

PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to a proposed Ordinance for a Sign District (SN Supplemental Use District) for the Figueroa and Pico Sign District, for the properties located at 1200-1260 South Figueroa Street and 601 West Pico Boulevard.

Recommendation for Council action:

REQUEST the City Attorney, with the assistance of the Department of City Planning (DCP), to prepare and present an Ordinance establishing the Figueroa and Pico Sign District (SN Supplemental Use District), as modified by the PLUM Committee and as set forth more fully in Exhibit B-2 attached to the letter from the applicant dated May 10, 2018 which includes modified boundaries, attached to the Council file and to include the following, for the properties located at 1200-1260 South Figueroa Street and 601 West Pico Boulevard:

1. Sign review procedures for any digital and supergraphic signs will be subject to Project Permit Compliance approval.
2. With regard to animation and illumination standards, the standards applicable to the proposed off-site signs located along Figueroa Street be made consistent with standards applicable to off-site signs located along Figueroa Street pursuant to the Los Angeles Sports and Entertainment District (LASED) Specific Plan;
3. Animation shall not be permitted for digital signs on Flower Street; and
4. Hours of operation restrictions for off-site signs located along Flower Street, shall also be consistent with standards for such signs found under the LASED Specific Plan.
5. Incorporate an amendment, as provided verbally by the DCP to the PLUM Committee, in regards to the use and operational parameters for any proposed sign, to remain consistent with the analysis provided within the associated Environmental Impact Report and Errata.

Fiscal Impact Statement: The Los Angeles City Planning Commission reports that there is no General Fund impact as administrative costs are recovered through fees.

Community Impact Statement: None submitted.

Summary:

At a regular meeting held on May 15, 2018, the PLUM Committee considered a proposed Ordinance for the Figueroa and Pico Sign District. Staff from the DCP provided an overview of the Sign District. The applicant commented and proposed some modifications to the Sign District. The DCP staff expressed some concerns with the modifications and needs time to review the modifications. After an opportunity for public comment, the Committee recommended to request the City Attorney to prepare the Ordinance, with the modifications proposed by the applicant and for the DCP and City Attorney to review those proposals. This matter is now submitted to the Council for consideration.

Respectfully Submitted,



PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER:</u>	<u>VOTE:</u>
HUIZAR	YES
HARRIS-DAWSON	YES
ENGLANDER	ABSENT
BLUMENFIELD	ABSENT
PRICE	YES

SD

-NOT OFFICIAL UNTIL COUNCIL ACTS-