

CITY OF LOS ANGELES

CALIFORNIA



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ANTONIO R. VILLARAIGOSA
MAYOR

When making inquiries relative to
this matter, please refer to the
Council File No.

April 22, 2009

CF 08-2020

Andrew Adelman, General Manager
Department of Building and Safety
201 N. Figueroa Street, 10th Floor
Los Angeles, CA 90012
Attn: Hector Buitrago

Raymond P. Ciranna, Interim City Administrative Officer
200 North Main Street, 15th Floor, City Hall East
Los Angeles, CA 90012
Attn: Tyler Munhall

RE: PROPOSED SIGN ORDINANCE AND REQUESTED REPORTS:

At a public hearing held on April 21, 2009, the Planning and Land Use Management (PLUM) Committee considered the Negative Declaration, City Planning Commission report and proposed Ordinance amending Sections 11.5.7, 12.05, 12.21, 12.22, Citywide 12.23, 13.11 and Articles 4.4 and 9 of Chapter 1 of the Los Angeles Municipal Code to: (1) establish total sign area limits for properties; (2) establish area and height limits for individual signs; (3) prohibit off-site signs, digital displays and roof signs; (4) create new relief provisions for certain deviations from the sign regulations; (5) establish administrative civil penalties for violations of the sign regulations; (6) enact new criteria for the establishment of sign districts; and (7) enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment.

At the conclusion of the hearing, the PLUM Committee continued this item for two weeks, and instructed the Department of Building and Safety with the assistance of the City Administrative Officer to report back on what resources have been paid to the City for the sign inspection and enforcement program. The Committee further requested that the report include the following: (1) who has paid; (2) funding information that includes total current account balance, and purpose(s); and (3) identify what resources are available, or may be available to the City to enforce the law. In addition, the PLUM Committee made several other requests, as shown on the attachments.

Please transmit your report(s) to the City Council, Attn: Planning and Land Use Management Committee, Office of the City Clerk, c/o Barbara Greaves. This matter is tentatively scheduled in PLUM Committee on Tuesday, May 5, 2009.

Barbara Greaves, Legislative Assistant II
Planning and Land Use Management Committee

Attachments:

cc: Rockard J. Delgadillo, City Attorney - Attn: Jeri Burge
Raymond Ciranna, Interim City Administrative Officer - Attn: Tyler Munhall
S. Gail Goldberg, Director of Planning, City Planning Department - Attn: Alan Bell
Rita Robinson, General Manager, Department of Transportation - Attn: Jay Kim

Council file No. - 08-2020 PLUM Committee 4-21-09

Motion(s) as submitted by Councilmember Ed P. Reyes, Chair:

1. Instruct the Planning Department to report back on the feasibility of allowing for a less restrictive minimum acreage and/or square footage and eligible zones for the Comprehensive Sign Program.
2. Instruct the Planning to delineate the physical distinction between interior and exterior signs.
3. Instruct Planning to research which cities have held the advertisers liable.
4. Direct the Planning Department to work with DOT to develop, as part of the one-year review, specific guidelines to ensure that new signs do not create a hazard to traffic.
5. Instruct the Planning Department to define a "Sign Impact Area" as it relates to the Sign Reduction Program? Can the impact area be expanded?
6. Instruct the Planning Department to discuss the inclusion of "grandfathered sign districts". What was recommended in the original ordinance that was sent to CPC? Ask to include in current ordinance.
7. Request to the City Attorney to report on what will it take for the City to remove illegal signage?
8. Instruct the Department of Building and Safety with the assistance of the City Administrative Officer (CAO) to determine what resources have been paid to the City for the sign inspection and enforcement program. The report should include who has paid, funding information that includes total current account balance, and purpose. In addition, the report should identify what resources are available, or may be available to the City to enforce the law.

Council file No. 08-2020/PLUM Committee 4-21-09

MOTIONS: As submitted by Councilmember Jack Weiss on 4-21-09

1. Supergraphics: Include in Intent provision of sign ordinance, that supergraphics will now be regulated as wall signs.
2. Clarify what an appropriate square footage maximum for wall signs and temporary signs.
3. Restrict temporary signs to only onsite signage or noncommercial signs over a certain size. Identify the appropriate size for which this restriction should apply.
4. Temporary signs should not cover windows or block access in an effort to promote fire life safety.
5. The installation of temporary signs shall not exceed a total of 90 days in any calendar year for the ENTIRE property.
6. The conversion or construction of off-site digital signs should be expressly banned as proposed in the staff report.
7. Existing digital signs should be subject to greater regulatory standards as to brightness, standards of illumination, flashing, and hours of operation.
8. Because the Westwood Village and Ventura Boulevard Specific Plans expressly prohibit off-site signs, those geographic areas should be eliminated from the list of eligible SUD areas.
9. Because Century City abuts single family homes and does not meet the SUD criteria as proposed in the staff report, Century City should be eliminated from the list of eligible SUD areas.
10. SUDs should not be established on or near ecological preserves. Please clarify the appropriate restriction for SUD criteria to protect our city's ecological preserves.
11. "Sign impact area" for SUD sign reduction should be extended to impacted community plans or even Council Districts, if a proper nexus can be established.

12. Clarify that all signs that have been unlawfully erected without permits to date should come into conformance with new regulations given that they have no vested right under California law.
13. Add language to LAMC 14.4.22 Section, "Continuation of nonconforming signs," **NOTHING IN THIS ARTICLE SHALL BE INTERPRETED TO ALLOW THE FULL REPLACEMENT OF ANY NON-CONFORMING SIGN.**
14. Temporary Construction Walls should include an public identification placard that includes the following information: (a) date erected or permitted, (b) contact info for current property owner, (c) graffiti hotline info / communication beautification office contact.
15. Clarify how civil penalties will be assessed and whether responsible parties will be individually liable.
16. Clarify whether responsible parties may include an underlying advertiser or advertising agency.
17. Clarify that the definition of "exterior signs" are signs not visible from the public right of way or incidentally visible from public right of way.