

ATTACHMENT A

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

RESOLUTION NO. 7214

RESOLUTION AMENDING THE 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 CRA/LA 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, Section 512 of the Redevelopment Plan provides that all signs must conform to City standards as well as any applicable design standards adopted by the CRA/LA; 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 CRA/LA that the proposed structure conforms to the Redevelopment Plan;

WHEREAS, the Design for Development for Billboard Structures was adopted in December 6, 2001 by the CRA/LA Board of Commissioners to uphold high standards of design and development within the Project Area;

WHEREAS, the Design for Development for Billboard Structures regulates all sign structures in the project area which exceed four (4) feet by eight (8) feet in size ;

WHEREAS, CRA/LA has received a number of applications for the construction of onsite signage that exceed 4 feet by 8 feet that identify owners or tenants of the structure upon which the sign structure is to be constructed and currently under the DFD, such structures are subject to the approval of the CRA/LA Board of Commissioners;

WHEREAS, it is desirous to amend the Design for Development for Billboard Structures to exempt from the requirements thereof onsite identification signage that

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exceed 4 feet by 8 feet that are used solely for the identification of owners or tenants of the building or Site upon which the sign structure is to be located; and

WHEREAS, such billboard structures would remain subject to CRA/LA design standards and controls;

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

Section 3 of the Design for Development for Billboard Structures in the Adelante Eastside Redevelopment Project Area is amended to include a new third paragraph and is to read as follows:

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.

Sign structures larger than 4 feet by 8 feet which are used solely for the purposes of onsite business identification shall be exempt from the requirements of the Design for Development, but shall be subject to review for conformance with the Redevelopment Plan.

Except as otherwise amended by this amendment, all of terms of the Design for Development for Billboard Structures in the Adelante Eastside Redevelopment Project Area shall remain as previously adopted.

ADOPTED: October 16, 2008