

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: Boyle Heights Neighborhood Council

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The Board approved this CIS by a vote of: Yea(12) Nay(0) Abstain(0) Ineligible(2) Recusal(0)

Date of NC Board Action: 09/25/2019

Type of NC Board Action: For

Impact Information

Date: 09/30/2019

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: The Boyle Heights Neighborhood Council fully supports Version B+ of the sign ordinance as approved by the City Planning Commission on 10/22/2015, Council File 11-1705. We do not support the recent amendments to Version B+. We are aware of lobbying by advertising interests seeking digital signage across Los Angeles in exchange for revenue sharing with the City. Their revenue sharing models do not protect our communities and will lead to further blight and danger to those using streets. The proposed amendments do not address issues of sign concentrations, and they do not follow the Chicago model, which severely limits the number of digital billboards permitted citywide to a total of 34 digital billboards with JC DeCaux. We request the PLUM committee re-adopt version B+ of the ordinance without amendments, and that the committee and council work to accomplish the following goals for our stakeholders: 1. No amnesty for existing billboards that lack permits or have been altered in violation of their permits 2. No "grandfathering" of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009. 3. No new process, including a Conditional Use Permit process, to authorize construction or operation of digital off-site signs outside of sign districts. 4. 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. 5. 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 for conventional and 10:1 for digital 6. No new digital billboards or conversion of existing billboards to digital 7. Request that the City Attorney review all signs without permits and those altered in violation of their permits for enforcement action and compliance. 7. No off-site signage in city parks, recreation facilities and open spaces

September 25, 2019

LA City Council Planning and Land Use Management Committee

Re: Council File #11-1705 Citywide Sign Ordinance Revisions

The Boyle Heights Neighborhood Council fully supports Version B+ of the proposed sign ordinance as approved by the City Planning Commission on 10/22/2015, Council File 11-1705. We do not support the recent amendments to Version B+ of the ordinance.

We are well aware of ongoing lobbying by advertising interests seeking to locate 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 danger to our motorists, pedestrians and cyclists. The proposed amendments do not address issues of sign concentrations, and they do not follow the Chicago model (often cited in Council chambers), which severely limits the number of digital billboards permitted citywide to a total of 34 digital billboards with JC DeCaux.

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. This legislation was a huge compromise beyond what was envisioned in 2002 when the billboard ban was enacted.

It dismays our board and community to know that efforts persist to weaken and undermine a balanced compromise. Citizens from around the city have contributed YEARS of participation to this measure and have believed that the compromise forged by the City was to permit new billboards only within designated sign districts.

The PLUM Committee's most recent changes do not reflect the spirit of compromise forged over the many years of hearings; they in fact are a capitulation to the wishes of the advertising industry and their lobbyists.

Therefore, we request the PLUM committee of the Los Angeles City Council re-adopt a version B+ of the ordinance without amendments, and further that the committee and council work to accomplish the following goals important to the stakeholders of Boyle Heights:

1. No amnesty for existing billboards that lack permits or have been altered in violation of their permits
2. No "grandfathering" of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009.

3. No new process, including a Conditional Use Permit process, to authorize construction or operation of digital off-site signs outside of sign districts.
4. 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.
5. 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 for conventional and 10:1 for digital
6. No new digital billboards or conversion of existing billboards to digital
7. Request that the City Attorney review all signs without permits and those altered in violation of their permits for enforcement action and compliance.
7. No off-site signage in city parks, recreation facilities and open spaces

Respectfully,

The Boyle Heights Neighborhood Council
President

Cc: Mayor Garcetti
Councilmember Paul Koretz, Faisal Alserri – CD 5
LA City Council c/o alan.alietti@lacity.org