



Post Office Box 661450 – Los Angeles, CA 90066
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January 13, 2021

Via E-Mail
Andrew Pennington
Andrew.pennington@lacity.org

Re: Public Comments on Draft Citywide Sign Ordinance (due January 29, 2021)
Case Number CPC-2015-3059-CA
Council File: CF 11-1705

Dear Mr. Pennington:

The Del Rey Residents Association hereby requests that the comment period be extended by at least 60 days to allow us time to review the December 2020 revisions to the proposed ordinance.

We did not receive the Fact Sheet on the Citywide Sign Ordinance until December 10, 2020, after our December board meeting and in the middle of the holidays. Our land use committee met on January 11 and voted to request this extension of time to comment.

The Del Rey Residents Association has been reviewing the City's Sign Ordinance proposals since December 2011, when Patrick Frank spoke to our organization. At the time, Mr. Frank was president of the Coalition to Ban Billboard Blight, now Scenic Los Angeles, a chapter of Scenic America. On October 2, 2017, we heard from Mr. Frank again regarding the draft ordinance that is now in the version that we received on December 10.

As this issue has been under discussion for a decade, there is no reason to rush comments on the latest draft so that it can be heard at the February 2021 meeting of the City Planning Commission.

Here in Del Rey, we have several areas zoned C and M that could be heavily impacted by this ordinance. In addition, we have the longest median in the City, a Metro-owned right of way along Culver Blvd., and the billboards greatly detract from its attractiveness as a place for Del Reyans to walk and cycle. Del Reyans won the City's Great Streets Challenge 2020 for the Heart of Del Rey (Centinela Avenue between Short Avenue and Braddock Drive), and we want to avoid visual blight in that area. We have managed to

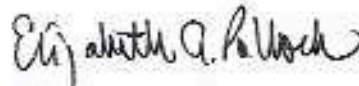
City Sign Ordinance
Case No. CPC-2015-30590CA
Council File: CF 11-1705

January 13, 2021
Page 2

avoid most digital billboards, but we already have one garish digital sign that is so bright that it can be seen throughout the Ballona Wetlands Ecological Reserve.

We are working hard to review the lengthy draft ordinance, but it is not appropriate to give community members so little time to digest and comment on an ordinance that will have so much impact on the appearance of our community.

Very truly yours,



Elizabeth A. Pollock
Advisor and past president

CCs via e-mail:

Councilmember Mike Bonin
C.D. 11 Planning Deputy Len Nguyen
C.D. 11 Del Rey Deputy Vishesh Anand
Board of Directors, Del Rey Residents Association
Board, Del Rey Neighborhood Council
Westside Regional Alliance of Councils Land Use and Planning Committee