

Date: 10/18/11
Submitted in PLUM Committee
Council File No: 08-2020
Item No.: 3
Deputy: Comm from Planning Dept

Citywide Sign Ordinance

Presentation to PLUM

October 18, 2011



Los Angeles Department of City Planning

B a c k g r o u n d

2008: Court rulings threaten to invalidate sign ordinance

March-April 2009: CPC and PLUM approve revised ordinance

May 2009: Ordinance put on hold pending further court rulings

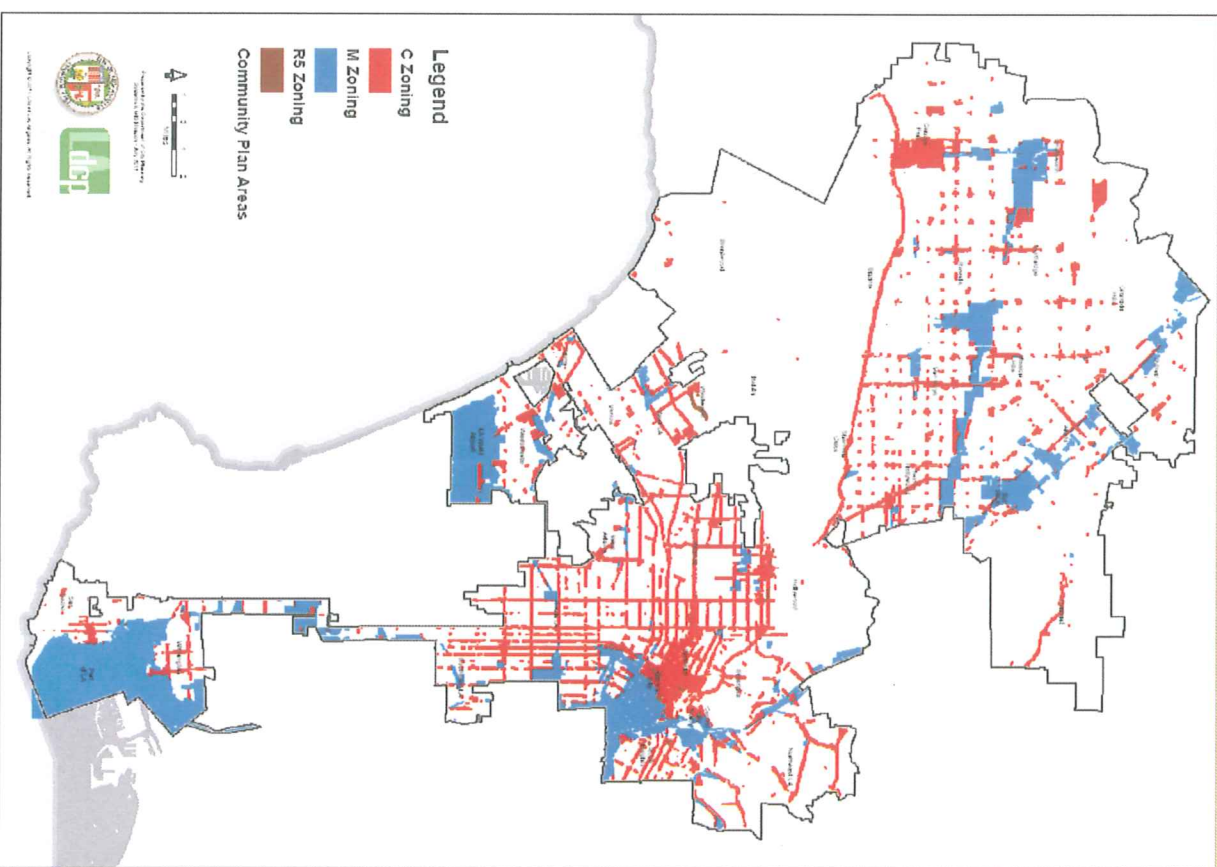
November 2010: Court decides in the City's favor in *World Wide Rush v. City of Los Angeles*

Main Provisions

- **Citywide Ban:** No off-site signs or digital conversions of off-site signs
- **On-Site Signs:** No significant changes; on-site signs may be digital
- **Administrative Civil Penalties:** Higher penalties to increase compliance with the code
- **Three-Tiered System for Deviations:** Sign Adjustment, Sign Variance, Comprehensive Sign Program
- **Specific Plans:** Specific Plans cannot authorize off-site signage
- **Sign District Eligibility:** Greater downtown, regional centers, regional commercial

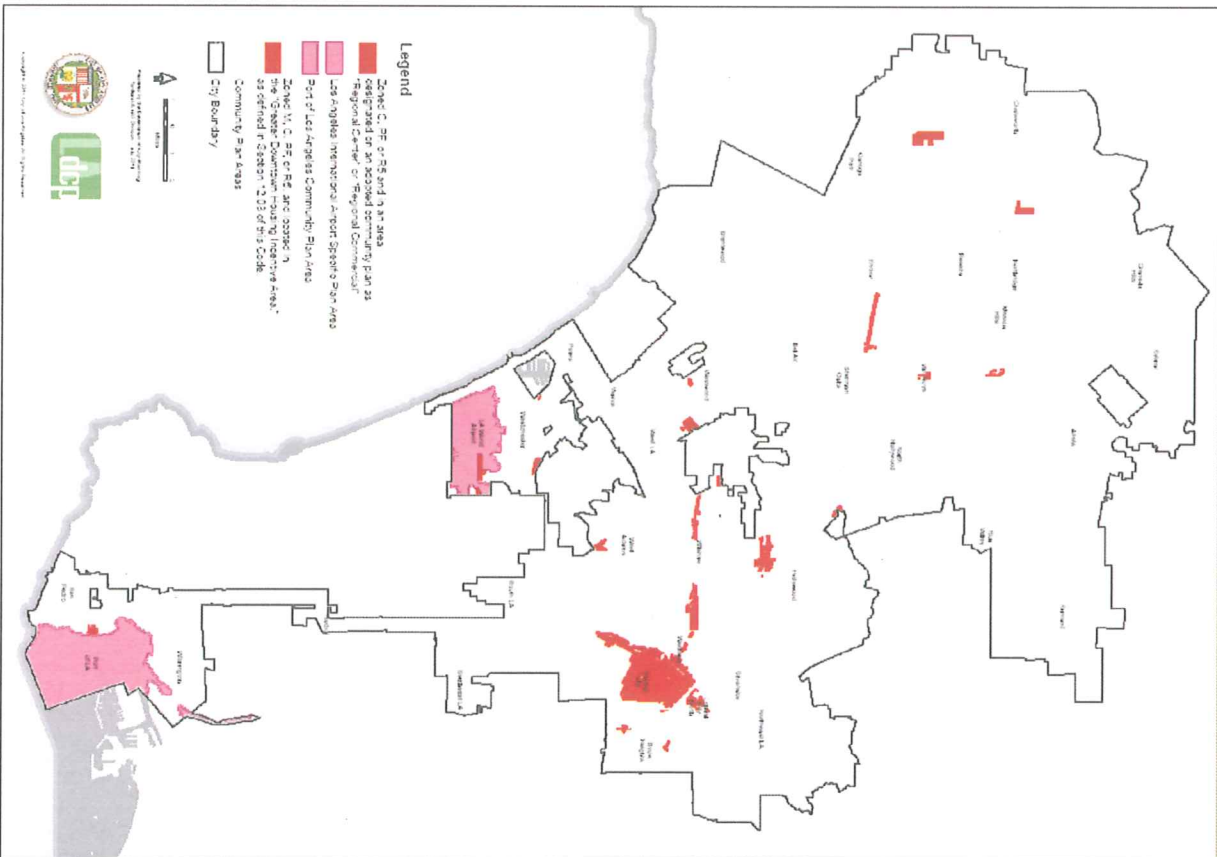


Areas Eligible for Sign Districts (current)



Areas Eligible for Sign Districts (proposed)

12/2008 - 12/2011



Parks and City-Owned Facilities

Public parks are proposed to be ineligible for Comprehensive Sign Programs.

Further Recommendations:

- Also exclude city-owned facilities
- Do not apply “interior sign” exception to public parks or city-owned facilities
- Study issue as part of future Sign Unit



The “*World Wide Rush test*”

Any aesthetic or traffic safety harm done by allowing off-site signs is outweighed by:

- Elimination of blight
- Improvement of aesthetics
- Improvement of traffic safety



Meeting The “World Wide Rush test”: Four Options

1. Findings Only

- Elimination of blight; improvement in aesthetics; improvement in traffic safety
- No sign reduction or community benefit requirements specified in ordinance



Meeting The “World Wide Rush test”: Four Options

2. Sign Reduction Only

- 1 up, more than 1 down
- Recommended by City Planning Commission



Meeting The “World Wide Rush test”: Four Options

3. Sign Reduction and Community Benefits

- 2 up, 1 down
- Community Benefits



Meeting The “World Wide Rush test”: Four Options

4. Sign Reduction or Community Benefits

- No legislative priority; OR
- Sign Reduction is legislative priority



“Grandfathering” Options

- Comply with *World Wide Rush* findings only
- Comply with Sign Reduction / Community Benefit Requirements of New Sign Districts



Staff Recommendations

- Recommend that PLUM take these actions:
 - Adopt the reports dated July 22 and October 5, 2011
 - Approve the proposed ordinance and direct the City Attorney to prepare it for final review by PLUM
 - Direct the City Attorney to prepare an ordinance on a Trust Fund to support a new Sign Unit
 - Direct Planning to report back on 4 follow-up items



Report Backs

- Report back on November 15 on 4 follow-up items:
 - Brightness of digital displays
 - Sign Adjustments for off-site signs
 - Violation appeal hearings – Administrative Law Judges
 - Projected budget for Sign Unit



Q u e s t i o n s / C o m m e n t s



Los Angeles Department of City Planning