
CEQA No.: ENV-2009-0009-ND
Location: Citywide
Council No.: All
Plan Area: All

PUBLIC HEARING REQUIRED

MATTER CONTINUED FROM MEETING OF February 26, 2009


REQUEST: Amend Article 4.4 and related provisions of Chapter I of the Los Angeles Municipal Code.

SUMMARY: A proposed ordinance amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Articles 4.4 and 9 of Chapter 1 of the Los Angeles Municipal Code to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs and digital displays; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of 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.

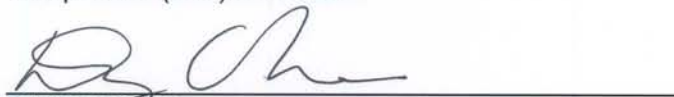
RECOMMENDED ACTIONS:

1. **Adopt** the initial and supplemental staff reports (dated January 22, February 19, and March 18, 2009) as its reports on the subject;
2. **Adopt** the findings in Attachment 5;
3. **Recommend** approval of the proposed ordinance (Appendix C) to the City Council;
4. **Direct** the Planning Department to provide additional explanation and supplemental information to the City Council prior to its consideration or approval of the CEQA clearance for the sign ordinance; and
5. **Recommend** approval of the Planning Department's report on mural art (Attachment 8) to the City Council.

S. GAIL GOLDBERG, AICP
Director of Planning

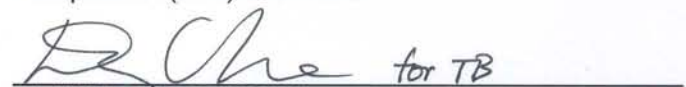

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* **ADVICE TO PUBLIC:** The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, 200 North Spring Street, Room 532, Los Angeles, CA 90012* (Phone No. 213-978-1300). While all written communications are given to the Commission for consideration, the initial packets are sent the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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EXECUTIVE SUMMARY

The proposed revisions to the citywide sign ordinance have generated much public discussion, most notably at three public hearings before the City Planning Commission, on January 22, February 19, and February 26, 2009. These public discussions have contributed invaluable to the refinement of the proposed ordinance. The revised ordinance presented at this meeting of the City Planning Commission, on March 18, 2009, represents a high degree of balance among competing considerations, and provides a comprehensive system of sign regulation that is streamlined, flexible, and perhaps most importantly, enforceable.

At the most recent hearing on February 26, the Commission directed staff to conduct further analysis of several specific aspects of the proposed ordinance, with guidance from an ad-hoc committee composed of Commissioners Roschen, Woo, Burton, and Freer. The additional guidance and analysis resulted in several recommended refinements to the proposed ordinance, as summarized in the below table:

Category	Recommended Refinement
Prohibited Sign Types	Allow roof signs (previously proposed to be prohibited) with specific regulations pertaining to design.
Enforcement	To prevent frivolous lawsuits, limit the right of private action to take place only after the violation is confirmed, and all administrative remedies have been exhausted.
	Stipulate that sign companies failing to pay penalties will be referred to a collection agency.
Area, Height, Spacing, and Time Restrictions	Establish a process to enable unified design review of signage for larger developments, allowing some area / height / spacing deviations without allowing prohibited sign types.
	Allow more flexible time limits for certain temporary signs.
Sign Districts	Adjust minimum street frontage requirement to 5,000 linear feet (previously proposed at 6,000 linear feet).
	Add a mandatory finding that Sign Districts must include a specific program for either sign reduction or community beautification. (Previously, sign reduction was an optional finding.)
	Refine requirements for transition to surrounding areas, so that Sign Districts cannot be adjacent to single-family neighborhoods.
	Add a mandatory finding pertaining to the design of signage, considering overall theme and context within the surrounding area.
Exceptions	Stipulate that Specific Plans cannot authorize sign types prohibited by the sign ordinance, and cannot allow sign standards that are more permissive than the baseline standards of the sign ordinance.

The refined ordinance essentially establishes a three-tiered system of signage regulation, by defining a baseline sign area limit of 2.5:1, considering larger limits for larger projects under Comprehensive Sign Programs, and considering separate regulations for the most commercially intense 1% of properties through designation as Sign Districts.

All of the recommended changes have been guided by and are consistent with City Council Motion # 08-2020 (Attachment 7), which initiated this code revision. Although there has been some discussion that the proposed ordinance should be limited to the topics addressed by the Interim Control Ordinance (Attachment 6), that course of action would be inconsistent with Motion #08-2020, which broadly directs staff to “revise the sign ordinance to toughen and create easily enforceable time / place / manner restrictions citywide to protect neighborhoods.” Further, the ICO does not address which aspects of the sign ordinance should be revised. This is because the purpose of any ICO is to temporarily halt a certain impactful or controversial type of development, not to define the specific issues that should be subject to permanent regulation.

In addition to recommending key refinements, this report also offers clarifications on a number of important questions that have been asked in previous public hearings:

- Are the proposed penalties high enough to effectively deter violations of the sign regulations?
- Can penalties, or an annual fee, be used to fund enforcement?
- How would the proposed ordinance control billboards and digital billboards?
- How does the proposed sign area ratio compare with the sign area ratios of other large cities: New York City, Chicago and Boston?
- How would the proposed sign area limits actually look on different types and sizes of commercial sites in Los Angeles?
- How would the proposed ordinance control supergraphics?
- Where exactly are all the areas designated as Downtown Center / Regional Center / Regional Commercial (and therefore eligible for Sign District designation)?
- Under the proposed ordinance, would the Downtown Center and all Regional Centers and Regional Commercial areas automatically become Sign Districts?
- How many Sign Districts are officially pending, and where are they located?

Finally, as was determined at the hearing of February 19, 2009, regulations on mural art will be considered under a separate ordinance, to be developed by the Planning Department in conjunction with the Cultural Affairs Commission, mural art advocates, and members of the public.

RECOMMENDATIONS AND CLARIFICATIONS

This report offers several refined recommendations and clarifications, as described in the following pages, under five major categories: prohibited sign types; enforcement; area, height, spacing and time restrictions; Sign Districts; and exceptions.

1. Prohibited Sign Types

Recommendation: Allow roof signs, with specific restrictions pertaining to design.

Staff had originally recommended that roof signs be prohibited because the prominent placement of signs on rooftops can easily make them visually obtrusive, to the extent that the quality of the surrounding visual environment could be negatively impacted. The existing sign ordinance substantially restricts roof signs, allowing them only on sloped or mansard roofs, where the top of the roof sign cannot be located higher than two feet below the upper ridge of the roof. Still, even with this limited placement, roofs with steep slopes could potentially display visually obtrusive signs.

However, comments from the public and from several Commissioners revealed a desire to enable the type of roof signage seen on historic structures throughout the City. Historic roof signs, built mostly before World War II, are composed of individually structured letters that identify the building, with open space between the letters that allow for open lines of sight. Staff has developed a proposal for the citywide regulation of roof signs, intended to enable and encourage the continuation of this historic manner of signage display. The proposed citywide standards are based largely on the Hollywood Sign District's proposed roof sign standards (previously approved by the City Planning Commission under Case No. CPC-2007-5866-SN).

Under the proposed standards, roof signs would be allowed on buildings between 40 and 150 feet in height. On buildings shorter than 40 feet tall, the inherently large scale of roof signs could easily overwhelm the pedestrian scale of streetscapes. On buildings taller than 150 feet, roof signs would need to be exceptionally large in order to be seen from the ground, and this "super-sized" scale could be visually obtrusive. In addition, many of the City's historic structures were built at or slightly under 150 feet in height, so this height standard would include most if not all of the City's historic buildings.

The proposed standards also stipulate that roof signs must be composed of channel letters, channel segments or open lighting elements, and that at least one-third of the sign's area must be composed of open space. This will ensure that roof signs do not include walls or other solid elements that block lines of sight and visually increase the height and mass of buildings. The size and number of roof signs would be limited by the sign area ratio of 2.5:1, as well as by the restriction that only properties with 400 feet or more of street frontage could have either a pole sign or a roof sign, but not both.

Ultimately, it may be difficult to predict how the roof sign standards initially developed for Hollywood would translate to citywide implementation. The proposed standards represent the best available roof sign regulations, and if adopted, their effect on the City's visual environment may need to be evaluated after a brief period of time, recommended by staff to take place one year after the new standards become effective.

Clarification: How would the proposed ordinance control billboards and digital billboards?

The proposed ordinance prohibits off-site signs outside of Sign Districts, including the signs commonly referred to as billboards. The proposed ordinance also prohibits digital signs, including digital billboards and digital on-site signs, outside of Sign Districts. These sign types create excessive negative impacts on the visual environment, can degrade quality of life and public health, and have been implicated by numerous studies to present safety hazards to drivers and pedestrians.

2. Enforcement

Recommendation: To prevent frivolous lawsuits, limit the right of private action to take place only after the violation is confirmed, and all administrative remedies have been exhausted.

A concern was raised at the February 26 hearing regarding the proposed "right of private action", which allows neighboring property owners and occupants within 600 feet of a sign in violation of the code to bring civil action against the parties in violation. The concern was that this right could be abused, if lawsuits could be brought against parties even as they are working their way through the appeal process. An appeal may result in a determination that no violation exists. Staff therefore recommends that the right of private action be available only after the violation is confirmed, and all administrative remedies have been exhausted, including the appeal process.

Recommendation: Stipulate that sign companies failing to pay penalties will be referred to a collection agency.

The current proposal contains a stipulation that when penalties for sign code violations are not paid in a timely manner, the City can place a lien on the property owner's property, in order to ensure collection. At the February 26, 2009 Commission meeting, a concern was raised that the City should also have a way to ensure collection from sign companies. The best way to do this would be to refer sign companies that fail to pay penalties to a collection agency. This will ensure that the City is able to collect penalties from sign companies, and will support the efficacy of penalties as a deterrent to sign code violations.

Clarification: Are the proposed penalties high enough to effectively deter violations of the sign regulations?

Staff researched the amount of revenue typically generated by billboards and supergraphics, the most profitable sign types. A typical supergraphic sign in Los Angeles can earn \$100,000 to \$110,000 per month (\$3,300 to \$3,700 per day), and a static billboard can bring in \$3,000 to \$30,000 per month (\$100 to \$2,700 per day). This information was confirmed by several sources, including the Clear Channel website, the Phelps Group marketing agency, and articles in the New York Times and L.A. Business Journal.

The proposed penalty amounts for large signs (over 750 square feet) are \$12,000 per day for the first violation, up to \$48,000 per day for the third and subsequent violations. Both the property owner and the sign owner would be subject to the full amount of the per-day penalty. Penalties can be considered to be an effective deterrent when the cost of paying the penalty is greater than the potential revenue to be gained by keeping the sign in violation of the sign regulations. By this analysis, the penalties as proposed would provide an effective deterrent to potential sign code violations.

Clarification: Can penalties be directed toward funding enforcement?

Discussions of this concept with the Office of the City Attorney revealed problems. A penalty system that funds itself contains an inherent conflict of interest, as some may perceive that inspectors are assessing penalties merely to fund their own continued employment. Inspectors best serve the public as impartial arbiters of the City's laws and regulations. It would be inappropriate for the penalty system to contain a built-in incentive for inspectors to issue more citations and assess more penalties.

Clarification: Can an annual fee be introduced to help fund enforcement?

Staff discussed this concept with the Office of the City Attorney, and determined that the development of a new annual fee is not possible at this time. Unlike penalties, fees can only be assessed when a clear nexus has been established between the amount and allocation of the fee, and the public costs generated by the development paying the fee. Intensive studies are generally required in order to determine the correct fee amount to satisfy this nexus requirement. Such a study would not be possible under the current timeframe for the sign ordinance. However, if the Commission chooses, it may recommend that the City Council initiate a longer-term fee study.

It is worthwhile to note that a fee funding sign code enforcement already exists. The City Council recently adopted a new fee of \$186, to be charged every three years to the holders of off-site sign permits. Monies generated by this new fee are to be allocated to the enforcement of off-site sign regulations.

3. Area, Height, Spacing and Time Restrictions

Recommendation: Establish a process to enable unified design review of signage for larger developments, allowing some area / height / spacing deviations without allowing prohibited sign types.

A concern was raised by some members of the business and development community that larger development projects might not fit within the height and sign area limits of the proposed ordinance. For larger developments, well-considered exceptions from the height and area limits of the sign ordinance may sometimes be appropriate.

The consideration of larger signage must go hand-in-hand with the consideration of the visual impacts of that signage. Many larger commercial developments are located very close to residential areas, and the potential impacts on residences should be carefully considered. An example that illustrates this point is the recently redeveloped Westside Pavilion shopping mall, part of which is located directly across the street from a single-family residential neighborhood. Rather than simply approving larger signage for larger development projects, staff recommends a comprehensive review process whereby the City could review the design of signage for an entire project. The new mechanism proposed to accomplish this review is the Comprehensive Sign Program.

Comprehensive Sign Programs would be available only for large projects with at least 100,000 square feet of non-residential floor area, and would not be able to permit any sign types prohibited by the sign ordinance, such as off-site signs or digital displays. The approval authority would be the Director of City Planning. If the Director determines that the matter may have a significant impact on neighboring properties, then a public hearing would be scheduled, and all property owners within 100 feet would be notified of the hearing. Any appeals would be decided by the City Planning Commission.

In order to approve a Comprehensive Sign Program, the Director of Planning would have to make the following six specific findings:

- The proposed comprehensive sign program is consistent with and furthers the purpose of this article and the purpose of this section;
- The proposed signs visually relate to each other and convey a unified design or architectural theme;
- The proposed signs are appropriately related in size, illumination, height, projection, location and street orientation to the buildings and structures on the development site;

- The size, illumination, height, projection, location and street orientation of the proposed signs are compatible with the buildings and structures in the surrounding area;
- The proposed comprehensive sign program shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and
- The proposed comprehensive sign program will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the development site.

Comprehensive Sign Programs could approve increased sign area beyond the 2.5:1 ratio for permanent signs, but could not approve more than a 4:1 ratio. For temporary signs, a Comprehensive Sign Program could approve increased sign area beyond the 1:1 ratio, but could not approve more than a 2:1 ratio. Finally, a Comprehensive Sign Program could approve a taller pole sign than allowed by the baseline standard of 25 feet, but could not approve a pole sign taller than 50 feet. While larger projects may sometimes warrant larger signage, these limits will ensure that signage cannot become excessively large.

Staff found that numerous other cities have adopted similar Comprehensive or Master Signage Programs to review the size and design of signage for larger projects. These cities include the California cities of Glendale, Burbank, Culver City, West Hollywood, Newport Beach, Palmdale, Temecula, Walnut Creek, Laguna Wood, Chula Vista, and Santa Clarita, as well as Boston, Massachusetts.

Recommendation: Allow more flexible time limits for certain temporary signs.

Under the existing sign ordinance, temporary signs may only remain up for a total of 90 days during any given calendar year, for time periods not to exceed 30 days. After the 30 days are up, the sign may not be reinstalled for another 30 days.

In the new sign ordinance, staff recommends allowing temporary signs displaying a political, ideological or other noncommercial message, or signs of less than 20 square feet that, under the building code, do not require a permit, to remain up for 90 days in a row. This added flexibility is seen as beneficial for election signs, real estate “for sale” signs, and other incidental signs where the requirement to uninstall after 30 days is not appropriate.

The total time limit of no more 90 days during any given calendar year would remain unchanged. Comprehensive sign programs and sign districts could include more permissive time limits than those set forth in the baseline citywide sign ordinance.

Clarification: How do the proposed sign area limits compare to the limits of other large cities, such as New York City, Chicago and Boston?

There has been some confusion over how the proposed sign area ratio compares with the sign area limits of large cities such as New York City, Chicago and Boston. The table and chart on the following pages illustrate how the sign area regulations of these cities compare to the proposed sign area limits for Los Angeles.

In New York City and Chicago, sign area in commercial districts is capped at a flat square footage amount varying from 200 square feet to 800 square feet per property. In these cities, total sign area is controlled by either the sign area ratio or the flat square footage limit, whichever is smaller. For example, in Manhattan, sign area is limited to a 3:1 ratio or 200 square feet per property, whichever is smaller. This means that a property with 100 feet of street frontage would be entitled to the smaller of the following:

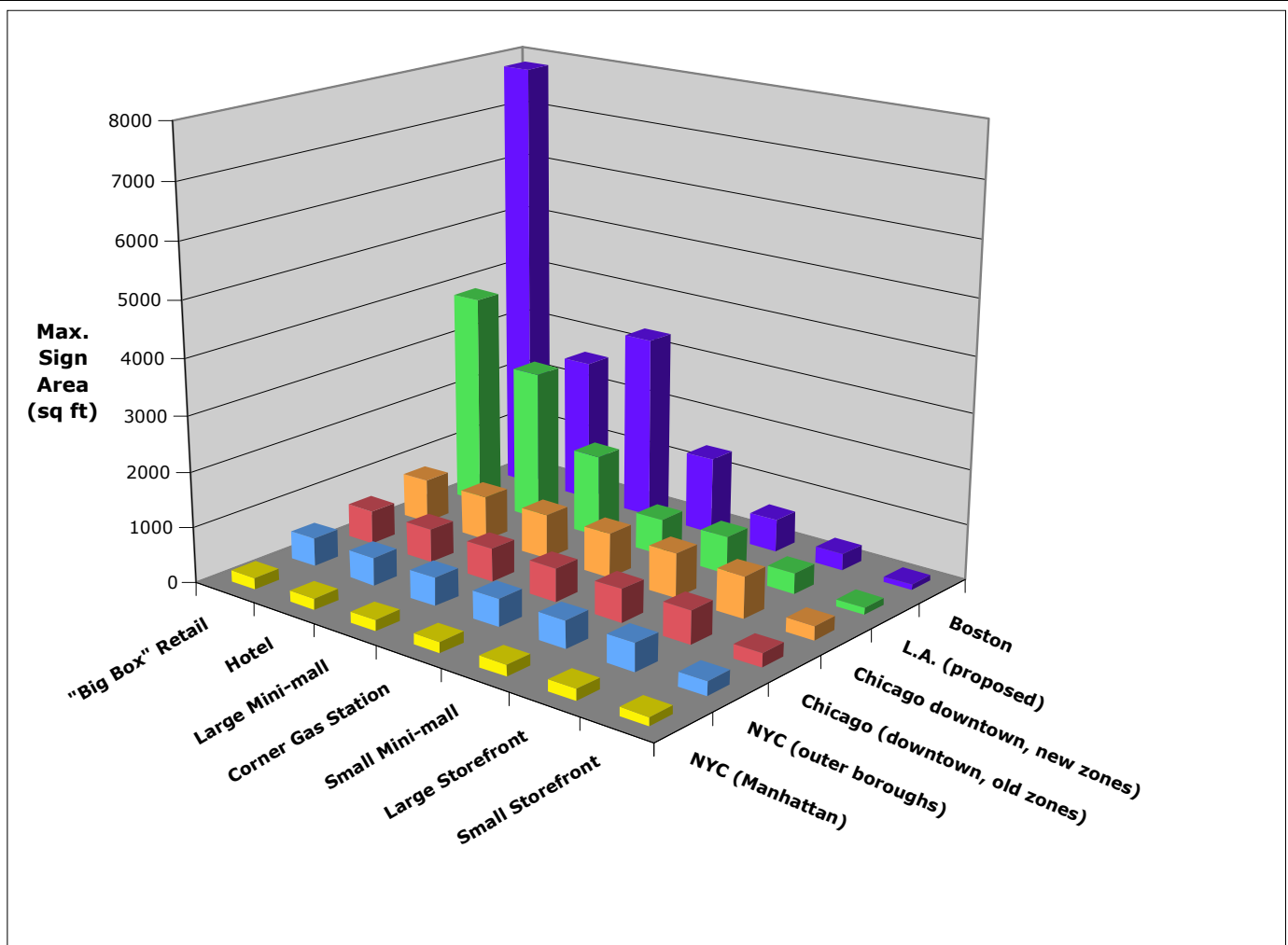
- $3 \times 100 = 300$ square feet of sign area; or
- 200 square feet of sign area.

The system in Chicago follows the same structure, with varying square footage limits, as shown in the table on the next page. The effect is that in New York City and Chicago, larger properties receive the same amount of sign area as smaller properties. The regulations may be structured this way because these cities have relatively small average lot sizes compared to Los Angeles, making larger properties less of a concern because fewer of them exist.

Boston's sign regulations, adopted in 1964, are now being phased out and replaced with more restrictive standards, according to building and zoning officials. The old sign area ratios, varying from 2:1 to 5:1, depended on the distance between the sign and the center line of the street. Like New York City and Chicago, Boston was historically built with relatively small lots, and the old, permissive limits for properties with large setbacks may reflect the city's scarcity of larger properties. However, the City of Boston is now establishing stricter sign regulations on a district-by-district basis, with 22 districts completed thus far, comprising most of the city. Building officials confirmed that these stricter standards have been adopted to control sign "blight".

The table and chart on the next page illustrate the limits of each city for a range of commercial development types and sizes that are common in Los Angeles.

Site type	Street frontage	Building frontage	Maximum Sign Area – Large Cities					
			NYC (Manhattan: 3:1 / 200sf)	NYC (outer boroughs: 5:1 / 500sf)	Chicago (downtown, old zones: 3:1 / 600sf)	Chicago (downtown, new zones: 5:1 / 800sf)	Boston (2:1 to 5:1)	L.A. (proposed: ~2.5:1)
"Big Box" Retail	1960	1270	200	500	600	800	7840	3865
Hotel	1300	960	200	500	600	800	2600	2740
Large Mini-mall	830	450	200	500	600	800	3320	1505
Corner Gas Station	350	200	200	500	600	800	1400	650
Small Mini-mall	290	260	200	500	600	800	580	680
Large Storefront	150	150	200	500	450	750	300	375
Small Storefront	50	50	150	250	150	250	100	125



It is evident that for most of the common site types, the proposed limits for Los Angeles are actually more generous than the limits in New York City and Chicago. The proposed limits for Los Angeles are also much more proportional to the various sizes of lots and buildings, compared to New York City, Chicago and Boston. Boston can be viewed as something of an anomaly compared to all the other cities studied, because the citywide limits reflected on the previous page are now being phased out in favor of substantially more restrictive limits on a district-by-district basis.

Clarification: How would the proposed sign area limits actually look on different types and sizes of commercial sites in Los Angeles?

The Department of City Planning is working with partners from the local architecture and design community to create visual depictions of how the proposed sign area limits would look, as compared to the current limits. These visual depictions will be featured in staff's presentation to the City Planning Commission on March 18, 2009.

Clarification: How would the proposed ordinance control supergraphics?

Supergraphics are the term commonly used to describe very large signs that are printed on vinyl or similar material and attached to the sides of buildings, frequently spanning numerous stories. These signs can have excessive impacts on the visual environment due to their massive size and prominent placement. However, it is difficult to define and limit supergraphics per se, because any definition of the term "supergraphic" attempting to define methods and materials of display would invariably leave out unforeseeable advances in future technology (e.g. holography, changeable-color ink, etc.).

The proposed ordinance therefore regulates supergraphics as wall signs, limiting them in terms of size and placement, rather than attempting to anticipate all methods of display.

The restriction of supergraphics would be accomplished through two key provisions:

- The limitation of signage on a property to a total sign area ratio of about 2.5:1, and
- The restriction that wall signs cannot cover windows or other building openings.

These restrictions would make it virtually impossible to install supergraphics, except on extremely large properties without other signage needs. The reasonable allowance of roughly 2.5 square feet of sign area per foot of street or building frontage (a 2.5:1 ratio) allows enough sign area to serve the needs of businesses to identify themselves and attract customers. It is not a ratio that would allow for the huge proportions of supergraphics. In contrast, the existing ratio of 4:1 limits some supergraphics, but could more easily allow them on larger properties that have little need for other signage. If a

large project has a unique need for additional sign area, this could be requested through a Comprehensive Sign Program, as described on page 8 of this report.

The other way that the proposed ordinance would largely prevent supergraphics is through the proposed restriction that wall signs cannot cover windows or other building openings. Currently, a large percentage of supergraphics in the City cover windows, blocking light and views and obstructing emergency access. By prohibiting this method of placement, the proposed ordinance would make most building walls unavailable for the installation of supergraphics.

4. Sign Districts

Recommendation: Adjust the minimum street frontage requirement to 5,000 linear feet (previously proposed at 6,000 linear feet).

In order to ensure that the geographic size limits of potential Sign Districts optimally define true districts, staff conducted further analysis of the minimum street frontage requirement. The analysis began with the question: “how big is a district?” The City’s unique commercial districts, such as the Old Bank District in downtown, take the shape of particular streets, and are at least several blocks in length. It would be a stretch to imagine a true district being only a block or two in length. Therefore, as an absolute minimum, a district would be at least three blocks in length. In many parts of the City, blocks that run east-to-west tend to be relatively short compared to blocks that run north-to-south. A short east-to-west block might measure between roughly 600 and 1,000 feet in length, making an average short block about 800 feet in length. Three of these short blocks would add up to about 2,400 feet in length. Assuming that both sides of the street are included, that makes about 4,800 feet of street frontage. Therefore, the smallest amount of street frontage that could legitimately be called a district would be about 5,000 feet – a slight adjustment from the previously proposed minimum of 6,000 feet. The 5,000-foot estimate is based on short blocks, meaning that any number lower than 5,000 would probably not define a true district in most parts of the City.

Recommendation: Refine requirements for transition to surrounding neighborhoods, so that Sign Districts cannot be adjacent to single-family neighborhoods.

A concern was also raised at the last hearing, that the City should carefully consider the transition between Sign Districts and surrounding residential areas. Although residential uses are allowed in all commercial zones, and there are some mixed-use and high-density residential zones in which residents may expect some amount of visible commercial activity, the City’s single-family zones would be most vulnerable to negative visual impacts from nearby Sign Districts. Therefore, the proposed ordinance includes a mandatory requirement that the boundaries of a Sign District shall not abut any single-family residential zone. This would include single-family zones across the street from a requested Sign District.

Recommendation: Improve the required findings for Sign Districts, to require a specific program for either sign reduction or community beautification, and to consider the design of signage within a Sign District.

At the February 26, 2009 hearing, a concern was expressed that Sign Districts should employ measured standards for the design of signage, so that they cannot become places where signage can simply proliferate without concern for the character of the area. Therefore, staff recommends a mandatory finding that requested Sign Districts must convey a unified design or architectural theme that will enhance the unique quality, theme or character of the proposed district. This requirement has been added as a mandatory finding within the proposed ordinance, and is shown as Finding “b” in the list below.

A further concern was that the Sign District provisions could be used to allow prohibited sign types in certain areas without addressing the existing signage proliferation in those areas. To address this concern, staff recommends that all new Sign Districts be required to incorporate measures to either reduce existing signage proliferation, or otherwise beautify the community, in return for the privilege of installing signage beyond the standard limits of the sign ordinance. This finding is shown as Finding “e” in the list below.

In all, staff recommends five specific findings that must be made in order to establish a Sign District. Those required findings are as follows:

- a. The area of the proposed “SN” Sign District has a unique quality, theme or character; and
- b. The proposed special sign regulations convey a unified design or architectural theme that will enhance the unique quality, theme or character of the proposed “SN” Sign District; and
- c. The proposed special sign regulations shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and
- d. The proposed special sign regulations will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the proposed district; and
- e. If the proposed “SN” Sign District:
 1. is characterized by excessive signage, then this signage will be significantly reduced through a sign reduction program; or

2. is not characterized by excessive signage, then the visual environment of the district will be significantly enhanced through a community beautification program.

The sign reduction program and community beautification program are defined as follows:

A community beautification program is an ongoing program that significantly enhances the visual environment of an “SN” Sign District through such measures as streetscape or landscape improvements, undergrounding of utilities, graffiti abatement, or the installation of community-based murals.

A sign reduction program is an ongoing program to permanently and significantly reduce the number of lawfully permitted and nonconforming on-site or off-site signs in an “SN” Sign District.

The ordinance establishing a specific Sign District shall establish either a community beautification program or a sign reduction program.

Clarification: Under the proposed ordinance, would all Regional Centers and Regional Commercial areas automatically become Sign Districts?

In a word, no. Under both the current and the proposed Sign District regulations, new Sign Districts can only be established through an extensive public review process, with multiple public hearings before the City Planning Commission, Planning and Land Use Management (PLUM) Committee of the City Council, and finally the full City Council. Additionally, the proposed ordinance requires that in order for any requested Sign District to be approved, the decision-making body must make five strict findings, as listed on the previous page of this report. The land use and property size criteria in the proposed ordinance define eligibility to apply; areas meeting the criteria may apply for Sign District designation, and begin the extensive process of staff, public, legislative, and environmental review.

Clarification: Where exactly are all the areas designated as Downtown Center / Regional Center / Regional Commercial (and therefore eligible to apply for Sign District designation)?

The areas currently designated as Regional Centers / Regional Commercial are individually mapped in Attachment 2 at the end of this report.

Clarification: How many Sign Districts are pending, and where are they located?

Five requested Sign Districts have been applied for, and two have been initiated by Council Motion, as of the date the Interim Control Ordinance (ICO) became effective (December 26, 2008). Under the proposed ordinance, these requested Sign Districts would be allowed to continue through the public review process under the existing regulations. A summary of the requested Sign Districts is shown below. Maps detailing the locations of Sign Districts applied for can be found in Attachment 3. It is important to note that these are pending applications, and as of yet there have been no decisions rendered on any of these proposed Sign Districts.

Requested Sign Districts Applied For:

Name	Location	Case Number	Date of Application	Status
Metro Universal	West side of Lankershim between the 101 & Valley Hear Dr; both sides of Campo De Cahuenga between the 101 & Lankershim (L.A. city portion)	CPC-2008-3512-GPA-ZC-HD-BL-SN-CUB-CUW-CU-ZAD-SPR	8/22/08	Pending review by Planning Department
Metropolis	Bounded by the 110 to the west, 110 offramp to the south, Francisco St to the east, and 8th St to the north	CPC-2008-4557-SN	11/10/08	Pending review by Planning Department
Mid-Town Crossing	Intersection of San Vicente and Pico to intersection of San Vicente and Venice	CPC-2008-2614-SN	6/26/08	To be heard by hearing officer 4/06/09, CPC hearing on 5/14/09
Figueroa and Olympic	Block bounded by 9th St to the north, Flower to the east, Olympic to the south, and Figueroa to the west	CPC-2007-842-SN	2/16/07	Approved by CPC on 12/11/08; approved by PLUM on 2/10/09; awaiting scheduling of City Council hearing
JH Snyder addition to Hollywood Sign District	West side of Seward bounded by Romaine to the north & Barton to the south	CPC-2008-756-VZC-VCU-CU-CUB-ZV-ZAA-SPR	2/27/08	Approved in part by CPC on 02/24/09; awaiting scheduling of City Council hearing

Requested Sign Districts Initiated by Council Motions:

Name	Location	Council File Number	Mover and Date of Motion	Status
City West	Bounded by 1st St to the north, Boylston to the west, 3rd St to the south, and Beaudry to the east	CF# 08-0509	Councilmember Reyes, 3/04/08	Pending with Planning Department
Koreatown	Bounded generally by 6th St to the north, St. Andrews Pl to the west, Olympic Bl to the south, and Shatto Pl to the east	CF# 08-0936	Councilmember Wesson, 4/15/08	Pending with Planning Department

5. Exceptions

Recommendation: Stipulate that Specific Plans cannot authorize sign types prohibited by the sign ordinance, and cannot include sign standards that are more permissive than those in the sign ordinance.

An area of legal vulnerability in the City's existing sign regulations involved the granting of exceptions within Specific Plans, partly because the required findings were not specific to signs. Concerns had been raised that if Specific Plans were to continue to allow prohibited sign types, the proposed ordinance could be vulnerable to future legal challenges. Thus, the proposed ordinance clarifies that Specific Plans cannot allow sign types that are prohibited by the baseline sign ordinance, and cannot include sign standards that are more permissive than those in the sign ordinance. The only mechanism by which prohibited sign types can be requested is through the establishment of a Sign District, with specific and objective findings related to signs.

Application Fees

In order to establish application fees for various processes in the proposed ordinance, staff compared the services entailed in processing sign approvals to other services currently performed by the Planning Department. The proposed fees, as listed below, mirror existing fees for similar services, determined by a recent user fee study that was conducted by a consultant to the Department of City Planning. These cost-based fees are fair, equitable and represent the estimated actual costs of services.

Sign Modification: The proposed fee of \$3,867 for a sign modification is based on the fee for a slight modification.

Comprehensive Sign Program: The filing fee of \$10,000 for a comprehensive sign program is based on the fees for processing a zone change or a subdivision case.

Amendment to a Comprehensive Sign Program: The fee of \$5756 to file an amendment to a sign program is based on the fee for processing a plan approval.

Appeal of Code Violation Citation: The fee of \$6,688 to file an appeal of the Department of Building and Safety's order to comply of this Code is based on the proposed fee for other appeals of Building and Safety orders.

CONCLUSION

The proposed sign ordinance presented in Appendix C of this report reflects substantial refinements, based on input and feedback from the business and development community, sign companies, trade and professional organizations, nonprofit advocacy groups, community and neighborhood organizations, individual residents and business owners, the City Planning Commission, and various City Council Districts and City departments. Although the proposed ordinance was developed on a accelerated timeframe, it benefitted greatly from three public hearings held to date before the City Planning Commission, numerous meetings and correspondence as detailed in Attachment 10, and countless informal conversations.

The proposed sign ordinance revision details a comprehensive system for the regulation of signs in Los Angeles, and for the enforcement of those regulations. The standards proposed will more effectively protect neighborhoods from the potentially intrusive and visually degrading effects of billboards, supergraphics, digital signs, and sign clutter. In addition, the proposed ordinance makes room for certain exceptions, such as for large development projects and unique commercial districts, so that signage can be appropriately tailored where appropriate. A common thread throughout the entire ordinance is an increased reliance on objective standards, to address concerns regarding past standards that may have been too subjective. In sum, the proposed ordinance presents a considerable opportunity to improve our City's visual environment, which is currently overrun by sign clutter and obtrusive sign types. As with any ordinance, the ultimate test will be in the implementation, and a follow-up review should be planned to take place at the one-year mark, to review and refine the ordinance as needed.

APPENDIX C

ORDINANCE NO. _____

A proposed ordinance amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Articles 4.4 and 9 of Chapter 1 of the Los Angeles Municipal Code to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs and digital displays; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of 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.

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

Section 1. Article 4.4 of Chapter I of the Los Angeles Municipal Code is amended to read:

ARTICLE 4.4 SIGN REGULATIONS

Section

14.4.1	Purpose
14.4.2	Definitions
14.4.3	Application
14.4.4	General Provisions
14.4.5	Hazard to Traffic
14.4.6	Freeway Exposure
14.4.7	Information Signs
14.4.8	Monument Signs
14.4.9	Projecting Signs
14.4.10	Wall Signs
14.4.11	Illuminated Architectural Canopy Signs
14.4.12	Pole Signs
14.4.13	Roof Signs
14.4.14	Window Signs
14.4.15	Marquee Signs
14.4.16	Temporary Signs
14.4.17	Temporary Signs on Temporary Construction Walls
14.4.18	Off-Site Signs
14.4.19	Awning Signs
14.4.20	Mural Signs
<u>14.4.20</u>	<u>Signs in A and R Zones</u>
<u>14.4.21</u>	<u>Sign Modifications</u>
<u>14.4.22</u>	<u>Comprehensive Sign Programs</u>
<u>14.4.23</u>	<u>Continuation of Nonconforming Signs</u>
<u>14.4.24</u>	<u>Administrative Civil Penalties</u>
<u>14.4.25</u>	<u>Right of Private Action</u>
<u>14.4.26</u>	<u>Recovery of Costs</u>

SEC. 14.4.1. PURPOSE.

The purpose of this article is to promote public safety and welfare by regulating signs in keeping with the following objectives:

A. That the design, construction, installation, repair and maintenance of signs will not interfere with traffic safety or otherwise endanger public safety.

B. That the regulations will provide reasonable protection to the visual environment by controlling the size, height, spacing and location of signs.

C. That both the public and sign users will benefit from signs having improved legibility, readability and visibility.

D. That consideration will be given to equalizing the opportunity for messages to be displayed.

E. That adequacy of message opportunity will be available to sign users without dominating the visual appearance of the area.

SEC. 14.4.2. DEFINITIONS.

The definitions of the following terms shall apply to this article. Other terms used in this article shall have the meanings set forth in Section 12.03 of this Code, if defined in that section.

Awning Sign. A sign displayed on a canopy that projects over a deck, door, or window of a building or structure.

Bisecting Line. A line that equally divides the angle created by the projection of intersecting lot lines of a lot adjoining the street of a corner lot as illustrated in Diagram C of this article.

~~Face of Building~~ Face. The general outer surface, not including cornices, bay windows or architectural projections, of any exterior wall of a building.

Building Frontage. The projection of the building walls upon the street used for street frontage.

Building Line. A line established on a property as defined in Section 91.202 of this Code.

Channel Letters. Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

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

Freeway. A highway in respect to which the owners or those in possession of abutting lands have no right or easement of access to or from their abutting lands or in respect to which the owners have only limited or restricted right or easement of access, and which is declared to be a freeway, in compliance with the Streets and Highways Code of the State of California.

Identification Sign. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

Illuminated Architectural Canopy Sign. An enclosed illuminated canopy listed in accordance with the National Electrical Code 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.

Inflatable Device. A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable device shall not include any object that contains helium, hot air or a lighter-than-air substance.

Information Sign. A sign that is limited to a message giving directions, instructions, menus, selections or address numerals.

Main Traveled Roadway of a Freeway. The portion of a freeway, including interchange roadways connecting one freeway with another, which is designed for the movement of large volumes of vehicular traffic, efficiently and safely at high speed, but not including service roadways, landscape areas, or ingress or egress ramps connecting the freeway with other streets.

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

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.

~~**Mural Sign.** A sign that is painted on or applied to and made integral with a wall, the written message of which does not exceed three percent of the total area of the sign.~~

Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is ~~generally~~ conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located.

~~**Off-Site Sign Structure.** A structure of any kind or character, erected, used or maintained for an off-site sign or signs upon which any poster, bill, printing, painting, projected image or other advertisement may be placed.~~

On-Site Sign. A sign other than an off-site sign.

Perpendicular Line. A straight line between the point on a sign face that is closest to the street and the point where the line intersects the street lot line at a 90 degree angle, as illustrated in Diagram C of this article.

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.

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.

Projection. The distance by which a sign extends beyond the building line.

Roof Sign. A sign erected upon a roof of a building that is limited to a company logo, generic type of business, or the name of a business or building.

Sign. Any whole or part of a display board, wall, screen or object, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines, which will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that:

1. Wall signs having no discernible boundary shall have the areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in any computation of surface area.

2. For spherical, cylindrical or other three-dimensional signs the area of the sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.

- ~~3. Sign support structures are excluded if neutral in color.~~

4. ~~“Time and Temperature” sign copy is excluded from computation of sign area if the copy is less than 56 square feet in area.~~

Sign Face. The surface upon which the sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a sign upon which any poster, bill, printing, painting, projected image or other message may be placed.

Street Frontage. The length of a line separating a lot from one street.

~~**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 this Code: Sections 14.4.10; 14.4.16, 14.4.17; 14.4.18; and/or 14.4.20.~~

Temporary Construction Wall. A wooden fence or wooden barrier that provides protection for pedestrians and is erected and maintained on the perimeter of a construction or demolition site pursuant to Section 3303 and 3306 of the California Building Code. (CBC).

Temporary Sign. Any sign that is to be maintained for a limited duration, ~~not to exceed 30 days~~, including paper signs and other signs that are not permanently affixed to the ground or building.

~~**Wall Sign.** Any sign attached to, painted on or erected against 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.~~

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; projected onto the wall; or printed on any material approved in Chapter 62 of the Los Angeles Municipal Code, which is supported and attached to the wall by an adhesive or other materials or methods.

Wall. An upright structure serving to enclose, divide or protect an area.

Window. An operable or inoperable opening constructed in a wall or roof that admits light or air to an enclosure and is often framed and spanned with glass or other translucent material.

Window Sign. Any A sign ~~except for a supergraphic 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. The term window sign shall not include the display of merchandise in a store window.

SEC. 14.4.3. APPLICATION.

A. **Scope.** All exterior signs and sign support structures shall conform to the requirements of this article and all other applicable provisions of this Code. ~~except that the provisions of Sections 14.4.4 E and G; 14.4.4 I; 14.4.5; 14.4.6; 14.4.12; 14.4.18; 91.6205.2; and 91.6216 of this Code shall not apply to the relocation of signs or sign support structures that existed on January 17, 1993, that were erected or are maintained by the Los Angeles Memorial Coliseum Commission (Commission) on property owned or controlled, in whole or in part, by the Commission.~~

B. **On-Site Signs.** Information signs, monument signs, projecting signs, wall signs, illuminated architectural canopy signs, pole signs (not including pole signs permitted by Section 14.4.16 of this article), roof signs, window signs, marquee signs and awning signs may only display on-site or noncommercial messages. The following provisions of this Code, as applicable, shall apply to on-site signs: Sections 14.4.4 A; 14.4.5; 14.4.6; 14.4.7; 14.4.8; 14.4.9; 14.4.10; 14.4.11; 14.4.12; 14.4.13; 14.4.14; 14.4.15; 14.4.19; 14.4.20; 14.4.21; 14.4.22; 14.4.23; 14.4.24; 14.4.25; 14.4.26; 91.6205; 91.6207; and 91.6216.

C. **Off-Site Signs.** Pole signs conforming to the regulations set forth in Section 14.4.16 of this article may display off-site or noncommercial messages. The following provisions of this Code, as applicable, shall apply to off-site signs: Sections 14.4.4 A; 14.4.5; 14.4.6; 14.4.18; 14.4.23; 14.4.24; 14.4.25; 14.4.26; 91.6205; 91.6206; and 91.6207.

D. **Temporary Signs.** ~~The following provisions of this Code, Temporary signs may display off-site, on-site or noncommercial messages. The provisions of the following sections of this Code, as applicable, shall apply to temporary on-site and off-site signs: Sections 14.4.4 A; 14.4.5; 14.4.6; 14.4.16; 14.4.17; 14.4.20; 14.4.22; 14.4.24; 14.4.25; 14.4.26; 91.6205; and 91.6207.~~

E. Zones.

1. Signs are permitted on any lot in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, provided that these signs comply with the provisions of the following sections of this article, as applicable: Sections 14.4.1; 14.4.2; 14.4.3; 14.4.4; 14.4.5; 14.4.6; 14.4.7; 14.4.10; 14.4.12; 14.4.16; 14.4.17; 14.4.19; 14.4.20; 14.4.21; 14.4.23; 14.4.24; 14.4.25; and 14.4.26.

2. Signs are permitted on any lot in a RAS or other A or R zone where C or M uses are permitted by right; on any lot in an A or R zone where the use was permitted pursuant to Section 12.24 or Section 12.27 of this Code; and on any lot in the C, M, OS, P, PB, PF or SL zones; provided that these signs comply with the provisions of every section of this article except Section 14.4.18, as applicable.

3. A sign located on a lot comprised of two or more zones shall be regulated by the provisions of this article applicable to the zone the sign is in.

~~E. F. **Mural Signs.** The following provisions of this Code, as applicable, shall apply to mural signs: Section 14.4.4 A; 14.4.5; 14.4.6; 14.4.20; 91.6205; and 91.6207. **Relationship to Other Provisions of this Code.** If the provisions of this article conflict with any other provisions of this Code related to signs, then this article shall govern.~~

SEC. 14.4.4. GENERAL PROVISIONS.

A. **Permitted Signs.** Only the signs defined in and regulated by this article and no others are allowed. It shall be unlawful for any person to erect, construct, install, enlarge, alter, repair, move, remove, convert, demolish, use or maintain any sign or sign support structure, or cause or permit those actions to be done, in violation of any of the provisions of this article.

~~A. **Ideological and Political Signs.** No provision of this article shall prohibit an ideological, political or other noncommercial message on a sign otherwise permitted by this article.~~

~~B. **Prohibited Signs.** Signs are prohibited if they:~~

1. contain obscene matters, as defined in Section 311 of the Penal Code of the State of California.

2. contain or consist of posters, pennants, banners, ribbons, streamers, or spinners, except as permitted by Sections 14.4.16 and 14.4.17 of this Code.

3. contain flashing, mechanical and strobe lights in conflict with the provisions of Sections 80.08.4 and 93.0107 of this Code.

4. are revolving and where all or any portion rotate at greater than six revolutions per minute.

5. are tacked, pasted or otherwise temporarily affixed on the walls of buildings, barns, sheds, trees, poles, posts or fences, except as permitted by Sections 14.4.16 and 14.4.17 of this Code.

6. are affixed to any vehicle or trailer on private property if the vehicle or trailer is not intended to be otherwise used in the business and the sole purpose of attaching the sign to the vehicle or trailer is to attract people to a place of business.

7. emit audible sounds, odor or visible matter.

8. use human beings, live animals, animated figures, motion pictures, digital displays, or continuous motion ~~slide projectors~~ in connection with any sign.

~~9. are supergraphic signs, except when supergraphic signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

~~10. are mural signs, except when mural signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

~~11. 9. Are off-site signs, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district, an approved development agreement, or a relocation agreement entered into pursuant to California Business and Professions Code Section 5412. This prohibition shall also apply to alterations or enlargements of legally existing off-site signs, except for alterations or enlargements specifically permitted by Section 91.6216 of this Code.~~

~~12. 10. are inflatable devices. except when inflatable devices are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.~~

~~C.~~ **D. Prohibited Locations.**

1. No sign or sign support structure shall project into any public alley, except that a sign or sign support structure above a height of 14 feet may project no more than six inches into a public alley.

2. No sign or sign support structure shall be located less than six feet horizontally or 12 feet vertically from overhead electrical conductors, which are energized in excess of 750 volts. The term “**overhead electrical conductors**” as used here shall mean any electrical conductor, either bare or insulated, installed above ground, except electrical conductors that are enclosed in iron pipe or other material covering of equal strength. Arcs of six foot radius may be used to define corners of prohibition area.

3. No sign or sign support structure shall be erected in a visibility triangle as defined by Sections 12.21 C 7 and 62.200 of this Code.

4. No sign or sign support structure shall be located within two feet of the curb or edge of any roadway.

~~D.~~ **E. Maintenance.**

1. **Appearance.** Every sign shall be maintained in a clean, safe and good working condition, including the replacement of defective parts, defaced or broken faces, lighting and other acts required for the maintenance of the sign. The display surfaces shall be kept neatly painted or posted at all times.

2. **Debris Removal.** The base of any sign erected on the ground shall be kept clear of weeds, rubbish or other combustible material at all times.

3. **Abandoned Signage.** Ninety days after the cessation of a business activity, service or product, the related signs shall be removed, or the face of the signs shall be removed and replaced with blank panels or shall be painted out.

E. F. Sign Illumination Limitations. No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than ~~three~~ two foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

F. G. Combination Signs. A sign, which is subject to more than one classification, shall meet the requirements for the classification to which each portion is subject.

G. H. Flag Lots. For purposes of this article, flag lots containing less than 50 feet of street frontage shall be allotted 50 feet of street frontage for the purpose of determining the type of sign permitted and for the allowable sign area.

H. I. Street Address Numbers. No sign shall be maintained on any property unless the street address of the property is maintained in accordance with the provisions of Section 63.113 of this Code.

I. J. Sign Permit Priority Status.

1. To maintain location, area, frontage, or spacing status, signs must be installed within six months of issuance of a building permit or prior to expiration of any permit extension granted by the Department of Building and Safety.

2. Where more than one permit has been issued and the effect of those permits when considered together results in a violation of this article, all permits except the permit with the earlier date and time of issuance shall be invalid.

K. Maximum Sign Area. The maximum sign area allowed on a lot shall be one square foot of sign area for every linear foot of street frontage and 1.5 square feet of sign area for every linear foot of building frontage. This sign area may be located anywhere on the building or the lot or aggregated on one sign or multiple signs, provided that each individual sign complies with all applicable provisions of this article.

EXCEPTION: Temporary signs and information signs shall not be subject to the maximum sign area limitation imposed by this subsection.

L. Lots with Multiple Street Frontages.

1. If a lot is a corner lot or other lot with two or more street frontages, no more than two-thirds of the maximum sign area allowed under Subsection K above shall be located along any one street frontage.

2. A freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on the side of the bisecting line closest to that street, and the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

3. On a through lot, a freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

M. Maximum Number of Signs. Each lot shall be subject to a maximum number of monument signs, projecting signs, pole signs and roof signs based on street frontage, as shown in the chart below. There is no maximum number of information signs, wall signs, illuminated architectural canopy signs, window signs, marquee signs, and awning signs permitted on a lot.

<u>Street frontage of lot</u>	<u>Permitted monument signs</u>	<u>Permitted pole signs and roof signs</u>	<u>Permitted projecting signs</u>	<u>Total permitted freestanding signs, roof signs and projecting signs</u>
<u>0- less than 50 feet</u>	<u>None</u>	<u>None</u>	<u>1</u>	<u>1</u>
<u>50 to less than 100 feet</u>	<u>None</u>	<u>None</u>	<u>1</u>	<u>1</u>
<u>100 to less than 200 feet</u>	<u>1</u>	<u>None</u>	<u>2</u>	<u>2</u>
<u>200 to less than 400 feet</u>	<u>2</u>	<u>None</u>	<u>3</u>	<u>4</u>
<u>400 to less than 600 feet</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>7</u>
<u>600 to less than 800 feet</u>	<u>4</u>	<u>1</u>	<u>5</u>	<u>9</u>
<u>800 to less than 1000 feet</u>	<u>5</u>	<u>1</u>	<u>6</u>	<u>11</u>
<u>1000 or more feet</u>	<u>5</u>	<u>1</u>	<u>6</u>	<u>11</u>

N. Sign Height. The height of all signs permitted by this article shall be measured as the distance in a straight vertical line from the top of the sign to the sidewalk grade or edge of roadway grade nearest the sign. No sign may be located at a height that exceeds the height limit established by any land use ordinance, including the height limit established for the underlying zone or height district.

O. Relief. Notwithstanding the provisions of Sections 12.24, 12.27, 12.28 or any other section of this Code, no relief from the sign regulations set forth in this article shall be granted, except as provided by Sections 14.4.21 and 14.4.22 of this article.

SEC. 14.4.5. HAZARD TO TRAFFIC.

A. Prohibition. No sign or sign support structure shall be erected, constructed, painted or maintained, and no permit shall be issued, if the sign or sign support structure, because of its location, size, nature or type, constitutes a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or which creates a condition that endangers the safety of persons or property.

B. Hazard Referral. The Department of Building and Safety shall refer the following to the Department of Transportation for hazard evaluation and determination prior to the issuance of a building permit:

1. All permit applications for signs that will be visible from and are located within 500 feet of the main traveled roadway of a freeway; and

2. All other permit applications and any signs that are determined by the Department of Building and Safety to have a potential for hazard.

C. Hazard Determination. The Department of Transportation shall return to the Department of Building and Safety each application so referred to it, together with a written statement of its determination, within 120 days of the date of referral by the Department of Building and Safety, or within an extended period of time as mutually agreed upon by the permit applicant and the Department of Transportation. Failure of the Department of Transportation to return the application and a hazard determination to the Department of Building and Safety shall be deemed a finding by the Department of Transportation of no hazard, and the Department of Transportation shall then approve the permit application. If the Department of Transportation determines that the sign or sign support structure will constitute a hazard, the Department of Building and Safety shall deny the application for permit.

D. Appeal. An appeal of the determination of the Department of Transportation's hazard determination may be filed by the permit applicant with the Board of Transportation Commissioners within 15 days of the date the determination is issued. Any appeal so filed pursuant to this subsection stays proceedings in the matter. The Board must act within 75 days of the date the appeal is filed. The decision of the Board of Transportation Commissioners may not be further appealed, subject to Charter Section 245.

E. Procedures. The Department of Transportation shall prepare and make available to the public procedures for administering the provisions of this section.

SEC. 14.4.6. FREEWAY EXPOSURE. No person shall erect, construct, install, or maintain any sign or sign support structure within 660 feet of a freeway unless the sign conforms to the requirements of California Business and Professions Code Sections 5403, 5404, 5405, 5406, 5408, 5440, 5440.1, 5442.11 and 5442.13.

~~A. **New Signs.** No person shall erect, construct, install, paint, maintain, and no building or electrical permit shall be issued for, any sign or sign support structure within 2,000 feet of a freeway unless the Department of Building and Safety has first determined that the sign will not be viewed primarily from a main traveled roadway of a freeway or an on-ramp/off-ramp. However, at the termination of an off-ramp, any wall sign located along the front line may be viewed primarily from the off-ramp.~~

~~The phrase "**viewed primarily from**" shall mean that the message may be seen with reasonable clarity for a greater distance by a person traveling on the main traveled roadway of a freeway or on-ramp/off-ramp than by a person traveling on the street adjacent to the sign.~~

~~B. **Exemption.** The wall signs specified in Subdivisions 1 and 2 below are exempt from the limitation of Subsection A above. These signs shall not have moving parts or any arrangement of lights that create the illusion of movement.~~

~~1. Identification signs identifying the building where the sign is located, providing the area of the sign is not more than 50 square feet or is not larger than five percent of the area of the side of the building, which faces primarily to the freeway, whichever is greater; and~~

~~2. Wall signs on which the advertising is limited to the name of any person, firm or corporation occupying the building, or the type of business, services rendered, or the name of any product manufactured or sold on the premises. The total area of all wall signs on a building permitted in this subdivision shall not exceed 100 square feet. Any one sign shall not exceed 50 square feet in area.~~

~~C. **Existing Signs.** Within three years of the opening of a freeway to public travel, all signs that existed prior to the opening of the freeway and that are in conflict with the provisions of this section and/or Section 14.4.5 of this Code shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this section and/or Section 14.4.5 of this Code.~~

~~The Department of Building and Safety and the Department of Transportation shall determine whether or not the sign or sign support structure is in conflict with the provisions of this section and/or Section 14.4.5 of this Code. If it is determined that any sign or sign support structure is in conflict with any of the provisions of this section and/or Section 14.4.5 of this Code, then the permittee and/or other responsible person shall be advised and shall remove, rearrange or relocate the sign or sign support structure within this three-year period.~~

SEC. 14.4.7. INFORMATION SIGNS.

~~A. **Area.** Information signs shall not exceed 25 square feet in area. The maximum area of any one information sign shall not exceed a total of 25 square feet for all the sign faces.~~

~~B. **Height.** Information signs shall be limited to a maximum overall height of six feet six inches above the sidewalk grade or edge of roadway grade nearest the sign. No information sign shall exceed a height of six feet six inches.~~

SEC. 14.4.8. MONUMENT SIGNS.

~~A. **Area.** The maximum sign area of any one monument sign shall not exceed a total of 60 square feet for all the sign faces.~~

~~1. The sign area of monument signs shall not exceed 1.5 square feet per foot of street frontage nor a maximum of 75 square feet for the sign face visible to the same direction of traffic.~~

~~2. The combined sign area of monument signs, projecting signs, wall signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~B. **Height.** Monument signs shall be limited to a maximum overall height of eight feet above sidewalk grade or edge of roadway grade nearest the sign. No monument sign shall exceed a height of eight feet.~~

~~C. **Location.** Monument signs shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other monument sign, projecting sign or pole sign. The location of monument signs shall not interfere or present a hazard to pedestrian or vehicular traffic.~~

~~D. **Shape.** Monument signs shall have a horizontal dimension equal to or greater than their vertical dimension.~~

~~E. **Projection.** Monument signs shall not project over the roof of a building or over the building line.~~

SEC. 14.4.9. PROJECTING SIGNS.

~~A. **Permitted.** Projecting signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a projecting sign for each 200 feet or fraction of that area of street frontage, if the street frontage does not contain an existing projecting sign or a pole sign.~~

~~B. A. **Area.** The maximum sign area of any one projecting sign shall not exceed a total of 50 square feet for all the sign faces.~~

~~1. The sign area of projecting signs visible to the same direction of traffic shall not exceed 25 square feet plus 1.5 square feet for each foot of street frontage up to a maximum sign area of 300 square feet. Any projecting sign located at the street corner of a corner lot may use the greater street frontage in computing area limitations.~~

~~2. The combined sign area of projecting signs, wall signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~C. B. **Height.** A projecting sign shall not be located lower than eight feet above sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall. **Clearance.** Projecting signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall.~~

~~D. C. **Location.**~~

~~1. A projecting sign shall be located at least 7.5 feet from any interior lot line.~~

~~2. A projecting sign shall be located at least 15 feet from any other projecting sign, monument sign or pole sign.~~

3. The plane of the sign face of a projecting sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building.

~~E.~~ D. **Projections.** A projecting sign may project over the building line, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the building line and has a width of three feet as measured parallel with the building line. In no event, may a projecting sign project more than eight feet from the face of a building.

EXCEPTION: For projecting signs located above a 16-foot height and on a lot having a street frontage greater than 50 feet, projections over the building line may vary linearly from five feet at 50 feet to eight feet at 100 feet of street frontage.

SEC. 14.4.10. WALL SIGNS.

~~A.~~ A. Area.

~~1. The total sign area of wall signs facing a street shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage for a single-story building.~~

~~2. For buildings more than one story in height, the combined sign area shall not exceed that permitted for a single story by more than ten percent for each additional story. In no event, shall the combined wall sign area exceed by 50 percent that area permitted for a single-story building.~~

~~3. For wall signs that are made up of individual letters that use the wall of the building as background, the allowable sign area may be increased by 20 percent, provided there is no change in color between the background and the surrounding wall area.~~

~~4. The combined sign area of illuminated architectural canopy signs, roof signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~5. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~B.~~ A. **Height.** A wall sign shall not extend above the top of the wall of the building.

EXCEPTION: Where there is less than three feet between the top of the wall and the top of a window, the a wall sign located above the window may extend above the top of the wall by a maximum of three feet.

~~C.~~ B. **Location.**

1. No wall sign except a non-illuminated painted wall sign shall be located on a wall that faces and is within five feet of an interior lot line.

2. Wall signs installed on a wall that faces the rear lot line and that is located within 30 feet of property that is zoned R-3 or more restrictive shall not be illuminated.

3. No wall sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents.

4. No wall sign shall cross the perimeter of any opening of a building, including its windows, door, and vents, at any point within 24 inches of the building face.

D. C. Projection.

1. No wall sign shall have a projection over any public street, other public property or building line greater than that permitted in Diagram A of this article.

2. No wall sign shall project more than 24 inches from a building face. ~~the face of the building.~~ If any message is placed on the edge of a wall sign, then that portion of the wall sign shall be regulated as a projecting sign.

E. D. High-Rise Identification Signs Above 100 Feet in Height. ~~Any wall signs located over 100 feet above grade~~ Notwithstanding the provisions of Section 14.4.4 K of this article, shall be used as the sign area of identification signs only located at a height of 100 feet or more shall not be included in a lot's maximum sign area if:

~~Identification signs shall comprise no more than 80 percent of the width of that portion of the building where the signs are attached. Notwithstanding the provisions of Subsection A above, the area of these signs may constitute up to five percent of the area of the wall where the signs are attached and may be in addition to the area permitted in Subsection A above.~~

1. No more than two identification signs are located at a height of 100 feet or more.

2. No more than one identification sign is located at height of 100 feet or more on any building face.

3. The sign area of identification signs located at a height of 100 feet or more complies with the following limitations:

<u>Sign Height</u>	<u>Sign Area Limits</u> (square feet)
<u>100 feet or more but less than 175 feet</u>	<u>5 x building face width at uppermost mounted sign height</u>
<u>175 feet or more but less than 275 feet</u>	<u>6 x building face width at uppermost mounted sign height</u>
<u>275 feet or more but less than 400 feet</u>	<u>7 x building face width at uppermost mounted sign height</u>
<u>400 feet or more</u>	<u>8 x building face width at uppermost mounted sign height</u>

4. Identification signs use channel letters.

5. Illumination from an identification sign is restricted to no greater than one foot candle above ambient light level, as measured at the property line of a lot classified in the RW1 zone or a more restrictive zone, when such property line is within 200 feet of the lot where the identification sign is located.

6. No roof signs pursuant to Section 14.4.13 of this article are erected.

~~F.~~ **E. Parking Lots.** Notwithstanding the provisions of Section 14.4.4 C 5 of this article, where a parking lot exists between a wall sign and the street, and there is a wall between the parking lot and the street, a portion of the total sign area permitted by this section article may be used on the wall located between the parking lot and the street so long as the sign does not project beyond the lot line. The sign shall be restricted to that portion of the wall between two feet six inches and three feet six inches in height above the finished grade at the base of the wall generally facing the street.

SEC. 14.4.11. ILLUMINATED ARCHITECTURAL CANOPY SIGNS.

A. Area.

~~1. The area of illuminated architectural canopy signs shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage. The maximum sign area of any one illuminated architectural canopy sign shall not exceed a total of 50 square feet for all the sign faces.~~

2. In applying the sign area limits specified by this article, only the area occupied by the message of the an illuminated architectural canopy signs will be used.

~~3. The combined sign area of illuminated architectural canopy signs, roof signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~4. The combined sign area of illuminated architectural canopy signs, projecting signs, monument signs, wall signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

B. Height. An illuminated architectural canopy sign shall not extend above the top of the wall of a building.

C. Clearance. Illuminated architectural canopy signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway.

D. Emergency Personnel Access. Illuminated architectural canopy signs shall not occupy a four-foot distance along the exterior wall at one corner of the building's street frontage and an additional four-foot distance along every 50 feet of the building frontage.

E. **Illumination.** The sign shall be internally illuminated so as to illuminate the canopy and the exterior wall below. The illuminated architectural canopy sign shall bear the electric sign label of an approved testing agency with a re-inspection service.

F. **Projections.** Illuminated architectural canopy signs may project over a building line. However, in no event may an illuminated architectural canopy sign project more than three feet from the building face. ~~the face of the building.~~

SEC. 14.4.12. POLE SIGNS.

~~A. **Permitted.** Pole signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a pole sign for each 200 feet or fraction of that area of street frontage, if the street frontage does not contain an existing pole sign or projecting sign.~~

~~B. **A. Area.** The maximum sign area of any one pole sign shall not exceed a total of 200 square feet for all the sign faces, and no single sign face shall exceed 100 square feet.~~

~~1. Sign area visible to the same direction of traffic shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~2. The maximum area of any one pole sign shall not exceed 400 square feet.~~

~~3. Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for area limitations.~~

~~4. The combined sign area of pole signs, projecting signs, monument signs, illuminated architectural canopy signs, wall signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~B. **Height.** The maximum height of any one pole sign shall not exceed the maximum sign area permitted for a single sign face divided by four.~~

~~C. **Height.** Height shall be measured from the nearest sidewalk or edge of roadway grade to the top of the sign. The overall height limitation shall be determined by street frontage as follows:~~

- ~~1. 25 feet for lots having 50 feet of street frontage;~~
- ~~2. 35 feet for lots having more than 50 feet and less than 100 feet of street frontage; and~~
- ~~3. 42 feet for lots having at least 100 feet of street frontage.~~

~~Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for determining height limitations. In no event shall a sign exceed the height specified for the height district in which the sign is located.~~

~~D.~~ **C. Location.**

1. Pole signs shall be located at least ten feet from interior lot lines; however, on corner lots and flag lots, pole signs may be located five feet from interior lot lines.

2. A pole sign shall be located at least 15 feet from any other pole sign, projecting sign or monument sign.

~~3. Pole signs shall be located so as not to interfere or present a hazard to pedestrian or vehicular traffic.~~

D. Clearance. 4. Where the lower part of a pole sign is less than eight feet above sidewalk grade or the edge of roadway grade nearest the sign, the sign shall extend to grade or shall be installed in a planter that extends beyond the edges of the sign and sign support structure and that is a minimum of 18 inches in height.

E. Projections. A pole sign may project over a building line, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the building line and has a width of three feet as measured parallel to the building line.

F. Other Requirements. A maximum of two poles shall be permitted for any pole sign. ~~The maximum cross-sectional dimension of a pole shall not exceed ten percent of the overall height of the sign.~~

SEC. 14.4.13. ROOF SIGNS.

~~A. Permitted.~~ Roof signs shall be permitted only when placed directly upon a roof that slopes downward toward and extends to or over the top of an exterior wall.

~~B. Area.~~

~~1. Sign area shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~2. The maximum area of any one roof sign shall not exceed 300 square feet.~~

~~3. The combined area of roof signs, illuminated architectural canopy signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage, plus one square foot for each foot of building frontage.~~

~~4. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.~~

~~C. **Height.** The top of the roof sign shall be located at least two feet below the ridge of the roof.~~

~~D. **Location.**~~

~~1. Roof signs shall be located at least ten feet from interior lot lines.~~

~~2. Roof signs shall be located at least two feet from the edge of the roof.~~

~~3. The plane of the sign face of a roof sign shall be approximately parallel to the face of the building.~~

A. **Permitted.** Roof signs shall only be allowed on buildings at least 40 feet in height but no more than 150 feet in height. If a roof sign is erected on a building 100 or more feet in height, then no identification sign located at a height of 100 feet or more shall be allowed.

B. **Location.** No portion of a roof sign or sign support structure shall be located within ten feet of the edge of the roof, parapet, appendage, or appurtenance.

C. **Time Limit.** Roof signs shall only be illuminated between the hours of 7 A.M. and 2 A.M.

D. **Other Requirements.**

1. No roof sign shall consist of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.

2. At least one-third of the sign area shall consist of open space through which the structural framework may be viewed, and the remaining portion of the sign area shall consist of channel letters, channel graphic segments, or open lighting elements.

SEC. 14.4.14. WINDOW SIGNS.

A. **Area.** The total area of all window signs shall not exceed ten percent of the area of the window used to display the sign.

B. **Combined Area.** The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage.

SEC. 14.4.15. MARQUEE SIGNS.

A. **General Requirements.** Marquee signs shall comply with the requirements set forth in Section ~~3102~~ 3106 of the ~~CBC~~ Los Angeles Building Code and the following provisions of this Code: Sections 14.4.3 A; 14.4.4 A B; 14.4.5; ~~14.4.6~~; 91.6205; and 91.6207.

B. **Location.** Signs shall not be attached to any portion of the marquee except on the periphery. Wall signs on the periphery shall not extend above or below the periphery. Cloth or banner signs or drop-roll curtains may be suspended below the exterior periphery and ~~extend within seven feet of the grade~~ not closer than seven feet from the grade.

SEC. 14.4.16. TEMPORARY SIGNS.

A. **Permit Required.** Notwithstanding any other provision of this article, a building permit shall be required for a temporary sign, pennant, banner, ribbon, streamer or spinner. ~~other than one that contains a political, ideological or other noncommercial message.~~ The permit application shall specify the dates being requested for authorized installation and the proposed location.

EXCEPTION: Pursuant to Section 91.6201.2.1a of this Code, no building permit shall be required for a temporary sign, pennant, banner, ribbon streamer or spinner that contains a political, ideological or other noncommercial message, or that, pursuant to Section 91.101.5 of this Code, contains less than 20 square feet of sign area.

B. Area.

1. ~~The combined sign area of temporary signs shall not exceed two square feet for each foot of street frontage.~~ In addition to the sign area allowed under Section 14.4.4-K of this article, each lot shall be allowed one square foot of sign area for every linear foot of street frontage. This sign area shall only be used on temporary signs and no other signs allowed by this article. The limitation on sign area imposed by this subsection applies to all temporary signs, including temporary signs that do not require a building permit.

2. ~~The combined sign area of all temporary signs, when placed upon a the interior surface of a window and any other window signs shall not exceed a maximum of ten percent of the window area.~~

C. Time Limit.

~~1. Temporary signs that require a permit shall be removed within 30 days of installation and shall not be reinstalled for a period of 30 days of the date of removal of the previous sign. The installation of temporary signs shall not exceed a total of 90 days in any calendar year.~~

EXCEPTION: Temporary signs that do not require a building permit may be installed for a period of greater than 30 days, provided that such signs shall not exceed a total of 90 days in any calendar year.

D. **Location.** Temporary signs, including those that do not require a building permit, may be tacked, pasted or otherwise temporarily affixed to windows and/or on the walls of buildings, barns, sheds or fences.

E. **Construction.** Temporary signs may contain or consist of posters, pennants, ribbons, streamers or spinners. Temporary signs may be made of paper or any other material. If the temporary sign is made of cloth, it shall be flame proofed when the aggregate area exceeds 100 square feet. Every temporary cloth sign shall be supported and attached with stranded cable of 1/16-inch minimum diameter or by other methods as approved by the Department of Building and Safety.

SEC. 14.4.17. TEMPORARY SIGNS ON TEMPORARY CONSTRUCTION WALLS.

A. **Permit Required.** A building permit shall be required for a temporary sign on a temporary construction wall. Temporary signs on temporary construction walls shall comply with the construction requirements of Section 14.4.16 E. For purposes of this section, the term “applicant” shall mean the owner of the sign company or, if there is no sign company, the owner of the property.

B. **Area.** Notwithstanding the provisions of Section 14.4.16 B 1 and 2 of this Code, signs placed on temporary construction walls, and/or solid wood fences surrounding vacant lots pursuant to the terms of this section shall not extend above the top of the wall or fence and shall comply with the following:

1. The combined sign area of temporary signs shall not exceed eight square feet for each foot of street frontage.
2. Individual signs shall not exceed a sign area of 250 square feet.
3. Signs may be grouped to form a maximum sign area of 250 square feet.
4. Signs or groups of signs having an area of 250 square feet shall be separated from any other sign on the temporary construction walls and/or solid wood fences surrounding vacant lots by at least ten feet measured horizontally.

C. **Time Limit.** Notwithstanding the provisions of Section 14.4.16 ~~14~~ C 1 and 2 of this Code, signs placed on temporary construction walls, and/or solid wood fences surrounding vacant lots pursuant to the terms of this section shall be allowed to remain for as long as the building permits associated with the construction site remain in effect or for a period of two years, whichever is less. Building permits for signs on solid wood fences surrounding vacant lots, which are not construction sites, shall be issued for a time period not to exceed one year. The Department of Building and Safety shall grant a new building permit for a period equal to the original building permit term upon the receipt of (i) an application for a new building permit, (ii) the payment of the building permit fee and (iii) a written statement from the Director of the Office of Community Beautification consenting to the new building permit.

D. **Height.** Signs may only be placed to a maximum height of eight feet.

E. **Location.** Temporary signs placed on the exterior surfaces of any temporary construction walls, and/or solid wood fences surrounding vacant lots are limited to lots located in the C or M zones.

F. Special Requirements for Signs on Temporary Construction Walls, and/or Solid Wood Fences Surrounding Vacant Lots.

1. **Review by the Office of Community Beautification.** At any time after the issuance of a building permit under this section and upon request of the Council district office of the Council district in which the site or lot is located, the Office of Community Beautification of the Department of Public Works (Office of Community Beautification) shall investigate an area consisting of a 500-foot radius around the permitted site or lot to determine whether there exists a public nuisance due to the presence of graffiti and/or posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property.

If the Office of Community Beautification cannot establish that the area constitutes a public nuisance because of the presence of graffiti, posters/handbills and any other illegal postings on public property within a 500-foot radius around the permitted site or lot, then the Office of Community Beautification shall expand the radius around the site or lot in 250-foot increments, up to a maximum radius of 1500-feet. If the Office of Community Beautification finds the existence of a public nuisance on public property within the expanded radius area beyond the original 500 foot radius, then it shall require the applicant to abate the public nuisance in the expanded radius area in accordance with Subdivision 3, below.

2. **Notification of Locations for Placement of Signs.** Within ten days after the issuance of the building permit, the applicant shall provide written notification to the Office of Community Beautification and the Council district office of the Council district in which the construction site or vacant lot is located. The notification shall contain the name and address of the applicant and the property address where the signs will be placed. The notification to the Office of Community Beautification shall include a copy of the applicant's contract with the property owner to post signs at the specified location.

3. Nuisance Abatement. It shall be the applicant's responsibility to clean and maintain free from graffiti public property and rights-of-way within an area consisting of a 500-foot radius or any expanded radius required by the Office of Community Beautification around the permitted site or lot. The applicant shall patrol the abatement area every 24 hours to search for graffiti and remove any graffiti within 24 hours of its discovery. The removal of graffiti shall include, but not be limited to, spray paint on walls, poles, and fences on public property. In addition, the applicant shall also be responsible for removing any posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property. At the time of graffiti removal, the applicant shall also remove any trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site. The Office of Community Beautification shall enforce the provisions of this subsection.

4. Permit Revocation. Any building permit issued pursuant to this section may be revoked by the Department of Building and Safety for any of the following reasons, provided a written and signed notification of the applicant's failure to comply with Paragraphs (a), (d), (e) or (f) of this subsection is sent to the Department of Building and Safety by the Director of the Office of Community Beautification:

(a) Failure by the applicant to maintain the temporary construction wall and/or solid wood fence surrounding a vacant lot free from graffiti.

(b) Failure by the applicant to comply with the terms of the permit.

(c) Failure by the applicant to maintain the bond required in Subsection A of this section.

(d) Failure by the applicant to eradicate graffiti within a 500-foot radius or any expanded radius required by the Office of Community Beautification of the temporary construction wall, and/or solid wood fence surrounding a vacant lot within 24 hours of receiving notification of the presence of graffiti from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(e) Failure by the applicant to remove posters/handbills placed on light poles, utility poles, bus stops and any other illegal postings on public property within a 500-foot radius or any expanded radius required by the Office of Community Beautification of the temporary construction wall, and/or solid wood fence surrounding a vacant lot, within 24 hours of receiving notification of the presence of posters/handbills or other illegal postings from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(f) Failure by the applicant, at the time of graffiti removal, to remove trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site.

5. **Removal of Signs.** If the Department of Building and Safety revokes the building permit allowing signs on temporary construction walls, and/or solid wood fences surrounding vacant lots, then any signs placed on the temporary construction walls and/or solid wood fences surrounding vacant lots shall be removed by the applicant within 72 hours after receipt of written notification.

6. **Public Nuisance.** Any signs remaining on temporary construction walls, and/or solid wood fences surrounding vacant lots after the building permit is revoked are deemed to be a public nuisance that can be abated by utilizing the procedure contained in Section 91.8904, *et seq.*, of the Code.

7. **Office of Community Beautification.** The Office of Community Beautification is hereby designated the authorized representative of the City for the purpose of enforcing and implementing the provisions of Sections 91.8904.1.2 and 91.8307 of this Code to remove the nuisances described in this section.

SEC. 14.4.18. OFF-SITE SIGNS.

A. **Area.** The sign area of a single face shall not exceed 800 square feet.

B. **Height.**

1. The height to the top of the off-site sign shall be limited to a maximum of 42 feet above the sidewalk grade or edge of roadway grade nearest the sign, except that a sign that is more than 80 percent above a roof of a building may extend to the top of the sign a maximum of 30 feet above the surface of the roof under the sign.

2. In no event shall the height to the top of the off-site sign exceed a height greater than ~~that height specified for the height district~~ the height allowed by the height district, specific plan, or zone in which the sign is located, or by any applicable land use ordinance, or a height of 60 feet above the sidewalk grade or edge of roadway grade nearest the sign, whichever is more restrictive.

3. The bottom of the off-site sign shall be at least eight feet above the sidewalk grade or edge of roadway grade nearest the sign.

C. **Location.**

1. No portion of an off-site sign with a sign area greater than 80 square feet shall be placed within 200 feet of a residentially zoned lot, which is located on the same side of the same street as the lot on which the sign is placed. However, where a lot has two or more street frontages, a sign may be located on that street frontage, which is not on the same street as the residentially zoned lot; provided the sign and sign support structure are placed in that half of the lot that is the farthest from the street frontage on which the residentially zoned lot is located.

2. No portion of an off-site sign or sign support structure shall be located in that half of a lot located farthest from the street frontage when residentially zoned property is located to the rear of that street frontage.

3. Off-site signs are not permitted along that portion of a lot having a street frontage of less than 50 feet.

4. No more than four off-site signs shall be located at the intersection of two or more streets when the off-site signs are located within 150 feet of the intersection of two street frontages.

5. An off-site sign face shall not be located within one foot of an interior lot line.

D. Frontage Determination on Lots with Lot Lines Adjoining More Than One Street.

1. An off-site sign shall be considered to be on a single street for purposes of Sections 14.14.18 A and 14.14.18 D of this Code if the sign and its support structure are located entirely on the side of the bisecting line closest to that street and the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

2. An off-site sign located on a through lot shall be located on a single street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

Any off-site sign not in conformance with either Subdivision 1 or 2 above shall be considered to be located on more than one street frontage.

E. Spacing.

1. An off-site sign, which is either single-faced or parallel double-faced, shall be spaced as specified in Table No. B of this article from any other existing or previously permitted off-site sign, which is single-faced or parallel double-faced. If an off-site sign is located within a California Department of Transportation jurisdiction area, then the spacing rules set forth in Section 5408 of the Business and Professions Code must be followed, but spacing shall not be less than what this article requires.

2. For any double-faced off-site sign, the spacing requirements shall be based on the area of the largest sign face.

3. For double-faced off-site signs whose faces are not parallel, the spacing between any proposed, permitted or existing off-site sign shall be determined by the following formula:

WHERE:

$$D = S \left[1 + \frac{(B - 5)}{90} \right]$$

D = required spacing between signs, in feet.

S = sign spacing determined from Table No. B below in feet.

B = widest edge separation of sign faces in feet.

4. Spacing shall be measured between off-site signs that are located on the same side of the same street. Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge. Spacing shall be measured along the center line of the street.

F. Double-faced Off-Site Signs.

1. Off-site signs may be either single or double-faced.
2. For double-faced off-site signs whose faces are parallel, the distance between sign faces shall not exceed six feet.
3. For double-faced off-site signs whose faces are not parallel, the distance between sign faces at their widest point shall not exceed 35 feet. The separation of sign faces at their closest point shall not exceed six feet. In no event shall the angle between sign faces exceed 37 degrees.

G. Projection. Off-site signs shall not project beyond the building line.

H. Covering. The backs of off-site signs exposed to public view shall be covered with a finished surface or material and shall be properly maintained.

I. Other Requirements.

1. A maximum of two poles shall be permitted for any off-site sign. The maximum cross-sectional dimension of a pole shall not exceed ten percent of the overall height of the sign.
2. Off-site sign supports shall be structurally independent of a building.
3. Sign support structures must be located directly under the sign face as viewed from the front of the sign. The maximum horizontal distance between the center of the sign support structure and the sign face shall not exceed ten feet.

SEC. 14.4.19. AWNING SIGNS.

No awning sign shall be placed on any portion of an awning except the valance. The sign area is limited to a maximum of 12 inches in height on the portion of the valance that is parallel to the building face, and only when the awning complies with all applicable provisions of Sections 91.3202 and 91.3202.3.1 of this Code. Awning signs are not permitted on awnings with a valance above a height of 14 feet as measured from the nearest sidewalk or edge of roadway grade to the top of the valance.

~~SEC. 14.4.20 MURAL SIGNS.~~

~~Approval for mural signs shall be obtained from the Cultural Heritage Commission. The placement, height, and overall area of a mural sign shall be as approved by the Cultural Heritage Commission. In making its determination, the Cultural Heritage Commission shall find that the proposed sign does not conflict with the purposes and objectives set forth in Section 14.4.1 of this Code.~~

SEC. 14.4.20. SIGNS IN A AND R ZONES.**A. General Provisions.**

1. No sign shall exceed a height of six feet.
2. No interior illumination of a sign is allowed.
3. No sign which is attached to a building shall project above the lowest portion of any roof, eave or ridge of the building.
4. A sign may be single-faced or double-faced and may be located in any required front yard, side yard, rear yard, passageway or other required open space.

B. Temporary Signs. Temporary signs shall be allowed in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, subject to the following regulations:

1. The sign area of all temporary signs on a lot shall not exceed six square feet for all the sign faces.
2. Temporary signs related to the occasional sale of used and hand made goods cannot be erected more than two days prior to the sale and shall be removed by sunset of the day of the sale.

C. Permanent Signs. Permanent signs shall be allowed in the zones and subject to the provisions listed below:

1. A1 and A2 zones: Any number of awning signs or wall signs and one pole sign shall be permitted on each lot. Any individual awning sign or wall sign shall not exceed twenty square feet in area. No pole sign shall exceed nine square feet

in area. The sign area of all permanent signs on a lot in the A1 or A 2 zones shall not exceed thirty square feet in area for all the sign faces.

2. RA, RE, RS, R1, RU, RZ, RW1, R2 and RW2 zones: One wall sign not to exceed two square feet in area shall be allowed on each lot.

3. RD zones: Any number of awning signs or wall signs and one pole sign shall be permitted on each lot. But any individual awning sign or wall sign shall not exceed fifteen square feet in area. No pole sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the RD zones shall not exceed twenty square feet in area for all the sign faces.

4. R3, R4, and R5 zones: Any number of awning signs or wall signs and one pole sign shall be permitted on each lot. But any individual awning sign or wall sign shall not exceed twenty square feet in area. No pole sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the R3, R4, or R5 zones shall not exceed thirty square feet in area for all the sign faces.

5. RMP zone: Any number of awning signs or wall signs shall be permitted on each lot. But no individual awning sign or wall sign shall exceed ten square feet in area. The sign area of all permanent signs on a lot in the RMP zone shall not exceed fifteen square feet in area for all the sign faces.

SEC. 14.4.21. SIGN MODIFICATIONS.

A. Height, Location and Sign Area. The Zoning Administrator shall have the authority to grant a modification of the height, location and sign area provisions of this article, provided that no modification of 20 percent or more is granted. In making determinations on applications for a sign modification, no consideration shall be given to the content message of the sign.

B. Procedure. No sign modification may be granted unless the Zoning Administrator makes all of the findings specified in this section. The procedure for considering applications for a sign modification shall be the same as the procedure for variances set forth in Section 12.27 of this Code, except that the findings for approval shall be as follows:

1. that the strict application of the sign regulations would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the sign regulations.

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

3. that the modification is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same

zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question.

SEC. 14.4.22. COMPREHENSIVE SIGN PROGRAM.

A. Purpose. A comprehensive sign program is intended to integrate the design of signs with the design of a development project's buildings and structures, in order to create a unified design or architectural theme. A further purpose of a comprehensive sign program is to define common sign regulations for multi-tenant development projects. A comprehensive sign program is intended to further, not hinder, the purpose of this article.

B. General Provisions. A comprehensive sign program:

1. shall not permit any sign prohibited by Section 14.4.4 C of this article; and
2. may only be submitted for existing or proposed development projects that have at least 100,000 square feet of non-residential floor area; and
3. shall only be approved for development projects located in the C, M, PF or R5 zones.

C. Sign Regulations. A comprehensive sign program may only include provisions that vary from the following provisions of this article:

1. **Maximum Sign Area.** The provisions set forth in Section 14.4.4 K of this article, provided that the maximum sign area on the site of a development project shall not exceed two square feet of sign area for every linear foot of street frontage and two square feet of sign area for every linear foot of building frontage.
2. **Lots with Multiple Street Frontages.** The provisions set forth in Section 14.4.4 L of this article.
3. **Maximum Number of Signs.** The provisions set forth in Section 14.4.4 M of this article.
4. **Information Signs.** The area and height provisions set forth in Section 14.4.7 of this article.
5. **Monument Signs.** The area, height and location provisions set forth in Section 14.4.8 of this article.
6. **Projecting Signs.** The area and location provisions set forth in Section 14.4.9 of this article.
7. **Identification Signs over 100 Feet in Height.** The provisions set forth in Section 14.4.10 D of this article.

8. **Illuminated Architectural Canopy Signs.** The area provisions set forth in Section 14.4.11 of this article.

9. **Pole Signs.** The area and height provisions set forth in Section 14.4.12 of this article, provided that no pole sign shall be allowed to exceed a height of 50 feet.

10. **Roof Signs.** The provisions set forth in Section 14.4.13 of this article.

11. **Window Signs.** The provisions set forth in Section 14.4.14 of this article.

12. **Temporary Signs.** The time limit and area provisions set forth in Section 14.4.16 of this article, provided that the sign area of temporary signs shall not exceed two square feet of sign area for every linear foot of street frontage.

D. **Procedures.** The initial decision-maker for a comprehensive sign program shall be the Director and the appellate body shall be the City Planning Commission.

1. **Application.** An application for a comprehensive sign program shall be filed at a public office of the Department of City Planning, on a form provided by the Department, and accompanied by applicable fees. The application must provide all of the information required by the Department, including a visual representation in color of the size, illumination, height, projection, location, street orientation and type of all the permanent and temporary signs proposed for the development project.

2. **Public Hearing and Notice.** If the Director finds that the proposed comprehensive sign program may have a significant effect on neighboring properties, the Director shall set the matter for public hearing. Written notices of the public hearing shall be mailed to the owners of all properties within 100 feet of the subject property. Written notices shall be mailed at least 24 days prior to the date of the hearing to the last known names and addresses of the owners, as shown on the records of the City Clerk or the records of the County Assessor. Notice of the public hearing shall be posted, by the applicant, in a conspicuous place on the property involved at least ten days prior to the date of the public hearing.

3. **Initial Decision by the Director.** The Director's initial decision shall be supported by written findings of fact based upon written or oral statements and documents presented to him or her, which may include photographs, maps, and plans, together with the result of his or her investigations. Upon making a determination pursuant to an application for a comprehensive sign program, the Director shall place a copy of the determination and any written findings in the file and furnish a copy to the Department of Building and Safety. Furthermore, a copy of the determination shall be mailed to the applicant, and to the owners of all properties within 100 feet of the boundary of the subject property and to all persons who have filed written requests for notice with the Department of City Planning.

4. **Findings.** The Director of Planning, or the City Planning Commission on appeal, must make all of the following findings in order to approve an application for a comprehensive sign program:

a. The proposed comprehensive sign program is consistent with and furthers the purpose of this article and the purpose of this section;

b. The proposed signs visually relate to each other and convey a unified design or architectural theme;

c. The proposed signs are appropriately related in size, illumination, height, projection, location and street orientation to the buildings and structures on the development site;

d. The size, illumination, height, projection, location and street orientation of the proposed signs are compatible with the buildings and structures in the surrounding area;

e. The proposed comprehensive sign program shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and

f. The proposed comprehensive sign program will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the development site.

5. **Filing of an Appeal.** Any person aggrieved by an initial decision of the Director concerning a comprehensive sign program, may appeal the decision to the City Planning Commission by filing an appeal with the Planning Department within 15 days of the date of mailing of the Director's decision. The appeal shall be filed at a public office of the Department of City Planning, on a form provided by the Department, and shall set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the appellant claims there was an error or abuse of discretion by the Director. The City Planning Commission shall not consider any appeal not filed within the 15-day period. The filing of an appeal stays proceedings in the matter until the City Planning Commission has made a decision. Once an appeal is filed, the Director shall transmit the appeal and the Director's file to the City Planning Commission. At any time prior to the action of the City Planning Commission on the appeal, the Director shall submit any supplementary pertinent information he or she deems necessary or as the City Planning Commission may request.

6. **Appellate Decision - Public Hearing and Notice.** Before acting on the appeal, the City Planning Commission shall set the matter for hearing, giving notice by mail of the time, place and purpose of the hearing to the appellant, to the applicant, to the owner or owners of the property involved, to the Director, and to any interested party who has requested in writing to be so notified. The notice shall be mailed at least 24 days prior to the hearing.

7. **Time for Appellate Decision.** The City Planning Commission shall make its decision within 75 days after the expiration of the appeal period. The 75 day time limit to act on an appeal may be extended by mutual written consent of the applicant and the City Planning Commission. If the City Planning Commission fails to act within this time limit, the action of the Director on the matter shall be final.

8. **Appellate Decision.** The City Planning Commission may reverse or modify the ruling or decision appealed from only upon making written findings setting forth specifically the manner in which the action of the Director was in error or constituted an abuse of discretion. Upon making a decision, a copy of the findings and decision shall forthwith be placed on file in the City Planning Department, and copies of the decision shall be sent to the applicant, the appellant, the Department of Building and Safety, the Director of Planning and the Office of Zoning Administration.

E. **Compliance.** All signs on a development site must comply with the approved comprehensive sign program.

F. **Amendment.** A comprehensive sign program may be amended, subject to the same procedures and other provisions set forth in this section.

G. **Message Content.** The review of a comprehensive sign program, or an amendment to an approved comprehensive sign program, shall not consider the message content of the proposed signs.

SEC. 14.4.23. CONTINUATION OF NONCONFORMING SIGNS.

Any existing sign that lawfully existed at the time the regulations with which it does not conform became effective may be continued, provided that no structural, electrical or mechanical alterations are made to the sign, except as set forth in Section 91.6216 of this Code.

SEC. 14.4.24. ADMINISTRATIVE CIVIL PENALTIES.

This section governs administrative civil penalties for violations of the sign regulations set forth in this article and violations of any other sign regulations established by ordinance.

A. Declaration of Purpose.

The City Council finds there is a need for alternative methods of enforcing the sign regulations. The City Council further finds that the assessment of civil penalties for violations of the sign regulations is a necessary alternative method for gaining compliance with the sign regulations. The administrative assessment of civil penalties established in this article is in addition to any other administrative or judicial remedies established by law which may be pursued to address violations of the sign regulations.

B. General Provisions.

1. The owner of the property on which a sign is located and the owner of the sign and sign support structure are both responsible parties for complying with the sign regulations.

2. Violations of the sign regulations are deemed continuing violations and each day that a violation continues is deemed to be a new and separate offense.

3. Whenever the Department of Building and Safety determines that a violation of the sign regulations has occurred or continues to exist, the Department of Building and Safety may issue a written order to comply to all the responsible parties.

4. The order to comply shall be posted in a conspicuous location on the premises where the violation has occurred and mailed via U.S. first class mail to the owner of the property on which a sign is located and the owner of the sign and sign support structure.

5. The order to comply shall cite which provisions of the sign regulations have been violated; the date and location of the violation; the action required to correct the violation; the date by which the violation must be corrected; the date from which civil penalties will accrue; the daily amount of the civil penalties; and information concerning the right of appeal, including the date by which an application to appeal the order to comply and the amount of the civil penalties must be filed.

6. Civil penalties are due and payable within 30 days of the date the Department of Building and Safety issues the order to comply.

C. Authority.

1. The Department of Building and Safety shall have the authority to assess the following civil penalties against each responsible party for the first, second, third and all subsequent violations of the sign regulations on the same lot.

<u>SIGN AREA OF SIGN IN VIOLATION</u>	<u>CIVIL PENALTY PER DAY OF VIOLATION</u>		
	<u>First Violation</u>	<u>Second Violation</u>	<u>Third Violation and All Subsequent Violations</u>
<u>Less than 150 square feet</u>	<u>\$2,000</u>	<u>\$4,000</u>	<u>\$8,000</u>
<u>150 to less than 300 square feet</u>	<u>\$4,000</u>	<u>\$8,000</u>	<u>\$16,000</u>
<u>300 to less than 450 square feet</u>	<u>\$6,000</u>	<u>\$12,000</u>	<u>\$24,000</u>
<u>450 to less than 600 square feet</u>	<u>\$8,000</u>	<u>\$16,000</u>	<u>\$32,000</u>
<u>600 to less than 750 square feet</u>	<u>\$10,000</u>	<u>\$20,000</u>	<u>\$40,000</u>
<u>750 or more square feet</u>	<u>\$12,000</u>	<u>\$24,000</u>	<u>\$48,000</u>

EXCEPTION: The civil penalty per day of a violation of Section 14.4.20 of this article for signs of less than 20 square feet in sign area shall be \$500 for the first violation, \$1,000 for the second violation, and \$2,000 for the third and all subsequent violations on the same lot.

2. Civil penalties shall accrue until the responsible parties complete all actions required by the order to comply and pay all of the civil penalties due.

3. Filing of an appeal with the Department of City Planning does not stop civil penalties from accruing.

4. Compliance with the actions required by the order to comply does not cancel any civil penalties that have accrued.

5. Payment of the civil penalty shall not excuse a failure to correct the violation nor shall it bar further enforcement action.

6. If the Department of Building and Safety or the administrative hearing officer rescinds an order to comply, the violation shall be considered corrected and no civil penalties shall be due.

D. Appeals.

1. Any appeal of an order to comply or the civil penalties must be filed within 15 days of the date the order to comply is mailed to the responsible party by the Department of Building and Safety.

2. An appeal may only be filed by a responsible party.

3. The appeal must be filed at a public office of the Department of City Planning, on a form provided by the Department of City Planning, and accompanied by applicable fees. The appeal must set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the appellant claims there was an error or abuse of discretion by the Department of Building and Safety.

E. Hearings.

1. The Chief Zoning Administrator shall appoint one or more administrative hearing officers to hear appeals filed pursuant to this section. The administrative hearing officer shall exercise all the powers and duties to conduct hearings and make decisions pursuant to this article.

2. The Office of Zoning Administration shall determine the time and place of the hearing, and shall send notice to the owner of the property on which a sign is located, the owner of the sign and sign support structure, and the Department of Building and Safety of the date, time and place of the hearing to consider the appeal. The notice of hearing shall be mailed via U.S. first class mail at least five days prior to the hearing.

3. The Chief Zoning Administrator may grant continuances; however, when an administrative hearing officer has been appointed, no continuances may be granted, except by him or her, and only for good cause shown, so long as the matter remains before him or her.

4. The administrative hearing officer shall proceed with reasonable dispatch to conclude any matter being heard. Due regard shall be shown for the convenience and necessity of any parties or their representatives.

5. All oral testimony shall be upon oath or affirmation. The administrative hearing officer shall have the authority to administer oaths and to allow cross-examination of witnesses.

6. The proceedings of the hearing shall be recorded by an audio recorder.

F. Evidence.

The administrative hearing officer shall only consider evidence that relates to whether or not the responsible party violated the sign regulations and whether the Department of Building and Safety erred or abused its discretion.

G. Rights of Parties.

Each party shall have the right to represent himself or herself, or to be represented by an attorney or other person of his or her choice; to introduce exhibits; to cross-examine opposing witnesses on any matter relevant to the issues; to impeach any witness regardless of which party first called him or her to testify; and to rebut the evidence presented against him or her.

H. Decision.

1. The administrative hearing officer may reverse or modify, in whole or in part, the order to comply. The administrative hearing officer may also reduce the amount of the civil penalties. The administrative hearing officer's decision shall be based solely on the record and evidence and testimony introduced at the hearing. In making his or her decision, the administrative hearing officer may consider the seriousness of the violation, previous violations, the number of days the violation has occurred, and good faith efforts taken by the responsible party to correct prior violations.

2. The decision of the administrative hearing officer shall be in writing. A copy of the decision shall be provided to the owner of the property on which a sign is located, the owner of the sign and sign support structure, and the Department of Building and Safety.

3. The administrative hearing officer may establish dates by which the civil penalties must be paid.

4. The decision of the administrative hearing officer is final and may not be appealed.

I. Collection.

1. If the civil penalty is not paid in a timely manner, the City Council may order that the civil penalty be specially assessed against the real property on which the sign found in violation is located. If the City Council orders that the civil penalty be specially assessed against the real property on which the sign found in violation is located, it shall confirm the assessment, and the assessment may be collected at the same time and in the same manner as ordinary real property taxes are collected. The assessment shall be subject to the same penalties and the same procedure and sale in case of delinquency as provided for ordinary real property taxes. All laws applicable to the levy, collection, and enforcement of real property taxes are applicable to the special assessment.

2. The City Council may also cause a notice of lien to be recorded. The notice shall, at a minimum, identify the record owner or possessor of the real property, set forth the last known address of the record owner or possessor, the date on which the penalty was imposed, a description of the real property subject to the lien, and the amount of the penalty.

3. The Office of Finance shall refer to a collection agency civil penalties that the owner of the sign and sign support structure has not paid in a timely manner.

J. **General Fund.** Civil penalties collected pursuant to this section shall be credited to the general fund.

SEC. 14.4.25. RIGHT OF PRIVATE ACTION.

A. Any person who erects or maintains a permanent sign in violation of this article and is issued an order to comply by the Department of Building and Safety shall be liable in a civil action to the owner or occupant of real property located within six hundred feet of a permanent sign for damages, as determined by the court, and may, at the discretion of the court, be awarded court costs and attorneys' fees. If an order to comply is appealed, a civil action may only be pursued if the administrative hearing officer concurs with the Department of Building and Safety that the sign regulations have been violated.

B. For purposes of this section, a "permanent sign" shall be a sign for which a permit is required under this article.

C. Remedies provided by this section and Section 14.4.24 of this article are in addition to any other legal or equitable remedies and are not intended to be exclusive.

SEC. 14.4.26. RECOVERY OF COSTS.

Pursuant to the procedures and authority found in Los Angeles Administrative Code Section 7.35.3, any City department shall be entitled to recover any fee, charge or cost incurring in enforcing the sign regulations that is collectible under Government Code Section 54988. Collectible fees, charges or costs shall include permit fees, fines, late charges, interest and costs incurred in performing inspections and otherwise enforcing the sign regulations.

DIAGRAM A

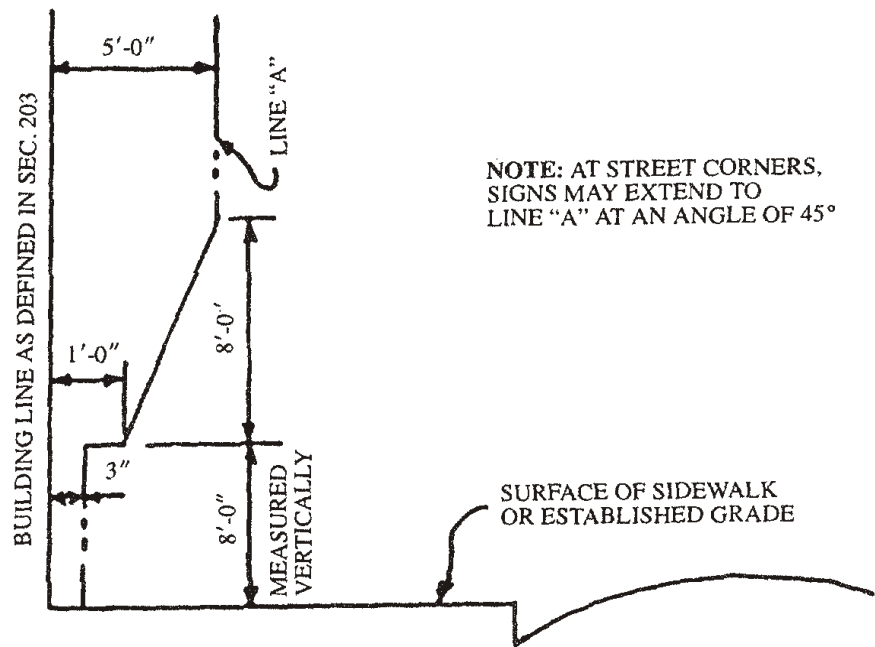
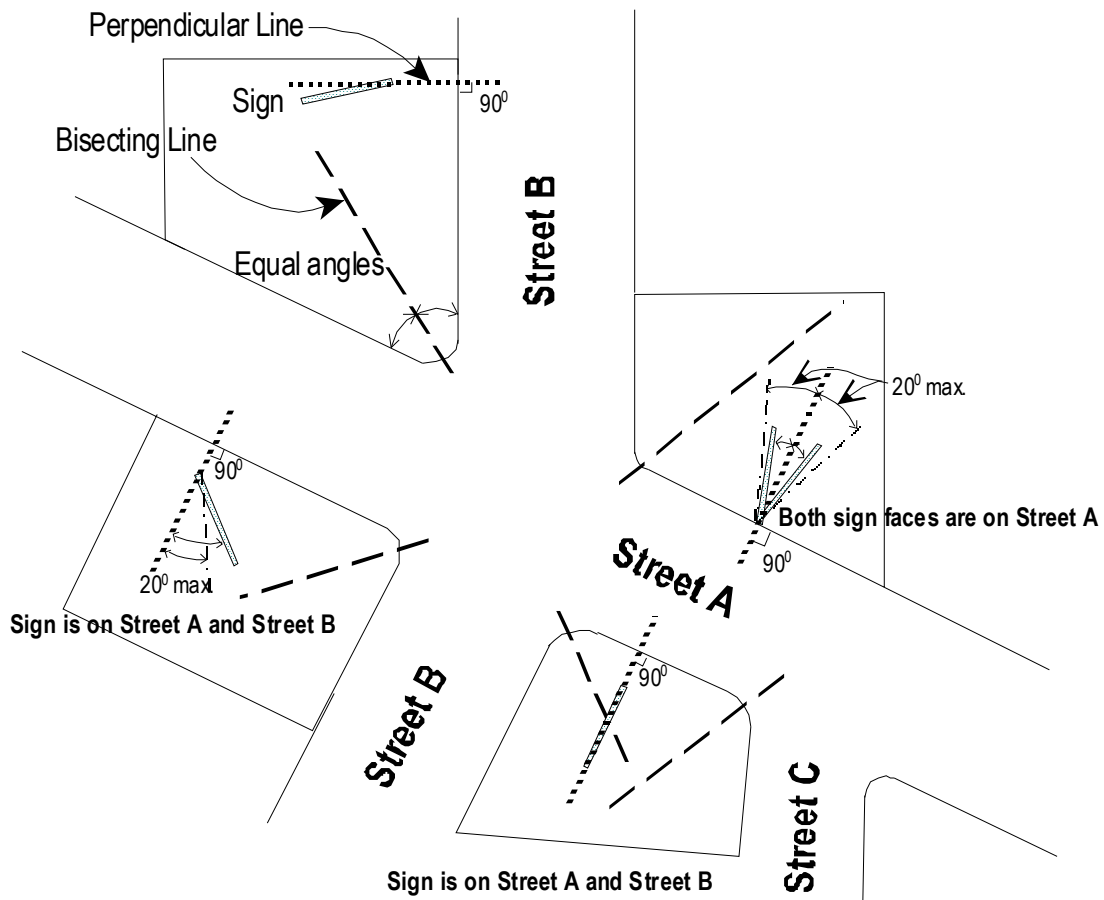


TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS

	Sign Area	PROPOSED SIGN		
		Less than 80 sq. ft.	80 sq. ft. to 300 sq. ft.	Greater than 300 sq. ft.
Existing or Permitted Sign	Less than 80 sq. ft.	100 ft.	100 ft.	200 ft.
	80 sq. ft. to 300 sq. ft.	100 ft.	300 ft.	300 ft.
	Greater than 300 sq. ft.	200 ft.	300 ft.	600 ft.

DIAGRAM C



Sec. 2. A new Subsection K shall be added to Section 11.5.7 of Article 1.5 of Chapter 1 of the Los Angeles Municipal Code to read:

K. Sign Regulations. A specific plan shall not permit any of the signs prohibited by Section 14.4.4 C of this Code. Any sign regulations included in a specific plan must be more restrictive and may not be more permissive than the sign regulations set forth in Article 4.4 of Chapter 1 of this Code.

Sec. 3. Subparagraph (2) of Paragraph (a) of Subdivision 16 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is hereby deleted:

~~(2) Notwithstanding Section 12.21 A 7 of this Code, signs and window or outside displays in connection with the home occupation are prohibited.~~

Sec. 4. Subdivision 7 of Subsection A of Section 12.21 of the Los Angeles Municipal Code is hereby deleted:

~~7. No nameplate, sign or advertising matter of any kind shall be placed or maintained on any lot in any zone except in accordance with the following regulations:~~

~~(a) All nameplates, signs and advertising matter on a lot in an "A" or "R" Zone shall pertain to a permitted use (except that no signs shall be permitted to identify a home occupation) or indicate the name of the occupant and shall be located on the same lot with that use;~~

~~(b) No nameplate, sign or advertising matter, which is attached to a building on a lot in an "A" or "R" Zone, may project above the roof ridge or parapet wall (whichever is the higher) of the building;~~

~~(c) No illuminated nameplate, identification sign or advertising matter, which is permitted by this subdivision, may be of the flashing, moving or animated type;~~

~~(d) There may be only one unlighted nameplate for each dwelling unit on a lot in an "A" or "R" Zone indicating the name of the occupant, (except that no signs shall be permitted to identify a home occupation), and no nameplate may exceed three square feet in area in an "A" Zone, nor exceed one and one half square feet in area in an "R" Zone;~~

~~(e) There may be one or more unlighted signs pertaining to the sale of farm products raised or produced on the premises, but the total area of all these signs shall not exceed 20 square feet on any lot in an "A" Zone, nor exceed 12 feet on any lot in an "R" Zone;~~

~~(f) There may be one or more unlighted signs pertaining to the prospective rental or sale of the property, but the total area of all these signs shall not exceed 20 square feet on any lot in an "A" Zone, nor exceed 12 square feet on any lot in an "R" Zone;~~

~~(g) There may be one identification sign for each farm, ranch, estate or building other than a dwelling in an "A" Zone, but that identification sign may not exceed 20 square feet in area;~~

~~(h) There may be one or more signs identifying the buildings or permitted use (except that no signs shall be permitted to identify a home occupation) on any lot in any "R" Zone, but no one sign may have a surface area which exceeds 20 square feet, nor shall the total surface area of all these signs exceed 30 square feet;~~

~~(i) There may be one church bulletin board, not exceeding 18 square feet in area, on any lot in any "A" or "R" Zone;~~

~~(j) There may be one or more signs, warning against trespassing, on any lot in an "A" Zone, but no one sign shall exceed three square feet in area.~~

~~(k) **Temporary Subdivision Directional Signs.** Notwithstanding any other provision of this article, a Zoning Administrator may approve the use of any property in an "A" or "R" Zone for the erection and maintenance of temporary unlighted subdivision directional signs, which are neither reflective nor fluorescent, if he or she finds that the location of the signs is proper in relation to uses of adjacent property and that the use will not be materially detrimental to the property of other persons located in that vicinity. This approval shall be subject to the following regulations:-~~

~~(1) An application shall be filed in the Office of Zoning Administration upon a form and accompanied by the data and information as has been prescribed by the Office. Each application shall be consented to and acknowledged by the owner or lessee of each parcel of property upon which a sign is to erected. Only one application need be filed for all temporary, unlighted, subdivision directional signs relating to a single subdivision separately numbered and recorded by the Los Angeles County Recorder. The manner of installation and conditions regulating number, size and type of signs shall be determined and approved by a Zoning Administrator. To the extent possible, he or she shall make available a list or explanation of those installation features and conditions that are usually required.~~

~~(2) An approval to erect and maintain signs pursuant to this paragraph shall be valid for one year. If, after one year, 3/4 of the dwelling units or lots have not been sold or leased for the first time, approval for retaining the directional signs for not more than an additional one-year period may be granted by a Zoning Administrator.-~~

~~(3) No sign erected pursuant to this paragraph shall exceed 12 square feet in area.~~

~~(4) One temporary, unlighted, subdivision directional sign may be approved for location adjacent to each street which constitutes a separate and distinct direction on the route from a major or secondary highway to a subdivision site. Where there are two or more major or secondary highways from which there are routes to a subdivision site, signs may be approved only along two routes.~~

~~(5) The erection and maintenance of temporary, unlighted, subdivision directional signs may be approved only on vacant property; however, if a Zoning Administrator determines that vacant property is not available in locations where provisions for travel directions are essential, he or she may approve developed property for the location of signs.~~

~~(6) Signs may not be located within the public right of way of any highway, street, alley, or on any other public right of way.~~

~~(7) All signs permitted by this paragraph shall be removed within five days after the expiration of the authorized time period. Each application shall contain a statement signed by the applicant, the owner of the signs, and the owner or lessee of the property upon which the signs are to be placed, agreeing that if the signs are not removed as required above, they may be confiscated, removed and destroyed by the City without further notice. Prior to the erection of any signs authorized pursuant to any single application, the applicant shall deposit \$100 with the Department of Building and Safety for the purposes of defraying any expense incurred by the City in the removal of the signs. This money shall be refunded on the expiration of the prescribed time period if all of the signs have been removed by the applicant, the owner of the signs, or the owner and the lessee of the property where the signs are placed.~~

~~(8) Any sign erected pursuant to these regulations may be used only for the purpose of providing necessary travel direction to a subdivision development located in the City of Los Angeles, and must include the name of the owner, the City Planning Department file number, and the expiration date of the approval period. The sign may contain the name of the land development project to which it pertains, including a characteristic trademark or other identifying insignia. The content of each sign shall be subject to approval by a Zoning Administrator.~~

~~(9) The approval of temporary subdivision directional signs pursuant to these regulations does not release the applicant from the responsibilities of complying with any provisions of the Los Angeles Municipal Code pertaining to building permit requirements or any other provisions of the Code regulating signs.~~

~~(10) **Appeals.** Appeals from a determination by a Zoning Administrator may be taken to the Area Planning Commission in the manner prescribed in Section 12.24 I.~~

~~(I) **Off-site signs.** No off-site sign shall be allowed in any zone, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district, an approved development agreement, or a relocation agreement entered into pursuant to California Business and Professions Code Section 412. Further, legally permitted existing signs shall not be altered or enlarged.~~

Sec. 5. Subparagraph (6) of paragraph (a) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read:

(6) Signs.

~~(i) In addition to the requirements set forth in Division 62 of this Code, no person shall erect on the lot or lots the following signs, as defined in Section 91.6203 of this Code without first obtaining a conditional use permit: pole signs; projecting signs; or roof signs.~~

~~(ii) Monument signs and information signs shall be located only within the landscape-planted areas of the lot or lots.~~

Sec. 6. Subparagraph (5) of paragraph (b) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is hereby amended to read:

(5) Covenant. Prior to the issuance of a building permit or land use permit, the owner of the lot or lots shall execute and record a covenant and agreement in a form satisfactory to the Director of Planning, acknowledging that the owner shall implement each of the conditions set forth in Paragraph (b) of this subdivision, and shall not permit ~~the erection of any of the signs enumerated in Paragraph (a)(6) of this subdivision~~ or the establishment of any uses enumerated in Section 12.24 W.27. of this Code without first obtaining a conditional use approval. The covenant and agreement shall run with the land and be binding upon the owners, and any assignees, lessees, heirs, and successors of the owners. The City's right to enforce the covenant and agreement is in addition to any other remedy provided by law.

Sec. 7. Section (iii) of Subparagraph (1) of paragraph (c) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is hereby deleted:

~~(iii) no sign identified in Paragraph (a)(6) of this subdivision shall be erected on the site; and~~

Sec. 8. Paragraph (j) of Subdivision 20 of Subsection C of Section 12.22 of the Los Angeles Municipal Code is hereby deleted:

~~(j) Name plates, signs, and advertising matter, as permitted by this article, may be located in any required front yard, side yard, rear yard, passageway or other open space; provided that the total area of all identification signs in any required yard, shall not exceed 12 square feet, and any sign appertaining to the sale of farm products raised or produced on the premises shall be located at least ten feet from any side lot line.~~

Sec. 9. Subdivision 3 of Subsection C of Section 12.23 of the Los Angeles Municipal Code is hereby deleted:

~~3. Continuation of Signs. Any existing nonconforming sign, as defined in Section 91.6203 of this Code, may be continued, provided that no structural, electrical or mechanical alterations are made to the sign except as permitted in Section 91.6206 of this Code.~~

Sec. 10. Section 13.11 of the Los Angeles Municipal Code is hereby amended as follows:

~~A. Purpose. This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts in areas of the City, the unique characteristics of which can be enhanced by the imposition of special sign regulations designed to enhance the theme or unique qualities of that district, or which eliminate blight through a sign reduction program. This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts. The purpose of this section is to enhance the visual environment in areas of the City that have a unique quality, theme or character through special sign regulations and a sign reduction program or a community beautification program.~~

~~B. Establishment of Districts. The procedures set forth in Section 12.32 S shall be followed, however each "SN" Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a "SN" Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as a "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area. No "SN" Sign District shall contain less than one block or three acres in area, whichever is the smaller. The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. Precise boundaries are required at the time of application for or initiation of an individual district.~~

1. The procedures set forth in Section 12.32 S shall be followed, however each "SN" Sign District shall only include properties located in a C, PF, or R5 zone:

(a) in the "Downtown Center," as designated on the Framework Element of the General Plan; or

(b) in an area designated on an adopted community plan as "Regional Center" or "Regional Commercial".

2. No "SN" Sign District shall contain less than 5,000 linear feet of street frontage or 15 acres in area, whichever is the smaller. For purposes of applying this provision, "street frontage" shall be as defined in Section 14.4.2 of this Code.

3. The boundaries of an "SN" Sign District shall not abut an RW1 zone or a more restrictive zone.

4. In addition to the findings required by Section 12.32 C 2 of this Code, the following findings shall be made in establishing an "SN" Sign District:

(a) The area of the proposed "SN" Sign District has a unique quality, theme or character; and

(b) The proposed special sign regulations convey a unified design or architectural theme that will enhance the unique quality, theme or character of the proposed "SN" Sign District; and

(c) The proposed special sign regulations shall not constitute a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or create a condition that endangers the safety of persons, pedestrians or property; and

(d) The proposed special sign regulations will not create light pollution or other negative environmental effects that will be materially detrimental to the character of development in the immediate neighborhood outside the proposed district; and

(e) If the proposed "SN" Sign District:

(1) is characterized by excessive signage, then this signage will be significantly reduced through a sign reduction program; or

(2) is not characterized by excessive signage, then the visual environment of the district will be significantly enhanced through a community beautification program.

5. The total acreage in an "SN" Sign District shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning. At the time of application for or initiation of an individual district precise boundaries are required.

C. Development Regulations. ~~The Department of Building and Safety shall not issue a building permit for a sign within a "SN" Sign District unless the sign conforms to the regulations set forth in a specific "SN" Sign District ordinance. The development regulations for each "SN" Sign District shall be determined at the time the district is established, except that definitions shall conform with those found in Section 91.6203 of this Code, if defined in that section. The sign regulations shall enhance the character of the district by addressing the location, number, square footage, height, light illumination, hours of illumination, sign reduction program, duration of signs, design and types of signs permitted, as well as other characteristics, and can include murals, supergraphics, and other on-site and off-site signs. However, the regulations for a "SN" Sign District cannot supersede the regulations of an Historic Preservation Overlay District, a legally-~~

~~adopted specific plan, supplemental use district or zoning regulation needed to implement the provisions of an approved development agreement.~~

C. Sign Regulations. The sign regulations set forth in a specific “SN” Sign District ordinance may be less restrictive or more restrictive than the sign regulations set forth in Article 4.4 of Chapter 1 of this Code. The ordinance may allow signs prohibited by Section 14.4.4 C of this Code.

D. Conformance. The Department of Building and Safety shall not issue a building permit for a sign within a “SN” Sign District unless the sign conforms to the regulations set forth in a specific “SN” Sign District ordinance.

E. Sign Reduction and Community Beautification.

1. A sign reduction program is an ongoing program to permanently and significantly reduce the number of lawfully permitted and nonconforming on-site or off-site signs in an “SN” Sign District.

2. A community beautification program is an ongoing program that significantly enhances the visual environment of an “SN” Sign District through such measures as streetscape or landscape improvements, undergrounding of utilities, graffiti abatement, or the installation of community-based murals.

3. The ordinance establishing a specific “SN” Sign District shall establish either a sign reduction program or a community beautification program.

Sec. 11. A new Subsection Y shall be added to Section 19.01 of Article 9 of Chapter 1 of the Los Angeles Municipal Code to read:

Y. SIGN REGULATIONS FEES.

1. The filing fee for a sign modification pursuant to Section 14.4.21 of this Code shall be \$3,867. The appeal fee shall be 85 percent of the filing fee.

2. The filing fee for a comprehensive sign program pursuant to Section 14.4.22 of this Code shall be \$10,000. The appeal fee shall be 85 percent of the filing fee.

3. The filing fee to amend a comprehensive sign program pursuant to Section 14.4.4.22 of this Code shall be \$5,756. The appeal fee shall be 85 percent of the filing fee.

4. The fee to file an appeal of the Department of Building and Safety’s order to comply pursuant to Section 14.4.24 of this Code shall be \$6,688.

Sec. 12. APPLICATION OF REGULATIONS TO EXISTING PROJECTS AND INITIATED OR APPLIED FOR SIGN DISTRICTS.

This ordinance amends Article 4.4 and related provisions of the Los Angeles Municipal Code to enact new requirements and provisions regulating signs. This ordinance also amends Section 13.11 of the Code to enact new findings and other criteria for the establishment of “SN” Sign Districts.

This ordinance shall not apply to any project that had received a discretionary land use approval prior to the effective date of this ordinance, and such approval specifically permitted signs, or granted a variance, adjustment or other exception from the sign regulations. A “discretionary land use approval” shall only refer to a grant of privileges by a Zoning Administrator, the Director of Planning, the City Planning Commission, an Area Planning Commission, or an appellate body on appeal, and such privileges had not expired as of the effective date of this ordinance.

This ordinance shall also not apply to “SN” Sign Districts that have not been established, but were initiated or applied for before December 26, 2008, pursuant to Sections 12.32 of the Code.

Sec. 13. STATEMENT OF INTENT.

This ordinance amends Article 4.4 of Chapter 1 of the Los Angeles Municipal Code to clarify that the sign regulations are permissive. This ordinance affirms the Council’s intent that a use or structure is only allowed if the codes and ordinances of the City of Los Angeles expressly allow it. Any use or structure that is not regulated by these codes and ordinances is prohibited. This amendment clarifies the Council’s long-standing interpretation and does not change existing law.

Sec. 14. The City Clerk shall certify that ...

ATTACHMENT 1

Sign Dictionary

SignDictionary: City of Los Angeles

Citywide Sign Types and Terminology

Channel Letters Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.



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, plasma screen, liquid crystal display, fiber optic, or other electronic media or technology.



Identification Sign A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.



Illuminated Architectural Canopy Sign An enclosed illuminated canopy listed in accordance with the National Electrical Code 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.



Information Sign A sign that is limited to a message giving directions, instructions, menus, selections or address numerals.

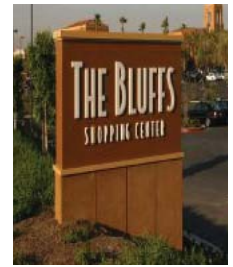
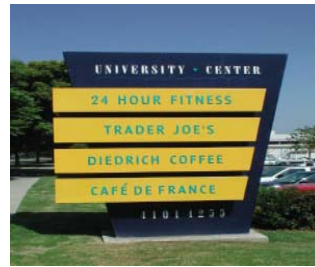


Marquee Sign A sign displayed on a rooflike structure that projects over the entrance to a building or structure.



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.



Off-Site Sign

A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located.



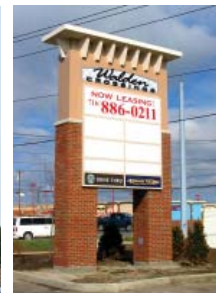
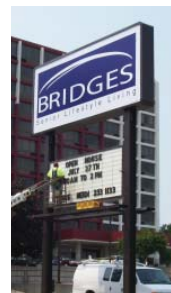
On-Site Sign

A sign other than an off-site sign.



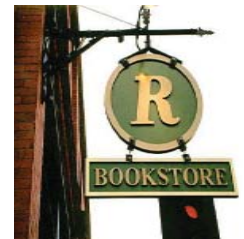
Pole Sign

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.



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, 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; projected onto the wall; or printed on any material approved in Chapter 62 of the Los Angeles Municipal Code, which is supported and attached to the wall by an adhesive or other materials or methods.



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. The term window sign shall not include the display of merchandise in a store window.



ATTACHMENT 2

Areas Eligible for Sign Districts:

Under Current Standards (All C and M Zones)

And Under Proposed Standards (Regional Centers, Regional
Commercial Areas, and Downtown Center)

NOTE: The aerial maps on pages 2-4 through 2-24 show areas designated as Regional Center or Regional Commercial. These areas will not automatically become Sign Districts, but are eligible to apply for Sign District designation, subject to all other requirements, findings, public review, and legislative and environmental approval as required by the proposed sign ordinance.



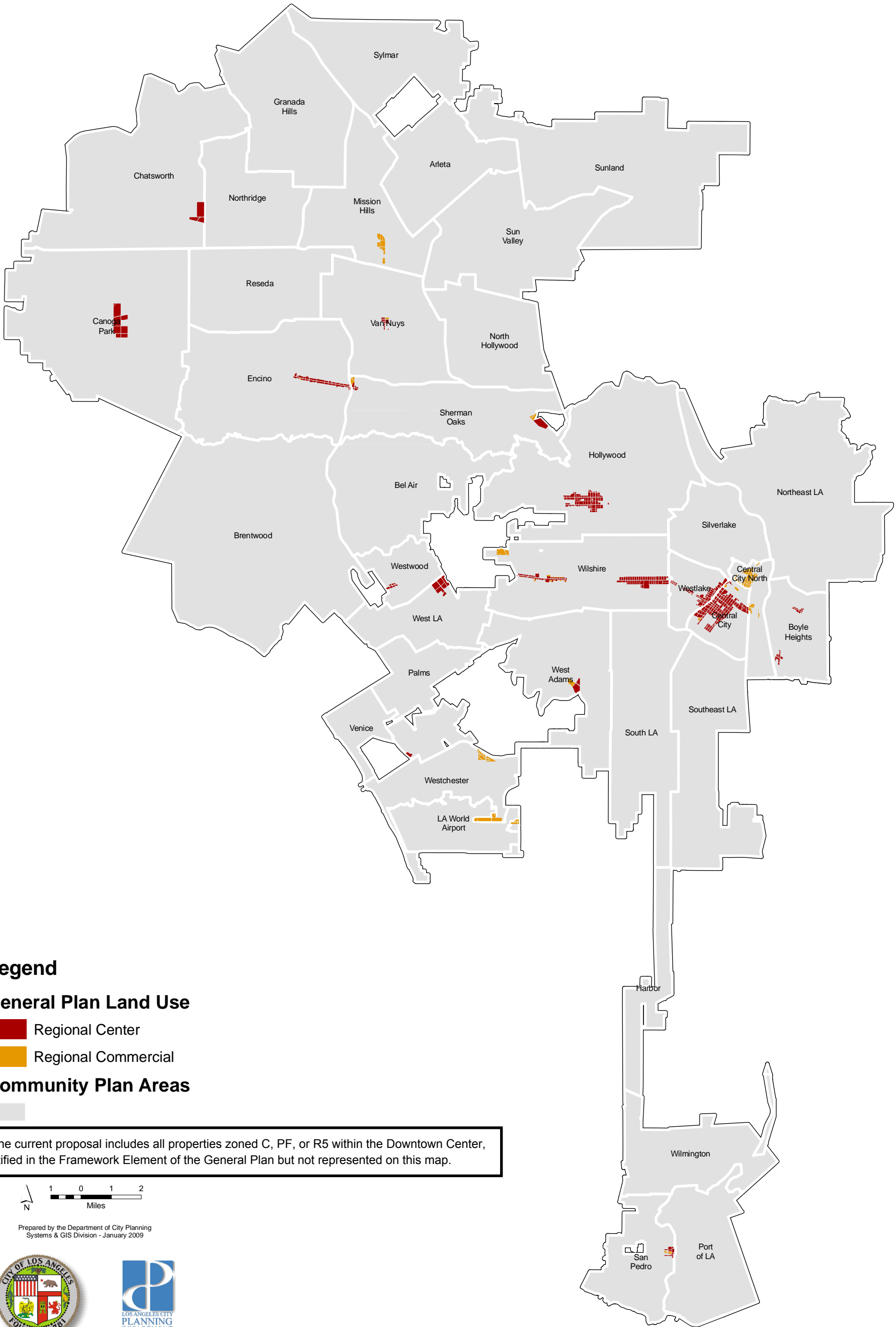
100

114



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Areas Eligible for Sign Districts (proposed)



Legend

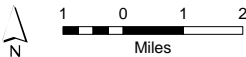
General Plan Land Use

- Regional Center
- Regional Commercial

Community Plan Areas



Note: The current proposal includes all properties zoned C, PF, or R5 within the Downtown Center, as identified in the Framework Element of the General Plan but not represented on this map.



Prepared by the Department of City Planning
Systems & GIS Division - January 2009



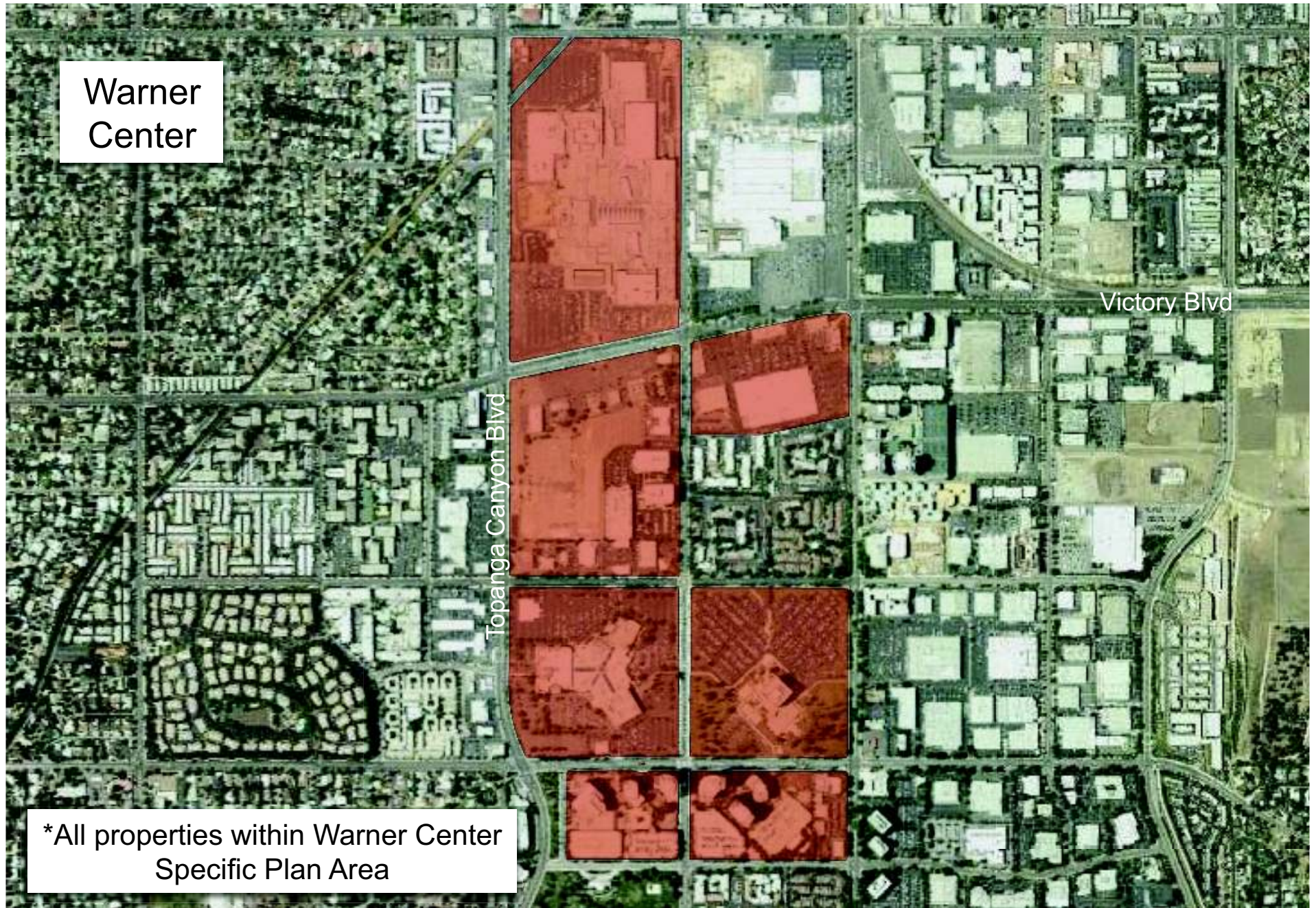
Aerial Images of Areas Eligible for Sign Districts (proposed)

San Fernando Valley	...	pages 2-4 through 2-9
West/Coastal L.A.	...	pages 2-10 through 2-15
South L.A.	...	page 2-16
Metro L.A.	...	pages 2-17 through 2-24

*The following images not to scale

*All images show north to top of page



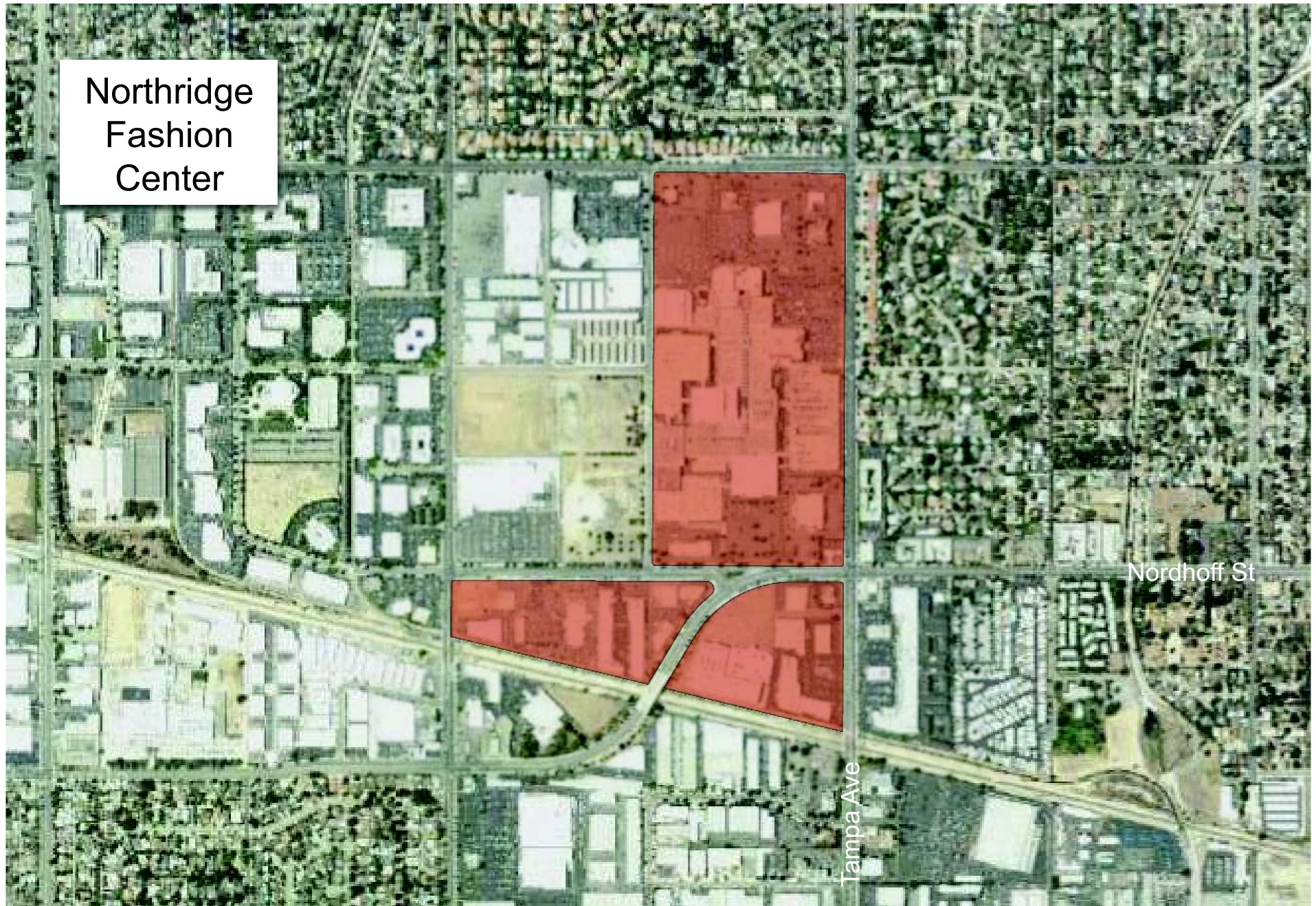


Warner
Center

Victory Blvd

Topanga Canyon Blvd

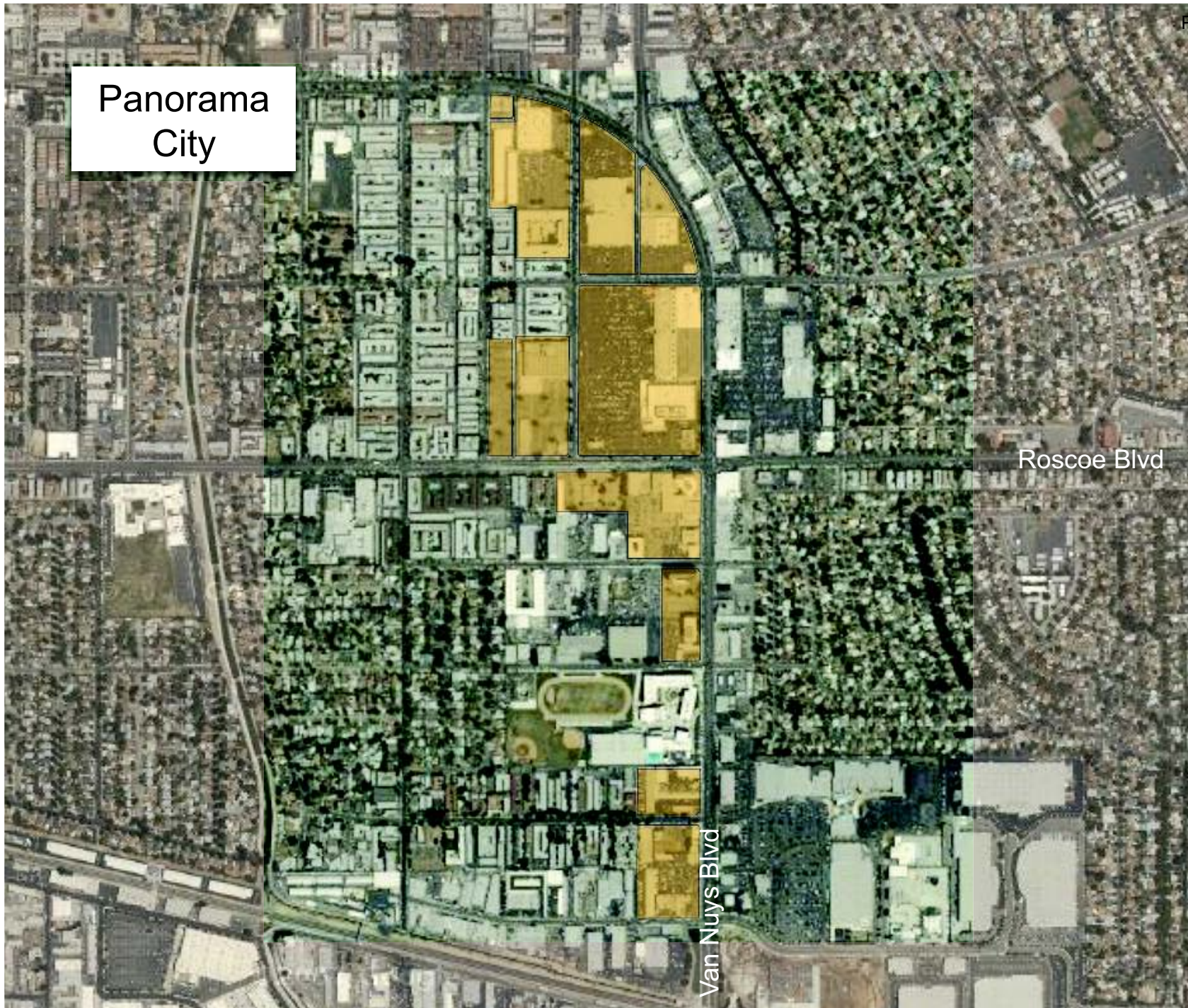
*All properties within Warner Center
Specific Plan Area



Northridge
Fashion
Center

Nordhoff St

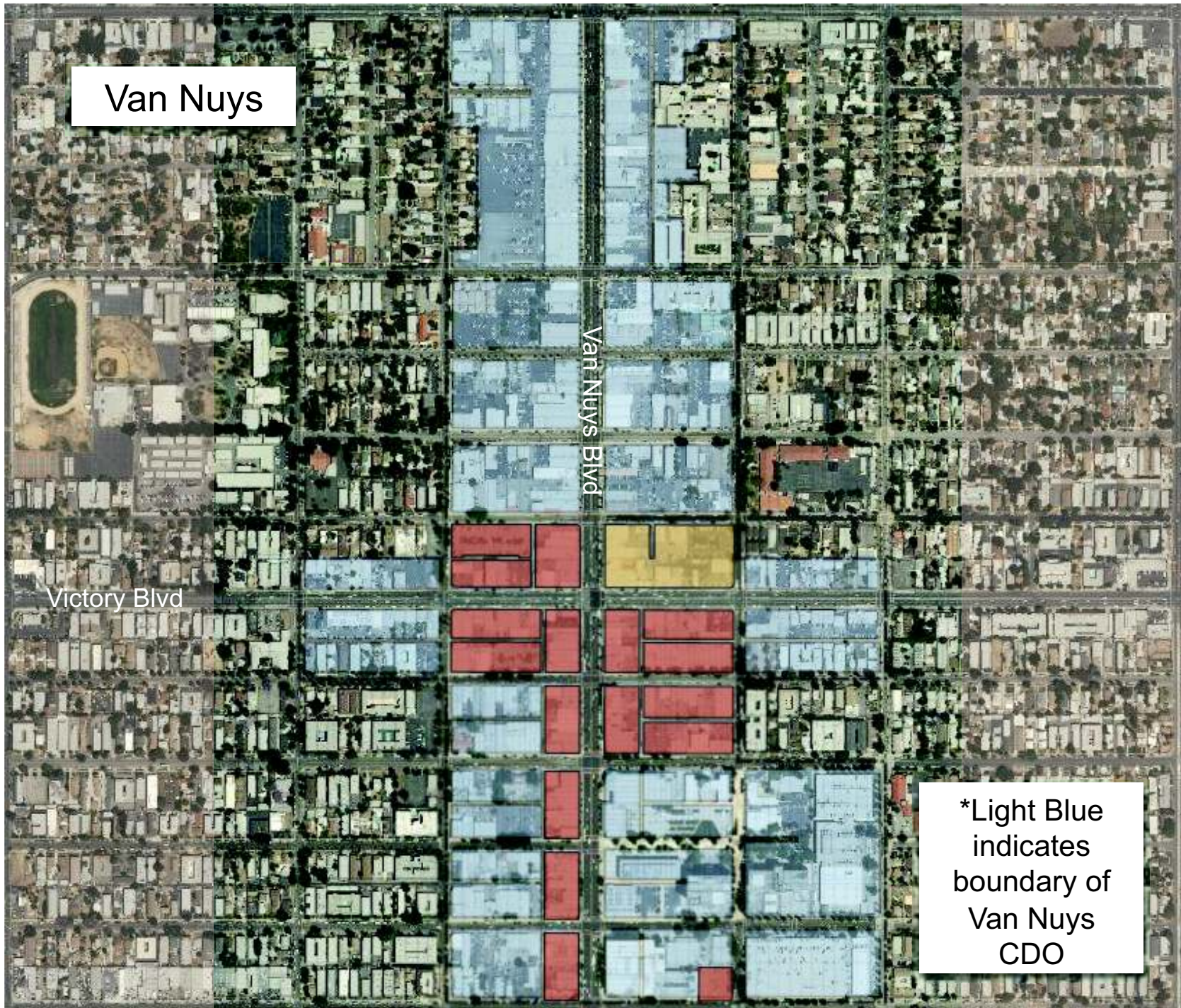
Tampa Ave



Panorama
City

Roscoe Blvd

Van Nuys Blvd



Van Nuys



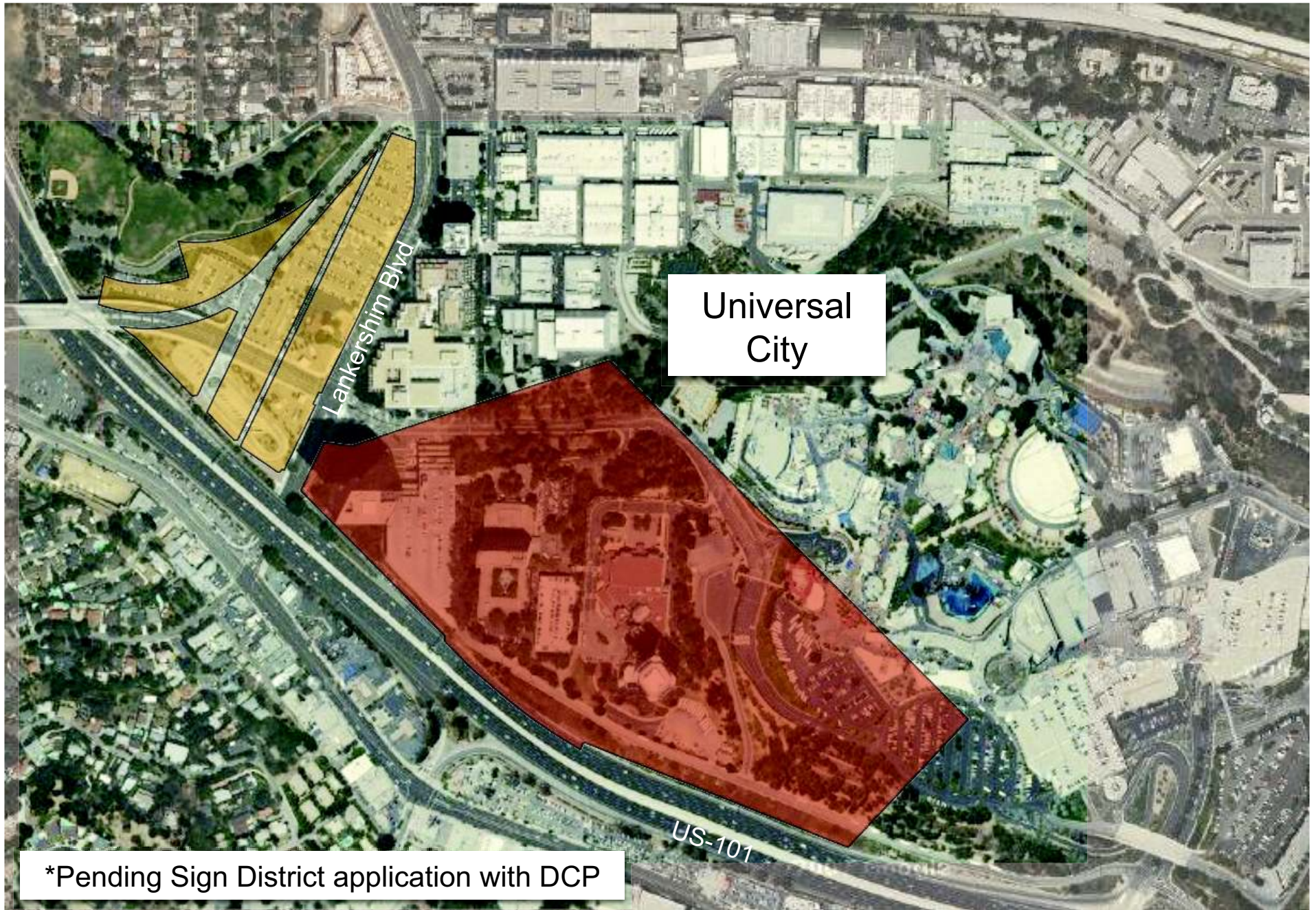
Victory Blvd

Van Nuys Blvd

*Light Blue indicates boundary of Van Nuys CDO

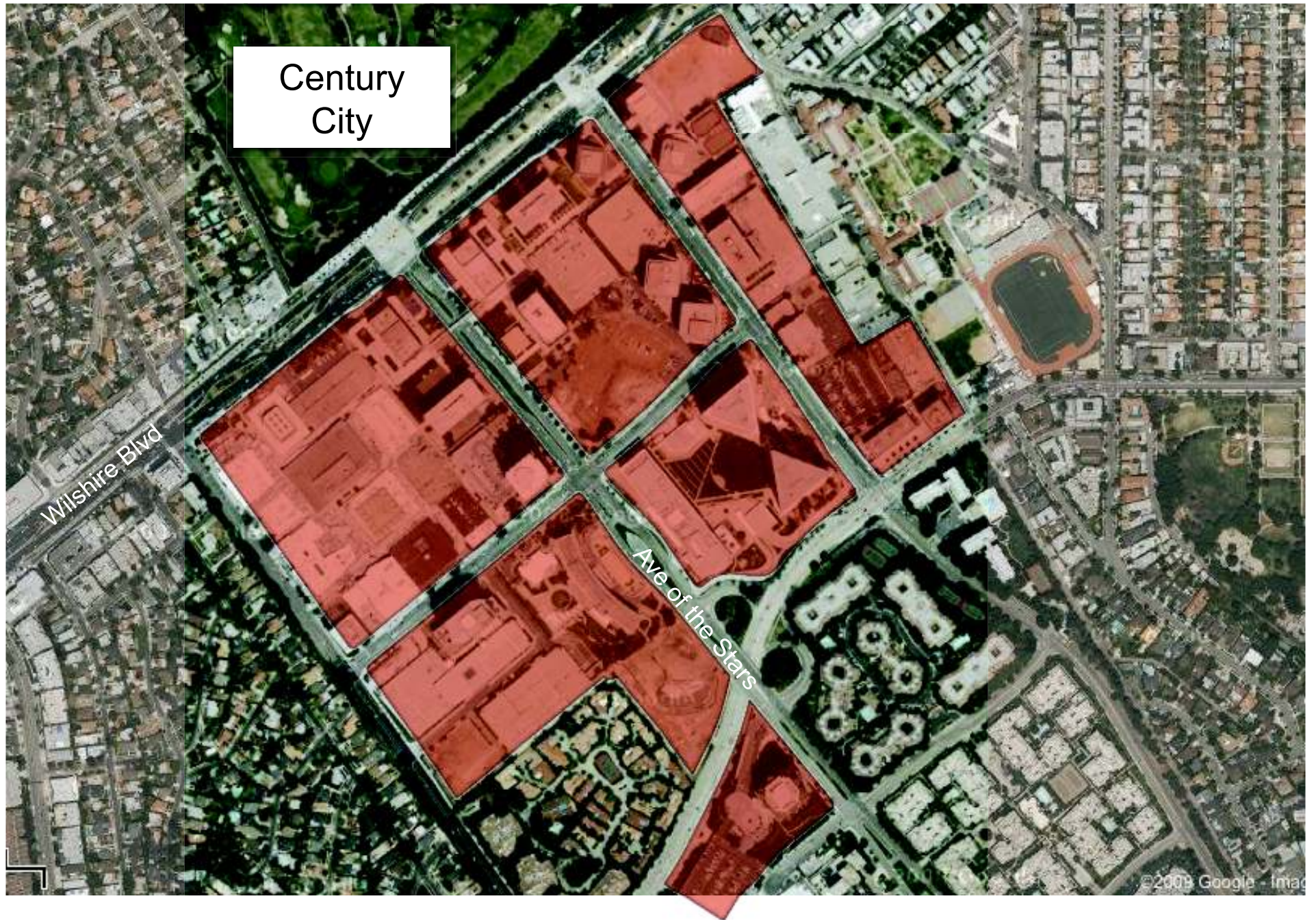


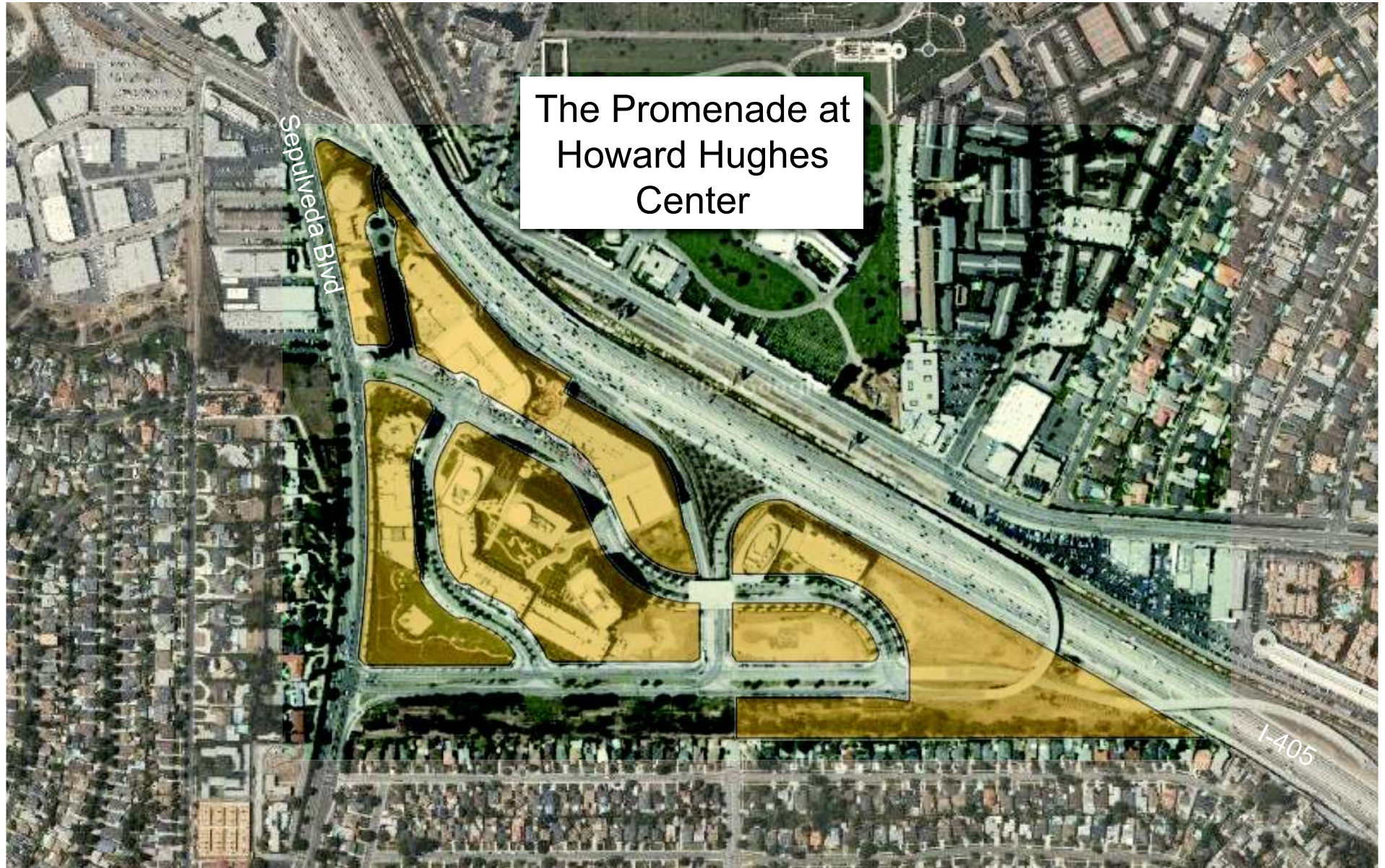
*All properties within Ventura Blvd CDO



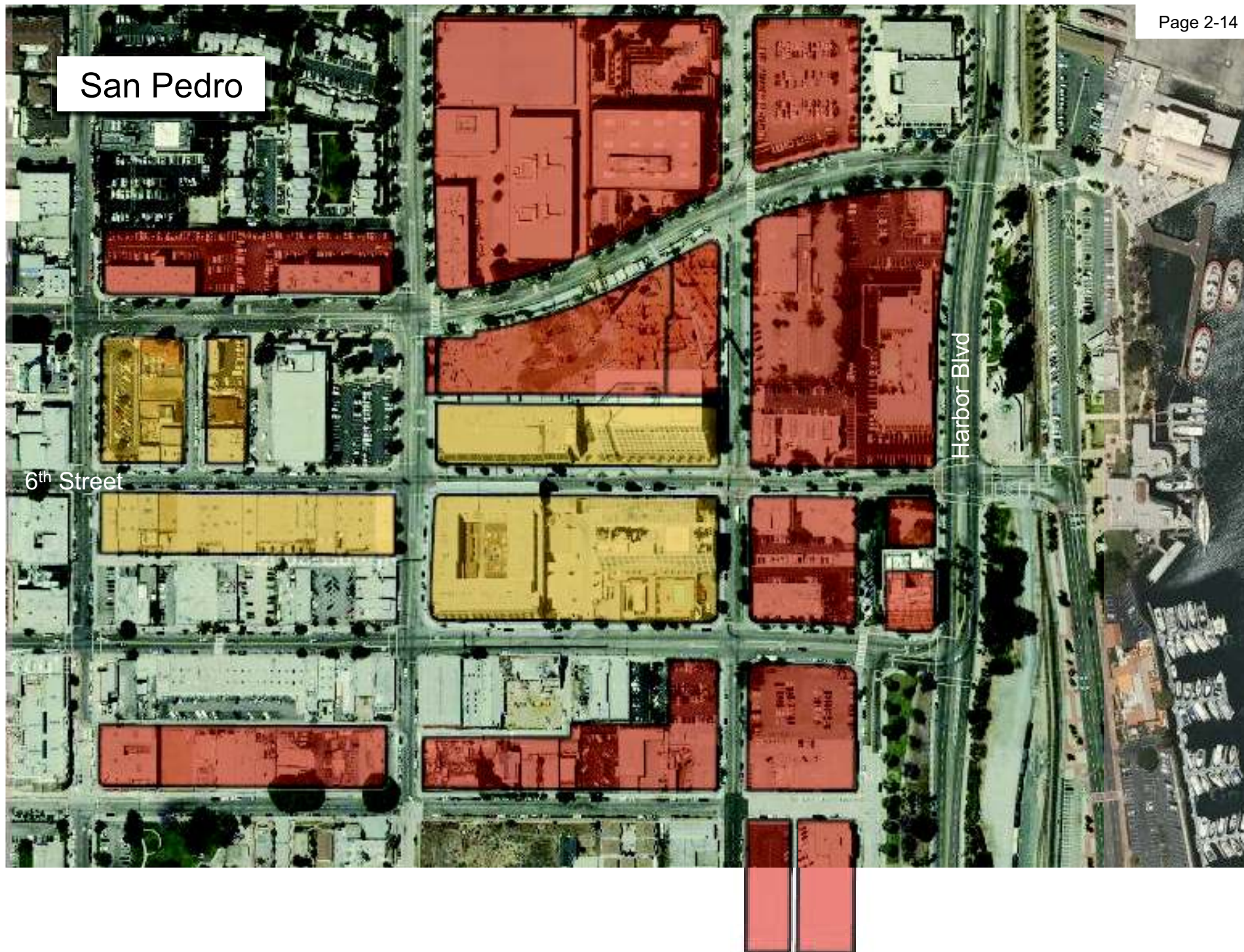
*Pending Sign District application with DCP





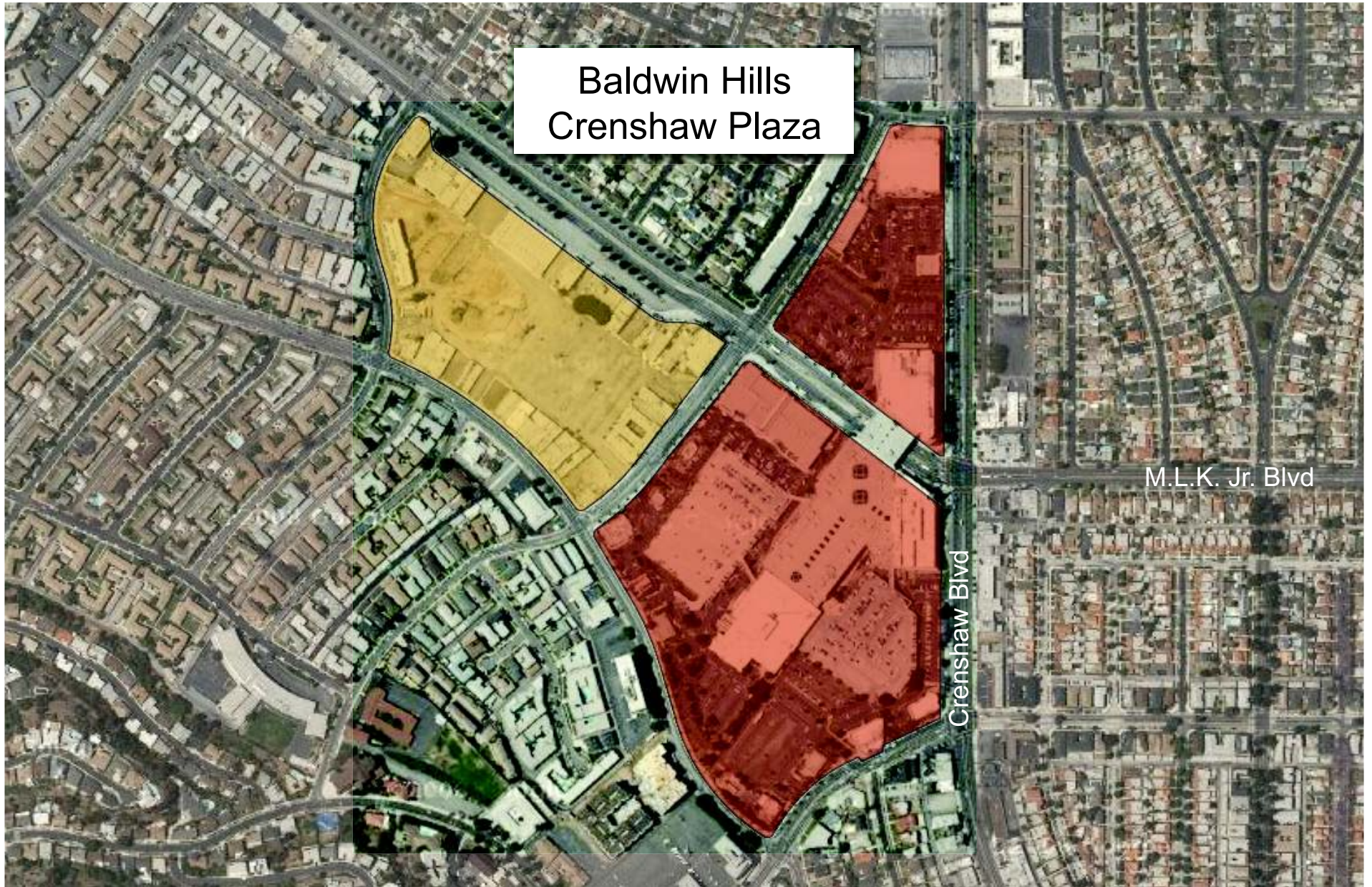






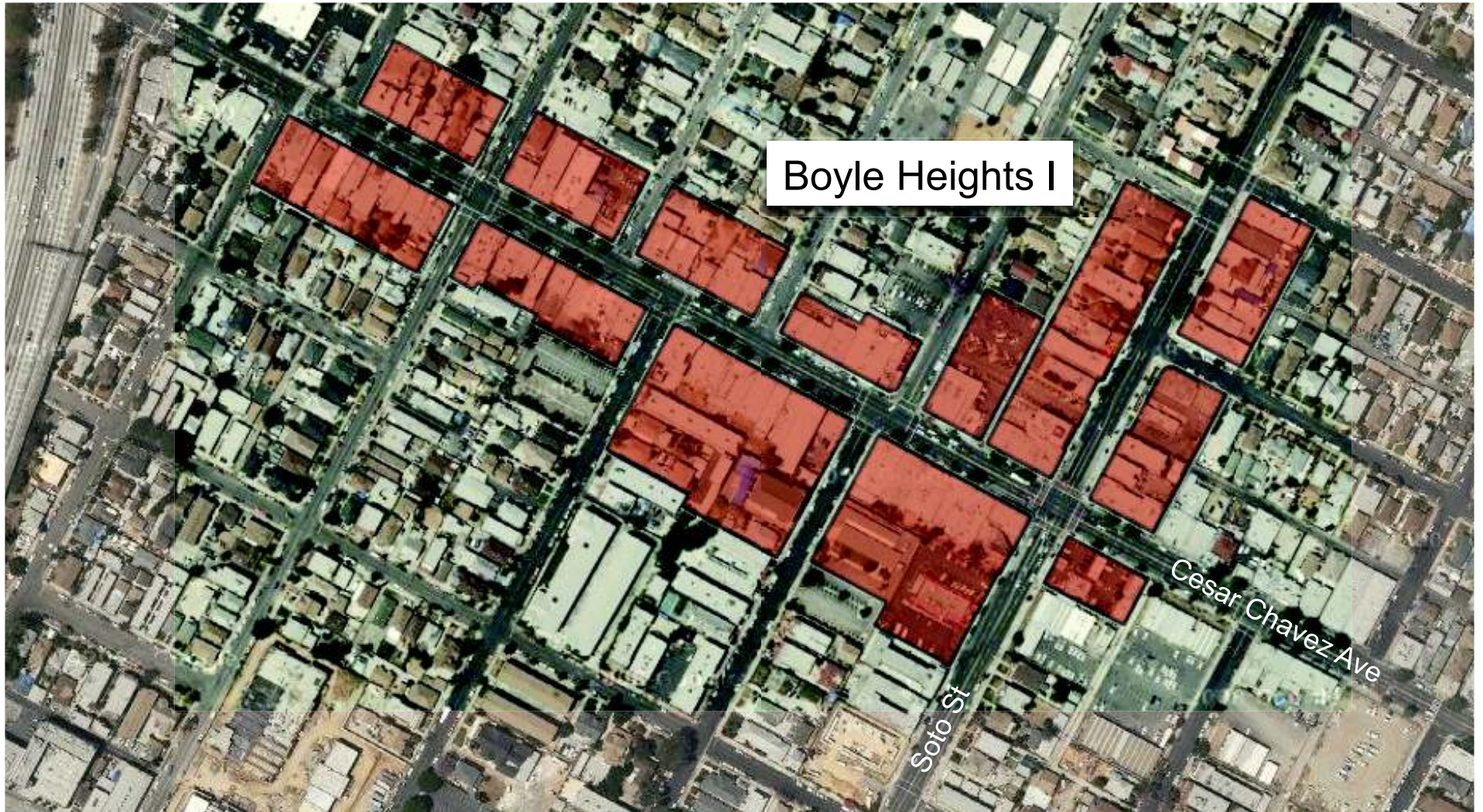


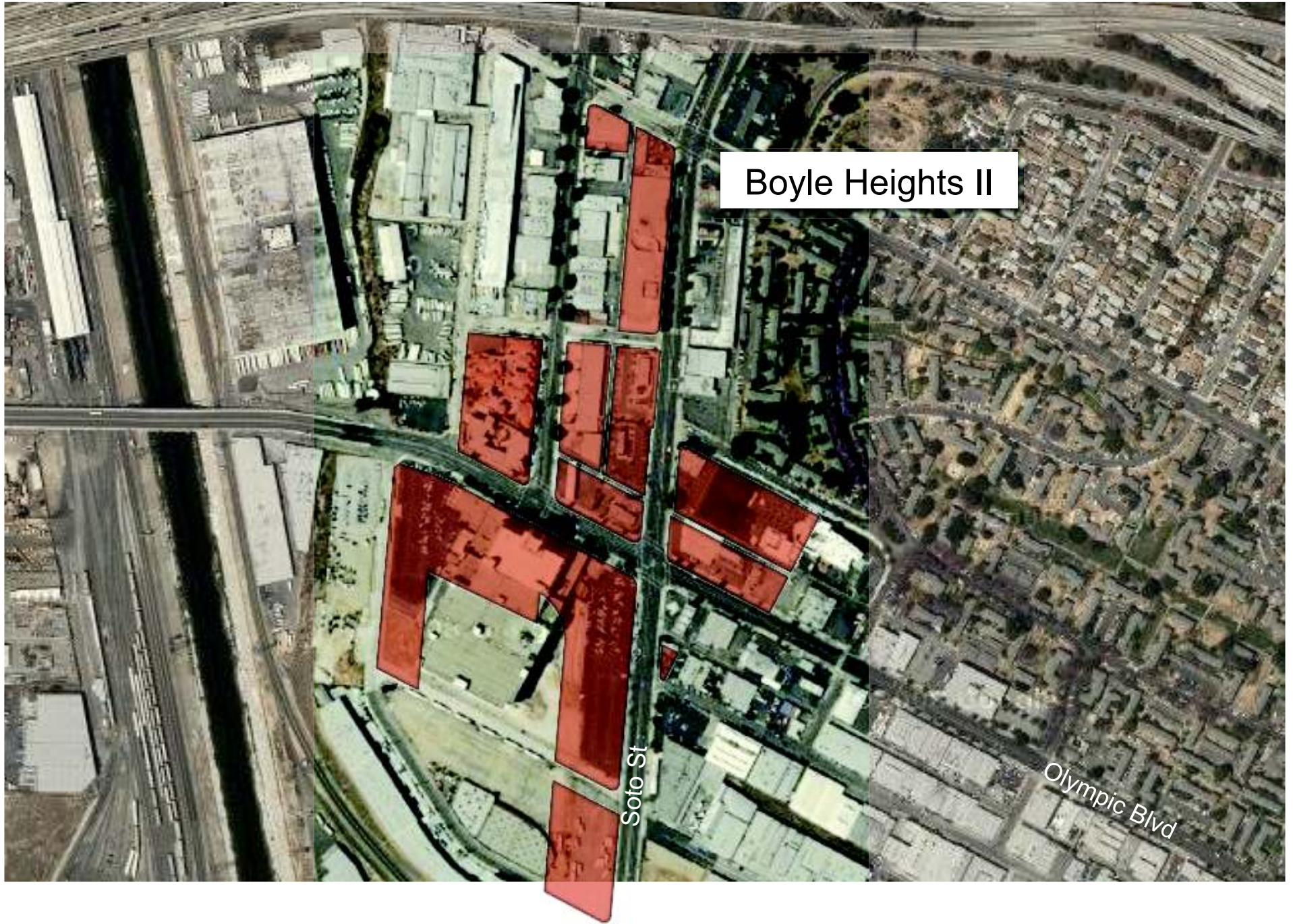
Baldwin Hills
Crenshaw Plaza



M.L.K. Jr. Blvd

Crenshaw Blvd





Beverly Center and Cedars-Sinai





Miracle Mile

La Brea Ave

Wilshire Blvd

San Vicente Blvd

*Miracle Mile CDO from Fairfax to Sycamore

Koreatown + Westlake from Wilton Pl to Park View St

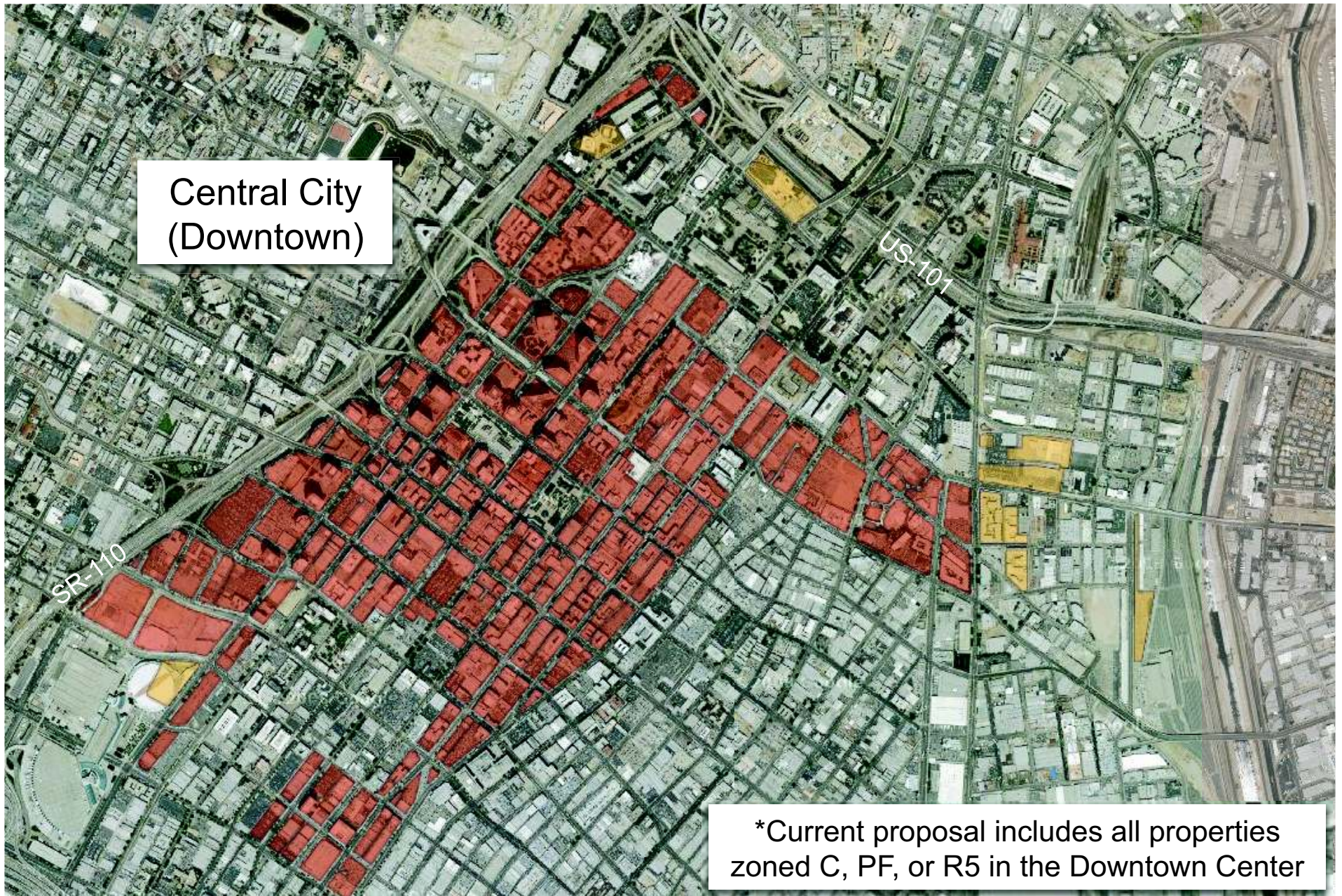






Central City North
(Chinatown)

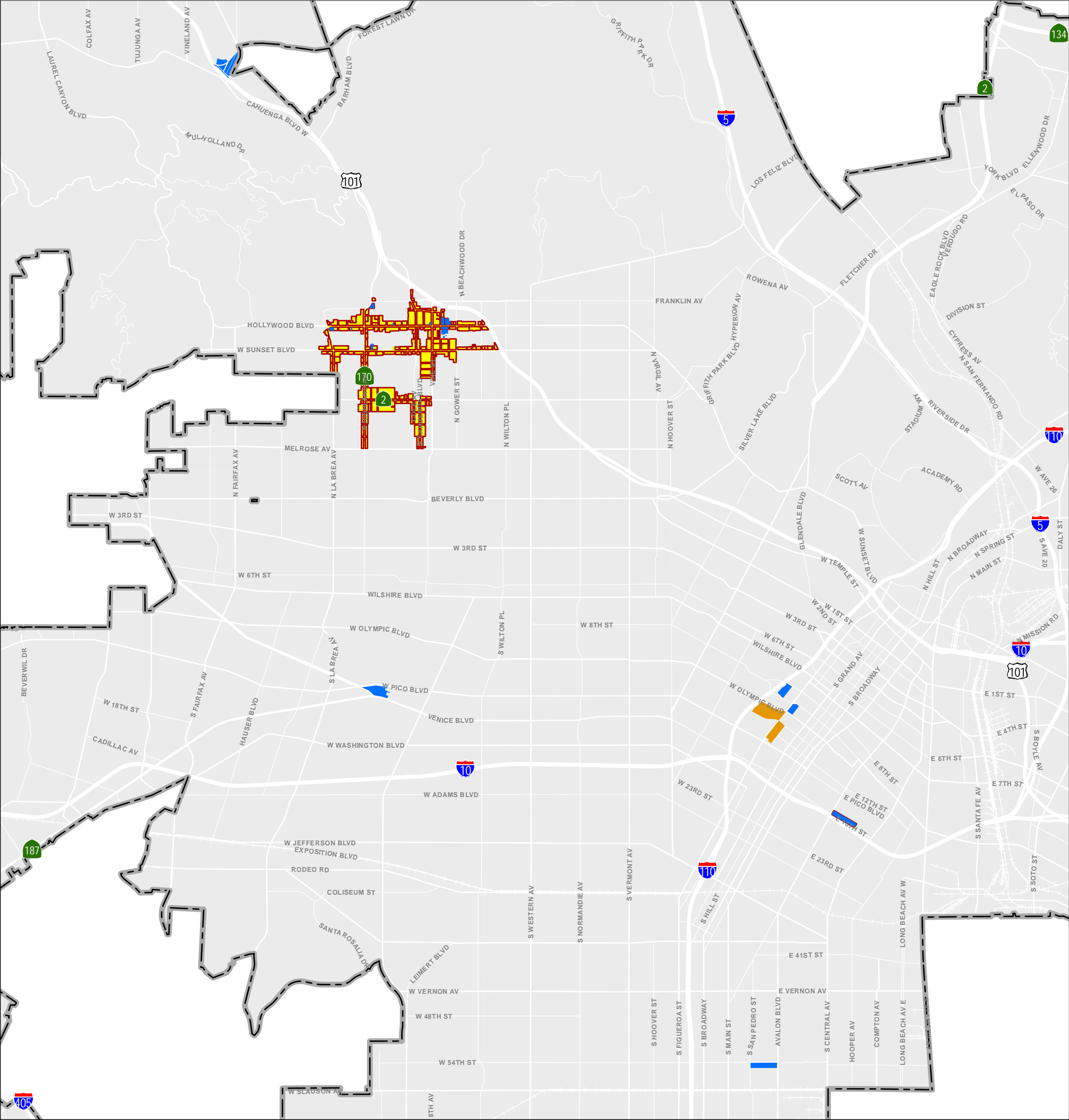
*Central City Community Plan
Properties not shown this page



ATTACHMENT 3


Current and Requested Sign Districts

Current and Requested Sign Districts




Legend


Zoning with -SN Suffix

 ie. C4-2D-SN

CP Cases with -SN Suffix

 ie. DIR-2008-4550-SPP-SN or APCC-2008-3526-SPE-SN

City Planning Special Districts - SN, LASED


 SN Hollywood Signage Supplemental Use District and Hollywood Signage Supplemental Use District (CRA Area)

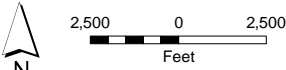
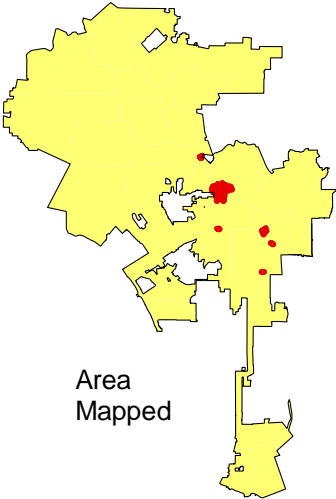
 LASED Los Angeles Sports and Entertainment District

Community Plan Areas



City Boundary

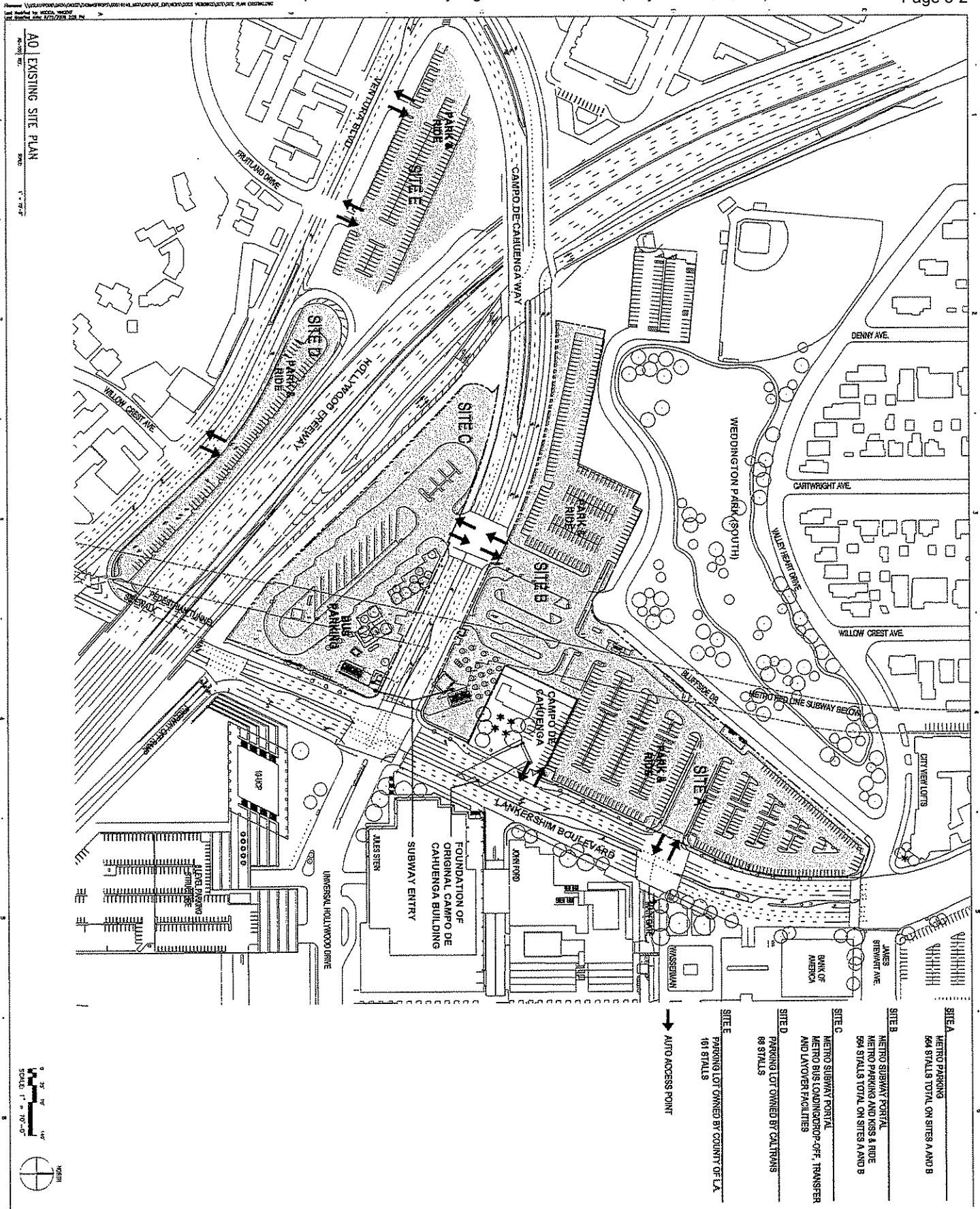
 Transportation network
Copyright (c) 2008, Thomas Brothers Maps, Inc.



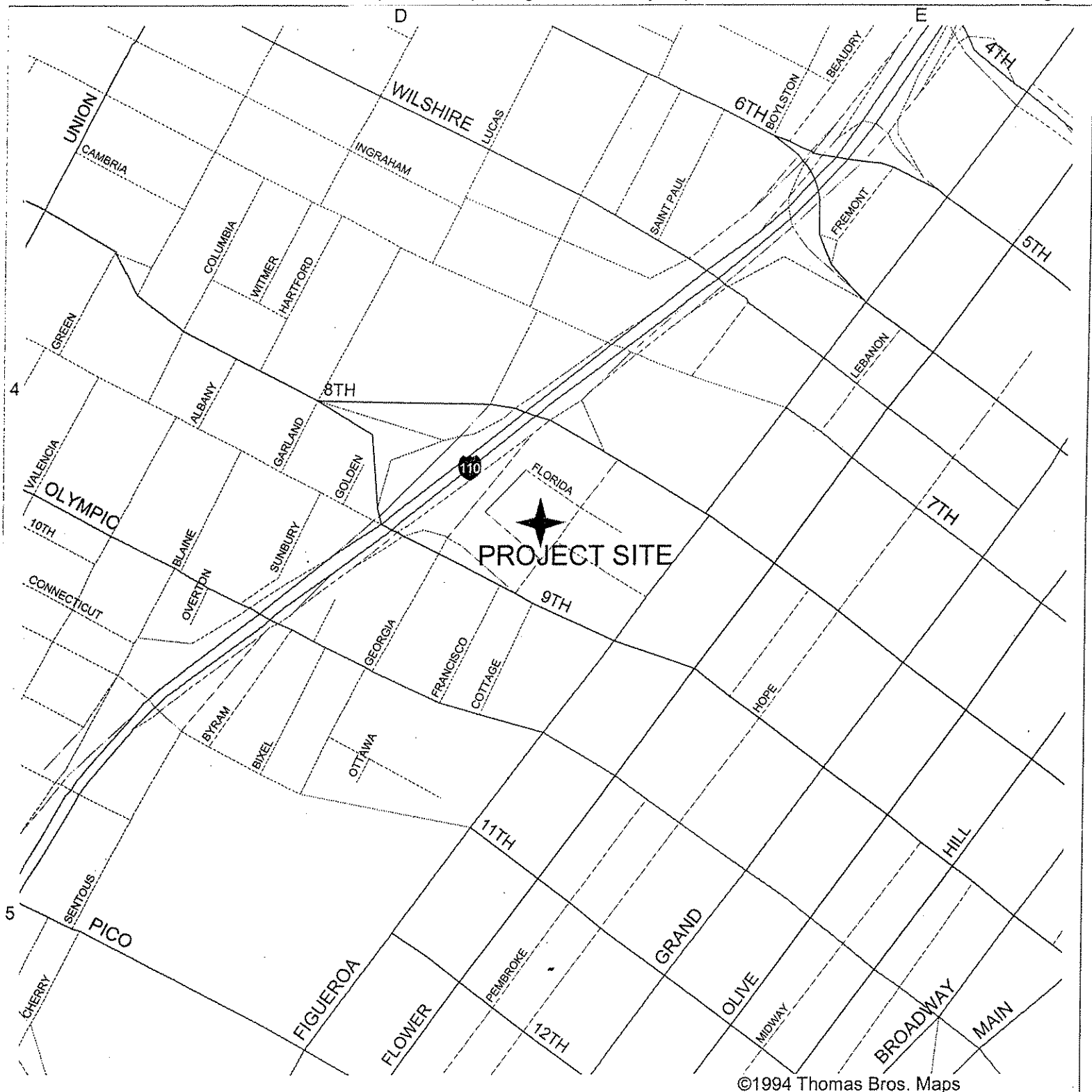
Prepared by the Department of City Planning
Systems & GIS Division - January 2009



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PROJECT	METRO UNIVERSAL PROJECT
ADDRESS	3013 N. UNIVERSITY BLVD
OWNER	THOMAS PROPERTIES GROUP
DESIGNER	DMJM DESIGN / AECOM
DATE	10/20/2010
BY	J. L. JONES
CHECKED BY	J. L. JONES
APPROVED BY	J. L. JONES
REVISION	1.0
DATE	10/20/2010
BY	J. L. JONES
CHECKED BY	J. L. JONES
APPROVED BY	J. L. JONES
REVISION	1.0
DATE	10/20/2010
BY	J. L. JONES
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APPROVED BY	J. L. JONES



VICINITY MAP

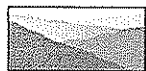
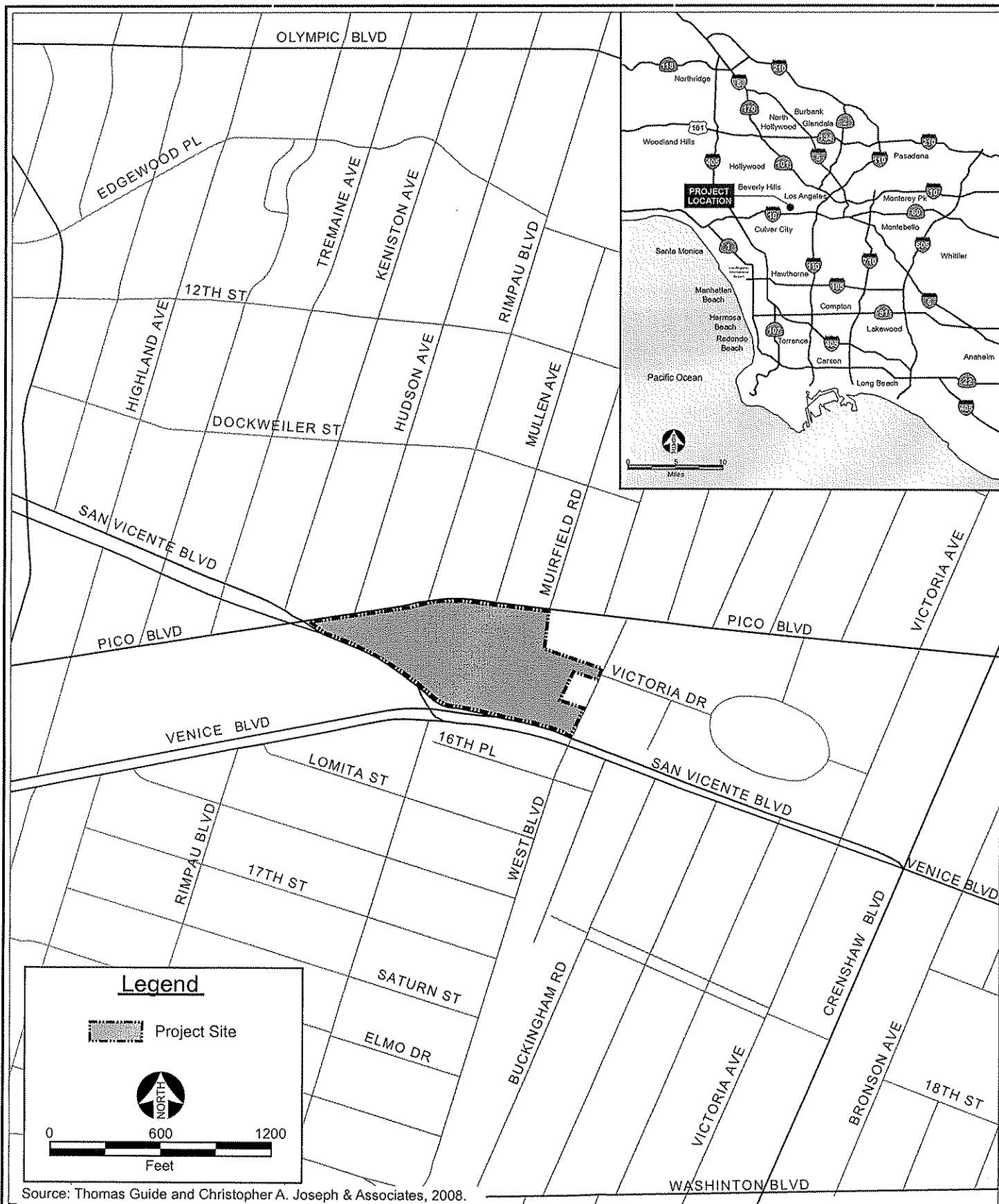
SITE : 851 FRANCISCO STREET

GC MAPPING SERVICE, INC.

3055 WEST VALLEY BOULEVARD
ALHAMBRA CA 91803

(626) 441-1080, FAX (626) 441-8850

GCMAPPING@RADIUSMAPS.COM

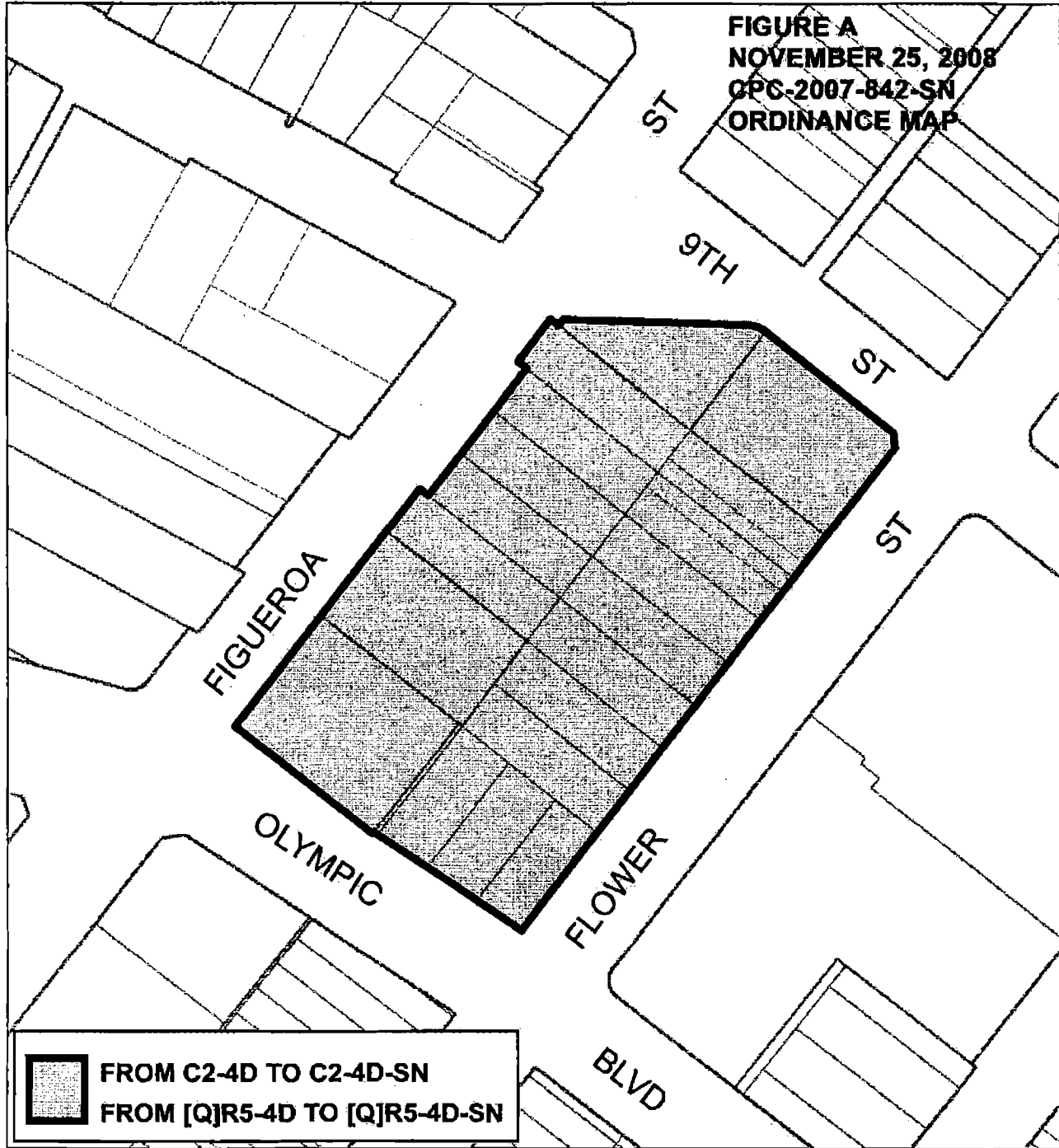


CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure II-1
Regional and Vicinity
Project Location Map

CPC 2007-842-SN

3



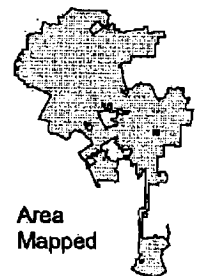
1 inch equals 125 feet

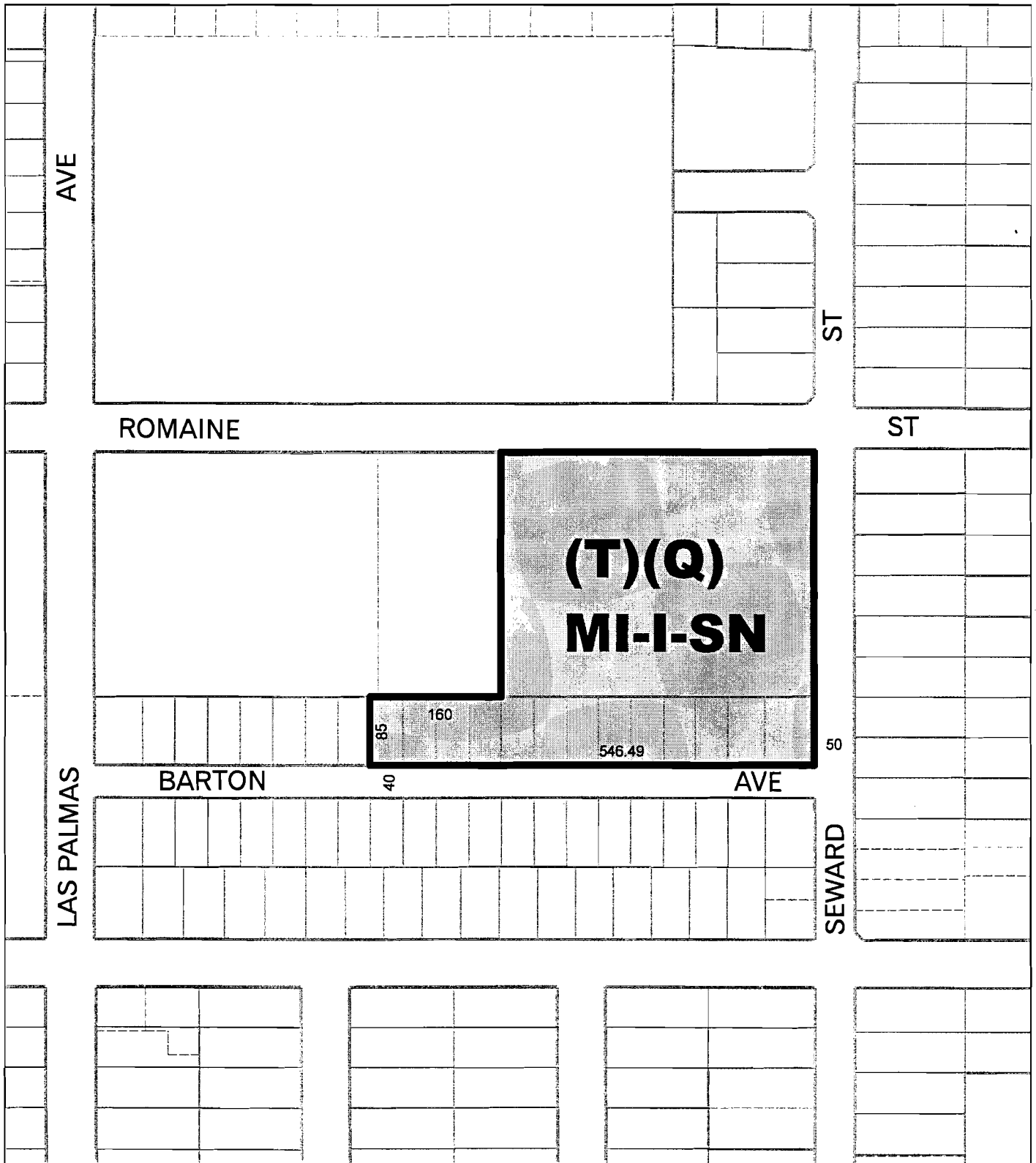
D.M. 129 A 207, 127.5 A 207	CPC 2007-0842-SN
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AA/

**FIGUEROA AND OLYMPIC
SIGN DISTRICT**

110408





NOT TO SCALE

D.M. 144 B 185	CPC 2008-0756 VZC VCU CUB ZV ZAA SPR
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LH/az

073008

PLANNING & LAND USE MANAGEMENT
MAR 04 2008**MOTION**

The City passed an ordinance which became effective June 10, 2002, that established a citywide ban on off-site signs (billboards) (Los Angeles Municipal Code - Section 12.21A. 7(L)), as delineated below:

LAMC Section 12.21A.7(L): "*Off-site signs*. No off-site sign shall be allowed in any zone, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement. Further, the legally permitted existing signs shall not be altered or enlarged (Amended by Ordinance No. 174,547, Effective June 10, 2002.)"

As specified above, the only procedures that allow an off-site sign in the City of Los Angeles is either through a legally adopted specific plan, supplemental use district (LAMC 12.32 S) or an approved development agreement.

The involvement of community residents and stakeholders is crucial in this project, therefore, the necessary public hearings will be conducted to engage all interested community members in the land use decision making process, and to ensure that any needed and necessary community benefits package is negotiated with complete transparency and full disclosure.

I THEREFORE MOVE that the Planning Department be directed to initiate proceedings, prepare the necessary maps and reports to establish a Supplemental Use District (SUD), as delineated in Los Angeles Municipal Code (LAMC) Section 12.32 S (Supplemental Use Districts), in the geographical area generally bounded by 1st Street on the north, 3rd Street on the south, Bolyston on the west, and Beaudrey on the east; and,

I FURTHER MOVE that the Planning Department present their report on the abovementioned request to the Planning and Land Use Management (PLUM) Committee for its review and consideration.

PRESENTED BY: _____

Ed P. Reyes

Councilmember, 1st District

SECONDED BY: _____

RM

MAR 4 2008

08-0509

9c.

APR 15 2008

MOTION**PLANNING & LAND USE MANAGEMENT**

In 2002, the City passed an ordinance that put in place a citywide ban on off-site signs (billboards) (Los Angeles Municipal Code - Section 12.21A7(L), as delineated below:

Los Angeles Municipal Code Section 12.21A7(L): "Off-site signs. No off-site sign shall be allowed in any zone, except when off-site signs are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement. Further, the legally permitted existing signs shall not be altered or enlarged. (Amended by Ordinance No. 174547, Effective June 10, 2002.)"


As mentioned above, the only procedures that allow an off-site or super graphics sign in the City of Los Angeles is either through a legally adopted specific plan, supplemental use district (LAMC 12.32S) or an approved development agreement, and as further delineated in the LAMC through Section 13.11 ("sign district") which provides the parameters by which a sign reduction program can occur.

The Koreatown neighborhood of the City of Los Angeles, located between Wilton Place and Hoover Street, has been the site of much needed revitalization in the Wilshire Center area. As part of the revitalization effort, a sign district should be created in order to normalize sign regulations for the development projects built, entitled, or proposed. Much like has been accomplished in Hollywood and other parts of the City, this district would set the terms for legal signs in and around the Wilshire corridor, and provide a process for permits. In order for the signage in this neighborhood to be in compliance with the City of Los Angeles Municipal Code, a supplemental use district ("sign district") must be created.

I THEREFORE MOVE that the Planning Department be directed to initiate proceedings, prepare the necessary maps and reports to establish a Supplemental Use District for the Koreatown neighborhood within the Wilshire Community Plan, generally: 6th Street on the North, St. Andrews Place on the west, Olympic Boulevard on the south, and Shatto Place on the east. This Supplemental Use District would allow the use of signs not allowed under the Municipal Code without such a district.

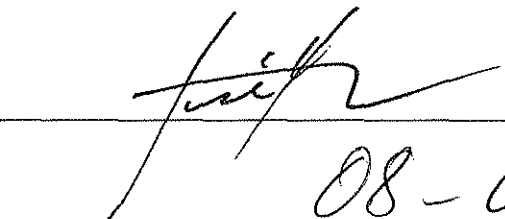
I FURTHER MOVE that the Planning Department be directed to report to the PLUM Committee and the 10th District Council Office on a monthly basis on the status of the creation of the Supplemental Use District for the Koreatown neighborhood.

**PRESENTED
BY**


HERB J. WESSON, JR.
Councilmember, 10th District

**SECONDED
BY**




APR 15 2008


08-0936
CD 10

ATTACHMENT 4

Environmental Negative Declaration

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

LEAD CITY AGENCY City of Los Angeles	COUNCIL DISTRICT CITYW				
PROJECT TITLE ENV-2009-0009-ND	CASE NO. CPC-2009-0008-CA				
PROJECT LOCATION Citywide					
PROJECT DESCRIPTION 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.					
NAME AND ADDRESS OF APPLICANT IF OTHER THAN CITY AGENCY Department of City Planning 200 North Main Street Room 763 Los Angeles, CA 90012					
FINDING: 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.					
NAME OF PERSON PREPARING THIS FORM THOMAS ROTHMANN	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">TITLE</td> <td style="width: 33%;">TELEPHONE NUMBER</td> </tr> <tr> <td>City Planner</td> <td>(213) 978-1370</td> </tr> </table>	TITLE	TELEPHONE NUMBER	City Planner	(213) 978-1370
TITLE	TELEPHONE NUMBER				
City Planner	(213) 978-1370				
ADDRESS 200 N. SPRING STREET, 7th FLOOR LOS ANGELES, CA. 90012	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">SIGNATURE (Official)</td> <td style="width: 20%;">DATE</td> </tr> <tr> <td style="text-align: center;">  </td> <td style="text-align: center;"> 1/6/09 </td> </tr> </table>	SIGNATURE (Official)	DATE		1/6/09
SIGNATURE (Official)	DATE				
	1/6/09				

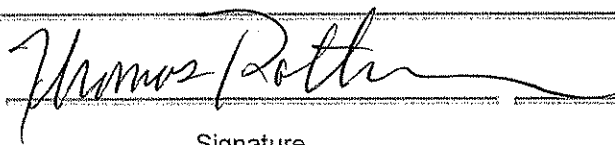
CITY OF LOS ANGELES
OFFICE OF THE CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CALIFORNIA 90012
CALIFORNIA ENVIRONMENTAL QUALITY ACT
INITIAL STUDY
and CHECKLIST
(CEQA Guidelines Section 15063)

LEAD CITY AGENCY: City of Los Angeles		COUNCIL DISTRICT: CITYW	DATE: 01/08/2009
RESPONSIBLE AGENCIES: Department of City Planning			
ENVIRONMENTAL CASE: ENV-2009-0009-ND		RELATED CASES: CPC-2009-0008-CA	
PREVIOUS ACTIONS CASE NO.:		<input type="checkbox"/> Does have significant changes from previous actions. <input checked="" type="checkbox"/> Does NOT have significant changes from previous actions.	
PROJECT DESCRIPTION: AMENDING SIGN CODE			
ENV PROJECT DESCRIPTION: 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.			
ENVIRONMENTAL SETTINGS: 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 ²), comprising 469.1 square miles (1,214.9 km ²) of land and 29.2 square miles (75.7 km ²) 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.			
PROJECT LOCATION: Citywide			
COMMUNITY PLAN AREA: CITYWIDE STATUS: <input checked="" type="checkbox"/> Does Conform to Plan <input type="checkbox"/> Does NOT Conform to Plan		AREA PLANNING COMMISSION: CITYWIDE	CERTIFIED NEIGHBORHOOD COUNCIL: NONE
EXISTING ZONING: NA		MAX. DENSITY/INTENSITY ALLOWED BY ZONING: NA	LA River Adjacent: NO
GENERAL PLAN LAND USE: NA		MAX. DENSITY/INTENSITY ALLOWED BY PLAN DESIGNATION: NA	
		PROPOSED PROJECT DENSITY: 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
impactPotentially
significant
unless
mitigation
incorporatedLess than
significant
impact

No impact

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
impactPotentially
significant
unless
mitigation
incorporatedLess than
significant
impact

No impact

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
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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?				✓

VIII. HYDROLOGY AND WATER QUALITY

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 AN 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?				✓

IX. LAND USE AND PLANNING

a.	PHYSICALLY DIVIDE AN ESTABLISHED COMMUNITY?				✓
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Potentially
significant
impactPotentially
significant
unless
mitigation
incorporatedLess than
significant
impact

No impact

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?				✓
X. MINERAL RESOURCES					
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?				✓
XI. NOISE					
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?				✓
XII. POPULATION AND HOUSING					
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?				✓
XIII. PUBLIC SERVICES					
a.	FIRE PROTECTION?				✓
b.	POLICE PROTECTION?				✓
c.	SCHOOLS?				✓
d.	PARKS?				✓
e.	OTHER GOVERNMENTAL SERVICES (INCLUDING ROADS)?			✓	
XIV. RECREATION					

Potentially
significant
impactPotentially
significant
unless
mitigation
incorporatedLess than
significant
impact

No impact

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				✓

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 ☐

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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.

☐

throu ☐

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** **ENV-2009-0009-ND** 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/ 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.

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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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 C) 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 C) 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 C) 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 C) 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  Deputy

Approved DEC 23 2008

 Mayor

Approved as to Form and Legality

ROCKARD J. DELGADILLO, City Attorney

By 
SHARON SIEDORF CARDENAS
Assistant City Attorney

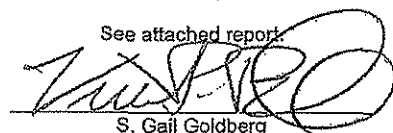
Date DEC 17 2008

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


S. Gail Goldberg
Director of Planning

ATTACHMENT 7

City Council Motion #08-2020

MOTION

JUL 29 2008

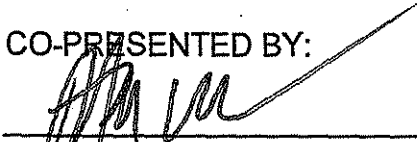
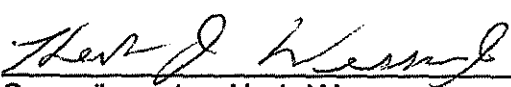
The City of Los Angeles has adopted multiple ordinances to regulate freestanding billboards and other advertising signage in the City. In addition to a moratorium on billboards, the City of Los Angeles prohibits, with few exceptions, "supergraphic signs" made of paint or film applied directly to buildings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

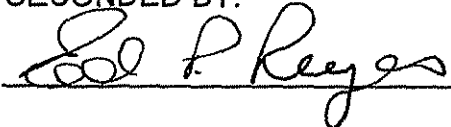
I THEREFORE MOVE that the Planning Department, in consultation with the Department of Building and Safety and the City Attorney, revise the sign ordinance to toughen and create easily enforceable time / place / manner restrictions citywide to protect neighborhoods. The revised ordinances also must provide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



July 29, 2008


OLD CF 97-130

ATTACHMENT 8

Planning Department's 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, 7TH FLOOR
LOS ANGELES, CA 90012

(213) 978-1318
FAX: (213) 978-1334

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

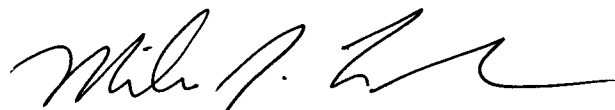
Murals created prior to the City's ban on billboards are, presumably, legal, although now non-conforming, provided that they complied with all relevant portions of the Sign Code in effect at the time that they were created. They therefore will be unaffected by any changes in the City's regulations. Murals 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

Public Art M U R A L Program

guidelines
+
application

July 1, 2008 - June 30, 2009



REGIONAL ARTS & CULTURE COUNCIL

108 NW 9th Avenue, Suite 300, Portland, OR 97209-3318
Tel: 503.823.5111 | Fax: 503.823.5432 | TDD# 503.823.6868
Email: info@racc.org | www.racc.org

Public Art Mural Guidelines

BACKGROUND

The Public Art Murals Program is a City of Portland program administered by the Regional Arts & Culture Council (RACC) as part of its Public Art Program. 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. Murals approved through this program become part of the City's public art collection for as long as the Art Easement (see attached form) remains in effect.

ELIGIBILITY AND FUNDING CRITERIA

Eligibility Criteria

Any individual/organization intending to create a mural on an exterior wall that is visible from the public right-of-way, larger than 200 square feet and within the boundaries of the City of Portland must apply for approval through the Public Art Mural Program. If the mural will be 200 sq ft or smaller, the applicant has the option of applying for a sign permit through the City of Portland's Permit Office, 1900 SW 4th. Not-for-profit organizations may be eligible for a waiver of the sign fee. Sign permits can be downloaded at www.portlandonline.com/bds.

Applicants to the Public Art Mural Program may be:

1. An individual artist or a group of artists (eligible for up to \$10,000 in matching funds); or
2. Students enrolled in an art program at a degree-granting institution (eligible for up to \$2,500 in matching funds); or
3. A building owner (NOTE: A building owner is required to sign an Art Easement form with the City, agreeing to keep and maintain the mural on the approved site for no less than five years); or
4. A "not-for-profit" organization. This includes registered neighborhood associations, citizen-based groups and organizations with IRS 501(c)(3) status. However, IRS 501(c)(3) status is not required. The definition of a "not-for-profit organization" is an organization whose primary purpose is to serve and to provide general benefit to the public and the organization's or group's net earnings are not distributed to those who control it.

Public art murals will not be approved on historic landmarks or in historic districts until RACC and the Landmarks Commission agree upon a review process that best serves the public's interest in these unique structures and areas. For links to maps of historic districts in Portland, go to <http://www.portlandonline.com/planning/index.cfm?c=30429>. If a building is a "contributing structure" within an historical district, a mural may not be painted on it.

Funding Criteria

The number of Public Art Murals awarded funding is dependent on the funds available and the number of applicants submitting each year. Applicants/artists may only be funded one time only between the application deadlines of June 1, 2008 and June 3, 2009.

If a mural project does not request public funding, the applicant must still go through the Mural Approval Process outlined on page 3 but does not have to submit a budget.

RACC Info

Applicants are required to meet with RACC staff prior to submitting an application.

Contact:

Peggy Kendellen
Public Art Manager
503.823.4196
pkendellen@racc.org

Deadlines

Wednesdays

August 6, 2008
(for review in September)

February 4, 2009
(for review in March)

May 6, 2009
(for review in June)

June 3, 2009
(for review in July)

Review Criteria

artistic merit

concept and execution-
Demonstrated strength of
artist's concept and craftsman-
ship as well as originality of
proposed mural

scale - Appropriateness of
scale to the wall upon which
mural will be painted/attached
and/or to the surrounding neigh-
borhood

context - Architectural, geo-
graphical, socio-cultural and/or
historical relevance to site

community support

General support/advocacy from
building owner/user, surrounding
neighborhood, adjacent
businesses, and arts community

feasibility

Demonstrated ability to complete
the proposed mural on time and
within budget

Mural Requirements

media

Appropriate media proposed to
ensure mural's longevity and
durability

structural and surface stability

Commitment to repair mural
surface as necessary before
painting and to use acceptable
graffiti/UV coating on finished
mural that provides resistance to
vandalism and weather

signed easement form from building owner

Commitment to keep the mural
unchanged for minimum of 5 years
and to maintain mural during that
time

public accessibility, safety and lighting

Compliance with city codes for
safety, accessibility and lighting

Funding Criteria (continued)

Page 8-8

1. Public art murals may be:
 - a. partially funded with public funds and one-to-one matching with private funds either through in-kind or cash donations; or
 - b. funded in full by an individual/organization who negotiates with the artist.
2. Funds will be awarded based on review criteria.
3. Applicants requesting funds must match the RACC grant request with a one-to-one match of cash or a combination of cash and in-kind contributions. This one-to-one match must be reflected on the application budget page. .
4. Items not eligible for funding through this program include food, purchase of equipment, or staff positions.

MURAL APPROVAL PROCESS

1. **Meet with public art staff** for initial review of imagery, location, funding and building owner's approval.
2. **Submit Public Art Mural Application.** Answer all applicable questions in the application. Supplementary materials must include 15 copies of color rendering of proposed mural, digital images of site and physical surroundings, a project timeline, and other materials as agreed upon with RACC.
3. **Present the mural proposal to RACC's Public Art Advisory Committee** (see meeting schedule on page 2). Meeting notice is sent to applicable neighborhood groups identified for regular notification by the City. Following the presentation, a decision is made based upon adopted review criteria for public art murals (see sidebar). RACC Board reviews/approves recommendations for funding prior to applicant receiving a contract. If proposal is not approved, applicant may return to the PAAC for approval after addressing recommendations.

After mural is approved by RACC:

4. **Building owner provides a notarized signed Art Easement agreement** which is then signed by the City of Portland and filed with Multnomah County.
5. *If receiving public funding, applicant signs agreement with RACC to receive payments. If not receiving public funding, RACC sends applicant official notification of approval to proceed.*
6. **Artist signs form agreeing to terms of Art Easement agreement and waiver of rights under the federal Visual Artist Rights Act** that would interfere with the performance of any rights under the Art Easement agreement.
7. **Artist begins mural.**
8. **Applicant notifies RACC public art staff, and Diana Lee Holuka, City Property Manager**, at 503-823-6932, of completion of mural.
9. **Applicant provides RACC with digital images** of completed mural for RACC's on-line gallery of the Public Art Mural Program.

application

Public Art Mural Program

Applicants must submit fifteen copies of completed application on 8.5" x 11" white paper.
Application must be either typed (10 point or larger font) or printed clearly.

CONTACT INFORMATION

Lead Artist's Name

Applicant's Name (if different from artist)

Applicant's Mailing Address

City/State/Zipcode

Home Phone

Cell Phone

Email

Website

Funds requested from RACC (refer to funding criteria on p. 2) \$

Proposed mural location (street address/intersection)

Project start date: Proposed completion date:

Mail/deliver application to: Public Art Mural Program
Regional Arts & Culture Council
108 NW 9th, Suite 300
Portland, OR 97209

FOR OFFICE USE ONLY

Application Received (month/day/year)

Presented to Public Art Advisory Committee (month/day/year)

Deferred

Approved

Not Approved

required supplementary materials

- **Resumé** of each artist involved in project
- **6 digital images** that highlight artist's original work and best illustrates mural experience
- **15 copies of an image of building within its neighborhood context including the wall** on which mural will be painted
- **15 copies of one color image of proposed mural**
- **Letter of support from building owner** including commitment to sign Art Easement Agreement
- **History of sponsoring organization** (if applicable) including brief narrative, date established and community served
- **Letter(s) of support from community and/or surrounding businesses** (optional)

1. Briefly describe the proposed mural and its relation to the building, the surrounding neighborhood and the community served by the business/agency where the wall is located.

2. Describe the wall and site where the mural will be located, including size of mural in relation to actual wall size, street/intersection, direction mural will face, physical condition of wall (cracks, leaks, concrete, wood, etc.), and public accessibility.

Applicants are encouraged to ensure the best display conditions for a mural and to avoid locations having unavoidable clutter that would obstruct the mural (e.g., dumpsters). If the wall is not in good condition, additional time and money will be needed to prepare the surface.

3. Briefly describe artist's experience working in large scale and collaboratively with community groups (if applicable).

4. Briefly describe reason(s) for requesting Public Art Mural Funds.

5. Explain which expenses will be covered by Public Art Mural funds.

project budget

Page 8-12

mark contributions as **Confirmed (C)** or **Projected (P)**

	EXPENSES	CONTRIBUTIONS (incl. cash, in-kind)
Lead Artist Fee	\$ _____	_____
Assistant(s) Fee(s)	\$ _____	_____
	\$ _____	_____
Supplies/Materials	\$ _____	_____
Documentation (cost of photographing artwork)	\$ _____	_____
Equipment rental (scaffolding, ladders, etc.)	\$ _____	_____
Liability insurance	\$ _____	_____
Space rental (if applicable)	\$ _____	_____
Transportation	\$ _____	_____
Installation (if applicable)	\$ _____	_____
Other related costs (please list)	\$ _____	_____

CASH CONTRIBUTIONS:

Foundation	_____	\$ _____
Business/Corporation	_____	\$ _____
Individuals	_____	\$ _____
Fundraisers	_____	\$ _____

TOTAL PROJECT EXPENSES \$ _____

TOTAL CONTRIBUTIONS \$ _____

FUNDS REQUESTED \$ _____

ART EASEMENT

THIS AGREEMENT, effective on _____ (month/day/year), is between _____ (“Grantor”), and the City of Portland, an Oregon municipal corporation (“City”).

RECITALS

A. The City has adopted a program for the placement of art in and on public and private locations throughout the City of Portland. The Regional Arts and Culture Council administers the City’s art program.

B. Grantor owns the property legally described in Exhibit A (attached hereto and incorporated herein) and is willing to make said property available to the City for the placement of public art, as defined in Portland City Code section 5.74.020c. (hereinafter, “Artwork”). Said Artwork is described in Exhibit B, attached hereto and incorporated herein.

IN CONSIDERATION of the mutual promises and performances set forth below, the parties agree as follows:

1. Grant of Easement. Grantor conveys, grants and warrants to the City, its successors and assigns, an easement for the purpose of installing, maintaining, operating and exhibiting the Artwork described in Exhibit B on and in the real property described in Exhibit A, including any building and structure thereon (“property”). The location of the Artwork shall be as approved by the Regional Art and Culture Council.

2. Term of Easement. This easement shall be for a period of five (5) years from the date of execution. Unless terminated as provided in section 3, below, the easement shall automatically renew thereafter, and shall remain in full force and effect unless and until terminated.

3. Termination.

- a) At the expiration of the five year easement period, the easement may be terminated by either party upon 30 days written notice to the other party. Grantor expressly agrees and warrants that upon expiration, the Artwork shall be removed and the Property restored to its prior condition. Such removal shall occur within 30 days of the termination of the easement, unless this period is extended in writing by the City.
- b) Within the initial five year easement term or at any time thereafter, the easement may be terminated by Grantor with the City’s consent in writing upon Grantor’s showing of any of the following: i) that the property is to be sold and the buyer requires removal of the easement as a condition of the purchase and sale; or ii) that the property is to be refinanced and the lender requires removal of the easement as a condition of the refinancing; or iii) that the property is to be substantially remodeled or altered in a way that precludes continued maintenance of the Artwork; or iv) that circumstances have materially changed and the continued existence of the easement or maintenance of the Artwork substantially impedes Grantor’s reasonable use and enjoyment of the Property. The City shall not unreasonably withhold consent to termination upon Grantor’s satisfactory demonstration of any of the foregoing conditions of termination.
- c) The City may terminate the easement at any time at its sole discretion upon 30 days written notice to Grantor, should Grantor fail to substantially perform Grantor’s obligations under Section 4, below. Should the City elect to exercise this right of termination, Grantor expressly agrees and warrants that the Artwork shall be removed and the Property restored to its prior condition. Such removal shall occur within 30 days of the termination of the easement, unless this period is extended in writing by the City.

4. Maintenance and Removal of Artwork. Grantor shall be responsible for maintaining and if necessary repairing the Artwork described in Exhibit B during the existence of the easement. The City may remove the Artwork from the property if, in the sole judgment of the City, the Artwork is being excessively damaged, and Grantor fails or refuses to maintain or repair the Artwork after 30 days written notice from the City requesting Grantor to do so. If the City removes the Artwork from the property, the City will restore the property to its original condition. Alternatively, at the City's sole discretion, the City may enter upon the property to maintain or repair the Artwork if Grantor has failed to do so after 30 days written notice from the City that the Artwork requires maintenance or repair.

5. Right of Entry. The City shall have the right to enter the property described in Exhibit A during normal business hours, and at all other times with advance approval of the Grantor, for any and all of the purposes described in this agreement.

6. Binding Effect. The easement granted in this agreement shall run with the land and be binding upon and inure to the benefit of the Grantor and the City, and their respective successors or assigns, and any person or entity acquiring any right, title, or interest in the property.

7. Contractual Relationships. Assignment. This agreement does not constitute either party as the agent or legal representative of the other for any purpose whatsoever. The parties are not granted any express or implied right or authority to assume or create any obligation or responsibility on behalf of the other or to bind the other in any manner whatsoever. The parties shall not assign this agreement without the prior written consent of the other.

8. Notice. Notice shall be made to the following addresses, unless otherwise provided for in writing:

City of Portland

City of Portland - Bureau of General Services
Property Acquisition & Services Manager
1120 SW 5th Avenue, Room 1204
Portland OR 97204

Grantor

AND

Portland City Attorney's Office
1220 SW 5th Avenue, Room 430
Portland OR 97229

9. Amendments. The parties expressly reserve the right to modify this agreement, from time to time, by mutual agreement. No modification or amendment of the provisions of this agreement shall be effective unless in writing and signed by authorized representatives of the parties.

10. Remedies. The parties acknowledge that breaches of this Agreement will effect substantial harm to the public interest which harm is difficult or impossible to prove as actual damages in an action hereunder. The parties agree that the prevailing party in an action for the breach of this agreement shall be entitled to a) liquidated damages in an amount of \$2500 per material breach; b) specific performance of the terms of this agreement, and each of them; c) reasonable attorney's fees; and d) any other remedies available at law or in equity. The rights under this agreement are cumulative. The failure to exercise on any occasion any right shall not operate to forfeit the right on another occasion. The use of one remedy shall not be taken to exclude or waive the right to use another.

11. Invalidity of Particular Provisions. Should any term, provision, condition or other portion of this agreement or the application thereof be held to be inoperative, invalid or unenforceable, the remainder of this agreement or the application of the term or provision to persons or circumstances other than those to which it is held invalid or unenforceable shall not be affected thereby and shall continue in full force and effect.

12. No Waiver. No waiver of full performance by any party shall be construed, or operate, as a waiver of any subsequent default or breach of any of the terms, covenants or conditions of this agreement.

13. Term. This agreement may be terminated upon delivery of a letter of termination executed by any party, provided that any such letter shall provided for a 180 day period for the Artwork to be removed.

IN WITNESS WHEREOF, the City of Portland, Oregon, has caused this instrument to be executed by its duly authorized representative(s) on _____(date).

CITY OF PORTLAND, OREGON

By: _____

(print name of city representative)

(print title of city representative)

IN WITNESS WHEREOF, GRANTOR has caused this instrument to be executed by its duly authorized representative(s) on **DATE**.

GRANTOR:

By: _____

"NAME OF GRANTOR REPRESENTATIVE"

(print name of grantor representative)

(print title of grantor representative)

STATE OF _____)
) ss.
County of _____)

This instrument was acknowledged before me on _____, 20____ by
_____ as _____ of the Grantor.

Notary Public – State of _____

ATTACHMENT 9

Summary of Current and Proposed Provisions

Provision	Current Regulation	Proposed Regulation
Off-Site Signs	Prohibited, except in Sign Districts, Specific Plans, Development Agreements, and Relocation Agreements established per state law.	Prohibited, except in Sign Districts, previously existing Specific Plans, Development Agreements with sign plans entered into before the 2002 ban, and Relocation Agreements established per state law.
Total Sign Area*	Approx. 4:1	Approx. 2.5:1
Digital Signs	Not addressed; therefore, allowed by-right.	Prohibited, except in Sign Districts.
Wall Signs	Can't be higher than roofline.	Can't be higher than roofline. Can't cover windows, doors or vents.
Supergraphics	Prohibited, except in Sign Districts, Specific Plans, Development Agreements, and Relocation Agreements established per state law.	Prohibited, except in Sign Districts, previously existing Specific Plans, Development Agreements with sign plans entered into before the 2002 ban, and Relocation Agreements established per state law.
Mural Signs	Prohibited, except in Sign Districts, Specific Plans, Development Agreements, and Relocation Agreements established per state law.	Allowed, consistent with sign code. Consideration of larger murals deferred to allow development of a separate ordinance addressing mural art.
High-Rise Signs	Allowed, with sign area increasing indefinitely according to building height & width.	Allowed, with sign area increasing with building height & width, up to certain limits to prevent excessively large signage.
Pole Signs	Up to 42' in height and 400 sq ft in area.	Up to 25' in height and 200 sq ft in area.
Civil Penalties	No provisions.	Penalties vary from \$2,000 to \$48,000 per day, depending on size of sign and number of violations.
Relief Mechanisms	Variance allows up to 100% deviation from sign regulations.	Sign Modification allows up to 20% deviation from height and area regulations. Comprehensive Sign Programs allow deviations from sign regulations along with design review of signs, without allowing prohibited sign types.
Sign Districts	Any C or M zone. Minimum 1 block or 3 acres, whichever is smaller.	Limited to regional centers, regional commercial areas & downtown center. Minimum 5,000 feet of street frontage or 15 acres, whichever is smaller. Mandatory sign reduction or community beautification.

* Ratio expressed in square feet of allowable sign area per foot of street or building frontage.

ATTACHMENT 10

Summary of Public Input Received

Public Participation and Input

Despite the accelerated time schedule, Planning staff received and considered a great deal of public input during the development of the proposed ordinance. In addition to the considerable input received during three City Planning Commission hearings (on January 22, February 19, and February 26, 2009), numerous meetings and discussions took place which influenced the writing and refinement of the proposed ordinance. Those meetings and discussions are summarized below. In addition to these interactions, staff also received and considered numerous letters and e-mails, as summarized on the next page.

One public information meeting: Dec. 30, 2008.

Participants included Clear Channel Outdoor, Van Wagner Outdoor, the Los Angeles Chapter of the American Institute of Architects (AIA), Central City Association, Latham & Watkins, Craig Lawson & Co., Cerrell Associates, CIM Group, Adextra Inc., Sussman/Prejza Design, Mayer Brown LLP, and Y2K Capital Co.

Meetings with groups and individuals:

L.A. Neighborhood Council Coalition: Feb. 7
 Neighborhood Council Plan Check: Feb. 14
 Ban Billboard Blight: Jan. 15, Mar. 6
 Central City Association: Jan. 9, Jan. 21, Feb. 17
 L.A. Chapter of AIA: Feb. 10, Mar. 2
 Motion Picture Association of America (MPAA): Feb. 5, Feb. 24
 In Creative Unity (ICU) Art: Jan. 29
 Federation of Hillside and Canyon Homeowner Associations: Mar. 4
 Greater Griffith Park Neighborhood Council: Mar. 9
 Bel-Air Association: Mar. 10
 Planning Deputies from Council Districts 5, 6, 9, 11, and 13: various dates
 Cultural Affairs Department: Feb. 18
 Office of the City Attorney: numerous meetings & discussions
 Department of Building & Safety: numerous meetings & discussions

Correspondence Received

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Date Received	Source
12/17/2008	Greater Griffith Park Neighborhood Council
12/30/2008	Van Wagner
1/7/2009	Community Redevelopment Agency - Los Angeles
1/8/2009	Craig Lawson & Co., LLC
1/9/2009	Daniel Gryczman (email)
1/16/2009	Latham & Watkins, LLP
1/18/2009	Dan Silver (email)
1/20/2009	Craig Lawson & Co., LLC
1/20/2009	Nancy Sweeney
1/20/2009	Primestor
1/20/2009	Revitalize Reseda
1/21/2009	Armbruster & Goldsmith LLP
1/21/2009	CBS Outdoor
1/21/2009	Central City Association
1/21/2009	Clear Channel Outdoor
1/21/2009	Dennis Hathaway
1/21/2009	Latham & Watkins, LLP (4 letters)
1/21/2009	manatt - Ronald B. Turovsky (2 letters)
1/21/2009	Office of the City Attorney / Rockard J. Delgadillo
1/21/2009	Valley Industrial & Commerce Association
1/21/2009	Westwood South of SM Blvd. Homeowners Association
1/22/2009	AIA Los Angeles
1/22/2009	Emily Winters
1/22/2009	Marc Lilien
1/22/2009	Shaul Kuba
1/22/2009	Stash Maleski
1/29/2009	Los Angeles Conservancy
2/5/2009	Related (William Witte)
2/5/2009	Steven Blood, TDI Signs (email)
2/6/2009	Sign Industries Inc.
2/7/2009	Barbara Jarvik (email)
2/7/2009	Jeffrey P. Meyer (email)
2/9/2009	Oona Hanson (email)
2/9/2009	Patricia Ritter (email)
2/9/2009	Virginia Valdespino (email)
2/10/2009	Aldolfo Nodal - Cultural Affairs Comm.
2/10/2009	Greater Griffith Park NC (email)
2/12/2009	DownTownLA Realty
2/12/2009	Macerich - Kenneth M. Gillett
2/15/2009	Joseph Cotter
2/17/2009	Hollywood Adventist Church
2/18/2009	Central City Association
2/18/2009	CSA and Hotel Association of Los Angeles
2/18/2009	Dave Masen
2/18/2009	Dennis Hathaway (email)
2/18/2009	Harbor Gateway South NC (email)

Correspondence Received

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