

CITY OF LOS ANGELES

CALIFORNIA



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When making inquiries relative to
this matter, please refer to the
Council File No.

08-2020, 11-1705

March 5, 2013

Michael LoGrande
Director of Planning

Honorable Carmen A. Trutanich, City Attorney
Room 800, City Hall East

Attn: Terry Kaufmann-Macias
Kenneth Fong

PLANNING AND LAND USE MANAGEMENT COMMITTEE REQUESTS

At a regular meeting held on January 22, 2013 (continued from December 11, 2012 and prior meetings), the Planning and Land Use Management (PLUM) Committee considered reports from the Department of City Planning (DCP) and City Administrative Officer, and revised proposed ordinance relative to amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code (LAMC) 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 took the following actions:

1. Adopted the DCP report dated December 4, 2012 with the following changes:
 - Amend the definition of "window sign" in LAMC Section 14.4.2 to remove the previously proposed language that reads: "facing away from that window or facing that window and at least six feet away from it."
 - Amend LAMC Section 14.4.16 E to add RAS zones to the zones where temporary signs may be displayed on temporary construction walls.
 - Amend Section 13 of the proposed ordinance, the "grandfathering" provisions, to update the paragraph references to reflect the recent re-numbering of the proposed Section 13.11.

- Make the following changes to clarify the regulations regarding signs in City parks and public facilities:
 - Amend Section 13.11 C.1.c to remove the PF zone from the zones eligible to apply for a Tier 1 Sign District.
 - Amend Section 13.11 D.1 to state that each Tier 2 Sign District shall not include properties that are zoned OS or PF.
 - Delete Section 14.4.4 O, “Off Site Signs in City Parks and Facilities.”
 - Amend LAMC Section 14.4.4 F.3 to specify that brightness testing be done by the Department of Building and Safety or by a testing agency approved by the Department of Building and Safety.
2. Instructed the DCP, as recommended by Councilmember Krekorian, to work with the Chief Legislative Analyst and the Office of the City Attorney to convene a working group representing the range of perspectives on off-site and digital signage, to hold a limited but sufficient number of meetings to consider a potential program for allowance of digital displays in exchange for substantial reduction in non-digital off-site signage, provision of community benefits and/or revenue sharing with the City, pending the resolution of court deliberations on this matter. Following these meetings, the DCP is further instructed to report back to PLUM Committee with recommendations on next steps.
 3. Noted that updates have been made to the list of “grandfathered” projects, which is not a part of the proposed ordinance, to reflect updates in the status of several projects.
 4. Noted that proposals for further refinement of two provisions, on brightness limits for non-digital signage and projection of architectural ledge signs, may be submitted by the appropriate stakeholder groups, if such proposals are submitted within 30 days to the DCP.
 5. Requested the City Attorney to prepare and present an ordinance that incorporates the above and to look into the matter of whether administrative civil penalties should be assessed during the penalty appeal process.

Please transmit the requested document(s) to the City Council, c/o the City Clerk’s Office, Room 395, City Hall and reference Council file Nos. 08-2020 and 11-1705. If you have questions, I may be reached at (213) 978-1074 or at Sharon.Gin@lacity.org.

Thank you,

Sharon Gin
 Planning and Land Use Management Committee
 213.978.1074
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