

Contact Information

Neighborhood Council: PICO Neighborhood Council

Name: Brad Kane

Phone Number: [323-732-4857](tel:323-732-4857)

Email: [bkane@kanelaw.la](mailto:bkane@kanelaw.la)

The Board approved this CIS by a vote of: Yea(12) Nay(1) Abstain(1) Ineligible(0) Recusal(0)

Date of NC Board Action: 05/18/2017

Type of NC Board Action: For

Impact Information

Date: 05/19/2017

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number:

Summary: Dear Members of the Los Angeles City Council,

P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards – as their height, light and motion are intrusive to our residential neighborhoods from great distances.

We support prompt passage of the City's billboard policy/sign ordinance with the following conditions:

1. The City prohibit installation of new billboards outside established sign districts and expressly prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods.
2. The City reject any proposed "amnesty" or "grandfathering" for older, illegal, or out-of-compliance billboards.
3. The City establish a significantly higher "take down" ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district.
4. The City maintain strong penalty provisions for noncompliance.



**P.I.C.O. NEIGHBORHOOD COUNCIL**  
5651 Pico Blvd #102, Los Angeles 90019  
(323) 521.9080  
[www.piconc.com](http://www.piconc.com)  
EMAIL: [info@piconc.com](mailto:info@piconc.com)



**PICO Neighborhood Council  
Reaffirmation of August 2015  
Community Impact Statement  
regarding Los Angeles' Digital  
Billboard Policy  
(Council File [11-1705](#))**



May 18, 2017

*Given the evolution of the draft city billboard policy/sign ordinance and the standing concerns on the part of our stakeholders, the P.I.C.O. Neighborhood Council board voted, at its meeting on May 17, 2017, to reaffirm and resubmit its August 13, 2015 Community Impact Statement:*

Dear Members of the Los Angeles City Council,

P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards – as their height, light and motion are intrusive to our residential neighborhoods from great distances.

We support prompt passage of the **City's billboard policy/sign ordinance** with the following conditions:

- 1. The City prohibit installation of new billboards outside established sign districts and *expressly* prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods.**
- 2. The City reject any proposed "amnesty" or "grandfathering" for older, illegal, or out-of-compliance billboards.**
- 3. The City establish a significantly higher "take down" ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district.**
- 4. The City maintain strong penalty provisions for noncompliance.**

This letter should be posted as a Community Impact Statement to Council File [11-1705](#).

Sincerely yours,

Brad S. Kane  
President, PICO Neighborhood Council

Traci Considine  
Chair, PICO Neighborhood Council Land Use Committee

cc: Paul Koretz – Los Angeles City Councilmember, Council District 5  
Faisal Alserri – Planning Deputy, Council District 5  
Herb Wesson – City Council President; Councilmember, Council District 10  
Jordan Beroukhim – Planning & Land Use Deputy, Council District 10  
Elizabeth Carlin – Deputy West, Council District 10