

HOLLY L. WOLCOTT
CITY CLERK

SHANNON HOPPES
EXECUTIVE OFFICER

When making inquiries relative
to this matter, please refer to
Council file No. **11-1705**

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

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February 3, 2017

Honorable Mike Feuer
City Attorney
Attention: Terry Kaufmann-Macias

Richard H. Llewellyn Jr.
Interim City Administrative Officer
Attention: Jason Killeen

Vince P. Bertoni
Director of Planning
Attention: Kevin J. Keller

Frank Bush, General Manager
Department of Building and Safety
Attention: John Biezins

REQUEST FOR REPORT

On January 31, 2017, the Planning and Land Use Management (PLUM) Committee considered a report from the Department of City Planning (DCP), dated January 27, 2017 and attached to Council file No. 11-1705, relative to on-site digital signs, vinyl replacement of certain mural signs, off-site digital signs on historic buildings in existing sign districts, nonconforming signs, a relocation agreement implementation process, and relocation agreement program viability.

During the discussion, the PLUM Committee continued the matter and recommended to:

1. Instruct the Office of the City Administrative Officer to report back with a comprehensive fiscal impacts analysis relevant to implementation of the policy framework currently under consideration by PLUM, including but not limited to the necessary funding for the DCP Sign Unit, Department of Building and Safety (DBS) enforcement upgrades, related processing and administrative functions, and viable options for securing future funding.
2. Instruct DBS, with assistance from DCP, to report back with an analysis of code amendments necessary to allow vinyl replacement of the Barry Blue mural signs consistent with the option described in the DCP report dated January 27, 2017.
3. Instruct the Office of the City Attorney to report back with clarification on the California Environmental Quality Act clearance requirements relevant to the policy framework currently under consideration by PLUM.

4. Instruct DCP to report back on the location and status of sign district applications currently under review.
5. Instruct DCP to report back on a framework to allow on-site digital signs meeting established standards (i.e. area, spacing, illumination, etc.) as a limited use on properties meeting established siting criteria (i.e. minimum contiguous street frontage, lot area, and/or floor area, with consideration for residential zones) without needing to be in a sign district.

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) 978-1537 or zina.cheng@lacity.org.

Thank you,

Zina Cheng
Legislative Assistant
Planning and Land Use Management Committee