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EXECUTIVE OFFICER

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



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December 19, 2014

Michael LoGrande  
Director of Planning

Sharon M. Tso  
Chief Legislative Analyst

Miguel A. Santana  
City Administrative Officer

Honorable Michael N. Feuer, City Attorney  
Room 800, City Hall East

Attn: Terry Kaufmann-Macias  
Kenneth Fong

PLANNING AND LAND USE MANAGEMENT COMMITTEE REQUESTS

At its meeting held on December 16, 2014, the Planning and Land Use Management (PLUM) Committee considered reports from the Department of City Planning (DCP) and City Attorney and revised proposed ordinance relative to amending Los Angeles Municipal Code Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 to enact new criteria for the establishment of sign districts; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; and enact related technical corrections and other measures to control the potential impacts of signs on traffic safety and the visual environment, and related matters.

The Committee requested amendments to the proposed sign ordinance and requested the Chief Legislative Analyst (CLA), DCP, and City Attorney to report back.

Requested amendments to the proposed sign ordinance:

1. Increase the Signage Takedown Ratio for future Sign Districts to require "*net reduction and community benefits*," specifically the Committee requested greater than 1:1 plus community benefits for static signs and greater than 2:1 and community benefits for digital signs.
2. Prohibit "on-site digital" signs Citywide, except for geographic areas with existing review processes, such as Specific Plans, Community Design Overlays, Sign Districts, etc.

3. Include provisions for reasonable "sign adjustments" and "on-site relocation" of existing off-site signs.
4. Include provisions to allow arenas and/or stadiums of greater than 20,000 seats to qualify for future Sign Districts.
5. Include provisions to protect museums and cultural institutions to ensure continued use of traditional exhibition announcements and sponsorships as requested by Council District Four in a communication dated August 11, 2014, attached to the Council file.
6. Include provisions regarding sign adjustments for digital displays in established Sign Districts where digital displays and marquees are permitted as requested by Council District Thirteen in a communication dated December 16, 2014, attached to the Council file.
7. Clarify/include provisions regarding pre-1986 "mural signs" approved during/around the 1984 Los Angeles Olympics.
8. Clarify/include provisions regarding on-site signage on access easements on adjacent properties.
9. Clarify the status of existing off-site signs lacking or not complying with permits as "lawfully erected" per the "rebuttable presumption" provisions of State Law.

Requested the Departments to report back on:

1. DCP to update the "Grandfathering' of Pending Sign Districts and Specific Plans" list as of the date of the PLUM hearing on December 16, 2014.
2. CLA, in consultation with the DCP, City Attorney, and appropriate departments, to analyze both public and private options for potential further Sign Reduction programs in response to the DCP communication dated October 10, 2013, attached to the Council file. The Departments are to research appropriate provisions of any such program including:
  - A public process, such as Conditional Use Permit (CUP)
  - Required relocation agreements
  - Clear standards and conditions
  - Takedown requirements greater than those for Sign Districts. (4:1 ratio or greater)
  - Recommendation on assessment of community benefits per CUP
  - Restrictions on locations per zone, including distance from neighboring signs and illumination standards
  - Recommendation on a cap Citywide, public and private
3. City Administrative Officer to prepare a fiscal analysis, which includes all of the costs that the City could incur as well as where any revenue can be realized, as detailed in requested report back No. 2 above.

Please prepare as a response as requested by the PLUM Committee. When this matter is scheduled for Committee consideration, your attendance, or that of your designee, is respectfully requested.

Sincerely,

Sharon Gin  
Planning and Land Use Management Committee Clerk

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