

July 19, 2018

Planning and Land Use Management Committee
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012
Via E-mail: CityClerk@lacity.org

Re: SUPPORT, Citywide Sign Regulations (Council File 11-1705)

Dear Chairman Huizar, Vice Chair Harris-Dawson, and Honorable Councilmembers:

My name is Michael Menjivar, board member of the North Hollywood Northeast Neighborhood Council. I am writing to express support for a comprehensive update of Los Angeles' sign ordinance that benefits all Angelenos by allowing a limited number of digital signs on private and public property outside of existing sign districts, all while giving the community the chance to weigh in on appropriate locations. While serving as chair of the Neighborhood Council's Land Use Committee, I had the opportunity to study and learn about sign regulations and the proposed ordinance, and feel strongly that it is in our City's best interest to move forward with the update.

However, Version B+, a proposal by the Los Angeles City Planning Commission in 2015, would not only block Angelenos across the city from accessing benefits that could fund community improvement programs, but also limit the number of existing billboards neighborhoods could take down.

A proposal to implement a sound, equitable policy that is inclusive of all communities is currently before the Planning and Land Use Management Committee – clearly within grasp. We must leverage this policy as a tool to build channels for neighborhood investment, reduce the number of billboards on our streets and bring new revenue into the city.

I've listened to the concerns surrounding safety and the content of the advertisements at various community meetings, including other neighborhood council coalition meetings. Through a community-driven process for approving billboards, which this proposal includes, those concerns will be addressed. There's no reason to pass this opportunity by.

Bottomline, our city must adopt policies that ensure all of Los Angeles' communities have the option and opportunity to benefit. An update to our citywide sign ordinance is no different, the best policy choice is the one in front of us right now.

Best,
Michael Menjivar
North Hollywood North East Neighborhood Council, Board Member