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GREGORY R. ALLISON
EXECUTIVE OFFICER

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



ERIC GARCETTI
MAYOR

COUNCIL AND PUBLIC SERVICES
DIVISION
200 N. SPRING STREET, ROOM 395
LOS ANGELES, CA 90012
GENERAL INFORMATION - (213) 978-1133
FAX: (213) 978-1040

SHANNON HOPPE
DIVISION MANAGER

www.clerk.lacity.org

August 4, 2015

Michael LoGrande
Director of Planning

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

Attn: Terry Kaufmann-Macias
Kenneth Fong

At its meeting held on June 30, 2015, the Planning and Land Use Management (PLUM) Committee considered a report from the Department of City Planning (DCP) with draft proposed Ordinances (Versions A and B) 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 as well as a joint report from the DCP and the Chief Legislative Analyst regarding "Citywide Sign Regulations for Digital Off-Site Signs."

The Committee instructed the DCP, in consultation with relevant City Departments, within 60 days, to further develop recommendations from the joint report, regarding private and public options for further Sign Reduction Programs, and to initiate a supplemental sign Ordinance to address such recommendations as well as proposed provisions from Ordinance Version A that have not been previously considered by the Los Angeles City Planning Commission (LACPC), including:

- On-site relocation of existing signs;
- Appropriate enforcement for existing, non-conforming off-site signs;
- Historic facade Sign Adjustments;
- Pre-1986 Mural Signs; and
- Appropriate review process or standards for on-site digital displays.

The Committee also requested that the City Attorney prepare a final Ordinance, reviewed for form and legality, based on the proposed Ordinance Version B, with the following modifications:

- Exclude items referred to the DCP for LACPC consideration in the above instruction.
- Clarify that pending, "grandfathered" Sign District applications are not subject to provisions of the proposed Ordinance; and
- Include amended Tier 1 Sign District restrictions as requested by Council District 9 in a communication dated June 30, 2015.

Please prepare 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 Dickinson
Planning and Land Use Management Committee Clerk

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