

Proposed Citywide Sign Ordinance

Presentation to PLUM

Date: 1-22-13

Submitted in PLUM Committee

Council File No: 08-2020/11-1705

Item No.: 1

Deputy: Communication from Planning

January 22, 2013



Ordinance Overview

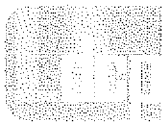
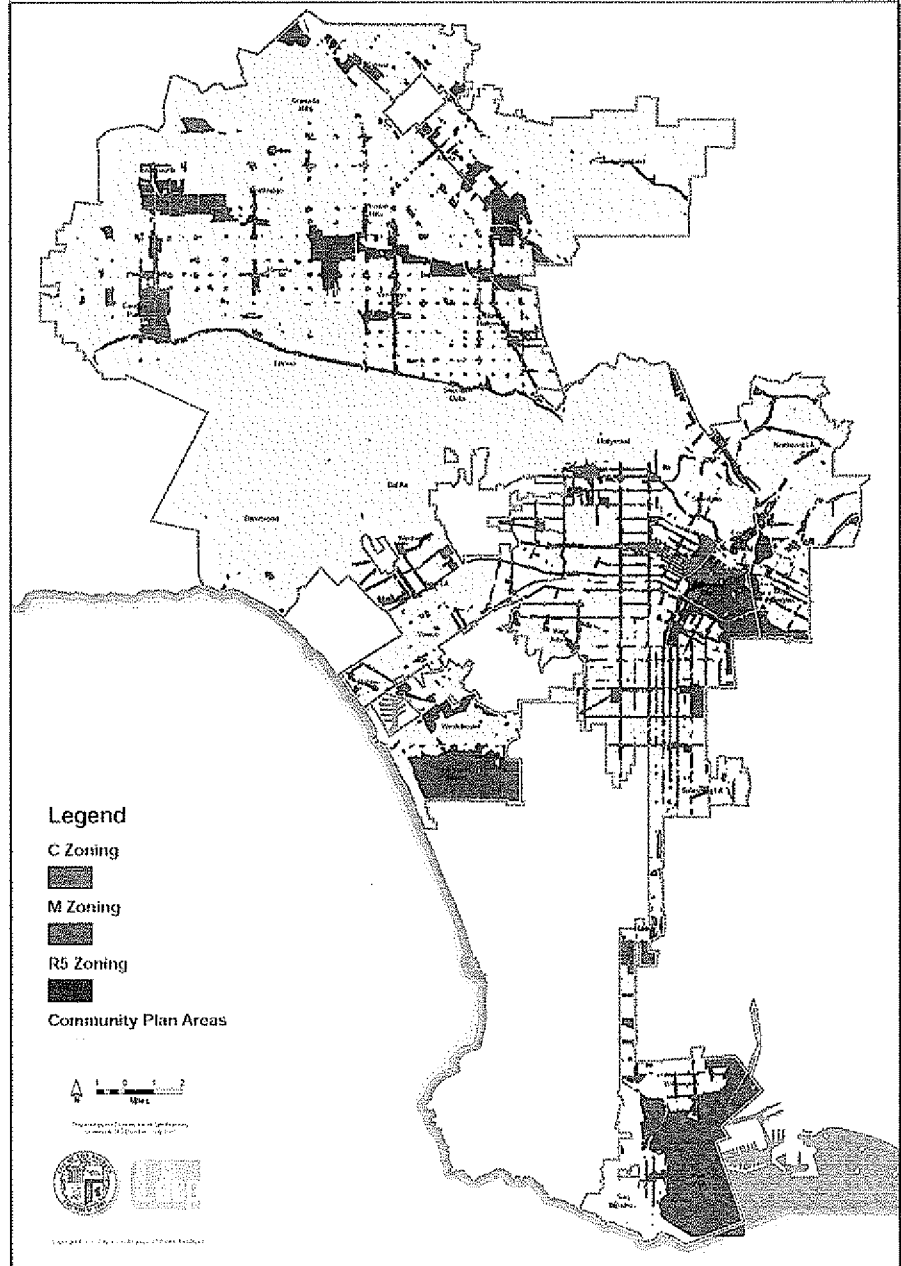
- Limits new Sign Districts to regional hubs of commerce and transport
- Requires “one for one” off-site sign reduction, or half that plus community benefits
- Increases penalties to improve code compliance
- Provides the City’s first specific regulations for digital displays
- Contains numerous technical refinements to improve clarity, enforceability and legal defensibility



Areas Currently Eligible for a Sign District

- Every commercial and industrial parcel in the city
- R5 parcels in greater downtown area

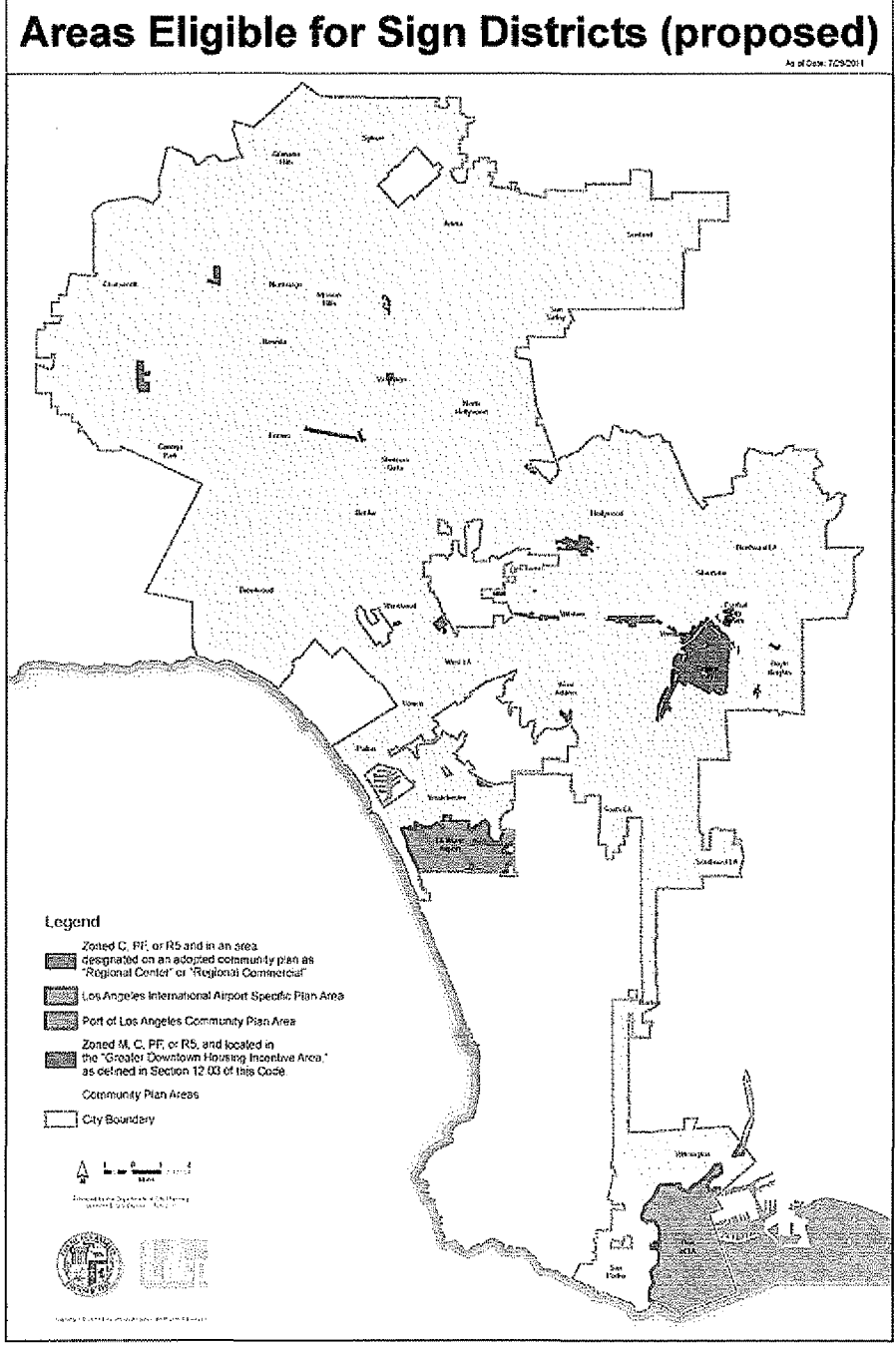
Areas Eligible for Sign Districts (current)



Areas Proposed to be Eligible for Sign Districts

- Regional hubs of commerce and transport
- 90% reduction in eligible areas from current code

Source: City of Los Angeles, Department of City Planning, Planning Division, Planning and Community Development Department, February 2011



Technical Corrections

- Reviewed 7 new letters received since last hearing
- Requested changes are relatively minor in nature, and do not warrant further delaying ordinance
- Technical corrections made from last hearing:
 - Window signs: removed a proposed clause regarding merchandise in windows
 - Temporary signs on temporary constructions walls: added RAS zones
 - Updated section references in “grandfathering” section
 - Corrected “Grandfathering” list



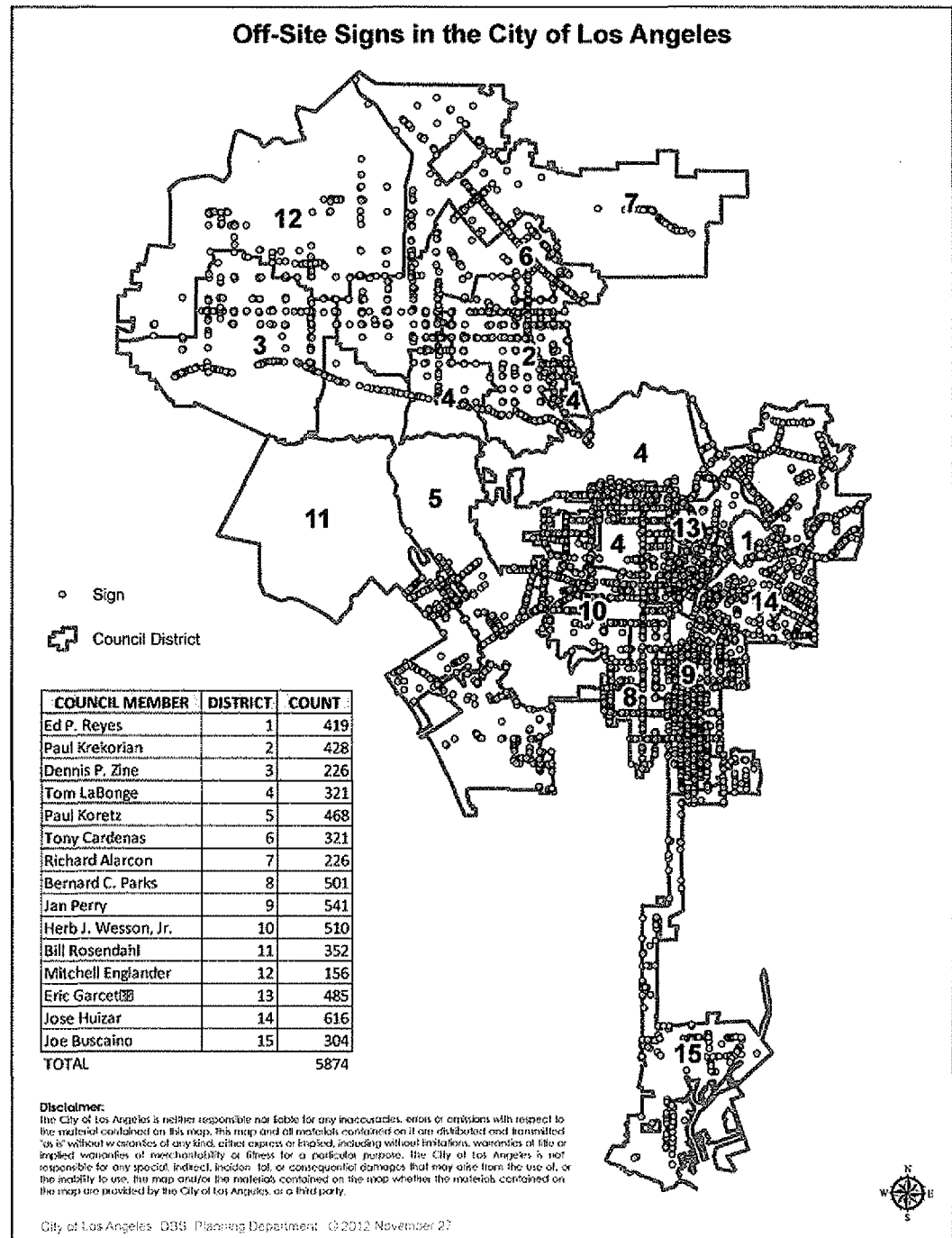
Topics for Discussion

- Digital displays / *Summit Media* court ruling
- Off-site signs in parks
- Administrative Civil Penalties



Citywide Map of Off-Site Signs

- Total of 5,874 off-site signs
- Hundreds in each Council District
- Updated DBS data can assist in sign reduction



Staff Recommendations

- Adopt the report dated December 4, 2012
- Approve the proposed ordinance and direct the City Attorney to review it for form and legality



Q u e s t i o n s /
C o m m e n t s

