

ORDINANCE NO. 173562

An ordinance imposing interim regulations on the issuance of building permits for Off-Site signs on all commercially-zoned property within the Hollywood Redevelopment Project Area.

WHEREAS, the Hollywood Community Plan was first adopted on September 25, 1973, and revised December 13, 1988; and

WHEREAS, the Hollywood Community Plan identifies an area generally bounded by Hollywood Boulevard, Sunset Boulevard, La Brea Avenue, and Gower Street as the "Hollywood Center," a focal point of the community, both as a commercial center for Hollywood as well as the surrounding communities and as an entertainment center for the entire region; and

WHEREAS, the Hollywood Redevelopment Plan, adopted May 7, 1986, to implement the Hollywood Community Plan's goals, includes the revitalization of the Hollywood Center area, reinforcing its significance to the community and the region; and

WHEREAS, major commercial areas in and near the Hollywood Center are designated in the Hollywood Redevelopment Plan as "Special Districts," i.e., the Hollywood Boulevard District, the Franklin Avenue Design District, and the Hollywood Core Transition District, where more stringent regulations are to be directed to ensure compatibility of development with surrounding areas; and

WHEREAS, within the Hollywood Redevelopment Project Area, the Hollywood Boulevard District is given special consideration to "Assure that new development is sympathetic to and complements the existing scale of development"; the Franklin Avenue Design District requires project review to ensure preservation of views to and from the Hollywood Hills; and the Hollywood Core Transition District is to be given special consideration because of the low density nature of the adjacent residential areas; and

WHEREAS, the Hollywood Redevelopment Plan authorized the Redevelopment Agency to adopt design guidelines, including development standards for both On-Site and Off-Site signs, commonly referred to as billboards, within the Hollywood Redevelopment Project Area and in its Special Districts in recognition that the coordination of signs affects its appearance and image; and

WHEREAS, the development guidelines for Off-Site signs have not yet been adopted because there was a lack of consensus on the details of the comprehensive Urban Design Plan as well as a severe economic downturn, which drastically changed the development climate in the Hollywood Redevelopment Project Area; and

WHEREAS, legal Off-Site signs can continue to proliferate throughout the commercial areas of the Hollywood Redevelopment Project Area because the Citywide Sign Ordinance is the only regulatory mechanism given the absence of specific sign controls in the zoning code, the Hollywood Community Plan, and the Hollywood Community Redevelopment Plan; and

WHEREAS, the Citywide Sign Ordinance permits large Off-Site signs to be placed on commercially-and industrially-zoned properties at a distance of every 600 feet from existing or permitted Off-Site signs without regard to the objectives of the Hollywood Redevelopment Plan or the preservation or enhancement of the qualities of the Special Districts; and

WHEREAS, applications have been received for more than 20 Off-Site signs in the Hollywood Redevelopment Project Area at an accelerating pace between April 1, 1998, and October 12, 1999, of which 12 have been approved by Redevelopment Agency staff; and

WHEREAS, there is still considerable unused capacity for Off-Site signs in the Hollywood Redevelopment Project Area, particularly on such major thoroughfares as Sunset Boulevard; and

WHEREAS, proposals are being developed in the Hollywood Entertainment District, a portion of the Community Redevelopment Project Area and in the Cultural Affairs Department to promote creative Off-Site signs evocative of the unique historical and architectural character of Hollywood and regulate the number and appearance of conventional, single or double pole Off-Site signs as a critical component of economic revitalization; and

WHEREAS, further study is needed by the Department of City Planning and the Community Redevelopment Agency to determine the appropriate measures relative to sign controls to protect the scenic resources of this area.

NOW THEREFORE,

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

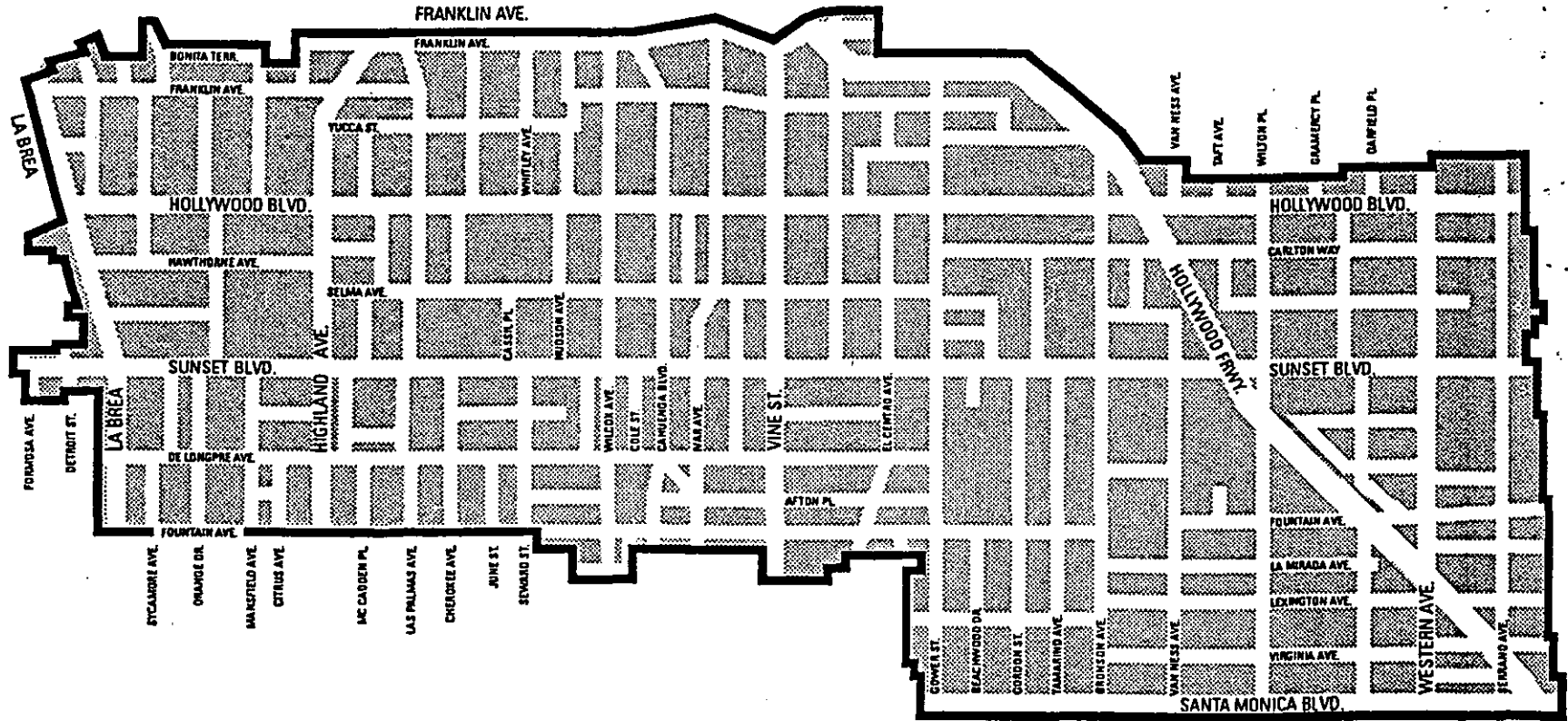
Section 1. DEFINITIONS. Words and phrases shall be construed as defined in Sections 12.03 and 91.6203 of the Los Angeles Municipal Code, if defined therein.

Sec. 2. PROHIBITION. Notwithstanding any provisions of the Los Angeles Municipal Code to the contrary, for a period of 365 days from the effective date of this Ordinance, with one possible 180-day extension, or until a permanent ordinance is adopted which regulates Off-Site signs within the area covered by this Interim Control Ordinance identified above, and as shown on the map identified in Section 3, whichever occurs first:

No building permit for the construction or placement of any Off-Site sign shall be issued.

Sec. 3. INTERIM CONTROL AREA. The provisions of this Ordinance shall apply to the Hollywood Redevelopment Project Area identified on the following map:

Hollywood Redevelopment Project Area



Sec. 4. EXCEPTIONS.

A. The prohibition specified in Section 2 of this Ordinance shall not apply to the issuance of any building permit for any Off-Site sign:

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 Off-Site sign.

2. In order to replace any Off-Site sign damaged as a result of fire, earthquake, or other natural disaster, provided that the replacement is not prohibited by any provision of the Los Angeles Municipal Code.

B. The prohibition specified in Section 2 of this Ordinance shall not apply to any building permit for an Off-Site sign for which (1) architectural and structural plans sufficient for a complete plan check were accepted by the Department of Building and Safety on or before the effective date of this ordinance; and (2) the plan check fee was accepted by the City on or before the effective date of this ordinance. This exception shall only apply if no subsequent changes are made to these plans which increase or decrease the height or area of the sign by more than five percent or change the location or orientation of the sign.

C. Any building permit for an Off-Site sign issued pursuant to Exception "B" above shall become invalid if the work has not commenced within six months of its date of issuance. With respect to an Off-Site sign, work has commenced if construction pursuant to a valid building permit has progressed to the point that one of the called inspections required by Los Angeles Municipal Code Section 91.108.5 has been made and the work for which the inspection was called has been approved.

Sec. 5. EXTENSION OF REGULATIONS. The City Council may, by resolution, extend the provisions of this Ordinance for one additional period not to exceed 180 days, so long as the City Council makes the following finding: That appropriate City agencies and officials are exercising due diligence to assure that the subject ordinance is being expeditiously processed.

Sec. 6. HARDSHIP EXEMPTIONS. The City Council, acting in its legislative capacity and by resolution, may grant hardship exemptions from any or all of the provisions of this Ordinance in cases of extreme hardship duly established to the satisfaction of the City Council.

An application for hardship exemption shall be filed with the Department of City Planning, including any required environmental clearance, in a form prescribed by the Office of Zoning Administration on forms provided by the Department and shall be accompanied by a fee.

Prior to the scheduling of the Planning and Land Use Management Committee public hearing on the hardship exemption, the Department of City Planning shall prepare a staff report on the application.

Written notification of the public hearing in accordance with the provisions of Section 12.24. D 2 of the Los Angeles Municipal Code, shall be posted on the site and mailed to all owners, tenants and leases of property within 500-foot radius of the proposed site at least 24 days prior to the date of the hearing.

Sec. 7. SEVERABILITY. If any provision of this Ordinance is found to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such 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. 8. 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 Los Angeles Municipal Code and any other ordinances adopted by the City Council and do not contain any rights otherwise granted under the provisions and procedures contained in that Chapter or other ordinance.

Sec. 9. 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 will prevent potentially irreversible development to occur which is not consistent with the protection and enhancement of scenic resources. 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 detract from the existing scenic qualities of the Redevelopment Area. Therefore, this Ordinance shall become effective upon publication pursuant to Los Angeles City Charter Section 253.

Sec. 10. The City Clerk shall certify to the passage of this ordinance and cause it to be published in some daily newspaper printed and published in the City of Los Angeles.

I hereby certify that the foregoing 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 **OCT 11 2000**

J. MICHAEL CAREY, City Clerk

By *Marie Kosters* Deputy

Approved **OCT 17 2000**

[Signature] Mayor

Approved as to Form and Legality

SEP 06 2000
James K. Hahn, City Attorney

By *[Signature]*
Sharon Siedorf Cardenas,
Assistant City Attorney

Pursuant to Charter Section 559, I approve this ordinance and recommend its adoption on behalf of the City Planning Commission

August 4, 2000

see attached report.

[Signature]
CON HOWE
Director of Planning

File No. C.F. 99-1092

(urgency1)