

NEIGHBORHOOD COUNCILS: TELL CITY COUNCIL & CITY PLANNING COMMISSION TO REJECT PLUM COMMITTEE SIGN ORDINANCE PROPOSAL

Dear David

I hope this message finds you well and that you are enjoying a safe and healthy holiday season. Today I am writing to ask you to speak out against the PLUM Committee's recommendations for the city's proposed sign ordinance and to urge the City Planning Commission to revert to its original plan for this program.

The draft Citywide Sign Ordinance opposed by 30 Neighborhood Councils and most LA residents has finally emerged from the PLUM Committee and is going back to the Planning Commission for comment. Now is the time to let the Commissioners know that this latest version is inimical to the Los Angeles landscape. The Planning Commission itself wrote a better draft sign ordinance, known as Version B Plus, in 2015. The following chart compares the two in regards to digital billboards, which are currently banned in most of Los Angeles. Compared with Version B Plus, the PLUM version is far more damaging:

City Planning Commission Recommendations

"Version B PLUS", Oct. 22, 2015

- To erect a new digital sign, 10 traditional static signs must be taken down.
- Digital signs allowed only in 11 sign districts zoned Regional Commercial
- Digital signs forbidden on city-owned property.

PLUM Committee Version

Drafted December 10, 2020

Referred to Planning Commission for comment

- Varying takedown ratio (averaging 4:1), with a sliding scale of voluntary payments to a city fund for street-level improvements. Sign company proposes the formula in each case.
- Digital signs allowed in Regional Commercial sign districts and new "Tier 3" districts zoned C2, C4, C5, or any M. Citywide cap of 150 digital signs on private property.
- Requires 30 new digital signs on public property before any can be erected

on private land. Not counted toward the private cap of 150.

Thirty Neighborhood Councils have issued Impact Statements opposing the PLUM version and favoring Version B Plus. If your neighborhood would suffer under the impact of digital billboards, consider filing an Impact Statement in opposition to the latest PLUM version. The President of Scenic Los Angeles, Patrick Frank, is available to speak at your meeting for further information. Immediately, however, you can signal opposition by [clicking the link below](#) to send a message to City Council and the Planning Commission.

With gratitude for your ongoing support,

Patrick Frank, President
Coalition for a Scenic Los Angeles
(formerly Coalition to Ban Billboard Blight)
A Chapter of [Scenic America](#)
patrick.frank@scenic.org

Act Now