



JAN PERRY
COUNCILWOMAN
NINTH DISTRICT
PRESIDENT PRO TEMPORE

City Council
of the
City of Los Angeles
City Hall

ENERGY AND THE ENVIRONMENT
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October 18, 2011

Planning and Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian
Board of Public Works Edward R. Roybal Hearing Room 350
200 N. Spring Street
Los Angeles, CA 90012

Date: 10/18/11
Submitted in PLUM Committee
Council File No: 08-2020, 11-1705
Item No.: 3
Deputy: Cowan from Councilmember Perry

Re: *Item 3, Sign Ordinance*

Dear Councilmembers:


I am writing this letter to express my concerns about the following items within the proposed sign ordinance:

- The ordinance does not contain a mechanism that would enable the permitting of signs, banners and off-site signs at city-owned facilities and city parks. I believe we are missing a critical opportunity to create possible revenue through signage at city facilities and I think this issue should be addressed in the comprehensive sign ordinance.
- The proposed ordinance contains prohibitive threshold requirements for establishing sign districts. As you know the current draft ordinance is requiring a project to be 15 acres and/ or 5,000 linear feet of street frontage to be eligible for a sign district. I understand City Planning's intent to limit sign districts to destination areas but believe the threshold should be reduced to a more reasonable scale such as 2,640 liner feet of street frontage (1/2 mile). I believe the reduction will meet City Planning's intent but help to ensure that dense, urban areas like Downtown and South Los Angeles are not left behind.
- The current draft ordinance takes a confusing position on grandfathering provisions for pending and existing sign districts regarding sign reduction credits and community benefits. I ask that City Planning clarify this provision and offer transition language for pending and existing sign districts.

I appreciate the hard work that City Planning has put into crafting this ordinance and realize that these issues are complex with many competing factors. To that end, I am supportive of creating a sign unit within City Planning and look forward to working with the Council and the Mayor to make it a reality.

Thank you for your consideration.

Sincerely,


Jan Perry
Councilmember, District Nine

