

ATTACHMENT B

THE COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF LOS ANGELES, CA

RESOLUTION NO. 6022

RESOLUTION ADOPTING A DESIGN FOR DEVELOPMENT FOR
BILLBOARD STRUCTURES IN THE
ADELANTE EASTSIDE REDEVELOPMENT PROJECT AREA

WHEREAS, the primary objectives of the Adelante Eastside Redevelopment Plan (“Redevelopment Plan”) are to eliminate and prevent the spread of blight and deterioration; to enhance the environment, including showing a high level of concern for architectural and urban design standards; and to conserve, rehabilitate and redevelop the affected Adelante Eastside Redevelopment Project Area (“Project Area”) in accordance with the Redevelopment Plan, as demonstrated by Section 106 of that Plan; and

WHEREAS, Section 520 of the Redevelopment Plan authorizes the Agency to establish design criteria and other development and design controls necessary for proper development of both private and public areas within the Project Area; and

WHEREAS, billboards and off-site signs are of particular concern to the Project Area, as indicated by Section 512 of the Redevelopment Plan; and

WHEREAS, Section 408.4 of the Redevelopment Plan prohibits the issuance of building permits or other land use entitlements without the prior review and determination by the Agency that the proposed structure conforms to the Redevelopment Plan; and

WHEREAS, the Project Area already has over 250 identified billboard structures and over 375 billboard faces and other major signs impacting the Project Area.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA AS FOLLOWS:

The Agency adopts the following Design for Development affecting the location of all new billboard structures, as well as the modification, alteration, redesign, reconstruction or renovation of existing billboard structures within the Project Area that require a permit from the City of Los Angeles:

1. Except as stated herein, all applicable State, County and City of Los Angeles ordinances, regulations and code requirements shall apply.

2. No provision of this Design for Development shall operate to prohibit any ideological, political or other non-commercial message on a sign or billboard otherwise permitted by the standards set forth herein.
3. As used in this Design for Development, the following definition shall apply:

A “Billboard” means a sign structure larger than 4 feet by 8 feet, regardless of its manner of construction and of whether such sign is freestanding, supported by poles, columns or posts, or placed on or attached to a building or other structure.
4. Billboards shall only be permitted on parcels designated for commercial land use by the Redevelopment Plan
5. Billboards proposed for a vacant parcel shall be located along the side property line (not prime frontage) of that parcel so as to permit the maximum development of the parcel. On a vacant corner parcel, a new billboard shall be placed along the furthest side yard or rear yard property line from the corner. In no case shall a billboard face or support structure be within one (1) foot of an interior lot line.
- 6a. No billboard shall be located within a 500 foot radius of another billboard (including an existing non-conforming or illegal billboard), measured from the closest point of any part of the billboard to another billboard.
- 6b. No billboard shall be located within a 500 foot radius of any proposed billboard for which an application for any permit is pending and not yet issued, and/or for which a permit has been issued but the billboard has not yet been built.
- 6c. No billboard shall be located closer than a 100 foot radius from residentially used property, unless it is shown that the billboard will not have an adverse impact upon such property. The Agency’s determination shall be based on, but not limited to the following criteria: (1) adverse impact of billboard lighting on adjacent residents; (2) adverse impact on view and light of living spaces of the residents; (3) adverse impact on pedestrian access and circulation to residential uses; and (4) design compatibility of the billboard structure and scale to the existing architectural character of the residential area.
- 6d. No billboard shall be located within 500 feet of any historic or cultural resource (including an Historic or Cultural District area), as designated by the City of Los Angeles or as identified in the Cultural Resources Section of the EIR for the Adelante Eastside Redevelopment Project.

7. The maximum height of a billboard shall not exceed 30 feet measured from the ground level to the top of the billboard display frame, or the highest roofline of the nearest structure to the proposed billboard location (whichever is less).
8. No billboard shall be located or mounted on roof tops, be located or mounted on poles which pass through roof tops, or be cantilevered over roof tops or otherwise encroach on building airspace.
9. Billboards may be affixed to the side or rear of a building consistent with these standards but may not exceed the nearest parapet height of the building or 30 feet (whichever is less). The total amount of billboard sign face located on any building or structure shall not exceed 25% of said face.
10. The ground clearance of a billboard shall be no less than eight (8) feet. Said distance shall be measured from finish grade to the bottom of the billboard display frame.
11. The Agency may require up to a 10 foot setback for the placement of a billboard in order to preserve a view corridor, the aesthetic quality of a historic or architecturally significant structure, the mitigation of a land use conflict, or community safety.
12. Billboards shall be supported by a maximum of two (2) pole members constructed of steel or other metals, unless otherwise supported by a building wall. All new billboards shall be designed in the simplest and smallest dimensional form and shall be free from any non-structural required bracing, angle iron, guy wires or cables. The maximum cross-sectional dimension of a support pole shall not exceed 18 inches in diameter.
13. No billboard may contain flashing, rotating, or hazardous lighting or other moving parts. The direction and intensity of all lighting shall not be such as to cause nuisance or traffic hazard. Night lighting should be directed onto the sign face with no glare onto adjacent properties.
14. Billboards shall be oriented towards same-side vehicular traffic in an angle equal to or greater than 45 degrees and no less than 90 degrees (perpendicular) to the closest fronting street right-of-way edge, to the extent possible and permitted by the site.
15. Billboards shall not impede the flow of air, light or physical access to an adjacent building, or obstruct the view from an adjacent building. Billboards should not be visible from any single-family residence within and immediately adjacent to the Project Area.

16. No billboard shall encroach over and into a public right-of-way.
17. No other billboards or on-premise signs shall be attached to existing billboard structures. Additionally, stacking of billboards or “V” shaped billboards shall not be permitted.
18. No billboard shall cover any portion of the front façade of any existing or proposed new building. A new billboard, of appropriate scale, height and orientation, may be integrated into the side and or rear wall design of a new building if feasible. All exposed backs and sides of a billboard, which are visible to the public, shall be suitably covered in order to conceal the structure, and properly maintained.
19. Billboards shall be maintained in good repair, including display surfaces that shall be neatly posted. The ground area around billboards shall be properly maintained. All billboards, including billboard pole structures, shall be maintained free of debris and other unsightly materials (including graffiti). Razor wire, barbed wire, concertina wire or other barriers preventing public access, if any, shall be hidden from public view. Billboard structures shall be maintained in a safe and sound condition and in conformance with all applicable codes.
20. A landscaped area will be required at the base of a billboard. The billboard applicant shall submit a landscape plan for such area for Agency staff review and approval. Agency staff may request additional landscape treatments for improved billboard placement and site aesthetics. Landscaped areas at the base of a billboard structure shall cover at minimum 40 square feet of area, be automatically irrigated, and be properly maintained at all times.
21. All existing billboards not in conformance with these design standards shall be deemed non-conforming uses pursuant to Section 506 of the Redevelopment Plan. Accordingly, any modification, alteration, redesign, reconstruction or renovation of an existing non-conforming sign shall conform to these standards if the cost of the work exceeds 50% of the replacement value of the sign supporting structure. Notwithstanding the foregoing, there shall be no increase in the overall size or dimensions of any existing billboard structure or increase in sign area.
22. The Agency may permit, after review and recommendation by the Adelante Eastside Redevelopment Project Area Committee, a minor variation to this Design for Development, provided that the provisions and conditions of Section 518 Minor Variations of the Redevelopment Plan are satisfied. In addition, the Agency may adopt, after review and recommendation by the Adelante Eastside Redevelopment Project Area

Committee, other sign design standards for sign structures for development projects that are subject to a Disposition and Development Agreement or an Owner Participation Agreement with the Agency.

23. All billboard applications for permits shall be reviewed for compliance with these development standards, the Redevelopment Plan, CEQA requirements, and be approved or disapproved by Agency staff.
24. A permit application for a new billboard structure or for improvements to an existing billboard that is disapproved or denied by Agency staff may be appealed by the proponent or applicant to the Agency Board of Commissioners for reconsideration.
25. Should any portion of this Design for Development be challenged and determined to be improper for any reason, such provision or application may be severed and the rest of the Design for Development remain in effect.

ADOPTED: December 6, 2001