

COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA

REVISED
Attachment B
as underlined

APPROVED

MEMORANDUM

3

DATE: DECEMBER 1, 2011

HW6500

TO: CRA/LA BOARD OF COMMISSIONERS

FROM: CHRISTINE ESSEL, CHIEF EXECUTIVE OFFICER

STAFF: BARRON MCCOY, ACTING REGIONAL ADMINISTRATOR
NEELURA BELL, PROJECT MANAGER
KIP RUDD, SENIOR PLANNER

SUBJECT: **Repeal of Revised Amended Design for Development for Signs in Hollywood.** Public hearing and repeal of the Revised Amended Design for Development for Signs in Hollywood, Hollywood Redevelopment Project. HOLLYWOOD & CENTRAL REGION (CD 4 and 13)

RECOMMENDATIONS

That the CRA/LA Board of Commissioners:

- 1 Conduct a public hearing on the repeal of the Revised Amended Design for Development for Signs in Hollywood;
2. Adopt a Resolution repealing the Revised Amended Design for Development for Signs in Hollywood and direct staff when reviewing and signing off on sign permit applications to only perform a ministerial administrative clearance to verify that the City of Los Angeles has approved the sign under the adopted Amended Hollywood Sign Supplemental Use ordinance, Citywide Sign Code, and Vermont/Western Transit Oriented District--Station Neighborhood Area Plan, as applicable to the location of the proposed sign, and if applicable the sign structure.

SUMMARY

The recommended action will repeal the adopted Revised Amended Design for Development for Signs in Hollywood. Once repealed, CRA/LA staff will review and sign off on sign permit applications as a ministerial administrative clearance once staff confirms that the City of Los Angeles has approved the sign permit application under the relevant ordinance or code relevant to the location of the proposed sign. There are three subareas in the Project Area with similar, but slightly different, sign regulations. Each set of regulations is appropriate to their subarea and support the goals and objectives of the Redevelopment Plan related to the visual environment.

PREVIOUS ACTIONS

October 18, 2007 -- Board approval of the Revised Amended Design for Development for Signs in Hollywood to prohibit Temporary Special Displays

January 5, 2005 -- Board approval of the Amended Design for Development for Signs in Hollywood

DISCUSSION & BACKGROUND

Location

Hollywood Redevelopment Project Area.

Project History

In 1998, CRA/LA and community concerns began to arise about the negative visual impacts of billboard structures resulting from a significant increase in permit applications for such structures in the Project Area. In response to such concerns, in June 1999, the City Council approved a motion that an interim control ordinance be prepared to create a temporary moratorium on billboard applications in the Project Area. On December 7, 2000, the CRA/LA Board adopted an Interim Design for Development for 21 Redevelopment Project Areas (including the Hollywood Redevelopment Project Area) that directed staff to review billboard applications under the interim document's rules that prohibited billboards. On that date, the CRA/LA Board also directed staff to prepare individual designs for development for billboards in these 21 Project Areas.

On November 15, 2001, the CRA/LA Board approved a Design for Development prohibiting the construction of billboard and pole sign structures in the Hollywood Redevelopment Project Area. Also in 2001, the City adopted the Vermont/Western Transit Oriented District-Station Neighborhood Area Plan ("SNAP") that encompasses the northeastern portion of the Project Area extending from US101 to Serrano Avenue, Hollywood to Sunset Boulevards. SNAP includes a number of additional specific sign restrictions that overlay the City Sign Code. (Article 4.4 of the Los Angeles Municipal Code.)

On April 3, 2003, the CRA/LA Board approved both a Design for Development providing greater guidance for the then permitted signage in the Hollywood Project Area, and a Creative Sign Plan to be used as a model for a CRA/LA-sponsored proposed Sign Supplemental Use District (SUD), to allow certain "creative signs" not previously permitted under the Municipal Code.

On August 17, 2004, the City Council adopted and Mayor approved Ordinance No. 176172 establishing the Hollywood Signage Supplemental Use District. The Ordinance became effective on October 4, 2004. On October 21, 2004, the CRA/LA Board approved an Interim Design for Development Prohibiting Approval of Sign Structures Allowed by the City's Hollywood Signage Supplemental Use District Ordinance, pending the preparation and adoption of an Amended Design for Development to deal with such proposed signs.

On January 5, 2005, the CRA/LA Board approved an Amended Design for Development Signs in Hollywood that created a special sign category called "Temporary Special Displays" and provided standards for their implementation consistent with the goals and objectives of the Redevelopment Plan. On October 18, 2007, the CRA/LA Board approved a Revised Amended

Design for Development Signs in Hollywood that prohibited “Temporary Special Displays” Also in 2007, the City adopted Ordinance 179,416 amending the City’s Sign Code. The City Sign Code was intended to provide sign standards for the remaining commercial portions of the Project Area outside the Sign Supplemental Use District area.

On October 8, 2010, the City of Los Angeles adopted Ordinance 181340 amending the Hollywood Sign Supplemental Use District which encompasses the major commercial boulevards between LaBrea Avenue and the US101 Freeway; Yucca Street to Fountain Avenue. In general, the amendment reduced the amount of sign area permitted on a property, prohibited supergraphics and temporary special display signs, prohibited solid panels on open panel roof signs, and added a number of new sign types, like “hanging” signs that contribute to the creative mix of signage in Hollywood.

Basis for the Recommendation

The adoption and implementation of a redevelopment plan reflects a comprehensive and coordinated effort to make the designated area more attractive, both to private investment and to the people who live, work and visit in this area. Additionally, the successful redevelopment of blighted project areas, such as the Hollywood Redevelopment Project Area, involves more than just generating additional tax revenues and upgrading or replacing deteriorated buildings with sound structures that attract and incorporate uses that fulfill the goals of the redevelopment plan. It includes creating or recapturing visual environments where people want to be and feel comfortable. The Redevelopment Plan goals for Hollywood, moreover, require the CRA/LA not only to preserve and increase employment and business and investment opportunities but also to improve the quality of the environment. Further it is to do so in a balanced manner that meets the needs of the residential, commercial, industrial, arts and entertainment sectors.

The history of sign regulations in the Hollywood Redevelopment Project Area has come full circle. When the CRA/LA Board in 2000 directed staff to prepare individual designs for development for billboards in the Hollywood Redevelopment Project Area, it did so because it did not believe that the City’s regulations then in place were sufficient to achieve the redevelopment plan goals. Over time, the CRA/LA revised its guidelines, often in response to litigation. With the adoption of Ordinance 181340 the City’s regulations go further than the CRA/LA’s by adding further prohibitions, such as the prohibitions on supergraphics and solid panel roof signs.

Currently, there are two sets of overlapping regulations that contain many distinctions and differences that do not necessarily reflect genuine policy choices or policy differences between the City and the CRA/LA. For example, the CRA/LA’s definition of a “Marquee Sign” is “a projection or hood that has a voluminous appearance and is attached to a building or structure over the main entrance of a theater, cinema or performance venue” while the City’s definition is “a sign that is located on a marquee, or a permanent roof structure attached to and supported by the building projecting over public property.” The CRA/LA requires that a Pedestrian Sign identify “a use or service exclusively or primarily by a symbol” while the City does not. The CRA/LA requires that a “Qualified Architectural Historian” be qualified by both the CRA/LA and the Planning Department, not by either one.

These kinds of distinctions and differences can add costs, are difficult to administer and are confusing for the public. They also add time and complexity to development approvals without gains in policy objectives. Further, the CRA/LA has been the subject of lengthy and costly litigation when the City has approved sign permits that the CRA/LA has subsequently rejected.

Such litigation may be worthwhile if the rejection of the permit by the CRA/LA represents a meaningful policy difference with the City or an effort to achieve a specific redevelopment goal. However if the litigation results because of minor differences in regulations, then the result is unnecessary expense for the CRA/LA and for the affected private party.

City Sign Regulations

The City's Ordinances, design standards and guidelines, contained in the three City documents that are now in place, provide for signage that contributes to the visual environment, and will reduce visual blight in the Project Area. The City adopted Ordinance No. 181340 on November 17, 2010, which revised the Hollywood Sign Supplemental Use District sign standards ("Revised Sign SUD"). The portion of the Project Area subject to the provisions of the Revised Sign SUD includes Sunset, Hollywood, and Cahuenga Boulevards, Vine Street, and other major commercial streets in the Regional Commercial Center of the Project Area. The Revised Sign SUD contains a number of major changes including:

- Prohibiting supergraphics except those that are vested under California law or grandfathered by previously approved developments.
- Not permitting any solid panel on open panel roof signs.
- Reducing the maximum permitted sign area to two square feet for each linear street front of property from four square feet.
- Allowing the use of digital displays as wall signs or replacing plastic message panels on existing marquees, and not limiting the location of these displays to only entertainment-related properties which existing DFD limitation to entertainment-related properties has been called into question by existing litigation.

For the remaining commercial and industrial areas of the Project Area (i.e. the area labeled "City-City Sign Code" on the Sign District Map, Attachment A), City Staff will utilize the City Sign Code. In general, this will allow for:

- Similar permitted maximum sign area as permitted by the current Sign DFD (2 square feet of sign area for each linear foot of parcel plus one square foot of sign area for each linear foot of building frontage, up to a maximum of 4 square feet of sign area for each linear foot of parcel area), but less than permitted by the existing Sign SUD.
- Highrise signs located over 100 feet above grade are limited to identification signs only. Below the 100 foot measure, they can only be onsite signs. The existing Sign SUD contains limits on highrise signs, such as permitting them only on buildings over 100 feet tall and also limiting the number to two such signs per building.
- Illuminated architectural canopy signs, can signs, pole signs, and solid panel roof signs which are prohibited by the Sign SUD, are permitted, but only not if they are off-site signs. It should be noted that construction or replacement of on-premise signs of these types on existing commercial, industrial, or institutional facilities is a categorical exemption under the California Environmental Quality Act.

- Not allowing hanging signs or pillar signs which are permitted in the area governed by the Sign SUD. Existing signs would be grandfathered.
- Providing different dimension, separation, area, and location standards for projecting signs and wall signs than are permitted in the area governed by the Sign SUD.

For the portion of the Project Area east of the US101 (i.e. the area labeled “SNAP Overlay” on the Sign District Site Map, Attachment A), in addition to the City Sign Code, City Staff will utilize the SNAP Specific Plan which prohibit poles signs, roof signs, and off-site signs. Under the City Sign Code, signs are prohibited in residential areas (i.e. the area labeled “R-Residential” on the Sign District Site Map, Attachment A.)

Once the Sign DFD is repealed, in order to sign off on a sign permit CRA/LA staff would perform a ministerial administrative clearance to verify that City staff had previously signed off on the clearance permit worksheet utilizing the Sign SUD, City Sign Code, or SNAP ordinance depending on the location of the proposed sign or sign structure.

Accordingly, staff recommends that the CRA/LA Board repeal the Revised Amended Design for Development for Signs in Hollywood.

IMPACT ON EXISTING HOLLYWOOD SIGN AGREEMENTS

There are twelve existing Sign and Covenant Agreements between the CRA/LA, property owners, and various sign companies for supergraphic signs. If this action is approved, once these agreements expire, the relevant signs would continue to be “grandfathered” under the City’s regulations and so could remain in place so long as they continue to be permitted under the City’s regulations.

SOURCE OF FUNDS

No funds are required for this action.

PROGRAM AND BUDGET IMPACT

The Project is consistent with the FY12 Hollywood Redevelopment Project budget. Activities of this nature are provided under objective HW6500, Creative Sign Review. There is no impact on the City’s General fund.

ENVIRONMENTAL REVIEW

The repeal of the Sign DFD will result in the City’s SUD, Sign Code and SNAP as the governing documents for signs in the Hollywood Redevelopment Project. Staff determined that the repeal of the Sign DFD is a project pursuant to the California Environmental Quality Act (CEQA) and through a comparison of the four documents determined that the material differences as outlined above on page 4 and in Appendix C would be categorically exempt pursuant to Article 19, sections 15303 and 15311 of the CRA/LA CEQA Guidelines.

PUBLIC NOTIFICATION

The CRA/LA published notice of the public hearing in the *Los Angeles Independent* newspaper which serves the Hollywood the community on November 17th and *Daily News* on November 23, 2011. In addition, notice was sent to neighborhood councils and other stakeholders. Copies of the redline CRA/LA's Design For Development and the City's Revised Sign SUD were made available to the public in connection with the notice.

Christine Essel
Chief Executive Officer

By:

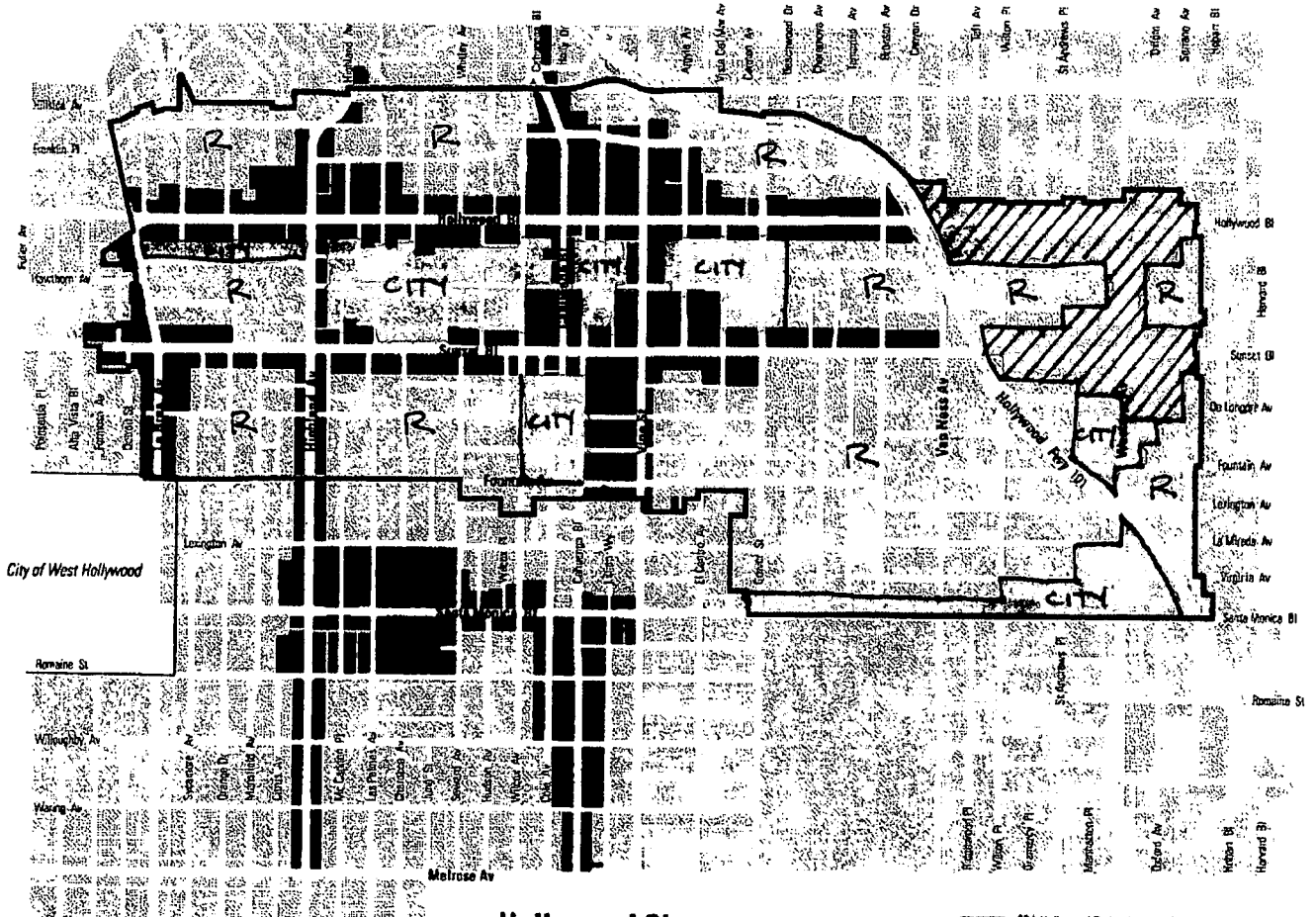


David Riccitiello
Deputy Chief Executive Officer

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




Attachment A – Sign District Site Map
Attachment B – Resolution

ATTACHMENT A



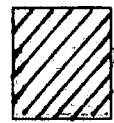
Hollywood Signage Supplemental Use District (SUD)

Prepared by the Planning Department of the City of Hollywood, 1700 Wilshire Boulevard, Los Angeles, CA 90028

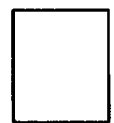
-  CRA Hollywood Redevelopment Area
-  Supplemental Use District
-  Property added to Hollywood Signage SUD (Ord 177547)



City Sign Code



Vermont/Western SNAP Overlay



Residential

ATTACHMENT B

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

RESOLUTION NO. 7669

RESOLUTION REPEALING THE REVISED AMENDED DESIGN FOR
DEVELOPMENT FOR SIGNS IN HOLLYWOOD
IN THE HOLLYWOOD REDEVELOPMENT PROJECT AREA

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

WHEREAS, to accomplish this purpose the Hollywood Redevelopment Plan (“Redevelopment Plan”) includes goals to improve the quality of the environment in the Hollywood Redevelopment Project Area (“Project Area”); to promote a positive image for Hollywood by protecting important views and vistas unique to Hollywood; to recognize the unique characteristics of the Hollywood Boulevard District, the Franklin Avenue Design District, and the Hollywood Core Transition District of the Project Area and consider their special planning needs; to provide and protect public open spaces that form an organic part of the urban environment, particularly as it relates to the pedestrian environment; to protect the community’s architecturally and historically significant resources; to promote quality design and site planning in the Project Area; and to reinforce the development of sound residential neighborhoods; and to support and promote Hollywood as the center of the entertainment industry and a tourist destination; and

WHEREAS, Section 516 (“Signs and Billboards”) of the Redevelopment Plan recognizes that the coordination of signs and billboards in the Project Area affect its appearance and image and thus allows but does not require the Agency to prepare and

adopt sign and billboard standards that are additional to City standards; and

WHEREAS, Section 504 of the Redevelopment Plan prohibits the issuance of building permits or other land use entitlements without the prior review and determination by the Agency that the proposed use or structure conforms to the Redevelopment Plan, including any adopted design for development; and

WHEREAS, currently, there are overlapping regulations that contain many distinctions and differences that do not necessarily reflect genuine policy choices or policy differences between the City and the CRA/LA; and

WHEREAS, such distinctions and differences are difficult to administer and confusing to the public and can result in expensive litigation for the CRA/LA without gains in policy objectives; and

WHEREAS, on April 3, 2003, the CRA/LA adopted a Design for Development for Signs in Hollywood by Resolution No. 6143; and

WHEREAS, on August 18, 2004, the City Council adopted the Hollywood Signage Supplemental Use District ordinance (Ordinance No. 176172) that allows certain sign types such as pedestrian signs, architectural ledge signs, open panel roof signs, temporary special displays, and supergraphics, in designated areas of the Hollywood Community Plan area, which signs were not previously permitted; and

WHEREAS, on January 20, 2005, the Agency adopted an Amended Design for Development for Signs in Hollywood by Resolution No. 6845 that provided specific regulations governing their location, duration, and physical characteristics; and

WHEREAS, on September 11, 2007, the City Council of the City of Los Angeles approved a motion, which, among other things, urges the Agency to move swiftly to

implement changes to the Amended Design for Development that address issues that have arisen related to Temporary Special Displays; and

WHEREAS, on October 18, 2007, the CRA/LA Board approved a Revised Amended Design for Development Signs in Hollywood that prohibited “Temporary Special Displays” (“Revised Amended Sign Design for Development”); and

WHEREAS, in 2007, the City adopted Ordinance 179,416 amending the City’s Sign Code which provided sign standards for the remaining commercial portions of the Project Area outside the Sign Supplemental Use District area; and

WHEREAS, on October 8, 2010, the City of Los Angeles adopted Ordinance 181,340 amending the Hollywood Sign Supplemental Use District which encompasses the major commercial boulevards between LaBrea Avenue and the US101 Freeway; Yucca Street to Fountain Avenue; and

WHEREAS, the CRA/LA has revised its guidelines a number of times, often in response to litigation; and

WHEREAS, with the adoption of Ordinance 181,340 the City’s regulations go further than the CRA/LA’s by adding further prohibitions, such as the prohibitions on supergraphics and solid panel roof signs; and

WHEREAS, when the CRA/LA Board, starting in 2000, directed staff to prepare individual designs for development for billboards in the Hollywood Redevelopment Project Area, it did so because it did not believe that the City’s regulations then in place were sufficient to achieve redevelopment plan goals.

WHEREAS, with the update and adoption of the Hollywood SUD (Ordinance No. 181,340), the City Sign Code (Ordinance No. 179,416, and the Vermont/Western SNAP

sign regulations and guidelines (Ordinance No. 173,749), CRA/LA now believes that existing city sign regulations fulfill the Redevelopment Plan goals of the Hollywood Redevelopment Plan for creating a visual environment where people want to be and feel comfortable in a manner that not only to preserves and increase employment, business, and investment opportunities but also to improve the quality of the environment.

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

The CRA/LA repeals the Revised Amended Sign Design for Development for Signs in Hollywood.

Henceforth, CRA/LA staff shall in order to sign off on sign permit applications perform a ministerial administrative clearance to verify that City staff has previously signed off on the clearance permit worksheet utilizing the Hollywood Sign Supplemental Use District ordinance, the City Sign Code, or the Vermont Western Transit Oriented District – Station Neighborhood Area Plan depending on the location of the proposed sign.

The Chief Executive Officer or designee is authorized to execute and deliver estoppel certificates requested by property owners from time-to-time relating to signage covenants in place in connection with leases, sales or loans relating to the applicable property, provided such estoppel certificates clearly state that the execution of the estoppel certificate does not constitute an amendment to the signage covenant.

ADOPTED: December 1, 2011

#3



FINAL BOARD MEMO ROUTING FORM

AUTHOR: Kip Rudd	REGION / DEPT: Hollywood	EXT: 47-7818
PRESENTER: Kip Rudd	RA / DEPT HEAD: Barron McCoy	
PROJECT / ITEM NAME: Repeal of Design for Development for Signs in Hollywood		
OBJECTIVE CODE: HW6500	ERNIE ID#:	

REVIEW	
AGENDA REVIEW DATE: Nov. 15, 2011	BOARD MEETING DATE: December 1, 2011
LOAN COMMITTEE REVIEW DATE:	or <input checked="" type="checkbox"/> N/A

BOARD ITEM TITLE:		
Repeal of Revised Amended Design for Development for Signs in Hollywood. Public hearing and repeal of the Revised Amended Design for Development for Signs in Hollywood, Hollywood Redevelopment Project.		
PROJECT AREA: Hollywood	REGION: Hollywood & Central	CD(s): 4,13

BOARD ITEM TYPE	
<input checked="" type="checkbox"/> RECOMMENDATIONS TO THE BOARD (Action or Consent Items)	
→ City Council Approval: <input type="checkbox"/> YES or <input type="checkbox"/> No (10-day List) <input type="checkbox"/> Time Urgency for City Council Action (reason): _____	
<input type="checkbox"/> REPORT or <input type="checkbox"/> PRESENTATION	
→ Type: <input type="checkbox"/> Full Board (agendized) or <input type="checkbox"/> FYI (not agendized)	
<input checked="" type="checkbox"/> PUBLIC HEARING	

ORIGINATION SIGN-OFFS		
AUTHOR:		Date: 11/18/11
PROJECT MANAGER: (Regions only)	_____	Date: _____
RA / DEPT HEAD:	_____	Date: _____

REQUIRED SIGNATURES		
BUDGETS:	_____	Date: _____
ENVIRONMENTAL:	_____	Date: _____
OTHER DEPARTMENTS (as needed):	_____	Date: _____
_____	_____	Date: _____
_____	_____	Date: _____

CITY ATTORNEY (always required):		Date: 11-18-11
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IMPORTANT: The final, corrected board memo accompanied by this signed Routing Form and all attachments should be delivered to the Senior Executive Assistant no later than the close of business on the Monday following the Agenda Review.

<i>This Section to be coordinated by Senior Executive Assistant</i>	
Deputy Chief of Operations - Policy:	Date: _____



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PROJECT AREA: Hollywood	REGION: Hollywood & Central	CD(s): 4, 13

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ORIGINATION SIGN-OFFS		
AUTHOR:		Date: 11/18/11
PROJECT MANAGER: (Regions only)	_____	Date: _____
RA / DEPT HEAD:	_____	Date: _____

REQUIRED SIGNATURES		
BUDGETS:	_____	Date: _____
ENVIRONMENTAL:		Date: 11/18/11
OTHER DEPARTMENTS (as needed):	_____	Date: _____
_____	_____	Date: _____
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PROJECT AREA: Hollywood	REGION: Hollywood & Central	CD(s): 4, 13

BOARD ITEM TYPE		
<input checked="" type="checkbox"/> RECOMMENDATIONS TO THE BOARD (Action or Consent Items)		
→ City Council Approval: <input type="checkbox"/> YES or <input type="checkbox"/> No (10-day List)		
<input type="checkbox"/> Time Urgency for City Council Action (reason): _____		
<input type="checkbox"/> REPORT or <input type="checkbox"/> PRESENTATION		<input checked="" type="checkbox"/> PUBLIC HEARING
→ Type: <input type="checkbox"/> Full Board (agendized) or <input type="checkbox"/> FYI (not agendized)		

ORIGINATION SIGN-OFFS		
AUTHOR:	<u>[Signature]</u>	Date: 11/18/11
PROJECT MANAGER: (Regions only)	_____	Date: _____
RA / DEPT HEAD:	_____	Date: _____

REQUIRED SIGNATURES		
BUDGETS:	<u>[Signature]</u>	Date: 11/18/11
ENVIRONMENTAL:	_____	Date: _____
OTHER DEPARTMENTS (as needed):	_____	Date: _____
_____	_____	Date: _____
_____	_____	Date: _____
_____	_____	Date: _____

CITY ATTORNEY (always required): _____	Date: _____
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PROJECT AREA: Hollywood	REGION: Hollywood & Central	CD(s): 4,13
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RECOMMENDATIONS TO THE BOARD (Action or Consent Items)

→ City Council Approval: YES or No (10-day List)

Time Urgency for City Council Action (reason): _____

REPORT or **PRESENTATION** **PUBLIC HEARING**

→ Type: Full Board (agendized) or FYI (not agendized)

DEPARTMENT SIGNATURES

AUTHOR:		Date: 11/18/11
PROJECT MANAGER: (Regions only)		Date: 11/18/11
RA / DEPT HEAD:		Date: 11/18/11

REQUIRED SIGNATURES

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