



westsidecouncils.com

Bel Air-Beverly Crest Neighborhood Council	Palms Neighborhood Council
Brentwood Community Council	South Robertson Neighborhoods Council
Del Rey Neighborhood Council	Venice Neighborhood Council
Mar Vista Community Council	West LA-Sawtelle Neighborhood Council
Neighborhood Council of Westchester-Playa	Westside Neighborhood Council
North Westwood Neighborhood Council	Westwood Community Council
Pacific Palisades Community Council	Westwood Neighborhood Council

May 28, 2019

LA City Councilmember Marqueece Harris-Dawson, Committee Chair
Committee members: Blumenfield, Price, Cedillo & Smith
Planning and Land Use Management Committee
John Ferraro Council Chamber, Room 340
200 N. Spring Street
Los Angeles City Hall

Sent via email to: Clerk.plumcommittee@lacity.org (Rita Moreno, Legislative Assistant)

Re: Billboard Blight Reduction – Item/CF 11-1706

Dear PLUM Committee Chair and members:

The Westside Regional Alliance of Councils (WRAC) is a regional coalition of all 14 neighborhood and community councils from Los Angeles Council Districts 5 and 11 (the Westside of Los Angeles). WRAC's member-councils together represent almost half a million residents and stakeholders.

Half of WRAC member councils have passed, in substance, motions opposing billboard blight as well as the continued and sustained increase of billboard signage, in digital and traditional form, across L.A.. As early as 2015, WRAC member councils have been concerned with the proliferation of billboards and the increase in distractions for drivers, as well as the encroachment of visual blight upon recreation centers and parks, as well as schools, residential areas and scenic highways.

Due to inaction and delay by the City over the last few years regarding this matter and the pending ordinance, our member councils ceased considering a proposed board motion to oppose billboard blight as we awaited word from the city as to the direction of the forthcoming ordinance. We are alarmingly aware of, and monitoring the battery of, special interests that attempt to impact the ordinance by making it easier to permit signage and/or grant amnesty to more than 1300 billboards that are either unpermitted or in violation of their permits.

Our overarching concern is the safety of residents across the city and the quality of life throughout the Westside of Los Angeles. Our councils have expressed the unyielding concern of their constituents over the issues of safety and quiet living, which will be impacted by a proliferation of modern billboard signage - if not properly regulated and enforced. We urge you to uphold the interests of residents over

commercial interests that would treat this city and its skyline as a prime business opportunity. We ask that you delay any decision on this matter and allow a time frame within which communities across L.A. can consider their position and weigh in with their crucial input.

The City of Los Angeles created the Neighborhood Council system by [City Charter](#) in 1999 to “promote citizen participation in government and make government more responsive to local needs”. With the voice of LA’s Westside, which will greatly be impacted by any sign ordinance, we urge you to take neighborhood input into account before moving further on a sign ordinance, and that you seriously consider the adverse impacts of billboard blight on communities cross LA.

Thank you for your consideration.

Sincerely,
Maryam Zar
Chair, Westside Regional Alliance of Councils

cc: Hon. Mike Bonin, City Councilmember – Council District 11 (and field staff)
Hon. Paul Koretz, City Councilmember – Council District 5 (and field staff)
Hon. David Ryu, City Councilmember – Council District 4 (and field staff)
Hon. Eric Garcetti, Mayor, City of Los Angeles (and field staff)