



Westside
Regional
Alliance of
Councils

westsidecouncils.com

Bel Air-Beverly Crest Neighborhood Council
Brentwood Community Council
Del Rey Neighborhood Council
Mar Vista Community Council
Neighborhood Council of Westchester-Playa
North Westwood Neighborhood Council
Pacific Palisades Community Council

Palms Neighborhood Council
South Robertson Neighborhoods Council
Venice Neighborhood Council
West LA-Sawtelle Neighborhood Council
Westside Neighborhood Council
Westwood Community Council
Westwood Neighborhood Council

September 30, 2026

Hon. Marqueece Harris Dawson, President, Los Angeles City Council
Hon. Bob Blumenfield, President Pro Tempore, Los Angeles City Council and Chair,
Planning & Land Use Management Committee (PLUM); Hon. Nithya Raman, PLUM Vice-
Chair; Hon. Ysabel Jurado, Hon. John S. Lee, Hon. Adrin Nazarian, PLUM members
Hon. Traci Park, Councilwoman, CD 11
Hon. Katy Yaroslavsky, Councilwoman, CD 5
Hon. Heather Hutt, Councilwoman, CD 10
Hon. Nithya Raman, Councilperson, CD 4

Via email to all addressees and submission to CF 11-1705

**Re: Reactivation of CF 11-1705 – Citywide Sign Ordinance; SUPPORT Version B+
(latest version of the proposed ordinance recommended by the City Planning
Commission before the Council File's expiration in 2023)**

Dear Councilmembers:

The Westside Regional Alliance of Councils (WRAC) is a cooperative coalition, founded in 2009, of all 14 neighborhood and community councils on the Westside of Los Angeles, in City Council Districts 5 and 11 and portions of Districts 4 and 10. Our Alliance collectively represents over 500,000 Angelenos.

In 2020, WRAC adopted its position in **support of Version B+** of the Citywide Sign Ordinance, originally approved by the City Planning Commission (CPC) in 2015 (CPC-2015-3059-CA). See WRAC's position letter: https://westsidecouncils.com/wp-content/uploads/2020/12/WRAC-B-12_3-1.pdf.

The WRAC position has not changed in the ensuing years.

As reflected in the Council File, Version B+: 1) was again approved by the CPC and recommended to PLUM in 2021; 2) was supported by numerous other neighborhood councils; and 3) was the last iteration of the proposed ordinance supported by a City agency when CF 11-1705 expired in 2023 (the 2021 CPC report at the time was never acted on by PLUM).

We reiterate the statement made in our 2020 letter:

“The lengthy history of the abuse of the current system has led to visual pollution of our neighborhoods, and wanton abuse of existing laws by major corporations has at times spoiled our neighborhoods with billboards and light pollution. Version B+ recognizes these violations and does not reward companies that took advantage of the City's lack of enforcement. It also preserves the character of our neighborhoods and protects them from future signage in many important ways.”

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Los Angeles City Council President Harris-Dawson;

President pro Tempore & PLUM Chair Blumenfield;

PLUM members Raman, Jurado, Lee, Nazarian;

Councilmembers Park, Yaroslavsky and Hutt

Should this matter now be taken up by PLUM and/or the City Council, WRAC urges recommendation and adoption of Version B+ of the proposed Citywide Sign Ordinance, as explained in our 2020 letter and as reflected in the CPC report in CF 11-1705 (again, Version B+ was approved and recommended by the CPC in 2021 but never acted on by PLUM before the council file expired).

Thank you for your courtesy and cooperation in addressing this important matter.

Sincerely,

Robin Greenberg & Christina Spitz

Robin Greenberg, Chair

Christina Spitz, Vice-Chair

Westside Regional Alliance of Councils

cc (via email):

Hon. Karen Bass, Mayor, City of Los Angeles

Hon. Monique Lawshe, President, CPC