



CITY COUNCIL OF THE CITY OF LOS ANGELES

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August 11, 2014

Planning and Land Use Management Committee
200 N. Spring Street
Los Angeles, CA 90012

Re: Citywide Sign Ordinance (Council File No: 08-2020)

Dear Members of the Planning and Land Use Management Committee:

I would like to thank the City Planning Department on its ongoing efforts in crafting a forward-thinking and balanced signage ordinance that has been responsive to stakeholder input. As the Planning and Land Use Management Committee continues to evaluate the draft ordinance and consider further stakeholder input, I would like to request that the Committee direct the Planning Department to incorporate provisions that would reasonably protect museums and cultural institutions to ensure continued use of traditional exhibition announcements and sponsorship.

In particular the ordinance should provide sign district rules as follows:

1. Museums and cultural institutions should be allowed to acknowledge exhibition and event sponsors and donors that underwrite their nonprofit activities.
2. Such exhibition signs should not be subject to the "take down" or community benefit provisions proposed under Section 13.11F.
3. Such exhibition signage should be allowed in either a Tier 1 or Tier 2 Sign District.

Acknowledgement of sponsors on signage at museums and other cultural institutions does not raise the same issues and concerns as "off-site" signage. Further, these nonprofit facilities in and of themselves provide substantial public benefits that justify allowing this type of signage. The take down provisions make sense where one is making a profit on the new signs. In the case of museums and cultural institutions, there is no profit – only partial underwriting of event costs. Even with identified sponsors, many events and exhibitions require subsidies from other sources.

In addition, the grandfathering date in the ordinance for pending sign districts should be updated to include applications initiated or applied for as of the date of the Committee's recommendation on the ordinance to the City Council.

Thank you for your consideration of these requests and for your hard work in developing a clear and enforceable city-wide sign ordinance.

Sincerely,



TOM LaBONGE

Councilmember, Fourth District