

#### Contact Information

Neighborhood Council: South Robertson Neighborhood Council

Name: Doug Fitzsimmons

Phone Number: [213.804.6659](tel:213.804.6659)

Email: [dougfitzsimmons@soronc.org](mailto:dougfitzsimmons@soronc.org)

The Board approved this CIS by a vote of: Yea(18) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 05/19/2016

Type of NC Board Action: For if Amended

#### Impact Information

Date: 11/07/2016

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: SORO NC unanimously supports the new Sign Ordinance as approved by the City Planning Commission on 22 October 2015 and urges the PLUM committee and City Council to adopt the version of the ordinance that:

- Disapproves any amnesty for existing billboards that lack permits or have been altered in violation of their permits;
- Disapproves the “grandfathering” of any sign districts that weren’t approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance;
- Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use;
- Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital;
- Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage;
- Prohibits off-site signage in city parks and recreation facilities.



Honorable Members of the Los Angeles City Council  
Los Angeles City Hall  
200 North Spring Street  
Los Angeles, California 90012

November 7, 2016

Re: Council File 11-1705

Dear Councilmembers and Planning Commissioners,

By unanimous vote, the South Robertson Neighborhoods Council Board urges the Los Angeles City Council to support a new sign ordinance modeled on that approved by the City Planning Commission on 22 October 2015 and urges the PLUM committee and City Council to adopt the version of the ordinance that:

- Disapproves any amnesty for existing billboards that lack permits or have been altered in violation of their permits;
- Disapproves the “grandfathering” of any sign districts that weren’t approved or applied for in April, 2009, when the CPC approved the initial version of the new sign ordinance;
- Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use;
- Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital;
- Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage;
- Prohibits off-site signage in city parks and recreation facilities.

**Doug Fitzsimmons**  
President

**Ken Blaker**  
Vice-President

**Jon Liberman**  
Treasurer

**Beth Hirsch**  
Secretary

**Martin Epstein**  
Corresponding Secretary

We have also created a Community Impact Statement with the same request.

Thank you for your attention to this matter, and please do not hesitate to contact me if you have any questions about this comment letter.

Sincerely,

Doug Fitzsimmons  
President, South Robertson Neighborhoods Council

**South Robertson  
Neighborhoods Council**

PO Box 35836  
Los Angeles, CA 90035

P: (310) 295-9920  
F: (310) 295-9906  
E: info@soronc.org

**soronc.org**