

CF 08-2020

**From:** "Duff Marlowe" <duffmarlowe@yahoo.com>  
**To:** <councilmember.huizar@lacity.org>, <councilmember.weiss@lacity.org>, <co...>  
**Date:** 5/11/2009 5:14 PM  
**Subject:** PLUM meeting 5/12 comments NO grandfathering of sign districts

To the PLUM Committee,

Once again I am amazed that there will be yet another end run to try and subvert the wishes of the constituency with regard to our horror and distaste over the proliferation of massive digital signs in our neighborhoods and business districts. I will add my voice to that of everyone else in my neighborhood and ask that the honorable Committee not allow ANY GRANDFATHERING OF SIGN DISTRICTS.

Every time I see one of these signs it gives me pause to wonder why I live and operate a business in a place that allows this kind of visual pornography to proliferate. The sign in our residential Silverlake neighborhood, just two blocks from a playground, actually advertises for de-facto sex pornography which we find ourselves having to explain to our children.

I thought the city might be solidly on its way to pulling itself out of this kind of mind polluting advertising that is screaming at us at 50,000 watts and five ads a minute.

Please. let's not cave to the corporate campaign contributors once again. Uphold the plan to rid our city of this embarrassment. or at the VERY least not add to it.

NO grandfathering of sign districts!!!!!!!!!!!!!!!!!!!!!!

Sincerely,

Anthony Marlowe

CF 08-2020

**From:** "Robert W. Pann" <bobpann@earthlink.net>  
**To:** <barbara.greaves@lacity.org>  
**Date:** 5/11/2009 10:48 PM  
**Subject:** NO grandfathering of sign districts

NO grandfathering of sign districts in Los Angeles!!

--  
Robert W. Pann  
2512 Aiken Avenue  
Los Angeles CA 90064-3306

CF 08-2020

**From:** "Colleen Hanlon" <chanlon@rpd catalyst.com>  
**To:** <barbara.greaves@lacity.org>, "Jack Weiss" <councilmember.weiss@lacity...  
**Date:** 5/11/2009 7:24 PM  
**Subject:** NO GRANDFATHERING OF SIGN DISTRICTS; NO DECREASE IN SIZE FOR COMPREHENSIVE SIGN PROGRAM

To: Councilman Ed Reyes, Chairman PLUM Committee  
  
Councilman Jack Weiss  
  
Councilman Jose Huizar  
  
Barbara Greaves, Legislative Assistant

Dear Messrs. Reyes, Weiss and Huizar and Ms. Greaves:

I am writing to urge the PLUM Committee to refrain from grandfathering any new sign districts under the new sign ordinance, particularly those for which an Planning Commission approval was not already granted prior to December 2008. The whole point of the new ordinance is to reduce the number of billboards and eliminate super-graphics and digital signs in response to the public outcry against the proliferation of this intrusive advertising and visual clutter. Allowing new sign districts would do just the opposite - increase signage. Moreover, grandfathering districts for which approval was not already granted would be unprincipled and arbitrary, duplicating the constitutional vulnerabilities of the current law, which the new ordinance is meant to eliminate so that enforcement can begin in earnest. Frankly, the elimination of all sign districts outside of LA Live would be the step that would accomplish what the public really wants - and secure the constitutionality of the new ordinance. If the PLUM is unwilling to do-away with sign districts, then it should at least require a 2:1 elimination of permitted off-site signs elsewhere to effect an overall reduction in billboards. I understand that the City of San Antonio, Texas, has done this with results that have been heartily applauded by residents.

In addition, I agree with the Planning Department's refusal to decrease the acreage and square footage qualifying for a Comprehensive Sign Program to that currently required. Even the new requirements of 5 acres and 100,000 square feet are insufficient; relatively modest centers would still qualify. The ratios for allowed wall signs under the new ordinance will provide sufficient sign area for large centers. There is no need to provide for this additional second-level allowance. Again, we need to reduce signage below current levels , not allow for its increase in any way.

It is incumbent upon the City to avoid peppering the new ordinance with exceptions that both swallow the rule against off-site advertisements and jeopardize enforcement on constitutional grounds as allowing excessive discretion by local officials. Otherwise, the City will continue to fail to

live up to its basic responsibility to enforce the laws on the books, and it will ignore the public mandate to clean up the visual environment in Los Angeles.

Sincerely,

cmh\_signature.jpg

Colleen M. Hanlon

200 N. Bentley Avenue

Los Angeles, CA 90049

COLLEEN M. HANLON  
General Counsel  
RPD Catalyst, LLC

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CF 08-2020

**From:** David Rosenstein <rsnstndvd@yahoo.com>  
**To:** <barbara.greaves@lacity.org>, <councilmember.reyes@lacity.org>, <council...>  
**Date:** 5/11/2009 1:01 PM  
**Subject:** Sign Districts Should Not be Grandfathered

I strongly oppose the grandfathering of sign districts. It is in direct conflict with the intent of writing a new sign ordinance to STOP the proliferation of billboards, supergraphics, and other forms of outdoor advertising invading our visual landscape.

David Rosenstein  
302 Amalfi Drive  
Pacific Palisades 90272

CF 08-2020

**From:** Rob Talbot <robatalbot@gmail.com>  
**To:** <councilmember.weiss@lacity.org>, <barbara.greaves@lacity.org>, <council...  
**Date:** 5/11/2009 1:16 PM  
**Subject:** NO grandfathering of sign districts.

NO grandfathering of sign districts.

Thank you,

Robert Talbot

CF 08-2020

**From:** "Marilyn Tusher" <mltusher@att.net>  
**To:** <barbara.greaves@lacity.org>, <councilmember.reyes@lacity.org>, <council...>  
**Date:** 5/11/2009 12:40 PM  
**Subject:** NO Grandfathering of Sign Districts! Council File 08-2020

Dear PLUM Committee Members,

As a long time resident of the Westside, I now must implore you not to Grandfather into the Proposed Sign Ordinance before you tomorrow May 12, 2009 the five Sign Districts that have not yet received the CPC approval.

By granting this valuable exception to selected property owners, as a homeowner and one concerned about the proliferation of any and all signage, there will be no protection or community benefits to those areas.

I urge you to vote NO on this grandfathering of sign districts. That is in direct and complete conflict with the intent of the writing of a new sign ordinance, which was to STOP the proliferation of billboards, supergraphics and all the other forms of outdoor advertising which has so invaded all of our surroundings, not matter where we travel in this city. These signs are a direct insult to our visual well being and also to the image of this great city.

Thank you for your consideration of this most important request.

Sincerely,  
Marilyn Tusher  
2557 Midvale Avenue  
Los Angeles, CA 90064

if there are any elements of the Board of Referred Powers' action which will need Council's approval? Thanks

>>> Tina Quebec 5/6/2009 7:29 PM >>>

Hello Everyone,

This email is to inform you that a Board of Powers committee meeting has been scheduled for Tuesday, June 16, 2009 at 9:00 a.m. at City Hall.

Item on the agenda the Autry National Center Griffith Park Improvements. Please see attached memorandum for additional information.

Thank you

Celestina Quebec  
Executive Assistant  
Councilwoman Janice Hahn  
City of Los Angeles, 15th District  
200 N. Spring Street, Room 435  
Los Angeles, California 90012  
Office: (213) 473-7015  
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[tina.quebec@lacity.org](mailto:tina.quebec@lacity.org)