



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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MEMBER

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MEMBER

Date: 12/5/11

Submitted in PLUM Committee

Council File No: 08-2020, 11-1705

Item No.: 1

Deputy: Comm from CD9

December 5, 2011

Planning and Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Paul Kerkorian
Councilmember Jose Huizar
200 N. Spring Street
Los Angeles, CA 90012

Re: *Item 1, Proposed ordinance revising the citywide sign regulations*

Dear Councilmembers:

I want to thank City Planning for putting together a well-crafted ordinance for discussion. I believe they did an excellent job of including stakeholders, listening and incorporating their feedback along the way. While I believe the draft provides a solid basis by which to move forward, I still have two concerns that I think need to be addressed.

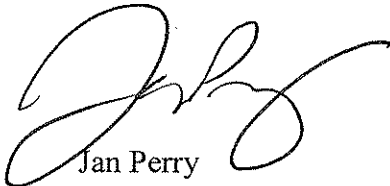
First, I remain concerned about the threshold requirement of 5,000 linear feet of street frontage or 15 acres to establish a sign district; this is especially problematic in dense urban areas like Downtown and South Los Angeles. I would like to suggest that your committee consider reducing the threshold requirement to 2,640 linear feet for the Greater Downtown Housing Incentive Area (GDHIA). The GDHIA encompasses a unique part of our city that already has special planning regulations. This is an area in the city where density is encouraged, extensive regional transit is located, and there is precedent for having distinctive planning tools. I have attached a map of the GDHIA for your reference and hope that you will consider this amendment.



Secondly, it has been brought to my attention that the current draft ordinance does not contain a provision for on-site signage that allows for cross promotion. It is my understanding this will be especially problematic for nonprofit organizations and for profit businesses such as automobile dealerships that rely on cross promotion techniques to attract customers. Often nonprofit organizations depend on corporate sponsors for financial support and this requires some kind of branding. For example, a nonprofit organization may receive a corporate sponsor to build a new facility and one of the sponsorship requirements may be signage recognition. Another clear example is when automobile dealerships do cross promotions in order to attract customers. One instance may be the dealership offers discounted tickets to a local amusement park if someone test drives a car. I believe there has to be a clear provision that allows for cross promotion with on-site signage and that City Planning should develop regulations to ensure the provision is not abused. I suggest that City Planning be asked to craft a strict definition for cross promotion to ensure that we are not allowing a loophole yet not limiting business opportunities or creating an enforcement dilemma.

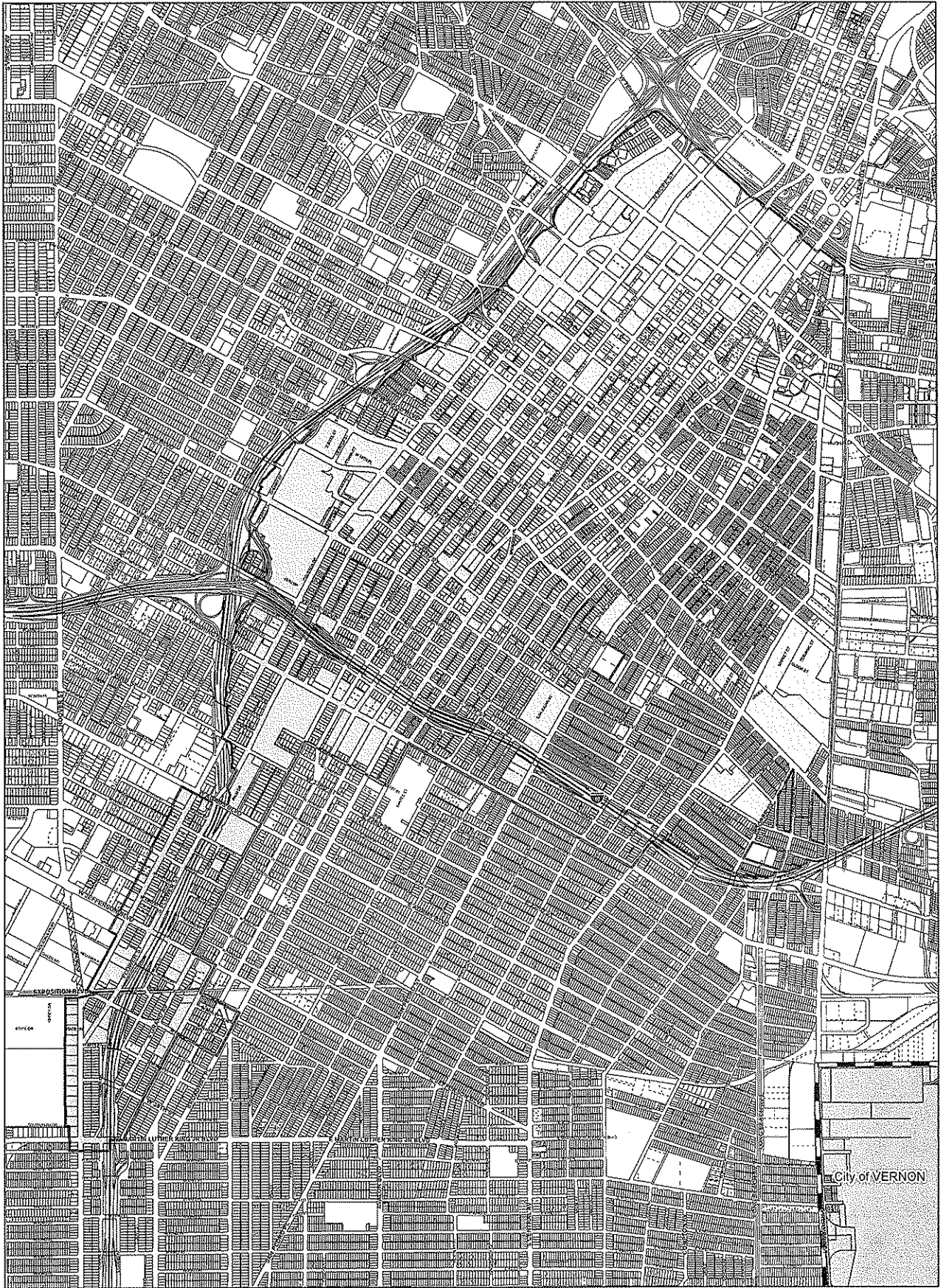
I appreciate all the work you have done on this ordinance and believe we are on the right track to having a city-wide sign ordinance that is clear and enforceable.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jan Perry', written in a cursive style.

Jan Perry
Councilmember, District Nine

Attachment: Map of GDHIA



Greater Downtown Housing Incentive Area

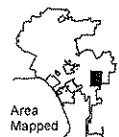
CPC-2005-1122, CPC-2005-1124, CPC-2005-0361

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



Area Mapped

