

C.F. 76-18

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S-3

SAN VICENTE SCENIC CORRIDOR SPECIFIC PLAN

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ADOPTED
RESOLUTION
ORDINANCE NO. 153,639
CITY OF LOS ANGELES

ORDINANCE NO. 153,639

An Ordinance Establishing a Specific Plan for the San Vicente Scenic Corridor

WHEREAS the Scenic Highways Plan, a part of the Circulation Element of the City's General Plan designates San Vicente Boulevard in Brentwood as a Scenic Highway; and

WHEREAS the Scenic Highways Plan mandates that Scenic Corridor Specific Plans be prepared for each designated scenic highway, in which corridor boundaries and specific controls are established for the protection and enhancement of scenic resources, individually tailored to the unique character of each designated Scenic Highway; and

WHEREAS the adopted Brentwood-Pacific Palisades District Plan identifies San Vicente Boulevard as an area requiring a Specific Plan in order to systematically execute the intent of the Plan; and

WHEREAS San Vicente Boulevard has a beautifully landscaped median strip providing an ambiance and scale worthy of preservation and enhancement; and

WHEREAS development and signage along the Scenic Corridor should be appropriately scaled and properly placed so as not to dominate the streetscape;

NOW THEREFORE:

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

1 SECTION 1 -- PURPOSE

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3 This Scenic Corridor Specific Plan is hereby established to implement expressed policies
 4 mandated by the Scenic Highways Plan and the Brentwood-Pacific Palisades District
 5 Plan, two portions of the City's General Plan. According to the policies of the Scenic
 6 Highways Plan, the provisions of this Plan are individually tailored to address the unique
 7 character of the designated Scenic Highway, San Vicente Boulevard. As such, specific
 8 criteria are established to guide the ongoing and future development of that portion of
 9 the City of Los Angeles located within the dashed lines of the accompanying Specific
 10 Plan Area Map. It is the purpose of these design and development standards to provide
 11 appropriate measures for maintaining the existing ambience of San Vicente Boulevard,
 12 preserving and enhancing the inherent beauty and value of its landscaped median strip,
 13 and assuring that commercial signage along the Boulevard is appropriately scaled and
 14 properly placed so as not to dominate the existing streetscape.

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16 SECTION 2 -- DEFINITIONS

17 For the purposes of this ordinance only, the following words and phrases shall be
 18 defined as follows:

19 Billboard. A sign, structure, or device used for outdoor advertising purposes or to
 20 attract the attention of the public relative to products, services or uses other than those
 21 provided on the premises.

22 Building Identification Sign. A sign containing the name and/or address of the
 23 building to which the sign is attached.

24 Business Identification Sign. A sign containing the name of the business conducted
 25 and/or the names of the products sold or services offered on the premises where the sign
 26 is located provided that business identification signs shall not include signs on the
 27 exterior windows or doors of any premises.

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1 Community Service Sign. A sign depicting on at least 3/4 of its sign area, the time,
2 date, temperature, and/or community news and events.

3 Coral Tree. Botanic generic name Erythrina caffra.

4 Freestanding Sign. Any sign of which the primary structural support is not a
5 building, and which has as its primary support a post, pole or other structure which is
6 anchored to, attached to, or stands directly on the ground.

7 Premises. A bulding or portion thereof together with adjacent yards, courts, and/or
8 public parking areas used as a location for a single business.

9 Projecting Sign. A sign other than a wall sign, suspended from or supported by a
10 building and projecting out therefrom.

11 Public Accessway. A courtyard, balcony, public parking area, or walk which
12 provides public access to one or more premises.

13 Roof Sign. Any sign erected upon or above a roof or parapet of a building or
14 structure.

15 Scenic Corridor. The land area visible from, and normally contiguous to, a Scenic
16 Highway which can be realistically subjected to protective land use controls. Minimally
17 it will incorporate the Scenic Highway itself and the adjacent lots but may extend to the
18 line of sight.

19 Scenic Highway. A public way which provides opportunities for the enjoyment of
20 scenic resources and designated as such by the Scenic Highways Plan for the purpose of
21 preserving and enhancing those resources through reasonable controls.

22 Shopping Center. A building or a cluster of buildings located on one lot not
23 exceeding three stories in height within which are located five or more premises, at least
24 fifty percent of which have access from a public accessway other than a public-way. For
25 purposes of this definition one lot shall include several recorded lots, or portions thereof,
26 tied together by common ownership, appropriate leases or covenants so as to provide
27 common parking as required by law for all buildings thereon.
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1 Sign. Any display board, screen, object, device or part thereof used to visually
2 announce, declare, demonstrate, display, identify or otherwise advertise and attract the
3 attention of the public, including signs identifying services or products available on the
4 premises or identifying the occupant or premises, but excluding restaurant menus.

5 Sign Area. The area of the smallest rectangle, circle, and/or triangle (or any
6 combination of these) which will enclose all words, letters, figures, symbols, designs and
7 pictures, together with all framing, background material, colored or illuminated area,
8 and attention-attracting devices forming an integral part of the sign. Sign area refers
9 only to single-faced signs; the area of multifaced signs shall be no more than twice that
10 allowed for a single-faced sign.

11 Temporary Sign. Any sign constructed of paper, canvas, or similar material and
12 designed for temporary use.

13 Wall Sign. Any sign attached to or erected against the wall of a building or
14 structure with the exposed face of the sign in a plane approximately parallel to the plane
15 of said wall.

16
17 Other words and phrases shall have the meaning set forth in Section 12.03 of the
18 Municipal Code.

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20 **SECTION 3 - ESTABLISHMENT OF SPECIFIC PLAN**

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22 The Council hereby establishes this Specific Plan applicable to that area of the City of
23 Los Angeles shown upon the below map within the dashed lines thereon:
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1 SECTION 4 — SIGNS

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3 A. PROHIBITIONS

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5 Notwithstanding any provisions of the Los Angeles Municipal Code to the contrary,
6 no person shall erect or maintain a sign or signs within the San Vicente Scenic Corridor
7 Specific Plan Area unless it conforms to the following regulations:

- 8
- 9 1. No sign shall be constructed, placed, created or maintained which advertises other
10 than a bona fide business conducted, product sold or service rendered on the premise
11 where the sign is located, or which identifies by name, logo, and/or address the
12 building or premise on which the sign is located, or which announces community
13 news and/or events.
 - 14 2. No billboards shall be permitted.
 - 15 3. No roof signs shall be permitted.
 - 16 4. No flashing or blinking signs shall be constructed, placed, created, or maintained,
17 except a flashing or blinking sign depicting on at least 3/4 of its sign area the time,
18 date, temperature, and/or community news and events.
 - 19 5. No more than one business identification wall sign shall be constructed, placed,
20 created or maintained on any premise, except that premises which abut more than
21 one street, or abut one or more streets and an alley, exit court, or public parking
22 area, may have an additional sign on each exterior wall which abuts said additional
23 street, or alley, or exit court, or public parking area.
 - 24 6. No more than one projecting sign shall be constructed, placed, created or maintained
25 on any premise.
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- 1 7. No freestanding signs shall be permitted on any premise which has a projecting sign.
2 On any other premise no more than one freestanding sign shall be constructed,
3 placed, created or maintained; provided that a freestanding sign shall not extend
4 higher than 20 feet above the adjacent grade, except that:
- 5 a) Shopping centers shall be permitted two freestanding signs not to exceed a
6 total of 50 square feet in sign area. One of the permitted signs shall contain
7 the name and/or address of the shopping center; and the second permitted sign
8 shall identify each premise within the shopping center, provided each premise
9 identification shall utilize no more than 5 square feet of sign area. The two
10 permitted signs may be combined into a single sign, not to exceed 50 square
11 feet in sign area.
- 12 b) Grocery stores with 10,000 or more square feet of building floor area shall be
13 permitted one additional freestanding sign with changeable letters, not to
14 exceed 125 square feet in sign area.
- 15 8. No more than one building identification sign shall be constructed, placed, created
16 or maintained on any building, provided that a building identification sign shall be
17 constructed, placed, created or maintained only on an exterior building wall which
18 abuts a secondary highway. Buildings which exceed six stories in height may have
19 one additional building identification sign.
- 20 9. The sign area of a business identification sign shall not exceed two square feet for
21 each lineal foot of the premise which is adjacent to a public accessway. Lineal
22 footage on more than one street, alley or public parking area cannot be accumulated
23 for the purpose of sign area determination. No business identification sign shall
24 exceed 100 square feet in sign area.
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- 1 10. For all buildings less than six stories in height, the sign area of a building
2 identification sign shall not exceed 40 square feet.
- 3 11. Signs permanently attached or affixed to exterior windows or doors may not occupy
4 more than 25% of the total window or door area to which they are attached or
5 affixed.
- 6 12. No projecting sign shall project more than 30 inches from the wall to which it is
7 attached, nor have a vertical dimension which exceeds 4 feet.
- 8 13. No business identification sign attached to a building shall extend higher than 20
9 feet above the adjacent public accessway.
- 10 14. No wall sign shall project more than 18 inches from the face of the building to which
11 it is attached.
- 12 15. For all buildings less than six stories in height, no building identification sign shall
13 extend higher than 45 feet above grade.
- 14 16. Premises with awnings may have painted on or affixed to the valances thereof in
15 letters, numbers, or symbols not to exceed 9 inches in height the name, occupation,
16 and/or address of the tenant or owner.
- 17 17. No temporary signs shall be placed or maintained on any premises except that:
- 18 a) A grocery store with 10,000 or more square feet of building floor area shall be
19 permitted temporary signs or signs with changeable letters on each exterior
20 wall abutting a street or public parking area, provided that no one sign exceeds
21 20 square feet, and the total area of all such signs on each exterior wall does
22 not exceed 80 square feet or 5% of the exterior wall area to which it is
23 attached, whichever is less.
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1 b) All other premises shall be allowed one temporary sign on each exterior wall of
2 a premise which abuts a street, alley, exit court, or public parking area
3 indicating that a sale of goods or services is being conducted on said premise,
4 provided that said sign does not exceed 10 square feet in area; its letters,
5 numbers, or symbols do not exceed 12 inches in height; and no such sign is
6 maintained for more than 30 days in any consecutive 180 day period.

7 18. No sign which is lighted or illuminated to an intensity in excess of 20,000 lumens
8 shall be constructed or maintained within 200 feet of and facing a residential
9 building.

10 19. No banners shall be permitted which announce, advertise, or commemorate other
11 than local events.

12
13 B. EXCEPTIONS

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15 The provisions of this section shall not apply to:

16 1. Signs required by law, provided that such signs shall not exceed the size and height
17 limitations of subsection A 10 and A 15 of this section.

18 2. Signs owned by a governmental agency.

19 3. Public utility signs which contain no advertising copy and which are customarily
20 utilized in the performance of the utility's function.

21 4. One construction sign located on a lot where a building or structure is being erected
22 or remodeled and which identifies the architects, engineers, financing agent and/or
23 contractors involved in the project; provided, however, that such sign shall not
24 extend more than eight feet above ground level, nor exceed 40 square feet in area.

25 5. Mural decorations intended for ornament or commemoration which have been
26 determined by the Board of Municipal Arts Commissioners to have artistic merit.

- 1 6. Temporary political signs; provided, however, that such signs do not exceed 20
2 square feet and are removed within 15 days following the election to which they
3 relate.
- 4 7. One temporary real estate sign on the building face of each premise which abuts a
5 street, alley, exit court, or parking lot, indicating the building or land or premises is
6 for sale, lease or rent; provided such signs are located on the property to which they
7 relate and do not exceed 15 square feet in size.
- 8 8. Signs which are contained on the list of cultural or historical monuments of the Los
9 Angeles Cultural Heritage Board.
- 10 9. Two freestanding signs at or near the east and west boundaries of the San Vicente
11 Scenic Corridor which contains the names of, or any other information regarding
12 civic, fraternal or religious organizations located within the San Vicente Scenic
13 Corridor Specific Plan area.
- 14 10. Signs identifying or directing motorists toward parking lots, provided that such signs
15 shall not exceed the size and height limitations of subsection A 10 and A 15 of this
16 section.
- 17 11. Existing community service signs.

18 19 C. ABATEMENT OF NONCONFORMING SIGNS

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21 All signs which are rendered nonconforming by reason of this section shall be completely
22 removed within the following time period, which period shall commence on the effective
23 date of this ordinance:

- 24 1. Temporary signs - 90 days.
 - 25 2. All other nonconforming signs - five years.
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SECTION 5 — LANDSCAPING

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- 3 A. The existing coral trees which line the median strip of San Vicente Boulevard
- 4 shall be preserved and maintained with proper irrigation and pruning. In the
- 5 event that disease or disaster necessitate the removal of a coral tree, it shall
- 6 be replaced by the City of Los Angeles with a healthy specimen which is at
- 7 least a 15 gallon size coral tree.
- 8 B. Inasmuch as it is the purpose of this Plan to preserve, in perpetuity, the
- 9 landscaped median strip of San Vicente Boulevard, no major alteration of the
- 10 median strip shall occur without a public hearing, to be held by the Board of
- 11 Public Works, notification of which shall be posted along the right-of-way and
- 12 published in a newspaper of local circulation at least 16 days prior to the
- 13 hearing date.
- 14 C. The erection of any structure, or the enlargement of any existing structure
- 15 after the effective date of this ordinance, shall conform to the following
- 16 requirements:
- 17 1. Shade-producing street trees shall be planted at a ratio of at least one
- 18 for every 30 feet of lot frontage and at a distance no greater than 10
- 19 feet from the curb. The species shall be selected by the Street Tree
- 20 Division of the Bureau of Street Maintenance, Department of Public
- 21 Works. Minimum sizes for said street trees shall be 10 feet in height or 2
- 22 inches in caliper.
- 23 2. Such street trees shall not be pruned or shaped in any manner that is
- 24 inconsistent with the natural form and habit of the tree, except to the
- 25 extent necessary to maintain its strength and vigor, for the removal of
- 26 unsafe or diseased branches, and for other aspects of public safety.
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- 1 D. The south side of San Vicente Boulevard between Bundy Drive and Gretna
2 Green Way, which forms one of the boundaries of the Brentwood Elementary
3 School, should be planted with street trees (at no more than 30 foot intervals)
4 or shrubs, as deemed appropriate by the Street Tree Division of the Bureau of
5 Street Maintenance, Department of Public Works.
- 6 E. At least five percent of the total area of an open parking lot within the
7 Specific Plan area shall be landscaped, at least half of said area to be planted
8 with shade producing trees at intervals of no less than 10 feet.
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10 SECTION 6 — ROADWAY ALIGNMENT
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- 12 A. The design and alignment of the San Vicente Scenic Highway shall
13 accommodate a 30 and 35 mph safe speed, the existing adopted speed limits.
- 14 B. No roadway alignment changes shall be made on the San Vicente Scenic
15 Corridor (except for safety improvements) without a public hearing, to be held
16 by the Board of Public Works, notification of which shall be posted along the
17 right-of-way and published in a newspaper of local circulation at least 16 days
18 prior to the hearing date.
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20 SECTION 7 — PARKING
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- 22 A. A garage or off-street parking area shall be provided in connection with and at
23 the time of erection of each commercial structure, or at the time any existing
24 commercial structure is enlarged or increased in floor area or seating
25 capacity, or any building is converted from a more restrictive use to a
26 commercial use. The following minimum parking requirements shall apply to
27 new structures, conversions and to the net additional floor area added to an
28 existing structure:

- 1) For freestanding restaurants (those not located in a shopping center or in an office building with six or more stories), 15 spaces shall be required for each 1,000 square feet of gross floor area;
 - 2) For hotels and motels, one space shall be required for each guest room in addition to other parking requirements for offices, restaurants, and service areas;
 - 3) For medical and dental offices, one space shall be required for each 125 square feet of gross floor area.
 - 4) For buildings or premises occupied by any other commercial use, one space shall be required for each 300 square feet of gross floor area;
- B. Any tenant operating a commercial establishment within the Specific Plan Area under one or more leases which, including terms covered by options to renew, has at least 30 years to run at the time of application for a building permit shall be permitted to utilize leased space on an adjoining lot (which must also be under a lease of at least 30 years to the same tenant) for purposes of complying with parking requirements contained herein. In the event that a loss of use of any part of the required parking occurs, the size of the commercial building shall be altered or additional parking shall be leased or acquired to satisfy the requirements of Section 7A.
- C. No parking structure shall exceed 45 feet in height.
- D. The facade of any parking building shall be designed in a manner so as to substantially screen automobiles contained therein from the public view, as seen from a public street or alley.
- E. The facade of any parking building shall be designed so that it is similar in architectural character to the building for which it serves as required parking.

1 SECTION 8 — BUILDING DESIGN
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3 A. Commercial buildings and parking structures shall be designed so that when
4 viewed from a public street or alley, all ventilation, heating, or air
5 conditioning ducts, tubes, equipment, or other related appurtenances are
6 adequately screened from public view, unless such appurtenances have been
7 employed as an integral and tasteful component in the design of the building or
8 structure.

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10 B. Wooden construction fences required by the Los Angeles Municipal Code shall
11 be painted in a single earth color tone.
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13 SECTION 9 — UTILITIES
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15 A. As commercial buildings and structures are replaced, the utility lines which
16 service the new structures shall be placed underground, at no cost to the City
17 of Los Angeles, pursuant to City policy of eliminating overhead power
18 distribution within scenic corridors over a period of time.
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20 SECTION 10 — DESIGN REVIEW AND STANDARDS
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22 The purpose of this section is to provide guidelines and a process for review and
23 approval of exterior and/or site design of any new building or structure (other than a
24 single-family residence), exterior remodeling projects (other than maintenance and
25 repair work), and commercial signage located within the San Vicente Scenic Corridor
26 Specific Plan Area.
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A. Jurisdiction. No building permit shall be issued for the following unless plans, elevations and/or other graphic representations of the said development have been reviewed and approved by the Director of Planning, acting on the recommendations of the San Vicente Design Review Board:

1. The construction of any new building or structure (other than a single-family residence).
2. Exterior remodeling (other than maintenance and repair work).
3. Signs.

B. The San Vicente Design Review Board

1. Composition. The San Vicente Design Review Board is hereby established which shall consist of five (5) members. The members shall be appointed by the Councilmember or Councilmembers of the District(s) in which the Specific Plan Area is located. At least two members shall be from among the following disciplines: architecture, building construction, landscape architecture, planning, landscaping and visual or graphic design. Two (2) members shall reside within the Specific Plan Area, or the immediately adjacent area no greater than one mile from the outermost boundary of the Specific Plan Area, and one (1) member shall have a business or be a managerial employee of a business within the Specific Plan Area.
2. Quorum. The presence of three (3) members shall constitute a quorum.
3. Terms. The initial members of the San Vicente Design Review Board shall be appointed to terms so as to stagger the term of the appointees so that one term becomes vacant on each successive year. The term of each member appointed to a full term shall be five (5) years.

1 4. Authority and Duties. The San Vicente Design Review Board shall review
2 plans, elevations, and/or other geographic representations for
3 development which is under the jurisdiction of the Board, to assure
4 compliance with the criteria set forth in this Specific Plan.

5 5. Procedure. All applications for design review approval shall be
6 submitted to the San Vicente Design Review Board for its review. The
7 Board shall submit its recommendation in writing, to the Director of
8 Planning with a copy mailed to the applicant, within 10 working days
9 following receipt of said application(s), or within such additional time as
10 is mutually agreed upon in writing by the applicant and the Board. The
11 Board's Review shall consider compliance with the following criteria:

12 (a) Whether all proposed structures, remodeling and signs conform
13 to all of the provisions contained within the San Vicente Scenic Corridor
14 Specific Plan.

15 (b) Whether the design motif of all proposed buildings or structures
16 has been applied with equal rigor to all externally visible elevations.

17 (c) Whether color and types of building materials are reasonably
18 consistent with the nature of structures in the Area.

19 (d) Whether all proposed buildings are designed, to the extent
20 feasible, so as not to cast objectionable shadows on adjacent properties.

21 (e) Whether all open areas not utilized for building, driveways,
22 parking areas, recreational facilities or walks are landscaped so that
23 multiple family or commercial uses are reasonably buffered from the
24 view of single-family residences.

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1 The Director of Planning, within ten working days following receipt of
2 the recommendation of the Design Review Board, shall approve,
3 disapprove, or modify said recommendation and shall forward a copy of
4 the determination to the applicant, Design Review Board, and
5 Department of Building and Safety.

- 6 6. Appeals. Any applicant, member of City Council, the Mayor, any owner
7 of property within 1,000 feet of the Scenic Corridor or any other
8 interested person adversely affected by a determination of the Director
9 of Planning pursuant to this Specific Plan may appeal the Director's
10 determination or action to the City Planning Commission and may
11 thereafter appeal the action of the City Planning Commission to the City
12 Council. Such appeals must be made within 15 days after the postmarked
13 date of the Director's determination or the Commission's determination
14 if appealed to the City Council, in the manner prescribed for Tentative
15 Maps in Section 17.06 of the Muncipal Code.

16 Fees for filing an appeal from the Director's determination by the
17 applicant shall be the same as those for approval of an application
18 required for a Commission Plan approval, as established in Section
19 19.01-I of the Municipal Code. Appeals by a person other than the
20 applicant, claiming to be aggrieved, shall be subject to a fee of \$25.
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1 SECTION 11 -- SEVERABILITY

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3 If any provision or clause of this ordinance or the application thereof to any person or
4 circumstance is held to be unconstitutional or otherwise invalid by any court of
5 competent jurisdiction, such invalidity shall not affect other ordinance provisions,
6 clauses or applications thereof which can be implemented without the invalid provision,
7 clause or application, and to this end the provisions and clauses of this ordinance are
8 declared to be severable.

9

10 SECTION 12 - AMENDMENTS

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12 It is intended that as additional regulations with respect to the development of the area
13 become necessary or desirable, such regulations may be added as amendments to the
14 Specific Plan.

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Sec. 13. The City Clerk shall certify to the passage of this ordinance and cause the same to be published by posting for ten days in three public places in the City of Los Angeles, to wit: one copy on the bulletin board located at the Main Street entrance to the City Hall of the City of Los Angeles; one copy on the bulletin board located at the east entrance to the Hall of Justice in said City; and one copy on the bulletin board located at the Temple Street entrance to the Hall of Records in the said City.

I hereby certify that the foregoing ordinance was introduced at the meeting of the Council of the City of Los Angeles of APR 7-1980 and was passed at its meeting of APR 14 1980

REX E. LAYTON, City Clerk,

By Edward W. Anderson
Deputy

Approved APR 17, 1980

File No. 76-1923 S-3

Tom Bradley
Mayor.

DECLARATION OF POSTING ORDINANCE

I, Frances A. Cota, state as follows:

I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 153,639, entitled:

An Ordinance establishing a Specific Plan for the San Vicente Scenic Corridor

a copy of which is hereto attached, was finally adopted by the Council of the City of Los Angeles on April 14, 1980, and under direction of said Council and said City Clerk, pursuant to Section 31 of the Charter of the City of Los Angeles, on April 21, 1980

I posted a true copy of said ordinance at each of three public places located in the City of Los Angeles, California, as follows: one copy on the bulletin board at the Main Street entrance to City Hall of said City, one copy on the bulletin board at the east entrance to the Hall of Justice of the County of Los Angeles in said City, and one copy on the bulletin board at the Temple Street entrance to the Hall of Records of the County of Los Angeles in said City.

The copies of said ordinance posted at said places were kept posted continuously and conspicuously for ten days, or more, beginning April 21, 1980 to and including May 1, 1980.

I declare under penalty of perjury that the foregoing is true and correct.

Signed this 21st day of April, 1980 at Los Angeles, California.

Frances A. Cota
Deputy City Clerk
Frances A. Cota

effective - May 31, 1980

