

PLANNING AND LAND USE MANAGEMENT COMMITTEE REPORT relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters.

Recommendations for Council action:

1. **INSTRUCT** the Department of City Planning (DCP), with the assistance of relevant departments, to prepare and present a proposed Ordinance regarding citywide sign regulations be presented to the Los Angeles City Planning Commission, then forwarded to Council for its consideration, and to include the following options:
 - a. Establish a Tier 3 Sign District to allow digital signs in commercial designations outside of Regional Centers.
 - b. Enhance the standards by which digital signs can be located by creating more nuanced criteria that accounts for heavily trafficked commercial corridors, limiting placement to certain commercial nodes, establishing height limitations, hours of operation, refresh rates, and other criteria, where these standards would be applicable to signs seeking a relocation agreement.
 - c. That the standards also have a minimum thresholds to prevent an over concentration of small signs.
 - d. Establish a process by which deviations from these standards would require a discretionary approval that would require the consideration, approval and/or would be appealable to the City Council.
 - e. Include an Opt-Out provisions that would prohibit the participation of digital signage, including take down and in lieu, by Community Plan Area and incorporate provisions that would spell out the process which by which a Community Plan Area, may Opt-Out once the ordinance has been adopted.
2. **INSTRUCT** the DCP to further study and define blight based on the number of signs in a particular geography as well as signs located in Residential zones.
3. **INSTRUCT** the DCP to draft the proposed Ordinance to direct a minimum of 50 percent of the takedown come from Billboard Blighted areas and that the other 50 percent come from signs in the vicinity of where a digital sign is located.
4. **INSTRUCT** the DCP to draft the proposed Ordinance a minimum of 50 percent of the in-lieu fee be directed in areas identified as Billboard Blighted areas.
5. **INSTRUCT** the DCP to define public as land or assets owned by the City, or another governmental agency with which the City that has a memorandum of understanding or other agreement expressly permitting off-site digital signage within the City.
6. **INSTRUCT** the DCP to establish a citywide cap of new digital signs, both in number of

signs and overall square footage.

7. INSTRUCT the DCP, based on a Citywide cap, establish a phasing program where by signs in public areas would be permitted before digital signs can be located on private property.
8. INSTRUCT the DCP that the proposed penalties be expanded to include the property owners, in addition to any administrative fees related to code enforcement currently in place, and that the penalties identified in the December 2017 report be updated to current values and updated on an annual basis.

Fiscal Impact Statement: None submitted by DCP. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: Yes.

For:

Arroyo Seco Neighborhood Council
Brentwood Community Council
Downtown Los Angeles Neighborhood Council
Glassell Park Neighborhood Council
Granada Hills South Neighborhood Council
Greater Wilshire Neighborhood Council
Hollywood Hills West Neighborhood Council
Northwest San Pedro Neighborhood Council
P.I.C.O. Neighborhood Council
Silver Lake Neighborhood Council
Studio City Neighborhood Council

For if amended:

Boyle Heights Neighborhood Council
Coastal San Pedro Neighborhood Council
Los Feliz Neighborhood Council
South Robertson Neighborhood Council
Tarzana Neighborhood Council

Against:

Bel Air-Beverly Crest Neighborhood Council
Historic Highland Park Neighborhood Council
Palms Neighborhood Council
Rampart Village Neighborhood Council
West Los Angeles Neighborhood Council

Against unless amended:

Del Rey Neighborhood Council
Eagle Rock Neighborhood Council
Echo Park Neighborhood Council (formerly Greater Echo Park Elysian Neighborhood Council)

Neutral:
Westside Neighborhood Council

Summary

At a regular meeting held on August 13, 2019, the Planning and Land Use Committee considered a DCP report relative to citywide sign regulations including opt-in provision, alternative approaches to off-site signs, defining billboard blight, equity for small businesses and mural signs, and related matters. During consideration, the Committee posed questions to DCP and asked they respond to the comments made by the public. After providing an opportunity for public comment, and after further deliberation, the Committee recommended that Council instruct DCP to present a proposed Ordinance and other instructions related to the proposed Ordinance. This matter is now forwarded to Council for its consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
HARRIS-DAWSON	YES
BLUMENFIELD	YES
PRICE	YES
CEDILLO	YES
SMITH	ABSENT

AC

-NOT OFFICIAL UNTIL COUNCIL ACTS-