

**MINUTES  
CITY COUNCIL MEETING  
MAY 24, 1993  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD  
6:00 P.M.**

**STUDY SESSION ON SIGN REGULATIONS**

**CALL TO ORDER:** Mayor Guarriello called the meeting to order at 6:05 p.m.

**PLEDGE OF ALLEGIANCE:** The Pledge was led by Jeff Seymour.

**ROLL CALL: PRESENT:** Heilman, Koretz, Land, Lang,  
and Mayor Guarriello

**ALSO PRESENT:** City Manager Brotzman  
Assistant City Attorney Hogin  
Planning Manager Browning  
Community Devel. Director Forbes

**SIGN REGULATIONS:** Anne Browning reported that in December 1991, the City Council directed staff to work with an ad hoc streamlining committee to consider several areas of the zoning ordinance, including signage. Recently, when the recommendations of the committee and Planning Commission were presented to Council, the Council requested that this study session be held to review the proposed changes. The focus of this report is on business concerns about the sign regulations, which are confusing and restrictive. Permanent identification signs were given the highest priority and some of the restrictions have been removed. Guidance from the City Council is needed on enforcement and abatement. Currently, code violations are an infraction and we are responding to complaints only.

On abatement, the abatement period runs to April, 1996, by which time all non-conforming signs would have to be abated. There are some options:

- 1) legalize signs;
- 2) eliminate the abatement or suspend it for a certain time period; or,
- 3) leave it as it is.

Council and staff discussion was held on portable signs, billboards, extension or deletion of the abatement process, the sign guidebook to be given out to applicants, political signs, awning signs, banners, temporary and special events signs,

signs on private property, and the City's jurisdiction over the content of signs.

Assistant City Attorney Hogin informed the Council that the appropriate way to delay the date of abatement would be to have two dates--one is the date Council will want to impose on itself to see if voluntary abatement is working; the other is extending the date of amortization. The state of the economy is a basis for extending the date for amortization.

It was agreed, by consensus of the City Council, to extend the amortization period, in the revised sign Ordinance, to 1999, with a review by Council in early 1996 to determine whether to keep the expiration date of 1999, extend it, or rescind it altogether.

Councilmember Heilman noted that in the proposed guidelines on awning signs there was a limitation of 6 feet, but this was not in the code. Staff stated that they wanted flexibility to allow or not allow a certain size. Councilmember Heilman stated that there is no limitation in the Ordinance, so there should not be in guidelines, except as a suggestion.

Special event banners should be limited to 30 days total, and not limited to the time of the event.

Assistant City Attorney Hogin recommended that subsection "o." of 9417 be deleted entirely, and to not regulate political signs. Private property owners have a right to remove signs placed on their property without permission.

Councilmember Land reminded people about the AIDS memorial at Hart Park this weekend.

Councilmember Heilman requested that the meeting be adjourned in memory of a person killed over the weekend in West Hollywood (Mauricio Bassa); the motive appears to be robbery. He asked that if anyone has seen or heard anything, they should please contact the Sheriff's station.

City Council Minutes  
May 24, 1993  
Page 3

The meeting was adjourned at 6:53 p.m., in memory of Mauricio Bassa, to June 6, 1993 at West Hollywood Park Auditorium at 6:00 p.m. for a closed session and 7:00 p.m. for the regular adjourned meeting.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 19TH DAY OF JULY, 1993.

ATTEST:

  
\_\_\_\_\_  
MAYOR

  
\_\_\_\_\_  
CITY CLERK