

HOLLY L. WOLCOTT  
CITY CLERK

# City of Los Angeles CALIFORNIA

OFFICE OF THE  
CITY CLERK

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When making inquiries relative  
to this matter, please refer to  
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MAYOR

May 31, 2016

Sharon M. Tso  
Chief Legislative Analyst  
Attn: Roberto Mejia

Vince Bertoni  
Director of Planning  
Attn: Tom Rothmann

Miguel A. Santana  
City Administrative Officer  
Attn: Jason Killeen

Raymond S. Chan, General Manager  
Department of Building and Safety  
Attn: Frank Bush

## REQUEST FOR REPORT

At its meeting held on May 24, 2016, the Planning and Land Use Management (PLUM) Committee considered reports from the Los Angeles City Planning Commission and the City Attorney and a revised proposed ordinance relative to amending Los Angeles Municipal Code 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. Additionally, the Committee considered a joint report from the Department of City Planning (DCP), the City Administrative Officer (CAO) and the Chief Legislative Analyst (CLA) regarding land use/zoning regulations and revenue analysis for signs outside Sign Districts.

During discussion, the Committee requested the CLA to work with the Department of Building and Safety (DBS), the DCP and the CAO to provide a joint written report within 60 days including, but not limited to the following:

1. The DBS with input from the DCP and the CAO, to report on the City's current enforcement activity, including a breakdown of all existing signs in terms of the City's various enforcement strategies and constraints; also to develop in concept a fully staffed and funded Citywide sign enforcement program, including annual renewal/inspection requirements, and otherwise consistent with the needs identified in the subject report.
2. The CLA with input from the DCP and the CAO, to provide options on mechanisms and procedures that would most effectively incorporate the policy goals of this Committee,

and also identifying any differences in approach between a Citywide versus publicly-only context.

3. The CAO with input from the DBS and the DCP, to develop an updated fee schedule and any related administrative considerations consistent with the resource needs identified in the subject report, including but not limited to enforcement fees, community benefits funds and shared revenues.

Please prepare a written 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 Dickinson  
Planning and Land Use Management Committee Clerk