



PACIFIC PALISADES COMMUNITY COUNCIL

May 19, 2016

Members of the Los Angeles City Council PLUM Committee: Hon. Jose Huizar, Chair, councilmember.huizar@lacity.org; Hon. Marqueece Harris-Dawson, Co-Chair, councilmember.harris-dawson@lacity.org; Hon. Mitchell Englander, member, councilmember.english@lacity.org; Hon. Gilbert A. Cedillo, member, councilmember.cedillo@lacity.org; Hon. Felipe Fuentes, member, councilmember.fuentes@lacity.org
Hon. Mike Bonin, Councilmember, 11th District, mike.bonin@lacity.org
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90012

Via Email

Re: Council File No. 11-1705; CITYWIDE Sign Ordinance; SUPPORT for Sign Ordinance Version B+ as approved by the City Planning Commission (CPC) on 10/22/15

Hon. Councilmembers:

Pacific Palisades Community Council (PPCC) is the most broad-based community organization and voice of the Palisades since 1973. Consistent with the statements and information in PPCC's prior letters submitted on this subject, including its October 19, 2015 letter to the CPC (filed in CPC-2015-3059-CA), PPCC hereby states its support for the new Sign Ordinance Version B+ as approved by the CPC on 10/22/15 and urges the PLUM Committee and the City Council to adopt a version of the ordinance that:

1. Prohibits off-site signage in city parks and recreation facilities.
2. Disapproves any amnesty for existing billboards that lack permits or have been altered in violation of their permits.
3. Disapproves the "grandfathering" of any sign districts that weren't approved or applied for in April 2009, when the CPC approved the initial version of the new sign ordinance.
4. Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
5. Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.
6. Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.

Thank you in advance for your time and consideration.

Sincerely,

Christina Spitz
President, Pacific Palisades Community Council

cc (via email):

Tom Rothmann, Sr. City Planner, Department of City Planning, tom.rothmann@lacity.org
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