Contact Information

Neighborhood Council: Historic Highland Park Neighborhood Council

Name: Liz Amsden

Phone Number: <u>323-254-0-590</u> Email: <u>lizamsden@hotmail.com</u>

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

Date of NC Board Action: 09/01/2016

Type of NC Board Action: For

Impact Information Date: 09/05/2016

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date: Item Number: 11

Summary: HHPNC strongly encourages City Council and its Committees to approve version B+ of the citywide sign ordinance as adopted by the City Planning Commission on Oct. 22, 2015 which helps protect our communities and neighborhoods by:

- (a) restricting all new off-site signs including digital billboards to sign districts in a limited number of high-intensity commercial areas;
- (b) requiring existing billboards be taken down in exchange for new off-site signs in sign district at a ratio that will significantly reduce the number of billboards on the city's commercial streets;
- (c) establishing a schedule of administrative penalties for sign law violations that will be a real deterrent to companies and property owners who flouted sign regulations in the past (as well as providing the City with additional funds;
- (d) denying amnesty to billboards without permits or out of compliance with their permits; and
- (e) prohibiting the visual blight of billboards, banners and other forms of off-site signage in City-owned parks and recreation facilities.

Furthermore, it strongly opposes:

- (a) billboards being erected via the waivers and Conditional Use Permits, which take undue advantage of and unfairly impacts both economically disadvantaged neighborhoods and those already poorly served by government agencies;
- (b) ANY new digital billboards on City-owned property in exchange for a share of revenue and the takedown of a certain number of existing billboards.