



Michael Espinosa <michael.espinosa@lacity.org>

Council File 08-2020 Citywide Sign Ordinance

1 message

Ivonne Guzman <ivonne.a.guzman@hotmail.com>

Tue, Aug 9, 2011 at 9:25 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

Dear 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 interferes with the right to the public's quiet enjoyment of the natural beauty and parks that we have here in Los Angeles in exchange for profit. This would create visual blight for all people and especially target and hurt our children, the people of Venice do not want it.

Thank you so much.

Ivonne Guzman



Christine Peters, President
PO Box 26384
Los Angeles, Ca 90026

(323) 662-1007

cp007@sbcglobal.net

August 8, 2010

CF # [08-2020](#)

CF# [11-0724](#)

Honorable Council Members,

The Citizens Committee to Save Elysian Park (CCSEP) has been an advocate for Elysian Park for over 45 years. The preservation of parkland, and the City charters position that "parkland should remain forever inviolate", is a cornerstone of our mission. The intrusion of advertising in City Parks is a violation of the intent of the City Charter and the beginning of the end of parks as an oasis from the urban pressures of daily life.

Revenue generating efforts for Parks should remain programmatic and philanthropic. In exchange for opportunities to advertise on high profile properties like Staples Center, surcharges should be assessed to benefit our parks. As havens to escape urban blight City Parks should not be further inundated by blight, but protected from it. Any changes to the City's existing sign ordinances should include the language "all City properties EXCLUDING Parks", when referencing opportunities for advertising or signage on City property.

Thank you for your time,

Christine Peters
President, CCSEP



Michael Espinosa <michael.espinosa@lacity.org>

OPPOSITION to Council File 08-2020 Citywide Sign Ordinance > issued July 22

1 message

Helen Hood Scheer <helen.scheer@gmail.com>

Tue, Aug 9, 2011 at 11:31 AM

To: michael.espinosa@lacity.org

Cc: info@banbillboardblight.org

To: Michael Espinosa, Legislative Assistant of Planning and Land Use Management Committee

Please distribute this letter to the members of the committee which will be meeting on Tuesday, August 9, 2:30 at City Hall

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 writing to you to express my strong opposition to passage of the new sign ordinance referenced above. This ordinance fails to significantly reduce the existing billboard/street furniture, much of which was installed illegally in the first place, and it also fails to stop the the increase of such units.

Three times now, the Venice Neighborhood Council has unanimously voted against CBS Outdoors and its proliferation of signage in its "Street Furniture" program; the VNC has also opposed the Department of Parks & Recreation's plan to put up "For Profit" signage in all city parks, recreation centers and the Ocean Front Walk here in Venice. Official letters were sent after all three votes to the Mayor's office, City Attorney, City Council members, Dept. of Rec and Parks and Coastal Commission.

We know that lobbyists have been hired to try to get this ordinance passed. These lobbyists do not represent the interests of the community that live amidst the street furniture nuisance, nor do they represent the best interest of the people who recreate in these areas. These lobbyists are like hired mercenaries who represent for-profit companies, or groups that benefit by receiving money from these companies.

As you well know, this July 22 ordinance has provisions that 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. Specifically, these detrimental provisions include:

- + 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.



Michael Espinosa <michael.espinosa@lacity.org>

Please no Commercials on the Venice Beach.

1 message


cwilli7269@aol.com <cwilli7269@aol.com>

Tue, Aug 9, 2011 at 11:17 AM

To: michael.espinosa@lacity.org

Dear LA City Council;

Please keep our beaches advertisement clear. We see the advertisement all over the city and when I go to the beach along with my family and friends we truly want to get away from so much commercialization.. Please keep the beach clean and free of advertisement. The tourist come to see the true advertisement the human race and that is in person and alive and well

 Laddie Williams
310-401-0172 home
310-908-7174cell



Michael Espinosa <michael.espinosa@lacity.org>

CF # 111-0724 Signage in Parks and Facilities

1 message

stan@superkarma.net <stan@superkarma.net>

Tue, Aug 9, 2011 at 1:18 PM

To: Michael.Espinosa@lacity.org

P.L.U.M. Planning and Land Use Management Committee
Los Angeles City Council

City Hall
200 S. Spring Street
Los Angeles, CA 90012

Hearing Room 35
Michael.Espinosa@lacity.org

August 9, 2011

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

To Honorable Councilmembers Ed Reyes, José Huizar and Paul Krekorian,

The Mt. Washington Homeowners Alliance (MWAHA) has recently learned that P.L.U.M will be conducting a hearing on a proposed new sign ordinance containing a provision for “comprehensive sign programs” that could permit off-site signage (including digital signs) in city parks. “Off-site” signs are commercial billboards and signs – not to be confused with signs identifying park facilities or directional signs and signs presenting park regulations.

Our organization, which is composed of several hundred voting households in the neighborhood of Mt. Washington, is most concerned about the ramifications to our city parks should this ordinance pass. Our parks are recreational facilities and open spaces that provide a relief from the commercial activities that pervade much of our city. Our parks should not be used as commercial advertising venues. Once the floodgates to commercial advertising are opened, it might be very difficult to control the content of the advertising. Our country enjoys the rights to freedom of speech and freedom of the press, however, there is much content that is protected by our constitution