

Communication from Public

Name: Nella McOsker
Date Submitted: 11/26/2024 04:14 PM
Council File No: 24-1359
Comments for Public Posting: Please see attached letter.



November 26, 2024

Councilmember John Lee
Chair, Planning & Land Use Management Committee
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Re: CF 24-1359: Unpermitted Illegal Off-Site Signs

Dear Councilmember Lee,

Established in 1924, Central City Association (CCA) represents about 300 businesses, institutions and nonprofits from a broad range of industries who are committed to advancing policies and projects that enhance Downtown Los Angeles' (DTLA) vibrancy and increase opportunity in our region. **We are writing in support of the motion under Council File 24-1359 that calls for increased fines and penalties and overall improved enforcement against unpermitted illegal off-site signs, as well as enabling a private right of action against violating property owners and/or sign companies.**

We are longstanding advocates of efforts to improve the city's public realm and enhance the experience of people living in and visiting Los Angeles. The most successful tools to achieve this goal have been public-private initiatives like the Sidewalk and Transit Amenities Program (STAP) and the Bus Bench Program, which smartly leverage advertising revenue to pay for public realm infrastructure and services. However, the proliferation of unpermitted off-site advertising signage undercuts these important and thoroughly vetted programs, taking away revenues that would otherwise flow to the City for public benefits. These unpermitted signs also create a visual disorder that detracts from the character of our neighborhoods and increase public safety risk.

Amid an especially fiscally sensitive time for the City, we should take swift actions like those called for in this motion to ensure the City receives its rightful revenues that are directly tied to delivering public services. CCA is your partner in this effort. Thank you for considering our comments.

Sincerely,

A handwritten signature in black ink, appearing to read "Nella McOsker".

Nella McOsker
President & CEO
Central City Association

CC: Honorable Members of the Planning & Land Use Management Committee