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CITY OF LOS ANGELES  
CITY PLANNING  
DEPARTMENT

**PLAN REVIEW BOARD (PRB)**

**Ventura-Cahuenga Boulevard Corridor Specific Plan**

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October 10, 2011

To: Planning & Land Use Management Committee

From: Plan Review Board-

Ventura-Cahuenga Boulevard Corridor Specific Plan

Re: Response to Proposed City-Wide Sign Ordinance (Council File 08-2020)

On October 6, 2011, the Plan Review Board moved to respond to the following three items:

- 1) the 20% discretionary adjustment;
  - 2) the grandfathering of any unapproved sign district project listed in the ordinance;
  - 3) findings that suggest that public welfare and safety are not the number one priority of the city.
- The Plan Review Board opposes allowing 20% adjustments without a public hearing. The revised sign ordinance allows zoning administrators to approve a 20% adjustment to the size, nature, and placement of signage. Such adjustments will have a substantial impact on a local community and should not be subject to the discretion of an individual zoning administrator. A 10% adjustment would be reasonable and has been the accepted standard found in the City Planning and Building and Safety Codes.
  - The Plan Review Board opposes grandfathering of any currently unapproved sign district projects. Two of the projects included on the list of applications to be grandfathered directly about the Ventura-Cahuenga Boulevard Corridor Specific Plan area. The impacts of these proposed sign districts on local quality of life are unclear until the environmental impact reports are finalized. Projects that are still going through environmental review should be subjected to the ordinance in effect when the project is approved through the environmental impact statement process.
  - The Plan Review Board opposes finding B.4.f. This finding appears to override concerns for public safety and welfare in the establishment of sign districts. Safety should be a priority for the city. The Board asks that this finding be deleted.

The Board would appreciate your including the above comments in your Committee's recommendations to the City Council.

Kathy Delle Donne, President- Plan Review Board  
Ventura-Cahuenga Boulevard Corridor Specific Plan