

**TO THE COUNCIL OF THE
CITY OF LOS ANGELES**

FILE NO. 07-2858-S1

Your

PLANNING AND LAND USE MANAGEMENT

Committee

reports as follows:

MITIGATED NEGATIVE DECLARATION, PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT, and ORDINANCE relative to amending the Hollywood Signage Supplemental Use District (SUD) Ordinance No. 176172.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. FIND that this project will not have a significant effect on the environment, pursuant to the City's Environmental Guidelines and is in compliance with the California Environmental Quality Act; that the Mitigated Negative Declaration reflects the independent judgment of the lead agency in the City of Los Angeles; that the documents constituting the record of proceedings in this matter are located in Council File No. 07-2858-S1 in the custody of the City Clerk and in the files of the Department of City Planning in the custody of the Environmental Review Section; and ADOPT the Mitigated Negative Declaration [ENV-2003-1377-MND (REC1)].
2. ADOPT FINDINGS of the City Planning Commission (CPC), including the Environmental Findings, and the supplemental Findings of the Planning and Land Use Management Committee as the Findings of Council.
3. PRESENT and ADOPT the accompanying ORDINANCE, disapproved by the Director of Planning, amending the Hollywood Signage SUD, Ordinance No. 176172, for the designated commercial and industrially zoned properties roughly bounded by the Hollywood Freeway (101 Freeway) on the north and east, Melrose Avenue on the south, and La Brea Boulevard on the west.

Applicant: City of Los Angeles

CPC-2007-5866-SN

Fiscal Impact Statement: The CPC reports that there is no General Fund impact, as administrative costs are recovered through fees.

Community Impact Statement: Yes, Greater Griffith Park Neighborhood Council

(2/3 votes required on second reading)

Summary:

At the public hearing held on September 21, 2010, the Planning and Land Use Management (PLUM) Committee considered CPC and City Attorney reports and draft Ordinance amending the Hollywood Signage SUD, Ordinance No. 176172, including the elimination of supergraphic signs as an available sign type within the Hollywood Signage SUD, for the designated commercial and industrially zoned properties roughly bounded by the Hollywood Freeway (101 Freeway) on the north and east, Melrose Avenue on the south, and La Brea Boulevard on the west. During the discussion

of this matter, Planning Department staff presented an overview of the matter and addressed related questions from the Committee. In addition comments were provided by Council District 5 and 13 staff, and from the public. After an opportunity for public comment, the PLUM Committee approved the Council District 13 recommendations and recommended that Council approve the draft Ordinance as amended and adopt the CPC Findings and the supplemental Findings submitted by the City Attorney at the PLUM meeting.

Respectfully submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
REYES:	YES
HUIZAR:	ABSENT
KREKORIAN:	YES

PYL
CD 4, 5, and 13
9-23-10
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- Not Official Until Council Acts -