



Etta Armstrong <etta.armstrong@lacity.org>

## Fwd: Council File: 11-1705: Community Impact Statement re: Billboard Policy/Sign Ordinance

1 message

Sharon Gin <sharon.gin@lacity.org>

Tue, Aug 18, 2015 at 7:45 AM

To: Sharon Dickinson <sharon.dickinson@lacity.org>, Etta Armstrong <etta.armstrong@lacity.org>

----- Forwarded message -----

From: **Chahir Moore** <cmoore@kanelaw.la>

Date: Mon, Aug 17, 2015 at 12:24 PM

Subject: Council File: 11-1705: Community Impact Statement re: Billboard Policy/Sign Ordinance

To: "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.englander@lacity.org" <councilmember.englander@lacity.org>, "councilmember.fuentes@lacity.org" <councilmember.fuentes@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "councilmember.huizar@lacity.org" <councilmember.huizar@lacity.org>, "paul.koretz@lacity.org" <paul.koretz@lacity.org>, "councilmember.wesson@lacity.org" <councilmember.wesson@lacity.org>

Cc: "sharon.gin@lacity.org" <sharon.gin@lacity.org>, "sharon.dickinson@lacity.org" <sharon.dickinson@lacity.org>, "landusepiconc@yahoo.com" <landusepiconc@yahoo.com>, "shawn.bayliss@lacity.org" <shawn.bayliss@lacity.org>, "jasmine.shamollian@lacity.org" <jasmine.shamollian@lacity.org>, "jordan.beroukhim@lacity.org" <jordan.beroukhim@lacity.org>, "elizabeth.carlin@lacity.org" <elizabeth.carlin@lacity.org>, "tanner.blackman@lacity.org" <tanner.blackman@lacity.org>, "gerald.gubatan@lacity.org" <gerald.gubatan@lacity.org>, "hannah.lee@lacity.org" <hannah.lee@lacity.org>, "ashley.thomas@lacity.org" <ashley.thomas@lacity.org>, "claudia.rodriguez@lacity.org" <claudia.rodriguez@lacity.org>, "mike.n.feuer@lacity.org" <mike.n.feuer@lacity.org>



**PICO Neighborhood Council**  
**Community Impact Statement regarding Los Angeles' Digital Billboard Policy**

(Council File: 11-1705)



Dear Members of the Los Angeles City Council,

P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards – as their height, light and motion are intrusive to our residential neighborhoods from great distances.

We support prompt passage of the **City's billboard policy/sign ordinance** with the following conditions:

- 1. The City prohibit installation of new billboards outside established sign districts and expressly prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods.**
- 2. The City reject any proposed “amnesty” or “grandfathering” for older, illegal, or out-of-compliance billboards.**
- 3. The City establish a significantly higher “take down” ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district.**
- 4. The City maintain strong penalty provisions for noncompliance.**

Sincerely yours,

Brad Kane

Chahir Moore

Office Manager

Kane Law Firm

1154 S Crescent Heights Blvd.,

Los Angeles, Ca 90035

Office: 323-937-3291

Fax: 323-571-3579

[cmoore@kanelaw.la](mailto:cmoore@kanelaw.la)

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Sharon Gin  
City of Los Angeles  
Office of the City Clerk  
213.978.1068  
[Sharon.Gin@lacity.org](mailto:Sharon.Gin@lacity.org)



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 **PICO NC CIS re Billboard Ordinance 2015 08 13.pdf**  
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(Council File: 11-1705)**



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Sincerely yours,

Brad S. Kane  
President  
P.I.C.O. Neighborhood Council