

Date 1/31/17
Submitted in PLUM Committee
Council File No. 11-1705
Item No. 2
Communication from
public



Submission to:
PLANNING AND LAND USE MANAGEMENT COMMITTEE
City of Los Angeles

January 31, 2017

Agenda NO. (2)

Council File: 11-1705

CONTINUED FROM 11/1/16

RE: OFF-SITE DIGITAL SIGNS ON HISTORIC BUILDINGS; Request Public Comment Period be Extended

Dear Honorable Councilmembers of the PLUM committee,

Hollywood *and* especially The National Register District of Hollywood Boulevard, is an historic built environment encompassing buildings of widely varying sizes and styles. It is an *extremely* unique case for Sign District legislation.

Hollywood Heritage requests the Public Comment period be extended 30 days to address concerns for significant impacts--illumination, setting, and aesthetics--which will cumulatively harm our Historic-Cultural Monuments, and our Historic Districts.

Item #3 of the Report provided to PLUM by the Director of City Planning on Friday January 27, 2017 focuses on: OFF-SITE Digital Signs on Historic Buildings in Existing Sign Districts. [The Hollywood Sign District currently prohibits digital signs on historic buildings unless converting existing movie marquees.]

The proposed changes under consideration are highly significant with major impact:

- 1) Allow modifications of sign adjustments to happen (*how? based on what criteria?*) within an existing Sign District to address changes to the individual parameters and character modification rules of a Sign District.

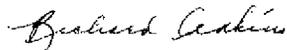
-OR-

2) Change on a City wide basis, and allow the Planning Director to grant OFF-SITE digital signs on all Historic-Cultural Monuments in the City of Los Angeles within existing Sign Districts.

We oppose recommendation #2. The implications are far reaching and very damaging for commercial historic districts, especially Hollywood. Without knowing what will be allowed, and what the potential cumulative impact is, it is unwise to proceed.

Our organization is happy to share our expertise and offer our assistance.

Sincerely,



Richard Adkins
President, Hollywood Heritage, Inc.