



PACIFIC PALISADES COMMUNITY COUNCIL

May 27, 2019

Hon. Marqueece Harris-Dawson
Chair, City Council Planning & Land Use Management Committee
Via email: councilmember.harris-dawson@lacity.org

Re: Council File 11-1705 (Citywide Sign Ordinance); hearing 5/28/19

Dear Councilmember Harris-Dawson:

Pacific Palisades Community Council (PPCC) is the most broad-based organization in Pacific Palisades and has served as the voice of our community since its formation in 1973, 46 years ago.

Since 2011, PPCC has consistently expressed its strong position on the proposed Citywide Sign Ordinance: We seek appropriate regulation in order to protect our parks, scenic highways, Specific Plan areas and residential neighborhoods from the visual blight of off-site signs and billboards, including digital signs. In our most recent position letter (May 2016), we expressed support for Version B+ of the proposed Ordinance, as approved by the City Planning Commission. See past PPCC position letters filed in CF 11-1705 at:

<http://pacpalicc.org/wp-content/uploads/2016/05/letterPLUMsignordinance.pdf>

<http://pacpalicc.org/wp-content/uploads/2016/03/letterCPCsignordinancefinal.pdf>

<http://pacpalicc.org/wp-content/uploads/2018/01/lettercpcsignordinance-2.pdf>

http://pacpalicc.org/wp-content/uploads/2018/01/11-1705_misc_10-18-11n.pdf

We are concerned that the PPCC CIS statement is not listed on the agenda and that this significant matter was suddenly agendized for hearing immediately before a three-day holiday weekend. This leaves inadequate time for neighborhood and community councils to review carefully the details contained in the attached reports.

We urge that the committee adopt Version B+, or continue the file to permit careful review by impacted constituencies. Thank you for your consideration.

Sincerely,

George Wolfberg
Chair, Pacific Palisades Community Council

cc (via email):

Hon. Mike Bonin, Councilmember, CD11

Rita Moreno, Legislative Assistant, PLUM Committee (w/ request for filing in CF 11-1705)