DATE: June 27, 2023

TO: Mayor and Council Members

FROM: Economic and Community Development Department

SUBJECT: Public Hearing - Zoning Code Amendment 23-00003 (ZCA23-00003) to Amend Article 17.3 (Sign Overlay Zone) to Include the Amended Master Sign Plan for a 29.5-acre C-R (Commercial and Recreation) Zoned Property at 3900 West Manchester Boulevard

RECOMMENDATION:
It is recommended that the Mayor and Council members conduct a public hearing and take the following actions:

1) Affirm Categorical Exemption (EA-CE-2023-051); and
2) Introduce an ordinance approving Zoning Code Amendment-23-00003 (ZCA 23-00003) to amend Article 17.3 (Sign Overlay Zone) to include the amended 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 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 a 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 reviewed the request and adopted Resolution No. 1961 recommending approval of 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. On June 13, 2023, the City Council set a public hearing for June 27, 2023, to consider amending the Sign Overlay Zone-Master Sign Plan for the subject site.

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.

The project site is bound by Manchester Boulevard to the north, Pincay Drive to the south, Kareem Court to the east, and Prairie Avenue to the west.

The Inglewood Municipal Code Sign Overlay Zone (SOZ) regulations are intended to provide for the orderly, efficient, and harmonious approval of signs, sign structures, and other exterior advertising devices to allow more flexibility for large-scale and major development, active entertainment uses, and to enhance urban in-fill projects in the “C-R” zone. The SOZ regulations require the approval of a site specific Master Sign Plan (MSP) that outlines specific signage requirements.

The Forum’s current MSP allows for specialized signage including a Primary Project ID monument sign, perimeter site banners, building banners, rooftop graphics, parking surface graphics, and others. In addition, the MSP includes regulations related to the type of signage, location, illumination, and refresh rate for digital signage. All signs on site are permitted only to display on-site advertising, with the exception of the Primary Project ID sign. This is the monument sign located at the corner of Manchester Boulevard and Prairie Avenue and it is permitted to display off-site advertising.

Pursuant to the IMC SOZ regulations, the City Council must consider specific findings in making a determination on the modification to the MSP. The Planning Commission has determined as follows in regards to the findings:

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

• The MSP change is appropriate to the location as it would primarily result in a change to the Primary Project ID, which is located at a major intersection and only distantly visible from residential neighborhoods.

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.
• By allowing full motion graphics on this site, it will bring the Forum into greater conformance with signage allowance throughout Inglewood. As a result, the full motion graphics will signal to passersby that the Forum is a modern facility consistent with other entertainment venues throughout Inglewood. There is no change proposed to the height or physical characteristics of any other signage in the MSP; therefore, it will continue to be equally compatible with the architecture.

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.

• The signage will continue to have a light limitation of two-foot candles as measured from any residential property line. This limitation will continue to protect surrounding properties from light spillover.

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

• By allowing full motion graphics, it will more accurately and better reflect the Forum as a modern entertainment venue consistent with other entertainment venues throughout Inglewood.

If approved, the amended Master Sign Plan will be added to Article 17.3 (Sign Overlay Zone) of the Inglewood Municipal Code.

General Plan Consistency
The Planning Commission determined that the proposed Master Sign Plan amendment is consistent with the Land Use Element of the General Plan in that by regulating signage, it helps promote economic development and employment opportunities for the City’s residents by responding to changing economic conditions because removal of the refresh rate allows for full motion signage in line with the entertainment district of the City.

Public Comments
As of the preparation of this report, no public comments in favor of or against this matter have been received.

Environmental Determination
A Notice of Exemption (EA-CE-2023-051) has been prepared stating that the proposed amendment will have no significant adverse impact upon the environment, a copy of which is available for public review in the Planning Division, fourth floor, City Hall and via email at bcmcrumby@cityofinglewood.org.

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

DESCRIPTION OF ANY ATTACHMENTS:
Attachment No. 1 – Notice of Exemption
Attachment No. 2 – Planning Commission Minutes for May 31, 2023
Attachment No. 3 – Planning Commission Resolution No. 1961
Attachment No. 4 – Draft City Council Ordinance

PREPARED BY:
Mindy Wilcox, AICP, Planning Manager
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
NOTICE OF EXEMPTION

Prepared in accordance with California Environmental Quality Act Section No. 15300, and the Inglewood Municipal Code, the following Notice of Exemption is made.

Project Title: Zoning Code Amendment ZCA-23-00003
CEQA Case No: EA-CE-2023-051
Location: 3900 West Manchester Boulevard
Zoning: C-R (Commercial Recreation)
Project Sponsor: City of Inglewood
Address: One Manchester Boulevard, Inglewood, CA 90301
Agency Contact: Bernard McCrumby, Senior Planner
Telephone: (310) 412-5230

Project Description
An Amendment to the Forum Sign Overlay Zone-Master Sign Plan (MSP) to remove the refresh rate limitation, thereby allowing for full motion graphics on the Primary Project ID sign at the intersection of Manchester Boulevard and Prairie Avenue.

Exempt Status
Categorical Exemption: Section 15303 (Conversion of Small Structures)

Reason for Exemption
CEQA exempts the conversion of small structures, including accessory structures, from one use to another. The amendment of the MSP will allow for the conversion of the Primary Project ID sign from a static electronic display to a full motion electronic display. This modification is negligible because the light level limitations in the MSP will remain unchanged and any sensitive resources are obstructed from viewing the sign, by existing buildings in the surrounding area.

Signature:
Name: Bernard McCrumby
Title: Senior Planner
Date: May 20, 2023
ZCA-23-00003
May 31, 2023 Planning Commission Minutes
Attachment No. 2
MINUTES
INGLEWOOD SPECIAL PLANNING COMMISSION MEETING
WEDNESDAY, MAY 31, 2023

(1) PLEDGE OF ALLEGIANCE:
The City of Inglewood Planning Commission held its Special Planning Commission meeting on Wednesday, May 31, 2023, in the Council Chambers, on the ninth floor, in City Hall. Following the Pledge of Allegiance by Commissioner Shaw-Williams, the meeting was called to order at 7:00 p.m.

(2) ROLL CALL:
Present: Chairman Larry Springs
Commissioner Patricia Patrick
Commissioner Cheryl Shaw-Williams

Excused
Absences: Commissioner David Rice
Commissioner Aidé Trejo

Staff:
Christopher E. Jackson, ECD Director
Mindy Wilcox, AICP, Planning Manager
Jeffery Lewis, Sr. Assist. City Attorney
Eddy Ikemefuna, Senior Planner
Bernard McCrumby, Senior Planner
Angel Leon-Martell, Assistant Planner
Christine Rivera, Assistant Planner
Sean May, Planning Technician
Evangelina Lane, Secretary

(3) STAFF COMMUNICATIONS:
Ms. Wilcox, Planning Manager stated: 1) Commissioners Rice and Trejo have excused absences; 2) Staff received two letters, (1-For & 1-Against), Item 5A; Against-Polsinelli Firm representing WOW Media, Inc., received on Tuesday, May 30, 2023 and For-B. Saltsman of Gibson Dunn, representing the Forum (The Applicant).

(4) PUBLIC COMMENTS:
None.

(5) PUBLIC HEARINGS:
5A. SIGN OVERLAY ZONE - MASTER SIGN PLAN FOR 3900 WEST MANCHESTER BOULEVARD: A public hearing to consider an amendment to the Sign Overlay Zone - Master Sign Plan for 3900 West Manchester Boulevard.

Mr. Bernard McCrumby, Senior Planner, made the staff presentation.

Chairman Springs asked the Planning Commission if there were any questions for staff, there were none. Chairman Springs asked the
Inglewood Special Planning Commission Meeting Minutes
May 31, 2023

applicant to come forward to address the Planning Commission and speak about their project.

Mr. Ben Saltsman of Gibson & Dunn, representing the Forum.

Commissioner Patrick asked staff-
- With regards to the Refreshing Rate of the sign going forward "change"?
- Lighting of the board, will it affect the surrounding community?
  - Mr. Saltsman responded to Commissioner Patrick's questions.

Commissioner Shaw-Williams asked the applicant -
- What if any impact on CEQA and/or will there be any need for CEQA Approvals on this project?
  - Mr. Saltsman responded to Commissioner Shaw-Williams' question.

Chairman Springs asked the applicant -
- Regarding the present monitors, will it be the motion that changes the boards' presentations?
- How will the new motion on the boards effect drivers' on the road, or be too distractive?
  - Mr. Saltsman responded to Commissioner Springs' question.

Chairman Springs asked a question of Staff -
- What are the pros and cons of doing this change for the customer?
  - Ms. Wilcox responded to Commissioner Springs' question.
  - Mr. Jackson responded to Commissioner Springs' question.

Chairman Springs asked Commissioner Patrick to re-visit her questions regarding this project.

Commissioner Patrick responded that all of her questions have been answered.

Chairman Springs opened the public hearing to the audience to speak either for or against this project.

**FOR / AGAINST:**
None.

Chairman Springs closed the public hearing and asked if there were any further questions from the Planning Commission, there were none and called for a motion.
Inglewood Special Planning Commission Meeting Minutes
May 31, 2023

**MOTION:**
Commissioner Shaw-Williams motioned to affirm categorical exemption EA-CE-2023-051 and adopt a resolution recommending approval of Zoning Code Amendment No. 23-00003 (ZCA23-00003) and was seconded by Commissioner Patrick, that Resolution No. 1961

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF INGLEWOOD, CALIFORNIA, APPROVING AND RECOMMENDING TO THE CITY COUNCIL FOR APPROVAL AN AMENDMENT TO THE MASTER SIGN PLAN (MSP) FOR THE SIGN OVERLAY ZONE AT 3900 WEST MANCHESTER BOULEVARD.**

Be approved.

The motion was carried by the following roll call vote:

Ayes: Commissioners Patrick, Shaw-Williams and Chairman Springs.

Ms. Wilcox explained there is no appeal period.

**(6) PUBLIC COMMENTS:**
None.

**(7) COMMISSION INITIATIVES:**
Commissioner Patrick -
- Wanted to invite everyone to the upcoming District One, Town Hall meeting, at 5:30pm to 8:30pm, at the Senior Center on Locust Street & Queen Street, all are invited.

Commissioner Shaw-Williams -
- Wishing everyone a great and safe weekend. Also, she travelled last week to Dallas, TX, but did not get to go everywhere she wanted to go, so she is going back.

Chairman Springs -
- Wanted to thank Staff for an excellent job with this report. He stated that staff and he talked about this project and asked a lot of questions and staff answered them all, they did a great job. This was a very important project that needed immediate attention and Staff came through.
- Everyone have a safe weekend, and also wanted to let everyone know that he will be celebrating he and his wife’s 50th Wedding Anniversary on Sunday, June 4, 2023.

**(9) ADJOURNMENT:**
Chairman Springs called the Meeting adjourned at 7:24 p.m.
Inglewood Special Planning Commission Meeting Minutes
May 31, 2023

Evangeline Lane, Secretary
City Planning Commission
Inglewood, California

Approved this 7th Day of June 2023.

Chairman Larry Springs
City Planning Commission
RESOLUTION NO. 1961

A RESOLUTION OF THE PLANNING COMMISSION OF
THE CITY OF INGLEWOOD, CALIFORNIA, APPROVING
AND RECOMMENDING TO THE CITY COUNCIL FOR
APPROVAL AN AMENDMENT TO THE MASTER SIGN
PLAN (MSP) FOR THE SIGN OVERLAY ZONE AT 3900
WEST MANCHESTER BOULEVARD.

(Zoning Code Amendment ZCA23-00003)

WHEREAS, on May 11, 2023, an application was submitted by Alex
Winsberg, representing Forum Entertainment, LLC, to amend the Master Sign
Plan in the SOZ (Sign Overlay Zone) at 3900 West Manchester Boulevard.

WHEREAS, the Planning Commission scheduled a public hearing for the
31st day of May 2023, in the City Council Chambers, Ninth Floor, of City Hall,
beginning at 7:00 p.m. to consider Zoning Code Amendment ZCA23-00003; and

WHEREAS, notice of the time and place of the hearing was given as
required by law; and

WHEREAS, the Planning Commission conducted the hearing at the time
and place stated and afforded all persons interested in the matter of the proposed
amendment to the Inglewood Municipal Code, or in any matter or subject related
thereto, an opportunity to address the Planning Commission and be heard and to
submit any testimony or evidence in favor or against the proposed Code
Amendments; and

WHEREAS, after taking public testimony and fully considering all the
issues, the Planning Commission determined that Zoning Code Amendment
ZCA23-00003 should be recommended for approval to the City Council as set
forth herein below.

//
NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY
OF INGLEWOOD, CALIFORNIA RESOLVES AS FollowS:

SECTION 1.

The Planning Commission has carefully considered all testimony and
evidence presented in this matter, and being so advised, finds the following:

1. The MSP change is appropriate to the location as it would primarily
result in a change to the Primary Project ID which is located at a
major intersection and only distantly visible from residential
neighborhoods.

2. By allowing full motion graphics on this site, it will bring the Forum
into greater conformance with signage allowance throughout
Inglewood. As a result, the full motion graphics will signal to passersby
that the Forum is a modern facility consistent with other entertainment
venues throughout Inglewood. There is no change proposed to the
height or physical characteristics of any other signage in the MSP,
therefore it will continue to be equally compatible with the architecture.

3. The signage will continue to have a light limitation of two foot candles
as measured from any residential property line. This limitation will
continue to protect surrounding properties from light spillover.

4. By allowing full motion graphics it will more accurately and better
reflect the Forum as a modern entertainment venue consistent with
other entertainment venues throughout Inglewood.

5. That the proposed amendment to amend the MSP is exempt from
further review under the California Environmental Quality Act
(CEQA), therefore a notice of exemption (EA-CE-2023-051) has been
prepared.
SECTION 2.

Pursuant to the foregoing recitations and findings, the Planning Commission of the City of Inglewood, California, hereby recommends approval of Zoning Code Amendment ZCA-23-00003 to the City Council as set forth in Exhibit “A” attached hereto and made a part thereof.

SECTION 3.

The Secretary of the Planning Commission is hereby instructed to forward a certified copy of this resolution to the City Council as a recommendation of the Planning Commission to approve the proposed amendments to the Master Sign Plan.

Passed, approved and adopted this 31st day of May 2023.

Larry Springs, Chairperson
City Planning Commission
Inglewood, California

ATTEST:

Evangeline Lane, Secretary
City Planning Commission
Inglewood, California
ORDINANCE NO. _______

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF INGLEWOOD, CALIFORNIA, TO APPROVE ZONING CODE AMENDMENT-23-00003 TO AMEND ARTICLE 17.3 OF CHAPTER 12 (PLANNING AND ZONING) OF THE INGLEWOOD MUNICIPAL CODE TO INCLUDE THE AMENDED MASTER SIGN PLAN FOR A 29.5-ACRE C-R (COMMERCIAL RECREATION) ZONED PROPERTY AT 3900 WEST MANCHESTER BOULEVARD.

(Zoning Code Amendment ZCA23-00003)

WHEREAS, on May 11, 2023, an application was submitted by Alex Winsberg, representing Forum Entertainment, LLC, to amend the Master Sign Plan in the SOZ (Sign Overlay Zone) at 3900 West Manchester Boulevard; and,

WHEREAS, on May 31, 2023 the Planning Commission conducted a public hearing for the matter and approved Resolution No. 1961 entitled:

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF INGLEWOOD, CALIFORNIA, APPROVING AND RECOMMENDING TO THE CITY COUNCIL FOR APPROVAL AN AMENDMENT TO THE MASTER SIGN PLAN (MSP) FOR THE SIGN OVERLAY ZONE AT 3900 WEST MANCHESTER BOULEVARD.

WHEREAS, on June 13, 2023 the City Council scheduled a Public Hearing for June 27, 2023, that was properly noticed pursuant to Section 65365 of the California Government Code with a legal notice published in the Herald Publication, a newspaper of general circulation and a notice posted on the City Hall public information board; and,
WHEREAS, on June 27, 2023 the City of Inglewood City Council conducted the public hearing, reviewed the Zone Code Amendment for the Sign Overlay Zone - Master Sign Plan regulations; and,

WHEREAS, pursuant to Section 65350 of the California Government Code, the City Council is charged with making amendments to the Sign Overlay Zone as needed;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF INGLEWOOD, CALIFORNIA DOES ORDAIN AS FOLLOWS:

SECTION 1.

The City Council has carefully considered all testimony and evidence presented in this matter, and being so advised, finds as follows:

1. That the proposed amendment to the Sign Overlay Zone, supports the intent of the Commercial Land Use designation in that it improves the visual appearance and economic conditions of the existing arterial commercial development along Inglewood's major streets.

2. That the amendment will be appropriate for the subject property in terms of the adequacy of the site to accommodate land uses permitted by the proposed zone because the amendment adds regulations to the SOZ zone at the subject site.

3. That the amendment will not constitute the granting of a special privilege to the property owner inconsistent with the current or designated uses or limitations of other properties in the vicinity because the amendment will apply to a site that has unique characteristics that other properties in the Sign Overlay Zone.

4. The changes to the text of Chapter 12 to amend the Master Sign Plan does not constitute an establishment of unique standards, offering special privilege to a particular individual or group of individuals because the code amendment will apply to the Sign Overlay Zone.
5. The site is an appropriate location for enhanced and more intensive signage because, the Zone Code Amendment and Master Sign Permit change is appropriate to the location as it would primarily result in a change to the Primary Project ID which is located at a major intersection and only distantly visible from residential neighborhoods.

6. The Master Sign Plan 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 because, by allowing full motion graphics on this site, it will bring the Forum into greater conformance with signage allowance throughout Inglewood. As a result, the full motion graphics will signal to passersby that the Forum is a modern facility consistent with other entertainment venues throughout Inglewood. There is no change proposed to the height or physical characteristics of any other signage in the Master Sign Permit, therefore it will continue to be equally compatible with the architecture.

7. The proposed signage will not adversely affect neighboring properties, the occupants thereof or the permitted uses thereon, consistent with the promotion of public health, safety, and welfare because, the signage will continue to have a light limitation of two foot candles as measured from any residential property line. This limitation will continue to protect surrounding properties from light spillover.

8. The proposed signage is compatible with the existing or proposed development of the site because, by allowing full motion graphics it will more accurately and better reflect the Forum as a modern entertainment venue consistent with other entertainment venues throughout Inglewood.
9. That the proposed amendment is exempt from further review under the California Environmental Quality Act (CEQA), therefore a notice of exemption (EA-CE-2023-051) has been prepared.

SECTION 2

Section 12-38.79.1. (Forum Master Sign Plan Regulations) is hereby added to Article 17.3 ("SOZ" Sign Overlay Zone), Chapter 12 of the Inglewood Municipal Code to read as follows:

Section 12-38.79.1 (Forum Master Sign Plan Regulations)

Section 1. Establishment of Forum Signage Provisions. The Forum "SOZ" zoning overlay establishes the Forum signage provisions for the Forum property which is located in that portion of the City as depicted on the map referenced as Exhibit 1 within the heavy black lines. The Forum "SOZ" zoning overlay allows specialized signage, including electronic, digital, and animated signs: roof signs; banners; Non-Premise Related Advertising (as defined below); and pageantry signage in the public right-of-way.

Section 2. Definitions. For purposes of implementing the Forum "SOZ" zoning overlay, the following definitions shall apply:

a) Integrated Sign shall mean a Sponsorship Sign, the content of which includes text or images that relate directly to the Forum or an event, or a series or type of event(s), that takes place at the Forum.

b) Non-Premise Related Advertising shall mean a sign or other advertising device (other than a Sponsorship Sign) whose message does not relate directly with an active use of the premises upon which it is displayed.

c) Premise Related Advertising shall mean a sign or other advertising device whose message relates directly with an active use of the premises upon which it is displayed, which includes, but is not limited to, a Sponsorship Sign.
d) Sponsor shall mean any of the following: (i) the owner or operator of the Forum, together with any affiliate of the owner or operator of the Forum, or (ii) a person or entity that is a party to a contract or agreement with the owner of the Forum, which contract or agreement grants such person the right to have its company logo and/or name displayed on promotional materials or signage at the premises.

e) Sponsorship Sign shall mean a sign or other advertising device whose message contains a company logo or name of a Sponsor and relates directly with the use of the premises upon which it is displayed or to the business or promotion of the Sponsor.

f) Wayfinding Sign shall mean an on-premise sign designed to be read by a person already on or accessing the premises and used only to identify the location of a business entrance, exit, telephone, parking lot, drive aisle, seating type, location, service area, or route. Wayfinding Signs may contain the name or logo of the business or Sponsor.

Section 3. Permitted Non-Premise Related Advertising. Table 1 shows the permitted Non-Premise Related Advertising for the “SOZ” zoning overlay.

Table 1 – Permitted Forum Non-Premise Related Advertising

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Number of Permitted Signs</th>
<th>Maximum Sign Area</th>
<th>Minimum Setback (Free-standing)</th>
<th>Maximum Height (Free-standing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Project ID</td>
<td>1</td>
<td>No limit on number of sign faces; not to exceed a total aggregate maximum of 3,500 sq. ft.</td>
<td>N/A</td>
<td>100'</td>
</tr>
</tbody>
</table>

Section 4. Exempt Signage. The following permitted signs and/or sign structures are exempt from the permit requirement of Section 12-72 of the Inglewood Municipal Code; provided, however, that such signs shall comply to all other applicable requirements of any approved Master Sign Plan.
a) Public and Community Notices and Signs. Public notices posted pursuant to law, signs erected by governmental agencies and public utilities, warning or information signs required by law for public health and safety, and public service announcements.

b) Parking and No Trespassing Signs. Signs such as “no trespassing” or parking signs that do not exceed six (6) square feet in area and which do not advertise merchandise or services.

c) Portable Signs. Bi-faced, free-standing signs, not to exceed four (4) feet in height, if such signs may be readily removed from public view at the end of each business day and if such signs are not placed upon any public right-of-way, in any on-site parking space or in any landscaped planter area.

d) Temporary Decorations. Temporary graphics and decorations for holiday seasons, provided that such graphics and decorations are installed not more than thirty (30) days before the holiday or holiday season and removed not later than two (2) weeks after the holiday or a holiday season.

e) Temporary Promotional Advertising. For such purposes as promoting an opening or a closure of an event may be displayed for a period not to exceed thirty (30) days or periods totaling no more than ninety (90) days in a calendar year.

f) Temporary Construction Signs. Construction signs, provided that such signs are removed not later than one (1) week after issuance of certificate of occupancy.

g) Changeable Copy Signs. The changing of advertising copy or message on theater boards, marquees, bulletin boards, mural graphics and pageantry, when the basic board, marquee, mural graphic or pageantry are otherwise permitted.
h) Flags. National, state or other governmental flags, or flags depicting logos of, and displayed by, public institutions or nonprofit service organizations. Additionally, flags may be displayed in the same circumstances that string pennants may be displayed. All flags shall be maintained in a non-deteriorated condition.

Section 5. Permitted Premise Related Signs. Table 2 shows the permitted Premise Related Signs for the “SOZ” zoning overlay.

**Table 2 – Permitted Forum Premise Related Signs**

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Number of Permitted Signs</th>
<th>Maximum Sign Area per Sign Face</th>
<th>Minimum Setback (Free-standing)</th>
<th>Maximum Height (Free-standing)</th>
<th>Other Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGEANTRY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perimeter Site</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banners</td>
<td>No Limit</td>
<td>No limit on number of sign faces; maximum 130 SF per sign face</td>
<td>Allowed on-site and in public right of way setback</td>
<td>30' (or height of existing lighting structure)</td>
<td>Public Right of Way: Integrated Sign only.</td>
</tr>
<tr>
<td>Building Banner</td>
<td>Suspended between columns</td>
<td>No limit on number of sign faces; 850 SF per sign face</td>
<td>N/A</td>
<td>N/A</td>
<td>Non-Premise Related Advertising Not Permitted.</td>
</tr>
<tr>
<td>Graphics</td>
<td>around the exterior of the Forum; no limit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Surface</td>
<td>No Limit</td>
<td>No limit on number of sign faces; maximum 1000 SF per sign</td>
<td>N/A</td>
<td>45'</td>
<td>Non-Premise Related Advertising Not Permitted.</td>
</tr>
<tr>
<td>Graphics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROOF SIGNS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rooftop Graphic</td>
<td>1</td>
<td>37,000 SF</td>
<td>N/A</td>
<td>N/A</td>
<td>Non-Premise Related Advertising Not Permitted.</td>
</tr>
<tr>
<td>Building Top Signs</td>
<td>4</td>
<td>6,000 SF</td>
<td>N/A</td>
<td>N/A</td>
<td>Non-Premise Related Advertising Not Permitted.</td>
</tr>
<tr>
<td>OTHER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Entrance Signs</td>
<td>No Limit</td>
<td>600 SF</td>
<td>N/A</td>
<td>30'</td>
<td>Non-Premise Related Advertising Not Permitted</td>
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<td>------------------------</td>
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<td>---------------------------------------------</td>
</tr>
<tr>
<td>Wayfinding Signs</td>
<td>No Limit</td>
<td>N/A</td>
<td>0'</td>
<td>N/A</td>
<td>Non-Premise Related Advertising Not Permitted</td>
</tr>
<tr>
<td>Terrace Sign</td>
<td>1</td>
<td>500 SF</td>
<td>N/A</td>
<td>N/A</td>
<td>Non-Premise Related Advertising Not Permitted</td>
</tr>
<tr>
<td>Pedestrian Entrance Signs</td>
<td>4</td>
<td>300 SF</td>
<td>N/A</td>
<td>40'</td>
<td>Non-Premise Related Advertising Not Permitted</td>
</tr>
</tbody>
</table>

**Section 6. Sign Illumination.** If signage is illuminated, spotlight devices shall not shine directly upon any public right-of-way or upon neighboring property or be inconsistent with the requirements of Los Angeles World Airports. The maximum brightness level for signage and lighting on the project shall not result in more measured in four hundred (400) candelas/m2. The light sources from any lighting on the project shall not result in more than two (2) foot candles of lighting intensity at the property line of any residential use. Compliance with the two-foot candle standard shall be tested following the installation of the proposed signage and prior to the issuance of finalized building permits or operation of the sign. Such testing shall include the following:

a) A representative testing site shall be selected on or next to those residential uses which have the greatest exposure to signage lighting at the four boundaries of the Project.

b) A light meter mounted to a tripod at eye level, facing the project, should be calibrated and measurements should be taken to determine ambient light levels with the sign on.

c) An opaque object (a board) should be used to block out the view of the sign from the light meter, at a distance of at least 4’ away from the tripod and blocking the light meter’s view of the sign. A
reading shall be taken to determine the ambient light levels with the
sign off.

d) The difference between the two would be the amount of light the sign
casts at the property line of the adjacent residential use.
e) An alternate method to measure light levels is to use the same tripod
and same light meter and to turn on and off the signage.

Section 7. Sign Refresh Rate.

There shall be no minimum refresh rate for any digital signage.

Section 8. Sign Permits Required. A separate permit shall be required for
each sign or set of signs to be installed or altered. No permit shall be issued
unless signage complies with the requirements of this Ordinance, including,
without limitation, the two (2) foot candle standard set forth at Section 6.
Signs that are part of an approved Master Sign Plan shall require an
Administrative Sign Permit as set forth in Section 9 of this Ordinance. Non-
Premise Related Advertising not otherwise included as part of an approved
Master Sign Plan shall be allowed subject to the approval of a “Special Use
Permit” as set forth in Chapter 12, Article 23, Section 12-80 of the Inglewood
Municipal Code, as the same may be amended from time to time. All other
signage otherwise permitted under the Inglewood Municipal Code shall
require a “Sign Permit” as set forth in Chapter 12, Article 29, Section 12-104.1
of the Inglewood Municipal Code, as the same may be amended from time to
time. The provisions of Chapter 12 of the Inglewood Municipal Code governing
the procedure in making application for permits and the payment of fees
therefore (as the same may be amended from time to time) shall also be
applicable.


a) Applicability. The following types of signs shall be subject to approval
by an Administrative Sign Permit:

- Pageantry signs
Monument signs
Marquee signs
Projecting signs
New pageantry installations
New mural graphic installations
Roof top signs
Parking garage entry signs
Wayfinding signage
Perimeter site banners
Any other sign in the approved Master Sign Plan

b) Review Procedure. Upon submittal, requests for an Administrative Sign Permit shall be reviewed for compliance with the provisions of this Ordinance (including, without limitation, illumination as regulated by Section 6 of this Ordinance), and the general parameters of height, square footage, location, and number of permitted sign faces set forth in the Master Sign Plan. The Economic and Community Development Department Director or his or her designee, shall be authorized to approve, approve with conditions, or disapprove requests for an Administrative Sign Permit; provided, however, that requests for an Administrative Sign Permit with respect to perimeter site banners shall also require the approval of the Public Works Director or his or her designee.

c) Alternative Consideration through Sign Adjustment. If it is determined that a request for an Administrative Sign Permit will not be approved, the applicant may request a Sign Adjustment pursuant Section 11 of this Ordinance.

Section 10. Submittal Requirements.

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a) Plans. Requests for approval of an Administrative Sign Permit shall be submitted to the Economic and Community Development Department with three (3) copies of the following:
   - Sign plan depicting structural details and sign details (lettering style, colors, materials, method of illumination).
   - Site plan of the entire site showing the proposed location of the sign.
   - Building elevations showing the proposed location of the sign.
   - Samples of colors and materials.
   - Plans and specifications for the proposed lighting displays prepared by a lighting design expert, together with a proposal to review and monitor the installation and testing of the displays in order to insure compliance with the required two (2) foot candle standard.
   - Other relevant information requested by the Economic and Community Development Department Director or his or her designee.

b) Authorization for Submittal. If plans are submitted by a person other than the property owner or manager, a letter or other writing signed by the property owner or manager shall be submitted authorizing the submittal of the plans for the proposed sign.

c) Filing Fee. The fee for the Administrative Sign Permit shall be the same as a “Sign Permit” in Chapter 12, Article 29, Section 12-104.1 of the Inglewood Municipal Code, as the same may be amended from time to time.

d) Appeals. Decisions or other actions regarding an Administrative Sign Permit shall be final and effective five (5) business days after the date the decision is rendered or action is taken, unless the applicant files a written appeal of the decision or other action with the Economic and Community
Development Department Director. The same fee as specified in Chapter 12, Article 29, Section 12-104.1(E)(2) of the Inglewood Municipal Code for "Appeals from Sign Adjustment," is required to cover the cost of processing the appeal. The Planning Commission shall consider the appeal at its next regular meeting held not less than forty-five (45) days after the filing of the appeal. The determination of the Planning Commission may be appealed to the City Council.

Section 11. Sign Adjustment. An adjustment may also be granted to modify the sign regulations of this "SOZ" zoning overlay Ordinance if such regulations would result in practical difficulties in the use of the property or effectuation of the purposes of this zone. The Economic and Community Development Department Director or his or her designee may grant an adjustment to the sign regulations to permit:

a) The modification of area, height, number, location (other than for roof signs), lighting, motion and other limitations on signs or conditions under which signs are permitted by no more than ten percent (10%);

b) Temporary and promotion signs including real estate signs and contractor's signs; and/or

c) The extension of time required for the removal of signs. The administration, findings and conditions for a Sign Adjustment shall be the same as in Article 26.1 of the Inglewood Municipal Code.

Section 12. Interpretation. This Ordinance shall be construed liberally to carry out the purpose of providing enhanced signage appropriate to the sports and entertainment uses of the Forum. Whenever any ambiguity or uncertainty exists related to the signs permitted in the Forum "SOZ" zoning overlay or the application of this Ordinance so that it is difficult to determine the precise application of these provisions, the Planning and Building Department Director or his or her designee shall issue written determinations on the
requirements of the Ordinance consistent with the purpose and intent of this Ordinance.

Section 13. Severability. If any provision of this Ordinance or the application thereof to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions, clauses or applications of this Ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Ordinance are declared to be severable.

Section 14. Approval of Ordinance. The City Clerk shall certify to the passage and adoption of this Ordinance and to its approval by the City Council and shall arrange for the same to be published in accordance with the City Charter. Thirty (30) days from its final passage and adoption, this Ordinance shall be in full force and effect.

SECTION 3.

The City Clerk shall certify to the passage and adoption of this ordinance and to its approval by the City Council and shall cause the same to be published in accordance with the City Charter and thirty days from the final passage and adoption, this ordinance shall be in full force and effect.
This ordinance to amend Chapter 12 (Planning and Zoning) of the Inglewood Municipal Code to amend the Sign Overlay Zone is passed, approved and adopted by the City Council of the City of Inglewood this ________ day of __________, 2023.

______________________________
JAMES T. BUTTS
MAYOR OF THE CITY OF
INGLEWOOD, CALIFORNIA

Attest:

______________________________
AISHA L. THOMPSON
CITY CLERK
(SEAL)