



## Lincoln Heights Neighborhood Council

3516 North Broadway

Los Angeles, CA 90031

FACEBOOK: "[www.facebook.com/LHNCLA31](https://www.facebook.com/LHNCLA31)"

WEB: "[www.LincolnHeightsNC.org](http://www.LincolnHeightsNC.org)"

MICHAEL MONTEZ, President; BEN WADSWORTH, Vice President;  
KENNETH YOON, Secretary; VERA PADILLA, Treasurer



### Letter re: Proposed Sign Ordinance (Council File 11-1705)

To:

September 8, 2018

Honorable City Council of Los Angeles and  
Planning and Land Use Management Committee  
c/o the Office of the City Clerk at the Los Angeles City Hall  
200 N. Spring Street  
Los Angeles, CA 90012

Re: Proposed Sign Ordinance (Council File 11-1705)

Dear Honorable Members of PLUM and City Council,

The Lincoln Heights Neighborhood Council (LHNC) has voted to oppose changes made to the proposed Sign Ordinance by the Los Angeles City Council PLUM Committee. Therefore the LHNC is against the adoption of Council File 11-1705. Also, the LHNC urges the PLUM committee of the City Council to:

- 1- Disapprove any AMNESTY for existing billboards that lack permits or have been altered in violation of their permits.
- 2- Disapprove the "grandfathering" of any sign districts that weren't approved or applied for in April 2009 when the CPC approved the initial version of the new sign ordinance. Restrict any new off-site signs, including digital billboards, to sign districts in 22 areas zoned for high-intensity commercial use.
- 3- Require existing billboards to be taken down before any new off-site signs can go up in sign districts. The takedown ratio of existing signs to new signs would be 5 to 1 for conventional and 10 to 1 for digital.
- 4- Set administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage. Include violation reporting and contacts at LA-DBS for enforcement.
- 5- Prohibit off-site signage in city parks and recreation facilities. We oppose increases in the number of billboards allowed and value the protection and preservation of our views and open spaces.

As the Sign Ordinance is a matter of great interest to local communities, and as the Lincoln Heights Neighborhood Council (LHNC) requests that PLUM and the City Council also provide a minimum 45-day review period of any proposed recommendations, changes, or actions on the Sign Ordinance, with notice to the public and Neighborhood Councils, before any action is taken on such proposals.

This Community Impact Statement is based on the action taken at the special Board of Directors meeting on September 16, 2018, when the Lincoln Heights Neighborhood Council adopted the following motion by a vote of \_\_\_ yes, \_\_\_ no, \_\_\_ abstaining and directed that a Community Impact Statement be filed reflecting its position.

Motion: "The Lincoln Heights Neighborhood Council urges the City Council to reject the adoption of Council File 11-1705."

Respectfully,

Richard Larsen, Lincoln Heights Neighborhood Council

BOARD MEMBERS: BUSINESS REPRESENTATIVES: William Rodriguez Morrison, Mario Marrufo, (vacant);  
COMMUNITY BASED ORGANIZATIONS REPRESENTATIVES: Selena Ortega, Benny Madera, Martha Sevin Riley,  
YOUTH REPRESENTATIVES: Brittney Rivera, Hugo Hernandez; AREA REPRESENTATIVES: Richard William Larsen, Theresa Vasquez,  
Martin S. Gomez, Vicente Gonzalez-Reyes Jr., Armida Marrufo, Maribel Hernandez, Vince Rosiles, Michelle Rubio, Tameka Flowers, David Myers,  
(vacant), Amanda Coolong, Victoria Montes, Maria Palacio.