

90
13A

MOTION

The Grand Avenue Project is key to the continued revitalization of downtown and will transform the civic and cultural districts of downtown Los Angeles into a new regional center with entertainment venues, restaurants, retail, a hotel and up to 2,660 units of mixed-income housing. On February 13, 2007 the Los Angeles City Council unanimously approved a project Disposition and Development Agreement (DDA) and Final Environmental Impact Report for the Grand Avenue Project. Additionally, on September 19, 2007, the Los Angeles City Council unanimously approved project entitlements including a zone change, tentative tract maps and a Development Agreement for the Grand Avenue Project. As referenced in both the project DDA and in the conditions for approval the zone change, a Supplemental Use District for signage has long been a part of the development strategy for The Grand Avenue Project.

In recognition that certain redevelopment projects have spent considerable time and effort prior to the Interim Control Ordinance for off-site signage and prior to the proposed revisions to the Citywide Sign Ordinance, the proposed ordinance makes consideration for ten areas that have previously been initiated for SUD by Council motion or by application from property owners. The "grandfathering" of those areas from the requirements of the new ordinance is appropriate as the projects proposed have relied on the old ordinance while making significant investment on project plans. As the Grand Avenue Project has similarly relied on the previous ordinance, it too should be included as one of the areas to be grandfathered.

I THEREFORE MOVE that the Planning Department be directed to initiate proceedings and prepare the necessary maps and reports to establish a SUD for signage that includes the parcels delineated in the Bunker Hill Redevelopment Plan as Parcels Q, L, M, W-1 and W-2, and which are recognized in various City approved agreements as the Development Parcels for the Grand Avenue Project.

I FURTHER MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee by including the aforementioned SUD for signage for the Grand Avenue Project as one of the "grandfathered" areas outlined in Section 12 of the proposed ordinance.

PRESENTED BY: _____
JAN PERRY
Councilmember, District Nine

SECONDED BY: _____
Samuel C. Linder

ORIGINAL

MAY 26 2009

MAY 26 2009 - REFERRED TO - PLANNING & LAND USE MANAGEMENT

EG

MOTION

9 D
1 3 B

The City's General Plan recognizes downtown Los Angeles as the primary economic, governmental and social focal point of the region, with an enhanced residential community. It is the largest government center in the region and the location for major cultural and entertainment facilities, hotels, high-rise residential towers, regional transportation facilities and the Convention Center.

In recognition of its singular and unique status, the City's zoning code includes many special zoning tools applicable only to downtown and nowhere else. Often, these zoning tools apply to a "greater downtown" area, which includes immediately adjacent properties that functionally relate to the primary central city and therefore require consistent and integrated land use planning.

The downtown-specific zoning tools include a parking exception area for the central city, which relaxes parking requirements for commercial and industrial properties, and the downtown adaptive reuse ordinance, which provides incentives to convert underutilized nonresidential buildings into housing in the greater downtown Los Angeles area. The most recent downtown-specific zoning tool provides incentives to construct new, built-from-the-ground-up housing in a defined "greater downtown housing incentive area."

As the above zoning tools illustrate, the planning and development challenges facing the greater downtown area are unique, generating a need for regulations different from the rest of the City. This same principle applies to signage. Sign regulations that can be customized and tailored to meet downtown's special circumstances are necessary, in order to further the City's continuing goal of revitalizing and enhancing its central core.

I THEREFORE MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee, as follows:

- (1) amend LAMC Section 14.4.21 B2, concerning the application requirements for comprehensive sign programs, as follows: "2. May only be submitted for existing or proposed development projects on development sites that have a minimum of five acres and at least 100,000 square feet of non-residential floor area, except that in the Greater Downtown Housing Incentive Area a development site need only have either a minimum of five acres or at least 100,000 square feet of floor area."
- (2) amend LAMC Section 13.11 B1, concerning the establishment of sign districts, as follows: "1. The procedures set forth in Section 12.32 S of this Code shall be followed; however, each 'SN' Sign District shall only include properties in the C, M, PF or R5 Zones and are located: (a) in the Greater Downtown Housing Incentive Area; or (b) in an area designated on an adopted community plan as 'Regional Center' or 'Regional Commercial.'"

PRESENTED BY:

Council Member Jan Perry
9th District

SECONDED BY:

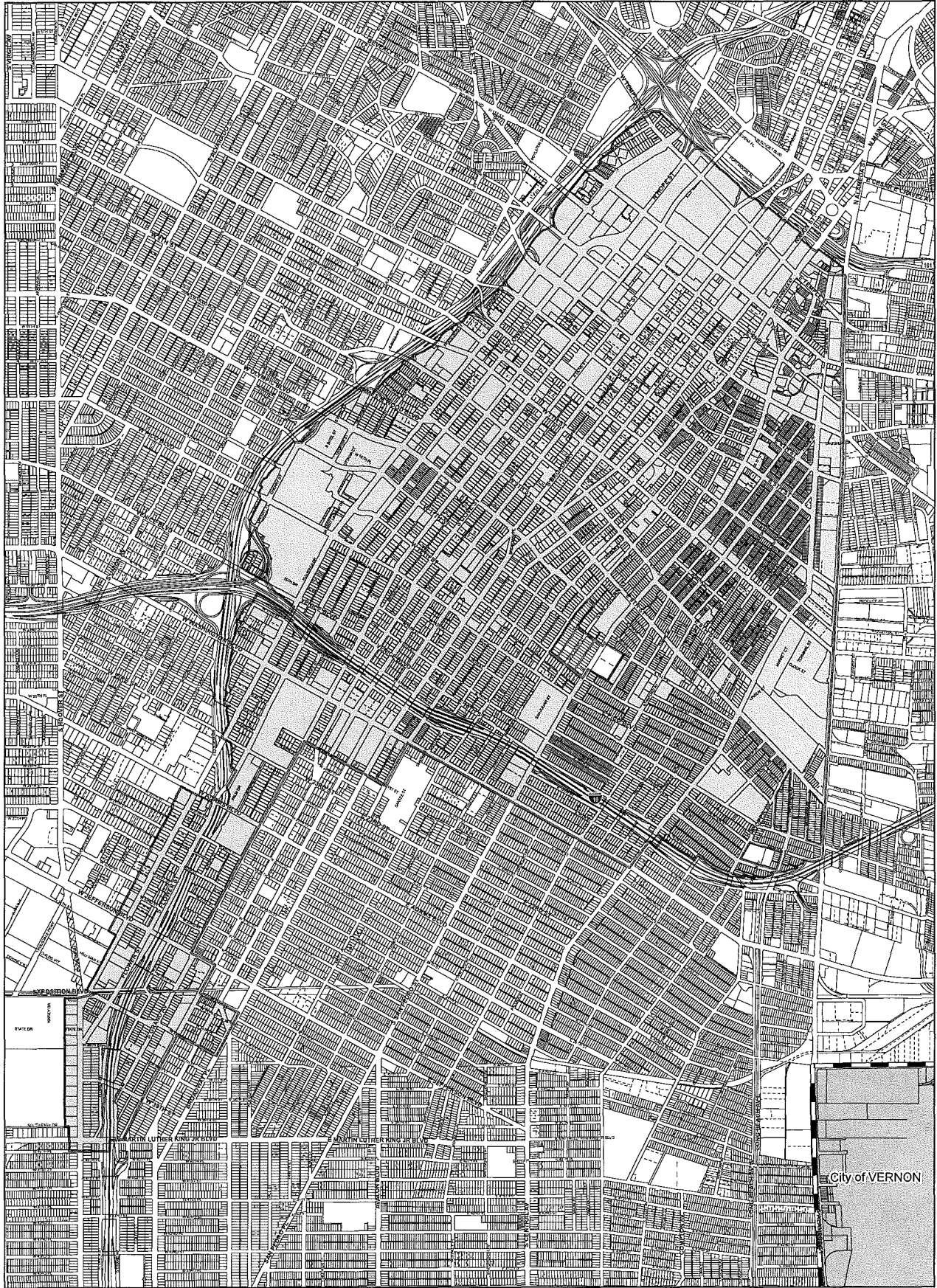
Josephine

MAY 26 2009

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MAY 26 2009, REFERRED TO — PLANNING & LAND USE MANAGEMENT

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Greater Downtown Housing Incentive Area

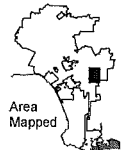
CPC-2005-1122, CPC-2005-1124, CPC-2005-0361

Data Sources: Department of City Planning, Bureau of Engineering, Community Redevelopment Agency, and Transportation network. Copyright (c) 2005 Thomas Brothers Maps, Inc.



NOT TO SCALE

Prepared by the Department of City Planning
Systems & GIS Division - January 2007



MOTION

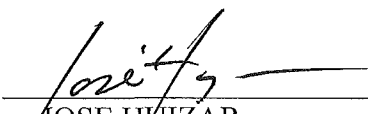
Marquee signs are most frequently seen on entertainment establishments such as theatres and are typically installed above an establishment's main entrance, where they are often utilized to display information about current and upcoming shows. Marquee signs tend to be rather large and visually distinctive, and in many cases help to define the character of the areas where they are located.

As currently written, the citywide sign ordinance allows additional signs to be affixed to the periphery of marquee signs. This language, which is a carry-over from the existing sign ordinance that was written in 1986, specifically allows cloth or banner signs or drop-roll curtains to be suspended below the exterior periphery, and extend down to within seven feet above grade.

Marquee signs, due to their large and distinctive characteristics, are an inappropriate location for additional signage. This outdated provision of the sign ordinance will only serve to invite more sign clutter into our City's visual environment.

I THEREFORE MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee, as follows:

Amend LAMC Section 14.4.14 B, concerning marquee signs, to read as follows: "**B. Location.** Signs shall not be attached to any portion of the marquee except on the periphery. Wall signs on the periphery of a marquee shall not extend above or below the periphery of the marquee. Signs shall not be extended above nor suspended below the exterior periphery of a marquee sign."

PRESENTED BY: 
JOSE HUIZAR
Councilmember, 14th District

SECONDED BY: 

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ORIGINAL

MOTION

130

There are many types of historically existing, non-conforming signs in our City's historic districts, especially in Downtown L.A. The ability to continue, repair and rehabilitate these signs which are an important part of our history is of utmost importance and enhances the historic character of the areas in which they exist.

As currently written, Section 14.4.22 of the citywide sign ordinance allows for the continuation of nonconforming signs, and refers to Section 91.6216 of the code for further specification on requirements pertaining to structural, electrical and mechanical upgrades. Further clarification should be made to clearly indicate the allowable continuation, repair and rehabilitation of these signs, and specifically direct references within the code to the appropriate sections, and outline options available within the California Historical Building Code for the continued use, repair and rehabilitation of existing non-conforming signs.

I THEREFORE MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee, as follows:

Amend the first sentence of Section 14.4.22 of Article 4.4 of Section 10 of the citywide sign ordinance, pertaining to the continuation of existing signs, to read as follows: "Any existing sign that lawfully existed at the time the regulations with which it does not conform became effective may be continued, repaired and rehabilitated, including necessary structural, electrical and mechanical alterations to be conducted as set forth in Section 91.6216 of this Code. If the sign or sign support structure is a qualified historical structure then the applicant may utilize the California Historical Building Code if desired, in which case the California Historical Building Code shall govern and not Division 62 of this code."

I FURTHER MOVE that City Council initiate an amendment to LAMC Section 91.6216 of Chapter IX of the Los Angeles Municipal Code, pertaining to existing signs, to read substantially as follows:

91.6216.4.3. "The alteration, repair or rehabilitation of any existing sign or sign support structure that exceeds 50 percent of the replacement cost of both the sign and sign support structure must comply with all the requirements of Division 62 of this code. If the sign or sign support structure is a qualified historical structure then the applicant may utilize the California Historical Building Code if desired, in which case the California Historical Building Code shall govern and not Division 62 of this code."

PRESENTED BY: Jose Huizar
JOSE HUIZAR
Councilmember, 14th District

SECONDED BY: [Signature]

ORIGINAL

MAY 26 2009

MAY 26 2009 - REFERRED TO - PLANNING & LAND USE MANAGEMENT

EG

13E

MOTION

I MOVE that the matter of a NEGATIVE DECLARATION, COMMUNICATION FROM THE CITY ATTORNEY and ORDINANCE FIRST CONSIDERATION relative to amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code (LAMC) to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs, digital displays and roof signs; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment, Item 13 on today's Council Agenda (CF 08-2020), BE AMENDED to ADOPT the following ADDITIONAL RECOMMENDATIONS:

- 1. RENUMBER the existing Section 13 as Section 15.
- 2. ADD a new Section 14, to read as follows:

“Sec. 13. URGENCY CLAUSE. The City Council finds and declares that this ordinance is required for the immediate preservation of the public peace, health and safety for the following reasons. The protections afforded to neighborhoods by this ordinance are necessary to prevent the construction and placement of signage that would have significant and permanent negative impacts on the City's visual environment. In order to preserve the status quo while the City developed new permanent regulations for signs, the City Council adopted Ordinance No. 180445, an Interim Control Ordinance (ICO) which became effective on December 26, 2008, to temporarily prohibit the issuance of building permits for any new off-site sign or supergraphic sign, or the conversion of an existing off-site sign to a digital display, for a period of 90 days with two 45 day extensions. Ordinance No. 180455 will expire on June 24, 2009. The conditions that gave rise to the need for controlling signage are still present in the community. Delaying the implementation of this ordinance could result in the continuation of the trend toward development that is inconsistent with the objectives of the General Plan, incompatible with existing neighborhoods, irreversible, and that will further negatively impact the quality of life in the community. Therefore, this ordinance shall become effective upon publication pursuant to Los Angeles City Charter Section 253.”

PRESENTED BY Ed P. Reyes
Ed P. Reyes
Councilmember, 1st District

SECONDED BY E.G.

May 26, 2009

RME

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MAY 26 2009 REFERRED TO PLANNING & LAND USE MANAGEMENT


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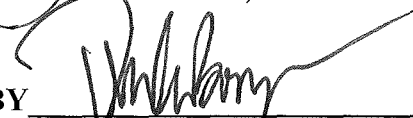
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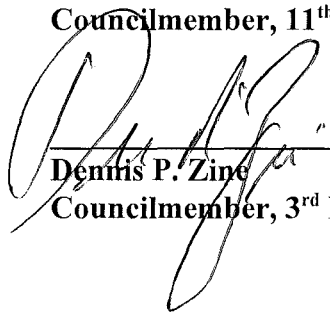
I MOVE that the matter of a Negative Declaration, Communication from the City Attorney and Ordinance First Consideration relative to amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code (LAMC) to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs, digital displays and roof signs; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment, Item 13 on today's Council Agenda (CF 08-2020), BE REFERRED back to the Planning and Land Use Management Committee for a period of ~~45~~ days given the fact that we just elected a new City Attorney and a new Councilmember for the 5th District, and to receive additional community and stakeholder input.

*90 DAYS

PRESENTED BY 
Janice Hahn
Councilwoman, 15th District


Bill Rosendahl
Councilmember, 11th District

SECONDED BY 
Tom LaBonge
Councilmember, 4th District


Dennis P. Zine
Councilmember, 3rd District

ORIGINAL

MAY 26 2009 REFERRED TO — PLANNING & LAND USE MANAGEMENT

May 26, 2009

RME

MOTION


The revised, comprehensive sign ordinance approved by the Planning and Land Use Management Committee on May 12, 2009 contains many good features that control unwanted signage and prevent visual clutter. But the proposed new ordinance also allows sign districts in regional centers and regional commercial areas, as well as downtown. Sign districts can allow digital signs and billboards, the most visually intrusive of sign types.


Many regional centers and regional commercial areas are in close proximity to residential neighborhoods and are therefore inappropriate for new billboards and digital signs.

The only new location where these types of signs may be appropriate is downtown. Suitable locations already exist downtown for the placement of new off-site signs and digital signs. Limiting new sign districts to downtown would curb visual clutter in other areas of the City. Amending the sign ordinance to only allow new sign districts downtown would not affect any existing, established sign districts, or any areas governed by other adopted ordinances that allow new billboards or digital signs.

I THEREFORE MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee, as follows:

Amend LAMC Section 13.11 B 1, concerning the establishment of sign districts, to read: "1.The procedures set forth in Section 12.32 S of this Code shall be followed; however, each 'SN' Sign District shall only include properties in the C, PF, or R5 Zones, in the Greater Downtown Housing Incentive Area."

PRESENTED BY: 
TOM LABONGE
Councilman, 4th District

SECONDED BY: 
BILL ROSENDAHL
Councilman, 11th District

MAY 26 2009

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MAY 26 2009 - REFERRED TO - PLANNING & LAND USE MANAGEMENT

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MOTION

The proposed citywide sign ordinance sets forth significant improvements in the standards of eligibility and review for Sign Districts. Under the proposed standards, Sign Districts would be limited to only those areas planned for the most intense commercial development – regional centers, regional commercial areas, and the downtown center. Mandatory sign reduction has also been added, as well as more specific findings. These new standards will provide better protection for neighborhoods, and make the sign ordinance more legally defensible.

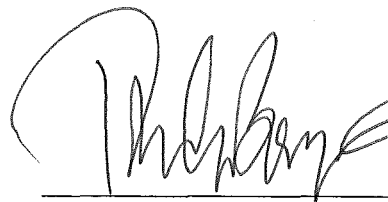
However, the pipeline of pending Sign Districts and special signage areas approved for “grandfathering” by the Planning and Land Use Management Committee is a throwback to the old standards that have gotten the City into legal hot water and negatively impacted neighborhoods. Under this provision, the new Sign District rules would not apply to any of ten areas for which a Sign District or other special signage approval has already been requested. All of the new benefits of the proposed new Sign District regulations would skip over these areas, and the neighborhoods surrounding them.

The “grandfathering” standards originally approved by the City Planning Commission should be reinstated, to allow the grandfathering of only two requested Sign Districts.

I THEREFORE MOVE that the City Council amend the sign ordinance approved by the Planning and Land Use Management Committee, as follows:

Amend the third paragraph of Section 12 of the sign ordinance to read as follows: “This ordinance shall also not apply to “SN” Sign Districts that have not been established, but that the City Planning Commission had approved on or before March 26, 2009, pursuant to Section 12.32 of the Code.”

PRESENTED BY:



TOM LABONGE
Councilman, 4th District

SECONDED BY:



BILL ROSENDAHL
Councilman, 11th District

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MAY 26 2009

MAY 26 2009 - REFERRED TO - PLANNING & LAND USE MANAGEMENT

MOTION

13J

Pursuant to Section 14.4.3.A, the Sign Ordinance only applies to exterior signs and sign support structures except for signs or sign support structures that face an interior court bounded on all sides by one or more buildings and no sign is higher than the surrounding building walls. However, further clarification is necessary to ensure that the Sign Ordinance also will continue not to apply to signs located on the interior of larger, campus-like properties, including such destinations as entertainment, sports, cultural, and academic facilities, which do not affect the visible attributes of the public realm, but because of an open air design are not bounded on all sides by one or more buildings. To provide a clear rule, the exterior sign provisions should not apply to signs located on development sites over 40 acres, with controlled vehicular access, where such campuses have interior roadways, private streets, alleys, or walkways, and the signs are located 25 or more feet from a public right-of-way. To assist the Department of Planning and Department of Building and Safety in implementing and enforcing Section 14.4.3.A as to signs that are located on the interior of larger, campus-like properties, a process such as a Zoning Administrator Interpretation with strict criteria should be established to clarify whether a property qualifies as a campus.

I THEREFORE MOVE that Sign Ordinance Section 10, Article 4.4 of Chapter I of the Los Angeles Municipal Code, Section 14.4.3.A should be amended as follows:

A. **Scope.** All exterior signs and sign support structures shall conform to the requirements of this article and all other applicable provisions of this Code.

EXCEPTION: Signs or sign support structures shall not be considered exterior if they face an interior court bounded on all sides by one or more buildings and no sign is higher than the surrounding building walls. In addition, signs or sign support structures shall not be considered exterior if they are located on the interior of a Campus such as portions of properties that constitute development sites over 40 acres, with controlled vehicular access, with interior roadways, private streets, alleys, or walkways, and where such signs are located 25 or more feet from a public right of way. The Zoning Administrator shall be authorized to issue a Zoning Administrator Interpretation as to whether a property qualifies as a Campus.

I FURTHER MOVE that the Department of Planning, in consultation with the Department of Building and Safety and the City Attorney, establish a process such as a Zoning Administrator Interpretation with strict criteria to clarify whether a property is within the scope of the Sign Ordinance as set forth in Section 14.4.3.A and to ensure that that the Sign Ordinance does not unnecessarily restrict signs located on the interior of a campus such as portions of properties that constitute development sites over 40 acres, with controlled vehicular access, and with interior roadways, private streets, alleys, or walkways, where such signs are located 25 or more feet from a public right-of-way.

Presented by 
Jack Weigs, Councilmember, 5th District

Seconded by 

MAY 26 2009

MAY 26 2009

REFERRED TO

PLANNING & LAND
USE MANAGEMENT

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ITEM 13 *K*

MOTION

I MOVE that the matter of the Negative Declaration, Communication from the City Attorney and Ordinance First Consideration relative to amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code (LAMC) to establish total sign area limits for properties; establish area and height limits for individual signs; prohibit off-site signs, digital displays and roof signs; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; enact new criteria for the establishment of sign districts; and enact related technical corrections and other measures to reduce visual clutter and otherwise mitigate the potential impacts of signs on the visual environment, Item 13 on today's Council Agenda (CF 08-2020) **BE AMENDED** to adopt the following change:

K. Maximum Sign Area. The maximum sign area for on-site signs allowed on a street frontage shall be one square foot of sign area for every linear foot of street frontage and 1.5 square feet of sign area for every linear foot of building frontage. This sign area may be aggregated on one on-site sign or multiple on-site signs, provided that no wall shall have more than 300 square feet of signage and provided that each individual sign complies with all applicable provisions of this article.

PRESENTED BY:

Tony Cardenas
TONY CARDENAS
Councilman, 6th District

SECONDED BY:

Richard Alarcon

May 26, 2009

ak

ORIGINAL

MAY 26 2009 - REFERRED TO -

PLANNING & LAND
USE MANAGEMENT

EG

MOTION

On March 26, 2009, the City Planning Commission recommended revisions to the citywide sign ordinance. One of the Planning Commission's recommendations was to prohibit digital signs, both on-site and off-site, except in sign districts. Currently, the Zoning Code allows on-site digital signs by-right, and the current interim control ordinance prohibiting off-site digital signs is set to expire in a matter of weeks.

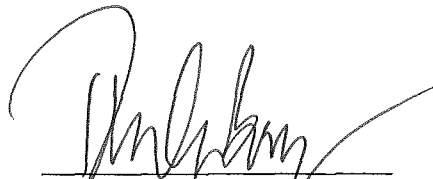
On May 12, 2009, the Planning and Land Use Management directed the Planning Department and the Department of Building and Safety to create standards for digital signs to reduce their brightness and illumination, control the amount of flashing, and limit their hours of operation to mitigate impacts on adjacent communities and promote traffic safety.

Close to 100 legally approved, digital billboards currently exist in Los Angeles, many in close proximity to residential neighborhoods. While digital billboards are the most intrusive sign types, some types of on-site digital signs, such as "electronic message boards", may be useful. These types of digital signs can communicate to the public such information as the time of day, the temperature, and special events.


In light of the above, it is important to update the City's sign ordinance to reflect recent changes in digital technology and create appropriate citywide standards for digital signs.

I THEREFORE MOVE that the City Council direct the Department of City Planning, with the assistance of the Department of Transportation, the Department of Building and Safety, and the City Attorney, to recommend revisions within 120 days to the citywide sign ordinance concerning digital billboards and digital on-site signs. Specifically, the recommended revisions should include appropriate land use measures that regulate the brightness and illumination, hours of operation, and number of messages allowed every minute on digital signs. The recommended revisions should also include appropriate traffic safety measures and appropriate land use measures to mitigate the impact of digital signs on residential and mixed-use neighborhoods. The recommended revisions must also include provisions for "electronic message boards."

PRESENTED BY:


TOM LABONGE
Councilman, 4th District

SECONDED BY:


BILL ROSENDAHL
Councilman, 11th District

MAY 26 2009

ORIGINAL

MAY 26 2009 REFERRED TO

PLANNING & LAND
USE MANAGEMENT

64

VERBAL MOTION

I HEREBY MOVE that Council INSTRUCT the Planning Department to consider the feasibility of creating a new sign trade program.

PRESENTED BY _____
RICHARD ALARCON
Councilmember, 7th District

PRESENTED BY _____
BILL ROSENDAHL
Councilmember, 11th District

May 26, 2009

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