



November 16, 2017

Zina Chen  
Legislative Assistant  
City of Los Angeles Department of City Planning  
201 N. Figueroa St.  
Los Angeles, California, 90012

CF 11-1705

Dear Ms. Cheng:

In a regularly scheduled meeting of November 15<sup>th</sup>, 2017, the Hollywood Hills West Neighborhood Council voted 16 yay - 0 nay to support the new sign ordinance Version B+ as approved by the City Planning Commission on 10/22/2015, Council File 11-1705. And we urge the PLUM committee of the City Council to adopt that version of the ordinance which accomplishes the following goals that are important to the residents and stakeholders of this neighborhood:

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 weren't approved or applied for in April 2009 when the CPC approved the initial version of the new sign ordinance.
3. 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.
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 signs should be 5 to 1 for conventional and 10 to 1 for digital.
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 off-site signage in city parks and recreation facilities.

We request that the motion be placed in the council file.

Kind regards

Anastasia Mann  
President, Hollywood Hills West Neighborhood Council

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