



PAUL KREKORIAN
Councilmember, Second District

January 22, 2013

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

Date: 1-22-13
Submitted in PLUM Committee
Council File No: 08-2020/11-1705
Item No.: _____
Deputy: Communication from CD2

Re: Council File 08-2020, Item for January 22, 2013 PLUM Agenda

Dear Mr. Reyes:

The legal landscape of off-site signage in the City of Los Angeles is continually changing. In particular, the laws, agreements and rulings pertaining to digital off-site signage have fluctuated dramatically over the past several years.

We currently have a legal environment where the City of Los Angeles has the strongest legal position, and an opportunity to develop a cohesive regulatory system to get a handle on off-site signage in our city. The proposed sign ordinance, with its updated Sign District regulations, represents an essential first step. But there is more that we can do.

As I have been advocating, allowing digital off-site signage in carefully selected non-residential locations, with strict regulations on size, lighting standards, design, height, distance from sensitive uses, operation standards, and geographic distribution, in exchange for substantial sign reduction, community benefits and/or revenue sharing with the City, could address key concerns of stakeholders on all sides of the digital sign debate. Cities like Miami and San Antonio have developed such regulatory mechanisms that have resulted in significant reduction of existing off-site signage, community benefits and/or increased revenues to fund vital city services. We should closely consider using and expanding on those models, especially in the areas of sign reduction (both digital and static) and community benefits.



I recommend that the Planning Department convene a working group, composed of stakeholders representing the range of perspectives on digital off-site signage, including but not limited to community leaders on this issue and Neighborhood Council representatives to discuss this matter and report back to PLUM. To keep this effort on track and to be considerate of the Planning Department's limited resources, the working group should have a limited but sufficient number of meetings, to discuss key regulatory topics and flesh out the scope and framework of this effort. This effort would run concurrently with but separate from the citywide sign ordinance. This approach would allow the City to advance the important work that has been done on the sign ordinance now before you without further delay, and at the same time begin developing a sound approach toward digital signs.

Thank you for your consideration.

Very truly yours,

A handwritten signature in black ink that reads "Paul Krekorian". The signature is written in a cursive, flowing style.

PAUL KREKORIAN

Councilmember, 2nd District

CC: Mayor Antonio Villaraigosa
City Attorney Carmen Trutanich
Council President Herb J. Wesson Jr.
Councilmember Jose Huizar
Councilmember Mitchell Englander
Director of Planning Michael Lo Grande
All Neighborhood Councils, distributed by D.O.N.E.
The Coalition to Ban Billboard Blight