

Los Feliz improvement association

11-1705

2014-2015

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

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October 28, 2015 ✓

Re: CPC-2015-3059-CA CEQA: ENV-2009-9-CE

Sign Ordinance

Honorable Councilmembers Huizar, Englander, and Cedillo:

The Los Feliz Improvement Association represents several thousand residents in the Los Feliz district of Los Angeles. We have supported pragmatic and reasonable regulation of billboards and signage for nearly the entire 99 years of our existence. In this light, we are extremely concerned about the recent (and constantly changing) proposals to weaken existing signage regulations. We strongly urge you to include the following tenets in any changes to existing ordinances relating to billboards and off-site signage:

- 1. No off-site signs** Restrict billboards to Sign Districts only. There shall be no billboards in residential areas.
- 2. No amnesty** Do not reward companies who have un-permitted signs.
- 3. No Grandfathering of Sign Districts** Restrict the Sign Districts to those which were approved by the CPC in March, 2009.
- 4. Take down ratio of 8:1** There needs to be a high removal level of signs that are not in Sign Districts in return for new signs within Sign Districts.
- 5. Enforce the rules** Start enforcing the existing sign regulations now. Assure that sign companies to not remove or prune trees that might be in front of their signs.
- 6. Public safety** Review the safety issues such as light intensity, and flashing to minimize driver distraction and maintain safe streets.

Finally, the substantive changes to the current Sign Ordinance should undergo public comment and review with sufficient public disclosure. This disclosure should include any role that the billboard industry has played in the formulation of the language and principles of the proposals. In particular, a clear explanation of the benefits to the community from any changes and the rationale behind the changes should be clearly explained in public forums.

Sincerely,



Chris Laib, President

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Post Office Box 23337, Los Angeles, California 90027
323-661-1712 www.lfia.org