

Communication from Public

Name: Westside Regional Alliance of Councils
Date Submitted: 12/10/2020 10:45 AM
Council File No: 11-1705
Comments for Public Posting: The Westside Regional Alliance of Councils -- a coalition of all 14 neighborhood and community councils on the Westside of Los Angeles -- expresses its support for Version B+ of the proposed sign ordinance, as approved by the City Planning Commission. Please see attached position letter for more information. Christina Spitz Vice-Chair Westside Regional Alliance of Councils
www.westsidecouncils.com



westsidecouncils.com

Bel Air-Beverly Crest Neighborhood Council
Brentwood Community Council
Del Rey Neighborhood Council
Mar Vista Community Council
Neighborhood Council of Westchester-Playa
Pacific Palisades Community Council
North Westwood Neighborhood Council

Palms Neighborhood Council
South Robertson Neighborhoods Council
Venice Neighborhood Council
West LA-Sawtelle Neighborhood Council
Westside Neighborhood Council
Westwood Community Council
Westwood Neighborhood Council

Mayor Eric Garcetti
Councilman Mike Bonin
Councilman Paul Koretz
Vince Bertoni, Director of City Planning
Los Angeles City Planning Commissioners

December 3rd, 2020

Dear City Officials,

Over many years, the City Council has debated and yet failed to move forward with a reasonable sign ordinance. Many Westside Councils have studied the issue in this time and found much to be concerned about. Special interests are stalling the process whereas stakeholders remain resounding and clear in their support for the version of the ordinance labelled 'B+'.

The lengthy history of the abuse of the current system has led to visual pollution of our neighborhoods, and wanton abuse of existing laws by major corporations has at times spoiled our neighborhoods with billboards and light pollution. Version B+ recognizes these violations and does not reward companies that took advantage of the City's lack of enforcement. It also preserves the character of our neighborhoods and protects them from future signage in many important ways.

Therefore, the Westside Regional Alliance of Councils has passed, by a majority of voting councils in our Alliance, the following motion:

The Westside Regional Alliance of Councils fully supports Version B+ of the proposed sign ordinance as approved by the City Planning Commission on 10/22/2015, Council File 11-1705. We request the PLUM committee of the Los Angeles City Council adopt a version of the ordinance, which accomplishes the following goals that are important to the stakeholders of our community:

- 1. Disapproves any amnesty for existing billboards that lack permits or have been altered in violation of their permits***
- 2. Disapproves the "grandfathering" of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009.***

- 3. Disapproves any new process, including a Conditional Use Permit process to authorize construction or operation of digital off-site signs outside of sign districts***
- 4. Restricts any new off-site signs, including digital billboards, to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use***
- 5. Requires existing billboards to be taken down before any new off-site signs can go up in sign districts. The take down ratio of existing signs to new signs should be 5:1 for conventional and 10:1 for digital***
- 6. Ban on new digital billboards or on conversion of existing billboards to digital***
- 7. Request that the City Attorney review all signs without permits and those altered in violation of their permits for enforcement action and compliance.***
- 8. Prohibits any off-site signage in city parks, recreation facilities and open spaces***
- 9. Provides for stiff civil penalties with escalating penalties for erecting or maintaining illegal signs and for multiple or repeat offenses so that penalties are not viewed as a cost of doing business***

This language has been approved by the following Councils: Bel Air-Beverly Crest NC; Del Rey NC; Westwood CC; Westside NC; Brentwood CC; South Robertson NC; Palms NC; Mar Vista CC; and the Westwood NC. The Pacific Palisades CC has passed a modified version that supports the spirit of the language above.

No member Councils have opposed this measure or submitted a minority letter to accompany this position.

Please contact me with any questions regarding the above motion.

Sincerely,



Matt Wersinger
Chair
Westside Regional Alliance of Councils
c 310.721.2980