

Action Alert: CITYWIDE SIGN ORDINANCE

Educate your stakeholders and take a position!

- 1) Contact City Planning Commission who will hear revisions proposed by PLUM at its **Oct. 22nd** meeting. Submit letters in support of a strong Sign Ordinance to CPC. Send to cpc@lacity.org. Copy your Councilmember, PLUM (c/o Patrice.lattiore@lacity.org), Mayor (mayor@lacity.org) and full Council.
- 2) Plan to attend CPC Oct. 22nd meeting to testify in favor of the following points
- 3) Plan to attend upcoming PLUM and Council meetings on the Sign Ordinance to speak on behalf of communities for a strong ordinance to PLUM and the full Council

Refer to: **CPC-2015-3059-CA Proposed Ordinance Revising the Citywide Sign Regulations /Related Council Files , 11-1705, 08-2020, 11-0724, 12-1611**

We support the Sign Ordinance without changes introduced by PLUM. We request that CPC and the Council:

- a) *Disapprove any AMNESTY for billboards that lack permits or have been altered in violation of their permits.*
- b) *Disapprove the “grandfathering” of 14 sign districts that have been added to the ordinance since it was reviewed by CPC in 2009. Grandfathering weakens the City’s off-site sign ban and creates a confusing and unmanageable patchwork for enforcement.*
- c) *Disapprove any new process, including a Conditional Use Permit process to authorize construction or operation of digital off-site signs outside of sign districts. No digital signs outside of sign districts.*
- d) *Increase the takedown ratio of existing billboards in exchange for any new off-site signs in sign districts. Takedown should be no less than 4 square feet removed for every 1 square foot of TRADITIONAL billboards erected AND no less than 8 square foot removed of traditional billboards for every 1 square foot of new digital billboards. Community benefits to be offered IN ADDITIONAL to required takedowns, not instead of sign removal.*
- e) *Request that the City Attorney review all signs without permits and those altered in violation of their permits for enforcement action and compliance.*

The Citywide Sign Ordinance now pending before the City Planning Commission, and the Council’s PLUM Committee MUST be improved and strengthened before it goes to the full City Council. Substantive changes made to the ordinance since public hearings were held in 2009 have significantly weakened the ordinance and the outdoor advertising industry continues to lobby to further weaken the City’s ability to reign in signage in Los Angeles.

Once billboards are erected it is very difficult to get them removed. Once billboards are erected, communities cannot stop or attempt to regulate offensive, or unhealthful messages from being posted. Billboards are protected by First Amendment Free Speech rights. Messages for junk food, alcoholic beverages, violent images from films or television programs, etc. are all protected.

***We need to support the following provisions:

- The restriction of sign districts to regional commercial and regional center zoned areas.*
- The restricting of new digital billboards and off-site signage to sign districts.*
- The requirement that billboards in the surrounding community be taken down before new digital billboards or off-site signs be put up in sign districts.*
- The prohibition on off-site signage in parks and city recreation facilities*
- The new schedule of penalties that will provide a real deterrent to violation of sign ordinance regulations.*
- Communities being able to have a voice in determining how any Sign Districts in their area are operated/regulated.*