



Northwest San Pedro Neighborhood Council

“Your Community Voice”

October 29, 2015

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

City of Los Angeles Planning Department
200 North Spring Street
Los Angeles, CA 90012

Re: Draft Sign Ordinance (CF 12-1611)

Dear Representatives,

The NW San Pedro Neighborhood Council approved the motion on Draft Sign Ordinance (CF 12-1611) asking that San Pedro be excluded as a potential Sign District. The Northwest San Pedro Neighborhood Council commends the Planning Department for their continued efforts to reduce sign pollution in Los Angeles and respectfully requests the following changes to the proposed ordinance:

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 designation. 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

Ray Regalado
President

Laurie Jacobs
Vice President

Sarah Valdez
Treasurer

Cynthia Gonyea
Secretary

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signs, inflatable devices, blinking or scrolling signs, canister wall or canister blade signs, and signs with vinyl letters. Furthermore, a Greening Plan is currently under development to improve the aesthetics of downtown San Pedro. Billboards would be contrary to that plan.

The motion was passed on April 13, 2015, with 16 yes (Allman, Bryant, Burmeister, Cuevas, Dixon, Goldfarb, Gonyea, Grayson, Jacobs, Nave, Regalado, Schach, Thompson, Valdez, Zavalney and Zaarour); 0 no, 0 abstentions.

Our neighborhood council looks forward to what you will do on this issue. We hope you will join us in opposing any Sign District in San Pedro.

Sincerely,



Ray Regalado, President
On behalf of the Northwest San Pedro Neighborhood Council

