

References

Area	Argument	Text	Document	Link
<p>The following Pedestrian Oriented Streets are hereby identified as part of the Westwood/Pico Neighborhood Oriented District: Westwood Boulevard (both sides of Westwood Boulevard between Missouri Avenue and the alley northerly of Pico Boulevard); Pico Boulevard (the north side of Pico Boulevard between Bentley Avenue and Patricia Avenue; and the south side of Pico Boulevard between Military Avenue and Patricia Avenue.</p>	<p>The Westwood/Pico NOD prohibits the proposed advertising.</p>	<p>F. Sign Standards. Notwithstanding any provisions of Section 91.6201 et seq. of the Los Angeles Municipal Code to the contrary, no person shall erect the following signs as defined in Section 91.6203 of the Los Angeles Municipal Code:</p> <ol style="list-style-type: none"> 1. Signs that flash, move or have the appearance of movement; 2. Off-site commercial signs; 3. Any pole signs not on a corner lot; 4. Pole sign over 10 feet in height on a corner lot; 	<p>WESTWOOD/PICO Neighborhood Oriented District</p>	<p>http://www.lacity.org/PLN/complan/otrplan/pdf/wwdpicotxt.pdf</p>

Area	Argument	Text	Document	Link
		<p>Signs / Outdoor Advertising</p> <p>a. Only traffic, informational, and identification signs shall be permitted within the public right-of-way of a Scenic Highway.</p> <p>b. Off-site outdoor advertising is prohibited in the public right-of-way of, and on publicly-owned land within five hundred feet of the center line of, a Scenic Highway.</p> <p>c. A standard condition for discretionary land use approvals involving parcels zoned for non-residential use located within five hundred feet of the center line of a Scenic Highway shall be compliance with the sign requirements of the CR zone.</p> <p>d. Designated Scenic Highways shall have first priority for removal of nonconforming billboards or signs. Such priority extends to properties located along, or within five hundred feet of the center line of, designated Scenic Highways.</p>	<p>SCENIC HIGHWAYS GUIDELINES in the General Plan</p>	<p>http://www.lacity.org/PLN/Cwd/GnlPln/TransElt/TE/ScenicHy.htm</p>

Area	Argument	Text	Document	Link
Santa Monica Boulevard, Wilshire Boulevard, Avenue of the Stars	The named streets are scenic highways and advertising is prohibited.	"In addition, Wilshire Boulevard, Santa Monica Boulevard, and Avenue of the Stars are designated as Scenic Highways in the Community Plan. Scenic Highways are roadways which merit special controls and/or visual enhancement programs in order to protect scenic resources. The land contiguous to a scenic highway is known as a Scenic Corridor. It is appropriate that protective land use controls be established for these corridors, particularly with respect to signage and billboards.	WEST LOS ANGELES Community Plan	http://cityplanning.lacity.org/complan/pdf/wlacptxt.pdf

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Santa Monica Boulevard	<p>The SMBTTP EIR specifically states that new billboards would represent a significant impact. Billboard companies were paid to remove billboards. Allowing them to now get those billboards back is a violation of the EIR and representations made to the community.</p>	<p>“Significant adverse impact would result from construction of additional billboards in the public right of way.”</p> <p>“Removal of existing billboards in the public right of way or on private property would be consistent with the urban design concept and community goals...”</p> <p>“restrictions on the development of new billboards and the removal of existing billboards would enhance the visual environment.”</p>	<p>Santa Monica Boulevard Transit Parkway EIR</p>	

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Westwood Village	The Westwood Village Specific Plan prohibits the proposed advertising.	<p>B. Prohibited Signs.</p> <p>The following signs are prohibited:</p> <p>Westwood Village Specific Plan 21</p> <ol style="list-style-type: none"> 1. Roof signs, effective January 4, 1979. 2. Monument signs and pole signs, except as permitted in Subsection C, Subdivision 1 and Subsection G, Subdivision 4 below, effective January 4, 1979. 3. Off-site commercial signs. 	<p>WESTWOOD VILLAGE</p> <p>Specific Plan</p>	<p>http://cityplanning.lacity.org/complan/specplan/pdf/wwdvil.pdf</p>

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Westwood Boulevard between Wilshire Boulevard and Santa Monica Boulevard	The Westwood Boulevard POD prohibits the proposed advertising.	<p>F. Sign Standards. Notwithstanding any provisions of Section 91.6201, et seq., of the LAMC to the contrary, no person shall erect the following signs:</p> <ol style="list-style-type: none"> 1. Signs that flash, move or have the appearance of movement; 2. Off-site commercial signs; 3. Pole signs; 4. Projecting signs, except for signs not to exceed 5 square feet in area, for ground floor businesses and when the top of the sign is not more than 12 feet above ground level; 5. Roof signs; 6. Illuminated canister wall signs; and 7. Neon signs. 	WESTWOOD BOULEVARD Pedestrian Oriented District	http://www.lacity.org/PLN/complan/othrplan/pdf/wwdblvdpod.pdf http://cityplanning.lacity.org/complan/othrplan/pdf/wwdblvdpodtxt.pdf
LACity		The City's definition of a billboard or off-site sign is: "Any display board, screen, object, device or part thereof used to visually announce, declare, demonstrate, display, identify or otherwise advertise and attract the attention of the public, to a business, commodity, service, entertainment, or attraction sold, offered or existing elsewhere than upon the same lot where such sign is displayed."		
Contract	The contract contemplated consistency with existing ordinances.	STEP 7 - Street Furniture Task Force will review the sites to ensure conformity to City codes and ordinances and to evaluate the various design elements of the street furniture. If sites conform, then Viacom Decaux will be instructed to develop final site plans.		

CEQA

A "Project" is defined under CEQA as "an activity that has potential for a direct physical change or a reasonably foreseeable indirect physical change in the environment, and which activity involves a discretionary approval - 'discretionary approval' being defined as requiring the exercise of judgment or deliberation - and the activity is one of the following types: (a) Activities directly undertaken by a public agency, which include **public works construction activities**, clearing or grading of land, **improvements to existing public structures**, enactment and amendment of zoning ordinances, and **adoption and amendment of local general plans**; (b) **Activities that are supported in whole or in part by a public agency, which includes contracts, grants, subsidies, loans, or other assistance from a public agency**; or (c) **An activity involving the public agency issuance of a lease, permit, license, certificate, or other entitlement for use by a public agency.**"

According to the Contract program literature provided by the Bureau of Street Services (BOSS) of the Department of Public Works of the City of Los Angeles, this Billboard/Street Furniture Project (officially the "Los Angeles Coordinated Street Furniture Program"), in fact, places *not hundreds*, but **up to 3,350 permanent structures citywide in various public rights of way - some as tall as 14 feet - including 2,500 Transit Shelters, 600 Public Amenity Kiosks (PAKs), 150 Automatic Public Toilets (APTs) and 100 Vending Kiosks (plus 100 "City Amenity Components" - CACs - integrated with the above furniture). These 3,350 pieces of street furniture could display a total of as many as 7,200 commercial billboard surfaces citywide (2 to 3 billboards per piece of street furniture). Many of the proposed sites are located within Historic Zones, Specific Plan areas, Design Review Board areas, along Scenic Corridors or Parkways, or adjacent to City Historic-Cultural Monuments or other Historic-Cultural Resources.**

The massive size and scope of this citywide Coordinated Street Furniture Project (unprecedented in the City of Los Angeles) clearly creates **significant visual impacts impacts and possibly significant cumulative impacts**. These impacts require proper environmental analysis under CEQA, which analysis was never performed. Further, if this Project goes forward with the Contractor's proposals to install billboards (off-site signs) in areas where they are currently prohibited, this would require the amendment of dozens of local Community Plans, Specific Plans, HPOZs, PODs, NODs, etc., all of which are incorporated into the local General Plan. Such amendments of the various plans also triggers environmental review under CEQA.)

CD 5 Street Furniture Locations

2/25/2008 Improper Reason Legend

CD5 West of Beverly Hills / Beverly Dr

WPNOD - Westwood Pico NOD
 WVSP - Westwood Village Specific Plan
 SH - Scenic Highway
 SMTP-EIR - Santa Monica Transit Parkway EIR
 WBPOD - Westwood Boulevard POD

Transit Shelters

ID	Location	Improper	Reason	Legend
SH0066	SB Sepulveda NS Palms			
SH0078	WB National Blvd NS Sepulveda Blvd			
SH0308	SB Westwood Blvd FS Pico Blvd	X	WPNOD	
SH0414	NB Westwood BLVD NS Weyburn Ave	X	WVSP	
SH0415	SB Westwood Blvd NS Weyburn Ave	X	WVSP	
SH0728	SB Gayley Ave NS Landfair Ave	X	WVSP	
SH1878	WB Santa Monica FS Sepulveda Blvd	XX	SH	SMTP-EIR
SH1881	WB Santa Monica FS Westwood Blvd	XX	SH	SMTP-EIR
SH1882	EB Santa Monica Blvd FS Westwood Blvd	XX	SH	SMTP-EIR
SH1886	EB Santa Monica Blvd FS Ave of the Stars	XX	SH	SMTP-EIR
SH1887	WB Santa Monica Blvd FS Century Park East	XX	SH	SMTP-EIR
SH1888	WB Santa Monica Blvd FS Ave of the Stars	XX	SH	SMTP-EIR
SH1891	EB Santa Monica Blvd FS Sepulveda Blvd	XX	SH	SMTP-EIR
SH1894	WB Santa Monica Blvd FS Beverly Glen Blvd	XX	SH	SMTP-EIR
SH1897	EB Santa Monica Blvd FS Beverly Glen Blvd	XX	SH	SMTP-EIR
SH1898	EB Santa Monica Blvd FS Century Park East	XX	SH	SMTP-EIR

Pillar

ID	Location	Improper	Reason	Legend
PI0006	SB Westwood Blvd NS Kinross Ave	X	WVSP	
PI0020	WB Lindbrook FS Westwood Blvd	X	WVSP	
PI0026	EB Wilshire Blvd FS Midvale Ave			
PI0029	NB Westwood BLVD FS Wilshie Blvd	X	WVSP	
PI0033	WB Wilshire Blvd NS Glendon Ave			
PI0035	SB Westwood Blvd FS Kinross Ave	X	WVSP	
PI0050	SB Ave of the stars FS Constellation Blvd	X	SH	
PI0051	NB Ave of the Stars NS Constellation Blvd	X	SH	
PI0115	WB Olympic Blvd FS Century Park East (on island)	X	SH	
PI0225	EB wilshire Blvd NS Whittier Dr (Union 76)			
PI0245	EB Santa Monica Blvd NS Beverly Glen Blvd	XX	SH	SMTP-EIR
PI0248	EB Little Santa Monica Blvd NS Moreno Dr	XX	SH	SMTP-EIR
PI0249	EB Santa Monica Blvd FS Century Park East	XX	SH	SMTP-EIR
PI0250	WB Santa Monica Blvd @ Century City Park East	XX	SH	SMTP-EIR
PI0251	WB Santa Monica Blvd NS Ave of the Stars	XX	SH	SMTP-EIR
PI0252	EB Santa Monica Blvd FS Ave of the Stars	XX	SH	SMTP-EIR

PI0258	EB Wilshire Blvd FS Comstock Ave			
PI0261	EB Santa Monica Blvd FS Little Santa Monica Blvd	XX	SH	SMTP-EIR
PI0061	EB Santa Monica Blvd FS Centuty Park West	XX	SH	SMTP-EIR
PI0132	WB Pico Blvd FS Ave of the Stars			

PAK

PK0094	SB Gayley Ave FS Le Conte Ave	X	WVSP	
PK0304	EB Pico Blvd FS Ave of the Stars			
PK0308	WB Olympic Blvd FS Fox Hills Drive			
PK0536	EB olympic Blvd NS Century West Park			
PK0561	WB Pico Blvd FS Patricia Ave	X	WPNOD	
PK0998	SB Sepulveda Blvd FS Nebraska Ave			
PK1000	SB Sepulveda Blvd FS Montana Ave			
PK1034	WB Santa Monca Blvd NS Westholme Ave	XX	SH	SMTP-EIR
PK1037	SB Westwood Blvd NS Santa Monica Blvd	XX	SH	SMTP-EIR
PK1038	WB Santa Monica Blvd NS Midvale Ave	XX	SH	SMTP-EIR
PK1039	WB Santa Monica Blvd NS Greenfield Ave	XX	SH	SMTP-EIR
PK1042	EB Santa Monica Blvd FS Bentley Ave	XX	SH	SMTP-EIR
PK1043	EB Santa Monica Blvd FS Veteran Ave	XX	SH	SMTP-EIR
PK1044	EB Santa Monica Blvd NS Overland Ave	XX	SH	SMTP-EIR
PK1045	EB Santa Monica Blvd NS Prosser Ave	XX	SH	SMTP-EIR
PK1046	EB Santa Monica Blvd FS Benecia Ave	XX	SH	SMTP-EIR
PK1052	WB Santa Monica Blvd NS Century Park East	XX	SH	SMTP-EIR
PK1058	WB Santa Monica Blvd NS Ave of the Stars	XX	SH	SMTP-EIR
PK1059	WB Santa Monica Blvd NS Club View Dr	XX	SH	SMTP-EIR
PK1101	WB Santa Monica Blvd @ Fox Hills Drive (On Medium)	XX	SH	SMTP-EIR
PK1102	NB Beverly Glen Blvd NS Wilshire Blvd			
PK1103	EB Wilshire Blvd FS Golf Club Entrance			
PK1104	SB Westwood Blvd FS Ohio Ave	X	WBPOD	
PK1107	NB Westwood Blvd FS Kinross Ave	X	WVSP	
PK1108	NB Broxton Ave NS Weyburn Ave	X	WVSP	
PK1109	WB Wilshire Blvd FS Westwood Blvd	X	SH	
PK1110	WB Wilshire Blvd FS Gayley Ave	X	SH	
PK1111	EB Wilshire Blvd @ 10980 Wilshire Blvd	X	SH	
PK1113	WB Olympic Blvd FS Ave of the Stars			
PK1117	EB Pico Blvd FS Motor Ave			
PK1118	EB Lindbrook Dr FS Gayley Ave	X	WVSP	
PK1121	EB Olympic Blvd NS Bellwood Ave			

Assuming the alley is less than 500 feet north of the SMB line.