

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at NCsupport@lacity.org.

This is an automated response, please do not reply to this email.

Contact Information

Neighborhood Council: Mission Hills

Name: Andrew Charlton

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The Board approved this CIS by a vote of: Yea(10) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 08/03/2020

Type of NC Board Action: Against unless Amended

Impact Information

Date: 08/06/2020

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date: 09-25-2019

Item Number:

Summary: The Mission Hills Neighborhood Council fully supports Version B of the proposed sign ordinance as approved by the City Planning Commission on September 24 and October 22, 2015, and not the recent expansions and changes proposed at the Planning Land Use Management committee meeting of August 13, 2019 and adopted by the City Council on 9/25/2019.

Contact Information

Neighborhood Council: Mission Hills Neighborhood Council
Name: Andrew Charlton
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Date of NC Board Action: 8/3/2020

Type of NC Board Action: Against Unless Amended

This CIS was approved by the board as written on 8-3-2020 by a vote of 10 Yes, 0 No, 0 Abstain.

Impact Information

Date: 02/07/2020

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Summary: The Mission Hills Neighborhood Council fully supports Version B+ of the proposed sign ordinance as approved by the City Planning Commission on September 24 and October 22, 2015, and **not** the recent expansions and changes proposed at the Planning Land Use Management committee meeting of August 13, 2019 and adopted by the City Council on 9/25/2019.

We request the PLUM committee of the Los Angeles City Council adopt a version of the ordinance, which accomplishes the following goals that are important to the stakeholders of Mission Hills:

In 2006 the City of Los Angeles entered into an illegal agreement with Clear Channel Digital and CBS Outdoor, which allowed the companies to convert approximately 800 static billboards to digital billboards. This "agreement" was entered into without public hearing, public comment, or any input from neighborhood councils, community groups or resident organizations. The result was that these companies erected 103 illegal digital billboards that have been opposed by our organization and other community groups from the beginning, and

These agreements were challenged in court- Summit Media, LLC v. City of Los Angeles - wherein Superior Court Judge Green ruled the agreements illegal, followed by the California Court of Appeal upholding Judge Green 's ruling. The Court of Appeal further ruled that the permits for the digital signs issued under the settlement agreements are invalid and must be revoked, and the California Supreme Court has declined to hear the case, allowing the decision of the Appeals Court to stand;

Therefore, the Mission Hills Neighborhood Council urges the City of Los Angeles to fully implement the appeals court ruling in the Summit Media LLC v. City of Los Angeles and to remove the 103 illegal digital billboards blanketing our city. Further, we oppose any and all attempts to grandfather these illegal billboards, or any other action that would retroactively seek to legalize them. It is essential that the City avoid taking any actions that would compromise the integrity of the City's sign ordinance.

We also urge the City to determine the legal status of older, un-permitted static billboards as soon as possible, and to immediately proceed with the removal of all illegal billboards so that a baseline level of permitted signs can be established.

Ongoing lobbying by advertising interests seek to install digital signage across Los Angeles in exchange for revenue sharing with the City. Their proposed revenue sharing models do not protect our communities and will lead to further blight and become distractions to our motorists, pedestrians, and cyclists.

Prior to these amendments, Version B+ of the Sign Ordinance represented a balanced regulatory scheme that provided significant opportunities to advertisers by allowing for new billboard installations in clearly defined areas that qualify as potential sign districts. An introduction of digital billboards to areas beyond the 22 sign districts is light (visual) pollution and exposes children to additional screens and advertisements.

The PLUM committee needs to readopt Version B+ of the ordinance without amendments and accomplish the following:

1. No billboard should be erected without the input, approval, and opt-in of local residents.
2. No amnesty for existing billboards that lack permits or have been altered in violation of their permits.
3. No to Tier 3 or more tiers, or any new process, including a Conditional Use Permit process, to authorize construction or operation of digital off-site signs outside of sign districts.
4. No "grandfathering" of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009.
5. Collection of personal data from mobile devices as motorists, pedestrians, and the general public pass or are in proximity to a digital billboard **is strictly prohibited**.
6. No advertising of the following: alcohol, smoking, vaping, marijuana, or of adult content or related paraphernalia.
7. Environmental study must be required for each proposed digital billboard location as both human and wildlife sleep patterns will be disrupted by incessant blinking from digital billboards.
8. All illegal billboards installed in violation of the 2002 ban must be identified and removed before new digital signs are considered.
9. Restrictions on any new off-site signs, including digital billboards, to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use.
10. Require existing billboards to be taken down before any new off-site signs can go up in sign districts. The take down ratio of existing signs to new signs should be 5:1 (or 5 square feet for every one new foot) for conventional and 10:1 (or 10 square feet for every one new foot) for digital.
11. No new digital billboards or conversion of existing billboards to digital.
12. Request that the City Attorney review all signs without permits and those altered in violation of their permits for punitive enforcement and compliance.
13. Require a traffic study for each proposed digital billboard location.
14. No off-site signage in city parks, recreation facilities and open spaces.
15. Revisit recommendation that signs with no permit mean no evidence of illegality.
16. Articulate nighttime enforcement procedures for illumination and intensity levels, including enforcement on weekends and holidays, to assure digital billboard owners are in compliance with City regulations.

Respectfully,
The Mission Hills Neighborhood Council