

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON HOPPE  
EXECUTIVE OFFICER

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

# City of Los Angeles CALIFORNIA



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April 20, 2016

Sharon M. Tso  
Chief Legislative Analyst  
Attn: Roberto Mejia

Miguel A. Santana  
City Administrative Officer  
Attn: Jason Killeen

Vince Bertoni  
Director of Planning  
Attn: Tom Rothmann

## REQUEST FOR REPORT

At its meeting held on April 19, 2016, the Planning and Land Use Management (PLUM) Committee considered reports from the Los Angeles City Planning Commission and the City Attorney and a 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.

During discussion, the Committee requested the Chief Legislative Analyst (CLA), with input from the Department of City Planning (DCP), and the City Administrative Officer (CAO) to report back regarding necessary land use controls/regulations for off-site signs outside of sign districts, and revenue analysis. The joint report should include, but not be limited to:

1. DCP to provide specific zoning regulations necessary Citywide so that on- and off-site signs do not negatively impact the residential areas.
2. The CAO to provide revenue analysis that includes the amount of fees collected Citywide from all existing billboard signs in recent years and broken down to annual and per sign averages; and estimate revenue figures for what other nearby cities collect annually and per sign via whatever mechanisms they may employ.

Please prepare a written 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