

Planning Department Recommendations for PLUM Direction - 1/22/13

1. Adopt the Department of City Planning's report and proposed ordinance dated December 4, 2012, with the following changes:

- Amend the definition of "window sign" in Section 14.4.2 to remove the previously proposed language that reads: "facing away from that window or facing that window and at least six feet away from it".
- Amend Section 14.4.16 E to add RAS zones to the zones where temporary signs may be displayed on temporary construction walls.
- Amend Section 13, the "grandfathering" provisions, to update the paragraph references to reflect the recent re-numbering of the proposed Section 13.11.
- Make the following changes to clarify the regulations regarding signs in city parks and public facilities:
 - o Amend Section 13.11 C.1.c to remove the PF zone from the zones eligible to apply for a Tier 1 Sign District;
 - o Amend Section 13.11 D.1 to state that each Tier 2 Sign District shall not include properties that are zoned OS or PF; and
 - o Delete Section 14.4.4 O, "Off Site Signs in City Parks and Facilities".
- Amend Section 14.4.4 F.3 to specify that brightness testing be done by the Department of Building and Safety or by a testing agency approved by the Department of Building and Safety.

2. Instruct the City Attorney to review the proposed ordinance for form and legality.

3. As recommended by Councilmember Krekorian, instruct the Department of City Planning to work with the Chief Legislative Analyst and the Office of the City Attorney to convene a working group representing the range of perspectives on off-site and digital signage, to hold a limited but sufficient number of meetings to consider a potential program for allowance of digital displays in exchange for substantial reduction in non-digital off-site signage, provision of community benefits and/or revenue sharing with the City, pending the resolution of court deliberations on this matter. Following these meetings, the Planning Department is further instructed to report back to PLUM with recommendations on next steps.

4. Note that updates have been made to the list of "grandfathered" projects, which is not a part of the proposed ordinance, to reflect updates in the status of several projects.

5. Further note that proposals for further refinement of two provisions, on brightness limits for non-digital signage and projection of architectural ledge signs, may be submitted by the appropriate stakeholder groups, if such proposals are submitted within 30 days to the Department of City Planning.