DATE: June 13, 2023

TO: Mayor and Council Members

FROM: Economic and Community Development Department

SUBJECT: Set Public Hearing - Zoning Code Amendment 2023-00003 (ZCA-23-00003) to Amend the Sign Overlay Zone- Master Sign Plan for a 29.5-acre C-R (Commercial and Recreation) Zoned Property at 3900 West Manchester Boulevard

RECOMMENDATION:
It is requested that the Mayor and Council Members set a public hearing for June 27, 2023, at 2:00 p.m., to consider Zoning Code Amendment 23-00003 (ZCA-23-00003) to amend the Sign Overlay Zone- Master Sign Plan for a 29.5-acre C-R (Commercial and Recreation) Zoned Property at 3900 West Manchester Boulevard.

BACKGROUND:
In 1966, the Planning Commission approved Special Use Permit No. 66 (SP-66) to allow the development of the approximately 29.5-acre site as a sports arena (The Forum) with associated parking. Construction of The Forum ("Forum") was completed in 1968. Since that time, the Forum has held sporting events, concerts, church services, and exhibitions. The Forum currently operates primarily as a concert venue.

In 2013, the City Council approved a Development Agreement and a number of entitlements to facilitate a major renovation and modernization of the facility. These renovations resulted in the Forum becoming one of the top concert venues in the country. As part of the entitlements, a Sign Overlay Zone (SOZ) was established for the Forum site and a Master Sign Plan (MSP) was approved. The resulting signage was installed, including among other signs, an 80-foot tall, 3-faced, electronic monument sign at the corner of Manchester Boulevard and Prairie Avenue. Under the MSP, the Forum signs were permitted to display static images only with a refresh rate of no less than 8 seconds. The only digital sign installed to date is the monument sign.

In December 2022, an application was submitted by Alex Winsberg, representing The Forum Entertainment LLC, for an MSP amendment to remove the refresh rate contained in the Master Sign Plan, which would effectively allow for full motion graphics.

On May 31, 2023, the Planning Commission considered the draft ordinance and approved Resolution No. 1961, recommending approval of ZCA-23-00003 to modify Chapter 12 of the Inglewood Municipal Code (IMC) to amend the Sign Overlay Zone- Master Sign Plan for a 29.5-acre C-R (Commercial and Recreation) Zoned Property at 3900 West Manchester Boulevard.
DISCUSSION:
The applicant requests approval to amend Section 7 of the Master Sign Plan to remove the refresh rate of no less than eight (8) seconds. Removal of the refresh rate would effectively allow for full motion display on allowed signage.

Pursuant to the IMC SOZ regulations, the City Council must consider the below specific findings on this matter for a modification to the MSP:

Finding 1: The site is an appropriate location for enhanced and more intensive signage.

Finding 2: The amended MSP is consistent with the provisions of the applicable SOZ and uses clear graphics; coordinates with the architectural elements of the building(s) on or near which the signage is located; reflects a modern, vibrant image of Inglewood; and enhances site aesthetics by regulating the number, size, and location of signs.

Finding 3: The amended MSP will not adversely affect neighboring properties, the occupants thereof or the permitted uses thereon, consistent with the promotion of public health, safety, and welfare.

Finding 4: The amended MSP is compatible with the existing or proposed development of the site.

A more detailed staff report will be provided for the public hearing.

COMMISSION COMMENTS AND RECOMMENDATIONS:

FINANCIAL/FUNDING ISSUES AND SOURCES:
There is no fiscal impact.

DESCRIPTION OF ANY ATTACHMENTS:
None.

PREPARED BY:
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Bernard McCrumby, Jr., Senior Planner

COUNCIL PRESENTER:
Mindy Wilcox, AICP, Planning Manager
APPROVAL VERIFICATION SHEET

DEPARTMENT HEAD APPROVAL:  
Christopher E. Jackson, Sr., ECD Dept. Director

CITY MANAGER APPROVAL:  
Artie Fields, City Manager