

Contact Information

Neighborhood Council: Eagle Rock Neighborhood Council

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Date of NC Board Action: 08/04/2015

Type of NC Board Action: For if Amended

Impact Information

Date: 08/14/2015

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Brief Summary: The ERNC is concerned about the proliferation of billboards, both static and digital, in the City of Los Angeles, and the resulting visual blight that threatens the character of many of our City's great neighborhoods.

Additional Information: The ERNC recommends that: 1) The City prohibit the installation of any new billboards outside of established sign districts. 2) reject any proposed "amnesty" for older, illegal, or out of compliance billboards.3) establish a significantly higher "take down" ratio,4) reject any consideration of allowing billboards, of any kind, outside of sign districts via the Conditional Use Process.

**EAGLE ROCK
NEIGHBORHOOD COUNCIL**

Executive Committee

DAVID GREENE, President
JOHN GOLDFARB, Vice-President
MIRY WHITEHILL, Treasurer
SARAH GARBER, Secretary
MATT HARRINGTON, Communications &
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**CITY OF
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**COMMUNITY IMPACT STATEMENT
CF# 11-1705**

August 14, 2015

We declare that on August 4, 2015, a Brown Act noticed public meeting was held by the Eagle Rock Neighborhood Council (ERNC) at which a quorum was present, and the following motion was passed unanimously:

The ERNC is concerned about the proliferation of billboards, both static and digital, in the City of Los Angeles, and the resulting visual blight that threatens the character of many of our City's great neighborhoods. We are already assaulted daily by existing billboards on our streets, as well as the mobile billboards on city buses and all city-owned street furniture, which have been rented to advertising companies.

We do not want, or need, any more.

We are particularly disturbed by the potential for more digital billboards, which have been proven in other U.S. cities to degrade housing values, and increase distracted driving and car accidents. The corporate headquarters of the two most prominent billboard companies advertising on L.A.'s streets are based in Louisiana and New York; while we understand that billboards create income for these out-of-state companies, and for the local and absentee landlords who rent to them, we believe that we have already traded enough profit for Angelenos' health, safety, and quality of life.

Therefore, the ERNC recommends that:

- 1) The City prohibit the installation of any new billboards outside of established sign districts.** *The courts have determined that the City needs clear, objective standards for the placement of billboards, and the clear-cut guidelines provided by distinct sign districts provide that.*
- 2) The City reject any proposed "amnesty" for older, illegal, or out of compliance billboards.** *We agree with the Los Angeles City Attorney that there are legal avenues for enforcing almost all of these cases.*
- 3) The City establish a significantly higher "take down" ratio,** *requiring the removal of at least 4 square feet of existing billboards in exchange for every 1 square foot of new billboards allowed in one of the City's sign districts.*
- 4) The City reject community "benefits" or "amenities" as an alternative to the taking down of existing**

billboards. As has been proven in the Planning system, where benefits/amenities are traded for density bonuses and other variances, the idea of what constitutes a “benefit” or “amenity” is a subjective term, and there is no enforcement of their provision.

5) The City reject any consideration of allowing billboards, of any kind, outside of sign districts via the Conditional Use Process. The City of Los Angeles has a poor track record of enforcing existing CUPs as it stands. To add a new class of CUP is a cynical and transparent move to allow billboards to escape sign districts, and infect our neighborhoods. If the current CUP process for liquor licenses and wireless antennas is any guide, the neighborhoods least capable of speaking up for themselves will be punished the most when it comes to billboards.

Respectfully,

A handwritten signature in black ink, appearing to read 'DAG', with a long horizontal flourish extending to the right.

David Greene
President, Eagle Rock Neighborhood Council

cc: Office of Councilmember José Huizar