

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](mailto:NCsupport@lacity.org).

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

#### Contact Information

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The Board approved this CIS by a vote of: Yea(8) Nay(7) Abstain(3) Ineligible(0) Recusal(1)

Date of NC Board Action: 10/15/2019

Type of NC Board Action: Against unless Amended

#### Impact Information

Date: 10/16/2019

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: The Venice Neighborhood Council opposes “CF 11-1705: Citywide Sign Regulation Ordinance” unless it is amended due to the negative impact it will have on independent artists and small business and property owners in the Venice community and the city of Los Angeles. Due to the positive social and economic impact of hand-painted “sponsored” murals and signs; artists, small businesses and mom & pop property owners should be able to control a portion of the media where such can be placed and the proposed Sign Regulation Ordinance does not provide for this. Additionally, hand painted murals that recognize sponsors and commercial projects are not currently allowed by right under the Fine Art Mural Ordinance. (LAMC Sec 14.4 et seq). Furthermore, in an effort to remove “billboard blight,” the proposed Ordinance considers issuing new permits in exchange for the removal of such blight. However, it does not create any other criteria to acquire these legal permits except for such an exchange or payment of an in lieu fee. Neither the Planning Department Report of May 28, 2019 regarding “Equity for Smaller Outdoor Advertising Companies” nor current sign regulations allow for a sustainable mechanism for independent artists and small outdoor sign companies to acquire legal permits or to afford in lieu fees in order to create hand-painted commercial projects.