



Friends of Griffith Park

P.O. Box 27573
Los Angeles, CA 90027-0573
friendsofgriffithpark.org

October 5, 2011

Councilmember Ed Reyes, Chair
City of Los Angeles
Planning and Land Use Management Committee
200 N. Spring St
Los Angeles, CA 90012

Re: Council file 08-2020, Citywide Sign Ordinance

Councilmember Reyes,

Friends of Griffith Park opposes the adoption of the revised Citywide Sign Ordinance in its present form. As advocates for Griffith Park, we are especially concerned about commercial advertising in our City Parks and specific detrimental effects. However, we are also concerned about the overall weakening of the Sign Ordinance approved by City Planning Commission in 2009.

The following is a summary of our goals for the Sign Ordinance:

- Reduce the number of existing signs by 33%
- Prohibit commercial advertising on city property including city parks
- Eliminate Donor Signs or define them narrowly
- Include the community in an open process for the Sign Ordinance

Adoption of the revision leaves proliferation of commercial advertising on both private and public property unchecked, without a consequent reduction of existing billboard signage blight. Energy conservation, traffic, light pollution, and other environmental concerns will not necessarily be addressed with the onslaught of electronic signs. Please edit the language such that sign blight is reduced by one third.

We see little justification for the Comprehensive Sign Programs at all. The possible inclusion of public schools and public parks under this program category is intolerable. Please add language that prohibits commercial advertising on city property.

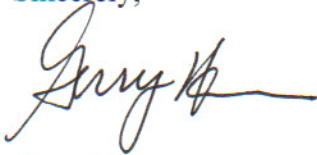
Donor signs represent another serious concern, as they remain undefined. A restricted definition might describe those which are already standard practice: small plaques on a dedicated interior wall, as seen at public libraries, colleges and museums.

We also request that, since the public is unaware that this issue is being discussed, the process become more open and that the city pro-actively seek community input. The

overwhelming attention to this process is being paid to the sign industry, their lobby and their legal representatives. A better balance is needed. We encourage you to extend the open process further to the community, with invitation to Neighborhood Councils and homeowners associations. Seeking their representation on this important issue will give equal voice in making this important decision for the future of Los Angeles.

The Sign Ordinance should not be approved as it was presented to PLUM on August 9, 2011.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerry Hans", with a long horizontal flourish extending to the right.

Gerry Hans
President

Cc: Councilmember Paul Krekorian, Councilmember Jose Huizar, Councilmember Tom LaBonge