



Sharon Dickinson <sharon.dickinson@lacity.org>

Council File: 11-1705, Related files: 08-2020, 11-0724, 12-1611

Phil Davis <phildavis310@gmail.com>

Mon, Apr 4, 2016 at 8:22 PM

To: Sharon.Dickinson@lacity.org, patrice.lattimore@lacity.org, mayor@lacity.org

TO:

Los Angeles City Council PLUM Committee
Los Angeles City Council Members
Honorable Mayor Eric Garcetti

I support the Sign Ordinance as moved by the City Planning Commission "VERSION B+" and oppose PLUM's Version B of the ordinance. I request that PLUM and the Council approve CPC recommendations to:

- a) Disapprove any AMNESTY for billboards that lack permits or have been altered in violation of their permits.
- b) Disapprove the "grandfathering" of 14 sign districts that have been added to the ordinance since it was reviewed by CPC in 2009. Grandfathering weakens the City's offsite sign ban and creates a confusing and unmanageable patchwork for enforcement. (If the Council moves to grandfather any Sign Districts they should be subject to all requirements of the new regulations adopted.)
- c) Disapprove any new process, including a Conditional Use Permit process to authorize construction or operation of digital offsite signs outside of sign districts. No digital signs outside of sign districts.
- d) Increase the takedown ratio of existing billboards in exchange for any new offsite signs in sign districts. Takedown should be no less than 5 square feet removed for every 1 square foot of TRADITIONAL billboards erected AND no less than 10 square feet removed of traditional billboards for every 1 square foot of new digital billboards. Community benefits to be offered IN ADDITIONAL to required takedowns, not instead of sign removal.
- e) Request that the City Attorney review all existing signs without permits and those altered in violation of their permits for enforcement action and compliance.

Phil Davis
Veteran Avenue
Council District 5 Resident



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