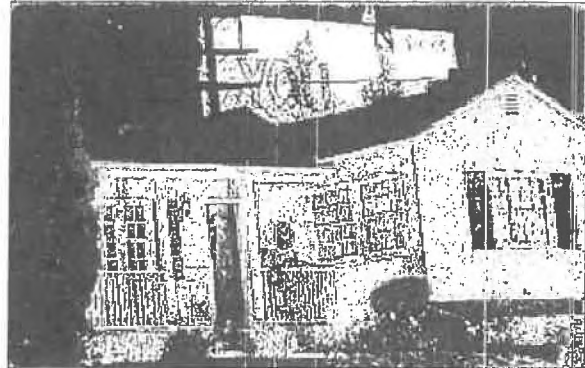


PICO Neighborhood Council
Community Impact Statement regarding Los Angeles' Digital Billboard Policy
(Council File: 11-1705) ✓



Dear Members of the Los Angeles City Council,

P.I.C.O. Neighborhood Council board members share stakeholders' concerns about the proliferation of billboards in Los Angeles, and the resulting visual blight that threatens the character of our residential neighborhoods. We are particularly disturbed by the potential for more digital billboards – as their height, light and motion are intrusive to our residential neighborhoods from great distances.

We support prompt passage of the City's billboard policy/sign ordinance with the following conditions:

1. The City prohibit installation of new billboards outside established sign districts and *expressly* prohibit digital billboards outside established sign districts in high intensity commercial districts, with the express goal of limiting visual intrusion on residential neighborhoods.
2. The City reject any proposed "amnesty" or "grandfathering" for older, illegal, or out-of-compliance billboards.
3. The City establish a significantly higher "take down" ratio, requiring removal of at least four square feet of existing billboards in exchange for every one new square foot of billboards allowed in a City sign district.
4. The City maintain strong penalty provisions for noncompliance.

Sincerely yours,

Brad S. Kane

Brad S. Kane
 President
P.I.C.O. Neighborhood Council