



CITY COUNCIL OF THE CITY OF LOS ANGELES

TOM LABONGE
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April 29, 2009

Councilmember Ed Reyes, Chair
Planning and Land Use Management Committee
Room 410, City Hall

Re: Council File 08-2020, Item for May 5, 2009 P.L.U.M. Agenda

Dear Mr.  Reyes:

On March 26th 2009, the Los Angeles City Planning Commission considered a new comprehensive sign ordinance, which has been forwarded to your Committee. The proposed sign ordinance revises and comprehensively regulates signs in the City, and delineates specific land use regulations. One of those land use regulatory controls prescribes procedures for the establishment of sign districts and, as written, restricts new sign districts to the Downtown Center or an area designated on an adopted Community Plan as "Regional Center" or "Regional Commercial".

I am recommending that the City limit sign districts to one specific geographical area of the City: the Downtown Center. Suitable locations already exist there for the placement of off-site signage. Limiting sign districts to downtown would curb visual clutter in other areas of the City. I am a great admirer of architecture and it concerns me to see beautiful buildings covered in advertisements.

I request that the PLUM Committee move at its meeting on May 5th to instruct the Planning Department to remove provision (b), from Section 9, paragraph B-1 from the Draft Sign Ordinance. This is the provision which would allow the establishment of sign districts in Regional Center and Regional Commercial areas of the City, as recommended in the March 18th, 2009 Planning Department report (page C-44) to the City Planning Commission. I understand that the existing sign districts in Hollywood and 15th Street downtown will be grandfathered under this proposed ordinance.

To reiterate, I'm recommending that the new sign ordinance specifically restrict new sign districts to the Downtown Center only. Thank you for your consideration.

Sincerely,



TOM LaBONGE
Councilmember, 4th District

cc: All Councilmembers