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HARBOR GATEWAY NORTH NEIGHBORHOOD COUNCIL

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April 15, 2021

Councilmember Joe Buscaino
Councilmember Marqueece Harris-Dawson
City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: Council File 11-1705 (Citywide Sign Ordinance - placement of digital billboards)

Dear Councilmembers Buscaino and Harris-Dawson:

On April 13, 2021, our Board voted 11-0-0, on the recommendation of our Planning and Land Use Committee, to support Version B +, the version recommended by the City Planning Commission, in regards to placement of digital billboards in the Citywide Sign Ordinance.

We oppose the most recent version of the Citywide Sign Ordinance that emerged from the PLUM Committee in December 2020, and oppose allowing digital billboards on city-owned property, in any future “Tier 3” sign district, or at any intersection outside of Regional Commercial sign districts. We support the sign ordinance Version B+ as approved by the City Planning Commission on October 22, 2015, and reaffirmed at its meeting of February 26, 2021. Specifically, we urge the Planning and Land Use Management (PLUM) Committee of the City Council to adopt a version of the ordinance which accomplishes the following goals that are important to the residents and stakeholders of our Neighborhood Council:

1- Disapproves any amnesty for existing billboards that lack permits or have been altered in violation of their permits.

2- Restricts any new off-site signs, including digital billboards, to sign districts in 22 areas already zoned as Regional Commercial for high-intensity commercial use.

3- Disapproves the "grandfathering" of any sign districts that weren't approved or applied for in April 2009 when the CPC approved the initial version of the new sign ordinance.

4- Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new digital signs should be 10 to 1.

5- Adds funding to the Department of Building and Safety to hire at least 3 more inspectors to enforce sign ordinances, especially regarding unpermitted or illegally altered billboards.

6- Prohibits billboards in city parks and recreation facilities.

7- Requires an Environmental Impact Report and a Traffic Safety Assessment before any new digital billboard is erected.

Sincerely,



David Matthews, Chairperson
Harbor Gateway North Neighborhood Council

cc: Vince Bertoni, Director of City Planning

Aksel Palacios, Planning Director – Council District 15

Kristen Gordon, Planning and Economic Development Deputy - Council District 8

Albizel Del Valle, Deputy District Director - Council District 8