

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at [NCsupport@lacity.org](mailto:NCsupport@lacity.org).

This is an automated response, please do not reply to this email.

#### Contact Information

Neighborhood Council: Los Feliz Neighborhood Council, Los Feliz Neighborhood Council

Name: Jon Deutsch

Phone Number: (213) 973-9758

Email: [jon.deutsch@losofeliznc.org](mailto:jon.deutsch@losofeliznc.org)

The Board approved this CIS by a vote of: Yea(14) Nay(3) Abstain(1) Ineligible(0) Recusal(0)

Date of NC Board Action: 07/16/2019

Type of NC Board Action: For if Amended

#### Impact Information

Date: 07/23/2019

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: There are currently two draft versions of the Citywide Sign Regulations Revision ordinance that are in Council File: 11-1705: The Planning Commission Version, known as B Plus, has a high takedown ratio, requiring the removal of 10 static signs in exchange for erection of one digital billboard. Those digital signs would be limited to high-density Regional Commercial Sign Districts such as Sunset Blvd. and L.A. Live. The Los Feliz Neighborhood Council favors this version, as do all the Neighborhood Councils that have weighed in on the matter. The second version was commissioned by PLUM itself in late 2017. The PLUM Version basically caves in to the sign companies, allowing new digital signs on most commercial lots, in exchange for more lenient takedowns. We view billboards as a blight and that they provide minimal value and diminish the beauty of the neighborhood. Therefore, the LFNC supports Version B+ of the proposed sign ordinance as adopted by the City Planning Commission (October 22, 2015) and opposes the city council's Planning and Land use Management committee proposed ordinance adopted December 12, 2017. While the digital billboards are also a blight and can lead to automobile accidents and disruption to the immediate neighbors, we support using the leverage of allowing digital billboards in some limited areas to reduce the number of billboards overall. We encourage the council to make every attempt to expand the areas where the removal of billboards can occur and use the opportunity afforded by the update of this ordinance to reduce the billboard blight in the city of Los Angeles.