



Motion to change standing rule on vote recording (eliminating requirement for roll call) and incorporate Standing Committees and the SORO NC Code of Civility

Agenda Item: GB091511-1
Date: 15 September 2011
Proposed By: Executive

Full Proposal

Our standing rules supplement the bylaws, but only require a simple majority to be adopted, removed or revised. With the passage of our new bylaws earlier in the year and a general desire to shorten our meetings, some of the standing rules need to change.

Vote recording

The current standing rule (passed in 2008) requires that every action be done by a roll call vote. This was adopted so that the minutes could reflect an accurate record of individual votes--necessary for motions of reconsideration. However, this can be extremely time-consuming for non-controversial and procedural items. Specifically, it prevents adoption by general consent, a process whereby the chair asks for objections to a motion and if none are expressed, the motion is deemed adopted. This can speed things like calling the question, approving the minutes, etc.

The motion below instead simply requires the recording of individual votes and does not prescribe how the votes are taken.

Standing Committees

The new bylaws mention that our Standing Committees are listed in the standing rules (which are easier to change than the bylaws themselves). This adds them.

Code of Civility

The Board adopted our Code of Civility (attached) in 2007. Again, the bylaws mention that it is officially part of the standing rules.

Proposed Motion

- I. That the current standing rule on Board vote recording no longer require roll call votes, and be amended to read:

For purposes of later reconsideration, each Board member's vote (or failure to vote) during general Board meetings must be recorded in the meeting minutes.

- II. That the standing rules should include a list the current SORO NC standing committees.
- III. That the standing rules include the SORO NC Code of Civility.

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Considerations

Committee review:
(highly recommended)

Votes For: 4

Against: 0

Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

The vote recording change could greatly speed up our meetings while still allowing for roll call voting when necessary and preserving the intent of the original rule.

Arguments against:

Recording an action as being adopted by general consent is slightly less clear.



Code of Civility

Updated 5 September 2007

Collectively and individually, the members of the Board of Directors of the South Robertson Neighborhoods Council agree to abide by a Code of Civility to ensure that our Neighborhood Council's business is conducted in a respectful and courteous manner, and in a way that will generate respect and credibility for our Neighborhood Council.

The freedom to express one's views about public matters is a cornerstone of the democratic process. The South Robertson Neighborhoods Council welcomes the diverse views and opinions of our other Board members and stakeholders as they relate to the issues before us. In order for these discussions to be meaningful and effective, we must treat others with respect and dignity.

By adoption of this motion, we collectively and individually agree to abide by our Code of Civility to the best of our abilities.

1. I will conduct myself in a professional and civil manner at all times as a representative of the South Robertson Neighborhoods Council.
2. I will treat each member of the board and members of the public with respect at all times, regardless of an individual's opinion, ethnicity, race, sexuality, age, disability, or religion.
3. Even in the face of disagreement or differences of opinion, I will demonstrate esteem and deference for my colleagues and the public.
4. Under no circumstances during Neighborhood Council meetings, functions, or events will I engage in or threaten to engage in any verbal or physical attack on any other individual.
5. I will commit to communicate my ideas and points of view clearly, and allow others to do the same without interruption.
6. I will not use language that is abusive, threatening, obscene, or slanderous, including using profanities, insults, or other disparaging remarks or gestures.
7. Derogatory language about an individual's ethnicity, race, sexuality, age, disability, or religion is not acceptable.
8. I will take responsibility for my own actions, and will work to fulfill my role and responsibilities as specified in the bylaws.
9. I will commit to learn the applicable laws that govern Neighborhood Councils, including bylaws, standing rules, the Brown Act, ethics rules, city ordinances, and the City Charter, and will not knowingly violate any of the above.
10. I will abide by the Neighborhood Council's meeting procedures or rules in order to create a safe and effective environment for conducting business.
11. I will promote and enforce a safe meeting environment at all times. At moments when members of the public become disruptive and violate the rules of civility that we have pledged to follow, I will join my fellow board members in demanding that the persons conduct themselves in a respectful and orderly manner even if I agree with the point of view that is being expressed.
12. I will seek to present information truthfully, and will not knowingly misrepresent, mischaracterize, or misquote information received from others.
13. I pledge to truly listen to and hear other points of view.
14. I will practice the art of being able to disagree without being disagreeable.
15. If I find myself representing my personal interests before my community's interests, I will publicly disclose the differences and recuse myself from voting on such matters.
16. I will commit to good faith efforts to resolve any grievances that come before the board as specified in the bylaws.
17. I owe it to my fellow board members, the public, and the decision-makers who we are trying to influence to make the best possible effort to understand the issues before me. I will "do my homework."



Motion to approve up to \$200 for the Purchase of Fruit Harvester Tools

Agenda Item: GB091511-6
Date: August 18th, 2011
Proposed By: Green Team Committee

The Green Team Committee would like to spend up to \$200 for fruit harvesters to be used when volunteers conduct urban fruit harvests.

Full Proposal

One of the projects that the Green Committee has adopted is an urban fruit pick twice a year. It is fun for the entire family and we have supplied over 2000 lbs. of fruit to the SOVA food bank that currently feeds about 300-400 families per month.

In the past we have had to borrow two fruit pickers from the mayor's office and two from various community members. The city does not have these tools in stock. There have never been enough tools to send more than two teams of volunteers out at a time. Thus our urban fruit harvests can take all day. With a few more fruit harvesters, we can complete a harvest in half a day.

Proposed Motion

That the South Robertson Neighborhoods Council approve up to \$200.00 for the purchase of fruit harvesters.

Considerations

Pro

These additional fruit harvesters will enable the harvests to go much more quickly and insure that we have the tools when we need them.

Con

We can continue to send out two crews in the morning and two in the afternoon.

Board Notes

Votes For:

Against:

Abstain:

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Motion to formally adopt new SORO NC borders and zone definitions

Agenda Item: GB091511-7

Date: 15 September 2011

Proposed By: Executive

Full Proposal

Responding to an appeal filed by the NC, the Los Angeles City Council approved a new border definition for SORO NC which incorporated a previously unrepresented area on our west side (see map).

This motion would formally include this definition in our bylaws, and set new borders for our zones. Bylaws changes require a 2/3 vote of the board members present.

Proposed Motion

- I. That in accordance with LA City Council decree, Article III, Section 1: Boundary Description of the SORO NC bylaws be amended to read:
 1. **North:** (starting at Roxbury Blvd. and heading East) Beverly Hills border (Whitworth Dr. when west of Robertson Blvd; Gregory Way when east of Robertson Blvd.)
 2. **South:** (starting at National Blvd. near Manning Ave. and heading East) 10 Freeway, eastbound Robertson Blvd. off ramp, Exposition Blvd., Robertson Blvd., Culver City border
 3. **East:** (starting at Gregory Way and heading South) Le Doux Ave., Olympic Blvd., La Cienega Blvd.
 4. **West:** (starting at the Beverly Hills border and heading South) Beverly Hills border near Beverly Green Dr., Pico Blvd., Motor Ave., the southern border of Hillcrest Country Club, Anchor Ave. connecting east of Giralta Way to Club Dr., National Blvd.

- II. That Article III, Section 2: Internal Boundaries of the bylaws be amended to read:
 - Zone 1** North: Beverly Hills border
South: (going East) Hillcrest Country Club border, Cashio St., Canfield Ave., Pickford St.
East: Robertson Blvd.
West: Beverly Hills border

 - Zone 2** North: Pico Blvd.
South: Pickford St.
East: La Cienega Blvd.
West: Robertson Blvd.

 - Zone 3** North: Pickford St.
South: Sawyer St.
East: La Cienega Blvd.
West: Robertson Blvd.

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- Zone 4** North: Sawyer St.
 South: Cadillac Ave.
 East: La Cienega Blvd.
 West: Robertson Blvd.

- Zone 5** North: Cadillac Ave.
 South: (going East) Cattaraugus Ave, 10 Freeway
 East: La Cienega Blvd.
 West: Robertson Blvd.

- Zone 6** North: 10 Freeway
 South: (going East) Eastbound Robertson Blvd. off ramp,
 Robertson Blvd., Culver City border
 East: La Cienega Blvd.
 West: 10 Freeway

- Zone 7** North: Cattaraugus Ave., extending West to Anchor Ave.
 South: 10 Freeway
 East: 10 Freeway
 West: (going South) Line connecting Anchor Ave. to Club Dr.
 (excluding properties on Girla Way cul-de-sac), Club
 Dr., National Blvd.

- Zone 8** North: (going East) Sawyer St. at the Hillcrest Country Club
 border, Castle Heights Ave., Bolton Rd., Sawyer St.
 South: Cattaraugus Ave., extending West to Anchor Ave.
 East: Robertson Blvd.
 West: Southeast boundary of Hillcrest Country Club, Anchor Ave.

- Zone 9** North: (going East) Pico Blvd., Northern boundary of Hillcrest
 Country Club, Cashio St., Canfield Ave., Pickford St.
 South: (going East) Southern/southeast boundary of Hillcrest
 Country Club, Sawyer St., Castle Heights Ave., Bolton Rd.,
 Sawyer St.
 East: Robertson Blvd.
 West: Motor Ave.

- Zone 10** North: Beverly Hills Border/Gregory Way
 South: Pico Blvd.
 East: La Cienega Blvd.
 West: Robertson Blvd.

Considerations

Committee review: Votes For: 4 Against: 0
(highly recommended)

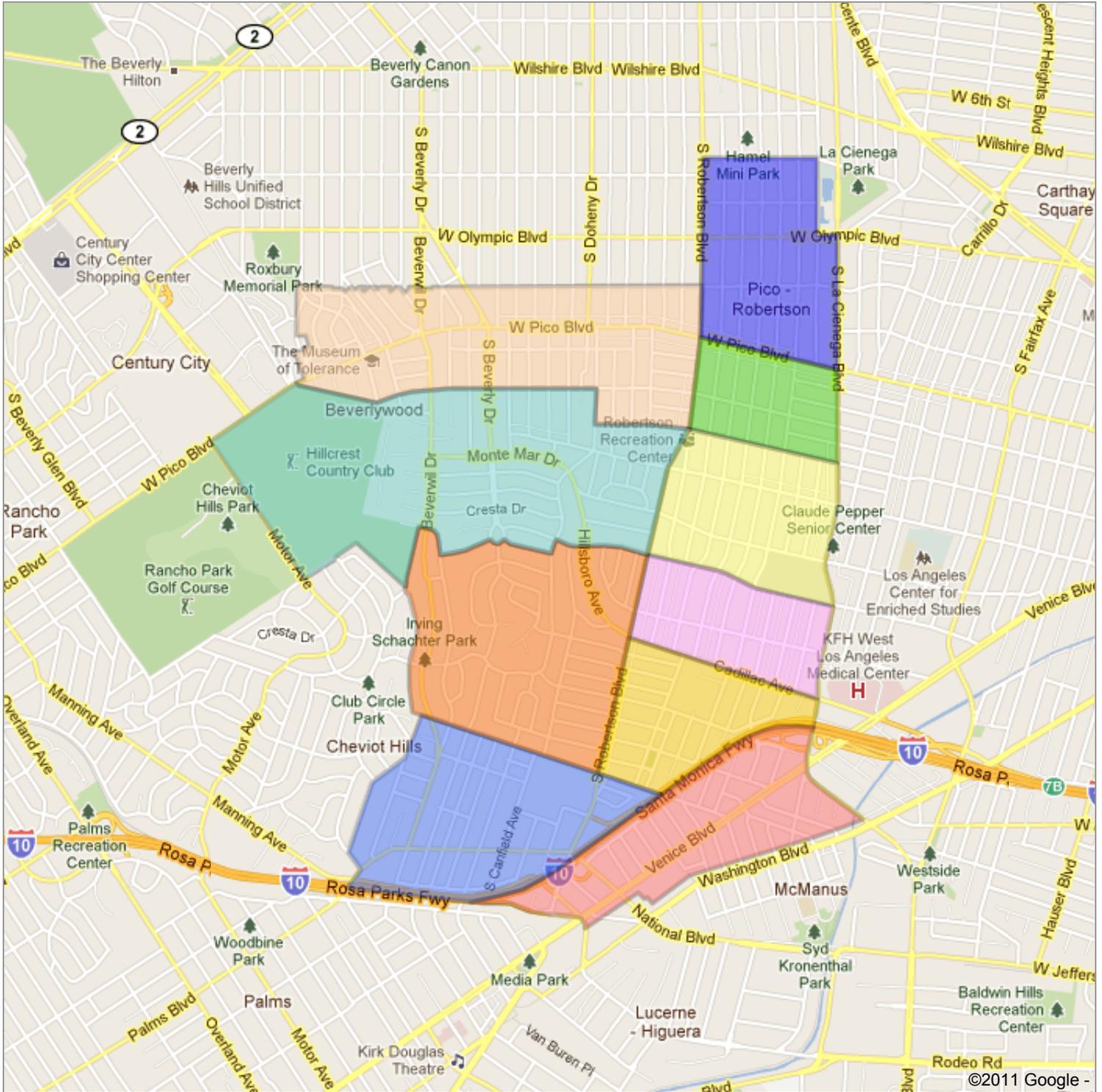
Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

Adds Area A to our boundaries, is a more accurate description of SORO NC, and expands zones 1, 7, 8, and 9

Arguments against:

Does not create a new zone or renumber the existing zones to make zone 1 and 10 more logical



South Robertson Neighborhoods Council

Draft zone boundary definitions

9/15/11

- | | | | |
|---------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------------|---------|
|  | Zone 1 |  | Zone 6 |
|  | Zone 2 |  | Zone 7 |
|  | Zone 3 |  | Zone 8 |
|  | Zone 4 |  | Zone 9 |
|  | Zone 5 |  | Zone 10 |



Motion to submit a Community Impact Statement on the proposed City Sign Ordinance

Agenda Item: GB091511-8
Date: 15 September 2011
Proposed By: Doug Fitzsimmons

Full Proposal

Member Councils of the Westside Regional Alliance of Councils (WRAC) are now considering the proposed Citywide Sign Ordinance, scheduled to be heard by the City Council's Planning and Land Use Management (PLUM) committee on September 18th. The Pacific Palisades Community Council has taken the lead on researching the issue, and this motion is based on their work. Their supplemental report is attached.

Background

The City Planning Commission (CPC) approved this ordinance on March 26, 2009, after three public hearing that included extensive testimony from representatives of Neighborhood Councils, community groups, business and development interests, and the sign industry. Unfortunately, **proposed changes** to the ordinance first made public on July 22, 2011 by the City Planning Department seriously weakened the ability of the city to protect its citizens from the negative impacts of outdoor advertising.

Sign Districts

The CPC retained the sign district provision allowing off-site and other prohibited sign types in sign districts, but greatly limited the potential for negative impact on communities by allowing districts only in high-intensity commercial areas zoned as a regional commercial or regional center. The CPC also approved a provision that allowed property owners to erect these kinds of signs only after acquiring and removing existing billboards in the surrounding community at a more than one-to-one square footage ratio. The CPC voted to "grandfather" only two pending application for sign districts under the current city sign ordinance.

The revised ordinance now before the PLUM committee seriously undermines the CPC's intent by proposing to grandfather a dozen pending sign district applications and proposals for special signage in specific plan areas. This could result in hundreds of thousands of square feet of new off-site signage in the city without a single billboard being taken down. The CPC rightly decided that removal of billboards that blight commercial streets in many neighborhoods provides a tangible, quantifiable community benefit as well as ensures that won't be a net proliferation of new billboards and off-site signage in the city.

Comprehensive Sign Programs

The CPC included this provision to allow special signage rules for large properties like shopping centers and college campuses, but the provision didn't allow any off-site or electronic signage generally prohibited by the ordinance. The revised ordinance would allow those generally prohibited sign types if they aren't visible from the public right-of-way and don't exceed 10% of the total signage on the property. These comprehensive sign programs would be allowed on any commercial property, either public or private, which opens the door to commercial advertising in city parks and recreational facilities.

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Electronic Signage

The CPC prohibited electronic signage outside sign districts, but the revised ordinance would allow them on-site or as business signs anywhere in the city. The only regulations proposed are a minimum eight-second message duration and a daylight and night-time brightness limit. These regulations fail to address serious issues of energy use, traffic safety, light trespass on residential properties, change in community character, and potential for privacy invasion.

At a minimum, a moratorium should be placed on the installation of any new electronic signs and conversion of existing signs until regulations are in place that protect residents, motorists, communities and others from adverse effects.

Other Issues

Donor Signs: Signs recognizing donors would be allowed by-right, without restriction on size, location, or text. This would allow signs carrying corporate logos anywhere, including city parks and other public property. These should not be allowed without strict regulations on size, text, and placement.

Right of Private Action: The provision allowing property owners within 500 feet of an illegal sign to file suit if the city failed to enforce citations was removed from the CPC-approved ordinance, but should be reinstated.

Signs in the Public Right-of-Way: The ordinance exempts signage in the public right-of-way from any regulations. This signage should be made subject to all the regulations of the ordinance.

Sign Adjustment: The ordinance would allow a zoning administrator to approve a 20% deviation from sign area and height, location, projection and clearance, and time limits on temporary signs, and would allow variances for adjustments beyond 20%. These are far from "minor" adjustments and should not be allowed without a public hearing and appeal process.

Signs Covering Windows: The CPC-approved ordinance prohibited any signs covering windows, but the revised ordinance would allow them if the Fire Department certified that they didn't present a safety hazard. This fails to account for the fact that signage adhered to windows can degrade the view to the outside, and seriously affects the quality of life of tenants of offices and apartments.

Temporary Signs: The revised ordinance doubles the allowable size of temporary signs, opening the door for building-size supergraphic-style signs that can be on a building for as much as 90 days in a given year.

DOT Hazard Review: The revised ordinance removes the provision requiring any signs within 500 feet of a freeway to undergo a DOT hazard review. This should be restored.

Proposed Motion

- I. That SORO NC submit a Community Impact Statement for the proposed Citywide Sign Ordinance with the following language:

The South Robertson Neighborhoods Council opposes adoption of the revised citywide sign ordinance now pending before the City Council Planning and Land Use Management committee because it would allow a proliferation of commercial advertising on both private and public property without a significant reduction in existing billboard and signage blight, and would allow new electronic signage without addressing energy use, light pollution, traffic safety, and other issues that could negatively effect communities throughout the city.



Considerations

Committee review:
(highly recommended)

Votes For: n/a

Against: n/a

Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

The Planning Department largely ignored the recommendations of the CPC, and in so doing gutted the ordinance and ignored the testimony and feedback of stakeholders at three public hearings.

The current proliferation of unregulated signs is disastrous for residents and communities. It is time the City took a proactive stance.

Arguments against:

Free speech issues. Although the City has the right to regulate signage, the original ordinance proposal went too far.

The motion should have gone through SORO NC's Land Use committee.

SUPPLEMENTAL REPORT (09-06-11)
by Jennifer Malaret, Pacific Palisades Community Council

**“OFF-SITE SIGNS (INCLUDING DIGITAL DISPLAYS), “INTERIOR” SIGNS, AND
DONOR SIGNS NOT IN THE PUBLIC RIGHT OF WAY (“PROW”)”**

SECTION 1: SCOPE OF MOTION / SUPPLEMENTAL REPORT

In the last month, there have been four (4) citywide issues that PPCC has been required to address that involve new installations of commercial signage. Board members are urged to consider each of these matters individually and as collective potential impacts on the Pacific Palisades community.

1. AB 607 / Commercial Advertising in the Public Right of Way (“PROW”) – the proposed amendment to the state’s vehicle code that would allow the City of Santa Monica to consider a pilot program for the installation of digital advertising on the Big Blue Busses that travel through Pacific Palisades. Passage of the bill sets a precedent for other cities, including Los Angeles, to consider comparable programs. PPCC voted against AB607 on August 11, 2011. **This is not what this Motion & Supplemental Report are about.**
2. Martin Bus Bench Contract / Commercial Advertising in the PROW – the subject of City Council hearings (most recently on August 19, 2011) to grant a new contract for the installation of bus benches in the PROW. PPCC’s Executive Committee determined that the proposed contract would not protect PRIDE benches and our Scenic Highway. Therefore, Janet Turner and George Wolfberg attended hearings, testified and persuaded Councilmember Rosendahl to offer a “friendly” motion that was adopted as part of the majority report; however, the possibility of a CEQA lawsuit remains. **This is not what this Motion and Supplemental Report are about.**
3. Sign Banner Program / Commercial Advertising in the PROW – is a City Council motion, sponsored by Councilmember Huizar, which orders the Department of Public Works to report back to Council regarding a new program to raising general fund monies by installing commercial advertising on light poles in the PROWs. The motion passed as a consent item, without public comment, and PPCC’s Land Use Committee will be closely monitoring related developments. **This is not what this Motion and Supplemental Report are about.**
4. City Planning Department’s Proposed Citywide Sign Ordinance / Commercial Advertising Not in the PROW - This IS what the Motion and Supplemental Report are about. The City of Los Angeles is proposing to amend Sec. 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code (“LAMC”) to enact new criteria for the establishment of sign districts; new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; and enact technical corrections and other measures to control the potential impacts of signs on traffic safety and the visual environment. The next City Council PLUM hearing is scheduled for October 18, 2011.

SECTION II: SUMMARY OF TERMS, PROPOSED ORDINANCE

A. Key Definitions: “Off-Site Sign”: a sign that is not used to advertise business conducted, services rendered or goods produced or sold on the lot upon which the sign is placed. “On-Site Sign”: a sign that is used to advertise business conducted or services rendered or goods produced or sold on the lot upon which the sign is placed. “Donor Sign”: a sign that recognizes a donor to the establishment located on the property where the sign is located.

B. What the Proposed Citywide Sign Ordinance DOES:

1. Provides for the creation of sign districts.
 - a. Land Use – limited to downtown, regional center/commercial land uses, LAX Specific Plan or Port of Los Angeles (v. existing LAMC: all C & M zones; R5; redevelopment areas).
 - b. Size – a larger area is now required, i.e., 5,000 feet of frontage or 15 acres (v. existing LAMC: 1 block or 3 acres).
 - c. Sign Reduction – to qualify, a sign district must have more than one square foot of existing

- signage must be removed to install one square foot of new offsite signage (or “sign trading” as it is referred to).
- d. Review Process - off-site signs will be allowed only in qualifying sign districts, unless signs are not visible from a public right of way or adjacent properties. Impact: the proposed ordinance will allow new off-site signs where not visible from the street (i.e., outdoor shopping malls, school campuses & parks).
2. Provides a new, “three tiered scheme” for requests for deviation from the sign code.
Currently, any request to deviate from the sign code requires a zone variance. The new system uses three tiers to make deviations easier. The new scheme also applies (in my reading) to on-site signs; questions have been posed to planning:
 - a. Tier 1: Sign Adjustment (minor requests) – OK to get a ZA adjustment, with sign specific findings, for up to 20% beyond the allowed individual sign area and height for commercial corners and mini-shopping centers (v. existing LAMC: no adjustments; CUP process for commercial corners and mini-shopping centers).
 - b. Tier 2: Sign Variance (major requests) –zone variance with sign-specific hardship findings.
 - c. Tier 3: Comprehensive Sign Program – provides a different standard of review for larger projects (shopping centers, museums, cultural institutions, stadiums, sports facilities, college campuses, LA Zoo & parks) on 5 acres or more to have 10% of their total signage off-site signage provided that these signs are not visible from any public right of way or neighboring property. The allowances for these programs include overlay areas. Surrounding property owners would have to be notified and a public hearing held by the CPC before the program could be put into effect. The Planning Department authored a letter in May, 2011 that envisions use of the CSP as the vehicle to get off-site signs into city parks.
 3. Increases enforcement procedures and penalties.
 - a. Penalty Amount - sliding scale, \$2,500 flat fee up to \$48,000 per day (v. existing LAMC: \$886).
 - b. Cure Period – 15 days (v. existing LAMC: 45 days).
 - c. Process – LADBS (no change from existing LAMC).
 4. Limits application of sign regulations to signs in particularly enclosed spaces, i.e., “interior signs”.
Sign regulations will not apply to interior signs defined as those that: face an interior court bounded on all sides by one or more non-translucent buildings or walls on the property, and no sign is higher than any of the surrounding buildings or walls or is visible from any public right of way or adjacent property (v. existing LAMC: codes apply to interior signs also).
 5. Has new, but limited, digital sign regulations.
 - a. Brightness – 600 candelas per square meter daytime; 3,500 at night (v. existing LAMC: 3 foot candles).
 - b. Message Duration – 8 seconds minimum (v. existing LAMC).
 - c. Message Transition – instant, or 1-2 seconds if a “fading” transition (v. existing LAMC: none).
 6. Contains other recommended changes (not generally applicable to the Palisades).
 - a. Signs in Residential & Agricultural Zones - to make the code “content neutral”
 - b. Historic Signs – repair, rehabilitation & replacement.
 - c. Marquee Signs – limits the attachment of additional signs.
 - d. Public Right of Way – sign regulations do not apply to properties located in a public right of way (same as existing code)
 7. Hazard to Traffic - deletes the current LAMC provision where LADBS refers signs within 500 feet of a freeway to DOT for hazard review will be deleted.
 8. “Grandfathering” of proposed sign districts currently under a review process. Not of concern to the Palisades, but of concern Citywide.¹

¹ The PPCC agrees with stakeholders citywide that the revised ordinance undermines the CPC’s intent by proposing to grandfather a dozen pending sign district applications and proposals for special signage in

C. What the Proposed Citywide Sign Ordinance DOES NOT Cover:

1. Re-permitting of off-site signs that were constructed before the current off-site ban or regulations governing off-site signs were adopted AND have (a) permits that are missing, (b) permits that fail to provide the relevant details, and (c) question whether slight deviations from old permits can now be allowed.
2. “Sign Trade” systems (where existing signs are removed in exchange for new signs in better locations, reduced in size or number, digital v. no digital) on a wider basis than Sign Districts or citywide.
3. Revenue generation by installing signs on City-owned properties with a portion of the revenue going to the City.
4. More regulations for digital signs including (a) size, spacing and the number of signs, (b) the upcoming federal study on driver safety near digital billboards, and (c) digital architectural lighting that is integrated with building surfaces.
5. How LADBS can better enforce existing and extensively litigated restrictions on signs that are primarily visible from the freeways. The current provisions for freeway exposure (no signs within 2,000 feet of a freeway unless LADBS determines they are not viewed primarily from the freeway; exceptions for smaller signs) are left unchanged.
6. A legislative scheme to deal with off-site signs affected by settlement agreements (the courts invalidated settlement agreements that allowed the installation of off-site signs).
7. Additional allowances and possible loopholes where combined on-site signs among adjacent properties are currently considered off-site signs if located on a single property but identifying multiple property owners.
8. A previous proposal (not part of current code) to allow a right of private action is not included in the proposed ordinance.
9. On-Site sign regulations.

SECTION III: ANALYSIS OF PROPOSED CITYWIDE SIGN ORDINANCE

PPCC seeks to assure that signage is consistent with the general, low-intensity character of Pacific Palisades that consists of single family residences, multiple residential structures, commercial uses, community oriented uses, significant open space, and parkland. Off-site signs and interior on-site signs (including digital displays) must be installed in a manner that adheres to restrictions set forth in the Pacific Palisades Commercial Village and Neighborhoods Specific Plan.

PPCC recognizes that the City of Los Angeles has been embroiled in litigation for almost ten years following its 2002 ban on off-site signage. The PPCC is aware of the likely benefits for the City of Los Angeles to amend the LAMC in light of the November, 2010 decision in *World Wide Rush, LLC v. City of Los Angeles*, 606 F. 3d 676 - Court of Appeals, 9th Circuit 2010, other ongoing/threatened litigation, and political forces. In fact, PPCC Board Members have previously advocated that the City clarify the LAMC relative to regulation of off-site signs.

While PPCC supports the efforts of the City Planning Department and City Attorney to amend the LAMC

specific plan areas. Because the additional applications are not subject to “sign trading” provisions, this could result in hundreds of thousands of square feet of new off-site signage in the city without a single billboard being taken down. The CPC rightly decided that removal of billboards that blight commercial streets in many neighborhoods provides a tangible, quantifiable community benefit as well as ensures that there won’t be a net proliferation of new billboards and off-site signage in the city. PPCC believes that grandfathered applications should still be subject to “sign trading”, area eligibility requirements and restrictions on abutting residential property or scenic highway, etc. provisions of the proposed ordinance.

relative to the regulation of off-site signs, opposition to the proposed Citywide Sign Ordinance (as presently drafted) is based on the following conclusions.² PPCC makes suggestions for ways the ordinance may be amended and requests further clarifications as denoted in italic text below:

1. COMPREHENSIVE SIGN PROGRAMS: The "Three Tiered Approach to Deviations" (proposed LAMC Art. 4, Sec.'s 14.4.4(B), 14.4.4(C), 14.4.4(D), 14.4.22, 14.4.23, 14.4.24) is Not Acceptable as Written. The ordinance would permit prohibited on-site signs, off-site signs, and temporary signs in the event that as commercial developer or the city applies for a comprehensive sign program ("CSP"). A commercial project of five acres or more can apply for a CSP and have 10% of the signs displaying off-site advertising as long as the signs weren't visible from the PROW or adjacent property. For example, advertisements for fast food, liquor, movies, cars and many other products and services could be displayed in a shopping center parking lot as long as they were turned away from the street, or shielded by walls or vegetation. Since public property would also be eligible for CSPs, the outdoor areas of city facilities could also be used to display ads as long as they were oriented away from the street. City parkland with areas far from the street could become the site of ads tailored to families, children and other park patrons. *Therefore, PPCC opposes the ordinance as written because CSPs should not allow for off-site signage even when not visible from the public rights of way and/or adjacent property. PPCC requests that (i) the City of Los Angeles be prohibited as an applicant for any CSP or that Recreation & Parks otherwise are exempted from Art. 4, Sec. 14.4.24, (ii) Planning clarify the 10% allowance for off-site signs (i.e., gross number of signs or sign square footage relative to street frontage), (iii) Planning define what types of "city owned properties" become eligible for commercial signing. Types of "city owned properties in the Palisades that could be affected are Recreation & Parks, DWP, Public Works (Sanitation Bureau, Bureau of Street Lighting), and Transportation (bridges, parking structures, parking lots, street medians, bikeways, and streets themselves including currently un-posted retaining walls) and allow the PPCC sufficient time to evaluate likely impacts on the community of additional signage, (iv) Planning confirm that standalone firehouses and branch libraries (if otherwise ineligible for offsite sign placement) will not become eligible for signage through a CSP where these smaller properties are combined with private property sufficient to satisfy the CSP parameters, (v) Planning clarify the impact of the proposed ordinance on LAUSD public, charter and independent charter school campuses including whether LAUSD owned and managed properties will be regulated by the ordinance (note: when Palisades Charter High School erected a digital sign, homeowners experienced light spillover from flashing, rolling, scrolling 24/7 messages that also created a substantial distraction to drivers along Temescal Canyon Road and Sunset Boulevard (the sign is one long block from Sunset Blvd.), (vi) Planning should confirm that public facilities such as tennis courts and playgrounds cannot display inner-facing off-site signage merely because they are enclosed by fences wrapped in translucent fabric, and (vii) Planning should clarify what is meant by "adjacent" property, i.e., abutting only, across the street, signage in proximity to hillside areas that could have significant effects on residential property not physically immediately adjacent, etc.*
2. ELECTRONIC DISPLAYS. Regulation of Digital Displays (proposed LAMC Art. 4, Sec. 14.4.9, 14.4.15, 14.4.19) Are Insufficient at the Present Time.³ The ordinance contains bare minimum standards to regulate digital signs – brightness, message duration and message transition. Thus,

² PPCC reserves the right to submit additional comments or supplemental Motion(s) regarding the Sign Ordinance as more information becomes available. This is a complicated matter with the potential for serious impacts on current Code protections. PPCC has participated and will continue to participate in constructive dialogue with the Planning Department in this regard.

³ It should be noted that on-site digital signs are allowed by-right in current sign regulations that date back to 1986 although there have been a number of amendments since, most notably the ban on new off-site signs in 2002. The revised ordinance that passed the CPC in 2009 prohibited all digital signs outside sign districts, but the version now before PLUM removes that prohibition for on-site signs.

electronic business signs are without special regulations on size, height, spacing, number, hours of operation, or proximity to residences⁴ and are allowed as on-site signs anywhere in the city without processes for public hearing or community input prior to the issuance of permits. The ordinance also fails to impose meaningful restrictions on the placement or number of digital signs/billboards. Furthermore, there is an upcoming federal study on driver safety near digital billboards that has not been completed or reviewed relative to potential applications for the City of Los Angeles. Finally, based on our experience with Palisades Charter High School's digital display the PPCC is most concerned that spillover light is not regulated.⁵ *PPCC agrees with many other stakeholders citywide that a moratorium should be placed on the installation of any new electronic signs and conversion of existing signs until regulations are in place that protect residents, motorists, communities and others from adverse effects.*

3. INTERIOR SIGNS. The "Internal Sign Exception" (proposed LAMC Art. 4, Sec. 14.4.3(A)) is Unacceptable as Written. The intent of this exception is to accommodate signs in large, enclosed spaces like malls and stadiums through sign districts (15 acres, regional centers like LAX, downtown and the Ports), a comprehensive sign program (5 acres or more) or during temporary construction. However, as presently drafted, the ordinance allows the "by-right" installation of on-site and off-site interior signs, i.e., signs or sign support structures that "face an interior court bounded on all sides by one or more nontranslucent buildings or walls on the property, and no sign is higher than any of the surrounding buildings or walls. Surrounding walls may have necessary openings for ingress and egress [6] provided the sign is not visible from any public right of way or adjacent property." Without change, PPCC believes that both our specific plan and nonspecific plan areas may become subject to unregulated, "by-right" interior signs (including digital displays) because we have small commercial atrium office buildings, retail plazas, schools with courtyard areas, and arguably enclosed baseball fields and facilities at our recreation center and parks. These are by-right installations and there are no considerations given to site characteristics, aesthetics, or adjacent/surrounding properties. *PPCC has suggested to Planning, in order of preference, the following options: (a) delete proposed change and leave the existing LAMC which regulates interior signs, (b) have the interior sign exception not apply to off-site signs and digital on-site signs, or (c) cross-reference Sec. 91.6216.4.3 (Sign Districts) and LAMC 14.4.24 (Comprehensive Sign Program) to ensure that the interior sign exception applies only to larger projects and land areas.*⁷
4. DONOR SIGNS. The New "Donor Sign" Definition (proposed LAMC Art. 4, Sec.14.4.2) Should

⁴ Digital billboards, including "super-graphic signs" are regulated as wall signs or temporary signs. Applicants are allowed 2 feet of sign for 1 square feet of street frontage, including parking lot fences (Art. 4, Sec. 14.4.9(F)) and up to 10% of window space. Thus, the revised ordinance doubles the allowable size of temporary signs, opening the door for building-size super-graphic style signs that can be on a building for as much as 90 days. There may also be a conflict between Sec. 14.4.3(D) [temporary signs may display offsite, on-site or non commercial messages] and Sec. 14.4.15(A) [temporary signs displaying off-site content are limited to temporary construction walls].

⁵ The candelas standard involves pointing a light at the source to determine what is too bright only and does not address spillover impacts. Proposed LAMC Art. 4, Sec. 14.4.4(F) (Sign Illumination Limitations) limits light intensity from a single sign and not an aggregate affect of multiple signs on the public right of way or nearby residentially zoned properties. It is also unclear whether the "not visible" language proposed in the interior sign exception (Sec. 14.4.3(A)) means "not visible" or includes the allowance of light intensity limited by Sec. 14.4.4(F).

⁶ Note also that the proposed LAMC Art. 4, Sec. 14.4.9 (wall signs) allows signs to be placed over the exterior surface and perimeter openings of any building (including its windows, doors and vents) provided that the Fire Department determines that the sign would not create a hazardous condition. The 2009 Sign Ordinance passed by the CPC had prohibited wall signs from covering windows.

⁷ Planning has represented that the interior sign exception was never intended to allow unregulated signs in specific plan areas and is "aware of the ambiguity" in LAMC Sec. 14.4.3(A) as presently drafted.

be Deleted. This definition arguably regulates content. Second, it does not specify whether donor signs are recognized as off-site or on-site signs. Signs recognizing donors should not be allowed “by-right” without restrictions on size, location, text, etc. This would allow signs carrying corporate logos anywhere, including city parks and other public property. *Therefore, PPCC recommends that the definition be deleted entirely because it may provide a loophole for a proliferation of unregulated on-site and off-site “donor” signs throughout the Pacific Palisades (note: our specific plan bans only “off-site commercial” signs).*

5. ADJUSTMENTS. The "Three Tiered Approach to Deviations" (proposed LAMC Art. 4, Sec.'s 14.4.4(B), 14.4.4(C), 14.4.4(D), 14.4.22, 14.4.23, 14.4.24) is Not Acceptable as Written. “Adjustments” (where a zoning administrator may approve a 20% deviation from sign area, height, location, projection, clearance and some time limits) may be far from “minor” and this provision effectively raises the statutory limits for affected characteristics by 20%. *Therefore, the PPCC requests that this provision be stricken from the ordinance or that such deviations from sign regulations be allowed only if a public hearing and appeals process is provided.*
6. SIGNAGE IN THE PUBLIC RIGHT OF WAY. Signage in the Public Right of Way Should be Regulated by this Ordinance Instead of Being Exempted. The ordinance exempts public rights of way from any signage restrictions in the ordinance, which opens the door to digital offsite advertising along public streets throughout the City of Los Angeles. Subject to current legal decisions on limits regarding sign regulations and advertising, and putting aside “protected speech” arguments, there is longstanding law that says cities can regulate for aesthetics in PROWs. Such local regulation has been allowed even in cases where public utilities have a "franchise right" under PUC rules and/or even greater rights to operate under federal law (telecommunications). *PPCC urges that signage in the public rights of way be regulated by the proposed ordinance in the absence of a determined legal impediment to enacting appropriate aesthetic regulation in the PROW. At a minimum, digital off-site advertising should not be allowed in the PROW.*



Motion to submit a Community Impact Statement on the proposed downtown football stadium

Agenda Item: GB091511-9
Date: 15 September 2011
Proposed By: Terrence Gomes

Full Proposal

Member Councils of the Westside Regional Alliance of Councils (WRAC) are also considering the development of a football stadium next to the Staples Center.

Background information and final language for this motion was not available in time from WRAC, but will be provided at the General Board meeting.

Proposed Motion

- I. That SORO NC submit a Community Impact Statement for the proposed downtown LA football stadium.

Doug Fitzsimmons
President

Brian Kite
Vice-President

Terrence Gomes
Treasurer

Nick Burkhart
Secretary

Considerations

Committee review: <i>(highly recommended)</i>	Votes For: n/a	Against: n/a
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Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

Arguments against:

The motion should have gone through SORO NC's Land Use committee.

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