

Contact Information

Neighborhood Council: Greater Echo Park Elysian Neighborhood Council

Name: Darcy Harris

Phone Number: [\(213\) 595-8350](tel:2135958350)

Email: [darcy.harris.epnc@gmail.com](mailto:darcy.harris.epnc@gmail.com)

The Board approved this CIS by a vote of: Yea(11) Nay(0) Abstain(1) Ineligible(0) Recusal(0)

Date of NC Board Action: 12/20/2016

Type of NC Board Action: For if Amended

Impact Information

Date: 12/24/2016

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: The Echo Park Neighborhood Council supports the new Sign Ordinance as approved by the City Planning Commission (CPC) on October 22, 2015, and urges PLUM and City Council to adopt a version of the ordinance containing those provisions approved by the CPC, and not one that deviates from those provisions. Further details of those provisions are described in attached CIS.

# ECHO PARK NEIGHBORHOOD COUNCIL

P.O. BOX 26557, L.A. CA 90026



## Community Impact Statement (CIS) Proposed New Sign Ordinance

### Council Files 11-1705

December 23, 2016



CERTIFIED NEIGHBORHOOD  
COUNCIL  
APRIL 16, 2002

To: Honorable City Council, Los Angeles City Hall, 200 N. Spring Street, room 395, Los Angeles, CA 90012 c/o Office of the City Clerk

The Echo Park Neighborhood Council (EPNC) is requesting that the following Community Impact Statement be attached to City Council File 11-1705.

On December 20, 2016, the EPNC Board of Governors held a Brown Act-noticed meeting. With a vote of 11 yeas, 0 nays, and 1 abstention, the EPNC voted to support the new Sign Ordinance as approved by the City Planning Commission (CPC) on October 22, 2015, and to urge PLUM and City Council to adopt a version of the ordinance containing those provisions approved by the CPC.

EPNC urges PLUM and City Council to adopt a version of the ordinance that includes the following provisions:

1. NO amnesty is granted to billboards that lack permits or have been altered in violation of their permits. Signs without permits need to be cited, and citation fees collected.
2. No "grandfathering" of any sign districts that weren't approved or applied for in April 2009 when CPC approved the first version of the new sign ordinance.

3. Restrict new off-site signs and new digital billboards to sign-districts zoned for high-intensity commercial use where the height and size, luminous strength, visual changes, and hours of operation can be strictly regulated to minimize possible hazards, light pollution, and visibility from surrounding neighborhoods.
4. Allow only signs with a permit to count against the takedown requirement: the takedown ratio of existing billboards in exchange for putting up new off-site signs including digital in sign districts should be ten square feet of billboard space removed for every square foot of new digital signage that is installed. Thus, a 10:1 ratio.
5. No new off-site signs, digital or static, in city parks, libraries, recreation centers, little league fields, and along the east Santa Monica mountain range.
6. Vinyl signs may not replace painted murals.
7. Decline conditional use permits for the placement of digital billboards outside of the sign districts.
8. Support the establishment of a "sign unit" in the L.A. City Planning Department to deal with all signage issues, including the regulations of on-site and off-site digital billboards as well as enforcement by Department of Building and Safety.
9. New billboards may only be erected within sign districts approved by the city.

Respectfully yours,



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Tad Yenawine  
Chair, Echo Park Neighborhood Council