

HOLLY L. WOLCOTT  
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SHANNON HOPPE  
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When making inquiries relative  
to this matter, please refer to the  
Council File Nos. **11-1705**

# City of Los Angeles CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

**Council and Public Services Division**  
200 N. Spring Street, Room 395  
Los Angeles, CA 90012  
General Information: (213) 978-1133  
FAX: (213) 978-1040

PATRICE Y. LATTIMORE  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

July 3, 2019

Honorable Mike Feuer  
City Attorney  
Attention: Terry Kaufmann-Macias  
Adrienne Khorasane

Vince Bertoni  
Director of Planning  
Attention: Kevin J. Keller  
Tom Rothmann

## REQUEST FOR REPORT

On May 28, 2019, the Planning and Land Use Management (PLUM) Committee considered the following: Reports responding to the Committee's request made at the meeting held on December 12, 2017, from 1) the Department of City Planning (DCP) relative to billboard blight reduction policy document, public-only relocation agreement process options, relocation agreement examples, relocation agreement opt-in options, and relocation process without a findings requirement; and from 2) the Office of the Chief Legislative Analyst (CLA) relative to an amended financial study that takes into account neighborhood protections and physical site constraints, and specifically to filter out properties that would not be appropriate sites for billboard relocation, such as Department of Water and Power facilities, Police and Fire stations, Los Angeles River properties, and any other property not consistent with the Committee's policy goals.

During the discussion, the PLUM Committee continued the matter to August 13, 2019, and instructed the DCP to report on the following:

1. Revisit the ability to establish broad findings to allow for the maximum amount of discretion by the Council.
2. Discuss what an opt-in provision would look like.
3. Provide options for potential ordinance language related to an opt-in system for allowing relocation agreements by Council District and/or Community Plan area.
4. Discuss categories for sign districts that would allow for the narrowing of the designation.
5. Come up with categories in defining blight, including zones that may have a concentration of blighted conditions and would be a priority for taking down billboards.

6. Prioritize in-lieu fees where higher concentration of billboard blight exists.
7. Discuss expanding penalties to property owners that allow unpermitted illegal signs.
8. Discuss the agreement between the sign owner and the City and give the City more discretionary authority in determining which signs are taken down.
9. Explore the following two options:
  - a. A time period where we only allow billboards on public property, followed by a time period of 20 years where we allow billboards on public and private property; and
  - b. Study an option based on the ratio of private property square footage to public property square footage.
10. Discuss equity for smaller businesses in advertising.
11. Discuss hand-painted signage where it is both advertising and art, tied to a specific business. Specifically, discuss whether the hand-painted sign is considered a mural or a sign, and whether any limitations are placed on it, such as whether the content is limited to promotion of the business; and whether the fine arts mural Ordinance relates to this.
12. Discuss the phasing in or consideration of digital signs, off-site signs in areas meeting the definition for public, either in time or ratio.
13. Given the current citywide overlays based on zones and sign districts, discuss whether there are other options somewhere in the middle.

The PLUM Committee also requested the City Attorney, with assistance of the DCP, report on potential impacts to the City's digital sign ban from digital ad services like Firefly; both generally and specifically, whether allowing those services would put the City ban at risk or diminish the value of creating a public or private digital sign relocation program, or diminish the City's ability to make findings about the compatibility with the surrounding communities; and the relationship with the billboard sign ordinance.

Please prepare a written response as requested by the PLUM Committee. In your response, please reference Council file No. 11-1705. When this matter is scheduled for Committee consideration, your attendance, or that of your designee, is respectfully requested. If you have questions, please contact me at (213) 978-1074 or [rita.moreno@lacity.org](mailto:rita.moreno@lacity.org).

Thank you,

Rita Moreno  
Deputy City Clerk  
Planning and Land Use Management Committee