



## Hollywood Signage SUD

City Planning Commission Action – August 26, 2010

- Does not recommend a ban on supergraphic signs in the Hollywood Sign District
- Recommend that the City Council adopt the Amended Hollywood Signage Supplemental Use District (SUD) Ordinance, as approved by the City Planning Commission at its meeting on January 9, 2009, subject to a series of modifications

City of Los Angeles  
Department of City Planning

Date:

9-21-10

Submitted in PLUM Committee

Council File No: 07-2858-s1

Item No.: 6

Deputy:

As submitted by Planning Dept.

# Timeline

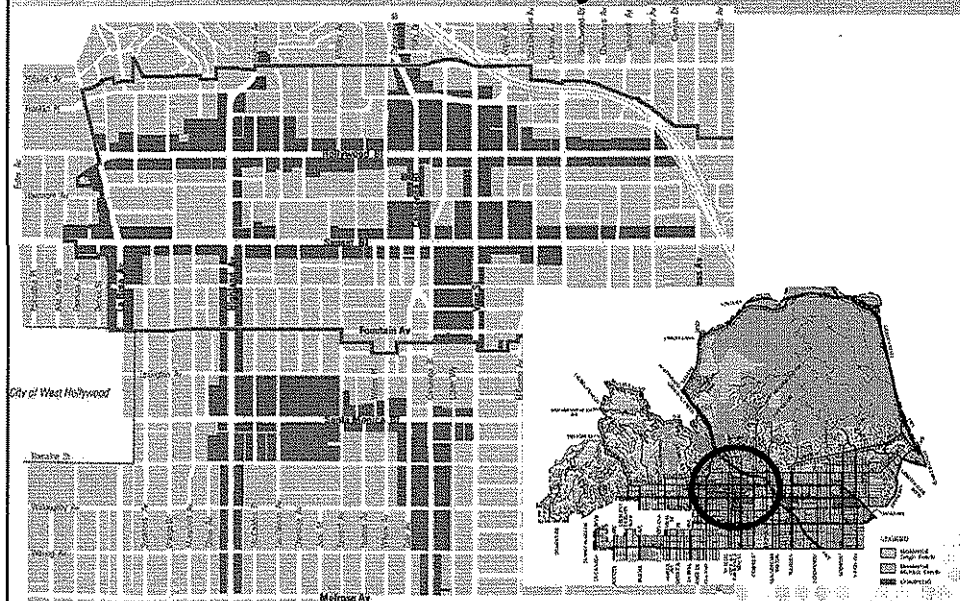
- November 12, 2008: Public Hearing held regarding proposed amendments to SUD
- December 26, 2008: City Council approves ban on supergraphic signs citywide
- January 8, 2009: City Planning Commission (CPC) approved amendments to Hollywood SUD
- February 24, 2009: P.L.U.M. Committee recommends approval of CPC changes to full Council
- March 3, 2009: City Council requests City Attorney to prepare and present final ordinance.
- July 13, 2010: City Council adopts motion directing City Attorney to amend CPC approved ordinance by deleting supergraphics and related programs.
- July 22, 2010: Charter required CPC consideration of Hollywood SUD changes. CPC heard case, continued it to next meeting
- August 26, 2010: CPC does not recommend supergraphic ban. CPC recommends City Council adopt the amended SUD Ordinance, as approved by the City Planning Commission at its meeting on January 8, 2009, subject to a series of modifications.



City of Los Angeles

Department of City Planning

# Location of SUD

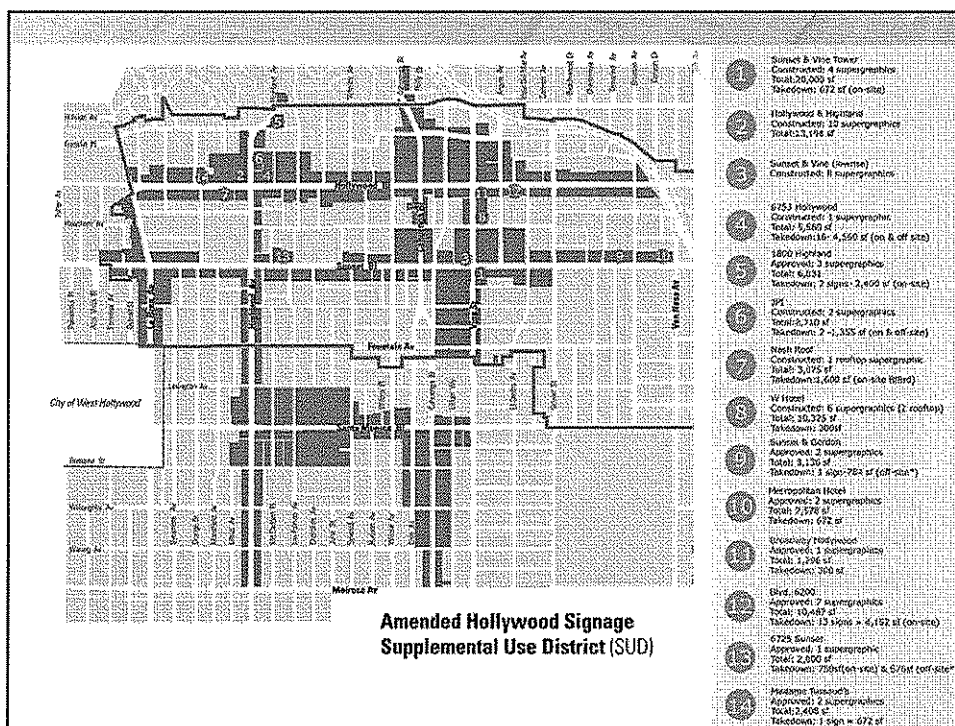


## Purpose of Hollywood SUD

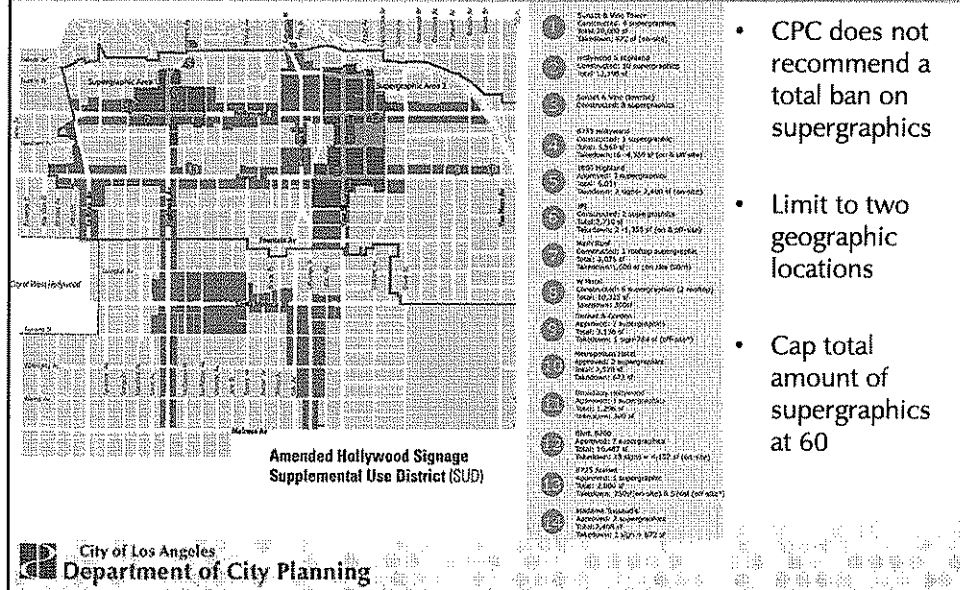
- Flexible regulations for signage
- Limit visual clutter
- Highlight entertainment industry and other local businesses by promoting signage that is unique to Hollywood
- Provide additional incentives for development – permit many types of signage not allowed in other parts of city
- Began amendment process to address issues in 2008, keeping supergraphic signs



City of Los Angeles  
Department of City Planning

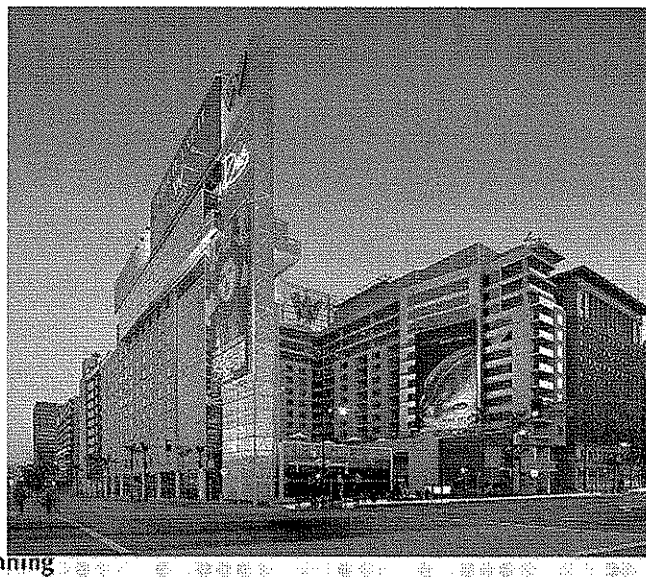


## Geographic Location / Cap



## Solid Panel Roof Signs

- CPC recommends Ordinance includes solid panel portions of open panel roof signs, provided they are accompanied with a sign reduction program



## *Restore Supergraphic Ratio*

- Restore the Sign Reduction Program ratio to:
  - 2 square feet of Supergraphic Signage within the SUD shall be approved for each square foot of sign face of a legally permitted Billboard and/or Solid Panel Roof Sign, which is at least 672 square feet in size which is removed.



City of Los Angeles

Department of City Planning

## *CPC recommends Grandfathering*

- The Ordinance does not apply to approvals granted on or before November 12, 2008, or where a Sign Covenant Agreement concerning Supergraphic Signs was approved by the Community Redevelopment Agency Board on or before November 12, 2008.
- Include language to except projects from the provisions of the SUD Ordinance for which applications for a Vesting Tentative Tract Map and related entitlements were filed with the City Planning Department and deemed to be complete on or before November 12, 2008, or to any related application for a Specific Plan Project Permit and/or Specific Plan Exception for that project.



City of Los Angeles

Department of City Planning

## ***Additional Instructions***

- Planning Staff to return in 5 years to report on the effectiveness of the Sign Reduction Program
- Prepare additional research on wall signs and the utilization of the Sign Reduction Program for wall signs larger than currently allowed
- Investigate policies regarding supergraphic signs for cultural and public benefits
- Explores ways to improve design review and the entitlement process for signs



City of Los Angeles  
Department of City Planning

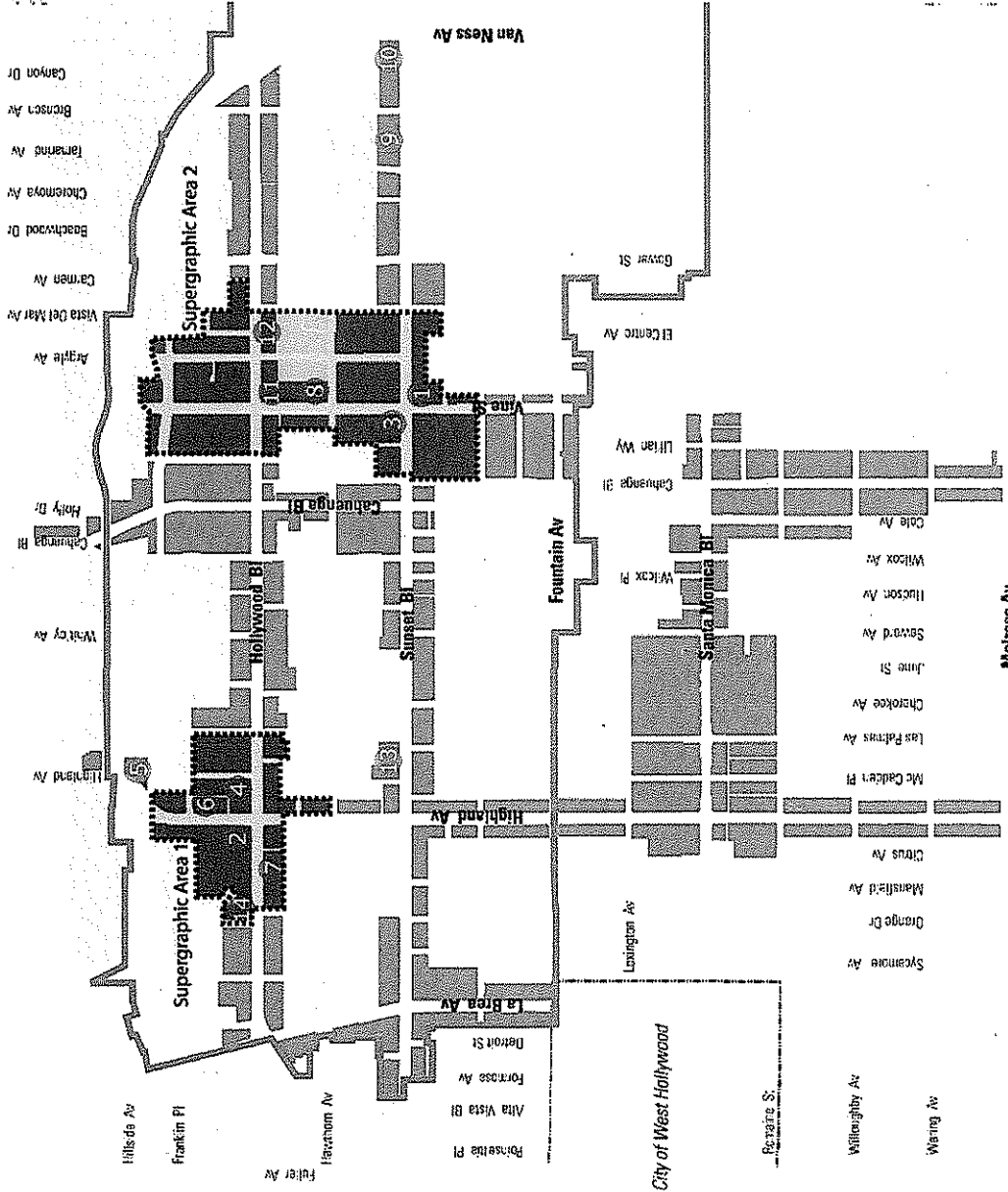
## ***Conclusion/ Recommendation***

### **City Planning Commission Action – August 26, 2010**

- Does not recommend a ban on supergraphics in the Hollywood SUD
- Recommend that the City Council adopt the Amended Hollywood Signage Supplemental Use District (SUD) Ordinance, as approved by the City Planning Commission at its meeting on January 8, 2009, subject to a series of modifications



City of Los Angeles  
Department of City Planning



## Amended Hollywood Signage Supplemental Use District (SUD)

- 1 Sunset & Vine Tower  
Constructed: 4 supergraphics  
Total: 20,000 sf  
Takedown: 672 sf (on-site)
- 2 Hollywood & Highland  
Constructed: 10 supergraphics  
Total: 13,198 sf
- 3 Sunset & Vine (lowrise)  
Constructed: 8 supergraphics
- 4 6753 Hollywood  
Constructed: 1 supergraphic  
Total: 5,560 sf  
Takedown: 16' - 4,559 sf (on & off site)
- 5 1800 Highland  
Approved: 3 supergraphics  
Total: 6,031  
Takedown: 2 signs- 2,400 sf (on-site)
- 6 JPI  
Constructed: 2 supergraphics  
Total: 2,710 sf  
Takedown: 2 - 1,355 sf (on & off-site)
- 7 Nash Roof  
Constructed: 1 rooftop supergraphic  
Total: 3,075 sf  
Takedown: 1,600 sf (on-site BIRd)
- 8 W Hotel  
Constructed: 6 supergraphics (2 rooftop)  
Total: 10,325 sf  
Takedown: 300sf
- 9 Sunset & Gordon  
Approved: 2 supergraphics  
Total: 3,136 sf  
Takedown: 1 sign-784 sf (off-site\*)
- 10 Metropolitan Hotel  
Approved: 2 supergraphics  
Total: 7,578 sf  
Takedown: 672 sf
- 11 Broadway Hollywood  
Approved: 1 supergraphics  
Total: 1,296 sf  
Takedown: 300 sf
- 12 Blvd. 6200  
Approved: 7 supergraphics  
Total: 10,487 sf  
Takedown: 13 signs = 4,152 sf (on-site)
- 13 6725 Sunset  
Approved: 1 supergraphic  
Total: 2,000 sf  
Takedown: 750sf (on-site) & 576sf (off-site\*)
- 14 Madame Tusseaud's  
Approved: 2 supergraphics  
Total: 2,408 sf  
Takedown: 1 sign = 672 sf