

Citywide Sign Ordinance



Department of City Planning
June 30, 2015



Ordinance Background

Year	Action
2008	Council requested revision of sign provisions
2009	CPC approved draft ordinance
2014	PLUM requested 7 changes and 8 clarifications

Ordinance in process 6 years, with over 15 hearings



Proposed Ordinance Overview

- Enables Tier 1 and Tier 2 Sign Districts
- Establishes new Takedown Ratio program
- New digital display regulations (brightness & timing)
- New higher penalties for “illegal” off-site signs

Improves clarity, enforceability, and legality



Why Is This Ordinance Needed Now?

- Comply with court rulings
 - Limited, objective criteria for exceptions
 - Aesthetics and traffic safety
 - Content neutrality (*only time, place, manner*)
- Preclude further lawsuits and legal costs
- Modernize, streamline and refine the City's sign regulations

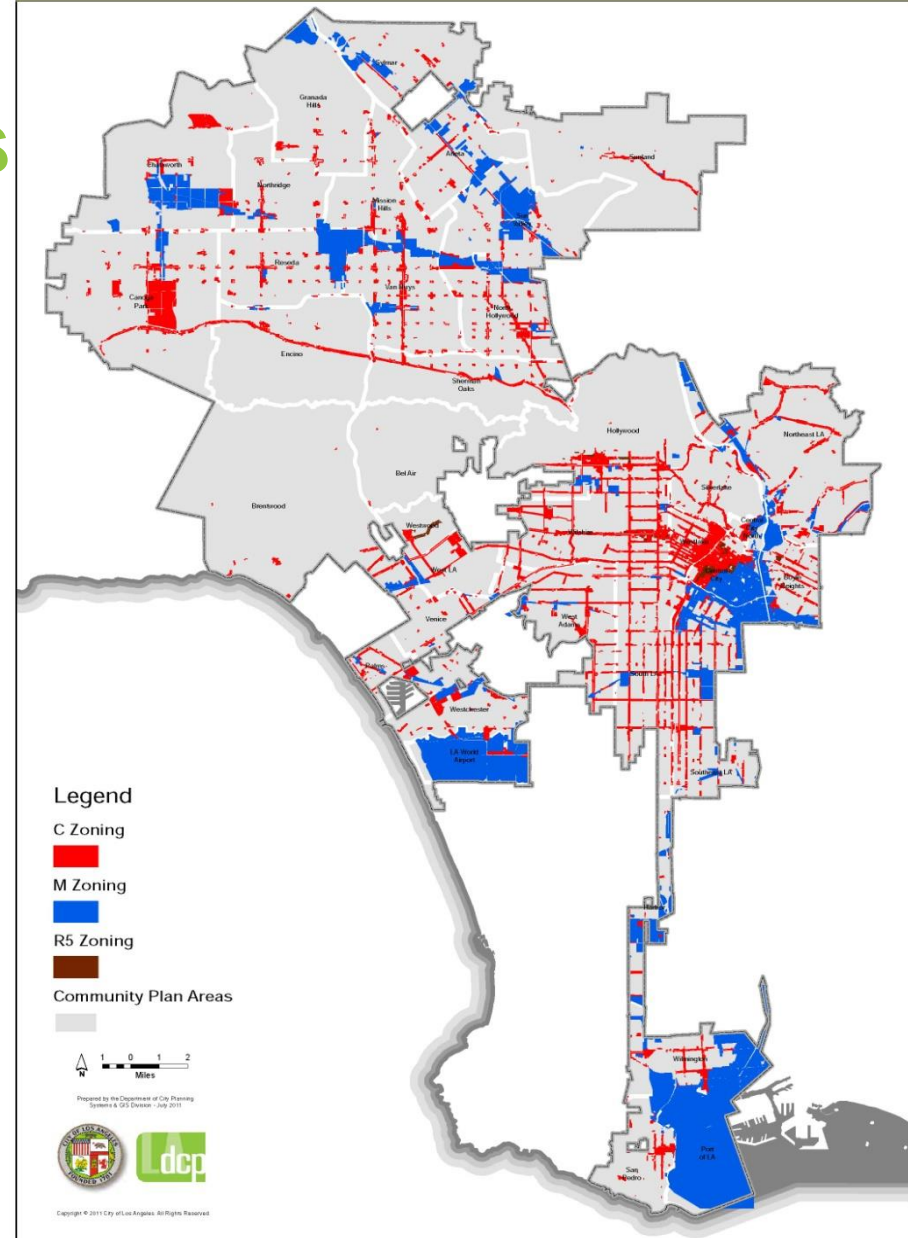


Sign Districts: Currently Eligible Areas

Any property in C & M Zones

R5-zoned property designated as
Regional Center, Regional
Commercial, or High Intensity
Center

Areas Eligible for Sign Districts (current)

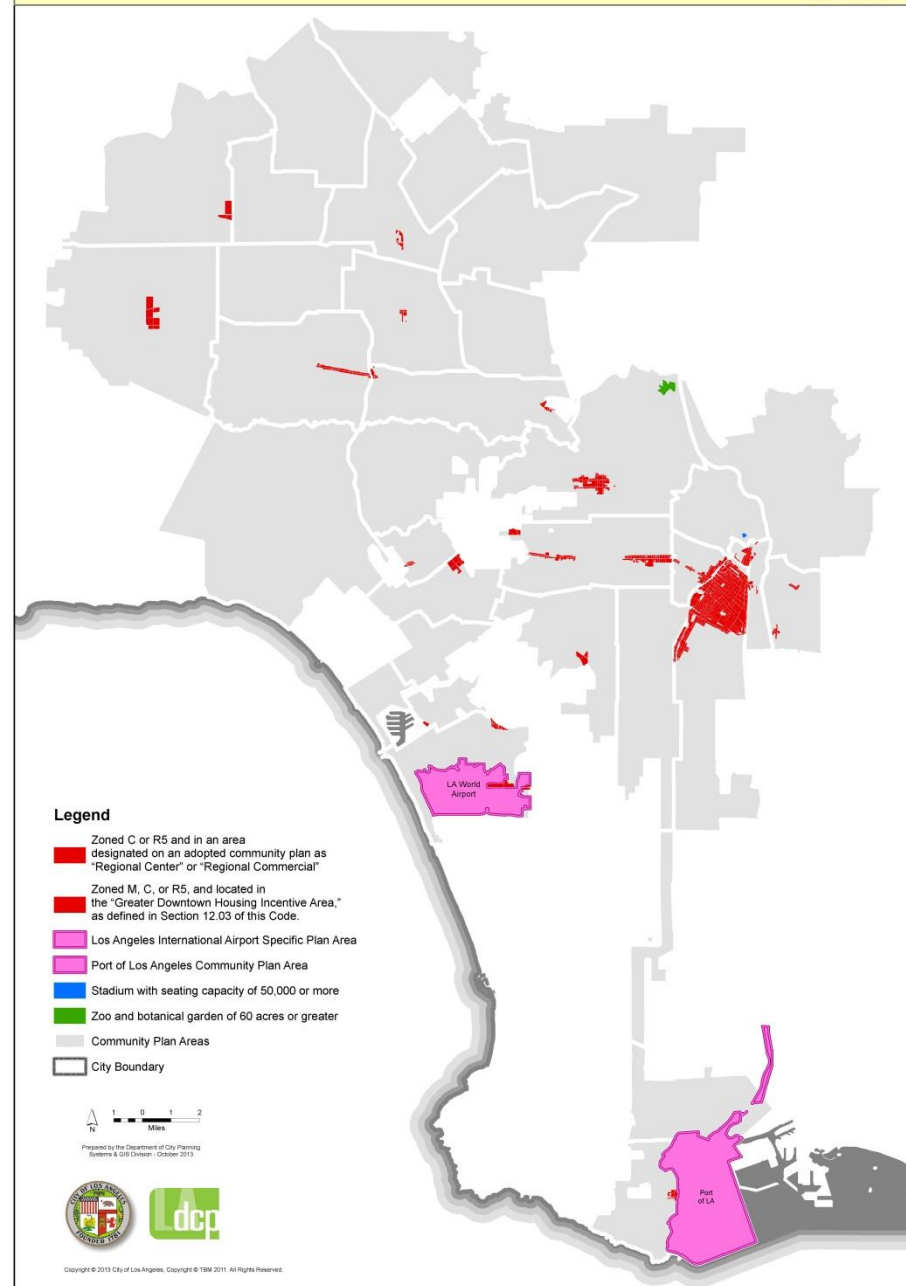


Sign Districts: Proposed Eligible Areas

- Regional Centers
- LAX
- Port of LA
- Greater downtown area
- Stadiums ($\geq 20,000$ seats)
- LA Zoo

Areas Eligible for Sign Districts (proposed)

As of Date: 10/29/2013



Proposed Prohibited Areas

- Prohibited near single family zones, LA River, state/national parks, ecological preserves
- This is a 90% reduction in eligible areas



Proposed Sign Reduction Provisions

Off-Site Takedown Ratios

- 1:1 for static
- 2:1 for digital*

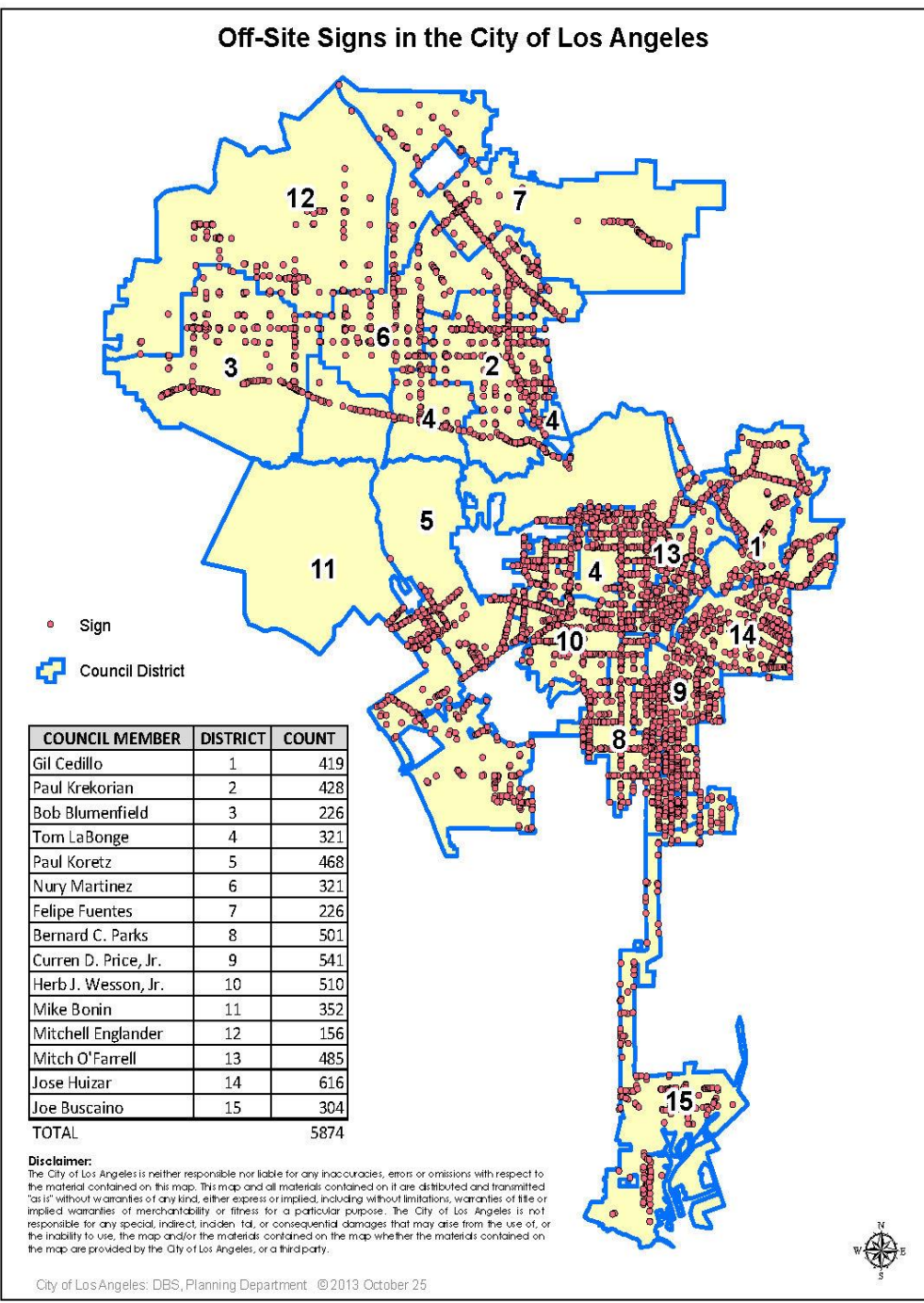
Community Benefits

- Half of requirement may be met by community benefits (traffic /aesthetics)

*Requirement increased from the 2009 CPC version per recommendation of the Department



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Digital Displays

Timing Requirements

- Minimum per message
- Instant/short transitions

Brightness limits

- 7,500 candelas (day)
- 450 candelas (night)

Sensors for auto dimming

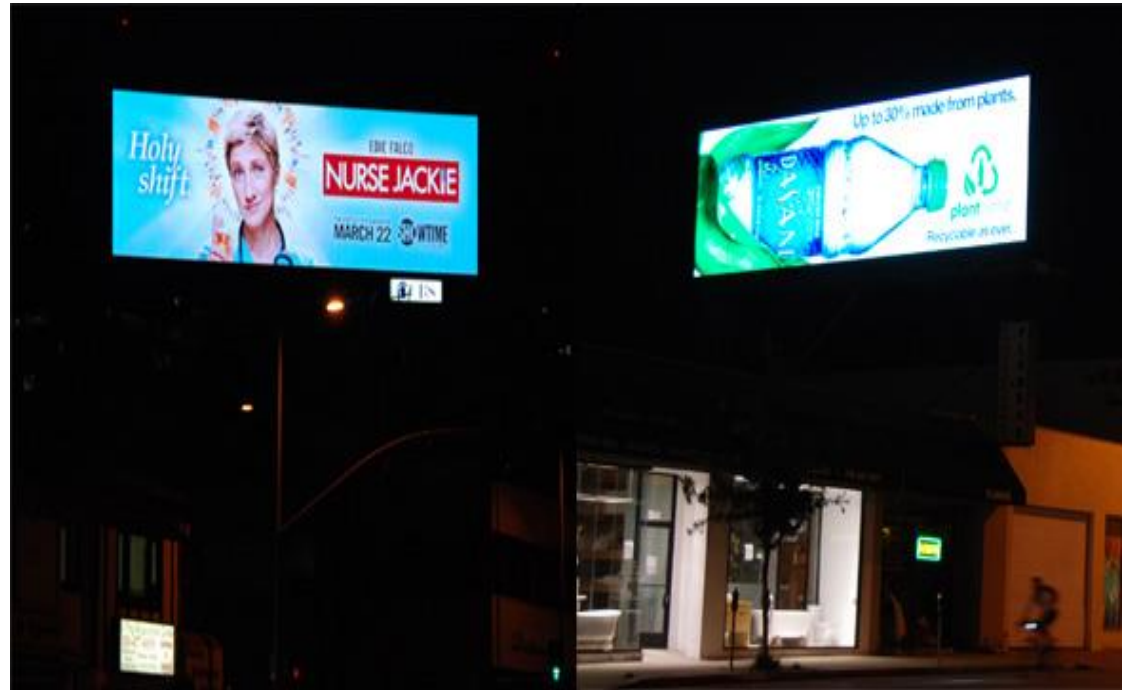


Photo: banbillboardblight.com

Photo credit: Huff Post local



Amnesty for “Illegal” Signs

- State law requires proof of illegality to trigger enforcement provisions; proof requires evidence
- Signs with no permit: 546 total
 - **Allow as legal nonconforming**
 - *No permit likely means no evidence of illegality*
- Signs with permit, but not in compliance: 391 total
 - **Subject to citation and enforcement**
 - *Permit can be used as evidence of noncompliance*



Additional Considerations*

Digital Displays Outside Sign Districts

Visioning Group met 3 times:

- Option 1: “**No digital**” off-site signs outside of Sign Districts
- Option 2: “**Public Option**” Digital billboards on public (city-owned) property only
- Option 3: “**Public/Private Option**” Digital billboards on public and private properties



*To be further considered by both PLUM and CPC



Additional Considerations*

Digital Displays Outside Sign Districts

Potential Provisions:

- CUP for off-site digital display
- Relocation agreement
- Clearly defined standards and conditions
- 4:1 or greater Takedown Ratio
- Community benefits conditions through CUP
- Distance from neighboring signs and illumination standards
- Citywide cap on digital off-site signs



*To be further considered by both PLUM and CPC



Proposed Ordinance Options



Photo: latimes.com



Proposed Ordinance Options

CPC Version (2009)	Version B	Version A
<p>Tier 1 & Tier 2 Sign Districts</p> <p>Takedown Ratio of 1:1 for <u>all</u> billboards</p> <p>Ratio can be halved if providing community benefits</p> <p>Brightness & message regulations</p>	<p>Tier 1 minimum stadium capacity reduced from 50,000 to 20,000</p> <p>Takedown Ratio for digital signs increased to 2:1</p> <p>On-site digital signs only permitted in sign districts*</p> <p>Grandfathering date updated from Dec. 6, 2011 to Dec. 2014</p> <p><i>*Or as permitted in other supplemental use district or specific plan</i></p>	<p>All provisions in Version B</p> <p>+ Additional provisions:</p> <ul style="list-style-type: none"> • Grants ZA authority to approve relocating off-site signs on the same lot • Amnesty for existing illegal off-site signs • Adjustments for digital displays on historic façades



Process

- **Version A:** if approved, ordinance must return to CPC
- **Version B:** if approved, ordinance can be transmitted to full Council

