

CITY HALL
LOS ANGELES, CALIFORNIA 90012

April 19, 2016

Los Angeles City Council
Planning & Land Use Management Committee
Councilmember José Huizar, Chair
Councilmember Gilbert A. Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Re: Citywide Sign Ordinance (Item No. 2, Council File No. 11-1705)

Dear Honorable Councilmembers,

We are writing to urge the Planning & Land Use Management Committee to take action to protect the City's neighborhoods from the negative impacts of billboards and other forms of outdoor advertising. The Citywide sign ordinance, which is before your Committee today, has been pending for several years now, and has been through several iterations. Of all the versions that have been proposed to date, the version adopted by the City Planning Commission on October 22, 2015, offers the best protections for our community that we've seen yet.

This "Version B+" includes several provisions that are critical to ensuring that the City adopts a sensible set of regulations governing signage. The most important provision is the prohibition of billboards, particularly digital billboards, outside of established sign districts. Limiting new billboards only to those areas of the City where a sign district is established is a key tool in reducing the visual blight and adverse impacts often associated with outdoor and off-site advertising. A critical component of establishing sign districts that allow new billboards is requiring a takedown ratio of existing billboards in exchange for new signs that will significantly reduce the amount of off-site signage in our City's neighborhoods. Therefore, we would like to see a robust takedown ratio included in any adopted sign ordinance.

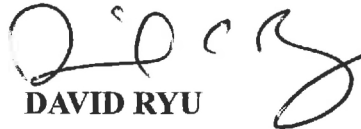
The draft ordinance as presented does include some important protections related to on-site digital signs and relocation of existing billboards. The prohibition on on-site signage with a digital display, unless located in a sign district, supplemental use district, or specific plan area is an important step in reducing the visual impacts of signage. Additionally, we support the removal of relocation agreements as an exception to the City's off-site sign ban.

We respectfully request that your Committee support a version of the Citywide sign ordinance that protects our communities and put the needs of our neighborhoods first.

Regards,



MIKE BONIN
Councilmember, District 11



DAVID RYU
Councilmember, District 4



PAUL KORETZ
Councilmember, District 5