



Michael Espinosa <michael.espinosa@lacity.org>

Proposed Sign Ordinance

rfelicioni@aol.com <rfelicioni@aol.com>

Fri, Aug 5, 2011 at 11:11 AM

To: michael.espinosa@lacity.org, info@banbillboardblight.org

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian
Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmember / Committee Chair

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. Specifically, the following provisions badly undermine the objective of the ordinance, which will make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

-Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.
At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

The persistent reduction to the quality of life within our city for the benefit of a special interest is unconcionable.

Sincerely,

Ron Felicioni

Playa del Rey



Michael Espinosa <michael.espinosa@lacity.org>

Proposed Modified Parking Requirement Ordinance

David R Garfinkle <drgarfinkle@sbcglobal.net>
To: michael.espinosa@lacity.org, james.williams@lacity.org

Fri, Aug 5, 2011 at 11:07 AM

Please post the following in the public comments on this file.

Tarzana Property Owners Association

August 4, 2011

Planning and Land Management Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

**Reference: Modified Parking Requirement District Proposed Ordinance
CPC-2007-2216-CA, Council Files 07-2991, 09-0206**

The Tarzana Property Owners Association questions the need for the proposed ordinance. The proposed Modified Parking Requirement District ordinance includes some improvements to the original 2007 proposal and some improvements to the recent draft, but it remains an unnecessary, misguided effort to degrade current parking standards. **The key point to come out of the several hearings is that the ordinance is unnecessary; provisions currently exist to provide justified relief from current parking regulations..** The Zone Variance and Conditional Use processes consider the specific request for a specific project and allow provisions for public comment. The most telling point was, in fact, made by the Planning Department staff in testimony before the City Planning Commission: they gave examples of the existence of those relief mechanisms from current regulations when discussing each point of the proposed ordinance. **Our suggestion, therefore, is that the proposed ordinance not be considered further.**

The proposed ordinance makes two questionable assumptions. The first is that the increased availability of public transit will cause people to forgo car ownership and use public transportation. **The public transit network in Los Angeles is simply not capable of fulfilling that requirement and is quite unlikely to be able to do so in the foreseeable future.** While we have seen impressive patronage figures for rapid transportation facilities such as the Orange, Red, and Green lines, studies have shown that much, if not most, of that patronage is a shift from buses, rather than a shift from private automobiles. In fact, as reported in Los Angeles Times and LA Weekly articles in 2007, residents of current transit oriented projects *own cars, need to park them on-site, and rarely if ever use the public transportation.* As an example, the 2007-2009 US census data for the Los Angeles metropolitan area indicates that just over 6% of residents use public transportation for commuting to work.

The second questionable assumption is that reduced parking requirements on new multiple housing

construction would significantly reduce the cost of ownership of those units and increase the availability of affordable housing. Here the Planning Department plays fast and loose with statistics, claiming that adding a parking space adds **as much as** \$30,000 to the cost of construction and then multiplying that maximum cost by 2.5 to make the general claim that “For a 2-bedroom condominium that requires 2.5 parking spaces, the cost of parking alone is \$75,000.” While it may be true that there are isolated cases where the current parking requirements add substantial cost to construction, those units will require parking for cars that residents will insist on having. Should those cars simply add to the scarcity of current parking? Again, for those specific projects which are unlikely to result in substantial car ownership, the existing variance processes provides a mechanism for modification of the general parking requirement. Let’s not provide a general solution to limited specific cases.

If the PLUM believes that further action is appropriate, however, we would like to call attention to specific aspects of the proposed ordinance which we believe to be poorly thought out, with inadequate attention paid to unintended consequences.

Single Hearing to Establish a District in Perpetuity: The first of these is the single hearing required for establishment of a Modified Parking Requirements District. The processes for relief from existing parking regulations consider the specific request for a specific project and allow provisions for public comment. **The proposed MPR District ordinance would allow by-right variances from current regulations, once adopted, for each and every establishment within the district, with no City governance or public input.** That does not seem prudent, considering the variety of tools proposed, cumulative effects within the district over time, and future situations not apparent today. Think how digital technology made then-existing signage regulations obsolete and the amount of effort necessary (and still underway) to remediate the situation.

Change of Use: Consider the Change of Use tool. The first change from a low parking use (commercial, for example, requiring one space for each 500 sq. ft.) to a restaurant which requires an intense need for parking (one space for each 100 sq. ft.) or an even more intense use such as a theater (one space required for each 35 sq. ft.) may arguably be justified for the first facility within the district. Where is the parking for the potential overflow of cars, however, after the 5th or 10th change of use? For a modest 5,000 square foot building, what would make up for the extra 132 parking spaces (theater change) or 40 spaces (restaurant change)? Clearly, this provision makes little sense.

Community Parking: Another ill advised aspect is the proposed provision for off-site parking for all uses within 1500 feet. Again, we feel that community parking may be a useful provision under certain circumstances. Beverly Hills, Pasadena, and Santa Monica all have provided public parking garages in dense shopping areas which reduce unnecessary duplication of parking spaces. **However, note that these facilities share two characteristics: they are only in dense commercial areas and they provide parking at no cost (at least for a specified time) to the end users of the facilities.**

In addition, the 1500 foot radius is simply too great. The Planning Department claims that parking available within 1500 feet of the end use is OK since 1500 feet is a 5 minute walk. While someone in good shape can walk 1500 feet (almost 1/3 of a mile) in 5 minutes, how appropriate would it be to be forced to walk to an apartment in inclement weather, or after a hard day’s work, or for an older or less fit person carrying groceries? The current 750 foot limit applicable to industrial facilities makes far more sense. We believe the findings for multifamily residential facilities must make two findings: no impact on adjacent residential areas

and use of the community parking facility be limited to residents of the subject residential buildings.

We note that community parking is not allowed under current parking regulations and urge that the effort be spent in a minor modification to the code to allow such use under existing methods for relief from current parking regulations.

One further point: observations in our area indicate that the auxiliary parking cited in applications for variances are rarely utilized. Instead, people park as close to their destination as possible, further aggravating the local situation.

District Size: We note that the most recent version increases the minimum size of a proposed MPD from three to five acres. While a step the right direction, that's still smaller than the average Big Box store property. On the other hand, maybe there should be a maximum size! The effects of the proposed change of use provision might be alleviated if the district were small enough. Do we want a min/max size for every proposed tool? How complex can we get! Wouldn't it be simpler to just drop the proposed ordinance?

Commercial Parking Credits: The specific requirements proposed for this provision seem rather cumbersome. Conducting such an extensive survey of an entire MPR District would be extremely time consuming and require significant City resources. Perhaps more pertinent, where would the money go? Current pools of this sort (traffic mitigation, Quimby parkland, etc) seem to provide little or no benefit to the community. The fees often simply accumulate for years or, alternatively, are used for a questionable project simply because the funds are there and the provisions for their use are quite cumbersome and restrictive.

Summary: In summary, we believe that mechanisms currently exist to provide justified relief from current parking regulations and believe that the proposed ordinance substantially weakens the ability of the City and the potentially affected communities to provide necessary parking regulations. Each individual request for relief from the current regulations must include public notice and hearings and the findings in each case must justify the relief.

David R. Garfinkle
President, Tarzana Property Owners Association
president@tarzanapropertyowners.org

Copies sent by e-mail and by the US Post Office

Post Office Box 571448, Tarzana, CA 91357 www.tarzanapropertyowners.org



Michael Espinosa <michael.espinosa@lacity.org>

CF# 11-0724 Signs at City-Owned Facilities and Parks

1 message

Lucinda Phillips <pavementpictures@dslextrême.com>

Fri, Aug 5, 2011 at 10:54 AM

To: Michael.Espinosa@lacity.org, tom.labonge@lacity.org, carmen.trutanich@lacity.org

Cc: susan swan <SSwanLA@aol.com>

**Councilmembers Ed Reyes (Chair), Jose Huizar, Paul Krekorian
L.A. City Council Planning & Land Use Management Committee**

We are opposed to the proposed new sign ordinance permitting commercial signs in parks. This will result in extensive advertising in large parks like Griffith Park and others, and providing unprecedented marketing access to children.

Parks are not advertising venues. Nor are our children marketing targets.

We oppose allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

We also oppose grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including mandatory takedown of existing billboards in the surrounding community.

Sincerely
Lucinda Phillips
Parks Representative, Hollywood United NC
Friends of Fern Dell
Friends of Griffith Park Boardmember



Michael Espinosa <michael.espinosa@lacity.org>

Billboard need more regulations.. Please distribute to members Aug 9th meeting

1 message

Laura Silagi <lrsilagi@gmail.com>

Fri, Aug 5, 2011 at 10:42 AM

To: michael.espinosa@lacity.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Mr. Reyes, Mr. Huizar and Krekorian,

I oppose the passage of the new sign ordinance. This ordinance does not stop the spread of billboards and other forms of outdoor advertising nor does it reduce their overall number. There are terrible provisions included which will pollute our city with visual blight and make the environment more of a consumer experience than a beautiful urban one. Below are the provisions that are truly offensive.

- The grandfathering of sign district applications that will have no planning commission hearing, leaving out the right of the public to participate in our city.
- Advertising on public property, such as parks and other city property.
- Allowing digital on-site signage without any studying and creating regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

It is important that regulations include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Yours truly,

Laura Silagi, Venice, CA

--

LRSILAGI@GMAIL.COM



Michael Espinosa <michael.espinosa@lacity.org>

Council File 08-2020 Citywide Sign Ordinance

1 message

Donald Cooper <malibudad@verizon.net>

Fri, Aug 5, 2011 at 9:32 AM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the Committee and Other Interested Parties,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

- Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

- Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

- Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Donald Cooper
Westchester resident



Michael Espinosa <michael.espinosa@lacity.org>

Fwd: SIGNS NO NO NO

1 message

C.V. BECK <rexbeck@netscape.com>

Reply-To: rexbeck@netscape.com

To: michael.espinosa@lacity.org

Fri, Aug 5, 2011 at 9:31 AM

Please see below

C.V. Beck

--- Begin forwarded message:

From: "C.V. BECK" <rexbeck@netscape.com>

To: <michael.esinosa@lacity.org>

Subject: SIGNS NO NO NO

Date: Fri, 5 Aug 2011 09:28:41 -0700

Mr. Espinosa,

Please forward these comments to the PLUM Committee:

Many people do not want LA to resemble Hong Kong.

Many people are sick and tired of the money-grubbing efforts to "tart-up" Los Angeles, while cutting back on essential services.

Many people are also tired of the creeping "privatization" of the public's spaces.

Thanks for listening.

C.V. Beck
1053 Elkgrove Avenue
Venice, CA 90291-5721

rexbeck@netscape.com

Netscape. Just the Net You Need.

Netscape. Just the Net You Need.



Michael Espinosa <michael.espinosa@lacity.org>

Oppose the Sign Ordinance

1 message

Annette Mercer <mercero-wieland@mindspring.com>

Fri, Aug 5, 2011 at 8:49 AM

To: michael.espinosa@lacity.org

Cc: Ban Blight Billboard <info@banbillboardblight.org>, Westwood Gardens Civic Association <westwoodgardens@gmail.com>, "5) Jay" <jay.greenstein@lacity.org>

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our city. The following provisions badly undermine the purpose of the ordinance and should be removed. We want our city to be a more attractive and liveable place, not a barrage of ads and distractions.

>>Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

>>Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties. We need our oases free of clutter, ads, and commercialism!

>>Allowing digital on-site signage without any study and development of regulations regarding the effect on nearby properties, energy use, and potential for driver distraction. The brightness of some of the existing signs is overpowering and the TV aspect is incredibly distracting to drivers.

At a minimum, the new regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval. Please do not compromise the long term aesthetics of the city for developer/advertiser dollars.

Sincerely,

Annette Mercer

2647 Glendon Avenue, LA



Michael Espinosa <michael.espinosa@lacity.org>

Billboard Blight

1 message

Linda Pearl <pearldot@gmail.com>

Fri, Aug 5, 2011 at 6:43 AM

To: michael.espinosa@lacity.org

Dear _Mr. Espinoza

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

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- Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Linda Pearl



Michael Espinosa <michael.espinosa@lacity.org>

Billboards

1 message

Irma Silverstein <irmas@uchicago.edu>

Thu, Aug 4, 2011 at 10:59 PM

To: michael.espinosa@lacity.org

Cc: Bill Rosendahl <cd11@lacity.org>, info@banbillboardblight.org

To: Michael Espinosa

Please distribute my comments to the members of the Planning and Land Use Management Committee for their Aug. 9 meeting.

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Council Members;

I am very concerned about the proliferation of billboards and electronic signs throughout the city. They cause distraction to motorists. In particular, the electronic signs that change frequently are the most distracting. Even pedestrians watch them instead of paying attention to the traffic in the streets they are crossing.

In addition, the signs cause visual blight and cheapen the looks of a neighborhood.

From: Irma Silverstein

8004 El Manor Ave.

Los Angeles, CA 90045



Michael Espinosa <michael.espinosa@lacity.org>

Don't put adds in our parks

1 message

Yamit Shimonovitz <4yamit@gmail.com>

Thu, Aug 4, 2011 at 9:43 PM

To: Michael.Espinosa@lacity.org

Please keep the parks add free for our children so they will experience nature without thinking about the next block buster or fatty foods....

Thanks

--

Yamit Shimonovitz

www.Yamit.biz



Michael Espinosa <michael.espinosa@lacity.org>

Billboard blight comment

1 message

D_Singleton <dsingleton59@earthlink.net>

Thu, Aug 4, 2011 at 9:01 PM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Citizens,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

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At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

To add my own comments to this letter: I was driving through Culver City the other day, on Venice Blvd. between the 10 freeway offramp and McLaughlin and was astonished at the amount of billboard advertising that assaulted my vision. It makes it hard to concentrate on driving. I live in La Cañada Flintridge and am not used to seeing so much advertising on the street. All those signs really make the neighborhood look crummy - they must bring down property values. Who is this benefiting, anyway? Not the community surely - simply the advertisers themselves. It was like driving through a colonized, occupied territory that has little identity of its own - truly depressing. The City of Los Angeles could stop this if it had any willpower in its leadership.

Sincerely,

Diana Singleton



Michael Espinosa <michael.espinosa@lacity.org>

Comments regarding Sign Ordinance, council file 08-2020

1 message

Joshua Pretsky <pretsky@ucla.edu>

Thu, Aug 4, 2011 at 6:58 PM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

Dear Mr. Espinosa,

I ask that you please distribute my comments to the committee members for the upcoming meeting of August 9th. Thank you.

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the Planning and Land Use Management Committee,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and livable place by reducing visual blight and the other negative affects of outdoor advertising.

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This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

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-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Joshua E. Pretsky, M.D.

11980 San Vicente Blvd, #910

Los Angeles, CA 90049

310-826-8633

CONFIDENTIALITY NOTICE

This e-mail and any files or previous e-mail messages transmitted with it, may contain confidential information that is privileged or otherwise exempt from disclosure under applicable law. If you are not the intended addressee, nor authorized to receive for the intended addressee, you are hereby notified that you may not use, copy, disclose or distribute to anyone the information contained in or attached to this message. If you received this message in error, please immediately advise me by reply email and delete this message, its attachments and any copies. Thank you.



Michael Espinosa <michael.espinosa@lacity.org>

No Advertising in Parks

1 message

Scott Rubel <scott@invitesite.com>

Thu, Aug 4, 2011 at 6:10 PM

To: Michael.Espinosa@lacity.org

Cc: Ed Reyes <reyes@lacity.org>, Jose Huizar <huizar@lacity.org>, Councilmember.Krekorian@lacity.org

Mr. Espinosa, Mr. Reyes, Mr. Huizar, Mr. Krekorian

Please do not allow advertising in our parks.

Sincerely,

Scott Rubel
977 Montecito Dr.
Los Angeles, CA 90031-1633



Michael Espinosa <michael.espinosa@lacity.org>

cf-11-0724

1 message

Jacqueline Dreager <jdreager@earthlink.net>

Thu, Aug 4, 2011 at 6:12 PM

To: Michael.Espinosa@lacity.org

Dear Mr Espinosa,

Please, no signs in city parks. We are inundated every day! Every day our senses are assaulted. Don't you agree? Do you have kids? Do you want your kids exposed to mindless blather? I work at Barnsdall Art Park. Do you think people that come to enjoy the park want to be hit in the face with ads? Think twice.

Thank you, J. Dreager



Michael Espinosa <michael.espinosa@lacity.org>

Digital billboards

1 message

Ray Wood <raywoodx@comcast.net>

Thu, Aug 4, 2011 at 5:16 PM

Reply-To: Ray Wood <raywoodx@comcast.net>

To: michael.espinosa@lacity.org

The quickest way to kill the uniqueness of a city is to proliferate digital billboards and building covers. Unless you want to trash L.A. big time, do not allow more digitals!!

@rdis Wood



Michael Espinosa <michael.espinosa@lacity.org>

CF# 11-0724 Signs at City-Owned Facilities and Parks

1 message

Charles Soter <chuck@soterdesign.com>

Thu, Aug 4, 2011 at 5:04 PM

To: Michael.Espinosa@lacity.org

Cc: councilmember.reyes@lacity.org, Councilmember.Huizar@lacity.org, councilmember.krekorian@lacity.org, councilmember.labonge@lacity.org, ctrutanich@lacity.org

To: Los Angeles City Council PLUM Committee

I am writing to express my total opposition to the new sign ordinance first made public by the planning department July 22. I am especially opposed to allowing commercial signage anywhere on Los Angeles City parks.

The Recreation and Parks Commissioners have told us that "times have changed", so we must allow commercial signs in the parks to help pay for the continued upkeep of the parks and to fund children's programs and activities. In other words, children must suffer an onslaught of commercial blather if they want to continue using the parks. The Commissioners have also posited the notion that not allowing commercial signage in parks would penalize Little Leagues and other youth leagues by depriving them of necessary funding. Not true. *Non-commercial* signs have existed for years at Little Leagues and youth leagues, and they will continue to do so, regardless of any new sign ordinance.

I think the public would believe that "times have changed" if our City officials were to go to Eli Broad and tell him that "times have changed", and we really need you to give us back the \$55 million we handed you for your parking lot that you haven't started yet; and if our City officials were to go to Cirque du Soleil and say that we're sorry, but "times have changed" and we really need our \$30 million loan back (which incidentally, is only \$1 million more than the Cirque's billionaire owner paid for his 10 bedroom Hawaiian estate); and if our City officials were to go to the Grand Avenue hoteliers and say that we're sorry, but "times have changed" and we'll really need that bed tax after all; and if our City officials were to go to AEG and say that we're sorry, but "times have changed" and you'll really have to build your stadium on your own dime without Los Angeles mortgaging itself by issuing long term bonds.

I would also remind the Committee that our current City Attorney was elected in great part due to the voting public's thorough disgust with the previous City Attorney's relationship with the sign lobby. To change current laws to satisfy the sign lobby would be a slap in the faces of the voters who elected all of you.

Thank you.
Charles Soter



Michael Espinosa <michael.espinosa@lacity.org>

New sign ordinance

1 message

rev erto <revertto@yahoo.com>

Thu, Aug 4, 2011 at 5:02 PM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Mr. Espinosa,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

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At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Ryan Vincent



Michael Espinosa <michael.espinosa@lacity.org>

Council File 08-2020 Citywide Sign Ordinance

1 message

Gail Folan <casacntent@sbcglobal.net>

Thu, Aug 4, 2011 at 4:44 PM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the Committee and Other Interested Parties:

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

-Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Gail Folan

Lifelong Los Angeles resident



Michael Espinosa <michael.espinosa@lacity.org>

New Citywide Sign Ordinance: Fatally Flawed!

1 message

Brendan Folan <mrredhead@sbcglobal.net>

Thu, Aug 4, 2011 at 4:35 PM

Reply-To: Brendan Folan <mrredhead@sbcglobal.net>

To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian
Re: Council File 08-2020 Citywide Sign Ordinance

Dear Members of the Committee and Other Interested Parties,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

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At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Brendan Folan



Michael Espinosa <michael.espinosa@lacity.org>

Re: Council File 08-2020 Citywide Sign Ordinance

1 message

George Cook <fattymarmot@yahoo.com>

Thu, Aug 4, 2011 at 4:22 PM

Reply-To: George Cook <fattymarmot@yahoo.com>

To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

Cc: "info@banbillboardblight.org" <info@banbillboardblight.org>

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmember,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and livable place by reducing visual blight and the other negative affects of outdoor advertising.

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- Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

- Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

George Cook
Silverlake



Michael Espinosa <michael.espinosa@lacity.org>

Billboard Blight

1 message

Mike McDermott <mike@mccradio.com>

Thu, Aug 4, 2011 at 4:04 PM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmen,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and livable place by reducing visual blight and the other negative affects of outdoor advertising.

- Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and super graphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

- Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of' way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.

- Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Mike McDermott

Michael McDermott

McDermott Communications Co
5310 W.Century Blvd Ste.101
LA, CA. 90045
310-670-5266 Office
310-863-3515 Cell
www.mccradio.com



Michael Espinosa <michael.espinosa@lacity.org>

Re: Council File 08-2020 Citywide Sign Ordinance

1 message

Nancy Karlin <nancykarlin@yahoo.com>

Thu, Aug 4, 2011 at 3:50 PM

To: michael.espinosa@lacity.org

Please distribute my email comments to the members of the Planning and Land Use Committee for their Aug 9 meeting.

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers Reyes, Huizar and Kerkorian,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. I am particularly concerned about two provisions, grandfathering sign district applications that have never even reached a planning commission hearing and allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets. At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Nancy Karlin, Los Angeles 90066
.....



Michael Espinosa <michael.espinosa@lacity.org>

Please please no signs in the parks !

1 message

Cindy Driscoll <cindy@invitesite.com>

Thu, Aug 4, 2011 at 2:52 PM

To: Michael.Espinosa@lacity.org

Please please no sign in the parks ... parks are for nature's beauty not human mess !!!

THANK YOU !!

Sincerely ,

Cynthia Driscoll

Cindy Driscoll
Invitesite.com *Big Love. Tiny Footprint*
450 South Raymond Ave.
Pasadena, CA 91105
626.793.4600
888.DIY.INVItes [349.4684]
cindy@invitesite.com

Eco-friendly event invitations, thank you notes, holiday cards, and more. Over 30 years experience in specialty printing and genuine tree-free papers.

[Twitter](#) • [Yelp](#) • [Wedding Wire](#)



Michael Espinosa <michael.espinosa@lacity.org>

PLEASE DISTRIBUTE: Council File 08-2020 Citywide Sign Ordinance – OPPOSITION

1 message

Dan Silver <dsilverla@me.com>

Fri, Aug 5, 2011 at 12:00 PM

To: michael.espinosa@lacity.org

August 5, 2011

For distribution to Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair
Councilmember Jose Huizar
Councilmember Paul Krekorian

RE: Council File 08-2020 Citywide Sign Ordinance (Hearing Date Aug 9, 2011) – *OPPOSITION*

Honorable Chair and Committee Members:

As a lifelong resident of Los Angeles, and on behalf of the Endangered Habitats League (EHL), I am appalled by the new sign ordinance first made public by the planning department July 22. We urge its revision to protect the citizens from the invasion of billboards – conventional, supergraphic, and digital. Such advertising degrades our streets and views – the prime public spaces of our commercial areas – and turns them into ugly and noxious experiences. Digital signs are huge energy hogs, as well, that are counter to greenhouse gas goals. For your reference, EHL is Southern California's only regional conservation group and dedicated to the quality of the human and natural environments.

The proposed ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance:

- Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.
- Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-of-way. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.
- Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

It is essential that new sign districts not proliferate. Regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

The damage done to downtown and Hollywood is irretrievable. But please limit future damage and put the strictest possible limits on future signage. The quality of our urban spaces must not be sacrificed to the advertising industry and a select group of real estate interests. Please remember the public which you represent, and defend its vital interest in a high quality environment.

Yours truly,

Dan Silver, Executive Director
Endangered Habitats League
8424 Santa Monica Blvd., Suite A 592
Los Angeles, CA 90069-4267

213-804-2750
dsilver1a@me.com
www.ehleague.org



Michael Espinosa <michael.espinosa@lacity.org>

Council File 08-2020 / Citywide Sign Ordinance

1 message

Ingrid Mueller <ingridinvenice@yahoo.com>

Fri, Aug 5, 2011 at 12:03 PM

Reply-To: Ingrid Mueller <ingridinvenice@yahoo.com>

To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

Cc: "info@billboard.com" <info@billboard.com>

To: Planning And Land Use Management Committee
Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar
Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Honorable Persons in Charge of our City's New Sign Ordinance,

Please believe me:

There is plenty of opposition (speak: outrage) throughout our City to the passage of the new sign ordinance first made public by the planning department July 22.

This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods.

In specific, the following provisions **badly undermine the purpose of the ordinance,**

which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

-Grandfathering sign district applications that have never even reached a planning commission hearing.

This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.

-Allowing comprehensive sign programs to be established for private and public property,

where commercial advertising would be allowed on signs that

aren't visible from the public-right-of-way.

This could result in **extensive advertising in large parks like Griffith Park and others,**
and open the door for advertising on other city properties.

-Allowing digital on-site signage without any study and development of regulations regarding
light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Ingrid Mueller
1027 Elkgrove Ave./ 1 block E of Lincoln Blvd. = Billboard
Jungle!!
Venice, CA 90291



Michael Espinosa <michael.espinosa@lacity.org>

Sign Ordinance

1 message

Elizabeth Garrison <lizgarrison@sbcglobal.net>

Fri, Aug 5, 2011 at 11:59 AM

To: Michael.Espinosa@lacity.org

A reckless idea. This is a quality of life issue. Do you want your legacy to be connected to an concept that clutters the last vestiges of tranquility in an already advertisement heavy/visually cluttered, park short city? shame



Michael Espinosa <michael.espinosa@lacity.org>

Opposed to New City Sign Ordinance

1 message

Melinda Cotton <mbcotton@hotmail.com>

Fri, Aug 5, 2011 at 10:13 AM

To: michael.espinosa@lacity.org

Mr. Espinosa - Our comments below should be distributed to members of the Planning and Land Use Management Committee for its Aug. 9 meeting.

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Councilmembers Reyes, Huizar and Krekorian:

My husband and I are shocked to learn that Los Angeles is on a path to continued blight of its cityscape and neighborhoods.

We are strongly to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

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-Allowing digital on-site signage without any study and development of regulations regarding light trespass on residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Melinda Cotton and Jeff Miller



Michael Espinosa <michael.espinosa@lacity.org>

New Billboard Ordinance Must Include an Energy-Use Analysis (re Council File 08-2020: Citywide Sign Ordinance)

1 message

Gregory D. Wright <bg534@lafn.org>

Fri, Aug 5, 2011 at 7:21 AM

To: michael.espinosa@lacity.org

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Attn: Michael Espinosa, Legislative Assistant, PLUM Committee

Mr. Espinosa, please distribute my comments to the members of the PLUM Committee. Thank you.

Re: Council File 08-2020: Citywide Sign Ordinance

Dear Councilmembers:

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods.

Why is the City of Los Angeles, in a time of accelerating climate change due to the overuse of fossil energy, giving a green light to the proliferation of energy-guzzling (and cityscape-blighting) 'traditional' and digital billboards that will only require more energy from all sources? An environmental analysis of the energy requirements of existing billboards and of the additional billboards this new ordinance will permit, even encourage, is essential before the City commits to any ordinance that will allow or encourage even more of these crappy signs.

Additionally, the City of Los Angeles should seriously consider the imposition of "light curfews" on all of the billboards, 'traditional' and digital, from an early evening hour to sunrise, seven days a week, to reduce the power draw of these environmental blights and the harmful and unnecessary light pollution they produce.

The following provisions badly undermine the purpose of the sign ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

- Grandfathering sign district applications that have never even reached a planning commission hearing. This means those sign districts could put up hundreds of new billboards and supergraphic and electronic signs without having to comply with tougher regulations, including a mandatory takedown of existing billboards in the surrounding community.
- Allowing comprehensive sign programs to be established for private and public property, where commercial advertising would be allowed on signs that aren't visible from the public-right-ofway. This could result in extensive advertising in large parks like Griffith Park and others, and open the door for advertising on other city properties.
- Allowing digital on-site signage without any study and development of regulations regarding light trespass on

residential properties, energy use, and potential for driver distraction on busy streets.

At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Will the PLUM Committee / City Council mandate the billboard energy use mandate I suggest above?

And will the PLUM Committee / City Council impose light curfews on the City's thousands of billboards?

Sincerely,

Gregory Wright

14161 Riverside Drive, #3

Sherman Oaks, CA 91423

(818) 784-0325 / greg@newciv.org

GREGORY WRIGHT / WRIGHT THINKING
greg@newciv.org = bg534@lafn.org



Michael Espinosa <michael.espinosa@lacity.org>

No signs in public parks!!

1 message

car2532002 <car2532002@yahoo.com>

Thu, Aug 4, 2011 at 8:22 PM

To: Michael.Espinosa@lacity.org

Our parks should be free of ugly advertising. NO SIGNS IN THE PARKS!

Susan Rocha
Cypress Park



August 5, 2011

The Honorable Ed Reyes
Chairman
Planning and Land Use Management Committee (PLUM)
Los Angeles City Hall
200 North Spring Street, Room 410
Los Angeles, CA 90012

Re: Proposed Ordinance Regulating Outdoor Advertising

Dear Mr. Chairman and Members of the Committee:

On behalf of The Los Angeles Area Chamber of Commerce, I am writing to urge the City Council to establish a clear process to address key issues related to the regulation of outdoor advertising in the City of Los Angeles ("City") that are not included in the proposed sign ordinance distributed by the Department of Planning on July 22, 2011 and currently before this committee for consideration.

Billboard companies are significant entity within our membership as well as an important industry throughout the region. Creating a understandable process works to the benefit of all stakeholders including the City of Los Angeles

The lack of clarity in the City's existing outdoor signage ordinance and the lengthy process to revise it has created uncertainty not only for the outdoor advertising industry, but also for the businesses and community groups that depend on the opportunities the industry provides. **Establishing a comprehensive ordinance will provide the clarity and consistency necessary for an important sector of Los Angeles's business community.**

While we appreciate the hard work that City staff has invested to develop the draft sign ordinance, there **are still a number of significant issues** for the outdoor advertising industry and local business community that are unfortunately not incorporated and there is **no plan in place to address them.**

As your committee considers the components included in the current draft ordinance, we believe you have a **critical and much-needed opportunity to also establish a process to address the additional remaining issues.** These issues have frankly languished for too long. It is imperative that the City commence a process to resolve these issues in a fair and timely manner, working collaboratively with the industry, business leaders and community stakeholders.

We understand the outdoor advertising industry is willing to provide policy proposals, accompanying public and financial benefits and funding options to help offset planning staff needs. We are pleased to see their willingness to help the City create a long-term solution once and for all.

As the President of the Chamber, I can attest to the critical role that outdoor advertising plays in driving the local economy and helping to create jobs. **More than 6,000 local companies use outdoor advertising to help grow their business.**

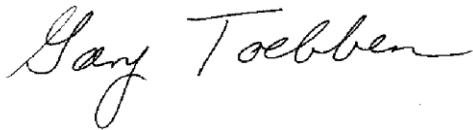
By providing the necessary clarity for this critical business sector, the City Council will be promoting a more business-friendly environment in the City and helping to support local jobs and businesses.

The industry has also been an important community partner for Los Angeles, donating billboard space to community groups and to City and public safety officials to assist in quickly reaching the community in emergency situations and law enforcement priorities.

I am committed to working with the City to adopt a comprehensive outdoor advertising ordinance. **The time is now...**I urge you to establish a process to address these important outstanding issues. Taking this action is good for the City, good for the industry, good for business and good for the community. Thank you for consideration of this important matter.

If you are in need of any further assistance, please do not hesitate to contact Ms. Beverly Kenworthy at (213) 580-7531 who is my lead point person on this issue. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Gary Toebben". The signature is fluid and cursive, with the first name "Gary" and last name "Toebben" clearly legible.

Gary Toebben
President & CEO

CC: The Honorable Councilmember José Huizar
The Honorable Councilmember Paul Kerkorian
Members of the Los Angeles City Council



Michael Espinosa <michael.espinosa@lacity.org>

signage in parks

1 message

Miriam Torres <torres.miriam@gmail.com>

Fri, Aug 5, 2011 at 12:46 PM

To: Michael.Espinosa@lacity.org

Dear Michael,

As an activist but most importantly, as a mother, I would like to express my opposition to the proposal that would allow advertising signage in parks. Children are already bombarded with advertisement everywhere they go, parks are among the very few public spaces where kids can rest from LA's hyper stimulation culture. It is a terrible idea and I hope that it is not implemented.

Miriam Torres



Michael Espinosa <michael.espinosa@lacity.org>

flawed sign ordinance for los angeles

1 message

jeanne wyshak <jeannewyshak@yahoo.com>

Thu, Aug 4, 2011 at 5:06 PM

Reply-To: jeanne wyshak <jeannewyshak@yahoo.com>

To: "michael.espinosa@lacity.org" <michael.espinosa@lacity.org>

To: Planning And Land Use Management Committee

Councilmember Ed P. Reyes, Chair

Councilmember Jose Huizar

Councilmember Paul Krekorian

Re: Council File 08-2020 Citywide Sign Ordinance

Dear Everyone,

I am opposed to passage of the new sign ordinance first made public by the planning department July 22. This ordinance neither stops the proliferation of billboards and other forms of outdoor advertising nor begins a serious reduction in the number of billboards that blight our neighborhoods. In specific, the following provisions badly undermine the purpose of the ordinance, which is to make our city a more attractive and liveable place by reducing visual blight and the other negative affects of outdoor advertising.

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At a minimum, the regulations should include limits on size, height, spacing, hours of operation, and provisions for community review and approval.

Sincerely,

Jeanne Wyshak



Michael Espinosa <michael.espinosa@lacity.org>

ad signs in parks

1 message

Jack Fenn <jackfenn@pacbell.net>

Fri, Aug 5, 2011 at 1:54 PM

To: Michael.Espinosa@lacity.org

Please let Councilmen Reyes, Huizar, and Krekorian know that ALL unnecessary signs in parks contribute to blight. Parks are sanctuaries, and advertising in them is a noxious invasion.

Respectfully,
Jack Fenn
Montecito Heights
