



# Ventura-Cahuenga Specific Plan Amendment

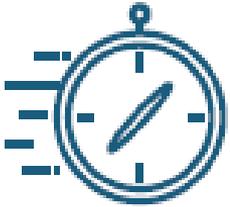
CPC-2023-1637-SP  
ENV-2023-1638-CE  
Council File 17-1071-S1

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Planning and Land Use Management Committee (PLUM)  
February 20, 2024

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# Amendment Goals



Streamline  
signage  
approvals



Update Ventura-  
Cahuenga Plan Review  
Board administration  
and appointments



Reflect recently  
adopted ordinances  
and clean-up



Update Maps

# Sign Review Administrative Process



## Current Process

- Discretionary
- 6+ months from filing to issuance of letter of determination
- Appealable
- Expensive
- Requires extensive research for tenants of multi-business shopping centers
- Strain on staff resources and time

## Proposed Process

- Administrative
- < 3 months from application to permit clearance sign-off
- Non-appealable
- Less costly
- Retains adherence to sign regulations of the plan
- Less onerous application requirements
- More efficient use of staff resources and time

# Plan Review Board



## Current

- Two appointees **per Council district**
- Total number of members expands or contracts during redistricting
- Unpredictable community representation on the Board
- No notice of term expiration

## Proposed

- One appointee **per community** (7 total)
- Total number of members **stays the same** regardless of Council redistricting
- Equitable community representation on the Board.
- Clear term limits with advance notice given
- Additional guidance for membership composition to promote diversity

# Ventura Cahuenga Boulevard Corridor

## Specific Plan Goals

- Ensure that Ventura Boulevard remains viable as the San Fernando Valley's premier commercial corridor
- Balance land use with appropriate transportation infrastructure
- Promote an attractive environment for residents and businesses





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# Thank You

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