Proposed Citywide Sign Ordinance

Presentation to PLUM

December 11, 2012
## Ordinance Overview

### Sign Districts: Key Provisions

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Any commercial zone or industrial zone, and some high-density residential zones</td>
<td>Regional hubs of commerce and transport, including the greater downtown area, stadiums and zoos</td>
</tr>
<tr>
<td>Sign Reduction / Community Benefits</td>
<td>No requirement</td>
<td>“One for one” sign reduction, or half of that plus community benefits</td>
</tr>
<tr>
<td>Protected Areas</td>
<td>No provision</td>
<td>Protects low-density residential, agricultural, open space, and scenic roadways from off-site signage</td>
</tr>
</tbody>
</table>
Ordinance Overview

Other Key Provisions

• Provides the City’s first specific regulations for digital displays
• Increases penalties to improve code compliance
• Contains numerous technical refinements to improve clarity, enforceability and legal defensibility
PLUM Direction

• Approved the previous draft sign ordinance, with a few changes relative to Sign Districts:
  — Added the LA Zoo and Botanical Gardens to the list of eligible areas
  — Decreased the minimum street frontage in downtown from 5,000 feet to 2,640 feet
  — Updated the “grandfathering” date to Dec. 6, 2011
Plum Direction (continued)

- Called for reports back on:
  - Signs in City parks
  - “Cross promotions” and the definitions of on-site and off-site signs
  - Sign Advisory Committee to advise the proposed Sign Unit
Report-Back Items

• Signs in City parks
  - A contentious issue that requires careful study

• Definitions of off-site and on-site signs
  - City Attorney’s Office recommends retaining the existing definitions

• Sign Advisory Committee
  - Awaiting Sign Unit funding to address a number of policy issues, including settlement agreements
Technical Corrections

- Consistency of review (legislative level) for all off-site sign requests
- City oversight for Community Benefit Programs in Sign Districts
- Further refinement of brightness standards
- Other minor clarifications and consistency fixes
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
Questions / Comments