



Ventura-Cahuenga Specific Plan Amendment

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

LOS ANGELES
CITY PLANNING

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

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



Thank You