

Date: 12/5/11
Submitted In PLUM Committee
Council File No: 08-2020, 11-1705
Item No.: 1
Deputy: Comm from Planning Dept

Citywide Sign Ordinance

Presentation to PLUM

December 5, 2011



Los Angeles Department of City Planning

Sign Reduction & Community Benefits

Four options for meeting the “*World Wide Rush* test”:

- Option 1: Findings only
- Option 2: Sign reduction only (1 up, more than 1 down)
- Option 3: Sign reduction (2 up, 1 down) and community benefits
- Option 4: Maximum flexibility - sign reduction and/or community benefits

PLUM direction: Look into Option 3 citywide; Option 4 downtown



Sign Reduction & Community Benefits

Proposed general citywide requirement

- **Sign reduction:** No more than “2 up, 1 down”
- **Community benefits:** May replace up to one-half of the full sign reduction amount of “1 up, 1 down”
- The community would have to be **equally or better served** by community benefits than by the full sign reduction amount



Sign Reduction & Community Benefits

Proposed exceptions:
Greater Downtown Housing Incentive Area

- Rehabilitation of historic buildings
- Regionally regenerative major projects

These types of projects inherently provide such significant blight reduction and aesthetic benefits that no further benefits are required in order to meet the “*World Wide Rush* test”.



Transition Rules

- Current SN eligibility standards for “grandfathered” projects
- Sign Reduction / Community Benefits for all projects, including those that are “grandfathered”
- Cut-off date could be extended to add an additional project



Other Main Changes

- Signs in parks and city facilities
- Sign credits for sign reduction
- Brightness and Illumination
- Sign Unit budget



Sign Ordinance Recap

What the proposed ordinance accomplishes:

- **Limits Sign Districts to appropriate locations**
 - District-sized areas planned for intense commercial use; away from low-intensity and scenic areas
- **Provides effective Administrative Civil Penalties**
- **Improves clarity**
 - Including on-site vs. off-site sign definitions
- **Increases legal defensibility**
 - Of both sign ordinance and off-site sign ban
- **Improves enforceability**



Staff Recommendations

- **Recommend that PLUM take these actions:**
 - Adopt the reports dated July 22, October 5, and November 21, 2011
 - Approve the proposed ordinance and direct the City Attorney to prepare it for final review by PLUM
 - Approve additional staff recommendations (verbal)



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

