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MITCH O'FARRELL
Councilmember
Thirteenth Council District

Education and Neighborhoods
Member

Innovation, Technology and
General Services
Member

Public Safety
Member

December 16, 2014

Councilmember Jose Huizar, Chair
Planning and Land Use Management Committee
200 N. Spring Street, Room 465
Los Angeles, CA 90012

Re: *Item 4, Citywide Sign Ordinance*

Dear Councilmember Huizar,

I am writing this letter to request your consideration of specific amendments to the Citywide Sign Ordinance related to Section 14.4.22, Sign Adjustments.

The amendments I am requesting would establish an application process for Digital Display and Digital Display within a Solid Panel Roof Sign on buildings designated as Historic-Cultural Monuments and located within an established Supplemental Use District, where digital displays or marquees are permitted. As proposed, the Digital Display and Digital Displays within a Solid Panel Roof Sign would only be approved if specific findings are made that the proposed signage would not affect the integrity of the historic façade nor permanently alter the character-defining features of the building.

There are two buildings within the Hollywood Signage Supplemental Use District that would benefit from this amendment, the El Capitan Theater and the Max Factor Building. Both of these structures are major tourist destinations and should be able to utilize modern sign technology. A Digital Display or Digital Display within a Solid Panel Roof Sign would only be allowed if it would have a lesser impact on the historic character and character defining features of the historic resource than the installation of a Digital Display on the building in conformance with the design standards of the applicable Sign District. The amendments I am proposing protect the historic fabric of Hollywood, while allowing specific buildings to promote themselves as tourist destinations.

The Citywide Sign Ordinance is intended to create new criteria for the establishment of Sign Districts, create new relief provisions for deviations from sign regulations and establish civil penalties for violations of the sign regulations. This amendment builds on the intention of the Citywide Sign





Ordinance to establish a consistent process for projects to apply for a sign adjustment within an established Supplemental Use District.

I appreciate your consideration and my office is prepared to work with City Planning and the City Attorney to include this provision in the Citywide Sign Ordinance without delay.

Sincerely,

MITCH O'FARRELL

Councilmember, District 13