

16th PLACE NEIGHBORHOOD ASSOCIATION

4501 W. 16th Place, Los Angeles, CA 90019
310-429-4644

June 30, 2015

Los Angeles City Council
Planning and Land Use Management Committee
City Hall
200 North Spring Street, Room 340, Council Chambers
Los Angeles, CA 90012

Councilman Jose Huizar, Chair
Councilman Gilbert Cedillo
Councilman Mitchell Englander

Re: Council File #11-1705 - Revisions to the Citywide Sign Ordinance

Dear Committee,

Unlike any other neighborhood in the Mid-City area, the 4500 Block of W. 16th Place is now confronted by Mid-Town Crossing's intrusive and offensive slab wall obfuscating our landmark views of the Hollywood Hills, the Foothills, the Hollywood Sign, and the Griffith Park Observatory. The building wall has created a sound chamber amplifying and reverberating excessive noise throughout our neighborhood; and we are confronted with oversized signage (of the 11 signs which are in non-compliance with Los Angeles City Building Code, case #501237, 6 were removed but 5 illegal signs currently remain without permit, see photos).

City Attorney Feuer has written a letter to city officials stating that the code is enforceable against many billboards lacking permits and in violation of their permits. He has also offered his office's resources to aid this enforcement effort so why is this committee even considering an amnesty for illegal Billboards without permits or in violation of their permits? Non-compliance signage should be examined on a case-by-case basis and subject to citation by the city and removed – enforce the law.

The city's 2002 off-site signage ban is at risk; altering the ban can lead billboard companies and developers to put up commercial advertising of all types all over the city. Overwhelming signage is in blatant disregard of public decency; it violates our privacy and depletes our quality of life by pitching commercial propaganda into our homes and neighborhoods.

Allowing off-site signage, or digital signage will deface the visual landscape in our residential communities, making them look like the Las Vegas strip. And, it will become an unnecessary distraction and affect driver safety.

The 16th Place Neighborhood Association strongly urges you to Vote NO on proposed amnesty and the proposed conditional use permit process for new digital billboards. Enforce the law on billboards without permits or in violation of their permits and not grandfather them in as legal. New digital billboards should be allowed ONLY in sign districts in high-intensity commercial districts, as set forth in the pending citywide sign ordinance passed by the City Planning Commission

Sincerely,



Robert Portillo
For the 16th Place Neighborhood Association

cc: Mayor Eric Garcetti
Herb Wesson Jr. Los Angeles City Council President, CD 10
Mike Feuer, Los Angeles City Attorney



