



Los Angeles City Planning Department
6262 Van Nuys Boulevard, Suite 351
Van Nuys, CA 91401-2709

Internet: <http://lacity.org/pln>

CITY OF LOS ANGELES
CITY PLANNING
DEPARTMENT

PLAN REVIEW BOARD (PRB)

Ventura-Cahuenga Boulevard Corridor Specific Plan

Craig Buck, 2nd Council District Appointee (Sherman Oaks)

Dennis DiBiase, 3rd Council District Appointee (Woodland Hills)

Art Ginsburg, Mayor Appointee (Studio City)

Kathy Delle Donne, President, 3rd Council District Appointee (Tarzana)

Bryce C. Lowery, Vice-President, 4th Council District Appointee (Cahuenga Pass)

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Diane Rosen, 5th Council District Appointee (Encino)

Gerald Silver, 5th Council District Appointee (Encino)

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