



# CENTRAL SAN PEDRO NEIGHBORHOOD COUNCIL

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## JOINT PLANNING AND LAND USE COMMITTEE AND BOARD MEETING WITH NORTHWEST SAN PEDRO NEIGHBORHOOD COUNCIL PLANNING AND LAND USE COMMITTEE AND BOARD

**6:00 PM Thursday, AUGUST 25, 2016**  
Room 452 SAN PEDRO CITY HALL  
638 S. BEACON

### AGENDA

1. Welcome and Introductions
2. Presentations by Larry Smith, Los Angeles Conservation Corps
  - Draft San Pedro Greening Plan
  - Cal Fire Grant
  - Western Avenue Greening Project
  - Harbor Blvd Greening Project
3. Public Comment on Items Not on the Agenda
4. Adjourn - Separate Planning Meetings to follow adjournment of joint meeting. Next Special Meeting: September 14, 6 pm City Planning Staff will present an overview of the Community Plan Update and the Community Design Guidelines.

## **CENTRAL SPNC PLANNING AND LAND USE COMMITTEE AND BOARD MEETING IMMEDIATELY FOLLOWING THE JOINT MEETING ABOVE.**

### AGENDA

1. Possible action item on Sign Ordinance (for details see attached draft community impact statement).
2. Possible action item to approve letter to CD15 & Dept of Rec and Parks related to parcel of land at the corner of Gaffey Street and the 47 Freeway (See attached draft letter).
3. Public Comment on Non Agenda items.
4. Adjourn.

***PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public can address the Committee on any agenda item before the Committee takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda will be heard during the General Public Comment period. Please note that under the Brown Act, the Committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue***

*raised by a member of the public may become the subject of a future Committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the Committee Chair.*

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# CENTRAL SAN PEDRO NEIGHBORHOOD COUNCIL

## Community Impact Statement

Proposed Ordinance Revising the Citywide Sign Regulations /Related Council Files , 11-1705, 08-2020, 11-0724, 12-1611

The Central San Pedro Neighborhood Council supports version B+ of the proposed sign ordinance as approved by the City Planning Commission on 10/22/2015 if amended to remove the Port of Los Angeles and downtown San Pedro as potential sign districts. We commend the Planning Department and the Planning Commission for their continued efforts to reduce sign pollution in Los Angeles and respectfully request the removal of the Port of Los Angeles Plan and the San Pedro Regional Center from the designations at Tier I Sign Districts.

### 1. The removal of the Port of Los Angeles Plan from the designation as a Tier 1 Sign District

The Port of Los Angeles is very different from the Los Angeles International Airport and should not be treated in the same manner. The Port has worked diligently with the communities of San Pedro and Wilmington to beautify the waterfront and increase its attractiveness as a tourist destination. The primary drawing card for the Port is the view of the water not found elsewhere in Los Angeles. In fact, the Port has bought out billboards in order to take them down. The Port has committed \$200 million over the next ten years to the infrastructure improvements needed to make this a world-class waterfront and is in negotiations currently for the redevelopment of Ports O Call. Allowing the development of a sign district within the Port Plan area would be detrimental to these goals.

### 2. The development of a process whereby Communities with small “Regional Centers”, such as San Pedro and Wilmington, could be exempted from consideration as Tier 1 Districts.

The San Pedro “Regional Center” is a small historic downtown that could easily be overwhelmed by any sign district. For the most part its buildings are one and two stories tall. The Community Redevelopment Agency and the City Planning Department worked diligently to restore the historic elements and develop planning guidelines consistent with this vision. The resulting Downtown San Pedro Community Design Overlay District (ordinance 129,935) explicitly prohibits billboards:

Standard 14c: The following signs are prohibited: billboards, free-standing pole signs, banners, illuminated architectural canopy signs, inflatable devices, blinking or scrolling signs, canister wall or canister blade signs, and signs with vinyl letters.

Furthermore, a Greening Plan is currently underdevelopment to improve the aesthetics of downtown San Pedro. Billboards would be contrary to that plan.

### 3. Specifically, the Central San Pedro Neighborhood Council supports the following:

a) Disapprove any amnesty for billboards that lack permits or have been altered in violation of their permits.

b) Disapprove the “grandfathering” of any sign districts that have been added to the ordinance since it was reviewed by CPC in 2009. Grandfathering weakens the City’s off-site sign ban and creates a confusing and unmanageable patchwork for enforcement.

c) Disapprove any new process, including a Conditional Use Permit process to authorize construction or operation of digital off-site signs outside of sign districts. There should be no digital signs outside of sign districts. Restrict digital signs to areas zoned for high intensity commercial use and specifically exclude the Port of Los Angeles.

d) Increase the takedown ratio of existing billboards in exchange for any new off-site signs in sign districts. Takedown should be no less than 5 square feet removed for every 1 square foot of traditional billboards erected and no less than 10 square foot removed of traditional billboards for every 1 square provided **in addition to** required takedowns, not instead of sign removal. foot of new digital billboards. Community benefits should be

e) Only allow Billboard companies credit for removing permitted signs.

f) Request that the City Attorney review all signs without permits and those altered in violation of their permits for enforcement action and compliance.

g) Prohibit off-site signage in city parks and recreation facilities and the Port of Los Angeles.

h) Set administrative civil penalties for sign violators that will act as a real deterrent to illegal billboards and other signage.

In addition, billboard companies should be required to remove all of their unpermitted signs prior to erecting any new signs.

Finally, the City Council should increase funding to the Department of Building and Safety for the enforcement of the sign ordinance.

Substantive changes made to the ordinance since public hearings were held in 2009 have significantly weakened the ordinance as the outdoor advertising industry continues to lobby to further weaken the City's ability to reign in signage in Los Angeles. The changes approved by the Planning Commission in version B+ would assist in strengthening it.

Once billboards are erected it is very difficult to get them removed and communities cannot stop or attempt to regulate offensive, or unhealthful messages from being posted. Billboards are protected by First Amendment Free Speech rights. Messages for junk food, alcoholic beverages, violent images from films or television programs, etc. are all protected.

It is important that communities are able to have a voice in determining how any Sign Districts in their area are operated/regulated.

Draft Letter

Councilman Joe Buscaino  
Harbor District Office  
638 S. Beacon Street, Suite 552  
San Pedro, CA 90731

Michael Shull  
Department of Rec & Parks  
221 N. Figueroa Street  
Los Angeles, CA 90012

It has come to the attention of the Central San Pedro Neighborhood Council that the City owns a sliver of land at the corner of Gaffey and the 47 Freeway on-ramp adjacent to Leland Park East. It is our understanding that this land was formerly a street right-of-way. Now it is basically a “no man’s land.” As a result it is not maintained by anyone and has been the recent site of several homeless encampments. We respectfully request that the City transfer this property to the jurisdiction of Recreation and Parks and incorporate it into Leland Park East.

In addition, there are 1 or 2 lots at the bottom of the hillside that are currently shown as privately owned. We request that the City research the ownership and also acquire those parcels as part of Leland Park East.

Thank you for your consideration of this request.

Sincerely,