

## **Action Alert: CITYWIDE SIGN ORDINANCE**

Educate your stakeholders and take a position! Pass a motion and CIS supporting the City Planning Commission's 10/22/15 Sign Ordinance recommendations. Speak out. Speak up! Check to see what CIS you may have on file as the Ordinance has changed; it also has a new file number. Some CIS' were lost in the change. Please consider a new CIS to reflect changes since the CPC consideration.

- 1) Send your CIS and correspondence to Council's PLUM COMMITTEE (c/o [Sharon.Dickinson@lacity.org](mailto:Sharon.Dickinson@lacity.org)), with copies to full Council (c/o [Alan.alietti@lacity.org](mailto:Alan.alietti@lacity.org)) and Mayor ([Mayor.garcetti@lacity.org](mailto:Mayor.garcetti@lacity.org)) in support of City Planning Commission's 10/22/15 actions on the Sign Ordinance.
- 2) **Send a rep to attend the next PLUM Committee Hearing** at City Hall when a new staff report is expected (in approx. 30 days from 8/23). Watch for the date. The file can be found at:  
<https://cityclerk.lacity.org/lacityclerkconnect/index.dfm?fa=ccfi.viewrecord&cfnumber=11-1705>
- 3) Plan to attend upcoming Council meeting(s) on the Sign Ordinance to follow PLUM action. Help spread the word.

### **WRITE NOW! Refer to: Council File: 11-1705**

***I/We/ \_\_\_ NC support(s) the new Sign Ordinance Version B+ as approved by the City Planning Commission on 10/22/2015 and urge(s) the PLUM committee and City Council to adopt that version of the ordinance that:***

- a) *Disapproves any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.*
- b) *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.*
- c) *Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.*
- d) *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 should be 5 removals to 1 new static sign for conventional and 10 takedowns to 1 for digital. Proximity of takedowns to new signs to be negotiated.*
- e) *Sets administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.*
- f) *Prohibits off-site signage in city parks and recreation facilities.*

Billboard interests are offering "community benefits" in exchange for obtaining rights to place billboards outside of sign districts. The Council can require community benefits AND mandatory takedowns when permitting billboards IN sign districts and should not consider them outside of sign districts. Communities should not have to accept billboards on their local streets to obtain community benefits!

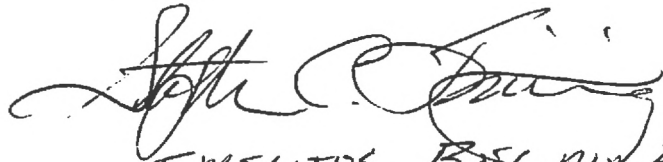
It is critically important that communities speak out in favor of a strong sign ordinance to protect our visual landscape. Once billboards are erected, communities cannot stop or attempt to regulate offensive or unhealthful messages from being posted. Billboards are protected by First Amendment Free Speech rights. Messages for junk food, alcoholic beverages, violent images from films or television programs, etc. are all protected. Digital billboards are a huge driver distraction and endanger drivers, passengers, cyclists and pedestrians on our streets.

Dear Councilman Englander:

We, the undersigned, urge you to recuse yourself from any further discussion and voting on the citywide sign ordinance now pending before City Council Planning and Land Use Management Committee. The fact that you received significant support from billboard companies and lobbyists representing billboard companies in your recent campaign for Los Angeles County Supervisor at the same time the committee was taking action on the ordinance creates the public impression that your actions regarding the sign ordinance may not be impartial. Those doubts about your impartiality were reinforced by your remarks at the Aug. 23 meeting of the PLUM committee, when you publicly questioned the truthfulness and integrity of the head of a non-profit organization that has been supported by many community organizations citywide in its advocacy of strong protections against the negative effects of billboards and other forms of outdoor advertising.

It is extremely important to our constituents concerned with the sign ordinance and related issues that our elected representatives are impartial and take into consideration the interests of all city residents, not just the billboard companies that have spent millions on lobbying and campaign contributions. While you may not be under legal obligation to do so, we believe that you do have an ethical and moral obligation to step aside in the interests of maintaining the appearance of impartiality on this issue of critical importance to many communities throughout the city.

Sincerely,



EMERITUS BELAIR BED, CREST NC

EMERITUS FEDERATION OF HILLSIDES + CANYONS ASSOC.