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GREATER GRIFFITH PARK NEIGHBORHOOD COUNCIL
"Your Neighborhood. Your Voice. Your Council"



CERTIFIED COUNCIL #36

**PO Box 27003
Los Angeles, CA 90027-
0003**

(323) 908-6054

www.ggpnc.org

GGPNC@ggpnc.org

August 24, 2010

Ms. Patrice Lattimore
Office of the City Clerk
Los Angeles City Hall
200 North Spring Street
Los Angeles, CA 90017

Los Angeles, CA 900

SUBJECT: Hollywood Signage Supplemental Use District (HSSUD) Final Draft Ordinance, with Amendments, Council File Number 07-2858-S1 and City Planning Commission Case Number CPC 2007-5866-SN

Dear Ms Lattimore,

On Tuesday, August 17, 2010, the Greater Griffith Park Neighborhood Council (GGPNC) approved, by consensus, the motion to apply its enclosed Community Impact Statement (CIS) pertaining to sign regulations, dated April 16, 2009 to the subject referenced above. This CIS was initially applied to Council File Number 08-2020.

On Wednesday, August 4, the GGPNC Board's Planning, Zoning, and Historic Preservation Committee also approved, by consensus, the above referenced motion.

Some of the eleven points in the enclosed CIS pertain directly to the HSSUD Final Draft Ordinance with Amendments: (4) effective and funded ordinance enforcement, (8) prohibition of super graphics, digital signs, and new roof signs, (6) significant fines for violations by sign companies, property owners, and advertisers, and (10) no new sign districts, including provisions for proposed new signs in districts, such as notice to property owners and neighborhood councils.

The Board understands that under agreements between the City Clerk's Office and the Department of Neighborhood Enablement (DONE), the enclosed CIS will be shown on all City Council and City Council Committees agendas pertaining to the Council File Number in the above Subject. That notification includes the meeting of the Planning, Land Use and Management Committee on September 7, 2010 at which the HSSUD Final Draft Ordinance is tentatively scheduled.

Also enclosed is the full GGPNC Board letter dated March 17, 2009 on which the enclosed CIS is based.

Thank you for considering the action in the motion described above. If you have any questions or comments, please contact the GGPNC Board President or Secretary.

Sincerely,

A handwritten signature in cursive script, reading "Ron Ostrow".

Ron Ostrow
President, Greater Griffith park Neighborhood Council

Cc: Councilman Tom LaBonge,
Councilman Eric Garcetti
Councilman Paul Koretz,
Councilman Ed Reyes
Kevin Keller, Senior City Planner
Vincent Bertoni, Acting Planning Director
Jessica Kornberg, Secretary, GGPNC
Gary Khanjian, Chair PZHP Committee
Richard Spicer
GGPNC Board

Enclosures: GGPNC Sign CIS, dated April 16, 2009 and Sign Letter to CPC, dated March 17, 2009

Office of the City Clerk
Los Angeles City Hall
200 North Spring Street, Rm 360
Los Angeles, CA 90012

April 17, 2009

COMMUNITY IMPACT STATEMENT

- Council File Number 08-2020

The GGPNC Board supports: (1) **continuing the process** to get effective and valid codes; (2) the **generally excellent solutions (some exceptions)** of the CPC proposal; (3) retaining “**on site**”/“**off site**” distinction; (4) effective, well funded **ordinance enforcement**; (5) **private right of action** for all persons impacted if city fails to act promptly; (6) **significant fines** for violations by sign companies, property owners, and advertisers; (7) **no new sign districts**; (8) **prohibition of supergraphics, digital signs and new roof signs**; (9) **identification** of current and future **illegal signs**; (10) **special task force**; (11) **nonconforming signs** provisions including **amortization**; and (12) **appeals of orders to comply by** neighborhood councils.

This statement is based on a two page letter (copied below) to the City Planning Commission with copy to each City Council person that was given consensus approval by a quorum of the Greater Griffith Park Neighborhood Council Board on March 17, 2009. The letter was given to each Commissioner at their meeting on March 18 and delivered that day to a person in each City Council office. The letter was previously approved unanimously by the members of the Planning, Zoning, and Historic Preservation Committee (PZHP) on March 9, 2009.

This CIS supplements the one dated December 17, 2008.

Philip Gasteier, President, GGPNC Board

cc: Council Members Tom LaBonge, CD 4 and Eric Garcetti, CD 13

GGPNC OFFICERS

PRESIDENT
Philip Gasteier
VICE-PRESIDENTS
Bruce Carroll - Administration
Rosemary DeMonte - Outreach
TREASURER
Tomas O'Grady
SECRETARY
Mark Mauceri



**Greater Griffith Park
Neighborhood Council**
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Your Council.*



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Los Angeles, CA 90027
323-908-6054
www.GGPNC.org
GGPNC@GGPNC.org
Certified Council #35**

March 17, 2009

City Planning Commission
City of Los Angeles
City Hall
Room 525
200 North Spring Street
Los Angeles, California 90012

CPC-2009-0008-CA
Proposed Amendments to Sign Regulations
Hearing Set for March 18, 2009

Dear Commissioners:

Greater Griffith Park Neighborhood Council considered the proposed sign regulations contained in the Recommendation Report of the Department of City Planning dated February 19, 2009, at its meeting earlier this evening. This review followed a meeting of GGPNC's Planning, Zoning and Historic Preservation Committee on March 9, 2009, at which Mr. Alan Bell of the Department presented the proposal and responded to questions. Both the GGPNC meeting and the meeting of its committee were duly noticed and available for public comment, which was received at both meetings.

We advise you as follows:

1. We believe that the recommended regulation of signage as proposed by the Department under your direction is generally an excellent solution to the current problems of proliferation of illegal and offensive signs. We congratulate both you and the Department in your leadership in this regard and **urge you to continue the political process of substantial revision of the zoning and other codes regarding this problem.**
2. We believe the distinction between "**on site**" and "**off site**" signs should be retained; however, a definition of "on site" sign should be adopted to truly reflect the common-sense distinction, such as providing that a sign which advertises a product or service sold on site must be for a product or service that provides no less than a certain percentage (e.g., 25%) of that business's monthly income during the period the product or service is advertised.
3. We believe the City must commit to providing a substantially larger number of employees to **enforce the ordinance**, which should be funded by effective collection of fines owed by violators. Thus, the fines should go first to fund enforcement and then to the extent the fines exceed the cost of enforcement they should go to general funds. Alternatively, inspection fees should be set at an amount to adequately fund the cost of enforcement.
4. We believe a **private right of action** should be available to all not just those living or owning property within a specific boundary. The ordinance should provide for the payment out of the administrative or court proceedings for legal and "bounty" fees for successful

prosecution. This will encourage enforcement. The private right would arise only if the City fails to take prompt action first after notice of violation.

5. We believe **finest** should be imposed against the person or entity determining the message on the sign (i.e., advertiser) as well as the land owner and owner of the sign. Enforcement might include revocation of the offender's business license if there are any unpaid fines.

6. We believe there should be **no new sign districts** allowed. Moreover, we believe there should be no "grandfathering" of sign districts for which applications were filed after July 29, 2008. As to any sign district benefiting from grandfathering or if new sign districts are allowed such sign districts should be regulated so that (a) new signs in such a district will be offset by the removal of an equal number of square feet of signs in the area abutting the sign district, (b) provision shall be made that areas outside of the district will be protected from the effects of signs within the district and (c) notice of a proposed sign district be broadly provided to areas adjacent to the proposed district with full opportunity for those outside the district but potentially affected by it to be heard.

7. We support continued **prohibition of super graphics, digital signs and new roof signs.**

8. We believe the Department of Building and Safety should promptly perform its obligation of **determining which of the signs in the City are now "illegal"**, not having been constructed in accordance with a permit, and enforce the applicable current ordinances.

9. We believe there should be a **special task force** of representatives of the Department of Building and Safety, the Planning Department, the City Attorney, the Fire Department, the Department of Water and Power, the Community Redevelopment Agency and representatives of the public such as neighborhood councils to review and report to the City Planning Commission on a regular basis the effectiveness of the current ordinance and any new ordinance, with recommendation for modification. The cost of such a task force should be assessed as part of the business tax on billboard operators.

10. We believe proposed Section 14.4.20, relating to continuation of **nonconforming signs**, should be modified to incorporate an amortization schedule. Following the amortization period the nonconforming sign shall be removed, and signage shall conform to the sign ordinance then in effect.

11. With respect to **appeals of an order to comply** - we believe that notice should be given to abutting property owners and the neighborhood council for the area of the date, place and time of the hearing. Abutting owners as well as neighborhood councils have an interest in such matters and should have the opportunity to comment.

12. We believe the **City should apply the principles adopted for signage on private property to their own property** to the extent the signs and properties are comparable.

Very truly yours,

Philip Gasteier, President

By Kenneth E. Owen
Chair, Planning, Zoning and Historic Preservation Committee

Cc: members of the City Council
Alan Bell