



# Venice Neighborhood Council

PO Box 550, Venice, CA 90294 / [www.VeniceNC.org](http://www.VeniceNC.org)  
Email: [info@VeniceNC.org](mailto:info@VeniceNC.org) / Phone or Fax: 310.606.2015



November 21, 2008

Councilmember Bill Rosendahl  
City Hall, Room 415  
200 N. Spring Street  
Los Angeles, CA 90012

Dear Bill,

At its October 21, 2008 meeting, the Venice Neighborhood Council passed a motion supporting adoption of an Interim Control Ordinance (ICO) as proposed by the City Planning Commission temporarily prohibiting the installation of new offsite advertising signs and supergraphic signs, as well as prohibiting alterations to existing off-site signs and supergraphic signs, for a period of six months, with the possibility of three three-month extensions.

Since 2002, when the city adopted an ordinance prohibiting off-site advertising signs unless specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement, there has been a proliferation of off-site advertising signage throughout the city, especially in the form of giant supergraphics draped across walls of buildings. In addition, a 2006 lawsuit settlement by the city has allowed a large number of conventional billboards to be converted to digital, causing a negative impact to individual residents and neighborhoods through light pollution, the creation of potential safety hazards to pedestrians and motorists, and excessive energy consumption.

Until residents and neighborhoods are given legal protection from these negative affects, as well as protected from the adverse affects to the city's visual environment caused by a proliferation of outdoor advertising signs, we feel that no further installations or modifications of existing off-site advertising signs should be permitted.

Thank you,

A handwritten signature in black ink that reads "Mike R. Newhouse".

Mike Newhouse  
President  
Venice Neighborhood Council

Cc: [secretary@veniceNC.org](mailto:secretary@veniceNC.org)