



MIKE BONIN

City of Los Angeles

Councilmember, Eleventh District

June 30, 2015

The Honorable José Huizar
City of Los Angeles
200 North Spring Street, Room 475
Los Angeles, CA 90012

Dear Councilmember Huizar:

I am writing in regards to consideration of potential changes to the City's billboard policy (Item 7 of your Planning & Land Use Committee Agenda today, council file numbers, [08-2020](#), [11-1705](#)).

I am 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. I am particularly disturbed by the potential for more digital billboards, which are particularly inappropriate in most areas of the City.


I strongly recommend that:

- 1) The City prohibit the installation of any new billboards outside of established sign districts.
- 2) The City reject any proposed "amnesty" for older, illegal, or out of compliance billboards.
- 3) The City establish a significantly higher "take down" ratio, requiring the removal of at least 4 square feet existing billboards in exchange for every 1 square foot of new billboards allowed in one of the City sign districts.

I am concerned that potential legislative actions to allow billboards outside of sign districts that could inadvertently undermine the City's already limited power to regulate the location and number of billboards. 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.

Thank you in advance for your consideration.

Regards,



MIKE BONIN
Councilmember, 11th District

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