

**CITY OF LOS ANGELES
CALIFORNIA**

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ANTONIO R. VILLARAIGOSA
MAYOR

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CITY CLERK

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When making inquiries relative to
this matter, please refer to the
Council File No. 08-2020, 11-1705

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October 26, 2011

Michael LoGrande
Director of Planning

Dear Mr. LoGrande:

At its meeting held on October 18, 2011, the Planning and Land Use Management (PLUM) Committee considered Department of City Planning reports 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 your department to report back on the following:

1. Four options to meet the "World Wide Rush test." (Findings only, sign reduction only, sign reduction and community benefits, sign reduction or community benefits)
2. Recommended final revisions on brightness of digital displays, sign adjustments for off-site signs, violation appeal hearings and recommendations for incorporation with City Attorney's draft of the sign ordinance.
3. Information / requests made by Councilmember Huizar:
 - a. In regards to signage and parks, this item should be held for further review regarding their inclusion in the Community Sign Program (CSP), ensuring that they cannot use the interior sign exception as a loophole to circumvent the CSP, and careful review should be made to ensure that any loopholes in the ordinance are closed regarding signage in parks.
 - b. A timeline on on-site digital conversion regulations.
 - c. Credits for sign removal.

- d. The 10% limit on off-site signs proposed in the CSP should be removed and the amount of off-site signage should be determined on a case by case basis, given the unique nature of parts of Los Angeles, especially downtown.
4. Information / requests made by Councilmember Krekorian:
 - a. Amend or provide alternatives as to who should receive the credit for sign take downs. In the current form, the ordinance provides the credit to the property owner. The credits should go to the sign owner. This will accomplish the City's goals of sign take-downs at a faster rate. The individual parties can decide who owns the sign and sign under penalty of perjury of such.
 - b. Report back on all of the projects that have applied for Sign Districts of Specific Plans etc. under the current sign ordinance, (beyond August 9, 2011), to allow the Council to find the appropriate date for the grandfathering and this may then include the Paramount Studios property.
 5. With the assistance of the City Administrative Officer, information on the budget required to establish a Sign Unit.

This matter is tentatively scheduled for consideration by the Planning and Land Use Management Committee at a regular meeting on November 1, 2011. Your attendance, or that of your designee, at this meeting is respectfully requested.

Sincerely,

Sharon Gin, Legislative Assistant
Planning and Land Use Management Committee
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