

HOLLY L. WOLCOTT
CITY CLERK

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EXECUTIVE OFFICER

When making inquiries relative
to this matter, please refer to the
Council File No. **11-1075**

City of Los Angeles CALIFORNIA



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December 15, 2017

Honorable Mike Feuer
City Attorney
Attention: Terry Kaufmann-Macias
Adrienne Khorasanee

Vince Bertoni
Director of Planning
Attention: Kevin J. Keller
Phyllis Nathanson

Sharon M. Tso
Chief Legislative Analyst
Attention: Avak Keotahian
Roberto Mejia

Richard H. Llewellyn Jr.
Interim City Administrative Officer
Attention: Aurora Abracia
Claudia Aguilar

REQUEST FOR REPORT BACK

On December 12, 2017, the Planning and Land Use Management (PLUM) Committee considered reports from the Department of City Planning (DCP) and Los Angeles Department of Building and Safety relative to proposed citywide sign regulations with respect to on-site digital signs and off-site signs outside of sign districts, a status of the environmental review of the proposed ordinance, funding for additional Off-Site Sign Periodic Inspection Program staff, and consideration of the implementation of civil administrative penalties, and Communications from the Chief Legislative Analyst (CLA) relative to a policy and financial analysis of off-site digital signage (or billboards) outside of currently defined sign districts that examines a citywide option (allowing digital off-site signs on public and private property) and a public option (allowing digital off-site signs only on City-owned and Metro-owned property).

During the discussion, the PLUM Committee continued the matter and instructed the CLA to report back within 60 days with an amended financial study that takes into account neighborhood protections and physical site constraints, and to filter out properties that would not be appropriate sites for billboard relocation, such as Los Angeles Department of Water and Power facilities, Los Angeles Police Department and Los Angeles Fire Department stations, Los Angeles River properties, and any other property not consistent with the Committee's policy goals.

The PLUM Committee also instructed DCP to report back on the following:

1. a draft billboard blight reduction policy guidance document within 60 days;
2. in coordination with the City Attorney, City Administrative Officer, and CLA, on options for a public-only relocation agreement process including how a Request For Proposals process could be crafted and the criteria Council may consider in implementing this initiative, as well as a timeline on how this could be implemented as a pilot program with needed takedown requirements, community benefits, and lease options;

3. examples of other local municipalities use of relocation agreements for either private or public land, including examples in the public right of way;
4. in coordination with the City Attorney, on options for an opt-in requirement for the use of relocation agreements for signs outside of Sign Districts based on specific geography, such as Community Plan Areas or Council Districts, including information on what criteria would be used to allow for the opt-in system and determining the appropriate geography for this system; and,
5. in coordination with the City Attorney, on the legality and procedures for allowing for a relocation agreement process without a findings requirement.

In addition, the PLUM Committee requested for the City Attorney, in coordination with the DCP, to report back on how recent and historic litigation regarding signs can inform the draft of this ordinance.

Please prepare a written response as requested by the PLUM Committee. In your response, please reference Council file No. 11-1705. When this matter is scheduled for Committee consideration, your attendance, or that of your designee, is respectfully requested. If you have questions, please contact me at (213) 978-1074 or zina.cheng@lacity.org.

Thank you,

Zina Cheng
Deputy City Clerk
Planning and Land Use Management Committee