

Citywide Sign Ordinance

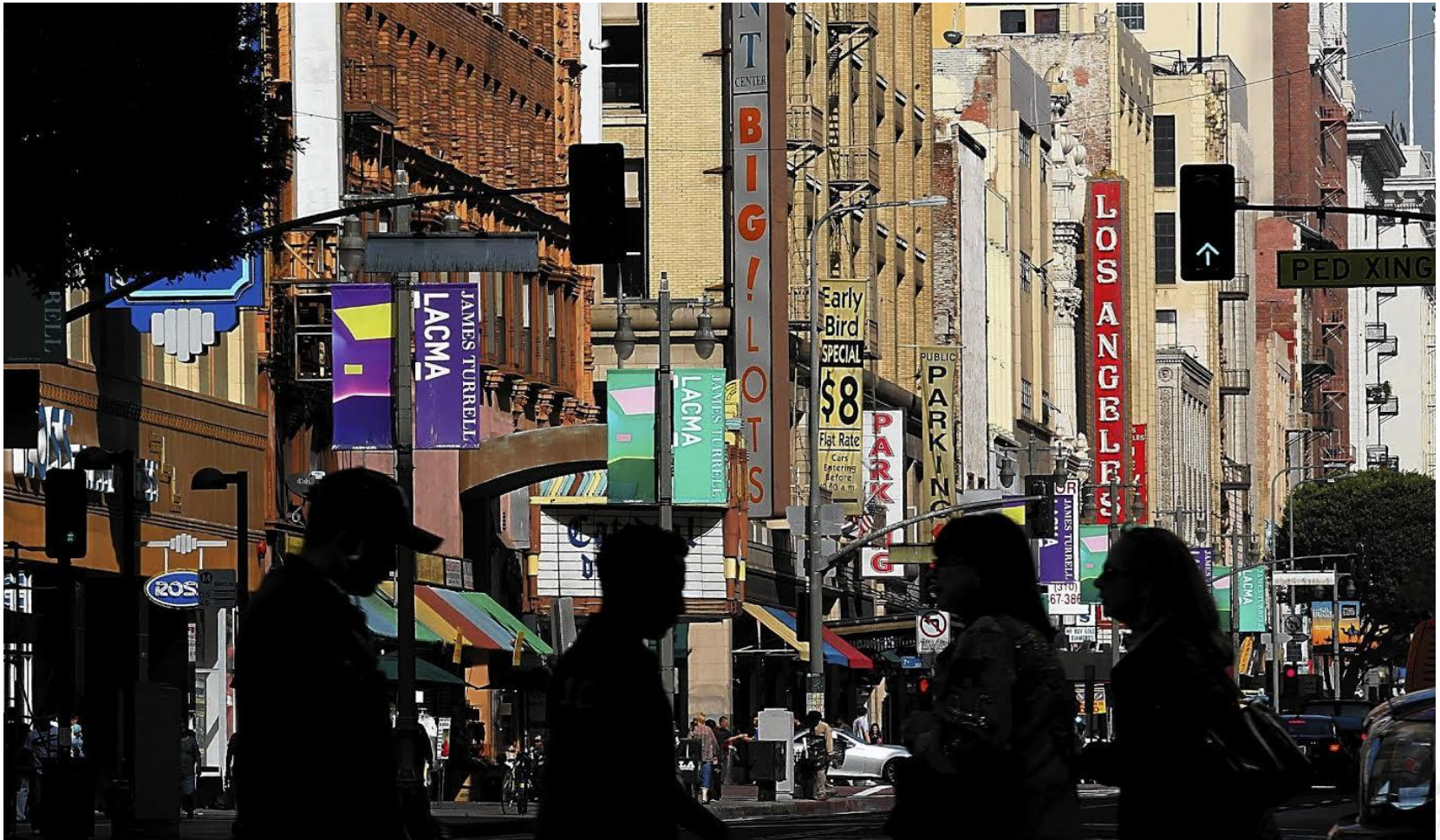
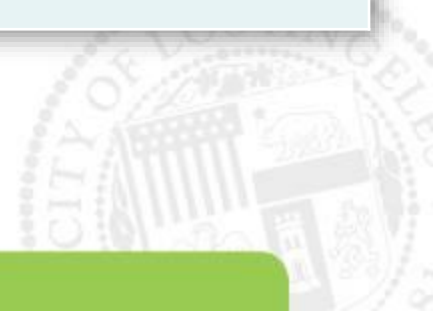


Photo: Luis Sinco, Los Angeles Times

PLUM Committee
April 19, 2016

Ordinance Background

Year	Action
2002	Billboard ban (off-site signs, murals, and supergraphics)
2008	City Council directed DCP to draft ordinance
2009	CPC approved draft ordinance (MAR 26 2009)
2009 - 2015	16 PLUM hearings
2015	<ul style="list-style-type: none">• PLUM forwarded Versions A and B (& other proposals) to CPC• CPC Action resulted in Version B+



PLUM Ordinance – Versions A & B

- Consolidate sign provisions into one chapter
- Eliminate content-based language
- Carry forward ban on off-site signs; ban all digital signs (except when allowed within Sign Districts)
- Stricter criteria for establishing new Sign Districts (Tier 1 & Tier 2)
- Require sign reduction & community benefits for new offsite & digital signs in Sign Districts
- New standards for signs with digital displays
- Create sign-specific adjustment & variance process
- Heightened penalties for off-site sign violations



PLUM Ordinance - Version A

All provisions in PLUM Ordinance Version B *AND* the following:

- Amnesty for “illegal” off-site signs (limited to specific signs)
- ZA authorized to grant relocation of off-site signs on same lot
- Adjustments for digital displays on historic facades in existing sign districts
- Permits vinyl replacements for pre-1986 mural signs



PLUM Ordinance

Key Details in Versions A & B

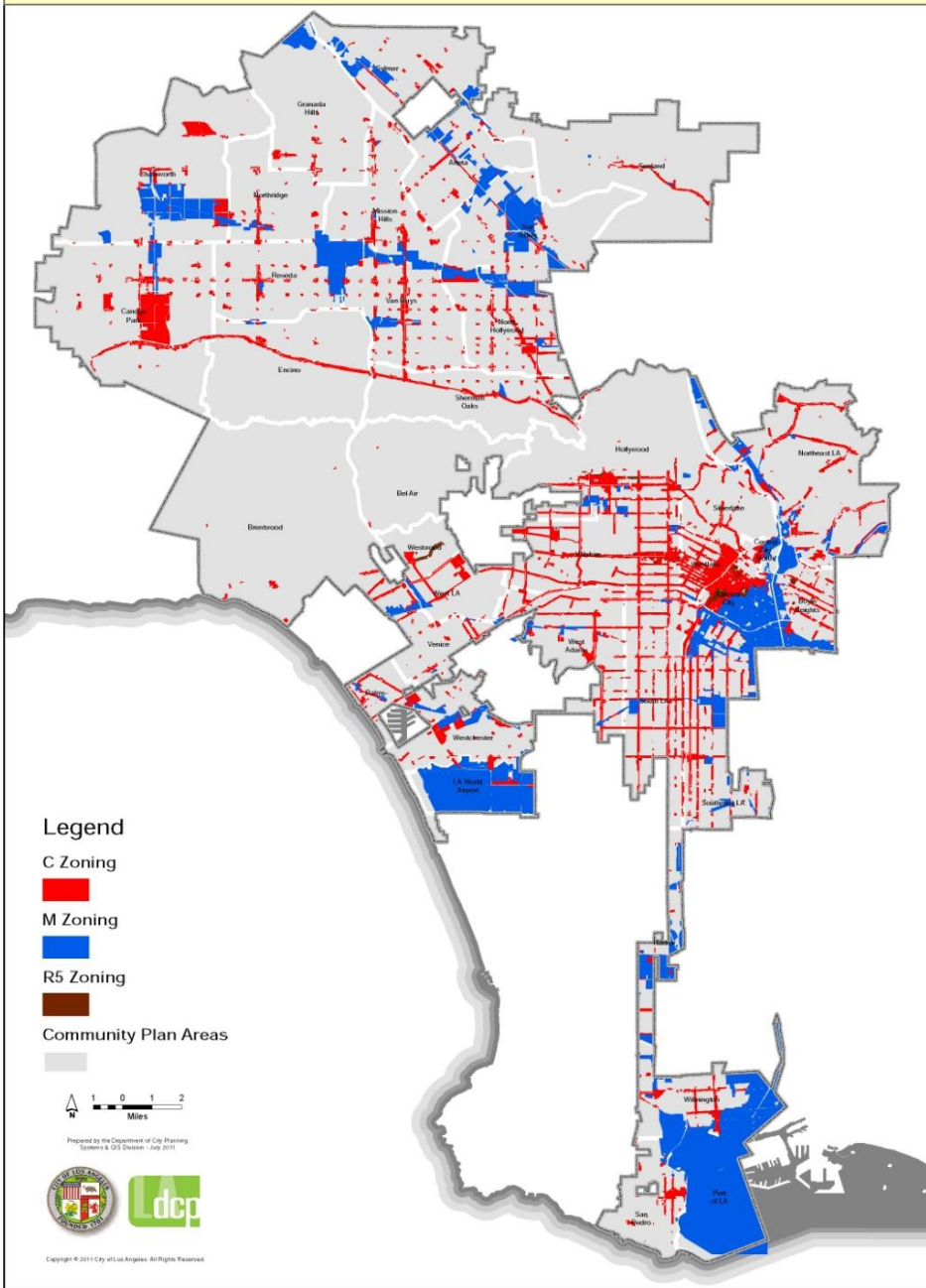


Sign Districts



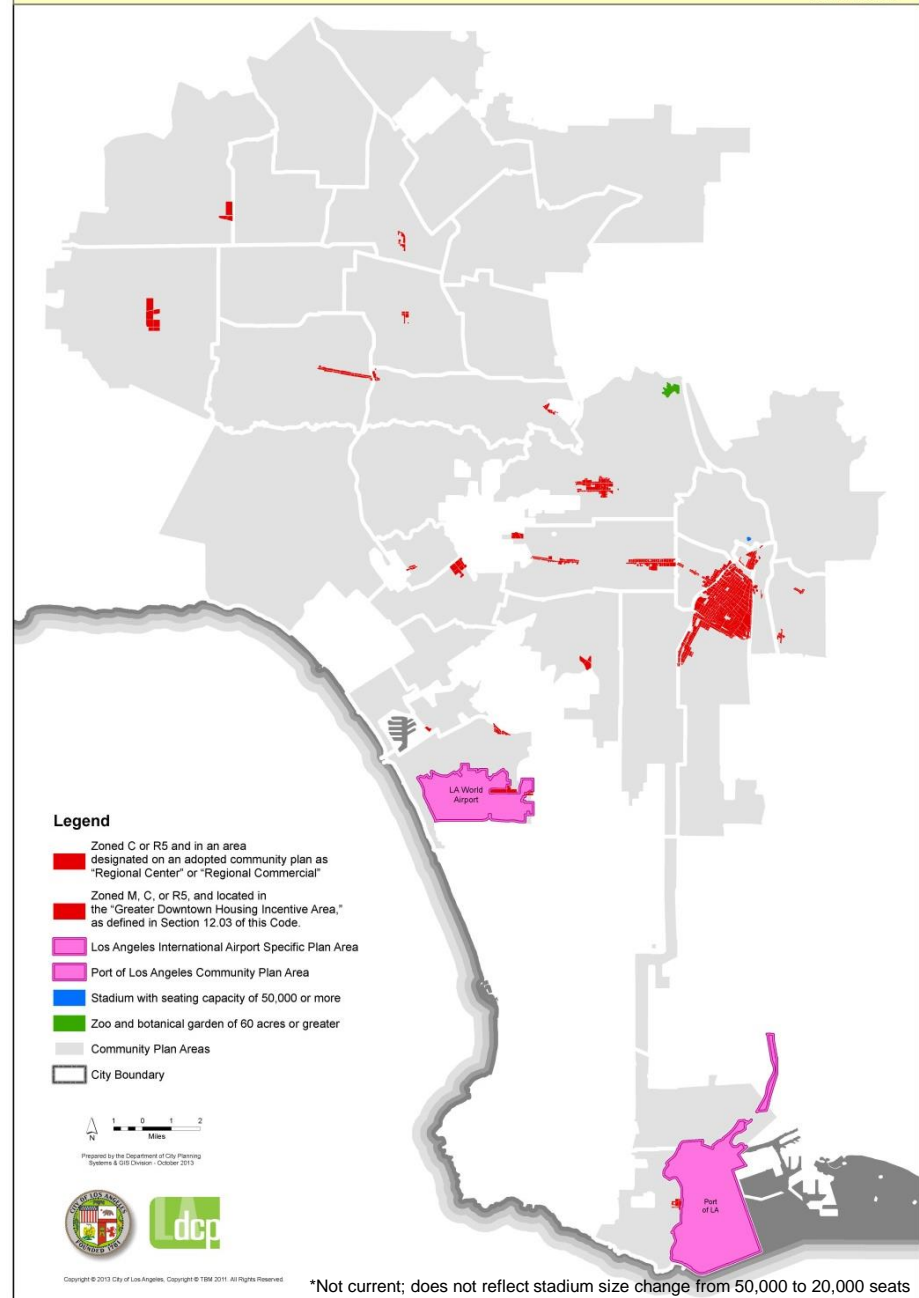
Photo: Flickr Creative Commons

Areas Eligible for Sign Districts (current)



Areas Eligible for Sign Districts (proposed)

As of Date: 10/29/2013



*Not current; does not reflect stadium size change from 50,000 to 20,000 seats

Sign Districts

Current Code

- C or M Zones
- Most R5 Zones

Proposed Tier 1

- Regional Centers (portions of Downtown, Hollywood, Koreatown, etc.)
- Greater Downtown
- LAX, Port, Zoo
- 5,000 linear feet or 15 acres (2,640 linear feet GDTHIA)
- 20,000 seat stadiums/arenas

Proposed Tier 2

- Regional Centers - 3 acres or 50,000 sf non-residential
- Non-residential elsewhere - 5 acres or 100,000 sf
- Off-site signs cannot be visible from public ROW or other property

Off-site Sign Reduction Program

Current Code

- No sign reduction program

PLUM Versions A & B

- More than 1:1 for new static
- More than 2:1 for new digital
- Community benefits



Digital Displays

- 0.3 foot candles above ambient lighting
- Daytime limit of 7,500 candelas / sq. meter, nighttime 450
- 8 second timing
- Transition standards
- Sensors for auto dimming

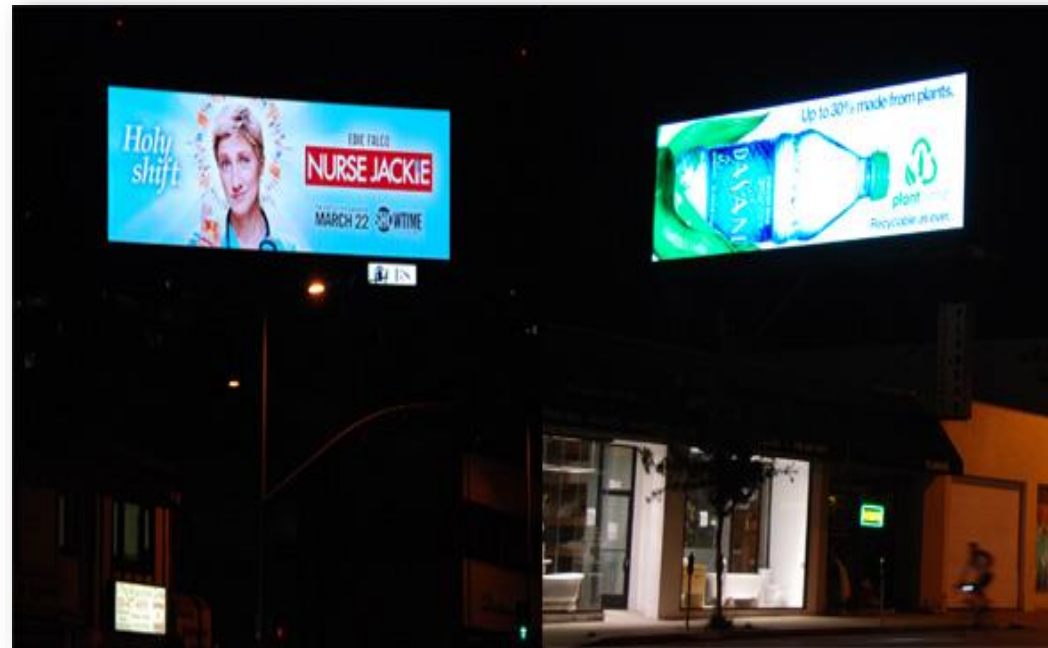


Photo: banbillboardblight.com
Photo credit: Huff Post local



Enforcement

SIGN AREA OF SIGN IN VIOLATION	CIVIL PENALTY PER DAY OF VIOLATION		
	1 st Violation	2 nd Violation	3 rd Violation and All Subsequent
Less than 150 SF	\$2,000	\$4,000	\$8,000
150 to less than 300 SF	\$4,000	\$8,000	\$16,000
300 to less than 450 SF	\$6,000	\$12,000	\$24,000
450 to less than 600 SF	\$8,000	\$16,000	\$32,000
600 to less than 750 SF	\$10,000	\$20,000	\$40,000
750 or more SF	\$12,000	\$24,000	\$48,000

Civil Penalties Per Day

CPC Action, October 2015

CPC **disapproved** Versions A & B

CPC **approved** its own Version B+

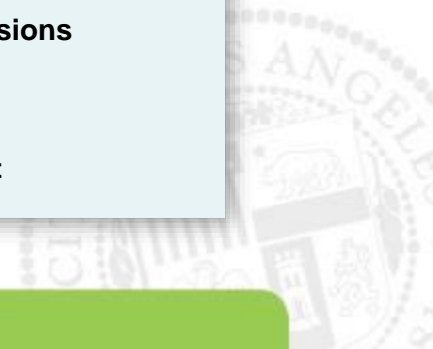


CPC Version B+ Compared to PLUM Versions

- CPC revised wording to exempt LAFC Sign District from Tier 1 distance limits
- CPC increased off-site sign reduction requirements:
 - More than 5:1 for new static (instead of 1:1)
 - More than 10:1 for new digital (instead of 2:1)
- CPC expanded sign reduction area - may occur within an area with “a reasonable relationship to the new signage” (in addition to within Sign District & Sign Impact Area)
- CPC set back Grandfather date to March 26, 2009 (instead of July 10, 2015)
- CPC borrowed lower illumination standards from Historic Broadway Sign District

Illumination Standards Comparison

PLUM Versions A & B	CPC Version B+
General Provisions	
<p>Limitation of 3 foot candles above ambient lighting.</p>	<p>Limitation of 0.3 foot candles above ambient lighting.</p> <p>Maximum nighttime brightness of 300 candelas per square meter and maximum daytime brightness of 5,000 per square meter.</p> <p>Neon, neon-like, or LED elements must be dimmable and controlled by a timer.</p> <p>No use of highly reflective materials such as mirrored glass.</p> <p>Maximum lumen output of no more than 20 lumens per square foot.</p> <p>Light emitting diodes restricted to maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees, oriented downward.</p>
Digital Provisions	
<p>Limitation of 0.3 foot candles above ambient lighting.</p> <p>Maximum nighttime brightness of 450 candelas per square meter and maximum daytime brightness of 7,500 candelas per square meter.</p>	<p>Same as above, under General Provisions</p>
	<p>Hours of operation: 7 am to midnight</p>



Additional Proposals Considered by CPC (not in Versions A or B)

1. Allow digital signs on rooftops of designated historic buildings within existing sign districts.
2. Establish CUP or other discretionary process for off-site signs outside sign districts.
3. Allow off-site signs (static & digital) outside sign districts.
4. Allow on-site digital signs citywide.
5. Allow off-site digital signs on publicly-owned property.
6. Establish cap for off-site signs (static & digital) within & outside of sign districts.
7. Establish cap for off-site signs (static & digital) outside sign districts.



CPC Action, October 2015

CPC **disapproved** all additional proposals.



Possible PLUM Actions

- **Direct City Attorney to draft CPC Version B+, or**
- **Adopt PLUM Version B, or**
- **Direct City Attorney to draft PLUM Version A.**



