



Arts, Parks, and River
Chair

Health, Mental Health,
and Education
Vice-Chair

Entertainment and Facilities
Member

MITCH O'FARRELL
Councilmember
13th District

Public Safety
Member

Public Works and
Gang Reduction
Member

Energy and Environment
Member

April 19, 2016

Hon. Jose Huizar, Chair
Hon. Marqueece Harris-Dawson, Vice Chair
Hon. Mitchell Englander
Hon. Gil Cedillo
Hon. Felipe Fuentes
C/o Sharon Dickinson, Legislative Assistant
Planning and Land Use Management Committee

RE: ITEM NO. (2), 11-1705

Dear Chair Huizar and Honorable Members of the Planning and Land Use Management Committee:

I have the great honor and privilege of representing the historic core of Hollywood Boulevard, a worldwide destination for tourism and culture. Many of the newly constructed developments have incorporated modern signage and displays into their design. Many of the buildings in the district, however, are historic in nature and do not possess the flexibility to integrate modern technology signage due to the distinct features that make them eligible to receive landmark status.

For Historic Cultural Monuments to be self-sustaining and benefit from the visibility and revenue a digital display can provide without marring the character defining features of these landmarks, I ask that you include language allowing for the Director of Planning to be allowed to make an adjustment or exception for these very finite number of buildings in existing sign districts (Section 14.4.21). I believe that by adding a clause for an adjustment for City designated Cultural Historic Landmarks we can help owners preserve these unique buildings without creating permanent alterations to any of the character defining features of the landmark.

Attached for your consideration is suggested language to amend section 14.4.21 Sign Adjustments, to allow Historic Cultural Monuments an opportunity to generate revenue to properly sustain their maintenance. The attached subsection language would regulate digital displays on facades and roofs of City designated Historic Cultural Monuments in existing sign



districts, which limits maximum signage to 20% of the area, limits maximum combined signage in the district, and requires conformity to the Secretary of the Interior Standards for Rehabilitation. Granting this Adjustment requires steep findings set forth in Subsection B, and follows the project permit adjustment procedures of this code and therefore is more than adequate protection to ensure that any approved signage is fully vetted in an open and transparent way and will be compatible with the districts character, while providing the means to sustain the monument in perpetuity.

I look forward to working with you on adopting a citywide sign ordinance that regulates signage in supplemental use districts, has an affective take down policy, and takes community concerns into consideration.

Please contact Christine Peters in my office regarding this matter, Christine.peters@lacity.org

With kind regards,

A handwritten signature in cursive script, appearing to read "Mitch O'Farrell".

MITCH O'FARRELL

Councilmember 13th District

Attachment: Citywide Sign Ordinance-Council District 13

Section 14.4.21 SIGN ADJUSTMENTS.

F. Digital Display Signs on Historic Facades and Rooftops. The Director may grant a Sign Adjustment to the following design standards for a Digital Display sign: height above grade; allowance for placement on an open panel roof sign; number of signs or displays on a block face or building; location; and square footage of the sign face, subject to the following limitations:

1. The sign must be located on a building designated as a Historic-Cultural Monument in a Sign District established prior to the effective date of this ordinance, pursuant to Section 13.11 of this Code.
2. Maximum sign area for an individual sign may not exceed 20 percent of the area of the façade or roof of the building on which the sign is located.
3. A Sign Adjustment may not be granted that would cause the maximum sign area for all signs combined to be exceeded, as set forth in the Sign District.
4. The sign must conform to the Secretary of Interior's Standards for Rehabilitation.

In order to grant a Sign Adjustment the Director must make the findings set forth in Subsection B above and follow the project permit adjustment procedures set forth in Section 11.5.7 E of this Code.