

CITY OF LOS ANGELES

CALIFORNIA



JUNE LAGMAY
City Clerk

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Executive Officer

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ANTONIO R. VILLARAIGOSA
MAYOR

July 14, 2010

To All Interested Parties:

City Attorney (w/ blue slip)

The City Council adopted the action(s), as attached, under Council file

No. 07-2858-S1, at its meeting held July 13, 2010.

City Clerk
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07-2858-S1

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PLANNING & LAND USE MANAGEMENT

MOTION

At its meeting held February 24, 2009, the Planning and Land Use Management Committee considered a Planning Commission report and draft Ordinance amending Ordinance No. 176172 pertaining to changes and corrections in the Hollywood Signage Supplemental Use District (SUD).

The Hollywood Signage SUD is generally geographically bounded by the Hollywood Freeway (101) on the north and east, Melrose Avenue on the south, and La Brea Avenue on the west.

On March 3, 2009, the Council adopted the Planning and Land Use Management Committee report and requested the City Attorney to prepare and present a final draft Ordinance for Council consideration (Council File No. 07-2858).

The proposed draft ordinance prepared by the Planning Department would continue to permit supergraphic signs within the boundaries of the Hollywood SUD. However, since the draft proposal was considered, many new issues related to supergraphic signs have occurred within the Hollywood Community.

Inasmuch as there are numerous land use policy issues that have caused considerable community concern, and also raised ongoing legal questions about the appropriateness of supergraphic signs, it is necessary that the prior Council action be amended.

I THEREFORE MOVE that the Council action of March 3, 2009 relative to amendments to Ordinance No. 176172 pertaining to changes and corrections in the Hollywood Signage Supplemental Use District (Council File No. 07-2858), **BE AMENDED** to request the City Attorney, in consultation with the Planning Department, to prepare and present and Ordinance to prohibit supergraphic signs within the geographical boundaries of the Hollywood Signage Supplemental Use District.

PRESENTED BY

E. G. Arcetti
ERIC GARCETTI
Councilmember, 13th District

SECONDED BY

[Signature]

ADOPTED

JUL 13 2010

LOS ANGELES CITY COUNCIL

FORTHWITH

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