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CALIFORNIA

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ARLETA NEIGHBORHOOD COUNCIL

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ARLETA NEIGHBORHOOD COUNCIL

Community Impact Statement

November 19, 2019

RE: Council File: 11-1705 Citywide Sign Ordinance Revisions

The Arleta Neighborhood Council fully supports Version B+ of the proposed sign ordinance as approved by the City Planning Commission on September 24 and October 22, 2015, and not the recent expansions and changes proposed at the Planning Land Use Management committee meeting of August 13, 2019.

Ongoing lobbying by advertising interests seek to install digital signage across Los Angeles in exchange for revenue sharing with the City. Their proposed revenue sharing models do not protect our communities and will lead to further blight and become distractions to our motorists, pedestrians, and cyclists.

Prior to these amendments, Version B+ of the Sign Ordinance represented a balanced regulatory scheme that provided significant opportunities to advertisers by allowing for new billboard installations in clearly defined areas that qualify as potential sign districts. An introduction of digital billboards to areas beyond the 22 sign districts is light (visual) pollution and exposes children to additional screens and advertisements.

The PLUM committee needs to readopt Version B+ of the ordinance without amendments and accomplish the following:

1. No billboard should be erected without the input, approval, and opt-in of local residents.
2. No amnesty for existing billboards that lack permits or have been altered in violation of their permits.
3. No to Tier 3 or more tiers, or any new process, including a Conditional Use Permit process, to authorize construction or operation of digital off-site signs outside of sign districts.
4. No “grandfathering” of any sign districts that were not approved in the ordinance when it was reviewed by CPC in 2009.
5. Collection of personal data from mobile devices as motorists, pedestrians, and the general public pass or are in proximity to a digital billboard *is strictly prohibited*.
6. Cybersecurity guarantees, and hourly administrative/civil penalties imposed by the City of Los Angeles upon digital billboard owners, in the event their digital billboards are breached into to display unpermitted, objectionable, obscene, and adult content.
7. No advertising of the following: alcohol, smoking, vaping, marijuana, or of adult content or related paraphernalia.

8. Environmental study must be required for each proposed digital billboard location as both human and wildlife sleep patterns will be disrupted by incessant blinking from digital billboards.
9. All illegal billboards installed in violation of the 2002 ban must be identified and removed before new digital signs are considered.
10. Restrictions on 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.
11. Require 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 (or 5 square feet for every one new foot) for conventional and 10:1 (or 10 square feet for every one new foot) for digital.
12. No new digital billboards or conversion of existing billboards to digital.
13. Request that the City Attorney review all signs without permits and those altered in violation of their permits for punitive enforcement and compliance.
14. Require a traffic study for each proposed digital billboard location.
15. No off-site signage in city parks, recreation facilities and open spaces.
16. Revisit recommendation that signs with no permit mean no evidence of illegality.
17. Articulate nighttime enforcement procedures for illumination and intensity levels, including enforcement on weekends and holidays, to assure digital billboard owners are in compliance with City regulations.

Respectfully,

The Arleta Neighborhood Council

APPROVED
November 19, 2019
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