

VALLEY VILLAGE HOMEOWNERS ASSOCIATION

P.O. Box 4916, Valley Village, CA 91617 • (818) 506-5158

Serving the Valley Village Community located in the City of Los Angeles, bounded by Burbank Blvd., on the North, Ventura Fwy. on the South, Tujunga Wash on the West and the Hollywood Fwy. on the East.



February 24, 2021

City Planning Commission
200 North Spring Street, Room 272
Los Angeles, CA 90012
Re: Citywide Sign Ordinance - Digital Billboards

Dear Commissioners,

The Valley Village Residents Association urges that you not approve the version of the Citywide Sign Ordinance recommended by the Planning Committee of the City Council. That version, heavily influenced by the billboard companies, would allow bright, flashing digital billboards to be erected in Tier 3 sign districts that would permit digital billboards in all commercial and industrial zones, many of which are adjacent to residential neighborhoods. It would have a reduced takedown ratio for 4:1 for removing non-digital billboards in exchange for new digital billboards and it would require that 30 digital billboards be erected on City owned property, resulting in the City of Los Angeles entering the billboard business and having a conflict of interest with regards to improving the City's appearance verses the City's own financial interest.

Instead you should reaffirm you own Version B of the Citywide Sign Ordinance that you approved in 2009 by supporting the Planning staff's recommendation to delete the Tier 3 sign districts, limit new digital billboards to portions of the City that are designated regional commercial and have a stricter takedown ratio of 9:1, which would result in a much greater improvement in the City's appearance compared to the Panning Committee's version. In addition, enforcement should be tightened to not permit billboards that were illegally erected to be counted toward signs taken down. Furthermore, a full environmental impact report should be done on the Citywide Sign Ordinance and there should be no tracking devices included with the digital billboards that would enable them to gather data on passing cars and cell phones.

When the ban on new billboards in Los Angeles was finally approved in 2002, it contained a loophole in that new billboards can still be added through the establishment of sign districts. Since then the billboard companies have been attempting to use the device of sign districts as a way around the citywide ban on new billboards. Please reaffirm your support of Version B to ensure that digital billboards remain infrequent and that there is a steady improvement of the City's appearance in the coming decades as existing billboards that are removed by new construction and leases not being renewed are not replaced by digital billboards or conventional billboards.

Sincerely,

Beth Fulton, President
Valley Village Residents Association*

*Formerly Valley Village Homeowners Association