

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

0220-05260-0001

Date: October 28, 2016

To: Honorable Members, Planning & Land Use Management Committee

From: Miguel A. Santana, City Administrative Officer



Subject: **OFF-SITE SIGN REGULATIONS AND POLICY OPTIONS – C.F. 11-1705**

RECOMMENDATIONS

That Council, subject to the approval of the Mayor:

1. Instruct the Office of the City Administrative Officer (CAO) to conduct further analysis of the identified City owned parcels, which may be eligible for relocation agreements;
2. Request the Office of the City Attorney, with the assistance of the Department of City Planning, to review and report back on the framework proposed in this report; and,
3. Authorize by resolution two Building Mechanical Inspector (Class Code 4251) positions within the Department of Building and Safety to provide additional Off-Site Sign Periodic Inspection Program (OSSPIP) enforcement, as well as, assist in the implementation of any new sign ordinance.

SUMMARY

On August 23, 2016, your Committee instructed the Office of the City Administrative Officer (CAO) to: 1) provide additional analysis on the relationship between takedowns and revenue-sharing (Attachment 1), 2) to identify, by Council District, all City owned parcels eligible for relocation agreement under the existing proposed land use restrictions (Attachment 2), and 3) identify potential resources necessary to implement the enhanced enforcement program starting roll out by January 2017.

As of May 2016, the Off-Site Sign Periodic Inspection Program (OSSPIP) database contains information associated with the approximately 2.4 million square feet of off-site signage in the City. The 2.4 million square feet of off-site signage is spread over 8,323 sign faces affixed to 5,620 structures throughout the City. Attachment 1-A summarizes the OSSPIP data analyzed for this report. Over 73 percent of the City's digital off-site sign square footage is located on signs with a surface area greater than 672 square feet. Attachment 1-B summarizes the OSSPIP digital off-site sign data analyzed for this report.

Our Office worked with multiple City departments to analyze the relationship between off-site signage takedowns and revenue-sharing. Our Office recommends providing removal, relocation, and reconstruction agreement applicants multiple takedown ratio options. The first option requires the removal of nine square feet of static signage for the relocation and reconstruction of one square foot of digital signage (9:1 ratio). The 9:1 ratio option would not require a corresponding annual in-lieu payment to the City. However, ratios between 8:1 and 2:1 would require an annual in-lieu payment ranging from \$25,000 to \$250,000. The 2:1 ratio is the lowest proposed ratio and would require an annual in-lieu payment of \$250,000.

As discussed later in the report, the revenue sharing is intended to mitigate static signs which are not removed under the program. The framework was designed to allow all existing and future outdoor advertising companies to participate in the off-site signage relocation program by allowing annual payments in-lieu of takedowns. Our recommended framework does not prevent existing and future outdoor advertising companies from selling existing inventory to another company nor does it prevent an outdoor advertising company from purchasing inventory from another company.

Attachment 2 illustrates the City owned parcels eligible for relocation agreements. Our Office recommends conducting additional analysis of the identified parcels.

Our Office recommends authorizing two unfunded Building Mechanical Inspectors resolution authorities within the Department of Building and Safety. If authorized, the positions would perform additional Off-Site Sign Periodic Inspection Program (OSSPIP) enforcement, as well as, assist in the implementation of any new sign ordinance adopted by the Mayor and Council. Depending on the outcome of the new sign ordinance, additional resources may be required to ensure implementation and enforcement of the changes.

FISCAL IMPACT STATEMENT

There is no anticipated additional General Fund or Special Fund impact. The two resolution authority positions will be fully funded by existing fees or new fees adopted to implement a new sign ordinance. Funding for these positions in future fiscal years will be subject to the City's annual budget process.

MAS:YC:ACA:JLK:02170022c

ATTACHMENTS

	Permitted		Total
	Yes	No	
Number of Off-Site Static Sign Faces	7,512	711	8,223
Number of Off-Site Digital Sign Faces	100	0	100
Total Number of Off-Site Sign Faces	7,612	711	8,323

91.46% of the total number of sign faces are permitted.

	Permitted		Total
	Yes	No	
Number of Structures Supporting Off-Site Static Signs	4,997	525	5,522
Number of Structures Supporting Off-Site Digital Signs	98	0	98
Total Number of Structures	5,095	525	5,620

90.66% of the total number of off-site sign structures are permitted.

	Permitted		Total
	Yes	No	
Approximate Square Feet (Sq. Ft.) of Off-Site Static Signage in the City	2,181,969	129,520	2,311,489
Approximate Sq. Ft. of Off-Site Digital Signage in the City	52,955	0	52,955
Total Approximate Sq. Ft. of Off-Site Signage in the City	2,234,924	129,520	2,364,444

94.52% of the total approximate sq. ft. of off-site signage in the City is permitted.

Approximate Length	Approximate Width	Approximate Square Footage (Length x Width)	Number of Sign Faces in this Range	Percentage of Sign Faces in this Range
12	6	72	3,140	37.73%
24	12	288	2,340	28.11%
48	14	672	1,492	17.93%
TOTAL			6,972	83.77%

	Permitted		Total
	Yes	No	
Number of Off-Site Digital Sign Faces	100	0	100

100% of the total number of off-site digital sign faces are permitted.

	Permitted		Total
	Yes	No	
Number of Structures Supporting Off-Site Digital Signs	98	0	98

100% of the total number of off-site digital sign structures are permitted.

	Permitted		Total
	Yes	No	
Approximate Sq. Ft. of Off-Site Digital Signage in the City	52,955	0	52,955

100% of the total approximate sq. ft. of off-site signage in the City is permitted.

Approximate Length	Approximate Width	Approximate Square Footage (Length x Width)	Number of Sign Faces in this Range	Percentage of Sign Faces in this Range
Other	Other	Other	17	17.00%
24	12	288	25	25.00%
48	14	672	58	58.00%
			100	100.00%

Approximate Length	Approximate Width	Approximate Square Footage (Length x Width)	Appx. Sq. Ft. of Off-Site Signage in this Range	Percentage of Sign Faces in this Range
Other	Other	Other	6,779	12.80%
24	12	288	7,200	13.60%
48	14	672	38,976	73.60%
			52,955	100.00%

Static Sign Takedown Ratio	Required Amount of Static Signage to be Removed	
	288 Sq. Ft Digital	672 Sq. Ft. Digital
2:1	576	1,344
3:1	864	2,016
4:1	1,152	2,688
5:1	1,440	3,360
6:1	1,728	4,032
7:1	2,016	4,704
8:1	2,304	5,376
9:1	2,592	6,048

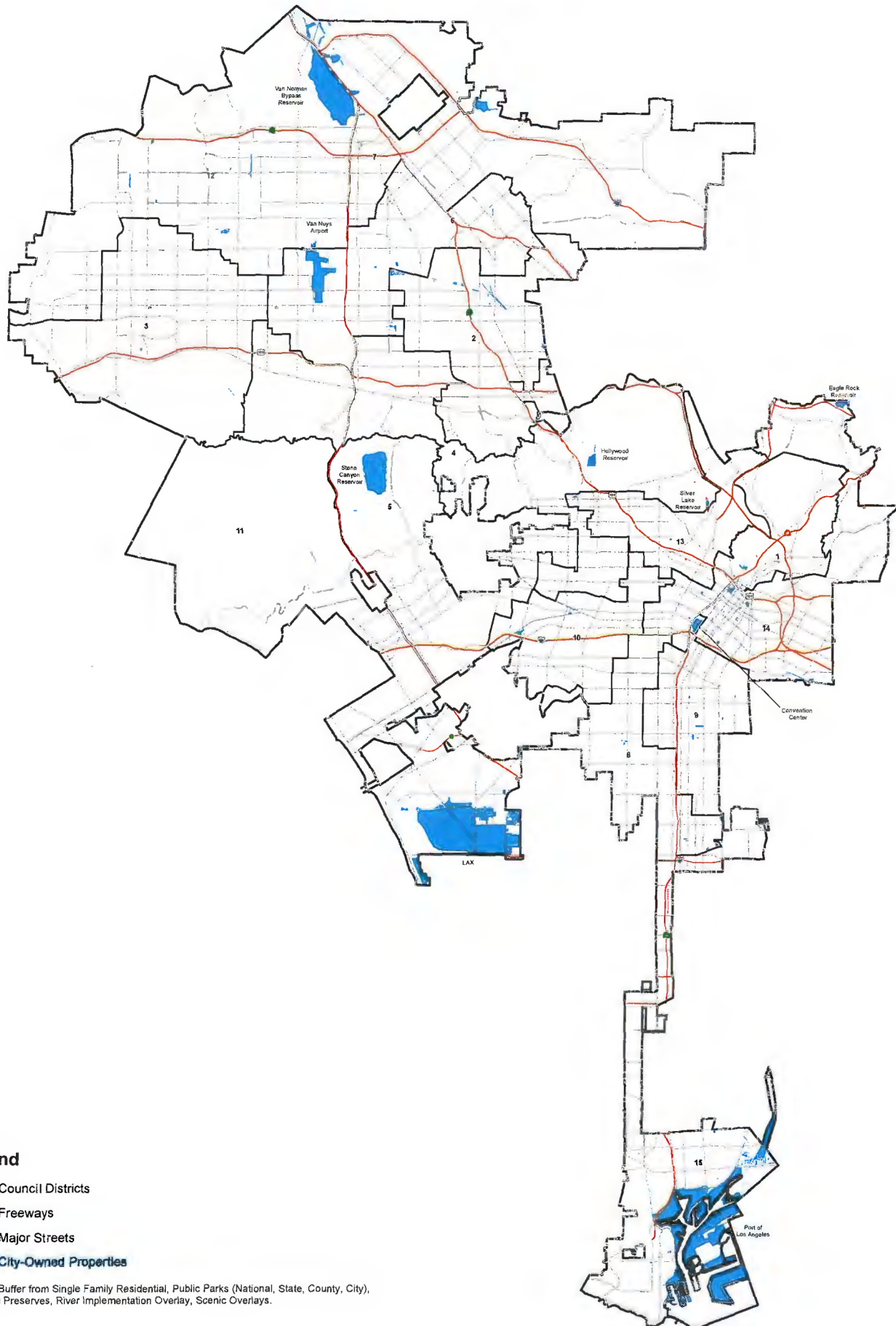
Council District (CD)	Total Number of Sign Faces	Rank by Number of Signs	Total Square Footage	Rank by Total Square Footage	Average Size in Square Feet
1	560	8	120,310	10	214.8
2	596	7	171,001	6	286.9
3	344	13	125,530	9	364.9
4	438	12	171,803	5	392.2
5	629	6	279,619	1	444.5
6	468	9	139,144	8	297.3
7	302	14	68,296	15	226.1
8	719	2	114,191	11	158.8
9	719	3	97,944	13	136.2
10	671	4	213,163	3	317.7
11	463	10	240,460	2	519.4
12	247	15	80,492	14	325.9
13	644	5	209,720	4	325.7
14	776	1	165,365	7	213.1
15	446	11	99,170	12	222.4
Totals	8,022		2,296,208		286.2

Note: The table above does not contain locations which were missing address information. The table will be updated when an updated list is provided to the CAO.

ATTACHMENT

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City-Owned Properties Potentially Eligible for Off-Site Signs [500-foot Buffer]*



Legend

- Council Districts
- Freeways
- Major Streets
- City-Owned Properties

*500-foot Buffer from Single Family Residential, Public Parks (National, State, County, City), Ecological Preserves, River Implementation Overlay, Scenic Overlays.

