

Contact Information

Neighborhood Council: Historic Highland Park Neighborhood Council

Name: Liz Amsden

Phone Number: [323-254-0590](tel:323-254-0590)

Email: lizamsden@hotmail.com

The Board approved this CIS by a vote of: Yea(17) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 05/04/2017

Type of NC Board Action: Against

Impact Information

Date: 05/12/2017

Update to a Previous Input: Yes

Directed To: City Council and Committees

Council File Number: 11-1705

Agenda Date:

Item Number: 11

Summary: The Historic Highland Park Neighborhood Council hereby reaffirms its opposition to any liberalization of existing billboard policy. We call on the City to proactively enforce the current regulations by having the City Attorney take immediate action to heavily fine the owners of numerous billboards across the city that exist without permits. This would enable the City to increase revenues without jeopardizing quality of life for City residents. We additionally ask that the City Attorney require the immediate removal of said billboards. Finally, the Historic Highland Park Neighborhood Council demands that the City Council, and PLUM in particular, cease and desist from using our original CIS in a manner that is diametrically opposed to its intent.

CITY OF LOS ANGELES

CALIFORNIA

HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Post Office Box 50791
Los Angeles, CA 90050
<http://www.highlandparknc.com>
Certified as NC #33 May 28, 2002

OFFICERS

Harvey Slater PRESIDENT
Daniel Andalon FIRST VICE PRESIDENT
Antonio Castillo SECOND VICE PRESIDENT
Joan Potter TREASURER
Rocío Rivas SECRETARY

DIRECTORS AT LARGE

Liz Amsden, Elizabeth Andalon, Linda "Boo" Caban, Jessica Ceballos, Gabriel Chabran, Melanie Freeland, Zacharias Gardea, Susanne Huerta, Sheri Lunn,, Stanley Moore, Yolanda Nogueira, Diego Silva, Jamie Tijerina



DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

200 N. Spring St. Ste.2005
Los Angeles, CA 90012
Telephone: (213) 978-1551

COMMITTEE CHAIRS

Harvey Slater EXECUTIVE
Daniel Andalon RULES
Joan Potter BUDGET & FINANCE
Yolanda Nogueira OUTREACH
Antonio Castillo, Susanne Huerta LAND USE
Stan Moore, Liz Amsden (Interim) SUSTAINABILITY
Rocío Rivas FAMILY, YOUTH & EDUCATION
Rocío Rivas PUBLIC SAFETY
Yolanda Nogueira, Rocío Rivas HOUSING & HOMELESSNESS
Yolanda Nogueira, Rocío Rivas BEAUTIFICATION
Melanie Freeland (Interim) ECONOMIC DEVELOPMENT/BUSINESS SUPPORT
Jamie Tijerina (Interim) CULTURE AND EQUALITY

Historic Highland Park Neighborhood Council

May 4, 2017

Los Angeles Mayor Eric Garcetti and the Members of the Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

cc: Staff of the Planning and Land Use Management Committee

Re: CF 11-1705 – Opposing Billboard proliferation... AGAIN!

The Historic Highland Park Neighborhood Council, which represents over 60,000 Los Angeles stakeholders who reside, own property, or conduct business in our neighborhood would like to again voice its opposition to the loosening of billboard restrictions.

Our Council submitted a CIS dated September 1, 2016 supporting version B+ of the city sign ordinance originally as adopted by the City Planning Commission on Oct. 22, 2015 which would have restricted billboards to "sign districts" in specific commercial areas of Los Angeles and NOT in our Neighborhoods. The CIS indicated STRONG opposition to any waivers to, or loosening of, the existing regulations.

The City and its Planning and Land Use Management Committee ('PLUM') have repeatedly chosen to use HHPNC's CIS, along with those of a number of other Neighborhood Councils, to imply broad support for a DIFFERENT version of the city sign ordinance. This ordinance appears to have been rewritten in the interest of corporate greed and lobbyist pressure.

HHPNC opposing proliferation of billboards... AGAIN!

The Historic Highland Park Neighborhood Council therefore demands that the City Council, and PLUM in particular, cease and desist from using our original CIS in a manner that is diametrically opposed to its intent.

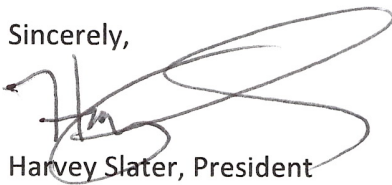
Furthermore, the Historic Highland Park Neighborhood Council joins with Eagle Rock Neighborhood Council and others to recommend that the City Clerk:

- (a) close Council File 11-1705;
- (b) issue a new Council File number for the PLUM's new proposed billboard regulations;
and
- (c) invite Neighborhood Councils to issue new CIS on the new Council File, so that Los Angeles residents can have meaningful input on the PLUM's plan to allow new static and digital billboards in their neighborhoods.

We also request that the City Attorney take immediate action to heavily fine the owners of numerous billboards across the city that exist without permits. This would enable the City to increase revenues without jeopardizing quality of life for City residents. We additionally ask that the City Attorney require the immediate removal of said billboards.

The Historic Highland Park Neighborhood Council hereby reaffirms its opposition to any liberalization of existing billboard policy. We call on the City to proactively enforce the current regulations, and to immediately stop pursuing any changes unless and until the above actions are taken.

Sincerely,

A handwritten signature in dark ink, appearing to be 'H Slater', with a large, sweeping flourish extending to the right.

Harvey Slater, President

Historic Highland Park Neighborhood Council