

Attachment B

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

RESOLUTION NO. 6023

RESOLUTION ADOPTING A DESIGN FOR DEVELOPMENT FOR THE PLACEMENT,
DESIGN, AND OPERATION OF
POLE SIGN AND BILLBOARD STRUCTURES IN THE
CD9 CORRIDORS RECOVERY REDEVELOPMENT PROJECT AREA

WHEREAS, the primary purpose of redevelopment is to eliminate and prevent the spread of blight and deterioration; and;

WHEREAS, to accomplish this purpose the CD9 Corridors Recovery Redevelopment Plan ("Redevelopment Plan") includes objectives to enhance the environment, including the showing of a high level of concern for architectural and urban design standards; and to conserve, rehabilitate and redevelop the affected CD9 Corridors Recovery Redevelopment Project Area ("Project Area") in accordance with the Redevelopment Plan, as demonstrated by Section 105 of the Redevelopment Plan; and

WHEREAS, Section 520 of the Redevelopment Plan authorizes the Agency to prepare and adopt designs for development that 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, Billboard and Pole Sign structures, as defined herein, are of particular concern to the Project Area, as indicated by Section 512 of the Redevelopment Plan; and

WHEREAS, Section 521 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, including any adopted design for development; and

WHEREAS, a preliminary survey of the Project Area indicates there are at least 469 Billboard and Pole Sign structures located in the Project Area; and

WHEREAS, it is the intent of this Design for Development to design and operate future Billboard and Pole Sign structures in this Project Area so as to minimize potential environmental impacts on the surrounding community in 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 any new Billboard or Pole Sign structure, as well as the modification, alteration, redesign, reconstruction or renovation of existing Billboard or Pole Sign

structure within the Project Area that require a permit or other land use entitlement from the City of Los Angeles:

1. Except as stated herein, all applicable State, County and City of Los Angeles regulations and code requirements shall apply.
2. No provision of this Design for Development shall operate to restrict or prohibit any ideological, political or other non-commercial message on any Billboard, Pole Sign, or other sign structure otherwise permitted by the standards set forth herein.
3. As used in this Design for Development, the following definitions apply:
 - a. "Billboard" means any sign structure that accommodates a sign larger than 50 square feet that is placed on or affixed to one or more poles, columns or posts and is structurally independent from a building or other structure.
 - b. "Pole Sign" means any sign structure that is placed on or affixed to one or more poles or posts the pole or post of which exceeds a height of 8 feet as measured from the existing or artificially created grade to the

bottom of the sign and which is structurally independent from a building or structure.

4. Pole Signs and Billboards may be located in the Project Area if they meet the following location criteria:

- a. No Pole Sign or Billboard shall be located within a 600-foot radius of any other existing Pole Sign or Billboard measured from the closest point of any part of the Pole Sign or Billboard to another Pole Sign or Billboard.
- b. No Pole Sign or Billboard shall be located within a 600-foot radius of any proposed Pole Sign or Billboard for which an application for any permit is pending and not yet issued.
- c. No Pole Sign or Billboard shall be located within a 600-foot radius of any residentially zoned or residentially used property regardless of the zoning or land use designation of such property.
- d. No Pole Sign or Billboard shall be located within a 600-foot radius of any building or site identified as an architectural, historic or cultural resource in the Redevelopment Plan or any architectural, historic, or cultural resources listed or eligible for listing on

the National Register of Historic Places or listed as a City Historic-Cultural Monument by the City of Los Angeles.

- e. No Pole Sign or Billboard shall encroach over or upon a public right-of-way.
 - f. No Pole Sign or Billboard shall be located in, or within 250 feet of a scenic highway as designated in the both the South Central and the Southeast Los Angeles Community Plans of the City of Los Angeles.
5. Pole Signs and Billboards shall be permitted in the Project Area only if designed, constructed, and operated in the following manner:
- a. No Pole Sign or Billboard shall be located or mounted on a rooftop.
 - b. No Pole Sign or Billboard shall consist of a pole, column, or post that passes through a rooftop.
 - c. No Pole Sign or Billboard shall be cantilevered over a rooftop or otherwise encroach into the airspace above any building or structure.

- d. The Sign Area available for signage copy for any single sign shall not exceed 200 square feet [10 x 20 = 200].
- e. The building and ground area around Pole Signs and Billboards shall be properly maintained at all times.
- f. All Pole Signs and Billboards shall be properly maintained and free from damaged sign material and other unsightly conditions (including graffiti).
- g. All Pole Sign and Billboard structures shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
- h. No pole or support structure of a Pole Sign or Billboard shall be located within five feet from a public right-of-way.
- i. No pole or support structure of a Pole Sign or Billboard shall exceed 18 inches in diameter.
- j. The placement and design of a pole, column or post of a Pole Sign or Billboard shall appear integral to the design of the sign structure it supports, or to a building or structure if the pole or support is adjacent to a building or structure. Additionally, the

pole, column or post shall reflect a high level of architectural design and construction quality.

- k. The pole or support structure of a Pole Sign or Billboard shall be painted or otherwise treated as to appear compatible with landscape screening or decorative walls which may surround the property on which that structure is located.
- l. The sign or advertising of a Pole Sign or Billboard shall be set back at least five feet from all property lines that abut a public street or sidewalk.
- m. The top of a Pole Sign or Billboard shall not exceed 42 feet above grade or two times the height any building or structure on the same parcel or abutting parcel as the Pole Sign or Billboard, whichever is lower. (For example, a Pole Sign or Billboard structure shall not exceed 40 feet in height if any structure on or abutting the parcel is 20 feet in height.)
- n. Any sign shall be perpendicular to the front of any building or the property line.
- o. If a Pole Sign or Billboard contains two signs, the signs shall be parallel to one another and both

perpendicular to the front of any building or property line to minimize the perceived volume of airspace occupied by the sign of a Pole Sign or Billboard when viewed from the public street and sidewalk.

- p. The opening between parallel sign panels visible from a public street or sidewalk shall be in-filled with opaque or solid material to eliminate public view of internal structural supports.
- q. The support structure, internal framework, and advertising shall be kept at all times in repair and maintained in a safe and sound condition and in conformance with all applicable codes.
- r. The signage copy must be replaced immediately upon tearing, ripping, or peeling due to weather conditions or when marred or damaged by graffiti.
- s. Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to the sign, if any, shall be hidden from public view.
- t. No access platform, ladder, or other service appurtenance shall be installed or attached to the sign structure. Ad copy shall be changed by crane or "cherry-picker".

- u. No Pole Sign or Billboard may contain flashing, rotating or hazardous lights. The direction and intensity of all lighting shall not be such as to cause nuisance or traffic hazard. Night lighting shall be directed onto the sign face with no glare onto adjacent properties.
 - v. No signage copy or sign structure may contain rotating, revolving, or other moving parts intended to attract motorist or pedestrian attention. Moving parts for the purpose of bird control are permitted.
6. All existing Pole Signs or 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 30% 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 sign or increase in sign area.
7. The Agency may permit, after review and recommendation of the Project Area Committee or Citizen Advisory Committee, if any, minor variations to these design standards, and/or

adopt 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.

8. Proposals and applications for permits or other land use entitlements for Pole Signs and Billboards shall be reviewed for compliance with this Design for Development, the Redevelopment Plan, and requirements of the California Environmental Quality Act [CEQA], and the Agency's Guidelines for Implementation of CEQA, and be approved or disapproved in the first instance by designated Agency staff.
9. Any proposal or application disapproved or denied by Agency staff may be appealed by the proponent or applicant, or any other party, to the Agency Board of Commissioners.
10. 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