

Proposed Citywide Sign Ordinance

Presentation to PLUM

December 11, 2012



Los Angeles Department of City Planning



Ordinance Overview

Sign Districts: Key Provisions

Regulation	Current	Proposed
Location	Any commercial zone or industrial zone, and some high-density residential zones	Regional hubs of commerce and transport, including the greater downtown area, stadiums and zoos
Sign Reduction / Community Benefits	No requirement	“One for one” sign reduction, or half of that plus community benefits
Protected Areas	No provision	Protects low-density residential, agricultural, open space, and scenic roadways from off-site signage



Ordinance Overview

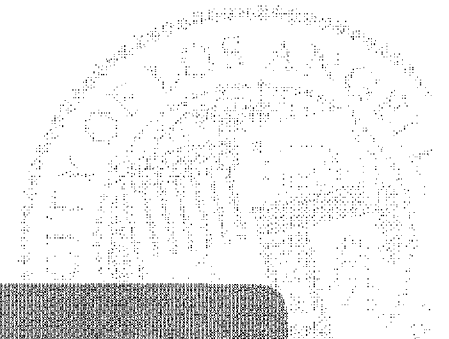
Other Key Provisions

- Provides the City's first specific regulations for digital displays
- Increases penalties to improve code compliance
- Contains numerous technical refinements to improve clarity, enforceability and legal defensibility



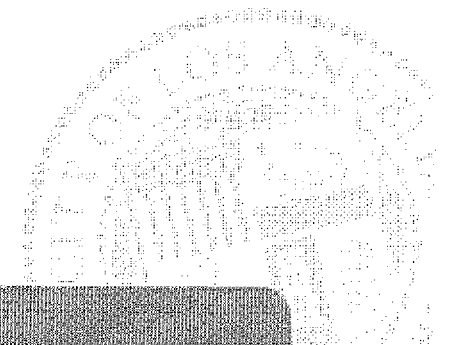
PLUM Direction

- Approved the previous draft sign ordinance, with a few changes relative to Sign Districts:
 - Added the LA Zoo and Botanical Gardens to the list of eligible areas
 - Decreased the minimum street frontage in downtown from 5,000 feet to 2,640 feet
 - Updated the “grandfathering” date to Dec. 6, 2011



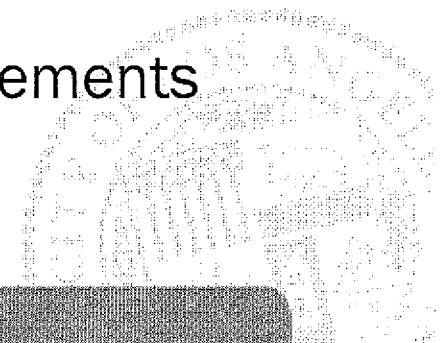
PLUM Direction (continued)

- Called for reports back on:
 - Signs in City parks
 - “Cross promotions” and the definitions of on-site and off-site signs
 - Sign Advisory Committee to advise the proposed Sign Unit



Report-Back Items

- Signs in City parks
 - A contentious issue that requires careful study
- Definitions of off-site and on-site signs
 - City Attorney's Office recommends retaining the existing definitions
- Sign Advisory Committee
 - Awaiting Sign Unit funding to address a number of policy issues, including settlement agreements



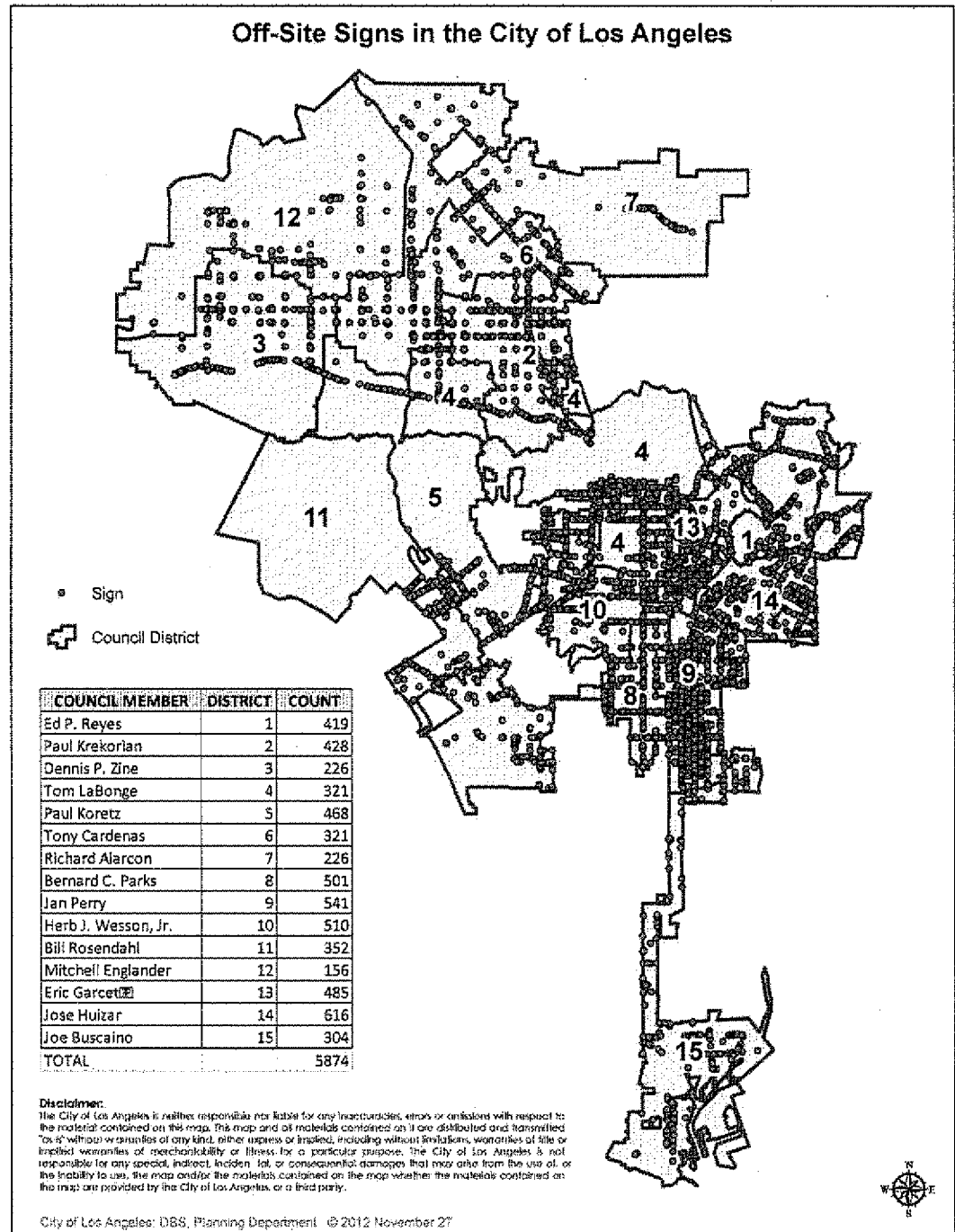
Technical Corrections

- Consistency of review (legislative level) for all off-site sign requests
- City oversight for Community Benefit Programs in Sign Districts
- Further refinement of brightness standards
- Other minor clarifications and consistency fixes



Citywide Map of Off-Site Signs

- Total of 5,874 off-site signs
- Hundreds in each Council District
- Updated DBS data can assist in sign reduction



Staff Recommendations

- Adopt the report dated December 4, 2012
- Approve the proposed ordinance and direct the City Attorney to review it for form and legality



Q u e s t i o n s / C o m m e n t s



Los Angeles Department of City Planning

