

Contact Information

Neighborhood Council: Downtown Los Angeles Neighborhood Council

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The Board approved this CIS by a vote of: Yea(17) Nay(0) Abstain(0) Ineligible(2) Recusal(0)

Date of NC Board Action: 11/09/2016

Type of NC Board Action: For

Impact Information

Date: 11/28/2016

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: The Downtown Los Angeles Neighborhood Council supports VERSION B proposed by Council File 11-1705, with general comments to the effect that any new off-site sign regulations should include a provision requiring conditional use approvals issued for off-site signage in the area bounded by Wilshire Boulevard on the northeast, South Figueroa Street on the southeast, Interstate 10 on the southwest, and State Route 110 on the northwest pursuant to the exemption created by state law AB 1373 to include a community benefits package to alleviate the negative effects of such off-site signage on the surrounding community, as described in the attached letter.



November 9, 2016

Council File 11-1705

Honorable City Council  
c/o Office of the City Clerk  
Los Angeles City Hall  
200 North Spring Street, Room 395  
Los Angeles, CA 90012

Dear Honorable Members,

The Downtown Los Angeles Neighborhood Council (“DLANC”) requests that the following Community Impact Statement be added to Council File 11-1705 regarding off-site sign regulations in the City of Los Angeles. DLANC supports VERSION B+ of the proposed sign ordinance as approved by the City Planning Commission on October 22, 2015, though DLANC also has general advisory comments that it believes are critical to regulatory implementation that adequately accounts for the interests of its stakeholders and the surrounding community.

DLANC recommends that the proposed off-site sign regulations require participation by the Neighborhood Council system in the determination of a community benefits package offered as part of the conditional use permitting process for off-site signage in any existing or future zones exempted from the State’s freeway digital signage ban. In particular, state law AB 1373 has recently exempted part of the 110-N freeway running through Downtown Los Angeles for large and digital billboards, which are generally not permitted next to freeways. AB 1373 explicitly permits off-site advertising that would otherwise be prohibited in the area east of the 110-N Freeway, and west of Figueroa Street, and the north and south boundaries stretching from the 10 Freeway up to Wilshire Boulevard.

DLANC is greatly concerned that the special permission to construct distracting, bright, large or oversized advertisements will negatively impact the surrounding community, which is becoming increasingly residential in nature. DLANC believes the City has a responsibility to adequately account for the interests of its citizens whose quality-of-life could be negatively impacted by the new off-site signs exempted under state law. By requiring the determination of a community benefits package when conditional use approvals are issued for off-site signs exempted by AB 1373 and similar laws, the City can aim to balance its interest in large-scale development with the welfare of its citizens. DLANC envisions that such community benefits packages could include such concessions as streetscaping, façade repair, and affordable housing units, though this list is by no means exhaustive. DLANC and other Neighborhood Councils are tailor-made for initial consideration of what community benefits are appropriate for a given off-site sign use.

DLANC also respectfully requests:

- a. The City Council considers the negative impact that the recently adopted state law AB 1373 will have on our community and the importance of letting the residents' elected representatives have a voice on the mitigation of this impact;
- b. The City Council works to ensure preservation of the recently created incentives in the Broadway sign district;
- c. The City Council continues to protect Downtown Los Angeles' many historic building facades from off-site signage;
- d. The City Council sets appropriate administrative fines and penalties to act as a meaningful deterrent for those who violate off-site signage ordinances or fail to meet the obligations of the conditional use agreements;
- e. The City Council increases funding to building and safety for the purpose of the enforcement of the ordinances.

This Community Impact Statement is based on the recommendation of the Government Liaison Committee on October 10, 2016, and action taken at the special Board of Directors meeting on November 9, 2016, when the Downtown Los Angeles Neighborhood Council adopted the following motion and directed that a Community Impact Statement be filed reflecting its position.

**Motion: "Downtown Los Angeles Neighborhood Council ("DLANC") should submit a Community Impact Statement in support of Council File 11-1705 with the general comment that any new off-site sign regulations include a provision requiring conditional use approvals issued for off-site signage in the area bounded by Wilshire Boulevard on the northeast, South Figueroa Street on the southeast, Interstate 10 on the southwest, and State Route 110 on the northwest pursuant to the exemption created by state law AB 1373 to include a community benefits package to alleviate the negative effects of such off-site signage on the surrounding community."**

Sincerely,



Patricia Berman  
DLANC President

Sincerely,



Nate Johnson  
DLANC Government Liaison Committee Chair