

Message to Councilmember Mike Bonin, 9/23/19 – via email to mike.bonin@lacity.org

Re: Citywide Sign Ordinance

Dear Mike:

As you know, along with many Neighborhood and Community Councils Citywide, PPCC supported Version B+ of the proposed Citywide Sign Ordinance and opposes digital signs in parks, along scenic highways, in Specific Plan areas, and in areas outside of designated Sign Districts. See: <http://pacpalicc.org/wp-content/uploads/2019/05/PPCC-letter-re-sign-ordinance.pdf>.

We see that the recent PLUM Committee report on the Sign Ordinance will be heard in City Council this coming Wednesday. The report recommends a new "Tier 3" sign district scheme (i.e., provisions to allow digital signs in areas outside of regional commercial areas/the former designated Sign Districts). It also appears that digital signs might be allowed in City parks; it is unclear whether they will be permitted along scenic highways or Specific Plan areas. At the same time, the report contains an "opt-out" provision that would seemingly allow Community Plan areas to opt-out of having any digital signs.

We urge you, at a minimum, to support **strong "opt-out" provisions** in any sign ordinance to be drafted by the City Attorney, to allow for the communities encompassed by the Brentwood-Pacific Palisades Community Plan area to opt-out of having any digital signs/billboards in our parks, along our scenic highways and in our Specific Plan areas.

Thank you as always for your consideration and support.

Best regards,

Chris Spitz
PPCC Secretary and past Chair

cc: Team CD11
Michelle Bisnoff, Chair, BCC
George Wolfberg, Chair, PPCC
David Card, Vice-Chair, PPCC