

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

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Council File No. 08-2020
Council District: 4

To: The Planning and Land Use Management Committee

From: Miguel A. Santana, City Administrative Officer *MS*

Reference: Department of City Planning Report dated November 21, 2011 (C.F. 08-2020)

Subject: **PROPOSED REVISIONS TO THE CITY-WIDE SIGN REGULATIONS AND ITS
IMPACT ON THE LOS ANGELES ZOO**

Summary

In response to the Planning and Land Use Management (PLUM) Committee instruction, the Department of City Planning (DCP) submitted a report dated November 21, 2011 recommending certain revisions to the City-wide sign ordinance. As proposed, the DCP revisions include overarching language under the General Provisions section to protect City parks and public facilities from off-site signs.

The Los Angeles Zoo (LA Zoo) is a public facility located in Griffith Park. However, the LA Zoo, although located in the largest park in the City, is virtually a self-contained facility. The majority of the LA Zoo's infrastructure is visible only to LA Zoo visitors from the confines of the LA Zoo. A study conducted by KPMG, a financial consultant, identified corporate sponsorships through signage and advertising as a revenue opportunity for the LA Zoo. Revenues generated at the LA Zoo support the costs of operation and help maintain affordable admission fees. It is therefore important that the LA Zoo be given the opportunity to apply for a sign district. The ability to apply for a sign district does not give the applicant unrestricted authority to establish signage but rather allows for a process that involves a thorough review by DCP and significant community input.

It should be noted that, through the adoption of the 2011-12 City budget, the Council requested the City Attorney, with the assistance of the LA Zoo Department and this Office, to prepare and present any necessary ordinances, including an amendment to the sign ordinance, to allow the LA Zoo to maximize special revenue from advertising opportunities, such as banners and signage at the LA Zoo.

RECOMMENDATION

That the Council consider an amendment to the City-wide ordinance to allow the Los Angeles Zoo to apply for a sign district.

FISCAL IMPACT STATEMENT

Potential revenues from corporate sponsorships through signage and advertising at the Los Angeles Zoo (LA Zoo) could offset operational and maintenance costs currently subsidized by the General Fund. The recommendation in this report complies with the City Financial Policies.

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