

## Background re the Citywide Sign Ordinance – PPCC Participation and Positions

In connection with an anticipated presentation to the PPCC board by Patrick Frank of the Coalition to Ban Billboard Blight (BBB/<http://banbillboardblight.org>), this summary will serve as a refresher for board members on PPCC's extensive past participation in the Citywide Sign Ordinance issue.

The effort to enact an effective ordinance to control sign proliferation (in particular digital billboards) on private and public property has been an ongoing saga for almost 10 years, spanning the tenures of four PPCC Chairs. Our active participation began in 2011, with PPCC's former LUC and past Secretary, Jennifer Malaret, monitoring the effort. Jennifer became our point person on the Sign Ordinance and devoted substantial time over the years, working directly with the Planning Dept., past BBB President Dennis Hathaway and community partners in CD11 and CD5 (including Barbara Broide and other WRAC members). As explained in our 9/14/15 letter to City officials:

“This complex ordinance has been in the legislative process for over 6 years and PPCC, along with residents and city leaders particularly from CD11 and CD5, have spent thousands of hours on this matter.”  
<http://pacpalicc.org/wp-content/uploads/2018/01/lettercpsignordinance-2.pdf>.

PPCC's minutes (2011-2016) contain numerous references to discussions, positions taken and status updates by Jennifer and the then-LUC (contact Chris Spitz for more details). In 2013, Jennifer was appointed by the City Council PLUM Committee to represent PPCC on a Planning Dept. “Visioning Group,” along with other community leaders, in the ongoing effort to draft an effective ordinance (focusing at the time on digital billboards and regulation of signs outside of so-called “sign districts”). Other issues of concern: off-site vs. on-site signs, comprehensive sign programs, identification of illegal signs, “amnesty” provisions, take-down/replacement ratios, public benefits, enforcement and penalties, right of way issues, scenic highway and ridgeline protections, a possible Interim Control Ordinance, “donor” signs, regulation of spillover effects (including sign illumination), possible provision of a private right of action, and prohibition of advertising (including digital billboards) in parks.

PPCC's most pressing concern has consistently been to prevent billboards (digital and static) from being allowed in our parks. Because of the Specific Plan and other factors (including fierce determination to eliminate them in our Village), billboards had not been expected in the Palisades' commercial areas – although as members of the larger community we have stood in solidarity with efforts to curb proliferation Citywide (*but see* last paragraph below regarding recent ominous developments).

Past PPCC position letters on this issue can be found on our website; they are consonant with positions taken by our long-time community partners in the Sign Ordinance effort: *See* 10/17/11 letter to PLUM, including detailed chart of various ordinance concerns prepared by Jennifer Malaret ([http://pacpalicc.org/wp-content/uploads/2018/01/11-1705\\_misc\\_10-18-11n.pdf](http://pacpalicc.org/wp-content/uploads/2018/01/11-1705_misc_10-18-11n.pdf)); 9/14/15 letter to City officials (linked above); 10/19/15 letter to the CPC (<http://pacpalicc.org/wp-content/uploads/2016/03/letterCPCsignordinancefinal.pdf>); 5/19/16 letter to PLUM (<http://pacpalicc.org/wp-content/uploads/2016/05/letterPLUMsignordinance.pdf>).

PPCC's last letter expressed our support for “Version B+” of the ordinance (approved by the CPC in Oct. 2015) and urged PLUM to pass a version that includes various protections as recommended by our community partners (again, protection for parks identified as our primary concern). In the ensuing (almost) two years, no final decision has been reached (matter last continued in December 2017 to a date TBD); for more information, visit Council File 11-1705 (<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=11-1705>). Unfortunately, PLUM unveiled a new iteration in December that would **allow billboards (digital and static) in parks** and **“in almost any type of commercially-zoned business property,”** and **remove protections which have been advocated for nearly a decade** (<http://banbillboardblight.org/draft-citywide-sign-ordinance-its-ridiculous/>). [Question: Are Specific Plan zones or scenic highways, *e.g.*, Sunset Blvd., protected at all under the new policies?] Note: In contrast, the California Sign Association hails PLUM's action as “Good news” (<https://www.calsign.org/los-angeles-sign-ordinance-update/>).

Patrick Frank, current BBB President, is expected to provide an important update and assessment of impacts at an upcoming April board meeting.