

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: PICO Neighborhood Council

Name: Brad Kane

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The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(2) Ineligible(0) Recusal(0)

Date of NC Board Action: 11/13/2019

Type of NC Board Action: Against unless Amended

Impact Information

Date: 12/11/2019

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

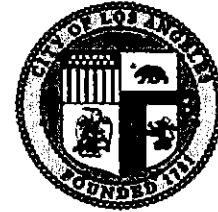
Agenda Date: 11/13/2019

Item Number: 9(a)

Summary: The ongoing lobbying by advertising interests seeking to locate digital signage across Los Angeles apparently resulted in these revisions which do not protect our communities, do not contain necessary restrictions on sign concentrations and placement and will lead to further blight and danger to our motorists, pedestrians and cyclists. Prior to these recent revisions, 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. Our board and community strongly oppose these efforts to weaken and undermine a balanced compromise. Citizens from around the city have contributed YEARS of participation to this measure. The compromise forged by the City Planning Commission liberalized current law significantly to permit new billboards without undue harm to public health and safety by limiting these new billboards to 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, particularly by ignoring the traffic distraction and risks and the light pollution caused by digital, and especially moving digital, billboards and signs. Therefore, we request the PLUM committee of the Los Angeles City Council reject the current version of this ordinance and readopt version B+ of the ordinance without the recent amendments, and further that the committee and council work to accomplish the following goals important to the stakeholders of the P.I.C.O:



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Date: Wednesday, December 11, 2019

To: Los Angeles City Council
Land Use Management Committee

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

Dear Members of the Los Angeles City Council and Board of Neighborhood Commissioners,

At its regular meeting on November 13, 2019, the Board of the P.I.C.O. Neighborhood Council voted 14 to 0 with 2 abstentions to OPPOSE the proposed sign ordinance as recently revised by the Planning and Land Use Committee, Council File 11-1705. Version B+ of that proposed sign ordinance as approved by the City Planning Commission on 10/22/2015, balanced the interests and objections of all sides and should be restored.

The ongoing lobbying by advertising interests seeking to locate digital signage across Los Angeles apparently resulted in these revisions which do not protect our communities, do not contain necessary restrictions on sign concentrations and placement and will lead to further blight and danger to our motorists, pedestrians and cyclists.

Prior to these recent revisions, 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.

Our board and community strongly oppose these efforts to weaken and undermine a balanced compromise. Citizens from around the city have contributed YEARS of participation to this measure. The compromise forged by the City Planning Commission liberalized current law significantly to permit new billboards without undue harm to public health and safety by limiting these new billboards to 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, particularly by ignoring the traffic distraction and risks and the light pollution caused by digital, and especially moving digital, billboards and signs.

Therefore, we request the PLUM committee of the Los Angeles City Council reject the current version of this ordinance and readopt version B+ of the ordinance without the recent amendments, and further that the committee and council work to accomplish the following goals important to the stakeholders of the P.I.C.O.:

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.

8. No off-site signage in city parks, recreation facilities and open spaces.

Respectfully,



Brad S. Kane

President

P.I.C.O. Neighborhood Council

Cc: Mayor Garcetti

Council President Herb Wesson, Jordan Beroukhim – CD 10

Councilmember Paul Koretz, Aviv Kleinman – CD 5