Land Use, Construction, and Housing Council
Agenda
February 27, 2013

1. Welcome and Self Introductions

2. L.A. City Planners on Zoning a New L.A.

   Special Guests:
   
   Alan Bell, Deputy Director, Los Angeles City Planning Department
   Tom Rothmann, Senior City Planner, Code Studies, Los Angeles City Planning Department

3. Discussion Item: L.A. Chamber Role in Code Revision

4. Update Items:
   - CEQA Working Group
   - L.A. City Billboard and Visual Environment Visioning Group
   - ACCESS DC Housing and Homelessness Team

Upcoming Chamber Events:


Next Council Meeting:
April 24, 2013
10-11:30 AM
Alan Bell
Deputy Director
Los Angeles Department of City Planning

Alan Bell is a Deputy Director with the Los Angeles Department of City Planning, where he oversees all of the Department's policy planning functions, including citywide planning, community and neighborhood planning, and amendments to the zoning code. He was the architect of the Department’s recent reorganization and new strategic plan, Blueprint 2010-11, and led the Department’s development reform initiatives.

A 20-year veteran of the Department, Alan was Project Manager for the Adaptive Reuse Ordinance that has facilitated the development of thousands of new lofts citywide since its initial adoption in 1999. Other code amendments he has authored provide incentives for historic preservation and residential construction along commercial corridors. He was a staff planner on the Los Angeles General Plan Framework, a citywide strategy for managing the city’s long-range growth in population, housing and jobs. The Framework provides policy direction for the City’s 35 community plans and such citywide elements as Air Quality, Housing, and Transportation.

Alan has a master’s degree in urban planning from UCLA.
Thomas Rothmann
Senior City Planner
Los Angeles Department of City Planning

Thomas Rothmann has worked at the Los Angeles Department of City Planning since 1999 and was recently promoted to Senior City Planner. Prior to his promotion he supervised the Code Studies Section writing citywide ordinances on a variety of planning issues including mixed-use zoning, signage, murals, community care facilities, medical marijuana, affordable housing, urban farming, and process streamlining.

As the supervisor of the Department’s River Unit he coordinated the implementation of the Los Angeles River Revitalization Master Plan. He also worked in Environmental Review and the Demographics Unit.

Before moving to Los Angeles, Tom served as a Senior Planner and a Director of Land Use Planning for the City of New York’s Department of Real Estate where he managed the purchase and sale of City property.

Tom received his Bachelor’s in geography and physics from Rutgers College and his Master’s degree in public administration from New York University.
The City of Los Angeles

Billboard and Visual Environment Visioning Group
Purpose of the Visioning Group

• Consider all perspectives

• Find outcomes that benefit the whole city

• Look for possible policy options likely to advance those outcomes
Background: Proposed Sign Ordinance

• 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 Proposed to be Eligible for Sign Districts

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

• What should be the City’s policy for digital billboards outside of Sign Districts?

• Three potential goals
  - Sign reduction
  - Community benefits
  - Revenue sharing
## Other Cities – Initial Research

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<th>Chicago</th>
<th>San Antonio</th>
<th>Orlando</th>
<th>West Hollywood</th>
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<tbody>
<tr>
<td><strong>Reduction Ratio</strong></td>
<td>5:1 (sign faces); 25% (sq ft)</td>
<td>Minimum 3 sign faces for every 1 new digital face, 2:1 sq ft ratio</td>
<td>4:1 sq ft; 1:1 sign face ratio</td>
<td>1:1 only within the Eastside Redevelopment area</td>
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<td><strong>Cap on Digital Billboards</strong></td>
<td>34 signs slated w/60 panels over 20 years</td>
<td>15 total allowed, 13 installed to date</td>
<td>No set limit</td>
<td>New digital billboards allowed only with 10,000 sq ft construction</td>
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<td><strong>Revenue Sharing</strong></td>
<td>30-50% of gross revenue, guaranteed $155 million</td>
<td>N/A, only revenue comes from fees ($13,000 total)</td>
<td>N/A</td>
<td>N/A</td>
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<td><strong>Other Features</strong></td>
<td>Exclusive contract with J.C. Decaux, city has 10% ad-space rights guaranteed for public broadcast</td>
<td>Maximum digital billboard size is 672 sq ft, no new ordinance since expiration in 2008</td>
<td>Maximum digital billboard size is 672 sq ft; digital billboards zoned for commercial highway areas</td>
<td>Digital billboards zoned for specific corridors, tied to new development</td>
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Meeting Objectives

• Emphasis on what is in best interest of LA City overall

• Focus on future outcomes
  – The visual landscape for LA City in going forward
  – Potentially maximize sign reduction balanced against installation of new digital signs
Meeting Stakeholders

- 3 major stakeholders:
  - Neighbors
  - City
  - Sign companies / local businesses
Meeting Summaries

• Present to PLUM in mid-March
  – What we heard
    – What principles make sense for success
• PLUM may request that Planning draft an ordinance to take to City Council