



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center and Gardens
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MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: December 14, 2011

SUBJECT: **Agenda Item X: Consideration of resolution opposing commercial signage within 500 feet of MRCA-managed parkland or visible from the Mulholland Scenic Parkway corridor.**

Staff Recommendation: That the Governing Board adopt the attached resolution opposing commercial signage within 500 feet of MRCA-managed parkland or visible from the Mulholland Scenic Parkway corridor.

Background: The Los Angeles City Council is currently drafting a revised off-site commercial signage ordinance that would regulate new off-site signage citywide and provide for the establishment of signage districts. Off-site signs, such as billboards, are those that advertise goods or services not available at the location of the sign. Generally, the new ordinance would restrict signage outside of newly formed districts. Signage districts would establish rules and community benefits for new signs in a specific area.

The Mountains Recreation and Conservation Authority (MRCA) manages many open space parcels and visitor-serving parkland in the City of Los Angeles, including several overlooks along the Mulholland Scenic Parkway. MRCA parks offer a retreat from the urban landscape for visitors, free from visual noise common in a city environment. As the City of Los Angeles develops its new ordinance, having a clear position on commercial signage will allow staff to protect visual resources around MRCA parks so that visitors can continue to enjoy their natural aesthetic.