



PACIFIC PALISADES COMMUNITY COUNCIL

October 19, 2015

Hon. Members, City Planning Commission, cpc@lacity.org

Hon. Eric Garcetti, Mayor, City of Los Angeles, mayor.garcetti@lacity.org

Hon. Mike Bonin, Councilmember, 11th District, mike.bonin@lacity.org

Hon. Paul Koretz, Councilmember, 5th District, paul.koretz@lacity.org

Hon. Jose Huizar, Councilmember, 14th District and Chair, PLUM, councilmember.huizar@lacity.org

Mr. Michael LoGrande, Director, Department of City Planning, michael.logrande@lacity.org

Los Angeles City Hall

200 North Spring Street

Los Angeles, CA 90012

Via Email

Re: CPC-2015-3059-CA; related Council Files, 11-1705, 11-0274, 08-2020, 08-3386-S1, 12-1611; CITYWIDE Sign Ordinance; OPPOSED

Hon. City Planning Commission Members, Mayor Garcetti, Councilmembers and Director LoGrande:

Pacific Palisades Community Council (PPCC) is the most broad-based community organization and voice of the Palisades since 1973. Incorporating the statements and information within PPCC's September 14, 2015 letter, and in light of the upcoming October 22, 2015 hearing on this matter, PPCC's Executive Board unanimously states its opposition to the current draft ordinance and objects to the insufficient time (in violation of the Planning Department's Public Participation Policy) given to NCs, CCs and stakeholders to comment. Specifically, at this time, PPCC OPPOSES the draft ordinance because it does not:

1. Expressly prohibit digital billboards on public property including city parkland and facilities.
2. Expressly prohibit freeway facing digital billboards and all digital signs that would have negative impacts on scenic ridgelines, open space, county beaches and the California coastline.
3. Expressly prohibit all digital signs outside of sign districts.
4. Stop amnesty for illegal billboards.
5. Preserve the spirit of the 2009 agreement which was to reduce the square footage of digital billboards throughout the City; hence takedown requirements cannot be eliminated within grandfathered sign districts and should be strong, i.e., a mandatory takedown requirement of at least 8:1 (static to digital) and 4:1 (static to static) in the community areas where new signs are being placed. Any "community benefits" must be in addition to mandatory square footage take-downs, not instead of them.
6. Grandfather in only the two districts originally grandfathered in by the CPC in 2009 (not the now proposed to be grandfathered)
7. Include a private right of action for adversely affected property owners and residents against illegal billboards.

Thank you in advance for your time and consideration.

Sincerely,

Christina Spitz
President, Pacific Palisades Community Council

cc (via email):

Tom Rothmann, Sr. City Planner, Department of City Planning, tom.rothmann@lacity.org
Phyllis Nathanson, Planning Associate, Department of City Planning, phyllis.nathanson@lacity.org
Debbie Dyer-Harris, District Director, CD11, debbie.dynerharris@lacity.org
Tricia Keane, Planning Director, CD11, tricia.keane@lacity.org
Sharon Dickinson, Legislative Assistant, PLUM Committee, sharon.dickinson@lacity.org, **with request for filing in CF 11-1705 and related files referenced above**