

**CITY OF LOS ANGELES  
CALIFORNIA**

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City Clerk

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When making inquiries relative to  
this matter, please refer to the  
Council File No. 08-2020, 11-1705

**ANTONIO R. VILLARAIGOSA**  
MAYOR

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December 14, 2011

Michael LoGrande  
Director of Planning

Honorable Carmen A. Trutanich, City Attorney

At its meeting held on December 5, 2011, the Planning and Land Use Management (PLUM) Committee considered reports from the Department of City Planning and City Administrative Officer and revised proposed ordinance relative to amending Los Angeles Municipal Code (LAMC) Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 to enact new criteria for the establishment of sign districts; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; and enact related technical corrections and other measures to control the potential impacts of signs on traffic safety and the visual environment, and related matters.

The Committee took the following actions:

1. Approved the Planning Department draft sign ordinance and requested the City Attorney to prepare the sign ordinance as to form and legality.
2. Approved the recommendation contained in the City Administrative Officer report dated December 1, 2011 and requested the City Attorney to add the Los Angeles Zoo and Botanical Gardens to the list of areas eligible to apply for sign district designation under LAMC Section 13.11.
3. Approved the Planning Department recommendations contained in the reports dated July 22, 2011 and October 5, 2011.
4. Approved the Planning Department recommendations and proposed draft ordinance contained in the report dated November 21, 2011 along with the additional recommendations below:
  - a. Amend LAMC Section 13.11 B-3 to allow properties that include a stadium with a seating capacity of 50,000 or more to be eligible for Sign Districts.

- b. Amend LAMC Section 13.11 B-3 to improve the limitations on off-site signs near scenic highways and low-density residential zones and to add limits on off-site signs near state or national parks or River Implementation Overlays.
  - c. Amend LAMC Section 14.4.3 F to specify that geographically specific regulations supercede Article 4.4 if there is a conflict.
  - d. Amend LAMC Section 14.4.24 B to state that a Comprehensive Sign Program may not be requested for property within a Historic Preservation Overlay Zone.
  - e. Establish a Sign Advisory Committee to advise the proposed Sign Unit staff, consultants, the City Planning Commission and the City Council on matters related to the Sign Unit's work, and instruct the Planning Department to both prepare a list of potential members that would represent diverse stakeholder viewpoints and submit the list to the PLUM Committee for review and consideration.
  - f. Reduction of minimum Sign Unit District size for Downtown Los Angeles to 2,640 linear feet.
  - g. Limit brightness standards under the interior sign exception to 0.3 foot-candles as measured from the nearest residentially zoned property.
  - h. Establish December 6, 2011 as the grandfathering date.
5. Instructed the Planning Department, with the assistance of the City Attorney, to report and/or provide recommendations on the following:
- a. Motion (Perry – Parks) recommendation relative to permitting banners and signs at City-owned facilities and parks. (Council file No. 11-0724)
  - b. Cross promotion matter addressed in Councilmember Perry's letter dated December 5, 2011. (Council file Nos. 08-2020 and 11-1705)
  - c. Request made by Councilmember Krekorian to change the on and off-site sign definitions to:
    - 1) Off-site sign – A sign where any portion of which is used solely to advertise business conducted, services rendered or goods produced or sold at a location other than the lot upon which the sign is placed.
    - 2) On-site sign – A sign that is used exclusively to advertise business conducted or services rendered or goods produced or sold on the lot upon which the sign is placed, which may include references to business conducted, services rendered or goods produced or sold at a location other than the property upon which the sign is placed provided that those references serve to promote business conducted or services rendered or goods produced or sold on the lot upon which the sign is placed.

Please prepare as a response as requested by the PLUM Committee. When this matter is scheduled for Committee consideration, your attendance, or that of your designee, is respectfully requested.

Sincerely,

Sharon Gin, Committee Clerk  
Planning and Land Use Management Committee  
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